



Canadian **MPS** Society
for Mucopolysaccharide & Related Diseases

FUNDRAISING HANDBOOK

#ignite
hope



218-2055 Commercial Dr.,
Vancouver, BC V5N 0C7

(604) 924-5130 / 1-800-667-1846



mpssociety.ca



info@mpssociety.ca



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About The Canadian Society for Mucopolysaccharide & Related Diseases Inc. (The Canadian MPS Society)

Support for families. Research for a cure.

Mucopolysaccharide (MPS) and related diseases are rare, devastating disorders caused by genetically inherited enzyme deficiencies. Because affected individuals lack particular enzymes necessary for normal cell degradation and recycling, substances store throughout their bodies, causing progressive damage to their hearts, bones, joints, respiratory systems and, sometimes, central nervous systems. While babies affected with MPS or related diseases often show no signs of disease, symptoms appear and intensify as storage increases.

The occurrence of MPS in the population is estimated to be one in 25,000 births.

Currently there is no cure for MPS diseases; however, research has led to the development of enzyme replacement therapies (ERTs) for some types of MPS. Continued research is necessary in order to find cures for all types of MPS and related diseases and support for families is needed along the way.

Founded in 1984, The Canadian Society for Mucopolysaccharide and Related Diseases Inc. (The Canadian MPS Society) is committed to providing support to individuals and families affected with MPS and related diseases, educating medical professionals and the general public about MPS, and raising funds for research. The Society is a nationally registered charity governed by its Board of Directors with the support and expertise of its Medical Advisory Board.

Head Office: 218-2055 Commercial Drive Vancouver, BC V5N 0C7

Telephone: (604) 924-5130 Toll Free: 1-800-667-1846

Email: info@mpssociety.ca

Registered Charity Number: 12903 0409 R0001

About Independent (Third Party) Community Events

Independent (third party) community events are those generously planned and organized by individuals and groups from communities across Canada. From bake sales to galas – there are no limits to the possibilities, but events are most successful when they are aligned with the organizer's interests. These events can take place any time throughout the year and seasonal events, such as holiday parties, can be extremely successful. Organizers choose the most appropriate venue to host their special event. If the venue requires an official letter of endorsement, please contact the Society's head office. For best results, start your planning as early as possible and spread the word!

Before planning your event, please read this Fundraising Handbook for information on our fundraising policies, and download a Fundraising Event Proposal Form from our website at: www.mppsociety.ca/help-us-fundraise/

The Society's Fundraising Committee must approve your application before you can advertise your event as benefiting The Canadian MPS Society or any of its specific programs.

Organizers may have a personal connection to an individual or family affected by MPS or a related disease, or may just want to make a difference in the lives of all Canadians facing the daily challenges associated with MPS and related diseases.

Funds raised through events will support the Society's mission of supporting families and funding research for a cure. The Society facilitates numerous programs supporting families affected by all types of MPS & related diseases as well as Studentship Research Grants to medical students and undergraduate students across Canada, with the hope that these opportunities may result in more individuals being attracted to research careers involving lysosomal storage disorders.

Event organizers who wish to designate their event's revenue toward a specific program must indicate their intention on their Fundraising Event Proposal Form and include language to clarify their intention on all event promotional material.

Fundraising Brainstorm



GARAGE OR EBAY SALE

An opportunity to declutter.



GOLF TOURNAMENT OR SPORTS EVENT



LEMONADE STAND

It's a classic!

MARATHON PLEDGE



RAFFLE OR TOMBOLA OR SILENT AUCTION



Ask shops, workplace or friends to donate prizes

PET PARTY + DOG WASH

Get together with your favourite furry friends.



Instead of gifts ask for

BIRTHDAY DONATIONS

ODD JOB DAY

The odder the better! Help someone organise their wardrobe or clean their silver collection.

KARAOKE NIGHT OR TALENT SHOW



Host a movie or trivia night with a theme. Sell some popcorn too!



BAKE SALE OR WORKPLACE POT LUCK OR BBQ

ICE CREAM SOCIAL

A tub of ice cream goes a long way! Make creative sundaes for donations.



Planning

1. Get Help!

Recruit Participants:

Write a list of guests to invite. Don't forget to include your friends, co-workers, neighbours, or whoever is appropriate for your event.



Recruit Volunteers:

Ask your friends and co-workers to help plan your event and assign them with specific roles, for example assisting with silent auction, logistics etc. Make sure to provide your confirmed volunteers with briefing notes, details on their roles and responsibilities, and training.

2. Set your Goal

Set a fundraising goal that you feel is attainable.



3. Plan your Budget

Try to keep expenses as low as possible. A simple budget template is available at your request by contacting our office. Please submit a final budget to the Society's office after your event.

4. Track Your Expenses

To maintain transparency to our donors and supporters (and to follow best practices as outlined by the Canada Revenue Agency's Charities Directorate), we request that any event advertised as being held in support of The Canadian Society for Mucopolysaccharide & Related Diseases have expenses less than 35% of gross revenue.



TIP! Start planning as early as possible. For example, a full scale golf tournament can take approximately six months to organise.



