



Annual Report 2011

MISSION STATEMENT

To enable and empower people affected by MS to live the life of their choice to their fullest potential

AIMS

- To empower people with MS to control their lives and influence their environment
- To allow people with MS to live with dignity while participating in the community
- To provide support for the families and carers of people with MS
- To co-operate with the medical, scientific, social and caring professions
- To promote scientific research into the causes of MS
- To encourage better management of MS and its symptoms
- To exchange and disseminate information on MS
- To develop an efficient, effective and caring organisation to serve the needs of people with MS



SERVICES

The Society provides a wide range of services, programmes and activities designed specifically to meet the needs of the MS community and to ensure that the fundamental objectives of the Society are achieved. These include:

- Individual and family support;
- Living with MS programmes, activities and workshops;
- Confidential information line: 1850 233 233;
- Respite Care Centre;
- 39 Voluntary Branches nationwide;
- Professional counselling;
- Advocacy and lobbying;
- Publications and website www.ms-society.ie;
- MSnews magazine and e-newsletter;
- Research funding and information;
- National conferences.

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Message from the Chairman and Chief Executive

2011 was a momentous year for MS Ireland as we celebrated 50 years of services to the MS Community. From humble beginnings in a Dublin hall in 1961 to the nationwide organisation we know today, MS Ireland has grown and changed to address the needs of people with MS and their families throughout the country.

MS Ireland's success lies firmly at the feet of the hundreds and thousands of people who have volunteered, worked for, donated, fundraised or supported the Society in countless ways over the years. We are eternally grateful for their generosity of spirit and pocket.

Many celebratory events and activities were organised this year but our main focus continued to be the provision of services and resources to the MS community. Unfortunately the recession remains a challenge in all we do as reduced statutory and fundraised income impacted on how we deliver services.

Undeterred by the economic climate MS Ireland achieved many things in 2011. Throughout the report you will read about our work and successes in many areas. Here are a few of our highlights:

- Our MS Research Symposium and National Convention took place in the Burlington Hotel in September. Attended by over 300 people, international speakers provided updates on latest treatments and research trends, while local experts and exhibitors provided practical information about living with MS. We were honoured to have our patron, President of Ireland, Mary McAleese, officially open the convention on Saturday.
- The MS Care Centre was awarded international accreditation CHKS, which recognises the highest standards in clinical care and safety.
- The regional services around the country provided an individual casework service to 6,389 clients, helping people with MS explore their challenges and work towards solutions
- World MS Day 2011 was a great success as we launched a new partnership with The University of Limerick, five new information sheets and a new fundraiser with the help of McVitie's and Clodagh McKenna. McVitie's Cookies That Care got staff, volunteers and supporters around the



Chairman Manfred Huschka, former President of Ireland Mary McAleese and Chief Executive Ava Battles.

country organising coffee mornings in aid of MS Ireland.

- Research continues to be a central part of our work. Two projects finished in 2011 with UCD and Trinity. Another project began with the NUI, Galway, which was financially supported through the MRCG/HRB Funding scheme.

There are many more successes and activities to celebrate and we hope you take the time to read through the report. We believe it reflects the true spirit of those who support MS Ireland - dedication, friendship and support. For this, we thank all who have made 2011 a great year.

Our final word is to our predecessors, Chairman Allen O'Connor and Chief Executive Anne Winslow who both stepped down in October. They have guided the Society skilfully over the last number of years and we thank them for their care, passion and expertise.

Wishing you health and happiness for 2012.

Manfred Huschka, Chairman

Ava Battles, Chief Executive

50 YEARS OF MS IRELAND

February
1961

First ever MS Society of Ireland meeting

1965

Appeal to open an MS rest centre is launched

1966

TV personality Ted Mould appears on the Late Late Show to talk about MS

1972

New MS Society constitution is adopted

THE Late Late SHOW RTE

1974

Car sticker and brooch is launched for fundraising

1975

Society commits £5,000 to research each year

1976

€14,000 is raised on flag days

1985

Dr Pringle meets the Pope

1982

First Honorary secretary with MS elected

1981

Aeroplane flies over Ireland with 'Fight MS'

1988

Roald Dahl launches the 1st MS READaTHON.

1989

MS Care Centre starts offering services

1991

President Robinson launches MS video

1992

Counselling service established by the Society

1993



Chieftains launch the Camino Walk

1997

Pat Kenny lends a hand to the MS campaign



1995

First National Pen Day is held



1999

MS Ireland's website is launched



2001

MS Ireland gives €30,000 to the Sylvia Lawry Centre for MS Research

28 June 2002



An Taoiseach Bertie Ahern officially opens the MS Care Centre

2004

MS Ireland holds its first convention



2008

Getting the Balance Right gets underway

2006



Tesco announces MS Ireland as Charity of the Year

2009

First World MS Day is held

2011

MS Ireland celebrated 50 years of service

A Year of Celebrations

In 2011 MS Ireland organised a number of activities and celebrations to mark 50 years of service. On page 15 you can read about our thank you day and our commemorative edition of MSnews and on page 13 you can read about World MS Day and our very first Friends of the MS Care Centre Luncheon.

Our biggest celebration took place over the weekend of the 9th – 11th of September when we held our National Convention and Research Symposium The Burlington Hotel, Dublin.



Prof Alan Thompson from London delivering his talk on rehabilitation in MS at the Research Symposium

Research Symposium

Leading international scientists gave talks on a range of subjects from vitamin D and cognition to physiotherapy and neuro-degeneration for scientists, neurologists and health professionals.

National Convention

The main convention on Saturday was opened by our patron, then President of Ireland, Mary McAleese, who congratulated us on our 50th anniversary and inspired us to keep supporting and caring for each other in troubled times.

The reminder of the day was made up of a number of talks, a variety of workshops and an exhibition.

The sumptuous gala

dinner on Saturday night was rounded off with a series of awards and presentations including our three MS Ireland national awards and one for Allen O'Connor, who was stepping down as Chairman.

The celebratory weekend ended on Sunday with MS Ireland's AGM, after which Manfred Huschka was elected the new Chairman of MS Ireland.



