



**National
Multiple Sclerosis
Society**

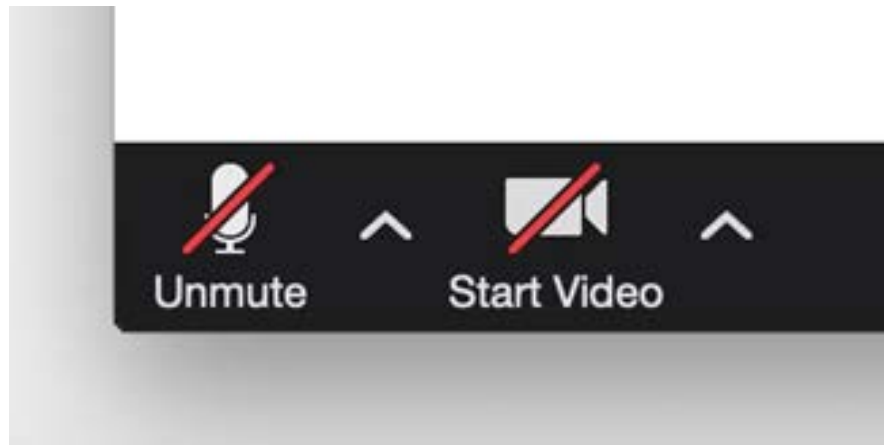
Group Leadership Call: April 21, 2022



**Hosted By:
Nicole Farsaci
Manager, Community Engagement**

Zoom Tips: Microphone and Camera

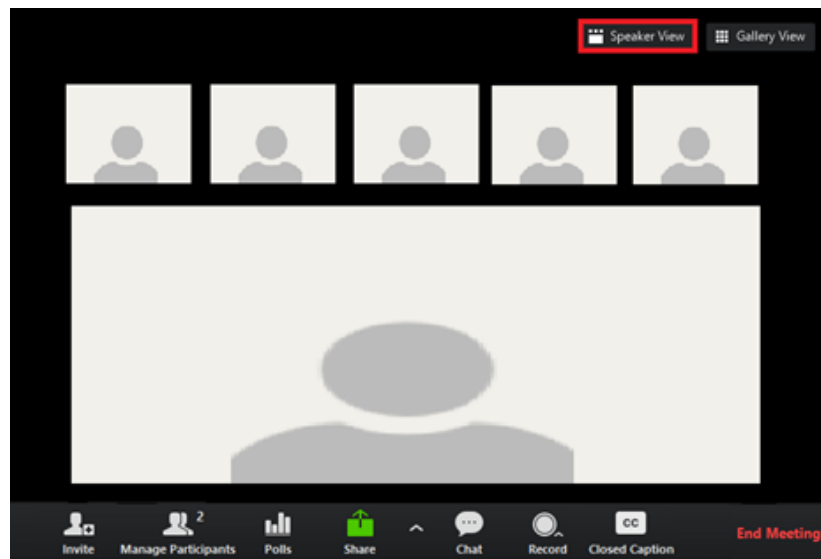
Click the microphone icon to unmute yourself and click the video icon to share your video



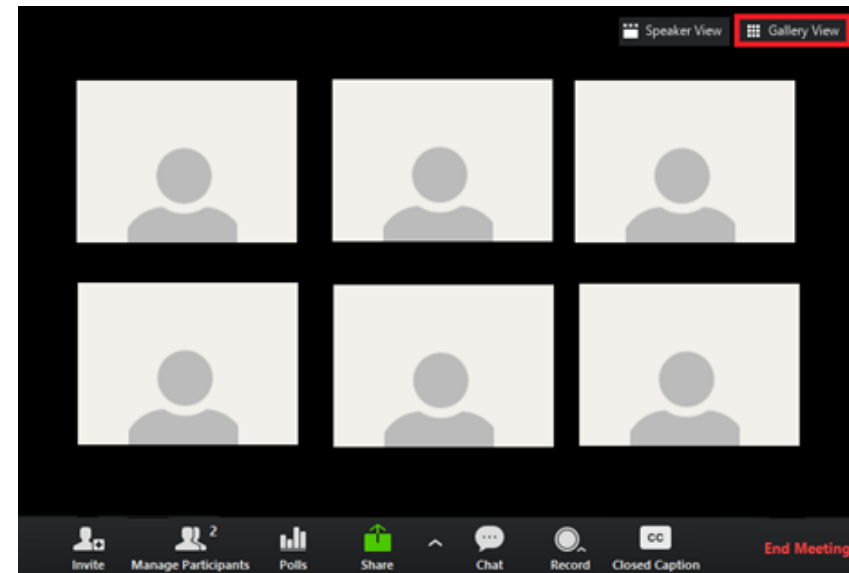
Zoom Tips: Viewing Options

Choose what works best for you using the button in the top right corner of your screen

