



# 2015 CAMPAIGN SUCCESS KIT

Congratulations and welcome to the MS Corporate Achievers Class of 2015. In the past 19 years, more than 1,000 MS Corporate Achievers have raised over \$3.4 million to help create a world free of MS. All of that fundraising has paid off.

Society efforts have led to faster, more accurate means to diagnose MS. Our funding has created and facilitated collaborative MS research in more than 20 countries around the world. More than 800 scientists have had their MS research careers launched through society funding. We are currently funding more than 350 individual research projects worldwide, fueling more potential MS therapies in development than at any other time in history. Right now there is no cure, but with your efforts we are moving towards finding one.

We are excited to have you become part of the MS Corporate Achievers tradition. Your contributions in both your professional and personal lives have made you an ideal addition to the successful ranks of past honorees. We appreciate that you are taking time to join the movement to end multiple sclerosis.

Over the next two months you will have the opportunity to change lives with the funds you raise. At the same time, you will establish a network of new colleagues through our special events, including a fireside chat at Bellerive Country Club with leaders in St. Louis business and other exciting and unique opportunities.

Thank you for being a leader in our community and joining the movement to end MS.

Sincerely,

Daniel J. Rothery  
President  
BJC Home Care and Community Services  
Chair, MS Corporate Achievers Campaign



**MS CORPORATE ACHIEVERS CLASS OF 2014**

"The Corporate Achievers campaign was as rewarding as it was educational. The more I learned about MS, the more I wanted to make a difference. The campaign had such a positive impact on me."

- Nick Guletz  
KBM Group

**MS CORPORATE ACHIEVERS 2015**

**DATES TO REMEMBER**

**CORPORATE ACHIEVER KICK-OFF**

**MARCH 10**

**6 PM**

Cambridge Innovation Center  
4240 Duncan Ave.

Keynote Address: Mark Tullman, MD

**FIRESIDE CHAT**

**MARCH 26**

**6:30 PM**

Bellerive Country Club  
12925 Ladue Road

**CLASS OF 2015 GRADUATION CEREMONY**

**MAY 13**

**6 PM**

BJC Learning Institute  
8300 Eager Road

Professional photo of each Honoree provided by Joel Marion Photography

Your RSVP is appreciated seven days prior to each event.

Gateway Area Chapter Staff Contact:

Abby Rosenkoetter

[abby.rosenkoetter@nmss.org](mailto:abby.rosenkoetter@nmss.org)

314-446-4171

## MS CORPORATE ACHIEVERS 2015

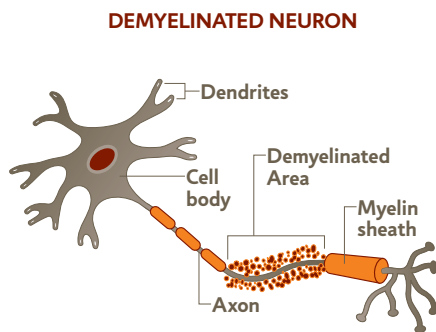
# ABOUT MULTIPLE SCLEROSIS

## What is MS?

Movement is all around us, our bodies and minds in constant motion, connecting with and expressing ourselves to the world. It is so much of who we are, it's easy to take movement for granted. Multiple sclerosis stops people from moving.

