

BREAKTHROUGH **MS**

**WHATEVER
IT TAKES.**

**2017 ANNUAL
PROGRESS REPORT**



**National
Multiple Sclerosis
Society**

OUR VISION

A world free of MS

OUR MISSION

People affected by MS can live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever



About Multiple Sclerosis

Multiple sclerosis is an unpredictable, often disabling disease of the central nervous system that disrupts the flow of information within the brain, and between the brain and body.

Symptoms vary from person to person and range from numbness and tingling, to walking difficulties, fatigue, dizziness, pain, depression, blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are leading to better understanding and moving us closer to a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with at least two to three times more women than men being diagnosed with the disease.

About the National Multiple Sclerosis Society

The Society mobilizes people and resources so that everyone affected by multiple sclerosis can live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever. Last year alone, through our comprehensive nationwide network of services, the Society devoted more than \$100 million to connect 1 million people affected by MS to the people, information and resources they need. To move closer to a world free of MS, the Society also invested \$40 million to support more than 360 new and ongoing research projects around the world. We are united in our collective power to do something about MS now and end this disease forever. Learn more at [nationalMSSociety.org](https://www.nationalmssociety.org).

Early and ongoing treatment with an FDA-approved therapy slows the damage caused by multiple sclerosis. Learn about your options by talking to your health care professional and contacting the National MS Society at [nationalMSSociety.org](https://www.nationalmssociety.org) or 1-800-344-4867.



**OUR
FY2016–2018
STRATEGIC PLAN**

The FY2016–2018 Strategic Plan establishes a roadmap for our movement through 2018. Each of the three goals has a set of strategies where clear impact is identified.

GOAL 1:

People have effective treatment choices and solutions to the challenges of living with MS.

- **Strategy 1:** Expand investments and worldwide collaboration to accelerate research
- **Strategy 2:** Seize opportunities and build pathways with government, communities, and the private sector so people with MS get what they need
- **Strategy 3:** Influence, lead and collaborate to expand resources to ensure access to healthcare

GOAL 2:

People affected by MS connect to the individuals, information and resources they need to move their lives forward.

- **Strategy 4:** Connect people affected by MS to one another and share life experiences and solutions
- **Strategy 5:** Connect people to information and resources so that they can take fully informed actions

GOAL 3:

Individuals and organizations are mobilized to generate resources that accelerate progress and maximize impact.

- **Strategy 6:** Accelerate revenue growth and increase resources
- **Strategy 7:** Engage each person and organization in the MS movement at their highest level
- **Strategy 8:** Equip volunteers and staff with tools and resources to achieve desired results

WHATEVER IT TAKES.

When I first joined the National MS Society in 1985, my job was to connect people who were diagnosed with MS to information, resources and each other — to break through that scary feeling of isolation that can occur the moment a person is told “you have MS.”

Back then we approached challenges in a similar way to how we do today: understand what people are feeling and the challenges they face, and bring together as many perspectives as possible to do something about it. Do **whatever it takes** to reach a solution, no matter how hard, how complex, or how insurmountable it may seem. At the National MS Society, we have always been persistent, passionate and hardworking when it comes to solving the challenges of MS.

Today, we have more tools and are better organized to have impact. We have more opportunities to engage more people in the MS movement. Together we are stronger, and we do **whatever it takes**.

This means we are all in. It means we are laser focused on common goals, and we are moving toward those goals with dogged determination. For breakthroughs to happen we must be at our best — individually and collectively.

This year marked a particularly significant milestone for our organization. We achieved a transformational re-organization. We did it because we want to be the most powerful National MS Society possible — one that has impact in people’s lives no matter where they live, that is focused on changing the world, that is clear about what we are going for.

We have reviewed each and every program to make sure it is the most impactful and effective use of resources. At the same time, we assessed what could be expanded and delivered throughout the country using every means available — online, in person or over the phone.

The way we are structured positions us to reach more people, make more connections and collaborate more — not just in some places, but across the entire country.

MS Navigators now work as an integrated team to partner with and find solutions for everyone who calls, emails or writes to the Society. We have the Edward M. Dowd Personal Advocate Program, the case management component of MS Navigator® that addresses the most challenging problems that MS causes.

