

In A Nutshell  
January 2018



## The Year 2018 in Review

Breakthrough MS is a campaign of the NMSS to raise \$1 billion in order to change the world for people who live with MS.

What is a breakthrough?

It's being able to button your shirt in the morning. It's walking to the supermarket, and all the way back home. It's getting back up on that bike, that surfboard, that horse. It's having the first dance at your daughter's wedding. Feeling strong enough to fall in love.

Continuing the job you were made for.

It's knowing that you and your loved ones will never worry about MS again – ever. The NMSS is not satisfied until they break through MS for every person living with this disease. There is a need to develop life-changing breakthroughs that enable people to live their best lives today and research breakthroughs that will ultimately end MS.

The National MS Society leads the worldwide effort to end progressive MS, and recently committed an additional \$19 million to support the International Progressive MS Alliance's work to rally the global community to find solutions for progressive MS. This brings the Society's total investment in the Alliance to \$30 million.

In the United States, 100 percent of people affected by MS nationwide now have access to an MS Navigator who will partner with them to address individual challenges and concerns. In 2018 50,272 people were supported by MS navigators.

People who participate in Society programs live better lives—they are less isolated, better informed and happier. In 2018 there were 391 nationwide programs supported by NMSS which delivered services to 29,822 people.

In 2018, the Society launched a new MS Awareness campaign to shine a light on the realities of MS, sharing the stories of how people do whatever it takes to live well, despite MS

During MS Awareness Week 3/11-17, 2018 the society garnered more than 1,000,000 video views across social media platforms. In the past two years, the Society has increased social media followers by over 200,000 people and has been mentioned in 46,300 MS-related news stories,

Passage of the 21st Century Cures Act will accelerate the discovery and delivery of treatments and improve the lives of people with MS by authorizing a data collection system to track the incidence and prevalence of neurological diseases including MS—this National Neurological Conditions Surveillance System was funded at \$5 million in September 2018.

## **2019-2021 Strategic Plan**

This plan guides and informs the impact we will achieve in the MS movement through 2021. It reflects the perspectives of more than 3,000 people affected by MS who we engaged to understand what matters most in improving the quality of people's lives. Through this plan we aim to engage all those who want to do something about MS.

### **Impacts**

Impacts describe what the world will be like for people with MS in 2021. The four impact areas are displayed in a circular pattern as each is important and all are interconnected.

- Ensure Comprehensive High-Quality Healthcare
- Empower People affected by MS to Solve Everyday Challenges
- Deliver Breakthroughs to a Cure
- Expand Resources and Reach

### **Strategies**

Strategies describe how we get the work done. Strategies work together to achieve the four impacts.

- Accelerate research
- Advocate to improve lives
- Provide resources, connections and support
- Maximize capacity and effectiveness
- Achieve \$1 billion Breakthrough MS fundraising campaign

### **Accelerators**

Accelerators are levers that will increase our capacity and speed progress in each impact area and strategy.

- Strategic Partnerships
- Digital and Technology
- Innovation and Improvement
- Volunteer Engagement
- Awareness

[Learn more](#) about the plan and how our progress will drive impact and change the world for people with MS.

<https://www.nationalmssociety.org/About-the-Society/Vision/Strategic-Plan>

<https://www.nationalmssociety.org/Breakthrough-MS>

<https://www.nationalmssociety.org/Breakthrough-MS/Quarterly-Updates/Winter-2018>

Just for Fun

Progress in pictures and graphs:

<https://www.nationalmssociety.org/NationalMSSociety/media/MSNationalFiles/Breakthrough%20MS/BreakthroughMS-brochure.pdf>

Current research:

<http://reversemsmdblog.com/research-news/>