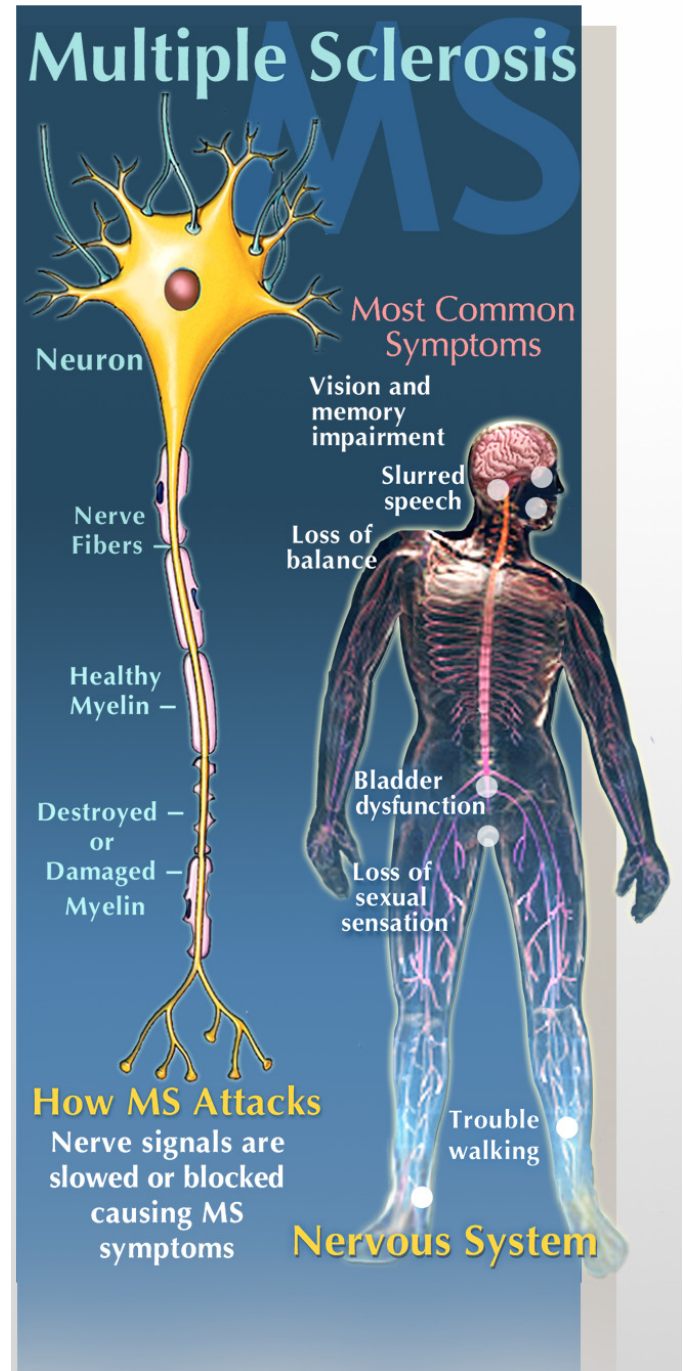
MS is a chronic, often disabling disease that attacks the central nervous system (brain and spinal cord).

MS is thought to be an autoimmune disease. The body's own defense system attacks myelin, the fatty substance that surrounds and protects the nerve fibers of the brain, optic nerves, and spinal cord. When any part of the myelin sheath or nerve fiber is damaged or destroyed, nerve impulses traveling to and from the brain are distorted or interrupted, causing a wide range of symptoms.



MS is an unpredictable disease. Symptoms vary greatly from person to person and vary over time in the same person. Symptoms may be mild, such as numbness in the limbs, or severe, such as paralysis or loss of vision. Some people experience muscle weakness, poor balance, poor coordination, muscle tightness, spasticity or tremors. Problems with bladder, bowel or sexual function are common and fatigue is a major concern for many.

While a cure for MS has not yet been discovered, advances in research have yielded treatments.



**MS CORPORATE ACHIEVERS 2015**

**ABOUT THE NATIONAL MS SOCIETY**

Founded in 1946, the National Multiple Sclerosis Society has a 50-state network of chapters.

