



The Multiple Sclerosis Society of Ireland Annual General Meeting

Notice and Information Pack

Saturday, 27th September 2025 at 2.00 p.m. at the
MS Care Centre, 65 Bushy Park Road, Rathgar, Dublin 6
& Via Zoom

(Note: The AGM will be held in person and online via Zoom. The AGM meeting will be recorded). To attend the AGM, members need to complete the registration form attached on page 60 and we will send the zoom link to you on receipt of your registration form.)

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Separate document circulated with the AGM Pack:

Proxy Form

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

Notice is hereby given that the twenty sixth National Annual General Meeting of the Multiple Sclerosis Society of Ireland will take place in the MS Care Centre, 65 Bushy Park Road, Rathgar, Dublin 6 and via Zoom on Saturday, 27th September 2025 at 2.00 p.m.

(Note The AGM will be recorded.) To attend the AGM virtually (via Zoom), members need to complete the registration form on page 60 and we will send the zoom link to you on receipt of your registration form.)

The AGM is being held for the following purposes:

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

Ordinary Resolutions

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

1. To receive and consider the consolidated financial statements for the year ended 31st December 2024 together with the directors' report and the auditors' report thereon
2. To reelect Mr Sean Martin as Director
3. To elect Mr Morgan Flanagan Creagh as Director
4. To elect Mr Liam McLaughlin as Director
5. To elect Mr Richie Paul as Director
6. To authorise the Directors to fix the remuneration of the Auditors

By Order of the Board



Maurice O'Connor
Company Secretary
MS Ireland

29th August 2025

A list of names and personal details of every Director of the Company is available for inspection to the public at the Company's Registered Office for a nominal fee.

Registered Office: 65 Bushy Park Road, Rathgar, Dublin 6, D06CV90. Company Registration Number 296573; Registered Charity Number: 20007867; CHY Number: 5365.

Re: 26th National Annual General Meeting ("AGM") (since incorporation – the Society was founded in 1961) of the Multiple Sclerosis Society of Ireland on Saturday, 27th September 2025 at 2.00 p.m. in the MS Care Centre, 65 Bushy Park Road, Rathgar, Dublin 6 and via Zoom

Dear Member,

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

1. Election Information

The Nominating Committee are recommending the appointments of Mr Morgan Flanagan Creagh, Mr Liam McLaughlin and Mr Richie Paul as Directors and they are listed in your AGM Pack

Mr Sean Martin is standing for re-election.

A candidate must receive in excess of 50% of the votes cast to be elected.

2. Voting at the AGM

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

To be valid this proxy form (and where applicable, any power of attorney under which it is signed) must reach the Company Secretary by post or by hand to MS Care Centre, 65 Bushy Park Road, Rathgar, Dublin 6, D06 CV90 not less than forty-eight hours before the time appointed for the AGM, i.e. by no later than 2.00 p.m. 25th September 2025.

If you have any queries regarding the AGM, please contact National Office on 01 678 1608.

Yours sincerely



Maurice O'Connor
Company Secretary, MS Ireland

A list of names and personal details of every Director of the Company is available for inspection to the public at the Company's Registered Office for a nominal fee.

Registered Office: 65 Bushy Park Road, Rathgar, Dublin 6, D06CV90. Company Registration Number 296573; Registered Charity Number: 20007867; CHY Number: 5365.

Annual General Meeting Agenda

Approval of Agenda

Approval of the last Minutes

Matters arising

Chairperson's address and report

Chief Executive's address and report

Ordinary Resolutions

1. Directors' Report, Auditors' Report and Financial Statements 2024
2. Re-election of Mr Sean Martin as Director to the Board
3. Election of Mr Morgan Flanagan Creagh as Director to the Board
4. Election of Mr Liam McLaughlin as Director to the Board
5. Election of Mr Richie Paul as Director to the Board
6. Authorise the Directors to fix the remuneration of the Auditors

Please note that the AGM will be recorded

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

MINUTES OF 2024 AGM

Minutes of the 64th Annual General Meeting (25th Annual General Meeting since incorporation) of the Company held in 80 Northumberland Road, Dublin 4 Et Via Zoom on Monday, 30th September 2024 at 7.00 p.m.

PRESENT: Ms Anne Restan (Chairperson)
Members Et Delegates

IN ATTENDANCE: Ms Ava Battles (Chief Executive)
Ms Alice McKeon (Staff - Minutes)

APOLOGIES: As per list available from MS Ireland

The Chairperson, Ms Anne Restan, formally opened the meeting and welcomed all members to the 64th Annual General Meeting of the Society and 25th since its incorporation.

Approval of the Agenda

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

Approval of the Previous Minutes

Minutes of the 63rd Annual General Meeting of the Society held on Saturday, 16th September 2023 having previously been circulated, were taken as read. The Minutes were approved by the Members.

Matters Arising

There were no matters arising.

Chairperson's Address

Ms Restan introduced herself to the members and welcomed them to the AGM. She wished to report on major events that had happened since the last AGM to show delegates that the organisation is going from strength to strength. The members took a couple of minutes to remember former Board member, Tom Cronin. She thanked the three Board members who were retiring Rory Mulcahy, Mary Sheehan Lonergan and Noelle Burke who had done trojan work for the Society.

Ms Restan spoke about the big events that had occurred since the last AGM. The first one was the sale of Northumberland Road which is a positive change for the organisation. She said there is funding available to make changes at our respite centre. The organisation can come together rather than be in two locations and it will provide a better area for PwMS. It provides a location to host events for everyone. The planning application has been submitted and we hope to be able to renovate the area that previously housed the community workers.

Ms Restan informed the members that Tara, our premises in Limerick was sold and we have bought another property "Springfield". It is going to be a huge addition to what we currently have. We put two business cases to the HSE seeking funding for the Care Centre and for additional physio. We were notified that we are to receive €250K for the Care Centre which will allow us to open the Care Centre 7 days a week. She thanked everyone involved in securing this funding. Minister Conway attended the Care Centre launch recently in place of Minister Rabbitte. We hope that Minister Rabbitte will continue to persuade Government to assist supporting us next year. We need to continue advocating for this.

We are also seeking funding to have increased physio. We are hopeful that we will get funding for this as an increased level of physio makes huge positive improvements to PwMS. She thanked the Board and the Management Team for their assistance during the year. She urged delegates to attend the national conference in November.

MINUTES OF 2024 AGM

The Chief Executive's Address

The Chairperson called on the Chief Executive, Ava Battles, to give an overview of 2023.

The C.E. reviewed activities, achievements and challenges experienced in 2023. She also presented some of the case studies of PwMS who were positively impacted upon having been in receipt of our services. She thanked the staff team and the Senior Management Team for providing services throughout Ireland. We have objectives in our Strategic plan. The first one is service delivery and in that we are committed to providing sustainable services for PwMS. The community worker role is very varied. We had 2,665 case work interactions with 237 new referrals and 61 people newly diagnosed. Top issues were access to health care, emotional support and financial welfare. We had 822 clients attend 509 programmes, 131 of these were physio and 86 were yoga programmes. Our next strategic aim is research – we were very actively involved with Multiple Sclerosis International Federation and European Multiple Sclerosis Platform.

We couldn't provide services on the ground without the support of our branches. They are a lifeline for many people with MS in their local areas. There were lots of positive events held for World MS Day. Advocacy work included completing the My MS, My Needs survey. Through this survey we hear what our members are saying in the delivery of our services. C.E. thanked the Fundraising Department for growing our revenue. MS Readathon was a huge success with over 11,000 registrations.

The Chairperson called on Mr Martin Power, Chairperson of the Finance, Audit and Risk Committee to give a financial overview of the financial statements for the year ended 31 December 2023.

Mr Power noted that Deloitte's have audited the financial accounts for a number of years so this is their final year as it is good to change auditors after a number of years. Income is largely the same for 2023 as it was for 2022 at €6.5M and the expenses are similar again. There was a loss of €207K in 2022 but we had a profit last year of €205K. Structure of our finance is stable and has been like that for a number of years. 91% of our money is spent on services. There is some governance costs. Fundraising costs are low as a total percentage of overall costs. Branch income is up significantly from €429K up to €589K. Church gate collections have come back substantially since Covid. Nearly all of the Branch money €459K is spent on services. 10% was spent on fundraising costs.

The Auditor's Report on the Financial Statements of the Company for the year ended 31 December 2023 was taken as read. The Directors' Report for the same year was taken as read.

The Directors' Report and Financial Statements for the year ended 31 December 2023 were submitted to the meeting and considered.

We have 3 directors elected from Counsel. Anne Restan and Tony Candon are the Council elected directors. However, this year we won't have a third elected director as nobody from the branch representatives on council put themselves forward for election to the Board. A representative from Counsel may be co-opted onto the Board during the year.

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

MINUTES OF 2024 AGM

Ordinary Resolutions – these resolutions required over 50% of the votes cast to be passed
After careful consideration the following resolutions were **RESOLVED** by the Members on a poll:

- THAT Paddy Mulhall had received a majority of the votes cast and that he was hereby elected as a Director to the Board
- THAT Niall Rooney had received a majority of the votes cast and that he was hereby elected as a Director to the Board
- THAT Mr Auke van der Werff had received a majority of the votes cast and that he was hereby elected as a Director to the Board.
- THAT the Directors are hereby authorised to fix the remuneration of the Auditors.

CONCLUSION:

The Chairperson congratulated Mr Mulhall, Mr Rooney and Mr van der Werff on being elected to the Board.

The Chairperson thanked the members for attending the AGM. She put a call out to members to attend the national conference in Monaghan on 6 and 7 Nov.

The business of the meeting was then declared to have been concluded and the meeting terminated at approximately 8.00 p.m.

CHAIRPERSON

COMPANY SECRETARY

DATE



THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

Financial Statements
for the financial year ended
31 December 2024

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Directors and Other Information

BOARD OF DIRECTORS

Anne Restan (Chairperson)
Aveen Murray (Deputy Chairperson)
Robin Bradley
Noelle Burke (resigned 30 September 2024)
Anthony Candon
Jacinta Kelly
Dr Rebecca Maguire
Sean Martin
Rory Mulcahy (resigned 30 September 2024)
Paddy Mulhall (appointed 30 September 2024)
Niall Rooney (appointed 30 September 2024)
Maurice O'Connor (resigned 30 September 2024)
Martin Power
Auke van der Werff
Mary Sheahan Lonergan (resigned 30 September 2024)
Leslie Warren

COMPANY SECRETARY

Maurice O'Connor

CHIEF EXECUTIVE

Ava Battles

HONORARY LIFE MEMBERS

William Lonergan
Allen O'Connor

FINANCE, AUDIT, RISK AND STRATEGY COMMITTEE

Martin Power (Chairperson)
Robin Bradley
Jacinta Kelly
Sean Martin
Paddy Mulhall
Rory Mulcahy (resigned 30/09/2024)
Maurice O'Connor (resigned 30/09/2024)
Ava Battles (In Attendance)

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

DIRECTORS AND OTHER INFORMATION (CONTINUED)

REGISTERED OFFICE	National Multiple Sclerosis Care Centre 65 Bushy Park Road, Rathgar Dublin D06 CV90
CHARITY NUMBER	CHY 5365
CHARITY REGULATORY AUTHORITY NUMBER	20007867
COMPANY NUMBER	296573
DATE OF INCORPORATION	19th November 1998
YEAR MS IRELAND WAS FOUNDED	1961
AUDITORS	Forvis Mazars Harcourt Centre, Block 3, Harcourt Road Dublin 2
PRINCIPAL BANKERS	Bank of Ireland College Green Dublin 2
SOLICITORS	Joynt & Crawford 8 Anglesea Street Dublin 2

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

DIRECTORS' REPORT

The Directors present their annual report and the audited financial statements for the financial year ended 31 December 2024.

