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

RESEARCH ANSWERS QUESTIONS TO ADDRESS UNMET NEEDS

Q2 Progress

Research Investment

$35 MILLION IN FY17 Q2*

$40 million FY17 target

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

Active Clinical Trials

Highlights & Notations

- The U.S. FDA approved Ocrevus (ocrelizumab) as the first therapy for primary progressive MS
- Society-funded researchers reported that “Tregs” — regulatory immune cells known to be dysfunctional in MS — play a role in promoting myelin repair
- Study of bone marrow stem cell transplantation, combined with high-dose immunotherapy in 24 people with aggressive relapsing-remitting MS, reported that after five years, 69% of participants were still in remission
- Research papers were published from Society-led initiatives focusing on wellness research, patient cohorts/registries, and clinical measures for tracking MS progression and benefits of therapies

“This is a great first step towards treating progressive forms of multiple sclerosis — finally we have a treatment option for primary progressive MS!”
— National MS Society Facebook Page
**GOAL I:** People have effective treatment choices and solutions to the challenges of living with MS

**ADVOCACY RESULTS IN NEW AND EXPANDED RESOURCES**

**Q2 Progress**

**MS Activists**

105,094 TOTAL

**District Activist Leaders**

310 TOTAL | 12 NEW IN Q2 | 11% ↑ YEAR-TO-DATE

**Federal Progress**

- 267 activists met with 359 Congressional offices during the Society’s Public Policy Conference, discovering 40 new personal connections to MS among members of Congress and staff
- On Capitol Hill, MS Activists discussed the Society’s opposition to the American Health Care Act; two days later, the scheduled vote was canceled
- The Ocrevus list price is nearly 20% below the average price of the other MS disease modifying therapies; the company cited the Society’s Access to Medications initiative as one factor in their decision making
- The Institute for Clinical and Economic Review awarded the Society with its Comparative Effectiveness Research National Leadership Award, recognizing our leading role in advancing such research and working to improve access to medications

**State Progress**

**HEALTHCARE MEETS INDIVIDUAL NEEDS**

**Q2 Progress**

**Partners in MS Care**

FY17 target: 312 (10% ↑)

Q2: 293 (3% ↑ year-to-date)

Q1: 291 (2% ↑)

FY16 year end: 284

324 REFERRALS TO THE SOCIETY FROM PARTNERS IN MS CARE

Centers for Comprehensive Care: 129

Rehabilitation: 48

Neurologic Care: 72

Mental Health: 45
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

Q2 Progress

Newly Diagnosed MSconnection.org Community Members

- FY17 target: 6,180 (10% \uparrow)
- Q2: 5,913 (5% \uparrow year-to-date)
- Q1: 5,765 (3% \uparrow)
- FY16 year end: 5,618

PEOPLE FIND THE CONNECTIONS THEY NEED TO LIVE THEIR BEST LIVES

Q2 Progress

MSconnection.org Community Members

- FY17 target: 49,228 (15% \uparrow)
- Q2: 45,385 (6% \uparrow year-to-date)
- Q1: 43,912 (3% \uparrow)
- FY16 year end: 42,807

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

Q2 Progress

- Newly Diagnosed Individuals Contacted an MS Navigator
  - Target in development

Self-Help Groups

- 1,157 TOTAL

Online Groups

- FY17 target: 521 (10% \uparrow)
- Q2: 490 (3% \uparrow year-to-date)
- Q1: 485 (2% \uparrow)
- FY16 year end: 474

MS Friends

- 39 VOLUNTEERS PROVIDED SUPPORT TO 924 CALLERS PER MONTH

Peer Connections

- 51 VOLUNTEERS PROVIDED SUPPORT TO 116 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

Q2 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?

