

HUMANITARIAN ACTION STARTS WITH **YOU**



MEDECINS SANS FRONTIERES
DOCTORS WITHOUT BORDERS

YOUR FUNDRAISING
TOOLKIT



WELCOME TO THE **TEAM!**

Your support makes Doctors Without Borders/Médecins Sans Frontières (MSF)'s lifesaving work possible. You are a part of a global movement of compassionate people committed to the work of MSF and the needs of our patients. By taking the initiative to fundraise on MSF's behalf, you give our teams the ability to reach people in need around the world and provide them with essential medical care.

Thank you!

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AN INTERNATIONAL, INDEPENDENT, **MEDICAL** **HUMANITARIAN** ORGANIZATION

Founded to save lives and speak out, **Doctors Without Borders/Médecins Sans Frontières (MSF)** is a Nobel Prize-winning emergency humanitarian medical organization that has helped tens of millions of people since its founding in 1971. MSF now has more than 40,000 staff members on the front lines of humanitarian crises in close to 70 countries. MSF provides emergency care to people affected by disaster, conflict, disease and exclusion from healthcare.

Our work comes in many forms:

- Emergency public healthcare
- Mass vaccination campaigns
- Water and sanitation systems
- Therapeutic nutrition programs
- HIV/AIDS treatment programs
- Drugs and supplies distributions
- Mental health programs

MSF works independently of political, religious or military agendas, delivering medical assistance based on humanitarian needs alone. We often work in difficult contexts where others are unable or unwilling to go.

To learn more about MSF and the work that we do, visit [**www.doctorswithoutborders.ca**](http://www.doctorswithoutborders.ca).

YOUR TOOLKIT

The generosity of Canadians helps make it possible for **Doctors Without Borders/Médecins Sans Frontières (MSF)** to deliver lifesaving emergency healthcare to people caught up in some of the world's worst humanitarian crises.

MSF has put together this toolkit to help you raise funds and awareness in support of our medical humanitarian work. The toolkit provides several resources designed to help make your fundraiser fun, rewarding and successful.

We've broken down the fundraising experience into four easy steps:

STEP 1: Plan

STEP 2: Promote

STEP 3: Run your event

STEP 4: Wrap up

Each step has important information, as well as helpful tips and resources. If you need any additional support, feel free to get in touch with us.



CONTACT US

Doctors Without Borders/Médecins Sans Frontières Canada

551 Adelaide Street West, Toronto, ON M5V 0N8 Canada

E: communityevents@toronto.msf.org

T: 1.800.928.8685

www.doctorswithoutborders.ca

Charitable Registration Number: 13527 5857 RR0001

STEP 1: PLAN YOUR EVENT

Planning is the first step to hosting a successful fundraiser. Here are some tips to help you during the planning process:



START BRAINSTORMING

Decide what type of event you want to hold. The possibilities are endless. You can hold a fundraiser on your own, as a team or as a community. The key to a successful fundraiser is to choose an event that motivates you and empowers others to take action. We have included some ideas that can help you choose a fundraiser that suits your resources and experience.



TIMING IS KEY

Pick a date for your fundraiser that doesn't conflict with any competing events. Timing and location can be crucial to the success of your event. Sometimes you can take advantage of a holiday and strategically plan your event around it. For instance, during the winter holidays, holding an arts and craft sale might be a good idea because people are looking to buy gifts for loved ones. A pre-event checklist will help you.



SET A GOAL

Set a specific, measurable goal that you, your friends and family, or your community can work toward. Share your goal with potential donors or sponsors – it will encourage them to help you reach it.



CREATE A BUDGET

Start by creating a budget to keep your expenses in check. You can keep event expenses low by seeking sponsorship. Securing sponsors can help cover costs, while also recognizing and promoting the generosity of local businesses. If you want to get sponsors for your event, we can provide you with a letter of support. Please contact us to request sponsorship resources. (It's important to remember that MSF cannot reimburse any of your costs or provide a tax receipt for your expenses.)



