

Annual Report 2025



MS **Readathon**
Ireland

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About MS Ireland

Who we are

MS Ireland (The Multiple Sclerosis Society of Ireland) is the only national organisation providing information, support, and advocacy services to the MS community. We work with people living with MS, their families, and carers, alongside health professionals, researchers, and wider stakeholders, to ensure that people affected by MS have access to the care, information, and opportunities they need.

MS is a complex condition which can present with a wide range of difficulties and symptoms which are often unpredictable. During the course of the disease, a range of functional impairments and disabilities may develop, which may lead to significant limitations of activities and social participation.

The general decrease in levels of activities and social participation can further compound the loss of walking ability and cognitive capacity. This loss can result in a significant reduction in functional capacity both in employment and in a Person with MS's (PwMS) private and social life impacting both them and their family and carers. This makes it unique among major disabling conditions.

The services of MS Ireland are funded through a variety of sources. These include, but are not limited to, Health Service Executive (HSE), Department of Social Protection (DSP), Lottery, grants from statutory and non-statutory organisations, fundraising, and donations.

MS Ireland receives approximately 66% of its funding from the State, with the remaining 34% coming from fundraising, respite fees and

other income. Through its HSE Service Level Arrangements and its organisational dynamism, MS Ireland enables the HSE to realise some of its statutory responsibilities to the population of people with MS.

MS Ireland works in partnership with the HSE and other service providers to enable people with MS to achieve the maximum quality of life through health-promoting programmes. MS Ireland is also affiliated with national and international organisations to advance the advocacy agenda for people with MS such as the Neurological Alliance of Ireland (NAI), Disability Federation of Ireland (DFI), Care Alliance, Health Research Charities Ireland (HRCI), Irish Platform for Patient Organisations, Science & Industry (IPPOSI), the Multiple Sclerosis International Federation (MSIF), the European Multiple Sclerosis Platform (EMSP) and the International Progressive MS Alliance.

MS Ireland's services are developed with people with MS at the centre of its model of care. Our services will directly or indirectly support those affected by MS; this includes people with MS, families, carers, health professionals, researchers, and wider stakeholders.

Multiple Sclerosis (MS) is recognised as the most common debilitating neurological condition among young adults. The number of people with MS registered on the Long-Term Illness Scheme in 2024 was 11,079.



Our Mission

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



Our Vision

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

Our Aims

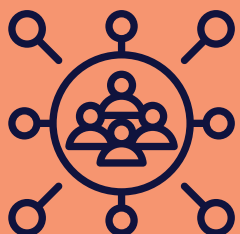
The principal objectives for which MS Ireland exists are:



to facilitate people with MS to control their lives and environment, to live with dignity and participate in the community



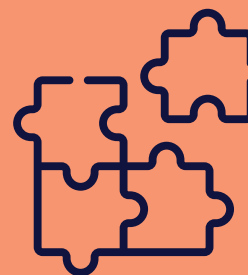
to promote scientific research into the cause of, cure for and management of MS, and the alleviation of medical and social symptoms



to provide an identifiable focal point by developing an efficient, effective and empathetic organisation to serve the needs of people affected by MS



to exchange and disseminate information relating to MS



to co-operate with the medical, scientific, social and caring professions



to provide support for the families and carers of people with MS

Our Values



Supportive

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



Empowering

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



Transparent

Being open and honest in everything that we do.



Informative

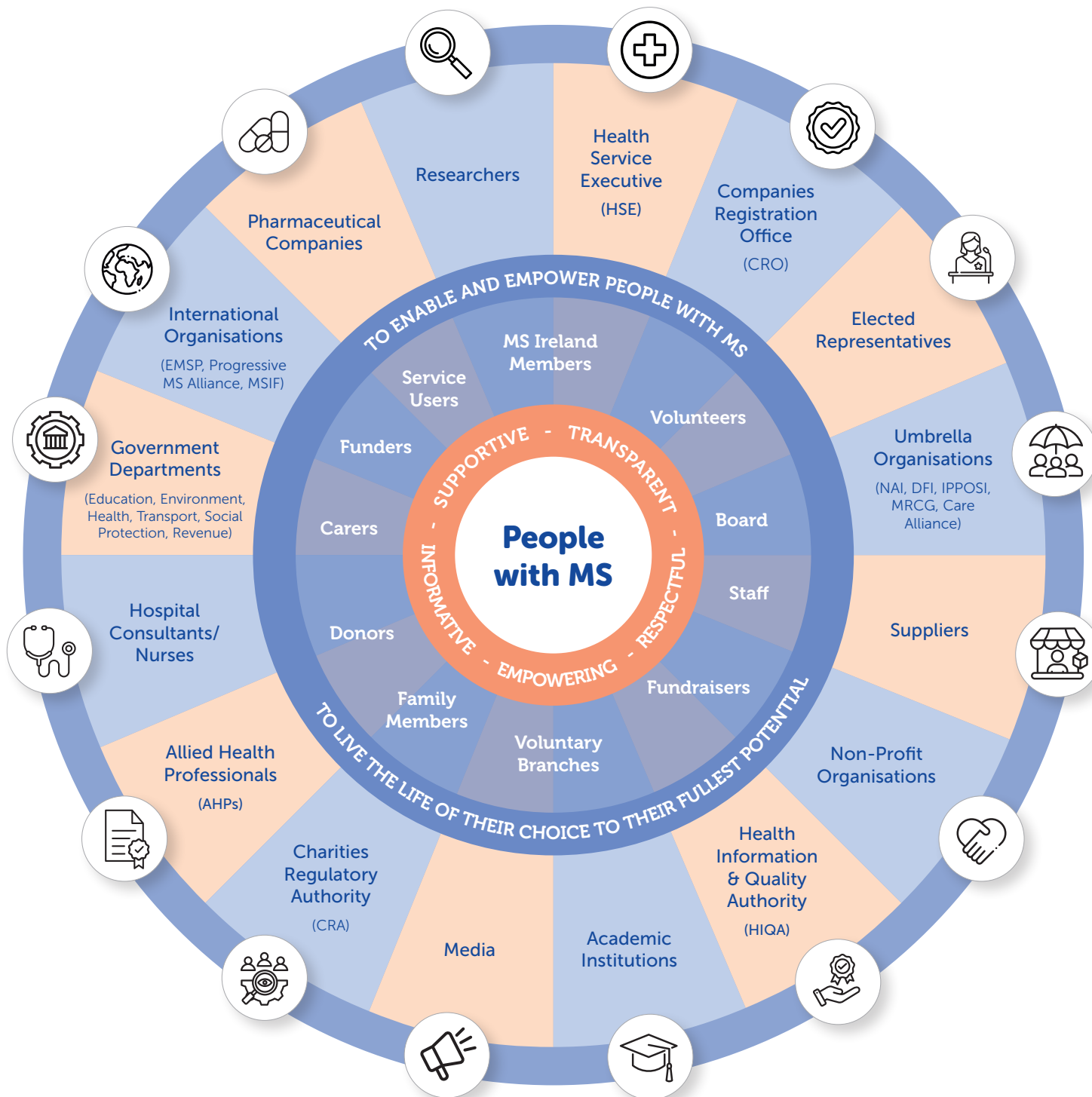
Communicate reliable, accurate and useful information.



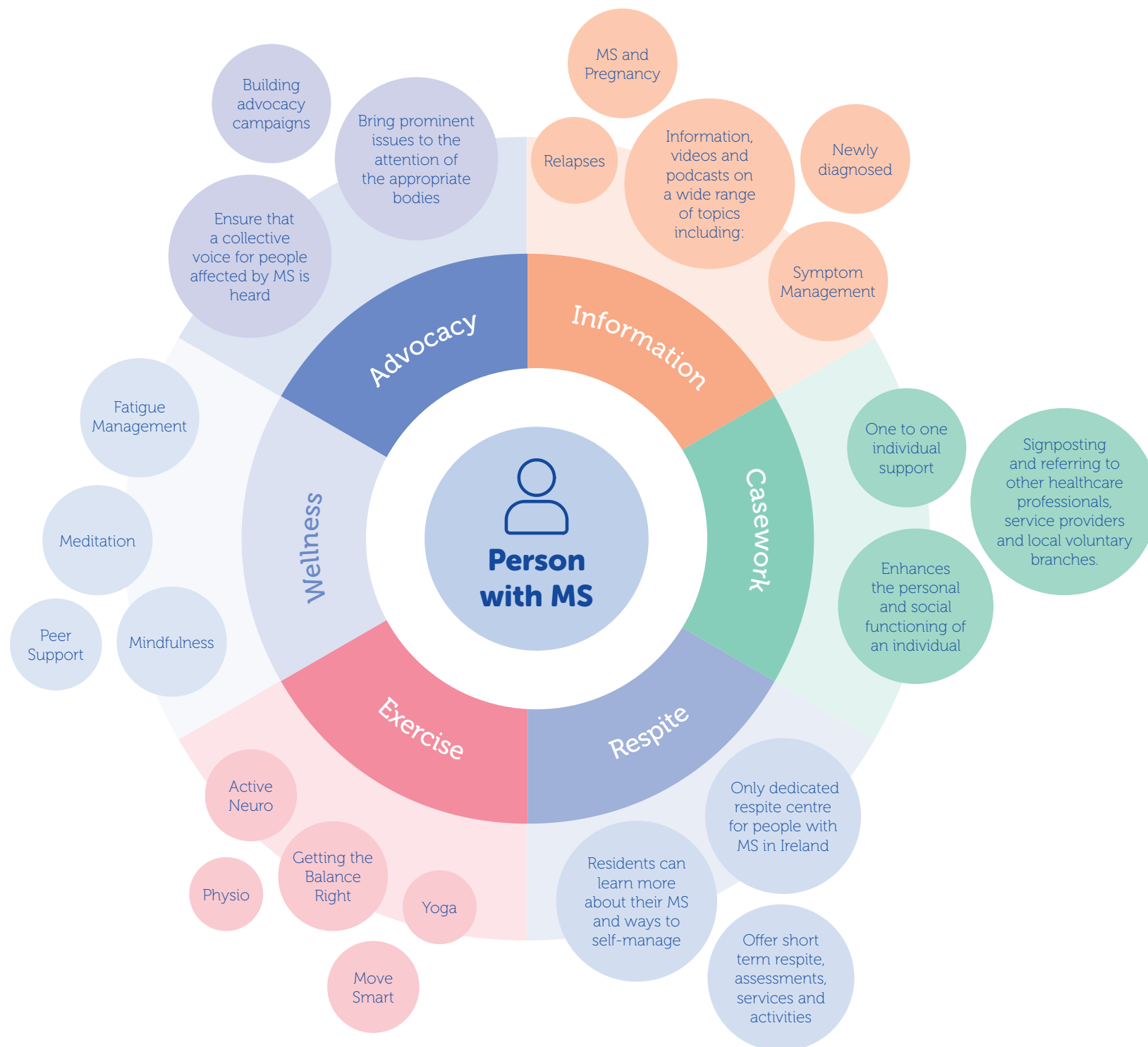
Respectful

We value each person's dignity, perspectives and experiences, treating everyone with fairness and understanding.

