

**MS IRELAND**  
ANNUAL  
REPORT &  
ACCOUNTS  
**2013**



**OUR MISSION IS TO ENABLE & EMPOWER PEOPLE AFFECTED BY MS TO LIVE THE LIFE OF THEIR CHOICE TO THEIR FULLEST POTENTIAL.**

**EMPOWER** PEOPLE WITH MS TO CONTROL THEIR LIVES & INFLUENCE THEIR ENVIRONMENT // ALLOW PEOPLE WITH MS TO **LIVE WITH DIGNITY** WHILE PARTICIPATING IN THE COMMUNITY // PROVIDE **SUPPORT** FOR THE FAMILIES AND CARERS OF PEOPLE WITH MS // **CO-OPERATE** WITH THE MEDICAL, SCIENTIFIC, SOCIAL & CARING PROFESSIONS // PROMOTE **SCIENTIFIC RESEARCH** INTO THE CAUSES OF MS // **ENCOURAGE** BETTER MANAGEMENT OF MS & ITS SYMPTOMS // **EXCHANGE** & DISSEMINATE **INFORMATION** ON MS // **DEVELOP** AN EFFICIENT, EFFECTIVE AND CARING ORGANISATION TO **SERVE THE NEEDS** OF PEOPLE WITH MS //

**WE ARE THE ONLY ORGANISATION PROVIDING COMMUNITY-BASED SERVICES, INFORMATION & SUPPORT TO THE ENTIRE MS COMMUNITY ON A NATIONAL, REGIONAL AND LOCAL LEVEL.**

**THESE INCLUDE: INDIVIDUAL & FAMILY SUPPORT** // LIVING WITH MS PROGRAMMES, ACTIVITIES & WORKSHOPS // CONFIDENTIAL **MS INFORMATION LINE** 1850 233 233 // **MS CARE CENTRE** FOR RESPITE & THERAPIES // **38 VOLUNTARY BRANCHES** NATIONWIDE // PROFESSIONAL **COUNSELLING** // ADVOCACY AND LOBBYING // **INFORMATION** PUBLICATIONS // WEBSITE: **WWW.MS-SOCIETY.IE** // **MSNEWS** MAGAZINE & E-NEWSLETTER // **RESEARCH** & INFORMATION // NATIONAL **CONFERENCES & GATHERINGS**

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**WORKING  
TOGETHER**

## CHIEF EXECUTIVE & CHAIRMAN WELCOME

We are proud to welcome you to a review of MS Ireland in 2013. Our staff and volunteers have worked hard this year to ensure that even during these challenging times, people with MS are at the centre of everything we do. Service delivery in changing economic times has remained our top priority and as the second year of our integrated model of working comes to a close we think it has made a significant impact on this. 2013 was a year of change but by continuing to work closely together with our community we are certain we can achieve great things in the future.

Multiple Sclerosis is still the most common neurological condition facing people nationwide, with the number of people being diagnosed rising each year. MS Ireland exists to ensure that these people receive information, support and services when they need it most. Despite the often uncertain times we currently face, we are still as dedicated to our mission as ever before, "To enable and empower people affected by Multiple Sclerosis to live the life of their choice to their fullest potential".

Our MS Information Line is often the first port of call for anyone seeking information about MS. We are pleased to note that 2013 saw a 14% increase in the number of people making contact via a range of mediums including phone, e-mail and social media. This is reflective of an ever increasing number of people being

proactive about a diagnosis or possibility of a future with MS.

This year we produced and launched our Caregivers Resource which explores the many aspects of life for carers of people with MS. The information featured in our resource is intended to provide support in this important role as they navigate daily life as caregivers.

We are incredibly proud of our research partnership with the University of Limerick, which continued throughout 2013. Thanks to funding, we were able to continue supporting a demyelination project in NUI Galway. This demonstrates our commitment to working with the scientific and medical communities to discover new and improve existing treatments to improve quality of life for people with MS.

# CHIEF EXECUTIVE & CHAIRMAN WELCOME

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We were honoured to appoint long-term MS Ireland supporter Professor Michael Hutchinson as our Medical Advisor this year. Professor Hutchinson will work to improve medical information provided by MS Ireland among other activities. We were also pleased to be involved with the launch of MS Nurse PROfessional, the first CME-accredited online platform for MS nurses in Europe, and look forward to further developments in this area.

MS Ireland's website saw a dramatic increase in the number of visitors compared to 2012. Expanding on our development work last year, the website is now regularly updated with new content and news from the international and national MS community. The launch of our MS and Me Blog has only enhanced our website and we will work to develop this community blog next year.

Our social media presence also received an upsurge in activity this year which, in this increasingly digital age, is both encouraging and welcome. Our Facebook, Twitter and YouTube pages are places to share information and experiences with people in similar situations both at home and abroad.

None of these successes would be possible without our supporters – the many, many fundraisers and volunteers who tirelessly support MS Ireland in countless different ways – each contributing what they can to make a difference to the lives of people with MS across Ireland. We would also like to express our sincere thanks to our staff for their unwavering passion and commitment to their work.

**We hope you enjoyed reading this report and we look forward to working with you in the coming year.**



**AVA BATTLES  
CHIEF EXECUTIVE**



**MANFRED HUSCHKA  
CHAIRMAN**

# STRATEGIC GOALS

2013 was the second year of our three year Moving Forward Strategic Plan. The goals in the plan come from our 2011 organisational review which identified the services people with MS most valued from MS Ireland. The results showed a clear mandate for the future:



## SUPPORT & SERVICE PROVISION

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



## RESEARCH

To fund research and disseminate national and international research developments in an accessible format.



## INFORMATION & EDUCATION

To provide timely, accurate, sensitive and accessible information to people who use our services and educational activities for health professionals.



## STRENGTHENING PROFILE & CAPACITY

To continue developing an efficient and effective organisation that supports our services, staff and volunteers within available resources and to deepen the good reputation of MS within the media, allied organisations and those who use our services.



## CAMPAIGNING & ADVOCACY

To represent the views and concerns of people who use our services at a local, national and international level.



## FUNDING THE STRATEGY

To source, fundraise and effectively manage our financial resources to fund the services and activities of the organisation.

Log on to our website to read the full strategic plan: [www.ms-society.ie](http://www.ms-society.ie)



"I can't stress to you how very important the MS Care Centre is to me. It's essential to my health and wellbeing. It's what keeps me going. I want to keep my husband at home and this allows me to do it." **Janet**

## ACHIEVING IN SUPPORT & SERVICE PROVISION

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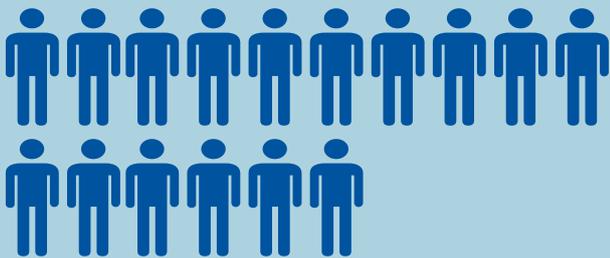
IN 2013, THIS IS WHAT WE ACHIEVED IN SUPPORT & SERVICE PROVISION

# ACHIEVING IN SUPPORT & SERVICE PROVISION

## THE MS CARE CENTRE

Our MS Care Centre is the only respite and therapy centre for people with MS in Ireland. Providing short-term respite care for people with MS, during a week-long stay a resident can avail of therapeutic services, neurological assessments, access to an MS nurse and a range of social activities to allow for complete rest and recuperation.

In 2013 the MS Care Centre provided professional, dedicated care for 449 people. Our highly trained staff and specialised equipment ensures a safe and comfortable stay for residents and peace of mind for family members and carers.



**MALE: 158**

**FEMALE: 291**



## DEPENDENCY

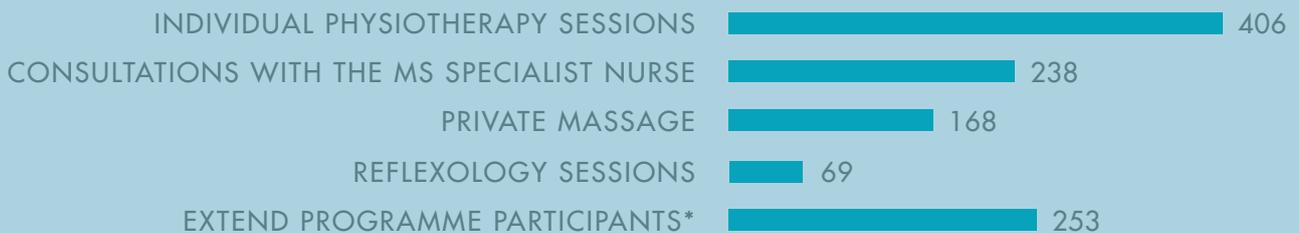


## NEW & RETURNING RESIDENTS



\*SOME RESIDENTS STAYED TWICE OR MORE

## PROFESSIONAL & THERAPEUTIC INTERVENTION



# ACHIEVING IN SUPPORT & SERVICE PROVISION

## IMPROVING THE MS CARE CENTRE

Thanks to donations and volunteers from our generous corporate supporters we were able to complete a number of improvements to ensure the continued safety, comfort and enjoyment of the Centre, including:



INSTALLATION OF EMERGENCY LIGHTING



UPGRADE OF WINDOWS & DOORS



PAINT WORK



GARDEN MAINTENANCE

A special **THANK YOU** to the residents and their families who made a donation to the MS Care Centre on foot of their stay. We deeply appreciate their generosity which helps us keep this wonderful and essential service operating.

