

FY23 IMPACT REPORT

FY2022–2024 Strategic Plan



National
Multiple Sclerosis
Society

OUR VISION

A world free of MS.

OUR MISSION

We will cure MS while
empowering people
affected by MS to live
their best lives.



**National
Multiple Sclerosis
Society**

CULTURAL VALUES

- We act with urgency to solve the challenges of people affected by MS.
- We leverage our influence to provide collaborative, inspirational and intentional leadership.
- We prioritize diversity, equity and inclusion.
- We innovate and continuously learn.
- We deploy resources to their greatest potential with integrity and accountability.

DIVERSITY, EQUITY & INCLUSION STATEMENT

The National Multiple Sclerosis Society is a movement by and for all people affected by MS.

Our voices and actions reflect diversity, equity, and inclusion.

We welcome and value diverse perspectives.

We actively seek out and embrace differences.

We want everyone to feel respected and be empowered to bring their whole selves to ensure we make the best decisions to achieve our mission.



National
Multiple Sclerosis
Society

A Letter from Your President & CEO

This year, several puzzle pieces have fallen into place to bring us closer to a world free of MS.

A team of researchers funded by the National MS Society released an updated prevalence of MS in the U.S. The study confirmed that anyone can develop MS — regardless of age, race, ethnicity or sex assigned at birth. Historically, misconceptions about who gets MS delayed diagnosis and the start of disease modifying therapy. Correcting that narrative underpins our health equity strategy.

Throughout this report you'll see the ways we've woven diversity, equity and inclusion (DEI) into our work. Our goal is to create an inclusive workplace, and to empower **all** people affected by MS — recognizing and acknowledging their lived experiences, and understanding the unique challenges they face in getting diagnosed, and finding what they need to live their best lives.

- We work tirelessly to **improve equitable, affordable access** to healthcare. Our activist network grew significantly this year. More than 5,000 new voices joined our efforts, many joining us during the first-ever MS Activist Rally, helping us make significant headway in influencing legislation at the state and federal levels.
- We aim to develop and deepen relationships and **strong connections** with everyone affected by MS, and supporters of our movement are showing up in powerful ways. Our new MS Ambassador program is engaging volunteers who leverage their connections to educate, motivate and inspire people to join our movement. Volunteers provide tens of thousands of hours to our workforce and are essential in everything we do.
- We **empower people** from all communities affected by MS. New programs like “New to Pediatric MS” broaden our reach to connect with audiences to provide the support, communities and resources they need.
- Our research efforts focus on **accelerating cures** and engaging the global community to pursue the most promising research.

As always, the most important piece of the puzzle is you. Every conversation, every letter to congress, every volunteer hour, every step, pedal or climb — every dollar collected or given — all of it makes our work possible, and we are so grateful for everyone who shows up in this movement in so many ways.

As you read through the report, I hope you'll join me in celebrating the accomplishments of FY2023 and find your place in our movement.

With gratitude,



Cyndi Zagieboylo
President & CEO



Health Equity and Inclusion Within the MS Movement



We are focused on addressing and preventing health disparities and promoting inclusion within the MS movement. Recent efforts focused on listening to, and learning from, underrepresented communities have helped us to create a comprehensive plan for advancing equitable solutions:

- Ensuring Society information and support reaches and is relevant to communities of color
- Addressing healthcare disparities to improve quality of life for all
- Deepening our understanding of health disparities through research
- Developing strategic partnerships to reach more people — such as with the Veterans Administration

Our commitment to ensure **ALL** people with MS have access to high-quality healthcare and culturally relevant information, connections and support is reflected throughout this report.



When John and Kris Bradley met in the seventh grade, they couldn't have imagined where life would lead them. Reunited as adults and married in 1986, they began building a future that would include two daughters, worldwide travel and eventually, in 2011, Kris's diagnosis with progressive MS.

Kris shared, "I was disappointed it took so long to be diagnosed... going back through my history, my neurologist told me I had had MS for about 25 years."