Our Stakeholders



Model of Care







A Message from our Chairperson & CEO

2025 marked an important year for MS Ireland as we began a new chapter in the organisation's development and continued our work to support people living with multiple sclerosis and their families throughout Ireland. At the heart of everything we do is our mission to enable and empower people with MS to live the life of their choice to their fullest potential, and this continued to guide our services, advocacy, research, communications and organisational development throughout the year.

A significant milestone in 2025 was the commencement of our new Strategic Plan 2025–2030. The plan provides a clear direction for the years ahead, with a focus on enhancing and innovating our services, strengthening our visibility and communications, supporting a sustainable branch and volunteer network, championing advocacy and research, building financial resilience and governance excellence, and nurturing our people, culture and leadership. It reflects our ambition to be an integrated, effective, outcome-driven and accountable organisation while ensuring that the needs and experiences of people living with MS remain central to our decision-making.

Throughout the year, we continued to provide a broad range of services and supports at national, regional and local level. Our Regional Community Workers provided one-to-one support to 1,549 people, assisting with issues including physical and mental health, financial welfare and access to services. Our Information Line responded to 628 contacts, continuing to provide trusted and reliable information at a time when people can often find themselves navigating a complex and sometimes overwhelming range of health information.

We were particularly pleased to secure an additional €627,000 in recurrent annual HSE funding, enabling the Respite Centre to operate on a full-time basis, including every weekend.

Our physiotherapy, exercise and physical activity programmes also continued to grow and demonstrate positive outcomes. During the year, 989 individual clients participated in 295 programmes, resulting in almost 16,000 treatment episodes. Programmes such as Getting the Balance Right, Move Smart MS and Active Neuro supported people to remain physically active, manage symptoms and maintain their independence and quality of life.

The MS Ireland Respite Centre remained a vital national service, with 281 individuals availing of respite during 2025. We were particularly pleased to secure an additional €627,000 in recurrent annual HSE funding, enabling the Respite Centre to operate on a full-time basis, including every weekend. This represented a major achievement following sustained advocacy and demonstrated recognition of the significant need for specialist respite services for people living with MS and other neurological conditions.

Our Branches and volunteers continued to make an invaluable contribution to MS Ireland. Branches provide connection, activities, therapies, fundraising and practical support within local communities, while volunteers contribute their time, knowledge and experience across many areas of our work. During 2025, we also established a new branch and continued to strengthen support, governance and integration across the branch network. Advocacy and research remained important priorities. We

continued to campaign for equitable access to neurology, rehabilitation and community services and for sustainable funding for key MS Ireland services. During the year, representatives met with the Minister for Health and the Minister for Disability, engaged with Oireachtas committees and worked with the Neurological Alliance of Ireland to highlight inequalities in neurological care. We also strengthened our research partnerships, including work with Maynooth University on the mental health needs of people living with MS and continued participation in the PLATINUMS project with the University of Limerick.

Communications and awareness also grew significantly during 2025. Website views increased by 29%, with active website users increasing by 40%, while our social media channels continued to expand. World MS Day provided an important opportunity to raise awareness nationally and locally, supported by cinema advertising, landmark illuminations, regional events and media activity. Our national conference in Cork also brought together 196 members of the MS community to share information, expertise and lived experience.



None of this work would be possible without the generosity and commitment of our supporters. We are enormously grateful to everyone who fundraised, donated, volunteered, participated in campaigns or supported our work through corporate and community partnerships. The launch of Renew MS Ireland during 2025 also marked an important step in securing investment in the future of our facilities, including the Respite Centre and our Midwest facility.

Alongside this, the Board established a Capital Projects Working Group to provide focused oversight of the organisation's planned capital projects, including works at the Respite Centre and the

proposed development of our Midwest facility in Limerick. During 2025, the Respite Centre works progressed through the tender process, with further investment in our facilities and energy efficiency to be considered as funding opportunities arise.

Behind all of these achievements are the people who make MS Ireland what it is. We would like to thank our staff for their professionalism, dedication and commitment; our branches and volunteers for maintaining strong connections within communities; our Board and committee members for their governance and oversight; and our funders, donors, healthcare professionals, researchers and partners for their continued support.

During the year, the Board and its committees also continued to strengthen oversight of strategy, finance, risk and major capital projects as the organisation entered the first year of its new strategic plan.

Most importantly, we thank people living with MS and their families for placing their trust in MS Ireland, for sharing their experiences and for helping shape the direction of our organisation. Their voices must continue to inform our services, our advocacy and our priorities.

As we look ahead, we recognise that significant challenges remain. Delivery of our new strategy will require continued focus on financial sustainability, investment in our facilities and infrastructure, and ensuring that our governance and organisational capacity keep pace with our ambitions.

Demand for services continues to grow, funding pressures persist and access to neurological and rehabilitation services remains unequal across the country. However, we enter the next phase of MS Ireland's development with a clear strategic direction, a strong community and a shared commitment to making a meaningful difference.

We look forward to continuing this work together and to building an MS Ireland that is sustainable, accessible and responsive to the changing needs of the MS community for many years to come.



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Behind all of these achievements are the people who make MS Ireland what it is.

Jacinta Kelly
Chair



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We thank the MS community for placing their trust in us and we will ensure their voices continue to inform all our services.

Ava Battles
CEO

New Strategic Plan 2025-2030

In 2025, MS Ireland began implementing its new Strategic Plan 2025-2030, setting out a clear direction for the organisation and the MS community over the coming years. The plan reflects the Board's commitment to building an organisation that is integrated, effective, outcome-driven and accountable, while remaining firmly focused on improving the lives of people living with multiple sclerosis and those who support them.

The strategy has been developed around six interconnected goals, each designed to strengthen MS Ireland's ability to respond to current and emerging needs. Central to the plan is the development of enhanced service provision, access and innovation. MS Ireland is committed to building a sustainable national service model that supports quality of life, independence and equity of access, while also exploring new areas of service provision in response to the changing needs of people living with MS.

Strengthening visibility and communications is another key priority. Through the strategy, MS Ireland aims to be seen, heard and understood, positioning the organisation as the trusted national voice for people living with MS. This will include developing a more unified, accessible and recognisable brand, supported by a refreshed identity and stronger national communications.



Our branches and volunteers remain central to the organisation. The strategy commits MS Ireland to supporting a sustainable branch model, strengthening relationships and integration between branches and the national organisation, and growing and diversifying volunteering opportunities. Providing volunteers with appropriate structures, support and opportunities will help ensure a strong and sustainable network into the future.



Advocacy and research will continue to be central to MS Ireland's mission. The strategy aims to empower people with MS to advocate for themselves, while strengthening MS Ireland's national advocacy for improved services, rights and healthcare. Lived experience will remain at the heart of this work. MS Ireland will also develop research collaborations and use evidence and research to inform service design and delivery wherever appropriate.

Ensuring the organisation is sustainable and fit for purpose is also a key focus. MS Ireland will work to diversify income, strengthen governance and compliance, embed environmental, social and governance principles, and continue to develop robust cybersecurity, data protection and digital resilience.

Finally, the strategy recognises that our people are fundamental to achieving our ambitions. MS Ireland will continue to nurture a purpose-driven, inclusive and resilient culture, investing in leadership, learning, innovation and proactive risk awareness.

Together, these six strategic goals provide a strong framework for MS Ireland's development to 2030, ensuring that the organisation can continue to evolve, respond to changing needs and deliver meaningful and sustainable impact for people affected by MS throughout Ireland.



 **MS Ireland**
THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

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 **MS Ireland**
THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

TEAM

 **MS Ireland**
THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

ATTO SPORT

Goals

01

Enhanced Service Access & Innovation

02

Strengthened Visibility & Communications

03

Sustainable Branch & Volunteer Network

04

Advocacy & Research

05

Nurture People, Culture & Leadership

06

Build Financial Resilience & Governance Excellence



Goal 1

Enhanced Service
Access & Innovation

Goal 1

Enhanced Service Access & Innovation.

Provide a sustainable service model that optimises quality of life and independence to PwMS.

Objectives



Expand a national MS service model that delivers quality of life, independence, and equity of access.



Explore and develop new service areas that meet the needs of PwMS.

During 2025, MS Ireland commenced the first year of its Strategic Plan 2025-2030, continuing to review, strengthen and develop the range of services delivered by our professional staff and volunteers. Online service provision remained an important part of our service model, enabling many programmes to be delivered nationally and removing geographical barriers to participation. This approach also provided opportunities to build digital skills and confidence among staff, volunteers and the MS community.

Regional Community Work

MS Ireland's Regional Community Worker service provides individual casework support to people with MS and their families, from diagnosis and throughout the changing stages of living with MS. Regional Community Workers provide practical and emotional support across a wide range of areas, including emotional and psychological wellbeing, social welfare entitlements, medical card applications, employment, education, housing, symptom management and relationships.

Throughout 2025, MS Ireland continued to provide practical and emotional support through its casework service. Service Level Arrangements (SLAs) with the HSE support service provision across the North West, North East, Dublin, South East, South, Midwest, West and Midlands regions.

Regional Community Workers also supported the delivery of community physiotherapy, health-promoting physical activity programmes, health promotion initiatives, wellbeing supports and programmes designed to help people with MS and their families develop effective coping and self-management strategies.

During 2025, eight children with MS accessed MS Ireland's casework service. Recognising the particular needs of children and young people diagnosed with MS and their families, MS Ireland also facilitated a dedicated session for parents to explore both their needs and those of their children.

The Casework Salesforce Project was completed during 2025. The project supported the implementation of recommendations arising from the Framework for Multiple Sclerosis Services (FRAMES) report and the Quality Matters project, helping to strengthen consistency, recording and quality across the casework service.

The Regional Community Worker team continued to deliver FACETS (Fatigue: Applying Cognitive Behavioural and Energy Effectiveness Techniques to Lifestyle), an evidence-based six-week fatigue management programme specifically developed for people with MS. FACETS is delivered either online or in person and provides participants with practical strategies to better understand and manage the impact of fatigue on everyday life.

In 2025, staff delivered 11 FACETS programmes, comprising two national programmes, eight regional programmes and one programme for parents. A total of 109 people participated. Staff also developed programme content to better reflect the experiences and needs of people with MS who use wheelchairs. Each FACETS programme is facilitated by two trained MS Ireland Regional Community Workers.

MS Ireland also established a new carers' support group in partnership with Family Carers Ireland. The open group provides family members caring for a person with MS with an opportunity to access peer support in a facilitated setting. The first meeting took place towards the end of 2025, with the initiative continuing into 2026.

MS Ireland continued to advocate for the establishment of a Regional Community Worker service for Sligo and Leitrim, the only two counties without access to this dedicated MS Ireland service. During 2025, the campaign received support from people with MS, voluntary organisations and political representatives. Advocacy for the establishment of this service will continue in 2026.

