



OVERCOMING
MULTIPLE
SCLEROSIS



FUNDRAISING GUIDE



THANK YOU for choosing to fundraise to help us overcome Multiple Sclerosis!

More than 2.5 million people in the world have MS. Overcoming MS provides fresh hope to people with MS, hope that is based on rigorous science and evidence and offers exciting possibilities for controlling the illness and even preventing disability.

Overcoming MS aims to inform, educate and empower people with MS to take control of their health. We do this through a number of resources, including: free books, residential retreats, educational events, special OMS recipes and an online community forum.

The money you raise will help to provide real hope of overcoming MS.

This guide will give you some useful tips, ideas and resources so that your fundraising event is a big success and a memorable day.

For more ideas visit
www.overcomingms.org

GET INSPIRED...

Struggling for some ideas? Here are the top ten tried and tested Fundraising Events. This list is by no means exhaustive and the more creative and unusual your event, the better!

- 01 Sponsored events, such as a walk, run, cycle (check out our calendar of events at www.overcomingms.org)
- 02 Skydive
- 03 Asking for donations instead of a birthday, wedding or anniversary gift
- 04 OMS-friendly Dinner Party (why not download some recipes from our website?)
- 05 OMS-friendly coffee morning
- 06 Quiz night
- 07 Wine or food tasting
- 08 Bring and Buy sale
- 09 Concerts
- 10 Auction/raffle (see our advice on keeping it legal)
- 11 Book sale



GETTING STARTED

When

Choose a day to hold your event and let everyone know by sending out invitations, publicizing it on Facebook and Twitter and putting up posters in your local community. You can even tell the local press.

Where

Choose a location for your event. Make sure that it is big enough to accommodate everyone and that it is also easily accessible.

Who

Decide who will you invite? Friends? Family? Colleagues? Your community? Also think if any of your friends, family or colleagues can help with your event. Perhaps your local community can help source prizes?

How

Set a fundraising target and have a plan for your event. Make sure you have a list of things that need to be done and when they need to be done. Also make sure that your event is legal and safe, by reading the 'Keep it legal' section.

Why

Make sure people know why you are fundraising and how the money raised will help people with MS. Use Twitter, Facebook and other social media to let everyone know about your event.



“I wanted to do something to raise funds for Overcoming MS. The Program had given me back hope after my diagnosis.

The cycle ride up Mont Ventoux was something I'd always thought about doing, but doing it for Overcoming MS made it even more special. Being an outdoor, physical activity also incorporated some of the aims of the Program.”

- Sarah Johnson
Cycled Mount Ventoux



KEEP IT LEGAL



Whatever you decide to do, make sure you consider the following to keep your event safe and legal!

Insurance

Unfortunately Overcoming MS insurance will not cover your event. If you are organizing an event for the public, then you will need to ensure that you have sufficient public liability insurance cover in place.

Risk Assessment

Look at the potential risks around your event and what you could do to minimize those risks, some councils may ask for this before your event.

Licences

You will need a licence if you intend to provide alcohol, have music (live or recorded), hold a raffle lottery or auction a collection in a public space.

First Aid

If you are holding a larger event in a public space you may also need to consider First Aid provision.

Food safety

If you are providing food, make sure you follow good food hygiene practices.



SPREAD THE WORD...

Setting up a personal fundraising page should be one of the first things you do when you sign up for a challenge with OMS. Your friends and family will be able to visit the page and donate online, with the money coming directly to OMS. Here are some top tips on how you can spread the word:



“My wife

Sophie discovered OMS and it has been the one source of info and support that she has found to be invaluable.”

- Ted Jackson
Completed 7 marathons on
7 continents in 7 days



Facebook – set up an event page for your event. Use an eye-catching image to entice people and remember to keep the page updated so people know all about your event and how they can donate.



Email Signature – got a JustGiving page or Facebook page? Great! Why not include the link at the bottom of your email address.

TIP – Thank people for donating and update them of your fundraising progress. Not only will this show people how their donations are helping but maybe also give a gentle reminder to those who haven't yet made a donation!

HOW THE MONEY YOU RAISE CAN MAKE A LIFE-CHANGING DIFFERENCE...

It's thanks to your generosity that Overcoming MS is able to offer the resources, advice, energy and inspiration that people with MS need to take action and Overcome MS.

Read what Claire, Rob and Alia have to say about Overcoming MS. All the money raised from your event will help more people start their journey towards Overcoming MS.

Alia's story

"It's very difficult when you start to experience the symptoms of MS. For me there were two levels: the diagnosis where I thought 'I could do this' and then experiencing the gradual disability that comes when you completely neglect the fact that you have just been diagnosed with a serious illness.

When I saw that I was not doing well and getting worse, I went to a very, very dark place and a lot of my close friends and loved ones couldn't understand why I was in such a dark place. Really all I needed was something scientifically based that tells me 'you have a reason to have hope'.

For the first time I took ownership over my body, my situation, my diagnosis and turned to the internet looking for an answer and the OMS Program was the most credible thing out there.

I've been on the Program for almost a year and half, my energy levels have gone right up again and my mood has changed. I am back to who I used to be and I am happy to be back."



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Claire's story



“My advice to someone who is newly diagnosed is to find out as much as they can about MS and to read **Overcoming Multiple Sclerosis** by Professor George Jelinek and all the scientific background and get on the Program as quickly as possible.

I am so happy that I got introduced to OMS. I got given the book five years ago and it has changed our lives.

I feel positive about the future that I’ve got something that I am working towards, I’ve got a goal in my life now.”

Claire’s husband, Nev says – “When I first met Claire, I thought it was me, Claire and the MS, now the MS doesn’t even come into it. It’s just me and Claire and that’s the way it’s going to stay.”

