

**STOP**

**MMS**

**PIONEERS**





# We can make medical history

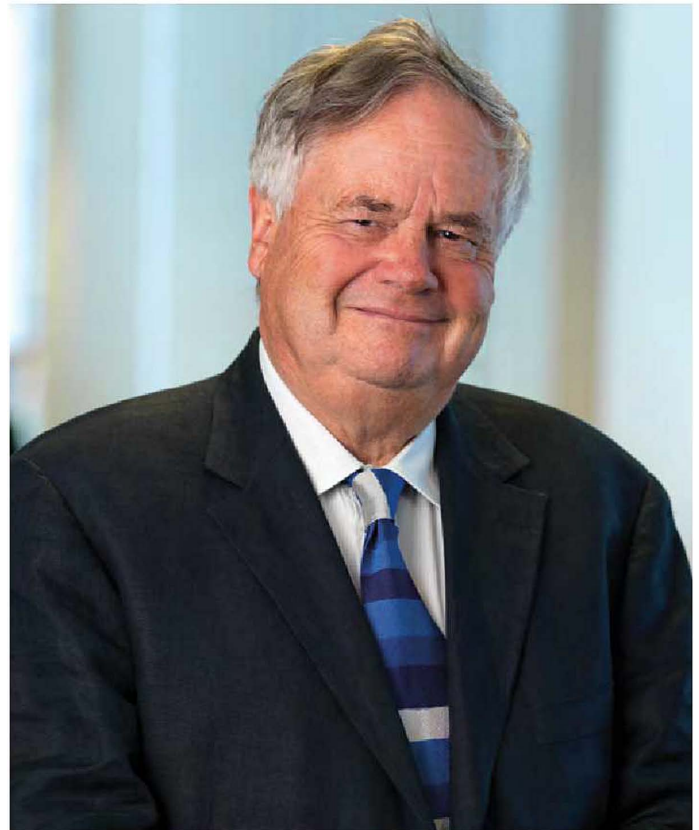
“An end to the devastating impact of MS is within our grasp. Thanks to tremendous developments in medical research, today we have a unique opportunity to transform the treatment and management of MS. Incredible breakthroughs are on the horizon but we need a dramatic increase in investment to ensure they happen.

The Stop MS Appeal boldly aims to raise £100 million.

As a Stop MS Pioneer, I am looking for exceptional people like you, enlightened philanthropists, companies and trusts, to join me in funding the critical research infrastructure required by the appeal. This research could transform the quality of life of the 2.3 million people across the world affected by MS. With your help we can make medical history. Together we can Stop MS.”



**Sir David Bell**, Stop MS Pioneer Chairman



# An unprecedented opportunity

Multiple sclerosis (MS) is a chronic, neurodegenerative condition for which there is currently no cure.

More than 100,000 people in the UK and 2.3 million people worldwide have MS. And every one of them shares the uncertainty of life with this debilitating condition. In the UK alone, there are 14 new diagnoses every day – that's 5,000 people a year.

MS destroys lives and devastates families. It hits people in the prime of life, and shatters dreams for the future.

We know what people with MS want – no relapses, no accumulation of disability and no uncertainty – and science can take us there.

Right now is the most exciting time there has ever been for the treatment and management of MS. We have an unprecedented opportunity to slow or stop the damage it causes.

**Stop MS Pioneers** are building the future capacity and critical research infrastructure that underpins our ambitious plans.



Dr Veronique Miron, MS Society Edinburgh Centre



Nick Hely-Hutchinson, with MS



# The time has come to Stop MS

“It has robbed us of  
all spontaneity and  
changed all of our  
lives forever.”

“Fifteen years ago, when I was 45, I started to lose control of my body. It was a frightening shock, and nothing could have prepared me, my wife and children for what lay ahead. The unpredictability and resulting anxiety have made even the most mundane family activity fraught. It has robbed us of all spontaneity and changed all of our lives forever. I have felt the very profound effects of isolation by being confined to a wheelchair. Be in no doubt of the corrosive and destructive effects of MS.

It is time for a significant step change in funding, to bring an end to the pain and damage so many people are suffering. To do nothing would mean missing a unique moment in history when we have a real opportunity to change people's lives.”

