

Your guide to corporate fundraising



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Our goal of stopping MS is possible thanks to working with corporate partners like you. These partnerships help us amplify the work we're doing to support people across the UK affected by MS.

We believe in working together to solve business problems.

Our partnerships have led to real, positive change. Whether that is a positive impact on business, uplifts in sales, or increased customer engagement.

We always want to ensure shared goals are met. And that we're maximising the impact we can have by working together.

There are many opportunities for our corporate partners. Including fundraising at work, which we know can help inspire colleagues and build better connections in the workplace.

By joining forces with us, you'll be making a positive impact on your business. And you'll be helping us to support over 150,000 people living with MS across the UK.

Barbara Spreadborough

Head of Corporate and Trust Partnerships



What we do

Our vision is a world free from MS

We fund world-leading scientists as they search for new treatments. We make sure everyone can access expert information and services to help them live well with MS.

We speak up together, to make sure everyone's voice is heard, and rights are protected. We support one another when times are tough and celebrate together when they're good. We make sure no one has to feel alone.

Together we're a community of people living with MS, friends, families, carers, scientists, researchers, healthcare professionals, campaigners and volunteers.



Corporate partnerships make an amazing contribution to our work.

Every corporate partnership with us is unique. They offer fantastic benefits to the companies we team up with. Charity partnerships have a significant impact and add value to your business.



We would love to hear from you if you're thinking about supporting us. The team would be delighted to meet with you and together create a mutually beneficial partnership. Get in touch at mscorporate@mssociety.org.uk

“I’d be lost without the group, it’s given me such a focus and purpose since leaving work... I can sometimes feel embarrassed about my MS but not with others with the condition – we all know what it’s like, we understand. They’re not just members to me, they’re very good friends.”

Val

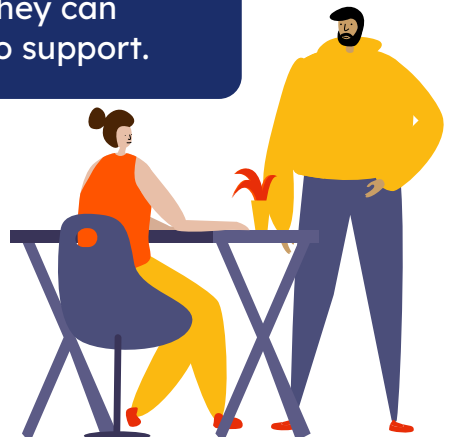


Benefits of partnering with us

The benefits include:

- supporting your priorities around social and ethical impact and responsibilities
- establishing yourself as a socially responsible business
- bringing everyone at your business together, allowing people to share their spirit, passion and commitment
- offering an ongoing opportunity to connect emotionally with your employees around causes that resonate with them
- helping employee engagement and attracting and retaining talent

It's not just about fundraising – we want to give your employees a cause they can be passionate about and proud to support.



We can offer you

- volunteer days at events like the London Marathon
- staff education through talks and video blogs
- flexible donation options (payroll giving, give as you shop, recycling)
- pro-bono support and skills sharing
- monthly bespoke activities to engage employees
- digital support to amplify fundraising efforts
- fundraising resources like balloons, t-shirts, and collection tins
- press opportunities to highlight your partnership
- exclusive invites to events
- prioritised access to exclusive and exciting opportunities in our subscriber magazine MS Matters which goes out to nearly 12,000 people quarterly

[Explore our offer to you.](#)

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“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



What is MS?

Seven key things you need to know about MS:

- 1** Multiple sclerosis (MS) is a debilitating neurodegenerative condition.
- 2** In MS, the immune system mistakenly attacks the central nervous system, causing damage.
- 3** Over 150,000 people in the UK have MS and 2.9 million globally.
- 4** MS is unpredictable, and different for everyone.
- 5** It is often painful and exhausting, and can cause problems with the way someone walks, moves, sees, thinks and feels.
- 6** 135 people are diagnosed with MS every week and this is growing.
- 7** The majority of people are diagnosed in their 30s and 40s, which means it also affects families, friendships and careers.

“The realities of the condition are there is a wide variation in symptoms and degrees of disability. Everyone’s MS is their own, and everyone is different.”

Annie





“

“If it wasn’t for the MS Society funding research into drugs... we wouldn’t be where we are now. As parents, we know MS will get stopped eventually. We’ve got to have faith and trust in the science behind it all. We’d be lost without it, especially our family.”

Stuart





The Stop MS Appeal

Join the revolution against MS

Join one of our Stop MS Appeal events or create your own Stop MS Corporate Challenge.

And help us turn world-leading research into life-changing treatments.

We're in the middle of a treatment revolution for progressive MS and we need your help.

For the last 10 years we've dedicated ourselves to raising £100 million in essential funding for MS research.

We're in our **final year**, of a 10 year appeal.

And now, more than ever, we need your help to build on the incredible research that has been made.

We've made remarkable progress, since the start of the Stop MS Appeal. Researchers have identified drugs that could potentially slow or stop MS from progressing. And Octopus, our pioneering clinical trials platform, is testing promising treatments far quicker.

But we can't stop now

We still have **£10 million to raise** and we need your help to reach our target.

