



The Multiple Sclerosis
Society of Ireland Limited
Annual General Meeting

Notice and Information Pack

Saturday, 23rd September 2017 at 3.45 p.m.
in the Radisson Blue Hotel,
Rosses Point Road, Sligo

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Seperate document circulated with the AGM Pack:

Proxy Form

NOTICE OF THE ANNUAL GENERAL MEETING OF THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND LIMITED

Notice is hereby given that the eighteenth Annual General Meeting of the Multiple Sclerosis Society of Ireland Limited will take place in the Radisson Blue Hotel, Rosses Point Road, Sligo on Saturday, 23rd September 2017 at 3.45 p.m. for the following purposes:

The Chairman's Address and Report
The Chief Executive's Address and Report

Ordinary Resolutions

To consider and, if thought fit, to pass the following resolutions which will be proposed as ordinary resolutions:

1. To receive and consider the consolidated financial statements for the year ended 31st December 2016 together with the directors' report and the auditors' report thereon
2. To re-elect Ms Marcella Flood as Director
3. To re-elect Mr Paddy Stronge as Director
4. To elect Ms Jacinta Kelly as Director
5. To elect Mr Martin Power as Director
6. To authorise the Directors to fix the remuneration of the Auditors

Special Resolutions

To consider and, if thought fit, to pass the following resolutions which will be proposed as special resolutions:

7. That this meeting wishes to be advised of the number of people who have expressed an interest in joining the Board of Directors for 2015, 2016 and 2017
8. That this meeting determines that Article 56 of the Articles of Association be deleted and replaced by the following: "any member of the Society who seeks election to the Board of Directors, excluding those representing the Council, must be nominated by ten members of the Society or by the Branch of which they are a member. Nominations shall be sought twelve weeks before the annual general meeting, with a closing date for nominations six weeks before the annual general meeting to allow information to be provided to the membership"

By Order of the Board



Company Secretary
MS Ireland

25th August 2017

Re: 18th National Annual General Meeting ("AGM") (since incorporation – the Society was founded in 1961) of the Multiple Sclerosis Society of Ireland Limited on Saturday, 23rd September 2017 in the Radisson Blue Hotel, Rosses Point Road, Sligo

Dear Member,

Please find enclosed information regarding the Annual General Meeting ("AGM"). Particular points to note are the following:

1. Election Information

The Nominating Committee has proposed the appointment of 4 candidates who are listed in your AGM Pack to the Board. Each candidate must receive in excess of 50% of the votes cast to be elected.

2. Resolutions

The approval of the members is being sought at the AGM and resolutions have been included in your AGM Pack for this purpose. Ordinary resolutions must be passed by in excess of 50% of the votes cast to be adopted. Special Resolutions must be passed by 75% of the votes cast to be adopted.

3. Voting at the AGM

Members are entitled to vote on the resolutions being proposed in the enclosed Notice of AGM. Votes for the AGM may be registered in person at the AGM or by proxy, which means that if you are unable to attend or vote in person at the AGM, you can fill in the attached Proxy Form to appoint either the Chairperson or any other person as your proxy to attend, speak and vote on your behalf at the AGM. A proxy form that is not complete or does not meet the requirements of S.183 and S.184 of the Companies Act will not be counted.

To be valid this proxy form (and where applicable, any power of attorney under which it is signed) must reach the Company Secretary by post or by hand to 80 Northumberland Road, Dublin 4, D04 T856 not less than forty-eight hours before the time appointed for the AGM, i.e. by no later than 3.45 p.m. on Thursday, 21st September 2017.

4. Attendance Form

We would be grateful if you could please return your Attendance Form addressed to **AGM, MS Ireland, 80 Northumberland Road, Dublin 4** or confirm your attendance by e-mail to: alicemckeon@ms-society.ie by 21st September 2017.

If you have any queries regarding the AGM, please contact National Office on 01 678 1600

Yours sincerely



Ava Battles
Company Secretary
MS Ireland

25th August 2017

Presentations, Workshops, and AGM 2017
Saturday, 23rd September 2017
in the Radisson Blue Hotel, Rosses Point Road, Sligo

Agenda

MS Ireland invites people with MS, their family and friends to presentations and our AGM in Sligo. The presentations will cover an MS Overview and Quality of Life and Strategies to Manage Change

The programme for the day is as follows:

9.00	Registration, Tea/Coffee on arrival
9.45	Welcome – Ava Battles, CE of MS Ireland
10.00	Dr. Orla Gray, Neurologist, Queens Hospital Belfast MS Overview and Quality of Life Quality of Life Results (Time to be confirmed)
11.00	Parallel Workshops – Choose A, B, C or D A) Cognition and MS B) Assistive Technology C) Bladder Management D) Laughter Yoga
12.00 – 12.15	Comfort Break
12.15 – 13.15	Parallel Workshops – Choose A, B, C or D A) Cognition and MS B) Assistive Technology C) Bladder Management D) Laughter Yoga
13.15	Lunch
14.30	Elaine King, Psychotherapist Strategies to Manage Change My MS My Needs Results (time to be confirmed)
15.45	AGM and Annual Awards

* There will be a €20 charge to attend the Conference day.
 Please contact the Western Regional Office on 091 768630 to reserve your place.

Annual General Meeting Agenda

Approval of Agenda

Approval of the last Minutes

Matters arising

Chairman's address and report

Chief Executive's address and report

Ordinary Resolutions

1. Directors' Report, Auditors' Report and Financial Statements 2016
2. Re-Election of Ms Marcella Flood as Director to the Board
3. Re-Election of Mr Paddy Stronge as Director to the Board
4. Election of Ms Jacinta Kelly as Director to the Board
5. Election of Mr Martin Power as Director to the Board
6. Authorise the Directors to fix the remuneration of the Auditors

Special Resolutions

7. That this meeting wishes to be advised of the number of people who have expressed an interest in joining the Board of Directors for 2015, 2016 and 2017
8. That this meeting determines that Article 56 of the Articles of Association be deleted and replaced by the following:
"any member of the Society who seeks election to the Board of Directors, excluding those representing the Council, must be nominated by ten members of the Society or by the Branch of which they are a member.
Nominations shall be sought twelve weeks before the annual general meeting, with a closing date for nominations six weeks before the annual general meeting to allow information to be provided to the membership"

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

Minutes of the 56th Annual General Meeting (17th Annual General Meeting since incorporation) of the Company held at the Cork International Hotel on Saturday, 24th September 2016 at 4.40 p.m.

PRESENT:	Mr Paddy Stronge Members & Delegates	(Chairman)
IN ATTENDANCE:	Ms Ava Battles Ms Alice McKeon	(Chief Executive) (Staff - Minutes)
APOLOGIES	As per list available from MS Ireland	

The Chairman, Mr Paddy Stronge, formally opened the meeting and welcomed all members to the 56th Annual General Meeting of the Society and 17th since its incorporation.

Approval of the Agenda

The Agenda for the meeting having previously been circulated, was approved.

Approval of the last Minutes

Minutes of the 16th Annual General Meeting of the Society held on Saturday, 26th September 2015 having previously been circulated, were taken as read. The Minutes were approved by the Members.

Mr Murphy stated that members had asked him why he hadn't been thanked by the CE for his service as a Board member. Ms McKeon said that he had been offered a co-option position by the Board and he was considering it at that time. The CE said that there was no offence intended and apologised that he hadn't been thanked in the AGM Minutes but noted she had spoken with him personally at the time. Ms McKeon confirmed that she would revert to him regarding the date of his resignation from the Board.

Matters Arising

There were no matters arising.

Chairman's Address

The Chairman spoke of the key publications in 2015. Among these was the "Access to Medicines" campaign handbook and the survey into the Societal Cost of MS in Ireland. He said this information was good material to use in our advocacy work and in our communications with the public and the State. He added a lot of what we do would not be possible without this supporting documentation. The Chairman stated that we are primarily a volunteer driven organisation with support from staff. He said that on behalf of the Board, he would like to thank all those who contributed to support the MS community over the last year.

Ordinary Resolutions

After careful consideration the following resolutions were **RESOLVED** by the Members on a show of hands:

THAT the Directors' Report and Financial Statements for the year ended 31 December 2015, as submitted to this meeting, be and are hereby received and adopted.

THAT Edel O'Kelly had received a majority of the votes cast and that she was hereby re-elected as a Director to the Board

THAT Robin Bradley had received a majority of the votes cast and that he was hereby elected as a Director to the Board

THAT Noelle Burke had received a majority of the votes cast and that she was hereby elected as a Director to the Board

THAT Ian MacDougald had received a majority of the votes cast and that he was hereby elected as a Director to the Board

THAT the Directors are hereby authorised to fix the remuneration of the Auditors, Deloitte & Touche.

Special Resolutions

After careful consideration, **IT WAS RESOLVED** by the Members on a show of hands the following special resolutions:

THAT the objects clauses in the form set out in Clause 3 of the Memorandum of Association which was attached to the Notice of the AGM be adopted as the objects clauses of the Company in substitution for and to the exclusion of all existing objects clauses of the Company.