Speaker View



Gallery View



Today's Call

- Ongoing Programs & Upcoming Camps and Summits
- Society Initiative Updates:
 - MS Ambassador Initiative- Kate Moore, Director, Volunteer Relationship Management
 - I Ride with MS- Kris Rauh, AVP Bike MS Experience
 - Diversity, Equity & Inclusion at the Society- Neisha Fredericks, VP Diversity, Equity & Inclusion, and Lisa Goldfarb, Chief People & Community Engagement Officer
- Questions, Feedback, and Discussion
- Leader Resources

Vision & Mission Statements

Our Vision:

A World Free of MS.

Our Mission:

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

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.



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thank you



National Volunteer Week

Ask an MS Expert

- Weekly on Fridays at 1 pm ET /12pm CT/11am MT/10am PT
- Monthly on the 3rd Wednesday of each month in Spanish
- Quarterly for Veterans

Live stream only:

- Facebook - <https://www.facebook.com/nationalmssociety/>
- YouTube - <https://www.youtube.com/user/NationalMSSociety>
- Twitch - <https://www.twitch.tv/mssociety>

For more details: www.nationalmssociety.org/MSExpert



Returning to in-person camp this year!

2 locations:

- June 20-25: Amery, WI
YMCA Camp Icaghowan
- August 7-10: Charlottesville, VA
Camp Holiday Trails



For more details: www.nationalmssociety.org/camp



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Upcoming Summit Programs

- Black MS Experience Summit

- June 15-16, 2022

- www.nationalMSSociety.org/blackMSexperience



Black MS *Experience*

- Hispanic/LatinX Summit

- September 15, 2022

- More information to post online this summer!



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MS Ambassador Initiative

Kate Moore

Director, Volunteer Relationship Management

The MS Ambassador Initiative

National MS Society volunteers increase reach, build awareness, expand organizational capacity and accelerate progress. As representatives of the Society, MS Ambassadors work 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.



Build trust and confidence among volunteers, donors, fundraisers, people with MS, health professionals and other community members so they are inspired to take action



Educate communities and groups so that more people affected by MS are equipped with the information and resources they need to live their best life



Engage communities in our work through programs, events and fundraisers so that we fuel fundraising progress, build diversity and empower people affected by MS to solve everyday challenges



MS Ambassador Initiative

Active Volunteer Resources

- Optional training
- Updated awareness toolkit
- Additional ways to engage
- Deepening of relationships
- Ongoing communication
- Future opportunities

New Volunteer Resources

- Consistent intake experience
- MS Ambassador training
- Awareness toolkit
- Relationship development
- Ongoing communication
- Future opportunities

MS Ambassador Initiative

Toolkit Categories

- About the National MS Society
- MS Ambassador planning & support tools
- Tools for engaging communities

Future Toolkit Additions

- Ongoing trainings
- Networking & mentorship resources
- Materials in Spanish



What to Expect?

- Updates in an upcoming Group Leader email
- New resources when they become available
- Language to share information with your group





Bike MS: IRWMS Program

Kris Rauh, AVP Bike MS Experience

Bike MS Series:

FY 2022 National
Campaign Goal: \$47.25M

57 Bike MS Events

1 and 2 Day Options
Multiple Route Options

Extraordinary Support



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Bike MS 2022: Vision + Guiding Framework

Welcome home to Bike MS!
Everything we do will surprise and delight the Bike MS community this year.

Bike MS is an extraordinary cycling experience where you can make a difference in the lives of people living with MS...doing something you love.

We are excited to return to the traditional Bike MS experience and to revitalize classic experiences that Bike MS that cyclists know and love...

...while building authentic relationships through a best-in-class experience. Know. Engage. Value. Appreciate.

