

# Annual Review 2010



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# Mission Statement

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

**Multiple Sclerosis Ireland is the only national organisation providing information, support and advocacy services to people with MS, their carers, families and health professionals. In Ireland over 8,000 people live with MS, a progressive neurological condition of the brain and spinal cord.**

## 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

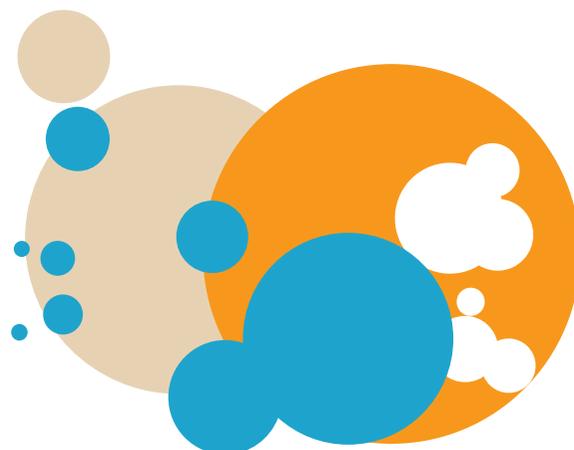
The Society provides a wide range of services, programmes and activities designed specifically to meet the needs of the MS community and to ensure that the fundamental objectives of the Society are achieved. These include:

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

**To avail of any of our services visit our website [www.ms-society.ie](http://www.ms-society.ie) or call 01 678 1600 for more details.**

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DEAR READER,

2010 has been a mix of highs and lows for MS Ireland. From exciting new fundraising projects to cuts in funding we have suffered the consequences of the recession but still come out fighting for people with MS.

Statutory cuts and significant reductions in fundraised income necessitated many cost saving measures and service restrictions in some areas. We have had to work harder to find resources and keep them. We have had to rely more and more on the generosity of our voluntary Branches and the good will of staff and volunteers.

While our resources have diminished our passion and determination to provide services and supports to people with MS and their families is as strong as ever. Despite difficulties we have continued to address the needs of people with MS. This report is full of services and activities we have been involved in but the following are a few of the highlights:

- In February we got caked in Mud as we organised Ireland's first Mud Run with Persil. Over 400 people ran through mud, over obstacles, under cargo nets and around water pits to finish the 5km track. We exceeded our expectations with the generosity of our Mud Runners who raised money on our behalf.
- We worked very closely with The Neurological Alliance of Ireland throughout 2010. We assisted with the publication of a seminal report presented to the Minister and helped to develop the 'Thinking Ahead' campaign to mobilise people with neurological conditions to sign a petition and support the report. Our work has paid off as positive changes for 2011 regarding the number of neurologists, rehabilitation and clinical leads take effect. Read more on page 8.
- Significant work was carried out in our MS Care Centre this year as we underwent an international accreditation process.
- The one-to-one support to people with MS and their family is a core services of MS Ireland as our team of Regional

Community Workers support people through the changes MS may bring into a persons life. In 2010 we developed our case work model to ensure we get the best outcomes for our clients. Our new model is based on a solution focused premise that empowers the person to effect their own changes with help and guidance from staff.

- Our research work continued as one scientific project finished in 2010 and another began. Our partnership with UL continued to go from strength to strength as we partnered on a number of other exercise related pieces of research.
- In September 2010 we were all welcomed to The Slieve Russell Hotel in Cavan as the Cavan Branch of MS Ireland hosted our annual conference. The Branch and our staff did a superb job and made all feel most welcomed.

2011 will be the 50th anniversary of MS Ireland and we will be organising many activities and events to mark this special occasion. It will be a time of reflection but also one of hope as we see how far we have come in 'empowering and enabling people with MS to live the life of their choice to their fullest potential.'

We will both be standing down from our positions in the Autumn of 2011 and thus end by thanking all those people who have supported the Society in 2010. From people with MS and their families, the Board of Directors, donors, fundraisers, volunteers and staff, we couldn't survive without you. Your generosity of spirit and pocket is heart-warming.

Anne Winslow  
Chief Executive

Allen O'Connor  
Chairman



## Our Support and Services Goal

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

### How we moved forward in Support and Services in 2010:

## National Services

### Information and Education

Our information and education supports aim to provide information about MS, services and supports in an accurate, timely and sensitive manner.

### Highlights:

- The MS Helpline was renamed the MS Information Line in 2010. It provides information and support on all aspects of living with the condition to people with MS, their families, friends and colleagues.
- A number of information sheets on potential therapies, disease modifying drugs, and steroid treatments were published along with 2 editions of MSnews and 15 editions of eNews.
- Online communications tools continued to develop as our website traffic grew and our social media presence increased dramatically.
- A Neurological Information Day was held in September for health professionals with an interest in various aspects of rehabilitation.
- The annual conference was held in the Slieve Russell Hotel in Cavan in September. A host of information around rehabilitation was delivered throughout the weekend. Three people were selected to receive our annual awards.
- Health professional training and professional development became a focus of MS Ireland in 2010. We met with NUI Galway and DCU regarding the possibility of developing a neurological module in their nursing programmes, enhanced our work with the MS Nurses Network and Merck Serono donated some money to help us research the need for developments in this area.
- The Pringle Lecture was delivered by Prof. Micheal Hutchinson on World MS Day (May 26th) and focused on vitamin D and emerging therapies.
- A number of activities were held around Brain Awareness Week in March.

