

# ATLANTIC DIVISION



Multiple  
Sclerosis  
Society of  
Canada

Société  
canadienne  
de la sclérose  
en plaques



CC Riders

# Annual Report 2007-2008

# A Message From the Acting Chair



**Chuck Ford, Acting Chair**

The year 2007–08 was a successful one, powered by our record-breaking fundraising, our increased outreach to the MS community and our unwavering support from members and volunteers.

We've marked many milestones including the 60<sup>th</sup> anniversary of the founding of the MS Society of Canada and the 30<sup>th</sup> anniversary of our partnership with Kin Canada Atlantic District 7. We've delivered top-notch programs and services to people affected by MS and their families. We've embraced bold marketing strategies that have increased awareness of MS. We've developed business plans that demonstrate clear linkages to the Society's nation-wide strategic directions, and we've launched an aggressive campaign that will, once and for all, end MS.

The Atlantic Division is fortunate to have both visionary leadership and energized volunteers. I want to thank the Board and all volunteers who play a leadership role in their local communities. You are the face of the MS Society. I also want to thank Dena Simon and the team at the Division office which continues to surpass our expectations each and every year. It is clear that anything can be achieved with true leadership and committed people.

We have reached a unique time of exciting opportunities in MS research. The cure for MS is within our grasp. I am privileged to share in the energy and excitement, and I urge you to stay involved as we work together to end MS.

Respectfully submitted,

A handwritten signature in dark ink, appearing to read "Charles J. Ford".

Charles J. Ford  
Acting Chair

# endMS

We will never fly.

In the past few decades, Canada has made incredible advances in the understanding and treatment of MS.

However, as leading researchers retire, progress towards discovery in the field of MS is at risk.

The MS Society of Canada and the MS Scientific Research Foundation are undertaking the first of its kind campaign to invite and retain gifted physicians, scientists and researchers to make MS their lifelong cause. At the conclusion of this nationwide campaign, the MS Society will have elevated its fund raising program, transformed its leadership giving program, and raised public awareness of MS to new levels. Most importantly, it will increase the number of MS researchers and clinicians in the country and accelerate the pace to end multiple sclerosis.

**Gordon Moore (L) of  
The KPMG Foundation and  
Chuck Ford (R) announce  
\$100,000 gift to endMS  
campaign.**

**endMS.ca**  
It's time. Give now.



# Serving Our Clients

On April 12-13, in Fredericton, 18 Self Help Group Coordinators from NB, PEI & NS attended a workshop entitled, *Sharpening Your Skills*.



Simply put, fulfilling the mission of the MS Society means directly helping people affected by multiple sclerosis. Here in Atlantic Canada, the primary services we provide are: funding; education; and information on a variety of topics such as, MS diagnosis, symptoms, treatments, and research.

## ATLANTIC SERVICE FACTS 2007 -2008

- We distributed over 6300 information packages.  
They go to people with MS, family members, MS Clinics, doctors, employers, institutions and students.
- We logged over 2500 telephone inquiries.  
That's an average of over 200 calls month!
- We purchased 10 new books and DVDs for our library loan program.
- We contributed 29 books about MS to inter-library loan programs across the Division.

One of the strongest programs in the Atlantic Division is our network of Self Help Groups. Each year, they continue to grow and provide crucial support to people living with MS. Two new groups have joined our network – one in Digby, NS and one in Dartmouth, NS.

The funding program is one of the highest valued services amongst our clients and we were able to increase funds distributed by 45 per cent last year. We also increased, by 21 per cent, the number of people we helped purchase much-needed mobility aids and assistive devices. Equipment funding will increase to \$450 this year up from \$400.

# A Time for Change

For 60 years the MS Society has been generating awareness of multiple sclerosis and our mission. But the advent of cutting edge technology, the changing face of volunteerism and competition for fundraising dollars necessitates a bold new vision.

In the past year, we've been committed to improving the look and feel of the materials we use to communicate.

At the Atlantic Division, we recognize the need for innovative communications and marketing strategies that will give us an edge.

This new reality is also having an effect on how people communicate in other ways. For the first time, the MS Society piloted an online advocacy campaign for increased income security. Technology is giving more and more people a voice by making it easier to lobby elected officials, thus empowering them to speak up for the needs of people affected by MS.