Team captains get things done.

Top fundraisers power Bike MS and are why we continue to be the most successful charity bike series in the world. At the same time, acquisition is essential to growth.



IRWMS Program

This is MS. I am MS. I am a wife, mom, Lala (grandma), friend, daughter, sister, speaker, lover of the arts, an advocate, fundraiser, member of my community, even a wheelchair user and now I am an athlete. One "sporty" cyclist to be exact!"

Lisa Sailer, IRWMS participant.



Bike MS: IRWMS Strategies

- Acquire new Bike MS cyclists by presenting extraordinary Bike MS experience with key enhancements
- Engages people living with MS – opt in
- Provides Visibility to MS among Cyclists



IRWMS Program

- Special IRWMS Jersey
- Special Event Day Perks and Experience



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PRIMAL



- Premier National Bike MS Partner
- Founder - Personal Connection to MS
- Donates all IRWMS Jerseys to Bike MS

Thank you and Questions!



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DEI at the Society



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Introductions



Lisa Goldfarb
Chief People & Community
Engagement Officer



Neisha Fredericks
Vice President – Diversity, Equity and
Inclusion

DEI at the Society

- Overview
 - To share DEI progress to date and next steps.
- Expected Outcomes
 - Have an understanding of the work to date and how we are planning to make progress and how you can support our next steps.

FY22-24 Strategic Plan

Our success is dependent upon two critical factors:

1. **Revenue Growth** is fundamental to achieving the impact that we describe throughout our strategic plan.
2. **Diversity, Equity and Inclusion** are fundamental to who we are and everything we do, so we become the organization our diverse community needs

Diversity, equity and inclusion **is** an operational imperative.

STAFF

Diverse teams have more understanding, experience, and perspective... allowing them to be more creative...**reaching more donors** and engaging them more deeply.

(Association for Healthcare Philanthropy)[1]

LEADERSHIP

When a nonprofit's board reflects the diversity of the community served, the organization will be **better able to access resources in the community** through connections with potential donors and/or collaborative partners and policy makers.

(National Council of Nonprofits)[3]

REVENUE GENERATION

Fundraising leaders can no longer secure the fundraising revenue that their organizations require **without building and retaining diverse boards, executive teams, and advancement teams** and developing fundraising programs that engage all potential donors.

(Association for Healthcare Philanthropy)[1]



Defining DEI at the Society

Diversity

The range of human differences and similarities that make us unique, such as our cognitive skills and personality traits, along with other things that shape our identity; race, ethnicity, age, gender identity and expression, disability, veteran status, religion, sexual orientation, culture, education, socioeconomic status, family or marital status and **any** other characteristics that make our employees uniquely them. Sometimes we can see the things that make us diverse, but **often** we cannot. **Diversity is a reality.**

Equity

The work of equity seeks to eliminate discriminatory practices, policies, systems and social norms and acknowledges that underserved and underrepresented populations have experienced unfair treatment and denial of access due to bias or systemic structures. **Equity is a Choice.**

