

the
possibilities
are
endless
endMS



Atlantic Division
annual report 2008-2009

MS Multiple
Sclerosis
Society of
Canada

Atlantic Division



Atlantic Division

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Message from the Chair

The fact that we had such a successful year is a testament to the dedicated and professional staff that we are so lucky to have by our side in the fight to end MS.



This has been a truly outstanding year.

We launched a new funding program for clients and their caregivers and increased the level of support available to people with multiple sclerosis. We launched the endMS campaign and have already made incredible progress by establishing a Regional Research & Training Centre in Atlantic Canada; a network of researchers able to collaborate and train, increasing the pace of MS research right here at home. And, we have realized phenomenal success in our fundraising efforts. Who would have thought that last year at this time we'd be able to say that?

As you will all recall, the worldwide economic collapse was well upon us at the time of our last AGM in November 2008. During those meetings, I advised the Board and Atlantic Division staff, that my main goal in the coming year was to ensure that the Division weathered the storm on the fundraising front, in order to ensure continuity with our programs and our contribution toward research. While acknowledging the difficulties ahead, I challenged the staff to find ways to succeed. It comes as no surprise to me that not only did they weather this storm, but that they exceeded all expectations.

The fact that we had such a successful year is a testament to the dedicated and professional staff that we are so lucky to have by our side in the fight to end MS. I also want to acknowledge the tremendous spirit and generosity of our friends at the Atlantic Division Chapters and of the hundreds of people who volunteer, donate and participate in our fundraising events each year. We could not have realized this level of success without your support. Thank you.

It is said that an organization's true strength is determined in times of great stress and uncertainty. By that measure, I can safely say that the MS Society of Canada, and the Atlantic Division, are stronger than they have ever been. We will all work together to make it even stronger in the coming years until we win the war against MS.

Respectfully Submitted,

A handwritten signature in black ink, which appears to read "Charles J. Ford".

Charles J. Ford, Chair
Atlantic Division Board of Directors



It's working.

In September 2008, the MS Society launched an ambitious five-year, \$60 million capital campaign to increase the number of MS researchers and clinicians in Canada and to accelerate the pace of research to end multiple sclerosis. One year later, we can already see some amazing results here in Atlantic Canada.

A few short months after endMS was launched, five endMS Regional Research and Training Centres (RRTC) were established across the country with one in Atlantic Canada.

So, what exactly is it?

The Atlantic endMS RRTC is a network of researchers from across the region who, because of this infusion of funding, have great opportunities to collaborate and train with one another. Conferences, regional workshops and inter-lab exchanges where scientists train at another lab in the network and return home with new found knowledge and skills to share with their colleagues are some of the new opportunities being provided. This increases awareness of MS research in the scientific community, and as naturally follows, encourages more researchers to get involved in MS research.

Directed by Dr. John Fisk, the Atlantic endMS RRTC, wasted no time getting up and running with one of its first initiatives. The call went out and the first group of endMS summer students soon began 12 week research projects on MS related topics from a wide range of disciplines.

On September 25, 2009 the endMS summer students, along with other MS Society funded students shared the summary of their findings at a research retreat with a group of physicians, professors, clinicians and research experts in the field of MS. The research was well received and even well known MS experts commented on the impressive nature of the projects and new ways of thinking about MS.



FROM LEFT TO RIGHT: EMMA HIGGINS, MEGHAN CASH, IAN SARTY, JORDAN WARFORD, CINDY MCCARRON, JAHNAVI VADAPARTI AND NICOLE STROWBRIDGE. PHOTO CREDIT: DAVID GRANDY.



Here's what a couple of students told us about their experience:

"I really liked this program because it provided us with a unique opportunity to see how research can really influence clinical practice. The clinic part of the program was an eye-opener. As a medical student, it really got me interested in further MS research. In fact, I am currently doing a research elective in MS and intend to continue doing research next summer."

**Jahnavi Vadaparti, 2nd year medical student
Dalhousie University**

"It has been a pivotal summer for me. It was the summer I decided to dedicate my life to MS research."

