

Our role as the Wales Council is

1. Ambassadorial: Promoting the work of the MS Society in Wales.
2. Fostering connections with key stakeholders: Making connections with key funders or people / organisations of influence in Wales.
3. Meaningful engagement with local MS communities; Reaching further and deeper into the MS community in Wales.

Through our Council Chair, we also ensure key issues and information are shared with the MS Society's Board of Trustees; inputting local information into strategic decision-making processes.

The Wales Council is led by the MS Society's 2020 – 2024 strategy and provides feedback on strategies, policies and goals based on local and national knowledge of key issues impacting people with and affected by MS. This is achieved by working in partnership with staff to localise the strategic plan and to promote the MS Society's vision, mission and strategy.

Area of responsibility (from Terms of Reference)	Outcomes to be achieved (What difference do we want to achieve?)	What will we do to achieve the outcomes?	How will we know we have been successful?	Strategic Goal (Which strategic goal does this support?)
<b>Ambassadorial</b> Promoting the work of the MS Society in each nation by: <ul style="list-style-type: none"> <li>• Attending, speaking at and/or chairing events, which could include: Living with MS days; devolved Parliamentary events or receptions; donor events; legacy events; Neurological Alliance members meetings</li> <li>• Participating in a range of third sector &amp; nationwide events</li> </ul>	Outcome #1 The work of the MS Society will be widely promoted in Wales.	Attend speaking events as listed and working to support staff meetings.  Attending fund-raising events and cheque presentations, representing the MS Society and the MS community	Record of events attended.	

<ul style="list-style-type: none"> <li>Supporting staff teams to identify case studies for a range of activities</li> <li>Promoting work being delivered to achieve the strategy, in partnership with staff teams</li> </ul>				
<p><b>Fostering connections with key stakeholders</b></p> <p>Helping us to meet and make connections with key funders or people / organisations of influence within each nation by:</p> <ul style="list-style-type: none"> <li>Using their own networks to support fund-raising and establish connections, such as to major donors, philanthropists, corporates and/or trusts</li> <li>Being "STOP MS Champions" to proactively support the Stop MS Appeal and be involved in related activities</li> <li>Attending fund-raising events and cheque presentations, representing the MS Society and the MS community</li> <li>Work with staff teams to engage with local/national influencers, establish</li> </ul>	<p><b>Outcome #2</b></p> <p>Various fundraising activities will be supported by Council members using their networks and influence to increase fundraising income</p> <p><b>Outcome #3</b></p> <p>Awareness and understanding of the STOP MS appeal will be increased in Wales.</p>	<p>Host a ball this year</p> <p>We will attend key fundraising events – e.g MS Walk/ Zipwire/ Cardiff Half Marathon.</p> <p>Representatives will attend meetings and inform MS Community in Wales</p>	<p>Income raised at Orange and Black Ball</p> <p>Record of events attended by council members</p> <p>Council and MS Community are kept up to date and engaged with Stop MS appeal</p>	

connections with and engage key stakeholders				
<b>Meaningful engagement with local MS communities</b> Helping us to reach further and deeper into the MS community in each nation by: <ul style="list-style-type: none"> <li>Working with staff teams to organise and deliver at least two “town hall” meetings a year, including one held online</li> <li>Participating in, leading and/or supporting staff teams with delivery of a range of other events, such as: supporter days; thank you events; and/or annual achievements events</li> <li>Promoting and encouraging attendance at our events (whether Council, volunteer or staff-led), with Local Group members, volunteers and the wider MS community as appropriate</li> <li>Raising awareness of the support and services on offer to the local community, both local (such as Local Groups, social connect activities) and national (such as the Helpline,</li> </ul>	<p>Outcome #4 Local groups and Cymru council will have a strong connection, ensuring that council understand what is happening at a local group level.</p> <p>Outcome #5 Engagement with the wider MS Community in Wales will be improved</p> <p>Outcome #6 Staff will be supported in the delivery of their work programme</p>	<p>Regular meetings with group coordinators across Wales with Chair to hear priorities in their area</p> <p>Increase social media presence and use of wider voluntary sector mailing lists</p> <p>Hold regular ‘town hall’ meet ups jointly with MS Cymru staff (</p> <p>Young People with MS projects</p> <p>Staff will have link Council member</p>	<p>Meeting attendance rates</p> <p>Regular review of social media analytics</p> <p>Number of meetings held, attendance rates, notes of issues raised by MS Community</p> <p>Staff feedback at PDRs and council feedback at review meetings will be positive.</p>	

our self-management services, and our online support) <ul style="list-style-type: none"><li>• Support CDOs/RDOs in the development of connections within the MS Community, including: light-touch "Social Connect" groups; co-design work and other opportunities for involvement in our work.</li></ul>				