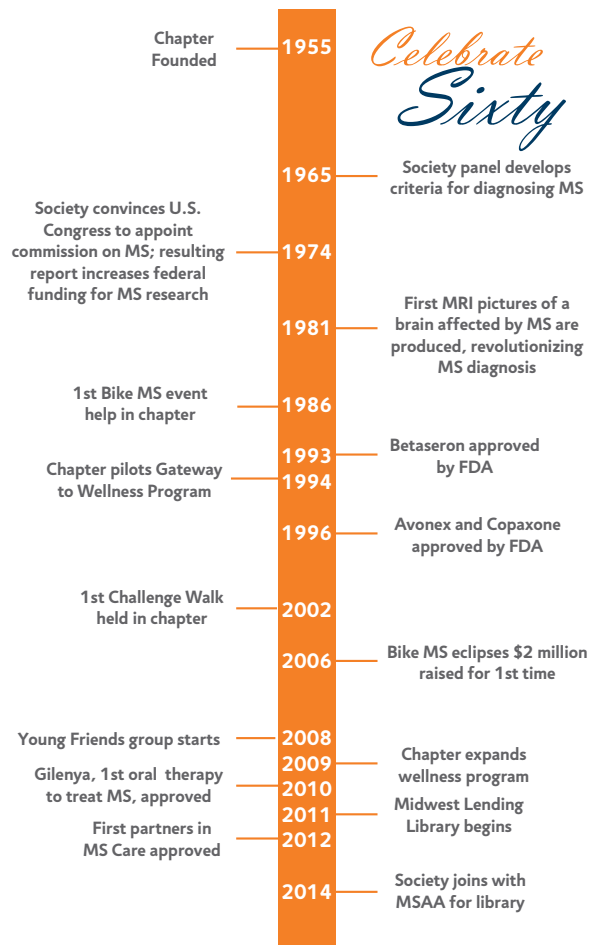
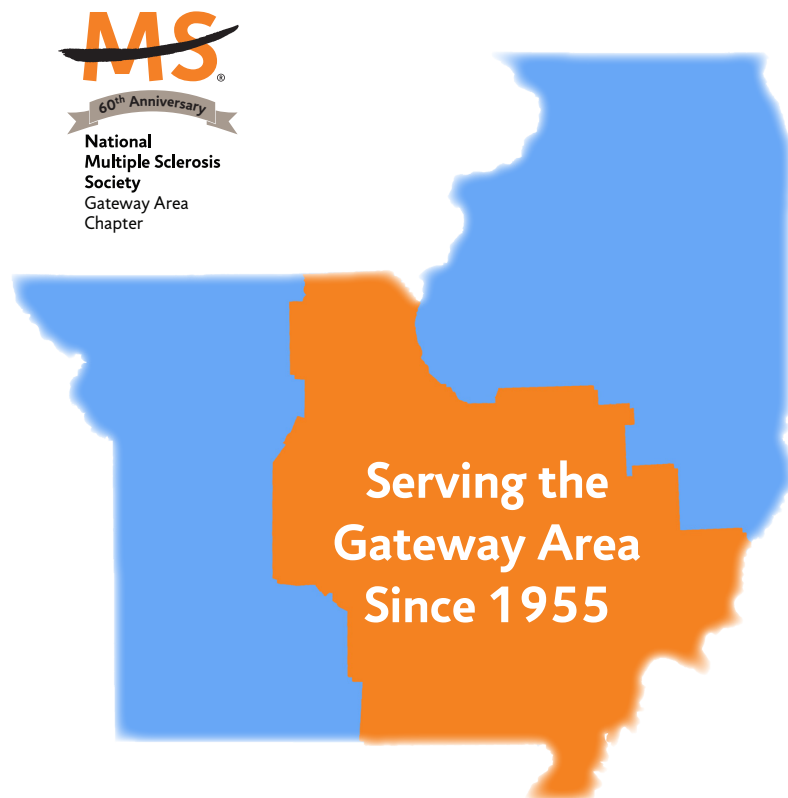
The Society is guided by this mission:

We mobilize people and resources to drive research for a cure and to address the challenges of everyone affected by MS.

The Gateway Area Chapter, established in 1955, contributes to funding for the Society's research program and provides services to the more than

7,100 people living with MS and their families in a 90-county service area covering the eastern half of Missouri and the southern third of Illinois.

The Chapter provides a wide range of programs to help people living with MS and their families connect with others in our community, access resources and assistance, stay active, and learn about MS. Funds raised not only make these programs and services possible, but also advance research to stop the progression of MS, restore lost function and end the disease forever.



