



## Q and A's

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Can't find the answer to your question? Contact the FSI at [cardraw@thefsi.org](mailto:cardraw@thefsi.org)

## 1. What is the Great Big small Charity Car Draw?

It is a lottery where people can buy tickets to enter a draw to be in with a chance to win a brand new Mini First car. The FSI is organising the Draw to help small charities raise money. Small charities can sell tickets – online or offline – to raise money for their organisation.

## 2. How does a charity register?

A small charity can register by visiting [www.thefsi.org](http://www.thefsi.org), joining the FSI community and signing up by filling in the registration form. If you have any problems, please contact the FSI at [cardraw@thefsi.org](mailto:cardraw@thefsi.org) or on 0207637 2264.

## 3. How much does it cost for small charities?

Absolutely free. A small charity doesn't have to do anything, but register online, sell tickets and send the money and the tickets back. After the draw, 95.2% of the proceeds are donated back the charities (directly proportional to the amount of tickets sold). There is no outlay for tickets and no sign up fee.

## 4. What steps do I take if my charity wants to participate in the draw online?

Visit the Great Big small Charity Car Draw registration page, by visiting [www.thefsi.org](http://www.thefsi.org), joining the FSI community and signing up by filling in the registration form.

Once you're registered, you will receive an email with information on where to find lots of useful information about the Great Big small Charity Car Draw, to help you make the most out of the project.

After 7<sup>th</sup> April, check your charity page on the FSI community [www.thefsi.org/yourcharityname](http://www.thefsi.org/yourcharityname), the Car Draw button will show up so that if anyone wants to buy a ticket in aid of your charity they can. Forward this link and promote to friends and family.

All online ticket details will be managed by the FSI, so you won't need to do anything but encourage supporters to buy tickets.

## 5. What steps do I take if my charity wants to participate in the draw offline?

Visit the Great Big small Charity Car Draw registration page, by visiting [www.thefsi.org](http://www.thefsi.org), joining the FSI community and signing up by filling in the registration form.

You must register even if you only want to sell paper tickets because this helps the FSI to ensure the safety and security of the Draw. In the registration process you'll be asked how many paper tickets you'd like (to start off with). The FSI will send these out to you once we've received details of your registration.

Once you're registered, you will also receive an email with information on where to find lots of useful information about the Great Big small Charity Car Draw, to help you make the most out of the project.

By 6<sup>th</sup> September 2010 you must stop selling tickets as the draw is closed.

Then by 20<sup>th</sup> September 2009 you must send:

- Ticket stubs
- Money from tickets sold
- Unsold tickets
- Returns Form

to the FSI. Without ticket stubs and money raised, ticket numbers will not be entered into the draw and sales will be void. After the draw, the FSI will donate 95.2% of ticket proceeds, in direct proportion to the number of tickets each charity sells, back to participating charities.

## 6. What does 'offline' mean?

Offline just refers to paper tickets, ones that you sell face to face with supporters. The reason it is referred to as 'offline' is because charities can also sell tickets 'online', on the internet through the FSI website.

## 7. Does a charity have to take part online *and* offline?

No, a charity can choose to take part online, offline or both. Online may be easier as the charity will not have to collect money and everything is processed automatically, but offline works well if a charity has an event or they like to talk to supporters face to face.

## 8. Who can buy a ticket?

The Gambling Commission only regulates gambling activities in England, Wales and Scotland and therefore tickets for the Great Big small Charity Car Draw can only be sold in England, Wales and Scotland.

Persons under the age of 18 may not buy tickets and charities agree to terms and conditions to agree not to sell to under 18s and vulnerable persons.

## 9. How much does a ticket cost?

Each ticket costs £2. Of that £2, £1.90 is for the charity. 4.8% is used to pay costs and fees of the draw.

## 10. How does a charity send the money raised from paper ticket sales to the FSI?

At the end of the draw, by 20<sup>th</sup> September 2010, they need to complete the returns form (supplied by the FSI), transfer the total money raised into the Car Draw account, or send a cheque for the total tickets sold, accompanied with an email to [cardraw@thefsi.org](mailto:cardraw@thefsi.org) with details of: name of charity, number of tickets sold, money depositing (this must be £2 x tickets sold) and date of deposit.

### Bank account details:

Lloyds TSB Plc

Sort code: 30-98-71

Account number: 00089903

Please put your charity name as the reference.

**Cheques** made payable to: The Foundation for Social Improvement. Please write your charity name and registered number on the back of the cheque.