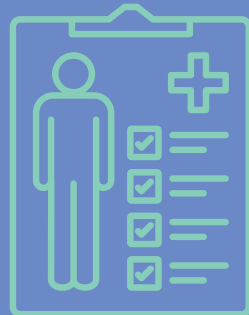


“ During 2025, eight children with MS accessed MS Ireland’s casework service. Recognising the particular needs of children and young people diagnosed with MS and their families ”

Community Worker Casework



1,549
1:1 Support
cases created in 2025



109
people
benefitted
from FACETS*

**A six-week, evidence-based group intervention designed to help people with Multiple Sclerosis manage fatigue.*



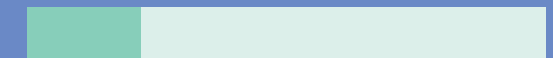
Top presenting areas



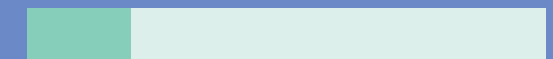
34% Physical Health



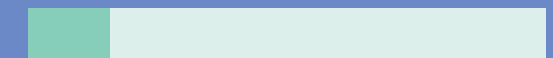
11% Community Connection



11% Mental Health



10% Finance



8% Housing (Physical)



5% Housing (Tenancy)

946
people



Availed of non-exercise programmes (Mindfulness, FACETS, Info Sessions, Coffee Mornings)

Exercise and Physical Activity Programmes

MS Ireland is the largest provider of physiotherapist-led exercise and physical activity programmes for people with MS in Ireland. We also provide yoga and fitness instructor-led programmes, with the overall aim of supporting people to maintain their health, manage symptoms, reduce the risk of further disability and live well in their communities.

Our approach is informed by research undertaken in collaboration with the University of Limerick, clinical audit and ongoing programme evaluation. Evidence gathered during 2025 continued to demonstrate a range of positive outcomes, including improvements in symptoms, quality of life and confidence to be physically active; reductions in fatigue, falls and mental health difficulties; and reduced use of healthcare services.

Services are delivered by MS Ireland's directly employed physiotherapy team and by independent physiotherapists, yoga instructors and fitness professionals working with MS Ireland across the country. Programmes are designed to complement existing HSE services and respond to differing levels of ability, symptoms and support needs.

In 2025, 989 individual clients participated in 295 programmes, with 15,972 treatment episodes delivered through MS Ireland's physiotherapy services. Much of this work continues to rely on fundraising, voluntary branch funding and grant support.





Getting the Balance Right

243

Programmes

780

Participants

Getting the Balance Right (GTBR) is MS Ireland's regional exercise and physiotherapy programme, providing in-person and online physiotherapy, yoga and fitness classes throughout the country. Programmes are coordinated through MS Ireland's regional offices and are generally delivered by local professionals contracted by MS Ireland.

GTBR programmes operated across all 10 regions during 2025. Approximately half of the contracted programme provision was supported by MS Ireland's voluntary branches. In the West, services are delivered by MS Ireland's directly employed Senior Physiotherapist and physiotherapy assistants.

There were 243 GTBR physiotherapy programmes with 780 participants, together with 63 yoga programmes attended by 311 participants.

During 2025, MS Ireland also established a new GTBR programme in Sligo in collaboration with the Sligo MS Therapy Centre.



Active Neuro

14

Programmes

104

Participants

Active Neuro provides specialist physiotherapist-led exercise, physical activity and symptom management programmes for people living with MS and other neurological conditions. The programme is supported by HSE funding and delivered by specialist neurological physiotherapists directly employed by MS Ireland.

Many programmes are delivered online, allowing participants to be grouped according to ability, goals and educational needs and enabling exercises and supports to be tailored appropriately.

In 2025, Active Neuro operated in the West and Midwest. Building on the Sláintecare Integration Fund project in the Midwest, the programme has increased access to specialist physiotherapy and physical activity supports for people with neurological conditions.

In the Midwest, 14 Active Neuro programmes were delivered to 104 participants during 2025. Programmes delivered by the directly employed physiotherapy team in the West were also open to people living with other neurological conditions.



Move Smart MS

37

Programmes

274

Participants

Move Smart MS combines exercise and education to support people with MS at different stages of their condition and with varying levels of ability. Programmes focus on specific symptoms and physical activity needs while also providing opportunities for peer learning and social support.

During 2025, Move Smart MS was supported through branch and fundraising income, participant donations and a dedicated physiotherapy fundraiser.

A total of 37 Move Smart MS programmes were delivered to 274 participants.

Programmes included High-Level Fitness, Dizziness and Balance, Better Balance for Falls Prevention, Step It Up to the Exercise Guidelines, Newly Diagnosed, Strength and Balance, Pilates and Seated Fitness.



Physio West

74

People

221

New Assessments

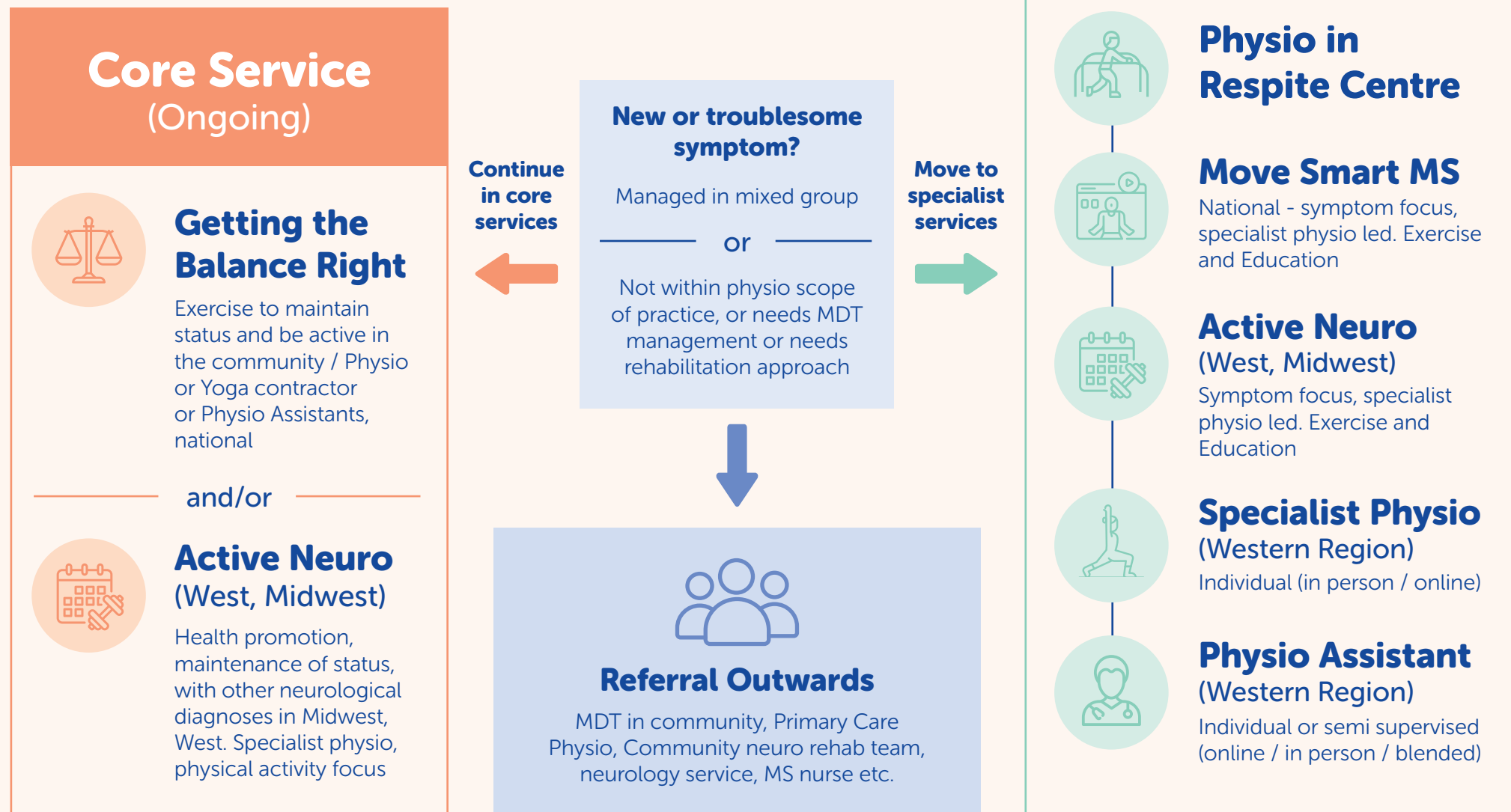
MS Ireland provides a dedicated physiotherapy service for people living in Galway, Mayo and Roscommon. The service is led by a full-time specialist physiotherapist, supported by a 0.5 WTE physiotherapy assistant, both funded by the HSE. A further four physiotherapy assistants and a physiotherapy administrator are supported through the Community Employment Scheme.

The team delivers individual assessments and treatments alongside in-person and online GTBR and Active Neuro programmes. Individual interventions include an intensive, semi-supervised physiotherapy programme designed to support participants to work towards identified rehabilitation goals.

During 2025, 74 people participated in individual programmes with the physiotherapist and a further 17 received individual support from a physiotherapy assistant. The directly employed physiotherapy team also completed 221 new assessments during the year.

Our Physiotherapy Services

A range of ongoing, regional and specialist supports tailored to individual need.





The MS Respite Centre

The MS Respite Centre in Dublin is Ireland's only dedicated respite facility for people with Multiple Sclerosis. It provides short-term respite care for people with MS and other neurological conditions in a comfortable, homely environment. The Centre also provides an opportunity for people with MS to learn more about their condition, access specialist support and develop strategies to help manage their MS.

The MS Respite Centre is a 12-bed facility, offering planned respite stays of seven or 14 nights.

In 2025, 281 individuals availed of respite services, with the greatest demand for high-dependency care. During the year, the Centre received an additional €627,000 in recurrent annual funding through its Service Level Arrangement with the HSE. This enabled the Respite Centre to operate on a full-time basis, including every weekend.

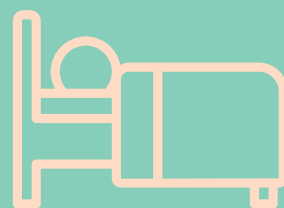
The specialist knowledge and experience of the Respite Centre team enables MS Ireland to support residents with a wide range of care needs, from low to high dependency. Care is delivered by a skilled and experienced multidisciplinary team, with supports tailored to the individual needs of each resident.

Admissions are planned wherever possible, with a pre-admission assessment completed to ensure that the appropriate equipment, staffing, expertise and supports are in place to meet each resident's needs safely and effectively.

The MS Respite Centre is registered with the Health Information and Quality Authority (HIQA) and operates in accordance with the relevant regulatory requirements.



