

Finance and Fundraising

Guidance for local group, regions and nations on all things financial.

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Intro to Fundraising

Fundraising is a crucial activity in Extinction Rebellion. Without it we cannot make the impact and progress that we need to towards achieving our three demands and building the movement to act on the climate and ecological crisis.

Why does XR need money?

Extinction Rebellion UK spends around **£1m a year** on its basic activities, which include:

- Supporting a range of volunteers with essential costs, including people who support our movement through their involvement in UK wide teams. These people are essential to delivering resources, training, strategies, regional and national coordination, fundraising, etc.
- Carefully planning a huge array of national and UK-wide, attention-grabbing actions, strategies and campaigns.
- Creating and safely storing of our wonderfully iconic artful resources.
- Sharing money with nations and regions, to spend as they need. Some of this will help support local groups with leaflets, posters and other resources.
- Providing, updating and supporting our communications platforms, meeting tools, email lists and website.
- Running trainings and talks to spread the news about the climate and ecological emergency and our three demands.
- Amplification of complementary messages of our allies and partners.

The more funds we have the more effective we can be in the face of the climate and biodiversity crises. Money helps us work towards achieving our three demands and building this movement of movements.

Should you raise money for XRUK? Your Region/Nation? Or your Local Group?

Regions and Nations ask XR UK for the level of funding that they need and then hopefully there is enough available to meet those needs.

There are pros and cons to each option:

- If regions and nations raise their own funds (some areas find this easier than others) then they should need less funding from XR UK. If local groups raise their own funds, then they will need less financial support from individual rebels and from their region or nation.
- If XR UK holds funding centrally, then it can prioritise budgets across the whole organisation.

- Fundraising by regions, nations and local groups may reach rebels that fundraising by XR UK cannot.

What does the XRUK fundraising team do?

- Make grant and other funding applications
- Public fundraising using our email list and social media
- Support national, regional and local XR groups to fundraise for themselves
- Engage 'high net worth' individuals as supporters
- Remain open to new ideas!

As well as the team that works on UK-Wide fundraising for XR, many Regions, Nations, and Local Groups have their own fundraising people or teams. This book should help you to feel more confident in developing these skills!

How to get involved with the XRUK fundraising team

If you have fundraising, data processing or admin experience of any kind, or fundraising is just something that you would like to help with, then [please do apply for a Fundraising role](#) (tick the 'Fundraising' box on the left hand menu to see just Fundraising roles).

You can contact us on our [Mattermost reception](#) or by emailing fundraising@rebellion.earth

Managing your finances

Applying for a bank account

Unfortunately, it is now very hard to set up a bank account in the name of Extinction Rebellion, simply because most banks refuse to accept us. In the past, groups have set up accounts with Triodos Bank, but unfortunately Triodos is not accepting any new accounts. This could change, so it is worth checking their website.

However, there are ways around this problem, which you can learn about below, and in:

[Information on how to operate without a bank account.](#)

If you already have a bank account

It can be useful having a bank account for fundraising, particularly if you want to create Chuffed fundraisers, or use card/contactless payment devices, for example.

It is really important to make sure that **the wider group (eg. your Local Group, or Community Group) knows about the account, who is managing it and who the signatories are.**

Ideally, a summary of the finances should be easily accessible to the group it belongs to, even if that is just a verbal report from time to time, or showing others in the group the bank statements. Keeping everything transparent is helpful because it is then less likely misunderstandings will happen and also adds credibility and conviction for fundraising outreach conversations with the public. If you can tell a member of the public who wants to donate the kinds of things the group tends to need money for, they will be much more likely to donate!

If the account is managed online, then the person managing the account can be a completely different person to the signatories.

Credit Unions and Community Banking

These may be a way of setting up a bank account for your local group. [Find out more about this here.](#)

Using your Region/Nation bank account

Your Region or Nation might be able to process your local group income and expenditure and keep a separate note of your balance. This method is used successfully by a few regions/nations already, but it does depend on the Region or Nation having a bank account, and having somebody on the regional team prepared to do the extra admin involved.

Sharing bank accounts with another LG

A nearby local group that already has a bank account may be happy to allow another local group to use the bank account as well. The same admin burden mentioned above could be an issue, but generally there are not many transactions for local groups, so this sharing is a practical solution if the goodwill and capacity is there to make it work.

Individual or joint bank account

An individual with online current account may find it very straightforward to add an online savings account; this could be used exclusively for XR funds. Or an individual may have a dormant bank account that could be used for their XR group.

