

How to use sound bites: Whether you're connecting with someone who's newly diagnosed, asking for donations or just letting someone know how you're involved with the National MS Society, use these messages to describe the power of the MS movement and connect more people to the Society.

Building on 75 years of progress

The National MS Society is a movement by and for all people affected by multiple sclerosis. We are building on 75 years of progress; fueled by relentless determination to create life-changing results.

We've achieved more advances in MS than have been achieved for any other neurological condition. We lead the way for discoveries in neurological diseases.

The Society paved the way for every effective MS treatment available today, including the first therapies for primary progressive and pediatric MS.

Our progress is accelerating. We've made more advances in the last five years than the 70 that preceded it, changing all aspects of life for people affected by MS.

Ensuring every person with MS has what they need to live their best lives

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

There are nearly 1 million people in the U.S. with MS. The National MS Society makes sure everyone has what they need to take back control from MS.

To stand strong with every person with MS, we work to dismantle systemic racism and combat discrimination in all its forms, to remove the barriers to equitable outcomes for our marginalized communities.

People connected to the National MS Society report they are better equipped to manage life with MS.

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 various dimensions of diversity, so that everyone feels at home and supported by their National MS Society.

The National MS Society is here for every person with MS—in every community across the U.S.

Making sense of a complex disease

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.

MS is a complex disease that requires many solutions. The National MS Society helps people piece it all together so they can live their best lives.

The National MS Society is the go-to source for accurate, actionable information about MS.

Shining a light on the challenges of MS

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

MS activists make life better for everyone; shining a light on the biggest problems and getting public policies to solve them.

People with MS can better manage their disease when they have the support and understanding of the people around them—from doctors to employers to family members. We work relentlessly to tell the world what it means to live with MS.

Working for the National MS Society

The National MS Society is a *DiversityJobs* Top Employer and one of Fast Company's Best Workplaces for Innovators.

Being an organization that is inclusive and welcoming for all, starts from within. We work every day to be a place where people can grow their careers while feeling safe, supported and included.

Many job seekers place a very high value on identifying a workplace and culture that values, celebrates, and amplifies diversity; and are seeking authentic and supportive connected experiences like the ones our ERG members enjoy.

A job with the National MS Society is an opportunity to achieve meaningful career growth while changing the world for people affected by MS.

Leading a worldwide effort

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

As lead agency of the International Progressive MS Alliance, we lead a coordinated, global effort to fuel breakthroughs for people with progressive MS. 20 MS organizations from 19 countries have joined the Alliance.

The National MS Society is the largest MS organization in the world. We make progress by breaking down global barriers and bringing all perspectives to the table.

Harnessing the power of the MS movement

We harness the power and passion of the MS movement. Whether you give, raise funds, volunteer or advocate, everyone has the power to change the world for people with MS.

This year 100,000 people will move us closer to a world free of MS through Walk MS, an event series that has raised more than \$1 billion since its inception in 1988.

Bike MS is the largest charity cycling series in the country.

We've set a bold goal of annual revenue of \$200 million in 2024. Every contribution—big and small—will help us get there.

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.

SUPPORTING IMPACT STATEMENTS:

How to use supporting impact statements: Supporting statements are more specific, detailed evidence of our impact. Use them in combination with soundbites or on their own.

EMPOWERING PEOPLE AFFECTED BY MS TO SOLVE EVERYDAY CHALLENGE

- Tackling the complex challenges of MS calls for a comprehensive approach—from one-to-one MS Navigator support to advocacy that drives systemic change to a network of resources and information that helps people with MS feel more in control and less alone.
- Education and connection opportunities like Ask an MS Expert, Pathways to Wellness and the Black MS Experience Summit deliver timely and relevant information to meet the diverse needs of the MS community.
- Every year, more than 90,000 people connect for support and understanding through Society-organized online communities and self-help groups.
- NationalMSsociety.org is the world's leading source of information about MS.
- Each year more than 6.5 million people connect to the National MS Society, from visiting nationalMSsociety.org for the latest information to getting in-depth, personalized support from an MS Navigator.
- The Black MS Experience Summit drew 800 participants in 2021, more than 25 percent of whom were new to the Society.
- The National MS Society's COVID-19 Web page is the largest and most comprehensive source of information about COVID-19 and MS—with 750,000 visits since the onset of the global pandemic.
- The Ask and MS Expert program, started as a weekly program in the wake of the pandemic, has over 1 million views to date. Monthly programs are held in Spanish with Spanish-speaking MS experts.
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IMPROVING ACCESS TO PERSONALIZED, HIGH-QUALITY HEALTHCARE

- Nationwide, more than 35,000 MS activists amplify the voices of the MS community, shaping government decisions affecting people with MS, and making new solutions possible, affordable, and accessible.
- MS activism has led to \$93.1 million in MS research funding through the Department of Defense.
- MS activists have played a direct role in increasing access to generic MS medications and ending surprise medical billing.
- In 2021 alone, MS activists supported 1,006 bills to improve access to care—106 which were signed into law.
- Through strategic partnerships, outreach, education and research investments, the Society is committed to addressing racial disparities and inequities in the healthcare system.
- People with MS need a healthcare professional who knows MS. The National MS Society has launched the careers of more than 120 MS specialists who provide care to more than 100,000 people with MS.

ACCELERATING CURES THROUGH GLOBAL LEADERSHIP

- The National MS Society is the world's leading private funder of MS research, investing \$1.1 billion since 1946.
- We brought the world together to set standards for diagnosing MS quickly and accurately, ensuring early treatment to slow progression for more people than ever before.
- We started a COVID and MS registry for research purposes in eight days. It is the largest registry for research about COVID in MS in the world.
- The National MS Society advanced the careers of over 1,000 researchers who have been behind nearly every major breakthrough and treatment in MS.
- Research investments to deepen our understanding of how MS affects underrepresented communities is leading to more informed treatment strategies.
- We know more than ever before about what people can do right now to take control of their MS and live better while we bring cures for MS within reach.

STRENGTHEN THE MS MOVEMENT THROUGH MORE AND DEEPER CONNECTIONS

- Of the estimated one million people in the United States diagnosed with MS, 556,000 have connected and let us know of their diagnosis.
- 8.7 million people have joined the MS movement through their connection to the National MS Society.
- The National MS Society conducts the largest, most successful charity cycling series in the world.
- The National MS Society raises more money as a ratio to the number of people diagnosed with the disease than any other organization for adult onset diseases.
- The National MS Society is the best investment to solve MS—to get to cures to and to empower people to live their best lives.