

## Charity Requests Policy

Play to the Crowd receives a significant number of requests for donations, discounts and charity involvement.

This policy is in place to facilitate this process and to create a fair and transparent approach.

Play to the Crowd is a registered arts and education charity (no. 1077139). We exist to 'Delight and Unite' by inspiring people to connect with and participate in live performance – both indoors and out! We are a friendly and collaborative charity, committed to supporting our communities to be healthier and happier. We recognise the impact we can have to help local people and organisations to generate support, awareness and revenue for good causes.

As a charity, we are proud to receive public funding from Arts Council England and local authorities. However, this provides less than 25% of the £5,000 a day it costs just to 'open our doors'. Our capacity to raise the rest from charitable and commercial activities is vital to our financial sustainability. As a result, we have to be careful with the offers and discounts we give away against these activities, particularly when it is in support of another charity or charitable initiative.

### What we can offer

Play to the Crowd provides a limited number of Theatre Royal Winchester tickets and Play to the Crowd memberships to be used as raffle or auction prizes to support other charities and good causes with their fundraising. As we are often oversubscribed with requests, we like to make sure that the way we support is fair and transparent.

- Requests must be made directly by a Registered Charity, Community Amateur Sports Club (CASC) or School. If you are fundraising on behalf of an organisation, you must provide us with a letter or email of authorisation directly from the organisation.
- We prioritise requests from organisations or groups in Winchester and the immediate surrounding area or in cases where our charitable aims complement those of the enquiring organisation.
- Requests should be made at least 6 weeks in advance of the event.
- If a membership is provided, it will be valid for one year from date of issue.

### Cash and bucket collections

We regret that we are unable to allow cash and bucket collections in the theatre or in association with Hat Fair, our annual Outdoor Arts festival, unless approved directly by our Chief Executive. As a charity, it is critical that the public engage with our own channels of donating, which include static collection boxes in the theatre building and our own post-show charity bucket collections in the theatre and throughout the city during Hat Fair.

**If you would like to apply for a donation, and feel your request fits within the principles stated above, or for any queries, please email Becca Moore, Fundraising Manager at [becca@playtothecrowd.co.uk](mailto:becca@playtothecrowd.co.uk)**

Thank you for thinking of Play to the Crowd and for giving us the opportunity to support so many wonderful causes. We wish you every success with your future fundraising.

We very much appreciate the significance and hard work put into fundraising by clubs, schools, charities,

community groups and individuals. We are always open to other ways we can work together to the benefit of our community. Please get in touch if you have an idea you would like to explore further with us.

Incorporating

**THEATRE  
ROYAL  
WINCHESTER**



**PLAYMAKERS**

Play to the Crowd is an Arts & Education Charity, registered in England.  
Company No 03696681. Charity No 1077139. VAT No 744 8764 89.