

## **Results and Accomplishments for the FY2007- 2010 Strategic Response**

### **Goal #1: We are a driving force of MS Research, relentlessly pursuing prevention, treatment and a cure**

- Led collaborative research on genetics, rehabilitation, nervous system repair and pediatric MS; facilitating learning around stem cells, repair and other pathways through worldwide investigator meetings.
  - Identified 43 genetic variations
  - Learned that robust remyelination occurs in MS, leading toward clinical trials in nerve repair
- Engaged and networked new researchers and clinicians; continuing to create worldwide research collaborations with other agencies on risk factors prevalence, and stem cell consensus.
  - Identified new links between MS and Epstein-Barr virus, smoking and vitamin D deficiency; funding further studies on early findings related to MS and CCSVI
  - Studies being funded to identify risk factors for progression in MS
  - Funded all recommended fellowships and held first two Tykeson's Fellowship Conferences
- Funded a range of clinical trials for MS treatments, established an appropriation for MS research within the national government, and funded early-stage drug development.
  - Funded seven clinical trials
  - Launched Fast Forward which reviewed and approved proposals for nine commercial and two academic drug development programs
  - Ampyra, first MS specific symptom management therapy, was FDA approved
  - Established new MS research funding sources through advocacy efforts, including the Congressionally Directed Medical Research Program

### **Goal #2: We address the challenges of each person whose life is affected by MS**

- Provided significant financial support for people living with MS; increased scholarships and direct financial assistance.
  - Every chapter provides direct financial assistance: in 2009 when the Society revenue decreased by over 10%, financial assistance to people affected by MS increased by over 10%
  - More than 1,400 students were awarded over \$5 million in scholarships
- Provided information, education and services through the Information and Resource Center, social media, the web, Momentum magazine, the Professional Resource Center and programs like Knowledge is Power, the North American Education Conference and our federally-funded couples program, Relationship Matters.
  - People with MS throughout the country have access to high quality information, referral, service and care management; there are now more than 14,000 average daily visits to the Society's website from people looking for information - a 40% growth in website traffic over a year ago;

the Information and Resource Center (IRC) serves more than 390,000 comprising all people registered with the Society who have MS in the United States.

- The Society is an early point of contact for an estimated 75% of those newly diagnosed
- Increased access to high quality care through the Dystel Nursing program, Pediatric MS Centers, and a defined comprehensive care model for health care professionals.
  - Over 3,000 health care professionals received specialized MS training and education
  - More than 1,100 families received expert care and support through the Pediatric MS Centers of Excellence

**Goal #3: We mobilize the talents and resources of the millions of people who want to do something about MS**

- Placed volunteers as leaders of the movement; engaging, cultivating and tracking all volunteer levels through local and national program opportunities.
  - Engaged volunteers in high-level strategic initiatives: Charting Our Future Task Force, Blue Ribbon Panel, Region Advisory Work Group, Research and Clinical Advisory groups
  - Engaged key chapter volunteer leaders in Region Volunteer Leadership Councils that support region success, ensure alignment of Society, region and chapter goals, and enhance communication and collaboration among chapters
  - Provided training and toolkits across the Society on programs such as “What a difference a day makes”, a program that recruits community volunteers to provide needed chores and services for people affected by MS
- Engaged people with MS more than ever; increasing support for self-help groups, defining Walk MS as the rallying point for the movement, and extending resources to underserved populations.
  - Engaged over 7,000 people with MS in advising the Society on the 2011-2015 strategic response
  - Partnered with MS World, an organization comprised of people living with MS, engaging over 30,000 people with MS in online conversations
  - Provided training and networking for self-help group leaders nationwide and distributed the North American Education Conference DVD and toolkit to 1,600 self-help groups
- Improved capacity and effectiveness through the Charting Our Future Task Force and Blue Ribbon Panel; focused on ensuring that more resources are available to engage and support all who are part of the MS movement.
  - Launched four of the six regions with regional management teams and regional executive vice presidents; progress reported throughout the organization regularly
  - Developed and implemented a comprehensive organizational resource management plan to be pro-active in addressing the economic downturn and ensure the Society’s financial stability

- Streamlined processes for sharing revenue in order to eliminate redundancies, provide greater incentives to raise money and ensure funding of our highest priorities
- Conducted operational audits in every chapter and upgraded the operational audit process to minimize operational risk throughout the organization
- Served almost every National MS Society employee through one payroll vendor, and began implementation of a robust, integrated Society-wide human resource information system.
- Migrated 26 chapters to the Society's technical infrastructure; implemented Convio online fundraising software and moved all chapters to a single online platform; developed and deployed a Volunteer Management system to capture volunteer information, assign activities and track Society-related work.

#### **Goal #4: We are Activists**

- Expanded MS awareness and engagement with new organizational brand and communications that place people affected by MS at the center; increasing expansion of MS Awareness Week and World MS Day that result in year-round exposure.
  - Grew media impressions by double digits year over year; 94% of all MS media mentions directly cite the National MS Society
  - Public service announcements designed by Wieden and Kennedy achieved the highest distribution and play of any on record by placement service company
  - Experienced exponential growth on social channels such as Facebook and Twitter, and leveraged YouTube as our organizational video standard.
- Grew activists taking action by almost ten fold; established bipartisan MS caucus in the House and Senate with over 150 members of Congress, initiated Federal Activism Council and achieved many advocacy successes at federal, state and community levels.
  - Grew the activist network from 7,000 to more than 65,000 members
  - Achieved inclusion of MS in the Congressionally Directed Medical Research Program, realizing millions of new MS research dollars
  - Developed Society Health Care Reform Principles that guided our efforts to ensure health care reform improved care for people affected by MS
  - Raised \$2 million for MS research through Illinois Lottery sales and preserved home and community services through other key state successes
- Developed community engagement toolkit, and a variety of other community tools and resources that help people with MS advocate for themselves.

#### **Goal #5: We will raise a total of \$1.25B by the end of 2010 to be used in the fight against multiple sclerosis**

- Raised nearly \$892 million during a challenging economy, outperforming many similar nonprofits; achieved increases in participation in our signature events, Walk MS and Bike MS.

- Branded signature events for Society-wide consistency and nation-wide promotion including partnerships with Bicycling magazine and Phil Keoghan's Ride Across America
- Grew individual giving through Promise 2010, the national launch of the Golden Circle Program, and the Fast Forward campaign cabinet.
  - Successfully completed of the Promise 2010 Research Campaign of \$32M
  - Grew individual giving in 2009 by 1% when this revenue channel at nearly all other health agencies declined
- Continued successful engagement of corporate and pharmaceutical partners; leveraged opportunities for constituents to engage in fundraising through new tools and community events while maintaining the highest standards of accountability, transparency and compliance.
  - Created new Society-wide partnerships with Microsoft, GNC, MetLife, Specialized and Clear Channel
  - Increased pharmaceutical strategic partnerships and revenue, including a \$19 million, 5-year agreement with Serono EMD for Fast Forward
  - Recognized as an industry leader in online engagement and fundraising by the Chronicle of Philanthropy