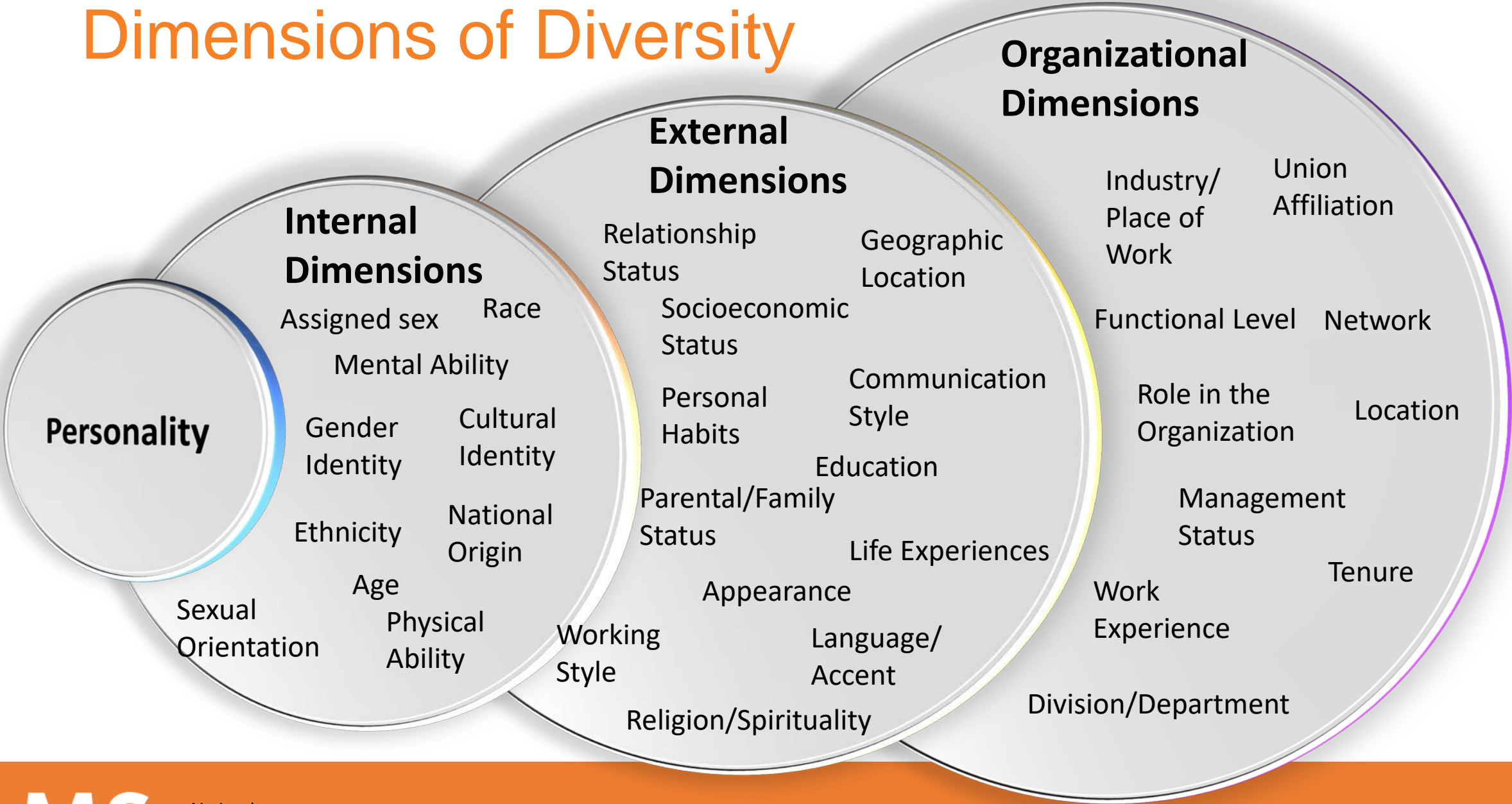
Inclusion

Authentically and intentionally bringing traditionally excluded individuals and/or groups into processes, activities and decision/policymaking in a way that shares power. It requires empathy, self-awareness and listening. Inclusion applies the mix of all of us. **Inclusion is an action.**

Belonging

The desired outcome of DEI as a practice. Belonging is a human emotional need where an individual feels accepted, valued, seen and supported. We want people to *know* and *feel* they belong. **Belonging is an outcome.**

Dimensions of Diversity



Accomplishments

2020

- Launched Inclusive Voices ERG (Feb)
- Recite DEI statement to kick-off all meetings
- Public statement on racial injustice and our commitment to eliminating healthcare inequities (Jun)
- Launched Society Pride ERG (Jun)
- Revised holiday schedule introduce Juneteenth and Election Day remove Columbus Day (Jun)
- Delivered Courageous Conversations and Unconscious Bias Training to all staff (Jul-Aug)
- Developed a Racial Equity Plan (Sep)
- Delivered first nationwide virtual **Black MS Experience Summit** (Sep)
- Pulse Inclusion Survey (Dec)

2021

- Sharing pronouns on email signature (Jan)
- Market meetings – focus on racial equity and inclusion (Feb)
- Equity and Inclusion Lens training
- Increased Board member representation (women, race/ethnicity and under 40)
- Launched Workability ERG (Jun)
- Delivered second nationwide virtual **Black MS Experience Summit** (Sep)
- Hired VP, Diversity, Equity and Inclusion (Sep)



Accomplishments

2022

- Updated All Staff Calendar to include (Jan):
 - Monthly cultural + identity observances
 - Add ERG events that support identity observances
 - Major and High Holy Religious Observances: of all of the 5 major religions of the United States (Islam, Judaism, Hinduism, Buddhism and Christianity)
- DEI Survey (Feb)
- Launched Military Community Network ERG (Mar)
- Paid internships to increase representation (Summer 2022)



DEI Zero-tolerance Policy

At the National MS Society, we are committed to embedding diversity, equity and inclusion in everything we do, and we have zero tolerance of any ill treatment towards any person in the MS movement.