For more than a decade, the Bradleys have generously supported the National MS Society, most notably as lead investors for Pathways to Cures and the International Progressive MS Alliance. Thanks to supporters like the

Bradleys, research into MS progression and cures is unveiling discoveries at a rapid-fire rate.

To expand their impact, the Bradleys became investors of the Society's comprehensive DEI and health equity efforts.

"On health equity, we know how important it was that Kris got the right care, how she needed it. We also know that isn't the case for everyone, and we see this as a real area of concern. It's not enough for us to make access better for a few, we have to ensure that access is universal, global and cuts across all lines," John explained.

Kris applauds the Society as leaders in the MS movement. "Without the work you do, we wouldn't be where we are today. Please keep doing it."

We are inspired by the Bradleys' leadership and celebrate their outstanding commitment to changing the world for all people affected by MS.

FY2022–2024 Strategic Plan

This integrated plan guides the impact we will achieve through 2024. It addresses the unique experiences of all people affected by MS and our role in reaching that future, while highlighting our firmly held belief — together we are stronger.



Strategic Plan Impacts

Impacts describe what the world will be like for people with MS in 2024. The four impact areas are displayed in a circular pattern as each is important and all are interconnected.



Improve access to personalized, affordable, high-quality MS healthcare

Comprehensive, personalized healthcare and MS medications will be easy to access and affordable.

How we will measure success:

- It will take less time to confirm an MS diagnosis
- There will be increased access to personalized, affordable, high-quality healthcare and MS medications
- There will be less disparity in treatment among ethnically diverse, low socioeconomic, and rural populations
- Legislation and health policy aligned with our Access to High Quality Healthcare Principles will advance
- Personalized, evidence-based treatment plans will be developed through shared decision-making and should include a disease modifying therapy, wellness strategies and lifestyle approaches



Empower people affected by MS to solve everyday challenges

People will be informed, connected and supported by loved ones, their communities, their healthcare providers and the Society so they can live their best lives.

How we will measure success:

- More people affected by MS and more healthcare providers will recognize the Society as an essential, trusted partner and source of support
- People with MS and their loved ones will be better connected to information, education, resources and communities of support, resulting in improved quality of life, increased confidence, new connections and positive actions taken
- Newly diagnosed, young, rural and ethnically diverse people affected by MS will connect with the Society
- We will solve MS challenges for more people through strategic partnerships



Accelerate cures through global leadership

We will rally the world to relentlessly pursue pathways to cures.

How we will measure success:

- Pathways to Cures will inspire global partnerships
- Research milestones, as described in Pathways to Cures, will be achieved
- People with MS will have fewer relapses, less disease progression and better quality of life
- There will be therapies to rebuild the nervous system and restore lost function
- There will be tools for early detection of MS and treatments for prevention will be under evaluation



Strengthen the MS movement through more and deeper connections

We will have meaningful, enduring relationships, leading to greater purpose, fulfillment and connection.

How we will measure success:

- There will be increased public awareness, trust and confidence in the Society
- We will be better able to predict what people want and need
- More people will be engaged and have meaningful experiences with the Society
- We will expand methods of revenue generation and increase revenue

Empower people affected by MS to solve everyday challenges



No one should face MS alone. The National MS Society is here so that no one has to.

8.6 MILLION 

people engage with the Society

FY23 target: 8.6 million people

62.7% 

573,586 of the estimated 914,000 people with MS in the United States are connected to their National MS Society

FY23 target: 62.4%

367,393

people connected with the Society for the first time

FY23 target: 405,000



26,618 

people who are newly diagnosed connected with the Society



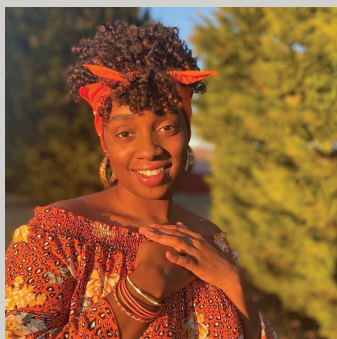
New to Pediatric MS

On January 26, the Society hosted its first **New to Pediatric MS program**. This virtual experience brings together newly diagnosed preteens, teens and their parents or guardians to connect, share experiences and ask questions of a healthcare professional. A post-program survey shows attendees learned the importance of having a comprehensive MS care team and treatment plan.