### By the Numbers:

<b>1614</b>	people contacted the information line
<b>54,138</b>	people visited the website
<b>12,000</b>	MSnews magazines distributed
<b>48,000</b>	eNews emails delivered



### MS Care Centre

The MS Care Centre is Ireland's only respite and therapy centre for people with MS in Ireland.

### Highlights:

- Throughout 2010 the Centre was engaged in an accreditation process. CHKS is an international award for health care facilities that achieve the highest international standards in clinical care, health & safety, and patient-focused services. The accreditation was awarded in 2011 but staff completed the work in teams throughout 2010.
- 418 people stayed in the Centre over the year availing of the various professional and social services including the MS nurse, physiotherapist, complementary therapies, evening entertainment and around-the-clock care. At the end of 2010 MS Ireland established the Friends of the MS Care Centre appeal aiming to raise significant funds for urgent repairs and maintenance needed at the Centre.

### By The Numbers:

Number of bed nights	<b>3433</b>
Number of residents	<b>418</b>
<b>CARE LEVELS</b>	
Full care	<b>227</b>
Medium care	<b>97</b>
Low care	<b>94</b>
Physiotherapy Sessions	<b>267</b>
MS nurse appointments	<b>356</b>



## Regional Services

Our regions 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 the main services our Regional Offices provide to people and families living with MS. Other services include providing information to health professionals, service development, public awareness and support to the voluntary Branch structure.

### 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 a part of their life. Casework allows the person or family to discuss issues and receive information, support and guidance from our trained and professional staff to empower them to make decisions about their life with MS.

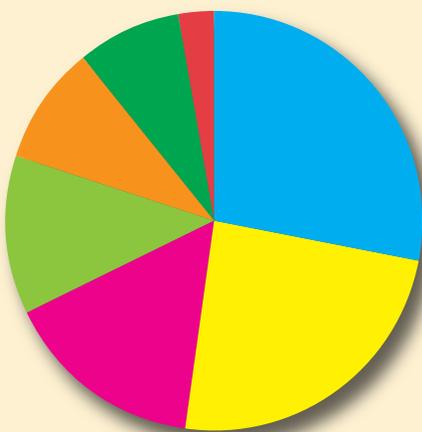
### By The Numbers:

<b>1965</b>	new cases
<b>1719</b>	case closed (presenting issues resolved)
<b>325</b>	Newly diagnosed first contacts
<b>304</b>	Non newly diagnosed first contacts

MS Ireland's approach to case management is 'solution focused'. Our regional teams work with the client to identify issues and find appropriate solutions where possible. In 2010 MS Ireland worked with a large number of people to identify and solve particular issues. The graph below summarises these issues

### By The Numbers:

<b>4,306</b>	people experiencing health and well-being issues
<b>1,719</b>	people referred to another service or agency



### Issues Presenting 2010

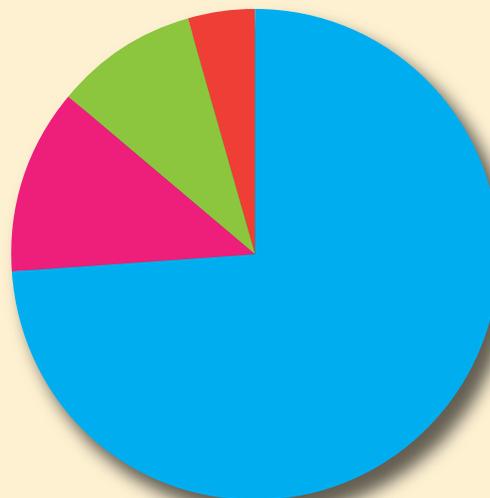
<b>852</b>	financial and welfare
<b>733</b>	family and relationship
<b>470</b>	accommodation and housing
<b>370</b>	transport
<b>280</b>	employment and career
<b>247</b>	education and training
<b>79</b>	insurance and assurance

In 2010 all our Regional Community Workers underwent training with Trinity College Dublin in the area of solution-based case work. This training has standardised our case work approach and enabled us to adopt a model that best suits the needs of our clients.

### Living with MS Programmes

Our regional services provide a wide range of group support 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, yoga and symptom management.

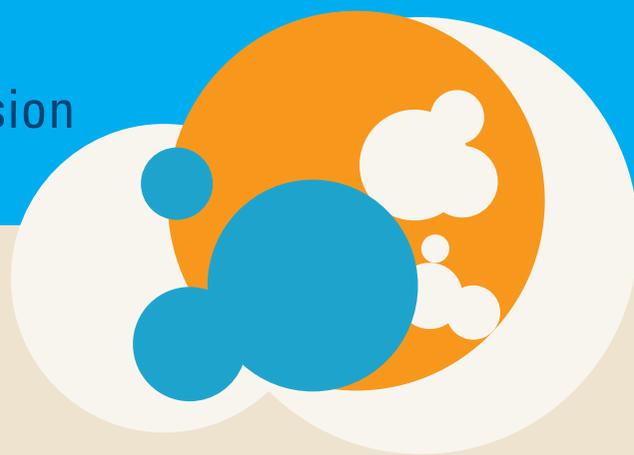
In 2010 1401 group programmes were run for people with MS and their families. These programmes may be one off sessions or a 10 week course, depending on the nature of the programme. The graph below summarises the types of programmes we ran in 2010.