President McAleese addressing the audience



Mark Mitchell from Wicklow won MS Person of the Year



Maureen Feeney, MS Volunteer of the Year 2011



Vanessa O'Donovan from Cork won MS Carer of the Year



In 2011 MS Ireland Chairman Allen O'Connor was awarded the James D Wolfensohn Award for International Person with MS. The award is made by the Multiple Sclerosis International Federation (MSIF) and recognises the valuable contribution people with MS make to the worldwide fight against MS. Peer Baneke Chief Executive of MSIF presented Allen with the award at the National Convention

Support and Services

Our Support and Services Goal:

To provide appropriate quality nationwide services based on individual and family needs.

How we moved forward in Campaigning and Advocacy in 2011:

NATIONAL SERVICES

Information and Education

Highlights

- We published five information sheets – Fatigue; Memory and Thinking; Mood, Depression and Emotions; Tremor; and Muscle Spasms and Stiffness.
- A Nurse Round Table event was held in February which looked at the educational needs of a variety of nurses involved in treating and caring for people with MS.
- A Help Card was produced which alerts people to the fact that the holder has MS and may require assistance. The card is wallet size and text is in three languages.
- Two editions of MSnews were published and 14 editions of eNews were emailed which delivered the most up-to-date information about research, services developments and news about MS Ireland's activities
- The Research Symposium and convention provided a wealth of information on all aspects of MS. All talks were recorded and are available on the website
- We participated in the 'Mobility Matters In MS' campaign which focused on the importance of exercise. The Chief Executive and a person with MS were interviewed for a video and we attended the launch in Dublin
- We published a number of information sheets relating to potential therapies including Sativex, CCSVI and LDN.

By the Numbers:

1,446	People contacted the information line
116,941	People visited the website
15,000	MSnews magazines distributed
75,000	eNews updates and other email campaigns

MS Care Centre

The MS Care Centre is Ireland's only respite and therapy centre for people with MS in Ireland. It provides short-term respite care, therapeutic services, neurological assessments and social activities in a 'home away from home' in Rathgar, Dublin 6

Highlights

- The Centre was awarded the internationally recognised CHKS accreditation which sets a high standard of care, administration and safety for facilities like the MS Care Centre. The accreditation ensure the continuation of funding from VHI.
- A partnership with St. James Hospital Physiotherapy Department began which allowed for a co-location physiotherapy post between the hospital and the Centre. A physiotherapist now spends one day a week in the Centre working with residents in the Centre.
- Income from the Friends of the MS Care Centre appeal was used to begin some of the capital investment projects within the Centre. A new sluice room was installed and the interior of the Centre was painted
- The Royal Bank of Scotland designated a volunteer day to staff and they renovated the garden of the centre. In addition to providing the staff hours the team provided materials and equipment. The value of the renovation was estimated at €16,000.

By the Numbers:

No of Bed nights	3493
No of Residents	418

Care levels

High Care	288
Medium Care	96
Low Care	34

No of physiotherapy appointments	609
No of MS Support Nurse appointments	260



REGIONAL SERVICES

Our regional team provide a range of services to individuals, families and health care professionals in their area. These services are aimed at providing support and information, assisting the person and family to learn about MS and to discover coping mechanisms to improve their quality of life.

Casework, living with MS programmes and counselling are three of our main regional services. Others include information to healthcare professionals, service development, raising awareness and supporting the voluntary Branches in their area.

Casework

Our casework service revolves around home visits, contact with clients, issue exploration/resolution and referrals to other agencies. This is a hugely important service to those newly diagnosed or struggling with the impact their MS is having on their life. Casework allows the person or family to discuss issues and receive information, support and guidance from our trained and professional staff to work with all clients to empower them to make decisions about their life with MS.

By the Numbers:

6,389	Active cases
284	Newly diagnosed first contact
296	Non-Newly diagnosed first contacts
166	Case conference attended

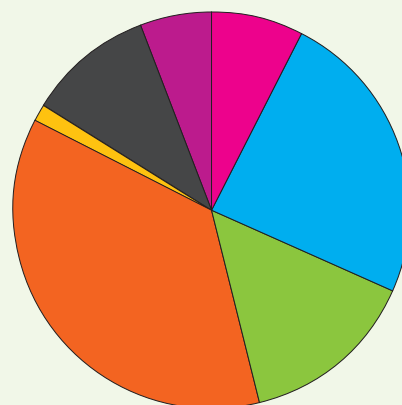
In 2011, a number of presenting issues were explored or resolved by staff, in consultation with the client. These issues represent the difficulties people with MS and their families are facing each day.

Living with MS Programmes 2011

Our regional services provide a wide range of group supports through programmes, workshops and activities covering such areas as health promotion, coping strategies, caring, personal development and support groups. Types of programmes include newly diagnosed seminars, fatigue management, carers support groups, information mornings and symptom management.

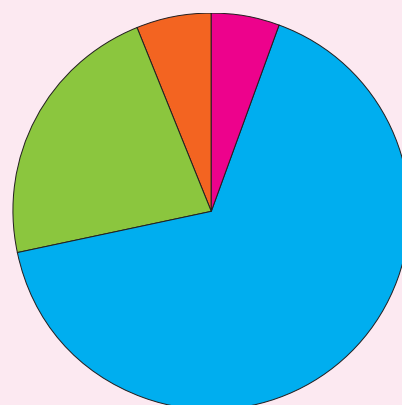
Getting the Balance Right, our nationwide exercise, health promotion and research programme for people with MS, continued to deliver physiotherapy and other exercise classes

Issues presenting 2011



	2011
Financial and welfare	1254
Family and relationships	826
Accommodation and housing	493
Transport	354
Employment and career	267
Education and training	192
Insurance/assurance related issues	47

Types of Living with MS Programmes 2011



	2011
Physical activity	793
Personal and emotional support	266
Other programmes	73
Symptom management	68

throughout the regions in 2011. It remains our most popular programme.

In 2011 our voluntary Branches played a significant part in funding these programmes for people within their areas. Regional staff teams continued to work closely with HSE physiotherapists in their areas to make the best use of

community physiotherapy hours.

