

**MS IRELAND**  
ANNUAL  
REPORT &  
ACCOUNTS  
**2022**



# MISSION, VISION, AIMS & VALUES

## MISSION

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

## VISION

MS Ireland has a vision of Irish society where all people affected by MS live positive and active lives in the community

## AIMS

**The principal objectives for which MS Ireland exists are:**

- » to facilitate people with MS to control their lives and environment, to live with dignity and participate 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 cause of, cure for and management of MS, and the alleviation of medical and social symptoms
- » to exchange and disseminate information relating to MS
- » to provide an identifiable focal point by developing an efficient, effective and caring organisation to serve the needs of people affected by MS

## VALUES

### **Supportive**

“We support individuals whether they are People with Multiple Sclerosis (PwMS), staff or volunteers so that we can work together to fulfil our mission”

### **Transparent**

“Being open and honest in everything that we do”

### **Informative**

“Communicate reliable, accurate and useful information”

### **Empowering**

“Through the provision of information, advocacy and support services we enable people to make informed choices”

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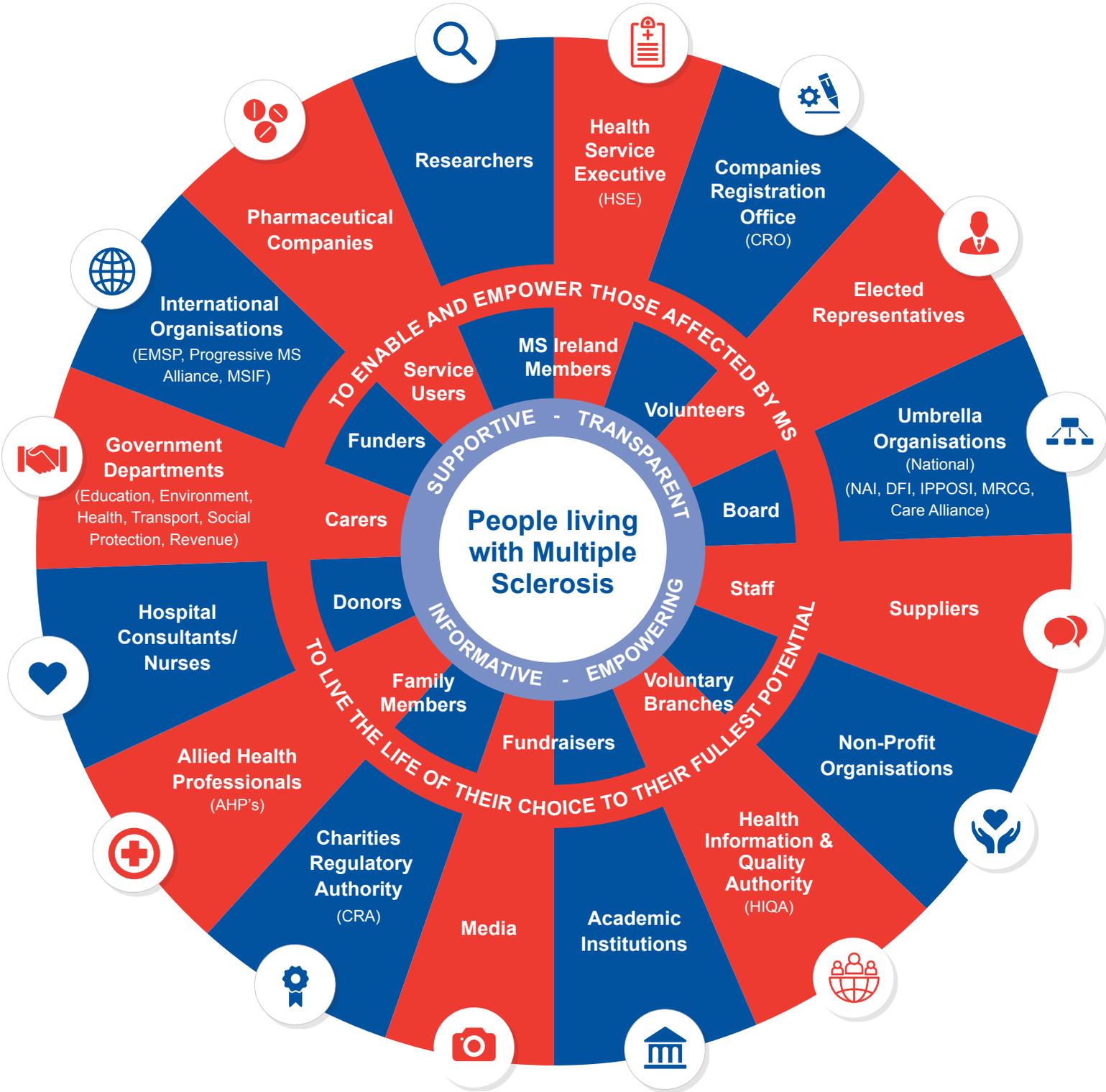
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# STAKEHOLDER MAP



# CHIEF EXECUTIVE & CHAIRMAN WELCOME

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We are delighted to welcome you to a review of MS Ireland’s activities and services throughout 2022. This Annual Report will highlight and celebrate the successes, achievements, and challenges that the organisation has faced over the last 12 months.

The Multiple Sclerosis Society of Ireland (MS Ireland) is the only national organisation providing information, support, and advocacy services to the multiple sclerosis (MS) community. We work with people with MS, their families and carers and a range of key stakeholders including health professionals, students and others interested in or concerned about MS to ensure that we meet our goals.

2020 and 2021 were years of continued uncertainty for everyone in Ireland, with the ongoing Covid-19 crisis, the new variants that emerged and associated restrictions. For the people with MS and families with whom MS Ireland works, the Covid-19 crisis exacerbated already complex situations. 2022 brought its own challenges for MS Ireland as an organisation and for the people with MS we serve.

This report is presented in a format that is aligned with the top level goals of our current Strategic Plan, 2020-2024. Each section reports on MS Ireland’s progress towards achievement of our Strategic Goals.

Emergence from the impacts of the Covid-19 pandemic had a major influence on MS Ireland in 2022, across all areas of our operations, from service delivery through fundraising, working practices and resourcing. In that context, we are very pleased to be able to report substantial progress on many of the goals in our current Strategic Plan.

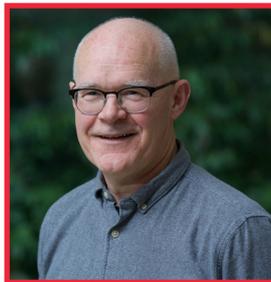
Operationally, 2022 was a particularly challenging year for MS Ireland, as we had to respond to a substantial disruption to the resourcing of our finance team. This restricted our ability to progress some of our strategic goals to the extent that we had hoped. We are confident, however, that the resulting restructuring of the finance team will set us on a better path towards serving our own operations and the community of people with MS in particular.

MS Ireland greatly appreciates the continuing support we received from all of our stakeholders during 2022 and we look forward to earning that continued support in the coming years.

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



**AVA BATTLES**  
**CHIEF EXECUTIVE**



**MAURICE O'CONNOR**  
**CHAIRMAN**

# INTRO TO STRATEGIC PLAN

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In 2022, MS Ireland worked towards achieving our strategic priorities, as set out in our Strategic Plan 2020-2024. The Board of MS Ireland is committed to building a Society which is integrated, effective, outcome-driven and accountable.

The key objectives of the Strategic Plan 2020 - 2024 of MS Ireland are as follows:-



**GOAL:**  
SERVICE DELIVERY

- Objective 1:**  
Services Development and New Service Models
- Objective 2:**  
Research
- Objective 3:**  
Advocacy



**GOAL:**  
SUSTAINABLE FINANCES

- Objective 4:**  
Grow Sustainable Revenue Base
- Objective 5:**  
Develop Partnerships



**GOAL:**  
INNOVATION

- Objective 6:**  
Develop Digital Operations and Governance



**GOAL:**  
PEOPLE AND CULTURE

- Objective 7:**  
Develop and Invest in our People
- Objective 8:**  
Grow Branch and Community Volunteer Base

# 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.



Goal: Service Delivery

# GOAL: SERVICE DELIVERY

## OBJECTIVE 1: SERVICES DEVELOPMENT & NEW SERVICE MODELS

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

During 2022 the organisation underwent the third year of its Strategic Plan. It reviewed and developed our suite of services both online and in person provided by professionals and volunteers. This moving of a number of services online has resulted in many of our programmes being non location specific thus appealing to a wider audience. This offered us an opportunity to capacity build our staff, volunteers and MS community with digital literacy skills and opportunities to further grow MS Ireland’s reach throughout Ireland.



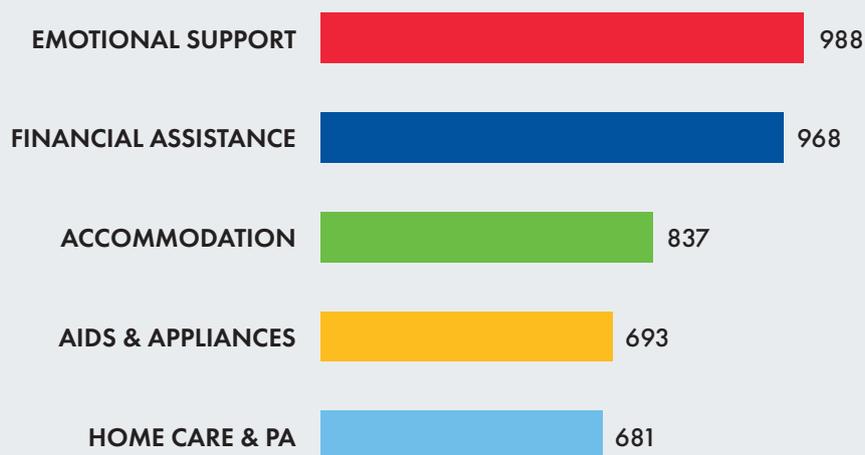
## CASE WORK

MS Ireland offers a Case Work service to people with MS and their families, especially individuals with a recent diagnosis. In 2022, Community Workers provided support on issues relating, but not limited, to emotional and psychological support, social welfare, medical cards applications, employment, education, housing, symptom management and relationships. Case work supports the PwMS and family members (where appropriate), early in the disease course and throughout the transitional changes of their MS.

