WELCOME!

As we look back on the past year of achievements, I’m blown away by the progress we’ve made together. We know how much impact every contribution can have, and last year our connections really counted! We’ll continue in that effort in 2015, when we will focus on maximizing our own impact, and also making the most of the passion and contributions of others.

We’re thrilled to report back on a year of important achievements for the Society and the chapter. You’ve played a major role in that achievement, and you’ll continue to help us grow as an organization. In 2014, we hosted more than 50 programs and events, engaged thousands of volunteers, and raised millions of dollars to create a world free of multiple sclerosis.

Very truly yours,

Kim Phillips
Board Chair

THE SOUTHERN CALIFORNIA & NEVADA CHAPTER PROVIDES PROGRAMS AND SERVICES DESIGNED TO HELP THE 20,000 PEOPLE AND FAMILIES AFFECTED BY MS IN OUR LOCAL COMMUNITIES.
GET CONNECTED

GET ONLINE

Connect with others affected by MS at MSconnection.org or visit the chapter’s website to learn about upcoming programs and events at nationalMSsociety.org/CAL.

Join our social family! We can be found in a number of places:

- youtube.com/MSsoutherncal
- facebook.com/MSsoutherncal

Share your story with your friends, family and colleagues. Use the hashtag #MSsocal on Facebook, Twitter, Instagram and Pinterest to share your experience.
WE ARE A DRIVING FORCE OF MS RESEARCH & TREATMENT TO STOP DISEASE PROGRESSION, RESTORE FUNCTION, AND END MS FOREVER.
Significant research progress was made in 2014, offering new leads that are driving efforts to stop multiple sclerosis, restore lost function, and end MS forever.

STOPPING MS IN ITS TRACKS

• A National MS Society-funded team shed new light on immune cells known as macrophages, discovering a way to tell the difference between good and bad types of these immune cells in mice with an MS-like disease. This research opens up possibilities for therapies that target bad cells and spare good cells.

• The U.S. Food and Drug Administration approved Plegridy (peginterferon beta-1a, Biogen) and Lemtrada (alemtuzumab, Genzyme, a Sanofi Company) for people with relapsing forms of MS. This means there are now 12 disease-modifying treatment options for those with the most common form of MS.

• Researchers in the U.K. found that for every year that passed after a person with MS stopped smoking, the risk for progression was reduced by as much as five percent.

RESTORING WHAT’S BEEN LOST

A number of potential MS therapies that hold the possibility of myelin repair moved forward in clinical trials, including an approach that tested the ability of an individual’s own mesenchymal stem cells to inhibit immune mechanisms and augment intrinsic tissue repair processes when infused into the veins of people with relapsing forms of MS.

In addition, there were positive results from a number of lifestyle and wellness-related studies, as follows:

• A clinical trial showed strong evidence that a specific type of memory training improves learning in people with MS and benefits other aspects of quality of life. Additionally, a pilot study revealed that clinical and MRI improvements were maintained six months after training ended.

• In a preliminary study of a salsa dance program for people with MS, researchers found improvements in gait and balance even three months after the 4-week program ended. The Society is now funding a larger, longer study that may lead to the use of dance as physical therapy for MS.

• The Society convened a Wellness Strategy Meeting with leaders in the fields of diet, exercise, and psychology, including individuals who also directly live with MS, to identify gaps in knowledge and programming and to map out next steps for how these gaps might best be addressed.

ENDING MS FOREVER

• In studies involving over 80,000 people, the International MS Genetics Consortium identified more than 159 genetic variations related to MS.

• Researchers in Sweden and California showed that adolescent obesity increased the risk for MS, and that this risk increased substantially in those with specific immune genes.

• Investigators found that those who reported taking cod liver oil at ages 13-18 had nearly half the risk of developing MS compared to those who never took cod liver oil or took it at other ages.
WE DEVELOP, DELIVER, AND LEVERAGE RESOURCES TO ENHANCE CARE FOR PEOPLE WITH MS AND QUALITY OF LIFE FOR ALL THOSE AFFECTED BY THE DISEASE.
Finding answers and making decisions relies on having the right information at the right time. The Chapter’s quarterly MS Connection magazine kept more than 21,000 subscribers linked to the latest information on MS research, self-advocacy, and strategies addressing quality of life issues for all affected by MS. Conexión Hispana, a bilingual Spanish newsletter unique to the Chapter, was published for 900 Latinos with MS Chapter-wide.