In 2013 we further committed to providing quality care by engaging with Health Information and Quality Authority (HIQA). We are currently accredited by CHKS, an international award for health services and facilities, and a HIQA award will again demonstrate our ability to provide top quality care to our residents. Work on the award will continue in 2014.

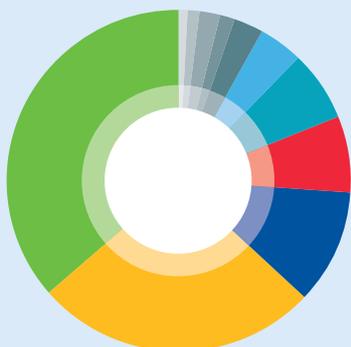


## THE MS INFORMATION LINE

Operating weekdays from 10am-2pm, our dedicated information line provides professional, anonymous and confidential support for people with MS, their families, carers and health professionals.

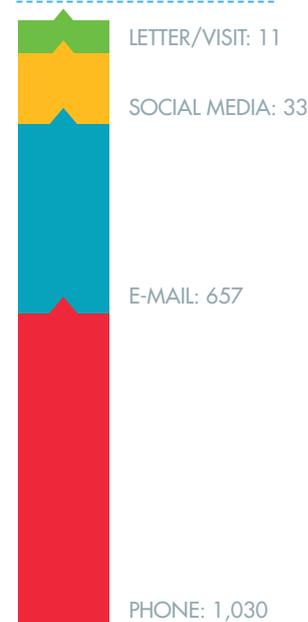
In 2013, **1,731 PEOPLE** contacted the MS Information Line - a 14% increase on last year.

### REASON FOR MAKING CONTACT



- 626 EMOTIONAL SUPPORT
- 464 GENERAL INFO
- 189 TREATMENTS
- 122 INSURANCE
- 115 ENTITLEMENTS & SERVICES
- 71 BEING DIAGNOSED
- 48 ACCESSIBILITY
- 26 SHORT TERM RESPITE
- 34 OTHER
- 18 TRANSPORT
- 18 RESEARCH

### HOW PEOPLE MADE CONTACT



# ACHIEVING IN SUPPORT & SERVICE PROVISION

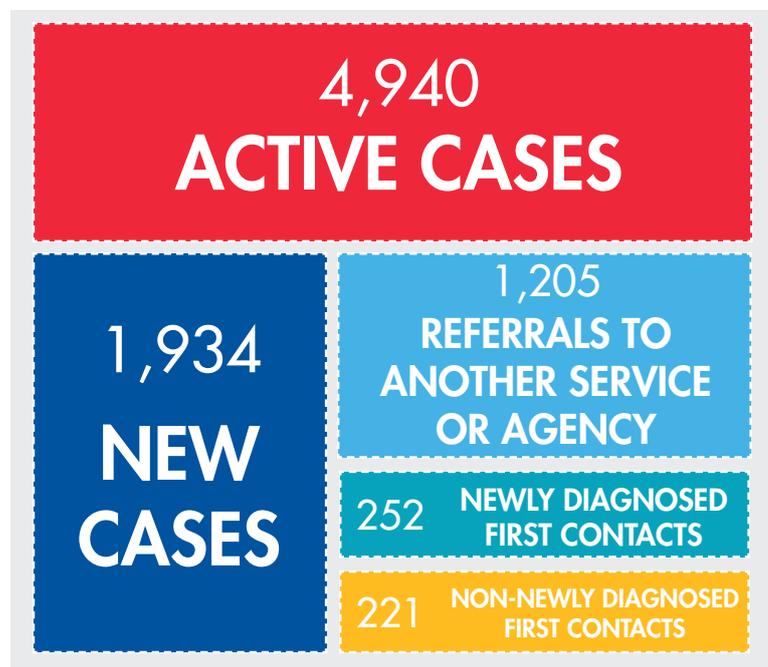
## REGIONAL SERVICES

MS Ireland provides a range of services to individuals, families and health care professionals through our network of ten Regional Offices across the country. Our professional team of Regional Community Workers deliver these services, 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 delivered through our Regional Offices to people with MS and the families and carers who share their lives. Other services include information to health professionals, service development, public awareness and support to the voluntary Branch structure.

## CASEWORK

Our casework service revolves around home visits, personal contact with clients, issue exploration/resolution and referrals to external 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 provides an opportunity for the person or family to discuss and receive information, support and guidance from our trained and professional staff to empower them to make their own decisions about their life with MS.



## ISSUES PRESENTING IN 2013



# ACHIEVING IN SUPPORT & SERVICE PROVISION

## LIVING WITH MS PROGRAMMES

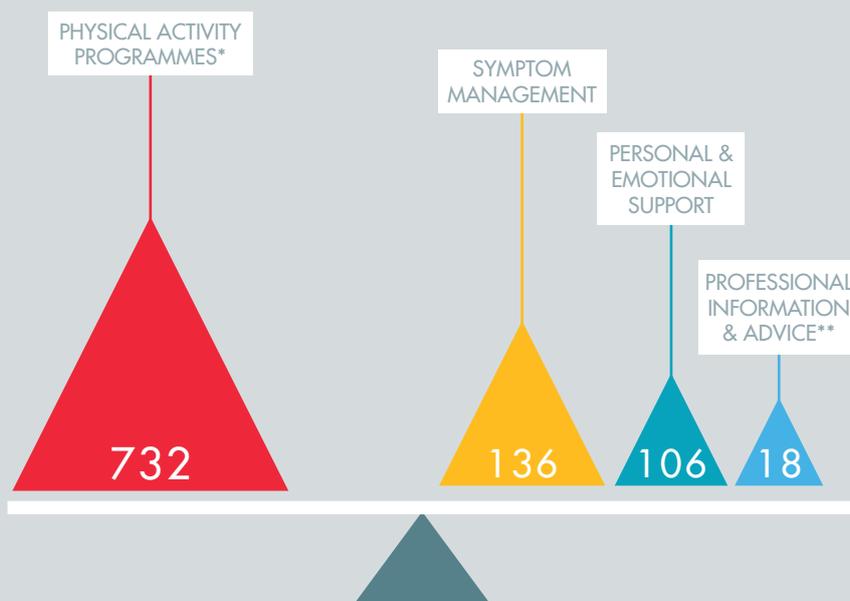
Our regional services include a wide range of individual and group support through programmes, workshops and activities covering areas including health promotion, coping strategies, caring, personal development and support groups. These services may be one off sessions or a multiple week courses, depending on the nature of the programme.

	SYMPTOM MANAGEMENT		PHYSICAL ACTIVITIES
	INFORMATION EVENTS		CARERS SUPPORT GROUPS
	NEWLY DIAGNOSED SEMINARS		

## GETTING THE BALANCE RIGHT

Our nationwide exercise, health promotion and research programme for people with MS continues to be an enormous success. 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 physiotherapist-led group programmes, physiotherapy 1:1, yoga, gym-based programmes, hydrotherapy and tai chi.

### IN 2013 WE PROVIDED



\* MAINLY AS PART OF THE GETTING THE BALANCE RIGHT PROGRAMME  
 \*\* THIS FIGURE INDICATES THE NUMBER OF NEWSLETTER EDITIONS

MS Ireland remains committed to the sustainability of the **Getting the Balance Right Programme** and we 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 2013, counselling sessions were conducted nationwide for people with MS. The service allows people to explore issues relating to their MS in an individual and confidential manner.