Regional Workers have resumed normal casework practice. Public Health guidelines are adhered to where home visits were required. Regional Workers also ensured the continued delivery of online programmes such as physio, yoga, peer support programmes and information sessions relevant to people with MS in 2022.



## TOP 5 ISSUES PRESENTED BY CLIENTS



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. This graph summarises these issues.

## EXERCISE AND PHYSICAL ACTIVITY

MS Ireland is the largest provider of physiotherapist led exercise and physical activity programmes for PwMS. We also provide yoga and fitness instructor led programmes for PwMS. The primary aim of our programmes is to promote health and prevent further disability and to enable people with MS to live healthily in their communities.

MS Ireland has a directly employed physiotherapy team that run Physio West, Active Neuro and Move Smart MS services. A team of independent contractors run our Getting the Balance Right programmes in 9 of the 10 regions, with our directly employed senior physio and team of physio assistants running those in the West.

MS Ireland's Health Promoting Physical Activity programmes result in improvements in symptoms such as strength, fitness, balance and walking and a reduction in MS impact, fatigue, depression and anxiety. They also provide a forum for peer learning, social support and a sense of community for those living with neurological conditions.

We had **2,027** participants in **233** programmes and provided **682** individual sessions in our physical activity services in 2022

## GETTING THE BALANCE RIGHT

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 physiotherapy-led group programmes, one-to-one physiotherapy, yoga, gym-based programmes, hydrotherapy and tai chi.

### IN 2022 WE PROVIDED

**122** Physiotherapy Programmes



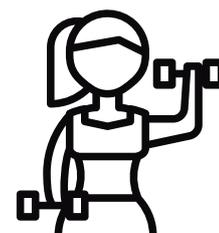
1,078 participants

**69** Yoga Programmes



630 participants

**6** Fitness Programmes



54 participants

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.



## MOVE SMART MS

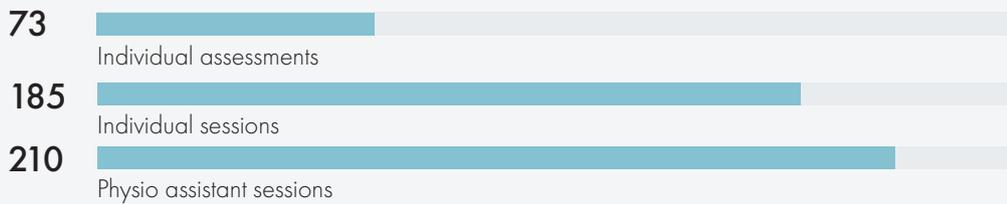


Move Smart MS provides specialist online physiotherapy programmes for people living with MS during the COVID-19 period and beyond, removing the barriers of location, transport and fatigue experienced by our client group. The online environment and national recruitment enable the specialist team to deliver exercise and education to groups of people with MS with a similar symptom focus, age, and ability - not possible in a locally recruited environment thereby enabling a more effective and tailored service to be delivered by the specialist physiotherapy team.

Twenty-eight Move Smart MS programmes were delivered across three blocks in 2022. The Move Smart MS programme provided 245 1.5 hour long sessions across its programmes. This resulted in 1,808 hours of physiotherapy received.



## PHYSIO WEST

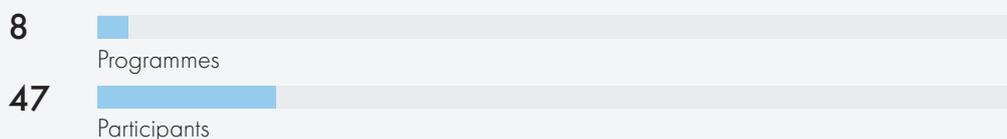


In Galway, Mayo and Roscommon we provided 30 different programmes to 261 participants taking part in 2,296 sessions. We ran three blocks of 7 online Getting the Balance Right classes with a total of 63 individuals and 1920 sessions. Our directly employed physiotherapist is assisted by physiotherapy assistants optimising the physios time and the intensity of programmes.

We provided individual sessions at home or at Cheshire House Galway or with an innovative new approach at a local gym to enable the person to integrate into their community resources.



## ACTIVE NEURO



The Active Neuro programme provides physiotherapy led-programmes for people with a range of neurological conditions. The programmes used a cross sectoral, integrated care approach working with health, social care and charity sector collaborations to promote health and prevent progression of disability among participants

The Active Neuro programme was deemed a successful Sláintecare Integration fund programme and recommended for recurrent funding in the Mid-West. However, the service was paused for most of 2022 as it took 11 months for that funding to come to us from the HSE. We also received funding to extend our physio post in the west by 2 days to deliver Active Neuro in that region. Restarting in the Midwest and expanding in the West will be the focus of 2023.

# GOAL: SERVICE DELIVERY

## GROUP PEER SUPPORT

Peer Support Groups bring together people diagnosed with MS, to share common concerns and experiences in an informal and safe environment. It may be difficult at times to talk about MS related symptoms with family and friends. The goal of these groups is to share emotional support and give and receive practical ideas in dealing with issues specific to the group members through their lived MS experience. They are a forum to share not only individuals' problems but also their successes. Data was collected on regional programmes, with the majority remaining online. Programmes range from Mindfulness, Peer support (virtual and in-person) meetings, creative writing, physiotherapy and yoga.



## WELLNESS AND SYMPTOM MANAGEMENT PROGRAMMES

MS Ireland offers programmes that aim to improve the overall well-being of people with MS. These programmes are facilitated by a combination of MS Ireland staff, external contractors, volunteers and partner organisations (such as the HSE and Education and Training Boards (ETB)). They aim to improve overall well-being by providing up to date information, encouraging peer engagement and support and providing opportunities to improve symptom management. These programmes include the following:



**Symptom management information sessions**  
(one-offs)



**Symptom management programmes**  
(occur over a number of sessions) e.g., FACETS and Newly Diagnosed Groups



**Mindfulness and guided meditation**

# GOAL: SERVICE DELIVERY

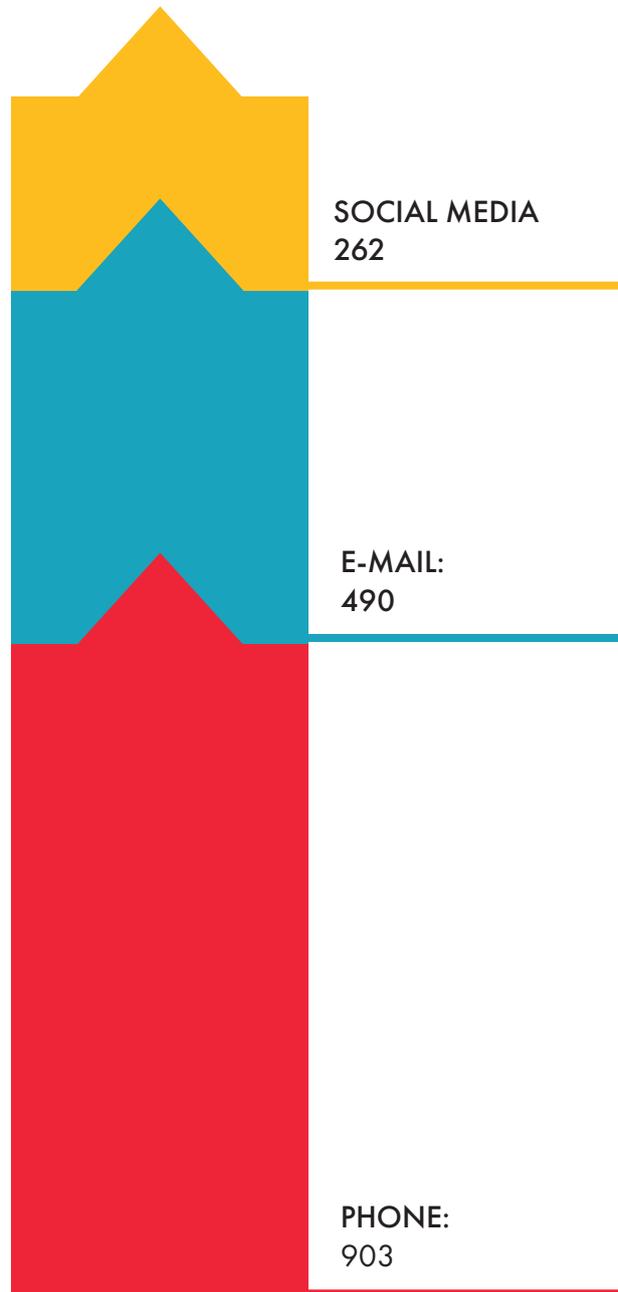
## INFORMATION LINE

The MS Information Line is a confidential service which provides reliable and accurate information and support to callers. The information is given on an individual basis to people affected by MS and health professionals through the MS Information Line - Telephone - 0818 233 233. It is often the first port of call for a person with MS and/or a family member. The Information Line can signpost callers to other appropriate supports such as the Community Worker service as well as external services and/or agencies.

In 2022, **1,655** people contacted the MS Information Line.