### Living With MS Programmes 2010

<b>1039</b>	Physical activity programmes*
<b>168</b>	Professional information and advices (including newsletters)
<b>133</b>	Personal and emotional support
<b>61</b>	Symptom management

\* Mainly as part of the Getting The balance Right programme



**Getting the Balance Right**, our nationwide exercise, health promotion and research programme for people with MS, continued to be an enormous success in 2010 with over 2,000 people participating in multiple programmes. The programme offers a range of opportunities for people with MS to maintain and improve a full range of motion, which may have been impacted on as a result of the MS disease process. Interventions range from physiotherapy-led group programmes, physiotherapy 1:1, yoga, gym-based programmes, hydrotherapy and tai chi.

This continuance of the programme was facilitated by the support of our voluntary Branches and HSE Physiotherapy Departments that have adopted the Getting the Balance Right programme approach to their own practice.

## Two significant developments in the programme took place in 2010:

- An enhanced physiotherapy intervention was offered to those who are significantly affected by MS e.g. cannot mobilise. This new initiative introduced a physiotherapy/exercise assistant to augment their current physiotherapy service. The enhanced intervention will maintain levels of mobility, improve posture and hopefully reduce hospital admissions. The project was made possible by a National Lottery Grant.
- FAS Community Employment participants in the Western Regional Office completed a FETAC Level 5 physiotherapy assistant course. They now deliver an augmented physio programme to many people with MS in Galway, Mayo and Roscommon.

MS Ireland continues to be committed to the sustainability of the Getting the Balance Right programme and will continue to work with the Branches, HSE and other possible funding bodies to ensure that the benefits of this programme are continued.

## Counselling

In 2010 353 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. In 2010 our regional offices organised a number of other services and activities for clients:

- The **South West Dublin and Kildare region** held a number of the ever popular coffee mornings throughout the region in addition to a therapy taster day in April and a Spring Fest weekend away for over 40 people in the region and surrounding regions.
- The **Mid-West Region** made an application to the JP McManus fund for an aids & appliances programme for the Midwest. €300,000 was received and a sub-committee of Branches and regional staff was formed to administer the fund.
- The **Southern Region** initiated a new hydrotherapy group programme for wheelchair users who had been unable to access a swimming pool. A new 'Exercise Buddy' programme was established which offered passive exercise sessions on a one-to-one basis to those significantly disabled. These programmes were made possible by a hugely successful programme of fundraising activities during World MS Day.
- The **North East Region** organised a number of coffee mornings/support groups through the region in addition to 2 information days for the newly diagnosed, a couples' and carers' weekend break and a children's activity break for young teenagers with parents who have MS.
- The **East Coast Dublin and Wicklow Region** organised a number of coffee mornings throughout the region and continued to facilitate a range of successful exercise physical activity programmes
- The **Northern County Dublin and City Region** established a weekly exercise group in a gym in Swords and developed a new day service programme with the MS Care Centre whereby clients in the area can use the facilities of the Centre on a number of Saturdays to facilitate a break for their family.
- The **North West Region** continued to provide a range of activity programmes and worked with the local Branch and the HSE to purchase a walking frame to help address some of the mobility issues of people with MS in the region.
- The **South East Region** launched a Services Directory for the region and organised a Professional Advice and Information Programme which, over a number of weeks, delivered expert information on a range of topics about managing and living with MS.
- The **Midlands Region** ran a series of evening seminars throughout the region in relation to entitlements and a fashion show was organised which raised nearly €2,000 for physiotherapy and exercise classes.
- The **Western Region** held their ever popular Soul Fest in Roscommon, organised a 2 day activity break for children with parents who have MS and 13 outreach workers completed a FETAC course on physiotherapy.

# Local Services

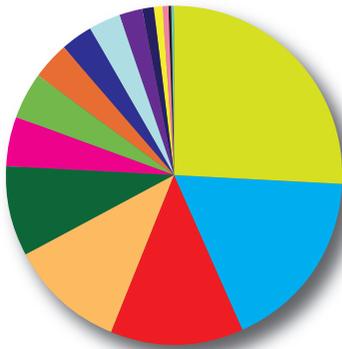
MS Ireland provides local services through a network of 41 Voluntary Branches. Run by people affected by MS for people with MS, the Voluntary Branches provide services, social opportunities, fundraising activities and a welfare system, providing financial assistance to those in need.

## Some Branch Highlights of 2010:

- Tom Doran and friends from the Carlow Branch organised the Carlow 50K Cycle
- The Monaghan Branch held a sponsored walk
- Meath Branch Vintage and Family Day was held at the Smiths' Family Farm, Seymourstown.

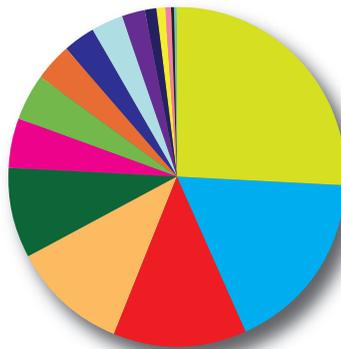
- The Fermoy Branch Annual Galtee Walk celebrated 29 years on the mountain!
- The Donegal Branch held a golf classic at Ballybofey/Stranorlar Golf Club
- The Tralee Branch held a concert with a spectacular performance from the legendary group Bagatelle

