Together we lead the fight against MS.
“None of us really cares where the cure or effective treatments come from – we just want that cure to happen.”

Sylvia Lawry, 1965
The initiative

MSIF + few members = Collaborative

Global initiative, every MS organisation playing meaningful role
Key elements

1. Simple inspiring identity
2. All MS organisations are partners in shared goal
3. Lever existing resources and structures
4. Maximise opportunity for donors to contribute
5. Common core messages
Key elements

- Simple inspiring identity
- All MS organisations are partners in shared goal
- Funding for best research
- Building fundraising capacity of the movement
- Common core messages
- Maximise opportunity for donors to contribute

Lever existing resources and structures
Sources of funding

Horizon 1 2013-17
- Member societies
- Pharmaceutical companies

Horizon 2 2015-18
- Companies
- Institutional Foundations
- High Net Worth Individuals
- Public fundraising
Resources

- MSIF staff – coordination, training, support
- Tools: case, video, webinar
- Access to scientists
- FR toolkits
- Communication templates

Access to scientists
Do you want to get involved?

Updates, how to fundraise for this, communicating the research information.

Write to me ceri@msif.org with ‘progressive ms’ as the subject

I’ll be in touch as soon as I can!

And in the meantime...
What’s your motto?

It’s time to get planning for WMSD 2013