



Registered Charity in England and Wales No: 1149254

Registered Charity in Scotland No: SCO42611

Conditions of Fundraising Policy

Once your application to fundraise with Tree of Hope has been approved, we will send you a link to set up your fundraising page. We will be in contact with you to find out how your page set up is going, and to offer assistance in terms of constructing an effective, compelling campaign piece. If you do not activate your page within a period of **three months** after registering with the charity, we will assume that you do not wish to fundraise at this time, and we will archive your campaign.

When promoting your child's campaign, the charity requires you to reference **Tree of Hope**, and to make it clear you are fundraising under its charitable banner:

E.g. The Smith family is fundraising for their daughter, Sophie, with Tree of Hope, and donations can be made to www.treeofhope.org.uk/stepupforsophie

Tree of Hope reserves to the right to suspend a campaign if it is being promoted as a charity in its own right. This is misleading to donors as this suggests a charity has been established to support one child, and this is not possible as all charities are required to show public benefit, which you can read about here:

<https://www.gov.uk/government/collections/charitable-purposes-and-public-benefit>

Campaigns are more successful when people recognise they are donating to a registered charity, rather than a private fundraising initiative. If people look up your campaign name and find it is not a registered charity, they will be less likely to donate. Therefore it is key to include as many references to the charity and registered charity number (1149254) as possible.

Tree of Hope Patron | Ross Wilson, Paralympian
www.treeofhope.org.uk

**REMEMBER A CHARITY
IN YOUR WILL**
Help the work live on...

Tree of Hope is registered in England and Wales as a charitable company limited by guarantee
Company No 8184807 Charity No 1149254 & SCO42611

Registered Office is at Salford House, Salford Terrace, 19-21 Quarry Hill Road, Tonbridge, Kent, TN9 2RN



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