

Your guide to corporate fundraising





Why now and why us?

Our Corporate Partnerships Team will work with you to create, design and manage an innovative partnership involving all of your stakeholders that meets the aims and objectives of your business. And helps us provide care and support for the 100,000 people affected by multiple sclerosis across the UK.

Every corporate partnership with us is unique

“Thank you for all your support. I would really recommend the MS Society as a charity of the year – we have had an excellent experience”

CityFibre

MS Society Partner 2018–2019

We recognise that it's not just about fundraising.

We want to give your employees an additional purpose and cause they will become passionate about. More than 100,000 people have MS but many more are affected by it.

Charity partnerships have a significant impact and add value to a business.

They bring everyone together and show the spirit, passion and commitment people have. They also provide an ongoing opportunity to connect emotively with employees around causes that resonate with them. This goes a long way towards employee engagement, attracting and retaining talent.

Thank you for becoming our partner.

You are now part of a incredible network of organisations making a real difference to the lives of people affected by MS.

Today, nothing can stop MS. Tomorrow, we will.
We believe we can stop MS, and you can help.

Your support will make a huge difference to everyone affected by MS, here are a few examples

£5

can pay for laboratory essentials such as petri dishes and latex gloves. It seems small, but these things are essential to our scientists' work in stopping MS.

£50

can pay for 10 calls to our MS Helpline, so we can be there for people when they need us the most.

£500

can provide a short break grant for someone with MS to enjoy quality time away and a chance to relax without worries.

£5,000

can pay for an incubator for growing cells in the lab which is essential to study MS.

£2,000

can pay for 40 days of our online forum: a place for people with MS, their friends, and family, to connect.

£10,000

can co-fund a cryostat machine* which is essential for work at the MS Society Tissue Bank.

*A cryostat machine is an essential piece of laboratory equipment that stores and cuts tissue samples at very low temperatures.



**STOP
MS**

Stop MS Pioneers

Why should you become a Stop MS Pioneer?

Our Stop MS Pioneers are leading the way towards finding treatments that could slow or stop the damage caused by MS.

Donate £10,000 to help make research history.

For more information, email msscorporate@mssociety.org.uk

Our MS Society Partnerships



Monkey Sox

James always loved monkeys and wears odd socks. Lianne made Mr Monkey Sox with ginger hair and blue eyes like James. And so Mr Monkey Sox was born!

He has MS; his body acts and feels different left to right, a bit like the “Odd Sox” he wears and we sell to support our charities.

Mr Monkey Sox donate a 50% share of net profits equally between three partner MS charities.



Wellspect

Over the past six years Wellspect have been supporting the MS Society through event sponsorship, guidance and support to those living with MS.

Wellspect regularly attend the MS Society’s nationwide events to support those affected by MS. There, the Wellspect team engage the MS Community by running practical sessions on managing symptoms and living well with MS.



Employee-led fundraising ideas

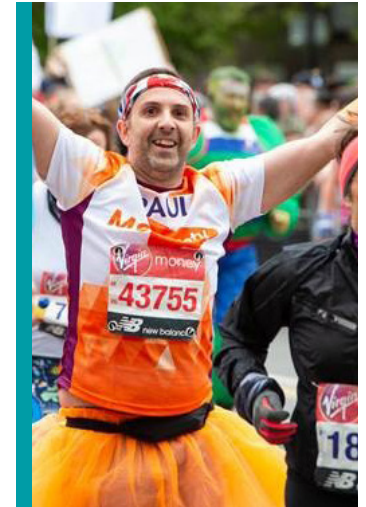
Fundraising for a charity offers a unique way for staff to build on communication and organisation skills, take on new responsibilities, and provide excellent teambuilding opportunities.

- Dress down day
- Raffle
- Christmas party
- Sports day
- Sweepstake



“Everyone at Wazoku had an enormous amount of fun working with the MS Society team over the two days, but importantly we also developed some really positive and innovative outcomes from the hackathon, which we hope can help the Society to develop some of its campaigns and services in the future.”

Jon Landau,
Chief Operating Officer at Wazoku



Let's get started!

Here are some fundraising activities to get stuck in with...



Adrenaline events

Across the UK, MS Superstars are bungee jumping, skydiving, abseiling and shark diving their way towards stopping MS.

Events

We have a variety of events that you can support, ranging from special events, our Annual Stop MS Appeal Lecture and tours of our private research centres across the UK.

Pro bono

Our partners have outstanding skills. Would your employees like the chance to share their skills with us? We are always open to experience and skill sharing.

Sponsorship

There are plenty of opportunities to sponsor our varied portfolio of special events, giving you profile and recognition, as well as the opportunity to be a part of such an exciting and important occasion.

Office fundraising

Why not ask your colleagues to support you? Check out our fundraising ideas on pages 11 and 12 for inspiration.

It's also worth exploring workplace Matched Giving. Some employers will double the amount their employees raise!

Volunteering

Volunteering means bringing your energy and enthusiasm to the streets, supporting our MS superstars - cheering, marshalling, and letting them know how much we appreciate their efforts.



SMS Battles event, May 2019.
Pictured: Clare Balding, Ade Adepitan

Recycling

You don't have to run a marathon or jump out of a plane to support us (but you can if you want!). Got any unwanted office equipment lying around? Or Jewellery and watches you no longer want? We can help you recycle them.



