GOAL 1: 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

$18 MILLION
FY18 target: $34 million

This represents funds distributed in 2018; many grants are funded for multi-years. We have commitments through 2025.

Active Clinical Trials

Highlights & Notations

• FDA approved two new generic forms of Copaxone (glatiramer acetate), offering the potential to increase affordability of MS therapies
• Society co-funded phase 2 trial of ibudilast suggests it reduces brain atrophy in progressive MS
• Barancik Prize for Innovation in MS Research awarded to Cambridge University scientist Robin Franklin, PhD for his groundbreaking work in myelin repair
• Updated McDonald Criteria to speed MS diagnosis and reduce misdiagnosis
• FDA-granted Gilenya (fingolimod) “Breakthrough Therapy Designation” for pediatric MS
• Study linked healthier diets/lifestyles with less disability in adults with MS, and another study of kids with MS linked eating more fatty foods with higher relapse risk and eating more vegetables to lower relapse risk

It’s been amazing for me to see the research community focus on progressive MS – ways to stop it and reverse the damage.”
– Douglas Landsman, MS Connection Blog
GOAL I: People have effective treatment choices and solutions to the challenges of living with MS

ADVOCACY RESULTS IN NEW AND EXPANDED RESOURCES

Q1 Progress

Federal Programs

• Preserved the MS Research Program within the Congressionally Directed Medical Research Programs, which has funded over $40 million in MS research to date
• Succeeded in preserving and temporarily expanding the medical expense deduction on federal taxes for people with high health costs
• Successfully advocated for passage of the bipartisan RAISE Family Caregivers Act, which will establish a national strategy to recognize and better support family caregivers

ARE YOU AN MS ACTIVIST?

Join the MS Activist Network to receive updates and action opportunities on federal, state and local policy affecting the MS community.

VISIT NATIONALMSSOCIETY.ORG

HEALTHCARE MEETS INDIVIDUAL NEEDS

Q1 Progress

Professional Education Programs

22 Healthcare Provider Educational Events

77% Plan to apply something they learned to their practice Target: 75%

89% Report increased knowledge about MS Target: 75%

83% Reported improved attitude about caring for people with MS Target: 75%

The National MS Society has been instrumental in providing educational resources, helping our patients navigate an ever changing landscape of symptoms management, changing therapy choices, and psychosocial issues impacting their quality of life. I ask my patients to turn to the National MS Society for solid, scientifically sound information to compliment discussions in the clinic.”

– Virginia Simnad, MD, Partner in MS Care, MS Center at Evergreen Health
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

MS Navigator

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

83%
11%
6%

Agree / Somewhat agree
Disagree / Somewhat disagree
Neutral
Target: 75% agree / somewhat agree

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

81%
7%
12%

Yes
No
Other
Target: 90% yes

Top 5 Actions Taken / Planned

1
Contact a referral
2
Make a plan to change a particular situation
3
Share information with a family member or friend
4
Share information with someone affected by MS
5
Connect to others with similar experiences

PEOPLE FIND THE CONNECTIONS THEY NEED TO LIVE THEIR BEST LIVES

Q1 Progress

MSconnection.org Community Members

FY18 target: 53,768
FY17 year end: 48,880

Q1: 49,428

I'm fighting as hard as I can to live on my own. Whatever problems I had, Jeta made them her problems. She fought right along with me.”
– Mary Beth K., regarding MS Navigator

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

Program Participants

4,267 People participated in 77 Community Programs*

73%
91%
86%

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

"I'm excited about creating this nationwide network of self-help group leaders. I'm able to go beyond the boundaries of my chapter to connect with and learn from other self-help group leaders across the country."
– Mike, Self-Help Group Leader in New York
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

Q1 Progress

Revenue Sources

<table>
<thead>
<tr>
<th>Revenue &amp; Expenses</th>
<th>Q1 Budget</th>
<th>Q1 Actuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike MS</td>
<td>$38.4</td>
<td>$40.2</td>
</tr>
<tr>
<td>Walk MS*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Events**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Individual Giving***</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bequests</td>
<td>$52.7</td>
<td>$51</td>
</tr>
<tr>
<td>Corporate Sponsorship</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Millions

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

Highlights & Notations

- **Bike MS Teams with 10+ Members**
  Q1 target: 696
  FY18 target: 1,503

- **Walk MS Teams with 6+ Members**
  Q1 target: 733
  FY18 target: 11,276

- **$1,000+ Donors**
  Q1 target: 1,226
  FY18 target: 3,029

- Our largest Fall **Bike MS** rides — New York City, San Antonio, San Diego and North Florida — met or exceeded budget
- Our largest ride, **Houston to Austin** is tracking behind FY17 for revenue, registrations, largely due to the change in the operational plan launch timing and recruitment strategies — trends in recruitment and fundraising are improving; corporate team recruitment has also been impacted by hurricane recovery. Our second largest ride, **City to Shore** is tracking up in both revenue and registrations.
- **Walk MS 6+** team recruitment is down largely due to the change in the operational plan launch timing and recruitment strategies — an outreach effort is underway, focusing on all FY16 and FY17 team captains who have not yet registered
- **Individual Giving** had a groundbreaking quarter securing two multi-million gifts — $3 million dollar gift from Jim and Kathleen Skinner to fund MS Navigator and $1.5 million gift from Richard and Roz Slifka to fund programs and research
- **Dinner of Champions** in Los Angeles raised $1 million, 27% over budget
- **Sanofi Genzyme** has committed $750,000 ($150,000 increase over FY17), **Genentech** $550,000 (flat to FY17), **AbbVie** is not returning ($250,000 loss); pharmaceutical company sponsorship is down $100K to date
WE HAVE ENDURING RELATIONSHIPS THAT EXCEED EXPECTATIONS

Q1 Progress

Social Media
Followers

FY18 target: 1,259,739

Q1: 1,099,685

FY17 year end: 1,095,426

Engagement by Channel

Facebook 14% 918,398 followers
Twitter 4% 137,489 followers
Instagram 35% 43,798 followers

Total Engagement

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

Media Mentions

7,200 Total Mentions of the Society in MS-related stories

MS Organization Media Mentions

National MS Society 76%
MS Foundation 7%
Consortium of MS Centers 7%
MS Association of America 7%
MS International Federation 2%
Other MS Organizations 2%

Target: 80%

Highlights & Notations

- The Washington Post interviewed MS activist Diane Whitcraft on the cost of MS medication for people on Medicare
- The LA Times interviewed Bari Talente, Society Executive Vice President, Advocacy and MS activist Steven Trattner on how elimination of the medical expense tax deduction would have impacted people with MS
- USA Today recognized FDA approval of the first treatment for primary progressive MS as one of the top 10 medical advancements of 2017

Removing the itemized medical deductions would spell financial disaster for me."

– Stephen Trattner, LA Times article about the medical expense tax deduction