Whether someone is newly diagnosed or has been living with MS for several years, our Chapter-sponsored in-person seminars and teleconference classes helped over 400 people with MS and their families this year. Topics included advances in research, complementary and traditional approaches to MS management, and employment issues.

Connecting with others with similar life experiences can inspire positive change. With over 55 peer-led support groups across California and Nevada, more than 1,000 people connected in their communities, online or by phone to share experiences, get support, and learn from others.

Managing MS is an ongoing process beginning with the very first symptoms and continuing throughout life. The Chapter helped patients find the medical care they needed by partnering with leading centers for MS care, providing case management, funding medical interpretation services, offering referrals and financial assistance for physical, occupational, and speech therapy sessions, and funding physician consultations for those with greatest need.

We recognize that accessing quality MS care can be difficult wherever you live. But MS-related health care resources fall short the further someone is from an urban center. We continued to reach out to health care professionals in rural communities across California and Nevada and connected them to Society resources and education to best serve their MS patients.

Through our popular telecounseling program 60 people received over 400 hours of counseling services without needing to leave home.

The Chapter offered a wide array of customized health and wellness programs and exercise classes that encourage positive lifestyle choices and improve wellness and independence. These life-changing programs helped 625 people optimize function, overcome challenges, and feel more confident in their ability to manage life with MS. Signature programs of the Chapter include Living Well with MS, CogniFitness, Free From Falls and Optimal Living with MS. The Chapter fosters quality of life across the continuum of the disease providing MS–specific programming at the Marilyn Hilton MS Achievement Center at UCLA (MSAC).

The cost of MS can put a burden on finances. The Chapter helped individuals and families find the assistance they needed to keep going. When resources fell short, we filled the gap with over $245,000 in direct financial assistance to 515 people addressing the greatest needs including emergency rent, utilities, transportation, durable medical equipment, care management, and more.

MS happens to families, not just individuals. We focused on providing emotional support and respite to family members, fostered connections with couples and strengthened their relationships, provided college scholarships, and hosted fun family-centered events for more than 500 people.

Our MS Navigators helped 6,700 callers navigate the challenges of life with MS. MS Navigators helped connect people to information, literature, and valuable resources in the community, and when necessary, provided more in-depth consultation and tailored support to address complex needs.
ADVOCATING FOR CHANGE

WE ARE ACTIVISTS.
MS ACTIVISTS CELEBRATE
UNPRECEDEDNTED SUCCESS IN
BOTH WASHINGTON D.C. AND
SACRAMENTO

Letter writing and telephone calls among our 16,000 Action Alert members resulted in a statewide record of 105 in-person visits with lawmakers. This year constituted our largest mobilization efforts in our Chapter’s history of advocacy.

Our 2014 advocacy results include:

- Successful advocacy in California and throughout the country that resulted in the inclusion of the Advancing Research for Neurological Diseases Act as part of the 21st Century Cures Initiative.

- Protection of MS funding priorities including:
  - A $150 million increase for the National Institutes of Health
  - A House of Representatives-approved two-fold increase for the MS Congressionally Directed Medical Research Program that was lowered to flat funding of $5 million
  - $2.36 million in funding for the Lifespan Respite Care Program.

- Gained important regulations within the Affordable Care Act, including stronger transparency requirements for Qualified Health Plans, more detailed information about covered benefits, and updated information about network providers.

- Passage of CA State Senate Bill 964, which increases the Department of Managed Health Care’s (DMHC) oversight of health plans in regards to compliance with timely access to care and provider network adequacy standards.

- Enactment of our number one legislative priority, Senate Bill 1052, which requires insurers and health plans to post their drug formularies on their websites and update the postings within specified time periods of making a change in the drug formulary.
WE DEVELOP AND ALIGN BUSINESS AND FINANCIAL RESOURCES TO ACHIEVE BREAKTHROUGH RESULTS.
We will raise $250 million by the end of 2016 to create a world free of MS. Economic challenges or not, the Society’s donors and fundraisers gave generously to support Society programs and services as well as research to find the cause and cure for MS.

FUNDRAISING HIGHLIGHTS

Over 1,500 people cycled and volunteered, raising over $1.25 million at Bike MS Coastal Challenge: Santa Monica to Santa Barbara. The new route took cyclists on a two-day, 30 - 150 mile journey up the beautiful coast of California. Bike MS broke an all-time fundraising record for the second year in a row.