**COST OF BRANCH MEMBERS SERVICES**



	2010
Direct financial Aid	263,813
Professional Services to Members	176,574
Members Holidays	130,479
Fuel Grants	111,769
Welfare Payments	88,265
Home Help and Nursing	48,846
Therapy Treatments	43,874
Other Services	35,964
Car Adaptations	
Tax and Insurance	32,193
Respite	29,910
Summer/Xmas Outings/ Members Day out	23,696
Aids and Appliances	23,177
Housing and Building Grants	11,640
Donations Flowers/Gifts	7,256
Pilgrimage Grants	6,123
Grants to Members	2,987
Car Grants	1,406
<b>Total</b>	<b>1,037,972</b>

**INCOMING RESOURCES**

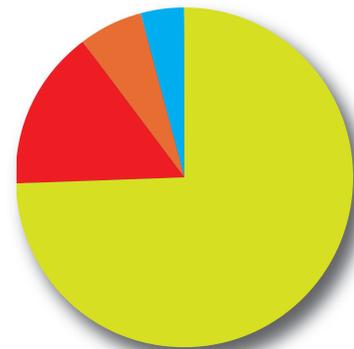


	2010
Churchgate Collections	423,123
Fundraising Events	382,482
Donations	172,473
Other Fundraising Activities	134,828
National Conference	76,648
Marathons/Walks	71,420
Flag day Collections	67,047
Christmas Events	61,354
Raffles	31,480
Statutory Grants	16,888
Counter Box Collections	12,053
Interest Receivable	9,848

**Total Income**

**1,459,644**

**VOLUNTARY BRANCH NETWORK COSTS**

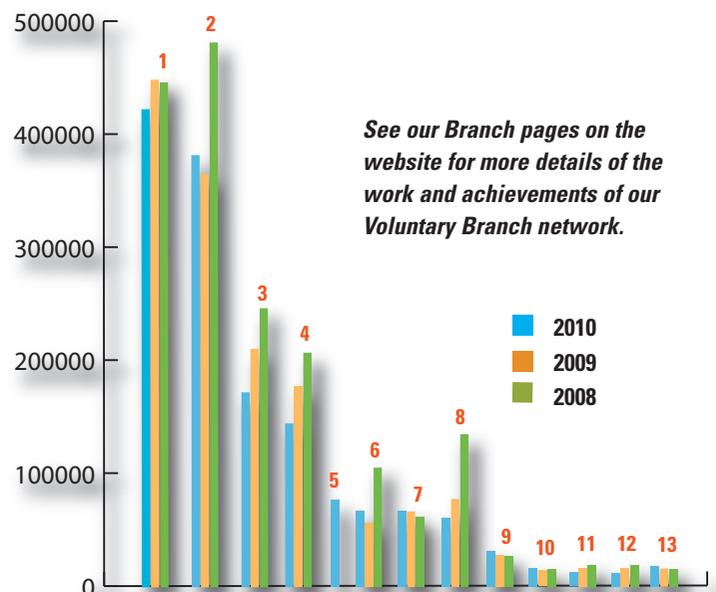


	2010
Local Member Services	1,151,751
Admin Costs	233,906
Fundraising Costs	94,562
Regional and National Members Services	62,786
<b>Total</b>	<b>1,543,005</b>

## INCOME ANALYSIS 2008-2010

	2010	2009	2008
1 Churchgate Collections	423,123	449,222	446,821
2 Fundraising Events	382,482	365,660	482,116
3 Donations	172,473	210,923	246,900
4 Other Fundraising Activities	107,857	138,348	186,458
5 National Conference	76,648	-	-
6 Marathons/Walks	71,420	56,892	105,731
7 Flag day Collections	67,047	66,882	61,606
8 Christmas Events	61,354	77,937	135,199
9 Raffles	31,480	28,272	26,903
10 Statutory Grants	16,888	13,444	15,516
11 Counter Box Collections	12,053	16,262	19,203
12 Interest Receivable	9,848	11,310	25,895
13 Miscellaneous	26,971	20,064	16,760

**Total** 1,459,644 1,455,216 1,769,108



See our Branch pages on the website for more details of the work and achievements of our Voluntary Branch network.



## Our Campaigning & 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 2010:

The adequate provision of neurological care was the top campaigning priority for MS Ireland in 2010. Working closely with The Neurological Alliance of Ireland, we were involved in a number of key activities:

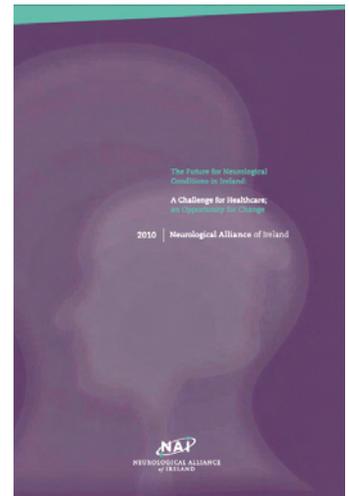
- The publication of 'The Future for Neurological Conditions in Ireland: A Challenge for Healthcare; an Opportunity for Change'. The document is an essential guide to neurological care in our health services. A number of leading clinicians, academics and specialists contributed to the publication, which explores the challenges facing neurological care and the solutions that need to be put in place.
- Minister for Health and Children attended the NAI press conference in June to receive the publication and hear our views on neurological care in Ireland. Anne Winslow, Chief Executive of MS Ireland, is the Chairperson of NAI and officially called on the Government to introduce a national programme for neurological care.
- MS Ireland encouraged people with MS and their families to sign a petition for improved neurological care.
- The Joint Oireachtas Committee on Health and Children endorsed the introduction of a national programme.

