



## B5: Fundraising

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If your group handles money and delivers services and activities, one of your requirements is to raise enough funds to cover the cost of your services and activities, as a minimum.

### Fundraising and your role

Your group may choose to recruit one or more volunteers to coordinate and support your fundraising activities:

- [Fundraising Volunteer](#)
- [Fundraising Events Volunteer](#)
- [Shop Volunteer](#)



See [C1: Volunteering with us](#) for guidance on recruiting, supporting and recognising your volunteers.

## 1. Our fundraising standards

The Fundraising Regulator sets and maintains the standards for charitable fundraising in the UK.

Our registration with them confirms our commitment to legal, open, honest and respectful fundraising, and allows us to display their logo on our fundraising materials.



See [A4: Our legal identity, policies and rules](#) for more on our fundraising registration.

## 1.1. Code of Fundraising Practice

The Fundraising Regulator holds the Code of Fundraising Practice for the UK. All of our fundraising activities must comply with this code, including how we deal with complaints about fundraising.



See [Appendix 5: Code of Fundraising Practice in summary](#) for an overview of what is covered.

We have several resources that help us meet the Code of Fundraising Practice.

### Supporter Promise

Our [Supporter Promise](#) lists our key fundraising principles. We recommend that you display it at fundraising events and give it to donors, where appropriate.

### MS Society Sponsor Form

Our [Sponsor Form](#) includes everything you need to comply with the [Code of Fundraising Practice](#) whilst you collect sponsorship for either a national or local group fundraising activity. Don't forget to add your details to the group sponsorship form.

### Fundraising Complaints Form

Use our [Fundraising Complaints Form](#) if somebody makes a complaint about fundraising 'on behalf of', or 'in aid of' your group.

## Fundraising support

Area Fundraisers (AFs) in England and Scotland, and [National Fundraising Managers](#) in Northern Ireland and Wales work with MS Society groups and community volunteers to develop fundraising activities and projects to increase our income. They focus on innovative activities and those that need specialised support.

The [Supporter Care Team](#) is your source of support for most fundraising matters, but this section will tell you when you should contact your [Area Fundraiser](#) or [National Fundraising Manager](#) for specialist help.



See [Fundraising Support](#) on our volunteer website, or ask the [Supporter Care Team](#) for help.

## 1.2. Ethics, transparency and accountability

Our fundraising standards inform the five important ethical principles we must follow when fundraising for the MS Society - honesty, respect, integrity, empathy and transparency.

We are responsible for our actions and must be able to explain, clarify and justify them if necessary.

Donors have a right to know how their contribution towards our work is spent, and can hold the MS Society to account in this regard.

We must therefore be transparent - meaning that we are open, frank and honest in all communications, transactions and operations.



For our full range of fundraising support resources, see [Effective Fundraising](#) on the volunteer website, or ask our [Supporter Care Team](#) for help.

## 2. MS Society fundraising merchandise

As an MS Society fundraiser, you have access to our range of branded fundraising merchandise. Our range includes items you need to ensure your activities meet our legal requirements.

For example, you can order free collector authorisation cards to make sure your collectors are identifiable, and free collection tins with seals to protect your group from cash handling concerns.

### 2.1. Online Shop

Our [Online Shop](#) stocks MS Society information resources and branded merchandise. All MS Society groups that handle money have an [Online Shop](#) account for ordering MS Society materials.



To log in to your [Online Shop](#) account or get support, see [Using our Online Shop](#) on the volunteer website, or ask the [Supporter Care Team](#) for help.

## 3. Keeping fundraising legal and safe

If you fundraise as part of an MS Society group, you must have a solid grasp of these key issues to keep our fundraising legal and safe.

## 3.1. 'On behalf of' versus 'in aid of' fundraising

Fundraising 'on behalf of' your group is where a volunteer or member organises an activity or event on your group's behalf. When other people get together and raise money for your group, this is 'in aid of' fundraising.

This difference is important as it affects your legal, and health and safety obligations.

### 'On behalf of' fundraising

- You have control over how you fundraise and how much you raise
- You can access free fundraising materials to support your activities
- You can use our [Web to Print](#) system to produce posters and leaflets
- You can use our logo
- You are covered by our insurance

### 'In aid of' fundraising

- The fundraiser organises their own activities
- You can provide them with our 'in aid of' MS Society [logo](#) to use
- They retain liability for their own safety
- They and any guests are not covered by our insurance and are advised to arrange cover for their activity
- You don't get involved in organising the activity, but you might provide fundraising materials



Download a version of the [MS Society Logo](#) on our volunteer website, or ask our [Brand Centre](#) for help.

## 3.2. Representing the MS Society

You must refer to us as the Multiple Sclerosis Society or, more usually, the MS Society, or MS Society plus nation suffix (e.g. MS Society Scotland) and include our charity and company registrations on any documents.



See [A4: Our legal identity, policies and rules](#) for our registration details.

## 3.3. Licences

You are likely to need a licence if your fundraising involves any of these activities:

- Providing alcohol or entertainment (including recorded music)
- Holding a raffle or lottery

- Doing any sort of collection in a public place
- Putting up banners or signs in public areas

You must contact your local authority licensing department for advice. Our [Supporter Care Team](#) can help with this.



For more on how the [Supporter Care Team](#) can help you, see [Supporter Care Team](#) on our volunteer website.

## 3.4. Health and safety

All fundraising activities organised 'on behalf of' the MS Society must be covered by a risk assessment or our events risk guidance, and be insured.



See [A5: Health, safety and wellbeing](#) for information on our risk management system and insurance details.

## 3.5. Handling data

You must only use data collected on sponsorship forms for the purpose of collecting funds and claiming Gift Aid.



See [A6: Handling data](#) for your responsibilities when handling personal data.

# 4. Financial matters

If you volunteer to fundraise as part of an MS Society group, you must understand the following financial matters:

- Our income handling rules
- Gift Aid – how to promote and maximise income
- Earmarking of funds from national offices
- Restricted funds
- Trading activities
- VAT exemptions available for fundraising materials
- Corporate sponsorship



See [B4: Managing your finances](#) for more on your group's financial responsibilities.

## 4.1. Applying to trusts

You can apply to local trusts where we are not able to apply nationally. Most trusts only make one grant at a time, so you must discuss your

application with your [Area Fundraiser](#) or [National Fundraising Manager](#), to ensure we don't duplicate our efforts.



Find out more about [Applying to a Local Trust](#) on our volunteer website, or ask your [Area Fundraiser](#) or [National Fundraising Manager](#) for help.

## 5. Contributing to our wider work

If your MS Society group consistently raises more than it needs to cover costs and you don't have additional activities planned, we ask that you earmark those funds to our national work, or to helping other MS Society groups.

Speak to your [Area Fundraiser](#) or [National Fundraising Manager](#) to confirm areas of work that need funding.

### 5.1. Donating to research

We have to be careful that we make the best use of MS Society funds by supporting only the most relevant and highest quality research, and that we don't put people with MS in danger by supporting poor quality research.

If you are approached directly by researchers for funding, or hear of a research project you like, you must contact our [Research Team](#) so they can put the proposal through our formal application system.

All research projects supported by us have to go through our formal application and review process, which has expert input from leading researchers and people affected by MS.



See [Appendix 2: Sources of support](#) for staff contact details.

Group Handbook B5: Fundraising v3.3	
Content Owner:	Head of Community and Events Fundraising
Editor:	Volunteer Resources Editor
Sign off:	Head of Local Networks
Sign off date:	October 2019
Review date:	October 2020