**Nick Hely-Hutchinson**

# Our plan to Stop MS

“With a dramatic increase in investment over the next 10 years, there is a genuine prospect to transform treatment for everyone, with an unprecedented approach.

We can deliver therapies that will work together to stop immune attacks, protect nerves from damage, and regenerate lost myelin.”

## **Professor Alan Thompson**

Consultant Neurologist, Chair of the Scientific Steering Committee of the Progressive MS Alliance and Chair of the Stop MS Ambassadors Group.

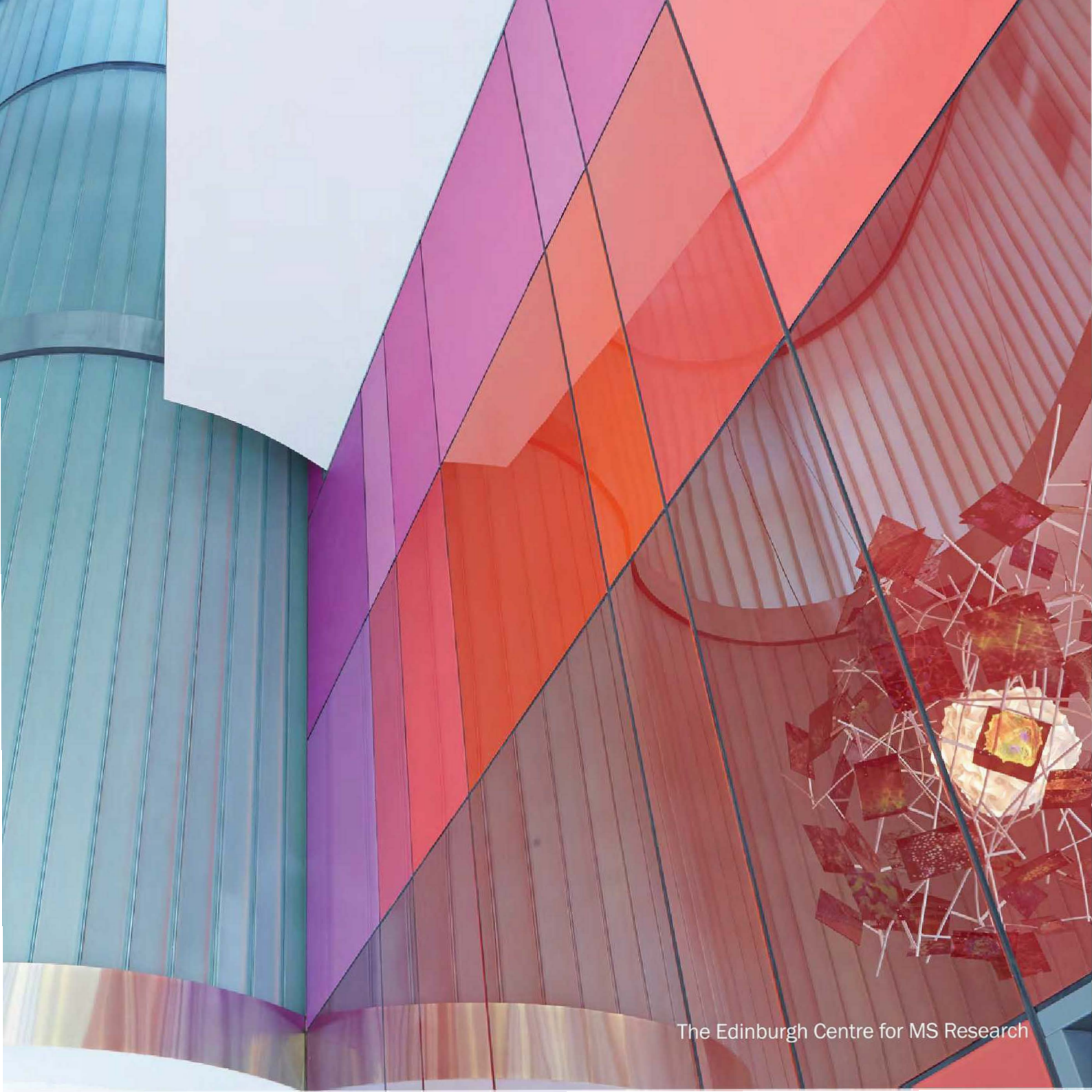
Incredible breakthroughs are on the horizon. To unlock them, our research programme will concentrate on three areas to Stop MS:

