



# HOW WILL YOU JOIN THE MOVEMENT?



National  
Multiple Sclerosis  
Society  
Wisconsin  
Chapter

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Multiple Sclerosis  
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Chapter

**ANNUAL REPORT - FY2007**

**THIS IS ABOUT A MOVEMENT**

MS STOPS PEOPLE FROM MOVING.

THE NATIONAL MS SOCIETY EXISTS TO MAKE SURE IT DOESN'T.



## We are a MOVEMENT |

Every hour in the United States, someone is newly diagnosed with multiple sclerosis (MS), an predictable, often disabling disease of the central nervous system. Most people with MS are diagnosed between the ages of 20 and 50, with more than twice as many women as men contracting the disease. There is no cure, and MS affects more than 400,000 people in the U.S., and 2.5 million worldwide.

The National MS Society is a collective of passionate individuals who want to do something about MS now. **Together, we are the MS movement.**

- > We are a driving force of MS research, relentlessly pursuing prevention, treatment and cure.
- > We address the challenges of each person whose life is affected by MS.
- > We are activists.
- > We mobilize the talents and resources of the millions of people who want to do something about MS.
- > We will raise a total of \$1.25 billion by the end of 2010 to be used for a world free of MS.

**JOIN THE MOVEMENT**

A MOVEMENT TOWARD A WORLD FREE OF MS

# Condensed Statements

September 30, 2007 and 2006

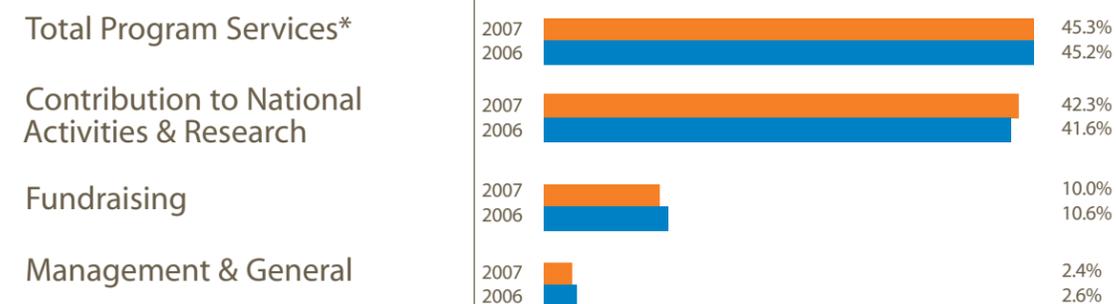
### > Condensed Statements of Financial Position

Assets	2007	2006	Liabilities and Net Assets	2007	2006
Cash and Investments	\$ 2,551,730	\$ 1,994,670	Due to National MS Society	\$ 605,672	\$ 569,560
Other assets	236,213	287,634	Other Liabilities	257,418	186,749
Furniture and equipment	17,618	25,756	Total Liabilities	863,090	756,309
Total assets	\$ 2,805,561	\$ 2,308,060	Net assets	1,942,471	1,551,751
			Total Liabilities and net assets	\$ 2,805,561	\$ 2,308,060

### > Condensed Statements of Activities

Revenues	2007	2006	Expenses	2007	2006
Support from the public			Program services		
Special events revenue (includes in-kind) donations of \$25,027 for 2007 and \$38,908 for 2006	\$4,150,695	\$3,901,714	Research	\$1,243,812	\$1,238,756
Special event expense	(504,249)	(570,633)	Client services	689,524	638,974
Total received from special events	3,646,446	3,331,081	Community service	437,482	456,103
Annual campaigns	604,861	449,997	Professional education and training	199,272	182,444
Legacies	325,436	277,926	Public education	772,870	735,461
Total support from public	4,576,743	4,059,044	Total program services	3,342,960	3,251,738
Other revenue			Support services		
Combined Federal Service Campaign	113,089	116,295	Fund raising	461,994	473,415
Received at National	236,473	172,332	Management and general	109,941	114,026
Interest Income	77,787	59,121	Total supporting services	571,935	587,441
Program fees	7,563	5,709	Contribution to National-other activities	719,040	617,359
Miscellaneous income	13,000	20,500	Total expenses	4,633,935	4,456,538
Total other revenue	447,912	373,957	Change in net assets	390,720	(23,577)
Total revenues	\$5,024,655	\$4,432,961	Net assets, beginning of year	1,551,751	1,575,328
			Net assets, end of year	\$1,942,471	\$1,551,751

