



Fundraising pack

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Welcome to #TeamPurple...



As soon as you got in touch with MS-UK, you began a fantastic new fundraising journey, and we'll be with you every step of the way. Whether you are organising a bake sale or taking on a marathon, this fundraising pack has been designed with you in mind so you can start your adventure feeling confident and inspired.

MS-UK exists to support people affected by multiple sclerosis (MS), which is an auto-immune disease of the central nervous system, which affects the brain and spinal cord. Everyone living with MS experiences it differently, so we offer services that support people to live a happy and healthier life, no matter what their circumstances.

You are making this possible. Every time we pick up the phone on the MS-UK Helpline, or run an online activity such as exercise or chair yoga for someone with a diagnosis of MS, we're being funded by your efforts. This includes our magazine, our online classes and support groups, in fact everything we do, is made possible because of fundraisers just like you.

Thank you for helping us be here for anyone affected by MS today and in the future.

We are really looking forward to being part of your fundraising journey and we hope you'll have an amazing time being part of our **#TeamPurple** family!

Jill Purcell
Fundraising Manager



About us

For over 25 years, MS-UK has been here for people across the country who live with multiple sclerosis (MS). It is estimated that over 130,000 people live with MS in the UK, that's around one in every 500. MS is commonly diagnosed in people between the ages of 30-40. There are roughly three times as many women with MS than men.

From the first symptoms through to diagnosis and living with the condition, we exist to make sure people affected by MS have all the support and information they want and need to make their own decisions.

Everyone is different and we believe there is no 'right' way to live life with MS. So, we offer information about diet, exercise, complementary therapies and benefits as well as all the latest research updates and medical treatments available and much more. We know that for some, Pilates is life changing, and for others, disease modifying therapies help. And, because we are an independent charity, which means we do not accept Government or pharmaceutical funding, we can explore all of these options with people.

Being here in the future is important to us. We want anyone affected by MS to know they can turn to us, whenever they need us, and as many times as they wish to. That's where you come in.

By choosing to join **#TeamPurple**, you are helping MS-UK to offer vital services to the MS community. You have now joined hundreds of heroes who fundraise for MS-UK, and we are so grateful for your support.

Thank you – and welcome to the **#TeamPurple** family!





Your fundraising journey

Step 1

Let the fundraising ideas spark!

- Check out our A-Z of ideas on pages 14-15
- Get inspired by your fellow **#TeamPurple** Heroes stories on pages 16-17
- Pick something you'll enjoy doing, we want you to have a great time fundraising for MS-UK
- Set a realistic target and timeframe for raising the money!

Step 2

Get in touch with MS-UK

Our **#TeamPurple** fundraisers are full of ideas and encouragement, and we love hearing your stories. We're here to help you with ideas, setting up your fundraising page and to make sure you have everything you need to get the very best out of your fundraising experience.

