



Consolidated Annual Report • 2008 – 2009 • MS Society of Canada, Alberta Division



Neil Pierce, President
Alberta Division

I welcome this opportunity to provide the public with an accounting of how we spent the \$6 million that was raised from 20,000 participants and more than 100,000 donors who supported the MS Society in Alberta. Given the economic environment in which we worked over the past year, it is a significant accomplishment to have matched last year's financial results (after the one-time government endMS grant of \$1.5 million is removed from the previous year). As you can see from the 2008-2009 consolidated income statement that follows, there was enough growth in special fundraising projects to offset expected declines in direct mail and major gift income.

This abridged version of the 2008-2009 Annual Report has been developed as a special insert to this issue of the MS Connections newsletter as a way to save costs and expand the readership.

I welcome your questions and comments to the operations report and consolidated 2008-2009 income statement attached. A complete set of annual financial statements for the year ending August 31, 2009 is available upon request.

Boundary adjustment results in more effective access to MS services across the province

Client Services has been expanding to improve access to MS services in a very significant way. Alberta Division and Chapter staff are now responsible for a larger territory in Southern Alberta. Central Alberta and Edmonton Chapter will be expanding their territories in 2010. A new satellite service and staff member have been established in St. Paul. The service is funded through income generated from the 2nd year of the new Enerflex MS Walk in St.



St. Paul's Enerflex MS Walk resulted in new MS services in the community.

Paul. These proceeds also generated a sizable contribution to MS research which constitutes the other half of our mission. The efforts to raise funds and guide the delivery of services in the Lakeland Region was made possible through the leadership of volunteers who created the St. Paul Regional MS Advisory Council. This model has the potential to guide future expansion in other communities where the MS Society wishes to improve access to services and gain greater presence.

New programs help us reach out to more people

Additional outreach activities include the introduction of MS ActiveNOW to many of our Chapters. This exciting health promotion program is designed to develop intention for active living in persons with MS, educate health, fitness and lifestyle professionals and 'seed' the growth of more wellness opportunities for people affected by MS. The Edmonton Chapter deserves the credit for pioneering the development of this initiative. We are also equally proud of our Friendly

Visitation Program that has received annual funding from the Alberta Government. This new program allowed staff and volunteers to visit 90 young people throughout the year who live in long-term care in Edmonton and Calgary. These visits provide important social support and in addition may afford people the opportunity



Friendly Visitors reach out to people with MS living in long-term care facilities.

to engage in an MS-specific activity, including support groups. The smaller Chapters are also getting out more to visit as well. Readers are encouraged to view the Global Edmonton video on the Alberta Division website (search for 'Friendly Volunteers') to learn more about the value of this new outreach service.

Alberta at the forefront of MS research activity

There were also many exciting developments in research this past year. Most notable was the announcement that Alberta was selected as one of five MS Regional Research and Training Centres (RRTC) across the country that will be supported through the



Alberta will host one of five MS Regional Research and Training Centres across the country.

National endMS Campaign. The Alberta RRTC is a partnership between three Alberta universities. Of significance to Albertans is the knowledge that over \$2 million of the designated Campaign funds raised in our province, including the Alberta Government grant of \$1.5 million, has now been committed to this partnership. The total research contribution from Alberta for fiscal 2009 is almost \$2 million compared to \$4.1 million last year. Once you remove the \$1.5 million one-time government grant, the shortfall in our research contribution is just under \$600,000. Much of this shortfall was a result of a downturn in one of our bike tours. In addition, funds were invested in Client Services to expand program and service delivery. This smaller research contribution is in line with the balanced spending policy. The 2009 ratios are 56% research and 44% services.

Provincial MS task force advocated

At a macro-community level, the creation of the MS Community Advisory Council and the subsequent development of Moving Forward Together submission to government is intended to improve the delivery of MS care and support services. The submission calls for a provincial Working Group of government, community and health providers to develop a better coordinated and enhanced system of MS care and support services, particularly in rural Alberta. This important endeavor is well worth it because we believe this is the right time to influence change; an almost perfect storm in many ways. I describe it this way because the MS community, together with government and health care, will have to find ways to work more collaboratively in the future given the scarce resources we all face; combined with the expectations donors and taxpayers have of us to be good stewards of their contributions.

The creation of the MS Community Advisory Council, which has brought together stakeholders from across the province, has been supported extensively by the Alberta

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Division Board's three Committee Chairs and a Secretariat of senior staff across government relations, client services and communications.

