



**A U S T R A L I A**  
Giving life back

**F U N**

**W A Y S**

**T O**

**F U N D R A I S E**

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## Information Pack

Thank you for helping to raise funds for MS Australia – ACT/NSW/VIC by holding a fundraising activity.

About 20,000 Australians have been diagnosed with MS. With an additional 1,000 diagnosed each year, we are experiencing increased levels of demand.

As you can imagine, this has created an increasing challenge for the MS Australia to find innovative ways to deliver our services and ensure people with multiple sclerosis receive the best possible support.

This information pack is designed to help you in organising your own fundraising event. It contains guidelines and suggestions as well as information about your responsibilities as a fundraiser. The guide also highlights ways we can help you ensure that your event is a great success.

Before you begin fundraising, you will need to review these guidelines to ensure your upcoming fundraising event is not only successful and fun, but also in accordance with the law.

No matter how big or small your fundraising activity is, we are grateful for your support and want to express a sincere thank you for all your efforts.

## The process at a glance

- Step 1** Decide the type of fundraising event you'd like to organise, and make sure you understand your responsibilities as a fundraiser (which are detailed in this information pack).
- Step 2** Complete the Fundraising Activity Application Form to let us know about your planned activity. (A copy of this form is also included in this Kit).
- Step 3** Upon approval of your fundraising event, we will send you a Letter of Authority to confirm that we have received your details and are happy for you to go ahead.
- Step 4** Start organising your event!
- Step 5** Create a website for you event. This will help you track the amount you are raising. (Optional)
- Step 6** Within 1 month of finishing your event, send any funds raised and the paperwork required back to us.

1,000 new diagnoses of MS are made each year

Multiple Sclerosis is a disease that affects the central Nervous System

Most people are aged in their 20's-30's when first diagnosed

There is no known cause or cure

Women are 3 times more likely to be diagnosed with MS than men

An estimated 20,000 people in Australia have Multiple Sclerosis

## Organising a fundraising activity

There are so many different and creative ways you can fundraise! Here are a few ideas to get you started or just a bit of inspiration to help you think of a way raise money to help support people living with multiple sclerosis.

- Sporting activities - Cricket, tennis or lawn bowls day
- Bike Ride
- Board game challenge
- Corporate team building challenges
- Sponsored event such as a walk, run or weight loss challenge
- Treasure hunt
- Gala Ball or Dinner Dance
- Christmas in July
- Nightclub sponsored night
- Concert or music festival
- Gold coin donation day
- An auction at your annual company dinner/ball with proceeds to MS Limited
- A morning tea or lunch at work with staff making a donation to attend
- Karaoke night
- An art / craft competition
- Raffle off home made or donated goods
- Quiz night
- Fashion sale and/or parade
- Anything you can think off

**Think of what will appeal to your friends and family.**

**Such as social or sporting activities.**

If you still can't decided what event to hold, check out the A-Z of fundraising ideas on our website.

When deciding on what you will do - remember to make sure that it is something you are comfortable doing and feel able to achieve. Start slowly and build up your event as you gain confidence.

As a rough guide there are three categories of activities

STRAIGHT FORWARD	MEDIUM COMMITMENT	SIGNIFICANT COMMITMENT
Ask a friend or family to donate	Running a raffle	Large Charity Auction
Enter to complete a run, walk or cycle, then ask friends to sponsor you	Arrange your own sporting event	Completing your own Challenge Event – eg cycling around Australia
Host a dinner party in your home for friends and ask for an "entry fee"	Holding a small dinner party at a local restaurant	Hold a ball or large dinner
Host a game night with your friends	Holding a trivia night at a venue	Host a series of trivia nights
Host a DVD night with friends and family and ask for a donation	Organising a group to see a movie for a premium price	Organising a preview movie screening at your local cinema

**Thank you again for your support and commitment to helping people living with MS**

## 1. Authority to Fundraise

MS Australia – ACT/NSW/VIC is legally required to approve and authorise all fundraising activities. Once your fundraising application is approved, you will be provided with a letter confirming of your authority to fundraise for us. (Please note the legal name of MS Australia – ACT/NSW/VIC is Multiple Sclerosis Limited (MSL)).

