



**MUSCULAR
DYSTROPHY**
NSW BUILDING STRENGTH
REACHING POTENTIAL

MDNSW Fundraising Guide

Everything you need
to know to hold a
fundraising event or
activity

Together we can make a difference...

Thank you for your interest in raising funds for Muscular Dystrophy NSW, we really appreciate your support! Fundraising is a fun and rewarding way for individuals, community groups, schools and workplaces to make a difference. Everyone has goals, ambitions and now you can turn these into a worthwhile fundraising activity, get your community involved and make a tangible difference to the lives of people affected by Muscular Dystrophy

This guide contains everything you need to get you started and will assist you not only in raising funds but also in meeting government requirements and ensuring that any risks to either yourself or Muscular NSW are minimized.

If you have any questions on the information provided Kags Garrard, our Head of Fundraising and Partnerships, is always here to assist you every step of the way.

Muscular Dystrophy - what it is and what we do

Donation page and information

Need some inspiration...

Support we can provide for you

What information and legalities you need to know

Steps to Fundraising Success

Step 1

Set yourself a goal as to how much you would like to raise

Step 2

Choose a fun event, adventure or activity to organise

Step 3

Set yourself a budget, target, location and date

Step 4

Read through the Fundraising Guide to make sure you understand your responsibilities as a fundraiser



Step 5

Complete the Request To Fundraise form and send to Kags Garrard (her contact details are at the back of this Guide)

Step 6

Set up a personal donation page online with GoFundraise (see instructions in this guide for help with this)

Step 7

Start organising your activity and spread the word! Keep emailing Kags with updates on how it is going!

Step 8

When the event is done let Kags know and she will send you through the Summary Form and Donation Receipt Form and work out collection of funds raised

M - Muscular Dystrophy - What is it and what we do

Muscular Dystrophy is a genetic condition that gradually causes muscles to weaken and waste. Although there are over 60 forms of Muscular Dystrophy, the most common in childhood is Duchenne Muscular Dystrophy, which can see a child as young as 8 years old needing a wheelchair and having a life expectancy of only until early adulthood.

"To the world he was just a child, to us he was the world!"

Muscular Dystrophy NSW's vision is to improve the lives of all people living with a neuromuscular condition. We provide critical life-changing support and assistance to people and families living with Muscular Dystrophy including counselling, retreats, medical information, children's camps, equipment and our world-first Duke of Edinburgh's Award program.



D - Donation page and Money Management

Donation page

We are registered with GoFundraise - an online fundraising portal designed to make giving secure, easy and fun! Online donations take away the hassles of fundraising and funds donated go directly to MDNSW.

Setting up your own online FUNdraising page:

Step 1: Go to - <http://www.gofundraise.com.au/beneficiary/MDNSW>

Step 2: Click on 'Create a Fundraising Page'

Step 3: Fill in all the quick and easy details and personalise the page as much as possible to make it more engaging.

Step 4: Forward the link to everyone you know and include it on all your event promotional material. You can use this page to keep your supporters updated on the progress with photos and blog entries and link to social media. Then simply sit back and watch the donations come in!

Money Management

As the Fundraiser it is your responsibility to ensure appropriate financial management occurs. Here are some guidelines:

- **Collecting Funds** - If you have chosen not to use a fundraising page please only collect funds in the form of cash, cheques or money/postal orders (made payable to Muscular Dystrophy NSW).
- **Donor Receipts** - All donations of \$2 or more are tax-deductible. The Australian Taxation Office has ruled that donations are not tax-deductible if a person receives goods or services in return for money given (e.g auction prize).
- **Where to send your funds raised**

Credit Card:

Call us on 1800 635 109

Check/ money order:

Make out to Muscular Dystrophy NSW

Direct deposit:

Account Name: Muscular Dystrophy NSW

BSB: 332-027 Account Number: 551800725

(Please write your full name in the description box)



N - Need some inspiration...

Here are a few ideas to help you get inspired in our A to Z of Fundraising....