## 11. Why does the charity have to send the money from ticket sales to the FSI?

By law, the promoter of the lottery, that's the FSI, must have all proceeds from ticket sales before the winning ticket is drawn. So, the stubs of any tickets sold must be sent back, as well as unsold tickets, along with the money for the tickets. After the draw, the FSI will donate back 95.2% of the money to the small charities, in direct proportion to the number of tickets sold by each participating charity. So, if one charity sells 100 tickets, they will receive a cheque for £190.40 after the draw.

## 12. Why does a charity only receive 95.2% of ticket sales?

Unfortunately, there are unavoidable costs and fees, for example credit/debit card processing/transaction fees for online and administration and licence fees offline.

## 13. What else must the charity do?

The charity must send back to the FSI unsold paper tickets and the ticket stubs of sold tickets with their returns form and a note saying that the money has been deposited. See ['How does a charity send the money raised from paper tickets to the FSI'](#).

The FSI also asks charities to fill in the feedback survey at the end of the Great Big small Charity Car Draw, by doing this we can make sure we really are providing the best opportunity we can for small charities, as well as showing our donors how important this project is. You'll find the link to this survey on [www.smallcharitycardraw.co.uk](http://www.smallcharitycardraw.co.uk)

## 14. Does the charity have to pay for the tickets in order to sell them?

No. The online tickets are available to buy on the internet once a charity has registered and requested to take part online. The offline tickets will be sent out to the charity as requested. The charity does not have to pay for them, but they must send back the ticket stubs of sold tickets to ensure they're entered into the draw, the unsold tickets and the money raised from the ticket sales. By law, the 'promoter' of the lottery, the FSI, must receive all proceeds of ticket sales before drawing the winning ticket. The FSI will then 'donate' back 95.2% of ticket proceeds to participating charities, in direct proportion to the number sold by each charity.

## 15. How many tickets can one charity sell?

There are 250,000 tickets available online and a charity can sell as many of these as it can – the tickets will be available to buy on a first come first served basis, so charities wishing to participate are strongly encouraged to register early.

There are 250,000 paper tickets available and a charity can sell as many of these as it can, however, the FSI will only send out tickets in maximum batches of 500. Once these are sold, more can be sent out, but to give all charities a chance, there will be a cap per request. If a charity has a specific event and would like more tickets for this, they can be requested from the FSI – [cardraw@thefsi.org](mailto:cardraw@thefsi.org) or 020 7637 2264.

## 16. How does a charity get more tickets?

There are 250,000 available online tickets and once these are sold there are no more available.

If you require more offline tickets, just send the FSI an email to [cardraw@thefsi.org](mailto:cardraw@thefsi.org), with your registered charity number and name, with a request for how many tickets you would like us to send to you. Maximum batch of 500, however, if you wish to request more for a specific event, please include details of this.

## 17. How does a charity promote tickets?

Here's what you can do to let people know that you've got tickets to sell:

- Write a news story on your website, in your newsletter
- Add a signature to the bottom of all emails that lets everyone know about the Car Draw and where they can get a ticket.
- Online tickets: Set up a link to direct supporters across to buying the tickets from your charity profile page.
- Send an email to volunteers and supporters (don't forget to include information on where they can go to buy tickets).
- Take a look at the Top Tips for Selling Tickets document for more ideas

## **18. When is the draw?**

The winning ticket will be selected randomly from all sold tickets on 14th October at the FSI Forum for small charities. There will be up to 200 delegates from small charities present. Participating charity delegates are welcome to sign up to attend this conference, to find out more and to reserve your place visit <http://www.thefsi.org/2009/11/overview/>

## **19. How will we know who the winner is?**

The winning ticket number will be viewable on the FSI car draw web page ([www.smallcharitycardraw.co.uk](http://www.smallcharitycardraw.co.uk)) after the draw on the 15<sup>th</sup> October. The FSI will contact the winner using the contact details they have entered on the ticket stub/online.

## **20. What is a small charity?**

The FSI defines a small charity as a 100% not-for-profit organisation with an annual raised voluntary income of less than £1.5 million.

## **21. Which charities are eligible to participate in the draw?**

All charities eligible to register with the FSI, through the FSI Community are eligible to participate. This includes Charities registered with the Charity Commission (which regulates charities in England and Wales), the Office of the Scottish Charity Regulator (which regulates charities in Scotland) and not-for-profit organisations exempt from registering with the Charity Commission, with an annual raised voluntary income of less than £1.5 million.