“My daughter was just diagnosed. This was such a well-done presentation; it has helped me feel we have a trusted resource to stay in contact with as we go forward that we can depend on. It has been a tremendous help. **Thank you all so much.**”
– New to Pediatric MS program participant

MS Ambassadors

The **MS Ambassador program** launched this year. This network of passionate volunteers represents the Society, working in their communities to promote collaboration, innovation, diverse perspectives, and most of all, a relentless resolve so people with MS can live their best lives. Our **169** trained ambassadors engaged with more than **1,400** people in their communities.



Sierra Hairston was diagnosed with MS just after completing her graduate degree in social work. As she struggled with accepting her new life, she started journaling and found it to be very therapeutic. Now, she’s turned those entries into a book titled, “Multiple Sclerosis: A Bitter Battle with an Uninvited Party Guest,”

and also created a YouTube channel where she shares her journey and connects with others living with MS.

Sierra first became involved with the Society as a volunteer supporting Walk MS and Bike MS. She then participated

in Walk MS: Triad as a top fundraiser, and joined our Triad Community Council and Emerging Leaders Alliance for the Greater Carolinas. Her involvement paved the perfect path to becoming an MS ambassador. “My passion is advocating for people living with chronic illnesses and the families and individuals affected by the challenges it brings. I love volunteering in the community because I connect with people, organizations and community partners to promote public health, raise funds for education, research, services and programs locally and nationally,” Sierra says.

As part of her work as an MS ambassador, she attends local events and often speaks to groups and organizations to raise awareness. Sierra has also engaged with local press to share her journey and educate others on the disease.



MS is a complex disease that requires many solutions. We help people piece it all together so they can live their best lives.

People who connected to Society resources and support indicated that:

78% 

feel more confident in addressing challenges of MS

Target: 75%

70% 

feel the National MS Society is a trusted source of support

Target: 80%

83% 

made new connections

- **60%** to resources
- **48%** to information
- **33%** to people
- **26%** to other sources of support

Target: 80%



Black MS *Experience*
Summit



The fourth annual Black MS Experience Summit provided an opportunity for Black people affected by MS to build connections with others and discuss their unique challenges and experiences. Registration increased by 148% over last year, and nearly 1,000 people participated over two days. Among those who attended:

- **85%** feel more connected to the Black MS community
- **82%** feel more confident in addressing the challenges of MS
- **97%** feel the Society is a trusted source of support

Give voice. Connect. Learn.

Improve access to personalized, affordable, high-quality MS healthcare



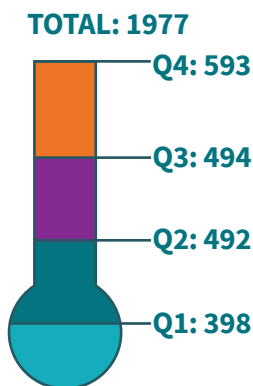
We protect and expand access to personalized, affordable, high-quality healthcare.

- The Society opposed bills that would cut funding for the National Institutes of Health, the Centers for Disease Control and Prevention, and other health and research agencies for fiscal year 2024.
- We led efforts for the introduction of the **Modernizing and Ensuring Pharmacy Benefit Manager (PBM) Accountability Act**, which prioritizes transparency in the PBM process while also prohibiting deceptive pricing models and policies limiting access to treatments.
- We supported the **Federal Aviation Administration (FAA) reauthorization bill**, which passed the House of Representatives with several provisions to make flying more accessible for people living with disabilities.



Finding the best MS healthcare provider for you should be the least of your MS worries. The National MS Society eases the search by training MS specialists, forging partners in MS care, and connecting people with healthcare providers.

