



National  
Multiple Sclerosis  
Society

# NATIONAL TEAM 2023 IMPACT REPORT



Presented To:



Dear Clorox,

Thank you for your commitment to changing the world for people affected by MS. You are inspiring! We are blown away by your support and generosity this year.

We are racing faster than ever toward cures for all people with MS. For the nearly 1 million people living with MS and those who love and support them, the Society is a trusted partner striving to equip each person with exactly what they need, when they need it. Your dedication helps make progress possible.

In 2023, our National Teams raised \$9.2 million among 8,000+ event participants. Thank you for taking your place among these amazing leaders as we work to end MS forever.

Our mission is: We will cure MS while empowering people affected by MS to live their best lives. We approach this with intentionality. Curing MS is within our reach and the Pathways to MS Cures scientific roadmap has garnered the global consensus to lead us there. The MS Navigator Experience provides customized support and connection, so people affected by MS know they're not alone. We are tirelessly advocating on a state- and federal level to amplify the voices of people affected by MS. Without your support, none of it would be possible.

We are deeply grateful for your partnership in this crucial work. Thank you for everything you do.

Yours truly,



Cyndi Zagieboylo  
President & CEO  
National MS Society





# NATIONAL TEAM HIGHLIGHTS

- Clorox Friends & Family enhanced team fundraising efforts by contributing a **\$20,000 National Gift**
- Clorox expanded its footprint with **2 new teams** rolling out in support of the MS Community at Bike MS: Coast the Coast and Bike MS: Colorado
- **25 Clorox team members** have a connection to someone who lives with MS
- While wearing their Burt's Bees jerseys the Clorox team at Bike MS: Atlanta Peach handed out Burt's Bees lip balm to other riders
- **54%** of Clorox team members raised over \$1,000+
- The Clorox Foundation amplified fundraising through nearly **\$3,000 in matched donations**



# 2023 NATIONAL TEAM IMPACT

**44**   
**TEAM MEMBERS**

Rallied together  
across the U.S.A

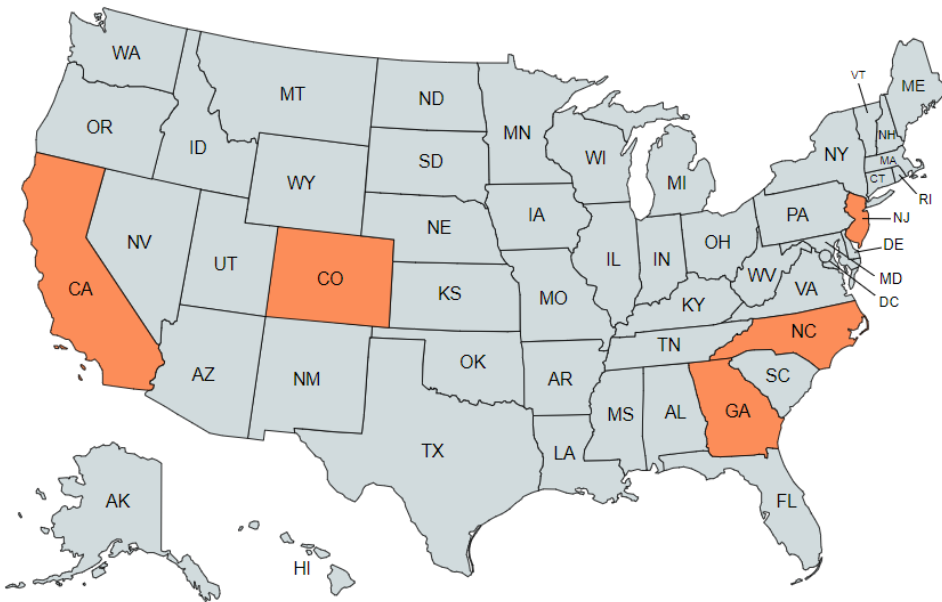
**5**   
**TEAMS**

Participated in  
Society events

OVER   
**\$56,391**  
**TOTAL FUNDRAISED**  
In support of the  
MS community

## Top Fundraising Teams

- |                           |          |
|---------------------------|----------|
| 1. Waves to Wine          | \$25,649 |
| 2. Colorado               | \$14,394 |
| 3. Historic New Bern Ride | \$13,052 |
| 4. Atlanta Peach Ride     | \$2,535  |
| 5. Coast the Coast        | \$760    |



“ As the Clorox National Team, we take immense pride in surpassing the \$250,000 milestone, embodying a committed community of colleagues, friends, and family passionately dedicated to creating a better world for those living with MS.”  
- Boris Nurko, a.k.a “ El Capitan”