## WORKING TOGETHER: AN INTEGRATED APPROACH

### ACHIEVING IN SUPPORT & SERVICE PROVISION

#### VOLUNTARY BRANCH SERVICES WORKING TOGETHER

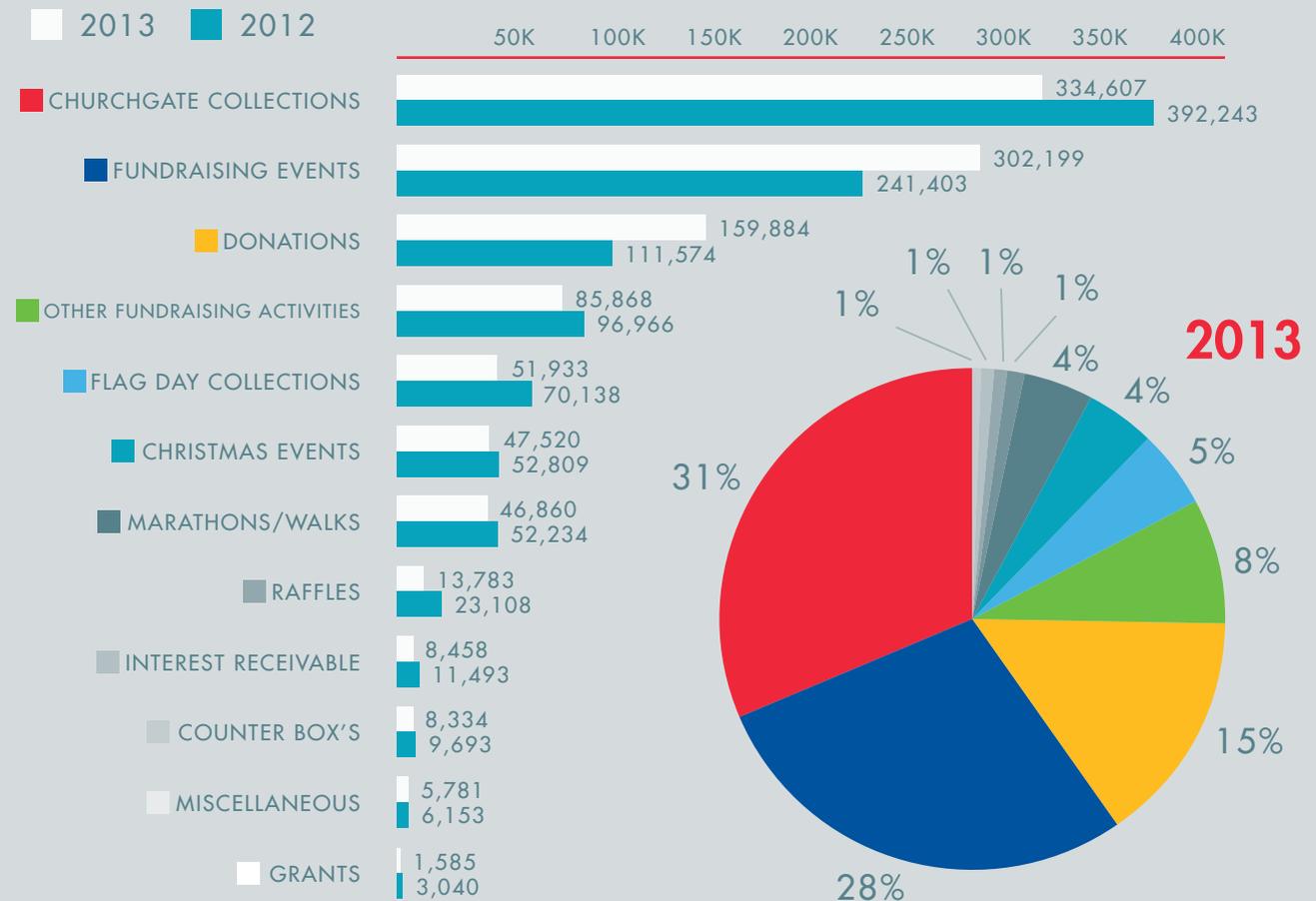
2013 was the second year of our integrated model of service delivery. Our professional regional staff worked closely with our dedicated teams of volunteers throughout our Branch network to best fund, organise and deliver services to the local MS community. This teamwork has meant that we are able to make the best use of all our resources to best address the needs of people with MS and their families.



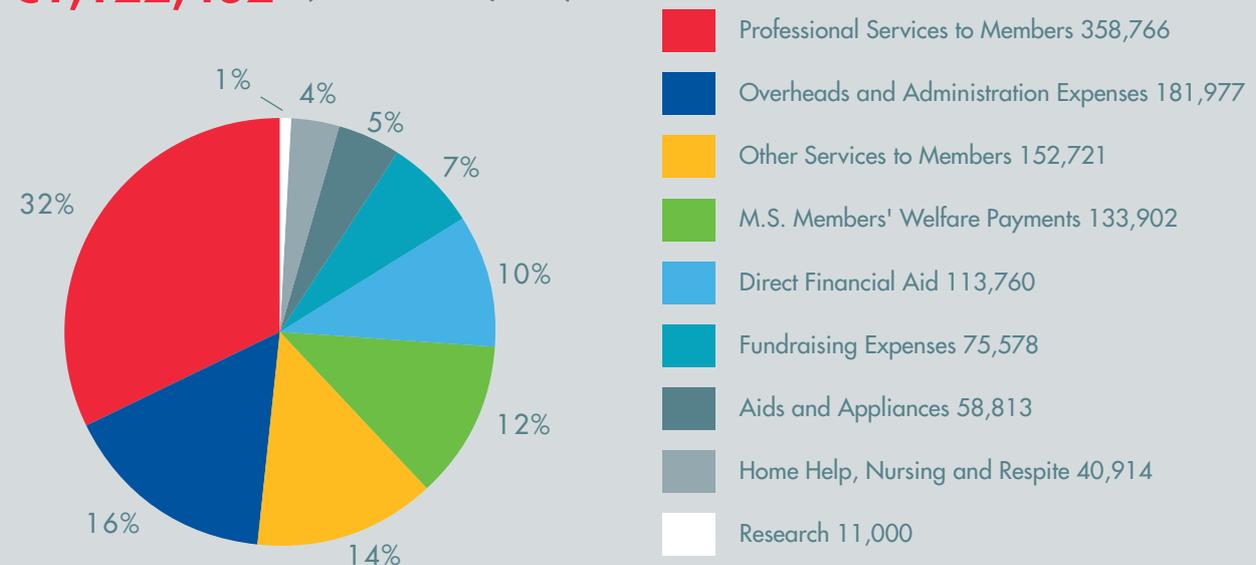
Read more about the integrated model of service delivery and its development in 2013 on page 27.

# ACHIEVING IN SUPPORT & SERVICE PROVISION

## BRANCH INCOME 2013: €1,066,812



## BRANCH EXPENDITURE 2013: €1,122,432 (DEFICIT 55,620)



# ACHIEVING IN SUPPORT & SERVICE PROVISION

## FIND YOUR LOCAL MS IRELAND

To learn more about services available in your area, contact your local Regional Office. All voluntary Branches can be contacted through their associated regional office.

### DUBLIN NORTH & FINGAL REGIONAL OFFICE

Providing services in North County Dublin and Dublin City

[na@ms-society.ie](mailto:na@ms-society.ie) | (01) 490 5933

### MIDLANDS REGIONAL OFFICE

Providing services in Laois, Offaly, Longford and Westmeath

[midlands@ms-society.ie](mailto:midlands@ms-society.ie) | (090) 647 1137

### MIDWEST REGIONAL OFFICE

Providing services in Clare, Limerick, Tipperary North

[midwest@ms-society.ie](mailto:midwest@ms-society.ie) | (061) 303 803

### NORTH EAST REGIONAL OFFICE

Providing services in Cavan, Monaghan, Louth, and Meath

[northeast@ms-society.ie](mailto:northeast@ms-society.ie) | (042) 975 4304

### NORTH WEST REGIONAL OFFICE

Providing services in Donegal, Sligo and Leitrim

[northwest@ms-society.ie](mailto:northwest@ms-society.ie) | (074) 912 5017

### SOUTH EAST DUBLIN & WICKLOW REGIONAL OFFICE

Providing services in Wicklow and areas of south Dublin

[eca@ms-society.ie](mailto:eca@ms-society.ie) | (01) 678 1600

### SOUTHERN REGIONAL OFFICE

Providing services in Cork and Kerry

[southern@ms-society.ie](mailto:southern@ms-society.ie) | (021) 430 0001

### SOUTH EAST REGIONAL OFFICE

Providing services in Kilkenny, Wexford, Carlow, Waterford and South Tipperary

[southeast@ms-society.ie](mailto:southeast@ms-society.ie) | (056) 7777 771

### SOUTH WEST DUBLIN & KILDARE REGIONAL OFFICE

Providing services in Kildare and areas of South West Dublin

[swa@ms-society.ie](mailto:swa@ms-society.ie) | (01) 490 5933

### WESTERN REGIONAL OFFICE

Providing services in Galway, Mayo and Roscommon

[western@ms-society.ie](mailto:western@ms-society.ie) (091) 768 630

## VOLUNTARY BRANCHES

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



"Our online Caregivers Resource strengthens our commitment to providing support and information to all people affected by MS to ensure they can live the life of their choosing."

**Aidan Larkin, MS Ireland**

## ACHIEVING IN INFORMATION & EDUCATION

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IN 2013, THIS IS WHAT WE ACHIEVED IN  
INFORMATION AND EDUCATION.

# ACHIEVING IN INFORMATION & EDUCATION

## NATIONAL MEETING 2013

### THE DAY'S AGENDA

Putting Your Priorities First – Driving The Progressive Agenda: A look at new and exciting research in progressive forms of MS.

Professor Alan Thompson, Institute of Neurology, National Hospital for Neurology & Neurosurgery, Queen Square, London

The Benefits of Being Active: A practical overview of strategies and resources to remain as active as possible.

Dr. Susan Coote, Lecturer, Physiotherapy Department, University of Limerick

#### Panel Discussion

Travis Gleason, author, campaigner and person with MS hosted a panel discussion covering employment, exercise, being online and volunteering. He was joined by Willeke Van Eeckhoutte, Anne-Marie McDaid, Grace O'Sullivan & Mark Mitchell.

In September we hosted a national meeting in Galway. The theme was Being Active and Interactive, focussing on practical strategies to help people remain as physically active as possible and how to become virtually active using the Internet and social media. We were honoured to have Professor Alan Thompson with us to discuss the many advances in Primary Progressive MS.



