



Help for today.
Hope for tomorrow.

2020 Annual Report

CC10863

www.msakl.org.nz

MS Auckland Board members for 2020

President

Vice President (shared role)

Vice President (shared role)

Treasurer

Secretary

Members

Jan Hollway

Donald Bowie

Maxine Pitch

Peter Wood

Adam Bouman (from November 2020)

Louise Reed

Judith Herbert

Julie Adams

Robert Irving

Maureen Wood

Peter Tutty

Staff 2020

General Manager

Business Manager

Office Manager

Project Coordinator

Service Manager

Community Advisors

Ingrid Minett

Mark Blackie

Becky Tucker

Elizabeth Callinan (until September 2020)

Tatjana Karaman (from June 2020)

Luminita Apostol

Lesley Amosa (from August 2020)

Catherine Glover (until September 2020)

Priyanka Kumar (until February 2020)

Lucy Read (until June 2020)

Our Patrons

Dr Ernie Willoughby

Dr Jennifer Pereira

Our Ambassadors

John and Lorraine Street

Lady Raewyn Henry

Sam Smith

Our Honorary Life Members

David Ashton

Ken Hall

Graeme Sinclair

Lorraine Street

Fran Watts

Dianne Bartlett

Milton Jennings

Doug & Marvyn Smith

Joan Thomson

Dr Ernie Willoughby

Barbara Broome

Diane Hampton

Jo Smith

Graham Wear

Bruce Cameron

Judith Linton

John Street

Judy Wear



Board members 2020



Honorary life members Fran & Joan

President's Report for the Year 2020



The role of the Board is to maintain a focus on the direction of the Society, making sure the vision and mission, and strategic plan for the Society meets the expectations agreed and set out, and working with the Management of the Society to bring the strategy to life.

It's a great privilege to have that responsibility, and I am grateful to all the Board members for their willingness to shoulder that responsibility together.

MS Auckland mission is 'people with MS living well'. We outlined the goals at the AGM in 2019, and that still stands as our guiding plan – to provide quality services for people with MS, to be inclusive, information driven, financially self-sufficient, and collaborative in our community.

The Board has established committees who have really driven changes that reflect the strategic goals – the Finance Committee oversee our sustainability, and you will see in the financial report the Society funds have been boosted by a large bequest. The MS Auckland Trust have Trustees appointed by the Society to manage this fund to ensure the Society will always have a reliable income from the investments, and less reliance on grants, and donations. The Strategy Committee work closely together, with the General Manager, to reflect and review on progress. The Information Technology committee have completed a fantastic job of bringing alongside a range of new technology to enhance the services and smoothed the administrative functions into a cohesive package. And the Policy Committee has worked intensely to review and expand the policies which ensure the society remains current, and compliant with legislation. We quickly established a Pandemic Policy and Committee – a very intense implementation period. Over all these committees the primary commitment is always focused on how we contribute to people with MS living well.

The staff, both community advisors and office staff, need to be personally and collectively honoured for the way they adapted and maintained services, with little disruption over a demanding year.

We were anticipating a return to 'normal' services, but clearly a new normal has settled in. The new normal for MS Auckland has seen an increase in services, and a broader range of services, and ways of working. The General Managers report highlights some of those very effective actions.

After a cautious revision of the forecasts for the year-end, it was a wonderful result to achieve an ever-higher return from our main event, the Life buoy fundraiser, which moderated the less effective Street Appeal during Covid implications. Thanks to wonderful Life buoy committee, staff and all very generous sponsors and donors who made the day such a success. Despite only 16% funding from Ministry of Health, and reduced access to grants, our financial picture is secure for this year.

MS Auckland as a member of MSNZ has continued to provide support to national advocacy projects, national fundraising and awareness efforts, and media releases. MSNZ achieved some success in persuading Pharmac in significantly reducing the barriers to continued access to drug therapies. There are still many national issues to work with, especially the equitable access to neurologists, and access to effective and timely disease modifying drugs.

Peter Wood represents MS Auckland in MSNZ meetings, and I am on the MSNZ National Executive as a Cluster representative from Upper North Cluster (Northland to Gisborne).



Christmas Lunch



Marie and Shirley at Round the Bays

Finally, I would like to acknowledge Donald Bowie, Maxine Pitch and Peter Wood as office holders, who have been consistently available as a collective think-tank and sounding board. Adam Bouman joined several months ago as secretary.

This AGM I would like to acknowledge Julie Adams who has chosen not to stand for re-election to the Board but will continue to coordinate the South Auckland coffee group. Julie's input and insights have been valuable. Louise Reed has also chosen not to stand again, after generously giving her time and capability for 10 years. Louise's legal experience and commitment to MS Auckland has been drawn upon many times, and I am delighted she will continue to contribute to the Policy Committee as a valuable member.

All other current Board members have said they are willing to continue to contribute if elected, and potential new members have indicated they are willing to become involved if elected.

