



Overcoming
MS

Impact Report

2024

Live well with MS through lifestyle

Helping people live well with MS

The impact of an MS diagnosis

Being diagnosed with multiple sclerosis (MS) can be devastating; in just seconds, the future that you saw for yourself and your loved ones has been shattered. A diagnosis often comes in the prime of your life, when you should be planning your future with confidence, not facing a lifetime of fear and uncertainty. Knowing you have MS can feel incredibly isolating and lonely.

As there is currently no cure for MS, at the point of diagnosis, hope is often lost, being replaced by fear of the unknown. We are here to restore that hope.

There is substantial scientific evidence that lifestyle choices, alongside medication, benefit physical and mental health.

Our support: helping people live well with MS

Overcoming MS is here to enable everyone with MS to achieve optimal health and wellbeing through making informed healthy lifestyle choices. As a world-leading multiple sclerosis healthy lifestyle charity, we empower people with MS to take control of their health and wellbeing and:

- **Discover hope** – become aware that people can live well with MS through making lifestyle choices.
- **Learn about lifestyle** – gain a clear understanding of evidence-based lifestyle changes which support people with MS, through events, webinars, podcasts and other informative content.
- **Connect with a community** – access peer-to-peer support through our welcoming, inclusive and proactive community of likeminded individuals.
- **Change lifestyle habits** – equip people with the confidence, tools and resources to make lifestyle changes, supported by expert guidance.
- **Live well for life** – maintain mental and physical wellbeing, and inspire others to take control of their MS with confidence and optimism.

What is MS?

Every five minutes, someone, somewhere in the world is told that they have MS. MS is a neurological condition that affects the central nervous system and causes a range of life-altering symptoms, which are different for everyone, making it difficult to manage. These include problems with balance, vision, extreme fatigue, pain, muscle spasms, problems with thinking and memory, as well as bowel and bladder issues and many more.

A high quality diet, as recommended by Overcoming MS, has been shown to reduce disability progression in people with MS by as much as 50% over 7 ½ years.¹

The Overcoming MS Program

The Overcoming MS Program, following comprehensive research, is at the centre of our work. The Program covers medication and the lifestyle pillars of diet, vitamin D, physical activity, stress management, family health and changing your life, for life. Research shows that people engaging in four or more healthy lifestyle behaviours had more clinically significant positive outcomes than those engaging in just one or two. These outcomes included a higher mental and physical quality of life, lower fatigue levels, and less disability.^[2]

Having MS is life-altering, but a full and healthy life with MS is possible.

¹ Simpson-Yap S, Neate SL, Nag N, Probst YC, Yu M, Jelinek GA, Reece JC: Longitudinal associations between quality of diet and disability over 7.5 years in an international sample of people with multiple sclerosis. *Eur J Neurol* 2023, 30:3200-3211.

² Yu M, Neate S, Nag N, Bevans W, Jelinek G, Simpson-Yap S, Davenport RA, Fida A, Reece J. Baseline engagement with healthy lifestyles and their associations with health outcomes in people with multiple sclerosis enrolled in an online multimodal lifestyle course. *Eur J Neurol*. 2024 Aug 7:e16429. doi: 10.1111/ene.16429. Epub ahead of print. PMID: 39109838. Accessed Jan 2025 [pull out]

Welcome from the Chair

Stepping in as interim Chair for Overcoming MS is a true privilege and I'm proud to say that in 2024, we reached significant milestones. Our flagship lifestyle courses, life-changing residential Retreats and our Pathways courses delivered real and measurable results, as presented at the British Society of Lifestyle Medicine (BSLM) and European Committee for Treatment and Research in Multiple Sclerosis (ECTRIMS) conferences. This year we have focused on developing externally-recognised globally-validated measures to measure the impact of our work.

Knowing that attendees on our Pathways courses reported a 34% improvement in overall measures (wellbeing, confidence to follow the Program, ability to talk with family/friends), and that 89% of attendees would recommend Pathways, puts us in a strong position moving forward.