## HOW PEOPLE MADE CONTACT



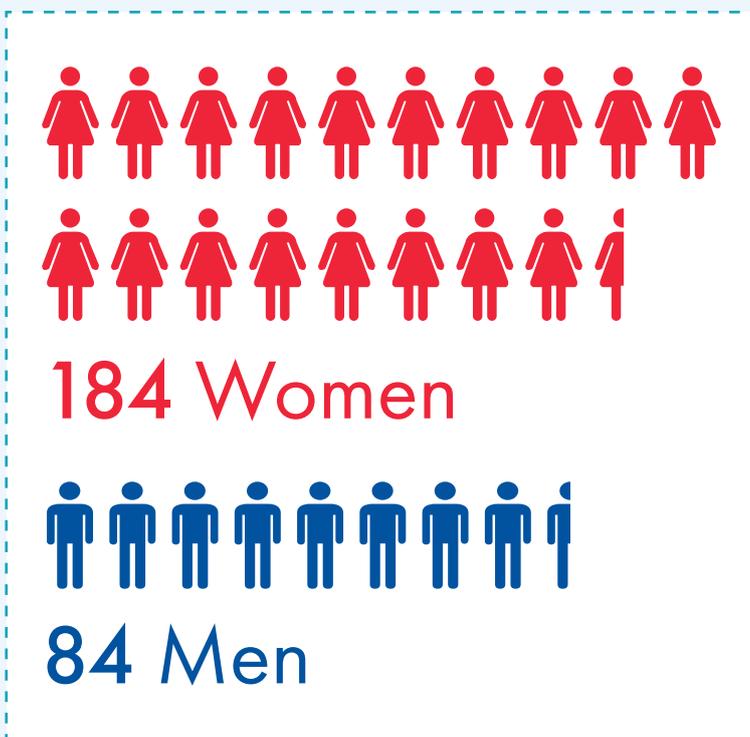
## GOAL: SERVICE DELIVERY

### RESPIRE

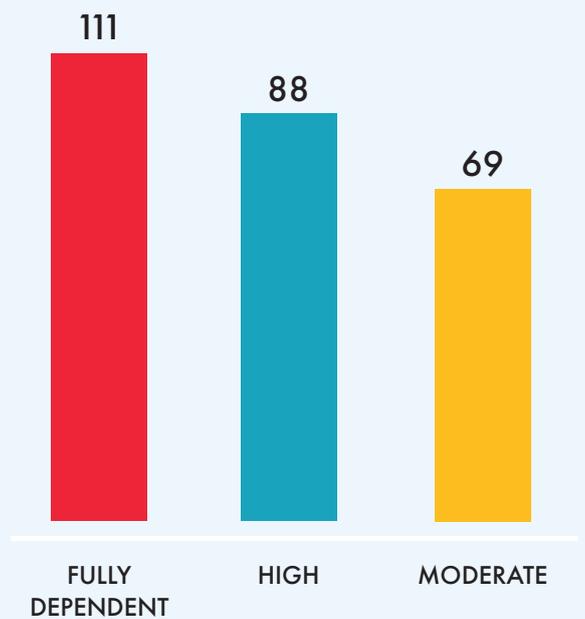
The MS Care Centre, Bushy Park is the only dedicated respite centre for people with Multiple Sclerosis in Ireland. It offers short-term respite care to people with MS and other neurological conditions and includes therapeutic services, neurological assessments and many social activities in a homely environment in the suburbs of Dublin. It is a place for people with MS to learn more about their MS and find ways to self-manage their condition.

The MS Care Centre is a Designated Centre under the 2007 Health Act; as such it must be registered by the Health Information Quality Authority ("HIQA") in order to operate. The Care Centre was first registered in 2015.

Registration is reviewed on a three-yearly basis by HIQA and was approved for re-registration in October 2020. The work in relation to HIQA is directed and managed by the Clinical Nurse Manager and the Quality Manager at the Care Centre.



### DEPENDENCY



### SERVICES PROVIDED BY THE RESPIRE CENTRE 2022



## GOAL: SERVICE DELIVERY

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### 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 AND FINGAL REGIONAL OFFICE

Providing services in north county Dublin and city

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

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#### MIDLANDS REGIONAL OFFICE

Providing services in Laois, Offaly, Longford and Westmeath

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

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#### MIDWEST REGIONAL OFFICE

Providing services in Clare, Limerick and Tipperary North

[midwest@ms-society.ie](mailto:midwest@ms-society.ie) | (061) 303 802

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#### NORTH EAST REGIONAL OFFICE

Providing services in Cavan, Monaghan, Louth, and Meath

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

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#### NORTH WEST REGIONAL OFFICE

Providing services in Donegal, Sligo and Leitrim

[northwestr@ms-society.ie](mailto:northwestr@ms-society.ie) | (074) 918 9027

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#### SOUTH EAST DUBLIN AND WICKLOW REGIONAL OFFICE

Providing services in Wicklow and areas of south Dublin

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

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#### SOUTHERN REGIONAL OFFICE

Providing services in Cork and Kerry

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

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#### SOUTH EAST REGIONAL OFFICE

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

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

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#### SOUTH WEST DUBLIN AND 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

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#### WESTERN REGIONAL OFFICE

Providing services in Galway, Mayo and Roscommon

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

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### VOLUNTARY BRANCHES

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

## GOAL: SERVICE DELIVERY



## COMMUNITY EMPLOYMENT SCHEMES

The provision of services and supports throughout the country relies on the quality contribution of our Community Employment Scheme Participants. These individuals come to us through the Department of Social Protection's Community Employment Programme ("CEP"). They hugely contribute to the work of MS Ireland on a day-to-day basis. There are 15 CE participants assisting in the work of the Care Centre, 12 CE participants in the Western region, 15 in the North West region and 4 in the North East, South East and Mid-West regions. They provide a tremendously valuable contribution to the work of MS Ireland assisting with the exercise training plans for PwMS, visiting PwMS in their homes, carrying out maintenance work for people with MS, physio assistants, drivers, data collectors, housekeeping and laundry assistants, care assistants and administrators.

## SOCIAL MEDIA

In MS Ireland, we continued to develop our social media throughout 2022. The Facebook page reach was 1.7m (+22.4% from 2021) and page visits 42,486 (+146%). Instagram reach was 758,283 (+53%) and profile visits were 10,874 (+11%). We used social media to support our various online fundraisers in 2022. The Facebook/Instagram paid reach was 1.6m (+44%) and paid impressions were 9.6m (+48%).



### Instagram

multiple\_sclerosis\_ireland

5,051 Followers

### Facebook

MultipleSclerosisIreland

20,070 Likes



### LinkedIn

multiple-sclerosis-ireland

1,517 Followers



### Twitter

@MSIRELAND

9,454 Followers



35 Emails sent



### E-News

Sign up on our website

Over 5,000 Subscribers

### Website

www.ms-society.ie

231,385 Website Visitors

(The personal experience blogs had 18,634 page views on the MS Ireland Website).



## MS IRELAND WEBSITE

The MS Ireland website played a crucial role in distributing information and the latest updates during the COVID-19 pandemic with our website seeing an increase in traffic in 2020/2021. In 2022 the website had a total of 231,385 unique page views (-2% 2021). The small drop in total visits is reflected in the COVID-19 pages visits reducing by -88% compared to 2021. The biggest page visit increases were Work with Us +69%, Research +64% and News +46%. There was a 34% increase in downloads from the website. The average page visit duration was 2.12 minutes (-3% from 2021) with average 2.7 interactions (-7%).

The most viewed pages were 1. About MS (34,154 unique page views) 2. Index (30,124) 3. MS and MS Blog (18,634) 4. News (16,672) 5. What we Do (16,617) 7. Research (9,886) 8. Donate (5,656) 9. Checkout (5,380) and 10. Get Involved (5,173) 11. Shop (5,105) 12. Our Services (4,967) 13. Events (4,911) 14. Work Us (3,204) and 15. Who Are We (3,043).

The most popular means of accessing our website was from search engines with 54% (52% in 2021) of people accessing our website from this source. Direct entry accounted for 29% (25%) followed by Social Networks at 11% (17%) and finally other websites were 3% (2%) and unknown 3% (4%). The smartphone is the most popular device used to access our website at 57% (59% 2021), followed by Desktop at 36% (33%) and then Tablets at 3% (4%). Ireland accounted for 77% of our website visitors in 2022.

We have a team of volunteer bloggers who write about their own personal experiences of living with MS. We share these blogs on our website and promote them through social media to signpost our members to this resource. This continues to be a great resource to drive traffic to our website.

## GOAL: SERVICE DELIVERY

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Rosie Farrell Art of MS Exhibition

### PUBLIC RELATIONS

The MS Readathon, May 50K and World MS Day had some brilliant ambassadors who shared their stories on what life is like living with Multiple Sclerosis. We featured in the national press including the Irish Times, Irish Examiner, Irish Independent and the Sunday Business Post and many regional newspapers. We also featured on national radio including the Pat Kenny show and many regional radio stations.

### WEBINARS

In 2022, MS Ireland continued our online webinar offering. This ensured that our community had access to accurate, up-to-date and timely information from professionals on a wide range of topics. 5 sessions were held as part of our National Conference. The topics included Grey and White Matter in MS; Pregnancy; Fatigue; Continence and Brain fog. We also held webinars on the topic of COVID-19, vaccines, immunity and risks for people with MS in early 2022 as well as one on developments regarding research on the Epstein-Barr Virus and its role in MS. Where possible, these webinars were recorded and uploaded to our online video catalogue.

### THE ART OF MS

'The Art of MS – Symptoms Under the Spotlight' was an art exhibition created by MS Ireland in partnership with Novartis Ireland to mark World MS Day 2022. It was held in Trinity Biomedical Sciences Institute, opening for a week starting Thursday, May 26th. It featured 12 original works of art created by people living with MS in Ireland. These artworks included paintings, digital illustrations, freestanding sculptures and creative video content. The artists used their chosen format to illustrate the symptoms of their disease and the impact it has on their life. The exhibition was open to the public and entry was free of charge.

The 12 works of art on display were shortlisted by a panel of judges following a nationwide call for expressions of interest and project proposals. The 12 final pieces were chosen for their ability to impactfully depict symptoms of MS, many of which are invisible. The aim was to highlight these symptoms, especially some of the invisible symptoms such as fatigue, vision impairment, depression and difficulties with memory and thinking.

## GOAL: SERVICE DELIVERY

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### SOCIETAL COST OF MS

In August of 2021, MS Ireland, in collaboration with Novartis launched a voluntary national survey to explore the societal cost of MS in Ireland. It was a repeat of one conducted in 2015. This was a cross-sectional, self-reported online survey aiming to evaluate the cost of MS in Ireland in 2022 and to compare the data of this survey to the 2015 data.

The survey explored a range of costs which included direct (e.g. hospitals, doctors' medications), indirect (e.g. time off work, carers) and intangible costs (e.g. quality of life) as well as the costs associated with relapse. In 2022, The Societal Cost of MS Report 2022 was launched during an Oireachtas Briefing at Leinster House.

