

How you can
Fundraise
and help support people
with MND



Until there's a cure, there's care

Welcome to #TeamMND



Thank you for choosing to support people living with motor neurone disease. We really appreciate that you want to be part of #TeamMND and raise awareness and funds to improve the lives of people with MND regardless of where in Australia they live.

Your support of the state MND organisation is vital because you are the reason we can achieve our goal of ensuring Australians with MND can live better for longer because until there's a cure, there's care.

Are you planning on participating in a sponsored event, such as a challenge event, or do you want to do your own thing? Regardless of your choice, this guide is put together to share with you some hints, tips and guidelines to help you reach, or even smash, your fundraising target while at the same time having fun – after all it's called FUNdraising!

Raising money takes a lot of effort whether you're running an event at work, school or in your community. And if you're taking part in a challenge event then you also have to train hard too! Thankfully, #TeamMND consists of experienced fundraisers who have completed many successful challenges and helped hundreds of individual and community fundraisers across Australia.

Fundraising is continually evolving to keep up with new technology and innovations and we are always seeking ideas to inspire others to get involved. So, if you have an idea please contact us so we can support you and shout about it to the MND Community.

Your passion to make a difference in the world of motor neurone disease (MND) is encouraging. We are grateful and want to support you to the best of our capabilities.

Thank you for your efforts and please contact us with any queries that are not answered within this guidebook.

Your fundraising team.

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We can *help* your fundraising stand out from the crowd!

Today's fundraising environment is very competitive which is why we have put together a few items to get you on your way to becoming a successful fundraiser. We have a variety of fundraising materials which can be ordered to use at your event (please contact your state organisation to receive their current resources list). These materials have been put together from our experience over a number of years so we encourage you to check out your state organisation's website to see what they have available.

What fundraising materials can you expect?

When you notify your state organisation that you are going to raise funds to support people living with MND, we can also provide you with:

- * Indoor and outdoor MND Banners
- * Collection tins and buckets
- * Merchandise boxes with a variety of pens, wristbands and cornflower badges
- * Social Media promotion

Use of MND Logo and name

Incorporating the state MND organisation logo on your fundraising materials indicates that your event has been approved by the organisation and that funds raised will go to the organisation. Each state MND organisation has a unique logo which can be supplied upon request once your event has been approved and we have been advised how the logo is to be used. You must submit a copy to the organisation for approval before publication.

Taking part in a challenge event?

Whatever the challenge event – marathon / half-marathon / cycling – we would love you to wear one of our branded clothing items so you can stand out from the crowd and your supporters can easily recognise you. Please contact your state organisation for details on appropriate clothing items.





MND FACT

\$1,000
could purchase a
manual wheelchair
to enable someone
with MND to remain
independent

I know I want to **fundraise**, but what *and* how?

You have decided you want to fundraise, but what to do?? Here are some ideas to consider – maybe you can do all of them over twelve months!! Regardless of whether you do one or many, small or large, we want to support you because every cent raised will help support people in Australia living with MND.

**MND
FACT**

\$400

could purchase a ramp
essential if there are steps
to get in and out
of a house





Tried and true fundraising ideas

- * Take part in a challenge event in your city – there are so many to choose from and there's one to suit every fitness level!
- * Have you been growing your beard / hair for many years? Now you have a reason for changing your look by shaving it all off! Make an event of it and get your family and friends to donate to the cause. Add an extra incentive by letting the person who made the largest donation be the one who shaves off your beard / hair.
- * Organise a Drink Tea for MND (or a Martini for MND) – this is a great fundraising activity which can be done at home, work, community hall or park.
- * Have a bake sale
- * If you belong to a sporting club, see whether they will support you in an MND Fundraising Competition day where teams donate to participate. You can also include a BBQ, auction, merchandise sale, and raffle
- * Hold a Trivia Night / Cocktail Event / Ball
- * Seasonal Fundraising Event – why not add a “theme” to your fundraising event? Some seasonal events that lend themselves to theming include: St Patricks Day / Valentine's Day / Easter / Christmas.
- * Depending on your location you could run an AFL / NRL Grand Final event / Spring Carnival event / Melbourne Cup Day / regional Cup Day.