The newer **online/app based banks** are another option. These can be more straightforward to set up a bank account for an individual and maybe for a climate community group.

This arrangement is not ideal, however, in that the responsibility rests with one person to look after the group's funds.

Obviously, it is also a risk because if that person steps back from XR the group would need to ensure that the funds are passed back to XR. But many groups do work this way.

One way of mitigating the risk of a person stepping away and the group losing access to the account is for two long term members (who are not a couple!) to set up a joint account together and use this to manage to group's money. Therefore if one person steps back you will not lose access to the money (and could then transfer it to a different joint account with a different pair of people named.)

Money management without a bank account

There are other options if you are finding it hard to apply for a bank account, or would like to manage your money in different ways.

The Social Change Nest

A Fiscal Host, or Sponsor, is a legal entity that offers themselves up to hold funds for another group, manage the legal/financial side of things, and empower the group to get on with their work.

In the UK, OpenCollective has the “Social Change Nest”. It’s a Community Interest Company that specialises in supporting groups organising for social change. This is a great option for XR Local Groups (although please note that they charge £42 set up fee- paid after you’ve started collecting donations) and charge 5% on donations (not expenses) to cover their administration costs. They also offer trainings, support, access to specialised grants and more.

A short [presentation about the benefits of this system](#).

Read more about [The Social Change Nest on their website](#).

Applying for money from XR
or other grants

Request funding from your Nation/Region

XR Nations and Regions who are represented in The Hive (the biggest circle of XRUK) receive funding from XRUK on a monthly basis.

This funding is used differently by each Region and Nation (because they are autonomous and self-organising), but most use it for some of the following:

- Volunteer Living Expenses (VLE) for activists who do lots of work for XR in their Region or Nation
- Regional or National Actions
- Transport or postage of regional resources to local groups who want to use them
- Running a local Art Factory (only a few Regions or Nations have these)
- Bulk ordering outreach materials to distribute to local groups
- Hosting Regional or National websites

Local Groups can request funding for projects and actions from their Region or Nation. Each Region or Nation is set up slightly differently, but money should be requested through the Local Group Coordinators circle, Anchor circle, or equivalent.

If you are not sure how to contact these circles, please email **LGsupport@extinctionrebellion.uk**

Most Regions and Nations have limited budgets, and so will have their own policies on what they do or don't fund (this varies depending on the Region or Nation). For example, XR Midlands tend to approve funding requests for Actions or activities that will involve multiple local groups, or are being organised by a Regional team, but don't tend to fund things that are only for one local group (eg. leaflets for a specific local campaign).

Funding from LUSH

Applying for a grant from Lush

Once a month, Lush donate all the income they receive from one of their products to a range of small, local organisations. Typically they give between £2,000 - £4,000.

They support environmental groups who:

- Are small & local and may struggle for funding from other sources
- Carry out Non-Violent Direct Action aimed at bringing about social change
- Run projects aimed at addressing the root cause of issues

Groups do not have to be registered as a charity, but must have an annual income of under £350,000 and be run wholly or mainly by volunteers.

This means that XRUK is too big to qualify, but XR Nations & Regions or even local groups would be ideally placed to apply.

If you are a Nation/Region and have an action planned that you want funding for, Lush grants may be a good source. You should aim to apply around 3 months in advance of the action.

[Have a look at the guidance, restrictions and application form here.](#)

Lush Charity Pot Scheme

Some branches of Lush host groups like XR who can base a couple of people in their shop for a day or two. Its a great way to raise awareness of XR and generate sign-ups, in other words a perfect

[Outreach opportunity!](#)

In addition, any sales form the **Charity Pot lotion** (a specific Lush product) that that shop sells over the duration of the event (1-3 days) would be donated to the XR group afterwards (you would have to give details for your local group bank account). This is typically **£100-£300**.

How to take up this offer:

Just contact your local Lush shop directly to see if a Charity Pot Event would be possible. You can find your nearest Lush shop [here](#).

Note: Event and grant funding are not mutually exclusive, so a group is more than welcome to be hosted for a Charity Pot Event and also apply for a grant.

Fundraising Methods

Embedding Fundraising in your Outreach & Emails

Fundraising during Outreach

Watch this video showing how to do [outreach followed by a fundraising ask](#).

Then check out the [Fundraising Methods pages](#) for ideas on how to fundraise on the street.

You could also [download this DONATE QR code](#) which links to XRUK's crodfunder, that you can incorporate into your own posters, fliers etc.

How to ask for donations

Whether you are on the street doing outreach, speaking on a video or writing an email, asking for donations can feel difficult! Here are some words to help you communicate and encourage donations.