Jessesar MacNeil reads the re-designed newsletter, MS Atlantic

As we work with governments to achieve universal equipment provision in the four Atlantic Provinces, we will use these innovative tools.

We will need to be bold.

We will need to spread the word that change is ours to make.

Dena Simon, President, Atlantic Division and Donald Ferguson, Deputy Minister of Health for the Government of New Brunswick



# A Presence in the Community

Volunteers selling carnations in Montague, PEI.

Nancy  
MacHerron

Ethel  
Knox



PEI leads Atlantic Canada in the *Carnations of Hope* Campaign.

The Queens and Kings Chapter has been the Atlantic Division's perennial *Carnation Cup* winner.

Across the four provinces of the Atlantic Division, Chapters are the MS Society's official presence in the community. In this role, they raise funds to support programs and research, host educational events, promote the Society and foster a sense of camaraderie among members through social events.

With the leadership of Chapter Presidents, and dedication of members and volunteers, communities across the region remain committed to the mission of the MS Society.

Cape Breton Chapter President, Carl MacLeod, 72, is a force to be reckoned with when it comes to the annual Christmas Cake Campaign. Volunteering in his first campaign, Carl sold 16 cakes. Sixteen years later, he raised the bar considerably, selling \$40,000 in cakes in 2007. Carl steps down as President this year.



Carl  
MacLeod

# Celebrating Relationships

## Dr. T.J. (Jock) Murray Retires

For over 45 years, Dr. Murray has compassionately supported and cared for people with MS and their families. His incredible wealth of knowledge, passionate interest in cutting edge research and ability to relay information to his patients has made Dr. Murray a national and international authority in MS neurology.

Dr. Murray retired in July, but the impact he has made on the treatment of multiple sclerosis will continue to be felt worldwide.



**Dr. Jock Murray**

## KIN Canada Atlantic District 7



**Officially registered with the International Star Registry, Koinonia is situated to the right of the Little Dipper's handle.**

In recognition of the 30 year partnership between the Atlantic Division and Kin Canada Atlantic District 7, we presented Kin District 7 with the unique gift of a star named in their honour.

The star was aptly named, *Koinonia*, an ancient Greek word meaning community, partnership, fellowship, and the spirit of generous sharing or giving. *Koinonia* is a tribute to the partnership between our two organizations.

# We're Raising the Bar



## The Super Cities WALK for MS raised \$521,954!

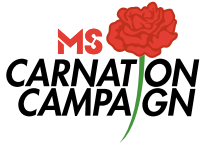
The Super Cities WALK for MS in Atlantic Canada has once again set records by surpassing last year's incredible half-million total. With close to 3000 participants walking in 13 communities across Atlantic Canada, the WALK continues to bring people together in the fight to end MS.



Truro, NS Walkers



Walkers in Corner Brook, NL

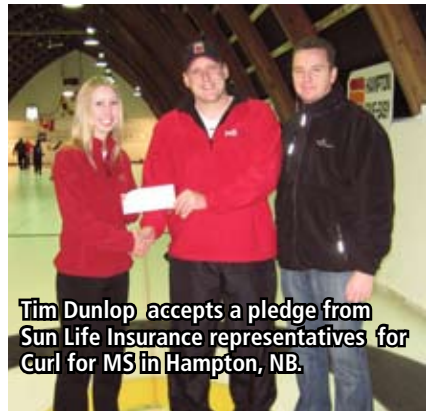


The Carnation Campaign is the Society's longest running campaign, raising over \$140,000 in May 2007, MS Awareness Month.



The 2007 Christmas Cake Campaign raised \$200,000, another record total.

Third party events such as Movie Night & Curl for MS raised a total of \$35,684.



Tim Dunlop accepts a pledge from Sun Life Insurance representatives for Curl for MS in Hampton, NB.

# And Clearing It



## The Atlantic Division's RONA MS Bike Tours combined to raise \$617,659!

### New Brunswick

The Sussex to Saint John Tour celebrated its fourth year with a good jump in participation (13%) and a great increase in revenue (18%) coming in with \$117,659.