- A. is for Auction of Promises or Art and Craft Day
- B. is for Bake Sale, Barbecue or Big Red Ride cycling event
- C. is for Car Boot Sale, Cake Sale or Corporate Team Building
- D. is for Dinner party, Dance-a-thon or Dog Walk
- E. is for Easter Egg Hunt or Egg and Spoon Race
- F. is for Football Match, Fete or Fashion Show
- G. is for Golf Day, Guessing Competition or Give up a Vice
- H. is for Happy Hour or Halloween Party
- I. is for International Food Evening or Ice Cream Social
- J. is for Jumble Sale, Jog-a-thon or James Bond Marathon
- K. is for Karaoke Night or Kite-Flying Day
- L. is for Ladies Night, Losing Weight or Longest Challenge Event
- M. is for Mufti Day, Marathons or Monopoly Tournament
- N. is for Netball Day or Name the Teddy
- O. is for Outgrown Clothes Sale or Office Collection Day
- P. is for Party, Personal Challenge or Picnic
- Q. is for Quitting Challenge or Quiz Night
- R. is for Raffle or Running Races
- S. is for Sweepstake, Sausage Sizzle or Sugar Free September
- T. is for Treasure Hunt, Tea Party or Talent Show
- U. is for Unwanted Gift Sale or Undertake a Personal Challenge
- V. is for Valentine's Day Event or Variety Show
- W. is for Wine Tasting, Washing Cars or Walking Challenge
- X. is for X- Factor Competition or Xmas Fair
- Y. is for Yo Yo Competition or Yoga Marathon
- Z. is for Zany Hair Day or Zombie Party



S - Support we can provide for you

Once your event or activity has been given the go ahead by Muscular Dystrophy NSW, there are many ways we may be able to assist you:

- We can offer general advice, tips and encouragement to make your initiative a success
- Listing your event on our social media
- Providing a promotional poster template to help advertise your event
- Providing a Letter of Authority to show that your event has our approval and genuine
- Allow you to use our name in the promotion of your fundraiser
- Providing tax receipts to donors
- Attend your event to represent MDNSW and accept donations, subject to staffing
- A thank you certificate to acknowledge your support.

Unfortunately due to Australian law and limited resources Muscular Dystrophy NSW are NOT able to provide the following:

- Approval to use the Muscular Dystrophy NSW logo
- Funds or reimbursement for expenses incurred. Costs be deducted from your event proceeds before remitting your funds
- Contact lists for promoting your event (due to privacy legislation)
- Assistance in organising or marketing the event
- Applications for permits, licences or insurances
- Prizes, auction or raffle items



W - What information and legalities you need to know

MDNSW Fundraising Responsibilities

Any individual or group fundraising for Muscular Dystrophy NSW should:

- The event or activity should start once the Fundraising Activity Request Form is submitted to Muscular Dystrophy NSW.
- The event or activity will be conducted in the organiser's name who is responsible in managing the fundraiser in an appropriate and responsible way.
- Fundraisers must comply with any obligations imposed on by your state's fundraising legislation. Any necessary permits, licences, authorities to fundraise, insurance or licenses must be secured by the fundraiser.
- The organiser is responsible for ensuring the safety of the event or activity, including organising appropriate public liability insurance and providing first aid services if required. If you are selling food the NSW food guideline and food safety handling requirements must be complied with.
- Children under the age of 16 must be accompanied by an adult when collecting donations.
- The organiser needs to inform Muscular Dystrophy NSW of any prior or current convictions which will be taken into account when agreeing to your suitability as a fundraiser.
- The fundraiser agrees to release Muscular Dystrophy NSW to the fullest extent permissible under law for all claims and demands of any kind associated with the event or activity. This will indemnify Muscular Dystrophy NSW for all liability or costs that may arise in respect to any damage, loss or injury occurring to any person in any way associated with the event caused by your breach of these responsibilities or your negligence.
- Muscular Dystrophy NSW reserves the right to terminate our support of the fundraising event or activity at any time if it appears there is a likelihood of the organiser failing to meet any of the above responsibilities.



Use of MDNSW Name and Logo

MDNSW has guidelines around how you can use our name and logo in promoting your activity or event. These guidelines protect you and Muscular Dystrophy NSW.

- You cannot use 'Muscular Dystrophy NSW' as part of your event or activity name as this would indicate that the event is being hosted by Muscular Dystrophy NSW. Instead, we encourage the use of our name to indicate that funds will support the organisation (e.g. Funds raised will go towards Muscular Dystrophy NSW).
- The MDNSW logo cannot be used on any communication or materials produced for your fundraiser. This is a requirement of Australian law. We can supply a Supporter Logo as shown below.
- Please do not use the Muscular Dystrophy NSW name in any way that would reduce respect for the brand.
- Under no circumstances are fundraisers allowed to manufacture, sell or licence goods bearing Muscular Dystrophy NSW's name or logo.
- Your communication should also state amount of funds raised that will go to Muscular Dystrophy NSW.



THANK YOU

We are so grateful for your support and even by just reading this guide you are one step closer to helping change someone's future



CONTACT DETAILS

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