The Live Well Hub, a global platform for people with MS interested in lifestyle continued to grow, fostering connections between people from around the world, and our website supported 390,000 people during the year.

I would like to extend my deepest gratitude to everyone who makes our work possible. To our individual donors, fundraisers, trusts and corporate supporters – without you, our work would not be possible. To our passionate community, our volunteers, partners and collaborators, staff, and Board members – thank you for your dedication and passion. Through our combined efforts, more people can live well with MS.

“Through our combined efforts, more people can live well with MS.”

– Penny Harris
Interim Chair of the Board,
Overcoming MS





Giving hope through learning the impact of lifestyle on MS

Challenge:

When diagnosed with MS, people face a future of fear and uncertainty. They feel isolated, overwhelmed and without hope. People with MS must navigate complex and conflicting information on their own, as health professionals globally are stretched and often lack awareness of the benefits of lifestyle changes for people with MS. Many are simply unaware that making informed lifestyle choices would positively impact their quality of life – both now and in the future.

2024 Actions:

Expanding global reach through digital channels

Our website, social media, YouTube channels and digital advertising played a vital role in extending our global impact. Through engaging content and interactive platforms, we connected with people worldwide, particularly in the US, UK, Australia, and Canada. By expanding our digital presence, we offered more people hope and guidance on lifestyle choices that support living well with MS.

- 14.2 million Google search impressions
- 287,000 unique website users
- 54,000 social media followers
- 122,000 YouTube views with 13,000 hours watched.



Pop-Up Tour 2024 – a taster session introducing lifestyle

Our free-to-attend Pop-Up Tour reached more people so they could connect in-person and thrive in small group settings. Across the UK, including Manchester, Belfast, and Hampshire, attendees engaged with expert voices and explored practical tools—from nutrition to stress management—to help them live well with MS.

- 112 attendees, with an 85% satisfaction score
- Over £1,000 raised in donations
- Attendees reported increased hope, practical knowledge, and stronger community connections.

“My favourite part of the Pop-Up was the opportunity to meet others facing similar challenges. This was invaluable.”

– 2024 Pop-Up attendee

Raising awareness with healthcare professionals

We have stepped up our activity in 2024 by attending conferences and events to raise awareness of Overcoming MS with healthcare professionals. Approximately 15,000 people attended healthcare events where we had a presence, including ECTRIMS, the largest international conference covering research and care in MS.

Living Well series – informing about the impact of lifestyle on MS

Our Living Well series includes webinars, podcasts, blogs, research updates, and newsletters, offering expert advice and practical tips to support lifestyle changes.

Our Living Well with MS webinar and podcast series features global experts covering the Overcoming MS pillars, with webinars giving live attendees the opportunity to ask questions directly. Presenters included neurologist Dr Aaron Boster, Dr Michelle O’Donoghue from Harvard Medical School, Dr Phil Startin on stress management, plant-based chef Jack McNulty, and Dr Rob Motl from the University of Illinois.

- 6,649 webinar registrations from 50 countries, plus 3,904 playbacks
- 91% satisfaction score and £1,000 in voluntary donations
- 66,000 podcast downloads from over 100 countries
- 502,000 email opens across newsletters and updates.

“Overcoming MS gives me hope and freedom, and I am convinced, after watching this webinar, that you can live a much fuller life with MS.”

– 2024 Webinar Attendee

Outcome:

Through our activities, people with MS discovered hope, becoming aware that lifestyle choices can help them live well with MS. Our accessible, evidence-based resources and events gave people the information they need to make informed decisions, and the discovery of a like-minded community inspired people to take action.



Personal story, Suen

For Suen, webinars and the Pathways course provided great support

What happened and how did you feel when you were diagnosed with MS?

