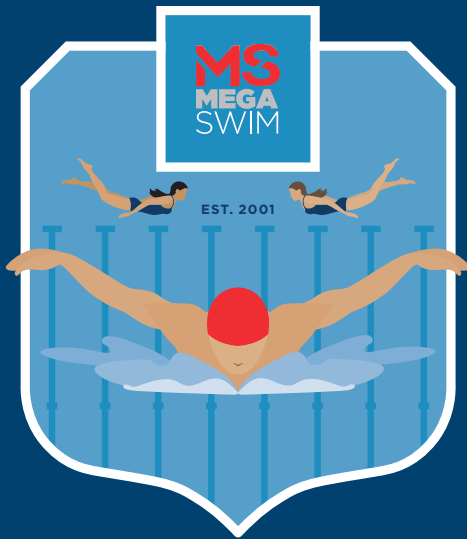


# MSMEGA CHALLENGE



## YOUR GUIDE TO FUNDRAISING

# Welcome to the MS Mega Challenge

Your participation means you are now part of a strong legacy that started in 2001 by Paralympic Champion and MS Ambassador, Carol Cooke, AM. Since then, an incredible community of participants, supporters, donors and volunteers, have come together to raise over \$11 million to support people living with multiple sclerosis.

The money raised from our MS Mega Challenge events funds our MS Go for Gold scholarships that enable people living with MS to achieve a dream.

Since our first ever MS Mega Challenge, a 24-hour swim in Fitzroy, over 1,000 scholarships have now been granted to people living with multiple sclerosis. Dreams that have been achieved are varied from art supplies, to exercise equipment all of which have helped to make a significant difference to those living with multiple sclerosis and their families.

Through your fundraising efforts, you too will be able to join this incredible legacy of making dreams come true for those living with multiple sclerosis as part of the MS Go for Gold Scholarships.

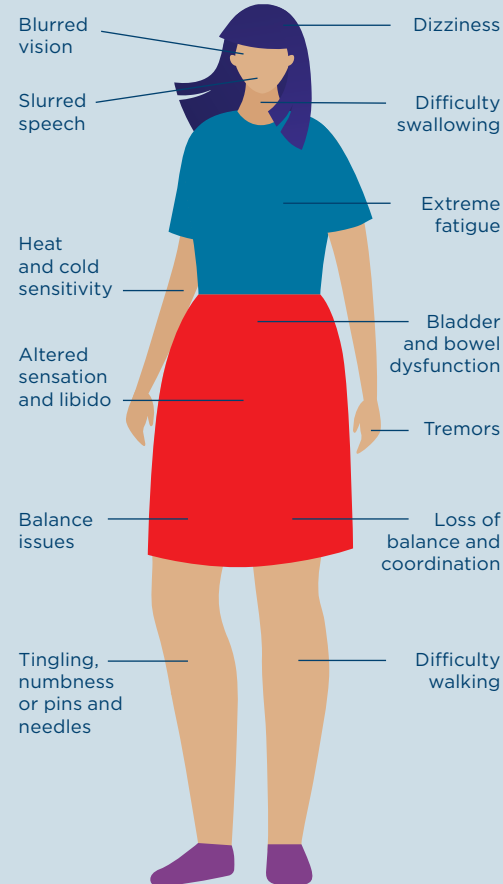
Thank you for taking on the MS Mega Challenge. I trust you will enjoy the experience and energy of the MS Mega Challenge and feel proud of your efforts to help Australians living with multiple sclerosis.



