



**National  
Multiple Sclerosis  
Society**

Dear Supporter of the National MS Society,

The Society was entering the second year of our current strategic plan when FY20 started in October 2019. We were organized to effectively deploy our resources and leverage our expertise to fulfill our vision of a world free of multiple sclerosis. Results for the first five months of the fiscal year were ahead of the operational plan and budget, then the COVID-19 pandemic hit just as the Society's primary event fundraising season was to begin.

The Society's management responded quickly by moving events and activities to virtual formats and finding innovative ways to engage people in the MS movement. A comprehensive COVID-19 Contingency Plan was developed and approved by the National Board of Directors in April 2020.

While raising revenue is not the mission of the Society, it is a necessary and critical requirement of fulfilling our goals. Initial estimates of the risk to fundraising were as high as a \$60 Million loss in revenue. Fortunately, the generosity and efforts of our donors, participants, volunteers, and staff resulted in a much smaller revenue decline than anticipated.

Despite the many challenges we faced in 2020, we take pride in the impact we have made in people's lives, which includes, but is not limited to:

- MS Navigator service, including case management, was uninterrupted during the pandemic. Staff were prepared to work from their homes and the transition was seamless for people affected by MS.
- Engaged over 3,000 healthcare providers in educational webinars on COVID-19, cultural competency, and a variety of other topics which helped providers navigate MS care during the pandemic.
- Advocacy efforts by MS activists resulted in \$16 million for the MS Research Program at the Department of Defense – up \$10 million from FY19.
- The FDA approved 5 new disease-modifying treatments for MS, including Vumerity, Bafiertam, Zeposia, and Kesimpta, and a generic form of Tecfidera.
- The updated Atlas of MS, led by the MS International Federation with funding from the Society and others, revealed there are now 2.8 million people worldwide diagnosed with MS, with nearly 1 million of them living in the U.S.

For the FY20 Progress Report with highlights about the Society's impact: [FY 2020 Progress Report](#)



Everything we do is to achieve our mission of creating a world free of MS. In non-profit accounting terms, our functional reporting of expenses is described as:

- 73% for program activities
- 18% for fundraising
- 9% for general management

We measure our impact routinely to ensure our investments are effective. Additionally, we monitor our operations continuously to maximize efficiency.

The Budget Development Advisory Committee, a group of volunteer leaders which includes corporate finance professionals as well as strategic experts, provides insightful advice after in-depth review and discussion. The National Board of Directors is engaged in the budget work and assessment and provides in-depth oversight. Our expenses are balanced and well within the target range considered appropriate by ratings agencies of 65% to 75% for programs expense.


Charitable ratings agencies (i.e., Better Business Bureau Wise Giving Alliance Standards, Charity Navigator, GuideStar) are working toward more standardized impact reporting. Links to each of these reports, which are always at least a year in arrears because of the reporting requirements and timing, can be found on the National MS Society website (<https://www.nationalmssociety.org/About-the-Society/Charitable-Ratings>).

We are most grateful for your support of the National Multiple Sclerosis Society and our drive to make an impact in the lives of people affected by MS. If you have questions about the audited financial statements, contact Tami Caesar, Chief Operating Officer, at [tami.caesar@nmss.org](mailto:tami.caesar@nmss.org).

Sincerely,



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Richard Knutson  
Chair, National Board of Directors