Some suggestions for 'grown ups' events

- * Ginuary – imagine the wonderfully refreshing Gin cocktails you can have in Australia's January, February or any time sun!
- * Brunch with a fizz
- * Cocktail competition – enlist your favourite cocktail makers and have a competition for who can make the best “blue” cocktail
- * Martini for MND



Not to forget our younger supporters

We are often asked how school students and teachers can support people with MND. Here are just a few ideas:

- * Fancy dress or dress down day at school
- * BBQ at lunch time
- * Merchandise sales
- * Wear blue for MND Day
- * Mute me for MND



**MND
FACT**

\$3,000

could purchase a floor hoist
enabling someone with
MND to stay living at home

Whatever you choose, you will be supporting people living with MND throughout Australia – and helping to fund research into cause, treatment and cure.

Bringing a fundraising activity to life

You have given this a lot of thought and now you want to bring a fundraising activity to life. The best way to raise awareness and money is by getting your family, friends and networks involved. If you have a good story and a unique event, you may even attract local media. Your state MND organisation will happily provide you with relevant information and statistics if requested by Media. Here is a checklist to get your fundraising started.



What can I do?

Check out our inspirational Tried & True fundraising ideas.



Where will the event take place?

This depends on the activity. Things to consider – will it be indoors or outdoors? Capacity? Parking? Public Transport? Disability Access? Cost? Plan B if outdoors and weather is bad?



When can I hold the event?

Check whether any big events are happening in your area – can you piggy-back on them or will they clash? If you need key people, are they available?



Who will come and who will help?

Use your own family, friends and other networks to promote the event, as well as social media. Make sure you provide all the details – when / where / cost / public or invite only. If it is a family friendly event, it is recommended that it be an alcohol-free event.



What entertainment / attractions do I need?

This depends on the event and it is important to explore costs and any local noise / environment regulations.



Will I need insurance / licenses / local council permissions?

If you are holding your event in a local council venue you most likely will need permission. See page 22 for more information on keeping your event legal.

I know what I want to do, **but how do I raise money from the event?**

This is where the hard work starts. Here are some suggestions:

Sell tickets

This is one of the main ways to raise money from your event. Decide how much it is going to cost to run the event, i.e. venue hire / food & beverage / entertainment / promotion and add an additional amount to that as a donation. Be sure to sell as many tickets as possible in advance, then you are guaranteeing donations even if they don't turn up on the day.

Get Sponsorship

If your event is going to involve members of your local community, you may be able to get sponsorship support from local businesses. Many businesses are also open to sponsoring and supporting their employees fundraising efforts so be sure to approach your management and offer them options to donate in return for acknowledgement in any promotional materials.

**MND
FACT**

\$150
could help fund an
information session

Raffles and Auctions

Silent and live auctions really encourage competitive bidding and it is amazing how much someone will pay for a simple item when they know that they are supporting a special cause. Raffles are also a great fundraiser. You could go for a theme: a basket of garden items or maybe a pamper pack? Are any of your friends foodies or wine buffs? By getting items from a number of sources you can put together a great raffle. You will need to check the licensing rules in your state to decide whether you can sell tickets beforehand or only at the event.

If you are holding a dinner or ball you could offer a table raffle or sell the centrepiece to the highest bidder.

Remind people why they are at your event

This might seem obvious, but it is an opportunity to pass on information about motor neurone disease and why you're passionate about raising funds. Share your story – what made you want to do this? Distribute some MND flyers (available from your state MND organisation) about the vital need to raise funds and how it will support people with MND. If you have a loved one living with MND ask them if they are comfortable with sharing their story, especially how their state organisation is supporting them, as this is a very visual way of demonstrating why you want to make a difference. Staff from your state MND organisation are often happy to come and speak about the work we do, at your event.

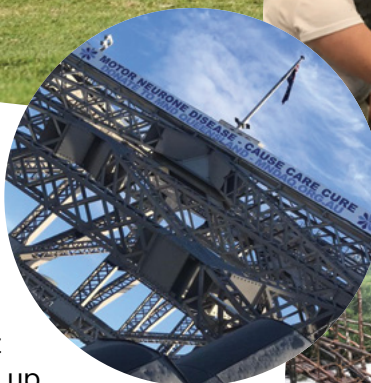


What can you do to make it a FUN fundraiser?

When someone goes to an event, they want to have a good time. This could be catching up with old friends, hearing their favourite songs, learning a new game or enjoying great food. Whatever it is, the more fun people are having the more inclined they are to donate and to support your future events.

How many ways can you say Thank You?

There are many ways to do this – at the event make sure that any sponsors are acknowledged in print, in presentations and in any speeches. It is also important to thank everyone who attends – because without them the event will not be successful. And don't forget how important it is to let everyone know how much was raised by the event and how these funds will help people with MND.