The report concluded that the annual cost of MS has risen by 12% compared to the total in 2012. It is reported to come at an annual cost of €483m. The annual cost of relapse was estimated to be €22.7m which includes direct and indirect costs. This has increased from a cost of €16.9m in 2015.

### VIDEO CREATION

**Circle of Support series** - To mark Brain Awareness Week 2022, MS Ireland created a series of videos which explored some of the professional roles involved in supporting those living with MS. The aim of this series was to highlight the various roles so that people impacted by MS have an awareness of what these roles are and how they support people living with MS. This series included a neurologist, scientist, physiotherapist, MS Ireland Community Worker and Nurse.

**Most Googled Questions** – Ensuring we have answers to the questions that matter most to our community is a priority for MS Ireland. To ensure we were providing quality information to the questions our community have asked, we researched the most frequently asked questions on internet search engine 'Google' from an Irish context and enlisted the support of consultant neurologist, Dr Karen O'Connell who provided responses to these questions.

## OBJECTIVE 2: RESEARCH

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

Throughout the year, MS Ireland shared multiple opportunities for the MS community to get involved with research. We also circulated research findings. From an international perspective, we collaborated with Multiple Sclerosis International Federation (MSIF) on updates to the Atlas of MS.

MS Ireland also liaised with the European MS Platform (EMSP) regarding the MS Barometer.

MS Ireland continued our work with the All-Ireland Multiple Sclerosis Research Network (AIMS Research Network) which brings researchers sharing a common interest in MS together, from the Republic of Ireland and Northern Ireland in order to support collaborative research. The mission of this network

is three-fold. First, it supports collaborative research across the island of Ireland that holds the potential to limit the progression of MS. The second is to train future generations of MS researchers and finally, to contribute to global MS research. An important element of MS Ireland's role in research is facilitating public and patient involvement in research (PPI).

We also continued to build relationships with various institutions such as Maynooth University where MS Ireland attended their Research Together event in October. MS Ireland also provided support to healthcare professionals regarding projects they wished to progress which would add immense value to the MS community in Ireland.

## GOAL: SERVICE DELIVERY

### OBJECTIVE 3: ADVOCACY

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



MS Ireland joined with the Neurological Alliance of Ireland and fellow members to highlight the lack of neurology nurses in Ireland. The campaign aimed to highlight the need for 100 additional neurology nurses, including MS nurses in order to improve neurology services for people living with neurological conditions including MS. Virtual events were held across the country, with people living with MS speaking at each and having their voices heard by decision makers in their area.

MS Ireland also attended a number of Oireachtas events and briefings on the matter. In December of 2022, the Advocacy and Research Officer was also appointed to the Board of the Neurological Alliance of Ireland.

### BUDGET 2023

As part of our Pre-Budget Campaign 2022 MS Ireland prepared and launched our 2023 Pre-Budget submission and held several meetings with the various party spokespeople on Health including Róisín Shortall TD, Duncan Smith TD and Colm Burke TD. The Fine Gael Health Committee members, including Bernard Durkan TD, Senator Sean Kyne and Senator

Martin Conway, attended the meeting with Deputy Colm Burke.

At a grassroots level, we also invited members of our community to have their voice heard by sending a template letter to their local member, included in MS News and posted online.



Our spokespeople also took part by sending letters to their local member as well as individuals who would have the lived experience of the services, we are looking for additional funding for to give the campaign a personal perspective.

We also liaised heavily with other organisations particularly with regards to our physiotherapy campaign, which we received from the Irish Heart Foundation, Early Onset Parkinson's Disease Ireland and the Parkinson's Association of Ireland.

We organised a Pre-Budget Briefing and Panel Discussion in the AV Room of Leinster House which consisted of a panel discussion with Mags Rogers from NAI with regards to the MS nurses ask, Dr Susan Coote with regards to the physiotherapy campaign and a representative from the Care Centre.

Representatives from Novartis were also in attendance as this acted as a launch for The Societal Cost of MS document outside the gates of Leinster House.

This briefing was attended by over 20 Oireachtas members who continually engaged with us regarding our asks after the day. Throughout the Pre-Budget Submission campaign, over 1000 emails were sent to members of the Oireachtas for their support of our asks.

## EMSP



MS Ireland also attended the the European Multiple Sclerosis Platform (EMSP) Membership Capacity Building 2022 Programme - Discovery Workshop in Hannover, Germany on the 29th and 30th of September which aimed to find the common priorities and challenges between participating MS Societies. This was a fantastic opportunity to foster relationships with our European Colleagues and explore opportunities for collaboration.

## NATIONAL MS CARE CENTRE VISIT



Labour Leader, Ivana Bacik also paid a visit to the National MS Care Centre. Deputy Bacik was given a tour of the Care Centre by Clinical Nurse Manager, Janet Lee and was given the opportunity to meet a number of our residents. Deputy Bacik also engaged with our 'Pop-Up MS House' set up by our Information Officer, Aoife Kirwan, which demonstrates the difficulties in everyday life for some people living with MS.

It was fantastic to welcome the Deputy to our National MS Care Centre to demonstrate the importance of this service to our community.



Goal: Sustainable Finances

# GOAL: SUSTAINABLE FINANCES

## OBJECTIVE 4: GROW SUSTAINABLE REVENUE BASE

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



### MS READATHON 2022

We had over 11,000 online registrations from children, schools and “big-kids” last November. There were author visits, illustration workshops and of course our volunteer school ambassadors were out in force, chatting to children and teachers all over the country.

MS Ireland offered a hybrid Readathon this year, as we know that being fully online is not for everyone and this proved a hit with some of the newer schools who took part. We raised just over €310,000 in total, an amazing feat in what has been a very challenging 12 months for everyone.

There were prizes and competitions throughout the month, with the lucky winners of our creative writing and drawing competitions winning books, Readathon swag, book tokens and one lucky pair won a brand new bike each. 22 children won an iPad each and 60 people won a set of wireless headphones in our draw. Big thanks to thebookshop.ie who we partnered with and who sponsored 2500 book tokens for participants. We partnered for a third year with Languages Connect, who sponsored 2 iPads which were won by children who read in a foreign language.

### MAY 50K 2022

MS Ireland teamed up for a second year with our global colleagues at MSIF and MS Societies in Canada, the Netherlands, The UK and Argentina for The May 50k 2022.

An incredible £1,016,296 was raised globally with Ireland Raising €125,000. 70% of the funds raised go back to funding local services and supports and 30% goes towards funding global MS research.



Ireland had 890 participants who all got out pounding the pavements, running, walking or rolling 50KM during the month of May. We were delighted to see the top global fundraiser was Eileen Foley from Ireland who raised a whopping €7,900.

## GOAL: SUSTAINABLE FINANCES

### CAMINO DE SANITAGO – LORNA MITCHELL MEMORIAL WALK



In 2022 we were finally able to put our boots on and set off on the Camino – the mainstay of the MS Trekkers walks. The Camino 2022 was held in memory of Lorna Mitchell who was the first walks co-ordinator who created the MS Trekkers family which in its hey day included many hundred intrepid walkers.

This Camino was a repeat of the 25th anniversary walk and took in the highlights from St. Jean Pied de Port to Santiago de Compostela. We were delighted that Lorna’s husband and children were able to join us, especially in Rabanal where the Trekkers unveiled a plaque to Lorna and also in the Cathedral Square in Santiago when the walkers arrived at the end of the Camino – this is always a very special moment. We held a thank you event at the Lansdowne Hotel (thanks to Mick and Helen Quinn for all of their support) where the Chairman of the Board passed on our particular thanks to the Trekkers who raised €90,000.



### INDIVIDUAL GIVING

Monthly donors make up an important part of total income raised for MS Ireland in 2022. MS Ireland is privileged to have people who share our determination to continue to help and support the 9,000 people living with MS in Ireland.

### DIRECT MAILINGS

Our two mailings were a great success thanks to our amazing warm database. A total of over €44,000 was raised with over 680 people donating. Thank you to everyone who donated making these campaigns a success.

### RAFFLE

This year our Annual Raffle was held over the month of September in aid of the MS Ireland Care Centre. We had a first, second and third prize of €1,000, €500 and €250. We raised €8,815.08 in the raffle and our three winners were:

1. Marie O’Halloran - €1,000
2. Gareth Wogan - €500
3. Caitriona Higgins - €250

### FACEBOOK CHALLENGES

We did three Facebook Challenges in 2022. In March we did our 2nd Crunch Challenge, in August we did our 3rd 10,000 steps challenge, and in December we did our 3rd Crunch Challenge. The March and August challenges performed as expected – we had around 600/700 people in the groups and they each raised approx. €35k/€40k. We fully expected the Christmas challenge to perform the same – but we had huge difficulties with the technical side of Facebook fundraising, but we were able to pull it back thanks to the amazing fundraisers in the group. In total the Facebook challenges made approx. €100,000

### MS THEMED JUMPERS

In preparation for World MS Day, we collaborated with artist Lauren White Murphy to create an MS themed jumper in order to raise much needed funds. Lauren describes the image titled ‘MS Head’ as her interpretation of the brain fog, sight and cognitive

## GOAL: SUSTAINABLE FINANCES

issues, all stemming from our brains. The bold colours represent the different parts of MS and the bright happy colours act as a reminder to remain positive and to keep going. We ordered 280 Jumpers ranging from S-XXL and a total of 209 jumpers were either sold or raffled off for fundraising purposes.

### AD HOC SPORTS

As with every year we are incredibly lucky with the amazing people who support MS Ireland by taking on a variety of challenges. Here are a few of the wonderful people who raised funds: Chloe Murphy ran 100k in January; Stephen Corridan (one of our physios) ran 5k every day for 3 years; Charlie and Megan Campbell raised €16,800 by running the Brighton Marathon; Andy Walsh walked up Croagh Patrick raising €8,800; Sarah Walsh ran the Paris Marathon; John Murphy and his team raised €4,400 by running the Cork Marathon; John Reed and Liam Grant did Ultra cycles and Donal Murray ran a half marathon. Thanks also to the many other fundraisers who took up a challenge.



