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**Open Pantry Producing 12th Annual MS Pin-Up Campaign**

**Sell Pin-Ups to Raise Funds, Create Awareness, Generate Excitement**

Selling MS Pin-Ups (or encouraging businesses you frequent to conduct a Pin-Up program), is an easy and fun way to raise funds and generate awareness for multiple sclerosis. That's important because Wisconsin has one of the highest rates of MS in the U.S., with 1-in-500 diagnosed. Chances are you know someone (friend, family member, co-worker or customer), who has MS. And that's why we're encouraging you to participate in the National Multiple Sclerosis Society-Wisconsin Chapter's Pin-Up Program.

Pin-Ups are inexpensive – usually a minimum \$1 donation – but can have a big impact. Just ask Robert Buhler of Open Pantry Food Marts of Wisconsin. During the 11 years they have conducted a campaign, Buhler said Open Pantry has generated more than \$200,000 in MS Pin-Up donations. “Three months of each year, our 26 Open Pantry stores are proud to help move the MS mission forward by reaching out to our customers and

vendors,” said Buhler. “It’s about creating an MS connection with our customers and their families.”

Another great feature to remember: You can conduct a Pin-Up program anytime. In addition to Walk MS- and Bike MS-themed Pin-Ups, the Chapter has MS logo-themed Pin-Ups perfect for MS Awareness Week or any promotion.

Produce a Pin-Up program and help move Wisconsin one step closer to creating a world free of MS. The funds raised through your MS Pin-Up program will drive research for a cure and help address the needs of the more than 10,000 Wisconsin residents diagnosed with MS (along with the 70,000 who love and care for them).

Call Angela Fischer today at 262-369-4402 or e-mail [angela.fischer@wisMS.org](mailto:angela.fischer@wisMS.org) to secure your MS Pin-Ups. Seeing thousands of MS Pin-Ups displayed at businesses, schools, places of worship and more – it won't be hard to imagine a world without MS.



## Ask Your Employer About Matching Gifts

# 2010 Matching Gifts Expected to Top \$125,000

You may be able to double or triple your gift to the National Multiple Sclerosis Society-Wisconsin Chapter simply by taking advantage of your employer's matching gift program. Indeed, statistics show that one-in-10 gifts is matching eligible.

More than 16,500 companies across the United States offer some form of a matching gift program – and a new matching company is added almost daily.

Currently the Wisconsin Chapter website lists more than 125 companies that match donor gifts. In 2009, the Wisconsin Chapter received \$123,448 in matching gifts – and the total for 2010 is expected to be more than \$126,500.

To find out if your company – or your spouse's company – offers a matching gift program, check with your employer's Human Resources Department. Then simply obtain a matching gift form from your employer,

“... statistics show that 1-in-10 gifts is matching eligible.”

complete your portion of the form and submit it to the Wisconsin Chapter. The Chapter will confirm your individual gift and process the form to secure the match funds.

You can also utilize the Wisconsin Chapter's search tool – located on the Donate page at [wisMS.org](http://wisMS.org) – to review a national database of companies that provide matching gifts. And while you inquire about your company's matching gift program, it's important to encourage all of your donors to do the same. Especially if 1-in-10 gifts is matching eligible, it is likely that many of your donors will be able to double or triple their contribution to the MS movement.

New in the past few years, several companies – including Menomonee Falls-based Kohl's – now have programs that match corporate donations to employee volunteer hours. The Kohl's Cares Associates in Action program remits \$500 when five associates from the same location donate at least three hours to a qualifying nonprofit such as the Society.

## Open Pantry Celebrates Pin-Up Program Fundraising Milestone



Open Pantry Food Marts of Wisconsin's 2010 Walk MS Pin-Up promotion and employee fundraiser generated a record \$50,000 – nearly double their prior year donation. This was Open Pantry's 12th annual promotion benefitting the Society. Celebrating the accomplishment are (left to right): Jackie Mancl, Robert A. Buhler, Amanda Kroes, Floy Laudonio and Jim Schutz. Buhler is President and CEO of Open Pantry and a member of the Wisconsin Chapter's Board of Trustees.

Eleven Walks. One destination.  
A World Free of MS.  
Thank you 2009 Walk MS Sponsors.

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Open Pantry raised \$26,050 selling Walk MS Pin-Ups. From left: Robert Buhler, Open Pantry; Jim Fiene, Open Pantry; Lisa Wartchow, New London support group leader; and Mary Hartwig, Wisconsin Chapter.

## Pin-Up Program Held 11 Years

# Open Pantry Celebrates 2009 Walk MS Success

When it comes to supporting the National Multiple Sclerosis Society-Wisconsin Chapter, Open Pantry's advertising tag line could easily be changed from, "You Need Time ... We Can Help!" to "You Need A Cure ... We Can Help!" For the 11th straight year, Open Pantry has donated funds raised through its highly-visible MS Pin-Up program to the Wisconsin Chapter.

At an Open Pantry awards dinner held April 25, President and CEO Robert Buhler presented the Wisconsin Chapter with a check for \$26,050. Open Pantry locations throughout Southeastern Wisconsin participated in the Pin-Up program. This year more than 100 employees also took part in Milwaukee's Walk MS. The Open Pantry team is named for Buhler's late mother, Eunice Jean. Buhler is a member of the Wisconsin Chapter's Board of Trustees.

## Grant Support Powers MS Programs, Events

The Wisconsin Chapter extends its sincere gratitude to the following contributors for grants awarded January 1, 2009 through June 1, 2009. Your foundation can join the movement by calling Cindy Yomantas, 262-369-4431.

- \$10,000 from the **Mae E. Demmer Charitable Trust** for research and client programming.
- \$13,500 from **Biogen Idec** to support special fundraising events and educational programming.
- \$5,000 from the **Seramur Family Foundation** for general support.
- \$13,500 from **Teva Neuroscience** to support events and educational programming
- \$1,000 from the **Vilter Foundation** for general support.
- \$15,000 from **EMD Serono** to support special fundraising events and educational programming.
- \$5,000 from the **Puelicher Foundation** for research.
- \$3,000 from **Acorda Therapeutics** for client programming.
- \$10,000 from **Bayer Healthcare** for special fundraising events.

## Save the Date

# Wisconsin Chapter Calendar

August 1-2: Bike MS: TOYOTA Best Dam Bike Ride  
 August 13: MS Volunteer Day at the Wisconsin State Fair  
 August 19: Cognition Program, Green Bay  
 August 29: MS Family Day at the Zoo  
 September 18-20: Challenge Walk MS: Door County  
 September 24: Cognition Program, Madison  
 November 19: Annual Meeting and Volunteer Celebration

## Now Online

# 2008 Annual Report



You can access the Wisconsin Chapter's 2008 Annual Report online by visiting [wisMS.org](http://wisMS.org) and following the link under About This Chapter.