

MSAA's Strategic Path Forward

Fiscal Years: 2027-2029

Expanding Support for the MS Community

The Multiple Sclerosis Association of America is strengthening its programs, people, and partnerships to reach more individuals living with MS and their families.

Mission

The Multiple Sclerosis Association of America (MSAA) is the leading resource for the MS community, improving lives today by delivering vital services and compassionate support while advancing access, research, and innovation to strengthen the MS community for tomorrow.

Vision

MSAA envisions a world where people with multiple sclerosis and their families have equitable access to care, trusted resources, and the dignity and respect they deserve – so they can live well and lead full, meaningful lives.

Expanding Our Reach

By June 2029, MSAA will expand that support to more than 70,000 interactions annually defined as delivery of our core programs (Cooling Distribution Program, MRI support, Helpline, Equipment Distribution Program, in-person educational programs, and research).

This growth will ensure that more individuals and families living with MS can access the information, services, and compassionate support they need to live well.



How MSAA Will Achieve This

MSAA's strategy is built around a reinforcing cycle of impact. By delivering trusted, high-quality programs and services, MSAA generates meaningful outcomes for the community. These outcomes strengthen trust and visibility, attracting new supporters and partners whose investment allows MSAA to reinvest in program expansion, innovation, and engagement. This cycle enables MSAA to sustainably expand its reach and deepen its impact for the MS community.

Strategic Priorities

To expand support for the MS community, MSAA will focus on four strategic priorities.

1. Build a Sustainable, Diversified Funding Engine

Expanding support for the MS community requires a strong and resilient financial foundation. MSAA will strengthen and diversify its funding by growing individual philanthropy, expanding major gift relationships, and deepening engagement with donors and partners who share the organization's mission. A balanced funding model will enable MSAA to scale its programs responsibly while ensuring long-term sustainability.

2. Invest in People and Build a Culture of Excellence

Delivering compassionate, high-quality support begins with a strong and dedicated team. MSAA will continue investing in its people by strengthening organizational clarity, accountability, and collaboration while fostering a culture of professionalism, compassion, and shared responsibility.

3. Strengthen Infrastructure for Programmatic Excellence

As MSAA expands its reach, it will continue strengthening the systems that support its programs. Improved program management, measurement, and reporting will ensure that initiatives deliver meaningful outcomes for the community while maintaining the high standards people living with MS expect.

4. Increase National Visibility and Influence

Ensuring that people living with MS, their family members, and care partners know where to turn for trusted information and support is central to MSAA's mission. MSAA will expand its national presence by growing engagement across digital platforms, broadening visibility across media channels, and increasing the reach of educational programs, content, and resources. These efforts will ensure that more individuals living with MS can discover and benefit from MSAA's trusted services.

Looking Ahead

Nearly one million people in the United States live with multiple sclerosis, and the need for trusted support continues to grow.

Through this strategic path forward, MSAA will expand its reach, strengthen its programs, and deepen its impact – working toward a future where every person affected by MS has access to the resources, care, and respect they deserve.