National Multiple Sclerosis Society
Southern California & Nevada Chapter

JOIN THE MOVEMENT
2011 Annual Report

growing greater together

On October 1, 2010, the MS movement in Southern California and Nevada came together to create a new and expanded Chapter to better serve the nearly 19,000 people living with multiple sclerosis (MS) and their 114,000 family and friends in our local communities.

The NATIONAL MS SOCIETY, SOUTHERN CALIFORNIA & NEVADA CHAPTER educates, inspires and empowers those affected by MS. We create innovative programs to meet the needs of people with MS and their families, host exciting fundraising events to give supporters a meaningful role in the MS movement, and fund cutting-edge research into treatments and a cure. With a passion for bringing about a world free of MS, we help everyone affected by the disease to move their lives forward.

Founded in 1947, we are the second oldest chapter of the National MS Society. Headquartered in Los Angeles, we have offices in Bakersfield, Fresno, Las Vegas, Palm Desert, Reno, Santa Barbara and Upland.

Martha, diagnosed 1973

The National MS Society's **vision** is a world free of MS. Our **mission** is to mobilize people and resources to drive research for a cure and to address the challenges of everyone affected by MS.

2011 highlights

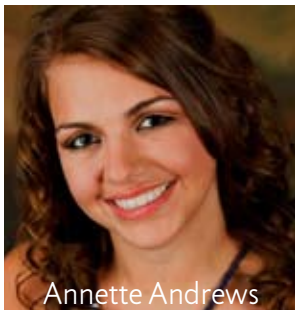
Helping People Affected by MS

Programs, Services & Advocacy

Connected teens with MS from across the western states for **The Great Escape**, a fun-filled weekend camp in the San Bernardino Mountains. It provided the chance to share stories and discuss their personal experiences about living with MS.

Mobilized **MS Activists** from across the Chapter to share their voice with legislators on issues state and federal issues that address MS research funding, drug tiering and adult day programs for people with MS.

Provided over $278,485 in **direct financial assistance** to 536 people to help with emergency situations, provide durable medical equipment, and access needed services including respite care, chore service, counseling, and physical/occupational/speech therapy services.



Annette Andrews

Granted 26 **scholarships** worth $35,000 to help students touched by MS pursue their dreams of a college education. Thanks to a generous gift from the Brutocao family, the "Leonard J. and Martha J. Brutocao Family Scholarship" will recognize the accomplishments of the top two scholars annually. (2011 scholarship photo) Expanded opportunities for people living with MS to receive compassionate, professional care management services when faced with confusing information and overwhelming decisions.

Fotini, diagnosed 2007

Established new community partnerships and leveraged existing relationships to deliver the Chapter's unique lifestyle programs—**CogniFitness, Living Well, Optimal Living and Free From Falls**—in 21 sites across the Southern California & Nevada Chapter. These life-changing programs helped 250 people optimize function, overcome challenges and feel more confident in their ability to manage life with MS.

Convened 85 MS researchers, from across California, in San Francisco for a 2-day **research forum** that encompassed 20 MS-specific research presentations and an important opportunity for networking, future collaboration and engagement of new researchers in the field.

Equipped people with tools and knowledge to be strong champions for themselves with **Be Your Own Best Advocate** trainings held in communities across the Chapter.

Funding and Supporting the Mission

Special Events and Development

Rallied 19,966 people with MS, their friends, family and supporters in at 14 **Walk MS** sites in Southern California and Nevada and raised $2,421,443.

Honored Greg Dunn, President & COO, Regal Entertainment Group and MS ambassador and host of "The Amazing Race" Phil Keoghan at the 37th annual **Dinner of Champions** in Los Angeles and raised $1,788,607.

Offered two **Bike MS** events for cyclists to choose 30 – 160 mile routes. Together, the Bike MS Southern California Ride in Ventura and 25th annual Bike MS Cox Charities Challenge Ride raised $1,419,335.

Collaborated with Pacific South Coast Chapter to support nearly 300 participants who walked 3 days and 50 miles from Carlsbad to San Diego in **Challenge Walk MS** and raised $369,775 for our Chapter.