Over 19,000 participants and volunteers raised over $2.5 million across 14 Walk MS sites in Southern and Central California and Nevada. The Society’s largest program brought together our MS communities to show how powerful our connections can be when we come together.

The 2nd annual BEAT MS Dance Walk was a smashing success, raising over $57,000 and attracting more than 600 participants. Co-chairs Courtney Galiano and Phillip Byron brought new elements to the event, including a celebrity “orange” carpet which attracted celebrities such as Sarah Hyland (Modern Family), Hunter Parrish (Weeds), Kat McNamara (Girl vs. Monster), and Corbin Bleu (High School Musical).

Challenge Walk MS raised over $299,000 with 220 walkers and 100 volunteer crew members. Participants embarked on a 3-day, 50 mile walk from Carlsbad to San Diego, sharing a wonderful weekend full of connections, triumph, and a few blisters along the way.

Do It Yourself (DIY) Fundraising brought fantastic new events to the chapter, raising over $49,000.

The Chapter hosted three Dinner of Champions events, raising a combined total of $400,000. The 3rd annual Dinner of Champions Fresno honored The Dalena Family of Dalena Family Farms. The 8th annual Dinner of Champions Reno honored The Dolan Family. Finally, the 39th annual Dinner of Champions Los Angeles honored Anthem Blue Cross West Region President, Pam Kehaly; the Dorothy Corwin Spirit of Life Award was presented to the Honorable Representative Henry A. and Janet Waxman.
WE ARE LEADERS IN A WORLDWIDE MS MOVEMENT MOBILIZING MILLIONS OF PEOPLE TO DO SOMETHING ABOUT MS NOW.
VOLUNTEER HIGHLIGHTS

Volunteers are an integral part of the MS movement. From supporting special events and day-to-day operations to sharing their personal stories and connections to spread MS awareness, volunteers truly are truly making an impact.

MS SERVICE DAY VOLUNTEERS

The Chapter’s annual MS Service Day in Kern County has turned into a year-long campaign. In 2014, 46 volunteers helped turn obstacles into accommodations for over twenty people affected by MS. From light cleaning and yard work to installing accessible shower units and building ramps, handymen and women, plumbers, painters, carpenters, and an army of hard-working individuals helped those who needed the most assistance. Chevron saw how impactful the program is and doubled funding for MS Service Day in 2015.

BIKE MS LEADERSHIP TEAM

A new start location and route presented an opportunity in 2014 to engage leaders in the Bike MS community. Led by Tom and Wendy Regal, the Bike MS Leadership Team brought together volunteer leaders to help with recruitment, sponsorship, fundraising, and more. This dedicated group of volunteers spent over 500 collective hours developing and implementing new ideas, and working together to make Bike MS Coastal Challenge: Santa Monica to Santa Barbara 2014 the best event yet.

Gracious thanks to the 2014 Bike MS Leadership Team:
Khalid Ali          Ryan Keelaghan
Walker Berwick     Chelsea McBride
Matt Bullard       Kyle Muladore
Marlene Callahan   Beth Neal
Earl Clarkston     Jim Pagliai
Deanna Dimeo       Tom Regal
James Eaton        Wendy Regal
Michael Franken    Gary Rigdon
Gordon Froeb       Lynne Thomas
Rory Hallam        Stephen Turk
Sam Kraft
AUDITED FIGURES:
Fiscal Year 2014: October 1, 2013 - September 30, 2014

Total Revenue (Less Direct Benefit to Donor) $9,115,434
Total Expenses $8,513,004
NET $602,430

WHERE THE MONEY COMES FROM
- Traditional Fundraising 38%
- Walk MS & Challenge Walk MS 28%
- Non-Campaign Income 16%
- Bike MS 13%
- Dinner of Champions 3%
- Planned Giving/Bequests 2%

WHERE THE MONEY GOES
- National Research & Programs 44%
- Local Programs & Services 39%
- Fundraising 15%
- Management & General 2%
BOARD OF TRUSTEES

TRUSTEES

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*As of September 30, 2014

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2014

AUDITED FIGURES:
Fiscal Year 2014: October 1, 2013 - September 30, 2014
Total Revenue (Less Direct Benefit to Donor) $9,115,434
Total Expenses $8,513,004
Net $602,430

*As of September 30, 2014
MAJOR SPECIAL EVENTS DONORS

The following donors and corporate sponsors contributed generously to Walk MS, Bike MS, Dinner of Champions, and other special events in 2014.