Respite Centre: the numbers



3,691

No. of Bed
nights



447

Physiotherapy
Appointments



178

1:1 MS Support &
Education Nurse
Meetings



43

Yoga
Classes



43

Reiki
Sessions

Wellness Programmes

MS Ireland provides a range of wellness programmes designed to support the overall wellbeing of people with MS. Programmes are delivered by MS Ireland staff, external facilitators, volunteers and partner organisations, including the HSE and Education and Training Boards (ETBs).

These programmes provide access to reliable, up-to-date information, encourage peer connection and mutual support, and offer practical strategies to help people manage symptoms and maintain their wellbeing.



946 people

with MS participated in Wellness programmes, including mindfulness sessions, coffee mornings, information days and educational talks.



Information Services

The MS Information Line is often the first point of contact for people with MS, their families and others seeking information or support. The confidential service provides reliable, accurate and timely information tailored to individual needs.

Information and support are available to people affected by MS and healthcare professionals through the MS Information Line on 0818 233 233. The service also supports MS Ireland's regional teams and provides signposting to other appropriate services and agencies where required.

Information continued to provide MS awareness training to companies including RCSI and Aer Lingus in 2025.



628
contacts

**received by our
Information Line
in 2025**

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do not feel

from Ballina, Co
posed with MS
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through their primary school -
Breaffry National School in
Ballina.

She said while her condition is
debilitating and impacts many
aspects of her life, by linking in
with a community worker from
MS Ireland, engaging with phys-
iotherapy services and talking
to other people living with it,
her quality of life improved.

THE BIG ISSUES..EV Starting a chapter in awareness



Patient praises charity's book reading challenge

"The service was a game changer and made me feel like I'm not on my own... for me it was like a hug I didn't know I needed."

"I was newly diagnosed, so matter what age you are, a simple conversation with someone walking the same path means you can breathe a little bit easier."

I once a lot to MS Ireland and the awareness line... the support they give you and the awareness line...

For the MS Readathon, Louise's family is reading *Katy Kravitz - Secret of the Sea* by father-daughter team and family friends Marc Clarke and Zoe Clarke. His nine-year-old, 10, and 12-year-old, Cillian, are looking forward to books in the Diogenes and Artemis food boxes.

Louise is planning to read *Secret of the Sea* by father-daughter team and family friends Marc Clarke and Zoe Clarke. His nine-year-old, 10, and 12-year-old, Cillian, are looking forward to books in the Diogenes and Artemis food boxes.



Meath footballer Cillian O'Sullivan, who is living with multiple sclerosis, launches the MS Readathon with students of Rathdown School in Gengary, Dublin. Photo: Andres Poveda

Reading helped me to understand my MS diagnosis – GAA star

CILLIAN SHERLOCK

Meath footballer Cillian O'Sullivan has told how acknowledging the roller coaster of emotions through therapy has helped him to manage after being diagnosed with multiple sclerosis.

The *Roads Forward* has been living with MS – a diagnosis which he said came as a "bolt out of the blue" in late 2023.

"MS is one of the most neurological conditions to try. I would be optimistic about my diagnosis with MS and family," O'Sullivan said. "I would have been in there for I had the diagnosis, the benefit of going back about the feelings, the fear and the shame, and through those rather than them in a room."

After his diagnosis, O said one of the first things was to research athletes because he knew the pressures and how they allow you to understand that others have the path before them.

Now, O'Sullivan is happy to embrace the "super

reading as he backs a major fund-raiser for MS Ireland.

The clinical psychologist, who lives in Dublin with his wife Caitlin, is now encouraging the nation to sign up to this year's MS Readathon, calling it a way to unlock learning and raise vital funds for MS services.

One of Ireland's longest-running charity events, it has inspired a love of reading among young people and groups of all ages will be encouraged to sign up.

"We are looking for schools throughout Ireland to sign up for Readathon and use our support materials to read reading challenges for pupils that will inspire their imaginations and create a positive habit that can last a lifetime," she said.

"And it's not just schools that share the joy of the Readathon – families, book clubs, workplaces and groups of all ages will be encouraged to sign up."



Sligo and Leitrim the only counties without vital MS care worker

No full-time community worker to provide care to some 300 people with MS as public meeting called. **FULL STORY, Page 14**

OUR WORLD PAST, PRESENT, FUTURE

A novel approach to funding MS services

Footbaler urges people to fit the books & read to help fight disease

Meath footballer Cillian O'Sullivan has urged people to embrace the MS Readathon as a major fundraiser for MS.

"I would be optimistic about my diagnosis with MS and family," O'Sullivan said. "I would have been in there for I had the diagnosis, the benefit of going back about the feelings, the fear and the shame, and through those rather than them in a room."

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THE LATEST NEWS THE BIG ISSUES SUBSCRIBE TODAY ONLINE (€10) BEST OF BOTH WORLDS

Mum living with MS to take part in Readathon to help raise awareness

Sligo's first film on autism is on RTE 10

The Sligo Champion

Wednesday, August 27, 2025 €3.00

Subscriber Exclusive: 1 Week Free ClubberTV Pass

Warrior Queens! 16 page pic special

Graduation dances 16 page pic special

Sligo and Leitrim the only counties without vital MS care worker

No full-time community worker to provide care to some 300 people with MS as public meeting called. **FULL STORY, Page 14**

Irish Examiner

NEWS SPORT LIFESTYLE BUSINESS OPINION

Meath footballer with MS urges people to support readathon

Cillian O'Sullivan, who is living with MS, pictured with students from Rathdown School in Dublin. Picture: Andres Poveda/PA

Meath footballer Cillian O'Sullivan urged people to embrace the "power" of reading as he urged a major fundraiser for MS.

"I would be optimistic about my diagnosis with MS and family," O'Sullivan said. "I would have been in there for I had the diagnosis, the benefit of going back about the feelings, the fear and the shame, and through those rather than them in a room."

After his diagnosis, O said one of the first things was to research athletes because he knew the pressures and how they allow you to understand that others have the path before them.

Now, O'Sullivan is happy to embrace the "super

Goal 2

Strengthened Visibility & Communications

Be seen. Be heard.
Be understood.

Objectives



Lead a national communications movement that positions MS Ireland as the trusted voice for PwMS.



Build a unified, accessible and recognisable MS Ireland brand.



Brand refresh.

Throughout 2025, MS Ireland's marketing and communications activity focused on raising awareness of multiple sclerosis, amplifying the voices of people living with MS and promoting the services, supports and advocacy provided by the organisation. Through national and regional media, digital campaigns, storytelling, video, podcasts and webinars, we continued to broaden our reach and strengthen engagement with the MS community and wider public.

Media

Media relations remained a key priority, with national and local coverage supporting major fundraising and awareness campaigns including the MS Readathon, The May 50K, Dip a Day, Steptember and Dip for Diagnosis. We also secured significant regional coverage highlighting MS Ireland's services and advocacy priorities, including the campaign for a dedicated Regional Community Worker in Sligo and Leitrim.

World MS Day generated particularly strong media engagement, with coverage across national and regional newspapers, television, radio and podcasts. The campaign achieved a reach of more than 8 million and a media value of €500,000, with interviews across 20 radio and podcast platforms and coverage on TG4 News.

The MS Readathon also achieved significant national exposure, with campaign ambassadors appearing across television, radio and print. Overall the MS Readathon campaign reach exceeded 3 million, with an estimated media value of approximately €400,000.

Throughout 2025, MS Ireland continued to keep people informed and connected through its print and digital communications. One edition of MS News was distributed by post to more than 2,500 people, while the MS Ireland eNews reached over 5,500 subscribers every fortnight.

Together, these communications provided timely and accessible information on services, events, research and advocacy, helping people affected by MS to stay informed about available supports and opportunities to engage with MS Ireland. They also strengthened connection across the MS community and supported greater awareness of the organisation's work and impact nationwide.



Storytelling

Video storytelling continued to grow during the year, with interviews featuring fundraisers, campaign ambassadors and members of the MS community shared through YouTube and social media. The MS & Me Blog also remained an important source of personal stories and information, attracting strong website traffic and social engagement.



Living with MS Podcast

In 2025, MS Ireland launched the Living with MS podcast, providing a platform for people to share their experiences of diagnosis, treatment and living with MS. Seven episodes were released during the year across major podcast platforms.



Webinars

Our webinar programme also continued to provide accessible expert information to the MS community, with recordings made available through the Online Video Catalogue. The Unspeakable Bits webinar series, hosted by Trevis L. Gleason, explored important and sometimes less frequently discussed aspects of living with MS and attracted strong engagement across live and recorded formats.



Resources

New information resources were developed during the year, including materials on stem cell therapies and mood and emotional wellbeing, while one edition of MS News was produced and circulated to the community.



Young Persons Network

The Young Persons Network was established in 2025 and met online six times during the year. The network aims to strengthen engagement between MS Ireland and younger people living with MS, ensure their views inform our work, provide opportunities for peer connection and involve young people in the co-design of future activities, campaigns and resources.





MS Ireland Brand Refresh

MS Ireland also commenced a brand refresh project in 2025 to ensure the organisation's visual identity is modern, accessible and reflective of the MS community. The project includes a review and refresh of the MS Ireland logo, colour palette, typography and wider visual identity. Following a tender process and consultation with key stakeholders, the new brand will be finalised in 2026. A comprehensive set of brand guidelines will also be developed to support consistent use of the new identity across MS Ireland's communications, publications, digital platforms and services.