2020 threw us all in a deep pool, at the deep end of disruption and layers of unknown processes and information. We have moved through, and forward, from the experiences and can reflect with pride in the achievements of the Society over that time. The next years activities will consolidate those gains, and a member survey planned for later this year will help the next Board develop new initiatives which support people with MS.

Jan Hollway
President



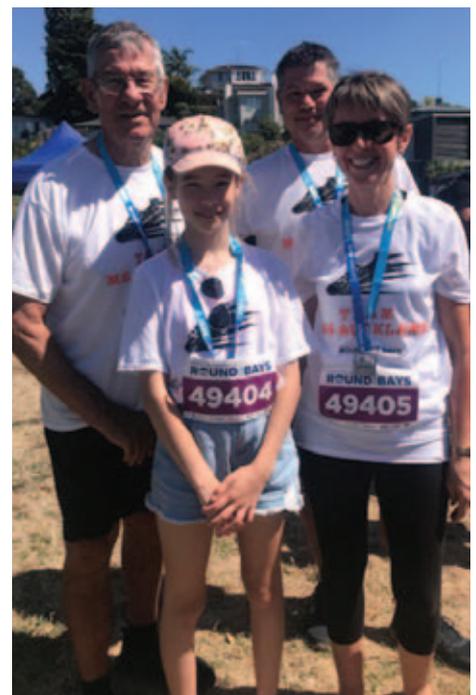
Manukau Support Group end of year Christmas party



Epsom Hydro Group



Vision crew and some MS people at Round the Bays



Debbie and family at Round the Bays

General Manager's Report for the Year 2020



Towards the end of each year the team at MS Auckland come together to start planning for the following year. It is fair to say that almost all our plans for 2020 were turned upside down! The year we just had was most certainly a rollercoaster of a ride! We faced many new challenges along the way and took on board many new learnings which supported us greatly as we continued to work to fulfil our mission of 'People with MS Living Well'.

Firstly, I have to say how extremely grateful I am to the staff of MS Auckland who always remained flexible and continued to strive to do all they could to provide support to all our members and supporters during the turbulent year of 2020. Our people remain our most valuable resource and I am so very fortunate to have a most dedicated and resilient team.

I am also most grateful to our hardworking Board who also rode through the changes quickly and provided guidance and support to me as needed.

In 2020 three of our Community Advisors were on fixed term contracts, with two on maternity leave contracts and one covering South Auckland as we finalised our Strategic Plan. Unfortunately, two had to end their contracts early due to personal reasons, leaving gaps in both West and South Auckland. This put great pressure on Luminita and Catherine (who was also on a maternity leave contract), our remaining two CA's who worked above and beyond the call of duty to cover the areas.

The Board made the decision to move to having three full time Community Advisors, including a Service Manager to lead the Community Advising team. Our maternity leave staff member, scheduled to return in September, made the decision not to take on one of the full-time roles and a recruitment drive took place to fulfill the vacant positions.

Tatjana took on the role of Service Manager and Lesley came on as Community Advisor. Both women adapted quickly to their new roles and I feel so fortunate that they are now part of our permanent team along with Luminita.

The lockdown also provided us with some unique opportunities. Firstly, we were able to focus on fully installing a new CRM (customer relationship management) Software. The new database has been an invaluable tool, for streamlining administration processes, communicating with all our stakeholders, and for maintaining an up-to-date database of members and supporters. This new database replaced an old and dated system and took an immense amount of time and commitment to become fully installed and to train all the staff on how to use all the capabilities it offers us.

A huge amount of thanks to Mark and Becky and to the volunteer support of IT expert Grant Furley and Board member Donald Bowie for making this all happen.

Another opportunity the lockdown offered was for us to renew our website. A whole new look was developed with the support of Future Lab, and a new website was launched in August. The website will continue to be developed and changed as we respond to new insights and feedback as how to provide the best information in the easiest and most accessible way possible.

We had planned to start using technology more to communicate with the MS community over the coming years. While home visits are still a priority for a first visit with a newly diagnosed as well as for those requiring face to face support, many members are very comfortable using zoom, skype, what's app, or other video technology to connect with their Community Advisor. This saves on time and fuel and enables the Community team to connect with more people throughout the day. What we thought might take a couple of years ended up taking a few months! Zoom became the favourite way for us all to connect through the lock down period. The team met regularly via zoom to keep in touch, and support groups and exercise classes were done through zoom.

We introduced a new Saturday morning Hydro session at Millennium pool and went back to Westwave after a year long absence. However, all our Hydro classes were interrupted by closures throughout the year.



Zoom support group meeting

A trained volunteer Peer Support team was a new initiative for 2020. The concept was to build on the already existing informal peer support happening through support groups with a formal structure that included training and support. It has been wonderful to see this initiative grow and flourish with both peer support volunteers and participants saying how much they enjoy it.