**John Blewonski**  
Chief Executive Officer  
MS Plus

## 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).



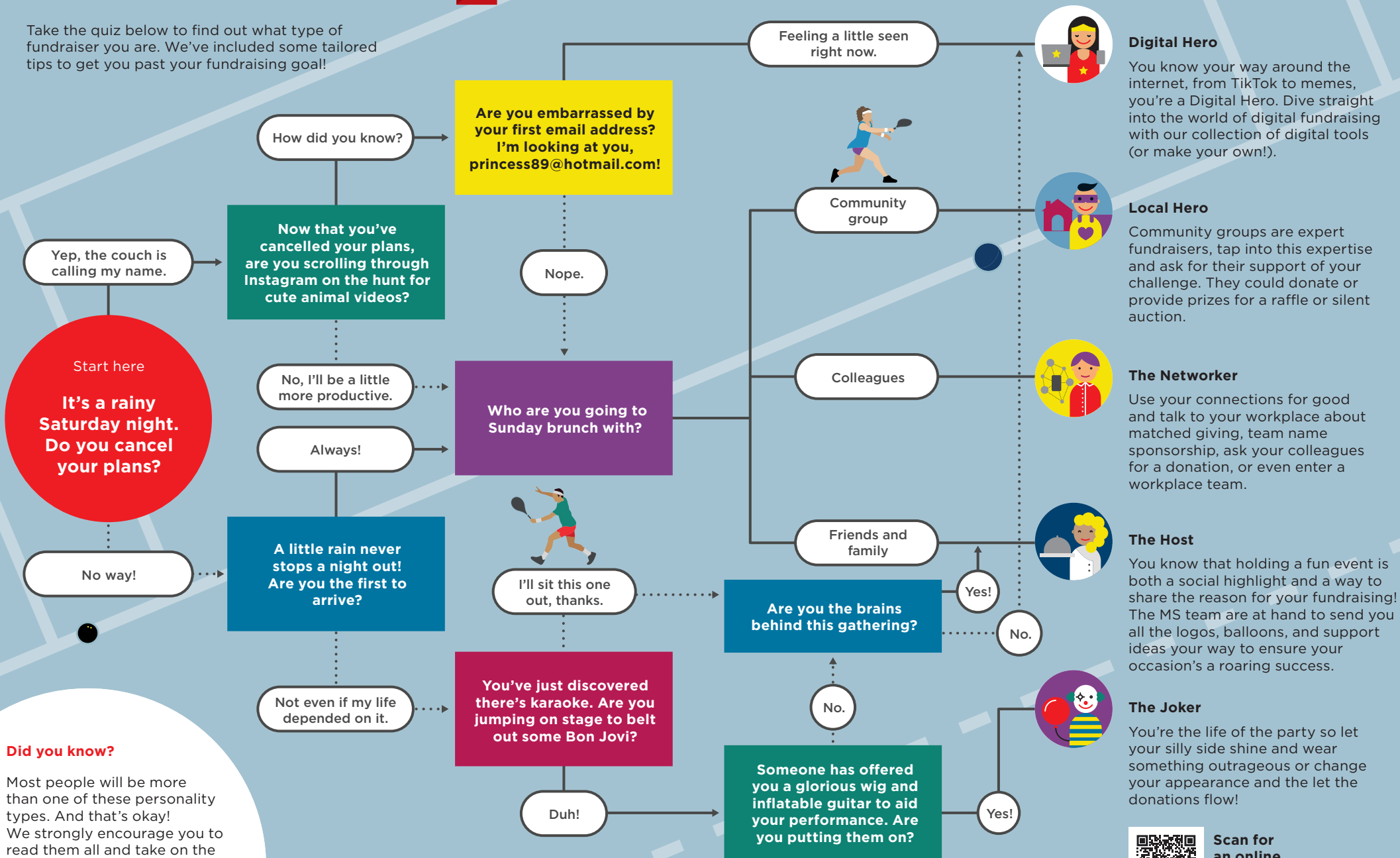
Multiple sclerosis is the most common neurological condition among young people.



3 out of 4 people living with multiple sclerosis are women.

# What's your fundraising personality?

Take the quiz below 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!

## The difference you make

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.



## Hero Program

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.

### Here's how your support will make a difference:



#### MS Plus 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 Plus Connect.



#### MS Plus 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 Plus Employment

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



#### MS Plus Education - Webinars & Events

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



#### MS Plus Support Group - Connection & Belonging

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



#### NDIS Support Coordination

Around 1,500 people will seek assistance with their NDIS plans.

It's thanks to your support that this is possible. Thank you for making sure no one faces MS alone.



Tote Bag



Shoe Laces



Keep Cup



Cap



Back Pack



Picnic Blanket



Premium Duffle Bag

The more you raise, the bigger the reward!

*"I didn't know I was capable of swimming 5km but the mega swim helped motivate me to just keep swimming (as Dory would say). I was so surprised at how easy it was to fundraise. My friends, family and colleagues all jumped in to encourage me and donated generously."*

**Cate Eman** Event Participant - MS 4 MS  
2021 My Mega Swim for MS

# Let others know you are taking part in the MS Mega Challenge

Do you want to rock some branded merchandise to show your friends, family, and colleagues that you are doing the MS Mega Challenge? Don't worry we have you covered!

From MS Mega Challenge T-shirts, and jumpers to regular MS branded merchandise we have it all!



### Where to buy

Head to [MSMegachallenge.org.au/merchandise](https://MSMegachallenge.org.au/merchandise) to purchase your newest 'fit' now!



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



*"It's fantastic, everyone is beaming. Because it is not super competitive, it's more fun meaning everyone is in a better mindset, happy and smiling. The best part - I could not say, the whole event is great."*

**Jay Merritt**  
Team Captain - Mt District 2021 Melbourne MS Mega Squash and Racquetball



### We love seeing all your Mega Challenge training, fundraising and on the day content!



[facebook.com/msmegachallenge](https://facebook.com/msmegachallenge)

[instagram.com/msmegachallenge](https://instagram.com/msmegachallenge)

Tag the above accounts in your posts and make sure to hashtag your posts with **#msmegachallenge** and you may see your posts on our social media!



## 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 raise for charity.

### 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.



### 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.

Contact us for any support you need, including a letter to confirm our charitable status, tax-deductible receipts or a letter of thanks.

For matched funding our company details are:

**MS Plus Ltd**  
**ABN 66 004 942 287**



### 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 valuable fundraising efforts contribute to the MS Go for Gold Scholarship Program and support services offered by MS Plus. The MS Mega Challenge has supported over 1000 Go for Gold Scholarship recipients across Australia in fulfilling a dream.

### 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](mailto:events@ms.org.au)

The MS Plus 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 Plus 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!

**MSMEGA**  
CHALLENGE