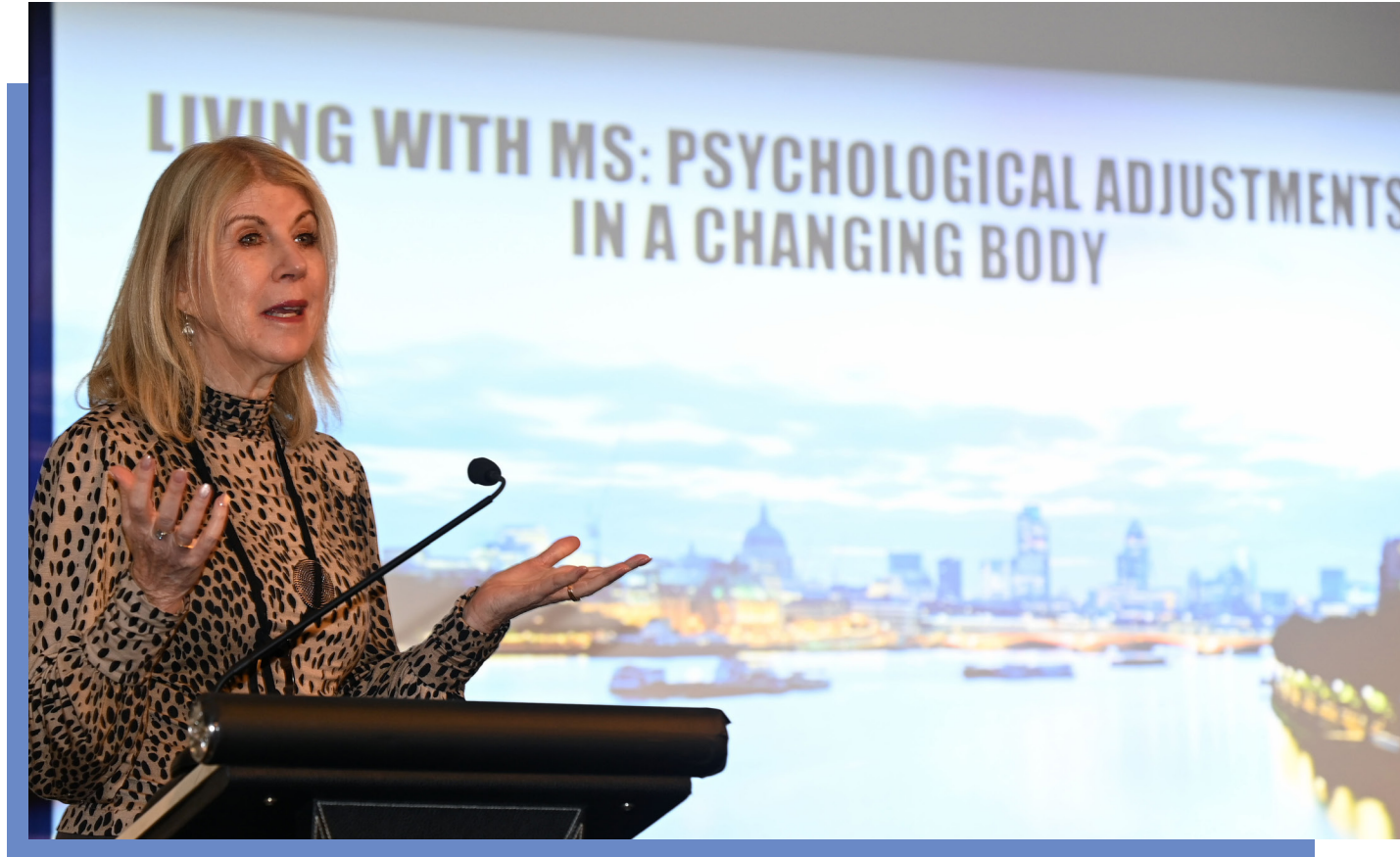
World MS Day

World MS Day also provided an important opportunity to raise awareness of multiple sclerosis and show support for the MS community across Ireland. A dedicated MS awareness video was screened across 83 cinemas nationwide as part of a six-week campaign, reaching an audience of 625,852 admissions.

National Conference

In November 2025, MS Ireland held its annual National Conference in Cork, bringing together almost 200 delegates from across the country. The conference provided an important opportunity for people living with MS, families, carers and professionals to connect, share experiences and hear from a diverse range of expert speakers on topics relevant to living well with MS.

The programme combined practical information with opportunities for discussion and peer connection, helping attendees to feel informed, supported and part of the wider MS community. Feedback was extremely positive, reflecting the value of bringing people together in person and the relevance of the sessions delivered. We were also delighted to welcome An Taoiseach, Micheál Martin, whose attendance was a particularly special moment for the conference and for the MS community.



Website Development Project

MS Ireland began the exciting process of redeveloping its website in 2025, with support from Biogen. MS Ireland retains full responsibility and editorial control over all website content.

Throughout 2025, we carried out surveys and consultations with internal and external stakeholders to better understand their needs and priorities. Their valuable feedback has helped us create a welcoming, accessible and user-friendly website for the MS community.

We look forward to launching the new MS Ireland website towards the end of 2026.



* social media: the numbers



Facebook

24,753

↑ +5%
vs 2024



Instagram

8,087

↑ +13%
vs 2024



X (Twitter)

8,981

↓ -4%
vs 2024*

**against a backdrop of
declining audiences
internationally*



LinkedIn

2,852

↑ +18%
vs 2024



YouTube

1,801

↑ +12%
vs 2024

MS Ireland continued to use all major social media channels to share trusted information, promote services and campaigns and engage new audiences.



46,474 **↑ +5%**
vs 2024

total followers across all channels

Follow MS Ireland



MultipleSclerosisIreland



multiple-sclerosis-ireland



multiple_sclerosis_ireland



MSSocietyIRELAND



MSIreland



www.ms-society.ie: the numbers

The MS Ireland website remained a key source of trusted information and support.

In 2025, the site recorded 193,516 page views, an increase of 29%, while active users increased by 40% to 46,735. Overall website interactions grew by 30%, with particularly strong growth in News, Research and Our Services content.

Organic Google traffic and direct visits both increased by 53%, reflecting the website's growing importance as a destination for people seeking reliable information about MS and MS Ireland services.

Overview	2025	2024	% Change
Views	193,516	150,471	+29%
Active Users	46,735	33,388	+40%
Views per Active User	4.14	4.50	-8%
Event Count	486,588	376,395	+30%

Top Entry Page	2025	2024	% Change
News	23,947	11,459	+109%
MS + Me Blog	12,424	10,875	+14%
About MS	12,361	10,077	+23%
Research	3,854	2,438	+58%

Position	Top Pages	% Change
1	Home Page	+25%
2	About MS	+24%
3	News	+15%
4	Events	+58%
5	Symptoms	-8%
6	Our Services	+61%
7	MS & Me	-24%
8	Shop	+13%

Position	Top Entry Point	% Change
1	Google Organic	+53%
2	Direct	+53%
3	Google CPC	-4%
4	Facebook	-25%
5	Facebook Paid	+61%



Goal 3

Grow a Sustainable Branch
Model & grow our Volunteer
Network

Goal 3

Grow a Sustainable Branch Model & grow our Volunteer Network

Support and grow our volunteer network through diverse volunteer opportunities and structured support.

Objectives



Grow and diversify a vibrant, supported volunteer movement.



Strengthen relationships and integration between branches and the national organisation, ensuring consistent support and governance.

During 2025, MS Ireland continued to strengthen its branch and volunteer network, recognising the vital role that volunteers play in supporting people with MS in communities throughout Ireland. A key focus during the first year of the Strategic Plan was building stronger connections between branches, regional teams and National Office, while providing the structures, training and support needed to promote good governance and long-term sustainability. MS Ireland also continued to develop and diversify volunteering opportunities, helping to build a strong, connected and resilient network for the future.

Branches

In 2025, MS Ireland continued to strengthen its branch network and support the important contribution made by volunteers across the organisation. Our 28 branches provide a strong local presence in communities throughout Ireland, creating opportunities for people with MS to connect with others, access local supports and participate in social activities, therapies and other initiatives. Many of these activities are made possible through the commitment of branch volunteers and locally raised funds.

Throughout the year, MS Ireland worked to build stronger links between branches, regional teams and National Office, with a particular focus on sustainability, good governance and consistent support.

Branches were supported to use digital platforms and facilitate hybrid meetings, while training and capacity-building opportunities covered areas including branch officer roles and responsibilities, social media, financial assistance procedures and GDPR.

A new branch was established in Galway during 2025, with ongoing support provided to help develop its activities and local volunteer network. Branch representatives also participated in two Branch Council Meetings, 25 AGMs and 8 Regional Integrated Meetings during the year.



In 2025

450
volunteers

5,070
volunteer
hours

Volunteers

Volunteers remain central to the work of MS Ireland, contributing their time, skills and experience in a wide variety of ways. In 2025, 450 active volunteers contributed approximately 5,070 volunteer hours, supporting branches, fundraising, events, governance and activities within their communities. Their contribution extends the reach of MS Ireland and helps ensure that people affected by MS can access connection and support at a local level.

As part of our Strategic Plan 2025–2030, we are committed to growing and diversifying our volunteer network while ensuring that volunteers feel supported and valued. This includes developing more varied volunteering opportunities, strengthening recognition and retention, and continuing to review the branch model to identify what individual branches need to remain sustainable. Through this work, MS Ireland aims to build a strong, connected and resilient branch and volunteer network for the future.

MS Ireland: National Awards 2025



Joe & Breda Flood

Carer / Helper of the Year

Nominated by the
South Dublin Branch

Joe & Breda Flood are members who have supported the South Dublin Branch committee at collections and events since the Branch was relaunched in 2014. Joe and his wife Breda are special people who care for each other and have supported members of the South Dublin branch for 11 years.

They are a kind and caring couple who show us all how to live with MS in a relationship with kindness, dignity and respect.

Our Branch hugely admires their mutual care and support for each other. Joe is the 'carer' for the purpose of this category, but they are very much a devoted couple and they would say themselves that it is a team achievement.



Patrice Brady Carton

MS Person of the Year

Nominated by Laura Lockwood,
South West Dublin

Patrice is an outstanding award winner for her dedication to the MS Sing for Fun choir, which she founded and leads. Recognising music's profound therapeutic and social value for people with MS, she has built a singing group that is a true lifeline and essential part of her peers' wellbeing.

Her work has fostered an "ever-growing network" that combats the isolation many with MS experience. As a Person with MS herself, Patrice draws on her own experience to create something positive for others, and the choir's reputation raises public awareness of the community's strength and resilience.



Goolam Bhamjee

Volunteer of the Year

Nominated by the
South Dublin Branch

Goolam has supported the South Dublin Branch Committee as a volunteer and fundraiser since the Branch was relaunched in 2014. Goolam and his wife Anne have been active and supportive members of the Branch for 11 years. Goolam has donated valuable Specsavers vouchers for all of our raffles and quizzes, greatly assisting our fundraising. He has helped at collections in person wherever possible.

Goolam has promoted our Branch and MS Ireland within Specsavers for many years. Goolam arranged for our Branch to be charity of the month in Specsavers for many consecutive years starting way back at the first "kiss goodbye to MS" campaign where we were charity of the month for February to coincide with Valentine's Day.