*Pictured: Anne-Marie McDaid, Willeke Van Eeckhoutte, Travis Gleason, Grace O'Sullivan*

All presentations are available to view on our website [www.ms-society.ie](http://www.ms-society.ie)



*Pictured: Manfred Huschka and Ava Battles*

## ACHIEVING IN INFORMATION & EDUCATION

### MS NURSE PROFESSIONAL

In November MS Ireland, in association with the European Multiple Sclerosis Platform (EMSP), launched a new online accredited course for nurses working with people with MS. The e-learning tool is a new, free, flexible online training curriculum developed to meet the preliminary educational needs of nurses and other healthcare professionals providing MS care.

The course is accredited by six CME organisations across Europe, including the UK Royal College of Nursing (RCN), the International Council of Nurses (ICN) and the Nursing and Midwifery Board of Ireland



(NMBI) carrying category 1 approval. The programme is also endorsed by the European Association for Neurosciences Nurses (EANN), MS Ireland, the Health Service Executive of Ireland (HSE) and seven other pan-European patient advisory groups.

### REHABILITATION IN MS CONFERENCE (RIMS)

In June MS Ireland Board member and research lead on our Getting The Balance Right Programme Dr. Susan Coote convened an European conference on rehabilitation in MS. Over 16 countries were represented at the event, the biggest of its kind to date. Over two days rehabilitation doctors, sports scientists and physiotherapists shared experience and ideas to help to optimise clinical practice and outcomes for people with MS through physical exercise.



### CAREGIVERS RESOURCE LAUNCHED

In June MS Ireland launch a 60 page online Caregivers Resource. The resource looks at various elements of care to someone providing support to a family member or friend living with MS. It aims to provide practical information, signposting to services and support to care givers in

their important role. Caring for someone with MS can be difficult because the disease is unpredictable and so care giving needs are continually changing. For this reason we hope this resource will be a support for people if caring becomes an issue for them and their family.

## ACHIEVING IN INFORMATION & EDUCATION

### BELIEVE AND ACHIEVE: A LIFE-SKILLS EVENT FOR YOUNG PEOPLE WITH MS

On 11th May we held our Believe and Achieve event for young people with MS to mark World MS Day. The day was about learning life-skills, sharing experiences and meeting others with MS. The day was a huge success with other 60 people attending, contributing and sharing.

Topics included education, employment, goal setting and meditation. Person with MS, author and campaigner Conor Devine gave an inspirational key-note address about his journey with MS. Those attending also took part in a motto sharing exercise to tie in with the international activity of sharing words of wisdom.



Presentations are available on our website: [www.ms-society.ie](http://www.ms-society.ie)

### MS NEWS MAGAZINE

Two editions of MSnews were published in 2013 and distributed to over 10,000 homes, offices and clinics in Ireland. The spring edition focused on World MS Day, MS in the media and pregnancy and MS. The autumn edition focused on medical treatments, nutrition and employment.



### MS & ME BLOG

In November MS Ireland launched a community blog as a place for people with MS to share their experiences of life with MS. Authored by people with MS the blog encourages conversation and debate with the aim of supporting and informing people. We see this as an excellent accompaniment to the formal information available from our website, booklets and other sources.





“My aspirations for the World of Difference year were based on wanting things to be better for people with MS in Ireland.” **Emma Rogan**

## ACHIEVING IN CAMPAIGNING & ADVOCACY

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IN 2013, THIS IS WHAT WE ACHIEVED IN  
CAMPAIGNING AND ADVOCACY



## A WORLD OF DIFFERENCE

In 2013 MS Ireland was delighted to welcome Emma Rogan onto the staff team through the Vodafone Foundation World of Difference Award. Emma was chosen out of nearly 500 applicants. The award provides a full salary, training and networking opportunities for individuals to work for a charity of their choice for a year.

Emma has been involved with MS Ireland at a local level in the Mullingar Branch, nationally as a member of the Board and internationally on the European MS Platform as the Young Person’s Representative. In 2010 she founded the social networking group, Dublin MS Group. Emma certainly did make a world of difference to MS Ireland in 2013 as our Policy and Information Officer. Here Emma tells us about her year.

My aspirations for the World of Difference year were based on wanting things to be better for people with MS in Ireland. Better healthcare, better treatment by healthcare professionals, better information about MS and better understanding of what it means to live with MS. Re-defining MS in the public eye, alerting people about the potential of self-management and transforming personal abilities were all part of the plan.

What did I learn from my year in the neurological arena? More than I imagined and some things I’d prefer weren’t true. The brain is the most important organ in our body - it keeps everything else going, yet people with neurological conditions are treated appallingly with politics and wrangling coming before the needs of the chronically ill. There is so much we can do to maintain good brain health yet the information is not getting out.

Underfunded and ignored, people with neurological conditions are not treated with respect and dignity. We’re also ignored when the time comes to make decisions about our health and well-being as people decide for us what we need and ignore our issues. Remaining true to my vision was at times a struggle but refocusing on what was important - the lives and happiness of people with MS boosted my energies day after day!

# ACHIEVING IN CAMPAIGNING & ADVOCACY

## SPEAKING OUT

In my role working on advocacy, policy and information I wanted to make the most of every opportunity to highlight the issues for people with MS. Submissions, speaking to public representatives, discussing the issues and acting for change were all part of the work. By speaking out and asking awkward questions we can bring about changes in

health policy that will make a difference in people's daily lives.

Ultimately, by interrupting the effects of MS, we can readjust our expectations and go towards the better option of a well-lived life. I know that during my World of Difference year I have encouraged and nourished others in their dream to realise their own potential. In meeting others I in turn have

been nourished and inspired to always seek to change the world for the better.

In the months and years ahead I will direct my passions to other work knowing that a sense of purpose, the belief that we can and the love of others are all it takes to truly make a world of difference.

EMMA ROGAN

## HIGHLIGHTS OF MY YEAR

- » Speaking to an audience of TDs, Senators, organisations and activists at the Neurological Alliance of Ireland's (NAI) Manifesto launch in the AV Room of Leinster House.
- » Running in the Brussels Half-Marathon in October with the EMSP Run for MS Team
- » Speaking at the 2nd MS Patient Summit in the Mansion House, the European Patients Conference during European Month of the Brain, at the NAI Wellness Day in Limerick.
- » Facilitating sessions on unemployment and self-management in Brussels at the European MS Platform's Spring Conference.
- » Organising an exciting conference for Young People with MS to meet and learn about healthy living.
- » I was also blessed to share the stage with activist and orator Senator David Norris on Grafton Street as part of the 2013 World MS Day celebrations.
- » Appearing on TV, interviews on radio and newspapers were all opportunities to name the issues and talk about life with MS.



**MS Ireland sincerely thanks Emma for her passionate and dedicated work with MS Ireland. We look forward to continuing our partnership with her on a voluntary basis and wish her the very best in her undoubtedly bright future.**

## ACHIEVING IN CAMPAIGNING & ADVOCACY

### EUROPEAN MONTH OF THE BRAIN



May 2013 was designated as European Month of the Brain. The initiative was led by the European Commission and aimed to focus attention on neuroscience and the importance of greater collaboration, advocacy and research. As Ireland held the EU Presidency at the time it was an ideal opportunity to highlight neurological issues. MS Ireland partnered with The Neurological Alliance of Ireland (NAI) and other associated organisations on a number of key events and activities:

**1. We participated and facilitated a session at Think About it: A Strategic Focus on Ireland's Neurological Care Services. Bringing together clinicians, policy makers, service**

**providers and people with neurological conditions the session looked at ways to improve neurological services within the community and in the hospital setting despite limited resources.**

**2. We co-hosted a number of Wellness Days for people with various neurological conditions. The days focused on positive living and sharing experiences.**

**3. We spoke at a conference entitled 'Towards Active Patient Involvement' co-hosted by the NAI, the European Patient's Forum (EPF) and the European Federation of Neurological Associations (EFNA). This conference looked at best practice in other disease**

**areas, brain research, European policy, self-management and patient advocacy.**

**4. We participated in the Red Card to the Government campaign which highlighted deficits in neurological care and asked people to lobby their TD for improvements. Person with MS and MS Ireland campaigner Emma Rogan was the face of the campaign.**

European Month of the Brain coincided with World MS Day at the end of May and we capitalised on the increased attention on neurological issues.

**See page 28 for more information on World MS Day.**

## ACHIEVING IN CAMPAIGNING & ADVOCACY

### NEUROREHABILITATION

In February MS Ireland joined NAI and other sister agencies to launch a Neurorehabilitation Manifesto in the Mansion House, Dublin. The manifesto called on the government to implement the current rehabilitation strategy and protect the funding for

non-profits who provide rehabilitation services. Person with MS and MS Ireland Research Committee member Alexis Donnelly spoke at the event. Alexis participated on the steering group who fed into the original strategy drafted by government.

### NATIONAL CARERS WEEK



In June MS Ireland and six other leading non-profits joined The Carers Alliance to launch the seventh National Carers Week. The aim of the week is to acknowledge the contribution carers make to our communities and families. MS Ireland held a

number of events around the country and took part in many awareness raising activities. To coincide with Carers Week we launched a 60-page online resource to provide practical information for carers of people with MS.

### NEUROLOGY LOBBY

In February MS Ireland joined the NAI and other sister agencies at Leinster House to present the grim picture of neurological services to gathered TDs and Senators.