#TeamMND

Stories



Larapinta 2019

Kellie writes, "I want to make a difference in memory of my courageous and beautiful Mum who lost her battle in 2014. In 2019, Len and I walked along the Larapinta Trail in the NT, covering over 60km in five days and camping out under the stars. It's something that I feel would be a wonderful way to remember my mum and raise much needed funds for Motor Neurone Disease (MND) to continue their assistance for people living with MND"

Greg and Sally are excited to join the trek, "We love a challenge, but we are also inspired by how our friends with Motor Neurone Disease, and their families and community, are responding to a greater challenge than we have ever run into. We are very proud to be once again supporting MND Victoria and continuing to raise much needed funds and creating awareness."

Rockoff MND

Rock Off MND was inspired by Jenny Simko who was able to attend the first event in 2016. Sadly Jenny lost her battle with the disease but her family and friends are committed to making sure this is an annual event that supports vital MND research.




**MND
FACT**

**Mobility equipment
empowers people
with MND to remain
independent**

24 Hour Bike Ride and Breakfast

Cycling is a very popular way for family and friends to raise awareness and funds for their state MND organisation in honour of someone living with MND. These events may be combined with other activities such as a Walk or BBQ. Other times they might be more challenging such as a 300km ride across two states or riding around Australia which is what one family did in 2018/19. Whichever type of cycling event it is, they all raise much needed awareness and funds.

A volunteer community member came up with the idea of the Moranbah to Mackay Ride for MND after being inspired by participating in the Mackay Chillfactor Challenge event. The event saw 12 riders ride 235KM during one day from the mining town of Moranbah to the coastal city of Mackay. Local volunteer coordinator Mick Scholar organised the sponsors, riding gear, participants and support crew for the event and MND Queensland assisted by setting up a fundraising site for the participants to register and get sponsored as well as promoting the event. It was a huge success raising over \$30,000 for MND Queensland to provide quality supports and services to people diagnosed with MND.



School Fundraisers

Just one way in which school students are supporting their state MND organisations. We've seen students from Primary and Secondary schools holding Gold Coin Days / Wear Blue Days as well as hosting morning teas.

Sporting Club Events

Sporting Clubs are amazing supporters of their members. Clubs across all codes and throughout Australia are frequently running events to raise funds. Often a club will nominate a special MND Challenge Day with proceeds from games, raffles, BBQ and auctions donated to their state organisation. Some go the extra mile and organise for special MND colours for their uniforms.

Since 2017 the Magpies Football Club and their host venue, the Magpies Sporting Club in Mackay have been supporting MND Queensland through hosting the Chillfactor Challenge and MND Blue Tie Ball. These two events are held on the same day during one of the Club's finals matches. The Chillfactor Challenge sees a bunch of people dress up and get sponsored to take the big slide into an icy pool during a break in the day. The Club and their dedicated volunteers have raised tens of thousands of dollars for MND Queensland over the years.



Marathons around the globe

In 2019 three dedicated supporters spent a year training to participate in the famous New York City Marathon and raised \$30,000 for their MND organisation. Of course there are marathons / half marathons / 5km Walks held in every state in Australia and you'll always find some entrants taking part to raise awareness and funds for their state MND organisation.

Golfing across Australia

Golfing is a well established activity and one that provides many opportunities for people to raise funds for MND. These events, like the annual Tee Off MND at Clifton Springs Golf Club attracted 80 golfers and with the help of the Bubbles and Brunch morning for non-golfers raised \$20,000.

Tough Mudder Events

Tough Mudder events are an ultra-endurance obstacle race often beginning at 8pm and finishing at 8am the following morning. The goal is to complete as many 8km loops including obstacles in the twelve hours, with merely a head torch to guide the way.

Depending on where you live, Tough Mudder events can take place in gruelling conditions, sub-zero temperatures and rain, adding to the already difficult task. However, at the back of the minds of those taking part for MND, is how insignificant this struggle is compared to those directly affected by MND.



**MND
FACT**

**Tee Off and Bubbles and
Brunch morning for
non-golfers raised
\$20,000
to support people
living with MND**



MND FACT

Lyn's market stalls
have raised over
\$93,000
to support people
living with MND

Lyn's market stalls

Lyn and her amazing team of ten "crafty ladies" regularly make and donate handmade goods which range from aprons to baby blankets, Santa sacks to knitted toys, tea cosies to quilts as a way to raise funds for MND. Lyn has hosted market stalls for nearly thirteen years.

