GOAL I:
People have effective treatment choices and solutions to the challenges of living with MS

RESEARCH ANSWERS QUESTIONS TO ADDRESS UNMET NEEDS

Q1 Progress

Research Investment

$28 MILLION IN FY17 Q1*

$40 million FY17 target

*This represents funds to be distributed in 2017; many grants are funded for multi-years. We have current commitments through 2021.

Highlights & Notations

• The U.S. FDA postponed until March 2017 its decision about whether to approve ocrelizumab for primary progressive and relapsing forms of MS. Newly published results provided more details about its potential benefits and risks.

• Society-funded researchers reported that newborns with low blood levels of vitamin D were at increased risk of developing MS later in life

• The Barancik Prize for Innovation in MS Research was awarded to NIH researcher Daniel Reich, MD, for novel approaches to identifying disease activity in MS using MRI

“Every time I see a breakthrough article, I keep hoping it will be something for the Primary Progressive form of the disease. My mother has battled this for over 15 years and her mother suffered from it as well.”

– Colleen Smith Sosbee, National MS Society Facebook Page
ADVOCACY RESULTS IN NEW AND EXPANDED RESOURCES

Q1 Progress

**MS Activists**

104,651 TOTAL

**District Activist Leaders**

298 TOTAL 19 NEW

7% ↑ FY17 target: in development

**Federal Progress**

- Passage of the 21st Century Cures Act accelerating the discovery, development and delivery of life-changing treatments and improve the day-to-day lives of people with MS, including:
  - Authorizing establishment of a data collection system to track the incidence and prevalence of neurological diseases including MS
  - Providing $4.8 billion for the National Institutes of Health and $500 million for the Food and Drug Administration
  - Protecting access to complex rehabilitation technology wheelchair accessories

**State Progress**

- The New York State governor signed a law supported by the Society increasing access to MS medications by reforming the rules requiring people to first try a less expensive therapy before other more costly therapies
- Massachusetts allocated $75,000 for the Society’s Edward M. Dowd Personal Advocate Program
- MS Activists in Oregon and Washington participated in state taskforces on the impact of prescription out-of-pocket costs on patients — both taskforces are expected to inform the 2017 state legislative sessions

*Most state legislatures did not meet in Q1. Reporting on bills passed by a chamber of the legislature, or signed into law will resume in Q2.*

HEALTHCARE MEETS INDIVIDUAL NEEDS

Q1 Progress

**Partners in MS Care**

FY17 target: 312 (10% ↑)

Q1: 291 (2% ↑)

FY16: 284

374 REFERRALS TO THE SOCIETY FROM PARTNERS IN MS CARE

Centers for Comprehensive Care: 126
Neurologic Care: 76
Rehabilitation: 48
Mental Health: 44
GOAL II: People affected by MS connect to the individuals, information and resources they need to move their lives forward

PEOPLE WITH MS ARE CONNECTING EARLIER IN THEIR MS JOURNEY

Q1 Progress

Newly Diagnosed MSconnection.org Community Members

- FY17 target: 6,180 (10% ↑)
- Q1: 5,765 (3% ↑)
- FY16: 5,618

PEOPLE FIND THE CONNECTIONS THEY NEED TO LIVE THEIR BEST LIVES

Q1 Progress

MSconnection.org Community Members

- FY17 target: 49,228 (15% ↑)
- Q1: 43,912 (3% ↑)
- FY16: 42,807

663 Newly Diagnosed Individuals Contacted an MS Navigator

Target in development

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

Q1 Progress

Self-Help Groups

- 1,165 TOTAL

Online Groups

- FY17 target: 521 (10% ↑)
- Q1: 485 (2% ↑)
- FY16: 474

MS Friends

- 34 VOLUNTEERS SUPPORTED

Peer Connections

- 50 VOLUNTEERS SUPPORTED

680 CALLERS PER MONTH

142 PEOPLE
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

Q1 Progress
I have a place for support where I can find solutions.

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

Actions Taken / Planned

Wellness Programs

Top 5 Behavior Changes:

“...

I felt overwhelmed and helpless. She helped me put things in perspective and not seem so overwhelming. Helping me to take the first couple of steps was really helpful.”

