



## Fundraising Pack

Leicestershire Multiple Sclerosis Therapy Centre doesn't receive any government or other core funding, we rely entirely on donations and fundraising events to operate the Centre that costs £112k per year.

### Background

The Leicestershire Multiple Sclerosis Therapy Centre was established in 1985; it was set up by a group of people with Multiple Sclerosis (MS) for people with MS. MS is a chronic, typically progressive disease involving damage to the sheaths of nerve cells in the brain and spinal cord, whose symptoms may include numbness, impairment of speech, muscular coordination, blurred vision, and severe fatigue. It's estimated that there are more than 100,000 people diagnosed with MS in the UK. In all this time, the Centre has been a self-funded charity with no local or government funding. 11 trustees help run the Centre, some of who have MS themselves. Most people when diagnosed with MS feel very alone and isolated. The NHS offers limited help, as there is no cure for MS. Those affected by the disease often have nowhere to turn and do not know very much about MS, they need someone to talk to.

Center staff consists of Centre Manager, Senior Oxygen Operator/Centre Assistant, two Physiotherapist and two Holistic Therapists. There are also many volunteers helping within the Centre and with fundraising. There is a visiting Yoga Teacher, Hairdresser, Foot Health Practitioner, MS Nurse, Counsellor, Benefits Advisor and Continence Nurse. The Centre operates as a drop in with doors opening Monday - Thursday 9am-4pm and Fridays 9am-2pm. It is very much a self-help centre. Some of the centre users like to visit every day, have their lunch and talk to other centre users; it can be the only place they get to see other people or talk to people with an understanding of MS.

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### *Self-help is our way of action*

Registered Company Registered Charity No. 701925

We are a local charity that provides a range of non drug therapies for people.

Which includes physiotherapy, hyperbaric oxygen therapy, yoga, reflexology and more.

## How to get started...

You've chosen to organise or take part in a fundraising activity in aid of the Leicestershire Multiple Sclerosis Therapy Centre. Inside this pack you will find some ideas of activities that you could organise. There are also details of how to get the money to us after the event, sponsorship forms and posters.

## A - Z of fundraising ideas

<b>A</b>	Abseil Auctions Art Exhibition	<b>J</b>	Jog-a-thon Jewellery Sale Just Dance	<b>S</b>	Sports Day Swear Box Sweet Shop Skydive
<b>B</b>	Battle of the Bands Bag Packing BBQ Boot Fair	<b>K</b>	Karaoke Keep Up's Competition	<b>T</b>	Tombola Trolley Dolly Trash & Treasure Hunt
<b>C</b>	Cake Sales Come Dine With Me Coffee Morning Cycle	<b>L</b>	Line Dancing Limbo Competition Loose Change	<b>U</b>	Underwear Party
<b>D</b>	Dress Up/Down Day Dragon Boat Racing	<b>M</b>	Marathon Music Concert Miles of Pennies/Pounds	<b>V</b>	Variety Show Vintage Afternoon Tea
<b>E</b>	Elvis Night Egg & Spoon Race EBay for charity	<b>N</b>	Nature Trail 'No' Day (smoking, swearing) Nearly new sale	<b>W</b>	Wine Tasting Water Sports Waxing
<b>F</b>	Fashion Show Football Match Fete	<b>O</b>	Orienteering Open Air Event Obstacle Dash	<b>X</b>	X Factor X-box Competition
<b>G</b>	Guess the (age, name, weight) Golf Day Gunge Your Boss	<b>P</b>	Paintballing Parachuting Pamper Night	<b>Y</b>	Yard of Ale Drinking Competition
<b>H</b>	Head Shave Half Marathon	<b>Q</b>	Quiz Night	<b>Z</b>	Other 'Zany' Ideas
<b>I</b>	It's A Knockout Ice Cream Eating Contest iPad Raffle	<b>R</b>	Race Night Rounder's Recycling		

These are just a few ideas to kick start your fundraising but you can do whatever you want; it doesn't have to be big or extravagant ... it just needs to be FUN and raise money!

## Top Fundraising Tips

- Choose an event that you and your friends will enjoy.
- If you've set yourself a big target, why not break it down into bite size chunks with a number of different fundraising activities.
- Be creative – give people something fun and original to do.
  