Top 5 Actions Taken / Planned

1. Contact a referral
2. Talk with doctor about information provided
3. Share information with a family member or friend
4. Share information with someone affected by MS
5. Connect to others with similar experiences

Wellness Programs

83% of participants plan to make a change

TOP 5 BEHAVIOR CHANGES:

1. Improve diet
2. Increase exercise
3. Mindfulness
4. Stress management
5. Intellectual activities

The National MS Society has provided me with a universe of knowledge and information to connect with others affected by this disease so that I don't feel alone."

– 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

Q2 Progress

Revenue Sources

<table>
<thead>
<tr>
<th></th>
<th>FY17 Q2 Budget</th>
<th>FY17 Q2 Actual</th>
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</thead>
<tbody>
<tr>
<td>Bike MS</td>
<td></td>
<td></td>
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<tr>
<td>Walk MS*</td>
<td></td>
<td></td>
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<tr>
<td>Events**</td>
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<tr>
<td>Individual Giving***</td>
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<tr>
<td>Bequests</td>
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</tbody>
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* Includes Challenge Walk MS
** Includes leadership events, MuckFest MS, Finish MS, DIY Fundraising MS and other events
*** Includes Direct Marketing

5,104
BIKE MS TEAMS
Q2 target: 5,474
FY17 target: 6,970

19,974
WALK MS TEAMS
Q2 target: 22,661
FY17 target: 28,603

Highlights & Notations

- Through Q2, total revenue is $1.6 million under budget and total expenses are $9.3 million under budget, resulting in a **$7.7 million favorable variance to budget**
- **Bike MS** registration is down 11% and team recruitment is 7% below target. Our two largest rides, Houston to Austin and City to Shore, have experienced weather related cancelations in the last couple of years, impacting event experience.
- **Walk MS** registration is down 3% and team recruitment is 12% below target. Plans are being implemented to bolster registrations, including a week long nationwide push for registration in March, generating 17,175 new registrations.
- Genentech, Novartis and Sanofi Genzyme secured as sponsors of **Walk MS** totaling $1.5 million
- **Breakthrough MS** gift of $1 million received from a donor in Pennsylvania
- **Leadership Events** raised $1.9 million in Q2, $681,000 ahead of budgeted revenue
GOAL III: Individuals and organizations are mobilized to generate resources that accelerate progress and maximize impact

WE HAVE ENDURING RELATIONSHIPS THAT EXCEED CONSTITUENT EXPECTATIONS

Q2 Progress

Social Media Followers

<table>
<thead>
<tr>
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<th>FY17 target: 1,146,989 (20% ↑)</th>
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<tbody>
<tr>
<td>Q2</td>
<td>1,030,994 (8% ↑ year-to-date)</td>
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<tr>
<td>Q1</td>
<td>1,004,825 (5% ↑)</td>
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<tr>
<td>FY16 year end</td>
<td>955,824</td>
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Social Media Engagement*

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<tr>
<th></th>
<th>Facebook 860,312 followers</th>
<th>Twitter 139,562 followers</th>
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<tbody>
<tr>
<td></td>
<td>47%</td>
<td>4%</td>
</tr>
<tr>
<td>Instagram</td>
<td>31,120 followers</td>
<td>Total 46% FY17 target: 30%</td>
</tr>
<tr>
<td></td>
<td>44%</td>
<td>4%</td>
</tr>
</tbody>
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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

4,900 TOTAL MENTIONS OF THE SOCIETY in MS-related stories

MS Organization Media Mentions

- National MS Society 77%
- MS Foundation 8%
- MS Association 8%
- Other MS Organizations 7%

Highlights & Notations

- The FDA approval of Ocrevus – including quotes from Society leadership — was covered by Wall Street Journal, Reuters, NBC, CNN and more
- During MS Awareness Week, the Society published a Society press release with a total pickup of 209 placements and potential audience of 12 million
- The Society’s social media activities during March outperformed much larger organizations, such as the American Heart Association and American Diabetes Association

“This is an historic day for the MS community with the approval of the first-ever treatment for people living with primary progressive MS. The National MS Society hopes this is just the beginning of the development of the next generation of treatments for MS.”

– Cyndi Zagieboylo, Wall Street Journal