



MS Queensland



2018-19 ANNUAL REVIEW



© 2019 ALL RIGHTS RESERVED

FINANCIAL INFORMATION

Our 2018-19 Special Purpose Financial Report is available in full from our website msqld.org.au

Thank you to everyone who contributed to this 2018-19 Annual Review.

TABLE OF CONTENTS

WELCOME	4
OUR SERVICES	6
CUSTOMER RESEARCH	17
MS RESEARCH	18
COMMUNITY + AWARENESS	20
FUNDRAISING	22
OUR PEOPLE	26
GOVERNANCE	27
FINANCIAL SUMMARY	28
THE IMPACT OF MS	30
TOUCHED BY MS + MOVED TO ACTION	31

WELCOME

The 2018-19 financial year was one of much change for MS Queensland.

We wrapped up the organisation's 60th anniversary celebrations, farewelled our Dutton Park site after more than 40 years, farewelled a CEO and welcomed a new one. Regardless of the corporate change, we remained focused on expanding our services and taking the time to listen to the community about what they need, how they need it, where and when. It was certainly a year which paved the future direction for MS Queensland.

The MS Queensland team, thanks to our supporters, have once again taken many steps forward in ensuring no one faces their neurological condition alone. As we walk alongside people living with a neurological condition, our commitment to personalised care and support is at the forefront of our hearts and minds.

Such commitment led to us opening four new Wellbeing Centres, two new offices and a fourth accommodation site this year. We welcomed two new services; our Employment Support Service and Continence Nurse partnership. We also celebrated the final roll-out of the NDIS, and with MS Australia, continue to advocate for improved

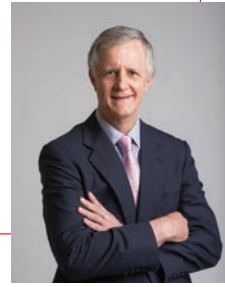
government funding and processes for those in our community who are not eligible for the NDIS (only 40% of people living with MS qualify for NDIS support).

We welcomed more than 500 new clients which is nearly a 10% growth. Alongside growth, we consistently evaluate our services, seek community feedback and review our workforce to ensure we provide the expert care and support that is expected.

We continued to rely on fundraising and generous donations to cover the shortfall in funds to deliver on our commitment. As you will see from our services data, 84% of our customers are non-NDIS customers, meaning there is often a significant shortfall in funds to deliver high-quality service. This means fundraising remains an essential part of our DNA. Although the fundraising environment is not an easy one and there is plenty of competition, we are motivated and inspired by our community who continue to fight with the realities of their condition daily and deserve increased community support.



Gerard Menses
CEO MS Queensland



Roger Burrell
MS Queensland Board Chair

LISTENING TO OUR COMMUNITY

The 2018-19 year involved considerable research for MS Queensland. We asked the community to tell us what they needed along with how, when and where support should be provided. We asked what was a priority and what would make the most impact on their quality of life. We also surveyed the broader community to understand what they knew about MS Queensland and our services.

The survey results show that many people living with neurological conditions in 2019, are living better than ever. Many are calling for more practical, everyday lifestyle support to go alongside their medical treatments and therapies. Priorities for the community include employment support, financial support, advice and assistance in being a carer/partner of a person living with a neurological condition, emotional support, as well as general wellbeing and lifestyle support (i.e. diet and exercise).

We also asked what people wanted us to advocate for. We found that our community is looking for local access to services, whether this is MS Queensland services or others, NDIS and My Aged Care improvements, accessibility issues such as improved footpaths/ramps, and financial support with the cost of living.

MS Queensland is using the customer research to inform our focus for the next three years. You will begin to see even more work coming from MS Queensland to respond to those stated needs. There will also be much happening behind the scenes with MS Australia and other advocacy organisations to address the social issues the community wants us to prioritise.

Some of the progress that's already occurring in response to the customer research includes plans to open two more Wellbeing Centres, at least two new accommodation sites, changes in our service delivery days and times, increased nursing and occupational therapy service, and more lifestyle content on our website, in our newsletters and MS Life.

Indeed, through your support we look forward to seeing the expansion of service and information over the coming years. We will remain close to our community to ensure we are meeting needs and expectations.

Our fundraising team will keep working passionately to raise funds, so we can fully address the needs of people living with MS and other neurological conditions across Queensland.

Thank you to our staff, volunteers, customers, supporters, members, donors, sponsors, fundraisers, lottery and event participants, bequesters, corporate partners, and philanthropic grant makers for their generous and ongoing support. We can do very little without the generosity of each and every one of you.

OUR SERVICES

Throughout the 2018-19 year we continued to focus on bringing our services to your local community. We expanded our service offering introducing new services and extending our footprint across Queensland. Our service offering included:

- Neurological Physiotherapy
- Exercise Therapy
- Service Coordination
- Immunotherapy Nursing
- Employment Support
- Psychology
- Supported Disability Accommodation (SDA)
- Supported Independent Living (SIL)
- Continence Advice and Support
- Wellbeing Workshops and Webinars





2018-19 saw the opening of Wellbeing Centres in Ipswich, Capalaba, Lutwyche and Dutton Park. Additional offices were opened in Cairns and North Lakes.

The Wellbeing Centres combine the specialist knowledge of MS Queensland and partnering organisations. They bring our services to the local community allowing our customers to visit one location to access the range of services they may need to help them to

live well with their condition. The Wellbeing Centres provide neurological physiotherapy, exercise therapy, education and information, service coordination and employment support all under one roof.

With more than 4,000 customers across our state, we recognise the importance of continuing to innovate our services to ensure they are diverse, flexible and importantly, accessible.



