



Overcoming MS

Fundraising Guide

Welcome to Team Overcoming MS!

Thank you!

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

If you need help with anything then please contact us at fundraising@overcomingms.org

Why your support matters:

Every five minutes, someone, somewhere in the world is told that they have MS. There are currently 2.9 million people in the world living with MS.

When you're diagnosed with MS, it can feel like a devastating blow; in just seconds, the future that you saw for yourself and your loved ones has been shattered.

The work your fundraising supports:

Overcoming MS is here to provide hope which becomes belief: through lifestyle changes, backed by scientific research, a fulfilling and vibrant life with MS is possible.

Overcoming MS aims to help people live well with MS take control of their health. We do this through digital resources (including experts featured on our Living Well with MS podcast, our webinar series and our website content such as our tasty Overcoming MS recipes), through events (including retreats, digital retreats, and Pop-Up events), and through connecting people with our supportive community on the Live Well Hub.

The money you raise will help to provide real hope of living well with MS.





David's story

In 2024, David Sheehan ran the Belfast Marathon with his two brothers and two friends in support of Overcoming MS.

My diagnosis

"As a fit and healthy 38-year-old, it was a massive shock to me and my family [when I was diagnosed with MS]. It started with small things like losing power in my legs during training/matches, back pain, vision problems, and balance to name a few and that's when I went to my GP."

Overcoming MS for me

"Overcoming MS has helped me change my lifestyle through plant-based eating, meditation and exercise. It's not easy making these changes, and I'm not perfect but I am getting there day by day. With these changes improving my day-to-day life, and competitive sport no longer an option I fell into running."

"When I was first diagnosed the last thing I thought I'd be able to do was a marathon. But with the help of Overcoming MS and my running buddies, I think this is my biggest challenge yet but could also be my greatest achievement!"

How I support the charity

"I felt it was time to give back to Overcoming MS and help raise awareness for this wonderful charity. I wouldn't be where I am today without them."

“ I felt it was time to give back to Overcoming MS and help raise awareness for this wonderful charity. ”

David



Share your own Overcoming MS journey by emailing: fundraising@overcomingms.org

A-Z of fundraising ideas

A

- Art exhibition
- Auction
- Abseil
- Afternoon tea
- Aerobics

B

- Baking
- Bingo night
- Birthday fundraiser
- Bucket collection
- Bungee jumping

C

- Car wash
- Craft day
- Coffee morning
- Clothes swap
- Climb a mountain

D

- Dinner party
- Donations in lieu
- Dress up/down day
- Disco
- Dog walking

E

- Entertain your friends
- eBay sale
- Exercise challenge

F

- Face painting
- Fashion show
- Fancy dress day
- Fete
- Fun run

G

- Garden party
- Golf Day
- Games night
- Give it up challenge
- Grow a...

H

- Hiking
- Haircut or head shave
- Half marathon

I

- Indoor cyclathon
- Ice cream sale
- It's a knockout

J

- Jumble Sale
- Jailbreak
- Jokeathon
- Jewellery sale
- JustGiving page

K

- Karaoke night
- Knitathon
- Keep fit classes

L

- Luncheon
- Loose change
- Leg wax!
- Loud shirt day
- Lottery



M

- Meditation challenge
- Movie Night
- Marathon
- Murder mystery



N

- Non-uniform day
- Nails
- Name the teddy
- New Year's Eve party

O

- Open Garden Day
- Oscars party
- Olympics!
- Open mic night
- Online fundraising

P

- Parachute jump
- Picnic
- Pool tournament
- Pyjama party

Q

- Quiz Night
- Quit something

R

- Running
- Raffle
- Reading challenge
- Rowing challenge
- Recipe club



S

- Swimathon
- Skydive
- Soccer tournament
- Swear jar
- Sweepstake

T

- Trekking
- Tea party
- Treasure hunt
- Teddy bears picnic
- Treadmill challenge

U

- Unwanted gifts
- University challenge
- Ugly jumper day

V

- Variety show
- Virtual challenge
- Village fete

W

- Walking
- Wedding favours
- Wimbledon sweepstake
- Walk to work month
- Wear a wig challenge

X

- X-Factor competition
- X-box competition



Y

- Yard sale
- Yogathon
- Year-long challenge
- Yo-yo challenge
- 'Yes' challenge

Z

- Zip wire
- Zumbathon



Getting Started



When

Choose a day to hold your event and let everyone know by sending out invitations, publicising it on social media 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.

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 by. 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 social media to let everyone know about your event and don't forget to tag us, @overcomingms.



Who

Decide who you will 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?



Let us know

Email fundraising@overcomingms.org what you're doing so our dedicated fundraising team can support you with fundraising materials such as T-shirts, advice and fundraising tips.

“ I was diagnosed with MS just before Christmas 2022 and after finding Overcoming MS my outlook and health have improved greatly.

“Overcoming MS gave me hope that I can 'live well' with my MS. It is a range of evidence-based lifestyle changes which have improved my overall health (physically and mentally). It has given me hope for my future and I've also met lots of amazing people who have really benefited from the Program. ”

Stuart Brough





Keeping it Safe

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 organising an event for the public, then you will need to ensure that you have sufficient public liability insurance cover in place.

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.

Food hygiene

If you are providing food, make sure you follow good food hygiene practices. If you are in the UK check out www.food.gov.uk to ensure you are keeping all food hygiene standards.

Photo permissions

You must get permission from parents in advance if you are hosting an event where you will be taking photos of children.

First Aid

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

Raffles

Holding a raffle is an easy and brilliant way to raise money for Overcoming MS, but in some cases, you may need to register your raffle with the local authority. Small raffles, where you are selling and drawing tickets on the same day, do not need to be registered. However, if you are planning to sell raffle tickets over a period of time, these raffles need to be registered to comply with the Gambling Commission. Contact your local authority for help.

Risk Assessment

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



How to pay in your funds

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 online will be sent directly to us from JustGiving, so you can focus on your event.

Online

You can pay in your funds or make a donation on the Overcoming MS website here: overcomingms.org/donate.

BACS

Pay by BACS transfer; email us at fundraising@overcomingms.org for our bank details.

Post

You can send a cheque made payable to:
c/o Critchleys LLP, Beaver House
23-38 Hythe Bridge Street
Oxford, Oxfordshire
OX1 2EP, England

Gift Aid

If you are a UK taxpayer, 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.





Share your story!

Please get in touch and share your fundraising activity with us.

We are here with you every step of the way to celebrate your achievements with our community. You can contact us by email, at fundraising@overcomingms.org or phone, 01844 318 778

overcomingms.org



@overcomingms

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