

# The next MS story

Our 2025-2029 organisational strategy



# Together with the MS community, it's time to write a new chapter in the MS story.

Our previous strategy, Every MS Story, championed the voices and experiences of people living with MS. It showed us what life with MS really looks like in all its diversity and complexity.

And now, our ambition is growing. Our vision is evolving. And our **strategy is clearer and bolder.**

This is no longer only about improving lives. It's about **driving meaningful, lasting change.** Our goal is to end the effects of MS, and ultimately, to help bring about a future free from MS.

We want the next MS story to be shaped not by the condition, but by breakthroughs, increased awareness and empowered communities. A future where people living with MS have choice, power, and freedom.

**And one day, a world where no one needs to write a new MS story again.**



# Together we will create a future free from MS

As the UK's leading MS charity, we provide hope, voice and support for **everyone** affected by MS.

We're here for people with MS, and for their friends, families and carers. And we're here for the supporters, volunteers, researchers and healthcare professionals, who are united against MS.

We're changing the world to **stop MS**. We fund groundbreaking research to find ways to manage the impact of MS every day. To stop it getting worse for everyone and one day prevent it.

We're making sure our community's voice is **heard**. Raising awareness and understanding of MS. And ensuring better access to treatments, care and support and improved financial security for people with MS.

We bring together the trusted services, information and expertise our community needs to understand and manage their MS. We empower everyone with MS to maintain their physical, emotional and financial wellbeing. And we enable community connections.

So everyone in our MS community can **live well**.



# MS is tough, but together we can beat it

Everything we do is shaped by the experience and needs of people with MS. As a community we've achieved so much. But we won't stop until everyone is free from the effects of MS.

We estimate over 150,000 people in the UK have MS. But the MS community, including family, friends, professionals, volunteers and supporters, to name a few, is a far bigger number. Together we're a powerful force to advocate for change and to raise awareness.

From a phone call with a volunteer on a befriending service, to joining a research trial or signing a petition, we grow stronger with each connection. Living with MS means living with changes all the time, and everyone's experience is different - but together, we are stronger than MS.

We value and celebrate diversity in the MS community, regardless of background, identity or circumstance. We believe everyone affected by MS deserves to be seen, heard and supported in a way that is meaningful to them. And everyone should have the chance to get involved and make a difference.

Our commitment to equity, equality, diversity and inclusion (EEDI) is to create a world where no one faces MS alone, no matter who they are.



# Our vision

## Our vision is a world free from MS

That means fewer people developing MS. And everyone with MS having the effective treatments and support they need to live well.

## Our strategy

Our strategy is built on three pillars. They're how we'll achieve our vision:

### ► Stop MS

Finding treatments to stop MS getting worse for everyone with MS. Improving quality of life through holistically managing the impact of MS. And driving towards the possibility of preventing MS in future generations.

### ► Be heard

Raising public awareness and creating a stronger voice to challenge inequalities. To advocate for treatments, care, support and financial security that people with MS deserve.

### ► Live well

Building strong communities and a rich set of relevant and inclusive support services. So people with MS, and their families, friends and carers are connected and empowered to live well.



# Stop MS - Chris' Story

“There aren't many treatments when you have progressive MS. It can feel like the candle of hope going out. Research is important because it can light a flame to say: there is hope.

“I've lived with the condition for nearly a decade and I'm a very content individual. I've learnt to live with it. But if they could prevent it for others, it would bring a major smile to my face.

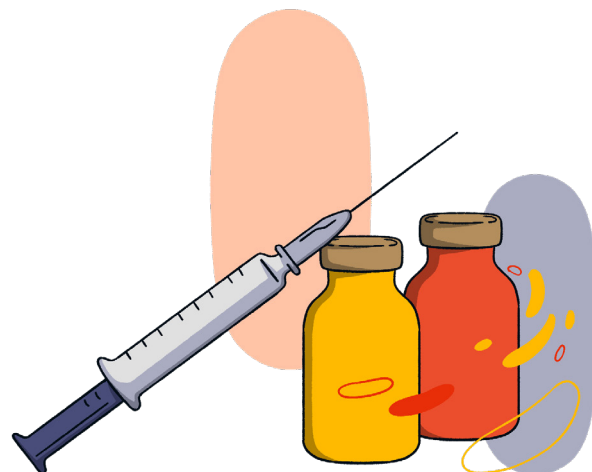
“MS doesn't just affect me, it affects my family as well. So if people didn't have to go through that struggle, it would be a major change for a lot of families, for a lot of people.

“My main hope is there'll be a cure for MS one day. I'd like to witness that in my lifetime. In the meantime, I hope that there are new discoveries to slow down or stop the progression, so people can continue to be independent for as long as they can.”



## Effective treatments for everyone with MS

Over the past 20 years there have been vast developments in disease modifying therapies (DMT). There are now around 20 DMTs for MS for people with relapsing remitting MS and some emerging for people with progressive types of MS. But still too many people have nothing to slow or stop their MS getting worse.



We're continuing to support our world leading clinical trials, and the research programmes that move scientific knowledge from lab to clinic. Including our world-first Octopus trial, to find treatments to slow down, or even stop, disability worsening for people with progressive MS.

## Managing the impact of MS

We're funding research to enable people to holistically manage their MS symptoms, and to improve wellbeing and quality of life. This includes access to a broad range of treatments and therapies and support for self-management.

## Driving towards prevention

We're learning more about what causes MS. Increasing our understanding of who is at risk, so we can identify pathways to prevention.

## Putting diversity and inclusion front and centre

We're ensuring our research reflects the diverse experiences and needs of people with MS. And gives a broader range of people with MS the opportunity to contribute to research.

# Be heard - Evie's Story

“I started sharing my own story for two main reasons.

