
2011 ANNUAL
PROGRESS REPORT

MOVE
TO THE
FRONTLINE



National
Multiple Sclerosis
Society

WE MOBILIZE PEOPLE AND
RESOURCES TO DRIVE
RESEARCH FOR A CURE
AND TO ADDRESS THE
CHALLENGES OF EVERYONE
AFFECTED BY THE DISEASE

ABOUT MULTIPLE SCLEROSIS

Multiple sclerosis, an unpredictable, often disabling disease of the central nervous system, interrupts the flow of information within the brain, and between the brain and body. Symptoms range from numbness and tingling to 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 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. MS affects more than 400,000 people in the U.S. and over 2.1 million worldwide.

ABOUT THE NATIONAL MULTIPLE SCLEROSIS SOCIETY

MS stops people from moving. The National MS Society exists to make sure it doesn't. The Society addresses the challenges of each person affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, collaborating with MS organizations around the world, and providing programs and services designed to help people with MS and their families move forward with their lives. In 2011 alone, through its national office and 50-state network of chapters, the Society devoted \$164 million to programs and services that assisted more than one million people. To move us closer to a world free of MS, the Society also invested \$40 million to support more than 325 new and ongoing research projects around the world. The Society is dedicated to achieving a world free of MS. Join the Movement® at nationalMSSociety.org.

MS STOPS PEOPLE FROM
MOVING. WE EXIST TO
MAKE SURE IT DOESN'T.

**GET TO KNOW
THE SOCIETY'S
CEO AND
PRESIDENT**

MOVING TO THE FRONTLINE

My role as President and Chief Executive Officer of the National MS Society began this year — my 26th with the organization — at a pivotal moment in the MS movement. We've reached a turning point, when all of us, in a collective call to action, have said, "enough is enough." Our aim, now and for the future, is to bring about exponential change in the lives of everyone affected by MS.

Last year the Society embraced the Strategic Response: 2011–15, a bold and urgent five-year plan reflecting the hopes, concerns and expectations of people with MS. Nearly 10,000 individuals from all walks of life — including more than 7,000 people with MS — helped shape this plan and what we must do together to achieve it.

We are on the ground and running. Not only were significant strides made in 2011, we increased our focus on:

- better addressing the needs of everyone living with MS, including people severely impacted by the disease
- increasing the number of MS researchers and clinicians
- supporting more research than ever before, including seeking solutions regarding progressive MS.

"Moving to the Frontline" describes so many important things about the MS movement, about all of us individually and collectively — our attitude, who we are and what we stand for, and what we're really all about: doing what it takes to achieve a world free of MS.

Sincerely,

Cyndi

Cynthia Zagieboylo
President and Chief Executive Officer



STEPPING IT UP: NOW

I sometimes like to say that I am the National MS Society's "longest-running" volunteer. I got my start in the 1950s at the age of five, bringing a hope chest door to door and asking for donations. My father had just been diagnosed with a severe form of primary-progressive MS. It was the second diagnosis in my family because my uncle had been diagnosed in the 1930s; and it wouldn't be the last. While I was working toward my law degree in the 1970s, we learned that my sister had the disease — though, thankfully, it was a less aggressive form than that of my father and uncle.

There were no treatments when my sister, father and uncle were living with MS. The \$761 million the Society has invested in research since its founding in 1946 and the many advances we've made in understanding and treating the disease have meant that many people living with MS today have treatment and wellness options of which my family only dreamed.

But it's not enough. Today, all of us in the MS movement, spurred by a passionate sense of urgency, have put our collective foot down. We have made the decision to make our individual efforts exponentially stronger through support and collaboration as part of an MS Research Revolution. No Opportunity Wasted. NOW.

Beginning NOW, we stand together to raise \$250 million to fuel MS research.

- Research that will STOP MS in its tracks.
- Research that will RESTORE what's been lost.
- Research that will END MS forever.

Beginning NOW, we need everyone to be a champion in the MS research revolution, so that our siblings, our parents, our children and our loved ones never have to hear the words, "You have multiple sclerosis." Every opportunity must be seized upon and it will take each and every one of us to make sure we reach our goal.