In this report the Directors of The Multiple Sclerosis Society of Ireland ("MS Ireland") present its activities, governance, achievements, and finances for the financial year ended 31 December 2024.

MISSION, VISION, OBJECTIVES AND VALUES

MS Ireland's mission is "to enable and empower people affected by multiple sclerosis to live the life of their choice to their fullest potential".

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

Objectives

Its principal objectives are:

- To enable and empower people with multiple sclerosis (hereinafter referred to as "PwMS") to live the life of their choice to their fullest potential
- To provide support for the families and carers of PwMS
- To co-operate with the medical, scientific, social, and caring professions to promote scientific research into the causes of, cure for and management of MS, and the alleviation of medical and social symptoms
- To exchange and disseminate information relating to MS and
- To provide an identifiable focal point by developing an efficient, effective, and caring organisation to serve the needs of PwMS and to advocate on their behalf;

Values

MS Ireland is committed to being supportive, transparent, informative, and empowering. These core values are the fundamental beliefs of our organization.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The Board

MS Ireland is directed by a voluntary Board which comprises of people with varied backgrounds, some with MS. Its function is to provide leadership, develop strategy, formulate effective policies, and oversee their implementation, monitor the delivery of services, ensure good governance and financial control.

The Board is provided with regular financial and operational information. Detailed budgets are prepared in line with the current Strategic Plan and are reviewed by the Finance, Audit, Risk and Strategy Committee and further reviewed and approved by the Board. Actual results and outcomes are compared against the budget to ensure alignment with the Plan and to maintain tight budgetary control and value for money.

Governance of MS Ireland is conducted in accordance with Charity Regulator Governance Code 2018, its Constitution, and its Bye Laws. These are available on our website www.ms-society.ie.

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

The directors and secretary who served at any time during 2025 except as noted, were as follows:

Secretary Maurice O'Connor

Sean Martin

Rory Mulcahy (resigned 30 September 2024)

Paddy Mulhall (appointed 30 September 2024)

Niall Rooney (appointed 30 September 2024)

Maurice O'Connor (resigned 30 September 2024)

Martin Power

Auke van der Werff

Mary Sheahan Lonergan (resigned 30 September 2024)

Leslie Warren

BOARD OF DIRECTORS Anne Restan (Chairperson)

Aveen Murray (Deputy Chairperson)

Robin Bradley

Noelle Burke (resigned 30 September 2024)

Anthony Candon

Jacinta Kelly

Dr Rebecca Maguire

DIRECTORS' REPORT (CONTINUED)

The Branches, Council and Committees

MS Ireland's voluntary Branches are primarily run by people with MS and their families. They are governed by an elected committee to organise the activities of the Branch including all the services and fundraising activities. Voluntary Branches work very closely with the regional offices. MS Ireland has a network of 29 voluntary Branches.

The Board is supported by Council, which is an elected consultative body representing the views of the Branches of the Society and its members. Council is made up of delegates from every Branch. Council meetings enable Branches to voice the concerns of their members while receiving updates from the CE and Chairperson of the Board on developments in MS Ireland. Council meetings are held bi-annually.

There are three Council members on the Board. Each year the Council members elect one new member to serve on the Board for a term of three years.

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. Finance, Audit, Risk and Strategy Committee
2. Services, Monitoring and Evaluation Committee
3. Research, Information, Advocacy and Communications Committee
4. Nominations and Remuneration Committee
5. Governance Committee
6. Organisation and People Committee

Governance

We want to reassure you that MS Ireland is transparent, ethical and has on-going and effective audit processes in place. We value every donation we receive and are always mindful that it is our duty to use the money to achieve the biggest possible impact for people living with MS.

Here are some facts for you about our governance:

The Board hold meetings 8 times a year with the Chief Executive in attendance at those meetings. The Chief Executive reports to the Board but is not a member of the Board. MS Ireland's Constitution and Code of Conduct details the process on the selection and rotation of Board members, the roles and duties of the Chairperson and Chief Executive. We require formal disclosure of any potential conflict of interest or loyalty of Directors at meetings. We have a committed and strong Board, currently made up of 58% people living with MS or family members. They give their time for free and receive no payments for their work. However, Board members are entitled to claim for travel and subsistence expenses in attending meetings. In 2024 Board members expenses were €471 (2023: €701). No emoluments are paid to Board members. The list of Board members and biographies can be found on our website.

- MS Ireland is a registered charity and is in compliance with the requirements of Charities Governance Code and is listed on the Search the Register of Charities | Charities Regulator. Our annual financial statements are audited by Forvis Mazars who were appointed during the year. Accounts for the last number of years can be obtained from our website.
- MS Ireland's accounts adhere to the SORP (Statement of Recommended Practice, Accounting and Reporting by Charities) accounting standard. Accounts year ended 31 December 2024 will be available following the Annual General Meeting on Saturday, 27 September 2025.
- We adhere to the Charities Regulator's Guidelines for Charitable Organisations on Fundraising from the public (Guidelines for Chari | Charities Institute Ireland) The guidelines set the standard for best practice in fundraising in Ireland.

DIRECTORS' REPORT (CONTINUED)

Management

The Chief Executive, to whom day to day management of the charity is delegated, leads a team of 76 employees working throughout the National Office, the MS Care Centre and 10 regional offices, plus an additional 46 Community Employment workers employed with the support of the Department of Social Protection ("DSP").

The National Office is the base for the overall administrative and support services of MS Ireland, including Information and Advocacy, Finance, Fundraising, IT, HR, and Communications. Regional offices provide services to PwMS, people affected by MS ("PaMS") and support to the network of Branches throughout the country. The Care Centre provides respite services. Service development and operations currently sit within the remit of the Chief Executive and the Services Manager. In 2024 we had a roster system in operation in MS Ireland National Office to ensure a presence in the office daily. The Care Centre was open with twelve beds available, and our regional offices provided services both virtually and in person.

REVIEW OF ACTIVITIES

Activities for 2024 are reviewed under the headings of MS Ireland's Strategic Plan 2020-2024:

In 2024, 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 an organisation which is integrated, effective, outcome-driven, and accountable.

The key goals and 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 Income 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

DIRECTORS' REPORT (CONTINUED)

Goal: Service Delivery

Objective 1: Services Development & New Service Models

During 2024 the company underwent the fourth year of its Strategic Plan. It continued to review and develop our suite of services provided by professionals and volunteers. The provision of online services continued. This was an exciting development resulting in many of our programmes being non location specific thus appealing to a potentially wider audience. This offered us an opportunity to capacity build our staff, volunteers, and MS community with digital literacy opportunities.

Regional Community Work

In 2024, MS Ireland ensured the provision of practical and emotional support through the casework services. Ten Service Level Arrangements (SLA) exist with the HSE in the NorthWest, NorthEast, Dublin (NA,ECA,SWA), SouthEast, Southern, Mid-West, West and Midlands areas. In 2024, 2,538 individuals received a 1:1 casework service nationally. The top presenting issues for PWMS included emotional support, financial welfare, accommodation, aids and appliances, home support, access to healthcare and respite. 266 new referrals were accepted into the casework service in 2024, 63 of those were newly diagnosed in 2024. All reviews were completed on the National Ability Supports System (NASS) database.

The Casework Salesforce Project commenced in 2024, to implement the recommendations from the Framework for Multiple Sclerosis Service ("FRAMES") report and the Quality Matters project.

Community Workers facilitated the delivery of community physiotherapy and other health promoting physical activity programmes (see Exercise & Physical Activity), health promotion programmes, coping strategies and well-being services (see Wellness on page 10) to PwMS and their families.

Information Services

The Information Line is often the first port of call for a person with MS and/or a family member. This is a confidential service, and the main thrust is the provision of reliable and accurate information and support in a timely fashion. The information is given on an individual basis to people affected by MS ("PaMS") and health professionals through the MS Information Line – Telephone – 0818 233 233. In 2024 the Information Line received 531 contacts. The information line also provides information to Regional Staff, and to other services and/or agencies as appropriate.

Exercise and Physical Activity Programmes

MS Ireland runs several different programmes as part of our exercise and physiotherapy services. Our focus is on exercise and physiotherapy programmes to enable people to live well at home, reduce disability and symptom severity and improve quality of life. We have a team of directly employed physiotherapists and also engage with independent physio, yoga and fitness contractors around the country to deliver this service.

Evidence gathered in 2024 continues to show that our programmes have a range of benefits including improvements in symptoms and quality of life, reductions in fatigue and mental health issues, reductions in falls and improved confidence to be physically active and reduced healthcare utilisation.

We had 938 individual clients in 348 programmes and offered 13,439 treatment episodes in our physiotherapy services in 2024.

Getting the Balance Right (GTBR)

GTBR physio, yoga and fitness instructor-led programmes ran across all 10 of our regions and are reliant on fundraised income and provided by contractors, 50% of those contractors are funded by branches. The service in the West is provided by our directly employed senior physiotherapist and a team of physiotherapy assistants.

There were 207 Getting the Balance Right physiotherapy programmes across the 10 regions in 2024 with 555 participants. In addition, there were 55 yoga programmes with 220 participants.

New initiatives in 2024 included summer physio assistant led drop-in programmes.

DIRECTORS' REPORT (CONTINUED)

Active Neuro

The Active Neuro programme ran in the West, Mid-West and Dublin in 2024 and was funded by the HSE. This extension of the Sláintecare Integration fund project in the Midwest provides physiotherapist led physical activity and symptom management programmes for people with MS and other neurological conditions and provides greater availability of and access to physio programmes for people with MS in those regions. Active Neuro had 44 programmes for 207 participants in 2024.

Move Smart MS

Move Smart MS programmes are tailored for ability and time since diagnosis and address specific symptoms using an exercise and education approach that enables peer learning and social support. Move Smart MS was funded by Rethink Ireland Disability Participation and Inclusion fund in 2024.

In 2024 there were 48 Move Smart MS programmes for 345 participants.

We ran programmes of High-Level Fitness, Dizziness and Balance, Better Balance for Falls prevention, Step it up to the Exercise Guideline, Newly diagnosed, Strength and Balance, Pilates and Seated Fitness.

Physio West

In Galway, Mayo and Roscommon we have a directly employed full time physiotherapist and 0.5 WTE physiotherapy assistant funded by the HSE. In addition, we have a team of physiotherapy assistants through the Community Employment scheme.

That team runs Getting the Balance Right in person and online classes, Active neuro in person and online classes, and individual assessments and treatments including the intensive, semi-supervised programme.