Rob's story

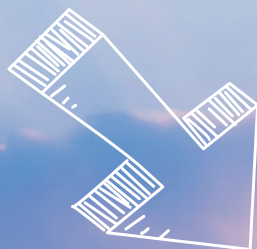


Rob’s wife Andrea has MS and started the Overcoming MS Program two years ago. He says,

“I feel the OMS Program is something we can do together whereas before the Program I felt Andrea was very much alone and that I was trying to support her. I was trying to do things to take jobs off her, but that’s not what she wanted as it was taking her independence away from her. So it was very hard from the outside to think how best to help her. The OMS Program is something that we can embrace together and work through together and it’s been a very positive move for us.”

These are just some of the stories of hope from people who are Overcoming MS. Your support can help more people take action to overcome MS.

HOW TO SEND IN your collected donations



You can send Overcoming MS the money you raise from your event in the following ways...

JUSTGIVING – Setting up a Justgiving page is a great way to get all your friends, family and colleagues to sponsor you. All the money raised on line will be sent directly to us from Justgiving, so you can focus on your event! www.justgiving.com

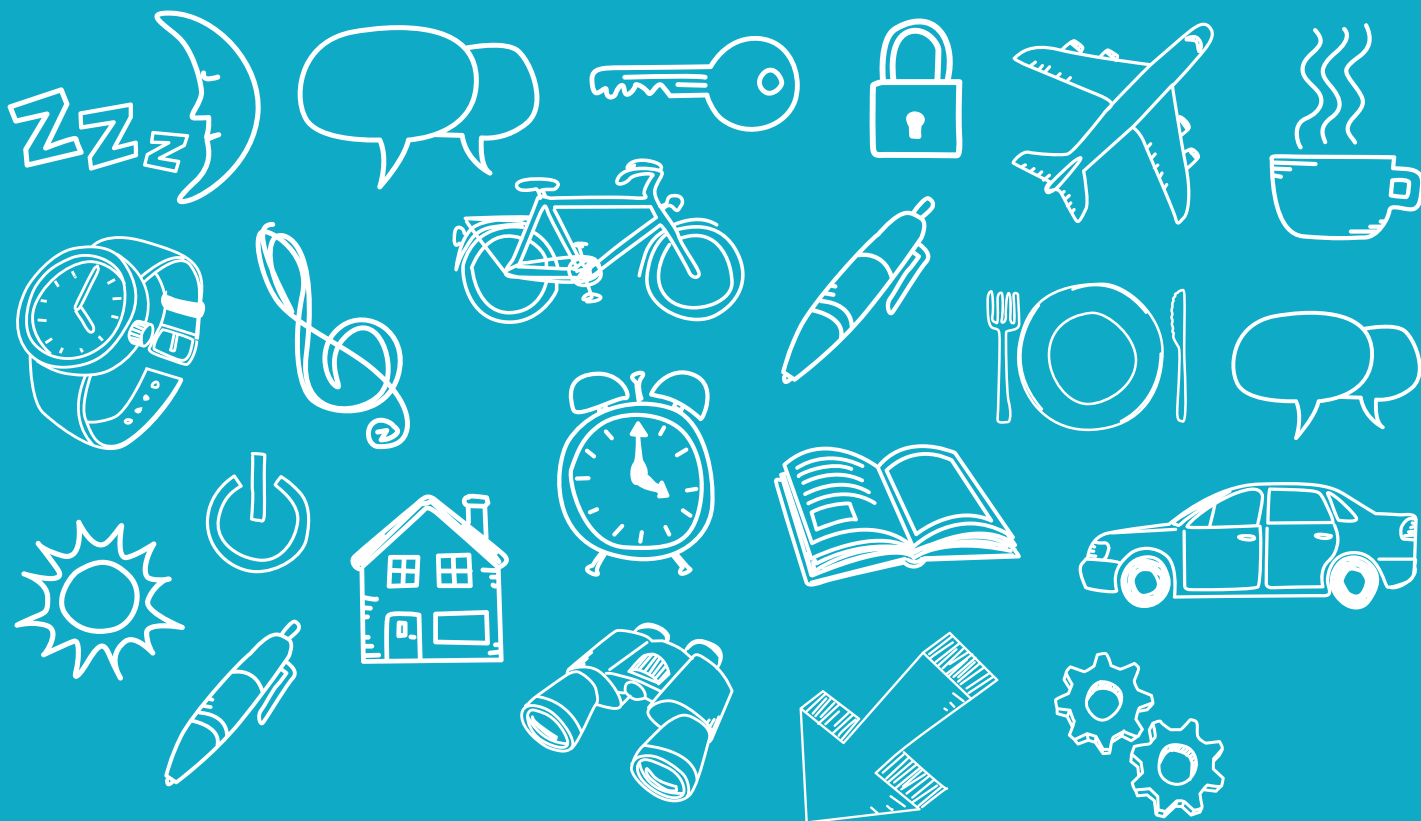
POST – you can send a check made payable to 'Overcoming MS' to our head office:
Thame House, Thame Road, Haddenham,
Buckinghamshire, HP17 8HU, United Kingdom

ONLINE – visit www.overcomingms.org

**If you are a UK Tax Payer, don't forget to Gift Aid any donations so that Overcoming MS can gain 25p extra for every £1 donated. Use the Sponsorship forms to collect Gift Aid on your donations and return them to our Head Office address.*

Finally remember to stay in touch with us. If you have any further questions then you can email fundraising@overcomingms.org. Likewise we would love to hear from you once the event is over and see some pictures if you have them.

On behalf of everyone at Overcoming MS we wish you all the best and hope that you have a day to remember.



www.overcomingms.org

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