Inducted three exceptional Chapter volunteers into the National MS Society's prestigious **Hall of Fame** class of 2011. Trustees Fern Seizer and René Webb were honored for their fundraising prowess. Dr. Leslie Weiner was recognized for his efforts as a volunteer scientific researcher.

Received **Charity Navigator's** highest four-star rating in 2011.

Nia Vardalos, Phil Keoghan, Greg Dunn & daughter

Challenged **Golden Circle** donors to raise $500,000 between October 1 and December 31, 2010 to ensure a $500,000 match from the Kenrose Kitchen Table Foundation, the Steve and Caroline Kaufer Family, and the Tuffli Family Foundation. Golden Circle donors contributed over $650,000 toward this Year End Challenge.

Raised $4,042,239 in **traditional giving campaigns**, including Golden Circle major gifts, planned giving, foundation support, and an extremely generous $932,937 bequest from the late Jon A. Douglas.

research highlights

Exciting progress was made in 2011 in virtually every field of MS research. Progress toward finding new therapies for MS is highlighted by the availability of the first disease-modifying therapy for MS taken orally.

- Gilenya™ (Novartis International AG) capsules were approved by the FDA for reducing the frequency of clinical relapses and delaying the accumulation of physical disability in relapsing forms of MS. Cleveland Clinic doctors voted this among the top 10 medical breakthroughs of the year.

Progress was also made toward finding ways to restore function and improving quality of life and specific MS symptoms through exercise, meditation, rehabilitation and medications.

- A UCLA team funded by the National MS Society found that depression is linked to brain volume loss in specific subregions of the "hippocampus," an area of the brain known to be important in memory. The results are an important clue to a symptom that can interfere greatly with the quality of life of people with MS.

And our understanding of factors that influence whether a person develops MS deepened this year, bringing us closer to finding ways to prevent the disease.

- Two new studies added to evidence for a possible role for Epstein-Barr virus (EBV) in the development of MS.
- A preliminary list of some 50 common gene variations, most immune in nature, was presented by members of the International MS Genetics Consortium, funded in part by the Society. The 50 still need to be validated with an additional genome-wide association screen now being done, but these genes will deepen our understanding of what goes wrong in MS and new pathways for fixing it.

The National MS Society continues to propel research forward with a comprehensive research strategy and program to STOP the disease in its tracks, RESTORE function that's been lost, and END MS forever. We currently support 325 projects worldwide. This year the Society launched new projects focusing on discovering risk factors that lead to progressive disability, projects aimed at speeding diagnosis, research on protective mechanisms of vitamin D and estrogen, tests determining whether a new device can improve walking ability, and many more.

Over $8 million of Society funded research is taking place at institutions in southern California

