

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 an arts and education charity (RCN 1077139). We exist to **delight and unite** people through the power of live performance.

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.

However, we receive limited public funding and so our capacity to fundraise from our charitable and commercial activities is vital to our financial sustainability. We have to carefully consider 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 surrounding district 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 issued as a gift voucher and valid for one year from the date redeemed.

If your request fits within the principles stated above, or for any queries, please email Becca Moore, Fundraising Manager at becca@playtothecrowd.co.uk

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 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.

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.

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