Moving Forward Together

Annual Report 2010

National
Multiple Sclerosis
Society
Utah-Southern Idaho
Chapter

Who We Are

One could say the National MS Society started with a simple act of love, a sister trying to help a brother. It was 1945 when Sylvia Lawry placed a small classified ad in The New York Times: "Multiple Sclerosis. Will anyone recovered from it please communicate with patient." She did not receive an answer, but instead more than 50 responses from individuals seeking the same answer.

David Osmond presents a check to the Society staff

In 1946, Lawry gathered 20 of the nation's most prominent research scientists and founded what would become the National MS Society (incorporated in 1947). The mission, to fund research and provide information and other services to enhance the lives of those impacted. From these humble beginnings, we continue the mission.

Today, we are a collective of passionate individuals who want to do something about MS now – to move together toward a world free of multiple sclerosis. We help each person address the challenges of living with MS through a 50-state network of chapters. We help people affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, and providing programs and services that help people with MS and their families move their lives forward.

What is MS?

Multiple sclerosis, an unpredictable, often disabling disease of the central nervous system, interrupts the flow of information within the brain, and between the brain and the body. 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. Most people are diagnosed between the ages of 20 and 50, with at least two to three times more women than men being diagnosed with the disease. MS affects more than 400,000 people in the U.S. and more than 2.1 million worldwide.

MS in our Chapter

Our area has one of the highest incidence rates of MS in the country. MS is attributed to a combination of environmental and genetic factors occurring more frequently, but not exclusively, among people of northern European ancestry and in higher latitudes north of the equator; attributes common to our territory. In Utah and Southern Idaho, we are aware of more than 45,000 people impacted by the disease. Because there is no national registry for MS, the Chapter's Clinical Advisory Committee, made up of researchers, physicians and clinical practitioners, believes 1 in 300 people in our chapter area are affected by MS.

Our Chapter

In October 2010, the Utah State Chapter (incorporated in 1954) and Idaho Office (opened in 1996) came together to form the Utah-Southern Idaho Chapter. We are headquartered in Salt Lake City with an office in Boise. Together we work for a world free of MS.

Dear friends,

A lot can be accomplished when we work in concert and in 2010 we continued that tradition. Together we moved forward and closer to a world free of MS.

While the economy continued to challenge all of us, we did not let it deter us. Together we worked hard and expanded partnerships, sought additional efficiencies, focused staff and fundraising efforts all while staying steadfast to our mission – provide services to people with MS and fund research.

We welcomed new opportunities including preparation to come together with Southern Idaho and become the Utah-Southern Idaho Chapter. As of October 1, our territory now covers nearly 140,000 square miles of the Intermountain West.

As activists we saw how our voices, when raised together, make a difference and secured additional federal funding for MS research and sought positive change locally in health care and public policy to better serve the MS Community.

We celebrated several historical advancements in research including the seventh FDA-approved disease-modifying therapy that also was the first oral application, as well as the first therapy approved to specifically treat an MS symptom.

And, the Chapter continued to invest in programs and services to support and find solutions to every issue people and their care network face while living with MS.

We all played a role in our many achievements this year and we couldn't have come this far without all the tireless work of our volunteers, event participants, sponsors, donors, clients and the entire MS Community – thank you!

Let's keep making a difference. Join the movement.

Ann Sasich

Annette Royle

2010 Board of Trustees

Ann Sasich, Board Chair

Richard Baringer, M.D.

Richard Flint

John Foley, M.D.

Jay Gurmankin

Bob Harmon

Cecil Hedger, Secretary

Jeana Hutchings

Safia Keller

Cindy Kindred

Nicole Lengel, Treasurer

Philip McCarthey

Jordan Needles

Todd Oldroyd

Irene Petrogeorge

Colleen Roberts

John Rose, M.D.

Annette Royle, Chapter President

Maggie St. Clair

Sheila Steiner

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.

