

THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

AGM 27th September 2025





Annual Report & Accounts 2024



CE & Chairperson Welcome

“2024: A Year of Resilience & Progress”

People & Services

- 2,500+ people supported through casework
- 13,000+ physio & wellness sessions
- 3,000+ respite bed nights for 407 people

Voice & Advocacy

- 1,000 voices in My MS, My Needs survey
- Advocacy at national & EU level
- World MS Day & campaigns reached millions

Community & Future

- €370,000 raised (May 50K, Readathon, local events)
- New partnerships & Renew MS Ireland
- Stronger financial position secured

"Made possible by our staff, volunteers, branches & supporters — building a stronger, more connected MS community"

MS Ireland Strategic Priorities

Goal: Service Delivery

Objective 1:

Services Development and New Service Models

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

Objective 2:

Research

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

Objective 3:

Advocacy

Improve access to services to ensure people with MS can exercise choice over their lives and careers.

MS Ireland Strategic Priorities

Goal: Sustainable Finances

Objective 4:

Grow Sustainable Revenue Base

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

Objective 5:

Develop Partnerships

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

Goal: Innovation

Objective 6:

Develop Digital Operations & Governance

Develop digital operations and governance structures and strategies to improve operational efficiency and effectiveness.

MS Ireland Strategic Priorities

Goal: People & Culture

Objective 7:

Develop & Invest in Our People

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

Objective 8:

Grow Branch & Community Volunteer Base

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

MS Ireland's Model of Care



Goal: Service Delivery

Objective 1:
Services Development & New
Service Models

Objective 1: Service Delivery & New Service Models

- 2,538 individuals supported through casework, including 266 new clients and 63 newly diagnosed.
- 13,439 physiotherapy and exercise treatment sessions delivered across the country.
- The MS Care Centre provided 3,053 respite bed nights for 407 people.
- Expanded initiatives included Active Neuro and Move Smart MS, offering tailored wellness and exercise programmes.



2,538

Individuals Receiving
1:1 Casework



63

Newly Diagnosed
Contacts



266

New Clients to the
Casework Service



Individuals who received a 1:1 Casework Service



Number of New Clients to the Casework Service



Number of Newly Diagnosed Clients





Top issues arising during casework

- Emotional Support
- Financial Welfare
- Accommodation
- Aids and Appliances
- Home Support
- Access to Healthcare
- Respite



941

clients supported



349

programmes delivered



13,439

physiotherapy
treatments given



98 *(603 participants)*

non-exercise programmes
(e.g. coffee mornings)

In 2024 we provided:

207

Physiotherapy
Programmes

555 participants



55

Yoga
Programmes

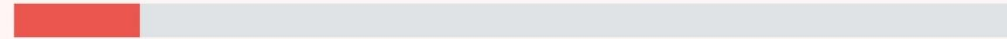
220 participants





Move Smart MS

48



Programmes

345

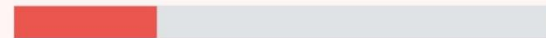


Participants



Physio West

17



individual programs with the physio assistant

55



Individual programs with the physiotherapist

} 426 hours of treatment



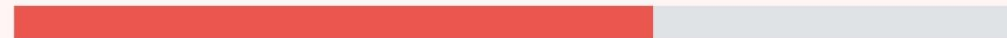
Active Neuro

44



Programmes

207



Participants



4

FACETS Programmes
delivered
(2 national, 2 regional).



49

people registered on
FACETS programmes



17

MSI CW's & MS Nurse
trained to deliver

In 2024, 531 contacts were made to the MS Information Line.