Worked carried out by MS Ireland and other neurological charities in 2010 paid off as improvements in neurological care were prioritized by the HSE. In the annual plan for 2011

they committed to increase the number of neurologists by 13. Clinical leads were appointed in the areas of outpatient neurology, stroke and epilepsy, each aiming to make significant improvements in their area. The neurorehabilitation strategy has been prioritised and the appointment of a new clinical lead is expected.

### MS Ireland also worked on a number of other key issues:

- In June we wrote to the Minister for Health and Children requesting the review of the legislation that would allow Sativex, a cannabis-based drug, to be prescribed in Ireland.
- Work continued on the Neurorehabilitation Strategy which MS Ireland contributed to widely in 2010.
- We met with the Primary Care Team's national lead to discuss ways we can support these teams to maximise the outcomes in community care for people with MS
- On World MS Day 2010 MS Ireland joined other MS Societies around the world to call for improved working conditions and rights for people with MS in the workplace.
- In 2010 MS Ireland funded a young person with MS to attend The EMSP's European Conference for young people with MS. The aim of the conference was to exchange ideas and experiences and discuss how societies can reach out to younger people with MS and improve the services and activities provided.



Vote for Thinking Ahead:  
**A National Programme  
For Neurological Care**



The NAI Editorial team present Minister Mary Harney with a copy of their seminal publication about the challenges and opportunities within neurological care. MS Ireland's Chief Executive is the Chairperson of NAI.



# 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 2010:

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 two levels: (i) directly funding research; and (ii) providing updates on research developments around the world.

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 2010 chronic cerebrospinal venous insufficiency (CCSVI) was a major research topic which we reported on at length. Developments in oral therapies, Sativex (cannabis-based drug) and various calls to participate in social research were also highlights of 2010.

## 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.

Throughout 2010 we had three projects in various stages of completion:

### **Project 1: Endoplasmic Reticulum as a component of neurodegeneration in MS grey matter lesions.**

**Dr Una Fitzgerald, National University of Ireland, Galway.**

This project is examining the pathology of lesions occurring in the grey matter of people with MS, i.e. lesions in the outermost layers of the brain. This area of the brain is increasingly under the spotlight as it is known that lesions develop all over the grey matter and these may

be responsible for chronic neurodegeneration occurring in the later stages of MS.

**This project finished in 2010. Interim and final reports are available on the website.**

### **Project 2: 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)**

Difficulties with memory and cognition are problems experienced by many people with MS and there is no specific treatment at present. It is most likely that these problems occur when the loss of myelin affects a part of the brain known as the hippocampus.

**This project is ongoing and is due to finish in 2011. An interim report is available on our website.**

### **Project 3: 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**

Preliminary studies carried out by Dr Marion Butler in National University of Ireland, Maynooth (NUIM) have uncovered a novel role for a protein called IRAK1 in preventing the interferon response. Why is this important? Interferons are being used therapeutically in the treatment of a number of diseases, including interferon-β1 in the treatment of patients with MS. In the case of MS, this therapy is the first treatment choice for relapsing/remitting MS. This project began at the end of 2010.

## MS Ireland and the University of Limerick

Throughout 2010 the research findings of Getting the Balance Right, our exercise,

health promotion and research programme, were internationally recognised as demonstrating effective interventions for people with MS. At ECTRIMS in Gothenburg Neasa Hogan, one of the team working on the getting The Balance Right project, won best rehabilitation poster.

The research was further built upon with the development of a number of related research projects conducted by the physiotherapy department of the University of Limerick. The following projects began in 2010:

- Adding electrical stimulation to a home exercise programme
- Whole body vibration for people with MS
- Exercise for people with mild disability due to MS
- Exercise for those with walking aids

At the end of 2010 MS Ireland and the University of Limerick began discussions on the idea of a memorandum of understanding. This partnership agreement would formalise a mechanism whereby students in the University, from many disciplines, would use the MS cohort to base their research upon. See our website for further developments.

## Other Research Activities

To honour the life and work of Dr Geoffrey Dean, MS Ireland established a Dean Medal at the end of 2010. This is a travel bursary to help young researchers fund their educational trips. Dr Dean was an internationally renowned researcher in the field of MS who passed away in 2009 after living in Ireland for over forty years.

MS Ireland assisted many researchers and students to complete small pieces of research. This included finding people with MS to take part in studies.



## Our Funding Goal

2010 was another difficult year for MS Ireland financially. In 2009 we had managed to stay within our budget by renegotiating many financial arrangements, reducing our expenditure in many areas (including our fundraising campaigns), creatively using the resources at our disposal and streamlining services and operations. In 2010 further savings were made but we had to reduce some administrative input into a few of our activities. We also developed a more robust fundraising strategy to ensure financial difficulties did not limit or reduce the positive impact MS Ireland has on the lives of people affected by MS. The reduction in income will further impact us in 2001 and measures to address the deficit are under way.

# Fundraising Highlights of 2010:



### MS READaTHON

20,000 young people and 630 schools got involved in the 2010 MS READaTHON and raised a staggering €730,000. Highlights of this campaign were our attendance at the INTO conference to recruit more schools; the development of a dedicated Facebook page for adult supporters; the development of a promotional DVD with students from NUI Galway; and our awards ceremony which celebrated the achievements of all our readers, schools and libraries

### MS MUDRUN

Ireland's very first Mudrun took place in February with over 400 people getting down and dirty for MS Ireland. Sponsored by Persil and launched by TV personalities Amanda Bruncker and Sinead Desmond, the Mudrun was a runaway success, attracting lots of media attention and raising over €60,000 for our services.



