



National
Multiple Sclerosis
Society
Greater Delaware
Valley Chapter

Making Our Mark Against MS

ANNUAL REPORT 2008





Year in Review: Fiscal 2008

Despite a weakening economy, the fiscal year that ended on September 30, 2008 was a solid one for the Greater Delaware Valley Chapter. Thanks to the dedication of our staff, event participants and donors, we were able to build on our record year in 2007, increasing our fundraising slightly to \$10.2 million. This sum allowed us to continue to serve our clients' needs with vital programs and services while also dedicating significant resources to research. Our continued success will be essential if we are going to meet the demands of a growing number of clients who are turning to us for help with essential support such as food, rent, home care assistance and physical therapy.

RESEARCH: Forging an Innovative Path to Discovery

Finding better treatments and, ultimately, a cure for multiple sclerosis is fundamental to everything we do. To advance this vitally important goal, we support cutting-edge researchers who apply their expertise in diverse areas: neurological science, immunology, genetics, virology, basic sciences and clinical medical rehabilitation.

Major accomplishments in 2008 included:

- Nationally, the Society invested \$47 million in 440 new and ongoing MS research projects as part of an international effort to prevent, treat and cure MS
- This financial support included 16 ongoing research projects at four Philadelphia-area hospitals, with a total commitment of \$5 million
- The chapter fulfilled its \$2 million commitment to the Promise:2010 initiative to finance under-explored research areas two years early
- Significant advances were made in both clinical and laboratory studies in MS. In addition, more than 130 clinical trials were under way around the world. That included more than a dozen final-phase trials of new therapies, including some taken by mouth
- The Society launched Fast Forward, an innovative industry-based pursuit of new drug development. The initiative's goal is to increase the number of drugs in the development pipeline, speed these drugs to clinical trials and expedite the repurposing of existing drugs to treat MS



PROGRAMS: Promoting Wellness in Mind, Body and Spirit

Education is essential to enhancing the quality of life of people diagnosed with multiple sclerosis. Our programs promote physical, emotional and family health, as well as social and recreational support.

Some of the major accomplishments in 2008 included:

- The MS Conference & Expo, which attracted more than 2,000 people, making it the largest gathering for people living with MS in the world
- Provided specialized MS training for more than 300 health-care professionals, including local neurologists, general practitioners, nurses and other providers
- Sponsored 34 self-help groups throughout the region that saw 450 people per month, part of a national network of more than 1,800 groups
- Provided 45 workshops, teleconference series, conferences and social programs, serving about 4,400 clients and family members
- Expanded our health and wellness offerings by launching “Stretch, Strength & S’myelin” classes throughout the region; provided wellness programs to 150 people per week

ACTIVISM: Making Our Voices Heard

**Become an
MS Activist**



Many public policies and programs greatly influence the health, independence and well-being of people affected by MS. The National MS Society and MS advocates across the country give voice to people with MS. We relentlessly advocate on the local, state and federal levels, communicating the needs of people with MS to decision makers and advocating for change.

Activism victories in 2008 included:

- Held first Lobby Day at N.J. State House in Trenton in partnership with other New Jersey chapters, attracting 75 MS advocates from across the state
- Launched Action Alert system and recruited 6,000 participating members to receive e-mail notifications of upcoming legislative issues
- Launched New Jersey Government Relations Committee to begin activism at a grassroots level
- Celebrated Pennsylvania Governor Ed Rendell being named Governor of the Year
- Hired a public policy manager to spearhead advocacy efforts across Pennsylvania

SERVICES: Managing Care and Critical Support

With a full range of support services, the Greater Delaware Valley Chapter ensures that members know they can turn to us to move forward in their lives. In the current economic climate, their needs are greater than ever. Our direct services allow local people living with MS to remain in the community and maintain their highest level of independence.

Support successes in 2008 included:

- Provided care management to more than 120 families; added services staff to respond to increased care management needs
- Educated more than 60 social workers and nurses at care management training
- Provided \$65,000 in direct financial support for emergency assistance and home/vehicle modifications, a 200% increase over 2007
- Celebrated Good Shepherd Rehabilitation Network being named as a Center for the Promotion of Excellence in Long-term Care





DEVELOPMENT: Moving Our Mission Forward

As the pace of scientific study advances and the chapter increases its commitments to people living with MS and their families, our needs for funding also grow. The chapter's development team attracted more than 20,000 participants and volunteers to our events in 2008.

