



Community Fundraising Guidelines

Thank you for helping to raise funds and awareness for the Multiple Sclerosis Society of Queensland (MS Australia - QLD).

Please take a moment to read through the community fundraising guideline. This document outlines your responsibilities as a fundraiser, to ensure your activity meets with fundraising regulations.

The following guidelines will cover:

- Where you fundraising goes
- What you need from MS Australia - QLD
- How MS Australia - QLD can help you
- Your responsibilities as a fundraiser

Where your fundraising goes

MS Australia - QLD is a non-profit organisation that aims to facilitate equitable, high-quality and specialised services for the benefit of people with multiple sclerosis.

Your support helps us to achieve our mission: To provide accurate, up-to-date information about MS and raise funds to assist with research projects to find a cause and cure for MS.

What you need from MS Australia - QLD

Letter of authority to fundraise

It is a legal requirement that MS Australia - QLD approves and authorises all community fundraisers. Approval will be granted when MS Australia - QLD is satisfied that your fundraising activity complies with the values of MS Australia - QLD and these guidelines. Once approval has been confirmed, these guidelines will form the basis of the terms and conditions of the community fundraising activity.

Steps to take:

1. Complete an application to fundraise form
2. Once MS Australia - QLD approves and authorises your fundraiser, a letter of authority to fundraise on behalf of MS Australia - QLD will be sent to you

“The fundraiser” means you, the individual or organization, whom is holding the fundraising activity on behalf of MS Australia - QLD.



How MS Australia - QLD can help you

Once your fundraising activity has been approved by MS Australia - QLD, we look forward to keeping in touch with you by regular email or phone contact to monitor the progress of your fundraiser. The important thing to remember is that, being a charity, we have a small team and rely on you as “the fundraiser” to plan and conduct the event. We will support you in any way we can and share the advice we have learnt in our own fundraising endeavours over many years.

Ways in which MS Australia - QLD may be able to assist:

- Creating your own fundraising page
- Listing your event on our website
- Tax receipts for you to give donors
- MS Australia - QLD representative to attend your event (dependant on availability)
- Provide posters, brochures, donation tins, merchandise

Please note that MS Australia - QLD is 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)
- MS Australia - QLD staff to help coordinate or run the event
- Any other general assistance in organising and marketing your event
- Applications for permits, licences, or insurances required (these are the responsibility of the fundraiser)
- Prizes, auction or raffle items

Your Responsibility as a Fundraiser

While some of the information below may not be relevant to you, please take into consideration the following:

Responsibility

The fundraiser will be responsible for the management and coordination of the fundraiser, budget, finances, prizes, publicity and/or goods and services required to run the activity. It is important to note that your fundraising activity is not an MS Australia - QLD event, but a fundraising activity to raise funds for donation to MS Australia - QLD. Please make this clear when writing correspondence or promoting your fundraiser. Suggested phrases to use include:

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

MS Australia - QLD Logo

The MS logo is available upon request to use on certain documents and promotional material. Before any material with the MS logo is published or distributed it must have approval from MS Australia - QLD. Please submit any material prior to circulation to MS Australia - QLD for sign off or feedback.

Receipt Books

On request we can provide official MS Australia - QLD receipt books. It is important that these receipt books be kept in a safe place at all times and are returned to MS Australia - QLD at the end of your fundraiser.



Tax deductible receipts may only be given to people giving donations of \$2 and over. The following are not tax deductible:

- Purchase of admission tickets or raffle tickets
- Donation of goods or services
- Purchases made at auction

Public Liability Insurance

You will need to consider whether you need insurance to cover your fundraising event to protect both yourself and your participants. MS Australia - QLD cannot provide public liability insurance for most fundraisers.

It's great peace-of-mind to be prepared. Taking out the appropriate type and level of insurance for your activity is strongly recommended. For further information about public liability please contact us.

Media and Public Relations

As the fundraiser you are responsible for generating your own publicity however we are able to provide fact sheets about MS. Local media contact is often best when coming from a local resident, therefore many community fundraisers attract more media coverage when newspapers and radio stations are approached by the fundraiser directly. Remember that all printed material, including media releases, must be forwarded to MS Australia - QLD for approval prior to being printed or circulated.

Sponsorship

Please be aware that MS Australia - QLD has existing sponsorship arrangements and relationships in place with some organisations and businesses. With that in mind, it is a condition of MS Australia - QLD that you contact us prior to approaching potential sponsors, to advise us of the names of the businesses you will be approaching. This is to ensure that existing sponsorship arrangements are not compromised.

Licences and Permits

Does your fundraiser require a police permit, liquor licence, gambling, alcohol, food or other permit? If so, have you allowed sufficient time to apply for it? Please note that as the fundraiser it is your responsibility to abide by all legal regulations.

Banking

All funds raised must be received by MS Australia - QLD within one month of the fundraising activity. If you are able to deposit funds directly into our account, let us know and we will provide you with the banking details.

Contact Us

If you have further queries or would like to become a MS Hero, please contact Julie Hanlon - Community Relations Coordinator on 07 3840 0887 or email julie.hanlon@msqld.org.au.

Good luck with your fundraiser and remember to have fun!