Common Reasons For Making Contact Included:



General
Information



Transportation



Helpline
Support



Travel



Entitlements
and Services



Query
Diagnosis



Treatments



Accessibility



Information on
Counselling



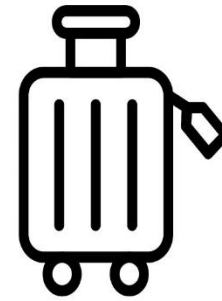
Health Care
Professional



Short Term
Respite



Moving
to Ireland



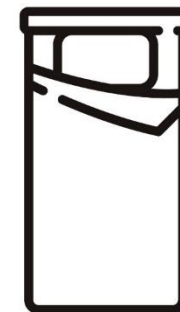
407

Respite Stays



251

Individuals



3,053

Bed Nights



Louth Branch



Cavan Branch



Donegal Branch

Goal: Service Delivery

**Objective 2:
Research**



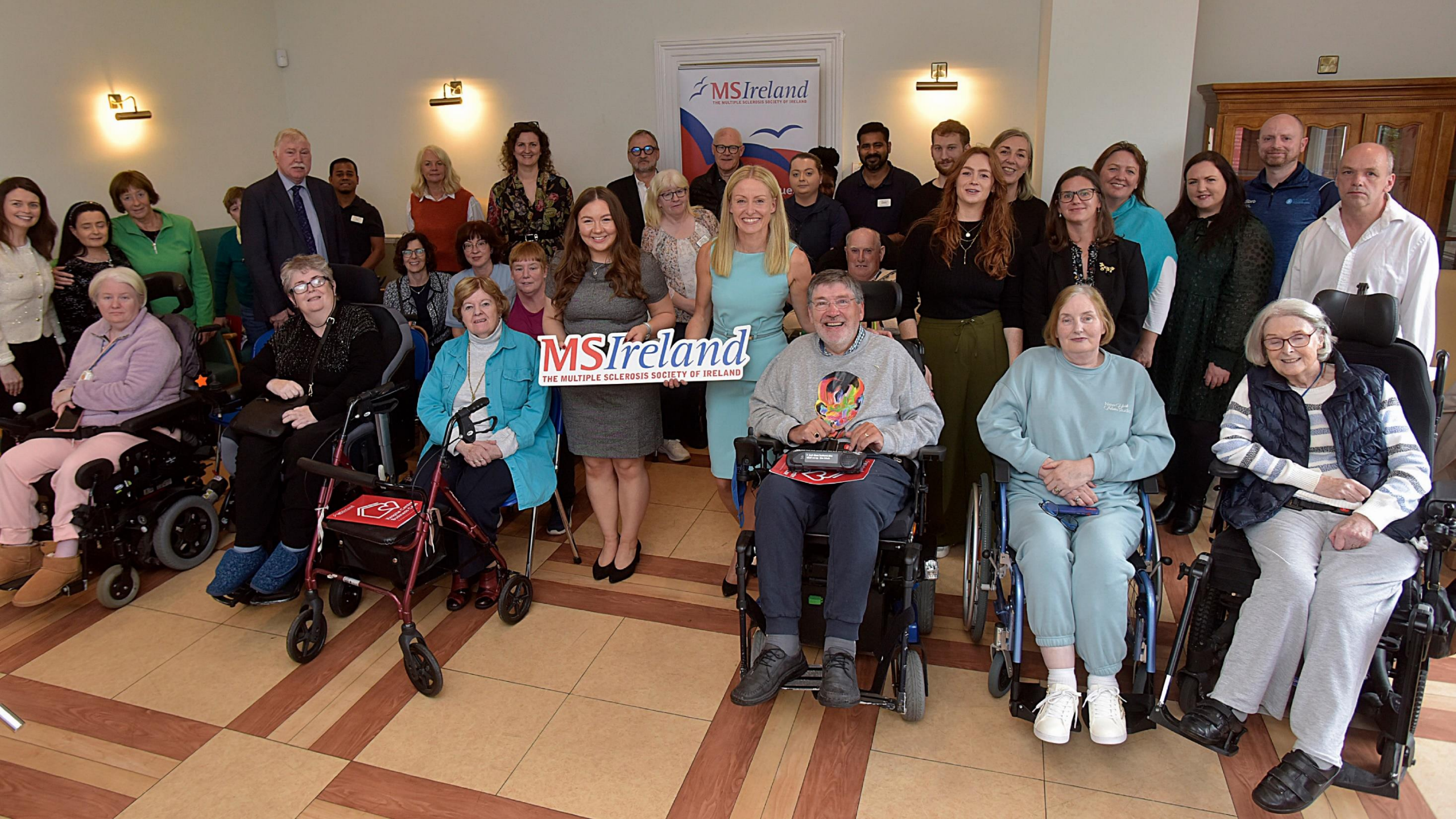


Objective 2: Research

- Launched the My MS, My Needs 2024 survey with 979 respondents, guiding future services and advocacy.
- Collaborated with MSIF and EMSP on international projects, including the Atlas of MS.
- Worked with Maynooth University on peer support research and volunteer experience studies.