Brentwood Biomedical Research Institute

Rashed Nagra Ph.D	$1,268,602	Neurospecimen Bank

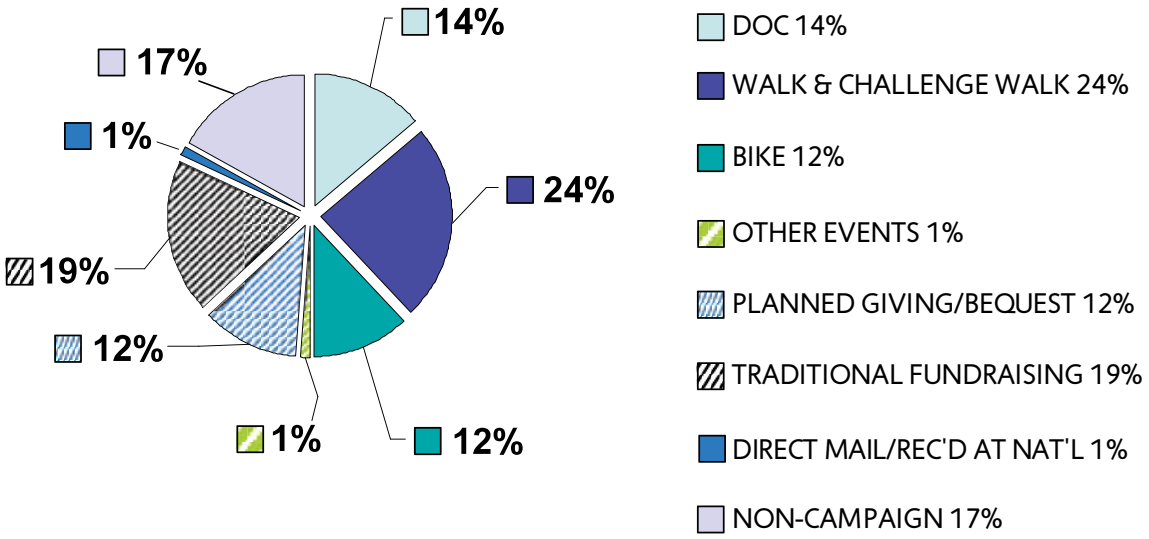
UCLA

Anthony Campagnoni Ph.D	$471,689	Myelin Repair
Barbara Giesser, M.D	$560,819	Rehabilitation/Cognition
Sasidhar Manda Ph.D	$150,800	Gender Differences
Yossan-Var Tan Ph.D	$564,824	Controlling Immune Attacks
Seema Tiwari-Woodruff, Ph.D	$164,559	Nervous System Repair
Barbara Vickrey M.D.,M.P.H	$112,079	Development of Indicators for MS
Rhonda Voskuhl M.D	$3,693,607	Copaxone + Estriol
Rhonda Voskuhl M.D	$473,550	Brain Atrophy
Rhonda Voskuhl M.D	$323,160	Estrogens and Neuroprotection
James Waschek Ph.D	$556,864	Immunomodulatory Actions.

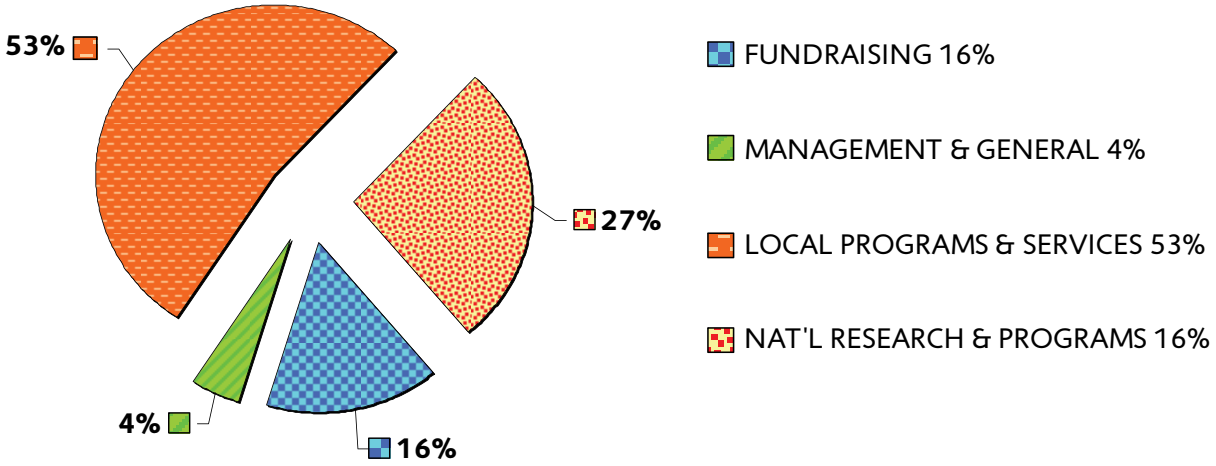
ACCRUAL – AUDITED FIGURES

Total Revenue	**(Less Direct Benefit to Donor)**	**10,901,370**
Total Expenses		**10,801,617**
	NET	**$ 90,753**