The aim of the day was to educate our elected representatives on the dire state of neurological services in Ireland and to ask them to finally prioritise people with neurological conditions in the health service agenda. Chief actions required were:

- » **Reduction of waiting lists to see neurologists,**
- » **Implementation of the neurorehabilitation plan**
- » **Cessation of cuts to neurological non-profits.**

Person with MS, Emma Rogan spoke of her personal experience of living with a neurological condition. She was joined by Professor Orla Hardiman, Consultant Neurologist and Chris Macey, Chair of NAI.



*Pictured: Alexis Donnelly and Chris Macey*

## ACHIEVING IN CAMPAIGNING & ADVOCACY

### STANDARDISING PHYSIOTHERAPY PRACTICE

Throughout 2013 MS Ireland participated in a number of meetings to explore ways that policy and practice in the provision of physiotherapy could be standardised for physiotherapists working with people with MS.

We have been working with the Irish Society of Chartered Physiotherapists in Ireland and the HSE to formulate this policy. Our knowledge and experience from the Getting the Balance Right project has provided us with much to share.

### MINISTERIAL MEETINGS



In April we joined the Disability Federation of Ireland (DFI) and the Not for Profit Business Association to meet Kathleen Lynch, Minister of State responsibility for Disability, Older People, Equality & Mental Health. We presented a report to her on the value of services offered by community organisations like MS Ireland. Person with MS and MS Ireland advocacy campaigner Emma Rogan spoke at the

event, outlining the services that have assisted her to live well with MS.

In July we joined with The Carers Alliance to participate in a Pre-Budget Forum with Minister Joan Burton, Department of Social Protection. Through the session we are able to put forward the needs of people with MS within the welfare system, particularly carers of people with MS.

### SUBMISSIONS

In September we made a submission of the Department of Justice and Equality on the possible introduction of Sativex in Ireland. As a cannabis based substance, Sativex requires changes in the Misuse of Drugs Act before it could become available in Ireland.

MS Ireland has campaigned for its introduction as we believe that any clinically proven and licenced treatment should be available to people with MS if their neurologist believes it may have a significant impact on their symptoms or rate of progression of their MS.

In September we made a submission to the National Disability Authority regarding issues around employment for people with MS. The Authority is developing a ten year comprehensive employment strategy for people with disabilities, as requested by Minister Kathleen Lynch.

**Both submissions are available on the MS Ireland website [www.ms-society.ie](http://www.ms-society.ie)**



“This important relationship between UL and MS Ireland facilitates research and education activities and has been mutually beneficial for both organisations. The MOU means that research is based on the needs of people with MS and that research findings can translate to practice and to the everyday lives of people with MS. Additionally, the information generated from research not only impacts on the lives of people with MS, but also on clinical practice.”  
**Dr. Susan Coote, University of Limerick**

## ACHIEVING IN RESEARCH

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IN 2013, THIS IS WHAT WE ACHIEVED IN RESEARCH

## ACHIEVING IN RESEARCH

### FUNDING RESEARCH

2013 was the second year of our association with the Joint Funding Scheme from the Medical Charities Research Group (MRCG) and the Health Research Board (HRB). Support from this funding stream allowed us to continue funding a project from NUI Galway:

**Polymer-mediated delivery of endoplasmic reticulum stress-altering siRNA to oligodendrocytes in a cerebellar rat brain slice model of de- and remyelination, Dr. Una Fitzgerald, National University of Ireland**

Dr. Fitzgerald's team has discovered that there are certain cells in the body that are

responsible for demyelination - and that they might be experiencing what scientists call 'cellular stress.' This has led them to focus their efforts on studying endoplasmic reticulum (ER). ER is present in all our cells and make sure that cells function properly.

When ER becomes damaged they experience 'ER stress' and release chemical proteins. By studying cell tissues from MS patients, the team has discovered that these ER stress proteins are present at much higher levels in people who have MS. If a way can be found to prevent ER stress, we may be able to find a way to prevent demyelination - and stop MS in its tracks.

### THE ATLAS OF MS

In 2013 the Multiple Sclerosis International Federation (MSIF) launched their revised Atlas of MS. The tool provides an overview of MS across the world pulling data from as many countries as possible. From epidemiology to state services and non-profit support, the atlas gives an insight into where Ireland stands internationally. MS Ireland would like to thank the team at St. Vincent's Hospital for assisting us with the completion of the Irish data.

#### KEY DATA FROM THE ATLAS:

- » Of the 106 countries providing data on prevalence, only 12 other countries have a prevalence rate higher than Ireland.
- » Of the 102 countries providing information on the number of neurologists, Ireland is placed at number 64, beside Thailand, Columbia and Bolivia. Iran and Tunisia have twice as many neurologists as Ireland.
- » Of the 32 European countries providing information on the number of neurologists, Ireland is last place. Lithuania is number one, Spain is at 11 and the UK is at 31.
- » Ireland is among the 72 out of 102 countries to have a website, one of 79 to have a helpline and one of 82 to have a patient organisation.
- » Ireland is one of 53 countries out of 104 that provides disability payments, and one of only 26 that provides compensation to carers
- » Ireland is one of 73 out of 102 countries to have anti-discrimination or equality laws for people with disabilities.

## ACHIEVING IN RESEARCH

### MEDICAL ADVISOR APPOINTED

In 2013 MS Ireland formally appointed Professor Michael Hutchinson as MS Ireland's Medical Advisor. Professor Hutchinson is a Consultant Neurologist at St. Vincent's University Hospital and Newman Clinical Research Professor at University College Dublin.

A long time supporter of MS Ireland and current chair of our Research Committee, Professor Hutchinson will assist with research funding and advocacy, research translation and will help to improve medical information offered by MS Ireland.

### SUSAN COOTE AWARDED HRB GRANT



In December 2013 Dr. Susan Coote, physiotherapist with our research partner the University of Limerick, was awarded €270,000 by the Health Research Board (HRB) to investigate the benefits of physical activity for people with MS.

For many years Dr. Coote has been actively involved with MS Ireland and currently sits on our Board. Susan and her research team continue to conduct exciting collaborative projects exploring the benefits of exercise for people with MS, the outcomes of which continue to influence physiotherapy practice. We congratulate Susan and look forward to the seeing this project develop in 2014.

### ASSISTING RESEARCHERS

Throughout 2013 we assisted a number of researchers in their own work related to MS or disability. This included the use of smartphone technology with the University of Limerick; safe evacuation procedures with the University of Ulster; and a variety of projects with various pharmaceutical companies.

### INVESTING IN SOCIAL SCIENCES

In late 2013 we established a fund with a generous donor interested in funding research which would address the practical needs of people with MS. The donor, who wishes to remain anonymous, is working with us to establish a number of projects focusing on exercise, physiotherapy and physical activity.

MS Ireland's research committee, board member Dr. Susan Coote (The University of Limerick's Physiotherapy Department), people with MS and staff members of MS Ireland will be guiding the projects throughout 2014 in collaboration with the donor.



“The integrated meetings have provided participants with the opportunity to improve communications and strengthen relationships which has, in turn, improved the overall capacity of the organisation. ”

**Olga Estridge, MS Ireland**

## ACHIEVING IN ORGANISATIONAL CAPACITY & PROFILE

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IN 2013, THIS IS WHAT WE ACHIEVED IN ORGANISATIONAL  
CAPACITY AND PROFILE

## ACHIEVING IN ORGANISATIONAL CAPACITY & PROFILE

### WORKING SMARTER FOR PEOPLE AFFECTED BY MS

2013 was the second year of MS Ireland's Strategic Plan, Moving Forward. As with the previous year the key challenge to MS Ireland was the continuance of valuable, appropriate services in the face of diminished financial and human resources. Finding and sustaining ways to work smarter was a significant strategic and operational concern for all staff and volunteers in 2013. Our work in this area concentrated on three areas:



RESOURCE  
ALIGNMENT



INTEGRATED MODEL  
OF SERVICES



WELFARE  
REGULATIONS

#### RESOURCE ALIGNMENT

Fundraising and statutory funds continued to diminish in 2013 resulting in sustained or additional reductions in some areas of our work. This was a regrettable situation for the Society but to sustain the organisation into the future tough decisions were made.

- » **Staff hours remained curtailed across the organisation.**
- » **Reduced opening hours at the MS Care Centre remained.**
- » **Budgets were again reduced and monitored closely. Additional reporting on regional and national level of the costs of service delivery supported efforts.**
- » **Local Branches were asked to continue their contribution of 15% of net assets the end of year accounts to support local services.**

#### INTEGRATED MODEL OF SERVICE

2013 was the second year of the integrated model of working whereby local voluntary Branches and regional staff worked together to plan, organise and fund services for their respective areas. Significant developments occurred this year as more Branches than ever participated in meetings and contributed financially to the provision of services.

In each of our 10 regional areas joint meetings took place at least twice a year between all the voluntary Branches in the region and the staff working there. These meetings led to a number of improvements:

- » **Better use of monies available as resources are pooled**
- » **More targeted services as service users are more involved in planning**
- » **Improved planning as skills, materials and equipment are pooled**
- » **Improvement in communications**
- » **Improved team spirit**

## ACHIEVING IN ORGANISATIONAL CAPACITY & PROFILE

### WELFARE REGULATIONS

After a period of consultation with many stakeholders a new set of national Welfare Regulations were introduced in 2013. The regulations ensure that the processing of welfare requests would be conducted in a uniform way while being cognisant

of legislation like the Data Protection Act and the Freedom of Information Act.