We continued our partnership with the University of Limerick by building on much of the research we have carried out already in exercise and physiotherapy. The new memorandum of Understanding, signed on World MS Day between the two of us, will broaden our working partnership in the years to come. (See page 12 for more details).

Counselling

In 2011 558 counselling sessions were conducted nationwide for people with MS and their family members. The service allows people to explore issues relating to their MS in an individual and confidential manner.

Regional Highlights

Casework, living with MS programmes and counselling form the majority of our regional services. However, in 2011 our regional offices organised a number of other services and activities for clients:

- **The South West Dublin and Kildare Region** held their therapy taster day in November; a day trip for under 12s who have a parent with MS; and two breaks away, Springfest in Athlone and Novemberfest in Kilkenny
- **The Mid-West Region** ran their first Cognition Functioning Talk and Workshop which was attended by 40 people with MS and their partners; a adventure day in Kerry for kids who have a parent with MS; and a nutrition and Nutrition talk in the Tara Resource Centre.
- **The Southern Region** ran a series of awareness raising coffee mornings; the Young People With MS group continued to meet and develop; and for World MS Day Crystal Swing headlined the Afternoon Tea Party.
- **The North East Region** established monthly support groups in each of their four counties, attracting over 25 to each group; ran a successful couples weekend in March and brought 20 teenagers away on their Teen Break in Carlingford.



- **The East Coast Dublin and Wicklow** organised a guided tour and lunch at Ashford Castle, Wicklow to mark Carers Week; ran a number of coffee mornings; and continued delivering a series of physiotherapy and exercise programmes.

- **The Northern County Dublin** and City developed a Mindfulness programme for people with MS and family members in partnership with City of Dublin VEC (numbers were so big a second group was organised); and group programmes on computers, photography and personal development were available to clients.

- **The North West Region** held an extra special information day with consultant neurologist Kevin Murphy to celebrate our 50th anniversary; a coffee morning in the regional office for World MS Day; were awarded €10,000 for physiotherapy from the National Lottery Fund.

- **The South East Region** ran a very successful Self management and Wellness programme which focus on an holistic approach to health; an neurorehabilitation information Day with Dr Áine O'Carroll; and up dated the Services Directory.

- **The Midlands Region** held a Vitamin D talk with Professor Hutchinson in April; a series of information evenings in Portlaoise; and a coffee event with the IWA to celebrate World MS Day.

- **The Western Region** ran a self advocacy programme in Mayo; a series of talks for World MS day and the 50th anniversary; and ran the ever popular Soulfeast in Roscommon.



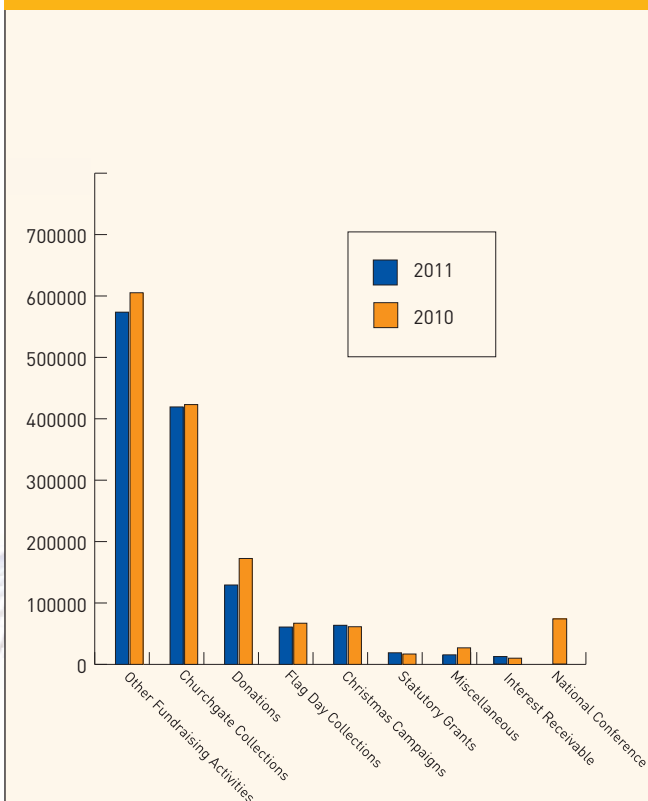
VOLUNTARY BRANCH SERVICES

In 2011 MS Ireland provided local services through 39 voluntary Branches. All Branches are run by people with MS and their families for people in similar situations. The Voluntary Branches provide services, social opportunities, fundraising activities and a welfare system, providing financial assistance to those in need.

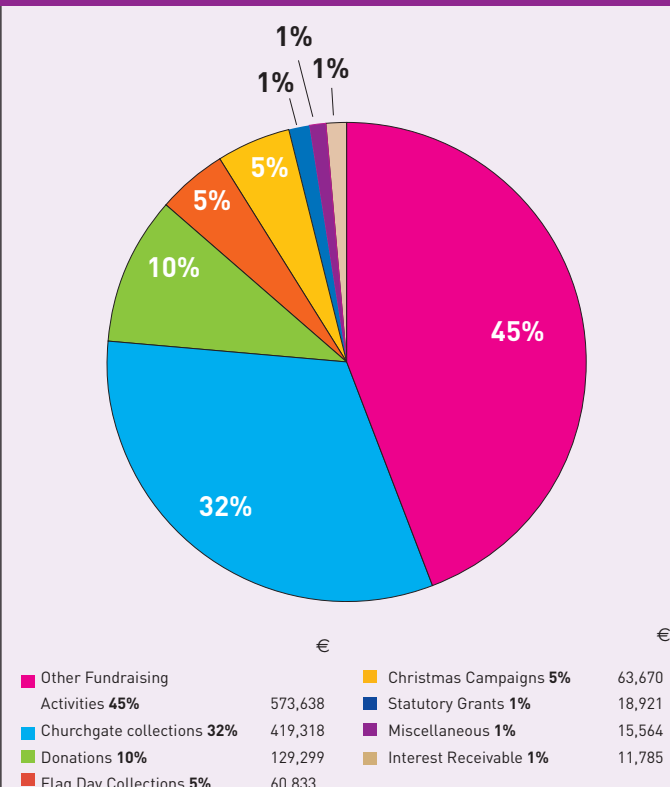
Some Branch Highlights of 2011:

- The Meath voluntary Branch held a Vintage day, encouraging the whole family to explore the machinery of yesteryear
- Friends and family members of the Donegal voluntary Branch hit the street for a sponsored walk which raised €7,438
- The Fermoy voluntary Branch took to the skies as a team of brave skydivers took on a skydiving challenge
- The Offaly voluntary Branch entered the local St. Patricks Day parade to raise awareness and collect money
- The Roscommon voluntary Branch met Mary McAleese at a ceremony to congratulate Irish volunteers for their passion and time commitment.