Funding the mission

Revenue	FY10	FY09
Special Events	$2,142,289	$2,199,703
Less Benefit to Donor Costs	-245,229	-289,459
Net Special Events Revenues	**1,897,060**	**1,910,244**
Membership & Contributions	408,044	325,015
Received at National (other than legacies)	26,518	33,366
Total Other Revenue	21,175	18,080
Total Public Support & Other Revenues	**2,352,797**	**2,286,705**
Expenses		
Local Program Services	1,217,771	1,243,934
National Program & Research Expense	659,486	685,348
Additional Research Contribution	85,200	53,500
Total Program Services & Research	**1,962,457**	**1,982,782**
Supporting Services		
Fundraising	237,530	257,265
Administration	72,882	69,056
Total Supporting Services	**310,412**	**$326,321**
Total Expenses	**2,272,869**	**2,309,103**
Change in Net Assets	**79,928**	**-22,398**
Net Assets, beginning of year	**1,022,593**	**1,044,991**
Net Assets, end of year	**$1,102,521**	**$1,022,593**

Bike MS Top Team, Bad Ass Coffee

Start line Walk MS 2010

Women on the Move

Brett Hales – Living with Hope award

For the third year, 86¢ or more of every dollar raised directly supported the cause

- Bike MS: Harmons Best Dam Bike Ride - $1,534,893 with 2,830 riders
- Walk MS, presented by Questar - $370,289 with 4,610 participants – 800 new walkers
- Dinner of Champions, presented by the McCarthey Family - $115,191
- Women on the Move, presented by the McCarthey Family - $111,005
- Individual Giving - $82,726, a 54% increase over 2009 (excludes events)
- Traditional Foundation Grants - $121,533, an 8% increase
- Sought new revenue opportunities including:
  - Implemented the Golden Circle with 40 charter members to 107 by the end of the fiscal year. The Golden Circle was a pilot program in 2010 and is made up of patrons giving $1,000 or more annually.
  - Secured Chapter's first endowment gift from the Val A. & Edith D. Green Foundation restricted for scholarships.

Out of every $100 donated to the Chapter in 2010 ...

$54 was spent to help people live richer fuller lives with MS by providing them with information and referral services, financial assistance, programs to help enhance daily life, educational seminars, wellness experiences and more.

$33 was spent to support cutting edge research and national programs.

And only $13 was spent on administration, management and fundraising efforts.

Moving Forw

Addressing the challenges of each person living with MS

Doubled our direct financial support budget to provide more assistance opportunities for people with MS to improve their quality of life.

Financial Assistance

84 families received financial assistance for counseling, medical equipment, accessibility modifications, respite services, critical short term needs, assistive technology, cooling devices and more. The Chapter also maximized financial reach by leveraging $1 in community assistance for every $1 spent.

Self Improvement Grants

96 grants given to clients to support their personal wellness initiatives.

College Scholarships

22 scholarships awarded, the most awarded in the Chapter's history; two received the National Top Scholar Award of $3,000 each.

Care Management Services

Continued to provide care management services chapter-wide.

Partnered with community agencies to provide home modifications where needed.

Conducted multiple programs throughout the chapter to improve quality of life.

Educational & Wellness Programs

Hosted educational programs across the state of Utah addressing the needs of people at all stages of MS. Programs included newly diagnosed and couples managing MS sessions, and research symposium, among others.

2010 scholarship recipients

Conducted the second successful year of Fit MS (now MS Smart Moves), a health and wellness program.

Collaborated with the Brain Health Learning Center, Alzheimer's Association and American Parkinson Disease Association to hold monthly Brain Health Education Series.

Fit MS winner Alison Krutsch

Expanded our reach to neurologist and clinical care providers to help them better assist clients and increase MS knowledge.

National MS Society Partner in MS Care

Awarded to the University of Utah's Clinical Neurosciences Center after meeting a stringent criteria. It is the first comprehensive care distinction for our chapter and 1 of 5 in the region.

Professional Outreach

Hosted a Continuing Medical Education program in southern Utah for professionals and broadcast it to five locations across the state.

Strengthened the Chapter's relationships with neurologists across the state by providing educational opportunities and speaking engagements.

The Society estimates costs of living with MS are $69,000/year.

Chapter saw a 10% increase in demand for direct financial assistance in 2010.

ward Together

MS Activists" on the Hill"

Driving change through advocacy

Mobilized 3,317 members in the Action Alert Network who wanted to do something about MS, a 27% increase over the previous year.

Advocated for the creation of a National Neurological Disease Surveillance System Act (aka MS Registry, a census), garnering legislative co-sponsorship from two Utah legislators; measure ultimately failed in the Senate.

Supported national efforts that secured $4.5 million in MS research funding via the Congressionally Directed Medical Research Programs.

Advocated for funding of the Lifespan Respite Care Act. Utah will receive $200,000 and will provide more respite care than any state has ever done.

Supporting cutting-edge research

Met the Promise 2010 goal, a five-year campaign, raising $32 million nationwide for research; the Chapter exceeded our Promise commitment by 60% and secured more than $450,000 in additional funds for Society research during this time.