New features of the regulations include a standard form, inclusion of the local Regional Community Worker in decisions and

improved communication to the applicants. A series of training sessions were organised around the country to assist voluntary Branches in adopting the regulations. A review of the regulations will happen in 2014.

### WORLD MS DAY

World MS Day 2013 coincided with the European Month of the Brain and came at the end of a month of activities across Ireland, Europe and the World. (See page 20 for details on MS Ireland's activities

during European Month of the Brain.) The Multiple Sclerosis International Federation (MSIF) sets the theme for World MS Day and encourages countries to adopt and adapt planned activities.

The 2013 theme was 'Young People with MS'. MS Ireland organised a number of local and national activities to raise awareness, raise the issues and raise funds:

### RAISE AWARENESS

We organised a national Young People with MS Gathering in Dublin on 11th May. The day focused on achieving goals, employment, education, entitlements and living life to the full. (See page 16 for more information)

What's your motto? Across the world people were asked to share their words of encouragement and strength with the MS community by adding a motto to the official World MS Day website. Local events and activities happened around the country include the launch of a new voluntary Branch, fancy dress

night, information days and coffee mornings.

### RAISE THE ISSUES

We joined with the NAI and our associated organisations to once again campaign for the improvement of neurological services and neurorehabilitation services. Activities included participation in a strategic focus seminar; speaking at a European conference; and encouraging our members to send a red card to the government. (See page 35 for more information)

### RAISE FUNDS

MS Ireland works in every county in Ireland providing

one-to-one support, programmes and workshops, counselling, social events and therapies. We encouraged people to support their local services by:

- » Organising a Tea Party in their home, community or workplace.
- » Bidding on a limited selection of signed and framed photographs from such musical stars as The Script, Damien Dempsey, Imelda May, Bressie, Lisa Hannigan and Steve Van Zandt
- » Volunteering at a local collection, selling some MSI pins in their workplace or organising their own event.

## ACHIEVING IN ORGANISATIONAL CAPACITY & PROFILE

### VODAFONE WORLD OF DIFFERENCE AWARD

Each year the Vodafone Foundation supports five Irish professionals to work with a charity of their choice for a year. In 2012 MS Ireland Board member, volunteer and person with MS, Emma Rogan was selected as an awardee, beating over 500 people in the

process. From November 2012 to November 2013 Emma worked on developing MS Ireland's advocacy work and information tools. (See page 18 for Emma's recap of the year.)

### POLICY & BEST PRACTICE

As a legally and socially conscious organisation MS Ireland adopted two key pieces of policy this year, the Governance Code and the Guiding Principles for Fundraising. These policies protect the people we work with and make our work transparent and above reproach.

#### THE GOVERNANCE CODE

The governance code is a national set of principles all community and voluntary organisations are asked to adopt. They set out clear guidelines on how organisations of any size should run, direct and control their activities. Key elements include commitments to abide by legislation, managing risks and consulting with stakeholders. MS Ireland whole-heartedly adopted the Code in 2013.

#### THE GUIDING PRINCIPLES FOR FUNDRAISING

Is a guide to best practice developed by a steering group set up in response to the Charities Act 2009. It exists to improve fundraising practice, promote high levels of accountability and provide clarity and assurances to donors and prospective donors about the organisations they support. MS Ireland whole-heartedly adopted the Principles in 2013.

### NATIONAL AWARDS

Our national awards are a way of recognising the contribution the MS community makes in towns and villages across Ireland. Each year volunteers and staff nominate those who make a difference in their own lives and the lives of others. In 2013 three worthy winners were picked from the many wonderful applications. Congratulations to them, their families and the MS communities they work in.



MS Carer of the Year:  
Catherine Carey, Cork City



MS Person of the Year:  
Elsie Ryan, Wicklow



MS Volunteer of the Year:  
Jerona Jackson, Louth

## ACHIEVING IN ORGANISATIONAL CAPACITY & PROFILE

### VOLUNTEERING

MS Ireland would not exist without the invaluable support of volunteers around the country. The majority of our volunteers work within our voluntary Branch Network, directly supporting people affected by MS. And many more volunteers support us at fundraising events, administration work and increasingly through workplace volunteering schemes.



on World MS Day. The Branch will work closely with the South East regional staff and other Branches in the region to support and provide services to people affected by MS in Tipperary South. We wish the Branch every success in their work.

### VOLUNTARY BRANCHES

In 2013 we were delighted to welcome a new voluntary Branch to the MS Ireland family. The new Tipperary South Branch was formally launched at a special ceremony

With regret, the Bandon/Kinsale Branch of MS Ireland decided to close its doors in May 2013. Difficulties in recruiting volunteers and raising money forced the Branch members to wind up operations. We wish to thank all the volunteers and supporters of the Branch for their hard work and commitment over the years.



### CORPORATE VOLUNTEERS

The growth in corporate volunteering has had a wonderful impact as many organisations actively support their employees volunteering work time to MS Ireland and other charities. In 2013 we benefited from the time and talents of many employees from a number of big and small workplaces throughout the country. From administration to gardening to online

marketing, we are indebted to the generosity of employers and employees alike.

### NATIONAL VOLUNTEER WEEK

National Volunteer Week took place between the 18-24th of May 2013. We marked the week by taking the time to thank our volunteers for their wonderful support in the year gone by.

## ACHIEVING IN ORGANISATIONAL CAPACITY & PROFILE

### CORPORATE SERVICES

#### HUMAN RESOURCES

Recruitment during 2013 concentrated on replacing necessary unfilled or retiring posts.

- » In 2013 we recruited for replacement fundraising staff to join our team. We partnered with Enclude IT, a technology agency providing free software and support to non-profits, to employ a database administrator.
- » We recruited two interns from the Jobsbridge scheme to support our fundraising and communications work.
- » Through our work with the Governance Code we began a process of Garda vetting all our staff members. In recent years all new community based staff were vetted but some long-term employees and administrative staff needed to go through the process.

**Employee Relations:** The organisational wide pay freeze continued in 2013 whilst a number of staff continued to work reduced hours. As always we are extremely grateful to all our staff and their representatives for their overall commitment and continued good will and understanding in this regard.

**Internships:** MS Ireland utilised a number of interns across the organisation which proved to be cost effective whilst making a significant contribution to our work.

**Company Pension Scheme:** The trustees of the scheme met in July to review scheme performance and to review the trustee annual and administration reports. No issues arising.

#### INFORMATION & COMMUNICATIONS TECHNOLOGY

In 2013 we invested in our ICT servers and hardware after a number of years of maximizing current equipment. The new servers have improved speed and efficiencies and reduced down time and the need for technical support.

MS Ireland entered a commercial relationship with Enclude IT to further develop and assist with mainstreaming our unified database for the organisation. There were significant developments in

cleansing and streamlining our data as well as migrating many of our legacy databases onto a common platform.

Significant developments occurred in our customer relations management database, Salesforce. The large scale data clean-up continued and the merging of regional data to the more secure, streamlined and accessible platform was a major piece of work in 2013.

## ACHIEVING IN ORGANISATIONAL CAPACITY & PROFILE

### MEMBERSHIP

At the end of 2013 our membership stood at 4,661. We made concerted efforts this year to clean up information on the membership database and to establish preferences in relation to methods and frequency of communication.

### PUBLIC RELATIONS

Creating awareness of MS and the services of MS Ireland is an important part of our work to educate and support the public and the MS community about life with MS. Significant media coverage this year included:

- » All media outlets covered the Marie Fleming case and her challenge to the courts on her right to die
- » Many media outlets covered the Evelyn Joel case and the prosecution of her daughter for neglect
- » Newstalk provided us with a platform to talk about our work with people with MS and our success at the Vodafone World of Difference Award
- » TV3's Martin and Sybil show featured person with MS Emma Rogan as she spoke about inadequate neurological services
- » A number of regional papers provided information around World MS Day and interviewed local people living with MS
- » The Sunday Business Post and The Irish Independent covered inadequate neurological services
- » The Irish Times featured MS in article looking at employment and people with disabilities

### PARTNERSHIPS & COLLABORATIONS

Working in partnership with those who share a common interest is an essential part of MS Ireland's work. To provide, change and develop services and practices we are proud to collaborate with the following organisations to achieve what we do for people with MS.

#### SIGNIFICANT PARTNERSHIPS IN 2013:

- » The HSE and other state bodies such as FÁS and Pobal, regarding funding
- » The University of Limerick (UL), the National University of Ireland, Galway (NUIG), the Medical Research Charities Group (MRCG) and Health Research Board (HRB) regarding research and professional information
- » The Neurological Alliance of Ireland regarding the campaign for neurological care, neurorehabilitation and Brain Awareness Week.
- » The European Multiple Sclerosis Platform (EMSP) and the Multiple Sclerosis International Federation (MSIF) in the areas of policy, common goal-setting and governance. Throughout 2013 former MS Ireland chief executive Anne Winslow served as Vice President of EMSP.
- » The Disability Federation of Ireland (DFI) in the areas of health sector cuts, governance, rehabilitation and neurological funding.
- » Each of the six pharmaceutical companies; Bayer Healthcare, Biogen Idec, Merck Serono, Novartis, TEVA and Genzyme regarding funding and educational projects and activities



"We had a great time organising our somewhat off the wall jump off the 40ft in Speedos but we were happy to do it to support such a worthy charity."

