

MDS FOUNDATION FUNDRAISING TOOLKIT



welcome



DEAR FRIEND,

On behalf of all of us at the MDS Foundation, thank you for your interest in **learning more about hosting a fundraiser on behalf of the MDS Foundation!**

We are so appreciative of your support, and we invite you to read on for a few ideas to get your creative juices flowing. This guide is chock full of information and examples of interesting ways other people have raised funds to find a cure for Myelodysplastic syndromes (MDS). We detail what is needed to pull off an amazing and successful fundraising event.

The funds raised from these fun and entertaining events are vitally important to the MDS Foundation and the patients, families, and healthcare professionals we serve.

On behalf of the MDS Foundation please accept our heartfelt thanks for your interest in hosting a fundraising event. **You can do it, and we are here to help!**

With sincere thanks,

Madelyn Geltch

Community Engagement Coordinator
MDS Foundation, Inc.

For additional information:



SCAN ME



THANK YOU FOR YOUR INTEREST IN HOSTING A FUNDRAISING EVENT...

APPLICATION

CONTACT INFORMATION

1. Contact name: _____
2. Relationship to MDS? _____
☐ Patient ☐ Caregiver ☐ Family/Friend ☐ Pharma
3. Organizer's Address: _____
 - a. City: _____
 - b. State: _____
 - c. Zip Code: _____
4. Organizer's Email: _____
5. Organizer's Phone: (Home) _____
6. Organizer's Phone: (Cell) _____
7. Organizer's Phone: (Work) _____

FUNDRAISING EVENT INFORMATION

1. Name of Event: _____
2. Type of Event: _____
3. Event Description/Summary: _____
4. Fundraising Goal: _____
5. Event Location: _____
6. Location Address: _____
 - a. City: _____
 - b. State: _____
 - c. Zip Code: _____
7. Start Date & Time: _____

8. End Date & Time: _____
9. Expected Number of Attendees: _____
10. If you are selling goods & services, please indicate what will be sold and if a portion of the proceeds will be donated to MDS Foundation: _____

11. Will you be following COVID-19 Safety Protocols? _____

FINANCES

1. How will the funds be raised?
- ☐ Ticket Sales
 - ☐ Sponsorship
 - ☐ Auction/Raffle
 - ☐ Sales:
 - ☐ Merchandise
 - ☐ Food
 - ☐ Liquor
 - ☐ Donations
 - ☐ Other (Please Specify)
2. Will the proceeds of your event/activity be donated only to MDS Foundation? _____
3. Anticipated Event Income: \$ _____
4. Anticipated Event Expenses: \$ _____
5. Anticipated Event Net Profit: \$ _____
6. Does your event require a license: ☐ Yes ☐ No

MDS Foundation is a beneficiary, not a sponsor, of a third-party event or fundraiser. All promotional materials should clearly state that the event is sponsored by you or your organization with net proceeds benefiting the MDS Foundation.

Please note that certain gaming events, such as raffles or bingo, requires registration and licensing with the state. Be sure to check ALL local and state laws before moving forward.

HOW WE CAN HELP

FOR ALL APPROVED FUNDRAISERS, THE MDS FOUNDATION CAN:

- Offer advice on event planning and fundraising
- Provide access to your own personal fundraising campaign through MobileCause with a 'Text to Donate' number
- Provide you with our logo for your marketing materials
- Provide you with a template marketing flyer
- Provide the MDS Foundation printed literature for distribution at your event
- Promote your fundraiser

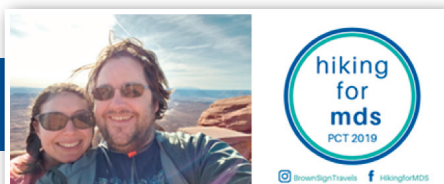
WE RELY ON YOU TO PLAN AND COORDINATE ALL DETAILS OF THE FUNDRAISER, INCLUDING:

- Create your own mailing list of donors, vendors, and sponsors
- Planning the agenda and securing the location
- Deduct any anticipated costs from the funds raised prior to sending your final gift to the MDS Foundation
- Solicit businesses and vendors to support your event
- Promoting the fundraiser
- Printing promotional materials for the event
- Insurance, permits, and liability coverage related to the fundraiser
- Working and managing the actual fundraiser or event

THE MDS FOUNDATION IS UNABLE TO PROVIDE THE FOLLOWING:

- MDS Foundation tax exempt certificate
- Insurance or liability coverage
- Funding or reimbursement for your expenses
- Guaranteed attendance of the MDS Foundation staff

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FREQUENTLY ASKED QUESTIONS

WHAT IS A THIRD PARTY EVENT FUNDRAISER?

