

NATIONAL TEAM 2023 IMPACT REPORT



Presented To:

salesforce

Dear Salesforce & Friends,

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

- Salesforce & Friends accomplished **\$4 Million** in lifetime fundraising
- The Salesforce & Friends team is the Society's **#7 Top Fundraising National Team**
- **Adam Gilberd**, EVP of Consumer & Business Services & CRO Sales Cloud; **Billy Lewis-Croft**, Director of Commerce Business Strategy & Growth Solutions; and **Mike McGeehan**, Principal Technical Architect serve on **the Society's Board of Trustees in Northern California, Idaho-Nevada- Utah, and Greater New York City chapters**
- The **Northern California** effort resulted in **4 teams, 92 members** & over **\$100,000** collectively raised
- **CRM Science amplified fundraising** impact with a \$20,000 gift
- Salesforce expanded its team footprint with **3 new teams** at **Bike MS: Bay to Bay, Finish MS: Los Angeles Marathon, and Walk MS: Washington D.C.**
- Salesforce & Friends runners from across the country supported the MS Society by running in marathons in **Boston, Chicago, and Los Angeles collectively raising \$23,804**
- **Climb** teams in **New York and San Francisco** led by **Mike McGeehan and Matt Nesci** collectively raise **\$13,437**
- The Salesforce Healthcare & Lifesciences team hosted **volunteer opportunities** across **four Salesforce Headquarters: San Francisco, New York City, Chicago, and Toronto**
- **Rachel Ginsberg** shared her MS story as the Mission Speaker at **Walk MS: Oakland**



2023 NATIONAL TEAM IMPACT

201 
TEAM MEMBERS

Rallied together
across the U.S.A

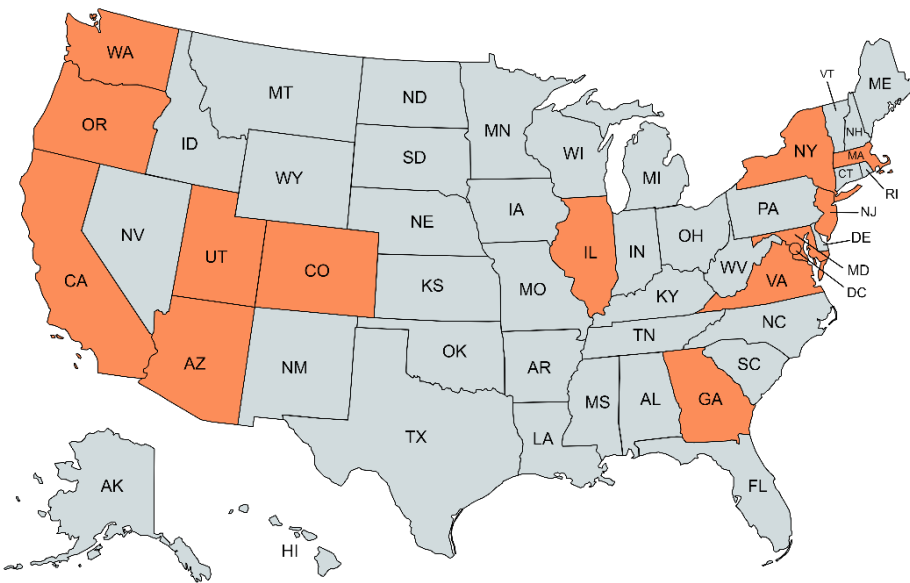
27 
TEAMS

Participated in
Society events

OVER 
\$258,300
TOTAL FUNDRAISED
In support of the
MS community

Top Fundraising Teams

- | | |
|--|----------|
| 1. Bike MS: Waves to Wine | \$71,267 |
| 2. Bike MS: Colorado | \$40,261 |
| 3. Bike MS: Harmons Best Dam Bike Ride | \$29,010 |
| 4. Boston Marathon Strides Against MS | \$12,805 |
| 5. Climb to the Top: San Francisco | \$11,804 |



“The Salesforce & Friends National Team is like having a family of thousands of people that I work with, all pushing for a cure for MS for me and all of my colleagues living with MS. I’m extremely proud of our team for accomplishing \$4 million in lifetime fundraising this year. It’s pretty incredible to see how many people have rallied around me and others living with MS across Salesforce” - Beth Leleck, Senior Principal Success Manager & Hike MS Captain

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

Launched the careers of over 

120 HEALTHCARE SPECIALISTS that provide care to over **100,000 PEOPLE WITH MS**

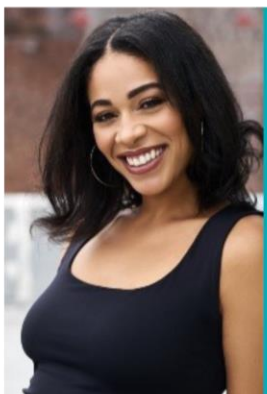


Funded over \$1.1 billion IN RESEARCH since 1946



“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



“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
Multiple Sclerosis
Society**

1-800-344-4867

nationalMSSociety.org