

Successful Fundraising Some UK Examples

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The MS Nurse Programme

Problem: - Not enough MS Nurses

- Pharma nurses brand- focused

Solution: - MS Society creates a consortium

- Provides initial funding

- State health system takes over

Membership Added value

Problem

Not enough money to develop the member 'offering'

Solution

Specific unrestricted grant from donor

- Research member requirements
- Improve information to members

Source

- Corporate Social Responsibility

Working With Government

Problem: How can the NHS measure patient satisfaction ?

Solution:

- Service User Panel
ordinary people available to discuss
- Joint project with academic centre on how best to set-up 'LINKS' in the community. Grant from NHS

On The Ground

The London Marathon

Cake Break

The World's Biggest Coffee Morning

Support and Advice

The UK MS Society has provided support for:

ROMANIA

BULGARIA

SLOVAKIA

Ask EMSP to help arrange more

Thank you!
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