4229

Customers



4

Wellbeing Centres



2

Offices opened



9.7%

Increase in customers



520

New customers welcomed



685

NDIS customers



3544

Non-NDIS customers

DISABILITY ACCOMMODATION

We know that people's lives can be turned upside down when they're living with high-care needs, especially when it becomes too difficult or unsafe for them to remain at home. We believe that despite your needs, you shouldn't have to surrender your independence and dignity.

Our accommodation, whether it's through MS Queensland's own Specialist Disability Accommodation (SDA) or our Supported Independent Living (SIL) allows people with high physical support needs to live fulfilling and independent lives, and take back control.

MS Queensland has three SDA sites (Albany Creek, Annerley and Springfield) and provides SIL services across four sites (Albany Creek, Annerley, Springfield and the Wellbridge Apartments).

Throughout the 2018-19 year, we considered how we could innovate our approach to disability accommodation to create a more immediate impact. This led us to collaborate with other organisations that shared our vision of ending the disability housing crisis. We found that we could create the greatest impact by being flexible and approaching disability accommodation in three ways:

- 1 MS Queensland builds the building (SDA) just as we did for the Springfield Apartments. We then also support people with high care needs to access the funding to become a resident, and provide the SIL service.
- 2 MS Queensland works closely with and advises a developer on accessibility and independent living needs, however the developer is responsible for the construction of the building. MS Queensland then supports people with high care needs in accessing funding to become a resident and receive the SIL service.
- 3 MS Queensland is chosen by a developer or a resident to be the SIL service provider, however, we are not involved in the construction process.

The 2018-19 year saw much planning to make this approach a reality and we are excited to see examples of each of these models come to life in future years. The opportunity to work with developers in our third model is particularly exciting. An example of this is our latest accommodation, the 'Wellbridge Apartments'.

The Wellbridge Apartments are a micro-village setting with six independent living units off a shared open-air breezeway. The breezeway leads to the communal kitchen and sitting area with glass doors that open onto the shared garden and barbecue area. Raised garden beds allow residents to grow their own herbs and vegetables. The Wellbridge Apartments are in close proximity to local shops, cafes and restaurants.

Special Disability Accommodation (SDA)

SDA is the building specifically for people with disability support needs. These are purpose-designed and built to maximise accessibility and liveability. All amenities are wheel-chair accessible and equipped with 24/7 emergency call systems.

Supported independent living (SIL)

SIL is the services and supports provided in a person's living environment to ensure they live as independently as possible. The services include tasks that will allow the individual to live the life they choose, to the best of their abilities. These supports may include personal care and nursing, assistance with community access to engage in activities of their choice.



40
Residents

Supported across 4
accommodation sites



311,488
Hours

Accommodation
support provided



96%
Occupancy

Over 12-month-
period on average



Wellbridge apartment

A LIFE CHANGED

One resident whose life was changed with the opening of Wellbridge Apartments is Michael Kourasias (cover image). Michael moved himself into aged care in late 2017 as he said he no longer wanted to be a burden on his family.

Thankfully, Michael's time in aged care was short lived as he soon realised it wasn't the place for a person of his age. As Michael's MS

progressed, his care needs were becoming more than his wife Isabelle could manage at home and he was again facing the prospect of returning to aged care. "When we initially knew that Michael had to go into care, the only option really on the Gold Coast was a nursing home and it just wasn't set up for someone like Michael who still wanted to live life and still had a family and wanted to do family things," Michael's wife Isabelle said.



Michael and Isabelle

That was until the Wellbridge Apartments became available and MS Queensland offered Michael and his family an alternative to aged care. Our accommodation and service coordination teams at MS Queensland worked with Michael and Isabelle to ensure SDA/SIL funding was included in his NDIS package which allowed the move to become a reality.

“Even on the first day, I remember he said just as I was leaving, because obviously, we were a bit nervous, it’s been 20 years that we’ve been living together, Michael said, ‘*Oh my goodness I actually do feel like this will be my home*’. It felt that comfortable straight away and that’s the main difference. It does feel like a home rather than just a bed and a room. MS Queensland has provided that opportunity of not only a space where people can be cared for but a space where the whole family can come and Michael can still be a part of the family,” Isabelle said.

Not only has the move meant Michael has 24-hour care, but it’s also allowed Isabelle to return to work to support the family and it’s restored their relationship to husband and wife rather than patient and carer. Michael can live his life without the feeling of burdening his family.

“You feel like you can do what you want, when you want. You don’t feel restricted at all and that’s the big thing for me. For me personally, it’s the best I’ve felt in ages. I don’t have any ambitions to go elsewhere for the first time [in a long time]. For most MS patients or any patient, they don’t deserve what they’re dished out in life but you learn to live with it. A place like this just makes it a lot easier to cope.”

Michael continues to live his life and enjoys his regular morning coffee by the beach while Isabelle goes to work and their daughter heads off to school. A life as normal and as comfortable as they could have wished. As Isabelle says,

”

For us this has meant the total difference between a life, and a family, and being together.

The Wellbridge Apartments are a collaboration between MS Queensland and Upinvest, a social impact investment group. The Wellbridge Apartments are also proudly supported by the Davie Family Fund, a sub-fund of Australian Communities Foundation.

NEUROPHYSIO

Our highly skilled and passionate physiotherapists and exercise therapists have the expertise in neurologically-based programs for people with MS and other neurological conditions. The team is focused on designing tailored programs to help our customers maintain independence, mobility and quality of life regardless of where they are on their journey.

The 2018-19 financial year was a significant one for our NeuroPhysio program. We responded to customer feedback by trialling a new Saturday physio program and a yoga program. The opening of our new Wellbeing Centres also means we now have permanent NeuroPhysio spaces for our customers to have a comfortable and personalised experience.



