We are a movement. United in our collective power to do something about MS now and end this disease forever. The Society’s FY2016–2018 Strategic Plan established a roadmap for our movement through 2018. It sought to increase the empowerment of people affected by MS and provide worldwide solutions to the challenges they face.

Each of the three goals within the strategic plan had a set of strategies where clear impact was identified. People affected by MS have more and better choices about living their lives to the fullest. They are surrounded with what they need to move forward. They can be more powerful than the challenges of MS.

The Goal Progress Report for FY2016-2018 summarizes October 2015 through September 2018 progress in each strategic plan goal area. This final report allows us to track our progress against the FY2016–2018 Strategic Plan. It also articulates how our impact better ensures people affected by MS can live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever. We are committed to measuring progress in a manner that allows for identification of gaps and opportunities for continuous organizational improvement that can lead to greater impact.
GOAL I: People have effective treatment choices and solutions to the challenges of living with MS

RESEARCH ANSWERS QUESTIONS TO ADDRESS UNMET NEEDS

FY16–18 Progress

Research Investment

$116 MILLION
This represents funds distributed in 2016, 2017 and 2018; many grants are funded for multi-years. We have commitments through 2025.

MS-RELATED PATENT APPLICATIONS

FY18 year-end: 12,728 (43% ↑)
FY18 target: 10,256 (15% ↑)
FY17 year-end: 11,765
FY16 year-end: 9,630
FY15 year-end: 8,918

Highlights & Notations

- Society funding of early B cell research led to the first therapy for primary progressive MS
- International Panel on the Diagnosis of MS revised the MS diagnosis protocol to make the diagnosis of MS faster, easier and more certain
- FDA expanded the use of Gilenya (fingolimod) for children and teens 10 years and older with relapsing MS — the first approved therapy for pediatric MS
- Positive results from two studies of bone marrow-derived stem cells in people with aggressive, relapsing MS
- Society co-funded phase 2 trial of ibudilast suggested it reduces brain atrophy, a marker of disability, in progressive MS
- The International MS Genetics Consortium published results identifying 200 genetic variations that influence the risk of developing MS
- The International Progressive MS Alliance launched three Collaborative Network Awards totaling $14.1 million to accelerate the pace of progressive MS research and convened a Scientific Congress on symptom management and rehabilitation
- Two clinical trials of dietary approaches for MS symptoms were launched, and studies showed programs promoting resilience and mindfulness increased wellbeing in people with MS
ADVOCACY RESULTS IN NEW AND EXPANDED RESOURCES

FY16–18 Progress

79,812 Engaged MS Activists

84,274 Messages sent to elected officials to advance federal and state legislation

384 Committee testimonies regarding state legislation delivered by MS activists

400 Policy issues the Society took position on

117 Issues we supported became law

343 District Activist Leaders

FY18 State Progress

Great to see the U.S. Senate taking some action to protect MS Research. This only happens when people make sure that they contact members to inform them how important the issue is to them.”

– Tim the MS Bear Facebook Page
This experience was far beyond my expectations. It was wonderful and reinvigorated my excitement for medicine and confirmed that I really love neurology. I had never shadowed or worked with neurologists prior to the mentorship, however I plan to follow up this experience with finding a local mentor in neurology, possibly one who specializes in MS.”

– Kaiulani Houston, PhD, 2018 Medical Student Mentorship program participant
GOAL II:
People affected by MS connect to the individuals, information and resources they need to move their lives forward

PEOPLE FEEL BETTER EQUIPPED TO MOVE THEIR LIVES FORWARD

FY16–18 Progress

MS Navigator Connections
The MS Society is a source of support where I can find solutions.

Did you or do you plan to take action based on the information we provided?

Top 5 Actions Taken / Planned

1. Contact a referral
2. Share information with a family member or friend
3. Make a plan to change a particular situation
4. Share information with someone affected by MS
5. Talk with doctor about information provided

Target: 75% agree / somewhat agree

50,272 People supported by MS Navigators in FY18
(Data not available for FY16-17)

In FY17, we launched the Edward M. Dowd Personal Advocate Program, which provides comprehensive case management services when challenges are especially complex and overwhelming.

Did you or do you plan to take action based on the information we provided?

50,272 People supported by MS Navigators in FY18
(Data not available for FY16-17)

In FY17, we launched the Edward M. Dowd Personal Advocate Program, which provides comprehensive case management services when challenges are especially complex and overwhelming.

PEOPLE FIND THE CONNECTIONS THEY NEED TO LIVE THEIR BEST LIVES

FY16–18 Progress

MSconnection.org Community Members

FY18 year-end: 52,047
FY18 target: 53,438
FY17 year-end: 48,880
FY16 year-end: 42,680
FY15 year end: 36,178

PEOPLE AFFECTED BY MS ARE CONNECTING TO THE SOCIETY FOR WHAT THEY NEED, WHEN THEY NEED IT

FY18 Progress (Data not available for FY16-17)

Program Participants

29,882 People participated in
391 Community Programs*

72% Plan to make a change (Target: 85%)
91% Made new connections (Target: 85%)
78% Feel better able to cope with the challenges of MS (Target: 85%)

*Includes Live Fully Live Well, Everyday Matters, Impact Series, General Education and General Wellness in-person programs
**GOAL III:**
Individuals and organizations are mobilized to generate resources that accelerate progress and maximize impact

