

# MOVE FOR MS CAMPAIGN IMPACT REPORT 2024

## THANK YOU

It is with immense gratitude and pride that we present the Impact Report for the “Move for MS” campaign. This report encapsulates the collective efforts of individuals, organizations, and communities who joined hands in solidarity to support the National Multiple Sclerosis Society (NMSS) mission. Through the dynamic “Move for MS” campaign, we garnered support for people living with this condition; to make them feel included, ensure that they are visible and know how much we care about their wellbeing. Raising awareness is a significant aspect of NMSS’s work and the funds raised from this initiative will go towards support and research.

With the participation of over 3,000 individuals, the “Move for MS” campaign stands as a testament to the spirit of solidarity and resilience that defines our community. As we celebrate our achievements, let us reaffirm our commitment to continue advocating for the needs of everyone affected by MS and striving for a world where their voices are heard and their rights are upheld.

Thank you for your support, dedication, and partnership.

**National Multiple Sclerosis Society  
(NMSS)**

## ABOUT

## THE NATIONAL MS SOCIETY (NMSS)

The National Multiple Sclerosis Society (NMSS), which operates under the Ministry of Community Development in the UAE, is dedicated to bettering the lives of people with MS and their communities through education, advocacy, and contributing to global research for a cure.

NMSS strives to raise awareness of MS, establish a comprehensive support system for the MS community in the UAE, and provide resources and assistance to those impacted by the condition.



## CELEBRATING MS AWARENESS MONTH:

During the holy month of Ramadan, the UAE embarked on its inaugural MS Awareness Month with the dynamic “Move for MS” campaign, orchestrated by the National Multiple Sclerosis Society (NMSS).

This campaign, strategically launched in conjunction with Ramadan, provided a unique platform for NMSS to advance its mission of supporting the MS community. The initiative garnered widespread support from various sectors of society, including corporate entities, government organizations, fitness centers, and the broader community, demonstrating the collective effort to raise awareness and foster donations for this important cause.

“It was an honor to be a part of the movement and show our support to the cause and to one of our participants who was only recently diagnosed with MS. She now knows she has a community that supports her.”

### MOVE FOR MS CAMPAIGN PARTNER



“Although I wasn’t first, I walked a bit shy of 1 million (steps). Being part of this virtual community made me push myself to the max. Loved it.”

**CHANTAL**

AN ENGAGED COMMUNITY

09

PARTNER FITNESS CENTERS

350

PARTICIPANTS MOVED FOR MS

55

CLASSES

100% of proceeds donated towards MS initiatives.

GYMS



# STEP CHALLENGE

As part of the Move for MS campaign, NMSS initiated a Step Challenge to raise awareness and donations for the MS community. Participants tracked their daily steps using the STEPPI application, fostering engagement and support for the cause.

The Step Challenge successfully engaged corporate partners and community members alike, to take strides for multiple sclerosis awareness, whilst raising awareness for the National MS Society. With every step, they contributed to improving the lives of people living with MS in the UAE.

## 2,608

### TOTAL PARTICIPANTS

Who joined the Step Challenge in 2024.

## 296,391

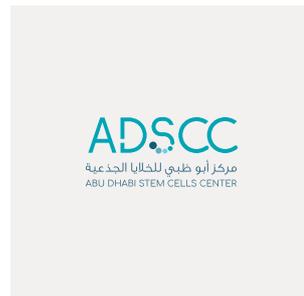
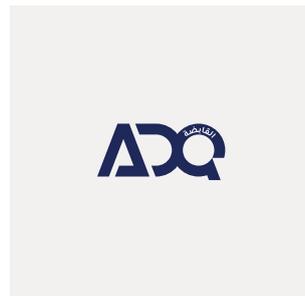
### TOTAL KMS MOVED

~ Walking 7 times around the earth!



## CORPORATE CHALLENGE

Partners participated in the Step Challenge by providing their employees access to the app, where both the company and employees pledged donations in support of the cause.



6 Companies

629 Participants

81,831 KMs



## COMMUNITY CHALLENGE

The UAE community joined the Step Challenge, generously donating and raising awareness for the MS community.



1,979 Participants

214,560 KMs

## DONATIONS RAISED FOR THE MS COMMUNITY

## MOVE FOR MS CAMPAIGN

VIDEO: 9,413 VIEWS

>500%

Increase in number of contributors.

330,000 AED

Total pledged donations raised.



## PRESS COVERAGE

We would like to thank our media partners for their continuous support in amplifying the voices of the MS community and Society. Below are highlights of the press coverage.

ABU DHABI MEDIA OFFICE

الجمعية الوطنية للتصلب المتعدد في الإمارات تطلق مبادرة "تحرك للتصلب المتعدد" خلال شهر رمضان المبارك

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ABU DHABI MEDIA OFFICE

National Multiple Sclerosis Society launches Move for MS initiative during Ramadan

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ALWATAN

الجمعية الوطنية للتصلب المتعدد في الإمارات تطلق مبادرة «تحرك للتصلب المتعدد» خلال شهر رمضان المبارك

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NEWS 24/7

الوطنية للتصلب المتعدد تنظم "تحرك للتصلب المتعدد"

[READ ARTICLE ↗](#)

YALLA ABU DHABI

Be a part of Abu Dhabi's latest Move for MS Initiative

[READ ARTICLE ↗](#)

ABU DHABI REVIEW

Activities to inspire inclusion for those living with MS across Abu Dhabi

[READ ARTICLE ↗](#)

THE NATIONAL NEWS

Public still doesn't understand MS, experts says

[READ ARTICLE ↗](#)

EMIRATES NEWS AGENCY – WAM

Participants take over 3,000 400 million steps under 'Move for MS' initiative

[READ ARTICLE ↗](#)

ALKHALEEJ

3000 مشارك في مبادرة «الجمعية الوطنية للتصلب المتعدد»

[READ ARTICLE ↗](#)

AL ETIHAD NEWS CENTER

مشارك في مبادرة «الجمعية الوطنية للتصلب المتعدد»

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ALWATAN

استمرت شهرا .. (3000) مشارك في مبادرة الجمعية الوطنية للتصلب المتعدد

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ALWAHDAH NEWS

استمرت شهرا .. (3000) مشارك في مبادرة الجمعية الوطنية للتصلب المتعدد

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ONE ARABIA. AE

مبادرة الإمارات للتصلب المتعدد تشارك 3000 شخص في الأنشطة الداعمة

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YASUAE. NET

3000 مشارك في مبادرة «الجمعية الوطنية للتصلب المتعدد»

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3000 مشارك في مبادرة «الجمعية الوطنية للتصلب المتعدد»

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