

Frequently Asked Questions



About Us

Why have you set up Chelmsford 4 Good?

Our mission statement is to champion, support and strengthen local charities, voluntary and community groups that work across Chelmsford, and we regularly engage with over 300 local good causes.

We know that local charities and community groups are really struggling to fundraise and connect with businesses. They often don't have the time, skills or marketing budget compared to larger, national charities to be able to raise their profile and work with businesses locally or to fundraise in their local communities. We have already engaged and achieved success with several local businesses that are keen to support local good causes. We have discovered that businesses often don't know what smaller local charities do, or how they can work with them, Chelmsford 4 Good now bridges that gap.

Who are you?

Chelmsford 4 Good has been set up as a project of Centre Supporting Voluntary Action, Chelmsford (CVS). Chelmsford CVS is a registered charity (no. 1112483) and company limited by guarantee (no.005586169) and has been supporting voluntary and community activity in Chelmsford since 1994. We are working with [Chelmsford City Council Grand Award Scheme](#) to support the ongoing grant making activities of Chelmsford 4 Good.

We have worked closely with Community and Voluntary Action Tameside, founder of the '4 Good' brand, to set up this local project which will help companies of all sizes to support local good causes.

For individuals

As an individual how can I get involved with Chelmsford 4 Good or a local good cause?

We have [lots and lots of different ways](#), depending on how active you want to be, your interests and how much time you may have.

You could take part in a [sponsored event](#), provide a gift in kind, [organise your own event](#), mentor, [volunteer](#) or become a Trustee with a local group or simply help with a one off piece of fundraising like a supermarket bag pack.

Please contact the team to discuss how you can get involved.

Can I set up a legacy in my will?

Of course! Our team will be able to help you do this, so that it can benefit local charities and good causes that are of interest to you.

Why should I support Chelmsford 4 Good?

There are over 500 local charities and community groups in Chelmsford. They do a fantastic job, and help improve the quality of life for people living in Chelmsford - everything from art groups to advocacy, older peoples' luncheon clubs to sport in the Community, youth clubs to voluntary care groups - all working to deliver local services and activities across Chelmsford district.

Many are really struggling to secure funding and to fundraise. Small charities are essential to strong and vibrant local communities but they simply don't have the time, skills or marketing

Frequently Asked Questions



budget compared to larger, national charities to be able to raise their profile and to fundraise in their local communities. Many are too small to be able to claim back gift aid, which can boost the amount raised.

We have developed Chelmsford 4 Good to support local good causes, and to help people locally to support their community through the giving of time and skills, resources and money.

Our Business Offer

My business can't afford to give money. Is that a problem?

Most certainly not! We're really conscious that we are all in a difficult financial climate, and so spare money isn't always readily available to give to good causes. We have deliberately designed 'Chelmsford 4 Good' so that it is about so much more than giving money. We want to encourage businesses to give time, skills and resources.

There are lots of examples throughout this website – please take a look and see how you can get involved. You may have some unwanted materials, you might be able to offer a discount on some of your products or services to local causes, you might have employees that would be interested in giving some time to do a team or charity challenge or to help an organisation as a trustee.

If you're not sure, contact us and one of the team can come and explore some ideas with you.

What does my business get out of it?

There are lots of ways for your [business to support Chelmsford 4 Good](#), and lots of different ways your business can benefit. In general terms:

- A raised company profile in the community
- Helping to create positive PR and publicity e.g. through Chelmsford 4 Good helping to publicise your assistance of local good causes and get testimonials from groups you have supported
- Positive PR can lead to customer brand loyalty and raise awareness of your business locally
- A boost to your [corporate social responsibility \(CSR\)](#) credentials i.e. how your business impacts on the wider community and using that impact in a positive way
- An increase in pride, staff morale and staff retention by providing a 'cause' behind which they can work together
- Understanding the wider impact of your business can help you develop new products and services
- Can help strengthen regulatory requirements through supporting environmental audit and CSR business planning
- Helps promote a healthy community which is always good for business

If you develop and promote a [Give Employee Time scheme](#) participating staff will gain new skills and experience. Our team challenges provide groups with a fantastic opportunity to work together in a 'non work' setting, building rapport while helping a local good cause. By supporting the setting up of a [payroll giving](#) initiative with your employees, you will be offering them a tax efficient way of supporting their chosen local good cause. Through payroll giving you and your staff can make a real difference to good causes in Chelmsford which will help your business meet its corporate social responsibility priorities.

Frequently Asked Questions



By offering discounts to local charities on your goods and services or by offering to donate a proportion of each sale to Chelmsford 4 Good, you could benefit from increased sales. Chelmsford 4 Good will help to promote these to the wider community and local charities. We'll be sure to signpost people to you!

How can my staff get involved?

There are lots of ways for staff and employees to [get involved](#) in Chelmsford 4 Good - taking part in a charity challenge, volunteering with a local charity, donating to a local good cause via our [online shop](#), promoting Chelmsford 4 Good activities on staff notice boards, or regular donations through a [payroll giving scheme](#) are just some examples.

Is my business able to use the 'Supporting Chelmsford 4 Good' logo?

Yes, if you can demonstrate that you support a local good cause we would love you to use the Chelmsford 4 Good 'stamp' on your marketing materials please refer to our [branding guidelines](#). We will also help promote and showcase your work on our website and through press releases. Please contact the team on Tel: 01245 531888 Email: info@chelmsford4good.org.uk



General Questions

Why should I give to/through Chelmsford 4 Good as opposed to going direct to a local charity or good cause?