Where the Money Comes From



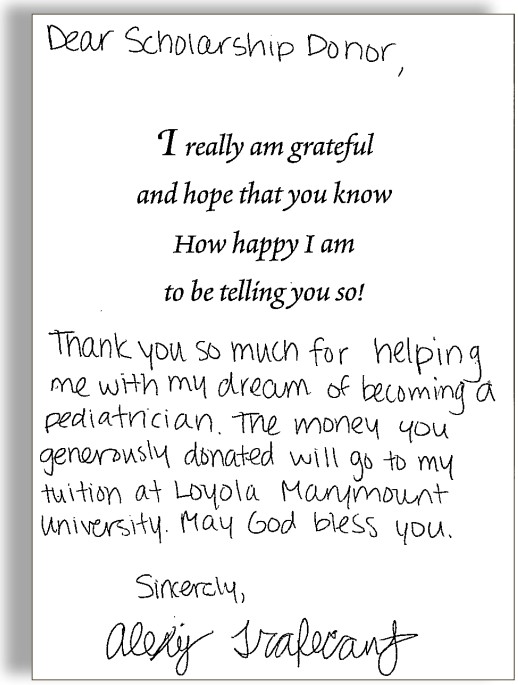
Where the Money Goes



funding sources

Foundation and Corporate Grants

- $1,500,000, over three years, from the **Conrad N. Hilton Foundation** for The Marilyn Hilton MS Achievement Center at UCLA, awarded in 2010
- $65,000 from **The Green Foundation** for the Improving MS-Related Care Initiative
- $50,000 from the **Hurlbut-Johnson Charitable Trusts**, a donor-advised fund of the Silicon Valley Community Foundation, for The Marilyn Hilton MS Achievement Center at UCLA
- $40,800 from the **Friends of the National MS Society** for general operating support of the Northern Nevada Regional Office
- $32,992 from the **California Community Foundation** for core operating support in Los Angeles County
- $25,000 from the **Smidt Family Foundation** for local programs and services in the Channel Islands region
- $25,000 from the **Wood-Claeyssens Foundation** for the Better Living Program in Santa Barbara and Ventura Counties
- $24,657 from **Change A Life Foundation** ($10,000 for Respite Care & After Care Services and $14,657 for the special needs of individuals with MS)
- $20,000 from **AEGON Transamerica Foundation** for The Marilyn Hilton MS Achievement Center at UCLA
- $15,000 from an **Anonymous Foundation** for Project Access in Los Angeles County



Dear Scholarship Donor,

I really am grateful
and hope that you know
How happy I am
to be telling you so!

Thank you so much for helping me with my dream of becoming a pediatrician. The money you generously donated will go to my tuition at Loyola Marymount University. May God bless you.

