



## 25<sup>th</sup> Anniversary

Challenge the Mountain.  
Challenge Yourself.  
Change Lives.

[www.verticalexpress.org](http://www.verticalexpress.org)  
888-DO-IT-4MS

*Funds raised support Can Do MS's  
Lifestyle Empowerment Programs.*

### Can Do Multiple Sclerosis

Formerly The Heuga Center for Multiple Sclerosis  
Founded by Jimmie Heuga

*Empowering people with  
MS and their support partners  
to discover the power to  
be more than their MS.*

27 Main St. Ste. 303  
Edwards, CO 81632

[www.mscando.org](http://www.mscando.org)  
888-364-8467

## Sample Fundraising Letter

[Insert date here]

Dear Family and Friends or [Insert First and Last Name],

As you may know, I'm participating in Can Do Multiple Sclerosis 2010 Vertical Express for MS, presented by The Alger Family of Funds, EMD Serono, Inc./Pfizer Inc and Rolex Watch USA on [insert date] at [insert location]. I'm contacting you on behalf of Can Do MS, formerly The Heuga Center for Multiple Sclerosis, and my fundraising team to request your support in the form of a tax-deductible donation. I hope you will find Can Do MS – and its lifestyle empowerment programs for people with MS and their support partners – to be worthy of your support.

One in 750 people has multiple sclerosis (MS), a neurological disease in which a person's immune system attacks the brain and spinal cord. MS strikes people in the prime of their lives; chances are you know someone who has it. There is no known cause or cure for MS.

A national nonprofit organization, Can Do MS is an innovative provider of lifestyle empowerment programs for people with MS and their support partners. The organization empowers people to move beyond their condition by giving them the knowledge, skills, tools and confidence to adopt healthy lifestyle behaviors, actively co-manage their MS and live their best lives possible.

Can Do MS's unique philosophy, approach and learning model helps people with MS and their support partners maximize their life by realizing they are more than their MS. The organization is a unique educator that uses health, wellness and lifestyle principles to empower people to transform their lives.

Can Do MS relies on your Vertical Express dollars to bring our lifestyle empowerment programs to people living with MS.

**Please help us by making a tax-deductible donation to Can Do MS. I hope we can count on you for a generous donation of \$100 or more, however, any amount you can provide is greatly appreciated. If you're able to donate privately, please also ask your employer about their matching-gift programs. Many companies have matching programs in which you may not be aware.**

I look forward to any support you can provide. **For more information, contact me, visit [www.verticalexpress.org](http://www.verticalexpress.org) or call Can Do MS at 888-DO-IT-4MS or 888-364-8467.**

Thank you for your time, consideration and generosity.

Sincerely,

[Sign your name here]

[Insert your name and team name here]

[Insert your e-mail address and/or phone number address here]

**P.S. Please make checks payable to: Can Do MS.** Donations to Can Do MS are tax-deductible under IRS Code Sec. 501(c)(3) No. 74-2337853.