

Splash Out Appeal FUNDRAISING GUIDE



**Merlin
MS Centre**

UK Charity Reg No: 1093691

WELCOME

Dear Supporter,

May we take this opportunity to thank you for choosing to support our Splash Out Appeal – to fund a new hydrotherapy pool facility for Cornwall.

The Merlin MS Centre provides therapies, support and information for those whose lives are affected by Multiple Sclerosis (MS) and other neurological conditions. Opened in 2009, it is the only MS Therapy Centre in the county and supports around 70 people every day.

The founders of the Charity had always hoped to provide a hydrotherapy pool in the future and now thanks to an incredibly generous donation of £1 million received from Lotto winner Peter Congdon, from Truro, their vision could be a reality. But we need your help.

The overall project cost is nearly £1.7 million – so there is a big task ahead. We are applying to Trusts and Foundations to help fund a significant proportion of the shortfall and we hope the local community will also get behind this appeal.

Hydrotherapy provides a range of benefits to improve health and well-being for a range of conditions. The pool will be made available to our clients and to the wider community of Cornwall.

This guide has been compiled to give you some fundraising ideas along with the advice and information to help make your fundraising effort a great success.

Thank you for your support.

ABOUT THE CHARITY

The Merlin MS Centre is an independent Cornish charity for people whose lives are affected by Multiple Sclerosis and other neurological conditions. Cornwall has the highest rate of MS in England with more than 1000 people diagnosed in the county. The Centre provides expert therapies, support and advice to help people manage their symptoms, improving health and well-being, as well as giving support to family members and loved ones.

The Merlin MS Centre is completely self-funded. We do not receive any government funding so rely heavily on the support from the community. Our annual running costs are nearly £500,000 and last year we provided £100k of subsidised therapies for MS patients

What is MS?

Multiple Sclerosis means 'many scars'. The words are used to describe a major disease of the nervous system, which literally becomes 'scarred' and stops functioning properly. The symptoms can disable very rapidly, or remain relatively mild, but the way the disease affects an individual is unpredictable. There is currently no cure for MS, although various treatments are available at the Centre for the symptoms of the condition.

Other neurological conditions such as Parkinson's, Stroke and Chronic Fatigue Syndrome/ME have similar symptoms – anyone with a long-term condition that would benefit from the range of therapies, support and information provided by the Centre is welcomed.

Did you Know?

- Cornwall has the highest rate of MS in England (Over 1000 people diagnosed in the county)
- Multiple Sclerosis affects more women than men, at a ratio of about 3:2.
- It affects many young adults - most people are diagnosed between the ages of 20 and 40 years
- While we were originally set up to support people with MS (subsidising treatments and therapies) we also are there to support non-MS clients who have other neurological conditions

WHAT TO DO

- **LET THE INCOME GENERATION TEAM KNOW YOU WANT TO SUPPORT THE APPEAL**
- **THEME/ACTIVITY** - Decide on your type of event. (see the list of ideas below)
- **VENUE** - Find a suitable location – does it have car parking, is it licensed, is it local to friends and family, are there catering facilities etc. Book it and confirm in writing.
- **BUDGET**—Know your budget. Set a realistic target and make sure your costs are covered
- **GUESTS**—Think who to invite and who your event is suited for. Try to sell tickets in advance so you know who to cater for
- **PLANNING** Allow enough time to organise everything and ask for help.
- **ADD VALUE** Find as many ways as possible to raise money around your event – raffle, tombola, games, sale of produce
- **DATE** Try not to clash with any major events. Check What's on Guides online
- **PROMOTION** Saturate the market. Posters, press, twitter, Facebook, radio.
- **SAFETY** Check out any rules and regulations that may affect your event. Carry out a risk assessment if needed.
- **SPONSORSHIP/DONATIONS** Try and get donations where you can. Could your venue, the entertainment, raffle prizes be donated?
- **CONTACT MERLIN MS CENTRE** for posters, tins, buckets, sponsorship forms, etc.
- **CONTINGENCIES** Plan for poor weather if an outside event so get the Gazebos at the ready!
- **KEEP IT LEGAL** Cornwall Council has a good website for information, e.g. selling alcohol and raffle tickets have rules. If in doubt, call us!
<http://www.cornwall.gov.uk/community-and-living/cornwall-fire-and-rescue-service-homepage/about-us/fundraising-and-charities/>
- **YOUNG PEOPLE** If children are involved in your event make sure you speak to their parents/guardians and remember **under 16s cannot collect money.**
- **MATCHED GIVING** Tell your employer about your fundraising. Many companies are willing to match what you have raised. It's a great way for the company to support the charity and your efforts.
- **ONLINE FUNDRAISING** Set up your own fundraising page, it's safe, quick and the easiest way. Simply go onto www.justgiving.com/merlinmscentre
- **GIFT AID** Please remember to gift aid!
- **SPONSORSHIP FORMS** When using sponsor forms, collect the money as you go – the hardest part is often chasing people afterwards. Also make sure that the sponsor forms are completed properly with all the necessary information thus enabling us to claim back Gift Aid.

