

The Watercress Way

Registered Charity Number 1167675

Fundraising Policy



The Watercress Way was registered as a Charitable Incorporated Organisation on 16 June 2016.

It consists solely of trustees, currently 9, who meet monthly to decide on the strategy and activities of the charity.

The object of the CIO is:

To promote and encourage for the public benefit the development in the community of, and the provision of, safe routes, paths and facilities for walking, cycling and horse riding, based on the original routes of the disused railway lines between Sutton Scotney and Alresford via Kings Worthy in Hampshire and known as The Watercress Way, and to undertake and carry on projects and activities of a charitable nature which will assist in promoting recreation and the protection of the environment.

The funding of the charity is solely through donations, sponsorship and grants. Only the trustees are empowered to collect donations. All events and fundraising activities are agreed and reviewed at Trustees meetings.

Annual accounts are prepared annually by the Treasurer and audited. They are formally agreed by the trustees. They are then registered with the Charity Commission.

All payments are made by the Treasurer. Cheques require the signature of two trustees. Cash income is counted and recorded by a minimum of 2 trustees then banked by the Treasurer.

The activities of The Watercress Way including fundraising events are advertised via our website, Facebook, Twitter and Instagram accounts.

Purpose of Fundraising

We have two main needs for fundraising: running the charity and special projects.

1. **Running costs:** The largest expense is for publicity. We also needed to purchase waymarkers to sign the route and tools to help maintain the route.

Publicity:

- Annual cost of maintaining the website.
- Design and purchase of leaflets which are available at many sites round the route including tourist offices, local public houses and leaflet holders on the route. These are very popular and need regular replenishment.
- Flyers advertising special events like the annual Dawn to Dusk day and a programme of guided walks
- Banners and displays

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Adopted at meeting of Trustees on 5 October 2018

- Information Boards

Equipment:

- Roundels for marking the route
- Tools for maintenance

2. Special Projects

These are items identified by the trustees to enhance access and awareness of the route. These items are purchased by application for specific grants to Hampshire County Council, local Parish Councils and other bodies that support access to the countryside.

Items planned include:

- Information boards at 3 sites to explain the history of the route
- Benches to allow walkers to rest while using the route
- Opening up the Railway bridge and part of the cutting at Sutton Scotney

Methods of fundraising

1. Donations by individuals through MyDonate on the website and collections at events
2. Sponsorship by local businesses – this is by annual subscription. We manage the risk to our reputation by the choice of a wide range of relevant sponsors. Sponsors are reviewed at the end of each year before renewal giving The Watercress Way appropriate review and control.
3. Application for Grants to fund specific projects
4. Fundraising events such as a pub quiz, guided walks, Dawn to Dusk Day

Future Plans

The aims of the charity are:

- to publicise the route and increase awareness of opportunities for walking, cycling and horse riding on The Watercress Way
- to increase access to the disused railway lines
- to improve access to the route particularly by the disabled
- to help maintain the route with particular emphasis on ecology and biodiversity

To fund these activities we intend to continue our current methods of fundraising. Using donations and sponsorship to cover running costs. Applying for grants for projects as they are identified by the trustees.

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