- Think about the best time to hold your event.
- Check the calendar for any clashes, for example an important sporting event.
- Make sure you choose a date that allows you plenty of time to prepare.  
Timing is everything
  
- Enlist the help of your friends, family and colleagues!
- In advance allocate specific jobs to your helpers.
- Write a checklist of all the things that need to be done and draw up a timeline  
Plan your way to success
- Pick a suitable venue for your event and remember to book early.
- Make sure it is easily accessible by public transport and by road.
- Keep your costs down – ask for a charity rate
  
- Make your aim to raise at least three times as much as you spend.  
Keep expenses to a minimum and try to get items or services donated.
- If you are spending money, keep all your receipts.

## Money, money, money

- Social networking websites will get your event in front of thousands of people.
- Invite friends, family colleagues, neighbours and business contacts to get involved.
- Advertise in any local clubs or associations you are involved with.
- Promote your event through posters and leaflets in your local area.
- Contact your local press, radio or television with a press release.  
Get the word out
  
- Adding extra funds to your event – adding a raffle, auction or head and tails competition could add to the amount you raise on the night.
- Matched giving – some employers generously offer to match any money raised for charity by their staff. Find out if you or any of your helpers could double your total through a matched giving scheme at their work.
- Gift Aid it – the Gift Aid scheme allows us to claim back the tax paid on eligible donations made by individuals. You can increase the money you raise by simply getting people to fill in a Gift Aid declaration form or ticking the box on your sponsorship form. Remember that Gift Aid can only be claimed on sponsorship and donations; please see fundraising guidelines at the back of this pack for information.

## Maximise your fundraising

- Go online!  
Leicestershire Multiple Sclerosis Therapy Centre is registered with Just Giving.
- The more people you ask, the more donations you'll get! Remember to email all your contacts or take your sponsorship form wherever you go.
- Use facts about the charity to motivate people to give generously.
- Have your biggest sponsor at the top of your form to encourage people to pledge more.
- Get sponsored
- No matter what type of event you are planning, there will be legal and safety issues that you will need to consider; make sure you read our fundraising guidelines at the back of the pack.

Keep it safe and legal  
Finally, aim high

- Set your sights high, but make sure your fundraising goal is achievable. Stay focused on your target amount, and consider it a challenge.

## **Fundraising Guidelines**

We are so grateful to you for fundraising for the Leicestershire MS Therapy Centre and your safety and wellbeing is our priority. With this in mind, please follow our fundraising guidelines and ensure you adhere to all laws and health and safety guidelines when organising and holding your event.

### **Raffles and lotteries**

Small raffles can be held as part of a larger event. The ticket sales and announcing of the results must be held during the event. No more than £100 can be spent on buying prizes and no cash prizes can be given. Please note that tickets should not be bought or sold by young people under 16. For further details please visit [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk).

There are strict and complex laws relating to raffles and lotteries that do not fall into this category. Full guidelines on raffles and lotteries are available from your local authority or Gaming Board; this must be followed in full.

For details please visit [www.gamblingcomission.gov.uk](http://www.gamblingcomission.gov.uk) for more information.

### **Events**

Please consider the following guidelines as you plan for your event:

- Ensure that your event is organised efficiently and safely.
- Conduct a risk assessment to ensure that you have proper plans for the safety of participants. The Health and Safety Executive has further information on how to do this on their website ([www.hse.gov.uk](http://www.hse.gov.uk)). Make sure you have a copy of this on the day of your event.
- Ensure that your event is properly and adequately supervised. Where children are involved, this should include:
  - - Providing proper adult supervision.
  - - Checking that the child's parents/guardians have given permission for their child to take part.
  - - Carrying out appropriate background checks if adults are to have unsupervised access to children.

Consider what insurance cover you need for your event. Leicestershire Multiple Sclerosis Therapy Centre cannot accept any responsibility for your event nor for anyone who participates in it.

Check whether you need any special licences, e.g. a public entertainment licence or a licence to sell alcohol. Your local council will be able to help you with this.

Always have two people present to count any money raised.

## **Public Collections**

All street collections or collections on public property will need to be registered with the local authority and we will need to see a copy of this license before issuing you with collection buckets.

