



Community Fundraising Kit

WORKING TOGETHER TO HELP RAISE FUNDS TO SUPPORT VULNERABLE FAMILIES IN NEED



Together we are stronger

Thank you for your interest in help raise much needed funds for Mums Supporting Families in Need (MSFIN).

At MSFIN we believe no child should go without essentials. Your support will help us realise this vision.

This Fundraising Kit is designed to help you get started.

It includes a range of fundraising ideas (big and small), some helpful guidelines, information about your responsibilities as a fundraiser, and what resources MSFIN can provide to support your efforts.

Whether you're taking on a personal fitness challenge, fundraising with your school or work mates or asking for gifts in lieu of presents for a wedding, birthday or any other special occasion, you are the reason vulnerable families in crisis have access to emergency material aid during the most difficult times.

Working together we can achieve great things.

We are here to help

The team at MSFIN is only ever a phone call or email away. If you need support, please get in touch:

9776 9252

contact@msfin.org.au



WHY MSFIN NEEDS YOUR SUPPORT

With the support of its community, MSFIN provides material aid support to vulnerable families in crisis. This aid covers everything from quality second-hand nursing furniture, clothing and shoes, linen, basic food essentials, toiletries, prams, car seats, cots and more.

Some families are fleeing domestic violence and find themselves with not much more than the clothes on their backs. Some may be experiencing financial hardship due to unemployment, mental health issues, alcohol/drug dependency, incarceration of a partner. For others, they might be refugees with no family support available. Some may have lost their homes due to fire, flood or a natural disaster and be experiencing homelessness for the first time. Sometimes people find themselves in a situation where they just need a helping hand, a bridge between hopelessness and hope.

MSFIN provides this service anonymously (we do not deal face to face with clients but work in partnership via referral from qualified welfare support services) to ensure the privacy and dignity of vulnerable families. By operating by referral only, MSFIN can ensure that material aid it provides is being distributed to families who are in legitimate need. This way our community knows their gifted items are being used in the spirit in which they were given.

MSFIN relies on the continued generosity of its community who gift their quality second-hand items for us to distribute. Financial donations, sponsorships, grants, and in-kind donations allow MSFIN to additionally purchase new items to meet any gaps in stock (such as car seats, Hampers of Hope, underwear and consumables).

As a small charity that receives no recurrent government funding, MSFIN relies heavily on the generosity we receive from our community.



BECOME AN MSFIN

superhero



LET'S GET STARTED

Step 1:

Decide what type of fundraising activity you're able to organise (based on your time and available resources) and what you might need to run the event. This kit is designed to give you some ideas to get your started but you might like to get a group of friends together and have a brainstorming session (and the load is always lighter when it's shared).

Please read and agree to the Fundraising Agreement and Application on our website.

Step 2:

Complete the Fundraising Agreement and Application form on our website.

By completing the form, MSFIN will be able to give you a letter of authority to fundraise that shows you are fundraising on our behalf when out in the community sourcing prizes, asking for help etc. It shows you're a MSFIN Fundraising Super Hero.

Step 3:

Once you've got your event approved and you've got your letter of authority signed, sealed and delivered, you're good to go and kickstart your planning. Get excited, get your friends motivated and get the wheels in motion. Don't be overwhelmed, we're also here to help you as much as we can.

Step 4:

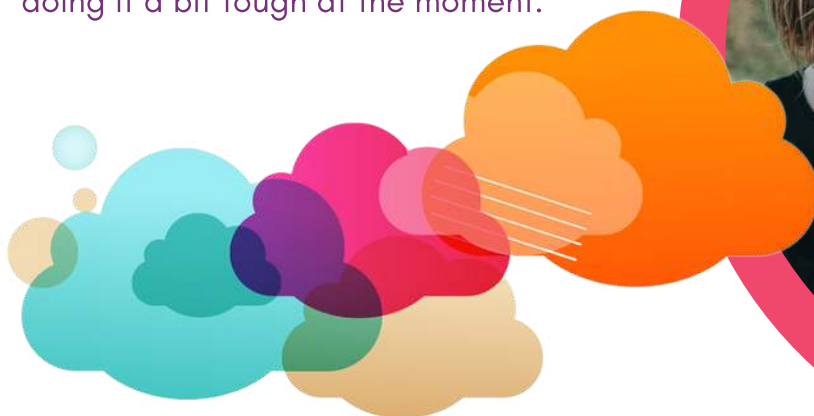
Have FUN. Don't sweat the small stuff; focus on the goal. Enjoy yourself. Remember WHY you're doing it and have some fun along the way. That's why FUN starts the word FUN-draising. Keep smiling, keep being positive, bend and adapt if needed, be solution focused, have a 'can do' attitude...we already think you're pretty awesome.