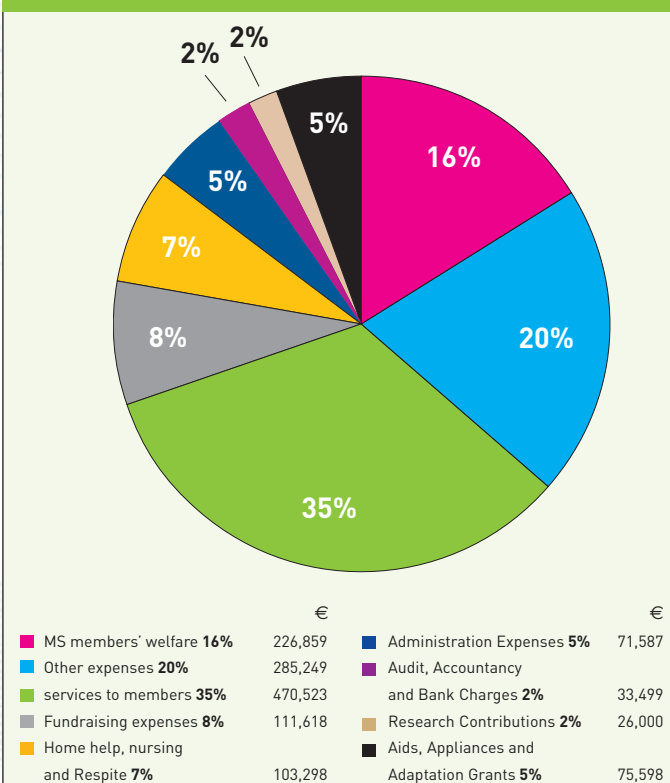
Income analysis 2010 and 2011



Voluntary Branch Network Income Analysis 2011



Branch-Member Service Costs 2011



Campaigning and Advocacy

Our Campaigning and Advocacy Goal:

To effect change in policy and service with respect to people affected by MS and to ensure equitable access to services and programmes throughout Ireland.

How we moved forward in Campaigning and Advocacy in 2011:

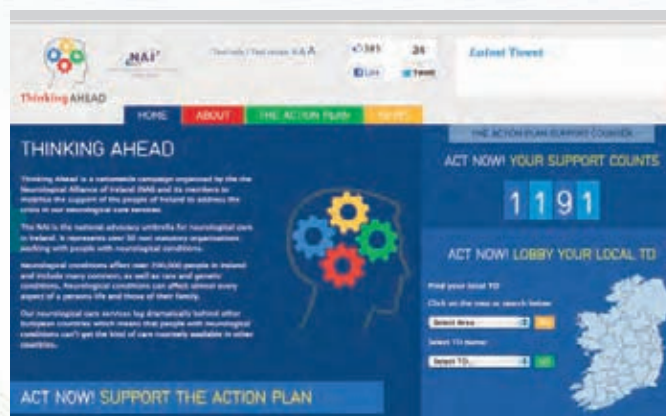
MS Ireland's partnership with The Neurological Alliance of Ireland (NAI) continues to be a significant and successful outlet for MS Ireland's campaign work. Chief Executive Anne Winslow held the Chairmanship of NAI until October 2011 and Taragh Donohoe, Communications Manager was a member of the Brain Awareness Week committee. We were also involved in a number of other partnerships while also campaigning on MS specific issues

The Neurological Alliance of Ireland

In 2010 NAI campaigned vigorously for improvements in neurological care and in 2011, efforts paid off as the HSE's Service Plan included a number of significant improvements, including the implementation of the neuro-rehabilitation strategy; the increase of outpatient neurology attendances by 30%; an increase of 13 neurologist posts and a guaranteed place for NAI at the table for the development of neurology programmes/framework.

In 2011 MS Ireland was heavily involved in creating the Thinking Ahead campaign, which crystallised the Alliances work in the area of neurological care. Key facets of the campaign included the creation of an Action Plan which detailed the 10 area of development needed, an online mechanism for the public to support the action plan and email their local TDs to let them know of the issues and a dedicated website which held all the campaign materials.

The Thinking Ahead campaign was a key feature of Brain Awareness Week 2011. MS Ireland member Alexis Donnelly spoke at the launch of the Thinking Ahead campaign and the NAI national conference about his experiences of rehabilitation



and how vital it has been for him in maintaining his independence.

Accessing Therapies

It is an exciting time in MS research as a number of new therapies are soon to be accessible to people with MS. However, with difficulties around funding and legislation/regulation, MS Ireland intervened on a number of occasions:

- We wrote to the Irish Medicines Board in April encouraging them to review the denial of a marketing license for Ampyra, a new walking therapy for MS
- We wrote to both Minister's of Health (Mary Harney and Dr James O'Reilly) regarding Sativex, a cannabis based drug used for treating spasticity in MS. As the drug contains cannabis extract it is illegal for the drug to be prescribed in Ireland. We also submitted and presented a submission to the Department of Health about current research results and extent of spasticity in people with MS.
- Towards the end of 2011 it became clear that the world's first oral therapy for MS, Gilenya, was not being funded by the HSE despite meeting all the appropriate criteria. We began some work on how we could best feed into the process, motivating people with MS and policy makers.

