



# Community Fundraising Toolkit

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**At MSI we believe that everyone should have the right to decide their own future, on their terms.**

## Who we are

MSI Asia Pacific is a member of the MSI Reproductive Choices global partnership, which works in 37 countries providing sexual and reproductive healthcare including contraception, safe abortion and post-abortion care.

Since 1976 MSI have worked hard to open doors, to break down stigma, and to go further than anyone else to make choice possible. Every year we provide millions of people with high quality, safe services, when and where they need them.

As the Australian-based support office for the Asia Pacific region, we support our country programs in Cambodia, Papua New Guinea and Timor Leste to provide sexual and reproductive health information, education, and services through local teams and within the health system. In addition to this long-term involvement, we also implement shorter-term projects across the region.



# Why do we focus on sexual and reproductive health and rights (SRHR)?



## ACCESS TO QUALITY HEALTHCARE IS A HUMAN RIGHT

All people have the right to access safe, quality medical care and make informed decisions about their own bodies. This includes sexual and reproductive healthcare and choosing how, when and if they have children. But 218 million people still don't have access to modern contraception.

## NO CONTRACEPTION IS GUARANTEED

With the exception of complete abstinence from sexual activity, no contraception is 100% foolproof. Unintended pregnancies happen in every population around the world, at an estimated rate of 121 million each year. Almost half of pregnancies in low-to-middle-income countries are unintended.



## UNSAFE ABORTIONS CAN KILL WOMEN

Women who unintentionally fall pregnant and cannot access a safe abortion may resort to an unsafe abortion. Complications from unsafe abortion results in approximately 47,000 pregnancy-related deaths each year. Up to 20 times this number may suffer short or long-term health impacts.

## REPRODUCTIVE CHOICE IS KEY TO ACHIEVING EQUALITY

Marginalized and underserved populations — including LGBTQ+ people, displaced people and refugees, racial and ethnic minorities, people with disabilities and Indigenous peoples — face greater barriers to sexual and reproductive health services, and challenges as a result.



SRHR allows people to make autonomous decisions about their own bodies and sexuality. This helps keep people healthy, dignified and safe.



## IT IS MORE THAN JUST SEX AND REPRODUCTION

Access to SRHR is proven to improve health and well-being, and reduce poverty and inequality, while also promoting economic growth and positively impacting families for generations. It can also strengthen a community in the face of crises such as climate change, humanitarian disasters and political conflict.





# How we work

In urban areas, our clients can visit our clinics where we offer unbiased sexual and reproductive health education, quality counselling, and comprehensive services in a safe, confidential and convenient location.

In most countries we have a contact center, or hotline, where clients can call or chat online with trained service providers and receive trusted information about sexual and reproductive health. For our rural or remote clients, we travel by plane, boat, 4WD or on foot – sometimes for days at a time over difficult terrain – to provide high-quality education, counselling and services with a focus on choice. For many of these clients, we are the only way they can access contraception and other sexual and reproductive health services.

We also work with existing local, state and national governments to share evidence, train their staff and contribute to strengthening public health. This work draws on MSI's considerable experience globally in the provision of comprehensive high-quality rights-based sexual and reproductive health.

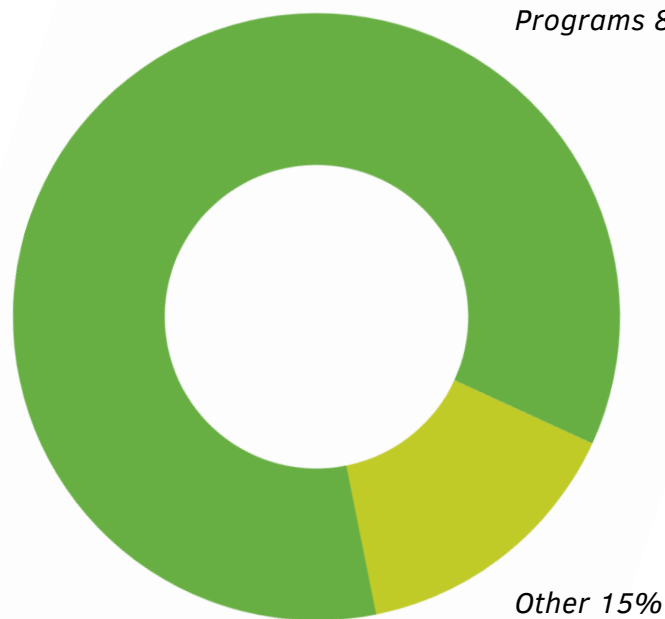




# Where your donation goes

We keep our admin costs low, with most of our expenditure going directly to supporting women and their families to have children by choice not chance.

For every dollar donated, 85c directly funds our teams on the ground. We distribute funds to programs and projects across our region, depending on where it is needed most.



# What your donation can do

**\$60**

Provides a woman with emergency medical care if she has sought an unsafe abortion. This care could be life saving and prevent long term complications.

**\$100**

Provides 10 girls with menstrual health kits, allowing them to go to school when they have their periods.

