

**T**hank you for your interest in the first-ever NASS EN MASSE sponsored walk. The information contained in this leaflet is designed to assist you with fundraising and preparation for this event and/or any other event you may be interested in.

## Why support NASS

NASS does not receive any government funding. We rely on membership subscriptions, individual and corporate donations and legacies to fund the extensive work we do on behalf of people with AS. It may help if you can explain to people what you are doing and why they should support you. Very little is known about AS in the public arena: often the first a person will know about AS is if they know someone who is affected by the condition. Therefore participating in fundraising events and activities is not just about money it is about raising awareness too.

## What is ankylosing spondylitis (AS)?

Ankylosing spondylitis is a progressive inflammatory arthritis of the spine that affects around 200,000 people in the UK. The symptoms usually start in late teens or early twenties but it is a difficult condition to diagnose as the most common symptom is persistent lower back pain. There is no cure for AS. However, there are treatments available to help ease the symptoms.

### What does ankylosing spondylitis mean?

Ankylosing means fusing together and spondylitis means inflammation of the spine. Both words are of Greek origin.

## What does NASS do?

NASS is the only registered charity in the UK for people with AS. NASS helps people affected by AS by:

- Supporting those who need information and advice by telephone and email
- Providing up to date information on the latest developments in research, treatment and management of AS
- Putting people in touch with each other to gain first hand experience on specific topics and issues
- Giving people confidence to manage their condition and achieve the best possible outcome
- Providing regular supervised hydrotherapy, physiotherapy and gym sessions through its network of around 100 branches throughout the UK.



## Tips for effective fundraising

- Set yourself a target to give you something to aim for.
- Get a generous sponsor to give first to encourage others to be just as generous.
- If possible get people to donate straight away rather than pledge – this will save you having to collect money and chase people up after the event.
- Ask everyone you know – the worst they can say is no!
- Allow yourself plenty of time to reach your target.

Encourage the person sponsoring you to tick the Gift Aid box – if they are a UK tax payer it means an extra 25p to NASS for every £1 they donate at no extra cost to them.

## Get your employers involved

Matched Giving is a scheme whereby employers offer to match or partly match any money that you raise. This also benefits employers as they will not have to pay corporation tax on any money they use as matched giving. If you or your employer would like more details on matched giving, you can contact the Charities Aid Foundation (CAF) by visiting their website [www.cafonline.org](http://www.cafonline.org).

## How NASS can help

NASS will send you a t-shirt, leaflets, pens, sponsor forms and newsletters to help you to promote your participation.

## Get creative

If you don't like asking your friends and family for sponsorship or you think that they may be tired of sponsoring people, there are a few things you can do to make it a bit more interesting for them:

- Ask people to sponsor you based on you finishing in a certain time.
- Have a list of times (or whatever is relevant to your event) and ask people to guess which one is correct – and offer a prize for the winner.

## Set up a fundraising page

- Just Giving is a specialist fundraising website for people who are taking part in or organising an event.
- You can find NASS by going to [www.justgiving.com/nassuk](http://www.justgiving.com/nassuk).
- It takes around 5 minutes to set up your own page.
- It does help to include a photograph of yourself.
- With all the money coming directly to NASS, it saves a lot of effort when it comes to collecting the money.

## Other organised events in 2010

- Just Walk - This is a walking event held in May every year starting at Goodwood Racecourse. You can take part in a 10km, 20km, 40km or 60km walk and the entry fee varies accordingly.
- Just Bike – Similar to the Just Walk event, this is held in October and begins in Wiltshire. You can either do a 50km or a 100km ride and the entry fee varies accordingly.
- Overseas challenges – There are a number of overseas events that are open to anyone to join in. Ranging from a London to Paris cycle to trekking to Mount Everest Base Camp these events not only raise a lot of money for us but are a real adventure for the participants.

Visit the NASS website at [www.nass.co.uk](http://www.nass.co.uk) for more information on these events.

## Useful Information

If you would like to hear more about the work of NASS please:

Call us on **020 8948 9117**; or

Email us at **[admin@nass.co.uk](mailto:admin@nass.co.uk)**; or

Write to us at NASS  
Unit 0.2, One Victoria Villas  
Richmond Surrey TW9 2GW

Web [www.nass.co.uk](http://www.nass.co.uk)

# NASS

Registered charity no. 272258

**NASS EN MASSE**  
**Sunday 9 May 2010**  
**Richmond Park, Surrey**



**'A walk in the park for  
World AS Day'**

**FUNDRAISING INFORMATION**

# NASS

The National Ankylosing Spondylitis Society