

CYMRU COUNCIL – 2023 PLAN

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?)
Ambassadorial Promoting the work of the MS Society in each nation by: <ul style="list-style-type: none">• 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	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. Develop new/better methods of publicising events which would benefit from council presence. Council members to engage in third-party	Record of events attended And feedback on minutes of council meetings. Update council meetings Increased case studies and engagement – update from press/comms officer.	

<ul style="list-style-type: none"> • Participating in a range of third sector & nationwide events • Supporting staff teams to identify case studies for a range of activities • Promoting work being delivered to achieve the strategy, in partnership with staff teams 		<p>meeting with HB, Local governments and other organisations.</p> <p>Work with Director of Wales on attendance at key strategic events or meeting with Welsh Government members.</p> <p>How to Showcase the Best of the MS Society in Wales.</p> <p>Work with Press and Comms officer to identify and promote key case studies in Wales.</p> <p>Through engagement of social media.</p>		
<p>Fostering connections with key stakeholders 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"> • Using their own networks to support fund-raising and establish connections, such as to major donors, philanthropists, corporates and/or trusts 	<p>Outcome 2: Various fundraising activities will be supported by Council members using their networks and influence to increase fundraising income</p> <p>Outcome 3: Awareness and understanding of the STOP MS appeal will be increased in Wales.</p>	<p>We will attend key fundraising events – e.g MS Walk/ Zipwire/ Cardiff Half Marathon linking in with Community Fundriaser.</p> <p>Be informed on the Stop MS Campaign and promote the Stop MS appeal in Wales.</p> <p>Help to identify and support Cymru team in developing new 'bids' for</p>	<p>Evidence from Council members of attendance.</p> <p>Minutes reflect events attended.</p> <p>New funding/projects are developed.</p>	

<ul style="list-style-type: none"> • Being "STOP MS Champions" to proactively support the Stop MS Appeal and be involved in related activities • Attending fund-raising events and cheque presentations, representing the MS Society and the MS community • Work with staff teams to engage with local/national influencers, establish connections with and engage key stakeholders 		<p>projects from direct feedback from MS Community.</p>		
<p>Meaningful engagement with local MS communities</p> <p>Helping us to reach further and deeper into the MS community in each nation by:</p> <ul style="list-style-type: none"> • Working with staff teams to organise and deliver at least two "town hall" meetings a year, including one held online • Participating in, leading and/or supporting staff teams with delivery of a range of other events, 	<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 and Volunteers will be supported in the</p>	<p>To arrange regular two-way communications with local groups & group co-ordinators</p> <p>Members of Council to develop, plan and attend Local 'Town Hall' /Listening events being help throughout Wales working with CDO's.</p> <p>Cymru council members to engage with Cymru staff and local volunteers,</p>	<p>Evidence of meetings arranged.</p> <p>Evidence of events arranged, attendance and feedback. Evaluation shred with council members.</p> <p>Contribute to staff PDR through discussion with Director.</p>	

<p>such as: supporter days; thank you events; and/or annual achievements events</p> <ul style="list-style-type: none"> • 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 • 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, our self-management services, and our online support) • 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. 	<p>delivery of their work throughout Wales</p>	<p>having regular feedback informally but also through council meetings.</p> <p>Help support work and people living well and affected with MS in Wales through social media.</p>		
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