Referrals to MS Navigator from healthcare providers



738

clinicians in the Society's **Partners in MS Care** network provided neurologic care to **106,503** people living with MS, **1,115** of whom were newly diagnosed

97

clinicians who participated in the **ECHO MS** program provided care for **8,522** people living with MS, **96** of whom were newly diagnosed

510

general neurologists that engaged with the Society in FY23 provided care for more than **8,522** individuals living with MS, **96** of whom were newly diagnosed

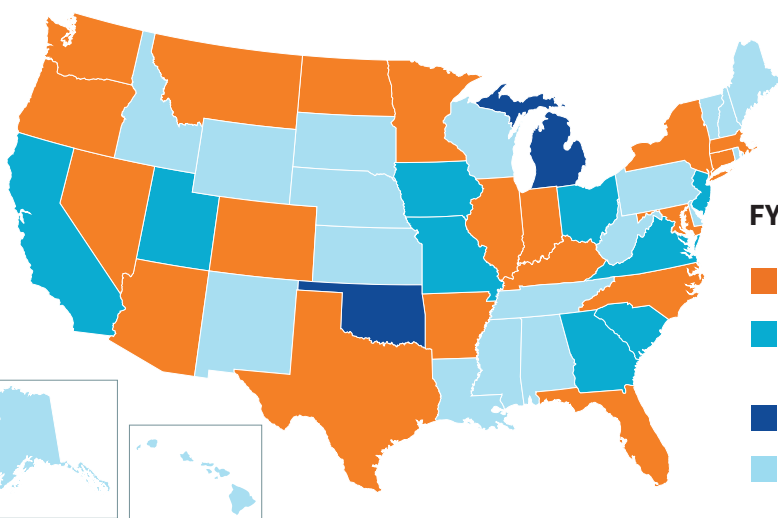


MS activists speak with one clear voice to advance federal, state and community policies and programs that benefit people with MS and their families.

Over **5,000** new activists joined the MS Activist Network, many of whom joined us on March 28, when the Society held its first-ever MS Activist Rally, a virtual gathering to collaborate and drive change through advocacy. These MS activists sent more than 600 messages to Capitol Hill, sharing personal stories related to Pharmacy Benefit Manager (PBM) reform with their elected officials.

In FY23, we weighed in on **125** issues at the state level related to access to care, **29** of which became law, including:

- **182** pieces of MS activist and staff testimony
- **240** committee hearings



FY23 State Progress on Access to Care Legislation

- Policy issue we supported became law (total = 29)
- Policy issue we supported passed by chamber of the state legislature (House or Senate) (total = 103)
- Policy issue we supported passed by committee (total = 168)
- No measurable advancement

Since Scott Crawford, PhD, was diagnosed with multiple sclerosis in 2002, the retired neuropsychologist has been on the front lines in the fight for accessible air and ground transportation at the federal, state and local levels.

“Being somebody living with MS, knowing the impact of this disease and what it did to me, what it did to my family and what it’s doing to other young people, that became one of the top priorities in my life,” Scott says.

Each year, Scott leads a group of individuals affected by MS to the Mississippi State Capitol for Statewide Advocacy Day to make their voices heard. In March of 2023, he served as a panelist on air travel accessibility during the Society’s Public Policy Conference, where he detailed the difficulties people with MS can face during air travel. Scott also works tirelessly to make his local community of Jackson, Miss., more accessible for individuals who use mobility devices.



Accelerate cures through global leadership



We are bringing the world together to cure MS for every single person — as fast as possible.



We invested **\$3.2 million** in the International Progressive MS Alliance and launched the Global Research Strategy Group. This group began work on a project to gather data on major sources of MS research funding around the world by non-profit and government entities to help identify gaps and opportunities for leveraging and collaboration.

Pathways to Cures is the most collaborative MS research effort of our time with MS organizations and scientific leaders from across the globe agreeing that this is the way forward to stop MS, restore lost function and end MS forever.

The first-ever **Pathways to Cures Global Summit** was held in May, convening nearly **200** participants from **15** countries, including leadership from MS advocacy organizations, researchers, doctors, government funders, pharmaceutical companies, supporters and people living with MS. As a result of this meeting, the Pathways to Cures Roadmap will be revised to include the most recent scientific knowledge, and a scientific strategy group will create an MS research landscape analysis to identify opportunities for further global collaboration.