### AD HOC EVENTS

So many wonderful people raised funds in different ways in 2022. Roisin Kavanagh organised a Bungee Jump in Moville; Kate Burke organised a ladies lunch; Wayne Plunket organised an office party; Barry McGahan and his family walked up Croagh Patrick; Donahies Community school organised a walk in Howth; Clodagh Bradshaw organised fundraising at the Naval Base in Cork; Ciara Moloney organised a Cluedo night with her friends. These are some of the many people we are lucky to have as our supporters.

Evelyn Lawlor organised a fashion show and raffle in the Clontarf Golf Club. Many thanks to the Fitzsimons family, colleagues and friends who ran the Killeen Castle Golf Club Charity Day for MS Ireland – this is a fantastic way to raise funds for which we are very grateful.

### SKYDIVE

An amazing 23 people signed up to do a skydive for MS Ireland and jump out of a plane in Offaly in 2022 and they raised over €20,000 in doing so.

### MINI MARATHON

157 ladies joined Team MS Ireland for the Women's Mini Marathon in Dublin in person for the first time since 2019. Whilst the weather wasn't the best everyone had a great time and the event raised €18,500.



# GOAL: SUSTAINABLE FINANCES

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## OBJECTIVE 5: DEVELOP PARTNERSHIPS

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

### SIGNIFICANT PARTNERSHIPS IN 2022

- The HSE and other state bodies such as The Department of Social Protection and Pobal, regarding funding.
- The University of Limerick (UL), Maynooth University, National University of Ireland, Galway (NUIG), Irish Heart Foundation, Parkinsons Ireland, Early Onset Partisons, Health Research Health Research Charities Ireland (HRCI), Irish Platform for Patients Organisations, Science and Industry (IPPOSI), the Irish Brain Council and Health Research Board (HRB) regarding research and professional information.
- MS Ireland partnered with the All-Ireland MS Research Network (AIMS-RN) to support MS research in Ireland. This included an 'Ask the researcher' function on their website which allowed people living with MS to have their research questions responded to by a researcher.
- The Neurological Alliance of Ireland regarding the campaign for increased investment in neurological services, neurorehabilitation and Brain Awareness Week. MS Ireland's former Information, Advocacy and Research Officer Aoife Kirwan was on the Board of NAI throughout 2022 with Advocacy and Research Officer Alison Cotter, taking over the Board membership in December 2022. MS Ireland was involved in a number of key activities including the 'Patients Deserve Better' campaign which aimed to highlight the lack of neurology nurses across Ireland, including MS nurses as well as calling for investment in community neurorehabilitation teams.
- MS Ireland are members of the Home Care Coalition who seek to secure supports that enable people to remain in their own homes.
- The Disability Federation of Ireland (DFI) in the areas of health sector cuts, governance, rehabilitation, neurological funding, employment, assistive technology, housing and accommodation, and disability rights.
- MS Ireland's Information Officer, Aoife Kirwan is on the Board of the European MS Platform (EMSP) which is an umbrella organisation of MS societies and organisations across Europe.
- MSIF and the International Progressive MS Alliance in the areas of policy, common goal setting, research and governance. MS Ireland sat on MSIF's working group for World MS Day as well as the working group for the Atlas of MS.
- Pharmaceutical companies; in particular Novartis, Merck and Alkermes partnered with MS Ireland on educational projects and activities, research and supporting information services. In particular, we would like to note the following collaborations in 2022:
  - » MS Ireland collaborated with Novartis to support our World MS Day activity 'The Art of MS' an exhibition in which 12 original works of art created by people living with MS in Ireland were displayed. The artists creations helped to depict their experience with various symptoms of MS and highlighted the impact it has on their life.
  - » Alkermes continued their support of MS Ireland's Information Line service by providing us with financial commitment to see this service secured for 2022 and 2023.
  - » Merck continued to support MS Ireland by providing funding for the conduction of a comprehensive survey of people living with MS in Ireland in order for us to identify their needs.



Goal: Innovation

# GOAL: INNOVATION

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## OBJECTIVE 6: DEVELOP DIGITAL OPERATIONS AND GOVERNANCE

Continue to strengthen the governance and regulation of MS Ireland ensuring compliance with relevant regulatory bodies.

The overall aim is to Develop Digital Operations and Governance structures and strategies to improve operational efficiency and effectiveness. Ensure the Organisation has a robust ICT (Information & Communication Technology) strategy roadmap and execution plan, including the financial, tactical and strategic benefits of proposed major ICT initiatives.

The Digital, Innovation and Technology Committee facilitated lots of consultation on MS Ireland's Digital Strategy. The Digital Strategy aims at defining a winning path to support overall organisation objectives through digital channels by 2024.

We planned and budgeted the rollout of Salesforce across the organisation. The casework practice group engaged with Quality Matters and completed a significant project regarding significant evaluation and outcomes which was required prior to enabling Salesforce changes. The Casework Salesforce implementation project will continue into 2023.

Tierney's completed Phase 3 of their project for MS Ireland which Improved Email Security through Microsoft Azure Active Directory Premium, Identity Protection, Conditional Access and Multi-Factor Authentication, migrated on-premise file shares to Sharepoint Online sites, migrated on-premise application, VPN and Terminal Servers to Azure Virtual Machines. All users bar those in Finance/HR can now work as normal from any location without physical or VPN connectivity back to head office. We completed work to enhance the website user experience and navigation of page content and continued to make improvements on the website.

We engaged a digital agency on retainer to manage the google ad word accounts and they worked on a series of campaigns starting in July 2022. We continue to work with Enclude, a charity themselves who provide IT services and consultancy we implemented a fully online system for referrals, individual assessments, class records, documentation and statistics that can be further rolled out across our otherservices.

## WHO WE ARE

### PATRON

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

## ORGANISATION DETAILS

### AUDITOR

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

### PRINCIPAL BANKERS

Bank of Ireland  
College Green  
Dublin 2

### SOLICITORS

Joynt & Crawford  
8 Angelsea Street  
Dublin 2

### REGISTERED OFFICE

80 Northumberland Road, Dublin 4

### CHARITY NUMBER

CHY 5365

### CHARITY REGULATORY NUMBER

20007867

### COMPANY NUMBER

296573

### DATE OF INCORPORATION

19th November 1998

### YEAR MS IRELAND WAS FOUNDED

1961

# GOAL: INNOVATION

## THE BOARD

MS Ireland is governed by a board of 14 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, law and other areas. The Board promotes the vision, aims and values of the Society and charges the Chief Executive to meet these

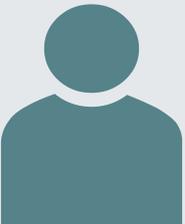
aims through the various departments, services and resources of the Society. In 2022, the Board met eight times. Significant work was carried out in the areas of finance, funding, governance and strategy.



**BOARD MEMBER 2021/2022**



**BOARD MEMBER 2022/2023**

 CHAIRPERSON	 VICE CHAIRPERSON			
● Maurice ● O'Connor	● Jacinta ● Kelly	● Carol ● Barton	● Robin ● Bradley	● Noelle ● Burke
				
● Thomas ● Cronin	● Eugene ● Kearney	● Anthony ● Kelly	● Rebecca ● Maguire	● Rory ● Mulcahy
				
● Aveen ● Murray	● Martin ● Power	● Anne ● Restan	● Mary ● Sheahan ● Lonergan	● Leslie ● Warren

**RESIGNATIONS/CHANGES**

Anthony Kelly resigned 13/01/23

**APPOINTMENTS**

Leslie Warren Coopted 13/2/23

# GOAL: INNOVATION

## THE BOARD

### BOARD COMMITTEES

The Board is responsible for the strategy, and it creates/appoints committees. The following committees are appointed by the Board to aid in the internal workings of MS Ireland:

1. Digital Innovation and Technology Committee
2. Finance, Audit, Risk and Strategy Committee
3. Services, Monitoring and Evaluation Committee
4. Research, Advocacy and Communications Committee
5. Remuneration and Nomination Committee
6. Governance Committee
7. Organisation and People Committee

### BOARD ATTENDANCE 2022

	24 FEB	7 APR	26 MAY	30 JUN	21 JUL	15 SEP	17 SEP	1 DEC	TOTAL
Robin Bradley	x	x	x	x	✓	✓	✓	✓	4/8
Noelle Burke	✓	x	x	✓	x	✓	✓	x	4/8
Thomas Cronin	✓	x	✓	x	✓	✓	✓	✓	6/8
Carol Ellis-Barton	✓	x	✓	✓	✓	x	x	✓	5/8
Eugene Kearney	x	✓	✓	✓	x	✓	✓	x	5/8
Anthony Kelly	x	✓	x	✓	x	x	x	x	2/8
Jacinta Kelly	✓	✓	x	✓	✓	✓	✓	✓	7/8
Dr Rebecca Maguire	✓	✓	✓	✓	x	✓	x	✓	6/8
Aveen Murray	x	x	✓	✓	✓	✓	✓	✓	6/8
Rory Mulcahy	✓	x	✓	x	x	✓	x	x	3/8
Maurice O'Connor	✓	✓	✓	✓	✓	✓	✓	✓	8/8
Martin Power	✓	✓	x	✓	✓	✓	✓	✓	7/8
Anne Restan	✓	✓	✓	✓	x	✓	✓	✓	7/8
Mary Sheahan-Lonergan	x	x	✓	✓	✓	✓	✓	✓	6/8

## GOAL: INNOVATION

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### THE BOARD

#### CONFLICTS OF INTEREST AND LOYALTIES

At every Board meeting, members are asked to state if they have a conflict of interest and/or conflict of loyalty. A register is kept, and Board members are asked to complete a form stating their conflict of interest if they have one. MS Ireland also has a Conflict of Interest and Conflict of Loyalty policy.