– Person with MS, regarding MS Navigator
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 TO FUND THE STRATEGIC PLAN

Q1 Progress

Revenue Sources

<table>
<thead>
<tr>
<th>Source</th>
<th>FY17 Q1 Preliminary Results</th>
<th>FY17 Q1 Budget</th>
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<tbody>
<tr>
<td>Bike MS</td>
<td>3,758</td>
<td>3,845</td>
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<tr>
<td>Walk MS*</td>
<td>2,630</td>
<td>6,970</td>
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<td>Events**</td>
<td>2,383</td>
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<td>Individual Giving</td>
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<tr>
<td>Bequests</td>
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</tr>
</tbody>
</table>

* Includes Challenge Walk MS
** Includes leadership events and MuckFest MS

Highlights & Notations

- The Bike MS season started off strong with two of our largest rides showing growth in participation and revenue. In addition, our largest ride, Houston to Austin, closed the quarter up 29% in fundraising and 71% in registrations.
- Genentech will continue their national sponsorship of Walk MS through a $500,000 financial commitment. AbbVie returns for the second year as a national sponsor of MuckFest MS, with a $250,000 sponsor commitment.
- An individual donor contributed $4.7 million to fully fund one of the three International Progressive MS Alliance projects.
- The Dinner of Champions in Detroit, Michigan raised $1 million, 145% over budget.
GOAL III: Individuals and organizations are mobilized to generate resources that accelerate progress and maximize impact

WE HAVE ENDURING RELATIONSHIPS THAT EXCEED CONSTITUENT EXPECTATIONS

Q1 Progress

Social Media Followers

| FY17 target: 1,146,989 (20%↑) |
| Q1: 1,004,825 (5%↑) |
| FY16: 955,824 |

Social Media Engagement*

| Facebook | 19% |
| Twitter | 3% |
| Instagram | 95% |
| Total | 20% FY17 target: 30% |

Average engagement rates:
- Facebook business pages = 2%,
- Twitter top 25 businesses = .07%,
- Instagram top businesses = 4%

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

Media Mentions

4,200 TOTAL MENTIONS OF THE SOCIETY in MS-related stories

Society accounted for 83% OF ALL organizational mentions

FY17 target: 80%

Highlights & Notations‡

- The Society was featured on the NASDAQ Tower in Times Square on Giving Tuesday. Cyndi Zagieboylo and Doug Landsman were interviewed by NASDAQ and Blackbaud about how the Society uses money raised on research, programs, and services
- Reporter Ellie Dolgin from Nature, the top journal across all scientific disciplines, interviewed Tim Coetzee on Ocrelizumab and International Progressive MS Alliance for an article about potential therapies for progressive MS

‡Acquisition and retention metrics will resume in Q2

"We don’t seem to be the forgotten group anymore. There’s some attention coming our way — and that helps.”
Q1 Progress*

Finance: Green

- Implemented new Chart of Accounts and centralized payables processing
- Completed FY16 chapter audits, work has begun on the FY16 home office audit
- Initiated the process for establishing a centralized caging and lockbox solution
- All staff are on one consistent health benefits plan effective 1/1/17
- All offline donations are being processed by the Constituent Information Center

Human Resources: Green

- Continue to lead the staff realignment throughout the organization. Organizational charts are all complete and all of the staff know whether they have mapped to a new position. We are now in the process of filling open positions.
- Volunteer Engagement will report into Human Resources
- The FY17 Compliance training and Breakthrough MS training have been issued for all staff to complete in Q2
- Training for setting 2017 performance plans is currently being conducted

Operations: Green

- An operations department has formed to increase professionalism and efficiency nationwide

Services: Green

- Training to build the MS Navigator team including our approach to providing information, referring to community resources, and providing case management
- A Society-wide approach to Healthcare Advisory committees continues to strengthen through quarterly calls and a common agenda
- Society-wide scholarship program has been launched; committees are being formed; donor restrictions are being addressed
- Chapter developed programs being reviewed including funding and volunteer engagement

* Development, Finance, Legal and Risk Management, Marketing, and Technology alignment are complete: staff have been placed into the new structure and hiring process is taking place to fill remaining open positions