



SOCK IT 2 MND

**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 effective 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.



2018

130 SPORTING CLUBS

PARTICIPATION IN VIC, NSW, WA, SA & TAS

9530 PAIRS OF SOCKS PURCHASED

16 FUNDRAISERS

\$158,000 RAISED

3. WHAT IS 'SOCK IT 2 MND?'

Sockit2MND is a fundraising round for sporting clubs to join the Fight against MND. The round aims to raise funds and awareness of MND through wearing FightMND socks on the dedicated round – 15th & 16th of June.

The socks are the players alternative to the Big Freeze beanie and are pre-purchased throughout February and March. The campaign was held in 2018, with great success thanks to the support from Victoria and surrounding states.

In 2019, FightMND and AFL Victoria aim to continue to grow and make 2019 Sockit2MND the biggest year yet. The campaign is open to all sports, ages and codes.





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4. TIMELINE

**DECEMBER
2018**

Communication of Sockit2MND information with leagues and clubs.

**APRIL
2019**

FightMND will assist with developing a fundraising round if chosen by the club

**FEBRUARY/
MARCH 2019**

Online sock orders open for clubs to pre-purchase

**MARCH
2019**

Sock orders close for 2019

**MAY
2019**

Socks distributed to clubs post Big Freeze weekend

**15TH & 16TH
JUNE 2019**

**SOCKIT2MND
ROUND**



5. MORE INFO

- Two sock colours available, suited for home and away teams
- Two sizes are available, Large and Small suited for junior and senior players
- Socks are \$15 per pair and are pre-purchased by the clubs
Invoicing is available, terms and conditions apply
- Club marketing packs are made available to clubs to promote the round
- Fundraising packs are made available for clubs who wish to fundraise, including fundraising ideas & poster templates
- Big Freeze Beanies are available for clubs to order

6. WHY YOUR CLUB SHOULD 'SOCKIT2MND' IN 2019?

- MND has no effective treatment or cure
- MND can affect anyone, it does not discriminate
- 2 Australian's are diagnosed every day, and two Australian's die every day from MND
- Great community event that brings players, teams, clubs and leagues together for a good cause
- All-inclusive and fun for all sports and ages



"WITHOUT YOU, WE WONT FIND A CURE" - NEALE DANIHER

REGISTER YOUR INTEREST NOW AT FIGHTMND.ORG.AU/EVENTS/2019-SOCKIT2MND

If you have any questions, please do not hesitate to contact FightMND

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