HELPING HANDS

A dedicated team is often essential to making an event a great success. Gather a team of volunteers (friends, family, coworkers) who share your fundraising spirit and commitment to MSF's work. And, when you need to make sure nothing slips through the cracks, refer to the pre-event checklist. Use it at any point in the event planning process to reduce stress and make sure no detail is forgotten.



REGISTER YOUR EVENT

Once you have planned your event, submit the event registration form online. Upon registration you will receive an email from us to help you start planning your event. Please remember, we will need at least 14 days' advance notice to ensure your event will have adequate time, resources and support.



RESOURCES:

Pre-event Checklist

Financial planner – this document provides you with tax-receipting information and it will help you budget your expenses.

Sample sponsorship letter

Fundraising Ideas

STEP 2: PROMOTE YOUR EVENT

Get the word out about your fundraiser by promoting it to your friends, family, co-workers or the general community. These are just a few ideas on how to effectively get your message out:



ONLINE DONATION PAGE

Create an online donation page on the **Canada Helps website** and select MSF as your charity of choice. This resource will give you the ability to track your fundraising progress, e-mail your contacts and invite them to support you, and it makes collecting donations easy. Just share the link to your personalized donation page with potential donors and let them know that they can donate anytime.



BE SEEN AND BE HEARD

Promote your event as much as possible to get the most out of your fundraiser. Think of the type of audience you want to participate and what is the best way to engage them. Informing local media about your event can increase awareness about your fundraiser and help make your event a success. You can even invite them to take part – this may make them more eager to cover your story. If you get the opportunity to speak to a reporter or have an article written about your event, let us know!



DIGITAL FIRST

Use social media to promote your event to your social networks. Create an event page on Facebook, tweet about it on Twitter or create a video to share on YouTube. Take photos of your event on the big day and share! Don't forget to connect with us on Facebook, Twitter, Instagram and YouTube too!

Connect with Doctors Without Borders



[msf.english](https://www.msf.org/en)



[doctorswithoutborders](https://www.instagram.com/doctorswithoutborders)



[@MSF_canada](https://twitter.com/MSF_canada)



[MSFCanada](https://www.youtube.com/MSFCanada)



RESOURCES:

[Flyer](#)

[Poster](#)

[Social media resource sheet](#)

STEP 3: RUN YOUR EVENT

After all the planning, your hard work comes together on the day of the event. These are a few things to keep in mind:



PLAN B

It's always a good idea to have a backup plan, especially if your event is dependent on factors beyond your control (e.g. weather). Make sure everyone involved with the fundraiser is aware of any alternative plans and you have a way of getting in touch with them.



GET EXCITED

Before your event starts, take a moment to get everyone involved motivated and excited! Share some words of encouragement and let them know their efforts are making a difference. This is also a good time to make sure everyone understands their roles and responsibilities.



MAKE IT EASY

Make donating easy. You can either fundraise online, offline or both! Choose whichever works best for you and your audience. You can fundraise online by creating a personal or group fundraising page. Online donations collected through your fundraising page go directly to MSF. You can also collect pledges, cash or cheques, in person at your event or leading up to it. Please ensure cheques are payable to Doctors Without Borders/ Médecins Sans Frontières (MSF). Please use pledge forms to record the list of names and addresses (including postal codes) of the individuals who gave cash donations so they may receive charitable tax receipts. Please also include the donation amount.



EVERY LITTLE BIT COUNTS

Let people know their contribution matters by sharing examples of how MSF puts donations into action. People are more likely to donate or volunteer to help if you are a champion for the cause, know why it is important, why their support is needed and where the money goes. Use the FACT SHEET to show the impact that donating to MSF can make in our work overseas. Take the time to learn about MSF's work by reading the ABOUT US section of this toolkit, and by visiting our website.



HAVE FUN!

