



Welcome Pack

Our Vision: A World Free of MSA



The MSA Trust is the only UK charity dedicated to supporting everyone whose life is affected by multiple system atrophy.

It is vital we work together to increase awareness of this rare disease. The Trust receives no statutory funding. We are therefore 100% reliant on people like you fundraising to support our work in funding research into the cause and ultimately the cure of MSA, educating healthcare professionals, running our support services to reduce isolation and offer advice.

This pack will help you make the most of your fundraising – whether you are setting up your own event, baking a cake or putting on your running shoes.



Contents

- 03** How Your Fundraising Helps
- 04** Five Steps for Fundraising Success
- 05** A-Z Fundraising Ideas
- 06** Top Tips



How your fundraising helps

£10

could supply detailed information to the healthcare team caring for one person with MSA

£20

could provide welcome support packs to three families affected by MSA

£50

could cover the cost of venue hire and refreshments for one regional MSA support group meeting

£150

could cover the daily cost of manning our telephone and email helpline

£500

could supply an MSA nurse at two specialist MSA clinics

£1,000

could pay for our support line for one week – providing vital support to around 60 families

£2,500

could deliver teaching sessions to health and care professionals for six months

£150,000

could help us to meet our annual commitment to new research

Our members

The Trust is the only registered charity in the UK dedicated to providing extensive support to anyone affected by MSA. We have over 5,000 members consisting of people with MSA; their loved ones; and healthcare professionals.

Our nurses

We fund specialist nurses who answer calls and give advice on symptom management on a daily basis, along with participating in specialist MSA clinics. With the help of an extensive volunteer community, we run over 30 support groups across the UK and Ireland.

MSA clinics

We work with neurologists across the country at MSA clinics, crucially giving people with MSA and their carers an opportunity to meet our nurses and build strong relationships for the times ahead. We also produce regular communications to all GPs and neurologists with details of both MSA and the Trust.





Five Steps for Fundraising Success

1. Planning your activity

Get active, get baking or get social. You'll find lots of ideas and inspiration on page 5. Remember the 3 W's - What, when, where?

2. Set a target

Setting a target is not only a great way of motivating yourself, but it's also encouraging for your supporters. Letting them know that they are getting you ever closer to your goal may just encourage them to give that little bit more.

3. Promote your event

Share the details, along with your online giving page with your family and friends. Write blogs, post on your social media page and even include details on your email signature. The more people you tell, the more you raise!

4. Make it safe

There are a few things you need to keep an eye on while planning your event.

- **Food Hygiene** – Food safety laws apply when food is available whether it is for sale or not. Contact your local council for food hygiene regulations or visit food.gov.uk
- **Licences** – Ask your local authority whether or not you need to obtain any special licences, e.g. collection or

alcohol licences. If you are holding an event in a public place you must have permission from the council or landowner.

- **Raffles** – If you hold a small raffle on the day of your activity you do not need a licence, so long as all ticket sales and the draw itself take place during the event. Visit www.gamblingcommission.gov.uk for advice.
- **Risk Assessment** – always consider the safety of those helping you and those attending. Complete a risk assessment to ensure that there are no potential hazards.
- **Insurance** – Please note that the Multiple System Atrophy Trust cannot accept liability for any fundraising activity or event you undertake. If you are planning an event/activity that involves the general public you will need public liability insurance. Some venues may have insurance but check their insurance covers your activity.

5. Send your money in

Once your fundraising is complete, collect your donations and send the money into us via cheque made payable to **MSA Trust at 51 St Olav's Court, Lower Road, London SE16 2XB**. Alternatively contact us to request a paying in slip. All money raised on your online giving page will come directly to us.



A-Z Fundraising Ideas

- | | | | |
|----------|--|----------|--|
| A | Auction, Aerobathon, Arts & Crafts | N | New Year's Resolutions, Non-Uniform Day, |
| B | BBQ, Babysitting, Barn Dance, Bag Packing | O | Orange Theme Day, Odd Jobs Day |
| C | Cake Sale, Coffee Morning, Carol Singing, Car Washing | P | Pool Competition |
| D | Darts competition, Dress down Day, Dog Walking | Q | Quiz Night |
| E | Eighties Night, eBay | R | Raffle |
| F | Football competition, Fun day, Fashion Show, Fine Box | S | Sponsored Silence, Swear box, Swimathon, Sweepstake, Skydive |
| G | Garden Party, Garage Sale, Golf Day, Give Something Up | T | Tombola, Table-top sale, Tea Party |
| H | Head Shave | U | University Challenge, Unwanted Gift Sale |
| I | International Evening, It's a Knockout | V | Variety Show, Valentine's Day Event, Valet Service |
| J | Jumble Sale | W | Walking Challenge, Wine-Tasting Evening |
| K | Karaoke Night | X | X-Mas Hampers, X-Treme Challenges |
| L | Lawn Mowing | Y | Yogathon, Yacht Challenge |
| M | Movie Night, Mini-Marathon | Z | Zodiac Evening, Zip Wire, Zumba-thon |
- K** Karaoke Night
- L** Lawn Mowing
- M** Movie Night, Mini-Marathon
- W** Walking Challenge, Wine-Tasting Evening
- X** X-Mas Hampers, X-Treme Challenges
- Y** Yogathon, Yacht Challenge
- Z** Zodiac Evening, Zip Wire, Zumba-thon



Top Tips



Set up an Online Giving Page

You can set up an online donation page at EverydayHero. EverydayHero is the MSA Trust's preferred online giving site because it's easy to set up and it offers lots of helpful tools to make sure your fundraising is a success. You can email the link to your friends and family anywhere in the world, share it on social media, regularly update your page with pictures, videos, status updates and personally thank your sponsors.



Approach Local Businesses

There are many ways in which local businesses can help raise awareness and more money for your fundraising event/activity. Don't be afraid to ask – it's good PR for their business too. Ask if you can put a poster in a local shop window, leave some leaflets and/or a collection tin on the counter. Rather than ask for sponsorship money, you could ask for donated prizes and then raffle them off to raise funds.



Matched Giving

Matched giving is when employers match some or all of your sponsorship and is a very simple and effective way of boosting your fundraising. Also get your colleagues to sponsor you and use internal systems to keep them updated on your progress.



Gift Aid

Whether people are giving online or giving you their money directly, be sure to encourage them to Gift Aid their donations. We can receive an extra 25p for every eligible £1 donated, and it doesn't cost you anything. Make sure you tell everyone at every opportunity to Gift Aid their donation if they're applicable – it all adds up to increase your fundraising total and can make a BIG difference to people affected by MSA.



Contact local press

Contact your local press to see if they would do a piece on your fundraising. A bit of exposure such as a few lines in the local paper or an appeal on your local radio station can really help. If they publicise your online giving page, it will be really easy for readers and listeners to support you.



To find out more

 www.msatrust.org.uk

 **0333 323 4591**

 support@msatrust.org.uk



 www.facebook.com/MSATrust1/

 twitter.com/MSAtrust

 www.instagram.com/msatrust/