Lyn started fundraising when her friend's husband was diagnosed with MND. She was drawn to raise funds for her local MND organisation because of its grass roots approach. She likes the way MND NSW empowers people through education and provides practical support, like equipment, to members, so they can live at home for as long as possible with the people they love.

Brides Revisited

This unique event was organised at an Aged Care facility and included residents, staff and members of the community. The ladies wore their own dresses, their mothers' dresses and dresses that were loaned for the day. Some heritage dresses with their histories were on display. Each dress had a story to tell. In addition to the wedding dress parade, there was a reception which included a wedding cake baked especially for the event. A volunteer made all the bridal bouquets, button-holes, corsages and flower arrangements. This event, like so many others, is a great way to raise significant funds and, just as importantly to bring communities together.



Capturing the car enthusiasts

Old Cars / New Cars / Luxury Cars / Muscle Cars – all have contributed to awareness and fundraising for MND organisations. It is clear that there are car enthusiasts everywhere and many of them are dedicated to supporting their families and friends. Team MND Bashers participated in the first Motor On for Motor Neurone Disease event held in Queensland in 2019.

MND FACT

More than
2,200
people have MND
in Australia





**MND
FACT**

\$2,000
could purchase an
electric riser armchair

Shepparton Trots

On April 26th, MND Vic partnered with the HRV Hero program, Shepparton Harness Racing Club and the wider trots community to put on an incredible night to raise funds and awareness. Our very own silks were carried in each race by the number one horse. To see our two main messages 'until there's a cure, there's care' and 'never give up' race around the Shepparton track and on live TV was very special! Funds were raised by selling two-seater sulky rides between races.



**MND
FACT**

**Every day in Australia
2 people are diagnosed
with MND**

Walk to D'Feet MND

If you're not yet ready to organise your own fundraiser why not take part in one of the many Walk to D'Feet MND events that take place throughout Australia. Walk to D'Feet MND events are the major fundraising activities underwritten by the state organisations and they provide vital funds to ensure ongoing service delivery to people with MND. Registration is easy and you can participate individually, with family and friends or get a team together to support someone you love who has been impacted by MND. Walk to D'Feet MND events allow people impacted by MND to come together in a safe and friendly place. Walk to D'Feet are not challenge events, they are suitable for all ages and ability.



Get your **FUNdraising** *underway*

Ready – Set – Go FUNdraising!

Our experienced fundraisers and supporters have shared a few tips with us on how you can raise more money from your fundraising activity. Here are some to get you started, but remember your state MND organisation is always ready to help with more ideas and practical tips.

How much will you raise?

This is often a dilemma – especially for first time fundraisers. Consider how much you would like to raise and set that as your target. Setting a target keeps you motivated throughout your journey and it gives your supporters a goal. Many fundraisers set their target and are surprised how quickly it is reached and how frequently it has to be increased.

Your supporters may be able to claim a tax deduction

All donations over \$2 are tax deductible, providing they are a donation and that the donor is not receiving anything in return. See our section on “legal do’s and don’ts” for more information.



\$175
could fund a walking frame
for someone in the early
stages of MND

Make it easy for your supporters to donate

Your fundraising will be easier and more successful if you create a fundraising page. This is a fantastic way to tell your story – why you are raising funds for MND - and you can share your fundraising to family, friends and colleagues regardless of where they live in Australia or overseas. We know that personal stories, especially those that include photos, inspire people to support you as they can see your passion, and whenever someone makes a donation they can send you a message of encouragement. Plus, donors automatically receive a tax deductible donation receipt – what could be better than that?

Contact your state MND organisation for information on how to set up your online fundraising page



Where will the Money Go?

Proceeds from events run to support your state MND organisation are invested in support services for people living with motor neurone disease unless otherwise requested. However, you may request funds be allocated to research. Please speak to us about your requirements.

Promote your Event



Social Media – a FUNdraisers best friend!

As the saying goes, “a picture is worth a thousand words” and this is especially true with social media! There are many advantages to using social media to tell your fundraising story – it’s easy, quick and a powerful way to spread your message and gather support. Social Media enables you keep your family and friends updated on each milestone of your fundraising journey.

Remember that to get the best out of social media your posts need to be eye-catching, so get creative! Short videos can be created using your smart phone. Why not do a live broadcast of your event and share your day. Facebook and Instagram stories are great for this.



Make the most of your hashtag

Hashtags are a recent phenomenon that increase awareness of your fundraising. Combine your unique hashtag with your state organisation’s hashtag so your supporters can be inspired by your posts as well as learn more about MND.

