Ensure Comprehensive High-Quality Healthcare

**ADVOCA CY PROGRESS**

41,357 Engaged MS Activists

291 District Activist Leaders

**HEALTHCARE PROVIDERS WHO PARTICIPATED IN PROFESSIONAL EDUCATION PROGRAMS**

83% plan to implement what they learned (target: 80%)

96% report increased knowledge about MS care (target: 95%)

98% report improved attitudes about MS care (target: 85%)

**HIGHLIGHTS**

- Society staff spoke at a policy briefing marking the 15-year anniversary of Medicare Part D to highlight the experiences of people with MS on affordability and access challenges
- The first two articles of Society-funded Clinical Fellows Difficult Case Discussions were published in the *Neurology: Neuroimmunology and Neuroinflammation* journal
- Over 20 healthcare providers were recruited to join the faculty of the Clinical Fellows Difficult Case Discussions program, launching new relationships with several high-profile providers

**CHALLENGES**

- A U.S. District Court judge in Texas ruled that the Affordable Care Act (ACA) is invalid. While the status quo remains during the appeals process, this may cause confusion for those who rely on ACA coverage and may ultimately eliminate protections for people with pre-existing conditions.
- The 2019 federal government partial shutdown likely means no legislation will move through Congress until the shutdown is resolved and government reopens
- Despite our robust clinical fellowship program, there continues to be a MS neurologist shortage, challenging the ability to meet the demand for well-trained MS specialists
- Access to mental healthcare is a significant challenge due to a lack of knowledge about MS and availability of affordable mental health care

**Referrals to the Society from healthcare providers**

FY19 target: 9,958

- 2,290
Over the course of her 12 years with the Society, Janet Mohrmann has done everything from volunteering at Bike MS® and Walk MS® to working with state and federal lawmakers. She has become a leading advocate of issues such as Medicaid expansion, affordable medication and MS research funding. From visiting their offices throughout the year to greeting them when she sees them out and about, she takes every opportunity to ensure her legislators know the stories of the people affected by these policies.

To help accelerate her advocacy work, Janet learned about social media platforms to build an online presence. When activists in Ohio were struggling to get a response from a representative, Janet reached out to her on Facebook and appealed to her as a constituent—and it worked! Janet’s social media post ultimately led to her representative co-sponsoring a resolution that will have a significant impact on the lives of people with MS in Ohio.

Janet does everything she can to give voice to others affected by MS. “I take pride and get so much joy in being that connector and bringing people into this amazing movement to find solutions for some of the most challenging issues people with MS face, including myself.”
Empower People Affected by MS to Solve Everyday Challenges

58% estimated percentage of people with MS in the United States that are connected to the National MS Society

SERVICES IMPACT

PEOPLE WHO CONNECTED TO SOCIETY SERVICES

76% plan to take action based on what they learned (target: 83%)

89% believe the Society is a source of support where they can find solutions (target: 78%)

75% feel more confident in addressing challenges of MS (target: 78%)

83% made new connections (target: 75%)

HIGHLIGHTS

• MS Navigators provided in-depth Medicare Plan support to 161 people with MS during Open Enrollment

• Through a strategic partnership with the Direct Employers Association more than 9,000 people visited our job search site and 3,700 people applied for jobs found through the site

• Life-changing case management services are now available in 49 States and the District of Columbia

CHALLENGES

• Capacity to provide connections and resources to people affected by MS is an ongoing challenge to meet the demand

• We need to meet people where they are, and we currently are not reaching people with MS through all places they like to learn and communicate

• Systemic issues in the US present challenges to finding accessible and affordable housing for people affected by MS
Elysa Lanz, a former teacher, credits the National MS Society with helping her live her best life. When she was diagnosed with MS, she thought she was going to have a steady decline and be able to do less and less. “I just didn’t know what I was going to do,” Elysa said.

She turned to the Society to learn how to cope with her disease through online classes, website resources and was paired with a mentor. She learned to expend energy on activities she truly enjoys and to break difficult tasks into smaller steps. Elysa set a goal to use her poles more, instead of her walker—starting with going just down the driveway, then to her neighbor’s house and now for a mile. Not being reliant on her walker has much improved her posture, and the poles strengthened her hands so she can enjoy pottery and gardening again.

“It’s like a whole world has opened up, and it’s just been fantastic. And I’m not in pain all the time,” Elysa noted. “The Society, to me, is a rock. They’re there for you whenever you need. The Society is amazing because it helps people access information and programs they can use to live their best lives.”
Deliver Breakthroughs to a Cure

HIGHLIGHTS

- **Researchers reported** that cells that make nerve-insulating myelin may participate in MS immune attacks.

- **Two new studies** showed that the rate of pregnancy is increasing among women with MS, and that women with MS tend to have more complications compared to those without MS.