Step 3

Set up your fundraising page

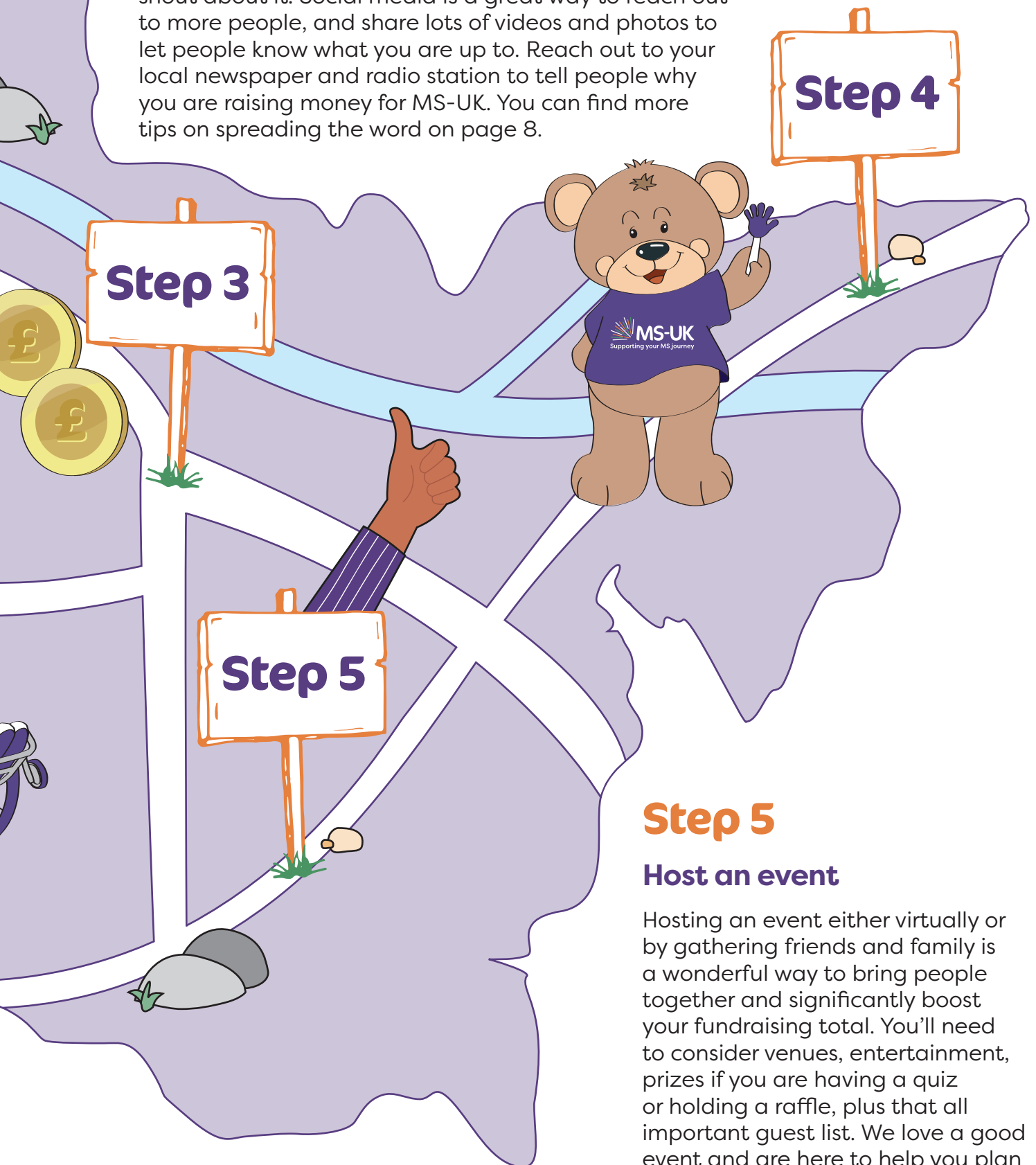
This is the quickest and easiest way to kick start your fundraising. Donations will soon start to build up when you share your fundraising page with friends and family over email and on social media. Simply head to www.justgiving.com to get started. All donations come directly to MS-UK so you won't have to worry about collecting any sponsorship money.



Step 4

Spread the word!

You are doing something amazing so don't forget to shout about it! Social media is a great way to reach out to more people, and share lots of videos and photos to let people know what you are up to. Reach out to your local newspaper and radio station to tell people why you are raising money for MS-UK. You can find more tips on spreading the word on page 8.



Step 5

Host an event

Hosting an event either virtually or by gathering friends and family is a wonderful way to bring people together and significantly boost your fundraising total. You'll need to consider venues, entertainment, prizes if you are having a quiz or holding a raffle, plus that all important guest list. We love a good event and are here to help you plan that unforgettable fundraiser!

Spreading the word...

Publicising your challenge will make all the difference to how successful you are, so we've pulled together some top tips to get you started...

Share your story

Don't forget to tell everyone why you're fundraising for MS-UK! Let everyone know you're making it possible for MS-UK to support people affected by multiple sclerosis, and why you're taking on your challenge.

Why not start your own blog for free using websites such as Blogger or Wordpress? If you're training for an event, you can keep people up to date on your progress using an app like Strava, or share your reasons for raising in a vlog!

Social media magic

Whether you like Facebook or Twitter, Instagram or Pinterest, social media is a great way of publicising your challenge. We can also share your messages on the MS-UK social media channels, including our blog. All the links are on the back cover of this fundraising pack. By adding photos and videos to social media you can inspire other people to get involved in your challenge and donate to MS-UK.

Remember to tag MS-UK in your posts and use the hashtag **#TeamPurple** on social media to let everyone know you're part of the MS-UK family.