THAT the Memorandum of Association and the Articles of Association in the form attached to the Notice of AGM be and they are hereby adopted as the Constitution of the Company in substitution for and to the exclusion of the existing Memorandum and Articles of Association of the Company.

The Chairman thanked Mr Cronin, Mr O'Connor and Ms O'Kelly, all members of the Governance Committee who along with him worked on producing the new Constitution.

IT WAS NOTED THAT Ms Anne Restan was elected as a Director as the new Council representative to the Board.

IT WAS FURTHER NOTED THAT with effect from this date and the termination of the meeting, Sarah Dempsey and Manfred Huschka would cease to be Directors of MS Ireland.

The Chairman presented the following awards:

Person of the Year Award 2016 to Joan Jordan

Carer of the Year Award 2016 to Curtis Harding; and

Joint Volunteer of the Year Award to Kass Bielksis and the 'MS & Me' bloggers who are Willeke Van Eeckhoutte, Helen Farrell, Trevis Gleason, Declan Groeger, Joan Jordan, Aoife Kirwan, Niamh McCarron, Emma Roger and Lucinda Russell.

Retirement of Carmel Coughlan

The Chairman thanked Carmel Coughlan and acknowledged her contribution to the Society over the past 17 years. He said Carmel was Regional Coordinator in the Southern region and that she was an empathetic and caring person who was held in the highest esteem as a Case worker, always willing to participate in discussions, informed and knowledgeable in her work. He wished her well in her retirement. Ms. Coughlan thanked the Chairman, her wonderful colleagues in the South and the help and support of the local branches.

The Chairman called on Mr Martin Nolan, Chairman of the Finance, Audit and Risk Committee to give a financial overview of the financial statements for the year ended 31 December 2015.

In his presentation to members, Mr. Nolan made the following points:

- A lot of governance and audit work went into preparing the financial statements for 2015. He reminded the Branches to be cognisant of the need for vigilance with their financial transactions. He said we are happy to support and help the Branches in carrying out their duties. He also said that we are reliant on the branches at a local level to be aware and to bring forward information on the monitoring of those systems. He said the onus was on us to have sound control systems and regular reporting which means equally it has to be done at a branch level. All elements of the financial report needs to be assembled for the Board so that they can carry out their duties. The Board must act on the best standards that they can. We all have an interest to reinforce that.
- Mr Nolan reported that we had received a clean audit opinion which included the Branches which is what the organisation wants to get each year. He said that it reassures the public that all aspects of MS Ireland are up to what is best practise.
- The income was €6.8M in 2015 and expenditure was €6.586M. Overall the net surplus was €213K. Legacies were €219K. He noted that if we had not received legacies, that we would have had a deficit of €6K. He stated that legacies are difficult to predict, that it is an important source of income but it cannot be relied upon. He said this was a good outturn for the year.

- Overall on the balance sheet there was €3.955M cash in the bank. He said there are lots of commitments around these funds, that we are an organisation that is based on projects for the next 3 years. Mr Nolan reported that the organisation has to substantially change how it runs its business, that there are significant challenges that face us. Mr Nolan reported that the scale of the annual deficit (excluding branches) would be €0.25M depending on certain circumstances that we would be faced with if we don't make changes. He said that there will be cut backs in staff. He said we had delayed action for as long as we could and that the priority was to maintain services. Mr Nolan said we had to address this deficit based on the information we had to ensure the sustainability of the organisation. He said we have acted prudently giving ourselves the necessary space to make the correct decisions. These are being worked through at all levels including discussions with staff, trade unions, other parties and advisers to get a solution so that we have a sustainable model that can be put in place as soon as possible. Mr Nolan stated that we have no other choice than to do this as otherwise it would put the organisation at risk.
- Sources of Income: donations and fundraised income amounted to €2.9M which is a little under 50% of our funds. A significant part of our funding comes from the State through grants. Total income was €6.5M. Funds for the CEP schemes amounted to €840K. Mr Nolan noted that the three CEP schemes play a significant role in the services that we provide.
- Expenditure amounted to €6.586M of which €1.2M was spent on respite and €2.8M on community services. Research was limited to available funding. We do have restricted funds but it is impossible to spend these funds in other areas. Mr Nolan stated that CE and Heads of Function expenses are reviewed by the Chairman and that nobody received any funds that wouldn't be open to public scrutiny.
- Branch activities in 2015 brought in €982K approx. by 38 branches which is a huge achievement. Mr Nolan noted that church gate collections are an important element of branch fundraising. Fundraised events raised €235K. He noted that 97% of branch expenses incurred were used to fund services. So, very little raised funds are used up in administrative costs.

The Chief Executive's Address

The Chairman called on the Chief Executive, Ava Battles, to give an overview of 2015 and to focus on key achievements of the organisation.

The Chief Executive said that as it had been a long day of presentations and workshops, she would keep her address brief. She thanked the members for staying on until the AGM and for getting the resolutions passed. She informed the members that the presentations at the conference and financial statements would all be available to download from the website. She highlighted some of the key achievements during 2015. They included the following:

- MS Care Centre had provided respite services to 243 women and 147 men. She noted that, due to more High Care residents presenting, a greater level of care is required in terms of personal assistance and help with feeding etc.
- People access the information line primarily via phone contact but also via email and social media.
- Community Services – 2,273 people engaged in one to one services throughout 2015. Primary reasons for these contacts were for emotional support, exercise and well being/care. 1,217 people attended physiotherapy classes. The majority of the exercise buddies are participants from the CEP scheme. Branches fund physiotherapy sessions.
- Research work included the launch of the Societal Cost of MS which was an incredible piece of work with Novartis and will help us in our advocacy work.
- Dean medal was awarded in 2015 which enables a young person/researcher to travel to learn more about MS related projects.
- Progressive MS Alliance – CE stated that we are grateful to the branches who have supported the international research work of this group.
- CE stated that the theme for World MS Day in 2015 was 'Together we are stronger than MS'. In 2016 the theme will focus on quality of life.

- Partnerships with HSE, University of Limerick, NAI, other disability organisations and PwMS through working together.
- Fundraising campaigns included organising treks, skydives [CE is undertaking a skydive in 2016 as one of the members offered her her place], Galway's fittest workplace etc. Postmaster raised €18K and funded a Jacuzzi for the Care Centre.
- Ms Battles paid tribute to the MS & Me bloggers who are an incredible group of people who give of their time and expertise freely communicating on facebook and twitter. She said it is great as the bloggers reach a cohort of people who communicate through social media.
- The CE thanked the board members who voluntarily give of their time. She thanked the staff team and in particular Aidan Larkin, Tina Lally and the members of the Cork Office who organised the conference. She thanked Jason Power for technically 'keeping us on track' over the two days. She thanked Ms Chipere and Ms McKeon for their work in organising the AGM. She thanked Trevis Gleeson who had undertaken the role of M.C. during the conference.

CONCLUSION:

The CE stated that she hoped the members enjoyed the Conference day.

The CE reminded members that the Readathon programme was underway and she appealed to them that if they had contacts in primary schools who were not participating in the Readathon programme, to see if the school would host Readathon as it is a project that encourages children to read and thereby everyone benefits.

The business of the meeting was then declared to have been concluded and the meeting terminated at approximately 6.00 p.m.

CHAIRMAN

DATE

The Multiple Sclerosis Society of Ireland

Reports and Consolidated Financial Statements
for the Financial Year ended 31 December 2016

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Directors and Other Information

BOARD OF DIRECTORS

Patrick Stronge (Chairperson)
Robin Bradley
Noelle Burke
Tom Cronin
Marcella Flood (Deputy Chairperson)
Ian MacDougald
Maurice O'Connor
Anne Restan
Mary Sheahan Lonergan
Rory Mulcahy

CHIEF EXECUTIVE & COMPANY SECRETARY

Ava Battles

HONORARY LIFE MEMBERS

Paul Hogan
William Lonergan
Allen O'Connor

FINANCE, AUDIT & RISK COMMITTEE

Martin Nolan (Chairman)
Robin Bradley
Manfred Huschka
Rory Mulcahy
Sean Murphy
Martin Power
Patrick Stronge
Memory Chipere (in attendance)
Ava Battles (in attendance)

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND
DIRECTORS AND OTHER INFORMATION (CONTINUED)

AUDITOR

Deloitte
Chartered Accountants and Statutory Audit Firm
Deloitte & Touche House
Earlsfort Terrace
Dublin 2

PRINCIPAL BANKERS

Bank of Ireland
College Green
Dublin 2

SOLICITORS

Joynt & Crawford
8 Anglesea Street
Dublin 2

REGISTERED OFFICE

80 Northumberland Road
Dublin 4

CHARITY NUMBER

CHY 5365

CHARITY REGULATORY AUTHORITY NUMBER

20007867

COMPANY NUMBER

296573

DATE OF INCORPORATION

19th November 1998

YEAR MS IRELAND WAS FOUNDED

1961

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

DIRECTORS ' REPORT

The Directors present their annual report and the audited consolidated financial statements for the financial year ended 31 December 2016.

