

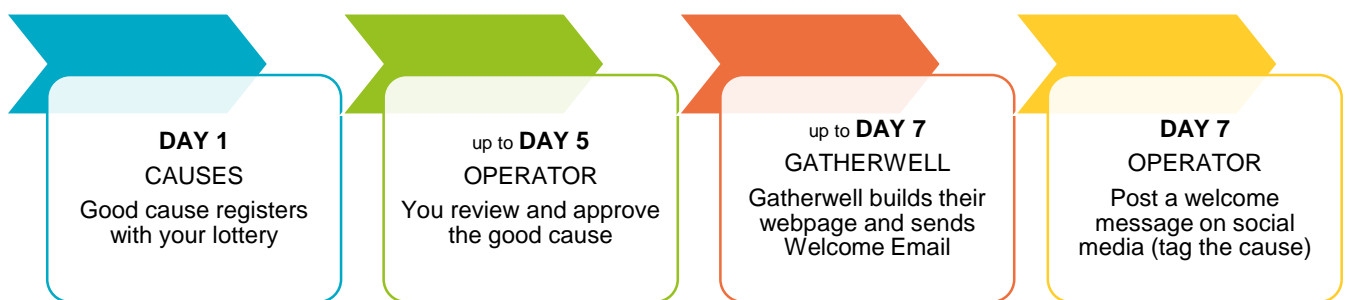
Good Cause Approval Guide

Summary

The purpose of this guide is to help you streamline your good cause approval process to make it as efficient as possible whilst ensuring you are taking the appropriate steps in line with any due diligence on your part.

We have seen various approaches to this over the years and from this we can make recommendations on what we think is best practice. It is very important to strike whilst the iron is hot with this process i.e. get the good cause over the line as quickly as possible whilst they are engaged and eager to start shouting about the lottery.

Recommended Process



Approving a good cause

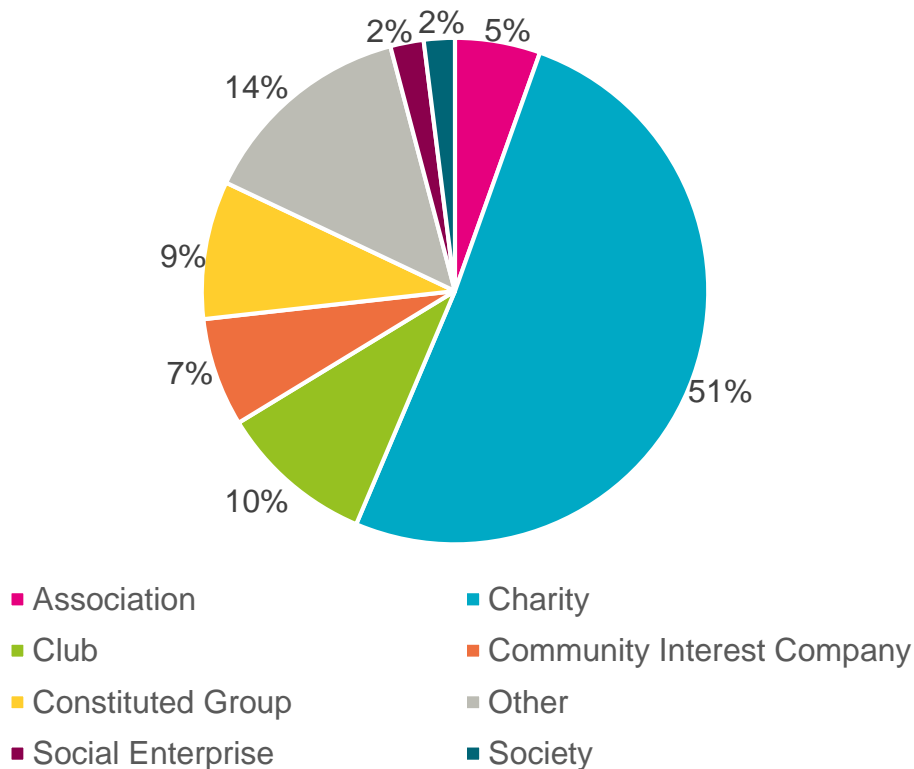
The good cause requirements, sign-up process, and terms and conditions are as simple as possible. You can find links to these in the footer of your lottery website for full details.