Contributed an additional $30,000 for a Research Honor Roll gift in 2010(additional funds beyond Chapter's original research commitment), and an additional $58,000 in research-restricted gifts through private donations and the generosity of the Tuffli Family Foundation.

Helped make possible historic milestones in MS research including two breakthrough therapies now available:

- Gilenya™ (fingolimod), the first FDA approved oral disease-modifying therapy for MS; Cleveland Clinic doctors voted this among the top 10 medical breakthroughs of the year.
- Ampyra™ (dalfampridine, formerly fampridine SR), the first FDA approved therapy specifically for treating symptoms of MS, improves walking.

Renowned Utah Researcher Dr. Rose

Mobilizing people and growing awareness

Engaged 1,500 volunteers in a multitude of programs including self-help group leaders, event support, office help and more; a 50% increase in volunteerism.

Some of the 100 "Stand" volunteers

Continued the two-day awareness and grassroots program "Stand to Cure MS". Supported by 100 volunteers and corporate grocery sponsors, it grew 100% with 60 stands throughout Utah. It also raised $10,500.

Garnered more than 70 news stories (print, Web, TV & radio) with placements in nearly every corner of our territory and also had a 6-week partnership with Salt Lake City's KUTV Ch. 2 (CBS).

KUTV's Debbie Worthen at Bike MS

Thank you to our 2010 major donors!

We are honored to recognize the following top individuals and businesses for funds donated between October 2009 and September 2010. On behalf of those affected by MS in our chapter community and the countless others who care for them, we thank you for your contributions and your confidence.

$100,000 +

Val A. and Edith Green D. Green Foundation *
Harmons Your Neighborhood Grocer

$50,000 - $99,999

Cyprus Federal Credit Union MEMBERS
Friends of Multiple Sclerosis Society
McCarthey Family Foundation *
Tuffli Family Foundation *

$25,000 - $49,999

Community Health Charities of Utah
Ray and Tye Noorda Foundation
Questar Corporation

$10,000 - $24,999

ATK Matching Gift Program
Bingham Cyclery
Frances W. Burton Foundation *
George S. and Dolores Doré Eccles Foundation *
EMD Serono, Inc.
FedEx
Huntsman International LLC
Erik Katz *
KODJ 94.1
KUTV Channel 2
McNamara Purcell Foundation *
PowerAde
RLG International Company Match
Salt Lake Magazine
Swire Coca Cola
VLCM
C. Scott and Dorothy E. Watkins Foundation *

$5,000 - $9,999

Ashton Family Foundation *
Associated Food Stores, Inc.
ATS Automation Tooling Systems
Bad Ass Coffee
Biogen Idec
Bracewell and Giuliani
Patrick Byrne *
Center for Facial Appearances *
Coca-Cola Bottlers Foundation
Constantine (Gus) and Barbara Colessides *
Dr. Ezekiel R. and Edna Wattis Dumke Foundation *
Katherine W. Dumke and Ezekiel R. Dumke, Jr. Foundation *
Fidelity Charitable Gift Fund
Fidelity Investments
Jacy Jacobson *
Johnson & Johnson Matching Gifts Program
Philip G. McCarthey *
Orbit Irrigation Products, Inc.
Pure Protein
Richards Brandt Miller Nelson Foundation
Ann and Joe Sasich
Specialized
J. Greg Spencer *
Bill and Andrea Townsend *
University Guest House
University of Utah
Varian

$2,500 - $4,999

American Express Travel Related Services Co.
Shirley Angel *
Fredrik M. and Julia E. Bergold *
Cowboy Partners
Lawrence T. and Janet T. Dee Foundation *
Employees First Credit Union
Kim Gerard *
Harmony Home Health & Hospice
Holme Roberts & Owen
IHC Management, Inc.
Larry H. Miller
R.C. Hunt Electric, Inc.
Rio Tinto Services, Inc
Schreiber Foods, Inc.
SelectHealth
Emily Spencer *
Stewart Education Foundation
Teva Neuroscience, Inc.
Truist Altruism Connected
Utah Commercial Contractors, Inc.
Utah Community Credit Union
Utah Highway Patrol
Vanguard Charitable Endowment
Wal-Mart Foundation
Wells Fargo
Zions Management Services Company