In this report the Directors of The Multiple Sclerosis Society of Ireland ("MS Ireland") present its activities, governance, achievements and finances for the financial year ended 31 December 2016.

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND MISSION AND OBJECTIVES

Mission Statement

"to enable and empower those affected by MS to live the life of their choice to their fullest potential".

- To facilitate People with MS (hereinafter referred to as "PwMS") to control their lives and environment, to live with dignity and participate in the community;
- To provide support for the families and carers of PwMS;
- To co-operate with the medical, scientific, social and caring professions to promote scientific research into the causes of, cure for and management of MS, and the alleviation of medical and social symptoms;
- To exchange and disseminate information relating to MS;
- To provide an identifiable focal point by developing an efficient, effective and caring organisation to serve the needs of PwMS.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The Board

MS Ireland is directed by a voluntary Board which comprises people with varied backgrounds, some with MS. Its function is to provide leadership, develop strategy, formulate effective policies and oversee their implementation, ensure good governance and financial control. The Board is provided with regular financial and operational information.

Detailed budgets are prepared in line with the Strategic Plan (2015-2019) and are reviewed by the Finance, Audit & Risk Committee and further reviewed and approved by the Board. Actual results and outcomes are compared against the budget to ensure alignment with the Plan and to maintain tight budgetary control and value for money.

Governance of MS Ireland is conducted in accordance with its Memorandum and Articles of Association, which were adopted in November 1998 and amended up to and including 24 September 2016.

The Board continues to be committed to a high level of transparency and disclosure in relation to staff remuneration. As in previous years, Note 9 to the financial statements provides details on Staff Remuneration in line with the Statement of Recommended Practice (SORP) as developed by the Financial Reporting Council.

The Branches, Council and Committees

The structure of the Council has changed in parallel with the introduction of the Integrated Regional/Branch meetings. The Council is the consultative body that represents the views of the 35 Branches around the country. The Council provides a direct link between members, Branches and the Board. The voluntary branches fundraise for and provide local services and programmes. The following committees are appointed by the Board to aid in the internal workings of MS Ireland.

1. Finance, Audit and Risk Committee
2. Governance Committee
3. Nominating Committee
4. Remuneration Committee
5. Research Committee
6. Services Monitoring & Evaluation Committee
7. Fundraising Sustainability Committee

Remuneration

The Remuneration Committee oversee the arrangements for service contracts of the Chief Executive and staff who report directly to the Chief Executive.

Management

The Chief Executive, to whom day to day management of the charity is delegated, leads a team of 72 employees working throughout the National Office, the MS Care Centre and 10 regional offices, plus an additional 52 Community Employment workers employed with the support of the Department of Social Protection ("DSP").

The National Office is the base for the overall administrative and support services of MS Ireland, including Advocacy, Finance, IT, HR, Communications and the MS Information Line. Regional offices provide services to PwMS, PaMS and support to the network of Branches throughout the country. Service development and operations currently sit within the remit of the Chief Executive & Services Manager.

The Board of MS Ireland met on 6 occasions during the financial year. Seven committees assisted with the work of the Board during 2016.

REVIEW OF ACTIVITIES

The principal activities of MS Ireland in 2016 included:

- The provision of support, community rehabilitation (including physio and physical exercise), health promotion, coping strategies and well being services to PwMS and their families on a regional basis through a development programme (community development work) and individual and family support work (casework and counselling). 180 people who were newly diagnosed with MS contacted the regions for support. There were 2,422 one to one case work meetings conducted by community workers for PwMS.
- The provision of information and support, individually and in groups to PwMS & health professionals through regional outlets, the website and the MS Information Line Telephone 1850 233 233. 1,297 people contacted the Information Line – 801 of these contacts were via telephone.
- The provision of respite care, MS Nurse specialism and therapy services in the 12 bed MS Care Centre. 412 people stayed at the Centre with 242 of these residents from the Dublin/Eastern region.
- Continuation of the roll out of the regional integrated model which involved National Office, the Regional Offices and Branches working in a co-ordinated way.
- Adoption by members of our new Constitution and continuing our progress in relation to adopting the Code of Governance.
- Health Information Quality Authority ("HIQA")
- The MS Care Centre is a Designated centre under the 2007 Health Act, as such it must be registered by HIQA in order to operate. The Care Centre was first registered in 2015. Registration is reviewed on a three yearly basis by HIQA. If however there was an adverse incident or a complaint to the Authority by a member of the public this could trigger an announced or unannounced visit to the Centre. We are all the time working to ensure that we meet HIQA standards. The work in relation to HIQA is directed and managed by the Quality Manager at the Care Centre.

REVIEW OF ACTIVITIES (CONTINUED)

- Branch services include support groups, social activities, therapies and financial assistance supported by voluntary fundraising locally. The provision of financial assistance services is through the Branches.
- Issues/concerns affecting PwMS and their carers individually and collectively are presented on an on-going basis as part of submissions to Government/State agencies and in public awareness campaigns
- MS Ireland adopted and follows the ICTR Guiding Principles for Fundraising.

Case Management

- In terms of our work with individuals we use a Solution Focused approach. In this approach we work with the client to identify and work towards a solution for a particular issue or problem they are having at a particular time.
- This approach acknowledges the strengths of the individual and utilises them in finding a solution to the presenting problem.

Counselling

- Over the last number of years there has been some developments in terms of the public's access to counselling services. There has been the development of low cost counselling in some communities and GP access to counselling.

We now, where possible, refer our clients to those services.

We now only provide counselling to a small number of clients and only where our branches will fund this.

- MS Ireland actively participate in European and International MS fora.
- MS Ireland participate at a national level on the Board of the Neurological Alliance of Ireland. Its advocacy work focused on the development of neurorehabilitation services.
- DSP CEP Participants contribute hugely to the work of MS Ireland by assisting in the work of the Care Centre, assisting with the exercise training plans for PwMS in the Western region; visiting PwMS in their homes and carrying out maintenance work for people with MS in the North West region. They also input data on our behalf into the Physical Sensory and Disability Database.

Social media

- In 2016 MS Ireland developed its work in social media and had 12,417 people access our Facebook page and 6,824 people accessing Twitter. We have a team of bloggers who write about their own personal experiences of living with MS. We had 177,297 visitors to the website and 42,109 to YouTube. We have over 4,200 subscribers to eNews.
- Our social media channels continued to grow throughout 2016. Our 'Tuesday MS Questions' and 'Friday MS Quotes' on Facebook continue to be popular and are great for stimulating discussions. A lot of live Tweeting from events was completed, and both Facebook and Twitter have become increasingly popular as ways of contacting us with information and support queries (includes infographic).
- Major fundraising activities included the MS ReadAthon, the MS raffle and the Camino walk in Portugal. New projects this year included the 'Kiss Goodbye to MS' project where we asked people to wear, dare or share to raise awareness and funds for the organisation. The Skydive proved very popular. It was also an opportunity to host exciting partnerships with companies throughout Ireland.

World MS Day

The theme for World MS Day in 2016 was 'Independence and Employment' and MSIF launched a global MS Employment Report to coincide with World MS Day which showed that a significant number of people with MS are leaving employment earlier than they need to. We called on policy makers to strengthen and expand support structures that exist for both employers and employees in order to promote job retention where someone acquires a disability or long-term health condition during their working life.

We launched a set of resources on MS and Employment for people with MS, a toolkit for employers and a guide for policy makers.

Among the events organised around the country on World MS Day was a request to supporters to walk, run or dance or move 9,000 steps to represent the 9,000 people in Ireland living with MS and raise funds for vital services.

- The University of Limerick showcased Irish MS Research having many years successful collaboration between MS Ireland and the University.
- An Information Day for Health Care Professionals, the AGM and National Meeting Day were held in the Cork International Hotel in Cork in September. For the National Meeting Day there were talks and workshops arranged. The theme for the Day was 'MS and Brain Health'.
- Establishment of a new Advisory Panel of Experts to inform on MS and health related matters.
- We produced a 'Make your vote count' leaflet for General Election 2016, providing key statistics on MS and giving sample questions for people with MS to put to candidates.
- We launched a new bi-annual research eZine, MS Research. Two issues were produced in 2016 and circulated to approximately 5,000 subscribers.
- We engaged in a number of collaborative advocacy campaigns with other organisations, including Neurological Alliance of Ireland's 'We Need Our Heads Examined' campaign for neurorehabilitation services, Disability Federation of Ireland's 'Disable Inequality' campaign for General Election 2016 and the 'Invest in Home Care' campaign.
- We had 11 meetings with political representatives, both on our own and with other organisations, to highlight key issues on MS Ireland's advocacy agenda.
- We launched a Research Strategy for 2015–2019.
- We produced seven Briefing Documents and Position Papers on a variety of topics.
- We sent two issues of MS News to over 10,000 subscribers, including a special 100th issue.
- We made a number of policy submissions to political representatives and government agencies on topics including Medical Cards, Making Work Pay and physiotherapy. We also made a Pre-Budget Submission.
- MS Ireland Branches contributed a total of €7,000 to the International Progressive MS Alliance

A more detailed review of MS Ireland's activities is included in the 2016 Annual Report which is available on the website.