**Jordan Warford, 4th year B.Sc. Psychology (Hon.)
Saint Mary's University**

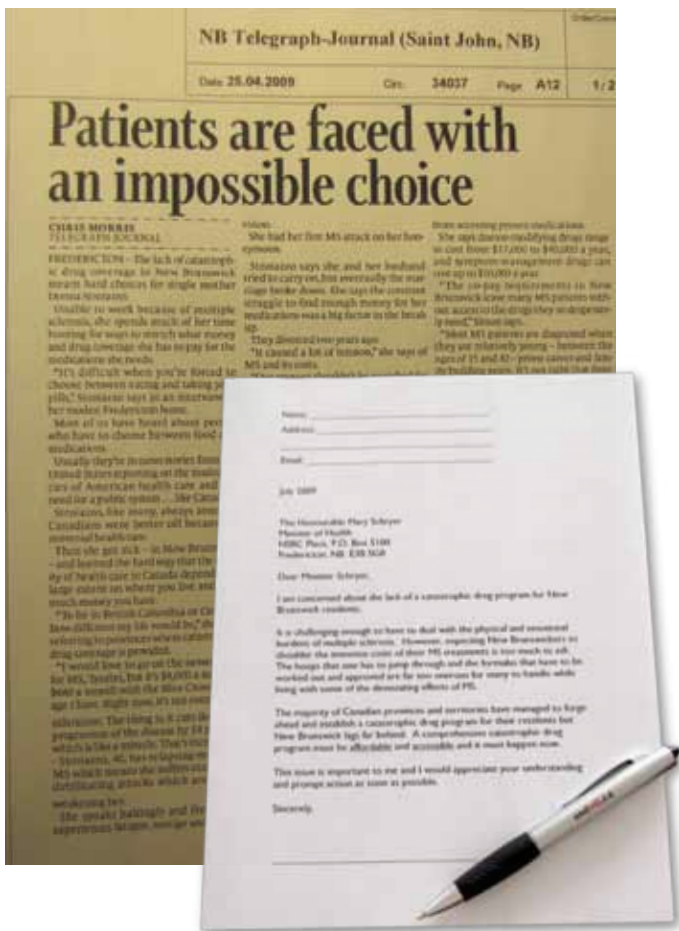
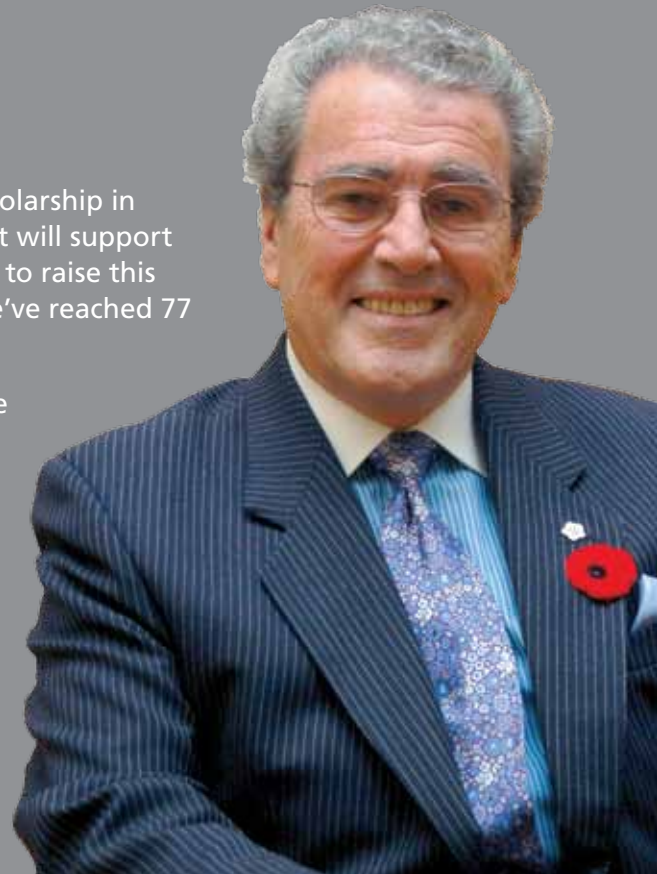
It's plain to see, the endMS Campaign is truly making a difference in attracting the next generation of MS researchers. To support this extraordinary movement go to www.endms.ca.

Building a Legacy

Last November, the Atlantic Division announced a \$100,000 Scholarship in honour of renowned MS neurologist, Dr. T. J. (Jock) Murray that will support the endMS Research and Training Network. While we expected to raise this money over the next few years, surprisingly, in just one year we've reached 77 per cent of our goal.

"A good number of people in our region have given gifts to the endMS campaign and to this scholarship because Dr. Murray has made such a great impact here," says Dena Simon, President, Atlantic Division. "By making a donation to this scholarship, people are ensuring that the next generation of young researchers have the necessary funds to continue the important work that Dr. Murray began."

The Dr. T. J. (Jock) Murray Scholarship will be available for undergraduate, MD, PhD and post-doctoral students dedicated to MS research. If you would like to help make a lasting contribution, please go to www.endMSatlantic.ca.



