Vision: Improving Lives Today!

Mission: Expand MSAA’s role as a leading resource for the entire MS community by providing free, vital support and services.

History: MSAA is a national, nonprofit organization that has been dedicated to empowering individuals with multiple sclerosis and their care communities through education, support, and direct services since 1970. MSAA continues to serve as a convener for corporate, healthcare, and government stakeholders interested in improving the quality of life for those directly affected by multiple sclerosis. Join us in recognizing MSAA’s 51st Anniversary by Improving Lives Today!
See Our Vision

MSAA’s logo is designed to appear as an abstract of people gathering and the interconnection of MSAA’s programs & services with the goal of conveying support and communication... hope and inspiration... positive energy and connection.

By following the joint strategy of core service augmentation and programmatic expansion, MSAA will increase our service to the MS community and enhance our role as a global leader in MS quality-of-life innovation.

**MISSION EXPANSION**
Through the collaboration of clients, care partners, healthcare providers, corporate partners, staff, and volunteers, MSAA will expand current services, forge new partnerships, and create innovative responses to areas of unmet need.

**RESOURCE & FUNDING DIVERSIFICATION**
Create and expand partnerships that fuel increased support and resources for the MS community.

**COMMUNICATIONS & MARKETING**
MSAA will serve the communications’ needs of the MS community through creative and timely initiatives, content creation, strategic promotion, and community-building endeavors.

**PROFESSIONAL DEVELOPMENT**
Investing in professional development, career planning, and landscape benchmarking, we will support individual and organizational growth.
Mission Expansion Focus Areas

Through the collaboration of clients, care partners, healthcare providers, corporate partners, staff, and volunteers, MSAA will expand current services, forge new partnerships, and create innovative responses to areas of unmet need.

- Focus on underserved MS populations
- Expand mental health education, resources, and awareness
- Broaden wellness programs
- Increase advocacy activities
- Expand global impact as a leader in shared decision making

"I work with MS patients all day every day and I couldn’t work without MSAA. Thank you."

Dr. Ann Cabot of NH

Mission Moment

Tamora W. from Texas
September 2020

“I am newly diagnosed and it was such a shock as I am young and very healthy that I was really in denial the first few weeks. Because of that I think there were a lot of questions I didn’t ask, or didn’t know to ask, and I have been learning about MS as I go. This webinar [Best Practices in MS] was incredibly helpful and more importantly for me at the moment, hopeful. Thank you very much.”
FOCUS ON UNDERSERVED POPULATIONS

AFRICAN AMERICAN ADVISORY BOARD
Established: November 2019
MSAA formed an African American Advisory Board, co–chaired by Marie LeGrand, MSAA’s Director of Education, Healthcare Relations, and Grants Management and Dr. Mitzi Williams. Since its establishment, the African American Advisory Board has produced a comprehensive publication and a series of patient and HCP educational programs titled All Roads Lead to Change.

HEALTH EQUITIES ADVISORY BOARDS
December 2020
MSAA was invited to be an Advisory Member for a new initiative led by Dr. Lilyana Amezcua: "Improving Access to Care in Minorities with Multiple Sclerosis." MSAA was also invited to co–chair the Bristol Meyers Squibb (BMS) Health Equities Advisory Board.

HISPANIC/LATINX ADVISORY BOARD
MSAA initiated plans to launch our Hispanic/Latinx Advisory Board and began preparing for upcoming meetings featuring experts in MS care. Outcomes learned at these meetings will help to guide future strategies and programs.

INCREASE ADVOCACY ACTIVITIES

STATE LEVEL ADVOCACY
April 2021
MSAA has submitted 5 letters of testimony and 14 sign–on letters as part of our advocacy at the state level.

TELEMEDICINE
March 2021
Attended the Power of Partnering Summit in March with over 70 different organizations to discuss telemedicine policy efforts.

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EXPAND MENTAL HEALTH EDUCATION, RESOURCES, AND AWARENESS

MS AWARENESS MONTH
March 2021
MS Awareness Month theme focused on Improving Mental Health and Wellness with specific programs addressing Purpose in Life, depression and anxiety in MS, care partnering, and wellness strategies to improve symptom management and overall quality of life.