Approval will be granted when MSL is satisfied that the fundraising activity

- fits in with the values of MSL,
- complies with these guidelines.

Once the authority to fundraise is issued, these guidelines will form the basis of the terms and conditions of the fundraising activity. “The fundraiser” means you the individual or organisation is holding the fundraising activity on behalf of MSL.

### *How we can help you*

Once your fundraising activity has been given the go-ahead, there are many ways we may be able to assist you:

- Tips to help make your event a success
- Listing your event on our website
- Enabling you to create your own fundraising website
- Tax receipts for you to give to donors

Please note that we are NOT able to provide the following:

- Reimbursement for any expenses incurred
- Contact lists for you to use in promoting your event (due to privacy legislation)
- Any other general assistance in organising and marketing your event
- MSL staff to help coordinate or run the event
- Applications for permits, licences or insurances required (these are the responsibility of the fundraiser)
- Prizes, auction or raffle items.

## 2. Responsibility

The fundraising activity is run in the name of the person listed on the authority form, who will be solely responsible for the activity. The fundraiser will be responsible for the management and coordination of the event, budget, finances, prizes, publicity and/or goods and services required to run the activity.

In your correspondence and promotion of the activity, please ensure you make clear that the fundraising activity is not run by MSL but is an activity to raise funds for donation to MSL.

Suggested phrases to use include:

“proudly supporting MS Australia”  
or  
“proceeds raised will go to support MS Australia”

## 3. Public liability insurance

MSL has public liability insurance to cover most fundraising activities. Once you have received confirmation of your authority to fundraise for us you must request a copy of the public liability certificate if required.

MSL reserves the right to refuse authority for events that are deemed dangerous or unacceptably risky. This may include activities involving:

- Animals or animal rides
- Motor vehicle and motor bike racing
- Dangerous machinery
- Clock or time trials, racing or similar competitive events

Depending on your event, you may also need to consider arranging additional public liability insurance of your own and first aid services if required.

MSL does not endorse events that may adversely effect your health or which involve the use of firearms, missiles, explosives or fireworks. All fundraising activities must comply with Australian laws and regulations.

#### 4. Promotional materials

##### *Media*

You are responsible for generating your publicity however we are able to provide fact sheets about Multiple Sclerosis.

If media require information about MSL they must contact our media team. The fundraiser is not authorised to speak on behalf of MS Australia, only about the fundraising activity. Please also remember to make clear you are raising money in aid of MS Australia and that you do not represent MS Australia.

All printed promotional materials must be approved by MSL prior to print and circulation.

##### *Logo usage*

The MS logo is available upon request (approval given on a case by case basis. Any placement of the logo (by yourselves or supporting commercial organisations) must be approved by MSL. Guidelines on how to use the logo are supplied upon request and following approval.

##### *website*

We can include your event/activity's details on MSL community fundraising calendar. Please ensure you provide as much information as possible about your upcoming activity.

##### *your own fundraising site*

You can create your own fundraising site through our website. This allows you to fundraise online and create a home page for your own event.

#### 5. Approaching companies for support

MSL is regularly speaking to companies regarding their support. As such, please do not approach the national or state office of a company for prizes or sponsorship without prior consultation with MSL.

Although these policies may be frustrating, they serve several important purposes:

- The company or group may already support us
- It looks very unprofessional if a company is approached more than once
- Approaching a national or state office could potentially destroy negotiations for a major sponsorship.

#### 6. Money matters

As the fundraiser, you are responsible for all financial aspects of the activity including record keeping, management of funds, issuing receipts and depositing funds into MSL bank account.

You must comply with the Charitable Fundraising Act and regulations in your state.

##### *Budget*

Keep and provide MSL with accurate financial records including a budget of your activity. A budget template is provided for your use in this kit.

MSL cannot pay expenses incurred by you, but you can deduct your necessary expenses from the proceeds of your event, provided they are properly documented. (Total expenses must be less than 30% of total proceeds)

TIP for record keeping: a simple way to keep track of the financial details of your event is to keep a folder with a number of plastic sleeves. Use individual sleeves to keep receipts, bank deposit stubs, cheques donated, donor sponsorship/tally sheets.

