



National
Multiple Sclerosis
Society
Mid America Chapter
www.msmidamerica.org



JOIN THE MOVEMENT

Giving Guide

Creating Movement Globally


What is Multiple Sclerosis?

Multiple sclerosis (MS) is a chronic, often disabling disease that randomly attacks the central nervous system. Symptoms range from numbness or tingling in the limbs to paralysis or loss of vision. The progress, severity and specific symptoms of MS in any one person cannot be predicted; therefore, a person with MS never knows when attacks will occur, how long they will last or how severe they will be.

Who is the National Multiple Sclerosis Society?

Since its founding in 1946, the National Multiple Sclerosis Society has been the leader in the fight against MS. The Mid America Chapter was chartered in 1955. The National Multiple Sclerosis Society supports more MS research, offers more services for people with MS, provides more professional education programs and furthers more MS advocacy efforts than any other MS organization in the world. To date, the National MS Society has invested more than \$500 million in research, resulting in significant advances in the diagnosis, treatment and quest for a cure. The Society has a 50-state network of chapters and branches, each providing important self-empowerment programs for families living with this disease.

The mission of the National Multiple Sclerosis Society is to end the devastating effects of multiple sclerosis.

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- MS is the #1 disabling disease among young adults in the United States.
 - The average annual cost of living with MS exceeds \$57,000 per person with the lifetime costs of more than \$3.7 million.
 - Most people are diagnosed with MS between the ages of 20 and 50, attacking people during the “prime of life” when they are starting careers and families.
 - Children as young as 6 years of age are also now being diagnosed with MS. An estimated 10,000 children have been diagnosed.
 - Women are two-three times as likely as men to get MS.
 - MS affects about 400,000 Americans.

Why Join the Movement

Where The Money Goes



**Percentages based on FY2005 audited financial statements.*

83 cents of each dollar spent funds programs, research and national activities.

A Trusted Partner in the Fight Against MS...

The Mid America Chapter is committed to doing everything we can in the fight against MS, starting with ensuring that the maximum amount of a donation goes toward research and services rather than administration and fund raising. All funds are privately raised (not a United Way Agency), and 83 cents of every dollar spent funds programs, research and national activities. The National Multiple Sclerosis Society meets the standards of all major agencies that rate non-profit groups. The Mid America Chapter is also a part of the Greater Kansas City Community Foundation's DonorEdge Program.

Why Join the Movement

Mid America Chapter Facts:

The Mid America Chapter is headquartered in Kansas City; with three regional offices in Springfield, St. Joseph and Topeka.

Our Chapter serves more than 5,500 people with multiple sclerosis in a 105-county area throughout eastern Kansas and western Missouri.

We serve more than 20,000 friends and family members who have a loved one affected by multiple sclerosis.

Each year our Chapter raises over 3 million dollars for local programs, research and continued progress towards ending the devastating effects of MS.

The Mid America Chapter is affiliated with the MS Clinic at the University of Kansas Medical Center

How to Join the Movement

Help fund the Society's mission to end multiple sclerosis. There are numerous ways that you can make a significant gift, including some of the options below. For more information on any of these options or on additional gift opportunities, please contact Leslie Hansen by phone at 1-800-FIGHT MS, press 2 or via e-mail at lhansen@nmsskc.org

Outright Gifts

An outright gift of cash, stock or securities can go to support many of the programs and services provided by the Society, or it can be restricted to research or programs of your choice. You may also make an online donation, safely and securely at www.msmidamerica.org

Bequests

Defer a gift until after your lifetime and make a donation exempt from federal estate taxes by naming the Society in your will.

Charitable Remainder Trust

Create a charitable trust that provides you an annual income, and then supports the Society after your lifetime. In the right circumstances, this plan can increase your income, reduce your taxes, unlock appreciated investments, rid you of investment worries and ultimately provide very important support.

Charitable Lead Trust

If your goal is to leave an inheritance to your children, but you would also like to make a significant charitable gift through your estate, find out how a charitable lead trust can help you achieve both objectives.

Charitable Gift Annuity

By donating through a gift annuity, you enter a contract in which you transfer assets to us in exchange for our promise to pay one or two annuitants payments for life. Support yourself or someone you love while also supporting the mission.

Life Insurance Gift

Make a large gift with little cost to yourself by giving a policy with the National MS Society as owner and beneficiary. Leave a legacy that makes a difference for years to come.

Living Trust

Make a revocable gift during your lifetime by naming the Society as beneficiary of assets in a living trust.

The logo for Pillars of Society features the word "PILLARS" in a bold, serif font at the top. Below it, the word "SOCIETY" is written in a similar serif font, but with a stylized, ornate column or pillar structure integrated into the letter "O".

We want to honor your commitment in the fight against MS. When you remember the Society through a bequest, gift annuity, or other deferred gift, you will become a member of the very important Pillars of Society. Members will receive special Society-wide recognition, invitations to unique gatherings and custom mailings keeping you updated on the work of the Society.

Planned giving is the most unique way of supporting the MS Society, and is an essential part of the Society's long-term financial future. Planned giving provides you the opportunity to leave a significant contribution in accord with the Society's mission, as well as within the realm of your financial objectives. Planned giving typically allows the donor to give a more sizeable contribution than other more traditional, immediate ways of giving. It is a lifetime of giving and a way to leave a legacy.

Focus your Movement

Gifts to the National Multiple Sclerosis Society, Mid America Chapter can be restricted to the project or area of most interest to you. Because we support more MS research and serve more people with MS than any other national voluntary health organization, we can also provide more gift options for our donors.

The next couple of pages highlight a few of the areas needing your support today.

