FY2018 Q2 GOAL PROGRESS REPORT

FY2016–2018 STRATEGIC PLAN
**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**

$25 MILLION

FY18 target: $34 million

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

![Bar chart](chart.png)

**Active Clinical Trials**

<table>
<thead>
<tr>
<th></th>
<th>FY18 Q2</th>
<th>FY18 Target</th>
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</thead>
<tbody>
<tr>
<td>Relapsing MS</td>
<td></td>
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<tr>
<td>Progressive MS</td>
<td></td>
<td></td>
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<tr>
<td>Wellness / Symptoms</td>
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</tbody>
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**Highlights & Notations**

- Positive interim results were reported from an HSCT (bone marrow stem cell transplantation) trial
- **2018 John Dystel Prize for MS Research** went to Prof. Frederik Barkhof, a leader in using MRI to study and diagnose MS
- University of Buffalo’s Fraser Sim, PhD, successfully leveraged Society-supported research results to win a $1.7 million, 5-year grant from the NIH to continue myelin repair work
- Newly published results of a phase III trial of oral siponimod, involving 1,651 people with secondary progressive MS, suggest a 21% reduction of the risk of disability progression
- Results were published from a phase III trial of Tysabri in secondary progressive MS that failed to slow most signs of progression, but may have some positive effects in terms of preserving upper-limb function
- Zinbryta was voluntarily withdrawn from the market due to emerging safety concerns
- The FDA said Celgene’s application to market oral ozanimod to treat relapsing MS was not ready for review, delaying it for an indefinite time

“In my opinion, no advance in MS research has made more of an impact on the disease than MRI and Professor Barkhof has been at the forefront of this effort since the early stages of its development.”

– Henry F. McFarland, MD, Scientist Emeritus NINDS, NIH, referring to 2018 John Dystel Prize for MS Research recipient Frederik Barkhof, MD, PhD
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

56,695 Engaged MS Activists

318 District Activist Leaders
Exceeding FY18 target

Federal Progress
• Permanently repealed the cap on Medicare outpatient physical, occupational and speech-language services
• Achieved a $3 billion increase for the National Institutes of Health, 22% increase for the Lifespan Respite Care Program and maintained $6 million for the MS Research Program in the 2018 budget
• 285 activists held more than 340 Capitol Hill visits during the Public Policy Conference, discovering more than 39 new personal connections to MS among members of Congress and staff, and adding 22 cosponsors to legislation that would improve access to medications for people with MS

State Progress
• The Society took a position on 109 policy issues, serving as the leading organization on 31 of them
• MS activists delivered testimony regarding a policy issues 120 times

HEALTHCARE MEETS INDIVIDUAL NEEDS

Q2 Progress

1,597 Healthcare Providers received in-person outreach from the Society and provided

2,135 Referrals to the Society

Professional Education Programs

53 Healthcare Provider Educational Events

88% Plan to apply something they learned to their practice
Target: 75%

88% Report increased knowledge about MS
Target: 75%

88% Reported improved attitude about caring for people with MS
Target: 75%

Our priority has always been to provide high quality healthcare to the MS community, but MS affects much more than physical health. Partnering with the Society gives us the opportunity to offer more support and wellness initiatives, and helps people living with MS live their best lives.”

– Stephanie Buxhoeveden, MSN, FNP-C, MSCN, Partner in MS Care, Neurology Associates of Fredericksburg
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

MS Navigator
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?

Agree / Somewhat agree: 87%
Neutral: 7%
Disagree / Somewhat disagree: 6%
Other: 5%

Target: 75% agree / somewhat agree

Top 5 Actions Taken / Planned

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

PEOPLE FIND THE CONNECTIONS THEY NEED TO LIVE THEIR BEST LIVES

Q2 Progress

MSconnection.org Community Members

FY18 target: 53,438
Q2: 49,361
Q1: 48,651
FY17 year end: 48,580

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

Q2 Progress

Program Participants

6,841 People participated in 90 Community Programs*

76% Plan to make a change
Target: 85%

89% Made new connections
Target: 85%

74% 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

“With MS, you don't get it unless you got it. It's nice to be around people who get it.”
– Jim Fairchild, Momentum

