

**MS WALK
RUN+ROLL**



YOUR GUIDE TO FUNDRAISING 2022



Welcome to the 2022 MS Walk, Run + Roll



John Blewonski
Chief Executive Officer
Multiple Sclerosis
Limited

On Sunday 29 May 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 MS alone.

Through your participation and fundraising efforts, you are making sure that the 25,600 Australians living with multiple sclerosis can continue to access vital support and services that enable them to live well at home, the workplace and the community and that we can provide vital funds in our research for a cure.

Thank you for joining us on the 2022 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.

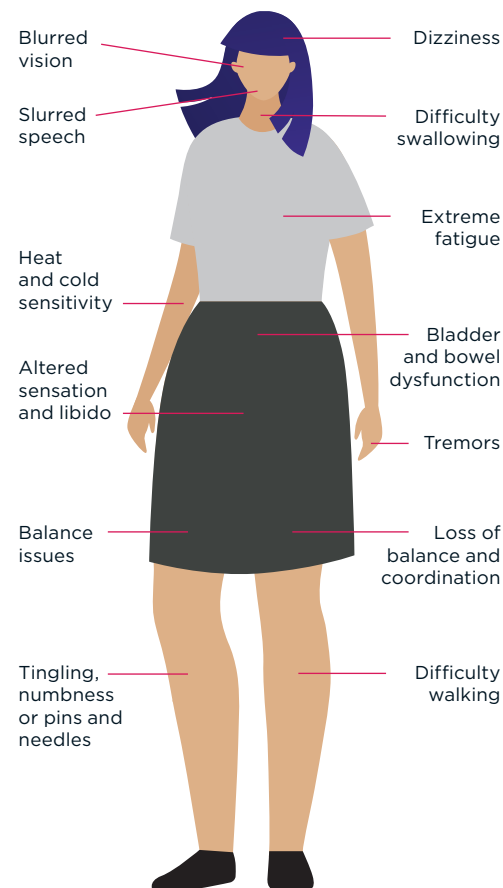


“I had such an amazing day and it was awesome to be involved with such a meaningful event.”

Sophie Drummond
Event Participant, and lives with MS
Sydney MS Walk Run + Roll 2021

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 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.

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:



MS Connect - Helpline and support centre

This year, people with MS, their families and carers will reach out over 27,000 times to our free helpline MS Connect.



MS Advisor - Personalised advice + referrals

More than 1,600 people with MS will receive specialised advice from caring nurses, occupational therapists and social workers through MS Advisor.



MS Employment

Over 700 people will receive employment support to help them stay in the jobs or to find employment.



MS Education - Webinars & Events

Over 2,700 people will participate in MS Education webinars and events to better understand and live well MS.



MS Peer Support Group - Connection & Belonging

Nearly 600 new people with MS and their loved ones will find social connection through MS Peer Support groups, held online, in-person and by phone.



NDIS Support Coordination

Around 1,500 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!

