

### **Saying Thank You**

It is very important to say thank you and we'll always send a letter to you, the main contact/organiser of the fundraising event once the funds have been received. If there are extra people you feel should be thanked please just let us know.

**Remember, if money is lodged in a way we can't trace, a thank you letter won't be sent unless you get in touch so PLEASE do let us know if you are using another method to get the funds to us other than the lodgment slip we provide you with.**

We are always happy to post a photo on our Facebook page and publically thank fundraisers but we only do this if you ask us to.

Twice a year the IMNDA produces a magazine called 'Connect' which is sent to over 4,500 subscribers. We love to thank our fundraisers in this publication so please do ensure you email on a photo and a short piece about your event to make sure it is included.

**As a charity seeking donations from the public we the Irish Motor Neurone Disease Association (IMNDA) aim to comply with the Guidelines for Charitable Organisations on Fundraising from the Public by:**

- Maintaining good fundraising practice
- Providing high levels of accountability and transparency to our donors and prospective donors from the public
- Providing clarity and assurances to you about how we spend your money
- Reporting on our current fundraising activities in our most recent set of audited accounts

For more information visit <http://imnda.ie/get-involved/fundraise/fundraising-principles>

**IMNDA**

**Coleraine House**

**Coleraine Street**

**Dublin 7**

**[fundraising@imnda.ie](mailto:fundraising@imnda.ie)**

**[www.imnda.ie](http://www.imnda.ie)**

**Freefone 1800 403 403**

# Irish Motor Neurone Disease Association



## Fundraising Handbook

The Irish Motor Neurone Disease Association (IMNDA) is the only support organisation for people with MND; their families, friends and carers. We cannot slow the progression of MND or change the outcome but with your help we can alleviate the feelings of isolation and improve quality of life. We strive to ensure that each individual receives the care and support they require enabling them to live as active independent citizens in their own homes for as long as possible.

*Thank you for choosing to support the IMNDA*



### **Why your fundraising matters so much**

Without the generosity of people like you, the IMNDA would simply not be here. On average 82% of our overall income comes from our supporters. It costs approximately €1.7 million for the IMNDA to operate each year.

For more information on where the money you raise is spent please visit the About IMNDA section on our website [www.imnda.ie](http://www.imnda.ie)

### **Getting your fundraising event off to a good start**

Once you have registered your event with the IMNDA you can get promoting! Family, friends and colleagues are always a good place to start but so are local businesses such as shops, restaurants and sports clubs. It's not all about asking people for money, you may need prizes donated, volunteers to help or posters displayed. Don't forget that your local paper, radio station, noticeboards & parish newsletters are great for plugging events along with online resources & social networking sites. Call on any contacts you have, you'll be surprised what they can do for you!

### **The IMNDA is here to help**

We will happily promote your event on our website, Facebook page and contact local media in your area if you ask us to (we won't if you don't!!)

We can email you a high res version of our logo (please don't take the one off our website – the quality is too low) and send any promotional materials such as t-shirts, balloons, posters, buckets with tamper proof stickers, sponsorship cards as well as official letters asking for sponsorship/raffle prizes & a lodgment slip.

### **Collection permits**

You **must** (by law) apply to your local Garda station for a permit if you are planning to collect money in a public place e.g. street. The IMNDA can apply for the permit on your behalf if you prefer we'll just need dates and locations.

### **The importance of transparency**

You may just be fundraising for the IMNDA or splitting the proceeds between a few different charities. Either way you need to make it very clear on all advertising relating to the event from the get go so people know exactly where their money is going e.g. *Table Quiz in aid of the IMNDA and Our Ladies Hospice*.

### **Forwarding the proceeds to the IMNDA**

The IMNDA will always provide a bank lodgment slip for our AIB account (Branch: Capel Street / Sort Code: 93-13-14 / Acc. No: 07725002) and we ask that you aim to lodge the funds within 2 weeks of the event. The lodgment slip has the name of

your event in the reference and your name and address on the back. When you lodge your funds that slip is returned to the IMNDA by AIB and we then issue a thank you letter to the contact on the slip unless otherwise advised by you. If you use the **ATM Express lodgment machine** we **do not receive your information** so PLEASE contact us to let us know what and when you lodged.

We appreciate not everyone can get into an AIB bank; other options include:

-Send a cheque / postal order / draft made payable to 'IMNDA' to our address (*IMNDA, Coleraine House, Coleraine Street, Dublin 7*) with a note telling us what the money is for and who you are.

-Give us a ring (01 873 0422) with your credit / debit card details or submit them online through our website ([www.imnda.ie](http://www.imnda.ie)), please include all relevant information.

-Lodge through your local post office. Again the IMNDA do not receive any information around **An Post lodgments**, you need to contact us to let us know you have lodged this way ([fundraising@imnda.ie](mailto:fundraising@imnda.ie))

- You can electronically transfer the proceeds into our account by using the following info (please email us after the transfer has been made to let us know):

**IBAN: IE32AIBK93131407725002 / BIC: AIBKIE2D**

Any funds raised through fundraising pages [www.everydayhero.ie](http://www.everydayhero.ie) and [www.idonate.ie](http://www.idonate.ie) automatically come through to our bank account each month.

### **Cheque presentations**

The IMNDA staff would love to be able to thank all fundraisers in person after an event by attending cheque presentations, however we are a tiny team and our resources are limited. To keep costs to a minimum we rely heavily on our trustworthy and committed ambassadors across Ireland to represent the IMNDA where possible. **Please note for safety reasons we don't ask our volunteers to travel late at night** and we also give them as much notice as possible. Do let us know if you would like to a cheque presentation after your event and we will do what we can to accommodate you.

### **Tax Efficient Giving**

If somebody sponsors you €250 or more in your fundraising endeavors the IMNDA can claim tax back on this donation. We just need the donor to complete a CHY3 or CHY4 tax form and return to ourselves. For every €250 from a higher rate tax payer the IMNDA receives an extra €174 and from a standard rate tax payer we'll receive an extra €62.50. A very simple way to make your fundraising go further!