



MS WALK RUN+ROLL GUIDE 2020

SYDNEY, CANBERRA, MELBOURNE & LAUNCESTON



Contents

Welcome	1
About	2
What is multiple sclerosis?	3
Meet Rachel, MS Walk Run + Roll Supporter	4
The difference you make	6
How to get your fundraising started	7
Double your donations	8
Fundraising rewards	9
Ideas & inspiration	10
Questions? Contact us	11



Thank you for joining us for the 2020 MS Walk Run + Roll

This year we are proud to be celebrating 30 years of the event in Sydney, 15 years in Melbourne, 10 years in Canberra and returning to Launceston for our second year. This legacy is possible thanks to you and the ongoing support and dedication of our community of supporters, donors and volunteers.

Every week more than 10 Australians are diagnosed with multiple sclerosis, and the average age of diagnosis is just 30 years old. Thanks to your support, you are helping Australians living with MS to receive the support they need to live well, at home, at the workplace and in the community.

This year, we are excited to have renamed the MS Walk + Fun Run to the MS Walk Run + Roll, celebrating the diversity, strength and comradery of the MS community.

We also have some exciting rewards this year to acknowledge our MS Hero Fundraisers. Everyone who raises a minimum of \$150 will receive something special to thank them for their fundraising efforts (see page 9 for more information).

I trust you will enjoy the day, and we look forward to welcoming you to the Event Village afterwards to celebrate your contribution to Australians living with multiple sclerosis.

We must also thank our incredible team of volunteers who play a significant role in supporting the delivery of the event, ensuring it is a memorable and safe day. Please take the time to say thanks and give them a wave along the way.

Congratulations and enjoy the 2020 MS Walk Run + Roll.

John Blewonski
Chief Executive Officer
Multiple Sclerosis Limited

About the MS Walk Run+Roll

We are very excited to bring you the latest and greatest in the Fun Run experience, the MS Walk Run + Roll!

We have kept all the things you love about the MS Walk + Fun Run, added in some more amazing rewards for our MS Fundraisers and we are working to not only improve the course for feet and wheels but also make the event more environmentally friendly as well!

A carefully curated day out - the MS Walk Run + Roll is a combination of the classic fun run model, a big spoonful of community spirit, and a sprinkle of health and wellness, all mixed together to create an opportunity to make a real difference to people's lives.

We're all about moving forward to support Australians living with multiple sclerosis. So, whether you're a keen runner or more of a walking wonder, join us as we step towards a better future for those who are affected by MS.

Located in Melbourne, Sydney, Canberra and Launceston, the MS Walk Run + Roll isn't just a must do event on the cardio calendar, it also helps to raise much needed awareness and work towards helping those who live with this devastating neurological condition.

After all, we're here together so nobody faces MS alone.

Event Details

Sydney

Metcalfe Park, Pyrmont,
Sydney, NSW 2000

Sunday 15th March

Run - 8:30am

Walk and Roll - 10:00am

Distances - 4km and 8km

Canberra

Rond Terrace, Parkes, ACT 2600

Sunday 29th March

Run - 8:30am

Walk and Roll - 10:30am

Distances - 5km , 10km and 14.4km

Melbourne

Palms Lawn, Albert Park, VIC 3206

Sunday 31st March

Run - 9:00am

Walk and Roll - 10:30am

Distances - 5km and 10km

Launceston

Inveresk Precinct, Invermay,
TAS 7248

Sunday 20th September

Run - 9:00am

Walk and Roll - 10:00am

Distances - 4.5km and 9.5km

What is multiple sclerosis?



Multiple sclerosis is a lifelong disease for which there is **no known cure**.



Australians will be **directly impacted** through a diagnosed family member, friend or colleague.



No two cases of multiple sclerosis are identical. The visible and invisible symptoms of multiple sclerosis vary from person to person.



The average age of diagnosis is between **30 years of age**, although children as **young as 10** have been diagnosed.



Multiple sclerosis **attacks the central nervous system** (the brain, spinal cord and optic nerves).



Multiple sclerosis is the **most common neurological condition** among young people.



3 out of 4 people living with multiple sclerosis **are women**.

Some symptoms of multiple sclerosis:

- Extreme fatigue
- Blurred vision
- Loss of balance and muscle coordination
- Slurred speech
- Difficulty with walking
- Balance issues
- Dizziness
- Altered sensation such as tingling, numbness or pins and needles





Meet Rachel, her team 'Don't MS with Rachel' raised \$7050 in 2019 at the Sydney MS Walk + Fun Run – \$4000 higher than their original goal!