In 2024, 55 participants availed of individual programs with the physiotherapist and 17 with the physio assistant, accounting for 426 hours of treatment. The senior physiotherapist conducted 71 new assessments.

The MS Care Centre

The MS Care Centre is a 12-bed respite facility. 12 residents can be accommodated, with lengths of stay options of 7/12 nights in 2024. 407 individuals availed of respite in the Care Centre, with high dependency beds having the greatest demand. The Care Centre received an additional €250,000 in additional funding in July 2024, allowing the centre to operate on a full-time basis, every weekend.

The MS Care Centre is registered with the Health Information Quality Authority ("HIQA"). The Care Centre is monitored every three years by HIQA and was approved for re-registration in October 2020. The Care Centre had an announced inspection on 16 November 2024. The Clinical Nurse Manager and the Quality Manager at the Care Centre ensure that the standards and regulations set by HIQA are maintained. The most recent HIQA report has been published and is available at: <https://www.hiqa.ie/system/files?file=inspectionreports/1940-multiple-sclerosis-society-of-ireland-ms-care-centre-16-november-2023.pdf>

Wellness 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.

In 2024, the Community Worker team facilitated FACETS (Fatigue: Applying Cognitive behavioural and Energy effectiveness Techniques to lifestyle). It is a 6-week evidence-based group fatigue management programme run online or in-person specifically for PwMS. In 2024 staff facilitated 4 programmes (2 national programmes and 2 regional programmes). 49 people benefitted from FACETS and staff developed content so that the programme better reflects the experience of PwMS that are wheelchair users. Each programme is facilitated by 2 MS Ireland Regional Community Workers.

Adaptations to the programme were undertaken using a co-design methodology to better reflect the experience of people with MS that are wheelchair users. These adaptations will be piloted in a programme scheduled in early 2024.

DIRECTORS' REPORT (CONTINUED)

Branches

In 2024 MS Ireland staff continue to support Branches to utilise various digital platforms and facilitate hybrid meetings due to the return of in person meetings and activities after the pandemic. Branch activities include support groups, social activities, therapies and in some instances, financial assistance. Capacity building opportunities and training were also facilitated for all Branches. The provision of branch level support to PwMS is made possible by voluntary local fundraising.

Community Employment Schemes

The provision of services and supports throughout the country relies on the quality contribution of our Community Employment Scheme Participants. They contribute hugely to the work of MS Ireland on a day-to- day basis.

There are 23 Community Employment participants assisting in the work of the Care Centre, 13 Community Employment participants assisting with the exercise training plans for PwMS in the Western region and 13 visiting PwMS in their homes, in the North West region. All regions have a number of Community Employment participants that assist with data collection for the Health Research Board.

Website

Website Overview	2024	2023	% Change 24/23
Visits	131,959	110,722	+19%
Pageviews	310,057	274,377	+13%
Unique Page views	259,644	223,349	+16%
Downloads	7,980	6,167	+29%
Average Visit Duration	2 mins 8s	2mins 15s	-5%
Returning Visits	37,295	32,288	+16%
Actions by Return Visit	118,566	112,402	+5%
New Visits	94,664	78,434	+21%
Actions by New Visits	221,288	188,182	+18%
Top Entry Point			
Search Engine	65,831	55,143	+19%
Direct Entry	37,916	24,554	+54%
Campaigns	12,936	523	+2373%
Social Networks	11,358	24,359	-53%
Other Websites	3,918	4,143	-5%
Top Entry Page			
News	24,659	11,986	+106%
MS + Me Blog	12,821	11,584	+11%
About MS	12,888	10,979	+17%
What is MS	5,669	5,223	+9%
Movers and Shakers	2024 increase versus 2023	% Change 2024 versus 2023	
News	+13,863	+85%	
Events	+3,830	+80%	
Community Worker Services	+1,707	+321%	
Physio and Exercise	+1647	+193%	
Donate	-11,355	-75%	

DIRECTORS' REPORT (CONTINUED)

Social Media

Social Media Stats	2024	2023	% Change 24/23
Facebook			
Followers	23,574	22,400	+5%
Views	5,900,000	N/A	
Visits	75,900	64,700	+17%
Reach	1,500,000	1,393,500	+8%
Link Clicks	76,900	76,000	+1%
Content Interactions	39,700	35,700	+11%
Organic	8%		
Paid Ads	92%		
Female	80%		
Male	20%		
Instagram			
Followers	7,154	5,900	+21%
Views	946,400	N/A	
Visits	17,400	19,200	-9%
Link Clicks	9,700	8,500	+14%
Organic	37		
Paid Ads	63		
Female	81%		
Male	19%		
YouTube			
Subscribers	1,614	387	+317%
Views	98,647	80,890	+22%
Watch time	2,249	787	+186%
Organic	77%		
Paid	23%		
Female	55%		
Male	45%		
Twitter			
Followers	9,400		
LinkedIn			
Followers	2,416	1,838	+31%
Impressions	160,130	102,504	+56%

DIRECTORS' REPORT (CONTINUED)

Webinars

In continuation of our webinar series, throughout 2024 MS Ireland arranged several online information webinars which allowed people in the MS community to virtually attend expert led information sessions. We recorded the majority of these sessions and made them available on our website on our dedicated 'Online Video Catalogue section'. Providing the information in this format allows our community to access these videos on demand at a time that suits them.

MS Explored – The Podcast

In 2024 MS Ireland continued this popular series (supported by Novartis) and produced 1 podcast. This focused on the experience of a person living with MS and aimed to highlight some of the key supports that exist to support other people living with MS.

Information resources

During 2024 information resources were developed in the areas of fatigue management, an online mental health resource and a printed resource for children with a family member with MS. In addition to this, general information about MS Ireland's services were also highlighted.

Objective 2: Research

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

Research

Sharing opportunities with our community to engage in and learn more about MS research is an important part of the work that MS Ireland does. Throughout 2024, we shared numerous opportunities with our community members. We shared research findings through our eNews, website and social media platforms. MS Ireland collaborated with Multiple Sclerosis International Federation (MSIF) on updates to the Atlas of MS and the European Multiple Sclerosis Platform (EMSP).

MS Ireland has continued to develop the 'Researchers profiles' section on our website. This involved having up to date Researchers Profiles and call outs on our website and ensuring this section was easy to navigate for people with MS and researchers alike.

MS Ireland has remained active within the research space throughout 2024 through collaboration with the All-Ireland MS Research Network (AIMSRN) as well as through Maynooth University and other research organisations. During the year preliminary work with Maynooth University took place regarding a research project focusing on the needs of people with MS regarding peer support and engagement. This research will support the direction of peer support engagement projects in the future. In addition, MS Ireland undertook a short piece of research on the role and experience of volunteers in the organisation. This research will support the developments to support volunteers associated with the organisation.

The My MS, My Needs survey data collection was undertaken in 2024 with a total of 979 respondents. This is a repeat of the 2016 survey. The results of this will help MS Ireland to plan and possibly improve services and will inform ongoing advocacy work over the coming years. The report was launched in 2024.

Objective 3: Advocacy

Business cases & Pre Budget-Submissions 2024

During 2024 two substantial advocacy campaigns took place regarding business cases for two major funding deficits within the organisation. The MS Respite Centre campaign resulted in an initial award of funding to the organisation of €250,000 in annual investment.

Sustainable funding for MS Ireland's national physiotherapy programme was also sought to the amount of €800,000 per annum. Both of these business case submissions formed the basis of the MS Ireland pre budget submissions.

MS Ireland hosted an AV room in Leinster House, met with both the Minister for Disability and Minister for Health, and appeared as a witness for both the Oireachtas Committees on Health and Disability Matters.

DIRECTORS' REPORT (CONTINUED)

Collaborative Advocacy – Organisations

MS Ireland believes in the power of working in partnership with other organisations. By doing this, we use our collective voice to be heard more clearly. In 2024, MS Ireland continued working with the Neurological Alliance of Ireland (NAI) on some issues including a campaign to help highlight the postcode lottery associated with access to neurology and neurorehabilitation.

World MS Day

On May 30th, MS Ireland joined people living with MS and other MS organisations around the world to mark World MS Day. The theme for World MS Day 2024 was 'Connections'. MS Ireland's campaign in 2024 was about building community connection, self-connection, celebrating support networks, championing self-care and finding connections to quality care.

Some examples of activities held to mark WMSD in 2024 included: A letter writing exhibition in Stephen's green shopping centre, light up of prominent public buildings across the country, Care Centre coffee morning, Leinster house AV room briefing, regional and national information and social events across the country. In addition to events a range of media coverage was facilitated in print media, local and national radio and TV coverage.

AGM and Reconvened AGM

The 2024 AGM was held online via zoom on 16th September 2024 at 4.00pm. There were 28 members in attendance.

National Conference

In September 2024 MS Ireland hosted an in-person conference - its first in 3 years. This event took place over 2 days and brought a number of expert speakers to provide input for a healthcare professionals session (including regional Community Workers) and for a more general audience. The event also featured a gala dinner. Over 250 people from the MS community attended the event. The speakers covered a range of topics, fatigue, assistive technologies, physical activity and mental health. Feedback from the community was positive and provides a firm basis for the continuation of the conference for 2025.

Goal: Sustainable Finances

Objective 4: Grow Sustainable Income Base

In 2024, we experienced the closure of Facebook fundraising in Ireland, which had a significant impact on our individual online challenges. As a result, we scaled back activity in this area. However, we continued to test and explore new platforms to diversify our online fundraising strategy and future-proof this important income stream.

In response to the shifting fundraising landscape, we focused on developing our corporate and major giving income streams, including increased efforts in securing building grants and foundation support.

These efforts contributed positively to our income growth and align with our strategic goal of achieving sustainable finances.

Objective 5: Develop partnerships

We continue to invest time and resources in building and strengthening our corporate partnerships, and we saw encouraging results in this area in 2024. We maintained strong relationships with our existing partners while actively seeking and developing new collaborations. A particular focus this year was on fostering local partnerships to support the work of our regional offices, where we achieved several notable successes.

At MS Ireland, we are proud to work alongside a passionate and committed community. In 2024, our supporters continued to show exceptional dedication by organising a diverse array of fundraising activities. These partnerships – both corporate and community-based – remain central to our mission and continue to play a vital role in sustaining and expanding our services nationwide.

DIRECTORS' REPORT (CONTINUED)

REVIEW OF ACTIVITIES (CONTINUED)

Goal: Innovation

Objective 6: Develop Digital Operations and Governance

Overall Aim: 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.

- We planned and budgeted the rollout of salesforce across the organisation.
- We built a new website www.renewmsireland.ie as part of a National fundraising campaign for the care centre renovations and the new MS Resource Centre Limerick.
- Casework: Enclude continued with the Salesforce Casework project based on the recommendations of the Quality Matters Report in 2024, with a schedule of work planned for 2024.
- Recruitment: We recruited a Systems Administrator to assist with testing and reviewing systems e.g. Salesforce and Accounts IQ.
- Website: Work was completed to enhance user experience and navigation on the Community Work and Physiotherapy & Exercise pages
- Search Engine Optimisation (SEO) & Google ad words: We engaged a digital agency on retainer to manage our google ad word accounts and a series of campaigns. The first two campaigns launched in early July.