- 'It's only thanks to small donations from individuals like you that we can continue to fund actions, outreach, equipment and more.'
- 'Every single donation helps us demand change. Together, we are unstoppable.'
- 'Extinction Rebellion runs on love, rage, and donations! Give now to keep the rebellion alive!'
- 'Thanks to donations from people like you, XR UK can continue to demand change.'
- 'The climate emergency is now! We need to take local grassroots direct action to make change happen. But we can't do it without your support.'

Asks in the build-up to large-scale actions

- 'Without your help, there won't be a rebellion. Your local XR group urgently needs your help to keep resisting and rebelling. Can you donate now or help organise a fundraiser?'
- 'We need your help to fund the rebellion! Support local volunteers' fund essentials and you'll be directly helping to fight back against climate emergency inaction.'

If you're asked 'What does XR UK spend money on?'

'A monthly or one-off donation helps us:

- Support volunteers with essential costs
- Carefully plan attention-grabbing actions
- Pay for safe storage of equipment
- Maintain our website and communication tools
- Manage our finances with accounting software and professional bookkeeping
- And so much more'

Importance of our Action Network email lists

Our network of Local and Region/Nation email lists all build one big XRUK email list. As well as using it for emails about actions, training and ways to get involved, this list is very important for fundraising.

Regular donors from our XRUK list provide a steady income for the movement and campaigns, particularly leading up to big actions. The emails also bring in money from one-off donations.

The more people there are on our Action Network mailing list, the more successful our future fundraising will be.

It is important for fundraising that local groups are using Action Network (rather than their own systems like Mailchimp or other systems), so that new sign ups are also added to the overall XRUK list. More [information about Action Network is here](#).

Promoting fundraising for your Local/Community Group through your emails

[Tips on linking to fundraisers from Action Network emails](#) (see 'Promoting your Chuffed Fundraiser')

Activities and Events just for Fundraising

Activities just for fundraising

You might have people in your group who are up for running fundraising activities outside the usual XR events. the following can be fun and successful ways of raising money and broadening the people we reach out to!

- Quizzes
- Sales of of plants/cakes/artworks/crafts
- Musical or poetry evenings
- Supper clubs
- Art Blocking for donations
- Auction of promises (eg ironing, cooking a meal etc)

Using donation tins and buckets

You can buy donation tins and buckets online, or make your own. Metal or plastic coffee or hot chocolate containers work well, with a slot in the top and some paper wrapped around and decorated.

If you buy a tin or bucket, it is best to get one with a chain and small carabiner (or add this yourself) so it can be anchored to a table.

These can then be used at all your events and meetings to collect cash.

When counting donations, you might prefer to count the cash in a pair so there are no misunderstandings about the amount collected and who has taken it to bank/to look after.

Lots of people do not carry cash these days so having a QR code printed on the donation tin can be very useful.

You can [create one yourself](#) for your own [crowdfunder](#) or **use this QR code below** that directs people to the XRUK crowdfunder:

- Either drag this image to your desktop or click to download
(on tins/buckets or posters/flyers)



Note: Please take care not to use the XR logo (hourglass shape inside a circle) on fundraising kit as its designer has asked that it is not be used for commercial purposes. However we can use the name Extinction Rebellion and graphics other than the hourglass logo.



Contactless/Card Payments

Contactless/card payment devices are very helpful for fundraising, now that fewer people carry cash. People can make payments easily using their cards or their phone and the contactless/card payment devices are very easy to use.

Obviously you need a **bank account** to receive the funds taken via these devices.

Organisations like **Zettle** and **SUMUP** provide the interface platform between a bank account and the payment device. For this service, they take a fee deducted from your takings. Of course, they also sell you the payment device in the first place too! Some devices that are free up-front end up taking more in the long run via percentage revenues raised by you.

Cheaper devices (some cost as little as £20) do not have SIM cards built in, These need to be paired with the smart mobile phone of the person using the device. That person must have an account set up for them beforehand. If a different person uses it, then that all needs to be done again for the new phone. This is very fiddly and needs dedication! The drawback of these devices is they do not work so well when mobile phone coverage is less than perfect.

Our strong **advice is to buy a contactless/card payment device with a SIM card already in.**

Which Platform?

SUMUP is straightforward to set up with an online account. Their Solo device, which costs about £90, has a built in SIM so it can be used by anyone, anywhere.