## MS CORPORATE ACHIEVERS 2015 ADVISORY COUNCIL

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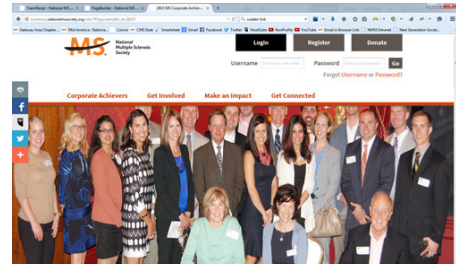
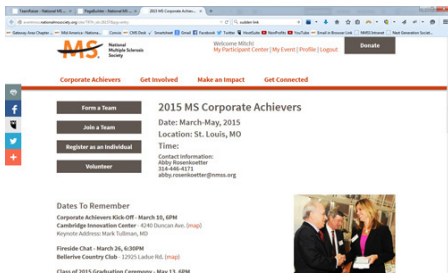
Patrick Wittenbrink

Attorney, Carmody MacDonald

*If you would like further contact information for a fellow class member please contact Abby Rosenkoetter at 314.446.4171 or [abby.rosenkoetter@nmss.org](mailto:abby.rosenkoetter@nmss.org)*

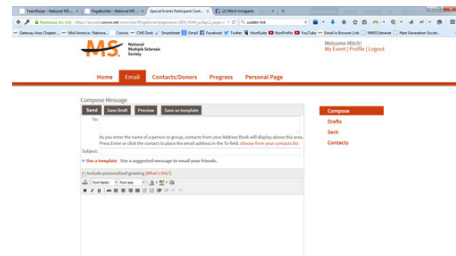
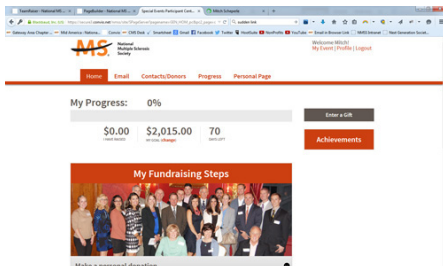
# MS CORPORATE ACHIEVERS 2015 ONLINE FUNDRAISING

With our online fundraising tools, having a successful campaign is a click away!



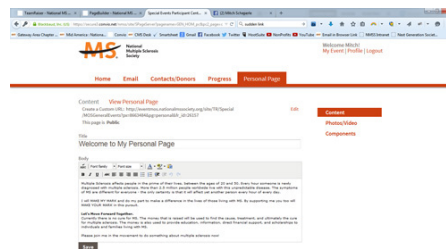
MS Corporate Achievers® Home Page  
www.gatewaymscorporatachievers.org  
Log in here.

Enter your username and  
password here.



Set your fundraising goal.  
The minimum is \$2015.  
Utilize Facebook to fundraise.

Upload e-mail contacts from  
Outlook, Yahoo and others.



Personalize your fundraising page  
for maximum impact!

# MS CORPORATE ACHIEVERS 2015 FUNDRAISING OPTIONS

## UTILIZE YOUR PARTICIPANT CENTER

It's easier than ever to raise money with our online fundraising tools. Start by setting up your personal page by logging in at [mscorporateachievers.org](http://mscorporateachievers.org).

Use your personal page to:

- Share your story, upload photos and video, and display your progress toward your fundraising goals.
- Set a goal and aim high!
- Import your contact list into your Participant Center address book.
- Send emails to ask for donations (contacts remain confidential).
- Turn on your "honor roll" to acknowledge those who have contributed.
- Send thank you emails or letters to your friends, family and other supporters.

## FUNDRAISING TIPS AND IDEAS

- Make a personal contribution to your campaign.
- Get creative! Hold a casual day at your office, raffle off an item, or host a dinner with a suggested donation at the door.
- Utilize Boundless Fundraising on Facebook.
- Make it personal. If you have a connection to MS, tell your story.
- Look for videos and links in your weekly update emails to use.