Goal: People & Culture

Objective 7: Develop and Invest in Our People

Recruitment of staff presented challenges during 2023. This was a national issue. Training was provided for employees and volunteers, including LGBTI+ Awareness Training and Personal Safety & Lone Worker Training. We continued to operate the remote working pattern in line with the Remote Working Bill and the Work Life Balance bill published in 2024. Pay increases for Section 39 organisations was completed in 2024, in line with pay proposals secured under the Section 39, Section 56 and Section 10 Interim Agreements. As a result salaries for the majority of MS Ireland employees were increased. MS Ireland's Employee Handbook was reviewed and updated. Information sessions regarding changes to the Employee Handbook were provided to staff during 2024.

Objective 8: Grow Branch and Community Volunteer Base

1. **Continuation of Virtual Meetings:** Branches continued to utilize Zoom for their meetings, with some adopting a hybrid approach that combines both in-person and virtual attendance.
2. **Annual General Meetings (AGMs):** A total of 25 Branch AGMs were conducted in 2024, primarily facilitated through the Branch Development Zoom account.
3. **Fundraising Efforts:** There was a gradual return to physical fundraising activities, complemented by ongoing digital fundraising efforts, with support from the National Fundraising Department.
4. **Training Programs:** Branches were provided with training in Officer Roles and Responsibilities, Risk Management and GDPR/ data protection.
5. **Council and National Meetings:** Two Council meetings and one National meeting were held, providing opportunities for branch members to receive national updates and share news and concerns.
6. **Branch Development Board Sub Group:** Group convened in 2024 to support the development of branch related initiatives. During 2024 there was particular emphasis on the review of the branch manual.

2024 was a busy year for the branches, with good interaction and collaboration with both the Branch Development Office and the National Office.

DIRECTORS' REPORT (CONTINUED)

RISKS ASSESSMENT AND MANAGEMENT

The Board is responsible for ensuring that the major risks are identified, managed, and monitored. The major risks facing MS Ireland defined by the Board and the management are:

- 1. Strategic risk
- 2. Service risk
- 3. Loss in income
- 4. Increase in costs
- 5. Operational risk arising from the provision of services and other activities
- 6. Accumulated fund and solvency risk
- 7. Reputation risk

These risks have been reviewed and their potential impact assessed. The Board ensures control processes are subject to continuous improvement. Given the objectives of MS Ireland, and the nature of the activities by which it furthers them, some of the risks must be accepted: it is not possible for MS Ireland to eliminate them. However, appropriate steps have been taken to mitigate them where possible.

Principal Risks and Uncertainties

RISKS ASSESSMENT AND MANAGEMENT 2024

MS Ireland Principal Risks and Uncertainties

Risk description	Management
Strategy risk The objectives and activities do not meet the needs of PwMS and for the charity to deliver its mission.	<p>The Board and the senior management team have a clear vision and strategy for the immediate future and longer term.</p> <p>Our current Strategic Plan outlines the key objectives for the successful delivery of our strategy, with ongoing monitoring and review by the Board and Senior management team.</p> <p>We prepare detailed budgets, operational plans and target outcomes as part of our annual planning cycle that are approved by the Board.</p> <p>The Board scrutinises and approves any business case and funding requirements for all significant investments.</p> <p>We ensure regular monitoring and reforecasting of financial performance throughout the year.</p>
Services risk The risk that the quantity or quality of services provided is below the standard set.	<p>The risk is managed by:</p> <ul style="list-style-type: none">• Monitoring service user feedback.• Conducting regular service user satisfaction surveys.• Completing regular service audits and inspections overseen by HIQA.• Monitoring our systems and controls to promote consistent service delivery and standards.• Monitoring complaints from service users.

DIRECTORS' REPORT (CONTINUED)

Risk description	Management
<p>Income risk</p> <p>External factors and events have the potential to significantly reduce income or increase costs, impacting on our ability to deliver services and support for people with MS.</p>	<p>Income from services</p> <p>MS Ireland ensures its service level agreements and commitments with key funders are delivered. The key services provided are respite, community case work, physio, information symptom management programmes, peer support information and advocacy services to people with MS. MS Ireland continues to seek additional funding where appropriate.</p> <p>Fundraising and donations</p> <p>The Fundraising team manage a pipeline of fundraising campaigns and events throughout the year. MS Ireland continually develops online platforms to support our fundraising activities.</p>
<p>Expense risk</p> <p>The risk that expenses or costs exceed the budgeted levels.</p>	<p>Expenses are monitored and controlled by our senior management team, Finance, Audit, Risk & Strategy Committee, and the Board throughout the year.</p>
<p>Operational risk</p> <p>The risk of a failure or flaw in the systems, people, processes, or events that result in a loss of income or higher than normal expense.</p>	<p>Operational risks are managed through limits on income and expenses and are monitored by the Finance department, FAR&S and Board.</p>
<p>Accumulated funds risk</p> <p>There is a risk that the accumulated funds would decrease significantly due to an internal or external event.</p>	<p>The accumulated funds are monitored and key assets such as the Care centre are maintained and insured.</p>
<p>Liquidity risk</p> <p>The risk that there is insufficient liquid asset to meet expenses.</p>	<p>Financial performance is monitored to ensure there is sufficient liquid resources to meet liabilities as they arise.</p>
<p>Reputational risk</p> <p>The risk of damage to MS Ireland's reputation.</p>	<p>Reputational risk is managed by monitoring complaints and adverse media.</p>

DIRECTORS' REPORT (CONTINUED)

FUTURE DEVELOPMENTS

In 2025, MS Ireland continued to campaign for the Physiotherapy Business Case and the Care Centre Business Case.

In addition, to the National Advocacy campaign, in 2024 the Community Worker Service submitted business cases in Sligo/Leitrim, the Midlands and the South East for additional funding to extend Community Worker services having identified the need. While there is currently no outcome for these business cases, the teams will continue to advocate locally with the HSE regarding these business cases in 2024.

In 2024, the Community Worker service completed a project with Enclude regarding measurements and outcomes of casework. This project will progress into the final phase in 2025.

MS Ireland will continue to create public awareness of MS and understanding of the needs of people with MS.

In 2025, MS Ireland plan to use World MS Day as an opportunity to help raise awareness of MS and MS Ireland. We plan to do the following during WMSD:

- Host a briefing in Leinster House with members of the Oireachtas to promote our business case for a Community Work service in Sligo/ Leitrim.
- A national cinema advertising campaign (sponsored by Novartis) highlighting MS and MS Ireland services.
- A range of regional community-based events (e.g. coffee mornings, fundraisers, information events) highlighting issues, raising awareness and encouraging connection.

National FACETS programme:

The plans for 2025 are to continue to deliver the programme in regional and in national settings. Particular attention will be placed on national programmes being offered to specific groups, namely people with MS that are newly diagnosed and people with MS that are wheelchair users.

Webinars

MS Ireland will continue to work through our calendar of webinars for 2025 to ensure we continue to provide our community with access to expert information and the opportunity to ask the questions that matter to them. By making online events available nationally, we will ensure the maximum number of people possible are benefiting from our efforts. Recordings will continue to be added to the online catalogue. This will mean that people can access the information after the live event at a time that suits them and from anywhere they wish.

MS Awareness in the Workplace

The MS Awareness in the Workplace module is designed to highlight some of the issues and challenges people living with MS can face in the workplace. It has an experiential aspect which will allow employers and colleagues of people living with MS to see firsthand what some of the symptoms of MS can feel like, to give them a greater understanding of how these may impact the experience of work life for those living with MS. In 2024 this module was delivered in-person to 3 workplaces. In 2025, MS Ireland will continue to deliver this module at the request of companies and organisations. This project is possible due to the support of Merck.

In 2024 the young person's network was created. During 2024 they met online 8 times. The network will continue to meet in 2025. The aim of the network is to:

- Strengthen the relationship between MS Ireland and young people living with MS.
- Ensure the inclusion of young people's views and preferences in MS Ireland's initiatives and resources.
- Provide young people with MS the opportunity to connect, share experiences, and offer support to one another.
- Harness the energy of the Young Persons Network in the co-design of MS Ireland's activities, campaigns, and projects.

DIRECTORS' REPORT (CONTINUED)

During 2024 the quantitative section of a research project focusing on peer support and PwMS undertaken by researchers in Maynooth University was completed and shared with staff in MS Ireland. The second phase (qualitative) will be undertaken in 2025. The results of this research will inform the design of peer support services in MS Ireland in 2025 and beyond.

MS Ireland sought an academic researcher to partner with us for an application to the HRB Applied Partnerships Award (APA) 2024. Following a call for expressions of interest, researchers in Maynooth University were selected as research partners. The submission to the HRB focused on mental health and the key characteristics of effective mental health interventions. In 2025 our success (or otherwise) regarding this proposal will be known and may support our efforts in the area of mental health supports for PwMS.

Human resources

In 2024, HR began exploring alternative HR platforms which would improve efficiencies and capture more reliable data for accurate reporting. This project will be completed in 2025.

Fundraising

It's an exciting time for MS Ireland fundraising with the redesign of our flagship campaign, the MS Readathon, and the launch of a brand new major fundraising drive in 2024. The refreshed Readathon will feature updated visuals, prizes, and reading rewards, with a focus on educational incentives such as books, book vouchers, science and art sets, and LEGO. A significant PR campaign will accompany these changes to enhance the program's impact.

Additionally, MS Ireland will soon introduce ReNew MS Ireland, a major fundraising drive aimed at supporting the refurbishment and renovation of the MS Care Centre and the MS Resource Centre in Limerick. A new website will be created to allow supporters to gift or pledge capital items to our cause.

DIRECTORS' REPORT (CONTINUED)

FINANCIAL REVIEW

The detailed consolidated results for the financial year are set out on page 34. The net excess of Income over Expenditure for the year was €723,989 (2023: net excess of Expenditure over Income of €207,811).

Income

Income totals €7,995,151 which represents an increase of €1,490,771 (23%) over 2023's total income of €6,504,380. Donations and fundraising income had increased by €748,854 (26.4%).

Expenditure

During the financial year an amount of €7,271,162 (2023: €6,712,191) was incurred on the provision of charitable activities/ services to PwMS, reflecting an increase of €558,971 (8%) over 2023.

Financial position at the end of the financial year is detailed in Balance Sheet on page 35.

The fund balances total €10,871,885 (2023: €10,147,896) as at 31 December. These funds are represented by the following (including Branch Assets which are mainly Cash Balances of €1,420,355):

	Total 2024	Total 2023
	€	€
Tangible Fixed Assets	4,613,112	3,983,554
Investment properties	1,380,000	1,380,000
Net Current Assets	4,878,773	4,784,342
Total	10,871,885	10,147,896

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

Reserves

The Board has the responsibility for establishing an appropriate reserves practice and policy. It is the practice of the Board of MS Ireland to retain sufficient reserves to safeguard the continuity of its operations, while at the same time committing the maximum possible resources to its current services.

The total reserves as at 31 December 2024 of €10,871,885 fall into two categories, Restricted and Unrestricted funds.