STOP Pathway

- An international panel of MS experts **published a paper** proposing a new approach to describing MS, laying the groundwork for better understanding and more personalized treatments in the future.
- **Results from clinical trials** of people with “Radiologically Isolated Syndrome” provides criteria for identifying those most at risk for transitioning to diagnosed MS.
- A **study** supported by the Society found that certain genes are linked to faster MS progression.



RESTORE Pathway

- The Society’s Wellness Research Work Group published **strategies** to improve research and clinical trial designs that will pave the way for exercise and physical activity to become a routine part of healthcare for people with MS.
- A large, international **clinical trial** found evidence that cognition can be improved in people living with progressive MS through aerobic exercise, computer-based cognitive rehabilitation, or both.
- A team of researchers using novel imaging to examine a major nerve center in the brain **found evidence** of myelin repair after treatment with the oral antihistamine clemastine, which was maintained even after treatment stopped.



END Pathway

- A team of Society funded researchers **published an update** on the prevalence of MS in the U.S., confirming anyone can develop MS regardless of age, race, ethnicity or sex assigned at birth.
- We increased funding to a state-of-the-art **MS brain bank** to provide critical resources to researchers searching for MS cures.

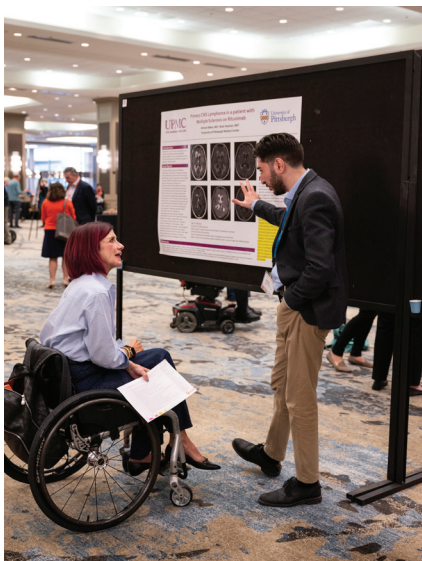
* Green light represents excellent progress toward implementation milestones





The National MS Society has advanced the careers of over 1,200 researchers who have been behind nearly every major breakthrough and treatment in MS.

- We awarded **29** new fellowship and early career grants, adding **\$9.6 million** in new multi-year commitments to the MS research workforce portfolio.
- We committed funding to **15** new investigator-initiated research grants, adding **\$8.4 million** in new multi-year commitments in FY23.
- The Society is funding **9** new projects focusing on understanding the role of viruses in MS.
- We funded **6** new projects and **\$3.7 million** in new multi-year commitments to the research portfolio to study “Functional Recovery.”
- The **Tykeson Fellows Conference** convened more than more than **100** Society research and clinical fellows to inspire commitment in the MS workforce and increase successful research careers focused on curing MS. This conference took place in conjunction with the Society’s Leadership Conference, giving fellows the opportunity to discuss their research with people in the MS community.



Tykeson Fellows Conference attendees at a poster session

The interaction (with people living with MS) definitely had a positive impact on how I will construct my research projects — not only just to address the fundamental questions, but also to push any findings forward to improve the quality of life for people living with MS.”

