



# Welcome to Team MSAT

**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.

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

All events are held In Aid of MSA Trust and are not covered by our liability coverage and insurance. Fundraisers are not official representatives of MSA Trust and unless explicitly stated, all actions and viewpoints are their own.

If you would like to know more, please visit our website for the General Fundraising Policy: [www.msatrust.org.uk/get-involved/donate](http://www.msatrust.org.uk/get-involved/donate)





# How your fundraising helps

**£10**

Could provide a family who is coming to terms with a MSA diagnosis a vital support pack offering much needed information

**£150**

Could cover the cost of one day's telephone and email support for anyone affected by multiple system atrophy

**£20**

Could help give someone the personal emotional support they need, over the phone, from one of our MSA Nurse Specialists.

**£250**

Could mean our MSA Nurse Specialist attends an MSA clinic to provide support for people experiencing diagnosis and wanting help with symptom management

**£50**

Could cover the cost of venue hire and refreshments for one of our 42 regional Support Groups which soften the isolation felt by people affected by MSA

**£500**

Pays for a series of counselling sessions, enabling people whose lives have been shattered by MSA to cope with their diagnosis

**£100**

Could cover the daily cost of a training session for Healthcare Professionals from one of our MSA Nurse Specialists

**£1000**

Can support our Welfare Fund which provides up to 4 grants for people with MSA and their families, helping them with counselling and respite support, communications aid, and travel to MSA Clinics and Support Groups.

## Our community

The Trust is the only registered charity in the UK dedicated to providing extensive support to anyone affected by MSA, including those with the condition, their carers, their loved ones, and health care 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 and volunteer led support groups.

## Support Groups

We run 42 separate support groups across the country, offering the chance to meet others with MSA and alleviate the loneliness of rare conditions.

## MSA clinics

We work with clinics across the country, giving affected members and clinicians the opportunity to develop crucial relationships with our nurses; as well as supporting medical staff with information and expertise.

## Advocacy

Our recently appointed Advocacy Officer works on behalf of people with MSA, ensuring their voices are heard and that they get the Benefits and Grants they are entitled to.

## Research

We fund crucial research into the cause and cure of MSA, with over £3 million pledged over the next 10 years.



# Four Steps for Fundraising Success

## Planning your activity

Get active, get baking or get social. You'll find lots of ideas and inspiration on page 6. Remember the 3 W's - What, when, where? And remember to set your targets at a level you know you can hit!

## 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! Please let us know if you would like our specially designed fundraiser logo for any publications!

## 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](http://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](http://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.

## Send your money in

You can send the money to us via cheque made payable to MSA Trust at 51 St Olav's Court, Lower Road, London SE16 2XB, by card by calling the office at 0333 323 4591, paying it into our account with a paying in slip (please contact the office to receive one), or on our website at [msatrust.org.uk/donate](http://msatrust.org.uk/donate). All money raised on your online giving page will come directly to us.



# A-Z Fundraising Ideas

- A** Auction, Aerobathon, Arts & Crafts
- B** BBQ, Babysitting, Barn Dance, Bag Packing, Bingo, Bring N' Buy
- C** Cake Sale, Coffee Morning, Carol Singing, Car Washing
- D** Darts competition, Dress down Day, Dog Walking
- E** Eighties Night, eBay, Easer egg hunt
- F** Football competition, Fun day, Fashion Show, Fine Box
- G** Garden Party, Garage Sale, Golf Day, Give Something Up
- H** Head Shave
- I** International Evening, It's a Knockout
- J** Jumble Sale
- K** Karaoke Night, Knitting
- L** Lawn Mowing
- M** Movie Night, Mini-Marathon, Matched giving



- N** New Year's Resolutions, Non-Uniform Day
- O** Orange Theme Day, Odd Jobs Day, Office fundraiser
- P** Pool Competition
- Q** Quiz Night
- R** Raffle
- S** Sponsored Silence, Swear box, Swimathon, Sweepstake, Skydive
- T** Tombola, Table-top sale, MSA Trust Milk Sugar And Tea Party
- U** University Challenge, Unwanted Gift Sale
- V** Variety Show, Valentine's Day Event, Valet Service, Virtual challenge
- 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 Justgiving. Justgiving 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.

## 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 to add to that total! If you're collecting cash, make sure to use an MSAT sponsorship form to collect the Gift Aid details, then you just have to get it back to us!

## 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.

Please get in touch for your MSAT Media Pack!



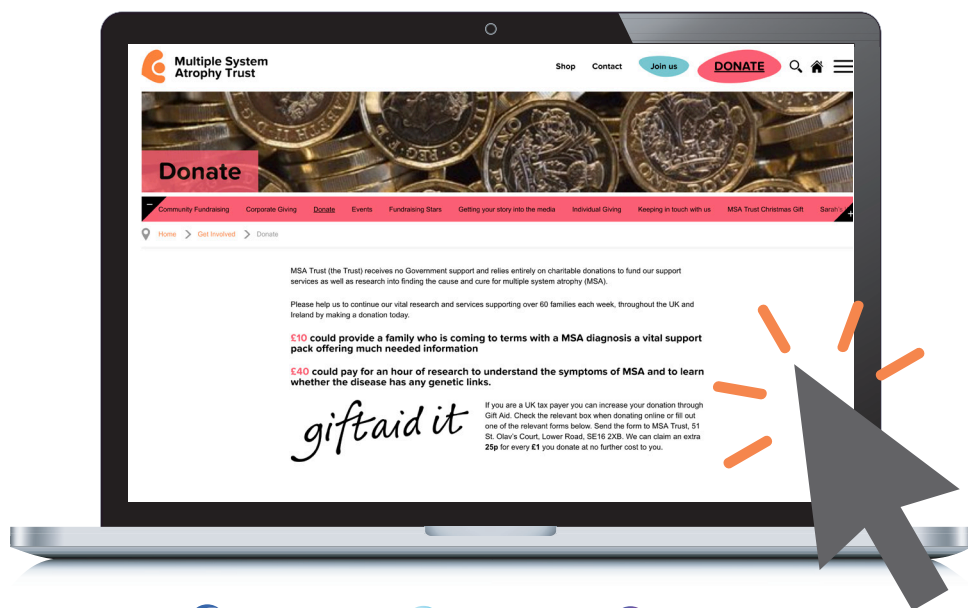


## To find out more

 [www.msatrust.org.uk](http://www.msatrust.org.uk)

 **0333 323 4591**

 [Fundraising@msatrust.org.uk](mailto:Fundraising@msatrust.org.uk)



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The Multiple System Atrophy Trust is a charity registered in England as a limited company.

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