Young people under the age of 16 (or 18 in London) are not permitted to collect money in public collections.

Please note we do not authorise door- to- door collections.

## **Expenses**

Some events require a little bit of expenditure. Make sure that you are aiming to raise at least three times as much as you need to spend, for example if you spend £100 you should aim to raise a minimum of £300. If you think your event expenditure will fall outside of these guidelines please review your expenses or call the Fundraising Manager for advice.

## **Gift Aid**

Please ask donors/sponsors to sign a Gift Aid declaration or tick the relevant box on your sponsor form (both of these are available in your pack). This enables us (and higher rate tax payers) to claim tax back from the government and increases the overall benefit to the charity.

## **Fundraising materials and publicity**

If you are creating your own publicity materials please make it clear that you are fundraising “in aid of Leicestershire Multiple Sclerosis Therapy Centre”. Suggested wording for this would be “[Name of your event] raising funds in aid of Leicestershire Multiple Sclerosis Therapy Centre”. Please ensure that you have permission to use any images or text; although some material is available without copyright restrictions on the Internet, don’t assume that all materials are copyright free.

## **Company approaches**

Always remember that local businesses are often happy to help with fundraising events in their area. If you are approaching any national or international companies for sponsorship, prizes, or auction items then please let us know as we may already be in contact with them that could affect your request.

If you are hoping to sell goods, services or run promotions using our logo or our name please contact the Fundraising Manager on 0116 255 7104.

## **Sending in your donation**

All funds collected should be sent to the charity within six weeks of collection. Please collect all funds together and pay them in directly at the Leicestershire Multiple Sclerosis Therapy Centre.

## **Just Giving**

For simple, step-by-step instructions on how to set-up your own fundraising page, please visit [www.justgiving.com](http://www.justgiving.com). You will need to input your own personal details together with information about your fundraising activity and don't forget to add a personal thank you message. Please remember to put a closing date on your page.

## **Sponsored Events**

A sample sponsorship form is attached at the end of this fundraising pack. When completing the form, please ensure that your name and event are on the form. For people sponsoring you, if they tick the Gift Aid box, please make sure they complete their name and address details properly otherwise we are unable to claim gift aid on their donation (where applicable).

## **Health & Safety**

Please ensure that any events/activities you and your team carry out are Health and Safety compliant.

## **Resources**

The Leicestershire Multiple Sclerosis Therapy Centre has limited promotional resources such as T-shirts, balloons and leaflets. Please contact 0116 255 7104 to discuss your requirements.

Finally, please remember the FUN in fundraising and enjoy helping to make a difference to the lives of people with MS in Leicestershire, and Rutland.

## **How to get the money to us...**

Thank you for fundraising for the Leicestershire Multiple Sclerosis Therapy Centre. You can be assured that your money will be used very carefully to assist with the costs of the Centre.

- Cash can be hand delivered directly to

Leicestershire Multiple Sclerosis Therapy Centre  
31 Freemans Common Road  
Leicester  
LE2 7SQ

- Donations can be made directly via our Just Giving page or directly through our website [www.leicsmstherapycentre.org.uk](http://www.leicsmstherapycentre.org.uk)
- Cheques need to be addressed to Leicestershire Multiple Sclerosis Therapy Centre Ltd.

Thank you for your support and good luck with your fundraising!



# Gift Aid declaration

– For past, present & future donations

Name of charity: **Leicestershire Multiple Sclerosis Therapy Centre.**

Please treat as Gift Aid donations all qualifying gifts of money made.

Please tick all boxes you wish to apply.

**Today**  **in the past 4 years**  **in the future**

I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities (CASCs) that I donate to will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim tax on every £1 that I give.

**Please notify the charity or CASC if you:**



- Want to cancel this declaration
- Change your name or home address
- No longer pay sufficient tax on your income and/or capital gains.

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

## Your details

Title \_\_\_\_\_ First name or initial(s) \_\_\_\_\_

Surname \_\_\_\_\_

Full home address and Postcode \_\_\_\_\_

Email address \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

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**Self-help is our way of action**

Registered Company Registered Charity No. 701925

We are a local charity that provides a range of non drug therapies for people.  
Which includes physiotherapy, hyperbaric oxygen therapy, yoga, reflexology and more.