**WE BUILD CAPACITY AND EFFECTIVELY GENERATE AND DEPLOY RESOURCES**

**FY16–18 Progress**

### FY18 Revenue Sources

<table>
<thead>
<tr>
<th>Source</th>
<th>FY18 Budget</th>
<th>FY18 Preliminary Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike MS</td>
<td>500</td>
<td>600</td>
</tr>
<tr>
<td>Walk MS*</td>
<td>100</td>
<td>150</td>
</tr>
<tr>
<td>Events**</td>
<td>50</td>
<td>70</td>
</tr>
<tr>
<td>Individual Giving***</td>
<td>20</td>
<td>30</td>
</tr>
<tr>
<td>Bequests</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>Corporate Sponsorship</td>
<td>5</td>
<td>10</td>
</tr>
</tbody>
</table>

* Includes Challenge Walk MS
** Includes leadership events, MuckFest MS, Finish MS, DIY Fundraising MS and other events
*** Includes Direct Marketing

### Highlights & Notations

- **Bike MS** has raised over $1 billion since it began. With 77 events in the series and more than 65,000 participants, it continues to be the #1 fundraising cycling event and the #7 peer-to-peer fundraising event in the nation. In FY17, staff was aligned into one functional team for greatest impact in increasing future revenue, and in FY18, a unified Bike MS plan was developed. Because we focused on relationship development work and on the execution of an extraordinary Bike MS experience, we continue to have one of the strongest retention rates in the industry—and activation, participant fundraising and self-donor rates increase year-over-year.

- **Walk MS** continues to rank among the top 10 walk/run peer-to-peer fundraising events in the nation. In FY18, Walk MS is hosted in more than 400 communities nationwide and attracts nearly 300,000 participants. In FY17, staff was aligned into one functional team for greatest impact in increasing future revenue, and in FY18, a unified Walk MS operational plan was developed. Early success includes the execution of a single, Society-wide promotion that generated more than 50,000 registrations and nearly $6 million in revenue.

- **DIY (Do-It-Yourself) Fundraising MS** continues to be a growing source of revenue. In FY18, there were more than 3,000 events generating $4 million dollars. Recognizing this as a growing revenue area, additional features were added: a ‘do-your-own challenge’ option for endurance athletes, a DIY program for community engagement and community councils, and work to enhance the online tool that supports people engaged in this type of fundraising was launched.

- We successfully closed the largest **Individual Giving** research campaign in history and launched the largest campaign in MS fundraising history—the $1 billion Breakthrough MS campaign. In the first two years of the campaign, we secured 33 six-figure gifts, 7 seven-figure gifts and the Society’s first eight-figure gift.

- National **Corporate Sponsorship** increased by 15% over FY17. New Bike MS and Walk MS unified sponsorship strategies were created, and new tools and resources are being developed in FY19. Sponsorships from pharmaceutical companies increased, supporting special events, Services, MS Navigator, Clinical Fellowships and MS Breakthroughs.
WE HAVE ENDURING RELATIONSHIPS THAT EXCEED EXPECTATIONS

FY16–18 Progress

Social Media

Followers

<table>
<thead>
<tr>
<th>Year-End</th>
<th># of Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY18</td>
<td>1,157,565</td>
</tr>
<tr>
<td>FY17</td>
<td>1,095,426</td>
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<tr>
<td>FY16</td>
<td>955,824</td>
</tr>
<tr>
<td>FY15</td>
<td>646,496</td>
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</tbody>
</table>

Engagement

<table>
<thead>
<tr>
<th>Platform</th>
<th>% engagement</th>
<th># of followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>32%</td>
<td>959,105</td>
</tr>
<tr>
<td>Twitter</td>
<td>4%</td>
<td>137,794</td>
</tr>
<tr>
<td>Instagram</td>
<td>55%</td>
<td>60,666</td>
</tr>
</tbody>
</table>

Engagement = actions taken in response to Society posts (e.g. likes, comments, retweets), divided by total number of social media followers

Media Mentions

Total mentions of the Society in MS-related stories

74,000

MS Organization Media Mentions

- National MS Society = 80%
- MS Foundation = 7%
- MS Association of America = 4%
- MS International Federation = 3%
- Consortium of MS Centers = 3%
- Other MS Organizations = 3%

Target: 80%

Highlights & Notations

- We continued to strengthen our strategic partnership with Facebook allowing us to pilot new products such as Facebook Fundraisers—12% of Society event participants used this new fundraising tool, raising $8.4 million between September 2017 and September 2018. An estimated 30% of the money generated from Facebook Fundraisers is from new donors.
- The Society was the go-to source for comment when the FDA approved Ocrevus, with stories in the Wall Street Journal, Reuters, NBC News and CNN.
- Bicycling Magazine ran a full-page story about Bike MS, featuring some of our signature rides.
- Fox News, Billboard and Daily Mail shared our statement supporting MS ambassador Noah Shebib and all people with disabilities in a controversy involving two hip-hop artists—increasing awareness in an industry and community where we don’t have a big presence.

FY18 Progress

Community Engagement

Communities in

<table>
<thead>
<tr>
<th>Chapters</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Community</td>
<td>68</td>
</tr>
<tr>
<td>Chapters</td>
<td>31</td>
</tr>
</tbody>
</table>

FY18 target: 56 Community Councils in 35 Chapters