Restricted funds of €3,614,588 represent income received that can only be used for particular purposes which arise because of restrictions on their use imposed by the donor at time of receipt or because the funds were collected in a public appeal to raise money for a particular purpose. Such purposes are within the overall aims of the Society. It is the practice of MS Ireland to fully apply such funds for the purposes for which they were donated as quickly as possible.

Unrestricted funds of €7,257,297 are funds that have no specific restrictions attached to them but are categorised as follows:

DIRECTORS' REPORT (CONTINUED)

FINANCIAL REVIEW (CONTINUED)

Designated funds of €5,757,297 which represent amounts that MS Ireland has, at its discretion, set aside for specific purposes, which would otherwise form part of its general unrestricted funds. At the end of 2024, funds had been designated for specific purposes as follows:

- The carrying value of tangible fixed assets for use by MS Ireland €4,613,112 which is not available for distribution.
- The net assets of the Society's Branches amounted to €1,413,381 which are retained for the furtherance of services and supports to PwMS in the future.

General unrestricted funds of €1,500,000 represent funds which are available for the general purposes of the Society.

It is also the practice of the Society to hold sufficient reserves to fund its activities and maintain the quality of its services for a minimum period of three months. This threshold has been set following an assessment of the following factors: the need to provide short term protection against unforeseen downward fluctuations in annual income; and the need to provide a financial cushion in the event of extreme circumstances affecting the Society's ability to operate.

We aim to maintain general unrestricted reserves within a policy range of a lower limit of three months. At the 31 December 2024, general unrestricted funds held were €1,500,000 (2023: €1,500,000), equating to three months' expenditure.

Political Donations

There were no political donations in the year 2024 requiring disclosure (2023: €Nil).

Post Balance Sheet Events

There have been no events subsequent to the year-end that require any adjustment to, or additional disclosure in, the 2024 financial statements

Accounting Records

The measures that the directors have taken to secure compliance with the requirement of Sections 281 to 285 of the Companies Act 2014 with regard to the keeping of accounting records are the employment of appropriately qualified accounting personnel and the maintenance of computerised accounting systems.

The company's accounting records are maintained at the company's business office at National Multiple Sclerosis Care Centre, 65 Bushy Park Road, Rathgar, Dublin, D06 CV90, Ireland.

Statement of Disclosure of Information to Auditors

Each of the persons who is a Director at the date of approval of this report confirms that:

- So far as the Director is aware, there is no relevant audit information of which the company's auditors are unaware; and
- The Director has taken all the steps that he/she ought to have taken as a Director in order to make himself/herself aware of any relevant audit information and to establish that the company's auditors are aware of that information

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

Auditors

The auditors, Forvis Mazars, were appointed during the year and have expressed their willingness to continue in office in accordance with section 383(2) of the Companies Act 2014.

Signed on behalf of the Board;



Anne Restan
Director



Auke van der Werff
Director

Date: 8/7/2025

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

DIRECTORS' RESPONSIBILITY STATEMENT

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

Irish company law requires the Directors to prepare financial statements for each financial year. Under the law, the Directors have elected to prepare the financial statements in accordance with the Companies Act 2014, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" issued by the Financial Reporting Council and The Statement of Recommended Practice (Charities SORP (FRS 102)), issued by the Charity Commission for England and Wales, the Charity Commission for Northern Ireland and the Office of the Scottish Charity Regulator.

Under company law, the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end date and of the surplus or deficit of the company for the financial year and otherwise comply with the Companies Act 2014.

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

- Select suitable accounting policies for the company financial statements and then apply them consistently;
- Make judgements and estimates that are reasonable and prudent;
- State whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards; and
- • Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

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

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

Signed on behalf of the Board;



Anne Restan
Director



Auke van der Werff
Director

Date: 8/7/2025

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF
THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND**

Report on the audit of the financial statements.

Opinion

We have audited the financial statements of The Multiple Sclerosis Society of Ireland for the year ended 31 December 2024, which comprise the Statement of Financial Activities, the Balance Sheet, Statement of Cash Flows, and notes to the financial statements, including the summary of significant accounting policies set out in note 2. The financial reporting framework that has been applied in their preparation is Irish law and FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland issued in the United Kingdom by the Financial Reporting Council (FRS 102).

In our opinion, the accompanying financial statements:

- give a true and fair view of the assets, liabilities, and financial position of the Company as at 31 December 2024, and of its result for the year then ended;
- have been properly prepared in accordance with FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland; and
- have been properly prepared in accordance with the requirements of the Companies Act 2014.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report.

We are independent of the Company in accordance with the ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard for Auditors (Ireland) issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern.

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Company's ability to continue as a going concern for a period of at least twelve months from the date when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF
THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND
(CONTINUED)**

Other information

The directors are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the Financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the Financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2014

In our opinion, based on the work undertaken in the course of the audit, we report that:

- the information given in the directors' report for the financial year for which the financial statements are prepared is consistent with the Financial statements;
- the directors' report has been prepared in accordance with the Companies Act 2014;
- the accounting records of the Company were sufficient to permit the Financial statements to be readily and properly audited; and
- the Financial statements are in agreement with the accounting records.

We have obtained all the information and explanations which, to the best of our knowledge and belief, are necessary for the purposes of our audit.

Matters on which we are required to report by exception.

Based on the knowledge and understanding of the Company and its environment obtained in the course of the audit, we have not identified any material misstatements in the directors' report.

The Companies Act 2014 requires us to report to you if, in our opinion, the requirements of any of Sections 305 to 312 of the Act, which relate to disclosures of directors' remuneration and transactions are not complied with by the Company. We have nothing to report in this regard.

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF
THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND
(CONTINUED)**

Respective responsibilities

Responsibilities of directors for the financial statements

As explained more fully in the directors' responsibilities statement out on page 30, the directors are responsible for the preparation of the financial statements in accordance with the applicable financial reporting framework that give a true and fair view, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

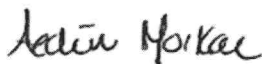
Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Irish Auditing and Accounting Supervisory Authority's website at: http://www.iaasa.ie/getmedia/b2389013-1cf6-458b-9b8f-a98202dc9c3a/Description_of_auditors_responsibilities_for_audit.pdf. This description forms part of our auditor's report.

The purpose of our audit work and to whom we owe our responsibilities.

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



Aedin Morkan
for and on behalf of Forvis Mazars
Chartered Accountants & Statutory Audit Firm
Harcourt Centre, Block 3
Harcourt Road
Dublin 2

Date: 11th July 2025

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2024 (including the INCOME AND EXPENDITURE account)

	Notes	Unrestricted Funds 2024 €	Restricted Funds 2024 €	Total Funds 2024 €	Total Funds 2023 €
INCOME FROM:					
Charitable activities					
Grants and service contract income:					
- Community services	4	18,762	2,373,836	2,392,598	2,359,232
- Respite care services	4	214,828	1,555,142	1,769,970	1,518,568
- Governance	4	-	513,994	513,994	519,839
		<u>233,590</u>	<u>4,442,972</u>	<u>4,676,562</u>	<u>4,397,639</u>
Donations and legacies					
- Donations and fundraising	5	1,637,794	1,578,669	3,216,463	2,002,449
- Legacies	5	89,626	12,500	102,126	104,292
		<u>1,727,420</u>	<u>1,591,169</u>	<u>3,318,589</u>	<u>2,106,741</u>
Total income		<u>1,961,010</u>	<u>6,034,141</u>	<u>7,995,151</u>	<u>6,504,380</u>
EXPENDITURE ON					
Charitable activities					
- Community services	7	159,754	3,315,656	3,475,410	2,762,032
- Respite care services	7	2,363	2,041,584	2,043,947	1,979,771
- Governance costs	7	-	652,519	652,519	924,543
- Branch services	7	391,910	-	391,910	408,595
		<u>554,027</u>	<u>6,009,759</u>	<u>6,563,786</u>	<u>6,074,941</u>
Raising funds					
- Fundraising	7	614,174	93,202	707,376	637,250
Total expenditure		<u>1,168,201</u>	<u>6,102,961</u>	<u>7,271,162</u>	<u>6,712,191</u>
Net income / (expenditure)		<u>792,809</u>	<u>(68,820)</u>	<u>723,989</u>	<u>(207,811)</u>
Reconciliation of funds:					
Total funds brought forward	16	7,524,417	2,623,479	10,147,896	10,355,707
Net income/(expenditure)		792,809	(68,820)	723,989	(207,811)
Transfers during the year	16	(1,059,929)	1,059,929	-	-
Total funds brought forward	16	<u>7,257,297</u>	<u>3,614,588</u>	<u>10,871,885</u>	<u>10,147,896</u>

The statement of financial activities includes all gains and losses recognised during the year.

All income and expenditure derive from continuing activities.

The notes on pages 37 to 58 form part of the financial statements.


THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

BALANCE SHEET AS AT 31 DECEMBER 2024

	Notes	2024 €	2023 €
FIXED ASSETS			
Tangible fixed assets	10	4,613,112	3,983,554
Investment Properties	11	1,380,000	1,380,000
		<u>5,993,112</u>	<u>5,363,554</u>
CURRENT ASSETS			
Debtors	12	380,006	1,100,798
Stocks	13	24,296	14,531
Cash at bank and in hand	14	5,295,563	4,427,885
		<u>5,699,865</u>	<u>5,543,214</u>
CREDITORS: Amounts falling due within one year	15	(821,092)	(758,872)
		<u>-</u>	<u>-</u>
NET CURRENT ASSETS		<u>4,878,773</u>	<u>4,784,342</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>10,871,885</u>	<u>10,147,896</u>
NET ASSETS		<u>10,871,885</u>	<u>10,147,896</u>
FUNDED BY:			
Unrestricted funds:			
Designated other		4,465,290	4,560,120
Designated branch		1,292,007	1,464,297
General		1,500,000	1,500,000
	16	<u>7,257,297</u>	<u>7,524,417</u>
Restricted funds:			
Endowment		1,380,000	1,380,000
General		2,234,588	1,243,479
	16	<u>3,614,588</u>	<u>2,623,479</u>
FUNDS	16	<u>10,871,885</u>	<u>10,147,896</u>

The notes on pages 37 to 58 form part of the financial statements.

The financial statements were approved by the Board of Directors on 2nd July 2025 and signed on its behalf by:


 Anne Restan
 Director


 Auke van der Werff
 Director

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

CASH FLOW STATEMENT FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2024

		2024	2023
	Notes	€	€
Net cashflow from operating activities			
Net cash generated from/(used in) operating activities	18	<u>1,992,774</u>	<u>(436,745)</u>
Cash flows from investing activities			
Interest received	18	2,172	982
Interest paid	18	(4,920)	(41,221)
Purchase of tangible fixed assets	10	<u>(832,913)</u>	<u>(16,015)</u>
Net cash generated from/(used in) investing activities		<u>1,157,113</u>	<u>(56,254)</u>
Cashflows from financing activities			
Repayments of borrowings	18	(289,435)	(239,071)
Net increase/(decrease) in cash and cash equivalents		<u>867,678</u>	<u>(732,070)</u>
Cash and cash equivalents at the beginning of year		4,427,885	5,159,955
Cash and cash equivalents at the end of year		<u><u>5,295,563</u></u>	<u><u>4,427,885</u></u>

The notes on pages 37 to 58 form part of the financial statements.

