MS Trust

Impact Report 2025-26

Expert support for every MS, every day

Welcome to MS Trust's Impact Report for our 2025-26 Financial Year. Read on to discover how we're making a difference for people with MS.



Introduction

Our Mission Statement

We bring together expertise from every angle to help everyone feel more in control of their MS today and every day.

Through trusted information and compassionate support, the training of new MS healthcare professionals, and research rooted in real experience – we're here for every MS. Every day.



“I was able to speak to someone who just listened to how I felt and gave support and suggestions as needed.”

Welcome from the CEO

This has been a year of significant progress and change at MS Trust, driven by our commitment to putting people living with MS at the heart of everything we do. We began the year by launching a new five-year strategy and unveiling our first brand refresh in over 17 years.

These milestones mark an exciting new chapter, building on our strong foundations and strengthening our commitment to the MS community.

At MS Trust we exist to give everyone living with MS the knowledge and confidence they need to feel more in control of their MS today and every day.

Our new strategy helps us focus our efforts where we can make the greatest difference.

Over the next five years, we are working towards three key goals:

- We will provide the best possible information and support to navigate your every day.
- We will play an active role in driving excellence, equity and consistency in treatment and support.
- We will power research into the things that matter most in the lives of people with MS and translate this into positive action.

With our new strategy in place, we've made meaningful progress for people with MS this year. From our biggest ever annual Conference which brought together more MS specialists than ever before, funding and placing health professionals within the NHS, launching our new research portal, through to millions of people accessing our health information through our website and helpline, we have strengthened our impact across the MS community. As a result, MS Trust is in a strong position to deliver lasting change for people living with MS every day.

None of this work would be possible without the dedication of our staff, healthcare professionals, researchers, volunteers, supporters and, most importantly, the MS community itself.

Thank you for being part of our journey. I am proud of what we have achieved together and excited about what lies ahead.





Lucy, MS Trust CEO

Our impact in numbers

Over 12M

viewers on social media saw our content to gain knowledge and awareness of MS.

36,000

members in our Facebook community receiving vital peer-led support.



3,270

people had their questions answered by our helpline.

300+

healthcare professionals trained, who will go on to support an estimated 94K people with MS with their care.



We held our biggest ever Conference with

287 attendees.

£2.6M

raised to support people with MS an incredible increase of 73% year on year.

£100,000

committed to MS research.



16% growth

in the number of people actively supporting and fundraising for us.

Strategic goal one

We will provide the best possible information and support to navigate your every day.

Trusted information when it matters most

When reliable health information can be hard to find, MS Trust continued to provide evidence-based information people can depend on:

- We have established new reader and health professional review panels to keep our health information accurate, evidenced and relevant for the people who need it.
- Key MS health information has been updated and refined for people with MS, including MS pain, temperature sensitivity, disease modifying therapies, and the McDonald criteria.



> “I feel reassured that this is a resource I can direct my friends and family to...Directing them to this page will save me a lot of a repetition in the future, and hopefully do the same for other people living with MS.”



- Removed barriers to our digital resources making them easier to download and more accessible so they can help even more people.
- With the support of the Moondance Foundation, translated key publications into Welsh.
- Increased the speed in which people receive health information resources. These items now dispatch within 24 hours of ordering.

> “The information is accurate and reflects what I've been told by my MS team and the extra reading that I have done over the years of living with this condition, and beforehand, when I was training as a health professional.”



Informing and connecting the MS community

Every day, our social channels help people with MS access trusted information, find support and connect with others who understand.

Social media reach

- Over 100,000 people now follow us on social media which is a growth of 7% over the last year, meaning we can reach even more people with information and support.
- More than 12 million people viewed our social media content, raising awareness of MS, reaching new audiences, and strengthening community engagement.

- With 36,300 members and more than 65,000 comments and conversations, our Facebook community provided a space for people affected by MS to connect, ask questions and access support. More than 1,500 queries were responded to directly by our Helpline team, helping people feel more informed, understood and empowered to manage life with MS.
- Our Facebook community is the largest Facebook group for people living with MS in the UK, helping people share experiences, feel less alone and build confidence.