Goal: Service Delivery

**Objective 3:
Advocacy**





Objective 3: Advocacy

- Delivered briefings to the Oireachtas Health and Disability Committees.
- Advanced campaigns for long-term neurorehabilitation services and equitable access to neurology.
- Produced the Your Vote Matters 2024 guide, supporting civic participation.
- World MS Day reached over 1.2 million people, amplifying the voices of people living with MS.

Goal: Sustainable Finances

Objective 4:
Grow Sustainable Revenue Base





Multiple Sclerosis Ireland

2,460 followers
Promoted

Together, We're Renewing MS Support! A new centre in Limerick. A renewed sanctuary in Dublin. With your contribution, we can strengthen care and connection for people living with MS.

Donate now to be part of this journey of renewal and impact.

**The Nuts and Bolts of it ...
We Need Your Help to Renew**



MS Ireland
THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

Find Out How You Can Help at renewmsireland.ie

Support MS. Donate Today!
renewmsireland.ie

[Learn more](#)

Objective 4: Grow Sustainable Income Base

- May 50K raised over €170,000 with 900 participants.
- MS Readathon generated almost €200,000 with 11,000 registrations.
- Community fundraising and direct appeals brought vital additional income.
- Launched Renew MS Ireland, a major fundraising drive for the Care Centre and new Limerick Resource Centre.

MS Ireland
THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND



Thank you to all of our supporters

Goal: Sustainable Finances

**Objective 5:
Develop Partnerships**



Objective 5: Develop Partnerships



- **Strengthened collaborations with Novartis, Merck, Roche, and Viartis supporting campaigns, services, and the National Conference.**
- **Partnered internationally with MSIF, EMSP, and the International Progressive MS Alliance.**
- **Expanded community and corporate partnerships nationwide.**
- **Continue partnerships with other neuro charities like NAI.**

Goal: Innovation

Objective 6:
Develop Digital Operations &
Governance

Objective 6: Develop Digital Operations & Governance

- **Advanced rollout of Salesforce Casework system.**
- **Improved website functionality and user experience.**
- **Grew digital engagement: website visits up 19%, YouTube subscribers up 317%.**


