



# The endMS Research and Training Network & Campaign

Ontario Division  
Government Relations and Social  
Action Training Workshop  
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# The MS Society of Canada Research Funding Programs

- First research grant for \$10,000 in 1948
- During the past 60 years, over \$100 million in funding for MS research
- Focus on:
  - Finding the cause, prevention and cure of MS
  - Enhancing quality of life for people affected by MS



# The MS Scientific Research Foundation Funding Programs

- Currently has approved over \$13 million in grants funding over the next three years
  - Minocycline clinical trial
  - Bone marrow transplantation study
  - Genetic susceptibility to MS project
  - Myelin repair study
  - MS in children study



# Origins of the endMS Research & Training Network

- Top MS scientific and research leadership asked to identify priority for special initiative

The issue: How to sustain and build current MS research capacity



# endMS Research & Training Network - Anticipated Outcomes

- Attract best & brightest new scientists to MS research
- Enhance collaboration among current & future researchers
- Attract international talent
- Accelerate translation of knowledge from lab to people with MS
- Enhance Canada's reputation as a leader in MS research
- Ultimately – end MS



# endMS Research & Training Network - Progress to Date

- Steering Committee established
- Scientific Director selected
- Network Manager recruited
- endMS Research Conference held
- Recruitment of key leadership for Phase 1 (ongoing)



# The endMS Campaign

- A \$60 million goal funded by annual Society donors and a new capital campaign:
- \$20 million from a new campaign for the endMS Research and Training Network over the next 5 years
  - \$9.1 million of campaign target pledged or received including \$1.5M gift from Province of Alberta
- \$40 million from the Society to fund research over 5 years through its established programs (\$10 million raised in year 1 for research activities)



# The endMS Campaign

- Will be an “accelerant” to the entire Canadian MS research enterprise
- An opportunity to leverage support from new donors and to increase giving levels of existing major donors
- An opportunity to engage the federal and key provincial governments in funding



# endMS Communications Strategy

- Public phase of endMS campaign to be launched September 2008 –during Society's 60<sup>th</sup> year
- endMS communications will underscore both research and services part of our mission and be the public awareness face for MS Society
- Focus group testing of endMS communications has been very positive



# endMS Communications Objectives

- Help ensure we achieve our fundraising goal by 2011
- Establish endMS as a leading brand with high-level awareness
- Increase capacity to raise funds and awareness overall in the marketplace



# The endMS Campaign: Governments

- Alberta Government: \$1.5M contribution
- Federal Government: Early interest from CIHR
- Québec Government: early stages
- Ontario Government request for funding
  - June 2007 request declined
  - Fall 2007 McGuinty Government returned to power
  - 2008 planned follow-up request
- MS Society members in Ontario can assist



# The endMS Campaign: Ontario Government Relations

- Goal: funding announcement in 2009 Budget or pre-Budget year-end funding announcements
- Tactics:
  - Full round of Ministerial and MPP advocacy
  - Development of 2-3 government “champions”
  - “Top-down” and “bottom-up” approach
  - Grassroots support, training, and action



# The endMS Campaign: Ontario Government Relations (2)

- Next steps
  - Development of key messages
  - “Soft” introduction at Day at Queen’s Park
  - Further refinement of strategy
  - Build network of grassroots ambassadors
  - Train ambassador network
  - Implement strategy and engage ambassador network
  - Monitor and modify



# The endMS Campaign: How You Can Help

- Talk to members of your chapter/unit about the opportunities
- Watch for future opportunities
- Become an ambassador
- Champion the cause



# endMS Research & Training Network Discussion

Ultimate goal – the end of MS