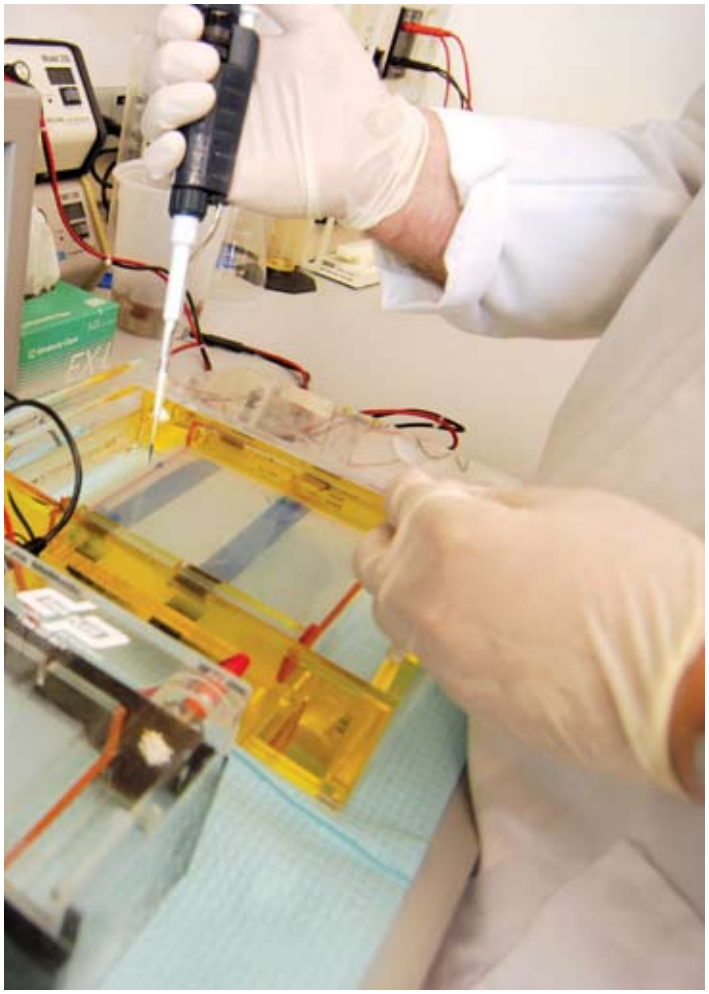
Sincerely,

Alexis Trafecant

- $10,000 from **Catholic Healthcare West** for the Access to MS-Related Preventative Care Initiative in Kern County
- $10,000 from the **Henry L. Guenther Foundation** for the Eric Small Centers for Optimal Living with MS
- $10,000 from the **John and Maria Laffin Trust** for MS research ($5,000 for Promise 2010 and $5,000 for NOW: An MS Research Revolution
- $10,000 from the **Kenneth T. & Eileen L. Norris Foundation** for the Eric Small Centers for Optimal Living with MS
- $9,600 from the **Medtronic Foundation** for the Better Living Program in Santa Barbara and Ventura Counties
- $8,600 from **Biogen Idec** for an MS Education Program in Kern County
- $7,500 from the **Albert & Elaine Borchard Foundation** for the Educational Scholarship Program for Individuals Affected by Multiple Sclerosis
- $7,500 from the **Conrad N. Hilton Foundation** for The Marilyn Hilton MS Achievement Center at UCLA
- $7,500 from the **Lockheed Martin AERO Club** for Camp Paivika
- $5,000 from the **Employees Community Fund of Boeing California** for Camp Paivika
- $5,000 from **The Frank and Victoria Fertitta Foundation** for CogniFitness in the Southern Nevada region

funding sources

- $5,000 from the **Carl W. Johnson Foundation** for Teen MS Camp
- $5,000 from the **Medtronic Foundation** for the Better Living Program in the Santa Clarita Valley and West Los Angeles County
- $5,000 from **The Albert Parvin Foundation** for MS Research
- $5,000 from the **Christopher and Dana Reeve Foundation** for the Optimal Wellness Program for Individuals with MS
- $5,000 from the **Swift Memorial Healthcare Foundation** for the Telemedicine Pilot Project in Ventura County
- $4,464 from **The Outhwaite Foundation** for technology upgrades for the Channel Islands Regional Office
- $3,000 from the **Freeman E. Fairfield Foundation** for HOPE at Hillcrest
- $2,500 from the **Henry W. Bull Foundation** for the Telemedicine Pilot Project in Ventura County
- $2,500 from **Chevron** for MS Service Day in Kern County
- $2,500 from the **Confidence Foundation** for NOW: An MS Research Revolution
- $2,500 from the **Santa Ynez Band of Chumash Indians Foundation** for Crisis Management & Direct Financial Assistance in the Channel Islands Region
- $2,300 from the **Ontario Community Foundation** for MS Care Coordinator Services for the Casa Colina MS Clinic
- $1,600 from **Teva Neuroscience** for a Bilingual Teleconference
- $1,000 from the **Carl E. Wynn Foundation** for the Eric Small Centers for Optimal Living with MS
- $779 from the **California Community Foundation** for MS research



Special Events

$50,000+

Mr. Douglas C. Beaton • Regal Entertainment Group • Relativity Media • Wells Fargo Bank, N.A.