 Facebook 23,574 Followers



75,900

Page visits

+17%
on 2023

 Instagram

+21%
on
2023



7,154

Followers

 YouTube

1,714

Subscribers

+317% on 2023



2,249


Watch Time

+186% on
2023



9,400

Followers

 LinkedIn 2,416 Followers



160,130

Impressions

+56%
on 2023



BOARD MEMBER 2023/2024



BOARD MEMBER 2024/2025



● Anne Restan



● Aveen Murray



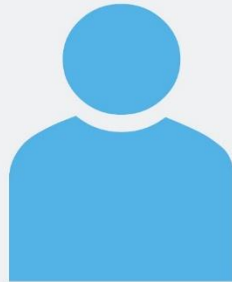
● Robin Bradley



● Noelle Burke



● Tony Condon



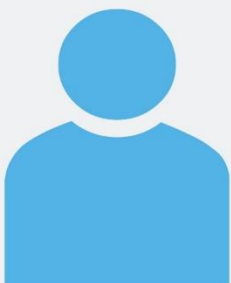
● Jacinta Kelly



● Rebecca Maguire



● Sean Martin



● Paddy Mulhall



● Rory Mulcahy



● Maurice O'Connor



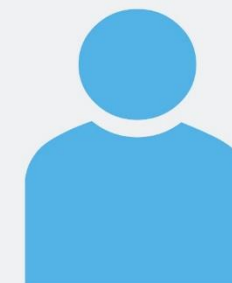
● Martin Power



● Niall Rooney



● Mary Sheehan Lonergan



● Auke van der Werff



● Leslie Warren

Resignations/Changes

Noelle Burke, Rory Mulcahy and Mary Sheehan Lonergan on 30/09/2024

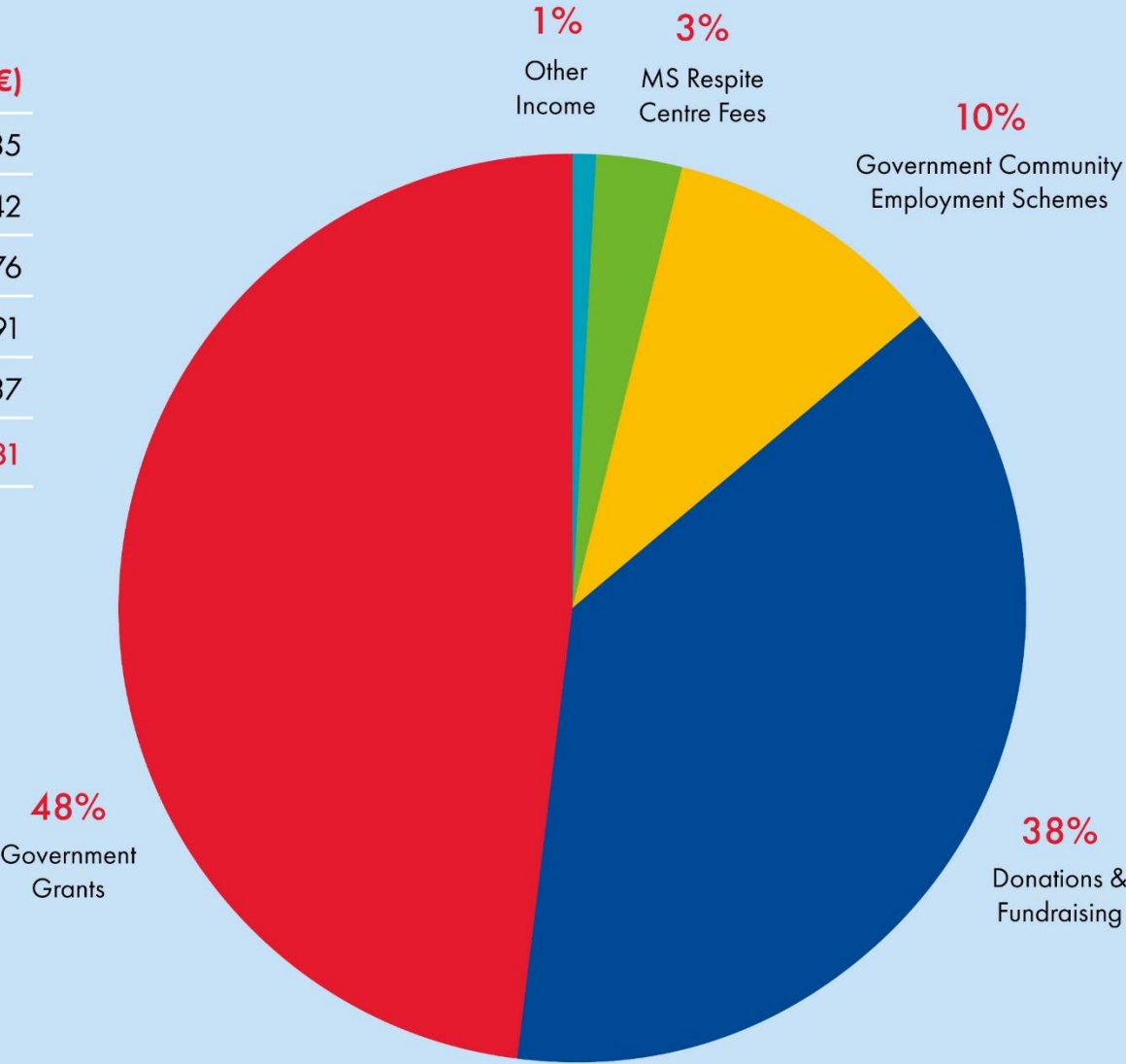
Appointments

Paddy Mulhall, Niall Rooney and Auke van der Werff on 30/09/2024

Income Analysis 2024

| | 2024 (€) | 2023 (€) |
|---|-----------|-----------|
| Government Grants | 3,830,185 | 3,259,535 |
| Donations & Fundraising | 3,048,784 | 2,106,742 |
| Government Community Employment Schemes | 806,871 | 785,876 |
| MS Respite Centre Fees | 214,828 | 272,991 |
| Other Income | 94,483 | 79,237 |
| TOTAL | 7,995,151 | 6,504,381 |

