

## Become a Stop MS Pioneer

We are here to make life better for people with MS, through research, campaigning, and support. Our Stop MS Appeal Board are committed to raising funds to find treatments for everyone with MS, we can see a future where nobody needs to worry about MS getting worse.

We believe we can Stop MS, and you can help.

## **Stop MS Appeal Board members:**

Mark Wood, Chairman

Sir David Bell

Ann Cairns

**lain Conn** 

Nick Moberly

William Pritchett

Sara Weller

Nick Winser

Jonathan Yates

Robbert Zoet

To join, or for more information contact our team:

### **Individuals**

Slan Welfare

sian.welfare@mssociety.org.uk

020 8438 0773

## **Corporates**

**Tom Bolsin** 

thomas.bolsin@mssociety.org.uk

020 8438 0896

## MS Society leadership:

Nick Winser, Chairman of the Board of Trustees

Nick Moberly, Chief Executive

Clare Horwood, Executive Director of Engagement and Income Generation

Dr Sarah Rawlings, Executive Director of Research and External Affairs

## 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.



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**Sir David Bell** Stop MS Pioneer Chairman

## An unprecedented opportunity

Today is the most exciting time there's ever been for the treatment and management of MS.

Over 130,000 people live with multiple sclerosis (MS) in the UK. MS damages nerves in your body and makes it harder to do everyday things like, walk, talk, eat and think.

It's relentless, painful, and disabling.

Our Stop MS Appeal aims to raise £100 million to find treatments for everyone with MS. We can see a future where nobody needs to worry about their MS getting worse.

What we've achieved so far is incredible, but it's not enough. We want to stop MS in its tracks, and halt progression.

It's what everyone with MS wants – no relapses, no accumulation of disability and no uncertainty.

And a major strategic investment could unlock breakthroughs that are on the horizon.

We are passionate about turning that ambition into a reality and we can't do it alone. We need you: exceptional people to support our scientific endeavour.

The time is right. The scientists, the MS community and the MS Society are ready.

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

Please join us on our important journey to make medical history.



**Dr Veronique Miron**Researcher at the MS Society Edinburgh Centre for MS Research

# "To do nothing now would mean missing a unique moment in history when we have a real opportunity to change people's lives."

## The time has come to stop MS

## Nick's Story

"Sixteen 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."

## This is where you come in

## Incredible breakthroughs are on the horizon

With a dramatic increase in investment over over 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."

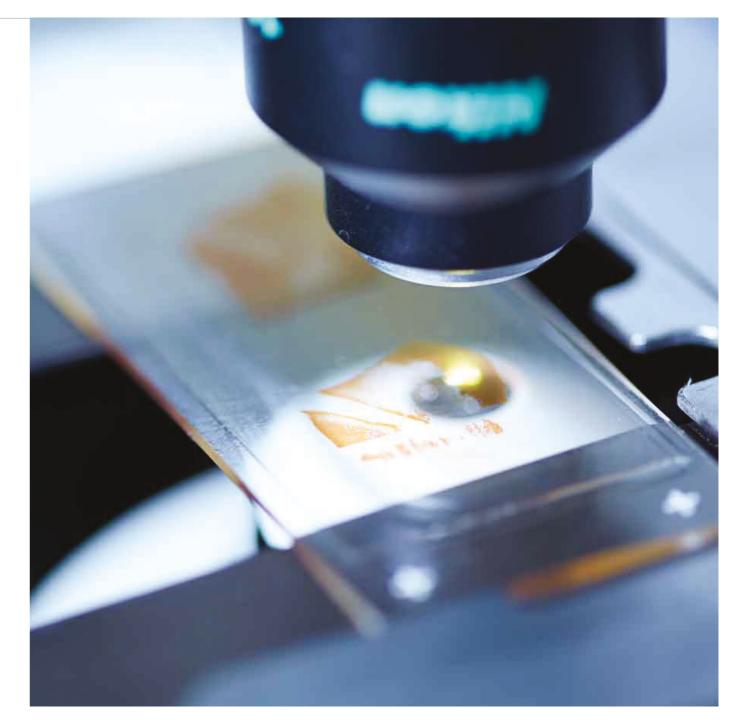
## Professor Alan Thompson

Consultant Neurologist

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

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 support and find treatments to manage pain and other symptoms, including debilitating fatigue.



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# Critical building blocks

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

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

MS Society 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 Expert Consortium for Progression in Clinical Trials is a unique network of leading researchers who are helping us plan, design and deliver a clinical trial to speed up the development of treatments for MS.

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 and Chief Investigator of the ground-breaking MS-STAT2 clinical trial.



## We need you to act now

Please pledge your support by becoming a Stop MS Pioneer, as an individual, company/business 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 Stop MS 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 130,000 people in the UK living with MS, but those across the world.

By becoming a Stop MS Pioneer, 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.

### 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.

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## How will you help us stop MS?

By joining our Stop MS Pioneer programme, your donations can help our scientists find treatments for MS.

## £5,000

Can provide funding for various pieces of lab equipment

## £5,000

Can fund an incubator for growing cells in the lab which is essential to study MS

## £10,000-20,000

Can provide co/full-funding for a cryostat machine\*—essential for work at the Tissue Bank

## £20,000

Can fund 1 year of work on a project grant/junior fellowship

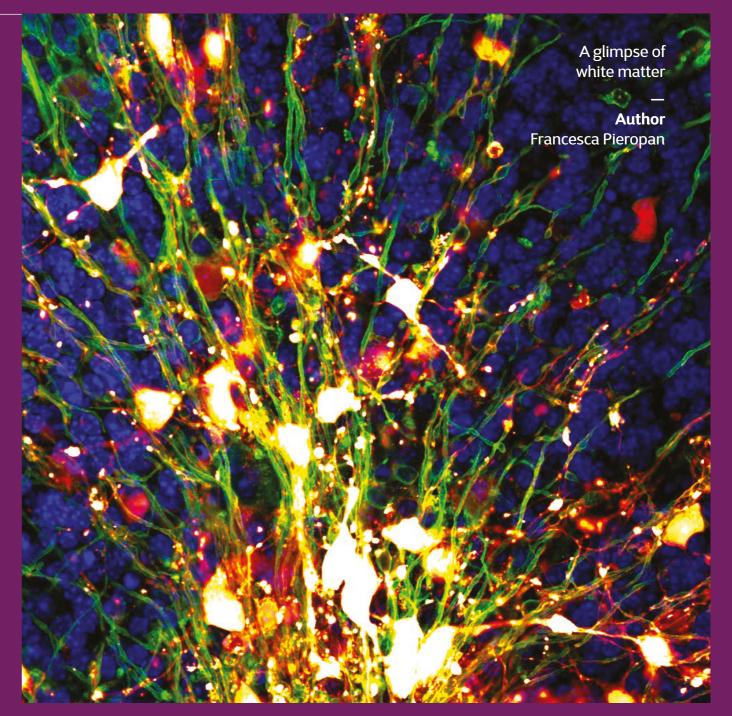
## £60,000

Can fund 100 hours of MRI scanner use, helping us understand MS in more detail

## £100,000

Can provide funding over three years for a PhD student starting out in their career in MS research

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



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## To discuss how you can transform the lives of people with MS, please contact us

### **Individuals**

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## **Corporates**

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## mssociety.org.uk

## **Multiple Sclerosis Society**

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