“I never dreamed I would be able to have an MRI.” “Your thoughtfulness means so much to me.” “I am in tears right now, in a good way.” “I’m starting to see a little light at the end of the tunnel.” “I couldn’t believe how much I was able to tolerate the heat!” “...your wonderful publications... was dazzled by the quality and thoroughness...” “These things have made a huge impact on my life and mobility with MS.”
The 2011-2012 fiscal year has been an exciting time for the Multiple Sclerosis Association of America (MSAA) and for members of the multiple sclerosis (MS) community whom we serve. During this fiscal year, we assisted more than 50,000 people through our vital programs and services, and nearly one million people visited our informative website. We are extremely thankful for the generous donors as well as industry corporations who have enabled us to provide such important assistance to enrich the quality of life for everyone affected by MS.

For those of you familiar with our organization, you may recognize part of our mission statement in the previous paragraph. For several years, MSAA’s mission has been to “enrich the quality of life for everyone affected by MS.” By “enrich the quality of life,” we are referring to… our vital support that we provide through many services such as one-on-one consultation through our toll-free Helpline… education through our award-winning website, MSI online videos, articles and publications, as well as educational events across the nation… equipment for safety and mobility, plus cooling equipment for symptom relief… and many other programs, including our MRI Institute and MRI Diagnostic Fund, both offering financial assistance and advocacy for this crucial evaluative tool.

During this fiscal year, MSAA decided the time had come to further enhance our mission statement, emphasize our work through a tagline, and completely reorganize, redesign, and rewrite our entire website to better serve the MS community. While these urgent undertakings would be in development throughout this fiscal year, none would come to fruition until

A MESSAGE FROM OUR CHAIR AND OUR PRESIDENT

“During this fiscal year, we assisted more than 50,000 people through our vital programs and services…”

Thomas Vassallo, Board Chair
Douglas G. Franklin, President and Chief Executive Officer

(800) 532-7667 / www.mymsaa.org / 1
midway through the following, 2012-2013 timeframe – as scheduled. We mention this now, however, because so much work was devoted to these vital projects during the 2011-2012 fiscal year.

Of course, we also continued our work in providing a wealth of programs and services to the MS community. This work encompassed the expansion of several program initiatives that focus on helping individuals to manage their MS. These include: My MS Manager™, MSAA’s mobile phone application (provided free of charge) to track disease activity, store medical information, generate reports, and assist individuals with their treatment plan; My MS Resource Locator, an MS-specific, online database offering targeted information and unique support services, including detailed guides; and MSAA’s S.E.A.R.C.H.™ program, providing tools to help individuals with learning about the approved long-term treatments for MS. To provide even greater assistance, we published a booklet outlining the many components of the S.E.A.R.C.H.™ program. Also during this fiscal year, MSAA launched a blog called “MS Conversations,” serving as a forum for members of the MS community to share tips, stories, and their MS experiences.

We are extremely proud to announce our awards for the 2011-2012 fiscal year. These included: a 2012 APEX Award for Publication Excellence for our S.E.A.R.C.H.™ webinar; a 2011 APEX Award of Excellence in the category of Magazine and Journal Writing for the Winter/Spring 2010 issue of The Motivator; a Merit Award in the category of Mobile Application (for) Chronic Disease Management from Web Health Awards/Mobile (for) Chronic Disease Management; a 2011 National Health Information Award as well as a 2011 National Health Information Award as well as a 2011 National Health Information Award, MS Manager™, and a 2011 National Health Information Award for our mobile phone application, My MS Manager™; and a 2011 National Health Information Award for our mobile phone application, My MS Manager™. MSAA has also been recognized for its innovative and creative programs and services.

As mentioned, we are extremely proud to announce our awards for the 2011-2012 fiscal year. These included: a 2012 APEX Award for Publication Excellence for our S.E.A.R.C.H.™ webinar; a 2011 APEX Award of Excellence in the category of Magazine and Journal Writing for the Winter/Spring 2010 issue of The Motivator; a Merit Award in the category of Mobile Application (for) Chronic Disease Management from Web Health Awards/Mobile (for) Chronic Disease Management; a 2011 National Health Information Award as well as a 2011 National Health Information Award for our mobile phone application, My MS Manager™; and a 2011 National Health Information Award for our mobile phone application, My MS Manager™. MSAA has also been recognized for its innovative and creative programs and services.

In other MSAA news, we collaborated with the National Multiple Sclerosis Society (NMSS) on an article discussing the needs of the primary-progressive multiple sclerosis (PPMS) population. This was published in the Summer 2011 issue of the International Journal of MS Care.

