

Program Information & Benefits

Book before June 30th to be entered into a draw for
a \$1,000 Scholastic Voucher!

Register your school online & receive a \$75 Scholastic Voucher!

Facts about MS:

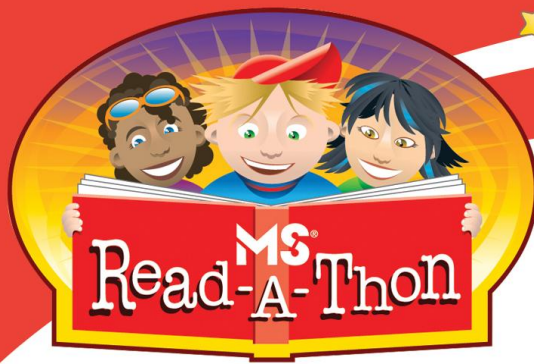
- MS is the **most wide spread** neurological disorder amongst young adults in Canada. It is most often diagnosed between the ages of 15 and 40, however MS can also affect **children as young as 2**.
- 55,000-75,000 Canadians live with MS. Every day, **3 families are diagnosed** with MS, an unpredictable and often debilitating disease.
- Funds raised support our dual mission **to be a leader in finding a cure for multiple sclerosis and enabling people affected by MS to enhance their quality of life.**
- Since 1977, **over 5 million students have read over 20 million books and raised over \$40 million dollars for MS research and services.**

Benefits of the MS Read-A-Thon:

- Supports **curriculum based initiatives** like Family Literacy Day and Character Development.
- Encourages students to practice and **improve their reading skills** while teaching children about multiple sclerosis, **disability awareness and the importance of philanthropy.**
- Teaches students about **leadership** and the importance of **community involvement.** Your students will be excited about reading and their power to help others!

The MS Read-A-Thon is Easy to Run!

- It's as easy as **A, B, C**...simply choose your **Session, Kick-Off, and Award Options.** (See next page)
- We will send you a **Handbook** with tools and tips a month before your Kick-Off Assembly.
- We will bring everything you need to you on the day of your Kick-Off – including posters, pledge envelopes, and class collection envelopes.
- After the Kick-Off, students read for 2-3 weeks while gathering donations from friends and family for the number of minutes spent reading. The MS Society does not require minutes be tracked, but recommends it as a great way to teach students about **goal setting.**
- Students submit their pledge envelopes to teachers who then submit them to the school liaison.
- In most cases you **do not have to count pledges.** We arrange for BRINKS to pick-up donations from schools in their service area. (Please ask us for details!)
- Finally, your chosen award(s) will be sent to your school with a **HUGE thanks** and a special thank you gift for each student who submits a pledge envelope.



It's as easy as

A B C

A. Session Options

A Coordinator will work with you to determine a specific date and time that suits your schedule during one of our three sessions. Choose from:

- FALL
- WINTER
- SPRING

B. Kick-Off Assembly Options

- **MS Society Hosted** – An MS Society representative conducts a 30 minute presentation at your school.
- **Program-in-a-Box** – A self-directed presentation hosted by someone from your school.

C. Award Options

All students receive a small thank you gift for completing the program. Choose one of the following additional award options for your school:

- **Individual Awards** - Students who raise \$25 or more receive awards based on their fundraising total.
- **School Awards** - Receive 10% of the TOTAL funds in the form of a cheque or Scholastic Voucher.
- **100% Donation** - ALL funds raised will be directed to research and services.

The MS Read-A-Thon Honour Roll

With any Award Option, your school is eligible to achieve Honour Roll recognition and receive up to \$1,000 in bonus Scholastic Vouchers for raising \$2,500 or more.

Achievements	Minimum Raised	Scholastic Voucher
Platinum	\$15,000	\$1,000
Gold	\$10,000	\$600
Silver	\$5,000	\$400
Bronze	\$2,500	\$200

Call or visit msreadathon.ca
to book your school TODAY!

Phone: 1-800-268-7582 or 416-922-6600 x 3191

Email: rat@mssociety.ca