That's not all...

Awareness

We'll announce our partnership and share the exciting details of your fundraising activities with the MS community.

Payday giving

Payroll Giving (or Give as You Earn, GAYE) is one of the easiest, most tax efficient ways of making a regular donation. Your donation is deducted from your gross salary, tax free.

Find out more: mssociety.org.uk/get-involved/payee

Say thank you!

Update your internal communication channels to congratulate and thank employees for their fundraising activity, donations and support.



Photo courtesy of REaD Group completing the 10 in 10 challenge



The important bits

We want to keep you and your employees safe and well, so please consider the following when planning your fundraising. You can then relax and enjoy yourself!



Licences

You may need a licence if you're planning to sell alcohol, food, hold a collection or provide entertainment. For more information please visit gov.uk/licence-finder

First aid

For large events, you might need a first aider on site. For other events, a first aid box will be adequate.

Money

Please keep cash locked away and consider getting insurance if you are expecting to carry large amounts.

Risk assessment

If you're putting on your own event, you may need to assess the venue for any risks that could cause injury.

Branding

Our brand team is to support you through our partnership. Email us to find out about partnership logos and advertising in our membership magazine. brandcentre@mssociety.org.uk

Insurance

We have public liability insurance that covers lots of activities, but you may need to arrange additional cover.

Raffles

Different types of raffles have different rules and regulations. Visit gamblingcommission.gov.uk for details.

Looking for ideas to help you raise more?



Bake sale

Bake your finest to sell in the office. 11am or 3pm go down well as people might need a little sweet pick me up!



Music concert

Got musical contacts? Speak to a local venue to see if they can help!

Auction of promises

Do you have any hidden skills? Are you an amateur magician or photographer? Can you sing? Auction off your skill, expertise, guidance - you'll be surprised by how many options are out there.

Black tie dinner

Dust off your glad rags and go big! Consider how much to charge per ticket to cover the costs of catering and the venue.

Give up sugar or caffeine for a week

Ask people to sponsor you or donate the money saved to your fundraising target.

Head shaving

Got lovely locks you're willing to chop? Ask colleagues to sponsor you to do so.

Golf day

Passionate about golf? Get in touch with your local club to see if they would be willing to support you.

Treasure hunt

What a fun way to spend an afternoon...organise a treasure hunt in your local town or city. Ask for donations to enter.

Bucket collection

Contact your local train station or supermarket to see if they will let you collect.



Be a sport

What's better than a sport event to build team spirit, have fun and raise money? minimum effort, maximum fun and funds raised!



Host a company BBQ

Sausages (don't forget the vegetarians and vegans out there), buns and ketchup on a sunny day. Bliss! Ask for donations on arrival or per burger.

Hold a quiz

Gather your colleagues for some friendly competition by hosting a quiz, ask your local pub to host or sponsor it!

Shout about it

Social media platforms like Facebook and Twitter are a great way to get the message out there.

Here's some top tips for making the most of your post...



Tweeting from your corporate or personal Twitter account can open up new possibilities.



Set up an event on Facebook, it's also a great place to share links to your JustGiving page.



Why not keep people in the picture by documenting your fundraising activities on Instagram? And remember to tag us to keep us in the loop.

“We are really proud to be raising funds this year for the MS Society. It's a great charity and a cause close to our hearts...It shows the level of engagement that nearly half of our staff took time to scale 10 peaks and, most importantly, raise £10,000.”

Scott Logie

Customer Engagement
Director at REaD Group

@mssocietyuk

Tips for writing about your great work

This is a great way to let others know about your fundraising and activity with us. Get your story out there!

Writing a press release or news article...

A press release should be short, clear, well presented and summarise the key points of your event

Grab attention with a headline.

Include the 5 golden Ws – who, what, where, when, why.

Keep it personal: write about real people and experiences. Explain how your fundraising will make a difference.

Include a quote and a photo of you in your MS Society top.



Ordering materials and paying in your fundraising



We've got lots of materials to help you get your fundraising kick-started! Whether you need balloons and bunting or posters and collecting tins, we're on hand to help you out...just email msscoperate@mssociety.org.uk.

A place to keep all your bits and bobs.

Online

Donations to your online fundraising page come directly through to us. Be sure to send us your team page URL.

Donation form

In this pack we have enclosed a form that you can use to send your donation in the post. Make sure to include your details so we can thank you for your support!

By phone

You can call our Supporter Care team on 0300 500 8084 to make a card donation over the phone.

By post

Please do not send cash in the post. Instead, you can send a cheque payable to 'MS Society' to the address on the donation form. We can also accept Charities Aid Foundation vouchers.

(For printers: This is a pocket)



MS National Centre (MSNC)

372 Edgware Road,
London NW2 6ND

MS Society Scotland

Ratho Park, 88 Glasgow Road, Ratho Station,
Newbridge EH28 8PP

MS Society Northern Ireland

The Resource Centre, 34 Annadale Avenue,
Belfast, BT7 3JJ

MS Society Cymru

Baltic House, Mount Stuart Square, Cardiff,
CF10 5FH

[**mssociety.org.uk**](https://mssociety.org.uk)

Multiple Sclerosis Society

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