

Fundraising during a Disasters Emergency (DEC) Appeal

The Disasters Emergency Committee is an umbrella organisation for 13 humanitarian aid agencies, including Save the Children.

At times of overseas emergency, the DEC brings together a unique alliance of the UK's aid, corporate, public and broadcasting sectors to rally the nation's compassion, and ensure that funds raised go to DEC agencies best placed to deliver effective and timely relief to people most in need.

The Period of Joint Action (PJA)

Once an appeal has been agreed the Member Agencies, led by the DEC Secretariat, will work together to promote the appeal driven by a desire to maximise income for the people afflicted by the disaster during a Period of Joint Action (PJA). The PJA is a two week period (14 days) which starts the day after an appeal is agreed by the Broadcasters and lasts for two weeks unless extended by DEC Trustees.

During this period, we must promote the DEC appeal. Any public fundraising you do during this period, must be for the DEC, although if a donor wishes to make a contribution specifically to Save the Children you can accept it. After the PJA has ended, you may fundraise publicly for Save the Children, and unless the donor specifically gives to the DEC, all income can be earmarked for Save the Children.

Earmarking donations

Save the Children has to account separately for any money given to the DEC Appeal as a whole and any given to Save the Children.

So please earmark donations very clearly on your Paying-In Slips. To avoid confusion, use standard earmarks such as

X Appeal **(DEC)** - for the DEC appeal,
or
X Appeal **(SC)** – for Save the Children's work

Cheques

Where possible ask donors to write out a cheque to 'Save the Children' which guarantees that you will be able to pay it into your local bank account. So long as the money is clearly earmarked it will go where the donor requested.

If you receive a cheque made payable to 'The Disasters Emergency Committee Appeal' - or any other wording that you know will not be accepted by your local bank - please send the cheque directly to Branch Accounts in the Finance Department. The money will then be banked by Save the Children Head Office. If you are sending donations to Head Office, don't forget to enclose your branch code so that the money can be credited.

DEC Branded materials

During the PJA, Save the Children shops must display DEC posters. These will be sent to you automatically. Extra DEC Appeal posters and collection tin and bucket labels will usually be available from Customer Services on 0845 606 4027. Alternatively, you can use handwritten posters so long as they mention the DEC.