National Multiple Sclerosis Society Gateway Area Chapter


This report represents National Multiple Sclerosis Society Gateway Area Chapter's responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

National Multiple Sclerosis Society Gateway Area Chapter
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Mission:
People affected by MS can live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever.
1. What are we aiming to accomplish?

Our Strategic Response to the Effects of MS is focused on five goals: 1) We are a driving force of MS research and treatment to stop disease progression, restore function, and end MS forever, 2) We develop, deliver and leverage resources to enhance care for people with MS and quality of life for all those affected by the disease, 3) We are leaders in the worldwide MS movement, mobilizing millions of people to do something about MS now, 4) We are activists, and 5) We develop and align human, business and financial resources to achieve breakthrough results.

2. What are our strategies for making this happen?

Thirteen strategies drive the Society’s work through 2015 including: 1) Lead global collaborative MS research, 2) Connect people affected by MS to information, resources and others to ensure they have what they need to live their best lives, 3) Increase access to MS care, 4) Deliver MS Navigator services nationwide, 5) Create more connections, deepen engagement, and increase impact across the MS movement through actionable awareness, 6) Expand the impact of the MS movement by fully engaging volunteers, 7) Amplify the voices of the MS movement to drive policy change, 8) Lead a results-driven culture that embraces and celebrates learning, diversity and inclusion, 9) Increase revenue, retention and acquisition of our individual giving donors through consistent identification, exceptional engagement, timely solicitation and relevant stewardship, 10) Increase special events and corporate revenue through a unified plan focused on a consistently extraordinary experience and exceptional relationship development, 11) Build powerful lifetime relationships with constituents by knowing, learning and predicting the very best ways to fully engage each person in the MS movement, 12) Ensure effective and efficient business operations, and 13) Increase organizational alignment and effectiveness.

3. What are our organization's capabilities for doing this?

We mobilize volunteers, staff, organizations, and communities to develop resources and deepen connections and action, including donor engagement at all levels. We facilitate worldwide research, scientific collaboration and training while creating connections to the resources, information and others so that people can live their best lives as we work to end MS forever. We engage people in local, state and national advocacy to ensure that decision-makers are fully informed and we equip staff and volunteers with the tools, technology and training to work most effectively. We ensure an inclusive and powerful culture that compels people to be leaders in the MS movement as we engage the world in achieving a world free of MS.

4. How will we know if we're making progress?

The Society tracks and measures several metrics that indicate progress against our plan and expected impact, including the following leading indicators: • Number of new potential therapies in development and clinical trials for all forms of MS, including progressive MS and complementary and rehabilitative therapy • Number and impact of people connected to other individuals, information and resources to live their best lives • Number of MS specialists and other healthcare professionals providing high quality MS care • People with MS report improved treatment availability and affordability and access to quality health care • Number of partnerships and deepening engagement with other MS organizations, community and other service providers, collaborators and funders • Growth in traditional media recognition and increases in social conversations and follower engagement • Volunteer engagement growth at all levels, including reported satisfaction increase • Number of activists taking action at National, State and Local levels; increased confidence in people with MS being self-advocates • Revenue growth and exceptional stewardship of donor dollars through increased relationship management.
5. What have and haven't we accomplished so far?

- We offer more programs and services than any other MS organization in the world, ensuring that every person affected by MS, including their families and loved ones, can connect 24/7 to the most comprehensive and reliable information and resources available, whether online, in-person or via telephone. • We are recognized as the catalyst for ALL major advancements in MS - we discovered and drove nerve and myelin repair in MS research. • We fund more MS research than any other organization in the world, paving the way for MS treatments, none of which existed 20 years ago, and have provided early career support and funding to nearly every thought leader in MS. • We raise more than $165 million through Bike MS, the 5th largest event in the nation, and Walk MS, the 12th largest event in the nation. • More than 318,000 individuals donate more than $33 million each year and more than a half million volunteers fuel our fundraising events. • The Society is mentioned in 86% of all articles related to MS. • More than 650,000 Facebook and Twitter followers drive action, awareness and engagement. • More than 75,000 activists across the country have united to secure an additional $25 million in government research funding over the last six years.