$1,000 - $2,499

Wayne Ackerman *
Active Lifestyles Brands
Tom Adkins *
Advocate Hospice LLC
Bernie and Susan Allen *
Sheri Anderson *
Tina Aramaki *
Autoliv ASP, Inc
Autoliv North America Matching Gift Program
Don Ballard *
Brian Barnett *
J. Richard Baringer *
Leonard Bernstein *
Bank of America Matching Gift Program
Barrick Goldstrike Mines Inc
Bayer Health Care Pharmaceuticals
BD / Beckton Dickson
Bertin Family Foundation *
Bioness
Blackbottoms Cycle Wear
BMIL Technologies
Bonneville Bicycle Touring Club
Brigham Young University
Richard and Suzanne Burbidge *
Cache Valley Electric Co.
Jeff Cardon *
Carepoint Group Purchasing, LLC
Chevron Humankind Matching Gift Program
James and Pamela Chiasson *
Pam and Ron Clem *
Company AP *
Terry Cononelos *
CR England, Inc
Keith Cross *
David M. Diamond Revocable Living Trust *
Dean Foods Company
Patrick Degroat *
Diversified Insurance
eBay can! Matching Program
Energy Solutions
Epcon Partners, Inc.
Henry W. and Leslie M. Eskuche Foundation *
Eye Prosthetics of Utah, Inc.
William Falconer *
Roger and Sybil Ferguson *
Fit Stop
John F. Foley, M. D. *
Michael Funk, HDR Engineering *
Dr. Alan D. Gartell *
William Gelegotis *
General Distributing Company
Georgia-Pacific Financial Management LLC
Goldman Sachs & Co. Matching Gift Program
Bill and Shannon Gordon *
Ashley Hafen *
Steven M. Hall *
Hershey
Jean Hindley *
HK Systems
Ann Hoffman *
Integrated Marketing Group
Intermountain Orthopedic Care, L.L.C.
ITI
Kacey Kalian *
Kennecott Utah Copper Charitable Foundation
King Family Foundation *
Knights of Columbus
Kohl's
Carrie Kresser *
Andrea Kriech *
David Kruse *
David LaBarre *
Richard B. Larsen *
Ledge Sports, Inc.
Peggy Lewis *
Lighting Maintenance & Service
Magor Mold, Inc.
McJunkin Redman Corporation
Rachel and John McCann *
Thomas and Mary Schubach McCarthey *
Mike and Loretta McHugh *
Merrick Bank Corporation
Merrill Lynch
Merrill Lynch & Co Foundation Matching Gift
Herbert I. and Elsa B. Michael Foundation *
MidAmerican Energy Foundation
MidAmerican Energy Holdings Company
Roger Millar *
Jamie Mitros *
Katie Moeller *
Rod Morley *
Maren Bargreen Mullin *
Jeffrey Newman *
Paramount Title Corporation
Yvonne Pauls *
Eugene Podsiadlo *
Portland General Electric
Nancy and Richard Potashner *
Progress Mfg., Inc.
Travis Pugh *
R & O Construction
Doug Raymond *
Richards Brandt Miller and Nelson
Roadhouse of Logan, LLC
Carolyn Pedone and John Rose *
Florence Rothman *
Annette Royle *
Nicholas Schommer *
Derek and Cheryl Schouman *
Walt Schwarz *
Ralph Shive *
Dale Skinner *
Jerry and Tammy Sloan *
Mary S. Souvall *
Standard Optical
Alice and Kevin Steiner *
Steiner Foundation, Inc. *
Sam Stewart *
Stirrin Dirt Racing, LCC
Taylor Foundation *
Total Construction, Inc.
Anthony Turhollow *
Uintah Refrigeration & Electrical, LLC
University Hospital Foundation
Utah Fast Pass, Inc
Ione VanWagenen *
Van Wagner Sports & Entertainment
Donna Varnell *
Verizon Wireless
Mike Wach *
WalMart Foundation
Lynn Webster *
Vern and Marva Wolcott Charitable Foundation *
Westminster College
Wheeler Foundation *
William Blair & Company Foundation
YourHCG.com

*** Golden Circle members**

ard Together

Thank You 2010 Sponsors!

HARMONS
your neighborhood grocer®

QUESTAR

saltlake MAGAZINE

KUTV 2 HD

Fidelity INVESTMENTS

94.1 KODJ

FedEx®

Bingham Cyclery

BAD ASS COFFEE

BLACKBOTTOMS CYCLEWEAR

POWERADE

selecthealth℠

PURE PROTEIN®

Bayer HealthCare Pharmaceuticals

SPECIALIZED

University Guest House & Conference Center

Larry H. Miller Tour of Utah
PRESENTED BY ZIONS BANK®

Harmony HOME HEALTH & HOSPICE

Larry H. Miller Dealerships
Driven By You.

TEVA NEUROSCIENCE

HUNT ELECTRIC, INC.

Utah Commercial Contractors, Inc.

biogen idec®

EMD SERONO