“Firstly, to show young people being diagnosed with MS that their life will still be full and brilliant. And that even if MS does mean physical disability at some point it's far from life being 'over'.

“But I also want to be honest about the realities of MS, and the debilitating impact it can have – particularly the longer you have it. I'm not ready for what progression is starting to do to my body. I think there's so much still to be done to maintain and improve quality of life for those of us living with it.

“I hope sharing my experiences might inspire and empower people to get involved with the work of the MS Society, whether that's through donating or sharing their own story, too.”



## Improving awareness of MS

There are around 150,000 people in the UK living with MS. While nearly nine in ten people in the UK have heard of MS, less than a third know what risk factors are associated with it. And only one in five adults know at what age you're most likely to be diagnosed with MS.

We're committed to raising awareness across society. So there's greater understanding of MS and its impact, and increased support for people with MS.



## Lobbying for improved access to treatments and care

With our community, we're pushing for the health and care services people with MS deserve. We're challenging identified inequalities and exclusion and calling for improvements. So that everyone with MS can access the tailored care, treatment and support they need.

## Advocating for improved financial security

We're pushing to address employment barriers and improving access to welfare support for people with MS.



# Live well - Nin's Story

“After my diagnosis, I felt lost and alone. Connecting with others through the MS Society website and sharing my experiences online helped me find support. I began volunteering as a Communications Volunteer for the Heart of the Midlands Group, managing the group’s social media and promoting events from home.

“As my online presence grew, I was approached by Asian MS to volunteer with them at a national level.

“There are many cultural expectations that can add extra pressure on Asian people living with MS. And there’s sometimes an element of shame about living with a disability. At Asian MS, we break down the barriers, discuss taboo topics and create awareness. All to make everyday life a little more manageable, and accepting, within a South Asian family.”



## Supporting you to live well

We're helping people with MS, and those who support them, to live well with MS. As the UK's leading MS charity, we're able to bring together trusted partners, service providers and information experts. So everyone can access the support they need, when and how they need it, to navigate life with MS well.



## Creating MS communities

We're helping build support communities. Empowering people through strong connections with others who understand MS. We're here to provide life-long support and community which is inclusive and relevant for everyone affected by MS. Creating networks online through our forum, social media community and virtual sessions. Or in person through our local groups, retail shops and events.



# Turning strategy into reality

## Our BEAT values

Everything we do is based on the needs of people living with MS. Our BEAT values shape how we do it.

### **Bold**

We're not afraid to show the realities of life with MS, the highs and the lows. We campaign for what is right and fair. We advocate for everyone affected by MS.

### **Expert**

Our community are experts: people with MS, scientists, researchers, carers, health professionals and policy makers. We listen, we ask questions, and we learn, so we can deliver what's right.

### **Ambitious**

We have a compelling and clear vision of what we're going to achieve and how we can get there. We won't stop until we have a world free from MS.

### **Together**

We support each other so no one has to face MS alone. We work as a community, because together our voices are louder.



# Deepening engagement and working well together

We're transforming the way we work as an organisation to maximise our impact.

We'll deepen engagement. Finding new ways to reach people who haven't connected with us, through experiences that are accessible, inclusive and relevant.

Connecting with more people to:

- grow income
- increase support and awareness
- seek new partnership opportunities and strengthen existing ones

We'll continuously evolve and improve our ways of working. Building an even stronger team and creating smarter ways of working within a respectful, supportive and inclusive culture.

We'll embed EEDI in all aspects of how we work to ensure inclusive, transparent, and accountable ways of working. We'll work to ensure our systems, processes, and culture work together to remove barriers. And we'll strengthen meaningful involvement of different experiences and voices in key decision-making.



# A message from Professor Sir Paul Curran and Nick Moberly

**Stronger together, creating a future free from MS**

**Our new organisational strategy empowers our community, so together we can achieve a future free from MS.**

We estimate over 150,000 people in the UK are living with MS. Add to that families, friends and support networks and together we're a powerful community capable of creating positive change.

We're committed to reaching deeper into the MS community, to forge long-lasting relationships, and use our networks to empower and build connections. To reach more people facing the uncertainties of MS today, so they can look to tomorrow with confidence. Embedded within our strategy is our EEDI commitment to relate to everyone within our community and stand against discrimination.

We move into the future, confident we will be able to stop MS for everyone. We're focusing on research to find treatments to stop disability getting worse. To help people manage the effect of their MS day to day. And to understand what causes MS, so that one day preventing it may be possible.



We're raising awareness of MS and amplifying the voices of all the MS community. Advocating for better treatments, care and support, and improved financial security.

And we're ensuring everyone affected by MS has the day to day support they need. So they can live well by understanding and managing MS and connecting with others in our community. The strength of our five-year strategy is in our people, working together, united in our shared vision of the future.

That's why the most radical development in our strategy appears to be the smallest - it's just removing three words. Our vision is no longer "A world free from the effects of MS." We see "A world free from MS."

Please join us on this journey. Your donations, skills, passion, and perspective can help us create lasting change. Together, we can make a world free from MS a reality.

**Professor Sir Paul Curran (Chair) and  
Nick Moberly (Chief Executive)**



# Help write the next MS story

Here are ways you can get involved to help us achieve our strategy goals.

Donate, fundraise or leave a gift in your will. You'll be funding life changing services and research.

There are lots of ways to get involved in our research, from taking part in a clinical trial to joining our Research Network.

Volunteer with our amazing team. Lend us your skills and interests to make a difference to the lives of people with MS.

Join our campaigns community. Speak up and create change on issues that matter to people living with MS.

Work with us. Could you help put this strategy into action? We want your talents to help us be the best we can.

[Find out more](#)