Sincerely,



Eli Rubenstein
Chair, National Board of Directors



**READ ABOUT ELI'S
HISTORY WITH
THE SOCIETY**

**BECOME A
CHAMPION
IN THE MS
RESEARCH
REVOLUTION**

OUR VALUES DEFINE AND MOVE US

The Society's strong stewardship guarantees the highest standards of accountability for the funds entrusted to us by all people who are dedicated to creating a world free of multiple sclerosis.

Proactive and prudent fiscal stewardship help ensure that the Society remains focused and equipped to accomplish our goals, regardless of what the economy may bring. In 2011 we made significant progress in an economy not yet recovered, increasing services and available programs to help people affected by this disease move their lives forward. At the same time, we stepped up our commitment to fund more of the promising research that will help uncover the solutions for everyone affected by MS.

Every one of our nearly 500,000 passionate volunteers and 1,200 committed staff members work relentlessly to best manage and deploy the precious resources entrusted to the Society, prepared to do all that must be done to change the lives of everyone affected by MS and end the disease forever. And shaping their passion and commitment are a shared set of Core Values, values that drive and inform every decision and action we make:

- **COMMITMENT** to everyone affected by MS
- **LEADERSHIP** responsibility in creating a world free of the disease
- **INTEGRITY** ensuring trustworthiness in all that we do
- **EXCELLENCE** that ensures high standards of performance and service delivery
- And, finally, **TEAMWORK** encouraging collaboration across all boundaries.

By living our Core Values every day, and remaining focused on how we maximize resources to achieve our goals, the National MS Society is poised to find the solutions that people with MS need to move their lives forward and to bring an end to MS forever.

Sincerely,



Jim E. Cantalupo
Treasurer, National Board of Directors



WE ARE A DRIVING FORCE OF MS RESEARCH AND TREATMENT TO STOP DISEASE PROGRESSION, RESTORE FUNCTION, AND END MS FOREVER

A LEADER ON FRONTLINES OF MS RESEARCH AND CARE



READ MORE ABOUT DR. WEINSHENKER'S GROUND-BREAKING WORK

READ MORE ABOUT THE PROGRESS MADE IN 2011

Brian Weinschenker, MD, who received the 2011 John Dystel Prize for Multiple Sclerosis Research, has contributed on so many levels to our better understanding of MS. He is one of the pioneers in the global effort to unlock the mysterious roles of genes and gender and has participated on three critical Society task forces whose efforts sped diagnosis, easing uncertainty for countless people faced with their first symptoms. He led a landmark study that tracked the natural course of MS from 1972 to 1984, providing crucial background data for the trials of the first drugs approved by the FDA to treat the disease. He and his Mayo Clinic colleagues have made breakthrough discoveries about neuromyelitis optica, an MS lookalike disease, which are providing new clues for understanding MS as well.

The John Dystel Prize for MS Research, given jointly by the Society and the American Academy of Neurology, has been awarded every year since 1995. [Read more about the John Dystel Prize.](#)

The Society is driving MS research and care forward faster. In 2011, we:

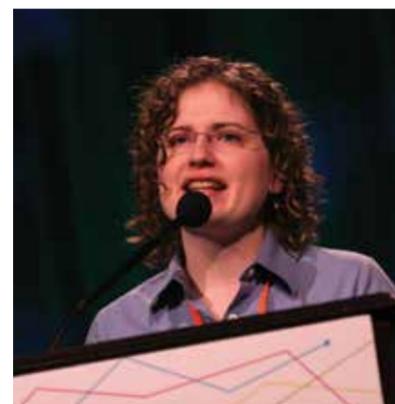
- Invested \$40 million to fund more than 325 research projects around the world, including clinical trials testing novel approaches to stop nervous system damage in people with MS; studies of adult stem cells and natural molecules that may stimulate repair of the nervous system to restore function; research on better rehabilitation strategies and treatments for symptoms; and studies on viruses, bacteria and other factors that may be involved

in triggering immune attacks in people with MS, leading to clues for prevention.