- Slowing and stopping progression – we will slow the progression of MS with advanced techniques that repair myelin and protect nerve cells.
- Prevention – we will understand more about what causes MS and the many factors that influence someone’s chance of developing the condition.
- Managing symptoms – we will give support and treatments to manage pain and other symptoms, including debilitating fatigue.

**This is where the Stop MS Pioneers come in.**







The Edinburgh Centre for MS Research

# Critical building blocks



Professor Richard Reynolds, Director of MS Society Tissue Bank

Our Pioneers play a vital role by funding talented researchers at the forefront of MS science and the critical infrastructure that underpins all our work to Stop MS.

**Talented young researchers** are awarded a PhD studentship or fellowship, allowing them to work on the breakthroughs that people with MS urgently need.

**The MS Tissue Bank** at Imperial College allows researchers to access brain and spinal cord tissue from people with MS after their death. This is the world-leading tissue bank supplying samples for MS research across the globe. Understanding MS damage helps researchers find effective treatments.

**The MS Register** is the world's first repository to combine information submitted by people themselves with clinical and NHS data. This is revolutionising our understanding of MS.

**The UK MS Clinical Trials Network** is a unique network of leading researchers that helps us plan and deliver ground-breaking trials.

**The Research Programme Team** plan, coordinate and communicate our complex Stop MS research programme. They ensure research is of the highest quality, employing world class evaluation and peer review standards. They are at the heart of the MS research community and are uniquely placed to encourage collaboration.



# Together we can Stop MS

“Over the past 20 years, MS research has led to major advances in treatment development.

No other neurodegenerative disease has made such great strides and we are in a unique position to build on that success.

But to do so requires a major financial investment in research.”

## **Professor Jeremy Chataway**

Consultant Neurologist, MS researcher, co-leader of the ground-breaking MS SMART clinical trial and Stop MS clinical and scientific ambassador



Professor Jeremy Chataway

## **We need you to act now.**

Please pledge your support by becoming a Stop MS Pioneer, as an individual, Corporate or Trust, and give everyone across the world with MS the hope of a better future.

# Stop MS Pioneers – leading the way

**Stop MS Pioneers** are people, charitable trusts and companies who are supporting the Stop MS Appeal, and hastening the end of MS.

Joining the Pioneer programme means you will lead the way towards treatments that could slow or stop the damage caused by MS and make a difference to the lives of, not just the 100,000 people in the UK living with MS, but those across the world.

By committing to Stop MS Pioneers, you will give momentum to the appeal and help leverage significant further support from individuals, companies, trusts, institutions and governments that choose to fund research made possible by the underpinning projects.

pioneer

/ˈpiːəˈniə/

*noun*

- Breaking new ground, an innovator or initiator
- Among the first to research and develop a new area of knowledge or activity

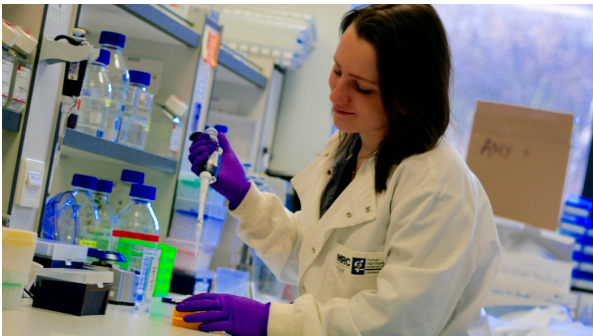
Synonyms: explorer, trailblazer, discoverer, front-runner, instigator.

# Our Shopping List

Our shopping list shows how your donations could help our scientists find a cure for MS.