Our Branch Network

Western Region

- 1 Mayo South
- 2 Roscommon
- 3 Tuam
- 4 Galway

North West

- 13 Donegal
- 14 Leitrim

North East

- 15 Cavan
- 16 Monaghan
- 17 Meath
- 18 Louth

Midwest

- 5 Clare
- 6 Limerick
- 7 Tipperary

East Coast

- 19 Dublin South
- 20 East Wicklow

Midlands

- 21 Laois
- 22 Longford

South West

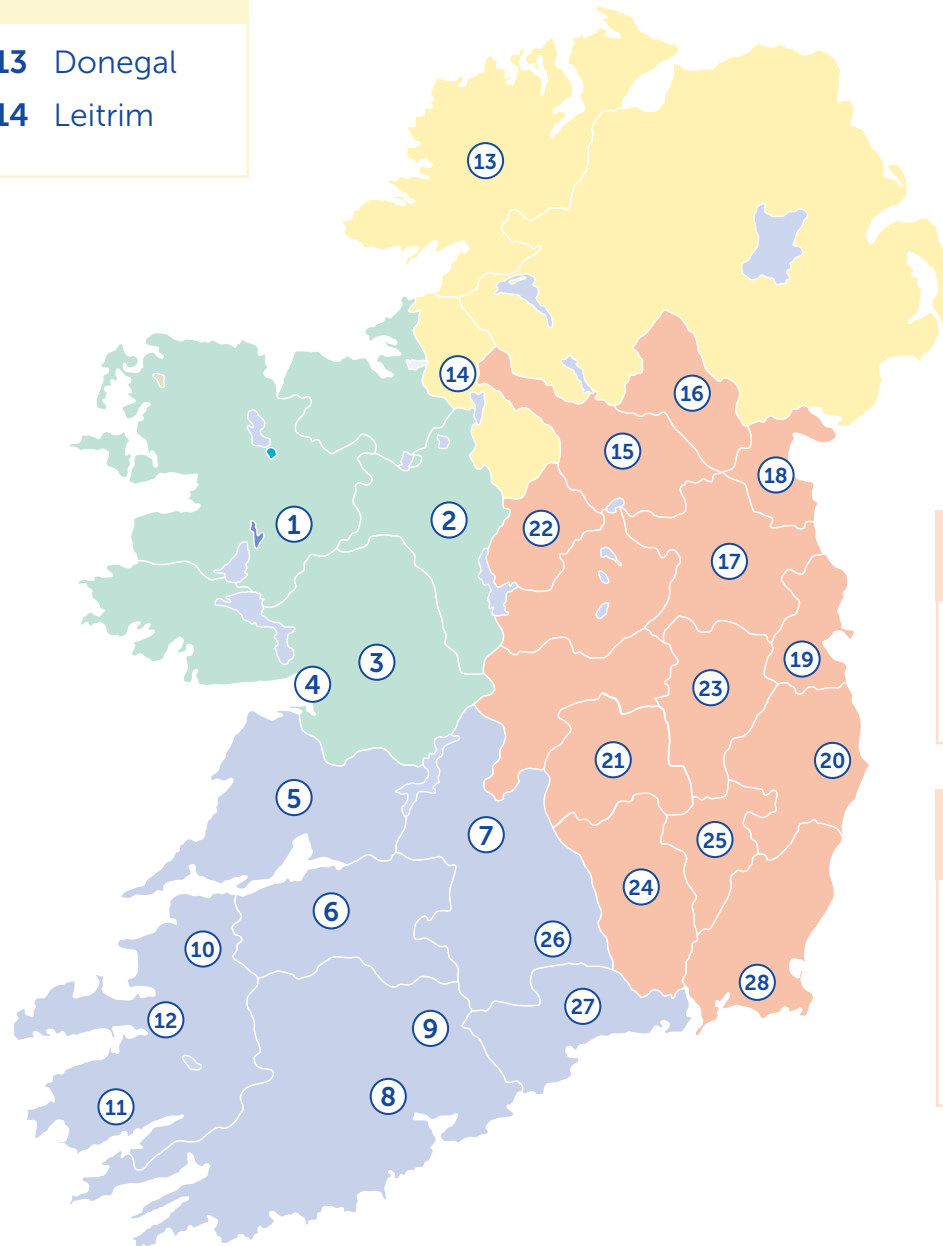
- 23 Kildare

Southern Region

- 8 Cork City
- 9 Fermoy
- 10 Kerry North
- 11 Kerry South
- 12 Tralee/West Kerry

South East

- 24 Kilkenny
- 25 Carlow
- 26 Tipperary South
- 27 Waterford
- 28 Wexford South





Goal 4

Champion Advocacy
& Research

Goal 4

Champion Advocacy & Research

To improve the lives of PwMS using research and advocacy to influence policy and promote access to appropriate healthcare and services.

Objectives

- * Foster a culture of empowered self-advocacy across the MS community.
- * Lead national advocacy for services and rights of PwMS, based on lived experience.
- * Enable research through collaborations.
- * Use research to inform service design and delivery where appropriate.

Throughout 2025, MS Ireland continued to champion the rights, needs and priorities of people living with multiple sclerosis through strategic advocacy, public affairs engagement, research collaboration and partnership working. By amplifying the voices of people with lived experience and building strong relationships with policymakers, healthcare leaders, researchers and partner organisations, MS Ireland worked to influence policy, improve services and drive meaningful change for the MS community.

Research, Evidence and Public and Patient Involvement

Research and evidence-based advocacy remained central to MS Ireland's work throughout 2025. The organisation actively contributed to research initiatives, academic partnerships and Public and Patient Involvement (PPI) activities designed to ensure that the voices and experiences of people living with MS inform research priorities and outcomes.

MS Ireland participated in a range of national research events, including the AIMS-RN (All Ireland Multiple Sclerosis Research Network) Research Symposium and Research Together 2025. These events provided valuable opportunities to explore how researchers, charities and people with lived experience can work together to improve the quality, relevance and impact of health research.

The organisation contributed to discussions on the practical implementation of Public and Patient Involvement, highlighting the importance of embedding lived experience throughout the research process. Through collaboration with researchers, clinicians and academic institutions, MS Ireland continued to advocate for inclusive and person-centred approaches to health research.

During the year, the organisation also strengthened engagement with clinicians and researchers working with children and young people affected by neuroinflammatory conditions, including multiple sclerosis. These discussions focused on improving transition pathways from paediatric to adult services and ensuring that young people and their families receive appropriate support throughout their healthcare journey.

World MS Day & Budget 2026 Advocacy

World MS Day 2025 provided an important platform to raise awareness of the challenges faced by people living with MS and to advance key policy priorities ahead of Budget 2026.

MS Ireland hosted a parliamentary briefing and panel discussion in Leinster House, attended by more than 40 Oireachtas members and hosted by Deputy Colm Burke. The event brought together people living with MS, healthcare professionals, advocates and policymakers to discuss the realities of living with the condition and the supports required to ensure people can live well in their communities.

During the event, MS Ireland presented two key budget proposals. The first sought a €1 million investment to expand specialist physiotherapy services nationally across all six Regional Health Areas. The second called for €72,997.56 in funding to establish a dedicated Community Worker post in Sligo-Leitrim, the only region in Ireland without access to this essential support service. Both proposals demonstrated how targeted investment can improve outcomes for people living with MS while supporting the wider objectives of Sláintecare through preventative, community-based care.

The event successfully strengthened awareness among policymakers and further established MS Ireland as a leading voice on issues affecting people with neurological conditions.





Leadership within the Neurological Alliance of Ireland

MS Ireland continued to play a prominent role within the Neurological Alliance of Ireland (NAI) throughout 2025. Through its leadership position within the Alliance, the organisation contributed to national advocacy efforts aimed at improving services and supports for people living with neurological conditions.

A major focus of this work was advancing implementation of the National Neuro-Rehabilitation Strategy and securing progress on Programme for Government commitments relating to rehabilitation services. Engagements with Minister Hildegard Naughton TD, Minister Jennifer Carroll MacNeill TD, Deputy Paul McAuliffe TD and other political representatives highlighted the urgent need for full delivery of

community neurorehabilitation teams, increased inpatient rehabilitation capacity and equitable access to multidisciplinary rehabilitation services across all health regions.

MS Ireland also contributed to National Brain Awareness Week activities, helping to facilitate discussions between policymakers, healthcare professionals and advocates. Through these engagements, the organisation highlighted the experiences of people living with neurological conditions and the importance of investment in specialist services and community supports.

At European level, MS Ireland supported awareness initiatives through engagement with Members of the European Parliament, including work undertaken during Brain Awareness Week to promote the importance of specialist neurological nursing and coordinated neurological care.

Public Affairs and Political Engagement

Political engagement remained a central pillar of MS Ireland's advocacy work throughout 2025. The organisation maintained regular dialogue with Government Ministers, Oireachtas members, Government departments and key stakeholders to ensure that the needs of people living with MS remained firmly on the national agenda.

MS Ireland engaged with Minister for Health Jennifer Carroll MacNeill TD, Minister of State for Disability Hildegard Naughton TD, officials from the Department of Health and the Department of Children, Disability and Equality, and representatives from across the political spectrum. These discussions focused on improving access to neurological services, strengthening community supports, advancing rehabilitation services and ensuring equitable access to care across all regions.

A significant highlight of the year was welcoming An Taoiseach Micheál Martin to the MS Ireland National Conference. His visit provided an important opportunity for people living with MS and their families to share their experiences directly with the Taoiseach and to highlight the importance of accessible services, community support networks and continued investment in neurological care. Facilitating opportunities for policymakers to hear directly from those affected by MS remains a key component of MS Ireland's advocacy approach.





Community Development and Regional Advocacy

Addressing regional inequalities in access to services remained a significant focus throughout the year. MS Ireland continued to advocate for investment in community-based supports and worked to ensure that people living with MS can access services regardless of where they live.

Particular attention was given to the ongoing campaign to secure a dedicated Community Worker for Sligo and Leitrim. Through engagement with local representatives, community members and people with lived experience, MS Ireland highlighted the impact of being the only region in Ireland without access to this vital support. The campaign received strong cross-party support and further strengthened awareness of the need for equitable service provision nationwide.

The organisation also continued to support the development of the future MS Ireland Midwest centre in Limerick. Once completed, the facility will provide a significant new resource for people living with MS and other neurological conditions throughout the Midwest. The project represents an important investment in community infrastructure and will create opportunities for rehabilitation, education, peer support and social connection.

Disability Rights and Sector Collaboration

MS Ireland remained actively engaged within the wider disability sector and continued to contribute to national conversations on disability rights, inclusion and implementation of the United Nations Convention on the Rights of Persons with Disabilities (UNCRPD).

The organisation participated in events and discussions led by the Disability Federation of Ireland and other partners, contributing to dialogue on how the principles of the Convention can be translated into meaningful action at local and community levels.

Through collaboration with disability organisations, local government representatives, researchers and policymakers, MS Ireland helped promote a rights-based approach to service development and public policy. These partnerships strengthened collective advocacy efforts and reinforced the importance of ensuring that disabled people are included in decisions that affect their lives.

MS Ireland also continued its involvement in the Home Care Coalition, working alongside 23 national organisations to advocate for improved access to quality home care services and the delivery of Government commitments in this area. Engagements with Minister Norma Foley and her Department highlighted the critical importance of home-based supports in enabling people to live independently and participate fully in their communities.

Public Awareness, Education and Civic Participation

Throughout 2025, MS Ireland continued to raise awareness of multiple sclerosis and promote understanding of the challenges faced by those living with the condition.

The organisation delivered educational workshops and presentations to healthcare students and professionals, helping to increase awareness of MS, neurological conditions and the lived experiences of those affected. A particular highlight was an interactive workshop delivered to students at the Royal College of Surgeons in Ireland, which combined clinical education with lived experience perspectives to promote a deeper understanding of the realities of living with MS.

MS Ireland also promoted civic participation through the relaunch of the “Your Vote Matters 2025” guide. Developed specifically for the MS community, the resource provided accessible information on voting processes, electoral participation and accessibility supports ahead of the Presidential Election. By empowering people with MS to engage confidently in the democratic process, the initiative reinforced the organisation’s commitment to inclusion, participation and citizenship.