You worked hard to pull this event together, so don't forget to take the time to enjoy it. Take pictures and send them our way.



RESOURCES

Fact sheet – use this to show people the value of their donation

Pledge form – use for cash donations

Individual donation form – use for credit card or cheque donations

Collection box wrapper – stick this onto a box or tin to show people where to put their donations.

STEP 4: WRAP UP YOUR EVENT

With the event behind you, congratulate yourself on a job well done. Don't forget to do these final things:



A MEANINGFUL THANK YOU

Show your supporters, volunteers and anyone else involved with your fundraiser your appreciation by sending them a message of thanks on MSF's behalf. Share the total amount of funds raised and thank them for their contribution.



SEND IT OUR WAY

Now it's time to put your funds into action. Send all pledge forms and donation forms to MSF, along with the donations, within 30 days of your event. For security, please do not send cash. If you receive cash donations, please send a cheque for the same amount and provide the pledge form with donor name, address, contact information and the amount of their individual donation. All cheques should be made payable to Doctors Without Borders/ Médecins Sans Frontières (MSF).

Send your funds, pledge forms and donation forms to:

Attention: Community Fundraising Coordinator
Doctors Without Borders Canada/Médecins Sans Frontières
551 Adelaide Street West, Toronto, ON M5V 0N8 Canada



TAX RECEIPTING

Doctors Without Borders/Médecins Sans Frontières (MSF) is a registered charity and can issue charitable tax receipts for eligible donations in accordance with Canadian Revenue Agency guidelines. Please keep the following in mind:

- You must provide us with a list of names and addresses (including postal codes) of the individuals who gave the donation to receive charitable tax receipts. Please also include the donation amount.
- Donations of \$10 or more are eligible for a tax receipt, MSF Canada will issue a consolidated receipt for all your donations in the month of February after the previous tax year has closed. If you have any questions, please don't hesitate to contact our donor relations team.



RESOURCES

Post-Event Checklist

Sample Thank you Letter

Financial Planner



GOOD LUCK!

THANK YOU FOR SUPPORTING MSF AND FOR SHOWING YOUR COMMUNITY
THAT HUMANITARIAN ACTION STARTS WITH YOU.

QUESTIONS?

If you have any questions or need additional information, please contact:

Community Fundraising Coordinator

E: communityevents@toronto.msf.org

T: 1.800.928.8685

www.doctorswithoutborders.ca



FUNDRAISING GUIDELINES

Thank you for your interest in fundraising on behalf of **Doctors Without Borders/Médecins Sans Frontières (MSF)**. With the support of third-party fundraisers like you, MSF is able to reach people in need around the world and offer them lifesaving medical care. Please review the following guidelines and conditions to ensure your fundraising event is safe, fun and successful for everyone involved.



WHAT IS A THIRD-PARTY FUNDRAISING ACTIVITY?

Any fundraising event or activity that is organized, run and financed by an individual, group or organization outside of MSF on our behalf.

1. GENERAL TERMS AND CONDITIONS

Event organizers must agree to the following terms and conditions:

- I. Obtain approval to hold a third-party fundraising activity from MSF by completing and submitting an event proposal form at least 14 days prior to the event. (MSF reserves the right to decline approval of any third-party fundraising activity that is deemed unsuitable.)
- II. The event organizer(s) must be at least 18 years old, or have an adult supervisor who takes responsibility for the event.
- III. MSF does not accept funds from businesses with a significant source of income deriving from industries such as arms, tobacco or mineral extraction in countries where MSF works, or pharmaceuticals. Any sponsorship or endorsement from the business community must be approved by MSF. If you have any concerns, contact MSF.

2. PUBLICITY

After your event is approved by MSF, we will provide you with a digital Fundraising Toolkit that contains key promotional material (e.g. images, poster, flyer etc.). If you are producing any additional materials, you must agree to the following policies:

- I. All promotional material must state that your event is “in support” of MSF and not an official MSF event.
- II. MSF must approve of all promotional content featuring MSF’s name and logo.
- III. When referring to MSF in any context, please use this format: “Doctors Without Borders/ Médecins Sans Frontières (MSF)” or “MSF”.
- IV. Only MSF-approved images can be used to depict our work.