> “I really liked the information on the bathtub test. It describes the phenomenon in a way that is very visual and an easy way to explain to others about the effects of heat!”
>
> MS Trust Facebook group member

> “Thank you to all of you, this is a fantastic place for MSers to come for reliable information and sound advice. It was a godsend for me when I was first diagnosed.”
>
> Julie Lawrence,
> MS Trust Facebook group member



Case study

Sally

Sally's MS diagnosis came at a time when life should have been opening up with new possibilities. Having recently completed treatment for breast cancer and starting an exciting new role after 34 years as a midwife, she instead found herself facing uncertainty and fear. Despite the support of her family, Sally felt alone and overwhelmed by the unknown.

This changed when she discovered MS Trust. Through the Helpline and MS Trust's trusted information, Sally found answers, reassurance and, most importantly, hope. The support she received helped her navigate some of the most difficult moments following her diagnosis, including the loss of a career she loved.



Today, Sally is a proud MS Trust supporter who wants others facing MS to know they are not alone. By sharing her story, she helped MS Trust highlight the life-changing difference that trusted information, expert support and a listening ear can make to people living with MS.



> "When I eventually plucked up the courage to face my diagnosis, I called MS Trust. It was the first step to living my best life, despite MS."

Support when people need it most

MS Trust's Helpline remains a lifeline for many people navigating life with MS.

During the past year, the Helpline has supported **3,720** people with questions about MS. These included people living with MS, their family and friends, as well as health professionals. Every question received a personalised response from our team.

Following contact with the service, the impact of their work is clear:

- **90% felt more informed.**
- **87% felt able to decide what to do next.**
- **80% felt more in control.**

We have also continued to evolve the service and introduced new ways for people to contact us. In 2026 we introduced:

- A new **WhatsApp channel.**
- A **bookable 30-minute appointment service**, which launched in September 2026.

Helping more people with MS access expert information and support in ways that work for them.



What people tell us

"MS nurse actually called me this morning and said exactly the same as you did. This reassured me so much."

"Just fantastic to know you guys are here. That definitely helps my mental health."

"Of course, we all want a cure. But MS Trust is about living with MS. For us that's very beneficial."

"I was able to speak to someone who just listened to how I felt and gave support and suggestions as needed."

"Your guidance and encouragement made a real difference, and I truly appreciate it."



Strategic goal two

We will play an active role in driving excellence, equity and consistency in treatment and support.

Promoting consistency and best practice across MS services

Placing health professionals

We are continuing to transform care for people with MS through the placement of health professionals across the NHS.

- More people in North-West London can now access the help and support they need, through a newly funded MS Specialist Nurse post.
- We continue to strengthen support for people living with Advanced MS, with Advanced MS Champion (AMSC) posts in both Coventry and Leeds being made permanent due to their positive impact.
- Secured funding for an additional AMSC post to be recruited in the 2026/27 financial year.

> “We’re not an emergency service, but I still receive calls that need an urgent response. Sometimes it’s about alerting the district nurse for a two-hour response or arranging antibiotics and wrap-around care at home. Keeping people comfortable in their own environment makes such a difference.”
>
> Caroline Scott, Advanced MS Champion

Understanding the state of MS services and driving positive change

This year our Mapping 360 Project gathered views from across the MS community in our most comprehensive survey to date. We spoke to:

- People living with MS.
- MS healthcare professionals.
- Service leaders across the UK.

Early findings point to a consistent message:

MS services are under significant pressure, and many people are not receiving the level of care and support they need and deserve. MS Trust supports healthcare professionals to adopt best practice approaches, helping to improve the quality and consistency of MS care.

The full report will be published in December 2026.



Caroline Scott, the Coventry AMSC

Strengthening MS services for the people who rely on them

We continue to help healthcare professionals working with people with MS to build skills, confidence and expertise.

- We welcomed another cohort of delegates to the development module this year, equipping them with new skills and knowledge to take into their practice and care for people with MS. The programme received outstanding feedback, achieving an evaluation score of more than 93%.
- 287 healthcare professionals attended our annual Conference for two full days of presentations and seminars on the latest best practice for treating MS.

> “[It’s] given me confidence to develop my clinical assessments. Inspired me to think more about our current service and how this can be developed.”

> “Amazing lectures, well organised and structured, building my confidence to practice as a MS nurse.”