"It was a really feel good event. Not only did I give back to MS, but it really made me feel good about myself too," says Rachel.

"By doing the walk I helped spread awareness about MS and raise funds that help other people, like me, who are living with MS."

Rachel lives with multiple sclerosis, since she was diagnosed two years ago. Her MS symptoms include numbness, pins and needles in the lower half of her body, extreme fatigue, heat intolerance, electric shock feelings, dizziness, and brain fog.

"It's been a bit of a rollercoaster. My daughter was only five months old when I was diagnosed. It was a really, really tough time mentally, including a sense of grief. That's when I reached out to MS Connect and got them to help me. They sent me MS information packs and helped me understand what MS was and the impact on my life."

MS Connect is a free service that provides information, support and links to services for people living with multiple sclerosis, as well as for their family members, friends and carers. And your fundraising makes this possible.



“It was fantastic to
fundraise for MS and give
back. They helped me
during my darkest of days
and if the money I raised
helps just one person,
that’s amazing.”

“It purely comes down to education and awareness,” says Rachel. “MS is like a snowflake – no two are the same. There’s people walking around every day that you’ll see, who are living with MS and you wouldn’t know it.”

Rachel and her team are taking part again in the 2020 MS Walk Run + Roll to continue raising awareness and vital funds to help people with MS in all aspects of life.

It’s because of you, that we can help support people like Rachel on their MS journey from diagnosis to being able to live well with MS.

Rachel also reached out to MS for information to support conversations about the family’s future.

“We’d always imagined three plus kids. But after being diagnosed it was like,

can we go for another?”

“I didn’t know what MS meant for my family, so they sent me specific pack about having a child as a person living with MS. The information pack from MS helped me a lot. I’ve even had follow-up calls.”

“To know support is so readily available is fantastic – you can chat online or by phone and it’s all free. It’s only made free through events like the MS Walk Run + Roll and other fundraising events.”

Your fundraising efforts directly benefit people living with MS, from diagnosis to everyday management. Thank you for helping us ensure no one has to face MS alone.

The difference you make

1 in 3 Australians will be directly impacted through a diagnosed family member, friend or colleague. The news of diagnosis and the uncertainty of what lies ahead can be devastating for people living with MS and their families.

By taking part in the MS Walk Run + Roll, you are making a significant difference in their lives. With the funds you raise we are able to provide much needed emotional support, advice and vital services to ensure their journey is not undertaken alone.

Thanks to your support, every year:



20,466 occasions people...

reach out and find a caring voice on the end of the line thanks to the **MS Connect** phone service, who provide support, care and advice when it is needed most.



500+ people...

access **MS Peer Support** group, providing connection for people living with MS and an important social outlet for what can be an isolating disease.



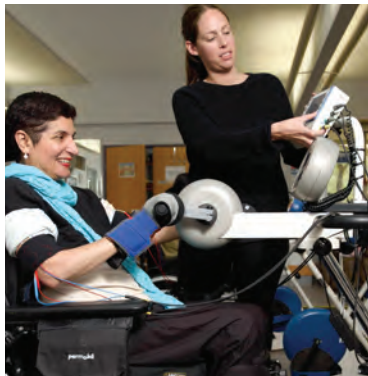
1,875 people...

access free, specialised advice and guidance from a health professional through the **MS Advisor** programs, without having to travel or join a long waiting list.



12,573 healthcare workers...

participate in **MS Education** programs to help them manage living with MS and the unpredictability of their symptoms.





How to get your fundraising started

We hope you are getting excited for your walk, run or roll to support Australians living with MS! With these top tips, you're sure to reach your fundraising goal!

☐ Upload your photo

Put a face to your name! Show your personality, have some fun with it.

☐ Increase your goal

Make sure you keep on top of your goal, keep your friends and family updated on your progress and increase it if you need!

☐ Make the first donation

Some people may not want to be the first to donate or know how much to donate, kick start your fundraising by leading the way and making a personal donation!

☐ Send emails

Ask your friends, family and colleagues to help out with your fundraising! Emailing is one of the best ways to get donations, and we even have email templates on your fundraising portal to help you out.

☐ Share on social

Almost everyone is on social media these days, so why not share your journey on Facebook, Instagram or your platform of choice?!

