

FY2022 – 2024

STRATEGIC PLAN

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



**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

DIVERSITY, EQUITY AND INCLUSION

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.

CULTURAL VALUES

- Act with urgency to solve the challenges of people affected by MS
- Leverage our influence to provide collaborative, inspirational and intentional leadership
- Prioritize diversity, equity and inclusion
- Innovate and continuously learn
- Deploy resources to their greatest potential with integrity and accountability

75 YEARS OF PROGRESS

Sylvia Lawry founded the National MS Society in 1946 to find a cure for her brother, Bernard. Her *New York Times* ad sparked a global movement that changed the world for people affected by MS. Today we have quicker diagnosis, treatments to slow progression, greater awareness and understanding of the disease and a passionate and supportive community. The Society has been the driving force in this progress.

PLANNING DURING AN UNPRECEDENTED TIME

Accelerating progress was interrupted by a historic pandemic with restrictions around social gathering and an economic recession. At the same time, greater societal awareness of racial disparities compelled us to closely examine practices and behaviors.

We will carry forward the innovative tools and technology developed, the lessons learned from adapting to a changed world, and the commitment to ensure diversity, equity and inclusion in everything we do.

Resourcing our ambitious plans to cure MS, while we empower people affected by MS to live their best lives, requires fundraising. We must invest in people and innovations to raise the revenue needed to fuel our work.

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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.



IMPACTS



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



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



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