We joined 10 other nonpartisan patient groups in issuing a joint position on healthcare reform. MS activists rallied to protect access to affordable, quality health coverage through robust engagement in the health reform debate, which included 14,927 emails to Congress, 115 sign-on letters and ads, and 444 Capitol Hill meetings.

This year we saw the first treatment for primary progressive MS, Ocrevus®. It has been a long time coming. Decades ago, through Society fellowships, we launched the careers of scientists who conducted the research that contributed to the development of this treatment. In addition, we funded the early work — controversial at the time — that led to the discovery of this B-cell therapy. This treatment is a game-changer for the thousands of people who have been waiting for a treatment option for progressive MS.

We made great progress in 2017, but we must do more. We must find breakthroughs for every person living with MS. We must connect them to the services they need to move their lives forward. We must give voice and drive change wherever it is needed. We must find a cure. **Whatever it takes.**

Thank you for your engagement and contributions. We are changing lives, making progress toward a cure thanks to you and others like you who want a world free of MS.

Yours truly,



Cyndi Zagieboylo
President and Chief Executive Officer



2017 FINANCIALS

INCOME



TOTAL REVENUE: \$208,113,000

Operating Revenue: \$194,472,000

- Special Events (net of \$22,838,966 direct benefits to donors): \$114,494,000
- Contributions: \$46,722,000
- Bequests: \$14,408,000
- Contributed Public Service Announcements, services & goods: \$15,392,000
- Advertising: \$3,352,000
- Investment Income from Operations: \$104,000

Revenue from Non-Operations: \$13,641,000

- Investment Return, Net: \$7,125,000
- Other Revenue: \$6,516,000

TOTAL NET ASSETS: \$82,442,704

EXPENSES



TOTAL EXPENSES: \$200,783,011

- Fundraising: \$40,118,238
- Management & General: \$16,516,101
- Client & Community Services: \$47,728,145
- Professional Education & Training: \$5,906,834
- Public Education: \$46,289,260
- Research: \$44,224,433



VIEW COMPLETE FINANCIALS



2017 STRATEGIC PLAN PROGRESS

GOAL I:

People have effective treatment choices and solutions to the challenges of living with MS

RESEARCH ANSWERS QUESTIONS TO ADDRESS UNMET NEEDS

FY17 Progress

Research Investment



\$40 MILLION

FY17 target: \$40 million

This represents funds distributed in 2017; many grants are funded for multi-years. We have commitments through 2025.