Make it easy to donate

It may sound simple, but make sure people know how to donate! Setting up a JustGiving page means people can donate online directly to MS-UK, and it takes all the fuss out of counting money.

Remember to add your online giving page to all of your publicity materials before you send them out too.

Let MS-UK help

MS-UK has lots of resources online at www.ms-uk.org/funresources for you to download, including a press release template, our 'in aid of MS-UK' logo and extra posters and sponsor forms.

You can also get in touch any time for extras, all of our contact details are on the back page of this fundraising pack.



How you make a difference...

Every year, thousands of people call the MS-UK Helpline and read all the latest MS news in our magazine, New Pathways. We support hundreds of people with a range of online classes, information sessions and support groups to ensure the MS community can remain active and connected.

Not only are you making this possible today, you are making our future possible too.

Thank you!



£10 could pay for an information pack to support those newly diagnosed with MS.



£25 could pay for an MS-UK Helpline and Information Officer to answer a call and provide information and emotional support.



£50 covers the cost of a yoga instructor to deliver an online session



£100

£100 could pay for five hours of online exercise coaching to help people stay active at home and manage their wellbeing.



£200 could pay for ten complimentary subscriptions to New Pathways magazine for those who cannot afford it.

£200

£2,770

£2,770 could cover the cost of running the national MS-UK Helpline for a whole week!



Whatever you decide to do to fundraise for MS-UK, remember to enjoy it and...

have fun!





A-Z of fundraising

Whether you love getting active or prefer having a cuppa and cake, we hope you enjoy fundraising for MS-UK.

Here are some ideas to help you plan your challenge...

A

Auction, abseiling,
aerobics, afternoon tea

B

Bungee jumping,
bucket collection,
baked bean bath

C

Car boot sale,
curry night, cake
sale, car wash

D

Disco, dress down
day, dog walking,
dye your hair

E

Egg and spoon
race, eighties night,
eBay sale

F

Fancy dress, football
tournament, face
painting, fun run

G

Gaming, Golf day,
garden party, guessing
game, girls night

H

Head shave, half
marathon, hiking,
halloween party

I

Ice cream shop,
inside out clothes
day, It's a Knockout

J

Jumble sale,
JustGiving page,
jewellery sale





K

Karaoke night,
knit-a-thon

L

Line dancing, lawn
mowing, Lottery

M

Marathon, movie night,
masked ball, murder
mystery night

N

Non-uniform day,
New Year's Eve party

O

Open mic night,
obstacle course,
office olympics

P

Pet sitting, poker
night, pamper party,
parachute jump

Q

Quiz night,
Question of Sport

R

Race night, raffle,
racing, read-a-thon,
raft race, running

S

Sponsored silence,
silent disco, skydiving

T

Tuck shop, talent
show, trekking,
tombola

U

University
Challenge, ugly
jumper day

V

Variety show, village
fete, virtual challenge

W

Waxing, world record
attempt, walk-a-thon

X

X Factor competition,
Xbox challenge

Y

Yoga-thon, yodelling
competition

Z

Zumba-thon,
Zip wire

Get inspired!

Stuck for ideas? Here's what a few of our brilliant MS-UK **#TeamPurple** fundraisers have done for us in the past...



Gwynfa (aka Lady Marmalade)

It's the little things which count and help!

'Nothing is too small to raise funds for MS-UK, which as a family is so close to our hearts. My husband Peter was diagnosed in 1990 and we have been actively supporting MS-UK for many years with marathons, pub quizzes, dinner parties, raffles, bucket collections and much more.

'However, it is my marmalade making which continues. Almost every day a few pots are on our verge, inviting donations. Over the years I have met so many people, who share their MS connections.

'I am also a proud Community Champion volunteer who ensures MS-UK's purple pots are placed by the tills in local shops.'



Sarah Cook

100k in 7 days



'Throughout lockdown I probably doubled the distance I was running to combat the difficulties of our changing situation and the stresses of the unknown. Running became my certainty. Whatever the weather I'd get out there and run, nothing was going to stop me, definitely not Covid!

'When I realised quite how much I was running I thought setting myself a challenge was the next step. I decided to aim to run 100km in seven days. 'Raising money for MS-UK was always going to be my number one choice as my mum has MS. I was amazed that within hours of setting up the Just Giving Page I'd received many donations and MS-UK had contacted me to thank me, see how they could support me and wish me luck!