$10,000 - $49,999

20th Century Fox • Anonymous (4) • Acorda Therapeutics, Inc. • Akin, Gump, Hauer & Feld, LLP • Alston & Bird • AMC • Ameriprise Financial Grants • Anschutz Entertainment Group, Inc • Anschutz Film Group • Mr. Sterling Ball • Biogen Idec • Charles F. Bond • Bruce's Gourmet Catering • Brutoco Engineering & Construction, Inc. • Edward Bubar • Caesars Foundation • CBS Television Network • CF Entertainment, Inc. • The Cimarron Group • Cinebarre • Cinedigm Digital Cinema Corp • Cinemark U. S. A. Inc. • Coca Cola Co. • Cokem International Limited • Comcast Corporation • Community Health Charities Of Califorinia • Craig Murray Productions, LLC • Create Advertising Group, LLC • Creative Artists Agency • The Carole & Robert • Daly Charitable Foundation • Danny Devito & Rhea Perlman • DIRECTV • Dreamworks • Ernie Ball, Inc. • Harper-Goldman Living Trust • Hathaway Dinwiddie • Hogan Lovells • IAC • Ignition Creative • Ignition Print • Imagine Entertainment • IMAX Corporation • In Sync Advertising • International Creative Management Inc • Invest in Others Charitable Foundation • Ipsos OTX Corp. • Jim Jannard • JPMorgan Chase • Katten Muchin Zavis Rosenman Foundation • LeClair Ryan • LTCI Limited • Jeanne R. Mallet • Marc Platt Productions • Milken Family Foundation • Kathryn Morris • National Cinemedia • NBC Universal • The Nielsen Company Inc. • Northrop Grumman • Anita M. Ortiz • Passion Parties, Inc • Philips Electronics • North America Corp. • Real D • Revolution Studios • Sam's Club • Adam Sandler • Sierra Nevada • Sony Electronics Inc. • Sony Music Entertainment, Inc. • Sony Pictures Entertainment • Soy Joy • SR Charitable Fund • Starz Entertainment Group LLC • Summit Entertainment, L.P. • Syufy Enterprises • Teva Neuroscience, Inc. • Bill Todman Jr. • Toy Box Entertainment • Transamerica Ins Corp. Of California • Transamerica Life Co. • The Donald J. Trump Foundation, Inc. • Variety • Westfield • Warner Bros. • René Webb • William Morris Endeavor Entertainment

Golden Circle*

CIRCLE OF DISTINCTION ($1 million+)

ANGEL ($500,000-$999,999)

BENEFACTOR ($250,000-$499,999)

Steve & Caroline Kaufer Family •
Kenrose Kitchen Table Foundation • J. David Power, III

PATRON ($50,000-$249,999)

Anonymous • The Tuffli Family Foundation

SPONSOR ($10,000-$49,999)

Anonymous (2) • The Annenberg Foundation • Jennifer Berkley & Alan Jones • The Leonard J. and Martha J. Brutocao Foundation • John Duran, John Amado Duran & Austin Ryan Fuentes • Elerding Family Foundation • Sandy & Mitch Francis • Melanie Grisanti & Gordon McLeod • Shirley & Burt Harris Family Foundation • Julie Kaufer & Frank Reddick • Michael J. Lichner • Iris B. Mahoney • Pamela & Stanley E. Maron • Sandra Milken • MS Charity Bridge Tournament • Overton Moore Properties • James Parsons • Phi Alpha Kappa Sorority • Karen Ritchie • Conrad Schlum Charitable Trust, Joan & Arnold Seidel • Ed Taran • Louise Laraway Teal Foundation • Dina Tecimer & Masood Sohaili • Janice & Timur Tecimer • The Susanne & Gary Tobey Foundation • The Warren/Soden/Hopkins Family Foundation • Gail & Chris Williamson • Stephen Yoken

FRIEND ($5,000-$9,999)

Anonymous (2) • Diane Ackerman • Claudia Barski & Peter Carian • Donna & Dr. Walter Bauer • Toni & Bruce Corwin • Laura DeBonis & Scott Nathan • Samuel DeLuca • Julie & Barry Engelman • The Fass Family • Andrea Gross • Charlotte & Dr. S. Lawrence Jacobs • In memory of Pat Jacobs • Tatiana & Todd James • Jaquish & Kenninger Foundation • The G. & E. Jennings Foundation • Marca & Al Kaufer Foundation • Dr. Theresa Lissy • Mahoney & Soll, LLP • Jacqueline & Paul Mahoney • Michael Toyota • Eugenia Riordan Mulé • The Furtherance Fund, Lexie Olmsted & Ly Tran • Ronald L. Olson Foundation, Joan & Ronald Olson • Julie & James D. Power, IV • Rope for MS • Fern & Bob Seizer • Jane & Lester Trachman • Linda & Dennis Vaughn • Verona E. Weeks • Barbara Wilson & John Phillips • Yanuck Family Trust, Annette &, Gil Yanuck

LEADER ($2,500-$4,999)