**John, RSA**

## ACHIEVING IN FUNDING & GOVERNANCE

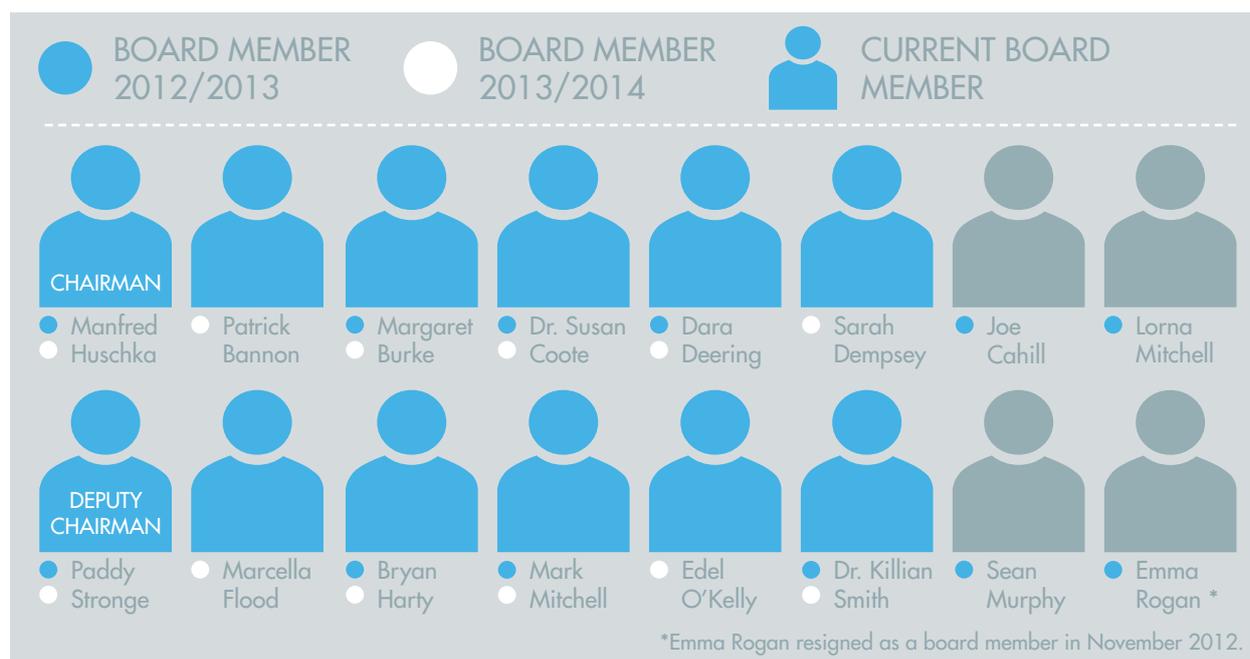
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IN 2013, THIS IS WHAT WE ACHIEVED IN FUNDING AND GOVERNANCE

# ACHIEVING IN FUNDING & GOVERNANCE

## THE BOARD

MS Ireland is governed by a board of 12 voluntary members. These members have a wide range of experience and skills. Some have MS themselves or have family members with MS. Others have long careers in business, social services and other areas. The Board promotes the vision and aims of the Society and charges the Chief Executive to meet these aims through the various departments, services and resources of the Society. In 2013, the Board met five times. Significant work was carried out in the areas of finance and funding, governance and strategy.



## 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.

## BOARD ATTENDANCE 2013

	16 FEB	4 MAY	13 JUL	28 SEP	30 NOV
Manfred Huschka	✓	✓	✓	✓	✗
Paddy Bannon	n/a	n/a	n/a	✗	✓
Margaret Burke	✓	✓	✓	✓	✗
Joe Cahill	✓	✗	✗	✗	n/a
Susan Coote	✓	✓	✗	✗	✓
Dara Deering	✓	✓	✓	✓	✓
Bryan Harty	✓	✓	✓	✓	✓
Lorna Mitchell	✗	✓	✗	✗	n/a
Mark Mitchell	✓	✓	✓	✓	✓
Sean Murphy	✓	✓	✓	✓	n/a
Edel O'Kelly	n/a	n/a	n/a	n/a	✗
Kilian Smith	✓	✓	✓	✓	✓
Paddy Stronge	✓	✓	✗	✓	✓

## ACHIEVING IN FUNDING & GOVERNANCE

### 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 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 2013 the Council met twice nationally. Regionally, local representation improved in 2013 as the integrated model increased the number of meetings between regions and Branches.

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

### VOLUNTARY BRANCHES

At the end of 2013 we had 38 voluntary Branches operating across Ireland. See page 10, 11 and 12 for more information on the wonderful work of our Branches.

### PATRON

MS Ireland is delighted to have Micheal D Higgins, President of Ireland, as sole patron.

### MANAGEMENT & 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.

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 in a number of community employment projects operated by FÁS. MS Ireland's work is supported by committed volunteers around the country.

#### MS. AVA BATTLES, CHIEF EXECUTIVE

**MS. MEMORY CHIPERE**  
FINANCIAL ACCOUNTANT

**MS. OLGA ESTRIDGE**  
SERVICES MANAGER

**MR. AIDAN LARKIN**  
SERVICES DEVELOPMENT  
MANAGER

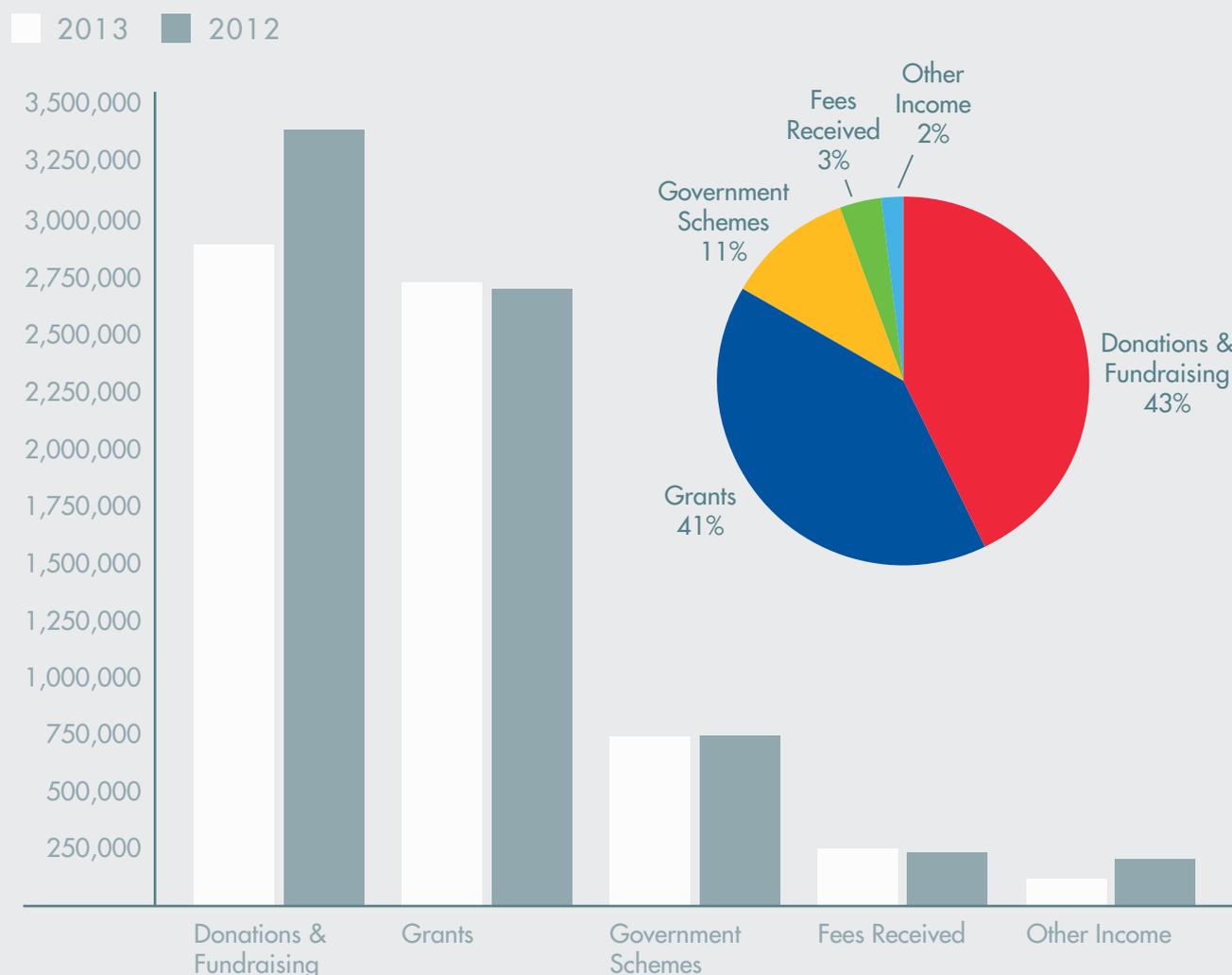
**MR. DAVID ALLEN**  
CORPORATE SERVICES  
MANAGER