Queensland brings sunshine for Lyndsay

Lyndsay made the decision to move from Victoria to Queensland in 2016 as she could no longer cope with the cold weather and its impact on her MS. It also meant she could be close to her twin sister, nieces and nephews. Being new to Queensland, she thought she'd reach out to MS Queensland to find out what support she may be able to access. This was when Lyndsay discovered NeuroPhysio and has now been attending her weekly sessions for years. She says despite living with a progressive form of MS and having issues with balance, NeuroPhysio has helped her to maintain her movement and independence.

NeuroPhysio improves my balance and I get a lot out of the exercises that my physio Sam has taught me. On days when I have physio, it motivates me to get out of bed and put my best foot forward.



Lyndsay Allan with Linda from the NeuroAssist Team at the opening of the Dutton Park Wellbeing Centre.

Lyndsay says having someone who truly understands her disease is priceless.

“Sam understands neurological conditions like MS, so she knows what will work for my specific symptoms and knows what I can and can't do. She's also taught me exercises that I can do at home to keep moving and maintain my mobility.”



9 Clinics

Across Capalaba, Dutton Park, Gold Coast, Ipswich, Lutwyche, Mackay*, Rockhampton*, Springfield, and Toowoomba



4986 Hrs

Service delivered
(Physio – 3572, Exercise Therapy – 1414)



246 NDIS

Customers supported through neurological physiotherapy and/or exercise therapy



159 non-NDIS

Customers supported through neurological physiotherapy and/or exercise therapy

*NeuroPartner clinics

NEUROASSIST INFOLINE

Our NeuroAssist Team are a dedicated and experienced group that provide advice online and over the phone to anyone looking for help. The team is recommended as the first point of call for our customers. The team can help with general advice about MS and other neurological conditions, support with accessing services (both MS Queensland and others), NDIS and My Aged Care advice, as well as booking appointments with MS Queensland.

Small gesture, BIG difference

Our NeuroAssist Team never know who's going to be on the end of the line and what kind of support they may need; every call is a chance to improve someone's life. An example of one of those life-changing calls, was from Sarah; a call that was all too familiar. It was Summer, and Sarah, who lives with MS, was desperately struggling with the heat and in absolute distress.

Sarah was renting her property and couldn't install an air-conditioner, nor was this financially within her means. Understanding the impact of heat on MS, the team purchased a bunch of fans, visited Sarah and set them up throughout her room in their best attempt to keep her cool.

After sharing the story with a generous donor who was shocked at the impact of heat on MS, MS Queensland received more than \$20,000 for air-conditioning units to provide to the MS community.

Sarah received a portable air-conditioner that she can take with her regardless of where she lives. Sarah's carer shared what this has meant to them both.



7417 Phone calls answered



1333 Emails responded to



2443 Outbound calls made



Supported **250** customers through NDIS access request process



Supported **62** people going through the diagnosis journey



Provided **149** grants to people in need totalling **\$122,811**



209 people living with MS referred to MS Nurse



63 people saw an MS Queensland psychologist

”

I have seen an incredible change in Sarah's mood and demeanour since receiving the air conditioner, she is actually sleeping in now, with her bedroom a pleasant 22 degrees. Thank you immensely for this gift and the comfort that it brings to Sarah's life...we will both remember your kindness for the rest of our lives.

Some of the faces of our NeuroAssist team



NURSE SUPPORT

The 2018-19 year was an exciting one for our MS Nurse service, with a new MS Nurse recruited to support our MS Nurse Practitioner. Our MS Nurses provide education and information about treatments and symptom management through workshops, webinars, one-on-one consultations and appointments through Brisbane's MS clinics.

In addition to MS Queensland's nursing support, MS Queensland collaborated with Coloplast to introduce a free continence nurse service. We introduced continence clinics at a range of locations where Coloplast's continence nurse provided free advice to people living with MS and other neurological conditions who were experiencing continence issues.

EDUCATION & INFORMATION

Our education and information program is a great way to stay connected with the MS Queensland community across the state. Our webinars provide valuable information about wellbeing, symptom management and treatment options, regardless of where you're located.



Some of the faces of the MS Queensland team with the Hervey Bay Support group.

Our face-to-face workshops and information sessions are held across the state as well and are an opportunity to understand the services and support available through MS Queensland and our partners. Our education and information program is delivered by specialists in neurological conditions so our customers can have the peace of mind that they're getting advice from a team that truly understands their condition.



Home visits for face-to-face nursing support



MS clinics per month supporting a total of 735 people living with MS



People living with MS were referred to MS Queensland services through nursing support



Continence clinics held



27

Workshops, information sessions and webinars delivered to

674

people

Topics included: NDIS, My Aged Care, working with MS, AHSCT, fatigue, self-management, understanding MS, employment support, understanding immunotherapy medications for MS, continence management, exercise and physical activity, MS for newly diagnosed, how to get the best out of your brain.

SERVICE COORDINATION

The 2018-19 year saw the final roll-out of the NDIS in Queensland requiring our Service Coordination team to expand. The team grew with at least ten new members to support both NDIS and non-NDIS customers. Our valued partnership with the MND and Me Foundation continued with two Service Coordinators dedicated to supporting the unique needs of people living with Motor Neurone Disease (MND).

Our team of highly skilled Service Coordinators work alongside people with MS and other neurological conditions and their families, to help them manage the varied impacts of their condition. Our Service Coordinators provide information, referrals to other service providers, support coordination, advocacy and more.