'Setting myself this epic challenge and having the support of MS-UK made this a life changing experience, that I'll never forget.'



James Harrison

The sky's the limit!

'I was first diagnosed with multiple sclerosis in 2014 following on from around two years of unexplained relapses in both physical and neurological difficulties. 'On my 30th birthday I was able to cross off the headline on my bucket list – skydiving! My wife surprised me with it on the morning of my birthday! It was the most exhilarating experience of my life and I came down a changed man as I felt 'if I can do that, I can do anything!' 'Afterwards, I learned my wife and family had secretly been raising money for MS-UK and raised £505!'



Isobel Eagland

School Tombola fun!

'Hi my name is Isobel Eagland and I wanted to raise money for MS-UK because my dad and my uncle have MS. I decided to do a stall at my school's summer fete. I thought that if I had a tombola with prizes for children, it would be popular and no-one would be disappointed with their prize. I was lucky enough to get lots of prizes donated. 'On the day, I set up the stall with help from my family. Tickets were 30p each or four for £1. I also gave sweets and MS-UK badges to children who weren't lucky enough to win. I raised £153.19 for MS-UK. I really enjoyed it and I would recommend it to anyone!'



Joshua Joseph

Social media sponsorship!

'I decided to take on the Virgin Sport British 10K run in aid of MS-UK. I chose MS-UK because my best friend was diagnosed with MS. It's in its infant stages, however I felt so lost and scared that the only thing I could do was try to raise some money and support the cause the only way I knew how. I did the British 10K in the past and thought this would be a good place to get fit and do something that showed support for my best friend.

'I made the page on JustGiving and put the link on my Instagram and Facebook. I think because a lot of my friends have a large social following, the message spread quite quickly, that and the fact my first donation was £200, gave me a good bumper to start my fundraising! Don't be shy when it comes to telling people that you're raising money for something, especially when it's such a great cause – I managed to raise £1,206!'





Myles' Mini Heros

You're never too young to join our **#TeamPurple** family and raise money for MS-UK. Our friendly mascot Myles the bear is here to support our young fundraisers all the way and help make your fundraising ideas possible!

Holding a fundraising event at school, college or university or taking on your own challenge is a great way to raise vital funds to support people living with MS.

If you are feeling inspired, here are some of the exciting ways you can fundraise for MS-UK

- Organise a Miles with Myles sponsored walk
- Hold a non-uniform day
- Take on your own personal challenge – Myles has lots of beary good ideas!
- Host a stall at your school summer or Christmas fete
- Nominate us as your school or university's charity for the year



To get started contact our fundraising team today on **01206 226500** or email **fundraising@ms-uk.org**



The legal bits

We don't want our amazing **#TeamPurple** fundraisers (that's you!) getting in trouble, so here are some top tips for ensuring your challenge is safe and legal...

Food hygiene

Food hygiene is really important whether you are selling food or just serving it, so make sure you follow food safety laws. Check out www.food.gov.uk for more information.



Licences

You may need to speak to your local council if you plan on holding an event in a public place, as you may need permission. You will also need a licence to provide entertainment, to collect money, or to serve alcohol.

Raffles

Holding a raffle is a great way to raise money for MS-UK, 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 assessments

Always think about any hazards and risks that might occur during your challenge or event, and make sure you have the right level of first aid cover in place. If you need some advice, speak to your local authority.

The money

Count the money you raise with another person for your own protection. That way they can verify the total amount. Make sure you bank the money as quickly as possible (see page 22 for details on how to pay). If you plan to leave



a collection pot at a pub, shop or hotel, you will need written permission from the site owner in advance. Get in touch with the fundraising team for details.

Photo permissions

If you are hosting an event where children will be present or where you will be taking photos with the children, you must get permission from the parents in advance.

Our Fundraising Promise

MS-UK is registered with the Fundraising Regulator and we're committed to making their Fundraising Promise our own. You can find out more about what this means online at www.ms-uk.org/fundraise.

Money Matters



Fundraising online is by far the easiest way to raise money! It's quick and simple, and you don't have to worry about collecting in small change or counting it by hand – it comes to us automatically! Here are a few ways you can fundraise online...