**\$500**

Funds a visit to a remote community in Timor-Leste to provide health information and contraceptive services

**\$1000**

Funds the installation of accessibility ramps in Vietnam to make our clinics accessible to people living with disabilities.

**\$10000**

Supports a specialist sexual and reproductive health nurse or midwife in Cambodia to work in her local community, reaching vulnerable clients in their own homes.

**\$45000**

Contributes to opening a new clinic, allowing urban clients to visit us for comprehensive family planning services.





# How you can contribute

Interested in fundraising for us? Here's how to get started.

## Choose your activity

You could organise an event and invite people to attend, hold a sale or auction or set yourself a challenge and ask people to support you. Can't think of anything? We have plenty of ideas – see the next page for inspiration.

## Spread the word

Talk to your employer, community group, school or university before you start fundraising. Your school or university might be willing to promote your fundraising efforts. You could even ask your manager or employer whether they would be willing to match the amount you raise.

## Register your fundraiser

Create your own fundraising page by heading to <https://msichoices.org.au/fundraise-for-us/> and clicking 'Create your fundraising page'.

This is where you can track, update and thank your donors. You can customise the page with images, logos or other info.

## Invite people

- Share the news!
- Invite colleagues, friends or family to your event simply and easily with a link from your fundraising page.
- If you have set yourself a challenge, ask them to support you with a link to your fundraising page.
- If appropriate, you can ask your contacts to share it with their networks too.

## Let us know

We are super excited that you have chosen to fundraise for our cause, and would love to see you in action. Feel free to share images of your event or of you undertaking your challenge on social media, and be sure to tag us at @msi.choices.asiapacific on Facebook or @msi\_asiapacific on Twitter and Instagram.

If your workplace allows you to use its social media channels to promote your fundraiser, even better!

## Say thank you!

After the event, be sure to thank your donors and let them know how much was raised. You can do this quickly and easily using the links from your fundraising page.

You can help us spread the word about our important work even further, by suggesting they follow us on social media or check out our website for more information.

Your fundraising directly helps people to access sexual and reproductive health where and when they need it. But it also does more than this. It also helps us to break down stigma around this topic, and to spread the word about our work to more people.



# Fundraising ideas

## Organise an auction

Have something that other people would be interesting in bidding for? This could be a weekend away at your beach house, a restaurant voucher or tickets to a sports event or concert.

## Host an event

You could hold a dinner party, cocktail party or picnic for a group of friends and ask them to contribute with a donation or buy a ticket.

## Get sponsored

You can participate in an existing event such as a marathon, fun run, swim or ride, or create your own challenge, such as a hike with friends, a month of daily exercise, or even an amount of kilometres walked in a month.

## Garage sale or market stall

Get together a few things that you no longer need and sell them at a garage sale, online or a second-hand market.

## Ask for donations instead of presents

Getting married or having a birthday? Instead of presents, ask guests to donate to support your fundraising. You can set up a page at [mschoices.org.au/fundraise-for-us/](https://mschoices.org.au/fundraise-for-us/) and customise it for your event.

## Make, bake or cook

Hold a bake sale, pancake breakfast or sausage sizzle and raise funds for us. This can be a great activity for schools or community groups.



# The fine print

## Banking

All funds raised can be deposited directly through your online fundraising page. Everyone who donates to your online fundraising page will be automatically emailed a tax-deductible receipt.

For cash donations received while fundraising you can:

- make a payment of the amount raised directly to your fundraising page using a credit or debit card
- directly transfer the funds to our bank account or send us a cheque. For details or assistance, please [email us](#).

## Fundraising guidelines

By registering as a community fundraiser for MSI Asia Pacific you:

- understand that all fundraising activities must align with MSI Asia Pacific's values and we reserve the right to reject any fundraising activity or donation based on misapplication of our values. Please [contact us](#) if you are unsure.
- confirm that your proposed fundraising activity complies with all relevant legislative and local government requirements and that all appropriate permits, licenses and insurance for fundraising in the state and/or territory where the activity is to be held will or have been obtained. Please [contact us](#) if you are unsure.

- will not exploit the position as a community fundraiser and/ or the association with MSI Asia Pacific for personal gain.
- agree that all personal and sensitive information associated with the proposed fundraising activity will be handled in accordance with all relevant privacy legislation.
- agree not to engage in telemarketing or door-to-door fundraising.
- give consent for photographs or other information you provide from the event to be published online or in publications by MSI Asia Pacific.
- give consent for your information to be collected and stored by MSI Asia Pacific in accordance with our [Privacy Policy](#).

## Tax deductible donations

All donations over \$2 are eligible for a tax-deductible receipt. Please note that the following cannot be issued with a tax-deductible receipt:

- purchase of a good or service related to a fundraiser (for example, food purchased for a morning tea fundraiser)
- purchase of raffle tickets
- purchase of an auction item
- goods or services donated for a fundraising event or activity
- money received and or/donated on behalf of others.

Remember, everyone who donates via your online fundraising page is automatically issued with a tax-deductible receipt.





# Thank you for your support.



MSI Asia Pacific 1300 478 486



For any community fundraising enquiries, please **contact us**.



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