

**MS WALK
RUN+ROLL**



YOUR GUIDE TO FUNDRAISING



Welcome to the 2025 MS Walk Run + Roll



John Blewonski
Chief Executive Officer
MS Plus

This year you will join thousands of other participants who, along with an incredible community of supporters, donors and volunteers, are making sure no one has to face multiple sclerosis alone.

Through your participation and fundraising efforts, you are making sure that the over 33,300 Australians living with multiple sclerosis can continue to access vital support and services that enable them to live well at home, in the workplace and the community, as well as assisting funding for vital research into a cure.

Thank you for joining us on the 2025 MS Walk Run + Roll. I know you will enjoy the experience and feel proud of your efforts and for the difference you are making to those Australians living with multiple sclerosis. Together we can all make sure that no one has to face MS alone.

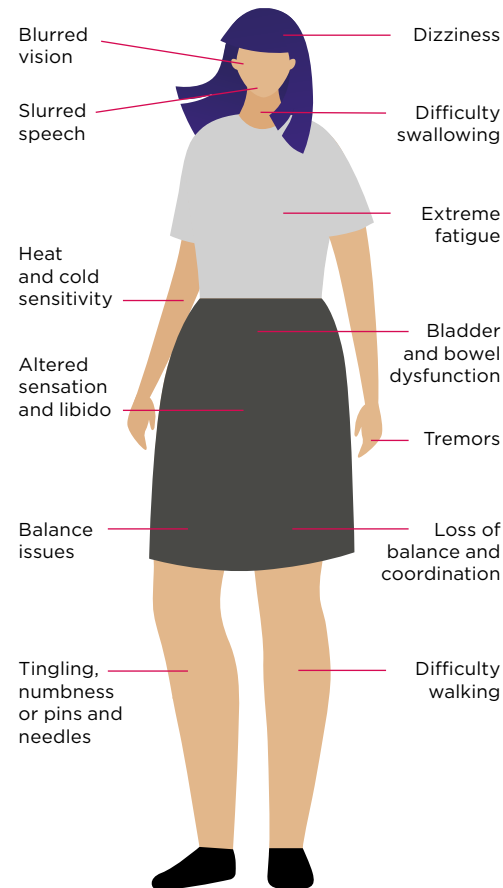


“Fundraising offers great opportunities to spread awareness about those suffering with MS to your family, friends, colleagues at work and sporting club peers. It also encourages those that sign up to support you to take part in a really fun and activity filled day at the MS Walk Run + Roll.”

Stefan Condello
Top Fundraiser for Melbourne, 2023

What is multiple sclerosis?

Some symptoms of multiple sclerosis:



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



1 in 3 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 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.

It's thanks to your support that this is possible. Thank you for making sure no one faces MS alone.

1 in 3 Australians will be directly impacted by multiple sclerosis through a family member, friend or colleague. The uncertainty of what lies ahead after diagnosis can be a difficult experience, and that's why we are here to make sure no one faces MS alone.

Here's how your support will make a difference:



Plus Connect - Helpline and support centre

This year, people with MS, their families and carers will reach out over 16,676 times to our free helpline MS Plus Connect.



Plus Advisor - Personalised advice + referrals

More than 1,525 clients with MS will receive specialised advice from caring nurses, occupational therapists and social workers through MS Plus Advisor.



Plus Connect

Over 888 people will receive employment support to help them stay in the jobs or to find employment.



Plus Advisor - Webinars & Events

Over 2,131 people will participate in MS Education webinars and events to better understand and live well MS.



Plus Peer Support Groups - Connection & Belonging

Approx. 1000 new people with MS and their loved ones will find social connection through Plus Peer Support groups, held online, in-person and by phone with 1,700 hours of monthly support.

