



# MS Society of Tasmania

## Community Fundraising Guidelines



# MS Society of Tasmania Community Fundraising Guidelines



## Thank you

Thank you for enquiring about assisting people living with multiple sclerosis by raising funds to support the work of the MS Society of Tasmania.

Fundraising can be a great way for individuals, community groups, sporting clubs, service groups, workplaces and schools to make a difference in the lives of Tasmanians living with multiple sclerosis.

The simple Community Fundraising Kit outlines your responsibilities in organizing fundraising activities for MS Society of Tasmania. It provides fundraising guidelines and ideas to ensure that you are meeting your legal obligations and ensuring that any risks to you or the MS Society of Tasmania are minimized.

## Six easy steps you need to take

1. Decide on what type of fundraising event you would like to organize (there are some ideas in Section 2 of this kit)
2. Read through Section 1 of this kit to make sure you understand your responsibilities as a fundraiser for MS Society of Tasmania.
3. Complete the Community Fundraising Activity Registration Form to provide details of what you are planning.
4. We will send you a Letter of Authority to confirm that we have received your details and we are happy for you to go ahead with your activity.
5. Organise and run your event.
6. Send any funds raised and the required paperwork back to MS Society of Tasmania within 28 days of the completion of your event.

# MS Society of Tasmania Community Fundraising Guidelines



## Section 1 – Essential information for fundraisers

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2. Your responsibilities as a fundraiser
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4. Forms you need to complete
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## Section 2 – General Information

1. MS Facts
2. Fundraising ideas
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4. Our contact details.

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## Section 1 – Essential information for fundraisers

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2. Your responsibilities as a fundraiser (page 6)
3. Collecting and managing funds (page 7)
4. Forms you need to complete (page 8)
  - Community Fundraising Activity Registration Form
  - Results Summary Form
  - Donor Receipt Form

# MS Society of Tasmania Community Fundraising Guidelines



## 1. Use of the MS Society name and logo

Use of the MS Society name and logo is strictly controlled to ensure that integrity is maintained. Community Fundraisers are not permitted to use the name and logo on any communications or materials produced for your fundraiser ***without prior approval from the Marketing & Development Unit.***

However, where possible, we are able to supply a small range of branded posters and leaflets for you to use at your event.

We also have guidelines around how you can use our name in promoting your event. These guidelines are put in place simply to protect you and MS Society.

Our name cannot be used as part of your event's name as this indicates it is an official MS Society event. You are able to state however, that funds raised are being donated to MS Society.

For example:

Acceptable forms of advertising:

- ✓ Proudly supporting the MS Society of Tasmania
- ✓ Dinner dance, with net proceeds to the MS Society of Tasmania
- ✓ 50% of proceeds from this event will be donated to the MS Society of Tasmania

Unacceptable forms of advertising:

- ✗ MS Society of Tasmania Dinner Dance
- ✗ MS Society Fun Run

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## 2. Your responsibilities as a fundraiser

Any person, organization or group (referred to as the “community fundraiser”) who seeks to fundraise for the MS Society of Tasmania accepts the following responsibilities:

- The fundraising activity can only proceed once the Community Fundraising Activity Registration Form has been submitted and approved by the MS Society of Tasmania Marketing & Development Unit and the community fundraiser has been issued with a Letter of Authority.
- The event must be conducted in the community fundraiser’s name – that person(s) will be solely responsible for running and managing the fundraising event in an appropriate and responsible way.
- The community fundraiser must ensure that they are compliant with any state fundraising legislation or local regulations and should ensure that any permits, authorities, insurances or licenses are secured for the event.
- The community fundraiser is responsible for ensuring the safety of the event, including organizing any appropriate public liability insurance and providing first aid services if required.
- The community fundraiser will hold any funds raised until the event is completed, ensuring the funds are held in a secure place, full records of income and expenses are made and that these are sent to the MS Society of Tasmania within 28 days of the event occurring.
- The community fundraiser can deduct any necessary costs of organizing the event provided these are documented and considered fair and reasonable.
- The community fundraiser is not permitted to conduct door-to-door, street or telephone approaches to the general public for donations in connection with the event.
- Children under the age of 16 years must be accompanied by an adult during any form of fundraising for the MS Society of Tasmania.
- The community fundraiser agrees to release MS Society of Tasmania from any claims associated with the event and will indemnify MS Society of Tasmania for any liability or costs that may arise in respect to damage, loss or injury occurring to any person associated with the event caused by breach of responsibilities or negligence.
- MS Society of Tasmania reserves the right to terminate support for the community fundraising activity at any time if there is any likelihood of the community fundraiser failing to meet the above responsibilities.