- Launched the No Opportunity Wasted (NOW) campaign to raise \$250 million for MS research. Hundreds of people from across the country have already become MS Research Champions, fueling the MS Research Revolution to stop, restore and end MS forever.
- Through Fast Forward, the Society has to date partnered with 15 companies and developed strategic partnerships with other funders to speed the development of cutting-edge therapies, including early-stage neuroprotection and repair strategies, and experimental treatments for symptoms including debilitating muscle spasms.
- Established the groundwork for a new International Progressive MS Consortium to build a global effort to develop treatments for progressive forms of the disease.
- Designated 85 Centers for MS Comprehensive Care that ensure coordinated care to thousands of people living with MS. Through partnerships with other organizations and medical centers, the Society has improved MS care for specialized populations including children, veterans, those with progressive disease, people from culturally diverse communities and individuals living in rural areas.

WE DEVELOP, DELIVER AND LEVERAGE RESOURCES TO ENHANCE CARE FOR PEOPLE WITH MS AND QUALITY OF LIFE FOR ALL THOSE AFFECTED BY THE DISEASE

CONNECTING PEOPLE ONLINE AND NATIONWIDE



**READ MORE ABOUT LAUREN
HANSEN'S WORK, OFFLINE AND ON**

**READ MORE ABOUT THE
PROGRAMS AND SERVICES THAT
ARE CHANGING PEOPLE'S LIVES**

When Lauren Hansen was diagnosed at the age of 24, she immediately contacted her Society chapter in Michigan. "I was looking for something like a social networking group, which would offer support, but not in the traditional way." With help from the Michigan Chapter, Lauren set up a group for people with MS in their 20s and 30s based on her network model — that network, MS Transitions, continues to meet monthly today, both online and in person. "It doesn't matter how we reach out," she says, "just that we do." Lauren knows this first-hand, having helped connect hundreds of people with MS across the country over the last six years, people who have used their connections to find important resources — everything from local neurologists to self-help groups in their area.

Ensuring people affected by MS have the resources they need for improved MS care and quality of life. In 2011, we:

- Devoted \$164 million to programs and services that directly impacted more than a million people affected by MS across the country, meeting people where they live, helping move lives forward.
- Answered 199,255 calls through our Information Resource Center (IRC), connecting people affected by MS to information, resources and support through the Society's network of skilled professionals and service managers. Client satisfaction surveys indicated that expectations were met or exceeded 95% of the time.

- Engaged an average 922,000 unique monthly visitors on all web-sites, providing people around the country — and the globe — with the most accurate and up-to-date information available 24/7 and opportunities to engage with the Society.
- Fostered connections between hundreds of thousands of people through social networking sites such as Facebook and Twitter, providing platforms for people to share their experiences, opinions and knowledge in the social spaces they most often frequent online. Last year, the Society added an average 3,750 new Facebook followers every month, bringing our total to more than 250,000; our YouTube channel engaged more than 965,000 viewers, more than twice as many as in 2010.
- Integrated and offered MSFriends, providing a unique peer-to-peer telephone support program that managed 14,400 calls last year. This Society program provides people with MS, wherever they live, the opportunity to talk to and gain insight from others with firsthand experience addressing the challenges of MS.
- Awarded more than \$1 million to a record 639 scholars of diverse backgrounds, ensuring that people whose lives have been affected by MS are able to attend college and pursue their dreams.
- Disseminated a diagnosis and treatment tool to 120,000 neurologists, internists, physician assistants and nurse practitioners to increase the number of healthcare professionals with knowledge of MS.

WE ARE LEADERS IN THE WORLDWIDE MS MOVEMENT, MOBILIZING MILLIONS OF PEOPLE TO DO SOMETHING ABOUT MS NOW

SOCIETY'S 2011 VOLUNTEER OF THE YEAR, A VISIONARY LEADER



**READ MORE ABOUT
RYAN ASDOURIAN HERE**

**READ MORE ABOUT
THE MANY WAYS TO
JOIN THE MOVEMENT®**

Ryan Asdourian regularly energizes thousands of football fans as Seattle Seahawk mascot "Blitz." But since being diagnosed with MS in 2008, he has mobilized even more people to join the movement to end MS. Whether it's leveraging his connections as the big blue hawk to bring national media attention to people living with the disease or raising more than \$135,000 as captain of Walk MS Team Blitz, Ryan's vision and determination has helped move us closer to our vision of a world free of MS. At his day job at Microsoft, Ryan recently lent his leadership to launch an online community for Microsoft employees interested in doing something NOW for people with MS.