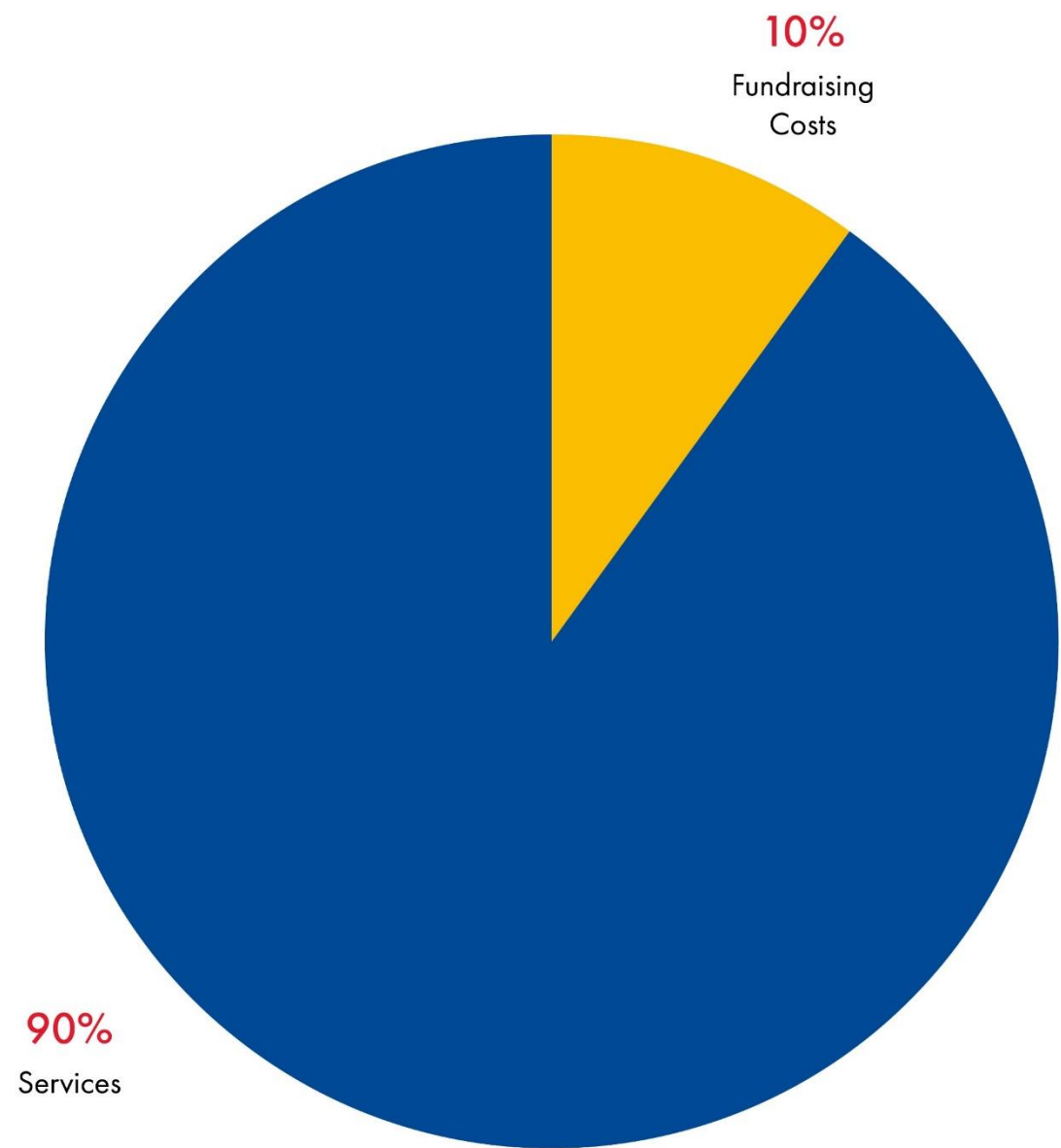
€7,995,151



Operational Expenditure Analysis 2024

| | 2024 (€) | 2023 (€) |
|---|-----------|-----------|
| Services - Community, Local MS & Respite Care, Research | 6,520,540 | 5,716,785 |
| Fundraising Costs | 750,822 | 995,406 |
| TOTAL | 7,271,162 | 6,712,191 |