NOTES TO THE COMPANY FINANCIAL STATEMENTS
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2024

1. GENERAL INFORMATION

General information

The Multiple Sclerosis Society of Ireland is a company incorporated in Ireland under the Companies Act 2014 as a company limited by guarantee and is a registered charity with its registered office at MS Care Centre, 65 Bushy Park Road, Rathgar, Dublin 6, D06 CV90, registered number 296573. The nature of the company's operations and its principal activities are set out in the directors' report on pages 14 to 29.

As permitted by Section 291(3)(4) of the Companies Act 2014, the company has varied the standard formats specified in that Act for the Statement of Financial Activities and the Balance Sheet. Departures from the standard formats, as outlined in the Companies Act 2014, are to comply with the requirements of the Charities SORP and are in compliance with Sections 4.7, 10.6 and 15.2 of the Charities SORP.

The company meets the definition of a Public Benefit Entity under FRS102. as a registered charity.

Statement of Compliance

The financial statements have been prepared under the historical cost convention and in accordance with FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland issued by the Financial Reporting Council, as applied in accordance with the provisions of the Companies Act 2014, and with the Accounting and Reporting by Charities Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with FRS102 ("the Charities SORP") ("relevant financial reporting framework").

2. ACCOUNTING POLICIES

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the company's Financial Statements.

Basis of preparation

The financial statements have been prepared on a going concern basis under the historical cost convention. The financial statements have been prepared in accordance with Financial Reporting Standard 102, the financial reporting standard applicable in the UK and Republic of Ireland ("FRS 102") and voluntarily in accordance with the Statement of Recommended Practice, as applicable to charities preparing their accounts in accordance with FRS 102 (issued by the Charity Commission for England and Wales, "the Charities SORP") and in accordance with the Companies Act 2014.

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

The Society has complied with the *Internal Financial Controls Guidelines for Charities* issued by the Charities Regulator under Section 14(1)(i) of the Charities Act 2009. These guidelines are designed to promote and support the effective administration and financial management of charitable organisations. In particular, they aim to assist trustees of small to medium-sized charities in developing and implementing appropriate internal financial controls within their organisations.

NOTES TO THE COMPANY FINANCIAL STATEMENTS
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2024

2. ACCOUNTING POLICIES (CONTINUED)

In accordance with Section 1180(8) of the Companies Act, 2014, the company is exempt from including the word "Limited" in its name. The company is limited by guarantee and has no share capital.

Income

Income is accounted for when the Company has entitlement, there is probability of receipt, and the amount is measurable. Income is only deferred when the donor has imposed conditions which must be met before the charity has unconditional entitlement.

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

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

Fundraising income which consists of monetary donations from corporates, trusts, charities, and members of the public, are recognised in the year in which the organisation is entitled to the resources and are recognised when the funds have been received.

Donations received from individuals and companies using online fundraising platforms to raise funds are recognised when the funds are registered on the online platform.

Legacy income is accounted for when the Company has entitlement, the receipt is probable, and the amount is measurable. Legacies are recognised when all the three criteria below are met:

- a. Establish entitlement – in practice this would be estate accounts being finalised or cash received or where there is agreement on an interim distribution.
- b. Where receipt is probable – receipt is probable when there has been grant of probate, executors have established that there are sufficient assets after settling any liabilities to pay the legacy and any conditions attached to the legacy are either within the control of the charity or have been met. There will normally be sufficient certainty of receipt when notice of intention to pay the legacy is received from the personal representatives of the estate.
- c. The amount is measurable – in practice this could come from estate accounts, cash received or correspondence from executors/solicitors confirming an amount to be distributed. Measurability will also be met where a reasonably accurate assessment can be made of the value.

Where legacies have been notified to the Company or the Company is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Care Centre Income comprising of residential fees, donations and fees from services provided by the Care Centre are recognised as income in the year to which it relates. Rental income is recognised on accruals basis.

Income arising from tax rebates is recognised on confirmation from the tax authorities of the amount and when there is certainty of receipt.

NOTES TO THE COMPANY FINANCIAL STATEMENTS
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2024

2. ACCOUNTING POLICIES (CONTINUED)

Expenditure

Expenditure is recognised when there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required, and the amount of the obligation can be measured reliably.

Expenditure on charitable activities includes the costs incurred in undertaking the various activities which are performed for the benefit of the Group's beneficiaries including those support costs and costs relating to the charity apportioned to charitable activities.

Prepayments are valued at the amount prepaid net of any trade discounts due.

Allocation of Support Costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back-office costs, finance, personnel, payroll and governance costs which support the charity's programmes and activities.

Governance costs are defined as costs related to the general running of the Group as opposed to the direct management functions inherent in generating funds, and include audit and accountancy, legal and professional fees.

Fundraising Costs

Fundraising activities comprise expenditure incurred on fundraising, including the costs of advertising, producing publications, printing and mailing fundraising material, staff costs and an appropriate allocation of support costs. All fundraising activities costs are recognised on an accruals basis.

Stocks

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

Fixed Assets and Depreciation

Fixed assets are recorded at historical cost less accumulated depreciation and impairment.

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

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

Investment Properties

Investment properties, all of which arise from legacies, are initially recorded at open market value based on an independent professional valuation. The market values are assessed at each year end reporting date.

NOTES TO THE COMPANY FINANCIAL STATEMENTS
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2024

2. ACCOUNTING POLICIES (CONTINUED)

Assets held for resale

Assets held with the intention of resale are included at open market value.

Leased Assets

All leases entered into by the Company are operating leases. Operating lease costs are charged to the statement of financial activities in the period to which they relate.

Retirement Benefits

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

Research

Expenditure on research projects is charged to the statement of financial activities as incurred.

Fund Accounting and Reserves Policy

The following are the categories of funds maintained:

Restricted funds:

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

Endowment:

A gift of endowment arises where there is no power to convert capital into income i.e., must be retained intact.

Unrestricted funds:

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

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

Designated funds:

Designated funds represent amounts that the Company has, at its discretion, set aside for specific purposes, which would otherwise form part of its general unrestricted funds.

Financial Instruments

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

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

NOTES TO THE COMPANY FINANCIAL STATEMENTS
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2024

2. ACCOUNTING POLICIES (CONTINUED)

Financial assets and liabilities

Financial assets and liabilities are initially measured at transaction price (including transaction costs), except for any financial assets classified as at fair value through the SOFA, which are initially measured at fair value (which is normally the transaction price excluding transaction costs). Trade and other receivables, trade and other payables and interest-bearing borrowings are subsequently stated at amortised cost using the effective interest rate method. Financial assets and liabilities are only offset in the balance sheet when, and only when there exists a legally enforceable right to set off the recognised amounts and the company intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously.

3. CRITICAL ACCOUNTING JUDGEMENTS AND KEY SOURCES OF ESTIMATION UNCERTAINTY

In the application of the Company's accounting policies, which are described in note 2, the Directors are required to make judgements, estimates and assumptions about the carrying amounts of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

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

The directors consider the following to be the critical judgements and/or sources of estimation uncertainty :

Useful lives of tangible fixed assets

Tangible fixed assets comprise freehold premises, office equipment, computer equipment, furniture & fittings, motor vehicles and branch assets. The annual depreciation charge depends primarily on the estimated lives of each type of asset and, in certain circumstances, estimates of residual values. Management regularly reviews these useful lives and change them, if necessary, to reflect current conditions. In determining these useful lives management consider technological change, patterns of consumption, physical condition and expected economic utilisation of the assets. Changes in the useful lives can have a significant impact on the depreciation charge for the financial year. The net book value of tangible fixed assets at the yearend date was €4,613,112 (2023: €3,983,554).

Valuation of investment properties

The Company carries its investment properties at fair value, with changes in fair value being recognised in the statement of financial activities. The fair values are determined by independent professional valuers using recognised valuation techniques. The properties were valued on an open market value basis in January 2021 by an independent valuer. The determination of fair values requires the use of estimates such as future cash flows from the assets and discount rates applicable to those assets. The estimates are based on local market conditions as at the reporting date. The net book value of investment properties at the yearend date was €1,380,000 (2023: €1,380,000).

Going concern

Based on the results for the year, the year-end financial position and the approved budgets for 2025 and 2026 the Board of Directors believe that the company has adequate resources to continue in operational existence for the foreseeable future. Thus, they continue to adopt the going concern basis in preparing the annual financial statements.

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

NOTES TO THE COMPANY FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2024

4. Income from charitable activities

Grants and service contract income	2024 €	2023 €
Restricted		
HSE Statutory Casework	1,749,480	1,422,339
HSE Statutory Physio	120,885	112,980
HSE Statutory Respite	1,251,741	967,999
HSE Statutory Governance	513,995	515,822
Community Employment Schemes (Note 25)	806,871	785,876
	<u>4,442,972</u>	<u>3,805,016</u>
Unrestricted		
Community	18,762	4
Respite services	214,828	272,991
	<u>233,590</u>	<u>272,995</u>

5. Donations and legacies

	2024 Unrestricted €	2024 Restricted €	2024 Total €	2023 Total €
Donations and fundraising				
Donations and fundraising -				
National office	1,035,426	1,043,657	2,079,083	967,703
HSE-National Lottery Funding	-	20,535	20,535	52,010
HSE-Other Grants	-	61,152	61,152	97,385
Pobal	-	112,397	112,397	91,000
Other Grants - Non HSE	-	100,180	100,180	75,220
Fundraising Branch	526,647	-	526,647	598,763
Fundraising Region	-	179,718	179,718	58,065
Respite- Rental Income	-	61,030	61,030	55,962
Other Income	75,721	-	75,721	6,341
	<u>1,637,794</u>	<u>1,578,669</u>	<u>3,216,463</u>	<u>2,002,449</u>
Legacies	<u>89,626</u>	<u>12,500</u>	<u>102,126</u>	<u>104,292</u>
	<u>1,727,420</u>	<u>1,591,169</u>	<u>3,318,589</u>	<u>2,106,741</u>
2023 Total	<u>1,716,258</u>	<u>390,483</u>	<u>2,106,741</u>	

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

NOTES TO THE COMPANY FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2024

6. Net income/(expenditure)

	2024	2023
	€	€
The net income/(expenditure) for the year is stated after charging/(crediting):		
Depreciation (Note 10)	203,355	232,993
Interest payable and similar charges	4,920	-
<i>Auditor's remuneration:</i>		
- Statutory audit (Company)	46,125	59,665
Non-statutory audits (Branches)	24,916	27,524
Non-statutory audits (CE Schemes)	4,699	4,722
Operating lease rentals	<u>36,752</u>	<u>14,778</u>
Interest received	<u>(2,172)</u>	<u>(982)</u>

7. Expenditure

Activity	Direct Salary Cost €	Other Direct Costs €	Support Costs (Note 8) €	Total 2024 €	Total 2023 €
Expenditure on charitable activities					
Community Services	2,298,890	268,638	907,882	3,475,410	2,554,711
Respite Care Services	1,467,405	210,180	366,362	2,043,947	1,778,050
Governance	5,238	5,674	641,607	652,519	924,543
Branch Services	-	391,910	-	391,910	459,481
	<u>3,771,533</u>	<u>876,402</u>	<u>1,915,851</u>	<u>6,563,786</u>	<u>5,716,785</u>
Fundraising	85,025	312,916	309,435	707,376	995,406
	<u>3,856,558</u>	<u>1,189,318</u>	<u>2,225,286</u>	<u>7,271,162</u>	<u>6,712,191</u>

NOTES TO THE COMPANY FINANCIAL STATEMENTS
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2024

8. Analysis of support costs

	2024 €	2023 €
Staff and related costs	1,101,609	138,470
Administration	67,456	317,056
Property maintenance	727,641	610,120
Depreciation (Note 10)	203,355	232,993
Audit and accounting	64,271	110,337
Governance costs (see below)	60,954	49,813
	<u>2,225,286</u>	<u>1,458,789</u>
Governance costs		
Legal and professional fees	59,288	43,633
AGM expenses	1,195	5,479
Board member expenses (Note 9)	471	701
	<u>60,954</u>	<u>49,813</u>

NOTES TO THE COMPANY FINANCIAL STATEMENTS
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2024

9. EMPLOYEES AND REMUNERATION

The average number of persons employed by the Group in the financial year was 146 (2023: 122), analysed into the following categories:

	2024 No.	2023 No.
Regional and national services	35	29
Care	39	30
Administration	13	12
Fundraising activities	5	5
CE Scheme	54	46
	<u>146</u>	<u>122</u>

The numbers shown above are inclusive of 46 (2021: 46) persons employed under the Department of Social Protection Scheme and exclusive of persons contracted on a consultancy basis to provide counselling and fundraising services.

