



student action on world poverty and the environment

## **FREQUENTLY ASKED QUESTIONS: FUNDRAISING**

### **1) Can P&P limit my donation to being spent only on a particular campaign (e.g. the AIDS campaign)?**

For donations of £500 or more we can restrict your donation to go towards a particular campaign. Please let us know when you send in your donation. Be aware there will be a higher admin cost to People & Planet of doing this.

### **2) Where does P&P get its funding from?**

The majority of our funding comes from grants, made by Non-Governmental Organisations, government, charities and companies. Our grant funders include the European Commission, Greenpeace Environmental Trust and Christian Aid.

We only accept grants and sponsorship on the basis that we are free to use funds in a way that compromises neither our values nor the independence of our campaigning voice. However, our reliance on grants makes us financially vulnerable, and can create real or perceived challenges to our flexibility and democratic governance. This is why we are asking our student body to do more to raise money for us, whether it be giving regularly to us via the FAN Club, or organising fund-raising events on campus or being a steward at a music festival.

### **3) What companies does P&P get money from?**

We accept a limited amount of funding from ethical companies. Currently our corporate partners are Café Direct, The Co-operative Bank and Day Chocolate Company. These companies are carefully vetted using criteria and procedures laid down in our Guidelines for Fundraising from Corporates, see:

[peopleandplanet.org/ourfinances/wherethemoneycomesfrom/](http://peopleandplanet.org/ourfinances/wherethemoneycomesfrom/)

### **4) What do People & Planet spend their money on?**

People & Planet spends the majority of its funds on supporting student campaign groups in sixth forms and universities (46%) and researching and developing campaigns (25%). We spend around 12% of our funds on raising money and 13% on administrative costs. See [peopleandplanet.org/ourfinances/wherethemoneygoes/](http://peopleandplanet.org/ourfinances/wherethemoneygoes/) for more details.

### **5) You just spend your money on campaigning. Surely it's more important to give money to charities that directly help the people in need?**

At People & Planet we believe that grass-roots campaigning achieves long term and sustainable global change. Charity alone cannot solve our world's problems. We also need to take action at the source of injustice.

Development projects in poor communities are REALLY important in alleviating poverty and suffering. However, we also need to challenge the structural inequalities that keep people in poverty – and in need of charity.

In order to deal with an over-whelming challenge to human development, such as the HIV/AIDS pandemic, both practical action on the ground and political action by governments and companies is required. People & Planet is one of the very few organisations fighting against the unfair international agreements that prevent poor countries from delivering the drug treatment, prevention and palliative care programmes that are needed if we are to consign HIV/AIDS to the history books.

Campaigning doesn't cost much – but it does cost something. By giving money to People & Planet, you are helping support one of the UK's most active and radical campaigning organisations. For around £500,000 a year, we run campaigns that benefit the lives of billions around the world.

## **6) Do you sell goats?**

No, we do not. We focus our efforts on changing the policies and inequalities that keep people poor rather than on charity to help them in the short term.

## **7) Isn't P&P a bit too political?**

People & Planet IS political because we believe that policy changes are essential to tackle poverty and injustice. In order to prevent climate change we campaign for legislation on CO2 emissions. To tackle the AIDS crisis we campaign for changes to laws which keep AIDS drugs unaffordable to poor countries.

However, P&P does not campaign on behalf of any political organisation and does not accept donations from political parties.

## **8) How do I know the money will go where you say it will?**

People & Planet is upfront and honest about how we spend our money. You can see this at [peopleandplanet.org/ourfinances](http://peopleandplanet.org/ourfinances). At P&P we all believe passionately in what we do and are as committed as you are about the issues.

## **9) Won't my money just get spent on administration.**

We spend around 13% of our income on administration. This includes the rent and bills on our office in Oxford and some of our Director's time.

## **10) Is P&P good value for money?**

P&P use your money REALLY efficiently. We do everything we can to save money, including getting free venues for events, booking travel in advance when visiting groups, and using free software in our office.

People & Planet runs on around £500,000 a year - one of the smallest budgets of any national campaigning organisation in the UK. For the amount we spend our campaigns have a huge impact. Every two pounds spent on our Green Electricity campaign, for instance, leveraged an equivalent reduction in carbon emissions to taking one car off the road for a year!

In the last academic year alone we have...

- Supported over **150 campaigning groups** with training, advice and materials,

- Run 3 amazing and inspiring **network events**- Shared Planet, The Forum and the Summer Gathering
- Worked face to face with over **20,000 sixth form students**, setting them on course to be the next generation of campaigners.
- Run **3 national hard-hitting campaigns**, each with high quality and well researched materials to accompany them.

### **11) What does money sent to P&P achieve?**

P&P has a real political impact. Our campaigns have actually changed government and university policy.

In 2005 we were part of a coalition that got the G8 to commit to universal access to AIDS drugs by 2010.

In late 2006 People & Planet groups lobbied dozens of MPs to demand a Climate Bill, which the Government then introduced in the Queen's Speech. This will set targets for CO2 emissions cuts.

Over 18 universities have Gone Green due to P&P campaigning, leading to a massive reduction in their environmental impact.

### **12) How do ultra vires laws affect my Students Union giving money to People & Planet?**

Ultra vires laws should not stop SUs from donating to campaigning organisations. See the briefing at <http://www.free-education.org.uk/ultraviresbriefing.pdf>

### **13) Is P&P a charity?**

For reasons to do with the history of UK law on charities, People & Planet has two legal entities - the People & Planet Trust, which is a registered charity (no. 326008), and People & Planet Ltd., which is a not-for-profit company (no. 3076463). Donations from the FAN Club and most donations from group events go to the charitable trust.

Following publication of [revised guidelines by the Charities Commission](#), we plan to merge the limited company and the trust into one new charitable body. This will not only make our finances more transparent and easier to administer, but it will also strengthen the democratic, student-led governance of our organisation.

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