Be aware that you do need to:

- answer questions about what you are taking payments for
- give the name of the person who is content to be named as being responsible for the group
- link to website, social media page, or other page, to show them that you are a real group

Presumably these actions deter criminals from using the platform, but also instill confidence in potential donors.

Other platforms can require a higher level of proof of your reason for collecting payments.

Raise Funds for XR UK with a Contactless/Card Device

If you want us to provide a contactless/card payment device that is set up to direct funds into the XR UK bank account, please contact the fundraising team.

Get in touch through the [Mattermost Fundraising Reception channel](#) or email **fundraising@rebellion.earth**

Creating a crowdfunder

Chuffed is a fantastic way to raise funds, as long as you have a **bank account** to receive the money.

Setting up a Chuffed fundraiser

Chuffed makes money by taking a cut of the money that is donated. You can either set up the fundraiser so the cut is taken as a percentage of the money donated, or you can set it up so that the donors can decide how much to give Chuffed in addition to their donation to XR (including an option to give nothing at all).

Setting up a Chuffed account and your first fundraiser takes about an hour and Chuffed guide you nicely through the process. If you are nervous about this, then consider doing the set up with someone else supporting.

You will need:

- a bank account,
- a named individual as the account contact
- an email account to link to the Chuffed account.

Have all this decided and ready before you start the set up.

Why do you need a Stripe account too?

As part of the setup process, you will be prompted to set up a Stripe account, as well as your Chuffed account. Stripe is a platform that processes payments from debit and credit cards, Paypal, ApplePay GooglePay, etc. Stripe sits invisibly behind Chuffed and manages the process that transfers the money from a donor's account to your bank account.

This means that if you want to have a Chuffed fundraiser then you also need to set up an account with Stripe. You are prompted to do this as part of the Chuffed account set up process, so it is all made straightforward for you. It is Stripe, not Chuffed who will hold your bank account details, Stripe and Chuffed are separate organisations.

Promoting your Chuffed Fundraiser

QR codes linked to online fundraisers can be a great alternative to a card/contactless device. They enable people who don't carry cash to donate, without the need for the group to have a

card/contactless device. Get more info here on [creating QR codes](#) to link to your fundraiser.

Here is some [guidance if you want to use links or buttons](#) to crowdfunders in Action Network emails.

Regular giving via Chuffed

You can also set up your Chuffed fundraiser to allow people to donate monthly. This can be a lot easier for people to set up than manually creating a Standing Order via their bank. [Find out how to set this up here.](#)

Further Support

If you need help with any of this - you can get support from the XRUK Fundraising team - contact us on our [Mattermost reception](#) or by emailing **fundraising@rebellion.earth**

Business cards to order or print



Business Cards

Little cards (the size of a business card) with a **Sign-up** QR code on one side and a **Donate** QR code on the other are very useful because:

- they are easy to carry and fit into a pocket/clipboard/purse/wallet for outreachers, stewards and fundraisers. You can even keep some in your wallet at all times to give to people when XR comes up!
- They are multi-purpose- for sign ups and donations
- If people are in a hurry, they can take them away to use later
- Our XR leaflets usually only have a QR code linking to the general website, the QR codes on the business cards are more specific
- They are very cheap!

Download artwork for the current XRUK business cards

These cards can be used by anyone for XRUK fundraising.

You can get some of these by [contacting the fundraising team](#) or downloading the artwork below and getting your own printed. Of course, you can also create your own artwork and QR codes and make your own cards!

- [Download sign up side of business cards](#)

- Download **Donate side** of business cards

Someone wants to donate, but you have no QR codes or materials...

The DONATE and JOIN OUR MAILING LIST buttons are always at the top of our website when accessed from a phone, so just ask people to search for XR UK if you do not have any cards!

Training and Support



FUNDRAISING SUPPORT

Fundraising workshops on Zoom

Regular workshops will cover the content of this Rebel Toolkit book and there will be time for questions. Everyone is welcome.

Register for the next workshop here:

- [Monday 18th March 2024- 7pm-9.30pm](#)

After registering, you will receive a confirmation email containing information about joining the meeting.

Further support

We can offer bespoke support to groups who need it. Some of the things we've supported groups with in the past include:

- Getting & setting up card/contactless payment devices
- Creating personalised sign up/donate QR code cards
- Helping set up donation QR codes
- Advice on dealing with cash

If you would like further help with any of the above, or need support with something not covered in these Rebel Toolkit pages, you can contact us here:

- [Join the Fundraising Support Telegram chat](#)
- Ask a question in our into the [Mattermost reception](#)
- Or email **fundraising@rebellion.earth**