	2024 €	2023 €
Total staff costs comprised of the following:		
Wages and salaries	4,236,671	3,881,270
Employer social welfare costs	385,938	276,102
Employer pension contributions	105,457	150,735
Other Staff cost	174,275	-
Annual Leave Accrued	55,826	55,673
	<u>4,958,167</u>	<u>4,363,780</u>

The Group also receives significant support from voluntary workers.

The number of employees whose emoluments, excluding employer pension contributions, were greater than €60,000 is set out below:

	2024 Number	2023 Number
€60,000 - €70,000	7	2
€70,000 - €80,000	2	2
€80,000 - €90,000	1	1
€110,000 - €120,000	1	1

Key Management Personnel are the Board, the Chief Executive, Services Manager, National Services Development Manager, Fundraising Manager, HR Manager, Head of Finance, Financial Controller and Finance Manager. Total emoluments (including benefits and pension) paid to key management personnel was €512,259 (2023: €433,947).

Board member's travel and subsistence expenses in attending meetings in 2024 were €471 (2023: €701). No emoluments are paid to Board members.

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

NOTES TO THE COMPANY FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2024

10. Tangible fixed assets

	Freehold Premises	Office Equipment	Computer Equipment	Furniture & Fittings	Motor Vehicles	Branch Equipment, Motor Vehicles & Mobile Homes	Total
	€	€	€	€	€	€	€
Cost:							
At 1 January 2024	7,192,143	129,704	184,896	152,372	94,594	191,379	7,945,088
Additions	734,061	-	23,418	72,961	-	2,473	832,913
Disposals	-	(44,233)	(45,360)	-	-	-	(89,593)
At 31 December 2024	7,926,204	85,471	162,954	225,333	94,594	193,852	8,688,408
Depreciation:							
At 1 January 2024	3,316,670	94,073	162,760	119,026	88,422	180,583	3,961,534
Charge for the year	143,843	15,719	18,777	15,990	6,172	2,854	203,355
Disposals	-	(44,233)	(45,360)	-	-	-	(89,593)
At 31 December 2024	3,460,513	65,559	136,177	135,016	94,594	183,437	4,075,296
Net Book Value:							
At 31 December 2024	4,465,691	19,912	26,777	90,317	-	10,415	4,613,112
At 31 December 2023	3,875,473	35,631	22,136	33,346	6,172	10,796	3,983,554

Included in the Freehold Premises is the National Office which has been sale agreed in March 2024 and is expected to be completed later in the year 2025.

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

NOTES TO THE COMPANY FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2023

11.	INVESTMENT PROPERTIES	2024	2023
		€	€
	Market Value	<u>1,380,000</u>	<u>1,380,000</u>
The properties were valued on an open market value basis in January 2021 by an independent valuer, McMahon O'Connor Residential.			
12.	DEBTORS	2024	2023
		€	€
	Amount due from fundraising activities	47,448	87,445
	Prepayments	97,522	84,986
	Community Employment Scheme	5,000	29,504
	HSE grants	-	751,368
	Pobal Grant	90,331	-
	Residents' fees and other Debtors	<u>139,705</u>	<u>147,495</u>
		<u>380,006</u>	<u>1,100,798</u>
All debtors are due within the Company's normal terms and within one year.			
13.	STOCK	2024	2023
		€	€
	Stocks	<u>24,296</u>	<u>14,531</u>
There were no stocks written-off during the year (2023: €Nil). Replacement cost of stocks does not significantly differ from the amounts included above.			
14.	CASH AT BANK AND IN HAND	2024	2023
		€	€
	National and Regional services	3,870,081	3,129,845
	Branches	<u>1,425,482</u>	<u>1,298,040</u>
		<u>5,295,563</u>	<u>4,427,885</u>

Of the €3,870,081 (2023: €3,129,845) of National and Regional Services cash at bank and in hand a total of €2,370,081 (2023: €1,629,845) is Unrestricted cash.

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

NOTES TO THE COMPANY FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2023

15.	CREDITORS: Amounts falling due within one year	2024 €	2023 €
	Trade creditors	257,729	138,524
	Accruals	354,624	176,406
	Bank term loan	-	289,435
	PAYE/PRSI	95,946	75,632
	Community Employment Scheme	91,341	74,894
	Deferred income (note 15.1)	-	3,981
	Other creditors	21,452	-
		<u>821,092</u>	<u>758,872</u>

The carrying amounts of trade and other creditors approximate to their fair values largely due to the short-term maturities and nature of these instruments. The repayment terms of trade creditors vary between on demand and 90 days. No interest is payable on trade and other creditors.

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

	2024 €	2023 €
Within one year	<u>-</u>	<u>289,435</u>

15.1 Deferred income

	Opening Balance 2024	Movement 2024	Closing Balance 2024	Closing Balance 2023
Deferred income	<u>3,981</u>	<u>(3,981)</u>	<u>-</u>	<u>3,981</u>

NOTES TO THE COMPANY FINANCIAL STATEMENTS
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2023

16. TOTAL FUNDS

	Unrestricted Funds €	Restricted Funds €	Total Funds €
Funds at beginning of year	7,524,417	2,623,479	10,147,896
Movement during year	792,809	(68,820)	723,989
Transfers during the year	(1,059,929)	1,059,929	-
Funds at end of year	<u>7,257,297</u>	<u>3,614,588</u>	<u>10,871,885</u>

UNRESTRICTED FUNDS

	Fund at beginning of year €	Net movement €	Transfers* €	Fund at end of year €
General fund	1,500,000	-	-	1,500,000

Designated funds

Net Assets Excl. Branches	4,431,944	843,275	(809,929)	4,465,290
Branch net assets	1,342,473	(50,466)	-	1,292,007
Planned budget deficit	<u>250,000</u>	<u>-</u>	<u>(250,000)</u>	<u>-</u>
Total Designated funds	6,024,417	792,809	(1,059,929)	7,257,297
Funds at end of year	<u>7,524,417</u>	<u>792,809</u>	<u>(1,059,929)</u>	<u>7,257,297</u>

* Transfers consist of (1) transfer from unrestricted funds to restricted funds amounting to €1,059,929 to fund the HSE statutory funding deficits; and (2) transfer between designated funds of €250,000 in relation to planned budget deficit.

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

NOTES TO THE COMPANY FINANCIAL STATEMENTS
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2024

16.1 Restricted fund income and expenditure

Restricted funds	Fund balance at the start of year	Income	Expenses	Transfers from unrestricted reserves	Fund balance at the end of year
HSE Statutory Funding Community	-	1,695,835	1,909,566	213,731	-
HSE Statutory Funding -Respite	-	1,267,592	(1,778,298)	510,706	-
HSE Statutory Funding -Governance	-	513,994	(849,486)	335,492	-
HSE Funds	-	3,477,421	(4,537,350)	1,059,929	-
CE community	55,258	510,461	(565,719)	-	-
CE respite	15,425	314,061	(329,486)	-	-
HSE Lottery Funding	60,380	32,305	(20,535)	-	72,150
HSE Other Grants FAS	24,466	62,037	(64,680)	-	21,823
Pobal Funding	-	146,291	(112,397)	-	33,894
Other Government Grants Rethink	34,605	64,343	(94,643)	-	4,305
Research	93,803	4,131	(5,536)	-	92,398
Bequest CC	167,764	12,500	(12,500)	-	167,764
J.P. MacManus	20,723	700,000	(7,926)	-	712,797
Others (see note 16.2)	771,055	710,591	(352,189)	-	1,129,457
Other Restricted Funds Total	1,243,479	2,556,720	(1,565,611)	-	2,234,588
Endowment	1,380,000	-	-	-	1,380,000
Total	2,623,479	6,034,141	(6,102,961)	1,059,929	3,614,588

NOTES TO THE COMPANY FINANCIAL STATEMENTS
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2024

16.2 Analysis of Other Restricted funds

The other restricted funds include funds received for the following:

	Fund balance at the end of year	Income	Expenses	Fund balance at the end of year
Regional Offices	340,170	125,585	(68,876)	396,879
Pharmaceutical Companies	278,971	59,000	(85,197)	252,774
Care Centre project	108,414	101,159	(145,599)	63,974
Ulster Bank	-	400,000	(32,395)	367,605
T J Ennis	26,000	-	-	26,000
Community Foundation	4,000	20,000	(20,066)	3,934
Movesmart	13,500	4,847	(56)	18,291
Total Other	<u>771,055</u>	<u>710,591</u>	<u>(352,189)</u>	<u>1,129,457</u>

