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

RESEARCH ANSWERS QUESTIONS TO ADDRESS UNMET NEEDS

Q3 Progress

Research Investment

$39 MILLION YEAR-TO-DATE*

FY17 target: $40 million

*This represents funds to be distributed in 2017; many grants are funded for multi-years. We have commitments through 2025.

Active Clinical Trials

Highlights & Notations

• International Panel on the Diagnosis of MS convened to revise the MS diagnosis protocol, with the goal of making the diagnosis of MS faster, easier and more certain
• Canadian researchers reported that the antibiotic minocycline may reduce likelihood of transitioning from initial neurological symptoms to a diagnosis of definite MS
• Society-supported study showed cognitive function in MS can improve with a special online training program
• Alan J. Thompson, MD, of University College London awarded the 2017 Dystel Prize for MS Research for his leadership in research addressing symptoms and progression

It’s an exciting time for autoimmune research. I have had MS 32 years. Thanks to research, I have had medicine to keep me in remission the last 11 years. Thank you for all who are working toward a cure!*

– Stacey Baier Oldham
ADVOCACY RESULTS IN NEW AND EXPANDED RESOURCES

Q3 Progress

**MS Activists**
104,993 TOTAL

**District Activist Leaders** (target in development)
330 TOTAL | 20 NEW IN Q3 | 18% ↑ YEAR-TO-DATE

Federal Progress

- Engaged in healthcare reform debate through 6,266 emails and 62 sign-on letters to elected officials, 34 Capitol Hill meetings and participation in 7 congressional-sponsored events
- Developed My Healthcare Voice in collaboration with MyCounterpane to collect personal video and text stories on health reform — 840 people submitted their experiences and a selection of these were shared with all Senators
- MS activists helped protect access to Complex Rehabilitation Technology power wheelchair accessories like tilt-and-recline systems and customized seat cushions

State Progress

HEALTHCARE MEETS INDIVIDUAL NEEDS

Q3 Progress

**Partners in MS Care**

- FY17 target: 312 (10% ↑)
- Q3: 296 (4% ↑ year-to-date)
- Q2: 293 (3% ↑)
- Q1: 291 (2% ↑)
- FY16 year end: 284

**Referrals to the Society from Partners in MS Care**
407

Centers for Comprehensive Care: 130
Neurologic Care: 75
Rehabilitation: 49
Mental Health: 46
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

Q3 Progress

Newly Diagnosed MSconnection.org Community Members

- FY17 target: 6,180 (10% ↑)
- Q3: 6,052 (8% ↑ year to date)
- Q2: 5,913 (5% ↑)
- Q1: 5,765 (3% ↑)
- FY16 year end: 5,618

PEOPLE FIND THE CONNECTIONS THEY NEED TO LIVE THEIR BEST LIVES

Q3 Progress

MSconnection.org Community Members

- FY17 target: 49,228 (15% ↑)
- Q3: 47,235 (10% ↑ year-to-date)
- Q2: 45,385 (6% ↑)
- Q1: 43,912 (3% ↑)
- FY16 year end: 42,807

238 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

Q3 Progress

Self-Help Groups

- 1,137 TOTAL

Online Groups

- FY17 target: 521 (10% ↑)
- Q3: 519 (9% ↑ year-to-date)
- Q2: 490 (3% ↑ year-to-date)
- Q1: 485 (2% ↑)
- FY16 year end: 474

MS Friends

- 42 VOLUNTEERS PROVIDED SUPPORT TO 899 CALLERS PER MONTH

Peer Connections

- 52 VOLUNTEERS PROVIDED SUPPORT TO 119 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

Q3 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

84% OF PARTICIPANTS plan to make a change

TOP 5 BEHAVIOR CHANGES:

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

"The wellness programs are the best of the Society. They reach people at different points on the wellness spectrum and provide grounding and a sense of social support that you can only get from others managing their own personal journey with MS."

– Wellness Program Participant
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

Q3 Progress

Revenue Sources

<table>
<thead>
<tr>
<th>Source</th>
<th>FY17 Q3 Budget</th>
<th>FY17 Q3 Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike MS</td>
<td>40.3</td>
<td>38.8</td>
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<tr>
<td>Walk MS*</td>
<td>28.1</td>
<td>31.4</td>
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<td>Events**</td>
<td>20.5</td>
<td>17.3</td>
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<tr>
<td>Individual Giving***</td>
<td>9.7</td>
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<tr>
<td>Bequests</td>
<td>4.2</td>
<td>4.7</td>
</tr>
</tbody>
</table>

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

5,830
BIKE MS TEAMS
Q3 target: 6,435
FY17 target: 6,970

25,576
WALK MS TEAMS
Q3 target: 28,146
FY17 target: 28,603

Highlights & Notations
- FY2017 total revenue is forecasted to be $8.2 million under budget which has been offset by a $10.1 million reduction in expenses, resulting in a $1.9 million favorable variance to budget
- Bike MS registration is down 5% and team recruitment is 9% below target
- Walk MS revenue is projected to be $40.3 million; registration was down 10% and team recruitment was down 4% despite aggressive efforts to regain momentum
- Biogen (Bike MS), Carrot Top (Challenge Walk MS) and Express Scripts sponsorships secured totaling $400,000
- Breakthrough MS $500,000 received to sustain the biannual Tykeson Fellows Conference
- 18 of the 27 Leadership Events in Q3 hit or surpassed budgeted revenue, collectively raising $5 million
GOAL III: Individuals and organizations are mobilized to generate resources that accelerate progress and maximize impact

WE HAVE ENDURING RELATIONSHIPS THAT EXCEED CONSTITUENT EXPECTATIONS

Q3 Progress

Social Media Followers

- **FY17 target:** 1,146,989 (20% ↑)
- **Q3:** 1,062,486 (11% ↑ year-to-date)
- **Q3:** 1,030,994 (8% ↑)
- **Q1:** 1,004,825 (5% ↑)
- **FY16 year end:** 955,824

Social Media Engagement*

- **Facebook:** 31% 900,716 followers
- **Twitter:** 3% 137,043 followers
- **Instagram:** 51% 28,237 followers
- **Total:** 28% FY17 target: 30% 1,062,486 followers

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

- **5,800** TOTAL MENTIONS OF THE SOCIETY in MS-related stories

MS Organization Media Mentions

- National MS Society 78%
- MS Foundation 9%
- Consortium of MS Centers 5%
- MS Association of America 3%
- MS International Federation 3%
- Other MS Organizations 2%

FY17 target: 80%

Highlights & Notations

- NHL player Brian Bickell’s return to the ice five months after his MS diagnosis — which coincided with his team’s surprise participation in Walk MS — garnered extensive media coverage
- Society experts were quoted in a number of articles in publications including Women’s Health, Everyday Health, Self, Healthline and Nature