### > Expenses by Category



\*excluding research

A MOVEMENT OF GROWTH

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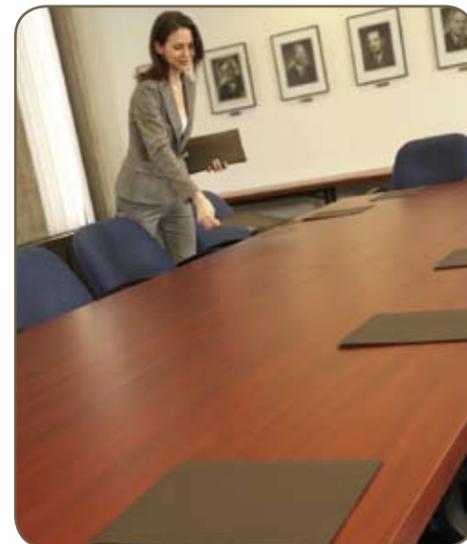
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## Message from the President |

This year, something exciting happened. This year, hundreds of thousands of volunteers like you around the world decided it wasn't enough to be a group of individuals affected by MS. This year, we joined together and created a MOVEMENT – a movement for a world free of MS.

Movement is a small but powerful concept that we often take for granted in the hectic pace of today's world. From moving from one location to the next to moving ahead in our careers to moving forward in our lives, everything in life always comes back to movement. In effect, moving is who we are.

So, imagine if one day you were faced with the undeniable truth that movement is not a guarantee. That one day, without warning, you could be stopped from moving forward.

For tens of thousands of people in Wisconsin and hundreds of thousands nationwide, this is a reality; and, the National MS Society thinks it's an unacceptable one.

As a result, we, along with an amazing group of more than two million volunteers nationwide, are committed to help people live their lives – without physical, mental or financial interruption.

We have a great deal to be proud of here in Wisconsin as we are once again on the forefront of research, advocacy and client programs. The impressive progress highlighted on the following pages is possible because of dedicated volunteers and generous donors who share with us one powerful goal – *to keep those living with MS moving forward.*

Thank you for believing that no one should be stopped from moving.

Warm Regards,

A handwritten signature in blue ink that reads "Colleen".

Colleen G. Kalt  
President & CEO

# Achievements in Client Services |

Whether the issue is complex or straightforward, the Wisconsin Chapter is committed to connecting with each individual that contacts us. We believe that meeting human challenges means making human connections, thereby moving lives forward.



with peer and staff support, this information was crucial in helping people to manage the complex challenges of MS and to make them aware of the Chapter's numerous resources.

- > More than 8,500 people with MS received assistance, information, community referrals and support from the outreach, information and referral and peer support staff.
- > More than 100 families were helped through our financial assistance program.
- > The Holiday Giving program benefited 80 families and 171 children.
- > MS Camp for Kids hosted 29 children from families parented by a person living with MS at Camp Minikani.
- > The Chapter awarded 30 scholarships for a total of \$60,000 to first-year college students who have a parent with MS or have MS themselves.
- > More than 350 people living with MS, along with their families and friends, attended client programs held in Madison, Appleton, Milwaukee, as well as a statewide teleconference held in collaboration with our sister chapters in Minnesota, Illinois and Iowa.
- > More than 150 people participated in the nationally sponsored "Knowledge is Power" educational program. Newly diagnosed information was provided to all clients in Wisconsin who contacted the Chapter. Coupled
- > More than 800 participants took part in Family Day celebrations held at the Milwaukee County Zoo and the Great Wolf Lodge Water Park in Wisconsin Dells.
- > The Chapter currently has 5,000+ service providers in our database. This information provides our clients with access to a wide variety of resources, ranging from neurologists to counselors to manufacturers of durable medical equipment.
- > The Chapter has four affiliated MS Centers in area hospitals throughout Wisconsin, and will be adding two new sites in FY2008. Additionally, we met with the top six MS neurologists in Wisconsin to discuss a framework for providing comprehensive care to all clients with MS in the state.
- > Through its physician outreach initiative, the Chapter made more than 30 visits to MS Centers and other healthcare facilities throughout the state, establishing relationships and providing information on MS and the Society.
- > The Chapter provided training to a number of professionals working with MS, including yoga instructors, physical and occupational therapists, long-term care workers, and MS Center staff.

