

Community Fundraising *helping us help others*



Western Upper Nile, South Sudan. © Sven Torfinn.

Thanks...

We're very grateful to all our supporters who embark on community fundraising projects for MSF Australia.

As an independent emergency medical aid organisation, we rely on donations from people like you to fund our work. Private support ensures we can maintain our independence so that our teams can continue to deliver aid to populations in distress regardless of race, religion, creed or political conviction. It helps us assist where the need is most.

A community fundraising project takes this even further – encouraging others to follow your example!

Deciding to raise funds for MSF Australia is an important undertaking and we deeply appreciate your commitment to our work. However, any individual or organisation who raises funds for us operates under our charity license and the regulations attached to it as well as other state regulatory requirements.

First of all we are required to give you formal authority to raise funds on our behalf and make sure your approach complies with the conditions of our fundraising license and adheres to MSF's commitment to transparency and accountability.

With this in mind we have created this brochure to guide you in the organisation of your fundraising project. It also includes an application form for you to complete before you begin.

Thank you for considering support of MSF in such a practical way. We look forward to receiving your application.



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Katanga Province in Democratic Republic of Congo. © Per-Anders Pettersson/Getty Images

Creating your event, liaison with MSF

When we receive your fundraising application we will nominate a staff member to take care of your application and arrange approval of any promotional materials you may wish to create.

As the MSF logo is a registered trade mark we will need to approve any use or reference of MSF's name before your materials are made public.

As I'm sure you would appreciate, our resources are focused on our work in the field and therefore our administrative resources can't extend to providing any financial support or coordination assistance in putting together your fundraising project.

Corporate Giving and Sponsorship

In order to preserve our neutrality in the field, MSF observes an ethical approach in accepting gifts and association with the business community.

We are not in a position to accept funds from businesses with a significant source of income deriving from industries such as arms, tobacco, mineral extraction industries (ie. diamonds, gold, oil and gas) or pharmaceuticals.

Therefore any approaches to the business community for support of your project either through donations or sponsorship should be approved by MSF prior to your initial approach for support.

Financial Management

A draft budget form is included in your application, however you will also need to provide a final income and expenditure report once your project concludes. Reasonable expenses may be deducted, however at least 50% of your total income from the project will need to be allocated to MSF (or possibly shared with your other nominated charities).

Please note, you will need to send your donated funds to MSF within 31 days of the event along with your final income and expenditure report.

For collecting general donations to MSF, we have self mailing donation brochures for supporters to complete credit card details or insert a cheque (cash collections are not possible). When selling tickets to an event, a dedicated bank account must be opened specifically for this purpose and the account name must include "MSF fundraising" somewhere in the title.

Community Fundraising

your frequently asked questions



Monrovia, Liberia. © Roger Job.

Authority to Fundraise

Q: Does MSF need to know about all fundraising activities conducted on its behalf?

A: Yes, because MSF Australia is required by law to be accountable for the activity we must issue an authority stating our approval and the conditions under which you can fundraise.

In addition, in some states of Australia the fundraiser must also apply for permission to fundraise from their state authority.

Q: Can I fundraise every now and then for MSF when I have the time?

A: Yes. However each time you raise funds, MSF-Australia will need to issue an authority for the specific project and period that covers the activity. Simply download another application form and send it to MSF.

Q: Can I begin fundraising while I'm waiting for my application to be approved?

A: No, MSF Australia must approve all fundraising activities before they commence.

Q: I'd like to collect donations in my street or my local area – can you provide me with a receipt book and identification?

A: No, there are a number of activities that MSF Australia can't authorise for community fundraising projects, and this includes general cash collections in public places or door-to-door approaches by individuals. Therefore MSF does not issue identification badges, cards or collection tins.

Q: I want to do something simple – like ask my friends to donate to MSF instead of giving me a birthday gift. How do I arrange this?

A: We can set up a facility for supporters to donate on-line, with a donation form or by telephone in celebration of birthdays, weddings, anniversaries etc. or in memory of a loved one. Please check the donation pages of the MSF web site for further information or call 1300 136 061.

Q: I'm booking a venue for my fundraiser – does MSF cover the insurance?

A: No, MSF cannot allocate funds to cover insurance for this purpose nor does MSF's public liability cover community fundraising events

Q: I'm going on a trek in Nepal, can I arrange sponsorship in aid of MSF for this?

A: No, MSF is only able to approve fundraising activities that take place in Australia.

Community Fundraising

your frequently asked questions

Assistance from MSF

Q: I want to invite as many people as possible to my fundraising event; can MSF help?