Your company can help drive the revolution towards treatments that people with progressive MS need. Help our Stop MS Appeal reach its £100 million target.

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“We're transforming lives through research and clinical trials funded by £100 million appeal. Together we will stop MS.”

Mark Wood, Stop MS Appeal Board, Chair



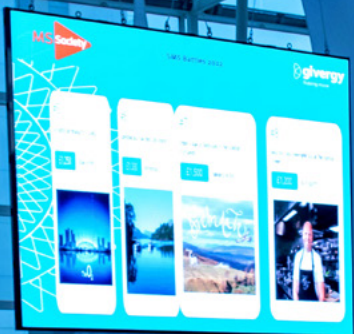
Stop MS opportunities

Join one of our Stop MS Appeal events or create your own Stop MS Corporate Challenge.

And help us turn world-leading research into life-changing treatments.

[Find out more about getting your company involved in the Stop MS Appeal](#)





BrownADVISORY
Thoughtful Investing.



“What an incredible night that was, one to be remembered. We were so honoured to be sponsor for the evening and even more thrilled to hear how much money was raised.”

Finecast UK – SMS Battles sponsor 2022

How to show your support

Payroll giving

- Payroll Giving is one of the most tax efficient ways of making a regular donation. Your donation is deducted from your gross salary, tax free. Find out more [here](#).

Company donation

- A company donation will help us continue our work to support everyone living with MS across the UK.

Sponsorship

- There are plenty of opportunities available for corporate sponsorship throughout the year. Sponsorship gives you profile and recognition as well as the opportunity to be part of an exciting occasion.

Charity of the year partnerships

- These relationships are ideal to motivate employees as well as achieve your company's corporate responsibility strategy.

Employee fundraising

- Fundraising for a charity is a unique way for staff to build on communication and organisation skills.

It provides excellent team-building opportunities and the chance to take on new responsibilities.

Employee volunteering


- There are lots of ways you can volunteer for us. We can work together to find the right thing for you and your team.

Recycling

- Got any unwanted office equipment lying around or jewellery and watches you no longer want? We can help you recycle them.

Michael Brady Limited have supported our work since 2011. In 2023, Team MBL took on our corporate challenge and climbed Ben Nevis. Through their collective efforts, the group raised an incredible £10,829 towards our Stop MS Appeal. Smashing their £5,000 target and bringing their lifetime support to almost £30,000.





Every year at Hunter Gatherer AHP, we organise a fundraising event for causes close to our employees. In 2023 the MS Society as our charity by our founder and CEO Benton, whose wife lives with MSS. In 2023, the team took on our corporate challenge and climbed Ben Nevis. Through their collective efforts, the group raised an incredible £12,343 towards our Stop MS Appeal.

“The Ben Nevis climb was a huge positive for all who took part. Combining an outdoor challenge with team building and fund raising for an amazing charity. We received a lot of organisational and motivational support from the team at the MS Society, which really helped to make the trip a huge success.”






Hunter Gatherer AHP -
Corporate Challenge Ben Nevis

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Useful information

Shout about it

Social media is a great way to get the message out there. Here's some top tips for making the most of your post...

-  Set up an event on Facebook, it's also a great place to share links to your JustGiving page.
-  Post regular updates from your corporate or personal account on X with donation links. Use hashtags to increase visibility
-  Document your fundraising activities visually by sharing photos, videos and stories on Instagram.
-  Share updates with your professional network and engage colleagues on LinkedIn.
-  TikTok is perfect for sharing engaging videos that can highlight your fundraising journey.

Paying in your fundraising

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

Donation form: 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 send a cheque payable to 'MS Society' to the address on the donation form. We can also accept Charities Aid Foundation vouchers.

Find out more

Setting up your JustGiving Page

www.mssociety.org.uk/just-giving-team-page



Setting up a JustGiving page is a quick and easy way to ask for donations. Team pages allow you and others to join your fundraising efforts together, you can raise money separately and contribute to a team goal.

The Stop MS Appeal

www.mssociety.org.uk/corporate-stop-ms

Payroll giving

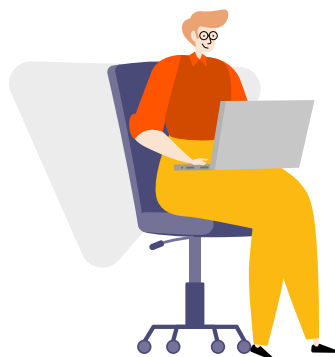
www.mssociety.org.uk/corporate-payroll-giving

Paying in your fundraising

Email mscorporate@mssociety.org.uk

The business benefits of partnering with us

www.mssociety.org.uk/business-benefits





MS Society

Carriage House, 8 City North Place, London N4 3FU
Tel: 020 8438 0700

MS Society Scotland

MS Society Scotland, gyleWorks, 34 South Gyle Crescent,
Edinburgh, EH12 9EB.
Tel: 0131 335 4050

MS Society Northern Ireland

MS Society Northern Ireland, The Resource Centre,
34 Annadale Avenue, Belfast, BT7 3JJ
Tel: 02890 802 802

MS Society Cymru

MS Society Cymru, Clockwise@Brunel House,
2 Fitzalan Rd, Cardiff CF24 0EB
Tel: 0208 438 0700