



Caring for the Cotswolds: Feel good about giving

Guide for participating businesses | June 2022

Why join?

We welcome all businesses to join us. The more businesses that get involved, the more we can do to ensure the Cotswolds National Landscape is taken care of. Becoming a member will boost your green credentials with customers and shows that your organisation supports the environment. Support us and help shape the future of the Cotswolds. In return, you will receive:

- A quarterly update on the projects supported by the scheme
- Your business will be included on our website with a linkback to your website
- Posts on our social media accounts to acknowledge donations
- Ad-hoc opportunities for further publicity through press releases and media contacts

Recommended collection method

There are several ways to collect donations and we suggest adopting the method that is easiest for your business. You could give your customers an option to donate to the scheme when they book or pay online. This can be collected as an additional item on the bill, after the VAT calculation. VAT is not chargeable as the customer is making a donation, not purchasing goods or services. A different take on this would be to introduce an 'opt in/out' box on the booking form which invites customers to make a contribution as part of the booking/ payment journey.

It may be easier for some businesses to agree a fixed price or percentage on the sale of say tickets or annual membership. At the end of the quarter or year, this makes it easy to calculate the donation based on the number of units sold. For businesses that would like a physical presence, we have several large donation boxes (6 feet high!) that could make an attractive and interesting addition to an entrance/ foyer.

Some of our members go a step further and choose to match fund the amount raised by their customers, essentially doubling the donation. This is incredibly generous although we realise not every business will be in a position to do this.

Recommended donation amounts

Setting the level of donation is also up to you, but we suggest a donation of £2 per bill / invoice. Some customers may wish to donate more. It may seem more natural to ask for £1 but we have had advice that similar schemes were collecting £1 up to 20 years ago and are still locked into it. Better to start with £2 if we can.

Depending on the value of the purchase your customer is making, it may be appropriate to suggest a higher donation (for example if they are spending £100 or more), but we leave that at your discretion.

Information to help you pay into the scheme

You can pay collected donations into the scheme by electronic bank transfer. We will supply our bank details upon request. All members pay on a quarterly or annual basis. This works well and allows us to plan how many new projects we can support.

The Small Print

All funds collected in the name of the scheme are ringfenced i.e., the funds can't be used for another purpose. The funds sit within in a 'restricted fund' within our accounts. The businesses that are currently contributing members of the scheme are listed on the Cotswolds National Landscape website. A number of the Cotswolds National Landscape team are involved in running the scheme. To cover our costs, we use 15% of the funds raised to make sure that the scheme is transparent, efficient and effective.

Marketing materials to help you collect donations

- We can supply the Cotswolds National Landscape logo – for your website
- We can supply photos and copy of successful projects to make interesting articles/ blog posts
- We can arrange visits so that you can see the projects in your area
- Link to the Caring for the Cotswolds webpage:
<https://www.cotswoldsaonb.org.uk/looking-after/caring-for-the-cotswolds/>

Help

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Many thanks for your interest in Caring for the Cotswolds – we can't do this without you!