MAJOR RISKS FACING MS IRELAND

The Board are responsible for ensuring that the major risks facing MS Ireland are appropriately managed. This is a continuous process reflecting the changing priorities and circumstances facing MS Ireland. During the financial year the major risks facing MS Ireland as defined by the Board and the management team have been reviewed and their potential impact assessed. In particular, cost cutting measures were applied across all areas of expenditure to reflect the decrease in state funding and the uncertainty of fundraising income. Strategies and controls aimed at managing risks appropriately have been agreed, many of which are already in place and effective; others are being developed further especially with regard to uncertainty around income. In many cases the control processes are subject to continuous improvement. Given the objectives of MS Ireland, and the nature of the activities by which it furthers them, some of the risks have to be accepted: it is not possible for MS Ireland to eliminate them. However, appropriate steps have been taken to mitigate them where possible.

FUTURE DEVELOPMENTS

In 2017 we are working towards the achievement of our strategic priorities as set out in our Strategic Plan 2015-2019. The Board of MS Ireland is committed to building a Society which is integrated, effective, outcome-driven and accountable.

The Plan follows a sequence from the general or fundamental objectives of the organisation to the specific (the programmes and activities to be implemented over the five years), covering the organisation's mission statement, vision, overall and specific aims and objectives along the way. Department/regional/individual plans have been prepared for the different divisions of the organisation, staff and volunteers.

The key priorities are as follows:

1. To provide quality services nationally to ensure everyone with Multiple Sclerosis and their families have full access to services and supports when needed.
2. MS Ireland will be the voice for PwMS driving an advocacy agenda that includes areas of greatest concern to PwMS.
3. MS Ireland will develop a research strategy that will focus on supporting and participating in research that is in line with members' expectations on local, national and international stages.
4. Build and strengthen MS Ireland's organizational capacity to ensure delivery of our strategic plan.
5. Continue to strengthen the governance and regulation of MS Ireland ensuring compliance with relevant regulatory bodies.

FUTURE DEVELOPMENTS (CONTINUED)

In 2017 we will:

- Continue to roll out the Strategic Priorities as set out in our Strategic Plan.
- In consultation with our service users, Board and staff, determine the values for the organization.
- Review and develop our suite of services provided by professionals and volunteers.
- Continue with regional community activities/programmes and services.
- Continue to provide high quality respite care for people with MS.
- Increase the promotion of the work of MS Ireland. Advocate and highlight the needs of PwMS through representations, communication and P.R.
- Develop MS Ireland's proactive position in the neurological pathway.
- Continue to work with the University of Limerick around exercise/activity based interventions for PwMS.
- Review and increase our fundraising efforts. Continue to roll out the "Kiss Goodbye to MS" fundraising campaign
- Continue to work on adopting the Code of Governance. We will sign up to the Code of Governance in Spring 2017.
- World MS Day's theme in 2017 is "Life with MS" – How is "Life with MS" positively impacted for people living with MS? Life with MS can be difficult. Each day brings new challenges, which need new solutions.
- The achievement of our strategic priorities depends upon continuing support from State funding and income from fundraising.
- Produce a 'Time to Act' report on the importance of early diagnosis and treatment in MS, with appropriate policy recommendations.
- Produce two MS News magazines and two MS Research eZines.
- Produce a report on MS and quality of life, with appropriate policy recommendations.
- Hold a networking event for researchers interested in MS.
- Produce a range of information and self-advocacy resources (subject to obtaining funding) on topics of interest including treatment decisions in MS, Medical Cards and progressive MS.
- Make a submission to the HSE on the importance of physiotherapy in MS and the need to invest in physiotherapy services.
- Conduct a survey of the research priorities of people with MS in Ireland.

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND
DIRECTORS ' REPORT (CONTINUED)

FINANCIAL REVIEW

The consolidated results for the financial year are set out on page 27.

Incoming resources

Income totalled €6,640,217 which represents a decrease of €160,250 (2%) on 2015.

Resources expended

During the financial year €6,346,685 (2015: €6,586,619) was spent on the provision of services to PwMS, reflecting a decrease of €239,934 (4%) on 2015. This decrease in expenditure was in line with the decrease in income and directly impacted on the quality of life for PwMS and their carers.

Financial position at the end of the financial year

The fund balances totaled €8,016,568 (2015: €7,723,036) at the end of the financial year.
These funds are represented by the following:

	National Office & CEP	Branches	Total
	€	€	€
Tangible Fixed Assets	5,853,581	83,635	5,937,216
Net Current Assets (excl. Bank loan)	2,657,814	1,282,359	3,940,173
Bank Term Loan	(1,860,821)	-	(1,860,821)
Total	6,650,574	1,365,994	8,016,568

The tangible fixed assets of the National Office are comprised mainly of the premises at Northumberland Road and Bushy Park Road, Dublin.

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND
DIRECTORS' REPORT (CONTINUED)

DIRECTORS AND SECRETARY

The current directors are set out on page 13. The directors, who served at any time during the financial year were as follows:

Directors:

Patrick Stronge (Chairman)
Patrick Bannon (Resigned 21 March 2016)
Noelle Burke (Appointed 24 September 2016)
Robin Anthony Bradley (Appointed 24 September 2016)
Tom Cronin
Sarah Dempsey (Resigned 24 September 2016)
Marcella Flood (Deputy Chairperson)
Bryan Harty (Deputy Chairman) (Resigned 25 June 2016)
Manfred Huschka (Resigned 24 September 2016)
Ian MacDougald (Appointed 24 September 2016)
Rory Mulcahy
Maurice O'Connor
Edel O'Kelly (Resigned 9 November 2016)
Anne Restan (Appointed 24 September 2016)
Mary Sheahan Lonergan
Dr Kilian Smith (Resigned 30 March 2017)

Secretary:

Ava Battles

DIRECTORS' INTERESTS

None of the directors had any interests in any contracts entered into by the Society during the year.

SUBSIDIARY UNDERTAKINGS

The information required by Section 327 of the Companies Act 2014 is included in note 11 to the financial statements.

ACCOUNTING RECORDS

The measures that the directors have taken to secure compliance with the requirements of sections 281 to 285 of the Companies Act 2014 with regard to the keeping of accounting records, are the employment of appropriately qualified accounting personnel and the maintenance of computerised accounting systems. The company's accounting records are maintained at 80 Northumberland Road, Dublin 4.

STATEMENT OF RELEVANT AUDIT INFORMATION

In the case of each of the persons who are directors at the time the Directors' Report and Financial Statements are approved:

- (a) As the directors are aware, there is no relevant audit information of which the company's statutory auditors are unaware, and
- (b) Each director has taken all steps appropriate to make themselves aware of any relevant audit information and to establish that the company's statutory auditors are aware of that information.

This confirmation is given and should be interpreted in accordance with the provisions of Section 330 of the Companies Act 2014.

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND
DIRECTORS' REPORT (CONTINUED)

SUBSEQUENT EVENTS

There have been no significant matters affecting the company post the financial year.

GOING CONCERN

The directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. Thus they continue to adopt the going concern basis in preparing the annual financial statements.

AUDITOR

The auditor, Deloitte, Chartered Accountants and Statutory Audit Firm, continue in office in accordance with Section 383(2) of the Companies Act 2014.

Approved by the Board and signed on its behalf by:

Maurice O'Connor
Director

Marcella Flood
Director

24 June 2017

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

DIRECTORS' RESPONSIBILITIES STATEMENT

The directors are responsible for preparing the directors' report and the financial statements in accordance with the Companies Act 2014 and applicable regulations.

Irish company law requires the directors to prepare financial statements for each financial year. Under the law, the directors have elected to prepare the financial statements in accordance with FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland ("relevant financial reporting framework"). Under company law, the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end date and of the profit or loss of the company for the financial year and otherwise comply with the Companies Act 2014.

In preparing those financial statements, the directors are required to:

- select suitable accounting policies for the Parent Company and the group Financial Statements and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether the financial statements have been prepared in accordance with the relevant financial reporting framework, identify those standards, and note the effect and the reasons for any material departure from those standards; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for ensuring that the company keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the company, enable at any time the assets, liabilities, financial position and result of the company to be determined with reasonable accuracy, enable them to ensure that the financial statements and directors' report comply with the Companies Act 2014 and enable the financial statements to be audited. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Legislation in Ireland governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions. The directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website.

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

We have audited the financial statements of The Multiple Sclerosis Society of Ireland for the financial year ended 31 December 2016 which comprise the Consolidated Statement of Financial Activities, the Consolidated Balance Sheet, the Company Balance Sheet, the Consolidated Cash Flow Statement and the related notes 1 to 26. The relevant financial reporting framework that has been applied in their preparation is the Companies Act 2014 and FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland ("relevant financial reporting framework").