Step 5:

Promote your event EVERYWHERE.

Step 6:

Host your event, have fun, achieve your goals, do your absolute best, and be sure to say a massive THANK YOU to each and every one of your donors...it's truly a team effort and by working together, you'll have made a real difference to the lives of others who are doing it a bit tough at the moment.



FUNDRAISING TIPS

Get creative and have fun!

Decide on your fundraising event, date and location. Make sure you choose something you will enjoy organising.

Tell us about your fundraiser

Send us an email (contact@msfin.org.au) and let us know what your fundraiser is all about. Our fundraising team are here to support you.

Aim high

Set your fundraising sights high but keep them realistic. The more you raise, the more families in need you'll be helping.

Maximise your funds

If your fundraiser is an event, add extra activities like an auction, merchandise, or raffle. Ask your employer if they will support you through match giving!

Share, share, share

Share your fundraiser on social media, tell your friends, family, and community, and contact the local media to share your story.

Keep it safe and legal

No matter what type of fundraiser you are planning, there will be legal and safety issues to consider, so do your research. MSFIN is not legally responsible for your fundraiser.

Thank, thank and thank again

Let people know just how grateful you are for their support and remember to keep them updated on your overall results

Bank your funds

If you've created an online fundraising page in support of MSFIN through Just Giving, then your donations will come directly to MSFIN and your donors will be automatically receipted for tax purposes. If you're collecting cash, please email treasurer@msfin.org.au for our bank details.



SOME FUNDRAISING IDEAS

YOU

Ask for donations in lieu of gifts for a birthday, Christmas or special celebration
Give something up for a while and donate the funds (even if it's just the cost of a coffee each day)...ask family and friends to make a donation to support your efforts
Participate in a fun run and ask people to sponsor you

AT HOME

Create a dinner party, Wine & Cheese/Karaoke night etc and ask guests to make a small donation
Wardrobe swap night (get your friends together with your pre-loved clothes then buy from the pile)
Organise a Murder Mystery night (and if people can't attend, ask for a donation)

AT WORK

Ask your workplace to match whatever you raise
Set up Workplace Giving through your payroll office (info available on our website under Corporate Giving)
Set up a swear jar in the workplace
Organise a dress up day (loud shirt, silly sock, footy theme) and donate a coin to MSFIN

SCHOOL/KINDY

Organise a free dress day for a gold coin
Classroom bake day for a gold coin
School disco
Pet show

SELL MERCHANDISE

Cadbury fundraising
Bake Sales
Wine sales
Cookie dough...there's so many options available.

COMMUNITY

Get out the tongs and host a sausage sizzle at Bunnings, Mitre10, Pet Stock, sports clubs etc
Write to your local golf clubs to see if they'll help with a golf day
Organise group activities (nature walk) with a gold coin donation
Host a Trivia or Movie night...talk to your local pub or restaurant
Car/Dog wash Day
Organise a fancy dress or car rally or masquerade ball

BUSINESS

Many businesses wish to donate a portion of their product sales to MFSIN, which we are extremely grateful to receive. Please contact MSFIN if your business would like to support us in this way.



AND HERE'S A FEW MORE...

- Ask friends to donate their unwanted stuff and hold a garage sale
- Winery tours
- Auction nights
- Antiques roadshow (talk to your local antique dealer to see if they'll donate their time)
- Fashion parade (models wear donated goods that are then available for sale afterwards)
- Conduct an online auction
- Post things for sale on ebay (state all money is for your fundraising purpose)
- Head shave (get sponsors)
- Morning or afternoon tea
- Bring a bag/buy a bag (get friends to donate their unused handbags, organise a get together where you can then offer them for sale)
- Contact your local cinema and host a movie night
- Organise a shopping tour
- Contact your local sporting clubs (golf, footy, cricket, hockey, gymnastics) and ask if they'll organise an event for you or run a gold coin donation barbecue
- Dinner dance, disco, themed dinner
- Sport tipping competition
- Collect old mobile phones (donate them for cash and help reduce landfill)
- Contact a local car club and see if they'll help you organise a Show & Shine or car rally
- Reach out to local businesses for vouchers and conduct an online raffle (www.rafflelink.com.au are great for this)
- If being active is your thing, what about a golf day or barefoot bowls fundraiser.