Other campaigning Highlights Include:

- After much work on the neurorehabilitation strategy in 2010, we lobbied for the publication of the report in 2011. The report was published but failed to adequately describe or quantify the level of rehabilitation services many neurological charities provide to clients. Work continues in neurorehabilitation in 2012.
- MS Ireland was selected as one of 13 European countries to get involved in European Multiple Sclerosis Platform's (EMSP) Under Pressure photography project. This piece of work aims to highlight the differences between services and resources across Europe.

Research

Our Research Goal:

To support, promote and advocate for all aspects of research beneficial to people living with MS and to disseminate research findings.

How we moved forward in Research in 2011:

Research is a key component in improving the health and quality of life for all people with MS and their families. MS Ireland is involved in research on a number of levels. One, we provide updates to people who use our services on research developments around the world; two, we directly fund research; and three we work collaboratively with researchers.

All MS Ireland's communication tools are used to disseminate information about research developments.

Our website, MSnews, eNews (electronic newsletter), social media and various other tools are used. In 2011 we reported on many treatment developments including Gilenya, Alemtuzumab and Ampyra. Chronic cerebrospinal venous insufficiency (CCSVI) was a major research topic again this year as was Sativex, an oral spray for spasticity which contains cannabis extract.

MS Ireland's Research Programme

MS Ireland's Research Programme provides opportunities for Irish researchers to contribute to MS research. Overseen by a committee of neurologists, scientists, social/policy advisors and people with MS, projects are chosen on their scientific merit and contribution to the global research agenda.

In 2011 two projects were completed:

- In vitro assessment of the efficacy of the nootropic nefiracetam to enhance plasticity after experimental demyelination. Dr Mark Pickering, Conway Institute, University College Dublin (UCD)
- Investigating the role of IRAK-1, a novel negative regulator of type I interferon signalling in Multiple Sclerosis pathogenesis. Dr Marion Butler, National University of Ireland, Maynooth.

In 2011 one project was selected for funding, with assistance from the Joint Funding Scheme from the Medical Charities Research Group (MRCG) and the Health Research Board (HRB). Seven applications were considered and reviewed by international experts.

- Polymer-mediated delivery of endoplasmic reticulum stress-altering siRNA to oligodendrocytes in a cerebellar rat



Signing of memorandum of Understanding with UL on World MS day 2011

brain slice model of de- and remyelination Dr Una Fitzgerald, National University of Ireland, Galway.

As a new part to the research programme we launched the Dean Medal in recognition of Dr Geoffrey Dean and distinguished researcher who died in 2010. The Dean Medal is a travel bursary given to a young research to assist them to travel to centres of excellence to learn new skills. After stiff competition the Dean Medal was awarded to a student in NUI, Galway.

MS Ireland and the University of Limerick

A Memorandum of Understanding was signed with the University of Limerick during World MS Day. Building on from research conducted through Getting The Balance Right this formal collaboration will see various academic departments of the university use an MS cohort for their research.

Currently collaborative research is taking place across a number of UL departments including, physiotherapy, sports science, electronic and computer engineering. Under this new agreement further research is set to commence within the areas of clinical psychology, adapted physical activity and exercise and fitness.

MS Ireland's 2011 Research Symposium

Check out page 6 for details of our research symposium held in September for scientists, neurologists and other health care professionals.

Funding

Our Funding Goal:

To increase levels of funding to deliver on the organisation's objectives.

How we moved forward in Research in 2011:

2011 was another difficult year for MS Ireland financially. Based on the four preceding years MS Ireland statutory income had reduced by 11% and fundraised income had reduced by 30%. Significant cuts to budgeted expenditure, reductions in administration staff and renegotiation of contracts offered some respite.

However, with the prospect continued and intensified restrictions the Board initiated a organisational review to align the services and work of the organisation in line with available resources to ensure sustainability. (See page 16 for more information on the organisational review)

Undeterred by financial disappointment MS Ireland fundraised vigorously throughout 2011 and continued to be supported by committed and generous donors and fundraisers.

Fundraising Highlights of 2011

MS READaTHON

In 2011, more than 21,000 students in 625 schools and libraries across the country took part, reading more than half a million books and raising over €730,000 for vital services



The O'Regan Family, Mum Alison, dad Jim and sisters Abigail and Kaitlyn.

and support to people with MS.

A number of new initiatives were run this year. A School's Ambassador Programme brought local people with MS into nearby schools to talk to the kids and teachers about MS and the MS

READaTHON. 'My Mum Has MS' was an educational programme fronted by Abigail O'Regan, a ten year old girl from Clonmel whose mum has MS. We made a video with Abigail talking about what its like to live with a Mum who has MS. The video and other materials (letters, media and Facebook updates) gave kids and adults an insight into what MS is like and how the money raised in the MS READaTHON is used.



Treks

We had three treks this year. Just under 120 people headed to the Camino de Santiago, Italy and Thailand to discover new destinations, meet new friends and overcome new challenges.



Marathons

Nearly 250 women took to the streets in June for the Flora Mini Marathon and ran, walked and crawled to the finish line. Approximately 20 people took part in the Dublin City Marathon in October and countless others completed various other marathons, races, cycles, triathlons and Ironman competition on behalf of MS Ireland.

Golf

A golf classic was held in Dun Laoighre for the MS Care Centre in August and the JP McManus Invitational Pro-Am took place in July. The Mid West Region received €300,000 from the JP McManus fund for equipment in the mid-west region.



World MS Day and McVitie's Cookies That Care

We had many information, and support events taking place over World MS Day but we also had lots of local fundraisers. Regional staff, voluntary Branches and friends of MS Ireland around the country organised local events and activities to raise money for local services.

World MS Day 2011 also witnessed the launch of a new fundraising initiative, 'McVitie's Cookies That Care'. People across Ireland were asked to hold coffee and cookie events in their homes, communities or workplaces. McVitie's Ireland became the official sponsor.

Friends of the MS Care Centre Appeal

In 2010 we identified the need to invest funds into the MS Care Centre to ensure it remained structurally safe, compliant with safety regulations and meet clinical and administrative standards. In 2011 we ran a number of successful events and activities. A corporate luncheon was held in the Four Season Hotel in May and soprano Regina Nathan hosted a concert in October.