$50,000 +

Anthem Blue Cross
Wells Fargo

$10,000 - $49,999

Acorda Therapeutics, Inc  Northrop Grumman
Baby Girl  Novartis
Biogen Idec  Pure Protein
Bruce’s Gourmet Catering  Sam’s Club
EMD, Serono  Southern California Gas Company
Genzyme  Stamoules Produce Company
Gracie Films  Teva
Halloween Adventure Superstores  Thrivent Financial Services
Hollywood Foreign Press Association  Toyota Motor Sales, USA
KM2 Development  Transamerica Life Insurance Company
MISSION POSSIBLE

The Mission Possible Club is committed to the cause, care, and cure for MS, recognizing fundraising through Walk MS, Bike MS, Dinner of Champions, or Challenge Walk MS totaling $10,000 or more in the course of a calendar year. This distinguished group of individuals has contributed and fundraised thousands each year to accelerate cutting-edge MS research and expand the Chapter’s local programming for people with MS. Many thanks to these dedicated individuals, corporations, and foundations who are committed to creating a world free of MS.

Judd Apatow, Amy Schumer & The Comedy Store
David Adler
Jack Bock
Nancy Caldwell
David Cooley
Barry Engelman
Traci Engelman
Alice Evans
Jeffrey Friedman
Gordon Froeb
Devin Gardea
Michael & Gail Gerber
Desiree Jones
Pam Kehaly
David Lee
Joshua Lesser

Cathy Miller
Shemar Moore
David Perren
Sherry Prieto
Adam & Jackie Sandler
Kerry Slater
David Spade
Debbie Speckmeyer
Brian Theobald
Mike Thompson
Rene Webb
David & Gwen Weise
Stacy Wilder
Larry Winter
Jerry Witkow
Ella Zarky
GOLDEN CIRCLE

Thanks to the generosity of the following donors, more than $1,370,000 was contributed to Golden Circle during the 2014 campaign.

CIRCLE OF DISTINCTION
($1 million+)

Phi Alpha Kappa Sorority
Karen Ritchie
Conrad Schlum Charitable Trust,
Joan & Arnold Seidel
Fern & Bob Seizer
Speciality Family Foundation
The Susanne & Gary Tobey Family
Foundation
The Warren/Soden/Hopkins Family
Foundation, Bob Warren
Stephen B. Yoken

ANGEL ($500,000-$999,999)

Hal A. Mc Vey Trust, Carolyn Bloom
Eugenia Riordan Mulé
Oarsmen Foundation,
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Jerome & Faith Pearlman
Foundation, Faith Pearlman
Ronald L. Olson Foundation,
Joan & Ronald Olson
Eleanor Hutchinson Parker
Foundation
The Skynyrd Foundation
C.R. Stevenson Family Foundation,
Alice R. & Clinton Stevenson
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Barbara Wilson & John Phillips
Anne Woodyard
Annette & Gilbert A. Yanuck

BENEFACTOR ($250,000-$499,999)

Steve & Caroline Kaufer Family
Kenrose Kitchen Table Foundation
Joan & J. David Power, III

PATRON ($50,000-$249,999)

Steve & Caroline Kaufer Family
Kenrose Kitchen Table Foundation
Joan & J. David Power, III

SPONSOR ($10,000-$49,999)

Anonymous (2)
Bloomingdale’s
John A. Duran, John Amado Duran,
Jr. & Austin Ryan Fuentes
Elerding Family Foundation
The Rhoda Goetz Foundation for
Multiple Sclerosis,
Kevin Goetz
Shirley & Burt Harris Family
Foundation
Julie Kaufer & Frank Reddick
Patricia K. Margolis
Pamela & Stanley E. Maron
Nancy Mauro
Sandra Milken
MS Charity Bridge Tournament
Janice & Timur Tecimer,
Overton Moore Properties
Andi & Robert Parker

FRIEND ($5,000-$9,999)

Anonymous (2)
Christopher V. Andersen
Anthem Blue Cross, Pam Kehaly
Jennifer Berkley & Alan Jones
Marla Bradley & Mike Lambert
Claudia Barski & Peter Carian
Samuel De Luca
Julie & Barry Engelman
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Cristine & David Card
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Tatiana & Todd James
Jaquish & Kenninger Foundation
Linda Lee Lawyer
Pamela & Dr. Andrew Lewin
Cynthia & Michael Malone
Geneva McCaron