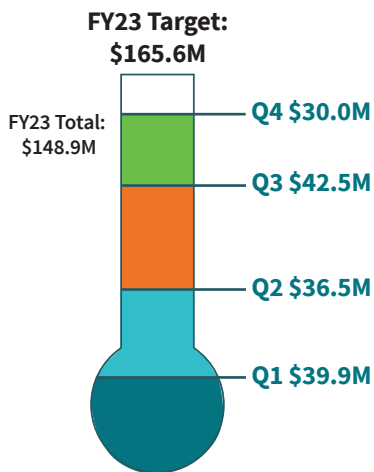
– Tykeson Fellows Conference attendee

Strengthen the MS movement through more and deeper connections

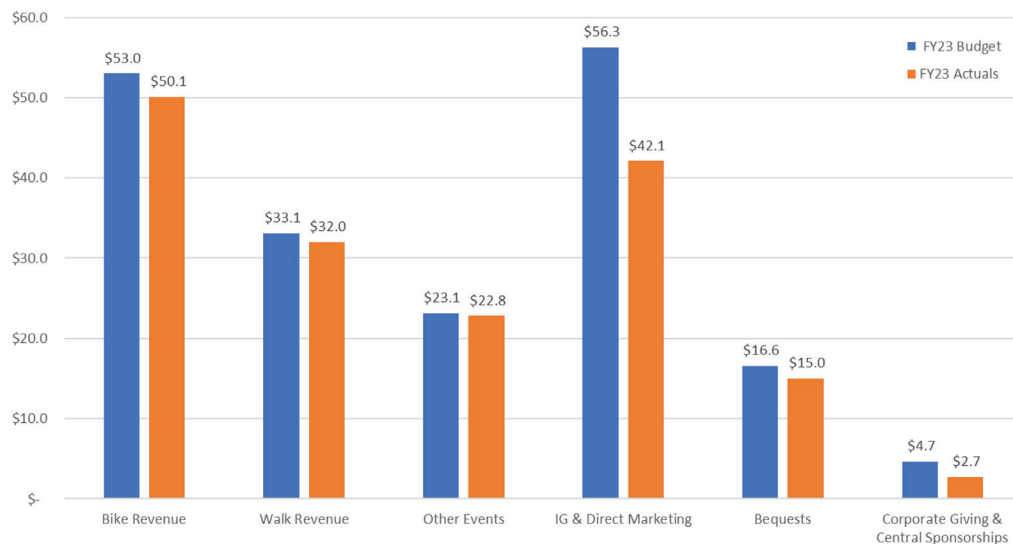


To reach a world free of MS it will take all of us — our time, our energy, our resources. Together is the only way forward.

FY23 Net Revenue



FY23 Gross Revenue*



*Excludes Other Income

**Includes Leadership Events, Finish MS, DIY Fundraising MS, Climb to the Top MS, Challenge Walk MS and other events

- **50 Bike MS** events held across the country from March through September engaged **37,324** cycling participants and raised **\$50.8 million**. **16** Bike MS events raised **\$1 million** or more, and Bike MS remains the largest charity cycling series in the world.
- **221** in-person **Walk MS** events took place across the country from February through June, engaging more than **120,000** participants and **9,100** volunteers, and raising **\$32 million**. A new experience was successfully tested in **4** markets, and will roll out to all Walk MS events in FY24.
- **62 Leadership Events** held across the country raised over **\$15.2 million** through our Dinner of Champions and Together for a Cure luncheons, golf events, spirit events and more. This year, the New York Dinner of Champions raised over **\$1 million**, and our largest Leadership Event, Carol Cohn and Margie Weil Memorial MS Outing, raised an all-time high of **\$1.7 million**.
- The Society's **Emerging Events** (featuring DIY MS, Challenge Walk MS and other special events) raised **\$7.5 million** in FY23. **Challenge Walk MS** saw a **32%** net revenue increase over 2022. **Finish MS** had its largest fundraising year ever, raising **\$1.2 million**.



After his multiple sclerosis diagnosis in 2013, Jason Hank wanted his son, Jack, to participate in Bike MS: Escape to the Lake with him before he could no longer ride and Jack would have to ride for him. Jason got his wish in June of 2023 when Jack was old enough to ride alongside him. And at 12 years old, Jack raised more than \$12,000.

“Whether it’s MS or any disease that people are looking to find a cure for, do anything,” Jack says. “Do anything to help people whether it’s riding bikes like we do or the simplest thing like

a fundraiser for something that can cure any disease, whether it is MS or cancer.”