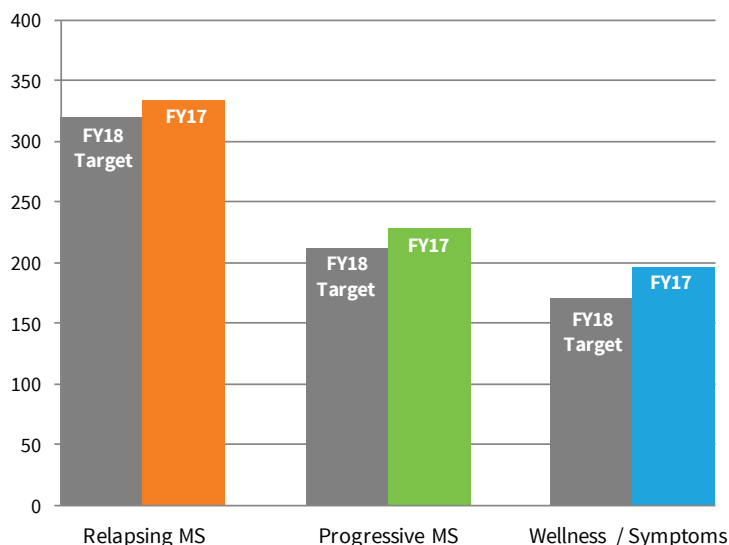


MS-RELATED PATENT APPLICATIONS

11,765 TOTAL

2135 NEW IN FY17

Active Clinical Trials



Highlights & Notations

- The Society invested \$40 million for new and ongoing research and initiatives around the world, with 360 active projects
- The International Progressive MS Alliance launched three **Collaborative Network Awards**, with co-funding and leadership from the Society
- Society funding of early B cell research led to the **first therapy for primary progressive MS**
- The International MS Genetics Consortium published results identifying **200 genetic variations** that influence the risk of developing MS
- Patient-Centered Outcomes Research Institute committed **\$38 million for studies comparing the benefits and risks of MS therapies and rehabilitation**, including two studies focused on fatigue — four of the lead researchers funded are alumni of Society fellowship programs
- Research papers from Society-led initiatives focusing on **wellness research, patient cohorts/registries, and clinical measures for tracking MS progression and benefits of therapies** provide insight into the current landscape and guide funders and MS researchers on the best ways to speed answers

ADVOCACY RESULTS IN NEW AND EXPANDED RESOURCES

FY17 Progress



MS Activists

103,739 TOTAL



District Activist Leaders

330 TOTAL

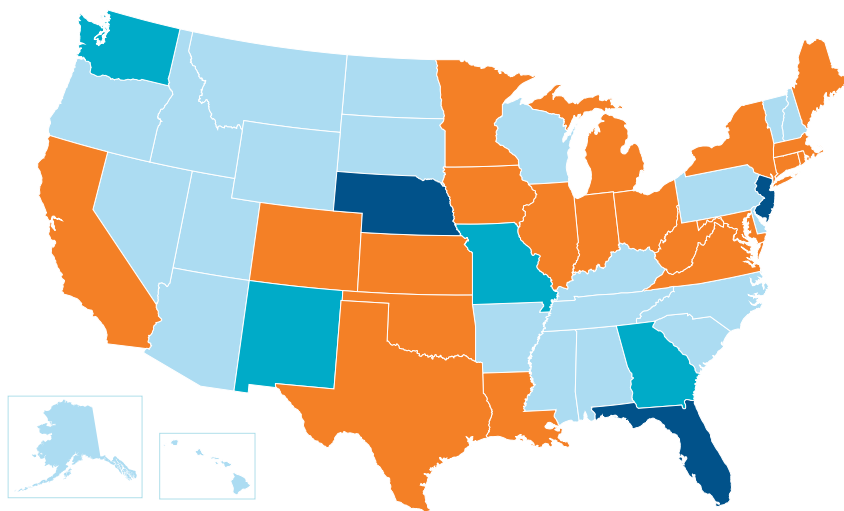
51 NEW

18% ↑ IN FY17

Federal Progress

- **21st Century Cures Act** was passed, authorizing a data collection system to track incidence and prevalence of neurological conditions
- **MS activists protected access to affordable, quality health coverage** through robust engagement in the health reform debate — including 14,927 emails to Congress, 115 sign-on letters and ads and 444 Capitol Hill meetings
- Achieved a \$2 billion increase for the **National Institutes of Health** and \$6 million total for the **MS Research Program** through the Department of Defense
- The **FAIR Drug Pricing Act** was reintroduced in Congress with a new provision added by the Society to better encapsulate MS disease-modifying therapies
- **Ocrevus** entered the market at approximately 20% less than the average price of the MS disease modifying therapies — Genentech cited the Society's access to medications work in announcing the price
- Sanofi Genzyme released **pricing principles** which align with the Society's access to medications recommendations

State Progress



- Bill(s) we supported passed by a committee (Total = 115)
- Bill(s) we supported signed into law (Total = 22)

- Bill(s) we supported passed by a chamber of the state legislature (House or Senate) (Total = 82)
- No advancement

104 POLICY PRIORITY BILLS Supported By the Society

- Access and affordability of medications: 33
- Home modifications: 14
- Medicaid: 10
- Transparency of coverage: 8
- Network adequacy: 4
- Caregiver support and respite: 3
- Disability rights: 3
- Medical cannabis: 2
- Access to coverage: 2
- Access to rehab therapies: 1
- Other: 24



It's an exciting time for autoimmune research. I have had MS 32 years. Thanks to research, I have had medicine to keep me in remission the last 11 years. Thank you for all who are working toward a cure!"