## **22. What is 'raised voluntary income' and how can one get this information about a charity?**

For the FSI's purposes of classification it includes voluntary income (or donations) and trading income.

If your charity is registered with the Charity Commission, you can find out online: [www.charity-commission.gov.uk](http://www.charity-commission.gov.uk), then type in your charity number/name in the search box. When you look at the 'Charity Overview' section there will be a section entitled 'Financial History', in this section if the Voluntary income (blue on the pie chart) plus Trading to raise funds (orange) is less than £1.5 million then you are eligible (see picture at the end of this document for further assistance).

If your charity is registered with OSCR, then check on your most recent annual accounts and determine your income level.

If you are not sure, get in contact with the FSI and we'll see if we can help out – [cardraw@thefsi.org](mailto:cardraw@thefsi.org).

## **23. Why does the FSI only support small charities?**

There are over 166,000 different small charities in the UK, passionate about looking after us and the world we live in. That's over 96% of the charitable sector. In the UK 81% of the £45.9 billion of charitable income goes to 3% of the largest charities. Small charities often face a daily struggle to keep their services going and have been unable to invest in developing skills and expertise that the larger charities have been investing in building for years. This is why the FSI Trustees and Donors believe it is important to offer the sector's greatest expertise for free.

## **24. Who are the FSI and what do they do?**

The FSI is a registered charity (number: 1123384) who's purpose is to enable small charities to fulfil their potential. The FSI aims to do this by, among other things, delivering a balanced suite of capacity-building services (training, forms, mentoring, income generating opportunities, advocacy etc.) that meet the needs of, and can be easily accessed by, small charities. These services are open and free to small charities.

## **25. Why are the FSI organising the Great Big small Charity Car Draw?**

Many small charities struggle to secure funding and do not have the resources or budget to arrange large fundraising initiatives; however, organising a fundraising event can bring a lot of revenue as well as awareness about the charity and involvement with the cause.

The Great Big small Charity Car Draw gives small charities a chance to raise money for their cause by selling tickets to their supporters and others who wish to give money to their charity, for a chance to win a car. The event will support small charities by using the resources, organisation and expertise of the FSI. The FSI will organise the initiative but offer tickets to any small charity wishing to sell them in aid of their cause.

### **26. What do the FSI get out of the Great Big small Charity Car Draw?**

The FSI gets to work towards our charitable objectives – to support small charities, to help them raise funds, and to raise the profile of small charities and their great work. The FSI is a small charity itself and will be selling tickets to fundraise, just like other participating charities.

### **27. Who are Zurich and how are they linked to the Great Big small Charity Car Draw?**

Zurich Financial Services Group is an insurance-based financial services provider. Founded in 1872, they have a global network of subsidiaries and offices in North America, Europe, Asia Pacific, Latin America and other markets and serve customers in more than 170 countries. Zurich have donated money to buy the prize car.

### **28. What is the Gambling Commission and what do they have to do with the Great Big small Charity Car Draw?**

The Gambling Commission is the government regulator of all gambling in England, Scotland and Wales. By law any lottery (which is what a car draw is classed as) that aims to raise more than £20,000 must be licensed with the gambling commission. The FSI are licensed with the Gambling Commission (Licence numbers: 019816-R-302937-001 (remote) and 019816-N-302938-001 (non-remote)). If you would like to find out more visit: [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk) or contact the FSI at [cardraw@thefsi.org](mailto:cardraw@thefsi.org).

### **29. Why must a charity register to participate in the Great Big small Charity Car Draw?**

Charities must register to verify that they are a 'small' charity (see definition above) and to ensure that they agree to adhere to the terms and conditions of the Car Draw. Terms and conditions are necessary to ensure that charities adhere to laws on advertising, protection of vulnerable/underage persons and agree to conduct ticket sales in line with FSI requirements.

### **30. Can tickets include each charity's logo?**

No. The FSI is printing 250,000 of paper (offline) tickets and will not be able to personalise them, due to legal reasons. The FSI is licensed with the Gambling Commission as the promoter and therefore the tickets must be advertised in this way. However, the FSI have branded the whole initiative and the tickets as 'the Great Big small Charity Car Draw'. If a charity chooses to take part offline, the charity will be selling the tickets personally so they can simply explain that the tickets are part of a draw that the FSI has organised to facilitate fundraising for small charities.