## HOST YOUR OWN EVENT

Honorees host a variety of events to go above and beyond their fundraising minimum. Some great ideas include:

- Wine Tasting
- Beer Tasting
- Golf Tournament
- Casual Days at Work (staff donate to dress casually)
- Bake Sales (everyone loves a sweet treat during the day)
- Online Auctions and / or Raffles

## FUNDRAISE WITH FACEBOOK

Use Facebook to make your fundraising easier. Log into your participant center and click on the "Fundraise with Facebook" tab to get started. BoundlessFundraising™ is an application that enables you to extend fundraising efforts beyond your Participant Center. Once you have added the Boundless Fundraising™ application to Facebook, you can send a quick update to your newsfeed using the Get the Word Out feature. Many features are available to personalize your fundraising page.

Update your Facebook profile picture with an MS logo by using the Donate Your Profile Picture feature to view your real-time fundraising status on your badge.

Use the Share Your Story community portal to share your personal story with other participants and Facebook friends.



## MS CORPORATE ACHIEVERS 2015

# SAMPLE MESSAGES

## Email/Letter Writing Campaign

Most participants start by raising money online. Set up your personal fundraising page at [www.gatewaymscorporatachievers.org](http://www.gatewaymscorporatachievers.org) — click My Account, and create an account or log in to get started.

Keep your messages short and personal. Tell the reader why you are participating and your fundraising goal. Here are some sample messages you can use.

### Sample Message - Financial Assistance

I am raising money to help the 7,100 people in our area affected by MS. People like James.



WITH SOME FINANCIAL ASSISTANCE FROM THE CHAPTER JAMES DEAN IS ABLE TO MAINTAIN HIS INDEPENDENCE.

James lives with MS and started using a cane for stability in 2002, but his condition got worse. He went from a cane to a walker and then to a power chair in just a handful of months. He adapted, but simple things like accessing the shower and bathroom in his home became dangerous.

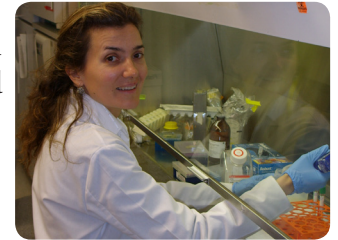
James contacted the National MS Society and learned he qualified for financial assistance to help with a bathroom modification.

“My wife and I are very happy with the outcome of our new master bathroom,” James said. “I was so thankful I contacted the Chapter when I began having more and more trouble doing simple daily activities. The National MS Society helped us make our dream come true and accessibility a reality.”

Please consider making a tax-deductible donation on my behalf to help me reach my fundraising goal of \$\_\_\_\_\_ to help people like James. You can donate online or by a check payable to the National MS Society.

### Sample Message - Research

Last year, the National MS Society invested \$44 million into more than 350 new and ongoing research projects. The Gateway Area Chapter alone invested nearly \$1.2 million.



DR. LAURA PICCIO'S CAREER HAS BEEN CLOSELY TIED TO THE NATIONAL MS SOCIETY.

I am raising money so that the MS Society can continue to fund vital research into the cause and cure of the disease. The MS Society not only invests in research projects but in developing MS researchers like Dr. Laura Piccio who does research at the John L. Trotter MS Center at Washington University in St. Louis.

“I have a very strong connection to the National MS Society which has had, and still has, a huge impact on my training and my career,” Dr Piccio said. “I have a genuine commitment to the MS cause and I share this with many of my colleagues because we think that our research is changing the lives of people with MS. I feel that the National MS Society is a key to keep us all together and motivated to reach our common goal which is to eventually end this disease.”

Please consider making a tax-deductible donation on my behalf to help me reach my fundraising goal of \$\_\_\_\_\_. You can donate online or by a check payable to the National MS Society.



# MS CORPORATE ACHIEVERS 2015 2014 RESULTS

In 2014, 40 MS Corporate Achievers raised \$117,941 in the 18th Corporate Achiever Campaign. Ashley Shepherd earned honors as the top fundraiser while Denise Pesciotta was the top alumni fundraiser.

## 2014 CORPORATE ACHIEVER ST. LOUIS BUSINESS JOURNAL INSERT



**A world free of multiple sclerosis.** This is the vision of the National MS Society. It is the vision that has driven the members of our MS Corporate Achiever class of 2014 to push themselves, ask for their talents, and fundraise an amazing \$117,941 to support medical research and help programming for people living with MS in our community.