3. LEGAL AND FINANCIAL LIABILITY

Review the following section to understand your responsibilities:

- I. MSF will not be responsible for any legal or financial liability caused before, during or after the third-party fundraising event.
- II. Event organizers are responsible for any costs incurred before, during or after their third-party fundraising event. MSF does not reimburse or provide tax receipts for any third-party fundraising expenses.
- III. When applicable, event organizers are responsible for obtaining insurance and gaming or liquor licenses, and paying the associated fees. Please comply with any applicable municipal, provincial or federal regulations.
- IV. Event organizers are responsible for ensuring health and safety standards are upheld. MSF will not accept responsibility for any accidents that may occur.
- V. MSF can issue official income tax receipts (for donations of \$10 or more) in accordance with Canada Revenue Agency's regulations when the event organizer provides MSF with the names, addresses, contact information and donation amount for each individual who made a donation. Event organizers must provide MSF with this information within 30 business days of the conclusion of the event.

(NOTE: Tax receipts are dated with the date that MSF receives the donation, not the date of the event.)

- VI. Funds raised must be sent to MSF within 30 business days of the conclusion of the event. For security, please do not send cash. If you receive cash donations, please send a cheque for the same amount and provide a list of the donor names, addresses, contact information and donation amount. (Cheques can be made payable to: "Doctors Without Borders/Médecins Sans Frontières (MSF)").

Please send by mail to:

Attention: Community Fundraising Coordinator
Doctors Without Borders/Médecins Sans Frontières Canada
551 Adelaide Street West, Toronto, ON M5V 0N8 Canada



CONTACT US

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E: communityevents@toronto.msf.org

T: 1.800.928.868

www.doctorswithoutborders.ca

Charitable Registration Number: 13527 5857 RR0001

THANK YOU FOR HELPING DOCTORS WITHOUT BORDERS/MÉDECINS SANS FRONTIÈRES (MSF) PROVIDE EMERGENCY MEDICAL RELIEF TO PEOPLE IN NEED AROUND THE WORLD.

NAME

ADDRESS

TELEPHONE

EMAIL

A consolidated tax receipt for donations of \$10 or more will be issued in February after the previous tax year has closed. Please select how you would prefer to receive your receipt.

☐ By mail ☐ By e-Receipt

☐ Please check here if you want to receive information and offers from MSF.

I WISH TO MAKE A GIFT OF \$ _____

☐ By cheque made payable to **Doctors Without Borders/ Médecins Sans Frontières Canada.**

☐ By credit card:

☐ VISA

☐ MasterCard

☐ American Express

CARD NUMBER

EXPIRY DATE

SIGNATURE

Return this form to the event organizer or send your donation along with this form to:

**Attention: Community Fundraising Coordinator
Doctors Without Border/Médecins Sans Frontières
551 Adelaide Street West, Toronto, ON M5V 0N8 Canada**

Charitable Registration Number:
13527 5857 RR0001



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☐ American Express

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EXPIRY DATE

SIGNATURE

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**Attention: Community Fundraising Coordinator
Doctors Without Border/Médecins Sans Frontières
551 Adelaide Street West, Toronto, ON M5V 0N8 Canada**

Charitable Registration Number:
13527 5857 RR0001



Organizer Name: _____

Event Name: _____

Name	Address	City	Postal Code	Province	Phone	Email	Donation (\$)	Check if you prefer to receive information and offers from MSF.	Initials
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Doctors Without Borders/Médecins Sans Frontières Canada
551 Adelaide Street West, Toronto, ON M5V 0N8 Canada
E: communityevents@toronto.msf.org

CONTACT US



Charitable Registration Number: 13527 5857 RR0001