#### RECRUITMENT AND INDUCTION OF BOARD MEMBERS

Three of our 14 Board Members vacancies are filled on a rotational basis from the council branch representatives. Notification of the remaining vacancies for Board members is advertised in MS News, eNews and on the MS Ireland website. Prospective Board members complete an application form which is considered by the Nominating Committee who then make recommendations to the Board. Once approved by the Board, the chosen candidates stand for election by the members at the AGM. In 2018 one Board member was elected under Article 56 of the Constitution who, with the support of fifteen members, was elected by going directly to the AGM rather than via the Nominating Committee election process. New Board members are given one afternoon's induction training by the CEO to familiarise them with their duties as Board members, their legal obligations, the governance of the organisation and policies and procedures. Further training can be made available if required.

#### BOARDMATCH IRELAND TRANSPARENCY SCALE

MS Ireland complies with the standards contained in Boardmatch Ireland's Transparency Scale 'A' Standard.

#### SKILLS AND EXPERIENCE

Annually, the Nominating Committee with the CEO determine the skills required on the Board. When

the Nominating Committee recommend candidates to the Board, they ensure that the skills gap is filled. Candidates are required to be committed to MS Ireland's development, share in its values and be problem solving in their approach, as well as having proven professional skills. MS Ireland's Board members have expertise in a wide range of areas including accounting, legal, banking, HR and strategic marketing. For full board profiles log on to our website, [www.ms-society.ie](http://www.ms-society.ie).

#### LENGTH OF TERMS SERVED BY THE BOARD

A Board member is elected on to the Board for a period of three years. The Board member can opt to stand for re-election for a further three years. Each board member can serve no more than three terms of three years on the Board, so a maximum of nine years' service as a Board member is permitted.

#### DECISION MAKING PROCESSES

Decisions reserved for the board and those delegated to CEO are listed in the organisations Code of Conduct. Schedule of Matters of the Board are detailed in the Code of Conduct. Log on to our website to read the Code of Conduct: [www.ms-society.ie](http://www.ms-society.ie).

#### RISK MANAGEMENT POLICIES AND PROCESSES

Risks are detailed in a Risk Register which is reviewed by the Board, the Finance, Audit and Risk Committee and the senior management team on a regular basis.

#### ENGAGEMENT WITH STAKEHOLDERS

MS Ireland communicates with its stakeholders via email, eNews, the website, social media, MS News, council meetings, regional integrated meetings, staff meetings, and through correspondence and meetings with third parties.

## GOAL: INNOVATION

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### 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. Two Council meetings were held in 2022. All Branches are represented on the Council. Three Council members are elected by Council representatives and sit on the Board of Directors of MS Ireland.

### VOLUNTARY BRANCHES

31 voluntary Branches operate across Ireland.

### 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. MS Ireland employs 75 people across national and regional offices and 46 Community Employment participants. MS Ireland's work is supported by committed volunteers around the country.

## AVA BATTLES, CHIEF EXECUTIVE

**DECLAN  
MURPHY**

HEAD OF  
FINANCE

**AOIFE  
LAMBE**

NATIONAL  
SERVICES  
MANAGER

**CAITRIONA  
HUGHES**

FUNDRAISING  
MANAGER

**AIDAN  
LARKIN**

NATIONAL  
DEVELOPMENT  
SERVICES  
MANAGER

**MYLES  
MCPARTLAND**

HR  
MANAGER

- » Caitriona Hughes went on maternity leave on 18/04/2022 and Glenda Ryan was acting Fundraising Manager for the rest of the year.
- » Jackie Baker (Financial Controller) left on 26/08/2022 and was replaced by Declan Murphy (Head of Finance) on 15/08/2022.
- » Olga Estridge (Services Manager) left on 05/04/2022 and was replaced by Aoife Lambe (National Services Manager) on 07/03/2022.
- » Myles McPartland (HR Manager) left on 12/08/2022.

## GOAL: INNOVATION

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### REMUNERATION

The number of employees whose emoluments, excluding employer pension contributions, were greater than €70,000 in 2022 is set out below:

<b>2</b> €60,000 - €70,000	<b>2</b> €70,000 - €80,000	<b>1</b> €100,000 - €110,000 (CEO)
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The Nominating and Remuneration Committee, a sub-committee of the Board, is responsible for making decisions regarding remuneration of the senior management team and those who report directly to the Chief Executive.

### CODES OF PRACTICE

MS Ireland operates in accordance with a number of codes applicable to our work. These codes are a combination of best practice guidelines, policies and procedures that protect the people we work with and ensure that our work is transparent and above reproach.

#### THE GOVERNANCE CODE

MS Ireland is fully committed to the standards outlined in the Governance Code.

In 2017 MS Ireland became a member of the Charities Institute of Ireland Triple Locked Standard – Best Practice in Transparency and Accountability

#### GUIDING PRINCIPLES FOR FUNDRAISING

The Statement of Guiding Principles for Fundraising is a guide to best practice developed by a steering group set up in response to the Charities Act 2009. MS Ireland is fully committed to achieving the standards contained within the Statement of Guiding Principles for Fundraising.

##### The Statement exists to:

- » Improve fundraising practice.
- » Promote high levels of accountability and transparency by organisations fundraising from the public.
- » Provide clarity and assurances to donors and prospective donors about the organisations they support.

### NATIONAL FINANCIAL ASSISTANCE REGULATIONS

MS Ireland can offer financial assistance to people with MS to help cover the costs of some expenses associated with the condition. Voluntary Branches raise this money through their fundraising activities.

### CODES OF GOOD PRACTICE TO PROTECT CHILDREN

MS Ireland is fully committed to safeguarding the well-being of all the children and young people with whom we work. Our policy on child protection is in accordance with Children First, the national guidelines for the protection and welfare of children.

### VULNERABLE ADULT PROTECTION POLICY

MS Ireland is dedicated to implementing and promoting measures to protect the right of all service users to be treated with dignity and respect, and is committed to ensuring that the organisation provides a safe environment which is free from all forms of abuse, including discrimination, bullying, harassment or sexual harassment, neglect and mistreatment. In achieving this aim, MS Ireland is committed to ensuring that there are policies, procedures, guidance and training for staff and service users that prevent any infringement of this right.

**Log on to our website for further details of all the Codes of Practice MS Ireland subscribes to: [www.ms-society.ie](http://www.ms-society.ie)**

## GOAL: INNOVATION

### EXTRACT FROM AUDITED FINANCIAL STATEMENTS

	Unrestricted Funds 2022 €	Restricted Funds 2022 €	Total Funds 2022 €	Total Funds 2021 €
<b>INCOME</b>				
Income from generated funds:				
<b>Voluntary Income</b>				
Donations and fundraising	1,652,356	148,230	1,800,586	1,702,219
Legacies	72,953	-	72,953	40,500
Pharmaceuticals	5,033	91,500	96,533	91,581
Research	-	2,670	2,670	2,210
Subscriptions	220	-	220	1,220
<b>Income from charitable activities</b>				
Fees received	168,898	-	168,898	121,687
Grants and other service contract income	-	3,105,747	3,105,747	3,243,183
Community employment schemes	-	769,903	769,903	756,646
Other income	5,810	132,205	138,015	142,251
<b>Total income</b>	<b>1,905,270</b>	<b>4,250,255</b>	<b>6,155,525</b>	<b>6,101,497</b>
<b>EXPENDITURE</b>				
Cost of generating funds:				
<b>Cost of generating voluntary income</b>				
Fundraising	684,924	121,723	806,647	639,977
<b>Charitable activities</b>				
Community services	514,103	2,161,384	2,675,487	2,839,506
Respite care services	193,561	1,772,352	1,965,913	1,847,033
Research	66	7,608	7,674	12,114
Local MS services	308,186	104,261	412,447	311,895
Governance	77,970	4,340	82,310	-
<b>Total Expenditure</b>	<b>1,778,810</b>	<b>4,171,668</b>	<b>5,950,478</b>	<b>5,650,525</b>
Net income/(expenditure) for the year	126,460	78,587	205,047	450,972
Transfer between funds	(683,091)	683,091	-	-
Net movement in funds	(556,631)	761,678	205,047	450,972
<b>Reconciliation of funds</b>				
Total funds brought forward	6,830,492	3,332,469	10,162,961	9,711,989
Total funds carried forward	6,956,952	3,411,056	10,368,008	10,162,961