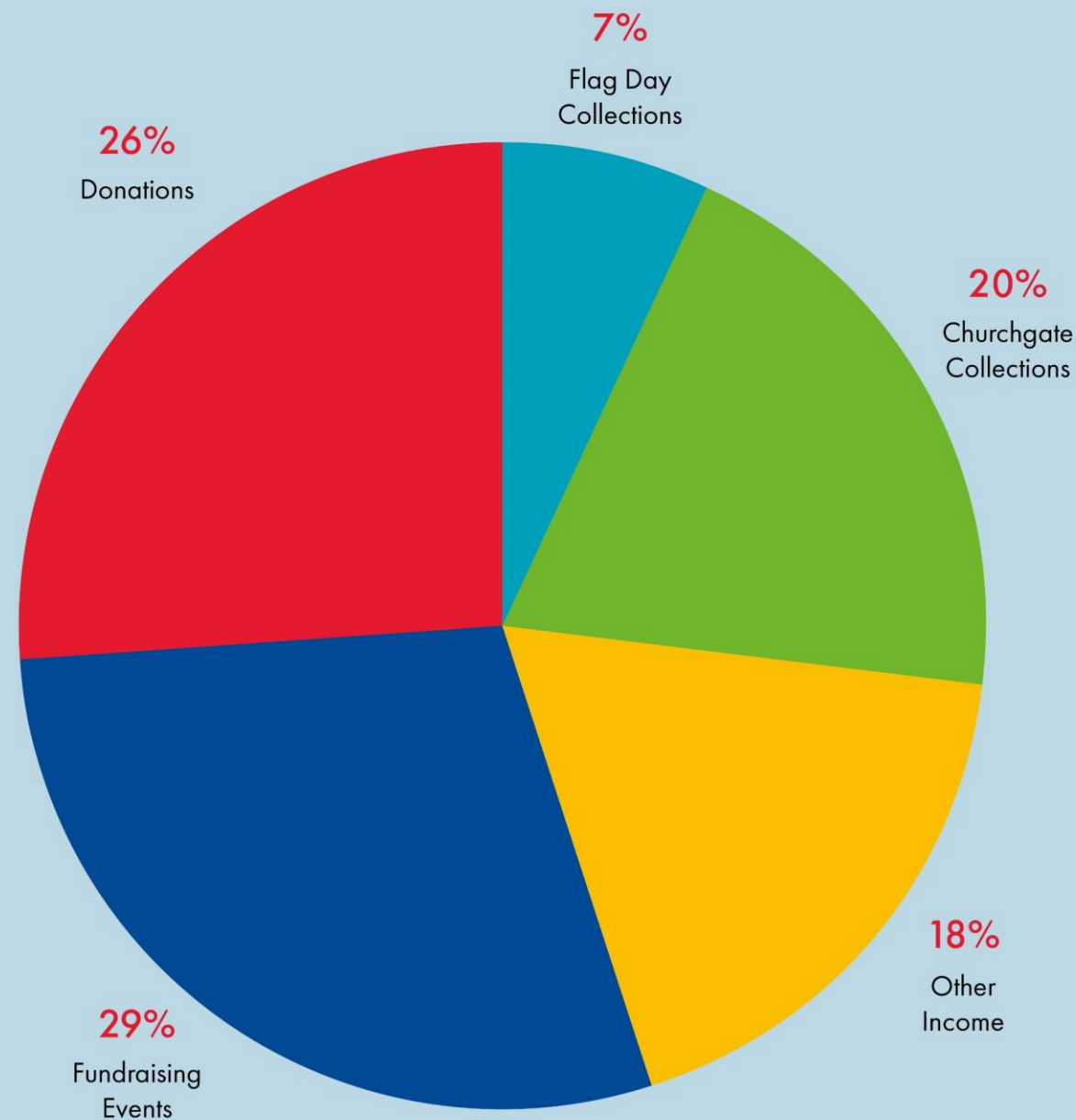
€7,271,162



Branch Income Analysis 2024

| | 2024 (€) | 2023 (€) |
|------------------------|----------|----------|
| Donations | 136,611 | 183,461 |
| Fundraising Events | 154,678 | 135,489 |
| Other income | 94,301 | 123,698 |
| Churchgate Collections | 103,374 | 106,881 |
| Flag Day Collections | 37,683 | 40,234 |
| TOTAL | 526,547 | 589,763 |