I was going through a particularly busy period, wrapping up my notice at an old job while starting a new one, so there was some overlap. I started experiencing pins and needles in my legs after walking. While it bothered me, I didn't think it warranted a visit to the doctor. A colleague who had MS encouraged me to see a doctor and request a neurology referral.

The initial neurology tests weren't too concerning, but I was sent for an MRI. The MRI results were conclusive—I had lesions on both my brain and spine.

What services of Overcoming MS have you engaged with? What impact have these had?

I had read a few books and participated in a few of the webinars. I found them a fantastic way to stay positive about the disease and reclaim some control over what can feel very overwhelming. What was truly transformational was the Pathways course, which I found a profoundly impactful experience. It helped me to reflect on the choices I had made since my diagnosis and to realise I hadn't fully come to terms with it. I made some difficult decisions to reevaluate my priorities and get a better balance in my life.

What have you found most helpful when continuing to live well with MS?

Recognising the importance of stress management and incorporating moderate exercise whenever possible.

Your passion for gardening and the outdoors brings a unique perspective to living well with MS. How do you see gardening and time

in nature aligning with the Overcoming MS Program, and what benefits can they offer to those following the program?

Gardening is where my mind finally slows down. It helps me stay mindful of what I'm eating, plan my life seasonally, and connect with nature in a way that's truly life-changing. It's hard to be without it.

What tips would you give to someone thinking about starting to follow the Overcoming MS Program?

Just do it! Start wherever you can and in a way that works for you. Over time, you may or may not incorporate all the elements, but whatever you do implement will bring benefits. Don't be overwhelmed by the purist approach—every little bit helps.

Anything else you'd like to share?

I didn't start looking after myself in terms of MS until many years after my diagnosis. I was in denial and felt safest continuing as if nothing had changed. I wouldn't recommend that approach, but it's important to remember that it takes time to come to terms with a diagnosis that has no cure.

It can feel hopeless, but Overcoming MS is a source of hope—a light in what can seem like a dark room. Heading toward that light sooner is ideal, but starting whenever you're ready is what truly matters.



Share your own Overcoming MS story by emailing us at digital@overcomingms.org



“What was truly transformational was the Pathways course, which I found a profoundly impactful experience”

– Suen Ilenda





Connecting to like-minded community members

Challenge:

An MS diagnosis can be incredibly isolating and lonely. Managing MS can be overwhelming, especially when navigating new routines and treatments, faced with a future of uncertainty. Lifestyle change brings hope, but sometimes you just need to be with people who ‘get it’, people who understand. They can share tips and advice, as it can be difficult to implement lifestyle changes alone, helping people face the future with positivity.

2024 Actions:

Live Well Hub – our global lifestyle community

The Live Well Hub, our app and digital platform that enables people to connect to a supportive, like-minded community, doubled its reach by the end of 2024, attracting members from around the world. The Hub offers a positive space for sharing tips, ideas, and experiences about lifestyle changes and MS. Livestreams, new content and courses drove engagement, including the Jelinek Journals, where Professor Jelinek shared his post-diagnosis experiences.

- Membership grew to 5,559 members globally
- 522 people attended livestream events
- Almost 90,000 contributions to the Live Well Hub in the last 12 months.

Circles – a global network of support

Our Circles offer small, peer-to-peer support groups led by volunteer Ambassadors – people with MS dedicated to helping others. Individuals connect, share, and support one another, fostering close, meaningful connections. Groups form around geographic locations or shared interests, such as family support, progressive MS, or healthcare professionals living with MS, and help individuals feel less isolated and more empowered.

- Over 100 volunteer Ambassadors led 124 Circles across 28 countries
- 3,244 Circle members actively participated on the Live Well Hub.

“Overcoming MS has been so helpful for me, as someone who was newly diagnosed this year. It’s wonderful to be able to connect with so many people all over the world and their enthusiasm gives me so much optimism for the future!”