Looking Ahead

MS Ireland remained committed to ensuring that the voices of people living with MS continue to shape policy, research and service development. Through strategic advocacy, meaningful partnerships and evidence-based engagement, the organisation strengthened its influence across the health, disability and neurological sectors while continuing to advance its vision of a society where people living with MS can live active, fulfilling and independent lives.



Goal 5

Nurture our People,
Culture & Leadership

Goal 5

Nurture our People, Culture & Leadership:

Build a resilient, accountable and high-performing culture.

Objectives



Inspire and embed a purpose-driven, resilient, inclusive culture at all levels.



Foster a culture of continuous learning, innovation, and proactive risk awareness.

MS Ireland is focused on building a resilient, accountable and high-performing organisation by investing in our people, culture and leadership. This means creating an inclusive, purpose-driven workplace where staff feel supported, valued and connected to our mission — one that fosters continuous learning and innovation, and strengthens awareness of risk and accountability at every level. Over the lifetime of the Strategic Plan, success will be reflected not only in the growth of our workforce and Community Employment programmes, but in improved staff engagement and satisfaction, ensuring MS Ireland has the skills, leadership and organisational resilience needed to deliver high-quality services into the future.

Community Employment Scheme

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

There are 20 Community Employment participants supporting the work of the Respite Centre in Dublin. In the Western region, 13 Community Employment participants assist with administration, home visits and exercise training plans for people with MS.

A further 13 Community Employment participants in the Northwest visit people with MS in their homes and assist with administration.

Community Employment participants also support data collection for the Health Research Board across the regions.

Digital Operations and Governance

During 2025, MS Ireland continued to strengthen its digital operations and governance, helping the organisation work more efficiently and make responsible, effective use of technology and information.

Key developments during the year included:

- Establishing a Digital Working Group to provide oversight, support planning and guide the development of digital systems, tools and processes.
- Completing several Salesforce projects to improve data management, reporting and operational efficiency across key areas of the organisation. These improvements support more effective engagement with service users, supporters, donors and other stakeholders.
- Beginning work on an updated privacy policy to help safeguard the personal information of our service users, staff, volunteers, donors, supporters and the wider MS community.

Together, these developments provide a strong foundation for future improvements and reflect MS Ireland's ongoing commitment to good governance, data protection, accountability and organisational effectiveness.

Develop partnerships

In 2025, MS Ireland continued to develop and strengthen partnerships that support the delivery of services, fundraising activity and awareness-raising across the organisation.

Corporate partnerships remained an important area of growth, with companies supporting MS Ireland through staff fundraising, sponsorship, donations, volunteering and charity of the year activity.

During the year, MS Ireland successfully closed out its Charity of the Year partnership with Aurivo, which provided valuable support and helped to raise awareness of MS Ireland across its network.

MS Ireland also continued to engage with pharmaceutical partners in a responsible and transparent manner, supporting appropriate educational, awareness and service-related initiatives that benefit people living with MS. These partnerships remain an important part of our wider stakeholder engagement, while ensuring that all activity is aligned with MS Ireland's values and governance requirements.

Work also continued with MS Ireland's branches throughout the country. Branches remain central to our community presence and play a vital role in local fundraising, peer support, awareness and connection.

In 2025, MS Ireland worked closely with branches to support fundraising activity, strengthen engagement and ensure that local knowledge and community relationships continue to inform and enhance our work. Across corporate, pharmaceutical, community and branch partnerships, MS Ireland's focus remained on building meaningful, sustainable relationships that help us increase our impact and better support people affected by MS across Ireland.

Governance & Operational Framework





Goal 6

Build Financial Resilience
& Governance Excellence

Goal 6

Build Financial Resilience & Governance Excellence

Ensure a fit for purpose organisation

Objectives



Secure and diversify MS Ireland's income base to sustain core services and future growth.



Champion Environmental, Social and Governance (ESG) and ethical practice across all operations and fundraising.



Strengthen national organisation, continue to demonstrate exemplary compliance with the Charities Governance Code: transparency, audit readiness and digital resilience.



Implement a comprehensive cybersecurity and data protection roadmap.

Ensuring MS Ireland is financially sustainable and fit for purpose remained a key priority throughout 2025, the first year of our Strategic Plan 2025–2030. Alongside strong fundraising performance across national campaigns, community events and corporate partnerships, MS Ireland continued to strengthen governance and compliance, embed environmental, social and governance (ESG) principles, and progress a robust cybersecurity and data protection roadmap. Together, this work is helping to build a more resilient, transparent and accountable organisation, capable of sustaining and growing services for the MS community for years to come.

Fundraising

Fundraising remained essential to MS Ireland's ability to provide services, information and support to people affected by multiple sclerosis throughout 2025. The year was marked by strong community participation, continued support from individual donors and corporate partners, and a wide range of national and local fundraising activity. From large national campaigns to individual challenges and community events, supporters continued to demonstrate considerable generosity and commitment to the work of MS Ireland.

The May 50K

The May 50K remained one of our strongest national campaigns, with almost 900 people taking part and raising more than €180,000, an increase on 2024. Delivered in partnership with the Multiple Sclerosis International Federation, the campaign also connected MS Ireland with the wider international MS community while generating important funding for services in Ireland and contributing to international research.

MS Readathon

The MS Readathon continued to engage thousands of children, adults and schools across Ireland, with more than 7,000 participants in 2025. Although participation and income declined, the campaign still raised more than €173,000 and received very positive feedback from schools and parents. New approaches were tested during the year, including enhanced participant packs, additional promotional activity and a successful fundraising incentive for participants who raised more than €50. These learnings will inform further development of the campaign in 2026.

Community Fundraising

Community fundraising was another important source of support, with individuals and groups organising runs, walks, abseils, skydives, golf events, performances and a wide range of personal challenges. The Dublin Marathon was a particular highlight, with 33 runners raising a record €77,000, while participants in the Women's Mini Marathon raised more than €11,000. The Great Erris Run also raised over €11,000. These activities demonstrate the creativity and commitment of supporters in communities throughout the country.

Renew MS Ireland

A key development during the year was the introduction of Renew MS Ireland, a major fundraising initiative to support the refurbishment and renovation of the MS Ireland Respite Centre and the development of the new Limerick building for MS Ireland Midwest. As part of this initiative, MS Ireland launched a dedicated Renew MS Ireland website renewmsireland.ie, giving supporters the opportunity to fund or pledge towards specific capital items and projects. A direct mail campaign was also delivered to raise awareness of the initiative and encourage support for these important developments.





We are extremely grateful to **every individual, family, school, community group, company and organisation that supported MS Ireland during 2025**. Whether through taking part in a national campaign, organising a local event, making a donation, entering the lottery or choosing MS Ireland as a charity partner, every contribution helps us continue to deliver vital services and supports to the MS community across Ireland.

Thank You!

Corporate Partnerships

Corporate partnerships also made a significant contribution. Our 2024/2025 Charity Partner, Aurivo–Homeland Stores, raised €41,000 through staff-led fundraising and participation in MS Ireland campaigns. We also benefited from significant support from companies including Kirby, SuperValu/Musgrave Give Together, SSE and Chubb, alongside ongoing support from Fortis Advisory and the Central Bank.

Direct Mail

Direct mail and individual giving continued to provide valuable support. Our Spring and Christmas appeals shared the stories of people living with MS and demonstrated the impact that donations can have on services and facilities. The Spring Appeal focused on Renew MS Ireland and the development of the MS Ireland Respite Centre and Midwest Resource Centre, while the Christmas Appeal highlighted the importance of community support for people living with MS. Our fundraising shop, Christmas card sales and new initiatives such as gifted physiotherapist-led exercise classes also provided supporters with additional ways to contribute.

Move to Improve

We also introduced Move to Improve, a new fundraising challenge supporting our physiotherapy services, which attracted 57 participants and raised €5,695. Our MS Ireland Lottery continued to generate regular income for regional services, with approximately 90 supporters contributing around €10,925 during the year, helping to fund information and peer-support activities.



Corporate Governance

Our Board Members 2025/2026



Jacinta Kelly
Chair



Aveen Murray
Deputy Chair



Tony Candon



Morgan Flanagan Creagh



Sean Martin



Paddy Mulhall



Mary McKeon



Liam McLaughlin



Richie Paul



Martin Power



Niall Rooney



Leslie Warren



Auke Van Der Werff



Maurice O'Connor
Company Secretary

Resignations

27/9/2025

Robin Bradley, Anne Restan &
Rebecca Maguire

Appointments

27/9/2025

Mary McKeon, Morgan Flanagan Creagh,
Liam McLaughlin & Richie Paul

Board Attendance 2025

	21 Jan	5 Feb	8 Feb	27 Mar	29 May	2 Jul	27 Sep	27 Sep	1 Nov	27 Nov	TOTAL
Robin Bradley	✓	x	✓	x	✓	✓	x	n/a	n/a	n/a	4/7
Tony Candon	✓	✓	✓	✓	✓	x	✓	✓	✓	x	8/10
Morgan Flanagan Creagh	n/a	n/a	n/a	n/a	n/a	n/a	n/a	✓	x	x	1/3
Jacinta Kelly	✓	✓	✓	✓	✓	✓	✓	✓	✓	x	9/10
Dr Rebecca Maguire	✓	✓	✓	✓	x	✓	n/a	n/a	n/a	n/a	5/6
Sean Martin	✓	✓	✓	✓	x	✓	✓	✓	✓	✓	9/10
Mary McKeon	n/a	n/a	n/a	n/a	n/a	n/a	✓	✓	✓	✓	4/4
Liam McLaughlin	n/a	n/a	n/a	n/a	n/a	n/a	n/a	x	✓	✓	2/3
Aveen Murray	✓	x	✓	✓	x	x	✓	✓	✓	✓	7/10
Paddy Mulhall	x	✓	✓	✓	✓	✓	x	✓	✓	✓	8/10
Richie Paul	n/a	n/a	n/a	n/a	n/a	n/a	n/a	✓	✓	x	2/3
Martin Power	✓	✓	x	✓	x	✓	x	✓	✓	✓	7/10
Anne Restan	✓	✓	✓	✓	✓	✓	✓	n/a	n/a	n/a	7/7
Niall Rooney	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	10/10
Auke van der Werff	✓	✓	✓	✓	✓	✓	✓	✓	x	✓	9/10
Leslie Warren	✓	✓	✓	✓	✓	✓	✓	✓	x	✓	9/10

The Board

MS Ireland is directed by a voluntary Board comprising people from varied backgrounds, some of whom have MS. Its function is to provide leadership, develop strategy and formulate effective policies; oversee their implementation; monitor the delivery of services; and 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 the Charities Governance Code, its Constitution and its Bye-Laws. These are available on our website.

The Board continues to be committed to a high level of transparency and disclosure in relation to staff remuneration.

The Board is responsible for promoting our vision, aims, and values and directs the Chief Executive to achieve these goals through the various departments, services and resources. In 2025, the Board convened 10 times, focusing on significant work in finance, funding, governance, and strategy.