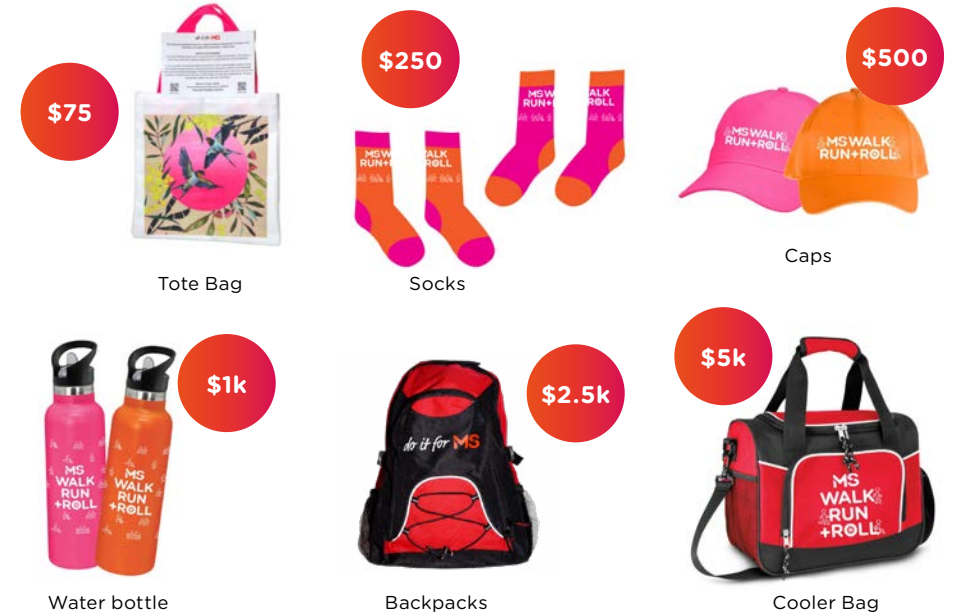


NDIS Support Coordination

Around 1,400 people will seek assistance with their NDIS plans.

The more you raise, the bigger the reward!

We know that the best reward is knowing the difference you're making by fundraising for Australians living with multiple sclerosis. Just to sweeten the deal a little more you can become an MS Hero, where your outstanding fundraising efforts will be recognised. The more you raise, the bigger the reward!



Please note: All designs are subject to change

“I really love coming out to these events, it's so great to see everyone raising money and awareness of MS and doing it with such enthusiasm and creating such a wonderful atmosphere. As a person living with MS I am so grateful for all the fundraising that is done and always feel humbled and so grateful to everyone who takes part in these events.”

Mercedes Roetman MS Plus Ambassador

KICK START YOUR FUNDRAISING

Your entry fee helps to cover the cost of running this epic event. With these top tips, you'll be sure to pass the minimum goal of raising \$260 to help people fight MS.




 Share on social media
@MSWalkRunRoll #MSWalkRunRoll

 Ask your employer about matched giving

 Check out our downloadable resources

 Create a Facebook Fundraiser

 Set your fundraising goal and donate to yourself

 Share why you are joining on your page

 Send emails

 Upload your photo or an avatar

Our favourite tip

Lead the way and make the first donation to your fundraising page.

Did you know 50% of donations come from email?!

We have email templates to help you on your fundraising portal. Email your friends, family and colleagues today.

TOP 4 FUNDRAISING IDEAS & INSPIRATION

Whether you're planning on hosting a small fundraising event or bringing together a virtual crowd, below are our top ideas to raise funds this year.

- 1 Facebook Fundraising**

Just want to fundraise online? Create a Facebook Fundraiser with one simple click in your Walk, Run + Roll Dashboard. Most people who use Facebook Fundraiser receive their first donation within 24 hours and raise 10% more!
- 2 After work drinks**

Great opportunity to tell colleagues what you're doing. Charge an entry fee for Friday night drinks or ask for a donation in lieu of your colleague buying you a drink or few!
- 3 Food, food, glorious food!**

Whether it's a BBQ, bake sale, dinner party or a cooking lesson - everyone loves to eat! Feed your friends, family and colleagues in exchange for a donation.
- 4 Set up a bad habits jar**

At home, or at work, you will be surprised how quickly a jar can fill up!