“My experience with the Society is very positive. They have always been there with fresh ideas to make my dealing with MS more viable.”
– MS Navigator service recipient
WE BUILD CAPACITY AND EFFECTIVELY GENERATE AND DEPLOY RESOURCES

Q2 Progress

**Revenue Sources**

<table>
<thead>
<tr>
<th>Source</th>
<th>Q2 Budget</th>
<th>Q2 Actuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike MS</td>
<td>10</td>
<td>30</td>
</tr>
<tr>
<td>Walk MS*</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td>Events**</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>Individual Giving***</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Bequests</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>Corporate Sponsorship</td>
<td>5</td>
<td>5</td>
</tr>
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* Includes Challenge Walk MS
** Includes leadership events, MuckFest MS, Finish MS, DIY Fundraising MS and other events
*** Includes Direct Marketing

**Highlights & Notations**

- **Bike MS** is projected to raise $66 million ($69 million budget); with 6 months and 80% of our rides left, we remain focused on team captain recruitment and building teams of more than 10 riders to maximize fundraising. While participation is down, we are seeing an increase in the average fundraising from $385 in FY17 to $420 FY18 YTD

- **Walk MS** is projected to raise $39.4 million ($40 million budget); implemented our first ever four-week nationwide promotion, during which more than 50,000 individuals registered and nearly $6 million was raised

- Genentech, Biogen, Novartis, Sanofi Genzyme and Mylan secured as national **Walk MS sponsors** totaling $2.4 million, a $459,000 increase over FY17

- **Climb to the Top** events in Boston and New York City will achieve budget of $1.3 million

- **Individual Giving** has seen a 14% increase in $1,000+ donors (over FY17), with three gifts totaling $1.4 million directed toward research this quarter

- $2 million raised to-date through new fundraising tool **Facebook Fundraisers**

**Revenue & Expenses**

<table>
<thead>
<tr>
<th>Source</th>
<th>Q2-Year-To-Date Budget</th>
<th>Q2-Year-To-Date Actuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$78.2</td>
<td>$84.7</td>
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<tr>
<td>Expenses</td>
<td>$96.5</td>
<td>$92.8</td>
</tr>
</tbody>
</table>

1,035 Bike MS Teams with 10+ Members
Q2 target: 1,075
FY18 target: 1,503

6,447 Walk MS Teams with 6+ Members
Q2 target: 7,065
FY18 target: 11,281

2,370 $1,000+ Donors
Q2 target: 2,290
FY18 target: 3,029
GOAL III: Individuals and organizations are mobilized to generate resources that accelerate progress and maximize impact

STAFF AND VOLUNTEERS ARE SUPPORTED SO THEY ARE MOBILIZED, FULLY ENGAGED, POWERFUL AND EFFECTIVE LEADERS

Q2 Progress

Community Engagement Committees in

35 Chapters
Q2 target: 36 Chapters

Community Councils in

58

Community Councils in

28

Chapters
FY18 target: 56 Community Councils in 36 Chapters

WE HAVE ENDURING RELATIONSHIPS THAT EXCEED EXPECTATIONS

Q2 Progress

Social Media

Followers

FY18 target: 1,259,739

Q2: 1,127,548

Q1: 1,099,685

FY17 year end: 1,095,426

Facebook

29% 935,929 followers

Twitter

3% 139,645 followers

Instagram

40% 51,974 followers

Engagement by Channel

Total Mentions of the Society in MS-related stories

3,212

MS Organization Media Mentions

91%

National MS Society = 91%

MS Foundation = 5%

Consortium of MS Centers = 1%

MS Association of America = 1%

MS International Federation = 1%

Other MS Organizations = 1%

Target: 80%

Highlights & Notations

- People from every state in the nation have visited our new awareness site and campaign videos were viewed more than 1 million times on social media during MS Awareness Week
- *Time* and *Newsweek* interviewed Bruce Bebo, Society Executive Vice President, Research for articles about a new stem cell study
- *The Washington Post* interviewed Kim Calder, Senior Director, Health Policy for an article about Medicare coverage for physical, occupational and speech therapy

Thank you for this video. It totally encapsulated how I felt in the beginning of my journey ten years ago when I was 21 to where I am now... It’s shaped who I am and it’s a part of me, but I’ll never let it defeat me.”

– Jessica LaMont, Facebook, referring to new awareness video