



Calgary & Area Chapter
100, 2421 37th Avenue NE
Calgary, AB T2E 6Y7
Telephone: 403-250-7090
Fax: 403-250-8937
www.mssociety.ca

Third Party Fundraiser Application Form

The mission of the Multiple Sclerosis Society of Canada is *to be a leader in finding a cure for multiple sclerosis and enabling people affected by MS to enhance their quality of life*. Thank you for supporting us by planning a third party event. We appreciate your time and efforts and look forward to working with you in. The following information has been prepared to help you in planning your event.

This document contains the following:

- An overview of the MS Society of Canada, Calgary & Area Chapter
- A brief overview of multiple sclerosis
- List of steps to develop an event
- A third party fundraiser application form

ABOUT MULTIPLE SCLEROSIS

Multiple sclerosis is a complex disease. While it is most often diagnosed in young adults, aged 15 to 40, we know that it affects children, some as young as two years old. The impact is felt by family, friends and by the community. MS is unpredictable, affecting vision, hearing, memory, balance and mobility. Its effects are physical, emotional, financial, and last a lifetime. There is no cure. MS is an unpredictable, often disabling disease of the central nervous system which is composed of the brain and spinal cord. The disease attacks the myelin which is a protective covering wrapped around the nerves of the central nervous system.

The Multiple Sclerosis Society of Canada is here to help. No one need face MS alone. In communities across Canada, our volunteers and staff provide information, support, educational events and other resources for people with MS and their families. Researchers funded by the MS Society are working to develop new and better treatments. Their ultimate goal is the cure for MS.

Did you know:

- Canadians have one of the highest rates of multiple sclerosis in the world.
- MS is the most common neurological disease affecting young adults in Canada.
- Every day, three more people in Canada are diagnosed with MS.
- Women are more than three times as likely to develop MS as men.
- MS can cause loss of balance, impaired speech, extreme fatigue, double vision and paralysis.
- MS was first identified and described by a French neurologist, Dr. Jean-Martin Charcot, in 1868.

We don't know what causes MS but researchers are closer to finding the answer.



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PLANNING THE EVENT

Before the Event

Decide what type of event is right for you. Brainstorm with friends, family, co-workers. Contact us for a list of suggestions and event templates. Think of who will most likely attend your event...who is your target audience? When you come up with an idea, please send a completed "Partnership Fundraiser Application" form to:

Chris Huestis, Senior Coordinator, Corporate & Community Development
MS Society of Canada, Calgary & Area Chapter, 100, 2421 37th Avenue NE, Calgary, AB T2E 6Y7

P: 403-250-7090, F: 403-250-8937, chris.huestis@mscalgary.org

The MS Society can:

- Offer advice and event planning expertise
- Provide promotional material
- Provide and approve MS Society logo
- Help promote your event online

The MS Society cannot:

- Provide funding or reimbursement for expenses
- Provide donor or vendor mailing lists
- Solicit auction items
- Guarantee event attendance by volunteer or staff

Next

Set your fundraising goal! How do you plan on reaching your financial goal? Outline a realistic budget considering all costs associated with running your event...don't forget that your event expenses do take away from your donation.

Choose a date!

- Take into consideration how much time you need to plan your event
- Remember your target audience when deciding the event time and date
- Recruit help...
- Establish a planning committee
- Look to friends, family and co-workers for help in planning and event execution
- Create sub-committees if applicable

Promote your event

- Determine your audience & market your event to them
- Flyers, posters, brochures, invitations, tickets & email are all great marketing tools
- **The MS Society of Canada must approve all print material & logo use on all publications.**
- We reserve the right to change the use of our logo to ensure we are being represented appropriately

Event logistics

- Whether big or small, some planning will be needed to run a successful event
- Event day is always a challenge so planning is your key to success
- Create a timeline
- We would be happy to provide some insight-contact us for suggestions and tips



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After the Event

Please submit all contributions, along with a summary to the MS Society of Canada no later than 30 Days after your event. If individual donors would like a tax receipt, they need to make their donation payable to the MS Society of Canada, Calgary & Area Chapter. Please allow for 2-4 weeks for receipt processing if applicable. If your event was held in December, please ensure that gifts and accompanying information are submitted by December 30 to ensure donors are eligible for tax benefits in the calendar year the gift was made.

Thank everyone

- This is the number one thing to remember!!
- Acknowledge everyone who participated in your event, let them know how much their support meant to you & how much you appreciated their help
- Let them know how much was raised
- We can also help...so please contact us for details how

Congratulate yourself!

- Taking on the challenge of hosting your own fund raising event is not an easy thing to do-we recognize the challenges you will face & appreciate all your support!
- Every donation helps us in the fight against MS
- Your commitment to being creative & having fun while supporting an important mission makes you an amazing person & we thank you!
- Be proud of your success & feel good that you have taken us one step closer to finding a cause and cure for multiple sclerosis.

Thank you for your interest in supporting the Multiple Sclerosis Society of Canada. We encourage fundraising initiatives that are consistent with the positive image that the MS Society of Canada has in our community. To assist with the success of your initiative, please complete and return your application for approval at least one [1] month prior to your event.

If approved, your application, together with the fundraising guidelines that have been established to maintain the values and standards of the MS Society of Canada, Calgary & Area Chapter, will form the basis of an agreement with the Society. We will endeavor to notify you of approval and, if approved, provide the agreement to you within 10 business days of the receipt of your application.

