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Fundraising Welcome Pack
www.ms-uk.org/fundraise
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 welcome 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, usually around the brain and spinal cord. It occurs when the immune system becomes confused and attacks nerve cells rather than infections or viruses. Everyone living with MS experiences it differently, so we offer services that support people to really 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 arrange a counselling session for someone with a diagnosis of MS, we’re being funded by your efforts. Our magazine, our centre in Essex, in fact everything we do, is possible because of fundraisers just like you.

Thank you for helping us be here today and in the future, so nobody has to face MS alone. We hope you’ll have an amazing time being part of #TeamPurple!

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. It is estimated that over 107,000 live with MS in the UK, with 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. 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 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 supporting 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!

Meet Mark

Mark reads New Pathways, our bi-monthly magazine...

‘I live with asthma as well as MS, and have suffered from cramp in my chest. While reading New Pathways I came across a page on the MS hug. I took the magazine to my respiratory team, who spoke to my MS nurse. They started me on a treatment, which has made my life a lot better.’
Find that fundraising idea spark!

There are lots of ways to fundraise for MS-UK. Check out our A-Z of ideas on pages 8-9 in this pack, come up with your own ideas or get inspired by some awesome #TeamPurple heroes on pages 10-11.

Think about how much you’d like to raise in aid of MS-UK... by setting a realistic target you can enjoy watching the money add up – people really love helping you reach your target!

Remember to keep it simple. Consider what you’d like to do, as by doing something you enjoy you’ll have a great time fundraising for MS-UK. Don’t be afraid to get creative!

Step 2
Get in touch with MS-UK

We’re here to help. So once you know what you’d like to do, please get in touch! We can send you lots of extra goodies and chat through your ideas if you need any support. We can post you collection tins, posters, MS-UK clothing and more! Call us on 01206 226500 or visit www.ms-uk.org/contactevents.

Step 3
Event planning

It’s all in the details! If you are planning an event for your fundraising, you’ll have to consider aspects like venue, entertainment and that all important guest list!

Think about who you’d like to be part of your fundraising adventure... will you invite people on Facebook, or send something out in the post? Don’t forget to ask friends, family and workmates to share too! It’s also worth thinking about when you’re going to hold your event so you can try to avoid clashing with big national events.

Don’t forget location, location, location! Where do you do your event is important – indoors or outdoors? If you need a venue, try finding somewhere free like a local hall or school.

Step 4
Spread the word!

You are doing something amazing - you’re part of #TeamPurple! So don’t forget to shout about it!

Social media is a great way to reach out to more people about your challenge, and of course you can capture lots of photos and videos as you go to let people know what you’re up to.

Reach out to your local newspaper and radio station and remember to tell people why you’re raising money for MS-UK.

You can find some top tips for spreading the word on page 6.

Step 5
Pay in your money!

Once you’ve done all the hard work, you will need to send all your fundraising money in to MS-UK.

You can read all about online fundraising and paying in money on page 13.

Remember to give everyone who sponsors you a special thank you for supporting your fundraising efforts.

Afterwards, you’ll get a certificate from MS-UK with your fundraising total, to show how much we appreciate your effort to raise money for us, and you can proudly show off your success!

Meet Keith

Keith is a client at Josephs Court, our wellness centre based in Essex...

‘Each time I visit the positivity, laughter and sharing of experiences with like minded people is infectious. Every time I leave, I feel physically and mentally re-energised and mindful that every day is achievable, whatever the challenges are that I may face.’

Got a top tip for other fundraisers? Share it on our Facebook page at www.facebook.com/MultipleSclerosisUK

Call: 01206 226500 | www.ms-uk.org
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, 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 welcome 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 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 or Virgin Money Giving 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 welcome pack.

Spreading the word...

How you make a difference...

Every year thousands of people call the MS-UK Helpline or read all the latest MS news in our magazine, New Pathways. In Essex, our wellness centre Josephs Court opens its doors six days a week so that people can exercise in a safe, positive environment. And since launching MS-UK Counselling recently, we’ve been able to offer a listening ear to people over the telephone across the UK as a BACP organisational member.