Anonymous (3) • Allen Lund Company, Inc. • Emily & K. Zachary Abbott • Joanne Beckwith • Helen Bolsky • Vicki & Robert Bond • Barbara & Morton Bowman • Pearl & Melvin Brooks • Julie & Jim Burge • Lynn & Bradley Califf • The Corgel Family • Linda Ellman & Gary Mandinach • Sandra & Bernard Fischbach • Elvie & Yale Gieszl • Ann & Dave Gooding • Arlene & Richard Havel • Beatrice & Michael Hencel • Dr. Alex Krammer • Sharon & Hal Lampert • Cynthia & Michael Malone • Matthew Marcus • Christine & Richard Newman • Karen Randall & Henry Hines • Nancy & Mark Samuels • Sanders Industries • Sheryl & Barry K. Schwartz • Ruth Lynn & Hank Sobel • Irene Steinman • Laila & Mehran Taslimi • Claudette L. & Henry L. Taylor, Jr. • Susan & Bill Weintraub

MEMBER ($1,000-$2,499)

Anonymous (7) • Randi Burke-Aguiar & James Aguiar • John Albers • Fotini & Steve Alfieris • Rhona Bader • Terry Bass • Hilda & Dan Bergher • Michael Bernhardt • Lewis Black • Anthony Blanco • Elaine & John V. Bock, Jr. • Camilla & Arnold Bramlett • Franklin J. Brenner • John D. Bristol • Kappy Bristol • Debbie & James Burrows • Barbara & George Byrne • Eileen T. & Gary O. Caris • Sherie & Stephen Carroll • Kory Chapelle • Laurel & Aaron Clark • Sally & Jim Coiner Coiner Nursery • Zachary Conron • John S. Costello • Edward Court • Karen & Ryan Craig • Benjamin Dent • Mrs. William H. Doheny, Sr. • Joe Drnek • Gary East • Betty Filippin • Gloria & Stanley Fishfader• Eileen & Don Fracchia • Jamie Fracchia • Colleen & Ted Friedel • Margaret Gage • James Gallagher • Gerry Ginsberg • Richard M. Ginsburg • Cynthia A. Torres & Michael V. Gisser • Mr. & Mrs. Robert Goldman • Judy & David Goldstein • Carol & William Grant• Nelda & Frank Gruenthal • William Hammond • Marcia Harrow • Eleanor & Jack Harter • Beatrice & Michael Hencel • Jeffrey Hess • Lisa Horlacher • Linda & Roger H. Howard • Susan M. Howard • Charlotte & Stanley Kandel • Karen & Donald Karl • Jonie Kipling & Lee Gary • Sally Ann & Morton Kirshner • Susan Kohlmeyer & Rupert Morrall • Kay & John Krattli • Lynn & Stephen Larrabee • Annette Laster • Jessica Ledbetter • Pauline & Samuel Li • Barry Lippman • Joanne & Bruce MacCallum • Betsy & Robert Manger • Laura McCreary • Dr. Cynthia McGranahan & Lyle Dawn • Susan McNamara • Sue & Ed Meltzer • Irene Mendon • Kevin Michel • Sheryl Miller & Dr. Robert Schilling • Millie and Severson, Inc. • Deborah L. Mlynarski • Moorefield Construction, Inc. • Jody Helft-Moss & Dennis Moss • Sylvia Moss • Helena & Richard Neidorf • Roslyn & Don Nelson • Barbara A. & Paul T. Norton • Robert Olodort • Virginia & Tim O'Neil • Oremor Management & Investment Co. • Harriet & Richard Orkand • Oarsmen Foundation, Dee & George Schuler • Paveco Construction, Inc., Patricia & Robert Fleming • Jerome & Faith Pearlman Foundation, Faith Pearlman • Gail & Haim Pekelis • Nancy & David Perren • Kimberly Phillips & Ross Skinner • Joan & Doug Pike • Quest Software, Inc. • Ric Robertson • Alison & Larry Rosenthal • Stephen Saks • Fred Salisbury • Dr. and Mrs. Loren E. Sanchez • Gwen Scheuer & William Herz • Jane & Charles Schneider • Britta & Arthur Schramm • Priscilla & Harold Schroeder • Russel Shank • Robert Siegel • Deborah & Dr. Mark Slonim • Sally & Dr. Robert Smith • Mahshid & Hushmand Sohaili • Kenneth Sommerville • Lorraine & Steven Spira • Sandy & Gene Stalians • Karin & Steven Stoller • Dr. Paul G. Stoltz • Jessie Anne Tait • Pam Taxe • Gail Thomason • Jayne & Kelly Tien • Marcia & Marvin Tilker • Evelyn & Jeffrey Tolin • Melissa & Richard Tuffeld • James S. Tyre • Jeanne Usonis • Charlene L. Voge • Lorna & Dr. Shelby Wagner • Seymour Waterman • Frederick R. Weisman Philanthropic Foundation, Billie M. Weisman • Andy Wexler • Stephanie Fisher-White & Michael White • Mary & Richard Whiting • Wilbur C. Grosse Trust, Maria E. Muñoz • Norm Wilson & Sons, Inc. • Susan & Philip Winik • Jane Lee & Larry Winter • Martha & Charles Wolf • Anne Woodyard • Ella Zarky • Auda L. Zurcher