Everyone who shares our vision of a world free of MS is welcome here. Hatred is not.

This work is a journey requiring commitment, accountability, transparency and courage. We know it will not be easy, but we are going to do it anyway. We are not striving for perfection, only intention and action as we move forward. We extend grace and empathy to everyone who wants to join us on this journey of learning, growth and change. However, **we will not tolerate acts of harassment and discrimination.**

The National MS Society is here for **every** person with MS — we always will be — until we find a cure. We embrace and are committed to bringing our entire MS community together, representative of all the dimensions of diversity, so that everyone feels at home and supported by their National MS Society.



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Assessing the Organization

Interview Themes: Views on DEI Activities

Siloed/Fragmented

Lack of clarity on targets and success metrics

DEI statement feels passive; need more focus on action rather than what it means/feels

Too much start and stop (risk arises work stops)

Staff unprepared for change

Feels like “extra” work

Not strategic, too reactive

Need to own how we (unintentionally) contributed to systemic issues (reconciliation)



DEI Benchmarks: Our Current Representation

National Board of Directors

- **Women: 44%**
- **Race/Ethnicity: 20%**

All Staff

- **Women: 82%**
- **Race/Ethnicity: 19%**

Senior Leadership Management (VP+)

- **Women: 80%**
- **Race/Ethnicity: 25%**

Benchmark: 39.9% (2020 Census)



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Organizational Objectives 2020 -2022

Increase Awareness

- Increase staff and volunteer awareness in recognizing bias and engagement in diversity, equity and inclusion

Create Growth Experiences

- Create educational, training and shared learning opportunities

Increase Engagement

- Increase engagement and feelings of inclusion amongst marginalized people affected by MS

Health Equity

- Increase awareness of racial injustice in MS Care

Staff Diversity

- Identify, attract, and retain diverse staff and volunteer talent



Addressing DEI Challenges

1. DEI only benefits minorities.

Diversity encompasses all human (visible and invisible) differences and excludes no one; everyone benefits from a more inclusive workplace.

2. DEI focuses on hiring less qualified candidates and lowering standards.

Hiring less qualified candidates of any diversity dimension serves no one and is never the goal; the goal is to focus on fixing broken process that keep diverse AND qualified candidates out of the talent pool or denies access.

3. We can't find diverse talent.

While it is true that systemic barriers have historically held back a large part of the population, they still do exist. Just outside of many folks' social circles.