– Stacey Baier Oldham

HEALTHCARE MEETS INDIVIDUAL NEEDS

FY17 Progress



17 NEW

Physicians received **Individual Fellowships** to specialize in MS care — bringing the total of Society funded MS specialists to 110



12 NEW

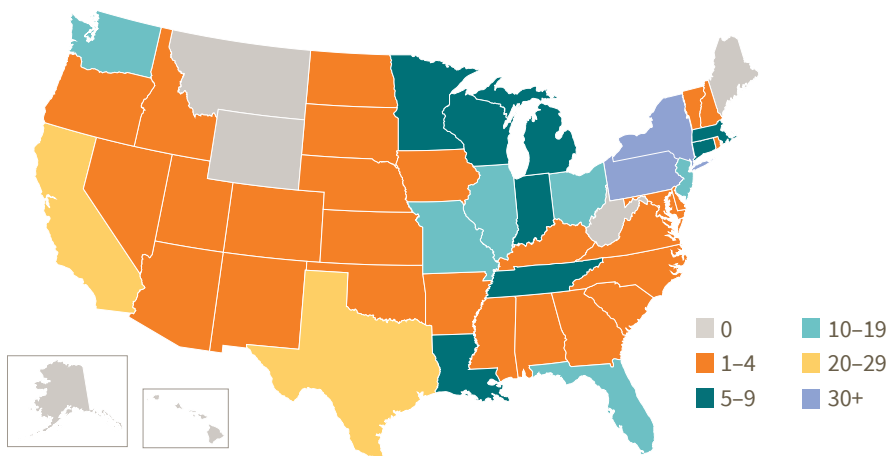
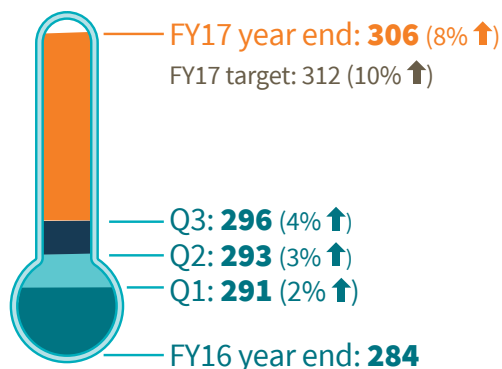
Medical students participated in **Medical Student Mentorships** — 64 students since inception of program



8 NEW

Doctoral physical therapy students received **scholarship funds** to take an extra-curricular MS education

Partners in MS Care



Centers for Comprehensive Care: 133 Rehabilitation: 51
Neurologic Care: 80 Mental Health: 47



1,440

**REFERRALS TO THE SOCIETY
FROM PARTNERS IN MS CARE**

“Not only did I learn an immense amount about multiple sclerosis, neurology, and immunology, but I also got a first-hand glimpse of what my career might be like as a future neurologist. My mentors were wonderful teachers.”

– Medical Student Mentorship Participant

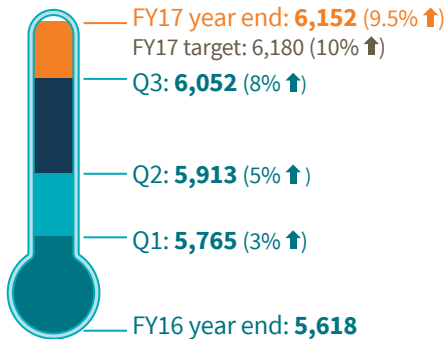

GOAL II:

People affected by MS connect to the individuals, information and resources they need to move their lives forward