MS Auckland Fundraisers

The year started off 'normally' and in hindsight I have to say how lucky we were to be able to participate in our first event of Round the Bays 2020. We had 5 staff members and 34 people with MS and friends and whanau participate in the event. Participants worked to raise funds through this event and \$8,000 was raised to support the work of MS Auckland. The event was supported by Vision PT who provided the food and refreshments at the tent following the 8.4-kilometre trip from the Auckland CBD to St Heliers Bay. It was a great way to start the year off, however, it was not long afterwards that COVID-19 hit our shores and New Zealand went into a level 4 lockdown.

Unfortunately, our Street Appeal had to be cancelled altogether, as Auckland entered another brief lockdown. We chose to participate instead in the national 'Face of MS' campaign and were very fortunate to have the lovely Anu Dravid volunteer to be the MS Auckland face of MS. To date \$5,428 has been donated through this campaign, which will remain open until Street Appeal 2021.

Our awesome ambassador, Sam Smith, once again pulled together a superb comedy night to raise funds to support

our work. This was the fourth year of this event which has already drawn a loyal following. While this is usually held during Awareness Week we once again had to re-schedule and the event was held a few weeks later in early October. We were unable to sell as many tickets as in previous years due to the Alert level rules so a few people missed out and funds were slightly down from previous years. However, it proved to be another night of great fun and laughter.

Our big Annual Fundraiser – Life Buoy for MS – scheduled for early June had to be postponed. A new scheduled date of the 15th of November had me feeling somewhat nervous, being so close to Christmas. I was lucky to secure the services of Rosie Stevenson. Thanks to Rosie and a fabulous volunteer Life Buoy Committee, the 2020 Life Buoy event exceeded all expectations. The Life Buoy Committee – Lorraine Street, Raewyn Henry, Joan Thomson, Christina Cairns and Celia Snedden – worked extra hard to make the event so very successful and I am so very grateful to them all.

We were a truly exhausted team at the end of 2020! Looking back I can't help but be truly amazed at how much we achieved. I thank you all for your support, encouragement and feedback and look forward to serving you in 2021.



Ingrid Minett
General Manager



Sam Smith, Ambassador, performing at the Comedy Night Event

Our Supporters

MS Auckland is grateful to all organisations, families and individuals who support our work.

AJ Scott Fund	Lottery Grants Board
Allied Medical Ltd	Louisa and Patrick Emmett Murphy Foundation
Auckland Airport – 12 Days of Christmas	Lynch & Associates
Auckland Council	Mt Wellington Foundation
Biogen	Nomad's Golf Club
Blue Sky Community Trust	North and South Trust
Blue Waters Community Trust	North Shore Presbyterian Hospital Trust
Care on Call	Novartis Pharmaceuticals
COGS	Perpetual Guardian
Constellation Communities Trust	Pub Charity Limited
Dragon Community Trust	Rehabilitation Welfare Trust
Electric Bikes NZ/Smartmotion	Rob Webber & Associates
Foundation North	Roche
Four Winds Foundation	Rod Milner Motors
Furley Digital	Rotary Club of Newmarket
Harcourts Cooper & Co	Sanofi
Hugo Foundation	Southern Trust
ILS	St. John's Rotary Club
IT Performance	Stevenson Village Trust
John Ilott Charitable Trust	Sweep
Lion Foundation	The Trusts Community Foundation
Lions Club of Remuera	

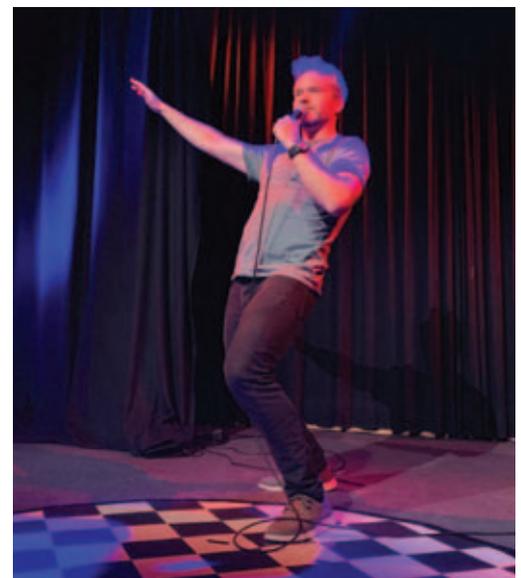
Special thanks also to our wonderful volunteers who give us their time, expertise and support.

Plus all the people and businesses that donated items for Life Buoy for MS and all the people who support our work with donations and volunteer time.

Our heartfelt thanks and appreciation to all our donors and supporters.



New Community Advisor, Lesley, with Manukau support group leader Julie



Nick Rado performing at the Comedy Night event

**"While there
is no cure
for Multiple
Sclerosis yet,
your donation
can help me, and
others, manage
our MS and live
our best lives."**

Anu

DONATE NOW



ONE OF THE MANY FACES OF MS

MULTIPLE SCLEROSIS AWARENESS WEEK 14TH - 20TH SEPT

ms
MULTIPLE SCLEROSIS
AUCKLAND

MS Auckland
5 The Strand, Takapuna
Ph 09 845 5921