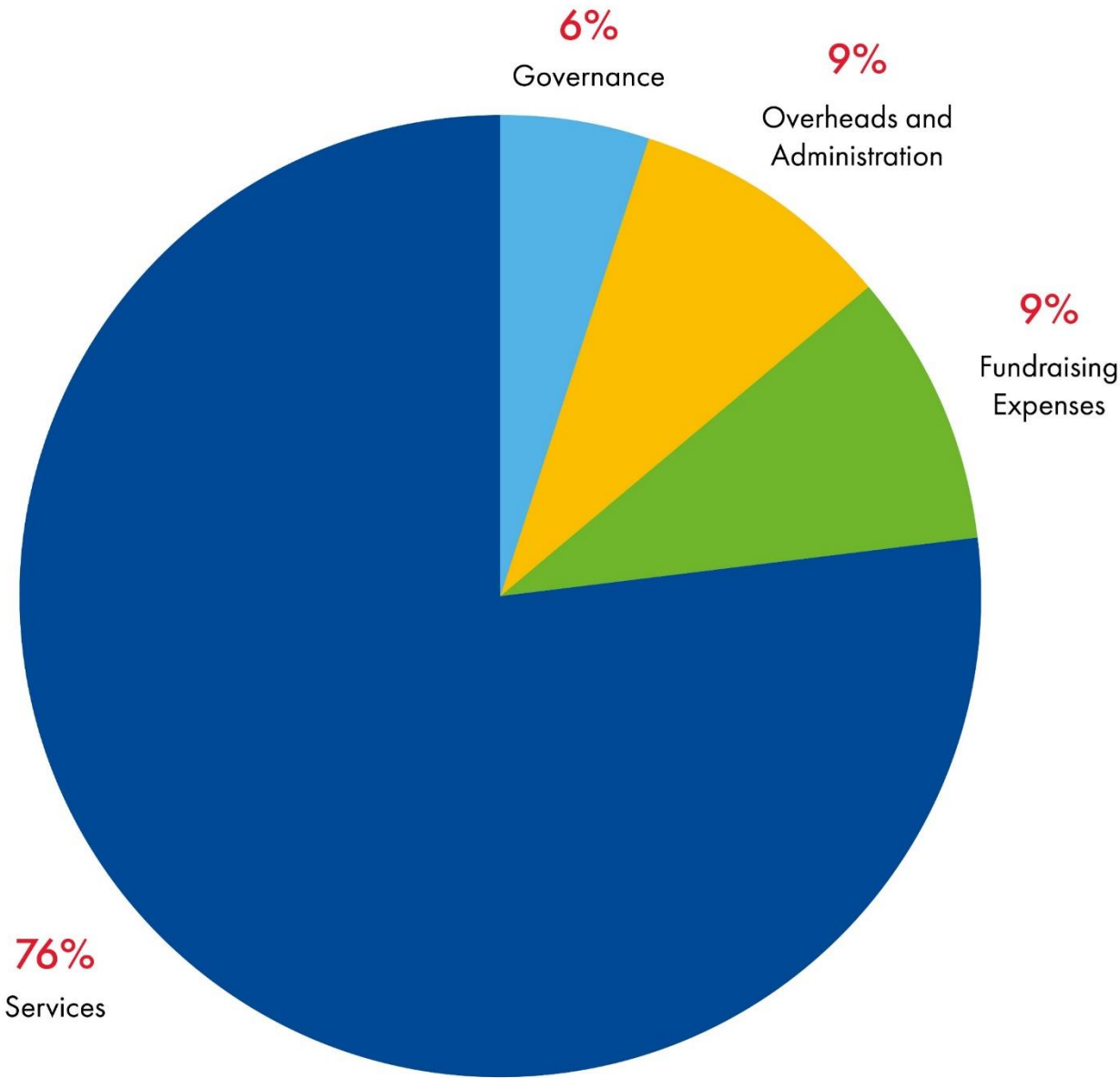
€526,547



Branch Expenditure Analysis 2024

| | 2024 (€) | 2023 (€) |
|--|----------|----------|
| Services and Financial Assistance to Members | 348,664 | 334,514 |
| Fundraising expenses | 43,246 | 50,886 |
| Overheads and Administration expenses | 40,563 | 46,557 |
| Governance | 24,916 | 27,524 |
| TOTAL | 457,389 | 459,481 |

€457,389



| | Unrestricted Funds 2024 € | Restricted Funds 2024 € | Total Funds 2024 € | Total Funds 2023 € |
|------------------------------------|---------------------------------|-------------------------------|--------------------------|--------------------------|
| INCOME | | | | |
| Income from generated funds: | | | | |
| Charitable activities | | | | |
| Grants and service contract income | | | | |
| - Community services | 18,762 | 2,373,836 | 2,392,598 | 2,359,232 |
| - Respite care services | 214,828 | 1,555,142 | 1,769,970 | 1,518,568 |
| - Governance | - | 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 | 1,637,794 | 1,578,669 | 3,216,463 | 2,002,449 |
| - Legacies | 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> |

Unrestricted
Funds 2024
€

Restricted
Funds 2024
€

Total Funds
2024
€

Total Funds
2023
€

EXPENDITURE

Charitable activities

| | | | | |
|-------------------------|----------------|------------------|------------------|------------------|
| - Community services | 159,754 | 3,315,656 | 3,475,410 | 2,762,032 |
| - Respite care services | 2,363 | 2,041,584 | 2,043,947 | 1,979,771 |
| - Governance costs | - | 652,519 | 652,519 | 924,543 |
| - Branch services | 391,910 | - | 391,910 | 408,595 |
| | <u>554,027</u> | <u>6,009,759</u> | <u>6,563,789</u> | <u>6,074,941</u> |

Raising funds

| | | | | |