PEOPLE WITH MS ARE CONNECTING EARLIER IN THEIR MS JOURNEY

FY17 Progress

Newly Diagnosed MSconnection.org Community Members

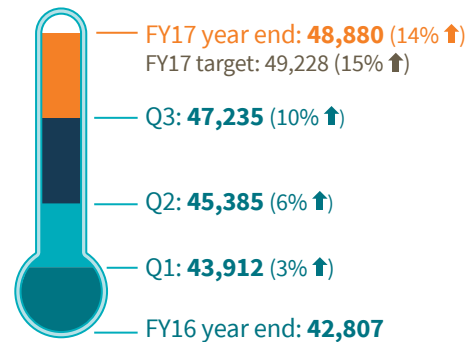



1,474
Newly Diagnosed Individuals Contacted an MS Navigator

PEOPLE FIND THE CONNECTIONS THEY NEED TO LIVE THEIR BEST LIVES

FY17 Progress

MSconnection.org Community Members



“ I was so moved and able to be honest with myself after this program. I have had MS for over 20 years. The hardest part has been losing my career. I realized I never fully grieved for that loss and was in a limbo. I felt like I had no identity after MS took my career away. I can be more than a healthcare worker. I can be many things.”
– Resiliency Program Participant

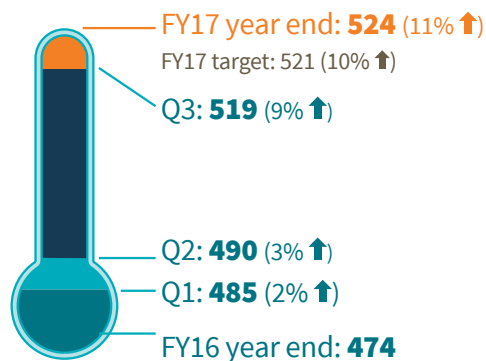
PEOPLE AFFECTED BY MS ARE CONNECTING TO THE SOCIETY FOR WHAT THEY NEED, WHEN THEY NEED IT

FY17 Progress

Self-Help Groups

1,138
TOTAL

Online Groups



MS Friends

42
VOLUNTEERS
PROVIDED
SUPPORT TO
805
CALLERS
PER MONTH

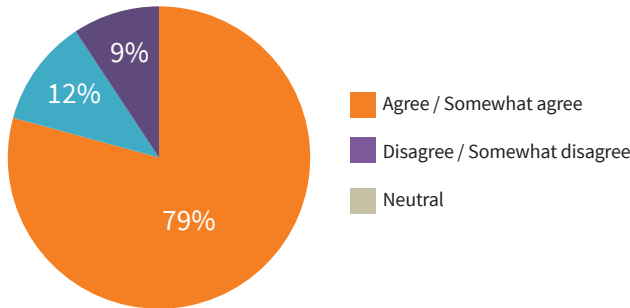
Peer Connections

52
VOLUNTEERS
PROVIDED
SUPPORT TO
386
PEOPLE

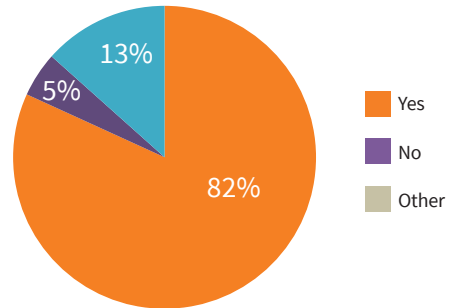
PEOPLE FEEL BETTER EQUIPPED TO MOVE THEIR LIVES FORWARD

FY17 Progress

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?



Top 5 Actions Taken / Planned

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

Wellness Programs

85% OF PARTICIPANTS plan to make a change

90% OF PARTICIPANTS feel better able to cope with the challenges of MS

TOP 5 BEHAVIOR CHANGES:

- | | | |
|-----------------------------------|-----------------------------|--|
| <p>1 Increase exercise</p> | <p>3 Mindfulness</p> | <p>4 Stress management</p> |
| <p>2 Improve diet </p> | | <p>5 Intellectual activities </p> |

“

The wellness programs are the best of the Society. They reach people at different points on the wellness spectrum and provide grounding and a sense of social support that you can only get from others managing their own personal journey with MS."