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### 3. Collecting and managing funds

Follow these guidelines to ensure that as the community fundraiser you meet your obligation to ensure tight financial management of your event.

- **Collecting money**

You are able to collect funds in the form of cash, cheques or money/postal orders (made payable to The MS Society of Tasmania). Credit card donations can be made at our office at 15 Princes Street, Sandy Bay (however, these cannot be credited to your event).

- **Your expenses**

Any costs you may incur can be deducted from the funds raised. These must be fair and reasonable and only include direct out of pocket expenses such as venue hire, catering etc.

You are not permitted to incur expenses in the name of the MS Society of Tasmania.

You should keep accurate records of your income and expenditure to enable proper reconciliation at the completion of your event.

- **Receipts for donors**

Donations of \$2 and over are tax deductible. Should any of your donors require a receipt, please records their full details on the Donor Receipt Form contained within this kit. At the end of your event, send this form back to the MS Society of Tasmania so that official receipts can be issued directly from our office to the donor.

Under Australian Taxation Office rules, donations are not tax-deductible if the donor receives goods or services in return for the money donated. For example, the purchase of any services or merchandise, raffle tickets, auction items or competitions tickets or event entry does not qualify as a tax deductible donation.

- **Sending the funds to MS Society**

Once your event is concluded, please complete the Results Summary Form included in this kit along with the funds raised and any completed Donor Receipt Forms that are relevant to the MS Society of Tasmania, 15 Princes Street Sandy Bay, within 28 days of your event occurring.

If you have any queries regarding the receipt of funds or the procedure for doing so, please contact our office on (03) 6220 1111 or call in and talk to us at 15 Princes Street, Sandy Bay.

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### 4. Forms you need to complete

#### 1. Community Fundraising Activity Registration Form

You must complete this form and submit it to our Marketing & Development Unit at 15 Princes Street, Sandy Bay to obtain approval to proceed with your event. Once we have received this form and your event has been approved, we will issue you with an official Letter of Authority to demonstrate that your activities are approved by the MS Society of Tasmania.

#### 2. Results Summary Form

On completion of your fundraising event or activity, this form should be completed and returned to our office at 15 Princes Street, Sandy Bay along with the Donor Receipt Form and any funds raised.

#### 3. Donor Receipt Form

Donations of \$2 and over are tax deductible. Should any of your donors require a receipt, please records their full details on the Donor Receipt Form contained within this kit. At the end of your event, send this form back to the MS Society of Tasmania so that official receipts can be issued directly from our office to the donor.

Be sure to provide accurate and complete details on this form to enable us to provide receipts to donors promptly.

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## Section 2 – General Information

1. MS Facts (page 10)
2. Fundraising ideas (page 12)
3. Other ways you can help us (page 13)
4. Our contact details (page 14)

# MS Society of Tasmania

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### 1. MS Facts

#### What Is Multiple Sclerosis?

Multiple Sclerosis (MS) is a puzzle that has perplexed medical science since it was first described in 1868. A simple explanation of the disease is conveyed in the name itself – ‘multiple’ means ‘many’ and ‘sclerosis’ is the Greek word meaning hardened tissues, plaques or ‘scars’.

MS causes these scars to appear in the central nervous system (ie the brain and spinal cord) as a result of the breakdown of Myelin, the insulating material that covers the nerve fibres.

The Myelin sheath on the nerve allows the electrical impulses of the nervous system to travel quickly and accurately along the nerve fibres to different parts of the body and back to the brain. In MS these impulses may be impaired or blocked by the damage to the myelin and the nerve itself.

#### Who Gets MS?

MS is usually first diagnosed between the ages of 20 and 40 years. It affects three times as many women as men. *Tasmania has the highest incidence of MS in Australia.*

MS is more common among Caucasians, especially those of European heritage.

#### What Causes MS?

MS is not a contagious disease. The exact cause of MS is unknown however it is believed to be due to a combination of genetic and environmental factors.

MS is not an entirely hereditary disease (ie passed down from parent to child) however it does occur a little more frequently in people who have a family member with MS. At present no specific gene has been identified as the ‘cause’ of MS, although researchers have identified several possible genetic markers that are associated with MS.

Viruses – there has been much research looking at the possible links between MS and certain viruses, but no single virus has been identified as been responsible for MS. Some researchers think that viral infections in childhood may trigger an autoimmune reaction in susceptible individuals – this is still being studied.

Other environmental factors such as the latitudinal gradient (distance from the equator) of where we live is important. Frequency of MS increases the further away from the equator you live. Therefore Tasmania has the highest prevalence (number of people living with the disease as a percentage of the population) in Australia.

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### What are the symptoms of MS?