**Walks and Adventures**  
Our sporting activities shined this year as thousands of people kept active while raising money for services to people with MS.



### Treks

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

### Jump in July

Fundraisers took to the skies in July and completed over 40 skydives over one weekend for MS Ireland.

### Marathons

Nearly 300 women took to the streets in June for the Flora Mini Marathon and ran, walked and crawled to the finish line. Nearly 100 people took part in the Dublin City Marathon in October and countless others completed various other marathons, races, cycles, triathlons and ironman competitions.

### Tee Time

Golfers were well catered for in 2010 as the JP McManus Invitational Pro-Am took place in July and a golf classic took place at Killeen Castle in August.





*'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.'*



## World MS Day

The second ever World MS Day took place on the 25th of May 2010 and raised over €35,000 for services. Activities for the day were kindly supported by Bayer Healthcare, Crystal Swing, Sybil Mulcahy, Fergus McFadden and an array of up and coming Irish musicians.

Highlights of the day included street collections all over Ireland; a 'bring and buy' in Cork; the launch of a directory in the South East; a drumming event on the streets of Dublin; and a very successful Pringle Lecture given by Prof. Michael Hutchinson, who spoke about his research into vitamin D and other developments in MS research.



## Christmas Campaign:

The MS 'Reach for a Star' corporate Christmas campaign saw 40 corporates sponsoring a star on the MS Christmas Tree in Blanchardstown, in lieu of sending cards out to their clients. The total raised was €80,000. A wonderful selection of Christmas cards was produced for members of the public to buy online, through the regional offices and from a number of our Voluntary Branches. In November we opened the first MS Ireland Christmas store. This proved to be a successful fundraiser and raised the profile of MS Ireland.

## Other highlights:

- Internet sensations Crystal Swing adopted MS Ireland as their preferred charity throughout 2010.
- In 2010 our partnership with B&Q continued, with many of our Branches and walkers using the stores as locations for bucket collections.
- Throughout the spring of 2010 staff and volunteers sold raffle tickets giving people the opportunity to walk away with prizes valued at €3,500. Lucky winners came from Mayo, Dublin and Monaghan.
- MS Ireland was one of 25 charities invited to become part of the €2WillDo campaign, which encourages people to text a donation to MS Ireland.
- Network Ireland adopted MS Ireland as their charity of the year in 2010 and ran a number of events and activities to raise money and create awareness.
- We were charity of the month for April on Donedeal.ie, a popular online salesroom which donated over €8000 to MSI.



**In December 2010 the first meeting of the Friends of the MS Care Centre Committee took place. The group will drive a major appeal to fund essential repairs and maintenance at the Centre.**



## 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 2010:

#### HUMAN RESOURCES AND ORGANISATIONAL STRUCTURE

- In 2010 three posts were vacated and subsequently filled: Regional Community Worker in the South Western Area; Supervisor for our FÁS scheme at the MS Care Centre; and part-time Walks and Events Administrator at National Office.
- A number of interns and volunteers began work with MS Ireland, complementing paid staff in National Office.
- Care and supervisory staff continued to participate on the DFI-sponsored Skills Project. This year we saw 6 team members continue their training under the programme.
- Fundraisers attended an in-house professional sales training programme focused on developing a more strategic approach to direct fundraising activities.
- Mr Michael Biggane was appointed as a new member of our **pension scheme**. In the pursuit of de-risking the scheme, the trustees agreed a number of key amendments. In addition, the Annual Report for the scheme was signed off and made available to all members.
- We reduced full-time reception cover at the MS Care Centre, administration cover in some of our Regional Offices, as well as reorganising the operation of the MS Information Line.
- In 2010 an Organisational Health Check was carried out in conjunction with DFI.

#### ICT

- The upgrade of our computers at National Office was completed. The result has extended the life of most of our machines, provided a more stable platform and deferred major capital expenditure.
- Significant cost reductions have been achieved on our voice traffic (mobile and fixed line) by ensuring that MS Ireland is included under the government frameworks. These arrangements provide us with virtually fixed mobile phone charges year on year, as well as preferential rate call charges on all our fixed lines.
- We moved IT network manager which delivered a 15% reduction on costs year on year.

#### Public Relations and Awareness

To increase our profile and improve our ability to fundraise we prioritised this area in 2010.

We had a range of successes:

- Appearances on Ireland AM, Nationwide and TV3 News
- A documentary on a young Dublin woman living with MS
- Securing a number of personalities including Evanna Lynch (Harry Potter fame); Sybil Mulcahy; Laura Woods; Fergus McFadden; and Crystal Swing.
- Increased presence in the regional media re the work of MS Ireland and the nature of MS
- Development of a number of videos about MS/MS Ireland



#### 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 2010 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 falls prevention and training for physiotherapy assistants.
- The Neurological Alliance of Ireland regarding the campaign for neurological care (see Page 8 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. In May 2010 MS Ireland Chief Executive Anne Winslow was appointed 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 '1Thing Initiative'; Merck Serono re physiotherapy placements; Novartis re information sources; and Sanofi-Aventis re a new booklet.