### Nova Scotia

The 19<sup>th</sup> Annual Windsor to Wolfville Tour reached a huge milestone this year making the half-million dollar mark on the final day to submit pledges. With 468 cyclists, this represents a 6.6 % increase in participation and an 18 % increase in gross revenue.

### A Personal Challenge

CC Riders member, Tom Eisenhauer, led a group of six cyclists 1610 km from Toronto to Lunenburg raising \$104,000 for the RONA MS Bike Tour. Awarded Top Individual Fundraiser, he personally raised \$36,126. Tom documented his journey, **TO 2 NS 4 MS** on an internet blog (<http://to2ns4ms.blogspot.com>).

### Tom Eisenhauer

*"This journey has been much more than we ever expected; more than the miles, the hills, the wind and the weather, more than the money raised," says Tom. "The people who took part, the people we met along the way and the lives that have been touched as a result, have left us all deeply humbled."*



The CC Riders, 75 members strong, raised over \$180,000, the most money raised by one team in Canadian TeamMS history.

TeamMS accounts for 77% of all revenue from Walk and Bike.

# Thank You for your Generosity

## Divisional Partners



## Leadership Gifts (Individuals and Corporations)

**\$100,000** (over 5 years)

The Bragg Family Foundation

The KPMG Foundation

**\$10,000 to \$25,000**

Estate of Louise Bamford

**\$5,000 to \$7,499**

Beacon Securities  
Estate of Gordon Butler

James Ross

**\$2,500 to \$4,999**

Dr. Ed Pineau

**\$1,000 to \$2,499**

Estate of Emmerson Baker  
Estate of Mary E. Brown  
Richard Hines  
King's Mutual Insurance Company

Lou Maroun  
Paul Richardson  
Sears Employees Charitable Fund

# Partners • Major Donors • Sponsors

## **RONA MS Bike Tour**

### **National Title Sponsor**

RONA

### **National Sponsors**

Atlas Canada

Brinks Inc.

Pedal Magazine

Pfizer

Sugoi Performance Apparel

### **Media Sponsors**

Q104 FM

CHSJ Country 94.1 FM

The Wave 97.3 FM

### **Tour Sponsors**

Cyclesmith

Empire Theatres Ltd.

G. E. Barbour Inc.

Premiere Van Lines

Purolator Courier Ltd.

### **Supporting Sponsors**

Air Canada Jazz

Canadian Ski Patrol

Cascades Day Spa

Culligan

Darlings Island Bike Shop

Freewheeling Adventures

Halifax Amateur Radio Club

H2U Distributors Limited &

Millennium Mist Springs

Loyalist City Amateur Radio Club

McBurney Pools & Spas

Nova Trophy

## **Movie Night for MS**

Empire Theatres Ltd.

## **MS WALK**

### **Presenting Sponsor**

Medavie Blue Cross

### **National Sponsors**

Brinks Inc.

Student Works Painting

### **Regional Sponsors**

Kin Canada Atlantic District 7

Premiere Van Lines

Purolator Courier Ltd.

RBC Financial Group

### **WALK Sponsors**

Subway

Tim Hortons

### **Supporter**

Enbridge Gas

Scotsburn Dairy Group

### **Media Sponsors**

Big Dog 100.9 & Cat Country 99.5

CHSJ Country 94.1 FM

CKEC 1320

C103 & XL 96.9

92.3 FRED FM

KOOL 96.5

MAX 98.3

Ocean 100 & K-Rock 105.5

The River 99.3

590 VOCM

97.3 The Wave

XFM 98.9

Cape Breton Post

The Daily Gleaner

The Guardian

The Miramichi Leader

The News

The Telegram

The Times & Transcript

The Western Star

Truro Daily News

# A Balanced Approach

## Treasurer's Report

I am happy to report that 2008 was another extremely successful year for the Atlantic Division of the Multiple Sclerosis Society of Canada.

This year, the Division's revenue from all sources increased by five per cent over last year. Of course, none of this would be possible without the efforts of our volunteers, donors and staff and to them we owe our immeasurable gratitude.

The money raised via our fundraising this year enabled the Division to contribute \$406,298 to national research programs and fund another successful equipment provision program.