Making a fundraising page with JustGiving takes just 60 seconds. Visit www.justgiving.com to set up a page. You will need your email address and postcode. Then follow the simple steps to kick-start your fundraising journey!

While using online fundraising sites are the easiest way to raise money, we also accept cheques and direct payments into our bank account.

Facebook

Facebook and Instagram are great channels to raise money on as anything you post or share will be seen by your social media network. All money raised via social media will be sent directly to MS-UK including Gift Aid.

There are a few ways to raise money on Facebook and Instagram. Donate buttons can be added to specific posts, fundraising pages can be set up or why not start a birthday fundraiser? Just click the “Raise Money” button when creating your post and select MS-UK before you start your post!



Donate by cheque

Please make your cheque payable to 'MS-UK' and send it to us in an envelope. Just write FREEPOST MS-UK on the front. You don't need a stamp! Please write your name on the back of the cheque.

Donate directly to our bank account

You can put a donation straight into our bank account. Please put in your name and event reference where possible and email accounts@ms-uk.org once a payment has been made.



Our bank details are

HSBC

Account name MS-UK

Account number 41623508

Sort code 40-23-10



Volunteering with MS-UK

Raising money isn't the only way to support MS-UK. Lending a hand as a volunteer is just as valuable to us! There's no shortage of exciting opportunities for people to get involved, whether it's being a part of the **#TeamPurple** cheer squad at a national event, or working behind the scenes to make sure everything runs smoothly.

Laura's story

'One of my favourite things about volunteering for MS-UK is knowing what a difference it can make to the charity and to the fundraisers.'



'For someone who really doesn't expect to be running the marathon or cycling into London from Surrey anytime soon, volunteering really is the next best thing!'

'I try and go to as many of the London events as I can because I am based here. The London Marathon is a great event. The post-race reception has a real buzz.'

Sheena's story

'I moved to London in 2016 and I wanted to get involved with and volunteer for multiple sclerosis charities.'

'I was diagnosed with MS in 2013 and I wanted to do something positive. I knew the Virgin Money London Marathon was around the corner and I wanted to be involved with the event.'

'Since then I have volunteered at a couple of other events, cheering on the participants. It gives me a chance to do something positive and meet new people.'



Lisa MacLennan

Lisa has recently used our Peer Pod service...

'I attended my first Peer Pod to meet others, and I been to attended all online courses and information sessions I've been able to. Two of my favourites have been a poetry course and an introduction to Tai Chi. I've also been on some awesome introduction to meditation courses - I love them!'



Ready?

Time to get started!

You've read all the legal bits and know how to set up your online fundraising page, so what's next?

Well, our advice is to get started! You are now part of **#TeamPurple** and the sooner you begin planning your challenge, the better it will be. We're here to support you all the way!

Do something you love, and get everyone you know involved in your fundraising efforts for MS-UK. And above all, remember to have fun!

Good luck!

#TeamPurple Forever!

After you have finished your fundraising you can continue supporting our work by joining MS-UK's Supporters' Club.



MS-UK Supporters' Club

If you or someone you love has been affected by multiple sclerosis, you will understand how important it is to be able to access the right support at the right time.

To help us plan more effectively and help us remain financially robust we would be very grateful for a regular monthly or quarterly donation.

A little really does go a long way...

- £5 could pay for a chair yoga instructor for one hour to help people improve their physical and mental wellbeing
- £10 could pay for an information pack to support those newly diagnosed with MS
- £25 could pay for an MS-UK Helpline Information Officer to answer a call and provide information and emotional support

Visit www.ms-uk.org/supportersclub to join and help us support people living with MS live healthier and happier lives.



What will your legacy be?

By leaving a gift to MS-UK in your Will, you will be giving hope to people with MS for generations to come.

No matter how big or small, every gift makes a huge difference.

For more information, visit
www.ms-uk.org/Gifts-and-Legacies



Registered charity number 1033731

 **MS-UK**
Supporting your MS journey





 Registered with
**FUNDRAISING
REGULATOR**



Stay in touch

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 www.youtube.com/c/ms-ukorg
 www.linkedin.com/company/ms-uk
 www.instagram.com/multiplesclerosis_uk

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Multiple Sclerosis-UK Limited, trading as MS-UK
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VAT Number 632 2812 64
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