FY2018 Q3 GOAL PROGRESS REPORT

FY2016–2018 STRATEGIC PLAN
RESEARCH ANSWERS QUESTIONS TO ADDRESS UNMET NEEDS

Q3 Progress

Research Investment

$28 MILLION
FY18 target: $34 million

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

Highlights & Notations

• FDA expanded the use of Gilenya (fingolimod) for children and teens 10 years and older with relapsing MS — the first approved therapy for pediatric MS
• Study showed that intermittent fasting reduced MS-like symptoms and inflammation in mice — team now focused on trial of fasting in people with MS
• Society-funded researchers found that constraint-induced movement therapy improved limb function and restored some brain connections in a small study
• Researchers traced interactions that help explain how diet and gut bacteria may limit inflammation and nerve damage in mice and people

The Society has been working on pediatric MS for more than a decade, creating awareness and consistency around diagnosis and care. We are a global leader in this field and are pleased to see the Society’s early and fundamental work helped lay the groundwork for an important breakthrough: the first approved therapy for pediatric MS.”

– Cyndi Zagieboylo, President and CEO, National MS Society
GOAL I: People have effective treatment choices and solutions to the challenges of living with MS

ADVOCACY RESULTS IN NEW AND EXPANDED RESOURCES

Q3 Progress

**Engaged MS Activists**

**54,978**

**District Activist Leaders**

**322** Exceeding FY18 target

Federal Progress

- We signed on to the patient groups’ *amicus curiae* (friend of the court) brief in the U.S. District Court case, Texas v. United States, citing the devastating effects patients would face should the court side with plaintiffs and move to invalidate the Affordable Care Act
- MS Activists submitted 101 comments to Department of Health and Human Services Secretary Azar in opposition to the Administration’s plan to expand access to *short-term limited-duration or “junk insurance” plans*
- 43 congressional cosponsors (in total) joined the Fair Accountability and Innovative Research (FAIR) Drug Pricing Act, the Creating and Restoring Equal Access to Equivalent Samples (CREATES) Act and the Restoring the Patient’s Voice Act
- Congress passed the Society-supported VETS Act, expanding access to telehealth services for the 20 million men and women receiving care through the Department of Veterans Affairs

State Progress

- The Society took a position on 138 policy issues, serving as the leading organization on 37 of them
- MS activists delivered testimony regarding policy issues 173 times

HEALTHCARE MEETS INDIVIDUAL NEEDS

Q3 Progress

**Healthcare Providers**

**1,021**

received in-person outreach from the Society and provided

**Referrals**

**2,515**

to the Society

**Healthcare Provider Educational Events**

**77**

**Professional Education Programs**

**66%**

Plan to apply something they learned to their practice

**Target: 75%**

**92%**

Report increased knowledge about MS

**Target: 75%**

**84%**

Reported improved attitude about caring for people with MS

**Target: 75%**

That was really eye opening. The caller was someone newly diagnosed who needed all kinds of assistance in understanding the medications and had a complicated insurance issue to resolve in order to get medications paid for. The MS Navigator needed to figure out all kinds of resources and also directly connected her with some of them. I think all clinicians should do this. I hear my mentor say ‘call the MS Society’ all the time, but I don’t think they really know how much happens when the patient does call.”

– Nicole Rademacher, 2018 Medical Student Mentorship program participant, regarding MS Navigator ride-along experience
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

MS Navigator Service Recipients
I have a place for support where I can find solutions.

- Agree / Somewhat agree: 7%
- Disagree / Somewhat disagree: 13%
- Neutral: 80%

Target: 75% agree / somewhat agree

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

- Yes: 86%
- No: 7%
- Other: 7%

Target: 90% yes

Top 5 Actions Taken / Planned

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

PEOPLE FIND THE CONNECTIONS THEY NEED TO LIVE THEIR BEST LIVES

Q3 Progress

MSconnection.org Community Members

- FY18 target: 53,438
- Q3: 50,310
- 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

Q3 Progress

Program Participants

- 9,016 People participated in 135 Community Programs*

- 70% Plan to make a change
  Target: 85%

- 91% 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

I have had MS for over 45 years. I have made use of the National MS Society many times over the years. They are a life saver.”  
– MS Navigator service recipient

I loved this program. I’m in a depressed state and I DO feel better. I isolate myself and I AM going to ’get out there.’”  
– Everyday Matters 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**