By joining our Pioneer programme, you could help with the following costs:

- **£5k** - funding for various pieces of lab equipment, including a computer. Other equipment will allow scientists to process blood samples, grow cells, operate high powered microscopes to study cells and tissues. All of this leads to investigating and finding treatments for MS.
- **£5k** - incubator for growing cells in the lab which is essential to study MS.
- **£10-20k** - co/ full-funding for a cryostat machine\* essential for work at the Tissue Bank.
- **£20k** - fund 100hrs of MRI scanner use - crucial for scanning the brain and spinal cord, helping us understand MS in more detail.
- **£60k** - fund a year of work on a project grant/junior fellowship
- **£100k** - over three years could fund a PhD student starting out their career in MS research.



Alessandra Dillenburg, PhD Student for MS Research

**Together we can Stop MS.**

*\*A Cryostat machine is an essential piece of laboratory equipment that stores and cuts tissue samples at very low temperatures.*

## **Become a Pioneer**

**To join, or for more information, please contact:**

### **Stop MS individual Pioneers:**

Catherine Royall

[catherine.royall@mssociety.org.uk](mailto:catherine.royall@mssociety.org.uk)

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M +44 (0)7920 233248

### **Stop MS Corporate Pioneers:**

Tom Bolsin

[thomas.bolsin@mssociety.org.uk](mailto:thomas.bolsin@mssociety.org.uk)

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M +44 (0)77407 53944

### **Stop MS Trust Pioneers:**

Trusts Team

[Trusts@mssociety.org.uk](mailto:Trusts@mssociety.org.uk)

DD +44 (0)20 8438 0700

### **Stop MS Appeal Board Members**

Sir Vernon Ellis, Chairman

Kate Hely-Hutchinson, Deputy Chairman

Sir David Bell

Donald Cameron of Lochiel

Iain Conn

Josh Krichefski

Nicholas Maclean

Sir Peter Middleton

Sir Geoffrey Owen

Sir David Walker

### **MS Society Leadership**

Nick Winser, Chairman of the Board of Trustees

Nick Moberly, Chief Executive

Dr Emma Whitcombe, Executive Director of Fundraising



MS Society, 372 Edgware Road, London, NW2 6ND

[www.mssociety.org.uk](http://www.mssociety.org.uk)

Multiple Sclerosis Society Registered charity numbers 1139257/SC041990

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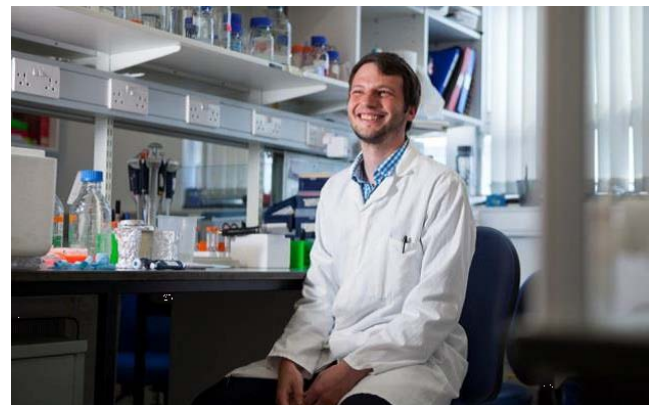
# Become an Individual Pioneer

As a **Pioneer**, you will receive:

- **Opportunities** to meet the scientists at the forefront of our research, and to have guided tours of research facilities.
- **Invitations** to exclusive private events, including the annual Pioneers' Reception and Stop MS Lecture, with opportunities to meet senior MS Society staff, Stop MS Appeal Board Members, clinicians and scientists.
- **Twice-yearly** updates and breaking news alerts, giving in-depth knowledge of Stop MS progress.
- **Recognition** in our Pioneers' roll-call and a thank you in our Annual Report.

Our Pioneers can also make their mark on the appeal by:

- **Making introductions**, hosting events and inviting others to become Pioneers.
- **Representing and endorsing** Stop MS at meetings, events and in publications.