This report is made solely to the company's members, as a body, in accordance with Section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditor

As explained more fully in the Directors' Responsibilities Statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view and otherwise comply with the Companies Act 2014. Our responsibility is to audit and express an opinion on the financial statements in accordance with the Companies Act 2014 and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the group's and the parent company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Reports and Consolidated Financial Statements for the financial year ended 31 December 2016 to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion, the financial statements:

- give a true and fair view of the assets, liabilities and financial position of the group and parent company as at 31 December 2016 and of the group's net incoming resources for the financial year then ended; and
- have been properly prepared in accordance with the relevant financial reporting framework and, in particular, with the requirements of the Companies Act 2014.

Matters on which we are required to report by the Companies Act 2014

- We have obtained all the information and explanations which we consider necessary for the purposes of our audit.
- In our opinion the accounting records of the company were sufficient to permit the financial statements to be readily and properly audited.
- The parent company balance sheet is in agreement with the accounting records.
- In our opinion the information given in the Directors' Report is consistent with the financial statements.

Continued on next page/

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF
THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

/Continued from previous page

Matters on which we are required to report by exception

We have nothing to report in respect of the provisions in the Companies Act 2014 which require us to report to you if, in our opinion, the disclosures of directors' remuneration and transactions specified by law are not made.

Sinéad McHugh
For and on behalf of Deloitte
Chartered Accountants and Statutory Audit Firm
Dublin

24 June 2017

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND
CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2016
including income and expenditure account and recognised gains and losses

	Notes	2016 Unrestricted Funds €	2016 Restricted Funds €	2016 Total Funds €	2015 Unrestricted Funds €	2015 Restricted Funds €	2015 Total Funds €
INCOMING FROM:							
Income from generated funds:							
Voluntary Income							
- Donations and fundraising		2,251,646	157,299	2,408,945	2,373,465	83,977	2,457,442
- Legacies		89,401	3,000	92,401	43,601	175,930	219,531
- Pharmaceutical	4	58,331	85,395	143,726	11,762	108,068	119,830
- Research		-	6,117	6,117	-	143,366	143,366
- Subscriptions		2,840	-	2,840	3,025	-	3,025
Income from charitable activities							
- Fees received		220,853	-	220,853	215,041	-	215,041
- Grants and other service contract income	6	-	2,739,964	2,739,964	-	2,656,718	2,656,718
- Government schemes		-	808,161	808,161	-	874,709	874,709
- Other income		116,563	100,647	217,210	31,523	79,282	110,805
TOTAL INCOME	3	2,739,634	3,900,583	6,640,217	2,678,417	4,122,050	6,800,467
EXPENDITURE ON:							
Costs of generating funds:							
Costs of generating voluntary income							
- Fundraising		718,671	35,181	753,852	878,809	45,928	924,737
Charitable activities							
- Community services		323,273	2,319,056	2,642,329	415,158	2,373,882	2,789,040
- Respite care services		468,989	1,446,979	1,915,968	530,505	1,336,544	1,867,049
- Research		18,951	112,365	131,316	14,794	82,531	97,325
- Local MS services		764,050	70,595	834,645	777,068	64,442	841,510
Governance costs		61,845	6,730	68,575	60,290	6,668	66,958
TOTAL EXPENDITURE	3	2,355,779	3,990,906	6,346,685	2,676,624	3,909,995	6,586,619
Taxation	19	-	-	-	-	-	-
Net income for the year	5/17	383,855	(90,323)	293,532	1,793	212,055	213,848
RECONCILIATION OF FUNDS:							
Total funds brought forward	17	5,969,310	1,753,726	7,723,036	5,967,517	1,541,671	7,509,188
Total funds carried forward		6,353,165	1,663,403	8,016,568	5,969,310	1,753,726	7,723,036

All gains and losses arose from continuing activities and are included in the Statement of Financial Activities for the current and prior financial year.

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND
CONSOLIDATED BALANCE SHEET AS AT 31 DECEMBER 2016

	<i>Notes</i>	2016 €	2015 €
Fixed Assets			
Tangible fixed assets	10	<u>5,937,216</u>	<u>6,065,681</u>
Current Assets			
Stocks		7,821	11,627
Debtors	12	350,936	295,482
Investments	13	15,381	15,381
Cash at bank and in hand	14	<u>4,008,413</u>	<u>3,955,403</u>
		4,382,551	4,277,893
Creditors: Amounts falling due within one year	15	<u>(645,705)</u>	<u>(762,071)</u>
Net current assets		<u>3,736,846</u>	<u>3,515,822</u>
Total assets less current liabilities		9,674,062	9,581,503
Creditors: Amounts falling due after more than one year	16	<u>(1,657,494)</u>	<u>(1,858,467)</u>
NET ASSETS		<u>8,016,568</u>	<u>7,723,036</u>
FUNDED BY:			
Restricted funds	17	1,663,403	1,753,726
Unrestricted funds	17	6,353,165	5,969,310
FUNDS		<u>8,016,568</u>	<u>7,723,036</u>

The financial statements were approved by the Board of Directors on 24 June 2017 and signed on its behalf by:

Maurice O'Connor
Director

Marcella Flood
Director

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND
COMPANY BALANCE SHEET AS AT 31 DECEMBER 2016

	Notes	2016 €	2015 €
Fixed Assets			
Tangible fixed assets	10	5,937,216	6,065,681
Investment in subsidiary undertaking	11	1	1
		<u>5,937,217</u>	<u>6,065,682</u>
Current Assets			
Stocks		7,821	11,627
Debtors	12	344,109	280,463
Investments	13	15,381	15,381
Cash at bank and in hand	14	3,980,610	3,912,088
		<u>4,347,921</u>	<u>4,219,559</u>
Creditors: Amounts falling due within one year	15	<u>(611,076)</u>	<u>(703,738)</u>
Net current assets		<u>3,736,845</u>	<u>3,515,821</u>
Total assets less current liabilities		9,674,062	9,581,503
Creditors: Amounts falling due after more than one year	16	<u>(1,657,494)</u>	<u>(1,858,467)</u>
NET ASSETS		<u>8,016,568</u>	<u>7,723,036</u>
FUNDED BY:			
Restricted funds	17	1,663,403	1,753,726
Unrestricted funds	17	<u>6,353,165</u>	<u>5,969,310</u>
FUNDS		<u>8,016,568</u>	<u>7,723,036</u>

The financial statements were approved by the Board of Directors on 24 June 2017 and signed on its behalf by:

Maurice O'Connor
Director

Marcella Flood
Director

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND
CONSOLIDATED CASH FLOW STATEMENT
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2016

	Notes	Unrestricted funds €	Restricted funds €	Total funds 2016 €	Total funds 2015 €
Net cash flows from operating activities	<i>18(i)</i>	<u>562,261</u>	<u>(159,487)</u>	<u>402,774</u>	<u>507,913</u>
Cash flows from investing activities:					
Interest received		5,407	-	5,407	13,493
Interest paid		(76,169)	-	(76,169)	(86,648)
Proceeds from sale of tangible fixed assets		15,000	-	15,000	8,000
Purchase of tangible fixed assets		<u>(46,893)</u>	<u>(50,380)</u>	<u>(97,273)</u>	<u>(37,872)</u>
Net cash flows from investing activities		<u>(102,655)</u>	<u>(50,380)</u>	<u>(153,035)</u>	<u>(103,027)</u>
Cash flows from financing activities:					
Repayments of borrowings	<i>16</i>	<u>(196,729)</u>	-	<u>(196,729)</u>	<u>(191,041)</u>
Net cash flows from financing activities		<u>(196,729)</u>	-	<u>(196,729)</u>	<u>(191,041)</u>
Net increase in cash and cash equivalents	<i>18(ii)</i>	<u>262,877</u>	<u>(209,867)</u>	<u>53,010</u>	<u>213,845</u>
Cash and cash equivalents at beginning of year		<u>3,099,542</u>	<u>855,861</u>	<u>3,955,403</u>	<u>3,741,558</u>
Cash and cash equivalents at the end of the year	<i>18(iii)</i>	<u><u>3,362,419</u></u>	<u><u>645,994</u></u>	<u><u>4,008,413</u></u>	<u><u>3,955,403</u></u>

1. **ACCOUNTING POLICIES**

Basis of preparation

The financial statements are prepared under the historical cost convention, in accordance with the Statement of Recommended Practice (SORP) FRS 102 (Revised 2015) "Accounting and Reporting by Charities (SORP 2015)" applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), effective 1 January 2015; and the Companies Act 2014. Financial reporting in line with SORP is considered best practice for charities in Ireland.

The Multiple Sclerosis Society of Ireland ("the Society") is constituted under Irish company law as a company limited by guarantee and is a registered charity. In prior years, company law scoped out companies not trading for gain for the members from the requirements with regard to formats and content of financial statements which applied to for profit companies, thus permitting the adoption of a format appropriate to a charity. Accordingly, the Society adopted and reported its performance in accordance with the format provided for in the Charities SORP and in particular reports its performance for the financial year in the format of the SORP's Statement of Financial Activities ("SOFA").