|---------------|---------|--------|---------|---------|
| - Fundraising | 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> |
|--|------------------|------------------|------------------|------------------|

| | Unrestricted Funds 2024 € | Restricted Funds 2024 € | Total Funds 2024 € | Total Funds 2023 € |
|-----------------------------|---------------------------------|-------------------------------|--------------------------|--------------------------|
| Net income / (expenditure) | 792,809 | (68,820) | 723,989 | (207,811) |
| Reconciliation of funds | | | | |
| Total funds brought forward | 7,524,417 | 2,623,479 | 10,147,896 | 10,355,707 |
| Net income / (expenditure) | 792,809 | (68,820) | 723,989 | (207,811) |
| Net movement in funds | (1,059,929) | 1,059,929 | - | - |
| Total funds carried forward | 7,257,297 | 3,614,588 | 10,871,885 | 10,147,896 |

Goal: People & Culture

**Objective 7:
Develop & Invest in Our People**





Objective 7: Develop and Invest in Our People

- **Provided staff training including LGBTQ+ Awareness and Lone Worker Safety.**
- **Completed pay increases under Section 39 agreements.**
- **Updated the Employee Handbook and supported Community Employment schemes with over 40 participants.**

Goal: People & Culture

**Objective 8:
Grow Branch & Community
Volunteer Base**



Objective 8: Grow Branch and Community Volunteer Base

- Branches supported local peer groups, therapies, and fundraising.
- Many adopted hybrid meeting formats, blending in-person and online.
- Volunteers contributed 5,070 hours across services, fundraising, and governance.



**MS Person of the Year:
Kathryn Moroney**



**Carer/Helper of the Year
Patsy Fagan**



Volunteer of the Year
Paul Ferguson



Special Recognition Award
Trevis Gleason & Emma Rogan