

## Spotlight



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- Meg Tipton

## Featured Fundraiser Meg Tipton



**The Multiple Myeloma Research Foundation is delighted to recognize Meg Tipton for demonstrating extraordinary fundraising efforts for the MMRF Team for Cures 5K Walk/Run Program. The MMRF hopes that this spotlight feature will motivate and assist other participants with new fundraising methods so one day we can reach our ultimate goal, finding a cure.**

Meg Tipton is currently the top fundraising individual for our Charlotte 5K Walk/Run! Her mother was diagnosed with multiple myeloma four years ago at age 73. That year she underwent a stem cell transplant with the goal of putting the myeloma into remission. Thanks to significant drug treatment, research, and development, her mother is currently doing well.

Meg chooses to fundraise because, over the years, she has learned that drug development for multiple myeloma is critical to managing this disease and pursuing a cure. She says that she is astonished at the number of new drugs that have been introduced just in the last few years. “These drugs are extending people's lives and making multiple myeloma a more manageable disease right now. Since 90% of the MMRF's funds raised go directly to research, I know that every dollar I raise truly makes a difference.” Since the time of her mother's diagnosis, Meg has learned that several other people she knows have been affected by this disease. Learning that many important people in her life have also been affected by myeloma further increased Meg's desire to fundraise for the MMRF.

Social media has been the primary focus of Meg's fundraising. She had originally set a low goal but found that this goal was exceeded on the very first day she posted her donation request on Facebook! Meg believes these results are a testament to how many people know and love her mother. She also believes these results show how many people have been impacted by multiple myeloma, either directly or indirectly, and are willing to support efforts to improve and prolong patients' lives.

To help increase their funds, Meg and her family hosted an ice cream social in their neighborhood. They created signs, distributed flyers, and posted the event on their neighborhood's Facebook page as well as the Facebook page of a nearby neighborhood. The turnout was better than they could have ever imagined. In addition to raising enough money to reach their goal, they had the opportunity to educate people about the disease. Meg is extremely grateful to everyone who has helped her fundraise and she is humbled by the support she has received.



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