– Circle member

Volunteers making a difference

Our dedicated volunteers are essential to our work. While Ambassadors lead Circles, others support initiatives like the Communications Advisory Group, trusteeship, video editing, webinar panels, and podcast hosting. Volunteers also played key roles in local events like the Manchester Mindfulness event and the Hampshire Pop-Up and contributed to strategic projects like the NHS mapping project in Manchester. Their voices strengthened advocacy efforts during MS Awareness Week and inspired others through webinar panels and campaigns.

- 131 volunteers dedicated time and skills
- Volunteers contributed an average of 4 hours per month, totalling 6,288 hours annually.

“I look for opportunities to use my skills to help, like in my Ambassador role... I am so grateful I found you.”

– Ambassador

Outcome:

Our supportive community plays a crucial role in helping individuals feel less alone, more empowered, and better equipped to make and sustain lifestyle choices that impact their quality of life. Individuals in the community share, learn, and inspire one another, fostering belonging and optimism, and overcoming challenges.

Personal story, Sue

Sue shares the benefits of the Overcoming MS community

My diagnosis

I was diagnosed 35 years ago, in 1989. We had a baby less than a year old and I was scared I wouldn't be there for him as he grew up. There were no drugs for MS and I had no information other than leaflets about wheelchairs. Eventually I was told I have Primary Progressive MS as I had no relapses. There are still no drugs suitable for me. Every year, I experienced new and varying symptoms, accumulating some disability and eventually gave up working full-time mostly due to fatigue, when I was 50.

Discovering Overcoming MS

In 2012, searching for MS information online, I discovered Overcoming MS. The big change for me came when I gave up dairy in 2013 and very soon afterwards most of the pain and numbness left. Lots of niggling, weird, invisible symptoms disappeared never to return. I had two research MRI scans 2.5 years apart which showed no changes, and normal brain volume for my age. In my experience the benefits of following Overcoming MS build up over time with less pain, more clarity of thought, better decisions, and being better able to stick to it as a lifestyle change, for life.

Why I support Overcoming MS

Just before finding Overcoming MS, I was actively considering a stair lift or maybe having to move house. I only went up and down once a day and had strategies to manage my worsening mobility. We fitted a small additional banister at the top of our stairs. Here I am, twelve years later, living in the same house with stairs, without a stair lift and the extra banister is long gone. I go up and down when I feel like it.

“There are real benefits to be had from meeting others with similar experience and outlook”

– Sue, Overcoming MS Ambassador for Hampshire

I have mobility issues, fatigue and some disability from the 20 odd years that I had MS with no intervention at all. My life with MS isn't perfect but it's hugely better than I ever thought it might be. I am extremely grateful for the work done.

Overcoming MS Hampshire Circle and the importance of community

We created a Circle when Overcoming MS introduced them worldwide and continued with our lunches. We all meet at my house, one Saturday lunchtime a month. Usually there are about six of us, it's a very relaxed occasion. Flexibility is important to enable everyone to be supported and we have also had zoom calls if that makes it easier to arrange a day or time for some people.

Personally, I really benefit from meeting regularly with others who are following Overcoming MS and living well despite having MS. I feel much better, mentally, and physically, for days after each lunch. There are real benefits to be had from meeting others with similar experience and outlook.



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Our impact in 2024

Through our 2024 activities, we shared hope that living well with MS is possible through research-based lifestyle choices, we connected our community members to a global, like-minded positive network, and we empowered people to change their lifestyle to improve their quality of life. Our impact on people with MS:

Giving hope through learning the impact of lifestyle on MS

14.2m

impressions



287,000

unique web users during the year



502,000

email opens



122,000

YouTube views and 13,000 hours viewed



66,000

podcast downloads



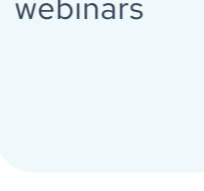
6,649

registered for webinars



3,904

additional playbacks of webinars



54,155

social subscribers



Connecting to like-minded community members

5,559

Live Well Hub members



131

volunteers - 100 volunteer ambassadors

124

Circles in 28 countries



Making lifestyle change happen

1,087

joined 6 months to Overcoming MS

112

Pop-Up attendees



70

Pathways participants

38

Retreat attendees



Pathways impact: 34%

improvement in overall measures (wellbeing, confidence to follow Program, ability to talk with family/friends). 89% would recommend Pathways