Another important project has been working in partnership with the National Disability Institute (NDI) to better understand and address the financial needs of the MS community. Together, MSAA and NDI have created an online survey as well as focus groups to evaluate needs and help design a specific financial education program for individuals with MS. The input gathered has been used to create a webinar series that may be accessed on MSAA’s website.

Public policy issues as they relate to healthcare reform and people with MS are critical topics for the needs of the MS community. Together, MSAA and NDI have created an online survey as well as focus groups to evaluate needs and help design a specific financial education program for individuals with MS. The input gathered has been used to create a webinar series that may be accessed on MSAA’s website.

In the spring of 2012, MSAA announced that swimmer and United States Olympic hopeful, Missy Franklin, had become our new Swim for MS Ambassador. Although the London 2012 Olympic Games began almost a month after the end of this fiscal year, we do want to note that Missy (who also happens to be Doug Franklin’s niece!) went on to win five Olympic medals, including four gold medals, and set new Olympic and World records. Her performance was inspiring!

We also continue to be inspired by our many other volunteers, such as Rebecca and Jarrod Schlenker. The brother-and-sister team from Cranford, New Jersey, formed “Jabeccawalk: End to End for MS,” a 2,181-mile hike along the Appalachian Trail. During the course of four months, the duo trekked from Georgia to Maine, raising funds in support of MSAA’s mission.

On a sad note, MSAA experienced a great loss after the completion of our fiscal year. In September 2012, MSAA Vice President of Finance & Administration Gary Wallace, CPA, passed away after 14 years of devoted service to our organization. The entire staff and many colleagues outside of MSAA are deeply saddened. Gary will be missed by everyone who had the honor of knowing and working with him.

With MSAA’s 42nd year complete, we look forward to continuing our vital service to the MS community. On behalf of all of our volunteers, our Board members, and our dedicated staff, we thank you – our supporters and our donors – for helping MSAA help others to better understand, cope with, and manage, their MS.
MSAA added nearly 4,000 new clients to its roster, for a new total of more than 57,000 clients. Each has been the recipient of at least one MSAA service this fiscal year.

MSAA’s Client Services Helpline responded to 9,733 requests for services, support, information, and/or referrals.

A total of 2,638 safety, mobility, or symptom management products or pieces of equipment were distributed free of charge to people who were unable to afford them.

MSAA was able to pay for 1,223 MRI scans (diagnostic or evaluative procedures) for people who lacked the necessary insurance coverage or funds. The results of these expensive tests allowed these individuals with MS and their physicians to make better-informed decisions about the course of their treatment.

Seven new educational videos were developed by MSAA and added to MSAA’s library of 36 educational videos. These videos were viewed nearly 11,000 times during the 2011-2012 fiscal year. Our S.E.A.R.C.H. webinar received a 2012 APEX Award for Publication Excellence.

MSAA’s network of regional offices planned and implemented 156 in-person educational programs for individuals with MS, families, and healthcare professionals. A combined 5,500 people attended.

MSAA’s publications continued to win awards, including a 2011 APEX Award of Excellence in the category of Magazine and Journal Writing for the Winter/Spring 2010 issue of The Motivator, and a 2011 National Health Information Award as well as a 2011 Magnum Opus Award for our newer children’s booklet, Daddy’s Story.

Nearly 900,000 people visited MSAA's informative website during the 2011-2012 fiscal year.

During the 2011-2012 fiscal year, MSAA focused on Shared Management, a concept whereby both the patient and healthcare providers have a shared responsibility for working together and striving to achieve the best health outcomes. As part of this initiative, MSAA urged the MS community to utilize our tools to assist in managing their MS. These tools included:

My MS Manager™ – an award-winning mobile-phone application to track disease activity, store medical information, generate reports, and assist individuals with their treatment plan

S.E.A.R.C.H.™ – tools to help individuals with learning about the approved long-term treatments for MS, along with questions to discuss with the patient’s medical team

My MS Resource Locator – an MS-specific, online database offering targeted information and unique support services, including detailed guides

During the 2011-2012 fiscal year, MSAA continued to actively communicate with the MS community through social media networks, including:

facebook.com/msassociation

twitter.com/MSassociation/

youtube.com/msaa/
Join MSAA’s signature fundraising event: Swim for MS!

Go the Distance
Individuals or teams set a challenge goal to swim a certain amount of laps, distance or time during one day or over a set period of time (i.e., swim 500 laps in 30 days to raise $1,000 for MS).

Make a Splash
Participants turn fun pool activities into exciting fundraisers such as pool-volleyball tournaments, cannonball-jumping contests, and more! You can even dedicate your next birthday party as a Swim for MS Pool Party.