* *Golden Circle donors reflect calendar year 2011 contributions.*

board (as of may 2012)

Executive Committee
Dina Tecimer, Chair
Susan Bradley
Richard Corgel
Don A. Fracchia
Robert E. Harper
Julie Kaufer, Esq.
Larry McEwen, Secretary
David Perren
Arthur E. Schramm, Jr.
Madeleine Sherak, Ph.D.
Thomas Sherak
Timur Tecimer
Larry Winter

Trustees
Byron Allen
Rhona Bader
John V. Bock, Jr.
Bruce C. Corwin
Barry Engelman
Brian D. Fox
Dr. Barbara Giesser
Dr. Wendy Gilmore
Kevin Goetz
David M. Goldstein
Bruce Hecker
Joyce Henderson Jeffries
Lisa Karpe
Ray Karpe
Phil Keoghan
Annis Kishner
Jason Len
Simpson C. Leonard, Jr.
Paul M. Mahoney, Esq.
Robert Mancini
Stanley E. Maron
Roland Mesa
Chris Miles
Chris Ojakian
Scott Perren
Kim Phillips
James D. Power, IV
Sheri Safan
Britta Schramm
Sue Schroeder
Fern Seizer
Eric Small
Henry L. Taylor, Jr.
Bill Todman, Jr.
René Webb
Chet Widom
Stacy Wilder

Honorary Trustees
Amy Alcott
Walter F. Bauer, Ph.D.
Edith Furst
Steve Garvey
Yale Gieszl
David E. Gooding
Edith Grady
Harland N. Green, Esq.
John Hall
Alan H. Lederman
Fred Lukas
Sue Meltzer
Lawrence Pressman
Hon. Richard J. Riordan
Loren E. Sanchez, Ed.D.
David Serrano Sewell
Dennis H. Vaughn, Esq.
Congressman Henry A. Waxman & Janet Waxman
Charles C. Wolf, Esq.

STAY CONNECTED

www.nationalMSsociety.org/cal

facebook.com/MSsoutherncal
twitter.com/MSsoutherncal
youtube.com/MSSoCalChapter

Southern California & Nevada Chapter
2440 S. Sepulveda Blvd., #115
Los Angeles, CA 90064
310.479.4456 • 800.344.4867

CALIFORNIA OFFICES

Channel Islands
14 West Valerio St.
Santa Barbara, CA 93101
805.682.8783
San Luis Obispo
805.772.2046

Coachella Valley
73-710 Fred Waring Dr., #103
Palm Desert, CA 92260
760.776.5740

Inland Empire
3110 E. Guasti Rd., Suite 350
Ontario, CA 91761
909.949.1363

Kern County
1800 30th St., #105
Bakersfield, CA 93301
661.321.9512

San Joaquin Valley
7472 N. Fresno St., #210
Fresno, CA 93720
559.439.2154

NEVADA OFFICES

Northern Nevada
4600 Kietzke Ln., Suite K-225
Reno, NV 89502
775.329.7180

Southern Nevada
5463 S. Durango Dr.
Suite D-115
Las Vegas, NV 89113
702.736.1478