Retreats impact: 54%

improvement in physical health and 100% of respondents said their original goal for the Retreat had been met. NPS of +100

Supported by community volunteers

131

strong team of dedicated volunteers



4

hours on average contributed per month

6,288

hours contributed annually in total

Collaborating to increase our impact

MS charity campaigns

1

joint campaign with all UK MS charities

Partners

17

partner organisations



Conferences

7

healthcare conferences attended



Teams

10

Facilitator team increased to 10



Making lifestyle change happen

Challenge:

People with MS can struggle to make lifestyle changes, even when they understand the benefits. But making and maintaining these changes can be difficult without the right tools and encouragement, particularly alongside work, family life, and whilst managing the impact of symptoms or progressive disability. Shifting long-held habits and adapting to new routines while managing the emotional impact of MS can be overwhelming.

2024 actions:

6 Months to Overcoming MS – self-paced learning

Launched in January 2024, the 6 Months to Overcoming MS course offers flexible, self-paced learning through the Live Well Hub. Participants can focus on specific pillars of diet, vitamin D, physical activity, or stress management—or follow the complete Overcoming MS Program. Designed by expert facilitators and tested by the community, it offers step-by-step guidance for adopting healthy habits that last.

- 1,087 members signed up during 2024

“It’s deceptive in its simplicity because it gives you all the tools.”
– 6 months to Overcoming MS participant

Pathway to Overcoming MS – guided understanding of self-management for MS

The Pathway to Overcoming MS course is an 8-week online programme that helps people deepen their understanding of lifestyle choices and self-management for MS. Co-designed with people living with MS, it takes a holistic approach, covering nutrition, medication, physical activity, stress management, and behaviour change. Led by experts with lived experience of MS, the course offers expert teaching, group consultations and peer support.

- 70 participants
- 34% increase in wellbeing, confidence, and ability to talk about MS
- 89% would recommend the course.

“I wanted all the tools to take control of my health, and this course helped me fill my toolbox to live my best life.”

– Pathways participant, 2024

Residential Retreats – immersive small group experience

Our residential Retreats combine six weeks of online preparation with a three-day in-person Retreat. Facilitated by experts with lived MS experience, the Retreats offer an in-depth, supportive environment to help participants make long-term lifestyle changes. In 2024, our impact was recognised by the British Society of Lifestyle Medicine (BSLM) Conference, where our abstract “Hybrid Retreat Model Supports Health Improvement in Multiple Sclerosis” was accepted for poster presentation.

- 38 attendees at the 2024 Ammerdown UK Retreat
- Mental health improved by 49%, physical health by 54%
- NPS score of +100, with all attendees recommending the Retreat.

“A life-changing experience. The power of connection, of belonging, being seen... Not just transformative for knowledge, but also the way we live.”

– Ellen, Retreat participant 2024

Outcome:

Through structured courses, Retreats, and flexible self-paced learning, people with MS gained the tools, knowledge, and confidence to make lasting lifestyle changes. Our approach supported individuals in adopting healthy habits that improve their quality of life, with the flexibility to choose the format and lifestyle changes that best suit their needs.

Personal story, Kim

Kim's journey to living well through the 6 months to Overcoming MS course and the Live Well Hub community

Early signs and a long road

MS has been my constant companion since 2003, except I did not know her name until two decades later. After a sudden fall that broke my arm, I discovered I had osteopenia. Around the same time, I began experiencing persistent eye issues and a host of other symptoms I couldn't explain. By this time, I was confused because I could do nothing more to be 'healthy'. I was on a low-fat whole food plant based diet 95% of the time, although still indulging in chocolate and coconut oil that is standard in all vegan treats. By 2024, after being unwell for weeks with what I thought was an ear infection, I finally got a brain MRI at my doctor's recommendation. I'm a medical receptionist and so I took a sneak peek at the MRI report: DE-MYELINATION - Demyelination. What?!