At The Friends of the MS Care Centre Luncheon in the Four Season Hotel guests could get their picture taken with the Sam Maguire Cup or get involved in the auction for signed Leinster and Rugby jerseys

Other highlights:

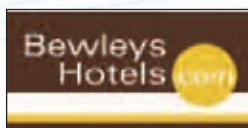
- Equestrian star Jessica Kurten chose MS Ireland as her designed charity during her appearance on ICA Celebrity Bootcamp. Along with a team of other celebrities, Jessica took part



Equestrian star Jessica Kurten took ICA Celebrity Bootcamp by storm

- in a number of farming, cookery, needlework and DIY challenges. Jessica made it to the final show and positively represented MS Ireland to viewers
- We launched three affinity programmes with Bewleys Hotels, Red Corner Money and Dolly Recycling
- The Reach for a Star Christmas campaign was successful and over 30 companies bought stars on our Christmas Tree in lieu of Christmas Cards. The campaign was launched by Lucinda Creighton TD and rugby player Jerry Flannery
- The national raffle was run through April and May with lucky winners from Cork, Dublin and Galway scooping prizes
- We took part in national wills month in October, encouraging people to leave charitable legacies in their will

In a lowlight of the year the MS Bray shop closed its doors in December 2011 after many years of business. Over the years many dedicated staff members, volunteers and customers gave generously to MS Ireland through the shop. We thank everyone who made the shop a success over the years.



Thank you to all our supporters for the generosity of spirit and pocket. We would not be able to support families living with MS without you.

Organisational Capacity

Our strengthening of MS Ireland's Organisational Capacity Goal:

To enable MS Ireland to be at the forefront of good organisational practice and governance and to maximise its capacity to deliver on organisational objectives and value to its stakeholders.

How we moved forward in Organisational Capacity in 2011:

Human Resources and Organisational Structure

Recruitment during the year focussed on the replacement of unfilled or retiring posts.

- Our Pension scheme trustees all underwent statutory training. The annual trustee meeting was held in July where the performance and administration of the scheme was reported upon and there were no matters arising.
- 2011 saw a further freeze in the pay of MS Ireland employees. Discussions were held with our employee representatives around the impact of the 10% in hours for 2012. We wish to thank all our staff and their representatives for their cooperation, good will and understanding in this regard.

Information and Communication Technology

- There was a major server rebuild at the end of April which solved many of our network issues as well as doubling our memory size.
- We increased our broadband width into National Office which allowed for much quicker data up and down speeds.
- Anti virus software and new payroll and HR packages were installed on our servers. We agreed a further 18 month contract on the government networks with our mobile phone provider.

Public Relations and Awareness

On the 22nd of February we held a national thank you day to celebrate our 50th birthday. Appearing in many regional papers we thanked staff, volunteers and everyone who supported our work over the last 50 years.

World MS Day garnered much publicity. Over 20 individual

feature pieces of local people with MS appeared in print or radio.



Some notable TV appearances happened this year. We featured on TV3s The Morning Show with Martin and Sybil talking about Sativex, RTE's kids programme Elevat8 talking about the MS READaTHON and people with MS featured on a Prime Time programme about home supports.

MS Ireland joined with a number of other organisations to highlight the negative impact pain can have on a person's life. The 'Can You Feel My Pain' campaign called for greater understanding of this 'hidden' symptom.

Collaborations and Partnerships

MS Ireland continues to form partnerships and work collaboratively with a number of allied organisations, umbrella agencies and specialised interest groups. Significant partnerships and collaborative work in 2011 included:

- The HSE and other state bodies such as FÁS, Pobal, etc.
- The University of Limerick worked on a number of physiotherapy and exercise-based projects, including fall prevention and physiotherapy assistants.
- The Neurological Alliance of Ireland and their campaign to improve neurological care (see Page 6 for further information.) and Brain Awareness Week.
- The European Multiple Sclerosis Platform (EMSP) and the Multiple Sclerosis International Federation (MSIF) in the areas of policy, common goal-setting and governance. Throughout 2011 MS Ireland Chief Executive Anne Winslow was Vice President of EMSP.
- The DFI in the areas of health sector cuts, governance, rehabilitation and neurological funding.
- Each of the five pharmaceutical companies; Bayer re World MS Day; Biogen Idec re the symposium and national convention; Merck Serono re physiotherapy placements; Novartis re symposium and national convention; and Sanofi-Aventis re a new booklet.
- The Medical Charities Research Group and Health Research Board.

Membership

At the end of 2011, MS Ireland had 4,656 members. 3,371 of these have MS while the remainder are most likely family members and friends. However, as membership is not a condition of receiving services from MS Ireland, many people who use our services are not members. From the regional statistics we also know that there are 5,165 people with MS receiving some form of services from MS Ireland.

Organisational Review

In 2011, due to statutory cuts and decreases in fundraised income, MS Ireland began an organisation review. The purpose of the review was to assess the services people valued most and to ensure their sustainability in the years to come, using all our possible resources.

The Board appointed a sub committee made up of three Board members, three Branch members, the Chief Executive and the senior management team (staff). The committee commissioned a survey which was sent to everyone who uses our services. Over 900 people responded. A series of focus groups were also run throughout the country.

The services that were ranked as most important to people with MS were, in order:

- | | |
|-----|--|
| 1. | Written information about MS e.g. MSnews, booklets, Information sheets etc |
| 2. | Getting the Balance Right |
| 3. | On-line information e.g. website, eNews |
| 4. | Newly Diagnosed Programmes |
| 5. | Symptom Management programmes |
| 6. | MS Information Line |
| 7. | Local MS Branch Welfare Services |
| 8. | MS Community Workers |
| 9. | Local MS Branch programmes and Classes |
| 10. | Information days for people with MS |

Research and lobbying were also seen as an extremely important function of the organisation with 83.1% of respondents stating that research was extremely important and 85.7% of respondents stating that lobbying was extremely important.

In addition to the services three general themes emerged from the questionnaires: working in a more integrated way throughout the organisation; prioritising our work; and using our resources as effectively and efficiently as possible.