In the New Year, there are plans to mobilize up to 100 MS Ambassadors from across the province to inform 83 MLAs and members of the new Provincial Health Super Board of the recommendations in the submission.

The ability to mobilize more grassroots support builds tremendous capacity within the organization to advance social policy and change how MS care and support services are provided.

Alberta fundraising results show strong growth

2008-2009 revenue from donations and special fundraising projects increased by \$292,775, or 6.3%, over 2008 as a result of the financial performance of the 12 Enerflex MS Walks and RONA MS Bike Tours throughout Alberta. (The exception was the Calgary Bike Tour).

The golf tournaments did very well also, along with new sponsorship acquisition that currently exceeds \$200,000. Bequest income



Revenue was up 6.3% in 2008-2009, a testimony to the generous nature of Albertans during the economic climate of the past year.

surpassed expectations as well which reminds us of the importance of promoting this income stream which is part of the Leadership Giving responsibilities of our two Directors. Major gift donations experienced the largest decline outside of investment income which is to be expected during this period of economic downturn.

The efforts that pull all these threads together as described above comes from our communications and staff who work very hard to produce information & marketing materials, web & media presence, synergy between departments of the National organization and connections with clients, members, sponsors, donors, health providers

and government. This is where our story is told and where the finishing touches to our success resides.

Tremendous forward momentum

In closing, let me say how happy I am to be part of the National MS team in supporting the efforts of so many well-serving volunteers and staff throughout the organization who do so much to help people living with MS. The tremendous support that we receive from so many people in Alberta is truly inspiring and makes it easy to get up for work in the morning. I feel very good about the bench strength of our staff who have given the current management their vote of confidence through the National staff satisfaction results which exceeded the National average in all areas. We have had tremendous momentum growing over the past number of years and a forward-thinking strategic plan that will lead us through these lean times.

Changing of the guard on Alberta Division Board

On another personal note, I wish to take this opportunity to publicly thank our outgoing Chair, Suzanne Deschamps, for her leadership of the organization and inspiration to so many of us on staff and participants at the RONA MS Bike Tour events that she never missed. You are the reason we do what we do. In her place, I welcome James Orr as the new incoming Chair of the Division Board whom I look forward to working with very much. And last but not least, I need to thank all our Division and Chapter Board members, staff and committee members for all that you do in building this momentum and success.

Multiple Sclerosis Society of Canada (Alberta Division)

Consolidated Statement of Revenue and Expenditures

For the year ended August 31, 2009

			2009	2008
	Division	Chapters	Total	Total
	\$	\$	\$	\$
Revenue				
Donations and special fundraising projects (net of related expenditures) (note 9)	2,628,191	2,276,628	4,904,819	4,612,044
Direct Mail and Corporate Campaign (note 11)	375,736	-	375,736	482,239
Capital Campaign (note 11)	71,000	-	71,000	1,609,489
Allocations from United Way	-	370,518	370,518	384,703
Grants	(271,591)	596,103	324,512	309,371
Investment and other income	11,382	29,366	40,748	79,061
Miscellaneous Income	-	57,769	57,769	95,216
Memberships	380	8,997	9,377	12,633
	<u>2,815,098</u>	<u>3,339,381</u>	<u>6,154,479</u>	<u>7,584,756</u>
Expenditures				
Program services				
Funds remitted to National Office for research (note 11)	880,468	1,002,448	1,882,916	2,465,386
Funds remitted to National Office for research –Capital Campaign (note 11)	71,000	-	71,000	1,609,489
Funds remitted to National Office for programs and services (note 11)	315,318	-	315,318	195,210
Client services	438,363	1,162,038	1,600,401	1,435,570
Public education	425,486	329,652	755,138	671,009
Chapter resources	248,344	40,116	288,460	255,767
Government Relations	140,386	192,151	332,537	265,788
MS Clinics	-	1,119	1,119	2,699
	<u>2,519,365</u>	<u>2,727,524</u>	<u>5,246,889</u>	<u>6,900,918</u>
Support services				
Administration	196,044	222,290	418,334	340,347
Fundraising	99,689	172,372	272,061	300,817
	<u>295,733</u>	<u>394,662</u>	<u>690,395</u>	<u>641,164</u>
	<u>2,815,098</u>	<u>3,122,186</u>	<u>5,937,284</u>	<u>7,542,082</u>
Excess of revenue over expenditures for the year	<u>-</u>	<u>217,195</u>	<u>217,195</u>	<u>42,674</u>