

MS IRELAND STRATEGIC PRIORITIES

Mission: To enable and empower people affected by Multiple Sclerosis to live the life of their choice to their fullest potential

GOAL: SERVICE DELIVERY



OBJECTIVE 1. Services Development & New Service Models

Provide a sustainable service model that delivers quality of life, maximum independence & client satisfaction to our community and stakeholders.



OBJECTIVE 2. Research

Service design and development informed by research, international best practice and outcomes.



OBJECTIVE 3. Advocacy

Improve access to services to ensure PwMS can exercise choice over their lives and careers.

GOAL: SUSTAINABLE FINANCES



OBJECTIVE 4. Grow Sustainable Revenue Base

Increase HSE services and develop regular & recurring giving campaigns to help sustain vital services and new programmes.



OBJECTIVE 5. Develop Partnerships

Leverage and grow our partnered programmes to support service development, funding and delivery.



OBJECTIVE 6. Develop Digital Operations & Governance

Develop Digital Operations and Governance structures & strategies to improve operational efficiency and effectiveness.

GOAL: PEOPLE & CULTURE



OBJECTIVE 7. Develop & Invest In Our People

Ensure a fit for purpose organisational design and develop a workforce model for the future, recognising that as the capabilities of our people improve, so does our overall service to clients.



OBJECTIVE 8. Grow Branch & Community Volunteer Base

Grow our volunteer base across our branch network through diverse volunteer opportunities, programmes and ways to get involved.