Conflicts of Interest and Loyalties

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

Board Committees

The Board is responsible for the strategy and 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 and Advocacy Committee
4. Nominations and Remuneration Committee
5. Governance and Sustainability Committee
6. People and Organisational Development Committee
7. Digital, Innovation and Communications Committee (formed in 2025)

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 28 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 twice yearly. There are currently two 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.

Recruitment and Induction of Board Members

Three of the thirteen positions on the Board are filled rotationally from Council branch representatives. Notification of the remaining vacancies for Board members is advertised in MS News, eNews and on the MS Ireland website. Prospective Board members complete an application form considered by the Nominations and Remuneration Committee, who then make recommendations to the Board. Once approved by the Board, the chosen candidates stand for election by the members at the AGM.

New Board members are given one afternoon's induction training by the CE to familiarise them with their duties as Board members, their legal obligations, the governance of the organisation and policies and procedures. Further training can be made available if required.

Skills and Experience

Annually, the Nominations and Remuneration Committee, together with the CE, determines the skills required on the Board. When the Nominations and Remuneration Committee recommends candidates to the Board, it ensures that identified skills gaps are addressed. Candidates are required to be committed to MS Ireland's development, share in its values and be problem-solving in their approach, as well as having proven professional skills.

MS Ireland's Board members have expertise in a wide range of areas including accounting, legal, banking, and strategic marketing. For full board profiles log on to our website, www.ms-society.ie.

Length of Terms Served by The Board

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

Decision Making Processes

Decisions reserved for the board and those delegated to CE are listed in the organisation's Code of Conduct. The Schedule of Matters for the Board is detailed in the Code of Conduct. Log on to our website to read the Code of Conduct: www.ms-society.ie.

Risk Management Policies and Processes

Risks are detailed in a Risk Register reviewed by the Board, the Finance, Audit, Risk and Strategy Committee and the senior management team.

Engagement with Stakeholders

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

Governance/Administrative Details

MS Ireland is the only national organisation working for people and families living with MS. It is a limited company with charitable status. It is governed by a Board of Directors, which is accountable for the financial dealings and overall execution of the Society's vision. MS Ireland's structure enables it to develop as an organisation that continuously meets the needs of the MS community in a professional and accountable manner.

MS Ireland’s Senior Management Team

Ava Battles Chief Executive	Aoife Lambe National Services Manager	Caitriona Hughes Fundraising Manager
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The number of employees whose emoluments, excluding employer pension contributions, were greater than €60,000 in 2025 is set out below:

7 €60,000 - €70,000	2 €70,000 - €80,000	1 €80,000 - €90,000	1 €100,000 - €130,000
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The Governance Code

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

Since 2017, MS Ireland has been a member of the Charities Institute of Ireland Triple Locked Standard – Best Practice in Transparency and Accountability.

Human Resources

Training was provided for employees and volunteers, including Ageism Awareness Training and Disability Awareness Training.

We continued to operate our remote working arrangements in line with relevant legislation and the Workplace Relations Commission Code of Practice on the Right to Request Flexible and Remote Working.

2025 was the thirteenth year of the integrated model of working whereby local voluntary Branches and regional staff worked together to plan, organise and fund services for their respective areas.

HR implemented a new HR platform which will improve efficiencies and capture more reliable data for accurate reporting.

Pension Scheme

The trustees of the scheme were satisfied with the running of the scheme and that there were no issues in 2025.

Staff Training

In 2025, our staff participated in the Services Training Schedule. Additional training was provided to staff in 2025, arranged by the Equality, Diversity and Inclusion working group.

Management and staff

The management and staff carry out the day-to-day activities of the Society through various services, departments and facilities. These are directed by the Senior Management Team, headed by the Chief Executive. MS Ireland employs 96 people across national and regional offices and 51 Community Employment participants. MS Ireland’s work is supported by committed volunteers around the country.

Who We Are



Patron

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

Organisation Details



Auditor

Forvis Mazars
Block 3, Harcourt Centre,
Harcourt Road
Dublin 2, D02 A339



Principal Bankers

Bank of Ireland, College Green, Dublin 2



Solicitors

Joynt & Crawford
8 Anglesea Street, Dublin 2



Registered Office

MS Ireland Respite Centre, 65 Bushy Park Road, Rathgar, Dublin 6, D06 CV90



Charity Number

CHY 5365



Charity Regulatory Number

20007867



Company Number

296573



Date of Incorporation

19th November 1998



Year MS Ireland was founded

1961



2025 Financial Statements

* 2025 Income

€7,345,991

Income from generated funds:		Unrestricted Funds 2025 €	Restricted Funds 2025 €	Total Funds 2025 €	Total Funds 2024 €
	Charitable activities				
	Grants and service contract income				
	- Community services	3,322	2,204,921	2,208,243	2,392,598
	- Respite care services	287,305	2,045,658	2,332,963	1,769,970
	- Governance	16,224	513,994	530,218	513,994
Total charitable activities		306,851	4,764,573	5,071,424	4,676,562
	Donations and legacies				
	- Donations and fundraising	1,336,725	705,960	2,042,685	3,216,463
	- Legacies	147,596	-	147,596	102,126
	Total donations and legacies	1,484,321	705,960	2,190,281	3,318,589
	Other Income	84,286	-	84,286	-
TOTAL INCOME		1,875,458	5,470,533	7,345,991	7,995,151

* 2025 Expenditure

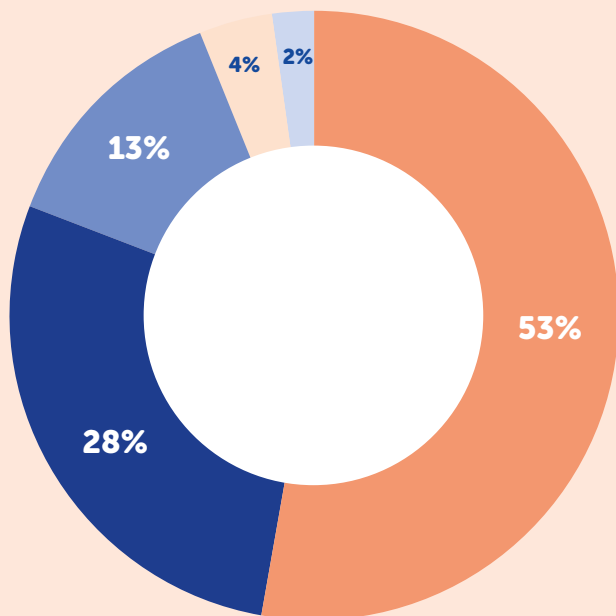
€7,632,955

Expenditure	Unrestricted Funds 2025 €	Restricted Funds 2025 €	Total Funds 2025 €	Total Funds 2024 €
Charitable activities				
- Community services	204,835	3,333,849	3,538,684	3,475,410
- Respite care services	210	2,256,051	2,256,261	2,043,947
- Governance costs	28,819	730,552	759,371	652,519
- Branch services	396,761	-	396,761	391,910
	630,625	6,320,452	6,951,077	6,563,786
Raising Funds	655,153	26,725	681,878	707,376
Total expenditure	1,285,778	6,347,177	7,632,955	7,271,162
Net income/(expenditure) before gains	589,680	(876,644)	(286,964)	723,989
Gains on revaluation of fixed assets		30,000	30,000	
Net income/(expenditure)	589,680	(846,644)	(256,964)	723,989
Reconciliation of funds:				
Total funds brought forward	7,257,297	3,614,588	10,871,885	10,147,896
Net income/(expenditure)	589,680	(846,644)	(256,964)	723,989
Transfers during the year	(870,799)	870,799		
Total Funds Carried Forward	6,976,178	3,638,743	10,614,921	10,871,885

* 2025 Financial Overview



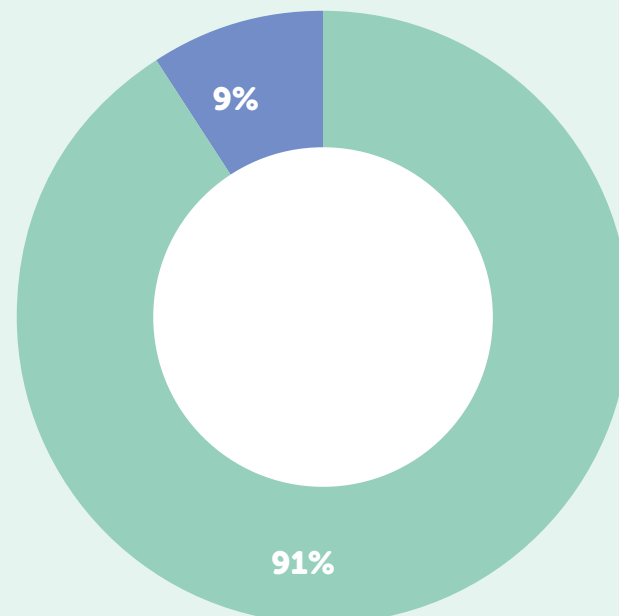
Income: €7,345,991



● Government Grants	€3,916,762	53%
● Donations & Fundraising	€2,056,372	28%
● Government Community Employment Schemes	€974,719	13%
● MS Respite Centre Fees	€287,305	4%
● Other Income	€110,833	2%



Expenditure: €7,632,955



● Charitable Activities	€6,951,077	91%
● Raising Funds	€681,878	9%



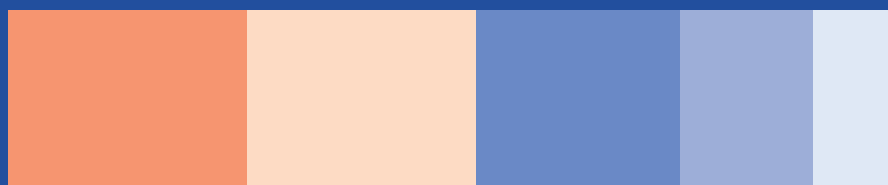
91c of every €1 spent went on charitable activities

* Our Branches

Financial Overview

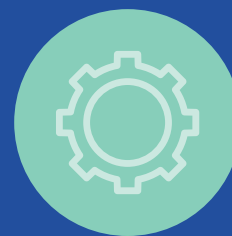


Income:
€392,440
2024: €526,647



27% 26% 23% 15% 9%

Donations	€106,632	27%
Fundraising Events	€102,691	26%
Churchgate Collections	€89,335	23%
Other Income	€58,626	15%
Flag Day Collections	€35,156	9%



Expenditure
€396,761
2024: €457,389



76%

spent on services & financial assistance to members



10%



9%



5%

Services & Financial Assistance to Members	€302,448	76%
Fundraising Expenses	€37,514	10%
Overheads & Administration Expenses	€35,186	9%
Governance	€21,613	5%



Multiple Sclerosis Ireland,

MS Ireland Respite Centre, 65 Bushy Park Road, Rathgar, Dublin 6, D06 CV90

T: (01) 678 1600 | MS Info Line: 0818 233 233

E: info@ms-society.ie | W: www.ms-society.ie | Charity Number: 5365 | CRN: 20007867