

Guidelines for groups and individuals fundraising on behalf of Masiphumelele Trust Ltd (MASICORP) in the UK.

Thank-you for volunteering to raise money for the Masiphumelele Trust – we appreciate your help!

To keep our status as a charity in the UK we have to follow certain guidelines. As one of our fundraisers, you need to:

1. Clearly identify us when you ask for donations
2. Get the donor's Gift Aid details if you can
3. Collect and send money using our preferred methods
4. Provide us with details of donations received
5. Link to our social media and web site
6. Abide by Child Protection and Privacy Laws
7. Guard our values
8. Confirm that you will follow our fund raising guidelines

The sections below describe these points in more detail. If you need any other information you can find our Contact details at the end of the document.

1. Clearly identify us when you ask for donations

Masiphumelele Trust is the legal identity of **MASICORP** in the UK.

In your publicity, always include:

- The **MASICORP** logo (copies of can be found on our 'Resources' page <http://www.masicorp.org/MasiResources.htm>)
- Our web address: www.masicorp.org
- The phrase:
“**Masiphumelele Trust Ltd** is a UK registered charity N° 1137358”.

2. Get the donor's Gift Aid details if you can

Gift Aid increases the value of donations to charities in the UK by allowing them to reclaim basic rate tax on any gifts. We take the donation - which is money on which the donor has already paid tax - and reclaim the basic rate tax back from HM Revenue & Customs (HMRC). Basic rate tax is 20%, so if someone gives £10, it's worth £12.50 to **MASICORP** after Gift Aid is applied.

We must show that a donor is a UK taxpayer before we can claim this extra 25%. This is why recording Gift Aid and other accounting details is important when you are collecting money for **MASICORP**.

The easy way to do this is to use **Justgiving.com** (<http://www.justgiving.com>) for your fundraising. This web site records Gift Aid and other accounting details as part of the donation process and will provide Gift Aid reports automatically. (See Section 3 on how to set up **Justgiving.com**).

If you will not be using **Justgiving.com**, please contact our Treasurer to talk through the best way to do things.

For full details on how Gift Aid works in the UK, see HM Revenue & Customs:

<http://www.hmrc.gov.uk/individuals/giving/gift-aid.htm>

3. Collect and send money using our preferred methods

MASICORP can accept donations in any of the following ways:

- **By cheque:** cheques should be made out to 'Masiphumelele Trust Ltd' and sent to our Treasurer. (Please confirm whether the donor is a UK taxpayer so that we can reclaim UK Gift Aid.)
- **By Credit Card or PayPal:** you can link to the UK 'Donate Now' button on our web page, or if you are building a blog or web site we can provide the code for you to embed PayPal Donate buttons "Gift Aid" and "No Gift Aid" versions. Please contact our Webmaster to set this up.

- **By SMS:** you can collect donations via mobile phone SMS text messages. E.g. 'Text MASI13 £10 to 70070 to donate £10'. This facility is free.

A customised SMS code will cost a monthly fee which has to be paid from the Masiphumelele Trust bank account. Please contact our Webmaster to set this up. (You cannot always get the SMS code you want - make sure your code is available before you print any publicity materials.)

- **Justgiving.com:** we are a registered charity on www.justgiving.com. This web site lets you set up a Fundraising page where you can get both sponsored for various activities, or take one-off donations. **MASICORP** can receive these donations once your page is linked to our account. **NB:** we don't keep our **Justgiving.com** account online all the time (there is a monthly fee). Let our Webmaster know if you want to use the site for fundraising and we will re-activate our account.
- **Cash:** To collect cash donations on the street, or at an event, you need a licence which must be sponsored by us. **We don't recommend this method as obtaining permits is very time consuming.**

For further information please visit our website:

"Donate Now" http://www.masicorp.org/MasiDonate_UK.htm

"Resources" <http://www.masicorp.org/MasiResources.htm>

4. Provide details of Donations received

As a UK registered charity, **MASICORP** (Masiphumelele Trust) can be audited by the Charity Commission at any time. Please keep a simple account of the donations you receive, as this will be required for Charity Commission audit purposes.

- If you are using **JustGiving.com** this is not required as their system provides us with the necessary reports
- If you will not be using **Justgiving.com**, please contact our Treasurer before you begin fundraising to talk through what you will need to do.

5. Link to our social media and web site

- Always mention our website (www.masicorp.org) in your publicity
- If you are a **Facebook** user - please 'Like' our page
- If you set up a **Facebook** fundraising page let us know so we can 'Like' it and share your status updates
- Add our web address to your email signature!
- We can set you up to add content on our Blog, or link your blog to ours. Please contact our Webmaster to set this up.

6. Abide by Child Protection and Privacy Laws

We are bound by UK and South African Regulations for the use of photographs of children or individuals. Please contact our Webmaster for guidelines on using photographs in your publicity.

For further details, see our 'Resources' page:
<http://www.masicorp.org/MasiResources.htm>

7. Guard our values

On the "Resources" page of our website you can find 300 and 500 word summaries of what **MASICORP's** work in Masiphumelele is about. Please feel free to copy them in your publicity. <http://www.masicorp.org/MasiResources.htm>

Life in Masiphumelele is hard, but you should emphasise in your publicity that we offer a 'hand up' to people who are prepared to work hard – not a 'hand out' to support a poor status quo. **MASICORP** is about empowering people to make their lives better.

If you have any questions on this – please contact us.

8. Confirm that you will follow our fundraising guidelines

If you'd like to fundraise for us, please send an email to our Treasurer, Sandra Dodson to let us know:

- Your contact details so we can keep in touch (Name, address, email and phone numbers)
- How you intend to do your fundraising (roughly!) so we can give you some publicity
- How you will be keeping track of donations and expenses

Please also confirm that you have **read, understood and agree** to these guidelines.

Contact Details

Treasurer: Sandra Dodson: sandra@masicorp.org

Webmaster: Julia Musgrave: julia@masicorp.org

If you need any help, Sandra and Julia will be happy to do everything they can.

*Thanks again for becoming one of our fundraisers!
The residents of Masiphumelele really appreciate your help.*