In some instances, you may wish to question a cause further until you are satisfied that they fit the criteria. It is important to exercise some due diligence when approving any cause that you are unsure about, and to keep a record of this. Ultimately, it is your lottery and you can run this process how you please, provided you are confident, if questioned, about the validity of a cause on your lottery.

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Cause Types

Average split of causes by legal status



The above data was taken from over 6000 good causes in the Gatherwell database. It shows the normal split of causes on a community lottery by legal status. This overview should help you plan your resources for potential types of application.

Over half of all cause applications are from charities – this is also the group most likely to fit the approval criteria. This makes them a good focus for good cause recruitment. This does not mean that the others are less important in recruitment. Sporting clubs and associations are also a good area to focus on, as they tend to attract a lot of support.

Cause types and approval guide

Listed below are the cause types and our recommended approach to their approval. Your goal is to check that they are a legitimate organisation. We would recommend that you obtain proof of their legal status (see below), and research their online presence e.g. website and social media page. Keep a record of this as a bare minimum, to prove due diligence on your part. When a cause signs up they have to provide their phone number. Use this along with their email address to reach them, should you need to. You can also keep notes on the steps you have taken on your operator dashboard as you go.

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Registered Charity

Over 50% of your good causes applications are likely to be charities. With this in mind, they have already gone through the rigorous process of obtaining charity status. These will be the quickest to get over the line, all you need to do is check they are listed on the charities register here, <https://www.gov.uk/find-charity-information> and that their location falls within your area, then you can approve them. This should take 5 minutes.

Association/Club/Society/Constituted Group

You may have gone through due diligence with some of these causes previously. For example, if they have gone through your grant funding process, you will already have a copy of their constitution and/or set of rules on record, so there will be no need to request this again.

If you do not already have a record of their constitution, then obtain a copy for your records, then approve them.

Community Interest Company

As above, you may already have proof of the legitimacy of their organisation, and that they are not-for-profit. If not, you can check their standing on company's house with HMRC. You can check their company number and that they are listed here:

<https://beta.companieshouse.gov.uk/>

You may also wish to retain a copy of their constitution or 'community interest statement' too. Then approve them.

Social Enterprise

Find their website and check they are a not-for profit organisation if they are unknown to you. Once satisfied they meet the criteria, approve them.

Other

As long as the organisation can prove that they are not-for-profit, and have a constitution you will be able to approve them. Sometimes, it is the case that you may need to help them in creating a constitution etc. which can make these applicants take a little longer, however they don't come up very often.

What to do...

- Make it as easy as possible to get the cause over the line as soon as possible
- Make this process the sole responsibility of one person so there is not a lengthy communication chain slowing down the process
- Check the process frequently
- Call the cause, it can make it a lot quicker to resolve outstanding issues
- Update the 'notes' section of the application on your dashboard to help you keep track

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What not to do...

- Make it harder for the cause (and yourself) than it needs to be by adding in additional checks that can be performed at a later date if required
- Take too long to respond to cause emails or calls
- Have an escalation process for approving good causes – for example taking an application to a committee would slow down the process and the cause will likely lose interest whilst waiting for approval.
- Leave older submissions on your dashboard to lay dormant without adding notes to their record.
- Register a cause on their behalf. Causes need to register for themselves in order to adhere to GDPR rules, and so that they can get a password. If you are aware of a cause that needs help registering, please refer them our Support Team.

Remember

The terms and conditions for good causes give you the right to remove a cause at any time.

'The council will reserve its rights to not accept or cease to license any organisation with a minimum of 7 days' notice for any reason. If fraudulent or illegal activity is suspected, cessation will be immediate.'