

SOCKIT2MND

**FIGHT
MND.**
IT TAKES PEOPLE



1. WHAT IS MND?

Motor Neurone Disease, or MND, is a terminal neurological disease which attacks the motor neurones within the body until they waste away and die.

Motor neurones are required for muscle movement and without them, MND sufferers can no longer play their favourite sport, walk, talk, swallow and eventually breathe.

Currently, there is no treatment and no cure.

2. WHO ARE WE?

FightMND is the leading independent MND Foundation in Australia. The Foundation has a strong focus on raising funds to support the best and brightest MND research around Australia to ultimately find a cure.

MND is not incurable, its just underfunded.

FightMND has been raising funds through events such as the Big Freeze, Daniher's Drive and now through Sockit2MND in the hope that one day we can all live in a world free of MND.



2017

3 LEAGUES

98 FOOTBALL TEAMS

165 NETBALL TEAMS

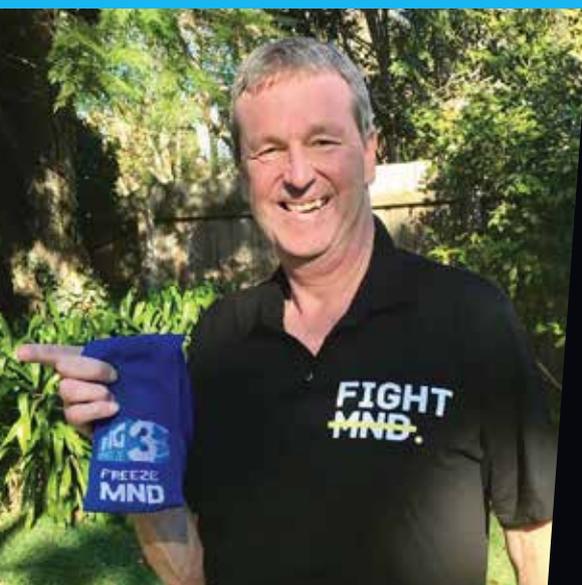
PLUS UMPIRES

4,000 PAIRS OF SOCKS

\$20,000 RAISED

3. WHAT IS 'SOCK IT 2 MND?'

Sockit2MND is a themed sock round for Football and Netball associations across Victoria and New South Wales happening on the 16th / 17th of June (post Big Freeze/Queen's Birthday). Acting as the players alternative to the beanie, Sockit2MND aims to bring communities together for a round of fun, fundraising and a sea of blue. Hold a cake stall, a sausage sizzle or even do your own ice bucket challenge at your club to raise awareness and vital funds for research into finding effective treatment and ultimately a cure for Motor Neurone Disease.



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4. TIMELINE

**NOVEMBER/
DECEMBER 2017**

Communications of Sockit2MND information with leagues and clubs.

**APRIL
2018**

Stock received (ETA 12 weeks from date of order).

**FEBRUARY 9TH
2018**

Deadline for leagues and clubs to order via FightMND website.

**MAY
2018**

Socks distributed to clubs (pre Big Freeze campaign).

**16TH & 17TH
JUNE 2018**

Sockit2MND
Round



5. LOGISTICS/SPECIFICS

- Blue socks for home teams and white socks for away teams, there will be an option to order just the one colour sock to overcome any fixture timing issues.
- Socks will need to be pre-purchased in February either by the leagues or individual clubs.
- There will be Football and Netball socks available.
- All orders will be completed online through FightMND.
- Socks are \$15 per pair + postage.
- Distribution will be carried out over May 2018 by FightMND volunteers.
- The club pack will include fundraising ideas and tips that the clubs may be interested in implementing on the Sockit2MND round e.g. Ice bucket challenges, sausage sizzle.



6. WHY YOUR CLUB SHOULD 'SOCKIT 2 MND' IN 2018.

- Great community event that brings everyone together for a good cause.
- All-inclusive and emphasis on fun for all ages.
- FightMND relies on the support of the community to continue funding research and trials to find a cure



REGISTER YOUR INTEREST NOW AT CUREMND.ORG.AU/SOCKIT-2-MND

If you have any queries please do not hesitate to contact FightMND

e: georgia@fightmnd.org.au | p. 0418 670 886