IDEAS

<p>A</p> <p>Aerobathon Adventure day Apprentice day Afternoon tea Art exhibitions Auctions</p> <p>B</p> <p>Bad taste party Black tie do Bag packing Bake off Barbecues Barn dance Bathe in a bath of... Beard growing Beauty and pamper night Bingo Bike ride Birthday celebrations Board game marathon Bonfire night Book sale Bowling Bridge tournament Bring and buy sale</p> <p>C</p> <p>Cake sale Car boot sale Car washing Carol singing Casino night Cheese and wine night Children's party games Christmas cards Christmas fair Clay pigeon shooting Clothes swap Coffee morning Coin mosaic Comedy night Concert Cooking competition Craft fair Cricket match Cycle to work</p>	<p>D</p> <p>Dance event Dare to bare Darts match Dinner party Disco Dog walk Dragon boat race Dress down/up day Duck races</p> <p>E</p> <p>Easter egg hunt Ebay your items Eighties night</p> <p>F</p> <p>Face painting Fancy dress Fashion show Festival Fêtes and fairs Film night Fishing day Five-a-side tournament Football match Fright night Fun run</p> <p>G</p> <p>Garage sale Garden party Go cold turkey Golf day Guess the weight of... Guess the baby photo</p> <p>H</p> <p>Halloween party Head shave</p> <p>J</p> <p>Jazz night Job swap Jumble sale</p> <p>K</p> <p>Karaoke Knitting marathon</p>	<p>L</p> <p>Ladies' lunch Letter from Santa Line dancing</p> <p>M</p> <p>Masked ball Medieval banquet Murder mystery Music event</p> <p>N</p> <p>Name that tune Netball tournament Non-uniform day</p> <p>O</p> <p>Open garden Office party Office Olympics</p> <p>P</p> <p>Pamper day Pancake race Pantomime Photography exhibition Plant sale Poetry recital Poker game Pop-up shop Pub quiz</p> <p>Q</p> <p>Quiz evening</p> <p>R</p> <p>Race night RAG week Raffle Recycle Record breaker Rock climbing Rugby cup Running event</p>	<p>S</p> <p>Silent auction Skinny dip Sleepover Speed dating Spelling bee Spinathon Sponsored silence Sports day Street party Swear box Sweep stake Swimming event</p> <p>T</p> <p>Talent show Teach your skill Teddy bears' picnic Tennis tournament Test your taste buds Theatre production Themed party Tombola Treasure hunt Trek Tug of war</p> <p>U</p> <p>Ultimate challenges University Challenge Unwanted gifts</p> <p>V</p> <p>Valentines party Variety show Volleyball tournament</p> <p>W</p> <p>Waxing Walks Wine tasting</p> <p>X</p> <p>X-Factor competition</p> <p>Y</p> <p>Yogathon</p> <p>Z</p> <p>Zumbathon</p>
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CHARITY LAW

COLLECTION TINS & BUCKETS

All collection tins and buckets supplied by the Merlin MS Centre will have their own unique number and will already be sealed. Each tin or bucket is your responsibility whilst signed out in your care. All collectors must be over 16 years of age. It is **illegal** to shake a tin or bucket while collecting.

FOOD HYGIENE

Food safety laws apply when food is available whether it is for sale or not. Ideally delegate this to someone that holds a certificate in food hygiene. Contact your local council for food hygiene regulations at events or see www.food.gov.uk

LICENCES

Check with the FR team in case you require a special licence (e.g. public entertainment, collection or alcohol licences). If you are holding the event in a public place, you must have permission from Cornwall Council or the landowner if on private property.

RAFFLES

If you hold a small raffle on the day of your activity you do not need a licence, providing ticket sales and the draw itself take place during the main event. (It is okay if your event lasts more than one day.) Tickets must be sold for the same price with no discounts applied. You must make it clear who is running the raffle. Cornwall Council can provide a licence if you need one.

RISK ASSESSMENTS

Identify any hazards and assess any risks at your activity that you'll need to consider. Ensure you have adequate first aid cover available for the scale of your activity. If you're not sure, check with your local council. Risk assessment templates are included in this pack.

MARKETING

Through any form of marketing please ensure the charity logo and charity number is clearly displayed on all materials.

PUBLICITY

- Tell us about your event – we can put it on our website and promote it for you.
- Posters – in as many places as possible near to the venue/location of your event. Wherever there is a notice board use it (with permission of course)
- Get your friends, colleagues, neighbours and family to spread the word.
- Ensure details of where and when, ticket/entry price, the wording ‘Merlin MS Centre’ along with the charity registration number (1093691) are put on all publicity materials. Include our logo where possible.
- Contact the local press (we can provide you with a guide on ‘how to write a press release’)

What’s on Guides

A great way to publicise your event is to use the free ‘What’s On’ listing through your local newspaper/radio stations. These not only put your event details on the newspaper/radio stations website but can also lead to a mention in the printed ‘What’s On’ guide or on air prior to your event.

Radio:

You can email or add your event details to the following radio stations:

<http://www.piratefm.co.uk/contribute/whats-on>

BBC Radio Cornwall - email: radio.cornwall@bbc.co.uk

Local Paper:

www.thisiscornwall.co.uk

- Click on ‘What’s On’ – add your own event tab
- Fill out all the required fields
- Don’t forget to add the charity number (1093691) and Merlin MS Centre website details if required. www.merlinmscentre.org.uk

USEFUL MATERIALS

If you require any of the following they can be downloaded from our website or can be sent out on request:

- Sponsorship forms
- Poster Template
- Event action plan
- Organisers advice sheet
- Authorisation Letter
- Risk assessment template
- Volunteer badges sheet
- Press Release template

CONTACT THE TEAM

The Income Generation Team:

Address: **Telephone:** 01726 885530

Merlin MS Centre

Bradbury House

Hewas Water

St. Austell

PL26 7JF

Website: www.merlinmscentre.co.uk

Sarah Snell, Income Generation Manager: sarah@merlinmscentre.org.uk

Ellie May, Marketing Officer ellie@merlinmscentre.org.uk

Events and Community Team:

Ellie Pitt, Assistant Fundraising Manager:
elliepitt@merlinmscentre.org.uk

Events Fundraisers:

Ruth Beadle: ruth@merlinmscentre.org.uk

Lucy Chappell: lucy@merlinmscentre.org.uk