Volunteers bring us all together. In 2011:

- More than 500,000 volunteers committed their time and talents to help improve the lives of everyone affected by MS. These volunteers are leading the way, giving their all to help support and deliver programs and services to assist more than a million people affected by MS.
- More than 250,000 people, including corporate and national teams, participated in hundreds of Walk MS and Bike MS events across the country, engaging more people and raising more awareness through fundraising and media coverage.

- Thousands of volunteers across the country served as community leaders, ambassadors and champions to support and serve people living with MS, changing lives by building wheelchair ramps, painting houses, donating computers, lending a listening ear, even delivering holiday meals.
- Volunteers from all facets of the MS community, including people with MS, healthcare professionals and researchers provided crucial guidance in the development of our award-winning magazine, *Momentum*, our brochures, webcasts, and other communication efforts.
- Engaged over 1,000 healthcare professionals across the country who provided advice on clinical care, helped shape strategies to improve access to care and served as speakers for Society educational programs.

WE ARE ACTIVISTS

MS ACTIVISTS PUT MS ON THE SOCIAL SECURITY MAP



READ MORE ABOUT YVONNE BROWN'S ACTIVISM

READ MORE ABOUT HOW THE SOCIETY SHAPES FEDERAL, STATE AND LOCAL POLICIES AND PROGRAMS TO BETTER MEET THE NEEDS OF PEOPLE AFFECTED BY MS

By the time Yvonne Brown was diagnosed with MS in 2001, she had lost a high-paying job and was on her way to losing her house. Yvonne has worked with the Society to help her submit applications for subsidized housing and connect her with community agencies who deal with housing, but much depends upon her receiving Social Security Disability Insurance payments. In that regard, Yvonne's passionate testimony helped move panelists at a 2011 Social Security hearing to add an aggressive form of MS to the Social Security Administration's Compassionate Allowances List. The Compassionate Allowances Initiative expedites the review of Social Security Disability Insurance applications. By adding an aggressive form of MS to the list, these cases will be flagged and their benefits will be processed more quickly. It's just one of many significant changes that Yvonne, along with the work of many other MS activists, has made in the lives of everyone with MS. "Every time I speak or advocate for MS issues, there's a chance I can impact change," she says. "That's why I will always accept the invitation to share my story."

MS activists are driving change nationwide. In 2011, we:

- Secured an additional \$3.8 million in MS research funding through the Congressionally Directed Medical Research Programs, bringing our total through this funding source to more than \$20 million, since MS was first listed as eligible for funding in Fiscal Year 2008.

- Converged at more than 25 state capitols across the country to advance state policies and programs that positively impact the lives of people with MS.
- Pursued legislative and regulatory solutions in Congress and 15 states to address access to care, including the high cost of MS disease-modifying therapies.
- Worked toward effective implementation of the Affordable Care Act at the federal and state level.
- Advanced state and local policies to increase home- and community-based resources, including respite care and affordable housing.
- At the federal level, secured nearly \$2.5 million for the Lifespan Respite Care Program that supports family caregivers and collaborated with disability organization partners to protect Medicaid from proposed cuts and harmful structural changes.
- Added members to the bipartisan Congressional MS Caucus, bringing the total number to 130 U.S. Representatives and 26 U.S. Senators.
- Engaged hundreds of healthcare professionals in our advocacy efforts to improve access to quality MS care and to help secure research funding.