Finding hope in Overcoming MS

I couldn't resist; over the weekend I started my search - I was in a panic. By the time my diagnosis was confirmed in July 2024, I had already found the Overcoming MS Program. The principles made sense, and I was desperate to feel better because I wanted to travel to see my grandchild. That's when I joined the 6 Months to Overcoming MS course.

6 months to Overcoming MS course

I dived straight into the course and the improvements were immediate. Adding omega-3s to my diet after 20 years of low-fat living felt like a balm to my brain. I finally let go of chocolate and coconut oil, which was sad but necessary. But I needed to get the meditation, mindfulness and exercise parts of the course going. None of this was ever big in my life before, I had never even heard of mindfulness! But using the course allowed me to

“The inspiring stories of others, and the support in the Live Well Hub have also taught me to just hang in there, support others and live my best life with MS.”

– Kim

steadily build and I always felt like it was achievable. Being self-driven and flexible meant I could implement things as I liked. But always in the back of my mind was: “This is the rest of my life if I want to be able to play with my grandchildren.”

I read about the benefits of exercise even at just 50% exertion. So, I 'showed up' for exercise (using chair-based exercises) and meditation almost every day.

Why I recommend the 6-Month course

So now I know her name is MS.... and we have learnt to live together quite well. **I truly recommend the 6 Months to Overcoming MS course. It is deceptive in its simplicity because it gives you the tools.** But a hammer on the ground does not build anything. The biggest thing I have learnt is success is participating and not perfection. **The inspiring stories of others, and the support in the Live Well Hub have also taught me to just hang in there, support others and live my best life with MS.**



Share your own Overcoming MS story by emailing us at digital@overcomingms.org





Developing our expertise and impact

Expanding knowledge and expertise is fundamental to improving the lives of people with MS. By strengthening our expert network and collaborating with healthcare professionals and partners, we ensure that evidence-based approaches to MS management are more widely understood and accessible. Increasing expertise at every level—from those living with MS to healthcare providers—enhances the effectiveness and reach of the Overcoming MS Program, creating lasting change.

Impact on people with MS:

Through education

We revisited the impact measurement of our support services, implementing externally recognised validated questions, enabling us to demonstrate real impact. Reports from six cohorts of our courses using self-reported measures showed positive, measurable outcomes:

- 36% increase in both mental and physical wellbeing, demonstrating the value of practical education in a supportive space.
- 44% increase in confidence to understand and act on lifestyle guidance.
- 38% increase in confidence to discuss lifestyle with family and friends.

“**Training as a Facilitator is important to me because it’s an opportunity to give something back to the Overcoming MS community and charity because the Program has transformed my life in so many positive ways.**”

– Yas Neves

Through extending our expert network

We expanded our team of Facilitators from 5 to 10, with a further 5 in training. These unique roles bring professional expertise in areas which underpin the Program, for example social care, psychology or coaching, as well as having lived experience of MS. This increased capacity enables us to expand our reach and offer life-changing support to more people.

Through local service support

We collaborated with healthcare professionals and other organisations to help meet local needs:

- Bristol: supporting access to physical activity, through partnerships with local providers.
- Stoke: piloting outreach to engage diverse communities and address barriers to engagement.
- Greater Manchester: improving self-management resources for healthcare professionals and people with MS.
- London: contributing to a patient information day at Royal Free Hospital.