CME ADVISORY SUPPORT
June 2021
Secured participation of Dr. Lilyana Amezcua and Dr. Mitzi Williams on mental health CME advisory board. This initiative intends to craft guidance for HCPs to recognize and address stigma of mental health issues in communities of color.

IT’S A GENERATIONAL THING
November 2020
MSAA hosted a series of patient education programs focusing on the generational implications of living with MS as a family unit. As a compliment to this series, the MSAA It's a Generational Thing toolkit was released as a functioning workbook for communication tools and tips.

EXPAND GLOBAL IMPACT

INTERNATIONAL ADVISORY BOARD MEMBERSHIP & EXTERNAL PRESENTATIONS

MSAA continues to present on Shared Decision Making (SDM) and related MSAA initiatives at international and third-party educational programs, including participation in several international MS Advisory Boards as the sole US-based patient advocacy organization.

"Thankful for the MSAA and its efforts to support MS patients during these challenging times."

—Jacinta C.
COVID-19 Impact and Activities

July 2020

Development and ongoing updates to the COVID-19 and MS Pathfinder digital tool featuring up-to-date information about COVID-19 specifically tailored to the MS community and updated on a weekly basis.

August 2020

Embleema and MSAA launched survey study partnership to evaluate how COVID-19 has affected members of the MS community; est. 250+ participants.

October 2020

MSAA hosted a 7th iteration of COVID-19 and MS: What you Need to Know featuring MSAA Chief Medical Officer Dr. Barry Hendin and MSAA Healthcare Advisory Board Chair, Dr. Carrie Hersh.

March – April 2021

MSAA hosted a series of patient education programs on the topics of the experience and impact of COVID-19 on the African American community.

May 2021

MSAA hosted its first virtual Improving Lives Benefit: Together at Home featuring host Tyler Campbell.

“Thank you for your continued webinars on this matter. It is nice to be able to hear from people who treat people with MS as that is not usually the case with other webinars or other venues.” — Mary T.

“Thank you for these wonderful opportunities to educate ourselves about diseases affecting MS. Excellent presentation.” — Jacqueline G.

“Once again, the presenters did a fabulous job [re: COVID-19 and MS webinar]. I really like the way they convey the information to us using words we can all understand.” — Becky T.
Resource & Funding Diversification Focus Areas

Create and expand partnerships that fuel increased support and resources for the MS community.

- Identify and Expand Event Opportunities
- Re-define Major Donor and Planned Giving Strategies
- Increase Corporate Engagement

"Thanks, MSAA & @MSAA_CEO for this fun & informative virtual trip to the Barnes Foundation! I absolutely loved it & learned so much from the knowledgeable docent. Deeply grateful for this opportunity. Heartfelt thanks to all involved. Please support MSAA!"
— Cathy C.

"What a great idea! DIY Fundraising. Check out all these cool ideas to help one organization - the MSAA! You know, the one that has the awesome art shows, patient connections, articles and free cooling vest for those with MS."
— Caroline C.
IMPROVING LIVES BENEFIT

May 13, 2021
“Together at Home”
$188,000 Raised

Tyler Campbell, motivational speaker and member of the MS community, hosted MSAA’s first virtual Improving Lives Benefit.

ANNIVERSARY CHALLENGE

June 1 – 30, 2021
50% increase in Participation in 2021

IMPROVING LIVES THROUGH ART

245 Attendees
$53,000 in New Revenue

Hannah Garrison, MSAA Art Showcase participant led members of the MS community through two virtual paint-along events along with host and art enthusiast, Joe Caliva.

In addition, MSAA offered a virtual, guided art tour exploring artists from Michelangelo to Munch — who used art as a form of therapeutic expression.
DO-IT-YOURSELF FUNDRAISING

2021 Platform Leaders

01. Runs for a Purpose ($30,000)
02. Chubby Bullfrog Bar Event ($4,000)
03. 4x4x48 David Goggin’s Challenge ($2,200)

Major Donors

- Produced quarterly stewardship updates
- Incorporated personalized video and text thank-you messages to donors at key time periods

Corporate Development

- Raised $88,000 in new or increased corporate support during FY21
Communications & Marketing
Focus Areas

MSAA will serve the communications’ needs of the MS community through creative and timely initiatives, content creation, strategic promotion, and community-building endeavors.