Planning

5. Get Sponsorship

Securing sponsors for your event is a great way to cover event costs while recognizing and promoting caring companies in your community. Please contact the Society for more information and sponsorship package templates.

The Society requires a list of potential sponsors - including nature of sponsorship, amount to be requested (whether cash or in-kind), contact name and full address & email - to be submitted for approval. Include this list with the Fundraising Event Proposal Form or as a separate document. If approved by the Society's fundraising committee, the Society will write a letter of endorsement for sponsorship requests of \$500 or more.

6. Need a Gaming License?

Gaming is regulated by Canada's provinces and territories. In most provinces and territories, you must apply for a license if you are including a raffle, a 50/50 or any kind of gaming activity at your event. We can apply on your behalf for events taking place in BC.

For details visit the following websites:

BC: BC Gaming Policy and Enforcement Branch:
<https://www2.gov.bc.ca/gov/content/sports-culture/gambling-fundraising/gambling-licence-fundraising/licence-classes>



Ontario: Alcohol and Gaming Commission of Ontario:
<http://www.agco.on.ca/en/home/index.aspx>

Other provinces and territories: please search for the appropriate gaming licence providers in your area.

TIP!

Ask individuals and/or local companies to see if they are willing to donate supplies or offer discounts for your event materials. Contact the Society to receive an official letter of endorsement for your event if necessary.



Promotion

1. Create Event-Specific Material

Post information (posters, postcards, flyers) at your workplace, school or community centre as appropriate.



Please forward all your customized event materials, including event posters, ads, etc, to us for review and approval prior to printing and distribution.

The Canadian MPS Society's logo cannot be added to any event materials without our approval; similarly, an event cannot be advertised as benefiting the Canadian MPS Society until an Event Proposal Form has been submitted and approved by the Society's Fundraising Committee.

Revenue Sharing: If the Canadian MPS Society will be receiving less than 100% of the net event revenue, the percentage of net event revenue to benefit the Canadian MPS Society must be disclosed on all event promotional materials.

2. Send a Press Release

If your event is open to the public and you would like to inform the community about your fundraising initiative, send out a news release to your local paper. They may include your event on their online community news section. Mention why you are fundraising and who or what inspired you.



Contact The Canadian MPS Society to obtain fact sheets including background information on the Society and MPS to include in your news release. This will ensure that you provide accurate information to media about MPS and the Society.

Promotion

3. Use Social Media - It's Free and Effective!

Tell your story: why do you want to raise funds for MPS? Your friends and family will connect with your personal experience more than the cause. Let people know why you are doing the event and give regular progress updates to maintain interest.

Create a **Facebook Event page** with your event details and link it to The Canadian MPS Society's Facebookpage.



On Twitter, tweet your event details and ways to participate to your followers.



Create an **Instagram story**. Let your supporters know how your planning is going, how far away you are from your goal, and the progress you are making.



Tag us on social media @CanMPSSociety so that we can help you spread the word, and celebrate with you. Add the Hashtag: #CanMPSSociety so we can find you!

Don't forget to thank your supporters by giving them a shout out.



4. Start a Blog!

Do you have a blog or want to set one up? Share information on why and what you are doing through it. Link these blog posts to your Facebook event page and let people know you've posted a new blog through your social media channels.

5. Make a TikTok Video

Record a short video on your phone. If it's 60 seconds or less post it on Tiktok to raise awareness for MPS and your fundraiser

TIP!

Don't forget to take photos, videos and get quotes throughout your event or campaign and use these effectively for promotion.



Promotion

6. Promotional Support from the Society

Our website features an upcoming events page that we update regularly. Please update us with your event dates, times, location and participation/ ticket costs so we can include all details on our website. We will also promote your fundraising event through our Social Media channels.

We can include your event in our newsletter, and can email our members with your event information.

The Canadian MPS Society has a fundraising video available on its website which you can link to at www.mpssociety.ca/help-us-fundraise/.

Gaming License

If your event is taking place in BC and you would like to hold a raffle or 50/50, we can apply for a gaming license on your behalf. If your event is taking place outside of BC and you would like to hold a raffle or 50/50, you MUST secure appropriate gaming licenses in your province or territory. Please see page 7 for more information on gaming licenses.

TIP!



Go Online! Online donations can be included as part of the total fundraised amount from your event and online event registration makes facilitating your event easier for you as well as for us – please call us to discuss.

Things to Remember

Day of Event



Take pictures, videos, and get quotes. (and forward some of your favourites to the Society!)



Display the Canadian MPS Society's promotional materials at the event.



Show the Canadian MPS Society's fundraising video.



Read a letter of thanks on behalf of the Canadian MPS Society (contact the Society prior to the event to ensure you have received this letter!)



Keep track of donors' names and contact details on a donation or pledge form so participants who make charitable gifts of \$10 or more receive an official tax receipt from the Canadian MPS Society.



Any cheques should be made out to the "Canadian MPS Society".



Have fun! You are making a difference in the lives of kids with MPS and related diseases through your event!

TIP!



Inspire others by making the first donation yourself and make your donation the same amount you hope your supporters will contribute. People often decide how much to sponsor you based on the last donation made, so get your most generous supporters to pitch in first!