12
geographical
sites



20,700
Hours of support
coordination



1471
customers had contact
with a Service Coordinator

MS EMPLOYMENT SUPPORT

The 2018-19 year saw the introduction of our MS Employment Support Service (ESS) which is a collaboration with MS Limited. ESS helps people living with MS who are having difficulty managing symptoms in the workplace or are seeking new employment. The team can assist with identifying barriers at work and develop strategies to help people remain productive and in employment. They also assist those who aren't in work by identifying suitable jobs, writing a resume, and practicing interview techniques. ESS is currently available in the Brisbane and Sunshine Coast regions.

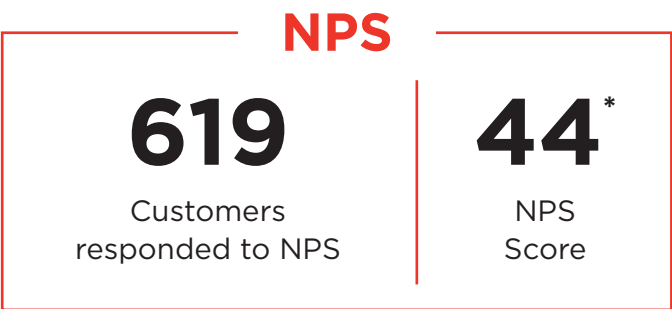


17 People
supported to
find employment

50 People supported
in their existing
employment

CUSTOMER RESEARCH

To ensure we have a strong understanding of the issues facing people living with MS and other neurological conditions and continue to provide services that meet their needs, we undertake regular research. In 2018-19 we undertook two key pieces of research: the Net Promoter Score (NPS) Questionnaire to measure the satisfaction of both our fundraising and services customers, and the Assessment of Quality of Life (AQoL) Questionnaire to measure the wellbeing of our community and how our services are impacting on their quality of life.



*Range is -100 (Bad) ← → +100 (Good)



*Range is 35 (Good) ← → 176 (Bad)

In addition to this research, we also undertook brand research to determine awareness, understanding and sentiment towards MS Queensland and the services we provide. This will assist us to enhance how we promote the services and the work we do to support people living with MS and other neurological conditions across Queensland.





MS RESEARCH

We work collaboratively with MS Research Australia by providing funds to support their research program. 2018-19 was a milestone year for MS Queensland's commitment to research. Queensland's very own Professor Michael Pender's MD and Professor Rajiv Khanna AO's clinical trial results were published.

The trial tested an adoptive immunotherapy targeting the Epstein-Barr virus (EBV). The study's adoptive immunotherapy for MS precisely recognises and eliminates EBV-infected cells in the central nervous system that have been linked to MS.

Seven of the 10 participants showed a clinical improvement on the tests of neurological disability. Of the three that did not improve, two remained stable and one experienced worsening of disability.

Overall for the whole group, fatigue was significantly improved across the 27-week period, this being a prominent feature in five of the seven patients who showed neurological improvements.



\$560,000

Contributed to
MS Research

Louise was a fit and strong mother and wife when she was diagnosed with MS in 2001. Within three years of her diagnosis, Louise progressed to walking with a stick and then to a wheelchair.



Louise Remmerswaal participant in Professor Pender's clinical trial

Louise struggled with vertigo, fatigue and incontinence. She found what most people would find simple, like sitting in a chair and looking up at someone made her dizzy and physically sick. Moving into bed and laying her head on the pillow would leave her head spinning. Her fatigue coupled with her incontinence meant she often chose to remain at home rather than being social and living her life. Louise was looking at what she called, 'a future without much light' as far as her MS was concerned. This was, until Louise was accepted into Professor Pender's research trial.

"To be involved in Professor Pender's research has been life changing. As an adult you want to be dignified. You want to be social and feel like everybody else — not hidden away in your house. I felt very honoured to be one of Professor Pender's patients and when I heard about the trial I was very excited. As a person living with Primary Progressive MS, my future was so bleak. Why would you not get involved?"

Since the trial, Louise's vertigo has disappeared, her fatigue and continence has improved. Her social life has returned, and she has hope for her future.

I hope that the generous donors know that they have given the gift of HOPE and know what a difference they have made to mine and hopefully so many other lives. I have hope for the future, now; I hope to live long enough and be healthy enough to potentially cradle one of my grandchildren in my arms.

COMMUNITY & AWARENESS

Our community awareness and advocacy for 2018-19 was diverse with activities happening across Queensland all throughout the year. This year's World MS Day was the biggest one yet for Queensland as we saw our community join together to highlight the theme of 'My Invisible MS'. We also saw our MS Queensland Ambassadors program become official with 17 ambassadors formally engaged to represent MS Queensland. Our Community Engagement Manager led the

charge at the Every Australian Counts forums and encouraged our ambassadors to speak with local politicians to discuss the priorities of people living with neurological conditions like MS. We also had plenty of informal and formal get-togethers throughout the year across Queensland to connect and remind one-another that no one will face their journey alone.

WORLD MS DAY

Working with the MS International Federation (MSIF), World MS Day is an opportunity to unite the global MS community. The theme for World MS Day 2019 was 'My Invisible MS' with a particular focus on the invisible symptoms of MS.

For the first time, MS Queensland hosted a 'My MS Experience' event in Brisbane City encouraging passers-by to try a range of props designed to simulate MS symptoms. We then asked participants to carry out everyday tasks like putting a shirt on and doing up buttons. Many eyes were opened.

On the morning of World MS Day, we held a corporate breakfast with a panel of women living with MS sharing their stories. We then finished the day with our annual Government House Reception in the evening to thank donors, philanthropists and our community.

The 2019 World MS Day will be one to remember with Queenslanders living with MS, their friends, family and colleagues, truly making an impact.



24
Monuments
lit red



60K+
Social media
reach



100
Attended
Corporate
Breakfast



530K
People reached
through media



ADVOCACY

Lots of advocacy work is often invisible with discussions happening behind the scenes, however, this year our advocacy was far more public.