The Companies Act 2014 became effective in law on 1 June 2015 and from that date applies the format and content of financial statements requirements appropriate for a company trading for the profit of its members to a company that is a not for profit organisation such as the Society.

In order to provide information relevant to understanding the stewardship of the directors and the performance and financial position of the Charity, the Society has prepared its financial statements in accordance with the formats provided for in the Charities SORP (FRS 102), consistent with the prior year.

Had the Companies Act format and content of financial statements requirements suitable for a company trading for the profit of its members been presented instead, a profit and loss account with related notes showing items such as Turnover and Cost of Sales would have been reported along with a "profit" on ordinary activities before taxation.

Basis of Consolidation

The consolidated financial statements include the financial statements of The Multiple Sclerosis Society of Ireland (the parent undertaking) and its subsidiary undertaking, The Multiple Sclerosis C.E.P. Company Limited. Transactions between the national office, Branches and MS care centre (including The Multiple Sclerosis C.E.P. Company Limited) have been eliminated.

Income

Income is accounted for when the Society has entitlement, there is certainty of receipt and the amount is measurable.

Grants from statutory bodies are credited to income in the financial year to which they relate. Where the grant is received in advance, its recognition is deferred and included in creditors. Where entitlement occurs before income is received, it is accrued in debtors. Capital grants are accounted for as income as soon as they are receivable.

1. **ACCOUNTING POLICIES (CONTINUED)**

Income (continued)

Member subscriptions are taken to revenue in the financial year in which they are received.

Gifts of assets are included in income at a reasonable estimate of their value, at the date received. These assets are treated as either tangible fixed assets or current assets depending on whether the gift is to be disposed of or retained for use by the Group. Gifts for fundraising purposes are accounted for when realised.

Deferred Income and Expenditure

Funds received and expenditure incurred by the Group for fundraising events to be held in the future are treated as deferred income and expenditure.

Stocks

Stocks, which comprise fundraising materials, are stated at the lower of cost and net realisable value.

Fixed Assets and Depreciation

Fixed assets are recorded at cost less accumulated depreciation.

Depreciation is provided at rates calculated to write off the cost of the assets over their estimated useful lives. The rates and methods of depreciation are as follows:-

Freehold Premises	2% straight line
Office Equipment	10% straight line
Computer Equipment	33% straight line
Furniture and Fittings	20% straight line
Motor Vehicles	20% straight line
Branches' Motor Vehicles/Mobile Homes	10% straight line

Leased Assets

All leases entered into by the Group are operating leases. Operating lease costs are charged to the Statement of Financial Activities in the period to which they relate.

Retirement Benefits

The company operates a defined contribution pension scheme. Retirement benefits to employees of the Group are funded by contributions from the Group and the employees. Payments are made to pension trusts which are financially separate from the Group. These payments, which are made in accordance with periodic calculations by consulting actuaries, are charged in the Statement of Financial Activities in the period in which they become payable.

Research

Expenditure on research projects is charged to the Statement of Financial Activities as incurred.

1. **ACCOUNTING POLICIES (CONTINUED)**

Fund Accounting

The following are the categories of funds maintained:

Restricted funds:

Restricted funds represent grants, donations and legacies which can only be used for the particular purposes specified by the donors. Such purposes are within the overall objectives of the Group.

Unrestricted funds:

General funds represent amounts which are expendable at the discretion of the Board, in furtherance of the objectives of the Group.

MS Ireland defines its reserves as its total unrestricted funds. In planning and budgeting for its activities, the company considers the level of unrestricted reserves to maintain a balance between the need to safeguard the continuity and development of its services and the need for prudent management of its activities as well as providing for contingencies. The Board aims to maintain its total unrestricted reserves level at three months operating costs.

Financial Instruments

Financial assets and financial liabilities are recognised when the Society becomes a party to the contractual provisions of the instrument.

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

Financial assets and liabilities

Financial assets and liabilities are initially measured at transaction price (including transaction costs), except for any financial assets classified as at fair value through the SOFA, which are initially measured at fair value (which is normally the transaction price excluding transaction costs). Trade and other receivables, trade and other payables and interest bearing borrowings are subsequently stated at amortised cost using the effective interest rate method.

Financial assets and liabilities are only offset in the balance sheet when, and only when there exists a legally enforceable right to set off the recognised amounts and the company intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously.

2. **CRITICAL ACCOUNTING JUDGEMENTS AND KEY SOURCES OF ESTIMATION UNCERTAINTY**

In the application of the Group's accounting policies, which are described in note 1, the Directors are required to make judgements, estimates and assumptions about the carrying amounts of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The directors do not consider there are any critical judgements or sources of estimation uncertainty except for those set out in the accounting policies in Note 1.

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND
NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2016

3.	ANALYSIS OF INCOME AND EXPENDITURE	2016	2015
		€	€
	INCOME FROM:		
	Community Services-National and Regional	2,088,293	2,262,226
	Fundraising & Donations -National office and Regional	1,650,479	1,585,439
	Local MS Services-Branches	1,003,099	981,564
	Respite Care Services	1,090,185	1,096,529
	Government Schemes	808,161	874,709
	TOTAL INCOME	6,640,217	6,800,467
	EXPENDITURE ON:		
	Community Services-National and Regional	2,877,246	2,928,169
	Fundraising-National Office	605,163	748,616
	Local MS Services-Branches	768,748	798,880
	Respite Care Services	1,276,650	1,229,041
	Government Schemes	818,878	881,913
	TOTAL EXPENDITURE	6,346,685	6,586,619
	NET INCOMING RESOURCES FOR THE YEAR	293,532	213,848
4.	PHARMACEUTICAL INCOME	2016	2015
		€	€
	Perrigo Company plc	40,000	45,000
	Sanofi	22,395	7,000
	Novartis Ireland	20,500	28,730
	Merck Serono (Ireland) Ltd	18,000	10,000
	Biogen IDEC	15,000	20,000
	Roche Pharmholding B.V	10,000	-
	Teva Pharmaceutical Ltd	9,030	8,000
	Regeneron Pharmaceuticals Plc	5,000	-
	Grunenthal Pharma Ltd	2,740	-
	Alkermes Pharma Ireland Limited	561	-
	Bemis Healthcare	500	-
	Allergan Pharmaceutical Ireland	-	600
	United Drug	-	500
	TOTAL	143,726	119,830

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND
NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2016

5.	NET INCOME FOR THE YEAR	2016	2015
		€	€
	The net income for the financial year is stated after charging/(crediting):		
	Depreciation	217,150	215,775
	Interest payable and similar charges	76,169	86,648
	Auditor's remuneration		
	- Group	24,354	24,354
	- Branches	24,499	24,720
	- Government/CEP Schemes	3,383	3,343
	- Other	798	798
	Directors' remuneration	-	-
	Operating lease rentals	29,367	29,367
	(Profit)/Loss on retrials and disposals of tangible fixed assets	(6,411)	3,625

and after crediting:

Interest received	(5,407)	(13,493)
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Board members' travel and subsistence expenses in attending meetings in 2016 were €4,447 (2015: €3,078). No emoluments are paid to Board members.

Governance costs are comprised of auditor's remuneration, board costs, branch AGM costs and support costs (Note 7).

6.	GRANTS AND OTHER SERVICE CONTRACT INCOME	2016	2015
		€	€
	HSE-Statutory Funding	2,535,771	2,495,364
	HSE-National Lottery Funding	113,350	86,020
	HSE-Other Grants	16,000	16,072
	Pobal Funding-Craga Grant	65,172	49,739
	Other Grants-Non HSE	9,671	9,523
		<u>2,739,964</u>	<u>2,656,718</u>

7. EXPENDITURE ON CHARITABLE ACTIVITIES

Activity	Direct Salary Costs	Other Direct Costs	Support Costs (Note 8)	Total 2016	Total 2015
	€	€	€	€	€
Fundraising	234,680	419,796	99,376	753,852	924,737
Community Services	1,787,594	506,413	348,322	2,642,329	2,789,040
Respite Care Services	1,160,041	503,357	252,570	1,915,968	1,867,049
Local MS Services	32,585	692,035	110,025	834,645	841,510
Research	7,962	106,043	17,311	131,316	97,325
Governance (Note 5)	-	59,535	9,040	68,575	66,958
	<u>3,222,862</u>	<u>2,287,179</u>	<u>836,644</u>	<u>6,346,685</u>	<u>6,586,619</u>

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND
 NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)
 FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2016

8. ANALYSIS OF SUPPORT COSTS	2016	2015
	€	€
Charitable activities:		
Staff and related costs	456,607	453,248
Other costs	296,247	286,785
Depreciation	83,790	84,031
Total	<u>836,644</u>	<u>824,064</u>

Support costs are allocated on the basis of the percentage expenditure incurred for each charitable activity.

