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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