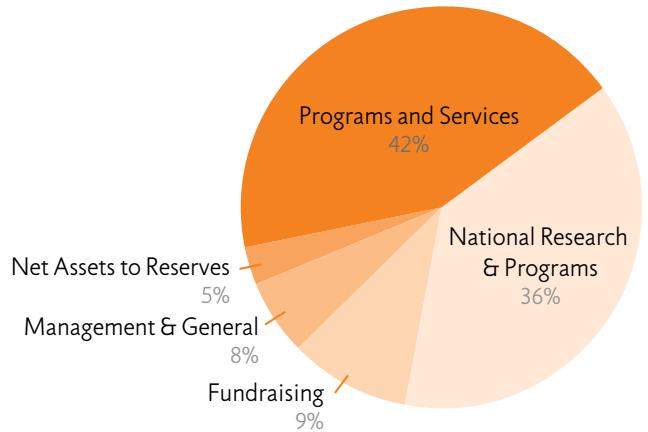
Campaign results in 2008 included:

- Another record year for Bike MS: City to Shore Ride, which realized 10% growth to a fundraising total of \$5.5 million and, for the first time, limited participation to 7,000 cyclists
- Exceptional growth in the MS Leadership Class, which increased its fundraising 65%, with 76 class members raising more than \$225,000. The chapter also launched an MS Leadership Class in a secondary market, the Lehigh Valley.
- A 5% year-over-year increase for Walk MS, with more than 12,000 participants and \$2.7 million raised
- The launch of I Run for MS, a community fundraiser with the potential for significant growth
- Finally, we would like to acknowledge the many individuals and families who helped further our mission through the Society's Tributes/Memorials and Legacies/Bequests programs; your thoughtfulness and support in contributing nearly \$300,000 is greatly appreciated



Finance: Navigating Complex Needs

The Greater Delaware Valley Chapter appreciates the generosity of its donors and takes every step possible to ensure that funds are used responsibly and effectively as we work to create a world free of MS. The Society meets or exceeds the standards of all leading organizations that monitor non-profit groups. We are extremely well-respected for our fiscal responsibility and our commitment to meeting the individual needs of the more than one million Americans we serve each year.



STATEMENT OF RECEIPTS – FISCAL YEAR 2008

Special Events (net of benefit to donor expenses of \$1,316,200)	\$8,831,322
Individual & Corporate Support	\$1,348,828
Legacies & Bequests	\$43,555
Interest & Investments	\$24,641
Total Income	\$10,248,346

FUNCTIONALIZED EXPENSES – FISCAL YEAR 2008

Programs and Services	\$4,292,453	41.88%
National Research & Programs	\$3,641,801	35.54%
Fundraising	\$972,807	9.49%
Management & General	\$827,228	8.07%
Net Assets to Reserves	\$514,057	5.02%
Total Expenses	\$10,248,346	100.00%

For complete financial information, please call the chapter at 1-800-548-4611.

A copy of the official registration and financial information for the National Multiple Sclerosis Society, Greater Delaware Valley Chapter may be obtained from the Pennsylvania Department of State by calling toll-free within Pennsylvania 1-800-732-0999. Registration does not imply endorsement.



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About MS

Multiple sclerosis interrupts the flow of information from the brain to the body and stops people from moving. Every hour in the United States, someone is newly diagnosed with MS, an unpredictable, often disabling disease of the central nervous system. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are moving us closer to a world free of MS.

Studies show that early and ongoing treatment with an FDA-approved therapy can reduce future disease activity and improve quality of life for many people with multiple sclerosis. National MS Society medical advisors recommend that people with MS talk with their health care professional about using one of these medications and about strategies and effective treatments to manage symptoms. If you or someone you know has MS, please contact the Society today at nationalMSSociety.org or 1-800-FIGHT-MS to learn about ways to help manage multiple sclerosis and about current research that may one day reveal a cure.



**National
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Society**
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1 Reed Street, #200 Philadelphia, PA 19147
tel + 215-271-1500 fax + 215-271-6122
pae@nmss.org nationalMSSociety.org/pae