– Wellness Program Participant

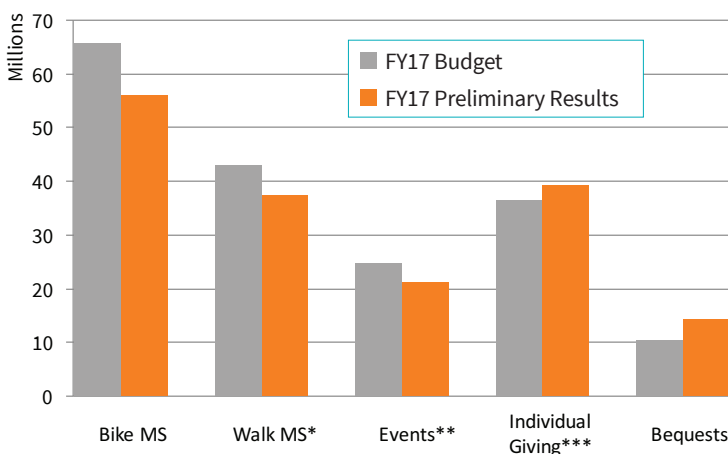
GOAL III:

Individuals and organizations are mobilized to generate resources that accelerate progress and maximize impact

WE BUILD CAPACITY AND EFFECTIVELY GENERATE AND DEPLOY RESOURCES TO FUND THE STRATEGIC PLAN

FY17 Progress

Revenue Sources

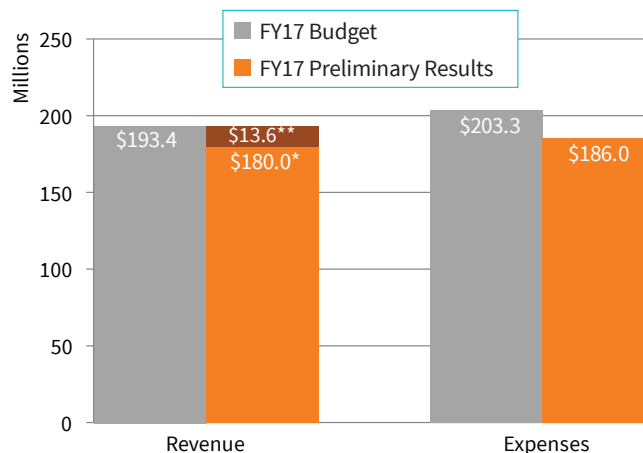


* Includes Challenge Walk MS

** Includes leadership events, MuckFest MS, Finish MS, DIY Fundraising MS and other events

*** Includes Direct Marketing

Society Revenue & Expenses



* Operational Revenue

** Non-Operating Revenue (investment income and prior year research grant adjustments)

6,248
BIKE MS TEAMS

FY17 target: 6,970

25,988
WALK MS TEAMS

FY17 target: 28,603

Highlights & Notations

- FY2017 operating revenue was \$13.4 million under budget which has been offset by a \$17.3 million reduction in expenses, **resulting in a \$3.9 million favorable variance to budget** — an additional \$13.6 million in revenue from non-operations resulted in a total change in net assets of \$7.7 million
- **Bike MS** registration was down 5% and team recruitment was down 6%
- **Walk MS** registration was down 9% and team recruitment was down 9%
- **Do It Yourself Fundraising** and **Finish MS** met budget and registration targets
- **Individual Giving** exceeded revenue budget by 8%
- **Leadership Events** exceeded revenue budget by 5%

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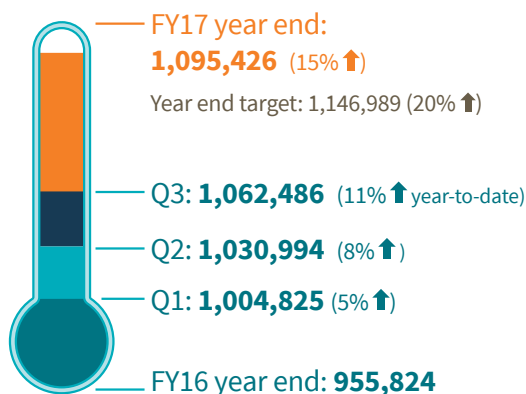
Even on days when I'm fatigued or something and my run doesn't go well, just the fact that I'm out there doing it, that elevates my mood and really, really helps me get through the day."