The sub committee prepared a report and a series of

recommendations were presented to the Board who enacted many of the recommendations. Unfortunately, one of the most difficult decisions was a 10% reduction in hours work for all staff in the organisation.

Other changes included the commitment to sell the premises at 80 Northumberland Road, when appropriate; developing a more coordinated way of working between staff and volunteers; and to continuing developing better ways to raise money. Tightening up our approach to welfare grants was also ear marked for change.

The recommendations also helped us develop a new strategic plan for the next three years (2012 – 2014). We see this as a blueprint on how we can continue providing services in the best way possible. The six key goals of the plan are:

GOAL 1:	SUPPORT AND SERVICE PROVISION
GOAL 2:	INFORMATION AND EDUCATION
GOAL 3:	RESEARCH
GOAL 4:	ADVOCACY
GOAL 5:	ORGANISATIONAL CAPACITY AND PROFILE
GOAL 6:	FUNDING

The most important aspect of the review and subsequent decisions and work is the development of a new model of working. ‘The Integrated Model’ aims to better coordinate the services delivered by MS Ireland, appropriately using the skills, talents and time of staff and volunteers. The better use of all financial resources available within the region, including money from the HSE, national fundraised income and voluntary Branch fundraised income, is an important area of development. The Integrated Model is key in sustaining services, particularly in our regional areas.

2011 ended with a number of meetings between national office staff, regional staff and voluntary Branches. Staff reported on the organisation review and outlined the imperative to work together. MS Ireland is confident that the whole organisation will pull together for the benefit of the people we serve and ensure sustainability in the years to come.

Governance

MS Ireland is the only national organisation working for people and families living with MS. It is a limited company with charitable status. It is governed by a Board of Directors, which is accountable for the financial dealings and overall execution of the Society's vision. MS Ireland's structure enables it to develop as an organisation that continuously meets the needs of the MS community in a professional and accountable manner.

The Board

MS Ireland is governed by a board of 12 voluntary members. These members have a wide range of experience and skills. Some have MS themselves or have family members with MS. Others have long careers in business, social services and other areas. The Board promotes the vision and aims of the Society and charges the Chief Executive to meet these aims through the various departments, services and resources of the Society.

In 2011, the Board met six times. Significant work was carried out in the areas of finance and funding, governance and strategy.

A number of Board committees inform and complement the work of the Board. These are Finance and Audit; Strategy; Structural; Nominating; Scientific Advisory, including medical and social research; Remuneration.

Each committee is made up of Board members who have particular interests, experiences and knowledge. As the need arises, a number of staff and external professionals will be asked to sit on these committees.

2010/2011 Board members

Mr Allen O'Connor, Chairman	Dr Gemma Donnelly-Cox
Mr Manfred Huschka	Mr Brian Farrell,
Deputy Chairman	Ms Maureen Feeney
Mr Brian Barrett	Prof Michael Hutchinson
Ms Margaret Burke	Ms Lorna Mitchell
Mr Joe Cahill	Mr Sean Murphy
Dr Susan Coote	Ms Emma Rogan
Mr Barney Cunningham	Mr Kilian Smith
	Mr Paddy Stronge

2010/2011 Board members

Mr. Manfred Huschka Chairman	Mr. Barney Cunningham
Mr. Paddy Stronge	Ms. Maureen Feeney
Deputy Chairman	Ms. Lorna Mitchell
Ms. Margaret Burke	Mr. Sean Murphy
Mr. Joe Cahill	Ms. Emma Rogan
Dr. Susan Coote	Dr. Kilian Smith

The Council

MS Ireland's Council is a representative body of the Voluntary Branch network. It encourages communication on a range of issues and enhances co-operation between all structures of the Society. In 2011 the Council met three times.

All Branches are represented on the Council. Three Council members are elected by Council representatives and sit on the Board of Directors.

Management and Staff

The management and staff carry out the day-to-day activities of the Society through various services, departments and facilities. These are directed by the Senior Management Team, headed by the Chief Executive.

Senior Management Team:

Chief Executive:	Ms Anne Winslow (until Oct 2011) Ms Ava Battles (from Oct 2011)
Financial Accountant:	Ms Memory Chipere
Services Manager:	Ms Olga Estridge
Services Development Manager:	Mr Aidan Larkin
Corporate Services Manager:	Mr David Allen
Communications Manager:	Ms Taragh Donohoe

Over 100 people work for MS Ireland on a permanent basis in a number of locations around Ireland. A further 44 people work with MS Ireland in a number of community employment projects operated by FAS. MS Ireland's work is supported by committed volunteers around the country.

MS Ireland is delighted to have Mary McAleese, President of Ireland, as sole patron.

Branches in 2010

Athlone	Fermoy	Monaghan
Ballina	Galway	Mullingar
Ballinasloe	Kerry North	Offaly
Bandon/Kinsale	Kerry South	Roscommon
Carlow	Kildare	Skibbereen/Bantry
Cavan	Kilkenny	Tipperary
Clare	Laois	Tralee
Cork City	Leitrim	Tuam
Cork North West	Limerick	Waterford
Donegal	Limerick West	Wexford North
Dublin North	Louth	Wexford South
Dublin South	Longford	
Dublin West	Mayo South	
Dungarvan/Sth Tipp	Meath	
East Wicklow		

Consolidated Statement of Financial Activities

for the Year Ended 31 December 2011

Income and Expenditure

	Unrestricted Funds 2011 €	Restricted Funds 2011 €	Total Funds 2011 €	Total Funds 2010 €
INCOMING RESOURCES				
Total incoming resources	3,855,039	3,933,875	7,788,914	8,226,843
RESOURCES EXPENDED				
Total resources expended	3,754,032	4,237,623	7,991,655	8,229,656
Net outgoing resources	101,007	(303,748)	(202,741)	(2,813)

Balance Sheet

FIXED ASSETS

Tangible fixed assets	6841,989	7,051,481
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CURRENT ASSETS

Stocks	9,611	13,217
Debtors	704,313	628,209
Investments	5,508	5,508
Cash at bank and in hand	3,242,517	3,474,935
	3,961,949	4,121,869