Tag us @mswalkrunroll and hashtag #mswalkrunroll

☐ Check out our resources

Lots of downloadable and useful resources are available on your page and the Walk Run + Roll website. Check out the fundraising tools available here: mswalk.org.au/fundraising-fundraising-tools

☐ Host an event

There are many fun events you can host, to help reach your fundraising goals – such as casual day at work, a bbq, trivia night, after work drinks and more. For more ideas visit our website mswalk.org.au/fundraising-ideas-inspiration.



Double your Donations – with Matched Giving! Ask your employer today!

Many companies have a matched funding program and will match ‘dollar for dollar’ the amount you or your team fundraise for charity.

How do I find out about my company’s policy?

Your Human Resources Department will know whether your company matches money raised by their employees or has a program that supports the charitable causes of its employees. Tell HR about the distance of the event, the number of members in your team and what you hope to achieve. For example, every \$250 raised pays for an MS Nurse Advisor to visit a person with MS through the crisis of a relapse.

How do I ask?

The most engaging way to ask is to do so in person. If that’s not possible, send an email. Have a document detailing the event, your request and the benefits to the company of supporting your team.

For matched funding our company details are: Multiple Sclerosis Limited, ABN 66 004 942 287.

Other options

If your company does not have matched funding, they may support you in other ways such as pay for registrations, donate to the team or pay for a custom team kit. Please contact MS Events for any documentation required, including tax-deductible receipts, or a letter of thanks.



Fundraising rewards

Raise \$150 or more and you will join the MS \$150 Club and receive a MS Walk Run + Roll Fundraiser Lapel Pin to wear with pride!



Become a MS Hero Fundraiser

If you would like to continue your fundraising and make an even bigger difference for those living with multiple sclerosis, you could become a 2020 MS Hero. As an MS Hero, you will be rewarded to recognise your outstanding fundraising efforts. The more you raise, the bigger the reward!




\$300 Hero

Raise \$300 or more to become an \$300 MS Hero and receive an MS Lycra Fitness Belt!




\$500 Hero

Raise \$500 or more to become an \$500 MS Hero and receive an MS Sweat Wrist Band with pocket for your key or card!



**Bronze Hero
\$1,000**

Raise \$1,000 or more to become an Bronze MS Hero and receive an MS Fundraiser Power Bank!



**Silver Hero
\$2,000**

Raise \$2,000 or more to become an Silver MS Hero and receive a MS Fundraiser Backpack!



Gold Hero \$5,000

Raise \$5,000 or more to become an Gold MS Hero and receive a JBL Bluetooth Portable Speaker!



**Ruby Hero
\$10,000**

Raise \$10,000 or more to become an Ruby MS Hero and receive a Fitbit Activity Tracker!

Ideas & inspiration

We're here to help! Maximise your efforts by implementing these easy ideas.



BBQ



**Morning or
afternoon tea**



**Trivia
night**



**Dinner
party**



**Auction off your
team name**



Baking



**Clothing
challenge**



**Sponsorship on
your team shirts**



**After work
drinks**



**Holding
a stall**

For more guidance
on hosting a fundraiser
visit our website:

[mswalk.org.au/
fundraising/
ideas-inspiration](https://mswalk.org.au/fundraising/ideas-inspiration)



Questions? Contact us

The MS Events Team have a wealth of knowledge in fundraising and can provide you with the tips, tools and support you need to reach your goal.

Be sure to contact the MS Events Team if you require any assistance.

Ask us about:

- Setting up your team
- Organising a fundraising event
- MS branded merchandise
- Matched Funding and much more!

Phone: 1300 733 690 Email: events@ms.org.au



look out for the
Selfie Zone
at the event

#mswalkrunroll

**Don't forget to share your photos on the day!
Tag us @MSWALKRUNROLL and #mswalkrunroll**

Get Into Gear!



Purchase online
shop.ms.org.au/ms-walk-run-roll



**WE PUT YOUR
MOVEMENT
FIRST.**
So you can too

LEADERS IN PHYSIOTHERAPY
AND SPORTS MEDICINE

lifecare.com.au



Holistic in-home and
community support



30 years' experience



1 million support hours
provided every year



Qualified and friendly staff

**A leading provider of
care in the community**

1300 303 770
www.ahcs.org.au



REGISTERED
NDIS
PROVIDER

Thank you to our Event Partners

Event Sponsors



Event Supporter