MS Queensland in collaboration with other disability organisations, lobbied the Queensland Government to retain the Taxi Subsidy Scheme (TSS) which was not planned for renewal. Our community signed petitions and wrote to their local politicians. We succeeded with the TSS being extended for another year.

As part of the federal election campaign, MS Queensland Ambassadors met with local politicians to discuss the issues facing people with neurological conditions like MS and how government can help address these.

We also attended 'Every Australian Counts' forums in Brisbane, Townsville and Cairns where we asked the government to fully fund and fix the NDIS.

COMMUNITY

We brought the community together for a final farewell to our Dutton Park site after more than 40 years. We reflected and celebrated with a few tears shed, many laughs shared and plenty of memories collected. Despite our departure from Dutton Park, we ensured that the memories are kept alive with many mementos displayed throughout our new offices.

We also joined support group meetings throughout the year to share information and listen to feedback, as well as enjoy a chat and a coffee with our community.

1123

MS Queensland Members

918

MS Queensland Life Members

205

MS Queensland General Members

More than

50k



followers across corporate and fundraising social media pages

More than

585k



visits to MS Queensland's corporate and fundraising websites

More than

30



support groups with more than 700 members

More than

4000



people received MS Queensland's monthly MS Insight E-Newsletter

More than

2000



people received MS Queensland's MS Life magazine

210



of our members are customers of MS Queensland

16



of our members are confirmed bequests

4



of our members are regular givers

17



ambassadors participated in more than 100 awareness activities



FUNDRAISING

2018-19 was a strong year for our fundraising initiatives with the new Corporate Partnership Program's first year of operation. Despite the event fundraising market being in decline, our fundraising events and lotteries saw growth. More than 11,000 people participated in some form of event to raise funds for MS.

CORPORATE PARTNERSHIPS

Our Corporate Partnerships initiative became fully operational in the 2018-19 year and grew in income of over 70% on the previous year. The program focuses on mutually beneficial partnerships with value-aligned businesses. The priority for this year was securing major event sponsors, workplace giving partners, and in-kind event sponsors.



\$106,200

total value of corporate partnerships

9

event sponsors

2

new workplace giving partners

Become a Corporate Partner



07 3840 0836



david.mccullagh@msqld.org.au

LOTTERIES

Our lotteries are a key revenue stream for MS Queensland allowing us to deliver our vital services. We hold eight MS Limited Edition draws a year with prizes including luxury cars and holidays. For loyal supporters, we also hold two invitation-only MS Club draws a year where the first prize luxury car is valued at over a quarter of a million dollars.

Buy a ticket

 1800 060 210

 mslimitededition.com.au

GIFTS IN WILLS

Every journey with MS is different, and Gifts in Wills ensure MS Queensland will always be there for future generations facing MS. Making a will is a very personal decision and we consider any gift, no matter the size, incredibly special. We sincerely appreciate the contribution provided by individuals and families who have so thoughtfully left a gift in their will.

Give a Gift

 07 3840 0829

 karen.lawrie@msqld.org.au

INDIVIDUAL GIVING

Our Individual Giving program focuses on building relationships with supporters to increase engagement, advocacy and revenue. In the 2018-19 year, we focused our efforts on enhancing the relationships with our existing supporters and reporting back on the incredible impact their generosity has on people living with MS. We delivered three direct mail appeals and collaborated with other MS societies to acquire new donors.

Donate

 07 3840 0888

 msqld.org.au/donate



79,570

tickets sold across all lotteries

More than

2.26 million

value of prizes won

More than

1.7 million

net revenue raised
through the lotteries



3

supporters contributed

More than

\$91k

through gifts in their wills

Over 35

individuals have advised they are
leaving us a gift in their will



22

new regular givers

\$73k

raised from regular givers

\$345k

raised from over 5500 donations
from four (4) direct mail appeals

MS BRISSIE TO THE BAY

Our flagship event and largest fundraiser, the MS Brissie to the Bay bike ride has brought a community together to join the cycling challenge and raise vital funds for more than 28 years.

5,332
riders
raised
\$1,022,861

556
people
rode 10km

1405
people
rode 50km

579
people
rode 25km

2792
people rode
100km



58

People living
with MS rode



53

MS Legends raised
over \$2500 each



131

joined the
\$1,000 club

MS MOONLIGHT WALK

For more than 20 years, the MS Moonlight Walk has brought together a community of supporters as they walk in solidarity along the Brisbane River with glowing red lanterns in hand to show that no one will face MS alone.

4,557
walkers
raised
\$421,258



216

people living
with MS
participated



61

Lunar Legends
raised over
\$1000 each



MS SWIMATHONS

The ten MS Swimathons across Queensland are a community-orientated family-friendly event. Teams sponsored by generous supporters swim in a 12-hour relay raising vital funds for local services.



10
Swimathons

across Cairns, Gold Coast,
Jindalee, Mackay,
Mt Gravatt, Rockhampton,
Redcliffe, Sunshine Coast,
Toowoomba, Townsville.

1034
people raised
\$211,000

38
people with MS participated

MS READATHON

For more than 40 years, the MS Readathon has inspired kids to read and all for an incredible cause. The MS Readathon educates a new generation on the impact of MS and raises much-needed funds. Kids are asked to read as much as they can in the month of August and raise money while they do it.



568 kids participated
and raised **\$40,275**

COMMUNITY FUNDRAISING

Our community fundraising initiatives allow our community to fundraise for us by participating in third-party events or hosting their own fundraiser. Funds raised through these events support research into better treatments and ultimately a cure for MS.