Impact on healthcare professionals:

Impact through partnerships

We worked with a variety of partners:

- With UK MS charities on a joint MS Awareness Week campaign.
- With the Neuroepidemiology Unit (NEU), Melbourne, Australia to gather clinically validated data on quality of life outcomes.
- With education provider Neurology Academy, as voluntary sector partner, and endorsing several of their MS-specific courses.
- With Neurological Alliance as an engaged member.
- We endorsed the ‘Brain health: time matters in multiple sclerosis’ report.
- We formed a Healthcare Professional Advisory Group, to identify strategic opportunities in reaching and partnering with MS healthcare professionals.

Through education

To support healthcare education, we:

- Developed healthcare resources on lifestyle and MS management.
- Submitted an article to British Journal of Neuroscience Nursing.
- Presented research at ECTRIMS and the BSLM annual conference on wellness outcomes after following an Overcoming MS course (Pathways and Retreats).





Expert voice - Ruth Stross

Ruth Stross, a neurology nurse by background, is currently Head of Nursing for the UK's Neurology Academy, a committee member of the Royal College of Nursing's Neurosciences Forum, a trustee for charity MS Together, and a member of Overcoming MS Healthcare Professional Advisory Group.



“The progress so far is significant, and I have learned so much through this co-design process from colleagues and people with MS.”

– Ruth Stross

Lead role sends a clear message that this is a priority for the charity and we have seen a clear acceleration in impact as a result.

A key focus for the HCP Advisory Group this year has been the development of dedicated online resources specifically designed to provide healthcare professionals with clear, accessible, and scientifically-backed information. These resources aim to help medical professionals better understand the evidence base behind lifestyle interventions and how they can be integrated into MS care.

Additionally, the charity has undertaken a comprehensive review of the scientific evidence supporting the Overcoming MS Program. We've had some extremely robust conversations in acknowledging where evidence is limited (e.g. vitamin D). This review has been crucial to maintain the trust of healthcare professionals and ensure we feel confident in recommending the program to our patients and colleagues.

The review has also impacted people with MS positively, for example the Advisory Group have produced new public-facing pages on medication; highlighting the importance of informed

decisions, and signposting to reputable shared decision-making tools; as well as more interactive conversations such as livestreams and podcasts to talk about the evidence and answer questions.

What's next?

Moving forward, I look forward to seeing further developments within the evidence base, ensuring that resources remain up to date and reflect the evolving landscape of MS research working closely with the HCP Advisory Group.

Additionally, Overcoming MS will continue to strengthen its partnerships within the healthcare sector, working to increase awareness of the Program among neurologists, MS nurses, allied healthcare professionals and other key professionals involved in MS care. By continuing to build credibility and engagement, the charity aims to

align lifestyle interventions with disease modifying therapies and symptom management to support people to self-manage their disease.

I'm also looking forward to seeing the impact on small clinical pilot projects that have started in Manchester, Bristol and Stoke, to see what learnings can be shared and implemented elsewhere.

The progress so far is significant, and I have learned so much through this co-design process from colleagues and people with MS. It has been good to be a part of this process. By continuing to work alongside healthcare professionals, Overcoming MS can make a lasting impact in the MS community and ensure that more people have access to the information and support they need to live well with MS.





Help support our work

None of the transformational work described on the preceding pages would be possible without the generosity of our incredible supporters. From soapbox races to skydives, birthday fundraisers to bake sales, our brilliant community continues to amaze and astound us with their ingenuity, dedication and indefatigability. We're also hugely grateful to the trusts, foundations and corporate partners who support our work and all those wonderful individuals who contribute through major gifts, regular gifts, legacy pledges, gifts in memory and responses to our appeals. Their continuing commitment enables all that we do to help people with MS to live well.