Promise:2010



Donations can be restricted to the overall Promise: 2010 campaign, or to a particular Promise: 2010 research project.

Promise: 2010 is a dynamic, assertive commitment to promising new and targeted research in the ongoing fight against multiple sclerosis, focusing on four areas:

Pediatric MS Centers of Excellence: Although commonly thought of as an “adult disease,” there are now nearly 10,000 children who have been diagnosed with MS. For this reason, the National MS Society is establishing regional pediatric MS centers to set the standard for pediatric MS management and care and offer optimal medical and psychosocial support to children and their families. The centers will also create the framework to conduct critical research – both to understand how best to treat childhood MS, but many believe that studying MS in children holds great promise for unlocking the mysteries of MS in adults.

Nervous System Repair and Protection: This bold new initiative for tissue repair and protection in MS sets the stage for translating basic lab discoveries into clinical efforts to restore nerve function in people with MS. Interdisciplinary teams will develop non-invasive tools and models, and design clinical trials to pave the way for clinical testing to restore function in people with MS.

The Sonya Slifka Longitudinal MS Study: The first study of its kind in the United States, the Sonya Slifka Longitudinal MS Study is a repository of in-depth information about the lives of people with MS. This study integrates clinical information, health care practices, and socio-economic data to learn what happens to people with MS over time and what factors influence the long-term course of MS.

The MS Lesion Project: This international collaboration seeks patterns in the MS damage seen in brain tissue and attempts to correlate those findings with actual clinical signs, symptoms, and responses to therapy. This effort provides vital information on the underlying pathology of MS and the impact of specific treatments. With this knowledge, we can map out better ways of treating people who exhibit specific patterns of disease.

How to Join the Movement

Client and Clinical Programs

The Mid America Chapter provides Client and Clinical Programs to 5,500 people in our region, plus their families, friends and the professionals who serve them. Some of the programs you can support include:

Care Management: This program began in 2006 and is a free service to people with MS, their families and caregivers. Our social work professionals help people find the resources they need in order to live as independently as possible. Care Management can help with transportation, housing, Social Security applications, insurance problems, respite care, mental health issues, emergency financial assistance and durable medical equipment.

Education: Our publications, in-person programs and online learning tools are available for anyone who wants to learn more about multiple sclerosis. These are ongoing and ever-changing programs to meet the needs of people with MS. A calendar of upcoming programming is available online at www.msmidamerica.org.

Long-Term Care: We recently opened up two accessible housing apartment complexes, one in Topeka and one in Kansas City, Kansas. These apartments are designed for people with MS or with another qualifying disability, and are also based on income eligibility. We continue to look for new projects in the realm of long-term care throughout our region.

Physical Wellness Programs: Throughout a variety of programs, such as aquatics and yoga, we encourage people with MS to continue to place importance on physical activity and physical and mental wellness.

Public Policy & Advocacy: To continue advocating for those with MS, we need your help. A restricted gift to public policy and advocacy will ensure that people with MS are heard and change happens. The National MS Society works with representatives of state and national legislatures to advocate for accessible and affordable health care, a more accessible environment, enhanced employment opportunities and other critical issues.

The MS Society Scholarship Program



Each year the Mid America Chapter awards a scholarship to a deserving incoming college freshmen. The scholarships are awarded to individuals who have MS or have a family member with MS. The scholarships range from \$1,000-\$3,000 and the recipients are selected and awarded locally.

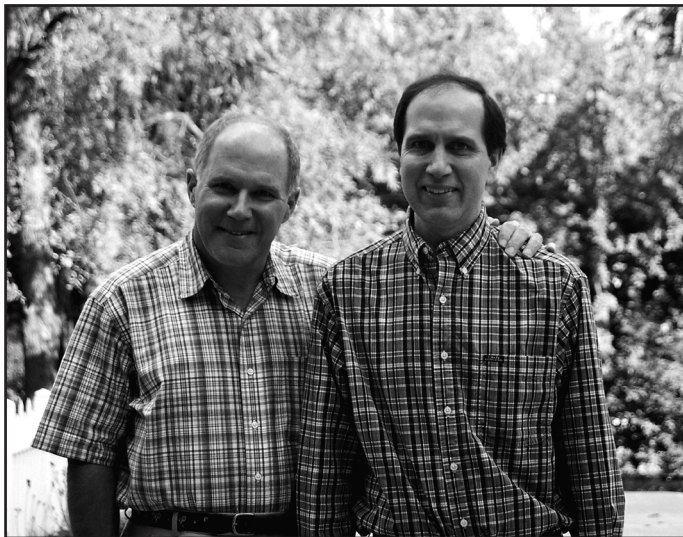
“When I was 16 years old I was diagnosed with multiple sclerosis and my whole life changed. Sure, the disease was something new to deal with but that’s not exactly what I’m referring to. I realized what I wanted to do with the rest of my life. It all started when I applied for the National MS Society scholarship program. I was fortunate and won not only funding for school but was also invited to a luncheon in my honor. I was so impressed with the knowledge and friendliness of the office staff that I made it my goal to work for NMSS to help others with MS who are probably just as scared of the disease as I was when I was first diagnosed.”

— Danielle English
Mid America Scholarship Recipient

Join the Movement Today



It's not just about what you can do
... It's about
what you can make happen.



To learn more about what you can make happen for individuals and families in eastern Kansas and western Missouri fighting multiple sclerosis, contact Leslie Hansen at 1-800-FIGHT MS, press 2 or at lhansen@nmsskc.org. Visit our web site at WWW.MSMIDAMERICA.ORG for more information.

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