This year, with the help and leadership of the MS Corporate Achievers featured in these pages, the Gateway Area Chapter of the National MS Society will serve 7,000 people living in our community with MS. The MS Society provides support including financial, educational, and medical programming to help people living with MS live better and moving forward in their lives.

In addition, the National MS Society is in the midst of an ambitious campaign to raise \$200 million by 2015 for medical research to stop the disease, reverse its functions, and end MS forever.

We are pleased to salute the MS Corporate Achievers of 2014 for their leadership and support of the National MS Society. To learn more about becoming an MS Corporate Achiever, please call 314-781-9620 or visit [www.nmss.org/corporateachievers](http://www.nmss.org/corporateachievers).

*Denise J. Kelley*  
President  
BPC Home Care and Community Services  
Chair  
MS Corporate Achievers Campaign

2  
MS CORPORATE ACHIEVERS 2014

**TOP HONOREE FUNDRAISERS**

**ASHLEY SHEPHERD**  
ASHLEY SHEPHERD & PARTNER IN CAREERS  
Partner  
Ashley, Esq. M.B.A., Saint Louis University, BA in International Studies, University of Notre Dame Leadership Award from Spring 2013 and the Gary Shaw Southern Award from Undergraduate University in 2006. Graduate of the Business Career Acceleration Program at Bowling Green State University. Ashley works for the Client Solutions Association in St. Louis, MO, as well as participating in fundraising together projects in St. Louis, MO.

**Denise Black**  
President  
BPC West County Centers  
Director, St. Charles, MO  
North, Central, South, University of Tennessee  
International Graduate Program  
with Chair - American Hospital Association  
MS Corporate Achiever Award of Excellence, St. Louis  
Alumnus Board President, Community History  
Division, West County Historical Society

**Stacy Tappin**  
Manager, Marketing  
American Entrepreneur  
Executive, BBA, University of Missouri - St. Louis, M.B.A., University of Missouri - St. Louis  
Chief Communications Officer, 2013 Woman in Business (Entrepreneur Magazine)  
Member of CMAA International  
Member Board of Directors, West MS Team Captain, Honorary Society Member

**TOP ALUMNI FUNDRAISER**

**Denise Pesciotta**  
LIFE MEMBER MS SOCIETY  
Executive, St. Ann, Missouri, Plans, Inc.  
Executive, St. Ann, Missouri, Plans, Inc.  
Executive, St. Ann, Missouri, Plans, Inc.  
Executive, St. Ann, Missouri, Plans, Inc.

**ADVISORY COUNCIL**

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Executive Vice President  
BPC, St. Louis, Inc.

**TIM A. BAUER**  
Member, E. B. Smith  
Executive Vice President  
BPC, St. Louis, Inc.

**LEVIN BARRY**  
Executive Vice President  
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**GRAND T. CARROLL**  
President  
Carter, MacDonell