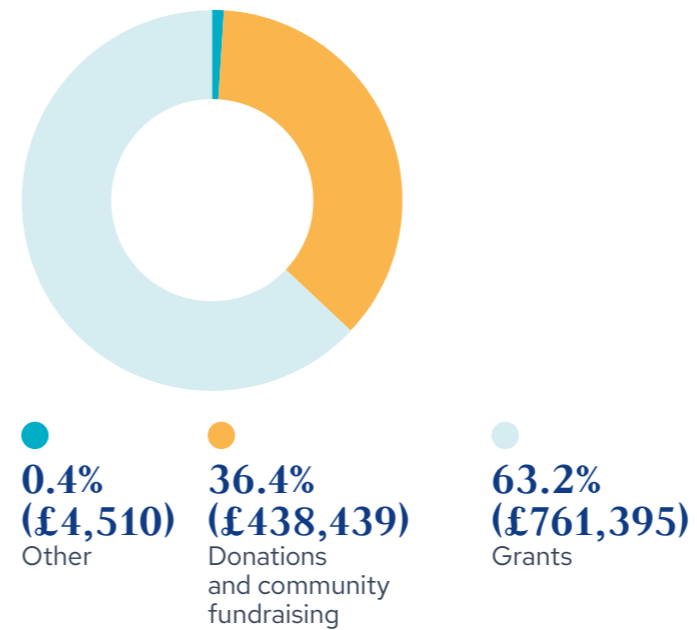
In 2024, we were delighted to maintain our high level of direct investment in our charitable activities, with 75p in every £ spent going on the products and services we offer to our community.

Likewise, we delivered a highly effective fundraising function, with £4.89 raised for every £1 spent on fundraising activities.



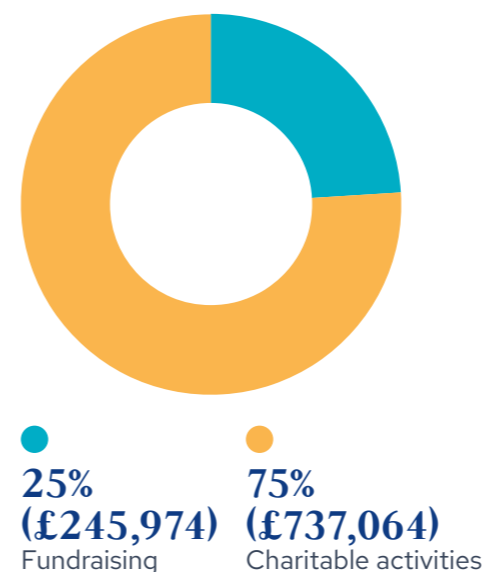
Income

Our total 2024 income was £1,204,378*.



Costs

Our total expenditure in 2024 was £983,038.



* We received an unplanned – but very welcome – significant donation late in the year which resulted in higher-than-anticipated income. We have incorporated this into our 2025 expenditure plans.

Jane Airey Regardsoe was diagnosed with MS in 2020 although her first symptoms started as far back as 2002.

When Jane received her diagnosis, she was devastated. Married to Ian for only 4 years, she worried their journey together had been curtailed. Jane discovered Overcoming MS in early 2021 and found the resources and support invaluable in helping her and her family “keep our world spinning.”

As Ian is a keen cyclist who had long dreamed of cycling from their home in Devon to the Pyrenees (a distance of 950 miles), the idea of a Door-to-Door fundraising challenge took shape. Ian set off on his epic challenge on 8 September 2024 with Jane following in Celeste, their trusty motorhome. 16 days later, they arrived in Auzat, France, tired and a little saddlesore but delighted to have completed the challenge with over £6,000 raised for Overcoming MS.



“For us, [fundraising] was an easy choice. Overcoming MS is the charity that has made the biggest difference to our lives – it’s given us hope of leading the best lives possible”

– Jane Airey Regardsoe



With your support, we can enable more people to live well with MS

Thank you

Thank you to all our fundraisers, donors, staff, trustees, and volunteers for helping us to support and empower more people with multiple sclerosis.

Please consider supporting us so we can continue helping people live well with MS.

“

Supporting Overcoming MS is just such a great way for people to keep positive. Improve every which way you can in your life to give yourself the best chance. Overcoming MS definitely has that approach. It's positive and uplifting.”

– Overcoming MS volunteer

Overcoming MS

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