146 community
fundraisers
\$135,258
for MS research

55 participants took part
in mass participation events
to swim, run and ride to raise
\$18,596

11 participants hosted a
'Go Red for MS' fundraiser
for MS May raising
\$13,026



Join or hold a
fundraising event

📞 07 3840 0828

✉ events@msqld.org.au

OUR PEOPLE

Our strength and ability to support our customers lies in our people. The staff and volunteers guided by our values make what we do come to life. Our team lives by our Customer Experience Principles to ensure we keep our customers at the heart of what we do.

Our goal continues to be the development of an organisational culture where we attract, retain and develop the best people, and where performance, learning, wellbeing and success are key factors to maximising service delivery for our customers.



BE ACCESSIBLE

there, when and how I need you

BE FLEXIBLE

meet me where I'm at

BE AUTHENTIC

approachable and real

CONNECT ME

to relevant support



247

MS Queensland
team members



3.59



average length of
employee service

17



Ambassadors

316

Volunteers



4500

hours contributed
by volunteers



\$90K+



worth of in-kind support
provided by volunteers



Volunteer with us



07 3840 0888

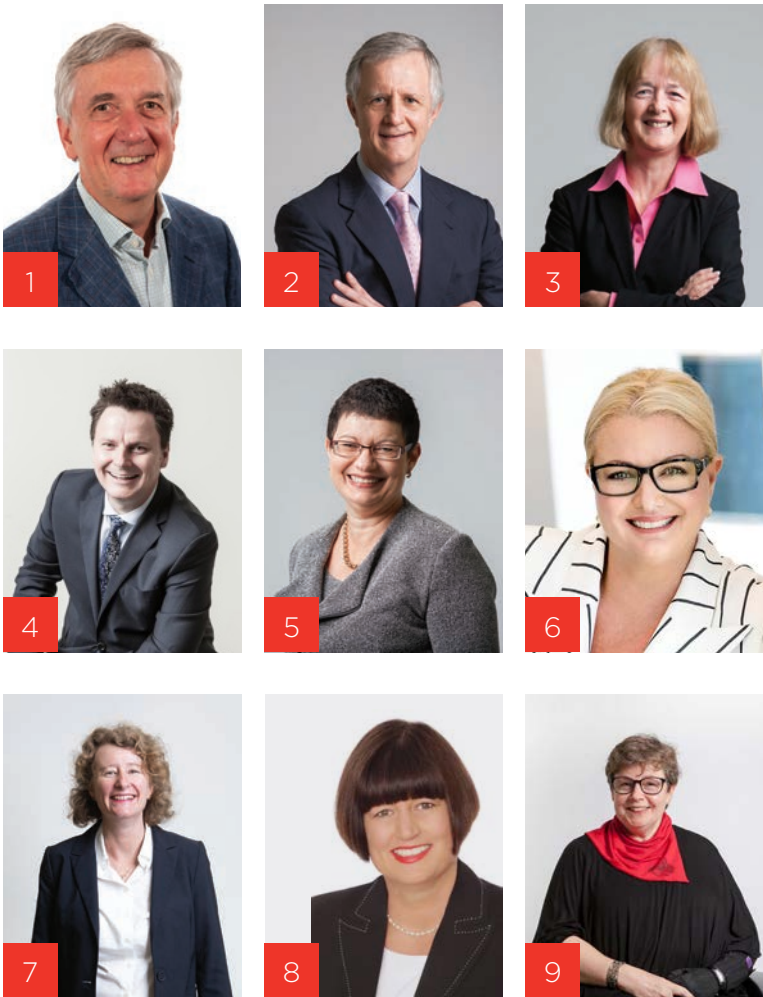


volunteer@msqld.org.au

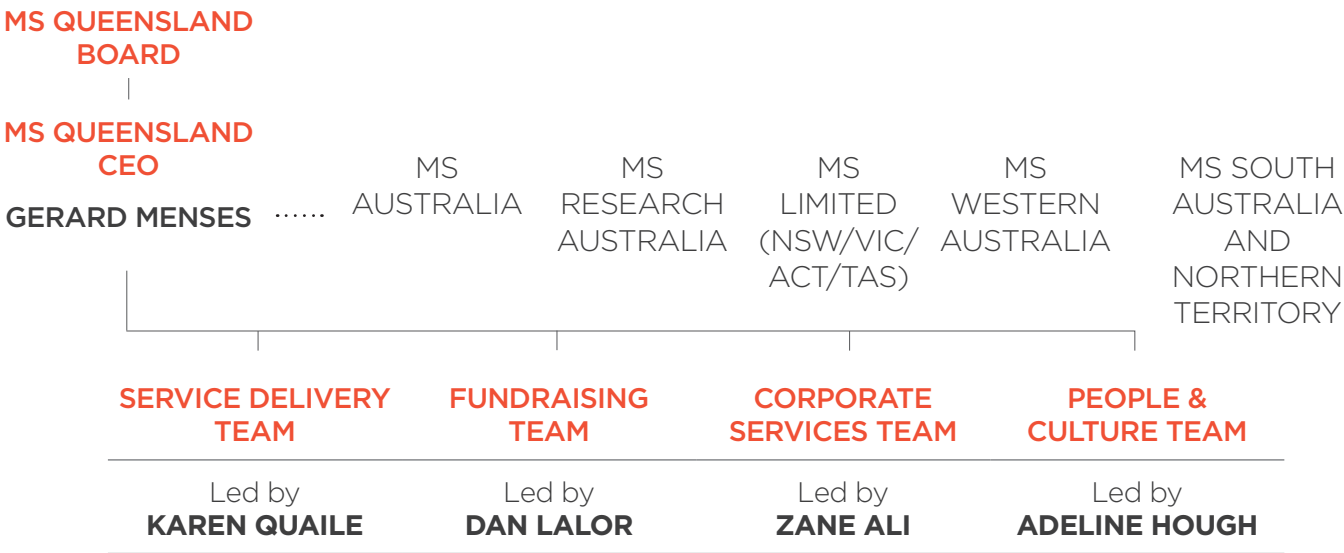
GOVERNANCE

Our Board performs a very important governance function, establishing the organisation’s strategic direction and monitoring progress towards the achievement of our strategic objectives.