A FEW WAYS TO PROMOTE YOUR EVENT

1. Network, network, network!!

- Family and friends - it's amazing how far the word can spread through your own family, and then their family and friends and friends and friends and friends and so on.
- Facebook (send links to your fundraising page to all your friends on facebook/instagram and ask them to share on your behalf.
- Create a flyer.

2. At work

- Your colleagues and their family and friends
- Talk to suppliers, customers
- Noticeboard in the staffroom or kitchen
- Staff newsletters and meetings
- Reception desk (chocolate sales, signs to promote upcoming events)

3. Sports Clubs

- Send them your info and ask if they could promote it in their newsletter or on their website

4. Local Community

- Shops and local businesses - ask if you can display a flyer

5. Reminders

- Send out reminders as an event gets closer and encourage people to make a donation if they are unable to attend the event itself (remember, all donations over \$2.00 are tax deductible).



OUR IMPACT

With no recurrent government funding to help fund the vital service we provide, MSFIN relies heavily on the generosity of its financial donors, corporate partners, philanthropic grants and trusts, and community fundraising efforts. Every dollar raised helps provide the means necessary for MSFIN to continue supporting vulnerable families in our community...and, as a fundraiser, you are an integral and valued member of the MSFIN team.

Working together with a shared goal, we can achieve so much and make a positive impact on the lives of others.

To give you an idea what an average year might look like at MSFIN, in 2020 we:

- **Fulfilled 1106 orders**
- **Supported 4011 individuals**

With the support of our community (yes, people just like you), some of the material aid MSFIN distributed in 2020 via its partner agencies included:

- **58 Hampers of Hope**
- **85 Back to School packs**
- **117 prams**
- **174 car seats**
- **463 packets of nappies**
- **691 pairs of shoes**
- **721 linen packs**
- **1502 toiletry packs**
- **1601 clothing packs**
- **1941 toys**
- **2678 food packs**



THE NUTS AND BOLTSY STUFF

IF SOMEONE ASKS YOU FOR A RECEIPT

If someone gives you a cash donation and wants a tax deductible receipt, you'll need to deposit the cash to MSFIN's nominated bank account and email treasurer@msfin.org.au with the person's name, address, email, contact phone number and amount donated so we can send them their receipt. If you require receipts for 10 or more individuals, please provide an electronic version of a spreadsheet that lists name, email, contact number and amount donated.

If one of your supporters has received goods or services in return for money given (such as purchased raffle tickets or prizes at an auction), *a tax deductible receipt cannot be issued as the funds have not been donated, but used to make a purchase.*

LEGISLATION

There are rules for fundraisers to protect you, your sponsors and MSFIN. You need to be familiar with the rules surrounding the Charitable Fundraising Act and Regulations, including permits, licenses and permissions, running raffles, providing receipts etc. For more information visit www.consumer.vic.gov.au

FINANCIAL STUFF

Financial management and accurate record keeping is your responsibility as the fundraiser and you need to comply with the Charitable Fundraising Act and Regulations. If you're holding a fair, concert or anything that will involve expenses, make sure you do a budget first and include a contingency.

The general obligations under the Act are:

- You must keep accurate and detailed records of your fundraiser including income and expenses (for example visit <https://www.template.net/editable/budget-templates>)
- These records should be of such quality that they are able to be audited if necessary
- MSFIN cannot pay expenses incurred by you, but you can deduct your necessary expenses from the proceeds of your fundraiser, provided they are properly documented
- If you ask for a donation to cover an expense the donor must be made aware that the donation will be used in this way and is not tax deductible.





THANK YOU FOR YOUR SUPPORT

HAVE FUN WITH YOUR
FUNDRAISING JOURNEY

PLEASE REACH OUT
IF YOU NEED ANYTHING

CONTACT@MSFIN.ORG.AU



Find us on