LEADER ($2,500-$4,999)

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Joanne Beckwith
Mindy A. & Adam Beechen
Debbie Bolsky
Vicki & Robert Bond
Barbara & Morton Bowman
Judith Bronowski
Buchanan High School MS Bowl
Lynn & Bradley Califf
We also gratefully acknowledge all of the donors who contributed more than $40,000 to the 2014 Golden Circle campaign with gifts below $1000.
2014

Thanks to the generosity of the following foundations and corporate grants for their support of the Southern California & Nevada Chapter in 2014.

$450,000 from the Conrad N. Hilton Foundation, as part of 3-year $1,350,000 grant to support The Marilyn Hilton MS Achievement Center at UCLA

$171,000 from the Conrad N. Hilton Foundation, as part of 4-year $1,245,000 grant to support three MS research projects on Progressive MS, Rehabilitation and Promising Concepts & Leads

$85,000 from the UniHealth Foundation to support the new Center of Optimal Living with MS at The Wellness Center at the Historic General Hospital

$72,500 from Friends of the National Multiple Sclerosis Society in general operating support for the Northern Nevada office

$65,000 from The Green Foundation in support of the Improving Access to MS-Related Care Initiative

$35,000 from the Hurlbut-Johnson Fund of the Silicon Valley Community Foundation to support The Marilyn Hilton MS Achievement Center at UCLA.

$30,000 from the AEGON Transamerica Foundation to support the Centers for Optimal Living with MS

$25,000 from the Wood-Claeyssens Foundation to support the Better Living program initiative in the Santa Barbara and Ventura Counties

$12,000 from the Conrad N. Hilton Foundation to support The Marilyn Hilton MS Achievement Center at UCLA

$10,000 from the San Manuel Band of Mission Indians to support the Connect to MS Care initiative in the San Bernardino and Riverside Counties

$9,000 from the John and Maria Laffin Trust to support NOW: An MS Research Revolution

$8,000 from Employees Community Fund of Boeing California to support the Chapter’s Educational Scholarship Program for Students Affected by MS
$6,000 from **Friends of the National Multiple Sclerosis Society** to support Free From Falls, CogniFitness and Jumpstart in Motion programs in Nevada

$5,000 from the **Albert and Elaine Borchard Foundation** to support the Chapter’s Educational Scholarship Program for Students Affected by MS

$5,000 from the **Arthritis Association of Kern County Fund at Kern Community Foundation** to support programs and services in Kern County

$5,000 from **The Frank and Victoria Fertitta Foundation, Ltd.** for the Better Living program initiative in Las Vegas

$5,000 from the **Freeman E. Fairfield Foundation** to support the HOPE at Hillcrest program for people with progressive MS at Hillcrest Care Center in Long Beach

$5,000 from the **Friends of Mercy Foundation’s Sister Phyllis Hughes Endowment for Special Needs** toward the Improving Access to MS-Related Health Care Initiative in Kern County

$5,000 from **The Towbes Foundation** for continued support of salary costs for the Channel Islands Director

$4,000 from **Kaiser Foundation Hospitals** to support the Improving Access to MS-Related Health Care initiative in Kern County

$4,000 from the **Lockheed Martin Aeronautics Employees’ Reaching Out (AERO) Club** to support the delivery of the Relationship Matters program

$4,000 from the **Williams-Corbett Foundation** to support the adaptive circuit training program in Santa Barbara

$2,500 from **Chevron** to support MS Service Day 2014 in Kern County

$2,500 from **Montecito Bank and Trust** toward the Chapter’s Supporting the Family program in the Santa Barbara and Ventura Counties

$2,000 from the **Bloomingdale’s Fund of the Macy’s Foundation** to provide a scholarship for a member of The Marilyn Hilton MS Achievement Center at UCLA

$1,362 from the **Waterman Foundation/ Rotary Club of Bakersfield** to support the purchase of needed capital equipment and furniture for the Regional Office in Bakersfield

$1,000 from the **Carl E. Wynn Foundation** to support The Eric Small Centers for Optimal Living with MS

$200 in unrestricted dollars from the **Change a Life Foundation** toward local Chapter programs and services