- 1. GERARD MENSES, **SECRETARY**
Current CEO of MS Queensland
- 2. ROGER BURRELL, **CHAIR**
Member since 1996
- 3. JOHANNA ROCHE, **TREASURER**
Member since 2010
- 4. BRETT BASSETT, **MEMBER**
Member since 2017
- 5. CARMEL MACMILLAN, **MEMBER**
Member since 2013
- 6. LIBBY MARSHALL, **MEMBER**
Member since 2017
- 7. TRACEY PARKER, **MEMBER**
Member since 2011
- 8. VIVIENNE JOHNSON, **MEMBER**
Member since 2017
- 9. WENDY LOVELACE, **MEMBER**
Member since 2008



MS QUEENSAND ORGANISATION CHART



FINANCIAL SUMMARY

First, we would like to start by thanking all our members, donors, philanthropists, fundraisers and supporters for making the 2018-19 year the strongest financial performance and healthiest financial position in the organisation’s history.

MS Queensland returned a surplus of \$13.5 million and a resulting net asset of \$27.7 million. Revenue grew substantially from the 2017-18 year (\$18.9 million) to \$38.3 million in 2018-19. This was primarily as a result of the sale of our Dutton Park site, that had been our home for the last 40 years. The money received from the sale of this property will now be reinvested back into MS Queensland’s Specialist Disability Accommodation on the Gold Coast, Toowoomba and Sunshine Coast that will change the lives, build resilience and provide independence to those people we serve.

This growth has also been supported by the rollout of the NDIS. In response, MS Queensland has expanded its service offering in pursuit of our commitment that no Queenslander faces MS or any neurological condition alone. In order to be there wherever and whenever our customers need us, this year we opened four new Wellbeing Centres. This takes our total to five Wellbeing Centres with another 2 due to open in FY20. Service Coordination is now being offered across the state from 12 locations and

Community Access Supports is offered across all our accommodation sites.

Fundraising income grew slightly by 1.6% off the back of exceptional results in community fundraising, MS Swimathons and the lotteries program – all grossing the highest revenue numbers since their inception. This is an exceptional result considering the current competitive fundraising climate and is a testament to the commitment and trust our donors have in our organisation. Fundraising expenses have increased slightly as we invest in cultivating stronger, longer term donor relationships and continue to work to maximising the value of every dollar we receive.

Finally, MS Queensland continues its sustained increased investment into research of \$560 thousand this year. These funds were directed to MS Research Australia (\$227 thousand) as part of our ongoing commitment to national research initiatives. The balance went to the University of Queensland and indirectly to the Royal Brisbane Women’s Hospital (RBWH) which is currently working in collaboration undertaking “cutting edge” clinical trials. The research is being led by one of Australia’s leading MS experts, Professor Michael Pender MD who has received global recognition for his research activities.

13.5 MILLION
Surplus

27.7 MILLION
Net Asset

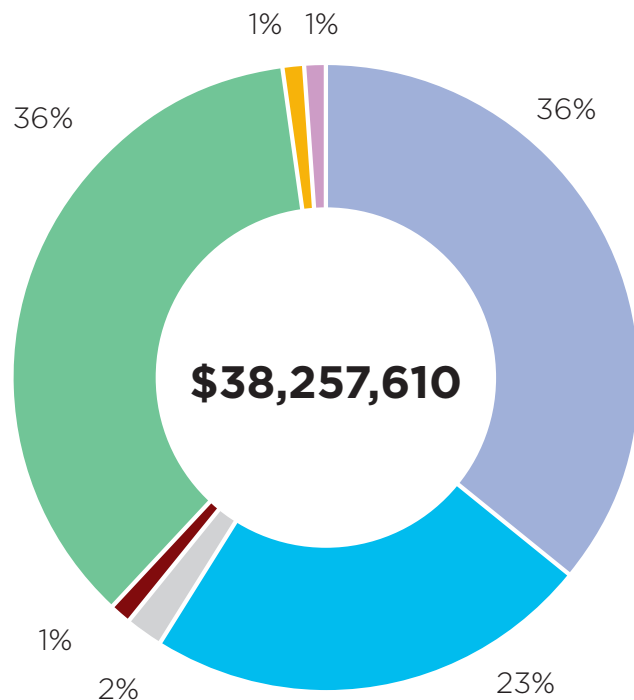
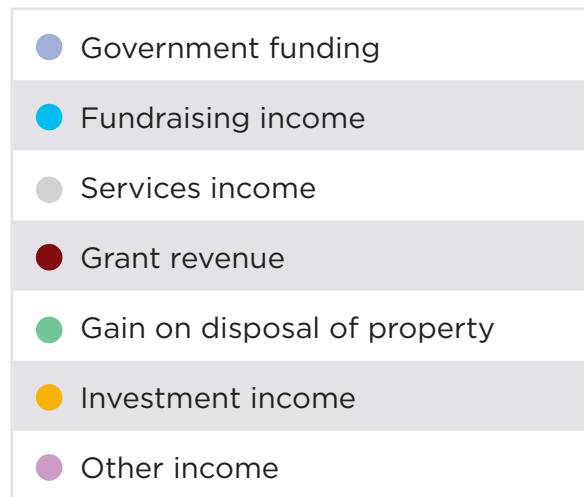
3.0 MILLION
Capital Expenditure



