



Our Mission

To be a leader in finding a cure for multiple sclerosis and enabling people affected by MS to enhance their quality of life.



The MS Society's vision for 2015

Our vision is a bold one. It builds on the tremendous successes of the last decade and from it, the strong momentum we have as we embark upon the future.

By 2015, answers to the fundamental questions of the cause and prevention of multiple sclerosis will be found. Early treatments for repair of the nervous system and to recover lost functions in people with MS will be available and accessible. These advances will be meaningful to the quality of life of people affected by MS.

Canada will be the world's premier destination for the training and retention of young MS researchers. Collaboration among researchers will be strengthened and accelerated.

People affected by multiple sclerosis will be fully integrated in all aspects of life and will be meaningfully engaged in shaping the work of the Society. They will have access to client-centred, consistently evaluated, and continuously improved programs and services that will enable them to achieve the highest possible quality of life while living with the daily challenges that MS presents.

Canadians and their governments at all levels will be aware and responsive in advancing the priorities and improving the lives of those affected by multiple sclerosis.

The MS Society will be a transparent and accountable organization.

Through collaboration and with the commitment of volunteers, employees and partners, we will successfully implement the strategic directions that we have developed together.

Join us to end MS. Be a part of *Momentum 2015!*



MS Society values

At the MS Society of Canada, we uphold the following values:

We believe in and work toward the full integration of people with multiple sclerosis in all aspects of life.

We keep those affected by MS at the centre of our work at every level of the organization.

We treat everyone with respect and dignity, and protect their privacy and rights to make decisions about their lives.

We provide meaningful benefit to the greatest possible number of people affected by MS.

We give hope to people affected by multiple sclerosis.

We acknowledge the grassroots of our organization as one of its greatest strengths.

We recognize that volunteers, donors, and employees are critical to our success, and we celebrate their commitment.

We demonstrate ethical behaviour and integrity.

We adhere to the highest standards of quality, transparency, and accountability.

We create safe and collaborative environments that foster positive relationships.

Strategic directions

The strategic directions are broad priorities the MS Society will pursue in order to achieve its mission. Key objectives¹ describe more explicitly how the Society will achieve each of its strategic directions. Finally, strategic measures and targets are identified to monitor our progress toward the achievement of these objectives in pursuit of our mission.

Inspired by the balanced scorecard methodology², four perspectives³ ensure that our strategy drives all aspects of organizational performance. Unlike a budget, which focuses exclusively on the financial perspective, the strategic directions are intended to capture all the elements of organizational performance⁴. These four perspectives are:

Stakeholder perspective

How do we create value for our stakeholders⁵?

1. Find the cause, prevention, and cure for multiple sclerosis in the shortest possible time.
2. Enhance the quality of life for people affected by MS
(i.e. children, teens, and adults in Canada who are confirmed as having MS, waiting for a diagnosis with respect to MS, close to a person with MS, or caregivers of a person with MS).
3. Increase general awareness of MS issues and the MS Society of Canada.
4. Increase responsiveness to MS issues among governments, local authorities, corporations and other relevant organizations.

Internal processes perspective

To deliver on our mission, at what processes must we excel?

5. Foster internal and external collaboration and information exchange.
6. Foster a streamlined and accountable organization.
7. Cultivate innovation.
8. Embrace technology.

Financial perspective

Financially, what is most critical to us?

9. Grow revenue.
10. Ensure fundraising remains non-profit sector leader.
11. Build a donor-centred fundraising culture.
12. Improve fundraising efficiency.

Learning and growth perspective

How do we enable ourselves to grow and change?

13. Strengthen the organizational culture.
14. Intensify volunteer engagement.
15. Become employer of choice.
16. Promote diversity across the MS Society.

¹ Key objective: A concise action statement describing specific things an organization must do well in order to execute its strategy.

² Balanced scorecard: An integrated framework for describing and translating strategy through the use of linked performance measures in four balanced perspectives: stakeholder, internal processes, financial and learning and growth. The balanced scorecard acts as a measurement system, strategic management system and communication tool.

³ Perspective: A category of performance measures. The four standard perspectives are: stakeholder, internal processes, financial and learning and growth.

⁴ Organizational performance: the actual results of an organization as measured against its intended results (or goals and objectives).

⁵ Stakeholders: Any person or group that has a “stake” in the success of the organization: people affected by MS, donors, fund raisers, event participants, members, researchers, volunteers, employees, etc.

Strategic directions

Mission

Vision & Values

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Increase general awareness of MS issues and the MS Society of Canada.

Increase responsiveness to MS issues among governments, local authorities, corporations and other relevant organizations.

To deliver on our mission, at what processes must we excel?

Foster internal and external collaboration and information exchange.

Foster a streamlined and accountable organization.

Cultivate innovation.

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Financially, what is most critical to us?

Grow revenue.

Ensure fundraising remains non-profit sector leader.

Build a donor-centred fundraising culture.

Improve fundraising efficiency.

How do we enable ourselves to grow and change?

Strengthen the organizational culture.

Intensify volunteer engagement.

Become employer of choice.

Promote diversity across the MS Society.

Multiple Sclerosis Society of Canada

Toll-free: 1-800-268-7582

E-mail: info@mssociety.ca

Website: www.mssociety.ca

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