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

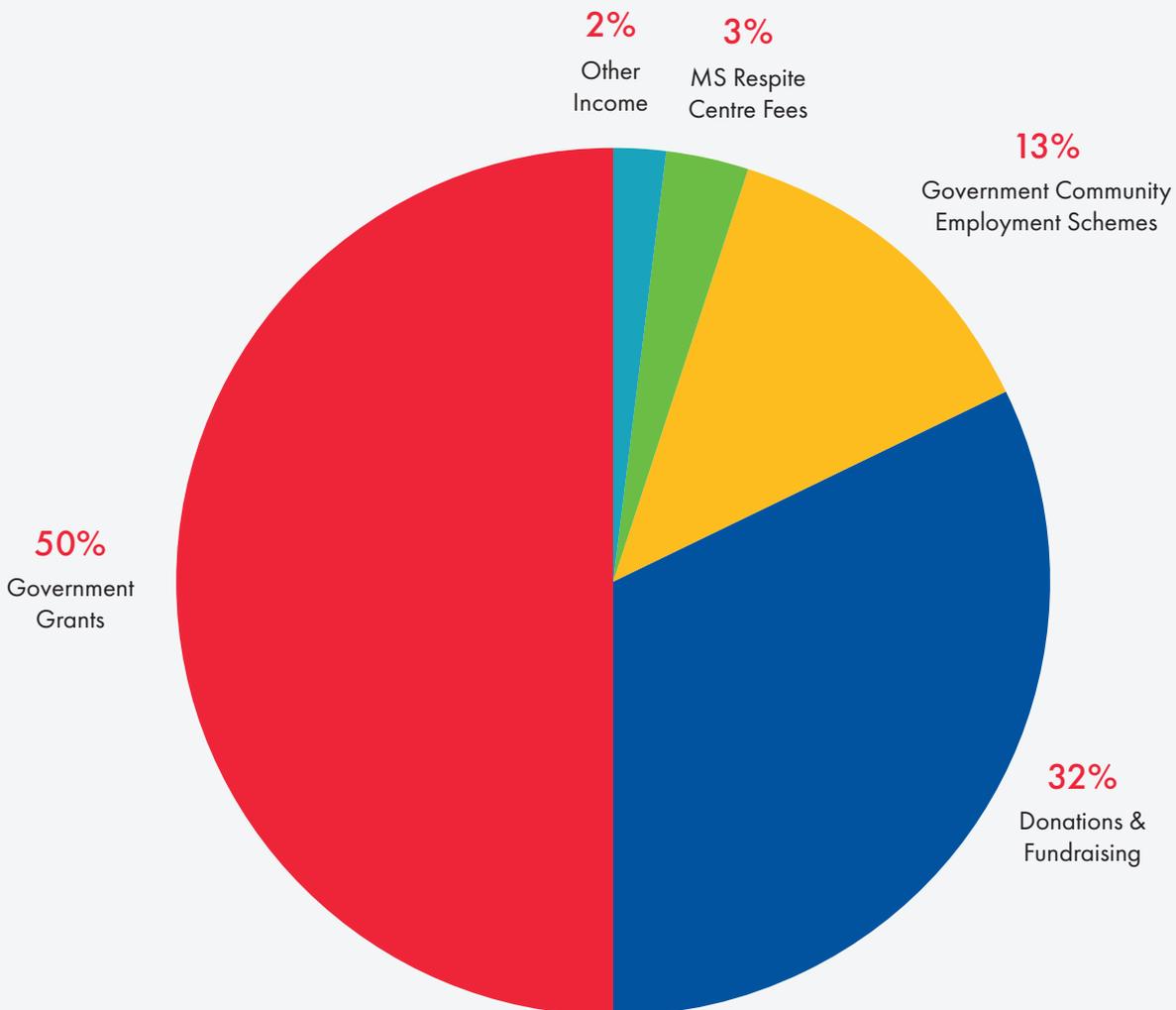
# GOAL: INNOVATION

## INCOME ANALYSIS 2022

# €6,155,525

Income of €6,155,525 was received of which 50% was funding from Government Grants mainly HSE, 32% was Donations and Fundraising, 13% was from three Department of Social Protection schemes we have in Donegal, Galway and Dublin, 3% was from fees received from Respite Centre residents and 2% from miscellaneous income.

	2022 (€)	2021 (€)
Government Grants	3,105,747	3,243,183
Donations & Fundraising	1,972,742	1,836,510
Government Community Employment Schemes	769,903	756,646
MS Respite Centre Fees	168,898	121,687
Other Income	138,235	143,471
<b>TOTAL</b>	<b>6,155,525</b>	<b>6,101,497</b>



## GOAL: INNOVATION

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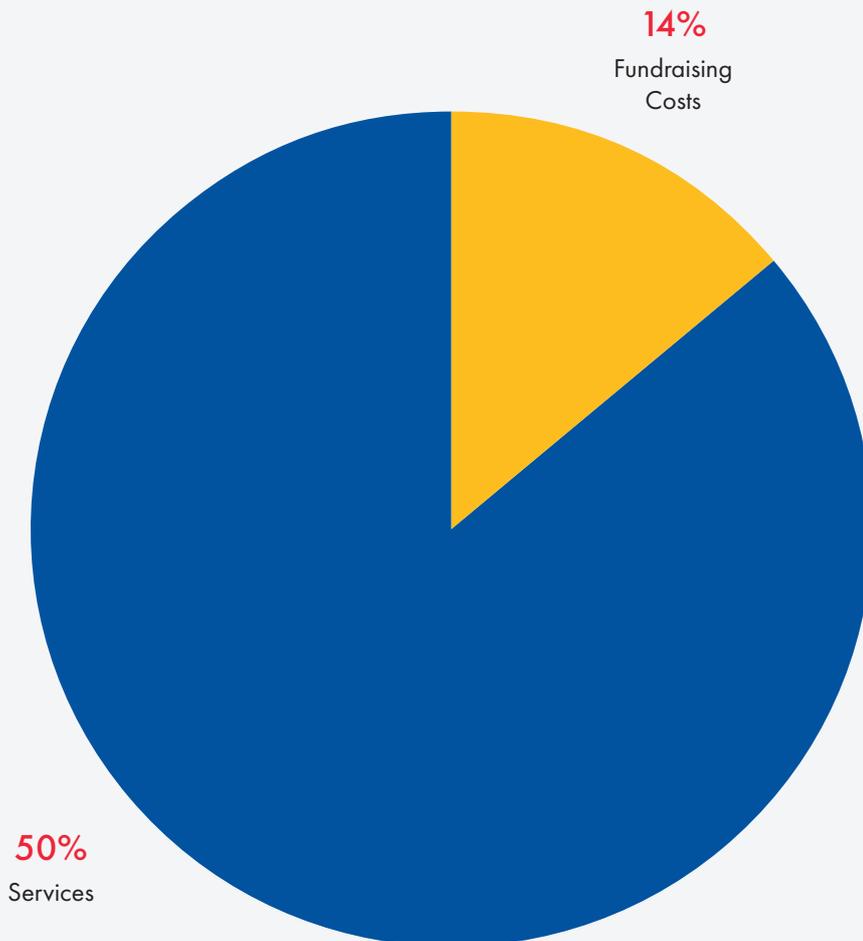
### OPERATIONAL EXPENDITURE ANALYSIS 2022

# €5,950,478

*(excluding exceptional items)*

€5,950,478 before exceptional items was spent in 2022 of which: 86% was spent on Community services, Care Centre respite services and Research; and 14% on Fundraising.

	2022 (€)	2021 (€)
■ Services - Community, Local MS & Respite Care, Research	5,143,831	5,010,548
■ Fundraising Costs	806,647	639,977
<b>TOTAL</b>	<b>5,950,478</b>	<b>5,650,525</b>



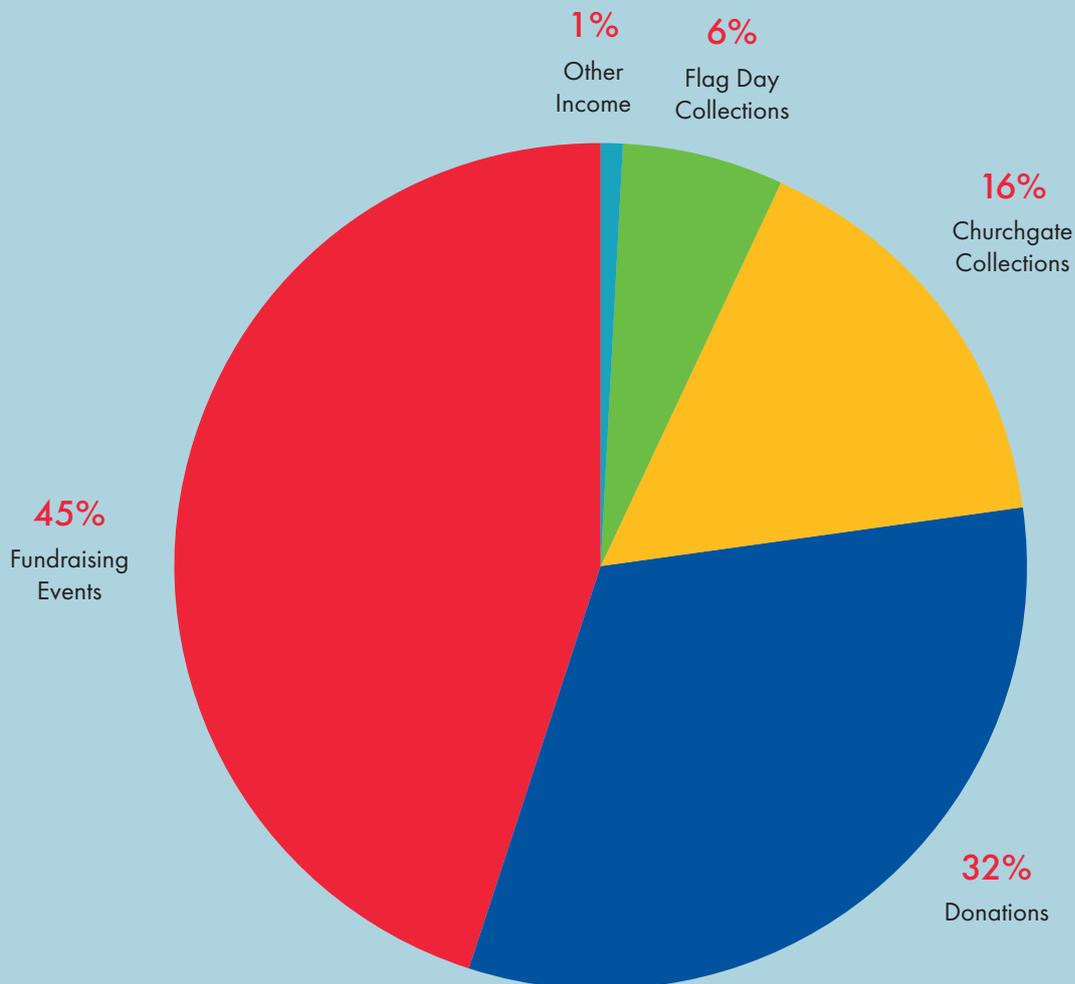
# GOAL: INNOVATION

## BRANCH INCOME ANALYSIS 2022

# €429,260

There were 31 Branches in operation during the year. All the funds raised in the Local Branches is spend locally to provide services for people with MS. Income of €429,260 was received of which 45% was raised from fundraising events and 55% from Donations.