Things to Remember

Post-event



Submit a final event budget including revenue and expenses. Submit your event proceeds to the Society within 30 days of the event in one of the following ways:



1. Send a personal cheque or money order payable to The Canadian MPS Society for the full amount of the event proceeds. Include any cheques or money orders that have been made out directly to the Canadian MPS Society by individuals or companies, clearly indicating what the cheques are for (donation, ticket sale, raffle ticket, sponsorship, etc.)

2. Call the Society and donate the event proceeds via credit card.



Submit any unpaid event invoices or reimbursement expense forms (available for download from our website) with your event proceeds so that the Society can pay event invoices directly and reimburse event expenses out of event revenue.

Please do NOT pay for event expenses out of donations received.

Remember to keep your expenses to less than 35% of event revenue.



Provide a breakdown of the event proceeds submitted into categories (ie: donations, ticket sales, raffle ticket sales, sponsorship, etc).

Separate individual cheques into various categories, if applicable (or note with a sticky on a particular cheque if it represents payment for more than one category).

Things to Remember

Post-event



For gala events, make sure to include individual Ticket Information Forms indicating to whom tax receipts should be issued if a group of gala tickets has been purchased by one individual.



For silent/live auctions, submit a mastercontrol sheet showing all auction items sold, for what amount, and to whom. Also include the item's stated value. Payment method should be listed on this control sheet.



If you have held a raffle/50-50, submit a Raffle/50-50 control sheet summarizing how many tickets were sold (and for what amount) and the total raised. Also include any costs associated with the raffle (cash distributed as prize(s) if 50-50, prizes purchased for raffle, printing costs, etc). *a gaming report must be filed within 60 days of the event, so PLEASE ensure this information is submitted no later than 30 days post- event.

Donors who requested tax receipts (and qualify for them – see details on page 15) will be issued their official tax receipts by the Society after event funds and donors' full names and contact/address details are received.



Submit a list of all sponsors, including nature of sponsorship, amount received (whether cash or in-kind), contact name and full address & email.

Time to Celebrate!

Post-event



Thank your event participants, donors and sponsors by sending them an email or card.

Thank your volunteers! If you would like us to add them to our database, please provide us with a list of all volunteers, their addresses, email addresses, and phone numbers.

Submit a picture of your event along with the amount raised to your local paper to celebrate your event within your community.

We Appreciate you!



The Canadian MPS Society appreciates your support and is happy to recognize your efforts in the following ways:

- An official letter recognizing your event's success will be sent to you within three weeks of receipt of funds.
- Your event will be featured in an issue of our quarterly newsletter the Connection, and on our website's Event Highlights page. Please submit photos and a brief article by email.
- If your event raises over \$500, your event name will be listed in our annual report, as well as your name as the organizer.

Guidelines for Issuing Tax Receipts

The Canadian Society for Mucopolysaccharide & Related Diseases Inc.
(The Canadian MPS Society) adheres to the provisions outlined in the Income Tax Act.

Official receipts will be issued by the Society office upon receipt of:

1. The full donation amount;
2. Full name and address of the donor/organization;
3. Complete supporting documentation.

Official income tax receipts will be issued for the following:

- Monetary donations from identified individuals or organizations;
- The donation portion of the ticket price for a fundraising event. Canada Revenue Agency only allows receipts for the ticket price less the value (benefit) received by the donor;
- In-kind donations of services processed through a cheque exchange;
- In-kind donations less than \$1,000 (auction donation forms and/or gift-in-kind forms must be submitted to the Society along with event proceeds);
- In-kind donations greater than \$1,000 may be subject to appraisal by a qualified third party appraiser if no invoice is available;
- Bequests from estates, or premiums paid for life insurance policies assigned to The Canadian Society for Mucopolysaccharide & Related Diseases Inc.
- Auction bids over 120 per cent of retail value of the stated fair market value will result in an income tax receipt for the full difference between the successful bid price and the stated fair market value (signed bid sheets must be submitted to the Society along with event proceeds).
- Donations of inventory if an appropriate invoice is provided.

Guidelines for Issuing Tax Receipts

Acknowledgement receipts will be issued for the following:

- Amounts received by coin or loose collection where it is impossible to identify the amounts contributed by a particular donor;
- Donations transferred from other non-profit organizations
- Funds provided as sponsorship support for a fundraising event, upon request.

Receipts will not be issued for:

- Donation of services;
- Purchase of merchandise;
- Purchase of auction items;
- Purchase of raffle tickets;
- Gift certificates or gift cards from the gift card issuer;
- Donated items for which the fair market value cannot be determined.

Employee Giving Programs

Employee giving programs (or corporate philanthropy programs) are an opportunity for companies to engage their people in small acts of kindness that contribute to major change and impact.

Workplace giving is an easy and efficient way to make tax-deductible donations to the charities you care about, typically with donations taken directly out of your paycheque. (Donations via credit card, vacation time and other methods might also be available depending on your employer's program).

Learn more about Employee Giving Programs at:

<https://benevity.com/resources/what-is-employee-giving>