**JOHN KOLLING**  
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BPC, St. Louis, Inc.

**GRACEY PETERSON**  
Vice President, Executive Secretary  
Executive Secretary  
BPC, St. Louis, Inc.

**ANN ROYFORD**  
Executive Director  
Entrepreneur, First Movement

**DAN RUTHERFORD**  
President, BPC Home Care & Community Services

**PATRIC WYTHEMINK**  
President  
Carter, MacDonell

## Contact Us

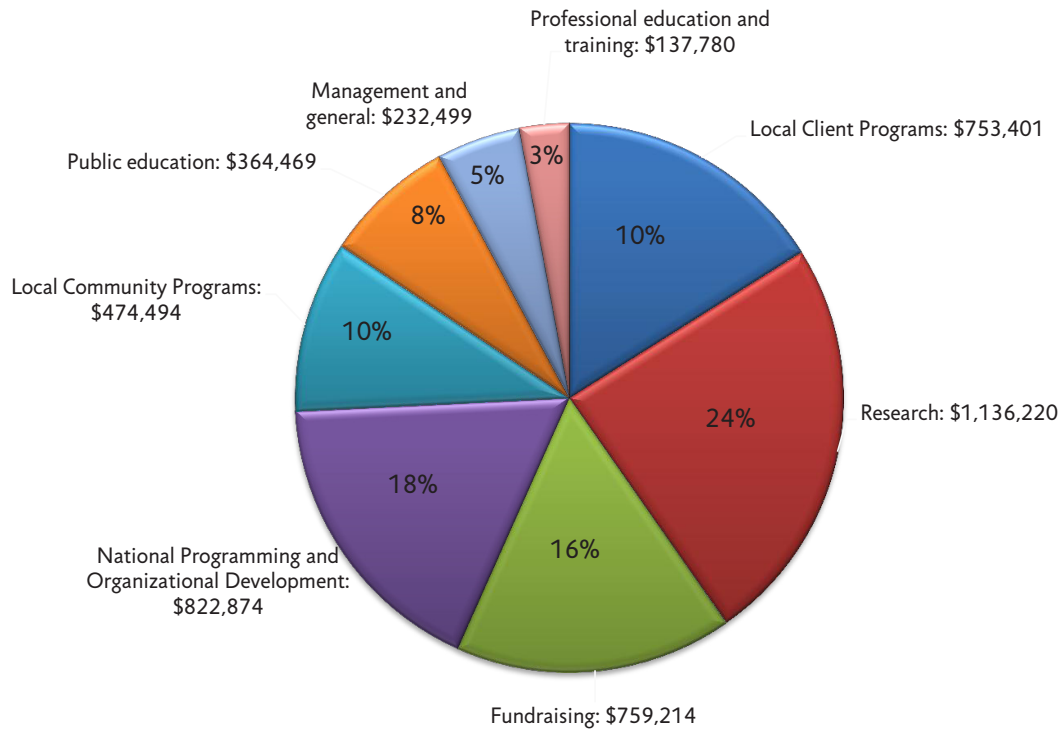
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Alesia Roccia  
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Abby Rosenkoetter  
Donor Development Specialist  
[Abby.Rosenkoetter@nmss.org](mailto:Abby.Rosenkoetter@nmss.org)

## MS CORPORATE ACHIEVERS 2014

# HOW THE MONEY IS USED



## Contact Us

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Abby Rosenkoetter  
Donor Development Specialist  
Abby.Rosenkoetter@nmss.org

## Sponsors





# DO SOMETHING ABOUT MS NOW

WWW.GATEWAYMSSOCIETY.ORG | 800 344 4867

## WALK MS

gatewaymswalk.org

- April 11 East Central Missouri  
East Central College
- April 12 Mid Missouri  
Ashland City Park
- April 18 Southern Illinois  
SIUC Student Center W. Patio
- April 18 St. Charles County, MO  
370 Lakeside Park

- April 19 Southeast Missouri  
Capaha Park
- April 19 Forest Park, MO  
Lower Munny Parking Lot
- April 25 Millstadt, IL  
Millstadt City Park
- April 26 Edwardsville, IL  
Township Park

- May 9 Illinois Riverbend Area  
(Godfrey)  
Glazebrook Park
- August 15 O'Fallon, IL  
Community Park
- Sept 19 Mt. Vernon, IL  
Veterans Memorial Park