Note: Revenue Canada requires that a signed agreement exist between the fundraiser and the charity in order to allow the issuing of tax receipts.

Background Information

Business (if applicable): _____

Contact Person: _____ Title: _____

Address: _____

Postal Code: _____ Telephone: _____ Fax: _____

E-mail: _____ Website address: _____

Please indicate the category that best describes your group:

- Corporate School Community Service Club Other



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Fundraising Information (please attach any material related to the event if possible):

Detailed description of fundraising event or promotion and how funds will be raised:

Please note that the aspect of your initiative which is for the purpose of fund raising for the Society must be clearly stated on all promotional material.

Please describe why you decided to hold this fundraiser on behalf of the MS Society: _____

Date(s) or Duration: _____ Time (s): _____

Location (s): _____

Sponsorships (as applicable): _____

Name of Fundraising Initiative: _____

Target market for initiative: Employees Customers Members General Public Other

Did you apply for a gaming license? License # _____

Please fax a copy of your gaming license to (403) 250-8937 for our files.

Financial Information

Estimated gross revenue from the initiative \$ _____

Estimated expenses of the initiative \$ _____

Estimated donation to the Society \$ _____

Please include a more detailed budget on a separate piece of paper.

Will other charitable organizations benefit from this initiative? Yes No

If so, please list: _____

Have you planned/executed a similar event previously? Yes No

Total funds raised? \$ _____

Your Expectations

What do you expect from the MS Society? (Example: signage at the event)



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Recognition

Upon approval of this application and in accordance with MS Society of Canada, Calgary & Area Chapter donor recognition policies, you will receive specific recognition for your initiative, outlined in the agreement to follow. Please indicate below, the name that you prefer for donor recognition purposes.

Name preference: _____

Note: Upon approval of this application, The MS Society will provide you with a contract agreement which you will be required to sign and return before your event.

Office Use Only:

Date Approved:

Approved by:

OPAL ID

Fundraising Guidelines

1. The Multiple Sclerosis Society of Canada, Calgary & Area Chapter encourages fundraising initiatives that are consistent with the positive image of the Society.
2. The Society's logo is a registered trademark; therefore there are standards which govern its use. The use of the Multiple Sclerosis Society of Canada, Calgary & Area Chapter name and/or our logo in conjunction with any fundraising initiative will be reviewed in accordance with Society policies. Where permission is given by the Society to use the logo and/or the name in conjunction with a fundraising initiative, any promotional or fundraising materials must be approved by the Society prior to production and distribution.
3. Multiple Sclerosis of Canada staff must act as media liaison regarding all information on the Multiple Sclerosis Society of Canada. The MS Society requires that all partners consult with us regarding the correct information on multiple sclerosis and have us approve all spokespeople.
4. If a fundraising initiative is publicized, the part of the event that will raise money for the Society needs to be clearly stated, either in percentage or specific dollar amounts. For example, "the admission fee is a donation to the Multiple Sclerosis Society of Canada, Calgary & Area Chapter" or "a portion (e.g. 50 %) of the ticket price will be donated to the Society" must be detailed in all promotional materials. It is important that fundraising initiatives provide a minimum of 50 % of gross proceeds to Multiple Sclerosis Society of Canada, Calgary & Area Chapter.
5. Please be advised that by publicly naming the Society as the beneficiary of your initiative, you are required to provide to the Society the full amount of proceeds raised on our behalf. Once your fundraising initiative is approved, the Society relies on your compliance to meet its funding commitments.
6. The sponsoring organization or group agrees to handle all monetary transactions for the fundraising initiative, and to present the proceeds to the Society within 30 days of the endeavor or as agreed to in writing.



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7. The Society is not responsible for any financial losses incurred in conjunction with this fundraising initiative. Furthermore, the sponsoring organization or group agrees to underwrite all the costs of the initiative. No costs shall be incurred by the Society unless otherwise agreed in writing prior to commencement of the fundraising initiative.
8. The Society must not be party to any liability without prior knowledge and/or as approved by the Society. The Society accepts no legal responsibility and cannot be held liable for any risk or injury or other damages in conjunction with the fundraising initiative.
9. The Multiple Sclerosis Society of Canada, Calgary & Area Chapter Executive Director will review in accordance with the policies and guidelines of Canada Revenue Agency, eligibility of proceeds raised by this initiative for tax receipting. Please note that not all funds raised qualify for tax receipts. Accordingly, pertinent tax receipting information for this fundraising initiative will be outlined in the agreement to follow.
10. The Multiple Sclerosis Society of Canada, Calgary & Area Chapter can not issue tax receipts to partnership sponsors; however, we will issue thank you letters which can be used as proof of sponsorship.
11. Donor recognition for the fundraising initiative will be provided in accordance with Multiple Sclerosis Society of Canada, Calgary & Chapter policy and will be outlined in the signed agreement between the Society and your organization. The Multiple Sclerosis Society of Canada, Calgary & Chapter will negotiate volunteer support in the contract. Please remember that this is an opportunity for your group to help find a cure for multiple sclerosis and enable people affected by MS to enhance their quality of life.
12. The Society does not participate in door-to-door fundraising initiatives, or support organizations that wish to do so on our behalf.
13. The Society does not trade, sell or exchange in any way, databases or lists of biographical information and abides by the Freedom of Information and Protection of Privacy Act.