# TEAM HISTORY AND GROWTH



2015 Clorox Team Started with 8 employees raising \$6,866

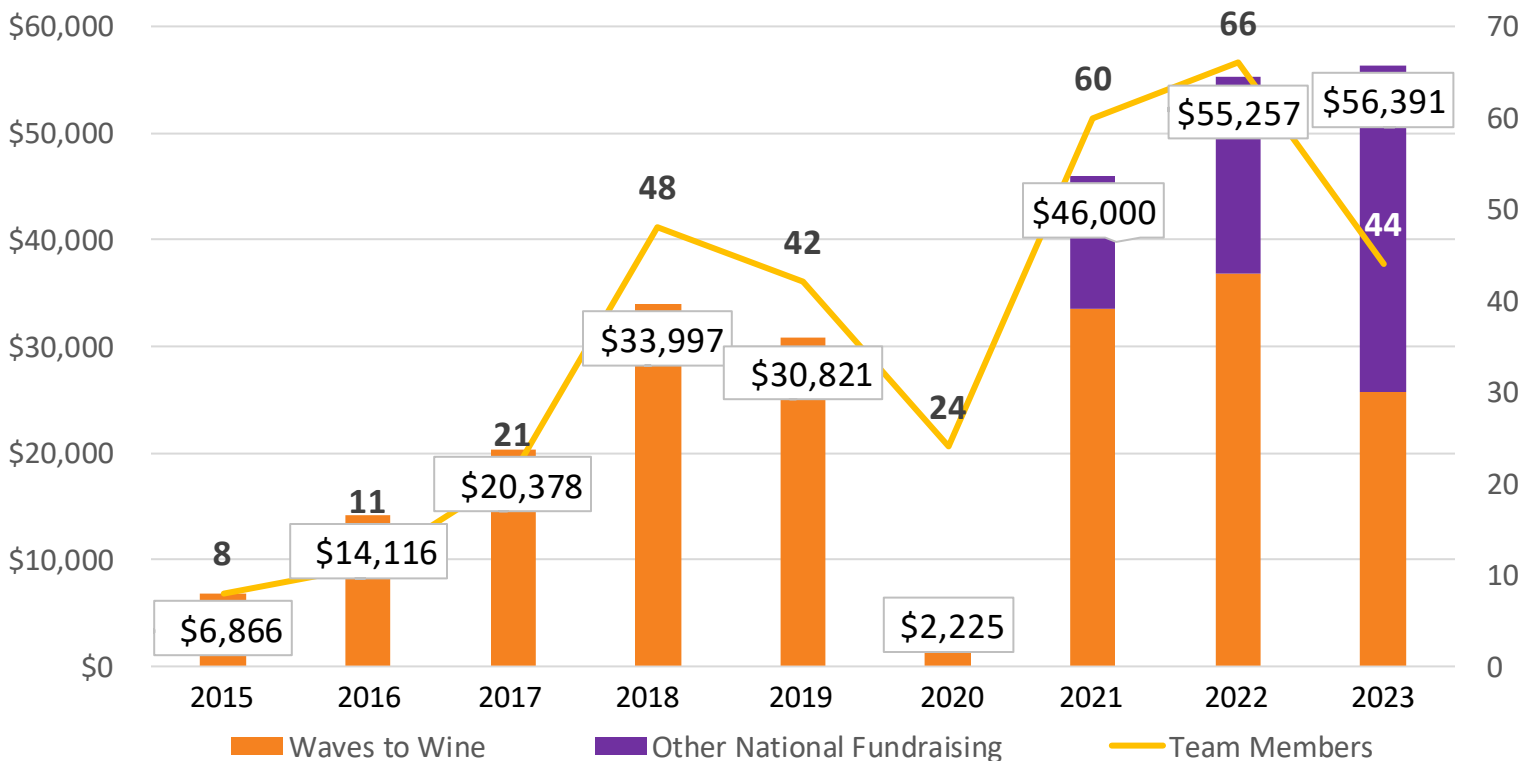


In 2021 the Clorox Team launched as a National Team growing nationally to events in North Carolina, Oklahoma



In 2023 the Clorox Friends & Family team surpassed \$250,000 in lifetime fundraising

## TEAM MEMBERS AND FUNDRAISING



# Your investment is making a difference in the lives of people affected by MS.

With a community of more than 3.2 million supporters by our side, we will ensure every person living with MS will have what they need to live their best lives.

**100%**   
**OF PEOPLE AFFECTED BY MS** nationwide have access to a MS Navigator — a dedicated partner for overcoming challenges

**24,905 ANNUAL PROGRAM PARTICIPANTS**   
People who participate in Society programs live better lives — they are less isolated, better informed and happier

 **OVER 87,000 HEALTHCARE PROVIDERS** engaged with the Society through in-person and virtual support

 **388 ESTABLISHED PARTNERSHIPS** with high-quality MS care centers

**39,809 MS ACTIVISTS**  influence policy for people with MS — including grants for millions of family caregivers, tax credits for home modifications, and billions in federal MS research funding

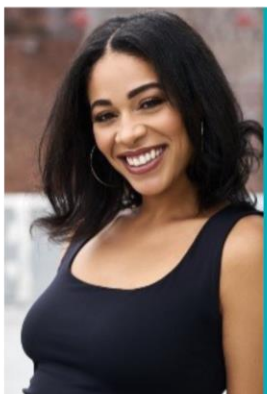


“Anytime I meet someone affected by MS, I give out a Society card with a smile, knowing that the Society will be there for them, too.”

– Douglas, MS Activist and Carepartner

**Launched the careers of over 120 HEALTHCARE SPECIALISTS** that provide care to over **100,000 PEOPLE WITH MS**

 **Funded over \$1.1 billion IN RESEARCH** since 1946



“It really put things into perspective for me: all of the sadness and adjustments of a diagnosis, but on the other hand, it’s like a superpower. A superpower because it gave me this opportunity and platform to make change and be the change.”

– Victoria, diagnosed in 2012

**Paved the way for ALL MS TREATMENT OPTIONS** that exist today

**Provided early career support and funding to NEARLY EVERY RECOGNIZED MS RESEARCHER** today

**Established the FIRST GLOBAL RESEARCH ROADMAP** to accelerate cures — Pathways to Cures in MS





**National  
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Society**

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[nationalMSSociety.org](http://nationalMSSociety.org)

**National Team Captain**

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