WE DEVELOP AND ALIGN HUMAN, BUSINESS AND FINANCIAL RESOURCES TO ACHIEVE BREAKTHROUGH RESULTS

CHAMPIONS OF THE MS RESEARCH REVOLUTION



**READ MORE ABOUT THE
BEALS FAMILY HERE**

**READ ABOUT HOW YOU CAN
BECOME A CHAMPION IN THE MS
RESEARCH REVOLUTION**

**JOIN THE MOVEMENT®
NOW AND HELP US CREATE
A WORLD FREE OF MS**

Only a few of years after Eleanore and Vaughn Beals' daughter Laurie was diagnosed with MS in the early 1990s, the couple learned of two other cases of the disease in Eleanore's extended family. Though they describe themselves as "late to the party" in supporting MS research, the Bealses moved to the frontlines in 2011, making a leadership donation of \$500,000 to the Society's No Opportunity Wasted (NOW) campaign to raise \$250 million for MS research, becoming some of the first MS Research Champions to commit a leadership campaign gift. "I believe that, if enough people get involved, this disease can be conquered," Eleanore says.

Donors and fundraisers help drive progress. In 2011, we:

- Engaged nearly 500,000 participants in our Walk MS, Bike MS, Challenge Walk and other special events, raising more than \$166.1 million, an increase of nearly 2% over last year.
- Received more than \$45 million in gifts from individuals, foundations and corporations.

- Engaged dozens of corporate partners such as Pure Protein, whose cash and in-kind support of 2011 Bike MS and Walk MS events totaled more than \$500,000, and Raleigh America, who was named Official Bicycle Partner of Bike MS, providing multilevel financial and event support through the Raleigh brand and their local independent bike dealers. Mobilizing associates and members across the country, Sam's Club raised nearly \$1.2 million through grassroots fundraising, earning recognition as the 2011 Society Shining Star.
- Raised more than \$2.3 million through Do it Yourself fundraising events, including golf tournaments, dinner parties, bake sales, endurance events, and more. In 2011, the launch of *DoItYourselfMS.org* provided deeply committed people across the country with online tools and resources to help them raise awareness and critical funds in new and creative ways.
- Received nearly \$10 million in bequest and legacy gifts, a 31.62% increase over 2010.

MS DOES NOT
DISCRIMINATE . . .
AND NEITHER DO WE



THIS IS WHO WE ARE

The National Multiple Sclerosis Society embraces and celebrates diversity and inclusion as the core of our organization. We value differences among individuals, including, but not limited to race, ethnicity, age, gender, sexual orientation, physical ability, religion, spiritual beliefs, and socioeconomic status. The more we include diverse perspectives and experiences in our work, the better able we are to achieve our ongoing mission of mobilizing people and resources to drive research to end MS and to address the challenges of everyone affected by MS. We create and implement strategies that attract, develop, and retain the expertise, energy, and commitment of a diverse group of talented individuals. By doing so, we boldly and more effectively drive key initiatives to create a world free of MS.

2011 FINANCIALS



2011 HOME OFFICE

Total Income: \$97,651,914

- Contributions from Chapters: \$71,564,565
- Contributions from Members & Others: \$22,074,607
- Interest & Miscellaneous Income: \$4,012,742

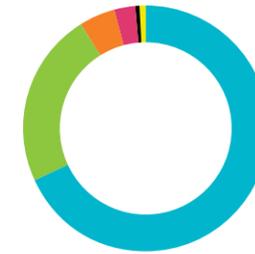
[LINK TO COMPLETE FINANCIALS](#)



2011 HOME OFFICE

Total Expenses: \$98,470,052

- Research: \$40,257,414
- Client & Community Services: \$9,263,829
- Public & Professional Education: \$6,993,167
- Payments & Services to Chapters: \$27,285,722
- Fundraising: \$6,970,244
- Management & General: \$7,699,676

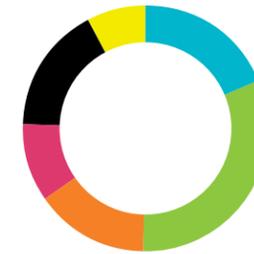


2011 HOME OFFICE & LOCAL OFFICES COMBINED

Total Income: \$214,075,569

- Special Events: \$146,039,376
- Contributions from Members & Others: \$49,295,401
- Legacies & Bequests: \$10,204,886
- Interest & Miscellaneous Income: \$5,669,254
- Government Grants: \$1,201,374
- Federal Service Campaign & Fundraising Organization: \$1,665,278