**MS. TARAGH DONOHOE**  
COMMUNICATIONS  
MANAGER (UNTIL NOV 2013)

**INCOME 2013:**

€6,718,183

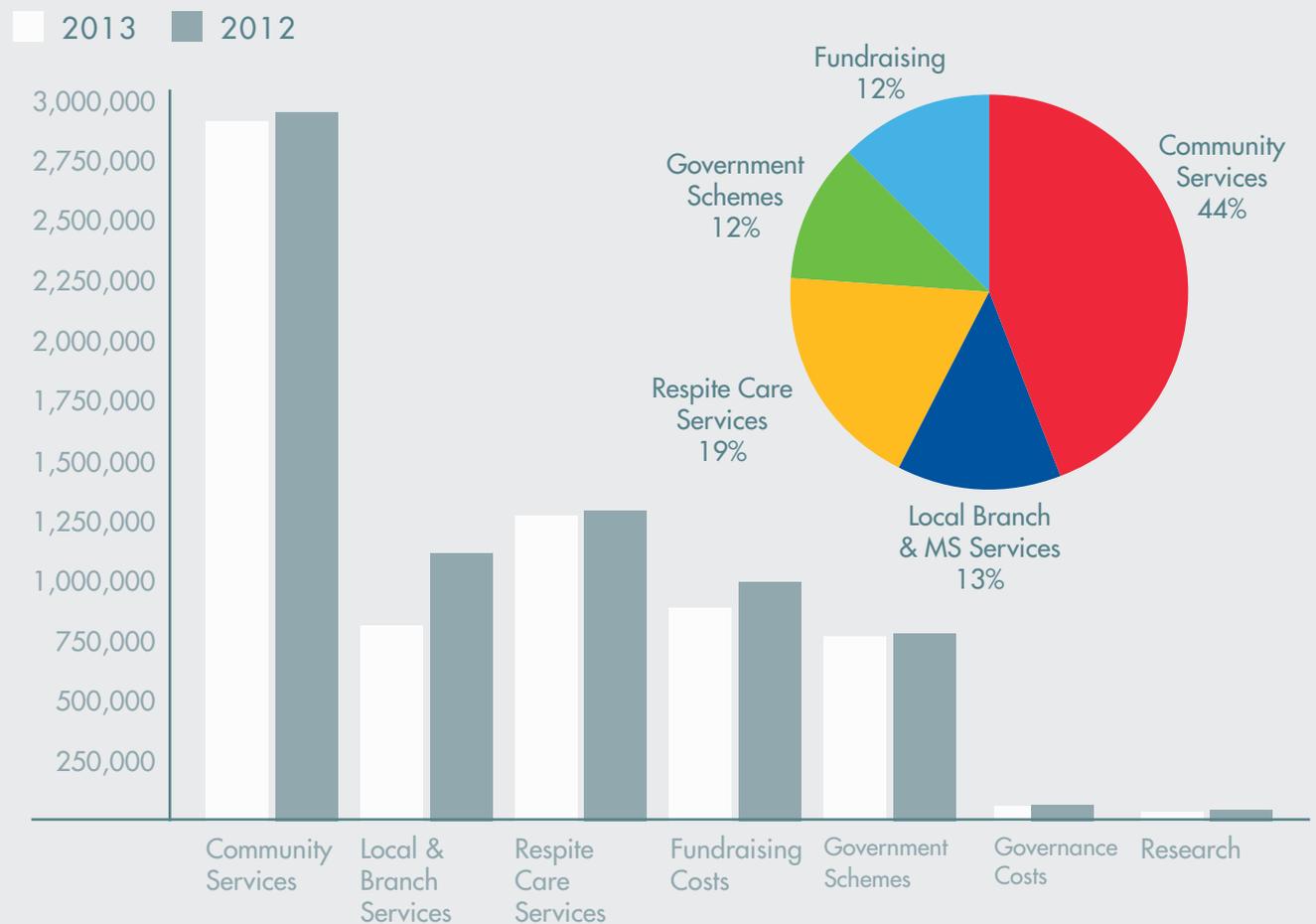
	2013	2012
Donations & Fundraising	2,882,039	3,394,467
Grants	2,730,664	2,714,844
Government Schemes	745,427	749,283
Fees Received	244,351	241,877
Other Income	115,702	204,898
<b>TOTAL</b>	<b>6,718,183</b>	<b>7,305,369</b>



**EXPENDITURE 2013:**

€6,643,031

	2013	2012
Community Services	2,878,908	2,925,722
Local & Branch Services	789,525	1,090,490
Respite Care Services	1,243,887	1,268,596
Fundraising Costs	880,490	983,436
Government Schemes	752,084	759,451
Governance Costs	59,720	60,562
Research	38,419	42,215
<b>TOTAL</b>	<b>6,643,031</b>	<b>7,130,472</b>



# ACHIEVING



## MS READATHON

14,500 readers and 481 schools around the country took part in the 2013 MS READaTHON. A fantastic €506,000 was raised and over 165,000 books were read in the process – an incredible achievement! We also had nearly 100 school visits given by our wonderful ambassadors. They spoke to schools and classes in their own areas about life with MS.

This year we were delighted to have the beautiful and talented Yvonne Keating on board as our ambassador. The Manning family from Dublin were our MS ambassador family this year. 16 year old Kerry helped us show people what it's like to have a dad with MS.



## TREKS

The Camino, Romania and Connemara were our three spiritual, exciting and rugged destinations for our 2013 treks. 99 wonderful trekkers took up the challenge and raised funds and awareness in their local areas.



## FRIENDS OF THE MS CARE CENTRE

Support for our respite and therapy centre grew this year with so many wonderful corporate partners coming on board. In addition to donations and fundraising events we had lots of volunteers this year helping out in all sorts of areas, from music to painting and gardening.

# IN FUNDING

## SKYDIVE

In October we had 42 adrenalin junkies take to the skies and complete skydives to raise money for local services. Jumping in the Irish Parachute Centre in Offaly, families and friends came along for moral support and to cheer on our brave jumpers.



## FLORA WOMEN'S MINI MARATHON

382 wonderful women took to the streets in June and completed the marathon for MS Ireland. Our fab ambassador Teena Gates from 98fm led our troupe this year.



## DUBLIN CITY MARATHON

In October, 67 people took on the full marathon to support MS Ireland. It was a record breaking year as numbers taking part for us soared.

## CORPORATE LUNCH

Our third annual lunch in the beautiful Four Seasons Hotel was attended by 120 supporters.

Person with MS Anne-Marie McDaid spoke about her amazing participation at the Paralympics last year. Norah Casey, entrepreneur, presenter, author and broadcaster, was our keynote speaker and spoke about her philosophy of life and business. Norah reflected up on her aunt who had MS and her own personal struggles when life deals you a tough blow. The ever hilarious Barry Murphy ran our auction as Claus the angry German.

We were also fortunate to have Henry Shefflin in attendance with Liam McCarthy Cup and our own Ailis Egan prop on the Irish Women's Rugby team with the Six Nations Cup.



# ACHIEVING

## 2014 CALENDAR



Our first national image competition ran in 2013 to find 12 beautiful images for our 2014 calendar. Nearly 100 people sent us images from their local community, showcasing the wonderful island we live on.

## WORLD MS DAY

Around the country we had people shaking buckets, selling pins, holding tea parties and up to all sorts to raise money for their local community. Nationally we also ran an auction of printed and signed images for various bands and artists.



## AND SO MUCH MORE.....

- » Our annual Raffle took place in June and was supported by thousands of people around the country.
- » St. Patrick's Day was celebrated in style as supporters ran Shamrockin' events in their offices and homes.
- » Throughout the year 55 fabulous supports took part in various marathons, run and challenges.
- » We were delighted to become Done Deal's chosen charity for the month of August.
- » The boutique Vantastival was a fundraising destination for MS Ireland this year as festival patrons donated generously.
- » Dad with MS, Liam Delahunty from Wexford, set up Run with Liam in 2013 aiming to complete 24 marathons, runs and challenges by the end of 2014.
- » The Malin to Mizen travelling route proved a beatable challenge Steve Broekhuizen, Claire Coughlan and Cathy Duggan as they completed the challenge in August.

# N FUNDING

## HAPPY CHRISTMAS

There was a lot to get involved in this Christmas as people were able to buy decorations, cards or a star on our Christmas tree. Goodwill spread and many people donated around Christmas or took part in local events

## AFFILIATES & PARTNERSHIPS

2013 was a wonderful year of support from the business community who showed their commitment to the local community in their areas. Particular mention to Dolly Recycling; Bewley's; Red Corner Money; JEE Jewellery, the Arundel family, CPL Solutions, Enterprise and Kuehen & Nagle.



**THANK YOU!**

**BIG THANKS** to all our fundraisers, donors and supports for their generosity throughout 2013. We couldn't do it without you!



Find us on:  
**facebook**®



**Multiple Sclerosis Ireland, 80 Northumberland Road, Dublin 4**

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E: [info@ms-society.ie](mailto:info@ms-society.ie) | W: [www.ms-society.ie](http://www.ms-society.ie) | Charity Number: 05365