**Q3 Progress**

**Revenue Sources**

<table>
<thead>
<tr>
<th>Source</th>
<th>Q3 Budget</th>
<th>Q3 Actuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike MS</td>
<td>$138.1</td>
<td>$134.9</td>
</tr>
<tr>
<td>Walk MS*</td>
<td>$143.2</td>
<td>$143.7</td>
</tr>
<tr>
<td>Events**</td>
<td>$134.9</td>
<td>$134.7</td>
</tr>
<tr>
<td>Individual Giving***</td>
<td>$134.9</td>
<td>$134.7</td>
</tr>
<tr>
<td>Bequests</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporate Sponsorship</td>
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<td></td>
</tr>
</tbody>
</table>

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

**Revenue & Expenses**

<table>
<thead>
<tr>
<th>Source</th>
<th>FY18 Year-To-Date Budget</th>
<th>FY18 Year-To-Date Actuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$138.1</td>
<td>$143.2</td>
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<tr>
<td>Expenses</td>
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**Highlights & Notations**

- **Bike MS** is projected to raise $66 million ($69 million budget); while participation is down, fundraising averages are up 8%
- **Walk MS** is projected to raise $38 million ($40 million budget); 8 of our top 15 sites are up in revenue
- Increased **corporate sponsorship** by over $400,000 and **national Challenge Walk MS corporate sponsorship** by $200,000 over FY17
- 17 of the 25 **Leadership Events** in Q3 hit or surpassed budgeted revenue, collectively raising $5 million; the **Seattle Dinner of Champions** surpassed its $1 million goal by $400,000
- **Individual Giving** has seen a 15% increase in $1,000+ donors (over FY17), including two 7-figure gifts this quarter totaling $5.7 million directed toward the International Progressive MS Alliance

**Q3 Progress**

<table>
<thead>
<tr>
<th>Source</th>
<th>Q3 target</th>
<th>FY18 target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike MS Teams with 10+ Members</td>
<td>1,336</td>
<td>1,503</td>
</tr>
<tr>
<td>Walk MS Teams with 6+ Members</td>
<td>10,808</td>
<td>11,281</td>
</tr>
<tr>
<td>$1,000+ Donors</td>
<td>2,290</td>
<td>3,029</td>
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</tbody>
</table>
GOAL III: Individuals and organizations are mobilized to generate resources that accelerate progress and maximize impact

WE HAVE ENDURING RELATIONSHIPS THAT EXCEED EXPECTATIONS

Q3 Progress

Community Engagement Committees in
34 Chapters
Q3 target: 36 Chapters

65 Community Councils in
30 Chapters
FY18 target: 56 Community Councils in 36 Chapters

Q3 Progress

Social Media
Followers

<table>
<thead>
<tr>
<th>Channel</th>
<th>Followers</th>
<th>FY17 year end</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
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<tbody>
<tr>
<td>Facebook</td>
<td>1,259,739</td>
<td>1,095,426</td>
<td>1,144,696</td>
<td>1,127,548</td>
<td>1,099,685</td>
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<tr>
<td>Twitter</td>
<td>139,520</td>
<td>139,520</td>
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<tr>
<td>Instagram</td>
<td>56,270</td>
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Engagement by Channel

<table>
<thead>
<tr>
<th>Channel</th>
<th>Percentage</th>
<th>Followers</th>
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</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>20%</td>
<td>948,906</td>
</tr>
<tr>
<td>Twitter</td>
<td>4%</td>
<td>139,520</td>
</tr>
<tr>
<td>Instagram</td>
<td>54%</td>
<td>56,270</td>
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</table>

Total Engagement

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Total Mentions of the Society</th>
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</thead>
<tbody>
<tr>
<td>Q1</td>
<td>100</td>
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<tr>
<td>Q2</td>
<td>90</td>
</tr>
<tr>
<td>Q3</td>
<td>80</td>
</tr>
<tr>
<td>Q4</td>
<td>70</td>
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Media Mentions

5,100 Total Mentions of the Society in MS-related stories

MS Organization Media Mentions

- National MS Society = 78%
- MS Foundation = 6%
- MS International Federation = 4%
- Consortium of MS Centers = 4%
- MS Association of America = 4%
- Other MS Organizations = 4%
Target: 80%

Highlights & Notations

- Fox News, Billboard and Daily Mail shared our statement supporting MS ambassador Noah Shebib and all people with disabilities in a controversy involving two hip-hop artists — increasing awareness in an industry and community where we don’t have a big presence
- Bicycling Magazine ran a full-page story about Bike MS, featuring some of our signature rides
- Bari Talente, the Society’s Executive Vice President of Advocacy, was featured in a Washington Post piece on co-pay accumulator programs

“We were treated like family. Those Midwestern rides — you just can’t beat the people and the camaraderie.”

– Koreen Burrow, Bicycling Magazine, referring to Bike MS: Great Lakes West Michigan Breakaway ride