You can, of course, give direct to local good causes, and we would encourage you to do so.

Chelmsford communities, people and businesses are keen to support local causes, but often don't know what local charities do, or how they can work with them. We have set up Chelmsford 4 Good to help bridge that gap.

From our research we know that many small good causes aren't able to reclaim gift aid (increasing the amount of any donation made by 25p per £1) and people often don't know about the fantastic work that small, local charities and community groups undertake.

Chelmsford 4 Good provides a 'shop window' to help good causes in Chelmsford, not just with money but also by encouraging people to give time, skills and resources.

How cost effective is the project?

We have secured Lottery funding for all set up costs, so these will not be deducted from donations. We are also able to reclaim gift aid, further increasing the amount available from

Frequently Asked Questions



eligible donations. Chelmsford CVS is supporting the establishment and management of Chelmsford 4 Good from their own resources during 2014.

Chelmsford CVS direct costs incurred in community fundraising activities may be supported from funds raised but this would never exceed actual costs. The intent is to increase the amount of funding, time and resources available to local small charities.

Chelmsford 4 Good has registered with BT's MyDonate to process online donations. It is free for charities to use as there are no set up, subscription or commission fees. Every penny of the money donated (excluding credit/debit card charges) is paid into Chelmsford 4 Good's bank account. BT even collects Gift Aid on our behalf to maximise our fundraising. Chelmsford City Council has an already established small grants scheme, Grand Awards, and we will be working with them in the coming months to develop regular '4 Good Grand' Awards.

How do I know my money is safe?

We have a number of safeguards in place. Firstly, Chelmsford CVS is running Chelmsford 4 Good and is regulated by both the Charity Commission and Companies House. As such, our financial statements and reports are externally examined and publically available. Chelmsford CVS has an independent board of trustees, and the organisation has strong financial controls and systems in place. Chelmsford CVS has extensive experience of managing projects and will be working with the City council's established [Chelmsford Grand Awards](#) grant giving scheme to distribute all general funds donated.

MyDonate is a not-for-profit service from BT. It provides a secure and easy-to-use platform for Chelmsford 4 Good to generate online donations. Payments we receive by MyDonate, whether donations or Gift Aid, will be processed via the BT Buynet secure payment processing system.

If I donate money, how long will it be before it reaches the good causes?

If you donate online, MyDonate makes payments of donations due to Chelmsford 4 Good on a weekly basis which will take up to 3 working days to clear. Payments of Gift Aid received by MyDonate on our behalf will be paid on a monthly basis subject to the varying authorisation timelines from HMRC which can be from 2 to 6 weeks.

If you have specified a named organisation, we will then pass the donation to them. If you do not specify an individual organisation or cause, your donation will be distributed by grants process.

How is the money distributed to local causes?

If a donor has specified a named organisation, we will pass the donation (plus any reclaimed gift aid) directly to them. If a donor has not specified a named organisation or cause, the donation will be distributed by a regular [grants process](#).

How much and when do you expect to be distributing money to local good causes?

This really depends upon how successful the donations and fundraising activities are. We are working with Chelmsford City Council and expect the [grants process](#) to be in place later this year, and to distribute the first grants to good causes by April 2015. We commit to keeping this website up to date with the annual totals which have been collected for general distribution.

Frequently Asked Questions



For Community Groups and Good Causes

How can my local group benefit from Chelmsford 4 Good?

There are lots of ways in which local community and voluntary can benefit from Chelmsford 4 Good:

Time and skills – if you have the need for specialist help or have particular skills missing within your group then Chelmsford 4 Good can help you by linking you with businesses or individuals in the communities prepared to help, whether it's a one off activity (e.g. help setting up a new website) or the start of a new relationship (e.g. recruiting new trustees).

Resources – if you're in need of a new piece of equipment or developing a new project but are short of some key items whether it's sport equipment, electrical items, ingredients for hot lunches etc then Chelmsford 4 Good can help you find them, either by advertising the items needed in our [online fundraising shop](#) or by seeing if a local business can donate the resources.

Money – Chelmsford 4 Good can help you raise money through joint fundraising activities. If your group has little or no experience of raising money from the public and want to try it out then why not team up with us to do a joint event or share places on sponsored sporting activities. We are always keen to hear how we can help you raise money as well as raise money for Chelmsford 4 Good. Chelmsford 4 Good aims to generate money to create and sustain a new grant award hosted by the City council's [Chelmsford Grand Awards](#).

How do I sign my local good cause up to benefit from Chelmsford 4 Good?

If you are a local charity, community or voluntary group that wants to find out how you can benefit from Chelmsford 4 Good please contact the team at Chelmsford Centre Supporting Voluntary Services on Email: info@chelmsford4good.org.uk or Tel: 01245 531888.

If I get help through Chelmsford 4 Good, do I have to acknowledge it?

Yes. We are building a strong identity for Chelmsford 4 Good to demonstrate that people and businesses are passionate about helping their local community. So, we think it is important that those local good causes helped by through Chelmsford 4 Good should acknowledge it.

We will help promote your cause, and the support you have received, on our website and in media releases, helping to raise your profile. We would also like you to acknowledge the support of Chelmsford 4 Good using the 'Supported by Chelmsford 4 Good' 'stamp' on your marketing materials.