## WOMEN ON THE MOVE

mswomenonthemove.org

April 30  
Clayton, MO  
The Ritz-Carlton



## CHALLENGE WALK MS

gatewaymschallenge.org

May 29-31  
Webster Groves, MO  
Webster University



## MUCKFEST MS

muckfestms.com

July 11  
Pevely, MO  
Federated Auto Parks Raceway



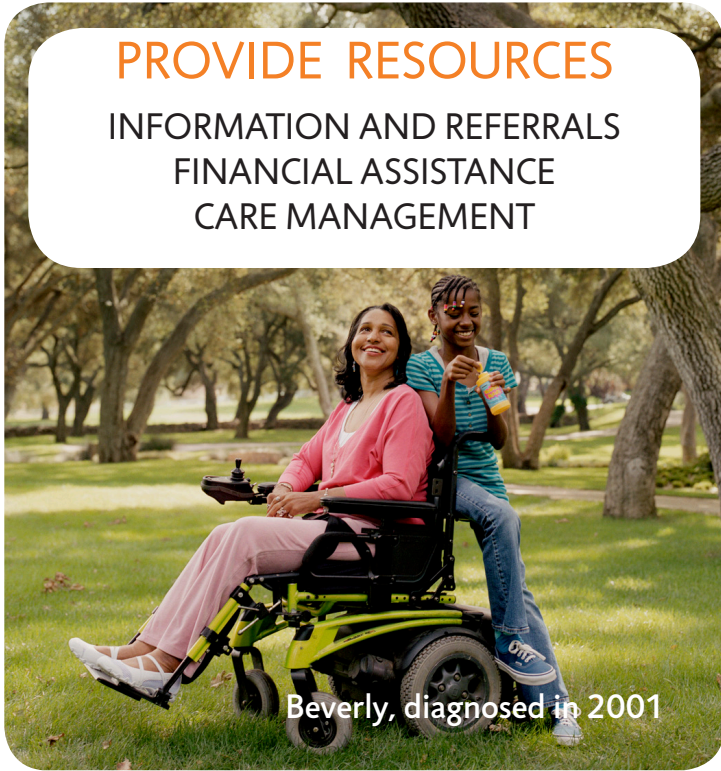
## BIKE MS

gatewaymsbikeride.org

Sept 12-13  
Godfrey, IL  
Lewis & Clark Community College

## PROVIDE RESOURCES

INFORMATION AND REFERRALS  
FINANCIAL ASSISTANCE  
CARE MANAGEMENT



Beverly, diagnosed in 2001

## CONNECT PEOPLE

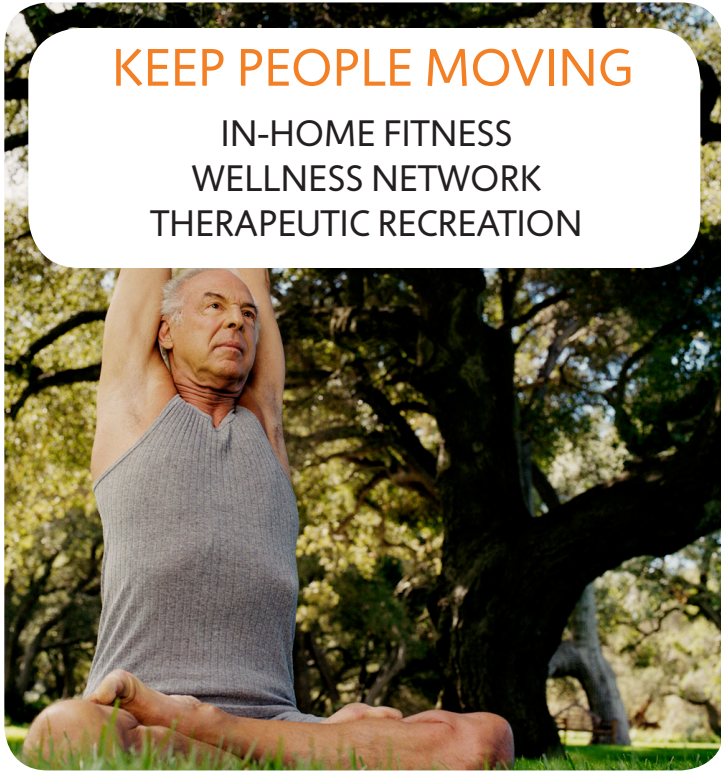
SUPPORT GROUPS  
CAREPARTNER RESOURCES  
SOCIAL AND FAMILY PROGRAMS



Kim, diagnosed in 1986

## KEEP PEOPLE MOVING

IN-HOME FITNESS  
WELLNESS NETWORK  
THERAPEUTIC RECREATION



## ADVANCE MS RESEARCH

STOP DISEASE PROGRESSION  
RESTORE LOST FUNCTION  
END MS FOREVER



National  
Multiple Sclerosis  
Society

1867 Lackland Hill Parkway, St. Louis, MO 63146

800-344-4867 | [gatewayMSSociety.org](http://gatewayMSSociety.org)