How do I raise money by swimming?
It’s as easy as 1-2-3:
1. Create your swim activity
2. Set your challenge goal
3. Recruit online donations

Please visit SwimForMS.org for more information and to register!

Other Ways to Support MSAA:

Fundraisers:
Volunteer-driven fundraisers (also called third-party events) are an important part of MSAA’s fundraising efforts. All fundraisers, large and small, play a vital role in raising awareness and funds to help support MSAA’s free programs and services.

Fundraisers can include bake sales, bowling competitions, golf tournaments, and more.
For more information or to submit your own fundraising idea, please visit: support.mymsaa.org/create

Donations:
Donations to MSAA are greatly appreciated and allow us to serve tens of thousands of individuals affected by MS through our free programs and services.

Donations may be made:
• Online: Please visit support.mymsaa.org/donate
• By mail: MSAA National Headquarters 706 Haddonfield Road Cherry Hill, NJ 08002

Many of our programs simply would not exist without the generous and timely support of foundations and corporations. Foundations that support MSAA can be corporate, national, local, or linked to a family trust. MSAA applies to relevant foundations, but we are always interested in hearing from foundations and trusts that are attracted to our programs.

Help or assistance to MSAA in any way is truly appreciated. To inquire about donating, volunteering, or fundraising, please contact MSAA at (800) 532-7667 or visit our website at mymsaa.org.

What is Swim for MS?
Swim for MS is a national fundraiser in which volunteers are encouraged to create their own swim challenge while recruiting online donations to support the Multiple Sclerosis Association of America (MSAA). Swim for MS is unique because MSAA does not plan the event - you do! As a Swim for MS volunteer, you have the opportunity to create and arrange your own special Swim activity. You can participate individually or recruit other swim enthusiasts to form a team.

How do I Swim for MS?
You’ll find many fun and creative ways to dive into action and raise funds for MS. Popular Swim for MS activities fall into two main categories: Go the Distance and Make a Splash.
THANKS TO OUR GENEROUS SUPPORTERS

GUARDIANS ($500,000 AND UP)
EMD Serono, Inc. and Pfizer Inc
Teva Neuroscience

CHAMPIONS ($100,000 TO $499,999)
Acorda Therapeutics, Inc. Novartis Pharmaceuticals Corporation
Questcor Pharmaceuticals, Inc.

VISIONARY ($50,000 TO $99,999)
Anonymous
Avarian Pharmaceuticals
Bayer HealthCare Pharmaceuticals
Biogen Idec
Genentech, Inc.
Genzyme
Lucille E.T. Helland

MOTIVATOR ($25,000 TO $49,999)
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GUARANTORS ($100,000 TO $24,999)
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MSAA REGIONAL OFFICE LOCATIONS

To follow is a listing of MSAA’s regional offices and staff. They may be contacted for local events, activities, and volunteer opportunities.

Northeast
Lauren Hooper, Director
706 Haddonfield Road
Cherry Hill, NJ 08002
(800) 532-7667, extension 144
Email: northeast@mymsaa.org

Midwest
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Email: midwest@mymsaa.org

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Atlanta, GA 30305-2981
(800) 532-7667, extension 160
Email: southeast@mymsaa.org

South Central
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Dallas, TX 75240
(800) 532-7667, extension 137
Email: southcentral@mymsaa.org

Northwest
Becky Remington, Interim Director
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Dallas, TX 75240
(800) 532-7667, extension 137
Email: northwest@mymsaa.org

Western
Amanda Montague, Director
1819 Polk Street, Mailbox 326
San Francisco, CA 94109
(800) 532-7667, extension 155
Email: western@mymsaa.org

* Sadly, Gary Wallace, MSAA’s vice president of finance & administration, passed away on September 12, 2012. Gary joined MSAA in 1999 and was instrumental in helping the organization move forward, ensuring MSAA continued to grow within its means while remaining financially sound, and earned the organization the right to use the Better Business Bureau’s Wise Giving Alliance seal of approval. Gary is greatly missed by all of his colleagues and friends at MSAA.
FINANCIAL PERFORMANCE

Sources of Funds

- Rental Income 12%
- Other 1%
- General Administration 8%
- Fundraising 13%
- Donated Materials, Service & Equipment 32%
- Contributions 55%
- Programs and Services 79%

Uses of Funds

- General Administration 8%
- Fundraising 13%
- Programs and Services 79%
- Other 1%
- Rental Income 12%
- Donated Materials, Service & Equipment 32%
- Contributions 55%
Help or assistance to MSAA in any way is truly appreciated. To inquire about volunteering, fundraising, or making donations, please contact MSAA at (800) 532-7667 or visit MSAA’s website at mymsaa.org.