CREDITORS: (amounts falling due within one year)	(949,510)	(939,892)
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NET CURRENT ASSETS	3,012,439	3,181,977
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TOTAL ASSETS LESS CURRENT LIABILITIES	9,854,428	10,233,457
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CREDITORS: (amounts falling due later more than one year)	(2,612,125)	(2,788,413)
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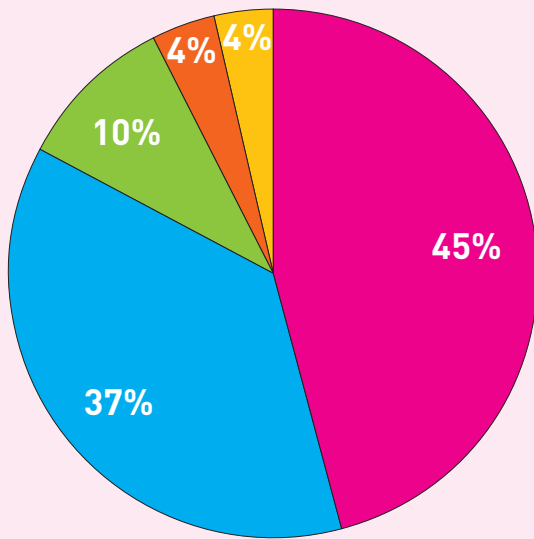
NET ASSETS	7,242,303	7,445,044
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FUNDED BY:

Restricted Funds	1,556,943	1,860,691
Unrestricted Funds	5,685,360	5,584,353

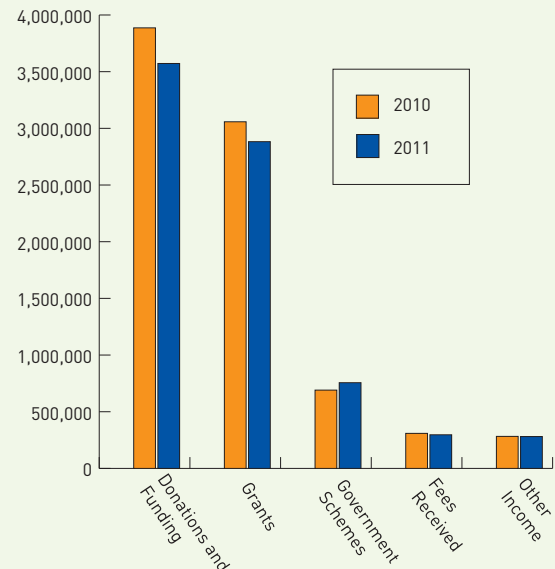
FUNDS	7,242,303	7,445,044
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Income Analysis 2011



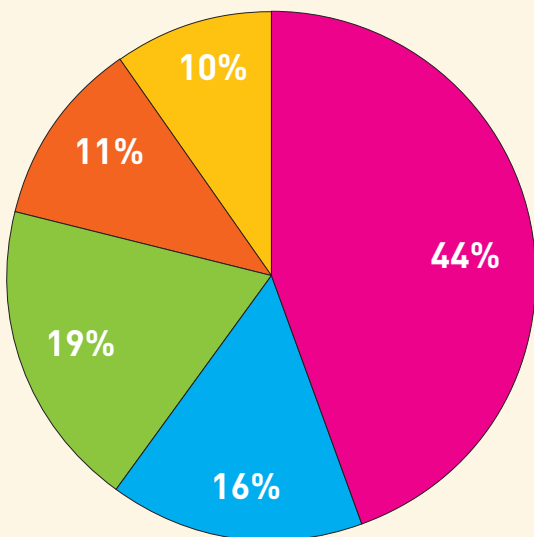
	2011	
Donations & Fundraising 45%	3,572,233	
Grants 37%	2,882,620	
Government Schemes 10%	756,340	
Fees Received 4%	296,786	
Other Income 4%	280,935	
	7,788,914	

Total Income Analysis 2010 and 2011



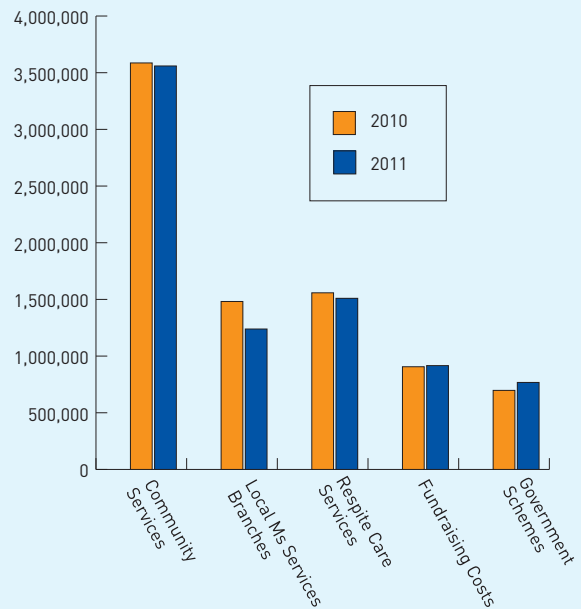
	2011	2010
Donations & Fundraising	3,572,233	3,886,554
Grants	2,882,620	3,057,996
Government Schemes	756,340	690,735
Fees Received	296,786	309,071
Other Income	280,935	282,487
	7,788,914	8,226,843

Charitable Expenditure Analysis 2011



	2011	
Community Services		
National and Regional 44%	3,559,475	
Local Ms Services Branches 16%	1,238,835	
Respite Care Services 19%	1,509,663	
Fundraising Costs 11%	916,174	
Government Schemes 10%	767,508	




Total Expenditure Analysis 2010 and 2011



	2011	2010
National and Regional	3,559,475	3,586,133
Local MS Services-Branches	1,238,835	1,481,669
Respite Care Services	1,509,663	1,558,311
Fundraising Costs	916,174	906,098
Government Schemes	767,508	697,445

SERVICES LOCATIONS



-  MS Regional Office
-  MS National Office
-  MS Regional Sub Office
-  MS Voluntary Branches
-  MS Care Centre