- A third party event fundraiser (TPE fundraiser) is an event organized and managed by a volunteer in which funds are raised in support of the MDS Foundation.

WHAT ARE SOME EXAMPLES OF TPE FUNDRAISERS?

- Past volunteer fundraisers have included golf tournaments, ATV wheeler ride and mud run, benefit concerts, modeling/photography events, and marathons. Funds can be raised through participant fees, ticket sales, auctions, and more.

WHAT IS THE PROCESS FOR HOSTING A TPE FUNDRAISER?

- The process is made easy for you. Fill out a quick application with your event details to ensure compliance with our policies and procedures. These policies serve to ensure that all events using the MDS Foundation's name and logos maintain a prudent cost of funds raised; follow all relevant local, state, and federal laws; and portray the MDS Foundation in a positive light. Upon submission, a member of our staff will get back to you within two business days to follow up with any additional questions or let you know that your event is approved.

CAN I USE THE MDS FOUNDATION'S NAME AND LOGO WHEN PROMOTING MY FUNDRAISER?

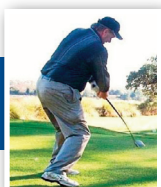
- Once you have submitted the quick application and your fundraiser is approved, we will provide you with the logos for your marketing materials. Anyone using the MDS Foundation logos must have the logo use approved by the MDS Foundation liaison. For example, if you put our logo on your website, you would need to forward the link to your event liaison, and they would take a quick look and approve it.

WILL THE MDS FOUNDATION STAFF BE ABLE TO HELP ME ORGANIZE MY FUNDRAISER?

- The MDS Foundation team is eager to provide guidance and strategy for your fundraiser. We also recommend you form a committee, who can support you during the planning period and throughout the entire event.

WILL AN MDS FOUNDATION REPRESENTATIVE ATTEND THE FUNDRAISER?

- We will do our best to support you and your event in any way we can.



HOST A SATELLITE **MOVE FOR MDS** WALK!



In 2021, we held five **Move For MDS** walks that took place in the Pacific Northwest, California, Chicago, New York City, and Boston/Global and we're thrilled to share that we have raised over \$565,000 to accelerate critical research of Myelodysplastic Syndromes.

Our Boston/Global walk takes place the Sunday closest to **MDS World Awareness Day** and there's no better way to honor the day than being involved in our international event. The event is virtual & live streamed so you can tune in from anywhere in the world!

Can't make it to one of our **Move for MDS** City locations? Consider hosting a satellite **Move for MDS** walk held in conjunction with one of our walks. We encourage virtual participants from all around the world to assemble as a community and walk close to home. We have had teams participate from the United States, Europe, Asia, & Australia.

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- Provide you with a template marketing flyer
- Provide the MDS Foundation printed literature for distribution at your event
- Provide a custom flyer to promote the satellite walk in your area
- Provide a social media post starter kit filled with sample posts & images to promote the walk event.
- Provide custom signs and swag



GET FEATURED DURING OUR LIVE PROGRAM!

We encourage you to take photos & videos of your team walking so we can highlight your team during our event! We want you to move anywhere and in any way that feels safe. Whether you are outside with a small team, riding a bike, or walking on your treadmill, we want you to **join the movement!** Remember, these are family-friendly virtual 5k events for Everybody!

Want to learn more about the Move for MDS Walks?

Visit us at MoveforMDS.org

If you have any questions on the following content or would like to host a mini walk in your town, please reach out to Madelyn Geltch at mgeltch@mds-foundation.org