## Governance/Administrative details

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 16 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 2010, the Board met six times. Significant work was carried out in the areas of finance and funding, governance and strategy. At the end of the year the Board decided to undertake a governance health check with a view to acquiring governance accreditation.

## 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 2010 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*

#### 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*

Just under 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 on 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.

### 2010/2011 Board members:

*Mr Allen O'Connor, Chairman*

*Mr Manfred Huschka Deputy Chairman*

*Mr Brian Barrett*

*Ms Margaret Burke*

*Mr Joe Cahill*

*Dr Susan Coote*

*Mr Barney Cunningham*

*Dr Gemma Donnelly-Cox*

*Mr Brian Farrell,*

*Ms Maureen Feeney*

*Prof Michael Hutchinson*

*Ms Lorna Mitchell*

*Mr Sean Murphy*

*Ms Emma Rogan*

*Mr Kilian Smith*

*Mr Paddy Stronge*

## Board Committees

A number of Board committees inform and complement the work of the Board. Each committee is made up of Board members who have particular interests, experiences and knowledge.

- Finance
- Strategy
- Structural
- Nominating
- Scientific Advisory, including medical and social research
- Remuneration

As the need arises, a number of staff and external professionals will be asked to sit on these committees.

## Branches in 2010

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



## INCOME AND EXPENDITURE

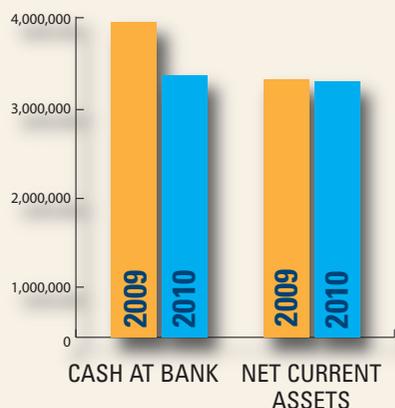
	Unrestricted Funds 2010 €	Restricted Funds 2010 €	Total Funds 2010 €	Total Funds 2009 €
<b>INCOMING RESOURCES</b>				
Total incoming resources	<u>4,029,630</u>	<u>4,197,213</u>	<u>8,226,843</u>	<u>9,018,811</u>
<b>RESOURCES EXPENDED</b>				
Total resources expended	<u>4,272,815</u>	<u>3,956,841</u>	<u>8,229,655</u>	<u>9,184,395</u>
Net outgoing resources	(243,185)	240,372	(2,813)	(165,584)
<b>Total funds brought forward at 1 January 2010</b>	<u>5,827,538</u>	<u>1,620,319</u>	<u>7,447,857</u>	<u>7,613,441</u>
<b>Total funds carried forward at 31 December 2010</b>	<u>5,584,353</u>	<u>1,860,691</u>	<u>7,445,044</u>	<u>7,447,857</u>
<b>Net Results</b>	<b>2010</b>	<b>2009</b>		
Net Unrestricted funds	(243,185)	228,741		
Net Restricted funds	240,372	(394,325)		
Overall Net Deficits	(2,814)	(165,584)		

## CONSOLIDATED BALANCE SHEET

	2010 €	2009 €
<b>FIXED ASSETS</b>		
Tangible fixed assets	<u>7,051,481</u>	<u>7,256,592</u>
<b>CURRENT ASSETS</b>		
Stocks	13,217	6,297
Debtors	628,209	322,874
Investments	5,508	21,138
Cash at bank and in hand	<u>3,474,935</u>	<u>3,934,358</u>
	<u>4,121,869</u>	<u>4,284,667</u>
<b>CREDITORS:</b> (Amounts falling due within one year)	(939,892)	(1,131,055)
<b>NET CURRENT ASSETS</b>	<u>3,181,977</u>	<u>3,153,612</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>	<u>10,233,457</u>	<u>10,410,204</u>
<b>CREDITORS:</b> (Amounts falling due after more than one year)	(2,788,413)	(2,962,347)
<b>NET ASSETS</b>	<u>7,445,044</u>	<u>7,447,857</u>
<b>FUNDED BY:</b>		
Restricted funds	1,860,691	1,620,319
Unrestricted funds	<u>5,584,354</u>	<u>5,827,538</u>
<b>FUNDS</b>	<u>7,445,044</u>	<u>7,447,857</u>