9. EMPLOYEES AND REMUNERATION

The average number of persons employed by the Group in the financial year was 72 (2015: 73), analysed into the following categories:

	2016	2015
	No.	No.
Regional and National services	29	32
Care	24	23
Administration	13	12
Fundraising activities	6	6
	<u>72</u>	<u>73</u>

The numbers shown above are exclusive of 52 (2015: 57) persons contracted to provide counselling and therapy services and persons employed under the DSP Community Employment Schemes.

	2016	2015
	€	€
Total staff costs comprised of the following:		
Wages and salaries	2,566,366	2,614,584
Employer social welfare costs	266,728	273,315
Employer retirement benefit contributions	96,615	97,575
	<u>2,929,709</u>	<u>2,985,474</u>

The Group also receives significant support from voluntary workers.

The number of employees whose emoluments, excluding employer pension contributions, were greater than €70,000 is set out below:

	2016	2015
	Number	Number
€70,000 - €80,000	1	1
€80,000 - €90,000	-	-
€90,000 - €100,000	1	1
	<u>1</u>	<u>1</u>

Key management personnel

Key management personnel are the Board, the Chief Executive, Services Manager, National Services Development Manager, Corporate Services Manager and Financial Accountant. Total emoluments (including benefits and pension) paid to key management personnel was €431,950 (2015: €490,686). The decrease in emoluments was principally due to non-replacement of a post.

Board members receive no remuneration.

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND
 NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)
 FOR THE YEAR ENDED 31 DECEMBER 2016

10. TANGIBLE FIXED ASSETS

GROUP AND COMPANY

	Freehold Premises €	Office Equipment €	Computer Equipment €	Furniture & Fittings €	Motor Vehicles €	Branches' Mobile Homes/ Motor Vehicles €	Total €
Cost:							
At 1 January 2016	8,046,543	222,015	211,416	385,217	32,907	224,212	9,122,310
Additions	-	16,323	9,103	29,137	-	42,710	97,273
Disposals/retirals	-	(40,228)	(107,210)	(2,263)	-	(25,207)	(174,908)
At 31 December 2016	8,046,543	198,110	113,309	412,091	32,907	241,715	9,044,675
Depreciation:							
At 1 January 2016	2,131,752	206,066	192,966	339,113	32,907	153,825	3,056,629
Charge for the financial year	160,932	5,989	11,840	17,516	-	20,873	217,150
Disposal	-	(40,228)	(107,210)	(2,264)	-	(16,618)	(166,320)
At 31 December 2016	2,292,684	171,827	97,596	354,365	32,907	158,080	3,107,459
Net Book Value:							
At 31 December 2016	5,753,859	26,283	15,713	57,726	-	83,635	5,937,216

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND
 NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)
 FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2016

10. TANGIBLE FIXED ASSETS (CONTINUED)
 GROUP AND COMPANY

In respect of prior financial year:

	Freehold Premises	Office Equipment	Computer Equipment	Furniture & Fittings	Motor Vehicles	Branches Mobile Homes/ Motor Vehicles	Total
	€	€	€	€	€	€	€
Cost:							
At 1 January 2015	8,046,543	208,852	195,608	376,752	32,907	239,276	9,099,938
Additions	-	13,163	15,808	8,465	-	436	37,872
Disposals	-	-	-	-	-	(15,500)	(15,500)
At 31 December 2015	8,046,543	222,015	211,416	385,217	32,907	224,212	9,122,310
Depreciation:							
At 1 January 2015	1,970,820	195,796	182,721	322,061	32,907	140,424	2,844,729
Charge for the financial year	160,932	10,270	10,245	17,052	-	17,276	215,775
Disposal	-	-	-	-	-	(3,875)	(3,875)
At 31 December 2015	2,131,752	206,066	192,966	339,113	32,907	153,825	3,056,629
Net Book Value:							
At 31 December 2015	5,914,791	15,949	18,450	46,104	-	70,387	6,065,681

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND
NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2016

11.	INVESTMENT IN SUBSIDIARY UNDERTAKING	2016	2015
		€	€
	COMPANY		
	Cost:		
	Balance at beginning and end of financial year	<u>1</u>	<u>1</u>
	In respect of prior financial year:		
		2015	2014
		€	€
	COMPANY		
	Cost:		
	Balance at beginning and end of financial year	<u>1</u>	<u>1</u>
	<p>The Multiple Sclerosis Society of Ireland through its wholly owned subsidiary undertaking, The Multiple Sclerosis C.E.P. Company Limited, operates a Community Employment Scheme at 65 Bushy Park Road, Rathgar, Dublin 6. The registered office of the subsidiary is 80 Northumberland Road, Dublin 4.</p>		
12.	DEBTORS	2016	2015
		€	€
	GROUP		
	Amounts due from fundraising activities	141,729	102,596
	Prepayments	64,299	60,920
	Community Employment Schemes	29,384	52,850
	HSE grants	66,587	30,886
	Residents fees and other Debtors	39,460	46,995
	Deferred fundraising expenditure	9,477	1,235
		<u>350,936</u>	<u>295,482</u>
	COMPANY		
	Amounts due from fundraising activities	141,729	102,596
	Prepayments	64,299	60,920
	HSE grants	66,587	30,886
	Community Employment Schemes	22,205	22,515
	Residents fees and other Debtors	39,460	46,995
	Amount due from subsidiary	353	15,316
	Deferred fundraising expenditure	9,476	1,235
		<u>344,109</u>	<u>280,463</u>

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND
NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2016

13.	INVESTMENTS GROUP AND COMPANY	2016 €	2015 €
	At 1 January and 31 December (principally prize bonds)	15,381	15,381
14.	CASH AT BANK AND IN HAND	2016 €	2015 €
	GROUP		
	National and Regional services	2,681,123	2,650,538
	Branches	1,299,487	1,261,550
	C.E.P Company	27,803	43,315
		4,008,413	3,955,403
	COMPANY		
	National and Regional services	2,681,123	2,650,538
	Branches	1,299,487	1,261,550
		3,980,610	3,912,088
	Of the €2,681,123 of National and Regional Services cash at bank and in hand a total of €2,036,329 is unrestricted.		
15.	CREDITORS: Amounts falling due within one year	2016 €	2015 €
	GROUP		
	Trade creditors	149,164	150,927
	Accruals	121,240	153,618
	Bank term loan (note 16)	203,327	199,083
	Deferred income	42,104	96,377
	Community Employment Schemes	63,876	92,962
	PAYE/PRSI	65,994	69,104
		645,705	762,071
	COMPANY		
	Trade creditors	149,164	150,927
	Accruals	121,240	153,618
	Bank term loan (note 16)	203,327	199,083
	Deferred income	42,104	96,377
	PAYE/PRSI	63,876	69,104
	Community Employment Schemes	31,365	34,629
		611,076	703,738

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND
 NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)
 FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2016

16.	CREDITORS: Amounts falling due after more than one year	2016	2015
		€	€
	GROUP AND COMPANY		
	Bank term loan	<u>1,657,494</u>	<u>1,858,467</u>

The loan is repayable by monthly instalments of €21,633 of which €16,597 represents capital repayments. As at 31 December 2016 the balance remaining on the loan was €1,860,821 of which an amount of €624,216 was fixed for 10 years at an interest rate of 3.740%, €615,951 was fixed for 7 years at an interest rate of 3.04% and €620,654 was fixed for 5 years at an interest rate of 3.220%. The loans are secured by a fixed charge on the premises at 65 Bushy Park Road, Rathgar, Dublin 6.

The maturity analysis of the bank loan at 31 December is as set out below:

	2016	2015
	€	€
Within one year (Note 15)	203,327	199,083
Within two to five years	880,869	864,594
After more than five years	776,625	993,873
	<u>1,860,821</u>	<u>2,057,550</u>

17.	FUNDS			
	GROUP	Restricted Funds	Unrestricted Funds	Total Funds
		€	€	€
	Funds at beginning of financial year	1,753,726	5,969,310	7,723,036
	Movement during financial year	(90,323)	383,855	293,532
	Funds at end of financial year	<u>1,663,403</u>	<u>6,353,165</u>	<u>8,016,568</u>

In respect of prior financial year:

	Restricted Funds	Unrestricted Funds	Total Funds
	€	€	€
Funds at beginning of financial year	1,541,671	5,967,517	7,509,188
Movement during financial year	212,055	1,793	213,848
Funds at end of financial year	<u>1,753,726</u>	<u>5,969,310</u>	<u>7,723,036</u>

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND
 NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)
 FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2016

17. FUNDS (CONTINUED)

The movement in restricted funds in the financial year was as follows:

Restricted fund	Fund balance at beginning of financial year €	Income/Expenditure during financial year €	Fund balance at end of financial year €
Capital grants	902,171	(26,721)	875,450
Other (a)	473,515	106,044	579,559
J. P. McManus (b)	26,224	(2,611)	23,613
Bequests (c)	202,160	(70,987)	131,173
Research (d)	149,656	(96,048)	53,608
Total	<u>1,753,726</u>	<u>(90,323)</u>	<u>1,663,403</u>

The restricted funds are represented by fixed assets of €875,450 (2015: €902,171) and net current assets of €789,253 (2015: €851,554).