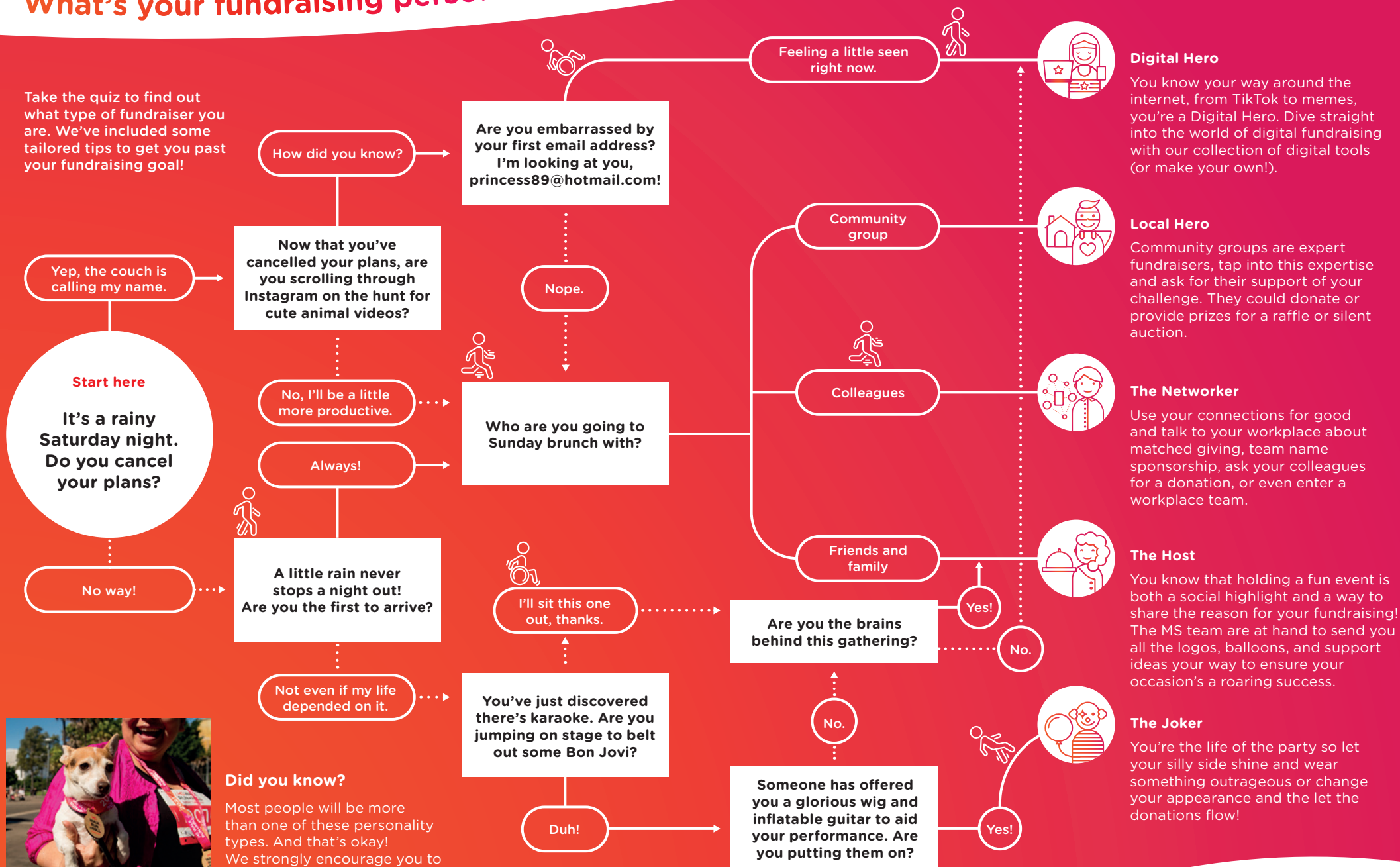


“The event is such a fantastic cause and provides such an incredibly valuable service to people with MS all over Australia.”

Dr Anna Chilcott Highest Fundraiser in event history, Event Participant, and lives with MS
Launceston MS Walk Run + Roll 2021

What's your fundraising personality?

Take the quiz to find out what type of fundraiser you are. We've included some tailored tips to get you past your fundraising goal!



Did you know?

Most people will be more than one of these personality types. And that's okay! We strongly encourage you to read them all and take on the ideas that work best for you.



**Scan for an online
version of the quiz!**

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

Don't worry we have you covered! From T-shirts, and jumpers to regular MS branded merchandise we have it all!

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



“It is our privilege to be involved in supporting the work MS does for the community. Having worked closely with Sharee over the last few years we know how difficult it is to be on the journey alone and the difference a little support can make to their wellbeing.”

Sam Hardikar

Director and Team Sharee Sponsor,
Home Instead Melbourne
MS Walk Run + Roll 2021



australian homecare



Holistic in-home and community support



30 years' experience



1 million support hours provided every year



Qualified and friendly staff

lifecare



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lifecare.com.au

WE BELIEVE A RUN CAN FLAT OUT CHANGE A DAY, A LIFE, THE WORLD.

BROOKS

brooksrnning.com.au



Join our Facebook group!



'MS Walk Run + Roll Community'

facebook.com/groups/mswalkrunrollcommunity

Don't forget to share your photos on the day!

Tag us **@MSWALKRUNROLL** and **#mswalkrunroll**

A leading provider of care in the community

1300 303 770
www.ahcs.org.au



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!



Share this with your employer:
youtu.be/bU6T7vqBWqQ

For matched funding our company details are:

Multiple Sclerosis Limited,
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 MS Connect and MS 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?

Fundraising will continue to be open for 3 weeks following the event date.

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.

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!

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mswalk.org.au

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