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

£50
The cost of one counselling session with one of our trained MS counsellors

£80
This pays for an afternoon of specialised support with a Wellness Coach at Josephs Court

£200
The cost of ten complimentary subscriptions to New Pathways magazine for those who cannot afford it

£2,520
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 to 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
Best of British day, Bag packing, Bungee jumping, Bucket collection, Baked bean bath

C
Car boot sale, Computer game night, Curry night, Cake sale, Car wash, Cheese and wine night

D
Dinner party, Disco, Dress down day, Dog walking, Duck race, Dye your hair

E
Egg and spoon race, Easter egg hunt, Eighties night, eBay sale, Extreme distances

F
Fancy dress, Foreign money pot, Fashion show, Football tournament, Face painting, Fun run, Facebook fundraising

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, James Bond theme night

K
Karaoke night, Knit-a-thon

L
Line dancing, Lawn mowing, Ladies lunch, Lottery

M
Marathon, Movie night, Man vs. food, Masked ball, Murder mystery night, Music festival

N
Non-uniform day, New Year's Eve party

O
Open mic night, Obstacle course, Office Olympics

P
Pancake race, Pet sitting, Poker night, Pamper party, Plant sale, Parachute jump

Q
Quiz night, Question of Sport

R
Race night, Raffle, Racing, Read-a-thon, Raft race, Running

S
Staircase climbing, Sponsored silence, Silent disco, Sports day, Skydiving, Sweepstake

T
Tuck shop, Tea and coffee morning, Talent show, Trekking, Tombola

U
University challenge, Unwanted presents party, Ugly jumper day, Ultimate Frisbee match

V
Virgin Money Giving page, Variety show, Village fete, Vintage tea party, Virtual challenge

W
Waxing, Wine tasting, World record attempt, Weight loss, Walk-a-thon, Welly throwing

X
X Factor competition, Xbox challenge

Y
Yoga-thon, Yodelling competition

Z
Zumba-thon, Zip wire

Meet Angela
Angela is a MS-UK Helpline client, here’s how they help...
‘Everything from a blue badge, that precious little key for that disabled toilet that you know that you’re going to need one day...advice you need...to make your own decisions to how you want to live with multiple sclerosis.’
Get inspired!
Stuck for ideas? Here’s what a few of our brilliant MS-UK #TeamPurple fundraisers have done for us in the past...

Lucy Kruyer
**It's all in the cards!**
'I do it to give something back. Readings bring me an income and I feel blessed by the people who come to me and trust me to give them open honest time and messages. I am blessed to have the life I have - others are not so fortunate. I went through a brain tumour and it made me see life in a very different light. I'm so lucky to be alive and kicking, and if I can make a difference to one person's life in any way I can then it was worth every hour spent.

'I have done lots of Tarot reading nights to raise money for charities in the past, but raising money for MS-UK felt extra special and I was thrilled to raise £200 hosting a Tarot evening in aid of MS-UK.'

Isabel Eagand
**School Tombola fun!**
'Hi my name is Isabel 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 donations of prizes. My Nan knits toys, so she donated lots. My other Nan and my Mum bought lots of prizes for my stall as a donation. Lots of friends and family also donated prizes as my Mum put an appeal on her Facebook page. I had over 120 prizes!

'On the day, I set up the stall with help from my Mum, my older sister Megan, my sister's friend Amelia and my Nan. Tickets were 30p each or 4 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!'

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!' It was even more amazing to learn afterwards, my wife and family had secretly been raising money for MS-UK. In the end we managed to raise £505!

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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.com 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! I would say 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!'
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 authority (your 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 and 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, 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 13 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!

Setting up a Virgin Money Giving fundraising page is easy, and all the Gift Aid is passed onto us in full. Just visit www.virginmoneygiving.com to get started.

While using online fundraising sites are the easiest way to raise money, we also accept cheques and direct payments into our bank account. Here’s what you’ll need...

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

Facebook
Facebook is a great way to raise money, as anything you post or share will be seen by your social media network. All money raised on Facebook will be sent directly to MS-UK, including Gift Aid with no fees charged.

Matched funding
Did you know that some companies offer their employees matched funding, which means they will match your fundraising up to a certain amount? Every company will have a different policy. This is a great way to top up your fundraising so spread the word at work and check if your employer offers this scheme.

Gift Aid it
Gift Aid allows MS-UK to claim another 25 percent on every eligible donation, so don’t forget to ask sponsors to choose this option when they give!
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 about it as runners receive their hero’s welcome, reunite with family, or meet their friendly massage therapist for a much-needed post-run massage!’

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 been asked to volunteer at a couple of other events, cheering on the participants for events such as the Royal Parks Half and RideLondon.

‘The MS-UK team are great and very welcoming, it gives me a chance to do something positive and meet new people.’

Meet Joanne

Joanne has recently used the MS-UK Counselling service...

‘Your mind is often overlooked. When I got diagnosed with secondary progressive MS I knew it would have an impact on my mental well-being. The biggest thing was picking up the phone and asking for a referral. But the counsellor is friendly, and they get MS, so there’s no explaining. I’m glad I picked up the phone.’

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 through every step, jump or cake along 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!

Call: 01206 226500     www.ms-uk.org

Jenny, Lucy and Jill
The MS-UK Fundraising Team