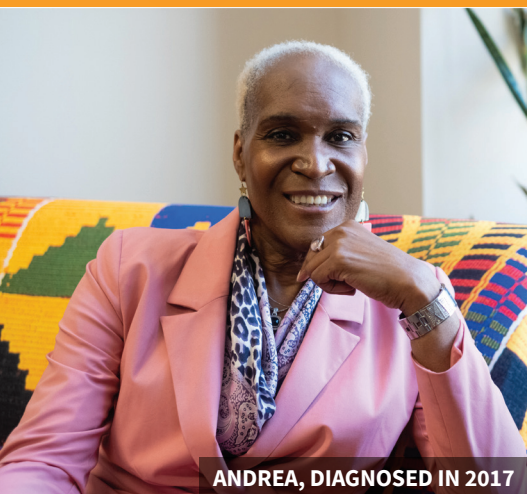
The two have had the opportunity to share their MS journey with local television stations in Pittsburgh as well as the Society’s Pennsylvania Keystone Chapter’s Board of Trustees. Jason has a photo of him kissing Jack after crossing the finish line at his first Bike MS: Escape to the Lake in 2014, when Jack was 3 years old. Jason now has a photo of the two crossing the finish line together, and he hopes it is the first of many times they get to do that.

YOU MAKE IT ALL POSSIBLE. THANK YOU.

Whether you give, raise funds, volunteer or advocate, you are changing the world for people with MS.

This year:

- **670,000 donors** across individuals, corporations and foundations generously contributed **\$149.9 million**
- **170,000 event participants** raised **\$88 million**
- **38,000 volunteers** dedicated their time and talent to deliver hundreds of events, connect people affected by MS to each other, provide relevant information and education to communities, raise awareness and more.
- **7,844 MS activists** sent over **44,000 communications** to legislator offices, held over 340 meetings with members of Congress, and amplified the voices of people with MS across all media channels, resulting in the passage of **29 pieces of legislation** at the state level.



ANDREA, DIAGNOSED IN 2017



WALK MS VOLUNTEERS



BIKE MS PARTICIPANTS



MS ACTIVISTS



WALK MS PARTICIPANTS



FINISH MS PARTICIPANT



STEVE, DIAGNOSED IN 2005

2023 INSPIRATION AWARD WINNERS

The Inspiration Awards recognize people who inspire us with their innovation, perseverance, creativity, passion and dedication to the MS movement. The 2023 awardees were nominated and selected by staff across the organization and include researchers, medical professionals, volunteers, donors and fundraisers who continue to push us forward to make a world free of MS a reality.

Mike Blatt

Scott Crawford, PhD

Jason and Jack Hank

Patty Bobryk

Lydia Emily

Tom McFarland

Derrek Booze

Dirk Gifford

Helen Myers

Sonya Bryson-Kirksey

**Jennifer Graves and
Scott Newsome**

Monica Proctor Wilson

**Bruce and Linda
Bushong-Reid**

2023 LIFETIME GIVING & FUNDRAISING AWARD WINNERS

Circle of Distinction: Members of the National MS Society's Circle of Distinction demonstrate their commitment to the Society's mission through extraordinary financial leadership and generosity. Each individual, corporation, foundation or team has given or raised \$1 million or more to bring us closer to a world free of MS.

John and Kris Bradley

Health's Angels

Team Left Hand Florida

Campbells V8

Hilcorp/Harvest

Team Left Hand Texas

**Mrs. Rafaelita Joann
Cantalupo**

Houston Methodist

Team Onos

The Croal Open

Team Alie

Team Ox

The Cure Smyelin Bright

Team Falcon

Circle of Philanthropy: Members of the Society's Circle of Philanthropy demonstrate their commitment to the Society's mission through their exemplary financial leadership and generosity. Each individual, corporation, foundation or team has given or raised \$500,000 or more to bring us closer to a world free of MS.

Ain't Too Proud to SAG

Musa and Tom Mayer

Team Biogen

Biking Vikings!

MOR Wealth Management

Team Pain in the Butt

The Caring Foundation

Motley Spokes

Team Subaru

**FAMS – Families Fighting
Against MS**

Nizer's Riders

Team ZGF-Hoffman

Hwang's Wok-ers

Patty's Pack

Wild Bucks

In Cure of MS

Jack Pellicci

Robert Zirlin

Sycuan Casino and Resort



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