



FUNdraising Pack

Bradbury House, Merton Lane North, Canterbury, Kent

CT4 7DZ

Registered Charity No. 801382

Some background information:

Multiple Sclerosis commonly known as MS is a disease which affects the nerves in the brain and spinal cord, causing problems with muscle movement, balance and vision and there is currently no cure. MS is often thought to be an older person's condition but this isn't the case. Our youngest member was diagnosed at 15 years of age in the middle of her GCSE's.

The Kent MS Therapy Centre was set-up over 30 years ago by people with MS for people with MS in some prefabricated buildings in Canterbury. In January 2015, a brand new purpose built therapy centre opened and will enable us to meet the needs of many more people living with MS in Kent.

The Kent MS Therapy Centre provides therapies such as hydrotherapy, physiotherapy, hyperbaric oxygen therapy and reflexology. We also have a gym and offer a variety of exercise classes.

The Kent MS Therapy Centre doesn't receive any government or other core funding and we rely entirely on donations and fundraising events to operate the Centre which costs £300k per year.

There are between 15-20 people being newly diagnosed with MS each week in the East of Kent alone so the demand for the Centre is increasing all the time.

The Centre is a place where MS needs no explanation, people can be themselves and not feel embarrassed if they can't walk in a straight line, if they talk with slurred speech or keep having to use the toilet.

Many of our members have been diagnosed whilst in the prime of their lives, they haven't worked long enough to accrue pensions and savings – life isn't just physically tough but emotionally and financially tough too and they need our support.



How to get started

You've chosen to organise or take part in a fundraising activity in aid of the Kent MS 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

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

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



What can I do?

- 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.

Timing is everything

- 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 which allows you plenty of time to prepare.



Plan your way to success

- Enlist the help of your friends, family and colleagues!
- Allocate specific jobs to your helpers in advance.
- Write a checklist of all the things that need to be done and draw up a timeline



Location, location, location

- 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



Money, money, money

- 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. By keeping a record of money spent and received, you will have an idea of how the event is going as well as who you need to thank.



Get the word out

- 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.



Maximise your fundraising

- **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.

Get sponsored

- Go online! The Kent MS Therapy Centre is registered with Just Giving and Virgin Money 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.



Keep it safe and legal

- 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.



Finally, aim high

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



Fundraising Guidelines

We are so grateful to you for fundraising for the Kent 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/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.

There are strict and complex laws relating to raffles and lotteries which 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.gamblingcommission.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). 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. Kent MS 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 the Kent MS Therapy Centre". Suggested wording for this would be "[Name of your event]

raising funds in aid of the Kent MS 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 which could affect your request.

Are you a company raising money for the Kent MS Therapy Centre?

If you are hoping to sell goods, services or run promotions using our logo or our name please contact the Fundraising Manager on 01227 470876.

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 at your local bank or directly at the Kent MS Therapy Centre.

Just Giving

How to set-up your own Just Giving Fundraising Page

For simple, step by step instructions on how to set-up your own fundraising page, please visit 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. If you are in any doubt, please contact hwathen@kentmstc.org.

Resources

The Kent MS Therapy Centre has limited promotional resources such as T-shirts, balloons and leaflets. Please contact Helen Wathen on 01227 470876 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 Kent.

How to get the money to us...

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

Getting the money you have raised to us couldn't be easier ...

1. Proceeds can be paid directly into our bank:

The Kent Multiple Sclerosis Therapy Centre Ltd
NatWest
11 The Parade
Canterbury
Kent
CT1 2SQ

Sort Code: 60 04 27
Account Number: 70409927

We recommend you use this option but please ensure you also send us an email advising us of the amount that has been banked, how it was raised and if you have any photo's from the event, we'd love to have those too.

If the funds are in relation to a sponsored event, please ensure the sponsorship forms are sent to the Kent MS Therapy Centre so that the Gift Aid can be claimed where possible.

2. Cash can be hand delivered directly to the Kent MS Therapy Centre, Bradbury House, Merton Lane North, Canterbury CT4 7DZ where a receipt will be issued.
3. Donations can be made directly via your Just Giving page or directly through the Kent MS Therapy Centre's website.
4. Cheques should be made payable to the 'Kent MS Therapy Centre'
5. Payments or Donations can be made over the phone by credit or debit card. Please call 01227 470876.

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



Bradbury House, Merton Lane North, Canterbury, Kent CT4 7DZ
Tel: 01227 470876

Patrons: Frank Brake
Rob Key
Rt. Hon The Countess Mountbatten of Burma CBE

Charity Gift Aid declaration

Boost your donation by 25p of Gift Aid for every £1 you donate
Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer.

In order to Gift Aid your donation you must tick the box below:

I want to Gift Aid my donation of £_____ and any donations I make in the future or have made in the past 4 years to:

Kent Multiple Sclerosis Therapy Centre

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

My Details

Title _____ First name or initial(s) _____

Surname _____

Full Home Address _____

Postcode _____ Date _____

Please notify the charity 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.

Registered Charity – No. 801382 info@kentmstherapycentre.org Registered Company – No. 2339750

I am your poster. I am very good at telling people about your event. So go on, write on me and let me do the rest!



The Kent MS Therapy Centre, Bradbury House, Merton Lane North, Canterbury, Kent CT4 7DZ
Registered Charity No. 801382