- Heighten Overall Awareness of MSAA’s Mission
- Drive Engagement in Programmatic and Fundraising Initiatives
- Provide Extensive and Timely Information via Digital Platforms and Print Materials
- Expand MSAA’s Accessible Media Content to Ensure Access
- Develop Relationships with Influencers and Media Outlets Focused on Communities of Color
- Develop and Cultivate Collaborations Focused on Supporting MSAA’s Mission

“Thanks for keeping us up-to-date on what’s going on with COVID-19 and MS, especially with how the vaccines impact those of us that are MS patients.”
— Regina D.

“This forum has provided me with much needed comfort, especially during the pandemic. Sharing, venting, and connecting with others has helped me cope better with social isolation issues, too. Many thanks to My MSAA Community!”
— My MSAA Community member
MSAA’s First-Ever Instagram Takeover, featuring actress and MS advocate Selma Blair

“I’m so proud of the work that MSAA is doing. Thank you for tuning into my takeover and follow @selmablair for my journey.”

— Selma Blair, sharing her thoughts during MSAA’s Instagram takeover

- In recognition of World MS Day on May 30, 2021, Selma detailed her experiences with MS, highlighted MSAA’s programs, and interacted with MSAA and members of the MS community through MSAA’s Instagram page.
- Significant awareness of MS and MSAA was raised:
  - MSAA’s Instagram followers nearly tripled.
  - Selma’s post on her IG page directing people to MSAA’s page has garnered more than 260,000 likes and more than 3,900 comments.

Partner Collaborations Supporting MSAA’s Mission:

- My MSAA Community
  - Continued successful growth, meeting and surpassing MSAA’s FY21 goal with 6,600+ total members.
  - 10th highest performing HealthUnlocked community by % of contributors, almost double other communities of same size.

- My MS Manager Mobile App Updates:
  - Incorporated Launch Order to connect app users to MSAA’s COVID-19 & MS information and resources.
  - MSAA in partnership with @Point of Care presented poster titled, “Using Technology to Empower Patients to Manage and Track Symptoms of MS” at the Virtual 2020 ACTRIMS/ECTRIMS meeting.
Publications/Digital Content:
- *The Motivator* magazine - covering key topics such as “Promoting Mental and Emotional Wellness During Difficult Times” and “Finding Purpose in Life”
- *Vaccination Safety in MS* brochure
- *MS Research Update* (2020 edition)
- “What’s New in MS Research” online news article series
- *My MSAA Today* eNewsletter
- MS on Your Mind: A Closer Look at Brain Health – an educational and interactive digital guide, produced in collaboration with the Mission Delivery team

Expansion of Spanish Resources:
- Updated and promoted MSAA’s Spanish Resources webpage, including an email signup option for Spanish-speaking clients.
- Launched marketing plan to promote MSAA’s Spanish-language webinar series via targeted outreach across multiple communication platforms.
- Began preparations for the Spanish translation of the second edition *MSAA’s MS Relapse Toolkit*.

MSAA’s Art Showcase:
- MSAA’s Art Showcase launched in conjunction with MS Awareness Month in March 2021
- Included 142 pieces of artwork from 52 artists. An “Artist of the Month” was featured in an email campaign each month and on social media.

MSAA’s Video Library
- As MSAA shifted to digital programmatic resources due to the pandemic, videos and webinars continued to be a focus area. Our MSi Video Library’s newly redesigned and streamlined format now includes helpful icons, revised categories, and highlights recent videos for quick access.

Key Media Coverage:
MSAA received media coverage in top media outlets including:
- WebMD
- Healthline
- Multiple Sclerosis News Today
- Women’s Health
- Medical News Today
- Everyday Health
- HealthCentral
- International Journal of MS Care