

Thank You

Miles for Myeloma Campaign during Blood Cancer Awareness month September 2024

Multiple Myeloma Ireland is the only charitable organisation in Ireland focused exclusively on supporting patients, families and carers with Multiple Myeloma and related conditions.

Multiple Myeloma Ireland is also a member of Myeloma Patients Europe.

This year for September Myeloma Ireland launched a new type of event that we intended to be inclusive, our '*Miles for Myeloma*' fundraising /awareness campaign. Through the campaign we encouraged patients, family, friends and communities to get together setting their own goals to promote exercise and activity, raising awareness and funds and spreading the message of living well with Myeloma.

Our objective was to get as many people involved as possible out walking, cycling, running - whether taking baby steps or big strides. The campaign has been a tremendous success on several fronts.

- Fundraising

While we set an original target of €50k our collective efforts over the month of September have raised over €150,000 for Multiple Myeloma Ireland. This phenomenal amount of money will help us continue to provide and improve support for patients and families affected by Multiple Myeloma and AL Amyloidosis and fund research in Ireland for these diseases.

- Promoting Awareness

Fundraising was not the only objective of this campaign. Promoting awareness and understanding of Multiple Myeloma across the country was the other equally important aim of our efforts. We were very successful in gaining a lot of media coverage – national and local- and many patients shared their stories on print media, radio, and social media. Right across the country people organised group events – park walks, runs, cycling challenges, which helped spread the awareness to the wider public in all parts of the country. Participants were provided with our Multiple Myeloma Logo tee-shirts to wear on their walks and at events which provided the opportunity to provide information whenever people asked '*what is multiple myeloma ?*

We also involved the pharmaceutical companies in Ireland, who are involved in the research and manufacture of treatment drugs, they did a lot of work in awareness raising among their workforce, giving some context to how their vital work improves patient outcomes.

The month-long campaign ended on a high with a great get together for all – starting out from Tullamore Hospital – in the Midlands of Ireland - with a scenic 8k walk along the canal bank and finishing up with a social gathering in the local Gaelic football Club.

- Results of the campaign

There were over 1000 participants directly taking part in various types of events for Miles for Myeloma. Multiple Myeloma is now better known among the general public and hopefully this will lead to earlier diagnosis and quicker access to treatment. Patients and families are also much more aware of where they can get support, help and information at all stages of their pathway, much of which is through the work of Multiple Myeloma Ireland.

However, we consider that the greatest strength of this campaign was that it engaged Myeloma patients to get out and be active in whatever context was most suitable, recognising we are all on different levels, due to treatments and recovery. Many patients kindly shared pictures of their walks and events furthering awareness and encouragement, but also others chose to do their own activities quietly for themselves.

This campaign has created the opportunity for patients and families to meet and connect with others sharing this journey with a great community spirit and making new friends to help them know they are not alone and to inspire hope.

Once again on behalf of Multiple Myeloma Ireland thank you so much for your involvement in this campaign,