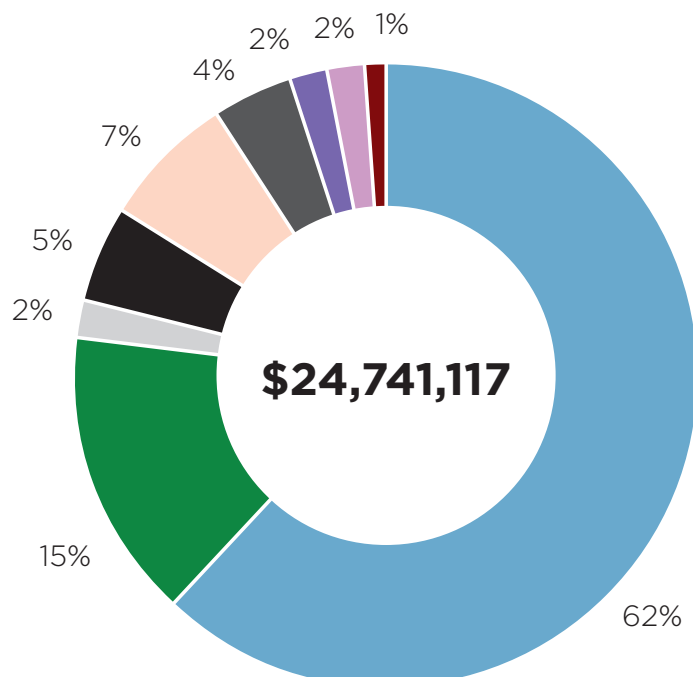
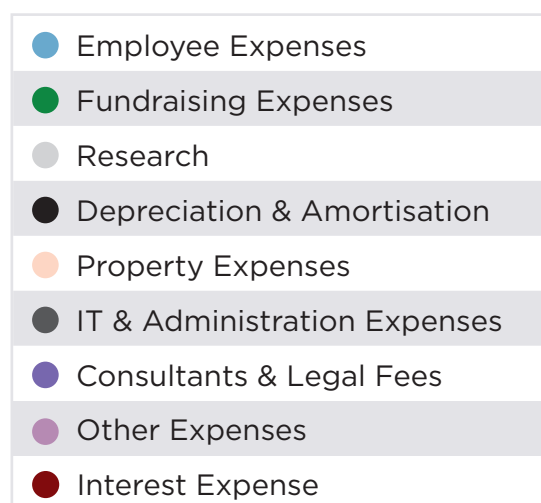
CASH & FINANCIAL ASSETS

2019	\$16,302,600
2018	\$5,199,376
2017	\$6,761,301
2016	\$2,323,335

WHERE IT COMES FROM (REVENUE)



HOW WE SPEND IT (EXPENSES)



THE IMPACT OF MS



+2.3M
People live with
MS globally

↑20%

Increase in the number
of australians living
with ms since 2010



3970

Queenslanders are
living with MS



+10 Australians diagnosed
with ms every week

\$1.75 BILLION

Annual cost of MS to individuals &
the Australian community



+25K
Australians live
with MS

↑41%

increase in annual cost
of MS since 2010. Due to
increase in people living
with MS & cost per person

30

Average age
of diagnosis



3 OUT OF 4

Australians with
MS are women

MS affects more young people
in Australia than any other
progressive neurological disease.

The **quality of life** for people
with severe MS is comparable to
or even lower than those with

terminal metastatic cancer, chronic
kidney disease and severe heart
disease.

The **psychological impacts**
for people living with MS are
substantial across all age groups.





TOUCHED BY MS & MOVED TO ACTION

Jenny was told she had an incurable disease at the age of 15.

The regular muscle spasms, lack of balance and numbness made it hard to live the active life of a regular teenager. Her mother was a nurse and knew that Jenny needed to see a GP.

Jenny was immediately referred to a neurologist but before she was able to see the specialist, experienced a severe episode which left her entire body completely paralysed and cause blindness in both eyes. She was horrified. Jenny spent the next three months in hospital, and without the MRI technology we have today, she endured three painful lumbar punctures before being diagnosed with MS.

At the young age of 15, she was confused, scared and could not fathom what effect that would have on the rest of her life. Then when Jenny was 19 years old, she met Charlie and they've been together ever since!

"Charlie married me knowing I had this disease and the challenges it would bring. He carries me when I can't walk, he keeps me company whilst in hospital and stands by me in everything I do".

44 years after her diagnosis, Charlie is still Jenny's rock. Charlie and Jenny have also included MS Queensland in their will. Through their generosity and vision Charlie and Jenny's fighting spirit and values will live on forever.

(Jenny & Charlie pictured left)

”

It's important to me to leave a gift in my Will to MS Queensland, because I do not want to see another frightened 15-year-old being told they've got MS. Especially today with the disease being more understood – knowing they've got that for life – it's really scary for a young person. I don't want to see anyone go through that. Especially if it's one of my relatives.

Jenny



If you'd like to have a private conversation about leaving a gift in your will, please contact Karen Lawrie

☎ 07 3840 0829

✉ karen.lawrie@msqld.org.au



MS Queensland

msqld.org.au

GET IN TOUCH

NEUROASSIST INFOLINE
1800 177 591

P 07 3840 0888

E hello@msqld.org.au

A MS Queensland
Locked bag 7
Milton QLD 4064

 facebook.com/msqld

 [@msqld](https://www.instagram.com/msqld)

 [linkedin.com/company/MSQueensland](https://www.linkedin.com/company/MSQueensland)

© 2019 Multiple Sclerosis Society of Queensland