– Cheryl Hile, Finish MS Participant

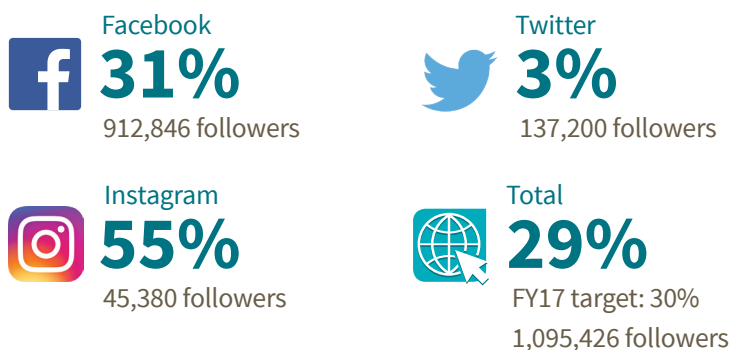
WE HAVE ENDURING RELATIONSHIPS THAT EXCEED CONSTITUENT EXPECTATIONS

FY17 Progress

Social Media Followers



Social Media Engagement*



Average engagement rates:

- Facebook business pages = 2%
- Twitter top 25 businesses = .07%
- Instagram top businesses = 4%

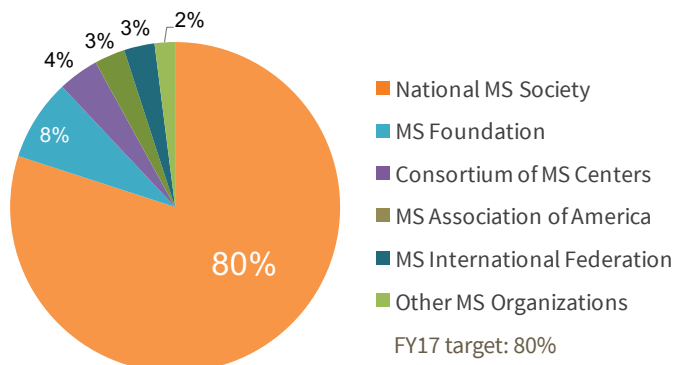
* Engagement = actions taken in response to Society posts (e.g. likes, comments, retweets), divided by total number of social media followers

Media Mentions



20,047
TOTAL MENTIONS
OF THE SOCIETY
in MS-related stories

MS Organization Media Mentions



Highlights & Notations

- Reporter Ellie Dolgin from **Nature**, the top journal across all scientific disciplines, interviewed Tim Coetzee on Ocrelizumab and International Progressive MS Alliance for an article about potential therapies for progressive MS
- The FDA approval of Ocrevus — including quotes from Society leadership — was covered by Wall Street Journal, **Reuters**, **NBC**, **CNN** and more
- NHL player Brian Bickell's return to the ice five months after his MS diagnosis — which coincided with his team's surprise **participation in Walk MS** — garnered extensive media coverage



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CONTACT INFORMATION

Tel 1-800-923-7727 | nationalMSsociety.org | info@nationalMSsociety.org

81 office locations across the country — find the office nearest you at
nationalMSsociety.org/Chapters



WHATEVER IT TAKES.



ANQUETTE, DIAGNOSED IN 2013



JOSEPH, DIAGNOSED IN 2008

- Receive support to navigate the challenges of MS by calling 1-800-344-4867
- Learn more about MS and the many ways we address MS with regular visits to nationalMSSociety.org
- Become a research champion at nationalMSSociety.org/research
- Make a donation of any size — in cash, by check or online at nationalMSSociety.org/donate
- Defy MS by connecting with people around the world striving to live their best lives on MSconnection.org
- Get the Society's email newsletter to keep up with breaking news, research developments, and available resources and services at nationalMSSociety.org/signup
- Meet others in the movement on Facebook, Twitter or Instagram
- Participate in a Walk MS®, Bike MS®, Challenge Walk MS®, MuckFest MS®, or a Do It Yourself Fundraising MS event, and ask everyone you know for donations
- Be part of the MS Activist Network to start receiving updates and Action Alerts at nationalMSSociety.org/MSactivist
- Remember the Society in your will or estate plan; call Individual Giving at 1-800-923-7727 to learn how
- Correspond with President and CEO Cyndi Zagieboylo at cyndi@nmss.org



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