A: Unfortunately due to resource constraints, our privacy policy, and necessary discretion in contacting our donors, MSF-Australia can't promote community fundraising projects, or pass on donors' details for fundraisers to contact them directly.

Q: Can someone from MSF attend my event or visit to pledge support?

A: Because of limited staff and volunteer resources, this is often not possible, however you can certainly make a request, but please note it may take six weeks before we can confirm.

Q: Can I promote my event to the media?

A: If you would like to send out press releases then these must be approved by MSF-Australia prior to distribution. In addition, MSF Australia may allow use of MSF's logo, depending on the proposed usage.

Expenses Accounting and Tax Receipts

Q: What should I tell the people donating or participating in my fundraiser?

A: MSF should be named as the beneficiary of the project, for example including "proceeds of the event will go to Médecins Sans Frontières". In addition, the percentage or actual portion or gross proceeds donated to MSF should be disclosed, eg. on tickets, flyers or in a notice visible to all participants.

Q: Can expenses be deducted from monies gathered in fundraising?

A: Yes, 'proper' or 'reasonable' expenses may be deducted but some legislation gives a strict limit. At least 50% of the total income from your project should be allocated to MSF.

NB. Commissions or fees for you are not considered a reasonable expense and should not be submitted.

Q: Will MSF review our budget and expenses?

A: Yes, there is a budget form included in the fundraising application and we will need a final income and expense report at the conclusion of your project.

Q: Can MSF issue tax deductible receipts?

A: MSF Australia can issue tax receipts for donations but only to individuals or organisations who make a donation without receiving a product or service in return. Tax receipts can't be issued for donated services like set-up or entertainment.

Q: Does MSF accept donated material goods?

A: No, we're unable to accept material goods as we don't have the resources or systems to convert them into donated funds. Equipment and medicines for the field are prepared by our logistics specialists packaging items for swift passage through customs and quarantine departments.



Community Fundraising application form

Please be sure to answer all questions

1 Name of your group (if applicable):

Name of individual responsible:

Contact address:

Daytime telephone contact number(s):

Fax: Email:

2 Name of proposed event:

Date: Time:

Location of event:

Location address details:

3 On a separate sheet, briefly describe the event and how the funds will be raised – be sure to include all details of the fundraising activities. Please note that bingos, auctions, raffles and street or door-to-door collections require strict management under law and MSF chooses not to undertake these activities for community fundraising projects.

4 Target audience: Audience numbers:

5 Please indicate the number of promotional materials you will require:

General brochures (with donation coupon):

Posters

Newsletters

DVD

6 Are there expenses associated with this project? Yes (If yes, go to question 7, if no go to question 8)
 No

7 Proposed Budget – by law this must show at least 50% of gross income for donation to MSF. Please list all revenue and expenses below.

NB: GST must be charged if the fundraiser is a company or business and the project is related to its daily business activities.

Projected Item		Projected Amount	
a. Projected income:		b. Projected expenses	
– ticket sales	\$ <input type="text"/>	– venue	\$ <input type="text"/>
– admission	\$ <input type="text"/>	– food/beverages	\$ <input type="text"/>
– donations	\$ <input type="text"/>	– printing (tickets, flyers etc.)	\$ <input type="text"/>
– other	\$ <input type="text"/>	– advertising	\$ <input type="text"/>
Subtotal	\$ <input type="text"/>	– license fees (alcohol etc.)	\$ <input type="text"/>
		– other (please specify)	\$ <input type="text"/>
		Sub total	\$ <input type="text"/>
		Projected net proceeds (a minus b)	\$ <input type="text"/>

Continued...

Community Fundraising *application form*

- 8 By publicly naming MSF as a beneficiary of your project, you are required to donate the net proceeds raised on our behalf. By signing below, you agree that MSF will receive all proceeds from the project within 31 days of its conclusion.

NB. NSW legislation requires the fundraiser to hold all revenue in a dedicated bank account specific to the event containing the initials "MSF" in the name with an unrelated co-signatory, until payment to MSF.

- 9 The MSF logo is a registered trademark, use of which is restricted. By signing below, you agree that all publicity of your project will be approved by MSF prior to being printed and/or released.

I confirm that I am responsible for this fundraising project.
The details outlined in this application are correct, including the projected budget, and I accept all terms and conditions outlined in this application as well as the MSF fundraising application kit.

Signature:

Date:

Please return signed and completed application by post or fax to MSF Australia and allow at least 14 days for final approval of your proposal.

MSFA respects your right to protection of your personal information. All information collected on this form will be used only to process your application for fundraising and will be held in accordance with the MSFA Privacy Policy available in full at www.msf.org.au

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Médecins Sans Frontières ABN 74 068 758 654