A MOVEMENT OF INSPIRATION

# Achievements in Development |

FY2007 was another year of growth as the Wisconsin Chapter raised \$5.53 million for a world free of MS. This year, tens of thousands of selfless volunteers, philanthropic corporations and generous donors statewide joined the movement to achieve the following fundraising success:



- > Non-event related gifts generated \$1.3 million including \$375,000 from planned gifts and bequests.
- > More than 1,970 cyclists and volunteers raised \$1.65 million at the 24<sup>th</sup> Annual MS 150 Best Dam Bike Tour.
- > More than 2,700 walkers and volunteers raised special \$1.8 million at the 19<sup>th</sup> Annual MS Walk in 13 cities statewide.
- > More than 140 snowmobilers and volunteers raised more than \$250,000 at the 24<sup>th</sup> Annual MS Snowmobile Tour.
- > The 7<sup>th</sup> Annual MS Luncheon in Milwaukee featured keynote speaker Sara White, raised \$230,000 and welcomed 650 guests.
- > The 2<sup>nd</sup> Annual MS Luncheon in Madison featured keynote speaker Sara White, raised more than \$70,000 and welcomed 320 guests.
- > More than 80 golfers joined us in the rain for the 25<sup>th</sup> Annual MS Golf Invitational, raising more than \$108,000.

## Gift & Sponsorship Highlights

- > Lillian Cowan Trust - \$310,000+ planned gift
- > National Association of Theater Owners of Wisconsin & Upper Michigan - \$50,000 gift
- > Northwestern Mutual - \$10,000 gift in celebration of its 150<sup>th</sup> anniversary celebration
- > Special thanks to Christopher & Banks, Toyota Trucks, M&I, Forest County Potawatomi Community Foundation, Open Pantry and Community Health Charities of Wisconsin for their continued support.



A MOVEMENT OF AWARENESS

## Achievements in **Volunteerism** |

Every day, volunteers make a difference by connecting with someone who has been affected by MS. The Wisconsin Chapter is driven by people who choose to give selflessly of their time to join the movement.

- > More than 75 individuals served as Wisconsin Chapter leadership volunteers.
- > More than 250 people volunteered on advisory and event committees.
- > More than 100 people traveled to the State Capitol in March to attend "Legislative Affairs Day".
- > 70 people served as self-help group facilitators and more than 80 donated their time at client programs.
- > The Wisconsin Chapter is building a "volunteer bank" of people statewide willing to give of their time to help those affected by MS with odd jobs, grocery shopping and other aspects of life essential to moving forward.
- > Three people traveled with Wisconsin Chapter staff and visited federal legislators in Washington, D.C., during the Public Policy Conference.
- > Approximately 15 volunteers attended the Society's National Leadership Conference to share ideas about how to encourage others to join the movement.
- > 22,000 people were contacted and motivated to join the movement during MS Awareness Week.
- > The MS Walk and MS 150 Best Dam Bike Tour were successes thanks to more than 960 and 360 volunteers respectively.

- > Approximately 50 people kept those living with MS moving forward by organizing independent fundraisers.
- > More than 10 individuals volunteer at the Wisconsin Chapter office on a regular basis.

### Highlight of **Shelley Peterman Schwarz** |



Shelley Peterman Schwarz, Madison, was named the National Programs & Services Volunteer of the Year.

Shelley is a tireless advocate on behalf of people with MS and is a nationally recognized motivational speaker, author and syndicated columnist. She has received numerous local, state and national awards for her efforts to make life easier for those with disabilities and for encouraging people to rise above adversity in life.

Shelley founded the organization, Meeting Life's Challenges, which focuses on making life easier for people with chronic illness and disability. In addition, she developed a teleconference series, "Tips for Making Life Easier," written several books on solutions for coping with aging, chronic illness or disability and writes a syndicated column on how to live with challenges.

## Achievements in **Activism** |

Whether working to influence legislation or helping individuals negotiate their relationships with public agencies, healthcare professionals or insurance companies, activism is a core focus for the Wisconsin Chapter. Following are FY2007 advocacy successes:

- > More than 100 MS Activists traveled to the State Capitol in March to attend "Legislative Affairs Day" and visited with 67 state legislators or their aides. They discussed the importance of medical research in Wisconsin and successfully advocated for an additional tobacco tax to fund Medicaid and Medicare.
- > Nearly 8,000 taxpayers donated \$85,000 to the new MS "check-off", which appeared for the first time on 2006 state income tax forms and was established in 2005 by Wisconsin Act 71. These funds help people living with MS statewide to maintain their independence in the community.
- > The Wisconsin Chapter's Action Alert network grew to 750 activists and triggered countless volunteer interactions with state legislators from topics ranging from funding for Medicaid and Medicare services to expansion of Family Care to offer long-term care in the community.
- > State legislators participated in nine MS Walk events across the state and witnessed first-hand the effects of MS within their communities.



From left to right: Bob Sowinski, Patti Kraemer, Senator Kohl, Renee Vandlik, Colleen Kalt, and Anne Brouwer.