> “Given me a wealth of information to pass on to patients and improve my practice.”



- The delegate list demonstrated the wide reach and influence of our education programme, engaging and equipping professionals from across multidisciplinary MS teams, including nurses, physiotherapists, occupational therapists, Advanced MS Champions, pharmacists, MS coordinators, dietitians, speech and language therapists, and neurologists.
- Delegate satisfaction for all Conference sessions was rated as ‘Very Good’ or ‘Excellent’ for relevance and delivery, equipping MS professionals with knowledge and insights they could immediately put into practice to improve care and support for people with MS.

> “Inspiring to hear about how we can improve our MS services.”

> “Very relevant to clinical practice today.”

> “Fantastic conference as usual, great programme and vast experience of the speakers.”



Case study

Adam and Sharon

Adam was a busy husband and dad in his mid-30s when his life changed overnight. While on a family trip to Paris, he suddenly became unwell and struggled to walk. What followed was 18 months of uncertainty, hospital visits and unanswered questions before he finally received an MS diagnosis.

When Adam and his wife Sharon discovered MS Trust, they found a trusted source of information, support and reassurance at a time when they needed it most. MS Trust quickly became their "go to" for expert advice, helping them understand MS and to navigate the many challenges and unknowns that come with it.

For Adam, the support has been life changing. MS Trust has helped him live the best life possible, while also providing vital support for Sharon, whose life was transformed when she became his full-time carer.



Adam says MS Trust is "like family" and cannot imagine facing MS without them. His story highlights the difference trusted information, compassionate support and expert services can make to people living with MS and those who care for them.







Strategic goal three

We will power research into the things that matter most in the lives of people with MS and translate this into positive action.

Investing in research that improves lives

As part of our ongoing commitment to research that benefits people living with MS, we continue to fund researchers at the University of Sheffield and Sheffield Teaching hospitals NHS Foundation Trust. Their project was to develop new ways of measuring mobility in people with progressive MS using wearable sensors in real-world settings.

By supporting pioneering research in this way, MS Trust are helping to improve future MS care, accelerate treatment development, and increase the chances of finding effective interventions for progressive MS.

In May 2026 we launched a new clinician-led research funding programme designed to improve MS services, reduce inequalities and improve experiences of care.

The programme offers a **£100,000 annual research fund** which will support projects that will:

- help more people access joined-up, equitable MS care.
- strengthen community services.
- improve experiences and outcomes.
- support new ways of delivering care.

By involving healthcare professionals, researchers and people with lived experience of MS, our review panels will ensure funded projects are informed by both robust evidence and the priorities of the MS community.

The first awards will be announced in November 2026.





2026 Conference

Our supporters make our achievements possible

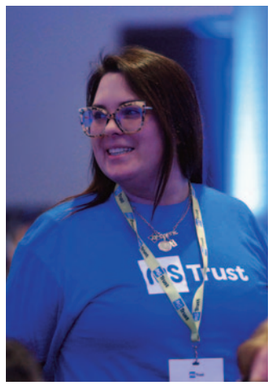
Thanks to the generosity of our supporters, we raised £2.6 million to help improve the lives of people affected by MS.

This year we:

- Had our biggest ever London Marathon team, who **raised over a remarkable £270K**.
- Cheered on our **Miles for MS** participants in our accessible fundraising challenge, **raising over £40K**.
- An incredible number of people signed up to receive more information about pledging a gift in their will, helping to strengthen MS care for generations to come.









- **Legacies remain crucial to the work of MS Trust** with 41% of our annual income coming directly from gifts made in wills over the last year. We are so grateful to them for helping to secure improved MS care for many years to come.
- **Raised nearly £40K through the annual Big Give Christmas campaign,** a fantastic result that reflects the generosity of our supporters, trusts and foundations.

Looking ahead



Demand for trusted information, specialist support and high-quality MS care continues to grow. Together, we're working towards a world where everyone affected by MS can access the information, care and support they need to live well.

Thank you. Every question answered, every healthcare professional trained or funded, every research project backed and every life touched is possible because of the incredible contribution of our supporters, volunteers, trusts and foundations, partners and healthcare professionals.

Together, you are ensuring MS Trust can be there for every MS, every day.



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