(a) The other restricted funds include funds received from the National Lottery, funds received for the Care Centre and funds received for Getting the Balance Right Programmes and events.

(b) The J.P. McManus Fund is restricted to expenditure in the Mid-West region.

(c) Bequests are restricted to expenditure in Wexford, Cork and the Care Centre.

(d) The research fund is restricted to research expenditure.

COMPANY

	Restricted Funds €	Unrestricted Funds €	Total Funds €
Funds at beginning of financial year	1,753,726	5,969,310	7,723,036
Movement during financial year	(90,323)	383,855	293,532
Funds at end of financial year	<u>1,663,403</u>	<u>6,353,165</u>	<u>8,016,568</u>

In respect of prior financial year:

	Restricted Funds €	Unrestricted Funds €	Total Funds €
Funds at beginning of financial year	1,541,671	5,967,517	7,509,188
Movement during financial year	212,055	1,793	213,848
Funds at end of financial year	<u>1,753,726</u>	<u>5,969,310</u>	<u>7,723,036</u>

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND
 NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)
 FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2016

18. NOTES TO THE CONSOLIDATED CASH FLOW STATEMENT

(i) RECONCILIATION OF CHANGES IN RESOURCES TO NET
 CASH FLOW FROM OPERATING ACTIVITIES

	2016 €	2015 €
Net incoming resources	293,532	213,848
Interest received	(5,407)	(13,493)
Interest payable	76,169	86,648
Depreciation	217,151	215,775
Decrease/(increase) in stocks	3,806	(5,231)
(Increase)/decrease in debtors	(55,454)	97,394
(Decrease) in creditors	(120,612)	(90,653)
(Profit)/Loss on retirals/disposals of tangible fixed assets	(6,411)	3,625
	<u>402,774</u>	<u>507,913</u>

(ii) RECONCILIATION OF NET CASH FLOW
 TO MOVEMENT IN NET CASH

	2016 €	2015 €
Increase in cash in financial year	53,010	213,845
Cash flow from debt financing	196,729	191,041
	<u>249,739</u>	<u>404,886</u>
Change in net cash		404,886
Net cash at beginning of financial year	1,897,853	1,492,967
	<u>2,147,592</u>	<u>1,897,853</u>

(iii) ANALYSIS OF NET CASH

	2014 €	Cash Flow	2015 €
Cash at bank and in hand	3,955,403	53,010	4,008,413
Debt due within one year	(199,083)	(4,244)	(203,327)
Debt due after one year	(1,858,467)	200,973	(1,657,494)
	<u>1,897,853</u>	<u>249,739</u>	<u>2,147,592</u>

19. TAXATION

The company has been granted charitable status, and accordingly no charge to corporation tax arises by virtue of Section 208 of the Taxes Consolidation Act, 1997.

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND
 NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)
 FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2016

20. **GIFTS IN KIND**

The Group receives financial support through the provision of services at reduced costs, from its advertisers, architects, printers, solicitors and other suppliers. The value of this support was approximately €3,815 in 2016 (2015: €12,777).

21. **RETIREMENT BENEFITS**

The Group operates a defined contribution insured pension scheme for employees. The employer retirement benefit cost for the financial year was €96,615 (2015: €97,575) and the balance outstanding which is included in accruals at the end of the financial year was €36,280 (2015: € 18,407).

22. **FUNDRAISING**

The Group has a fundraising department. Commissions are not paid for any fundraising activities.

23. **LEASE COMMITMENTS**

Operating Leases:

Premises

Total lease commitments at 31 December 2016 amounted to €29,367 (2015: €29,367) and fall due as follows:

	2016	2015
	€	€
- Within one year	29,367	29,367
- Within two to five years	-	-
- After more than five years	-	-
	<u>29,367</u>	<u>29,367</u>

24. **OTHER COMMITMENTS**

In certain circumstances grants received could become repayable by the Group. Additionally there is a Fixed charge held over the care centre which expires in 2021.

There were no significant capital commitments contracted for by the group or company or authorised by the directors but not yet contracted for at 31 December 2016.

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND
 NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)
 FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2016

25. FINANCIAL INSTRUMENTS

The carrying values of the group's financial assets and liabilities are summarised by category below:

	2016 €'000	2015 €'000
Financial assets		
<i>Measured at amortised cost</i>		
• Trade and other debtors (see note 12)	<u>350,778</u>	<u>295,482</u>
Financial liabilities		
<i>Measured at amortised cost</i>		
• Trade and other payables (see notes 15 and 16)	<u>2,284,039</u>	<u>2,620,538</u>

26. LEGAL STATUS

By virtue of Section 1180 of the Companies Act 2014 the company is exempt from including the word "Limited" in its name. The company is limited by guarantee and has no share capital. The amount of the guarantee is limited to €1.27 per member.

As permitted by Section 304(2) of the Companies Act 2014, the Statement of Financial Activities of the parent undertaking is not presented as part of these financial statements. The net incoming resources dealt within the financial statements of the Company were €293,532 (2015: €213,848).

Candidates Profiles

Candidates listed in alphabetical order

Marcella Flood

Marcella is Head of Digital Transformation at Allianz Worldwide Care. She is a passionate people manager with over 29 years' experience in Financial Services, Operations and Technology. She started her career in the technology group at Bank of Ireland, but has also been involved in 3 start-ups, as well as large corporates such as Microsoft. She completed a Bachelor's Degree in Science at University College Dublin in 1988 and a Master's Degree in Business Administration at UCD Smurfit School in 1998, and more recently a Diploma in Corporate Governance at the Institute of Directors. Marcella is married with two children, living in South County Dublin.



Some of Marcella's family members have been diagnosed with MS, and so she is keen to contribute to the Society's aims of supporting those living with MS to live positive and active lives.

Jacinta Kelly

Jacinta has more than fifteen year's International Sales & Marketing experience, and a verifiable track record of achieving revenue, profit and market growth objectives, having held senior positions with blue-chip organisations, including Ericsson AB, VWR International, P&O Group & Exel Logistics (Deutsche Post).

In 2009, Jacinta took the decision to leave a full-time and travel demanding-career to take on, what she describes as her most rewarding and fulfilling role to-date, that of part-time carer for her father when his mobility became impaired resulting from stroke. At that time, motivated by a need to be based in Dublin and have flexible working hours, Jacinta established Firm Thinking, a freelance strategic marketing consultancy that works with large and SME clients in both private and charitable sectors formulating business & market growth strategy. In her capacity as freelance consultant, Jacinta has led the successful delivery of large scale strategic marketing consulting projects, covering areas such as business product launch, marketing strategy, on-line digital strategy, brand strategy and marketing communications. Jacinta holds an MBA from Kingston Business School London, a financial management qualification from ACCA Ireland, Social Media and Digital Marketing Diploma from the Digital Marketing Institute of Ireland and Advanced Diploma in Executive Coaching from Kingstown College.



Candidates Profiles

Candidates listed in alphabetical order

Martin Power

Martin is chief Risk Officer at Octium, an international life company and a subsidiary of Banque Havilland in Luxembourg. He is an accountant with over 30 years in Financial Services in Investments, Risk and Financial Management. He started his career in Irish Life and was involved in a number of IFSC life companies such as SEB, Handelsbanken and Mediolanum. He is a Certified Accountant (FCCA) 1986, Retirement Planning 2015 with LIA and Operational risk with the Institute of Bankers.

Martin is married with six children, living in Clontarf, Dublin.

Martin's brother in law and one of his colleagues in Irish Life have been diagnosed with MS and he would like to use his expertise to substantially improve the lives of those living with MS.



Paddy Stronge

Paddy worked for over 40 years in Bank of Ireland and since his retirement he has been involved in training and consultancy both in Ireland and overseas. He has lectured in Finance for the Michael Smurfit Graduate School of Business, the Irish Institute of Bankers and the National College of Ireland and Tallaght Institute of Technology. He is a qualified accountant and has been a director of a number of companies. He was financial adviser to the Dublin Simon Community for many years. He has also contributed articles in national newspapers on banking and finance matters. Paddy has been a volunteer Director with MS Ireland since 2009 and has been a member of various sub-committees. In 2014 Paddy was appointed Chairperson of the Society. He would like to continue to assist in the activities of MS Ireland particularly as some family members have been diagnosed with MS.



ATTENDANCE FORM



I will be attending the A.G.M. on Saturday, 23rd September 2017 –
Please tick one of the boxes

or

YES

NO

PLEASE RETURN THIS FORM TO

AGM (Attendance)
The Multiple Sclerosis Society of Ireland Limited
80 Northumberland Road
Dublin 4

Or

e-mail confirmation of your attendance to Alice McKeon
(E-mail address is: alicem@ms-society.ie)

By the 21st September 2017

Name

.....

Address

.....

.....

Branch (if applicable)

.....