### BALANCE SHEET RESERVES



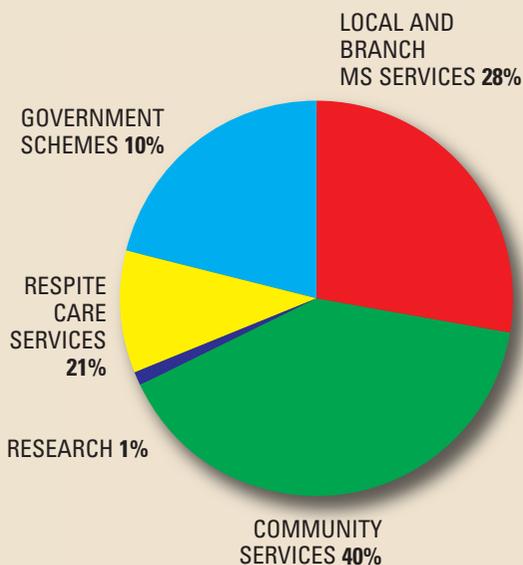
### CURRENT ASSETS HIGHLIGHTS



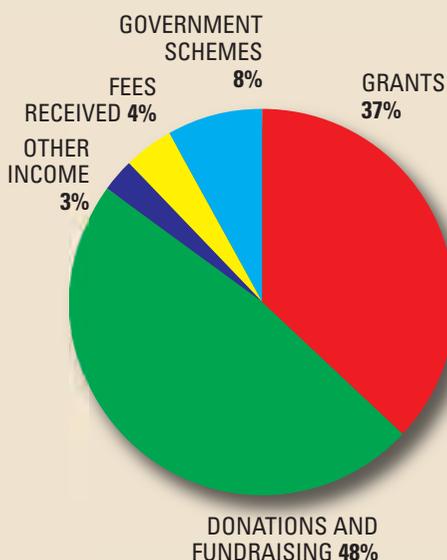
Current Asset Highlights	2010	2009
Restricted funds	1,860,691	1,620,319
Unrestricted funds	5,584,354	5,827,538

Balance Sheet Reserves	2010	2009
Cash at Bank	3,474,935	3,934,358
Net Current Assets	3,181,977	3,153,612

### CHARITABLE EXPENDITURE ANALYSIS 2010



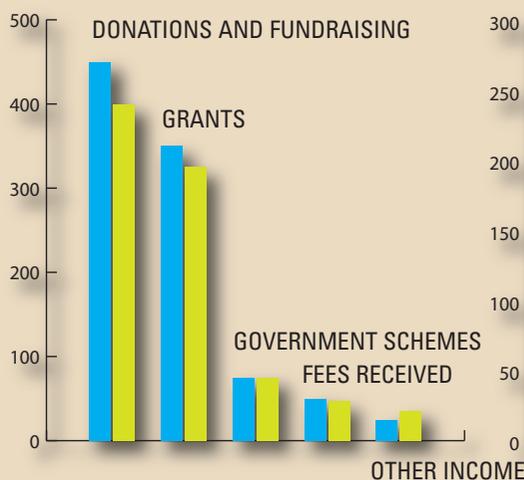
### INCOME ANALYSIS 2010



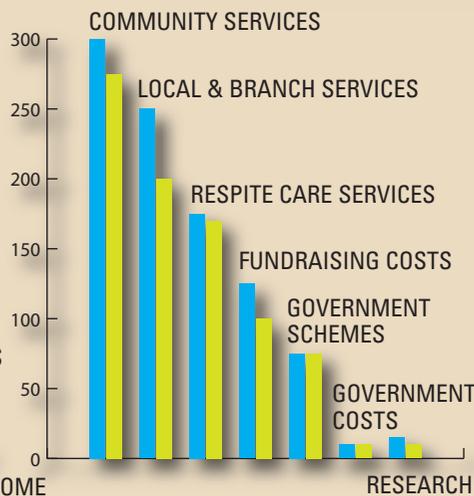
Income Analysis	2010	2009
Donations and Fundraising	3,938,394	4,301,045
Grants	3,003,907	3,469,981
Government Schemes	690,735	698,983
Fees Received	309,071	389,838
Other Income	284,736	158,946
<b>Total</b>	<b>8,226,843</b>	<b>9,018,811</b>

Charitable expenditure Activity	2010	2009
Community Services	2,875,618	2,992,735
Local & Branch MS Services	2,032,048	2,499,695
Respite Care Services	1,550,204	1,645,575
Government Schemes	697,445	707,426
Research	74,229	95,347
<b>Total</b>	<b>7,229,543</b>	<b>7,940,778</b>

### TOTAL INCOME ANALYSIS 2010

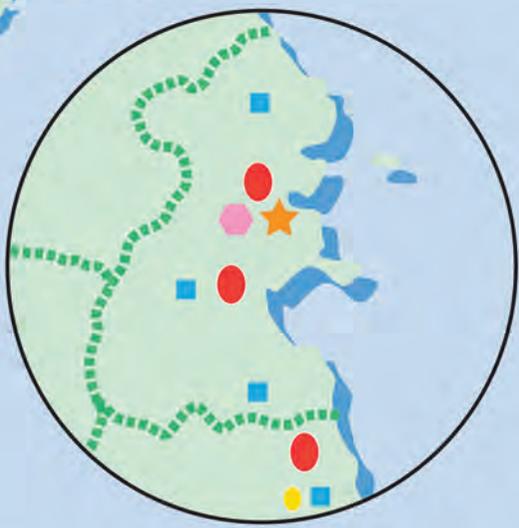


### TOTAL EXPENDITURE ANALYSIS 2010



Income Analysis	2010	2009
Donations and Fundraising	3,938,394	4,301,045
Grants	3,003,907	3,469,981
Government Schemes	690,735	698,983
Fees Received	309,071	389,838
Other Income	284,736	158,964
<b>Total</b>	<b>8,226,843</b>	<b>9,018,811</b>

Total Expenditure Analysis	2010	2009
Community Services	2,875,618	2,992,735
Local & Branch Services	1,965,156	2,437,518
Respite Care Services	1,550,204	1,645,575
Fundraising Costs	1,000,112	1,243,617
Government Schemes	697,445	707,426
Governance Costs	66,892	62,177
Research	74,229	95,347
<b>Total</b>	<b>8,229,655</b>	<b>9,184,395</b>



-  MS Regional Office
-  MS National Office
-  Ms Voluntary Branches
-  MS Care Centre
-  MS Shop

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