	2022 (€)	2021 (€)
Fundraising Events	193,145	178,184
Churchgate Collections	69,301	1,340
Donations	138,627	129,068
Flag Day Collections	27,370	-
Legacies	-	-
Other income	817	1,117
<b>TOTAL</b>	<b>429,260</b>	<b>309,709</b>



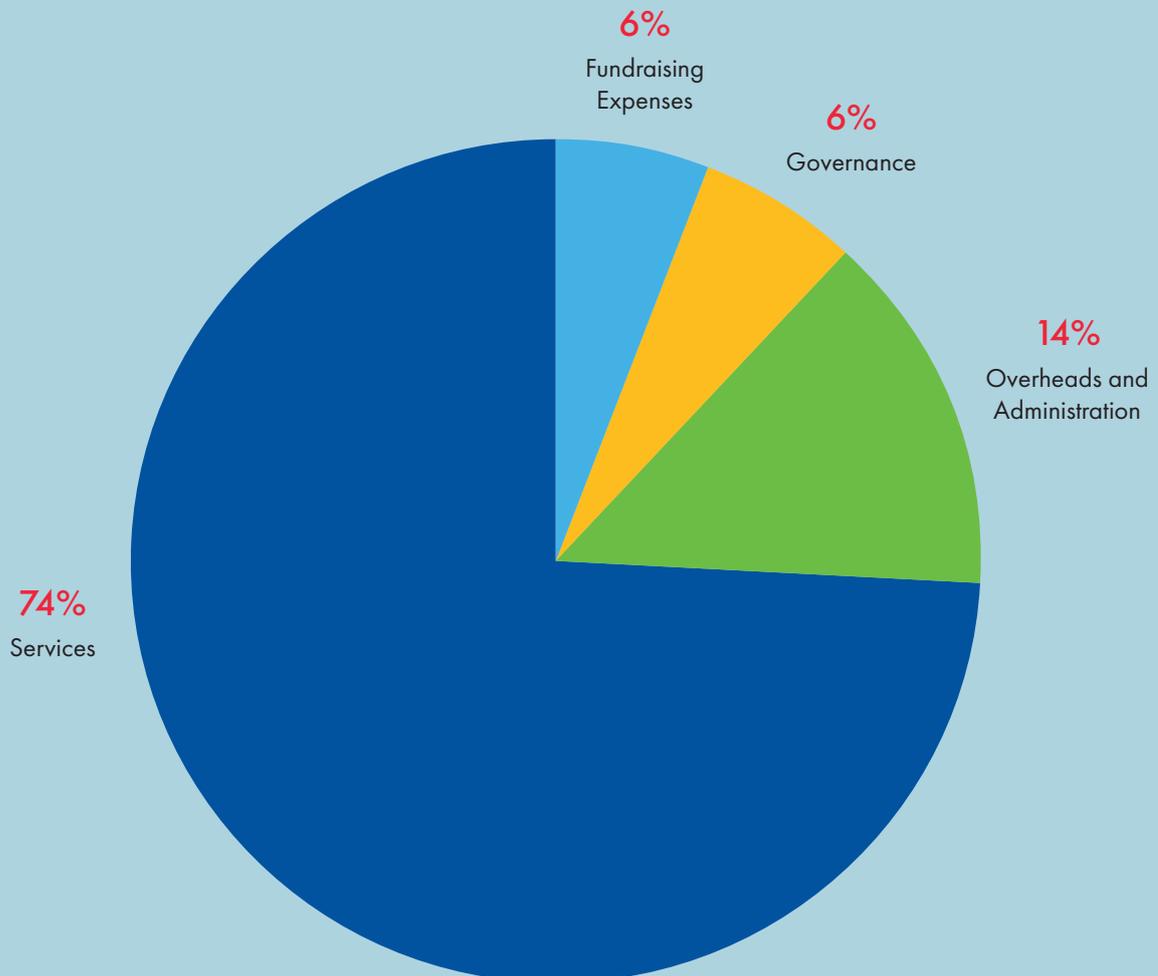
# GOAL: INNOVATION

## BRANCH EXPENDITURE ANALYSIS 2022

# €427,895

€427,895 before exceptional item was spent in 2022 of which 74% was spent on providing services & Financial assistance to members, 14% Overheads and Administration expenses, 6% on Governance and 6% on fundraising expenses.

	2022 (€)	2021 (€)
Services and Financial Assistance to Members	317,962	242,734
Governance	23,557	22,564
Fundraising expenses	24,941	18,113
Overheads and Administration expenses	61,435	14,986
Research	-	2,000
<b>TOTAL</b>	<b>427,895</b>	<b>300,397</b>





Goal: People and Culture

# GOAL: PEOPLE AND CULTURE

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## OBJECTIVE 7: DEVELOP AND INVEST IN OUR PEOPLE

Description: 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.

### INTEGRATED MODEL OF SERVICE

2022 was the eleventh 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. Our Branches participated in the meetings and contributed financially to the provision of regional services. In each of our 10 regional areas, regional integrated meetings took place at least twice a year and often had a senior manager from National Office and/or Board member in attendance. These meetings led to a number of outcomes:

- » 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 » Local Branches were asked to continue their contribution of 15% of their year-end net assets to support local services.
- » Improvement in communications.

In total, 14 Regional Integrated Meetings took place in 2022 with one rescheduled for January 2023.

### RESOURCE ALIGNMENT

We continued to fundraise online and some events started to operate physically. The fundraising space continues to be very challenging both for MS Ireland as a National organisation and our Branches.

- » 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 their year end net assets to support local services.

### VOLUNTEERING

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

### VOLUNTARY BRANCHES

Our voluntary Branches are a vital support network for people living with MS and their families in local communities. They raise funds locally for the provision of services in their respective areas, which can include providing a financial assistance service, access to a number of different therapies, and organising various social gatherings.

### HUMAN RESOURCES

Recruitment during 2022 concentrated on replacing necessary leavers or unfilled posts. We had 26 starters and 25 leavers.

### INTERNSHIPS AND VOLUNTEERS

MS Ireland continues to utilise a number of interns and volunteers in our National Office, Care Centre, and throughout the regions. Each brings their own skill set to the Society which contributes greatly to our work.

### COMPANY PENSION SCHEME

The trustees of the scheme were satisfied with the running of the scheme and that there were no issues in 2022.

### STAFF TRAINING

In 2022, staff participated in the Services Training schedule. FETAC Level 5 training in Health Skills related areas was carried out in the three Community Employment Schemes operated by MS Ireland.

# GOAL: PEOPLE AND CULTURE

## OBJECTIVE 8: GROW BRANCH AND COMMUNITY VOLUNTEER BASE

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



Fermoy Branch Annual Sponsored Walk

## BRANCHES

In 2022 we continued to work with the branches to improve their governance. Branch activities include support groups, social activities, therapies and in some instances, financial assistance. The provision of branch level supports is made possible by voluntary local fundraising. MS Ireland staff continued to support Branches and delivered services via in person and various digital platforms.

MS Ireland is very proud of all our staff, branches and volunteers and how quickly they adapted to working during COVID world to continue to provide services to people virtually and how well they adjusted again as the world opened up in 2022 to continue to provide both virtual and in person services.



Fermoy Branch Annual Sponsored Walk

## GOAL: PEOPLE AND CULTURE

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Seamus joined the South Mayo Branch committee at the Branch AGM in March 2022, but Seamus had been active on behalf of people with MS (PWMS) and the Branch long before that.

In February 2013, as part of the final year of his Art Studies degree at GMIT (Galway Mayo Institute of Technology), Seamus encouraged his fellow students to exhibit and sell their work to raise funds for the South Mayo Branch. The exhibition, "The Missing Spark", was held in the Linenhall Art Centre, Castlebar; it was a wonderful success and introduced the Branch to his beautiful work.

As an extension of the exhibition, the Branch organised two workshops under the title "The Missing Spark Painting Experience", in June and October 2013.

Through the years, Seamus has regularly attended and participated in events organised by the Branch.

Since 2020, Seamus has produced many inspirational works of art and poetry which have been a regular Friday feature of the MS Ireland Facebook page since June that year.

In 2022 Seamus was selected as one of 12 artists to take part in the MS Ireland exhibition, The Art Of MS – Symptoms Under the Spotlight, supported by Novartis. We were incredibly proud of Seamus and he featured on the front page of Issue 68 of Mo Shaol, our Newsletter.

Seamus took part in a feature on World MS Day on MidWest Radio .

Seamus may be one of our newest Committee members. However, he has been supporting the South Mayo Branch – and PWMS more widely – for many years. He is an amazing ambassador for both the South Mayo Branch and MS Ireland

## GOAL: PEOPLE AND CULTURE



### CARER/HELPER OF THE YEAR – SUSAN STEPHENS

NOMINATED BY NIAMH LOUGHNANE  
AND MARY RYAN, COMMUNITY  
WORKERS

Susan cares for Her husband Paschal.

Susan attends carers yoga and she and Paschal always come to the coffee mornings both bringing warmth, positivity and genuine interest to everyone they meet.

Susan is someone who sees life as a blessing and seems to embrace her life as a carer to Paschal, who himself has a warm and positive attitude. Susan also cares for her mother who has dementia and regularly minds her grandchildren. She is extremely kind at heart, good spirited, warm and grateful.

Susan is deeply humble and does not see this as her role rather just looking after those whom she loves. She radiates warmth and clearly her family benefits from this.



### VOLUNTEER OF THE YEAR – CELINE O'ROURKE

NOMINATED BY ANN O'BRIEN  
(LONGFORD BRANCH TREASURER)

Celine has been involved with the Longford Branch as Secretary, Welfare Committee member, former treasurer (for several times in 25 years). She supports all head office initiatives, distributing Christmas cards all over Longford, for sale. Celine has been involved with all administrative work in the branch and supports and organises all fundraising activities. Celine has spoken on local radio and represented people affected by MS at various local events.

Celine has kept Longford MS running smoothly for quarter of a century. Celine personally knows and contacts all our 35/40 members and contacts all members to discuss wants and needs and offers emotional support with total sensitivity. Celine displays concern and kindness with newly diagnosed patients. Celine is able to help all affected by MS to live well and face the future with confidence. She invites them to our monthly get-togethers and yearly mass and meal. Celine passes on information on regional services and organised physiotherapy for all members during covid. She has arranged outside speakers to talk with our members on various topics. She advises all members of our financial support.

Over 25 years, Celine has displayed her caring nature, while remaining selfless and completely humble about her voluntary work. Her family have helped organise church gate collections in over 30 parishes annually. Celine is a marvellous volunteer who has touched so many lives by showing she cares despite having to manage her own MS.



**An Roinn Tithíochta, Pleanála,  
Pobail agus Rialtais Áitiúil**  
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