## **Banking**

All funds raised must be received by MSL within 1 month of the fundraising activity.

**Do not send cash** by post as there is a risk that it will not reach us – send a cheque, call us to make a telephone donation, deliver personally to your state office or deposit directly into our bank account using the deposit slip provided in your receipt books. Cheques are to be made payable to “Multiple Sclerosis Limited”

**If you require to deposit directly into our account, let us know and we will provide you the banking details.**

We will then send you an acknowledgement letter to show that the funds have been received.

## **Issuing a receipt**

MSL will supply receipt books on request. All receipt books used and unused must be returned to MSL.

There are two types of receipts that can be issued:

- a) **A non tax-deductible receipt.** This is for when the person gets something in return for giving (a raffle ticket, entry to an event, auction purchases).
- b) **A tax-deductible receipt.** This is for when nothing is received back in return (eg straight monetary donation or donation of a prize (goods in kinds) to be used in the fundraiser to benefit MSL). Tax-deductible receipts can only be issued to people donating money of \$2 or more

The fundraiser is responsible for issuing the correct receipt. If in doubt, please refer to the Australian Tax Office website under ‘tax deductible gifts’.

Link: [www.ato.gov.au/nonprofit/content.asp?doc=/content/33650.htm&page=2&H2](http://www.ato.gov.au/nonprofit/content.asp?doc=/content/33650.htm&page=2&H2)

## **7. Doorknocking**

DO NOT doorknock to individual houses to collect donations or to promote your activity. In many council areas around Australia, doorknocking is illegal without a special permit. We require no door-to-door, street or telephone approaches made to the general public for donations in connection with the event.

## **8. Legal implications**

All fundraising activities must be legal and comply with Australian Federal and State laws. Each state has a Charitable Fundraising Act or equivalent that MSL and people fundraising for MSL must adhere to. Other regulations you should be aware of relate to liquor licensing, gaming and food preparation.

## **9. Permits and permissions**

- Consider informing the Police, St John’s Ambulance if it is a large event
- Obtain permits from your local council. It may be wise to investigate the requirements before too much planning has been done
- State government permits are also required for the conduct of raffles or prize draws.



# Community Fundraising Application Form

## FUNDRAISER / EVENT COORDINATOR

Name/s: \_\_\_\_\_

Organisation (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_ Suburb: \_\_\_\_\_ Postcode: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

## EVENT INFORMATION

Name of proposed event: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Location and address: \_\_\_\_\_

## EVENT DETAILS

How do you plan to advertise your event: \_\_\_\_\_

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How many people do you expect to attend the event: \_\_\_\_\_

Details of event (description, plan, aim, timeline) \_\_\_\_\_

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## NAMES OF SPONSORS/PRODUCT PROMOTED OR USED

(To ensure there is no conflict with our health policies and current sponsorship arrangements.)

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## PLANNING YOUR BUDGET AND EXPENSES

Proposed income		Proposed expenses	
Sponsorship	\$	Venue hire	\$
Ticket Sales	\$	Catering	\$
Donation	\$	Entertainment	\$
Other	\$	Promotional Material	\$
		Other	\$
<b>TOTAL</b>	<b>\$</b>	<b>TOTAL</b>	<b>\$</b>

## MS LIMITED SUPPORT

I would like to request the following support / assistance from MS Limited:

- |  |  |
|--|--|
| <input type="checkbox"/> Use MS Limited logo               | <input type="checkbox"/> MS Ambassador at your event |
| <input type="checkbox"/> MS Limited brochures / literature | <input type="checkbox"/> Presence of MS website      |
| <input type="checkbox"/> Receipt books                     |  |

## DISCLAIMER AND FUNDRAISING AGREEMENT

I accept the terms and conditions of the Fundraising Guidelines. I agree to conduct my event/activity/project in accordance with those terms and conditions and in a manner that upholds the integrity of Multiple Sclerosis Limited.

I acknowledge having read and I agree to abide by the fundraising rules and Guidelines of Multiple Sclerosis Limited and indemnify Multiple Sclerosis Limited from and against any claim for injuries or damage arising at or from the project/event that is the subject of this application.