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

NOTES TO THE COMPANY FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2024

17. INCOME FROM STATE SOURCES

Source of Income	Grant	Restrictions	Term	Restricted €	Unrestricted €	Total €
HSE	HSE CH01 Section 39 Disability Services	Case Work and Community Support Programmes - Donegal	Annual	136,721	-	136,721
HSE	HSE CH01 Section 39 Disability Services	Case Work and Community Support Programmes - Cavan Et Monaghan	Annual	71,781	-	71,781
HSE	HSE CH02 Section 39 Disability Services	Case Work and Community Support Programmes - Roscommon	Annual	67,500	-	67,500
HSE	HSE CH02 Section 39 Disability Services	Case Work and Community Support Programmes - Mayo	Annual	21,000	-	21,000
HSE	HSE CH02 Section 39 Disability Services	Case Work and Community Support Programmes - Galway	Annual	80,232	-	80,232
HSE	HSE CH02 Section 39 Disability Services	Physiotherapy Programme - Galway	Once Off	50,407	-	50,407
HSE	HSE CH03 Section 39 Disability Services	Case Work and Community Support Programmes	Annual	61,673	-	61,673
HSE	HSE CH03 Section 39 Disability Services	SIF135- Promoting Physical Activity Programme	Annual	66,000	-	66,000
HSE	HSE CH04 Section 39 Disability Services	Case Work and Community Support Programmes	Annual	194,167	-	194,167
HSE	HSE CH05 Section 39 Disability Services	Case Work and Community Support Programmes	Annual	118,699	-	118,699
HSE	HSE CH07 Section 39 Disability Services	Respite Services	Annual	914,755	-	914,755
HSE	HSE CH07 Section 39 Disability Services	Respite Services - Care Centre	Sept 2024 - Dec 2024	250,000	-	250,000
HSE	HSE CH07 Section 39 Disability Services	Grant for Service Provisions	Annual	739,908	-	739,908
HSE	HSE CH07 Section 39 Disability Services	Pay Restoration	Annual	320,891	-	320,891
HSE	HSE CH08 Section 39 Disability Services	Case Work and Community Support Programmes - Laois Offaly	Annual	88,288	-	88,288

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2024

17. INCOME FROM STATE SOURCES (CONTINUED)

Source of Income	Grant	Restrictions	Term	Restricted €	Unrestricted €	Total €
HSE	HSE CH08 Section 39 Disability Services	Case Work and Community Support Programmes - Louth Meath	Annual	71,781	-	71,781
HSE	WRC Pay Agreement	HSE Section 39 Uplift Funding	2024 & Ongoing Through SLA in FY25	290,037	-	290,037
Dept of Social Protection	Community Employment Scheme	CE Scheme Care Centre	3 Year Rolling	329,171	-	329,171
Dept of Social Protection	Community Employment Scheme	CE Scheme Galway	3 Year Rolling	267,300	-	267,300
Dept of Social Protection	Community Employment Scheme	CE Scheme Donegal	3 Year Rolling	298,200	-	298,200
Dept of Rural and Community Development	Pobal	Scheme to Support National Organisations (SSNO) In the Community & Voluntary Sector	3-Year 2022 - 2025	112,397	-	112,397
Total				4,550,908	-	4,550,908

For HSE Section 39 services, the information required under DPER Circular 13/2014 is provided in the Annual Financial Monitoring Return.

The State's investment is protected and will not be used as security for any other activity without prior consultation with the funder.

The charity is compliant with Circular 44/2006 "Tax Clearance Procedures Grants, Subsidies and Similar Type Payments".

No capital grants were received from Pobal or any Government Department.

NOTES TO THE COMPANY FINANCIAL STATEMENTS
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2024

18. NOTES TO CASH FLOW STATEMENT

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

	2024	2023
	€	€
Net income/(expenditure)	723,989	(207,811)
Interest received	(2,172)	(982)
Interest and charges payable	4,920	41,221
Depreciation	203,355	240,167
Increase in stocks	(9,765)	(4,815)
Decrease/(increase) in debtors	720,792	(454,141)
Increase/(decrease) in creditors	351,655	(50,384)
Net cash generated from/(used in) operating activities	<u>1,992,774</u>	<u>(436,745)</u>

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

	2024	2023
	€	€
Increase/(decrease) in cash in year	867,678	(732,070)
Cash flow from debt financing	<u>289,435</u>	<u>239,071</u>
Change in net cash	1,157,113	(492,999)
Net cash at beginning of year	<u>4,138,450</u>	<u>4,631,449</u>
Net cash at end of year (see below)	<u>5,295,563</u>	<u>4,138,450</u>

(iii) ANALYSIS OF NET CASH

	2023	Cash	2024
	€	Flow	€
Cash at bank and in hand	4,427,885	867,678	5,295,563
Debt due within one year	(289,435)	289,435	-
Debt due after one year	-	-	-
	<u>4,138,450</u>	<u>1,157,113</u>	<u>5,295,563</u>

NOTES TO THE COMPANY FINANCIAL STATEMENTS
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2024

19. PHARMACEUTICAL DONATIONS

Pharmaceutical donations received by MS Ireland are as below:

	Unrestricted 2024 €	Restricted 2024 €	Total 2024 €	Total 2023 €
Perrigo	-	10,000	10,000	40,085
Novartis	-	19,000	19,000	14,000
Merck Serono Ireland Ltd	-	15,000	15,000	10,000
Roche Pharmholding B.V	-	5,000	5,000	5,000
Viartis Inc	-	10,000	10,000	20,000
	-	59,000	59,000	89,085

20. TAXATION

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

21. GIFTS IN KIND AND VOLUNTEER HOURS

The Group receives financial support through the provision of services at reduced costs, from its advertisers, architects, printers, solicitors and other suppliers. The value of this support was approximately €16,000 (2023: €12,500) which was not recognised in the statement of financial activities.

The group receives support through the contribution of labour from volunteers. The total amount of this support in hours in 2024 was 5,070.

Volunteer Hours 2024

Group/activity	Hours estimate
Board Et other committees	378
Branches	1,620
Participants	10
Care Centre (various)	600
Bloggers	60
Fundraising	768
Miscellaneous	1,534
Regions	100
Total Hours	5,070

NOTES TO THE COMPANY FINANCIAL STATEMENTS
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2024

22. PENSIONS

The Company operates a defined contribution insured pension scheme for employees. The employer pension cost for the year was € 105,457 (2023: €97,330). There was balance outstanding at the end of the year €20,035 (2023: €18,439).

23. LEASE COMMITMENTS

Operating Leases:
Premises

Annual lease commitments at 31 December 2024 amount to €36,752 (2023: €14,778) and relate to leases which expire.

	2024	2023
	€	€
- Within one year	<u>36,752</u>	<u>14,778</u>
	<u>36,752</u>	<u>14,778</u>

24. OTHER COMMITMENTS

There were no significant capital commitments contracted for by the Company as at the year end.

NOTES TO THE COMPANY FINANCIAL STATEMENTS
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2024

25. CE GRANTS

MS Ireland operates three Community Employment Schemes supported by the Department of Social Protection. The provision of services and supports throughout the country relies on the contribution of our Community Employment Scheme Participants. CE Grants are credited to income in the financial year to which they relate. Where the grant is received in advance its recognition is deferred and included in creditors.

	2024	2023
	€	€
INCOME		
Care Centre CE Scheme	303,399	277,574
Northwest Region CE Scheme	242,742	253,388
Western Region CE Scheme	260,729	254,914
Total	<u>806,871</u>	<u>785,876</u>
EXPENDITURE		
Care Centre CE Scheme	330,511	276,706
Northwest Region CE Scheme	268,808	250,711
Western Region CE Scheme	298,372	241,976
Total	<u>897,691</u>	<u>769,393</u>
DEBTORS		
Care Centre CE Scheme	5,000	5,975
Northwest Region CE Scheme	-	11,105
Western Region CE Scheme	-	12,424
Total	<u>5,000</u>	<u>29,504</u>
Creditors		
Care Centre CE Scheme	26,881	24,124
Northwest Region CE Scheme	25,632	19,784
Western Region CE Scheme	38,828	30,986
Total	<u>91,341</u>	<u>74,894</u>

NOTES TO THE COMPANY FINANCIAL STATEMENTS
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2024

26. FINANCIAL INSTRUMENTS

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

	2024	2023
	€	€
Financial Assets that are debt instruments measured at amortised cost:		
Debtors		
· Amounts due from fundraising activities	47,448	87,445
· Community Employment schemes	5,000	29,504
· HSE Grants	-	751,368
· Pobal Grants	90,331	-
· Residents' fees and other debtors	139,705	147,495
Cash at bank and in hand	5,295,863	4,427,885
Financial Liabilities measured at amortised cost:		
Creditors		
· Trade Creditors	257,729	138,524
· Bank Term Loan	-	289,435
· Community Employment Scheme	91,341	74,894
· Other creditors	21,452	-

27. LEGAL STATUS

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

28. EVENTS AFTER THE BALANCE SHEET DATE

There have been no events subsequent to the year-end that require any adjustment to, or additional disclosure in, the 2024 financial statements.

29. APPROVAL OF THE FINANCIAL STATEMENTS

The financial statements were approved by the Board of Directors on 2nd July 2025

Candidates Profiles

Candidates listed in alphabetical order

Morgan Flanagan Creagh

Morgan Flanagan Creagh is a digital marketing leader with over a decade of experience across journalism, e-commerce, and both public and private sector organisations. He holds a Master's in Digital Marketing & Data Analytics and a BA in Journalism.

Morgan has led national and international marketing campaigns, driving digital transformation, brand strategy, and audience engagement. He has managed multi-disciplinary teams, substantial budgets, and complex content and communications strategies, with a focus on data-driven outcomes and strong stakeholder collaboration. His career began in journalism, where he built and managed large-scale digital platforms and live editorial teams.

Morgan lives in Rathmines with his wife and young son. He was diagnosed with MS in 2016 and is passionate about using his professional expertise to support the work of MS Ireland and contribute to the wider MS community.



Sean Martin

Sean Martin is a chartered accountant and a partner in PwC. He has over 15 years experience advising companies on acquisitions, disposals and valuations. He has worked with many of Ireland's largest public and private companies. He lives in Dublin with his wife and two girls. He was diagnosed with MS in 2015.



Liam McLaughlin

Liam has over 23 years of corporate experience and success setting up and scaling global teams across sales, account management, customer success, and program management functions. Liam's career started with selling shoes and cars and he now works as a global director in the technology industry with Indeed.com. He has held leadership roles that demanded strategic thinking, cross-functional collaboration, financial responsibility, and a deep commitment to organisational excellence. From financial oversight and governance to stakeholder engagement and change management, he brings a strong foundation in building and sustaining impactful programs.

More importantly, Liam's interest in serving the Multiple Sclerosis (MS) community and organisation stems from personal experience. He has witnessed firsthand the unique challenges faced by individuals living with MS – both physical and emotional. This connection has instilled a passion to ensure that every person affected by MS feels seen, supported, and empowered to live fully. Liam lives in Cork with his family, and looks forward to helping shape strategy, fundraising efforts, digital innovation, and public awareness initiatives that drive meaningful impact.



Richie Paul

Richie Paul is a patent attorney and Head of Intellectual Property at Alkermes Pharma Ireland Ltd. He has been a director of various companies in the Alkermes group since 2011. Richie has experience of many aspects of the development and commercialisation of pharmaceuticals, including several MS drugs. Richie holds a BA Mod and PhD in Chemistry from Trinity College, Dublin, and a Diploma in Company Direction from the Institute of Directors.



REGISTRATION FORM – YOU MUST COMPLETE THIS FORM TO RECEIVE THE LINK TO ATTEND THE MEETING VIRTUALLY



I will attend the A.G.M. on Saturday, 27th September 2025 at 2.00 p.m.

Please tick one of the boxes

☐

Yes, I will attend
virtually

or

☐

No, I will not
attend

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

By the 25th September 2025

Name

.....

Address

.....

.....

Phone/Mobile No.

E-mail address

**(Note: We must have your email address to send you the link to the
meeting if you are attending virtually)**

Branch (if applicable)

.....

Please note that the AGM will be recorded.