

SUGAR FREE SEPTEMBER.

Partnership

**MUSCULAR
DYSTROPHY**
NSW BUILDING STRENGTH
REACHING POTENTIAL



Going Sugar Free for 30 days is a challenge. Living with Muscular Dystrophy is much harder!

Muscular Dystrophy NSW's mission is to **empower**, **connect** and **support** people living with and affected by neuromuscular conditions, and be an effective advocate for the neuromuscular community.

Not only are we deeply passionate about our mission, we are as equally passionate about partnering with organisations and brands who share similar values to our own.

For this reason we'd love for you to partner with us for Sugar Free September this year!

What is Muscular Dystrophy?

Muscular Dystrophy is a degenerative neuromuscular disorder which weakens and wastes the muscles. The most common form is Duchenne Muscular Dystrophy which mainly affects boys. Onset of this condition is between 3 and 5 years of age and the disorder progresses rapidly with most boys completely dependent on a power wheelchair by their early teens. Life expectancy for this disorder is usually into late twenties. There is no cure and no-one survives.

About Sugar Free September

Sugar Free September is a fundraiser that encourages participants to cut out refined and added sugars during the month of September. This sacrifice will in turn give SWEET opportunities to children living with the daily challenges of a degenerative muscle wasting condition.

So when participants empower themselves by going sugar free this September they are also directly empowering kids to live their best lives!





What is the link between Muscular Dystrophy and sugar?

Apart from advocating healthy lifestyle choices for people living with Muscular Dystrophy there is no specific link between sugar and muscle wasting conditions. Here at Muscular Dystrophy NSW we **love** people who challenge themselves and use their strengths to empower others and that's why we choose a challenge that promotes a healthier lifestyle.

We hope that through your support, we can empower kids with MD and that our participants and your brand will be empowered too!

What would our partnership involve?

Muscular Dystrophy NSW is asking for you to use your influence through your social media channels to build awareness for Muscular Dystrophy NSW and the Sugar Free September campaign. Your brand involvement may come in the form of an agreed schedule of shared posts about the challenge or writing guest blog posts for Sugar Free September.

In exchange for your support we will share your posts and brand information in support of your product and services across our social media channels. Your will also be recognised as an official partner and if we have the chance, we'd like to get in there for a really big hug as well!

We are a small but mighty organisation and the Sugar Free September campaign is growing!

In addition to our social media reach in 2018, we had 660 people register, raising a combined total of \$65,000. This is huge growth from 2017 with fundraising totalling just \$18,000. This year we aim to smash our goal of \$100,000, doubling our impact!

Wouldn't it be great to be a part of something like this?



About Muscular Dystrophy NSW

Muscular Dystrophy NSW provides critical life-changing support and assistance to those affected by a neuromuscular condition to help them live longer, more fulfilled lives. It aims to satisfy the unmet needs of as many of these people as possible through the provision of:

- Children's skill development and capacity building camps, youth, sibling and adult respite and day programs
- Access to sport and special interest programs
- Our innovative world-first Duke of Edinburgh's Award Program
- Peer connect and support programs

Muscular Dystrophy NSW capacity building camps play an early role in a child's development and aim to circumvent the impacts of a decline in physical mobility by arming them with the tools they need to think independently and be in the best place to make their own decisions about their lives.

Click [here](#) to view our most recent annual report

Learn more about our impact. Checkout Joshua's story below.





Yes, we'd love to talk more about working together!

It is very important to us that we add value to your brand.

A partnership with Muscular Dystrophy provides you with the opportunity to reach a new audience that is interested in improving their health and wellbeing and to also engage with a great Australian charity.

You empower and support your stakeholders through your culture, services and values and so do we, it's a perfect fit. We'd love to speak with you more about what we do and how we can work together, be it over the phone or in person, over a coffee.

Please contact us today!

Contact Us

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Thank you!



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