[LINK TO COMPLETE FINANCIALS](#)



2011 HOME OFFICE & LOCAL OFFICES COMBINED

Total Expenses: \$213,777,107

- Research: \$40,257,414
- Client & Community Services: \$67,579,830
- Public & Professional Education: \$31,884,018
- Payments & Services to Chapters: \$21,973,220
- Fundraising: \$35,649,756
- Management & General: \$16,432,869

All statistics from Fiscal Year 2011 (October 1, 2010 to September 20, 2011)

All statistics from Fiscal Year 2011 (October 1, 2010 to September 20, 2011)

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Mid South Chapter

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Indiana State Chapter

Kentucky-SE Indiana Chapter

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Indiana State Chapter

Kentucky-SE Indiana Chapter

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Louisiana

South Central Chapter

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Maine Chapter

Maryland

Maryland Chapter

National Capital Chapter

Massachusetts

Greater New England Chapter

Michigan

Michigan Chapter

Minnesota

Minnesota Chapter

Mississippi

Alabama-Mississippi Chapter

Mid South Chapter

Missouri

Gateway Area Chapter

Mid America Chapter

Montana

Greater Northwest Chapter

Nebraska

Nebraska Chapter

Nevada

Southern California & Nevada Chapter

Arizona Chapter

New Hampshire

Greater New England Chapter

New Jersey

Greater Delaware Valley Chapter

New Jersey Metro Chapter

New Mexico

South Central Chapter

New York

Long Island Chapter

New York City-Southern New York Chapter

Upstate New York Chapter

North Carolina

Central North Carolina Chapter

Eastern North Carolina Chapter

Hampton Roads Chapter

Mid Atlantic Chapter

North Dakota

North Central States Chapter

Ohio

Ohio Buckeye Chapter

Northwestern Ohio Chapter

Ohio Valley Chapter

Oklahoma

South Central Chapter

Oregon

Oregon Chapter

Pennsylvania

Central Pennsylvania Chapter

Greater Delaware Valley Chapter

Western Pennsylvania Chapter

Rhode Island

Rhode Island Chapter

South Carolina

Mid Atlantic Chapter

South Dakota

North Central States Chapter

Tennessee

Mid South Chapter

Texas

South Central Chapter

Utah

Utah-Southern Idaho Chapter

Vermont

Greater New England Chapter

Virginia

Blue Ridge Chapter

Central Virginia Chapter

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West Virginia

Blue Ridge Chapter

Wisconsin

Wisconsin Chapter

Minnesota Chapter

Wyoming

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nationalMSSociety.org
info@nationalMSSociety.org

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- Register for *Walk MS*®, *Bike MS*® or *Challenge Walk*, and ask everyone you know for donations.
- Get the Society's monthly *eNEWS* to keep up with breaking news, research developments, and Society programs.
- Join the *MS Action Network* for updates on state and federal policies and legislation that affect people with MS — and for opportunities to instantly contact decision-makers about these important issues.
- Read the Society's award-winning quarterly magazine, *Momentum*, online or on your smartphone or tablet.
- Call +1 800 344 4867 to ask about volunteer opportunities in your region.
- Learn more about MS and the many ways we respond to it with regular visits to nationalMSSociety.org.
- Connect with others in the movement on *Facebook*, *Twitter* or *LinkedIn*.
- Engage with real people living with MS at blog.nationalMSSociety.org.
- Connect with who you want on your terms and give what you know at the new online MS community, MSconnection.org.
- Wear orange for MS Awareness Week each March.
- Become a Champion in the MS Research Revolution at nationalMSSociety.org/nowchampion.
- Make a donation of any size — in cash, by check or online at nationalMSSociety.org/donate — and move others to join you!
- Remember the Society in your will or estate plan; call the National Gift Office at +1 800 923 7727 to learn how.
- Connect with the Society through our Information Resource Center at +1 800 344 4867.



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