Ways that you can support this work



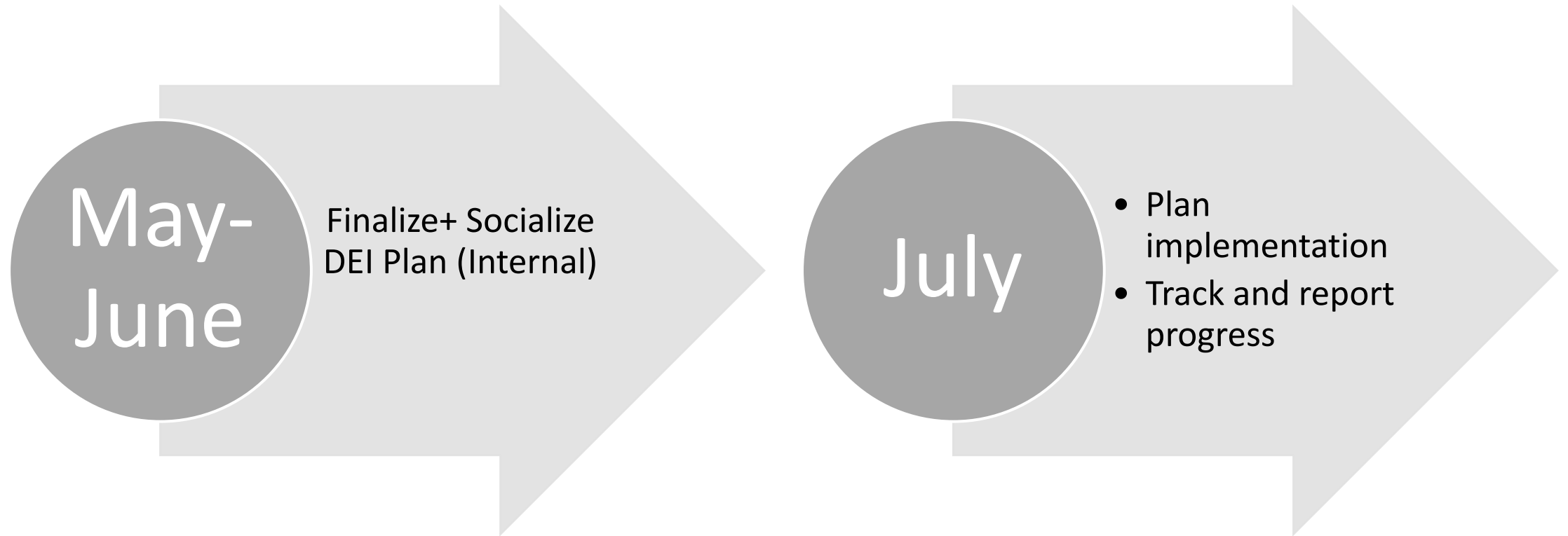
Know and Check your bias <https://implicit.harvard.edu/implicit/selectatest.html>



Extend Grace

Be patient with yourself as you grow and learn

DEI Plan Development: Next Steps



Q+A



Leader Resources

Peer Connections Volunteer Website



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For Peer Connections Volunteers



For Peer Connections Volunteers

- › Resources for Peer Connections Volunteers
- › Group Leadership Call Recordings
- › Educational Resources & Toolkits
- › Resources for Meeting in Person



SHARE

Like 8

Tweet

Share 2

Welcome to the Peer Connections Volunteers resource page – we're glad you're here! Our Peer Connections Volunteers are trained individuals who focus on the needs of people affected by MS needing support. This page is designed to support you in your role(s) as a Peer Connections Volunteer by providing relevant information and resources to prepare and ensure continued success in working with individuals in the MS community.

This page provides links to general MS information, Society services and support, and the resources specific to your volunteer role. Additionally, you'll find best practices and tips for successfully hosting a self-help group, handling difficult conversations, and resources to share with participants for additional emotional support.

If you have any questions about the content below, please reach out to your staff partner or the Peer Connections Resource Team at PeerConnections@nmss.org. We're thankful to each of you for volunteering your time and passion!

How Can I Become a Peer Connections Volunteer?

1. **Self-help Group Leader** – these volunteers are trained to lead virtual and/or in-person groups to facilitate emotional and social connections to others in the MS community.
2. **MSFriends** – these volunteers provide confidential one-to-one conversations via a helpline or a virtual pairing with a participant to meet at a pre-determined time for ongoing communication.
3. **Online Community Leader** – these volunteers work as a team to maintain a safe online community space, and to provide encouragement, support, and information about Society resources to online community members through commenting and direct messaging.

If you're interested in becoming a Peer Connections Volunteer, review the job description links above and email PeerConnections@nmss.org for more information and next steps.

Connect with Other Peer Connections Volunteers

- › **Peer Connections Volunteer Facebook Page:** The Peer Connections Volunteers Facebook Page is a place for affiliated Self Help Group Leaders and MSFriends® to network, share ideas, and

Chat with an MS Na

www.nationalMSSociety.org/peerconnectionsvolunteers

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facebook.com/nationalMSsociety



instagram.com/MSsociety



twitter.com/MSsociety



youtube.com/nationalMSsociety



[linkedin.com/company/
national-MS-society](https://linkedin.com/company/national-MS-society)

Upcoming Group Leadership Call Dates



Quarterly in 2022:

July 21, October 20

2 sessions to pick from:

3pm ET/2pm CT/1pm MT/12pm PT

8pm ET/7pm CT/6pm MT/5pm PT