Tag us so we can keep up to date on your events

Each state MND organisation is active on Facebook, Twitter and Instagram so make sure you contact them for their information.





Newsletters / Organisation Web sites

Each state MND organisation publishes a member Newsletter and we welcome the opportunity to promote your planned fundraising activity whenever possible. We also love to receive photos and feedback about your event so we can publish these as a thank you and to inspire others to take up the fundraising challenge. Your state MND organisation can let you know publication deadlines.



Posters / Invitations

If your event is being held in your local community, workplace or school you should consider designing a poster that can be displayed in shop windows or notice boards and invitations which can be handed to potential participants. Remember to include the important details: Event name | date and time | venue | cost | contact details &/or website | RSVP (if required) organisation logo and a sentence about why you are holding the event.



Finally, say *Thank You!*

You can never say Thank You too many times! Saying Thank You to your supporters lets them know you value them. Saying Thank You may also inspire and motivate others to become Fundraisers!

The **Do's and Don'ts** you need to *know* about **Fundraising**

Fundraising should be an enjoyable experience for you and your supporters. We want to do what we can to keep it that way but there are some important fundraising rules and regulations that must be followed to keep you and the MND organisation safe.

As each state may have different rules and regulations around fundraising we ask that you contact your local state organisation to talk through any specific activities you are doing. We have summarised a few important items following:

Raffles

Rules around raffles vary in each state and it is important that you check with your state MND organisation if you are planning on having a raffle as part of your event.

**MND
FACT**

\$250

could purchase a wheelchair tray trolley to ensure greater comfort, convenience, and independence





Public Liability Insurance

Once you contact your state MND organisation they will be able to advise you on what public liability insurance they can offer you. If your event is taking place at a venue, such as restaurant, their public liability insurance may cover you. It is your responsibility to check with the venue.

Food and Drink

Like raffles, there are different rules around service of food and drinks at events. Your state MND organisation should be able to advise you regarding this. If you are selling alcohol you definitely need to ensure you meet all regulations regarding the safe serving of alcohol.

Receipting

Your state MND organisation can provide a receipt for any event payment as long as you can provide the name and address details.

Goods purchased at events are not donations under the tax law. Only donations can attract a receipt that is tax deductible.

If you collect a lot of cash or cheques from people who do not want individual receipts, you will receive a receipt in your name for the total amount. This will not be a tax deductible receipt.

Tax Deductibility

What portion of the donation is tax-deductible?

Donations of \$2.00 and over are tax-deductible. Some people at your event might want a receipt to allow them to claim the donation against their tax.

If the amount paid at your event includes an amount for something that the person has received in return for their payment, this part will not be a claimable tax deduction. For example, if they received a meal as part of the ticket price, only the balance will be receipted as tax deductible.



Paying in your funds raised

Your fundraising efforts are greatly appreciated. If you set up an on-line fundraising page through your state MND organisation then there is nothing more you need to do as the funds will automatically be transferred to their nominated bank account.

For fundraising events that do not use an on-line fundraising page, funds can be paid into the organisation via mail, bank transfer or your credit or debit card. Details for all these options are available from your state MND organisation.

How else can I be involved?

You have finished your fundraising event and you still want to be involved to help raise awareness or provide vital support to people living with MND.

Your time is a valuable commodity to share

Volunteers play a vital role in supporting people living with MND. Some of these roles include in-home massage, Life Story recorder or friendly visitor. There are also volunteer roles in the state MND organisation offices. All MND volunteers receive ongoing training to ensure they are qualified for their role as well as ongoing encouragement and support.

We encourage you to contact your local state MND organisation to find out what volunteer activities are available and how you can become one of the awesome **#MNDTeamVolunteer**

Advocacy

Although motor neurone disease affects approximately 2,200 Australians each year it is not well known or understood by the wider community, particularly the high care needs of people during their disease progression.

The financial cost of MND is huge and while most Australians aged under 65 when diagnosed can access support under the National Disability Insurance Scheme (NDIS) those over 65 when diagnosed can only access support from MyAged Care. Currently this support is totally inadequate and, due to the large waiting list for funding packages, many people with MND die without ever receiving any funds. By joining the MND Australia Make Aged Care Fair campaign you can help raise awareness and eliminate this age discrimination. It is easy to add your voice: www.mndaction.org.au



Contacts

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for Fundraising

and being so amazing!

mnd

Until there's a cure, there's care