Do you / your organisation understand and agree that all publicity for the proposed event must be approved by Multiple Sclerosis Limited prior to being released and printed.  Yes  No

Signature (or signature of Parent / Guardian if under 18): \_\_\_\_\_ Date: \_\_\_\_\_

## Please return completed Community Fundraising Application Form to:

### VICTORIA

Heather Rendell  
MS Limited  
54 Railway Road  
Blackburn Vic 3031  
Ph 03 9845 2710

### NSW

Kerry Hill  
MS Limited  
293 Mowbray Road  
Chatswood NSW 2141  
Ph 02 9468 8345

### ACT

Mirimba Kovner  
MS Limited  
117 Denison Street  
Deakin ACT 2600  
Ph 02 6234 7030

## OFFICE USE

Approved by: Community Fundraising Manager

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Total income	\$	\$
Total expenses	\$	\$
<b>TOTAL RAISED FOR MS Limited</b>	<b>\$</b>	<b>\$</b>

INCOME	Estimated	Actual
<b>Event proceeds</b>		
Entry fee		
Auction		
Raffle		
Merchandise		
Photographs		
Other		
<b>Total</b>	<b>\$</b>	<b>\$</b>

EXPENSES	Estimated	Actual
<b>Site</b>		
Equipment hire		
PA, audio visual		
Permits, licences		
Venue hire		
Site staff		
Tables & chairs		
<b>Total</b>	<b>\$</b>	<b>\$</b>

<b>Refreshments</b>		
Cutlery		
Drinks		
Food		
Plates, glasses ect		
<b>Total</b>	<b>\$</b>	<b>\$</b>

<b>Promotion</b>		
Advertising		
Distribution		
Graphic design		
Stationery		
Photocopying		
Photographs		
Printing		
Postage		
<b>Total</b>	<b>\$</b>	<b>\$</b>

<b>Miscellaneous</b>		
Couriers		
Petrol		
Insurance		
Phone Calls		
First Aid		
Volunteer expenses		
<b>Total</b>	<b>\$</b>	<b>\$</b>

	Estimated	Actual
<b>Sponsorship</b>		
Major sponsors		
Minor sponsors		
Others sponsors		
<b>Total</b>	<b>\$</b>	<b>\$</b>

<b>Donations</b>		
Donations		
<b>Total</b>	<b>\$</b>	<b>\$</b>

<b>Decorations</b>		
Balloons		
Flowers		
Linen		
Banners and signs		
Table pieces		
Lighting		
<b>Total</b>	<b>\$</b>	<b>\$</b>

<b>Prizes</b>		
Goodie bags		
Trophies		
Thank you gifts		
Certificates		
Auction items		
<b>Total</b>	<b>\$</b>	<b>\$</b>

<b>Program</b>		
Car Parking		
Accommodation		
Volunteer / staff		
Performers		
Guest speakers		
Merchandise		
Signage		
Travel / transport		
Dry-cleaning		
Laundry		
<b>Total</b>	<b>\$</b>	<b>\$</b>

**Please return this form upon completion of your fundraising event**

**Event Wrap-up**

Name of event: \_\_\_\_\_ Date held: \_\_\_\_\_

Name of Organiser: \_\_\_\_\_ Email: \_\_\_\_\_

Street \_\_\_\_\_ Suburb: \_\_\_\_\_ State: \_\_\_\_\_ P/Code \_\_\_\_\_  
 phone \_\_\_\_\_

The total (gross) income generated by the fundraiser was: \$ \_\_\_\_\_

I have deducted expenses (as shown below) of: \$ \_\_\_\_\_

Therefore, I have enclosed the total net proceeds of: \$ \_\_\_\_\_

Your Signature \_\_\_\_\_ Date: \_\_\_\_\_

Please check that the following items are submitted together with this form

- cheque or money order for fund collected (please do not send cash by mail) or notification of amount banked into MS Limited account
- receipt books issued to you by MS Limited

**Fundraiser Results Summary**

Date	Supplier	Paid	Description of Purchase	\$ Amount
<b>Total Expenses:</b>				