The symptoms of MS vary greatly from person to person, and from time to time. In fact, there is no 'typical set of symptoms' that apply to everyone because an individual's symptoms will depend upon which nerve fibres in the CNS that are damaged and to what extent.

Symptoms may include: visual disturbances, weakness and changes in muscle strength, sensory signs, pain, fatigue, problems with balance and coordination, muscle stiffness and spasm, memory changes, bladder and bowel problems, changes in speech and swallowing, altered sexual function and mood changes.

It is important to remember that some people may experience only a few of the above symptoms and many of the symptoms are successfully managed with therapy interventions and medications. There is currently no cure for MS however there are some medications available that may slow down the progression of the disease.

### How do you know if you have MS?

There is no single, simple test for the diagnosis of MS. It can only be diagnosed by a combination of > a detailed clinical history and observation of symptoms over a period of time; a medical examination and investigations using sophisticated medical technology. MRI scanning.

Diagnosis can be a difficult and lengthy process as symptoms may come and go. Confirmed diagnosis will also be at the exclusion of other common diseases and medical reasons for each of the symptoms that are present. If your General Practitioner suspects that you may have MS, referral to a Neurologist is an appropriate next step.

### The types of MS

MS is a very variable disease with several distinct disease patterns. Even within these patterns however each person's symptoms and experiences will be different.

People may develop relapsing / remitting disease where there is a flare up of symptoms from time to time; Secondary Progressive MS where steady disease progression replaces relapses; and the Primary Progressive form of the disease where there are no periods of remission.

It is important to remember that some people will only have mild symptoms throughout their lives.

### Help with information and support services

The MS Society of Tasmania offers a confidential and free service to people who would like information on any aspect of MS and its management. We have nurses, case managers, counselling services and access to current and credible information on all aspects of the disease. Our services are available to people with possible or confirmed MS, their families / carers, employers etc. We are also actively involved in MS research.

**For Information please call the MS Society of Tasmania on (03) 6220 1111.**

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### 2. Fundraising ideas

There are many ways you can raise funds for the MS Society of Tasmania. The list below might inspire you to get started!

- Run a morning tea in your workplace or with your community group.
- Have a karaoke night.
- Put together a sporting activity and charge people to play (eg; golf day, cricket match, lawns bowls, sponsored walk).
- Hold a monopoly challenge or trivial pursuit quiz night.
- Have an art exhibition with local artists.
- Run a corporate challenge in your office.
- Have a talent quest – you could be the next Idol!
- Make a donation in lieu of gift giving for Christmas or birthdays.
- Hold a car wash or lawn mowing day for donations.
- Hold a theme day in your office or a theme party at home.
- Run an auction at your company dinner.
- Hold a chocolate drive or an old fashioned lamington run.
- Organise a dance party for you and your friends.

These are just a few ideas to get your creative juices flowing – we are sure you can think of many more!!

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### 3. Other ways you can help us

- **Make a donation**

You can support our work by making a one off or regular financial donation at our office. If you would like to do, call in to our office at 15 Princes Street, Sandy Bay or give us a call on (03) 6220 1111.

- **Support our regular Raffle campaigns**

MS Society conducts three major raffles during the year with draws timed to coincide with Mothers Day, Fathers and Christmas. Tickets are only \$2.50 each and you could walk away with a major prize package including items such as a car, boat, caravan and/or outdoor packages (depending on our pool of prizes for each raffle).

- **Attend an event**

MS Society of Tasmania also conducts a series of amazing fundraising events throughout the year including MS FEST, High Teas, Cocktail Parties, Melbourne Cup Lunch and a World MS Day Corporate Breakfast.

- **Leave a gift in your will**

Each year, many caring supporters choose to remember the MS Society of Tasmania by leaving a bequest in their Will. This generosity assists the Society to plan for the provision of support and services to Tasmanians living with MS into the future.

- **Become a corporate friend**

Organisations of all sizes are encouraged to support the MS Society of Tasmania through corporate sponsorship or longer term strategic partnerships, offering in-kind support or part-proceeds on sales of products of by making philanthropic donations.

**For more information about any of the types of support listed above, please contact our office on (03) 6220 1111 or call in to 15 Princes Street, Sandy Bay.**

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#### 4. Our contact details.

If you have any questions or need advice on anything to do with your fundraising activities or any information contained in this kit, please do not hesitate to contact us at:

#### MS Society of Tasmania

##### Head office

Hobart  
15 Princes Street  
SANDY BAY TAS 7005  
Phone (03) 6220 1111

#### Northern Regional Office

##### Launceston

18/2 Innocent Street  
KINGS MEADOWS TAS 7470  
Phone (03) 6343 1240

#### Freecall:

South: 1800 676 721  
North: 1800 654 872