The endMS capital campaign is a new campaign to recruit, train, support and retain the next generation of MS researchers in Canada and to accelerate their research activities to find a cure and improved treatments for MS. Already, the Division has received over \$60,000 in support of this campaign.

The Division moves forward into 2009 well-positioned financially to be a leader in finding a cure for multiple sclerosis and enabling people affected by MS to enhance their quality of life.

Respectfully submitted,




Chris Bourque, Secretary Treasurer  
Atlantic Division Board of Directors

# Balance Sheet

As at August 31, 2008	2008 \$ (unaudited)	2007 \$ (unaudited)
<b>Assets</b>		
<b>Current assets</b>		
Cash	703,311	370,928
Investments	97,829	400,000
Accounts receivable	93,643	82,722
Due from the National Office	21,074	18,121
Prepaid expenses and supplies	15,828	10,878
	<u>931,685</u>	<u>882,649</u>
<b>Capital assets</b>	<u>2,909</u>	<u>10,822</u>
	<u>934,594</u>	<u>893,471</u>
<b>Liabilities</b>		
<b>Current liabilities</b>		
Accounts payable and accrued liabilities	110,231	92,776
Due to the National Office	263,269	304,814
Deferred revenue	-	9,787
	<u>373,500</u>	<u>407,377</u>
<b>Net assets</b>		
Invested in capital assets	2,909	10,822
Unrestricted	558,185	475,272
	<u>561,094</u>	<u>486,094</u>
	<u>934,594</u>	<u>893,471</u>

Approved by the Board of Directors

 Director

 Director

# Statement of Revenues and Expenditures and Changes in Net Assets

For the year ended August 31, 2008	2008 \$ (unaudited)	2007 \$ (unaudited)
<b>Revenues</b>		
Donations and special fundraising projects (net)	879,814	756,128
Direct mail	245,248	232,009
Kin Canada District 7 support	51,716	53,694
Grants	750	37,000
endMS campaign	60,655	-
Allocations from United Way	12,651	10,373
Investment income	8,436	16,563
Memberships	1,400	1,695
	<hr/>	<hr/>
	1,260,670	1,107,462
	<hr/>	<hr/>
<b>Expenditures</b>		
Program services		
Funds remitted to National Office for research	406,298	451,844
Research - restricted for endMS campaign	60,655	-
Funds remitted to National Office for programs & services	99,276	77,723
Client services	262,074	249,438
Volunteer services	81,456	84,275
Marketing communications	77,574	41,380
Government relations	45,340	71,191
	<hr/>	<hr/>
	1,032,673	975,851
Support services		
Administration	143,706	125,429
Fundraising	9,291	6,182
	<hr/>	<hr/>
	1,185,670	1,107,462
	<hr/>	<hr/>
<b>Excess of revenues over expenditures for the year</b>	75,000	-
<b>Unrestricted net assets – Beginning of year</b>	486,094	486,094
	<hr/>	<hr/>
<b>Unrestricted net assets – End of year</b>	561,094	486,094
	<hr/>	<hr/>

# Leading the Way

## Board of Directors

### Executive

Charles J. Ford, Acting Chair  
& Legal Counsel  
Chris Bourque, Secretary  
Treasurer  
Sylvia MacVey, Past Chair  
Scott Gillis, Chair, Client  
Services Committee

### Members At Large

Cecilia Dennis  
Catherine Edward  
Sean FitzGerald  
Donna Gillis  
Deirdre Greene  
Joan MacKinnon  
Lisa Park  
Dr. Ed Pineau  
Doug Ross

### Honourary Directors

Mike Kennedy  
Brenda Dooley, Kin Canada  
Carol MacDonald, Kin Canada

## Staff

### President

Dena Simon

### Directors

Sarah Cowan  
Tim Dunlop  
Monica Jordan  
Sandra MacLean  
Peter Van Harmelen

### Managers

Starr Amey  
Joanna Hamilton  
Jessesar MacNeil

### Coordinators

Marie Andrews  
Vanessa Linehan  
Janine MacIntyre  
Emily Murray

### Administrator

Ann Thouless



## OUR MISSION:

To be a leader in finding a cure for multiple sclerosis and enabling people affected by MS to enhance their quality of life.

### UNDELIVERABLE MAIL TO:

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