- > Three MS activists and staff attended the Public Policy Forum in Washington D.C. in March to visit with federal legislators about federal funding for MS research, access to generic biologics and Medicare mobility device coverage.
- > An on-line advocacy survey drew nearly 400 responses to rank priority areas for state legislation. Responders ranked state funding for medical research, more affordable MS therapies and tax benefits for long-term care in the community, provided by family members to a chronically ill or disabled spouse or elderly parent, as most important.
- > Wisconsin Governor Jim Doyle proclaimed March 5-9, 2007, as "MS Awareness Week" during a signing ceremony at the State Capitol.



# Achievements in Research |

Research is the key to a world free of MS. We need more effective treatments, repair of MS damage and prevention for future generations. We must pursue all avenues that hold potential promise.

The National MS Society invested more than \$46 million this year in 440 new and ongoing MS research projects internationally.

Significant advances have been made in both clinical and laboratory studies, including more than 130 clinical trials worldwide.

## Key Research Highlights

- > Several large-scale clinical trials in different forms of MS were launched, including oral medications, the pregnancy hormone estriol in women with early relapsing-remitting MS and the potential of a treatment drug to protect the brain and spinal cord from MS damage.
- > The National MS Society launched Fast Forward, a technology-transfer initiative aimed at translating promising laboratory discoveries into effective new treatments for MS.
- > A large-scale analysis based on clinical observation suggests that disease-modifying MS drugs are effective in delaying disability progression in people whose MS started with relapses.
- > Researchers showed, for the first time, that early treatment can slow the rate at which disability progresses in individuals who show signs of but have not yet been diagnosed with MS.
- > Society-supported Stanford University researchers reported that a small protein (alpha B-crystallin) normally produced by cells to protect against injury may itself be a target of the MS immune attack, and that giving the protein to mice with a similar disease countered the effect.
- > In two studies of rituximab, a drug that depletes immune B cells, active MRI-detected brain lesions were significantly reduced in people with relapsing-remitting MS taking rituximab versus those taking a placebo. This drug is also being clinically tested in primary-progressive MS.
- > A Stem Cell Research Summit convened by the National MS Society and the MS International Federation in January 2007 brought together leading stem cell and MS experts to explore the potential of all types of stem cell research for the treatment of MS and to outline research priorities to help propel research in this promising field.
- > A study, funded by the National MS Society's Promise 2010 initiative on Nervous System Repair and Protection, suggests that a new machine called an optical coherence tomography scanner (OCT) may detect global information about disease progression in the brain and may ultimately be useful in clinical trials.
- > The International MS Genetics Consortium identified two new genetic variations associated with MS and preliminary evidence for an additional eleven, completing the largest replicated whole genome scan for MS to date. The study, funded in part by the National MS Society, presents possible new targets for designing better therapies to stop the immune attack in MS.

- > Investigators in Italy and the United Kingdom reported finding traces of Epstein-Barr Virus (EBV) in brain specimens from people with different forms of MS, but not in other neurological diseases.
- > Harvard researchers supported by the National MS Society compared levels of vitamin D in serum stored from military personnel during their service and found that those with higher levels of vitamin D were at lower risk for later developing MS. In addition, University of Southern California researchers found that sun exposure during childhood was associated with a reduced risk of MS in a study of 79 pairs of twins in which one twin had MS. Both studies add to growing evidence that sun exposure (or vitamin D levels) may help to protect against the development of MS.
- > Italian researchers analyzed the genetic material of 197 people with primary-progressive MS and found one variation in the HLA region (immune system genes associated with MS) was more than twice as common in primary-progressive MS as in controls. They selected 20 genetic variations for further study.
- > The National MS Society's Task Force on epidemiology of MS met to establish research priorities for epidemiologic studies that examine aspects of people who get MS for clues to its cause.
- > The journal *Neurology* published a supplement on pediatric MS to provide guidance for pediatricians and neurologists about what is known about diagnosing and managing MS in children.

For more detailed information about the research highlights above, please contact the Wisconsin Chapter at [info@wisMS.org](mailto:info@wisMS.org) or 800-242-3358.



By the end of FY2007, the Wisconsin Chapter donated \$1.5 million of its \$2 million commitment to the Promise 2010 Research Campaign, which targets four areas of great potential:

- > **Nervous System Repair and Protection** – Setting the stage for clinical testing to ultimately restore function in people with MS
- > **Sonya Slifka Longitudinal MS Study** – Tracking all aspects of people's lives and how they are affected by MS and its treatments
- > **MS Lesion Project** – Studying lesion patterns to understand why MS treats people differently, and thus develop better treatments
- > **Pediatric MS Centers of Excellence** – Research centers across the U.S. devoted to children with MS and their needs