Do you want to rock some branded merchandise to show your friends, family, and colleagues that you are doing the MS Walk Run + Roll?

We have you covered! From T-shirts, and hoodies to coffee cups and pet bandanas, we have it all!

Shop now:



And make sure to pick up your Bernard the Bear - the furry friendly MS ambassador!



“The first time I participated it was a really great event to get friends and family to have a little more awareness about what MS is. We had an amazing time last year and it was so great to see so many people. It was a great day out with friends and family.”

Galini Fotinos
Top Fundraiser for Sydney, 2023



Meet Rania, our National MS Walk Run + Roll Ambassador

Rania says, “The MS Walk Run + Roll means to me a beautiful community that comes together to support people like me living with MS so we don’t need to feel alone.”

“It’s just a really great day to get together and be part of an amazing community.

“Multiple sclerosis affects my day-to-day life in many ways. Probably the most difficult one is the fatigue. I try not to let it affect my day-to-day life but when you’re feeling that really terrible feeling, not just tired but the brain fog and the pain, it’s quite difficult to get day-to-day tasks done.

“But with services like everything that MS Plus has provided, I have definitely been able to live better and manage my day-to-day better because of the services they have provided to me.

“The thing I love most about the MS Walk Run + Roll is the amount of people that come together to show people like me living with MS that we are definitely not alone and we can come together and have a great day to raise money for a really great cause.”

Like and Follow us on Social media



MS Walk Run + Roll

www.facebook.com/MSWalkRunRoll

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

Double your Donations with Matched Giving!

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

Ask your employer today!

Find out if your workplace has a policy for matched giving?

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.

How to ask your workplace

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. We have a great video from an MS Ambassador to share with your work – include the link below in your email!

For matched funding our company details are:

MS Plus Ltd
ABN 66 004 942 287

Other options

If your company does not have formal matched funding, they may support you in other ways such as covering your registration fee or enable the team to purchase a custom team kit. We can help you create a custom team t-shirt, just reach out.

Contact us for any support you need, including a letter to confirm our charitable status, tax-deductible receipts or a letter of thanks.



Frequently asked questions

When can I start Fundraising?

As soon as you register for the event! Once you have a fundraising page you can kick start your fundraising.

Where does the money I raise go?

Your fundraising goes directly to offering services and support to people living with multiple sclerosis, while the search for a cure continues. It allows us to fund programs like Plus Connect and Plus Advisor, providing those with multiple sclerosis access to a caring voice at the end of the phone line and specialist advice and guidance on how to manage their symptoms.

How can I update my Fundraising Goal?

To update your fundraising goal, you can login to your personal fundraising page and edit your goal.

How do I bank cash donations?

When collecting cash donation please contact **1300 733 690** to receive an Authority to Fundraise letter and donations register for your donors to receive a tax receipt. Once your donations have been received, receipts will be promptly sent directly to all relevant donors.

Fundraising Money Box

Please contact our team and we will happily post a fundraising box to you to use at a short-term event. Please note cash collected is unable to have a tax receipt issued for it.

Can I continue fundraising after the event?

Yes, you definitely can still fundraise or donate after the event.

Are donations tax deductible?

All donations received to a fundraiser directly or via your fundraising page above \$2 are tax deductible.

What is matched giving?

Your workplace has the opportunity to double the impact you make on people living with MS. Simply put, when a dollar is raised, your workplace matches it, so \$1 becomes \$2. It can be set up for a certain timeframe or to reach a specific fundraising goal.



Scan the QR code for answers to more top questions.

MS WALK RUN+ROLL



Questions?

Contact us

T 1300 733 690

E events@ms.org.au

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
- Running a successful fundraising event
- MS official merchandise
- Tax deductible receipts
- Matched giving and much more!

Follow us on social and send us a DM!



[facebook.com/MSWalkRunRoll](https://www.facebook.com/MSWalkRunRoll)



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

mswalk.org.au