Dr Bjoern Neumann, Post-doctoral researcher

## **Become a Pioneer**

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# Become a Corporate Pioneer

As a **Pioneer**, you will meet scientists at the forefront of MS research and will receive:

- **Research updates**
- **Invitations** to exclusive special events, including the annual Pioneers' Reception and Stop MS Lecture.
- **First refusal** on exclusive sponsorship opportunities, with enhanced packages where possible.
- **Networking event invites** with the opportunity to meet our Stop MS Appeal Board.
- **Behind the scenes** tour of the MS Society's ground-breaking Tissue Bank in London, Cambridge Centre for Myelin Repair and Edinburgh Centre for MS Research.
- **Twice-yearly** updates and breaking news alerts, giving in-depth knowledge of Stop MS progress.
- **Recognition** on our MS Society website and acknowledgment as a Stop MS Corporate Pioneers on collateral and marketing material.
- **Member of a group** of companies and philanthropists supporting our pioneering research programme.

**The support of 10 corporate Pioneers could fund a PhD student starting out their career in MS research.**



MS Society Tissue Bank: Brain Samples

## **Become a Pioneer**

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# Become a Trust Pioneer

## An unprecedented opportunity to Stop MS

### What is MS?

In MS, the cells of the immune system enter the central nervous system and attack the protective myelin coating surrounding nerve cells.

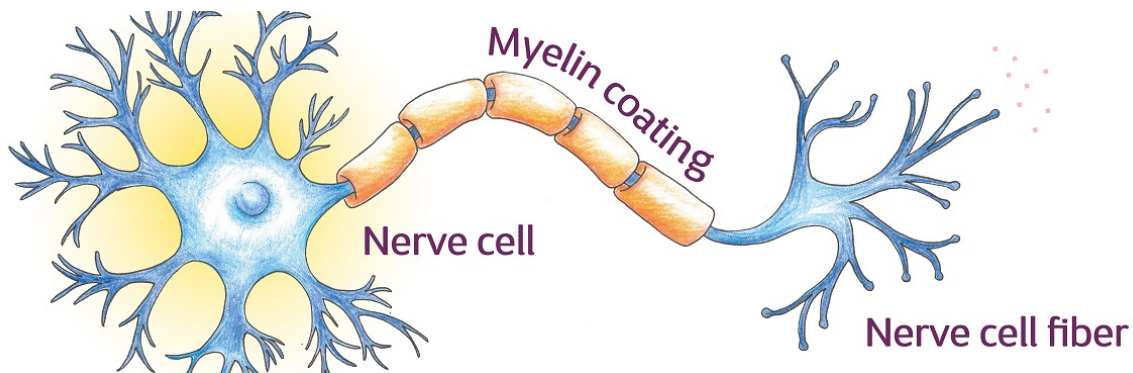
This damage to myelin results in the disruption of messages travelling down the nerve fibre – they can slow down, become distorted, or not get through at all.

### What are the symptoms of MS?

Symptoms usually start in a person's 20s or 30s and everyone diagnosed with MS knows that their condition is likely to progress.

MS can result in slow, cumulative and irreversible disability affecting walking, balance, vision, cognition, pain control and bladder and bowel function.

Critically and unlike the early relapsing stage, there is no treatment for either the primary or secondary progressive stages of MS to repair the damage once it's been done.



# Become a Trust Pioneer

**Stop MS Pioneers are people, charitable trusts and companies who are supporting the Stop MS Appeal.**

By joining the Pioneers programme, the trustees will lead the way towards treatments that could slow or stop the damage caused by MS and make a difference to everyone living with MS.

## **What are the benefits of joining the programme?**

In acknowledgement of the wonderful commitment of our Pioneers and the research their support is enabling, we offer the following:



**Professor Richard Reynolds, Director of the MS Society Tissue Bank**

- **Invitations** to exclusive special events, including the annual Pioneers' Reception and Stop MS Lecture.
- **Networking event invites** with the opportunity to meet our Stop MS Appeal Board.
- **Behind the scenes** tour of the MS Society's ground-breaking Tissue Bank in London, Cambridge Centre for Myelin Repair and Edinburgh Centre for MS Research.
- **Opportunities** to meet the scientists at the forefront of our research
- **Twice-yearly** updates and breaking news alerts, giving in-depth knowledge of Stop MS progress.
- **Recognition** in our Pioneers online roll-call and a thank you in our Annual Report.
- **Member of a group** of trusts and philanthropists supporting our pioneering research programme.



## Become a Pioneer

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