- **Results from the MS-SMART trial** that tested 3 potential therapies at once in progressive MS showed that none slowed brain atrophy, but confirmed the feasibility of this approach to speed testing of potential therapies.

CHALLENGES

- Despite some gains and a Society fellowship program to train rehabilitation researchers, there are still not enough of well-designed rehab and wellness studies that translate into practical solutions for people with MS.

- Clinical trials of new therapies are not recruiting a diverse population of participants, and recruitment lags in general are slowing trial completion.
Steadfast Society supporter, Indiana Board of Trustees member and long-time co-captain of a leading Walk MS® team, Jay Brammer, has advice for others looking to change the world for everyone affected by MS: “Whether you are most interested in helping people live better lives today or funding research towards a cure, there is no better place to support than the National MS Society.”

Heeding his own advice, Jay, and his wife Becky, are gifting the Society $1 million over the next two years to fund research that will change the lives of people with MS, across the world. For Jay and Becky, this gift is deeply personal. They have experienced life with MS alongside their daughter, who was diagnosed in 2014.

Jay calls on his fellow trustees and donors to give generously to the Society because it is the collective contributions of many that will help the Society continue to affect millions of lives. “Today the Society makes choices on what to fund,” Jay says. “I believe it makes good, well-vetted decisions…but with more resources the Society would be able to do more. Who knows what area of research is not yet funded but that will prove to unlock the key to ending MS in the future?”
Expand Resources and Reach

**Revenue Sources**

- **Breakthrough MS Campaign Progress**
  - FY2021 target: $1 billion
  - $415 million raised to date

**Highlights**

- Deepening donor relationships led to **individual giving** success across the country. Long time donor, Barron Hilton has given an additional $4.5 million, on top of the $12 million endowed in the fall.

- **Leadership Events** are seeing strong results with the Dallas luncheon exceeding budget by 29%, the Michigan Dinner of Champions exceeding budget by 43%, and the Connecticut Dinner of Champions exceeding budget by 80%.

- **Climb to the Top** NYC is up 18% and Boston is up 46% in fundraising, setting the series up to raise $1.25 billion.

- Four **corporate sponsors** renewed their agreements with an increase of $429,000.

**Challenges**

- **Declining Special Event revenue** trends in nonprofits.

- Low unemployment rate and high competition in the labor market make it difficult to fill positions, especially in the development department.

- **Changes in tax laws** may impact an individual’s giving creating a possible decline in charitable donations.

**Walk MS 6+ Teams**

- **363**
  - TEAMS RAISED $552,401
  - Q1 target: 404 teams, $542,901 raised
  - FY19 target: 10,469 teams, $24.4 million raised

**Bike MS 10+ Teams**

- **555**
  - TEAMS RAISED $7 MILLION
  - Q1 target: 636 teams, $7.2 million raised
  - FY19 target: 1,499 teams, $42.5 million raised

**$1,000+ Donors**

- **1,407**
  - DONORS RAISED $11.2 MILLION
  - FY19 target: 2,857 donors, $17.5 million raised

**Community Councils**

- **72**
  - IN 31 CHAPTERS
  - FY19 Target: community councils all 36 chapters
ACCELERATING PROGRESS

Accelerators are levers that will increase our capacity and speed progress in each impact area and strategy

DIGITAL AND TECHNOLOGY
- Enhanced our online fundraising sites and mobile apps for event participants
- Enabled Facebook Fundraisers for all 2019 special events with Q1 revenue totaling $500,000
- Trained more than 200 volunteers and top fundraisers who attended the Society Leadership Conference to be social media ambassadors

STRATEGIC PARTNERSHIPS
- We joined other leading national voluntary health organizations in a coordinated response to a court decision declaring the Affordable Care Act to be unconstitutional
- We formalized and funded a new partnership with iConquerMS, a people-powered platform that engages people with MS in setting research directions and participating in studies
- We secured a continued partnership with Can Do MS to provide 12 educational webinars in FY19

INNOVATION AND IMPROVEMENT
- Columbia Business School selected the Society’s Innovation Study as a project for their MBA Leadership Program
- We conducted a focus group with healthcare providers to discuss their needs and ideas for enhancing our online Professional Resource Center

AWARENESS
- More than 400 staff and volunteer leaders received training at the Society Leadership Conference on using our tools to raise awareness among their networks
- We created a new belief statement and video based on what we’ve heard from thousands of people affected by MS

VOLUNTEER ENGAGEMENT
- We engaged 80 expert peer reviewers to evaluate 370 research grants, fellowships and pilot grant proposals to help the Society identify the most promising research questions and trainees
- Through regular outreach and group leader webinars, support group leaders have increased their connection with the Society and are sharing more information about the Society with their members