Additionally, if a charity chooses to take part online, supporters will buy tickets through the charity's personal url through the FSI website [www.thefsi.org/yourcharityname](http://www.thefsi.org/yourcharityname), so it will be very clear who tickets are bought in support of.

### **31. Can a charity claim Gift Aid on tickets sold?**

No. Under the HMRC guidelines, lottery tickets are ineligible for Gift Aid - a ticket purchaser gets something in return for their £2 and therefore it is not a donation.

### **32. How do we know that tickets bought online are safe and secure?**

Tickets bought online are processed through a PCI (Payment Card Industry) compliant secure payment gateway and processing system. No information is kept by the FSI, apart from information needed to identify the winning ticket i.e. ticket number, name and contact details. These contact details will only be used to contact the winner.

### **33. Can a charity advertise the Great Big small Charity Car Draw?**

Yes, please do. In fact, that's the best way to let supporters know and sell as many tickets as possible. Charities can think about putting it in their newsletter, on their website, or contacting a local paper about the project. Before you do this, look at the information set out by the Committee of Advertising Practice, with clear, helpful instructions: [http://www.cap.org.uk/cap/advice\\_online/advice\\_online\\_database/](http://www.cap.org.uk/cap/advice_online/advice_online_database/) (also available on the FSI car draw page [www.smallcharitycardraw.org](http://www.smallcharitycardraw.org)).

### **34. Does the FSI have some supporting material a charity can use for their newsletter/website?**

Yes. You can find resources to help you by visiting [www.smallcharitycardraw.org](http://www.smallcharitycardraw.org).

### 35. Is it possible for a charity to have the prize car available at a big event the charity organises?

This may be possible for a limited number of agreed events. If a charity wishes to have the car at an event then they should contact the FSI with information on the event and the date. It is strongly suggested that charities should contact the FSI well in advance of the event. The FSI cannot guarantee that this will be possible for all charities.

### 36. Is the FSI and this event completely legal and can I be sure there is no risk of fraudulent activity?

Yes. The FSI upholds the highest standards of legal and professional behaviour and is regulated by both the Charity Commission and Companies House and complies with all charitable policies and procedures to prevent any fraudulent activity taking place. The Great Big small Charity Car Draw is further regulated by the Gambling Commission to prevent any illegal activity.

Can't find the answer you're looking for? Get in touch with the FSI at [cardraw@thefsi.org](mailto:cardraw@thefsi.org)

Raised Voluntary Income:

## Internet

[www.charity-commission.gov.uk](http://www.charity-commission.gov.uk)

The screenshot shows the Charity Commission website interface. At the top, there are navigation links: Skip to content, Accessibility, Contact Us, Site Map, Listen to Our Website, and Cymraeg. A search bar is located on the right. The main header features the Charity Commission logo and the text 'The Regulator for Charities in England and Wales'. Below the header is a navigation menu with links: Home, About Us, Publications & Guidance, About Charities, Promoting Effective Performance, and Meeting our Requirements.

The main content area displays information for a charity with registration number 99999. It includes a search bar for the charity name, a 'DUE DOCUMENTS RECEIVED' section, and two pie charts showing income and spending breakdowns. The income breakdown is as follows:

Category	Amount
Voluntary	£67.2k
Trading to raise funds	£119.8k
Investment	£4.9k
Charitable activities	£385.4k
Other	£0.0k
<b>Total</b>	<b>£577.3k</b>

The spending breakdown is as follows:

Category	Amount
Generating voluntary income	£0.0k
Trading to raise funds	£0.0k
Investment management	£0.0k
Charitable activities	£258.7k
Governance	£277.8k

Additional information includes 'Activities' and 'Where it operates' sections, both with 'More details...' links. A 'DUE DOCUMENTS RECEIVED' box lists: 'Accounts for 31 Mar 2008: received 17 Dec 2008' and 'Annual Return for 31 Mar 2008: received 05 Jan 2009'. A 'Find a charity' section is also visible on the left.

If the Voluntary and Trading to raise funds equal less than £1.5 million, then you are eligible to participate.

The FSI. Registered Charity Number: 1123384.

Licensed by the Gambling Commission [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

Licence numbers: 019816-R-302937-001 (remote) and 019816-N-302938-001 (non-remote)

Promoter: Pauline Broomhead, The FSI, Level 2, Ingestre Court, Ingestre Place, London W1F 0JL

The Great Big small Charity Car Draw: Q&A's

The FSI. Registered Charity Number: 1123384  
[www.smallcharitycardraw.co.uk](http://www.smallcharitycardraw.co.uk)