Taking Action

Many families affected by MS are struggling, making sacrifices to pay for much needed MS treatments, or simply not receiving them at all due to their high cost. On July 4th, RONA MS Bike Tour participants and volunteers signed 100 letters addressed to the Health Minister of the New Brunswick Government in support of a catastrophic drug program. Letters were sent in small bunches each week for the weeks following the Tour to keep the issue top of mind for the Minister.

Throughout the year, Government Relations and Communications staff raise the profile of MS in the Atlantic Region by telling the stories of people living with MS who face these important issues. Numerous stories appeared throughout 2009 in newspapers across the region, some specifically focusing on the need for a catastrophic drug program in New Brunswick.

"People with MS shouldn't have to choose between feeding their children and taking a drug that will slow the progression of the disease," says Jessesar MacNeil, Director, Government Relations & Marketing Communications. "As a community, we can do better than that."

We're Having a Party!



CATHERINE MACINTOSH AND HER CAREGIVER NADIA VISIT WITH SANTA AT THE ANNUAL CHRISTMAS PARTY.

It's been proven that social activities play an important part in the well being of people with multiple sclerosis. In light of this, the Chapters of the Atlantic Division made it a strategic focus for 2009 and the coming years, to provide more social opportunities for their members.

In addition to the regular work of the Chapters as the MS Society's official presence in the community, BBQ's, dessert socials, potlucks and holiday parties were planned around the Atlantic Region with reports of increased attendance and positive feedback.

"Any chronic disease can be isolating; especially, if mobility and transportation are barriers for people," says Monica Jordan, Director, Volunteer Programs. "Having an accessible location and a low-cost event for people to get out and just have fun can make a difference in someone's quality of life."

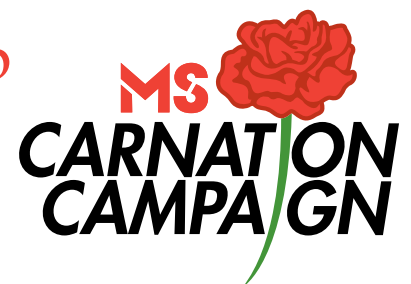
Doors Open When You Ask for Help

The annual Carnation Campaign has a long and successful history in the Halifax area. In 2009, the Campaign's footprint grew as Joan MacKinnon, the Carnation Campaign Chair for the HRM Chapter, made it her goal to make sure that no one could avoid seeing the campaign on Mother's Day weekend.

"Joan is a force to be reckoned with," says Dena Simon, President, MS Society, Atlantic Division. "Whether it's as a board member, participant, or committee member – we know that anything Joan is involved in is going to see great results."

In order to achieve her goal, Joan knocked on a few doors and enlisted the help of local service groups. Members of the Kin Club, Lions Club and Knights of Columbus joined forces to set up retail carnation sales locations in 15 sites throughout HRM, a 50 per cent increase over the previous year.

"The city was abuzz with talk of the Carnation Campaign. We had a hard time keeping track of so many sites," says Joan. "The willingness of the service clubs to get involved really made a difference. I've learned this year that there are many people out there who want to help and make their mark, they just have to be asked."



JOAN MACKINNON WITH HER DAUGHTER SHAUNA AT THE RONA MS BIKE TOUR.

KOC MEMBER CLIFF BOUDREAU AND GRAND KNIGHT BOB BROOKS TAKE CHARGE OF A CARNATION LOCATION.



It also helps to have a strong lead at the helm and a bold cause that makes people want to make a difference. Joan MacKinnon is that strong lead, and an end to MS is the bold cause that few can deny.

Being Well with MS

What do rug hooking and Cirque du Soleil have in common? You might be surprised to find out that the Atlantic Division's new *Being Well with MS* program is the common denominator.

In the summer of 2009, the Client Services department launched a new funding program created to financially assist people with MS and their caregivers with their participation in activities that contribute to emotional, spiritual, physical, mental or social well being and rejuvenation.

Ruth Liston, 58, of Maple Ridge, NB received funding for a new rug hooking kit that she says helps keep her hands working and her mind active. Since her diagnosis of Progressive MS three years ago, Ruth has retired from her job as Sr. Traffic Clerk at the Canada Customs border. Crafts like rug hooking have become an outlet for her creativity and a focus of her free time, as it can take nine to 12 months to complete a large piece.

"If I didn't have this hobby I'd want to read and my eyes get tired, so I can't do that for long anymore," says Ruth. "This program encourages people to find something to do to feel good about themselves. Maybe I can't walk as far anymore, but I can sit down and work on a hobby I enjoy and have something to show my family."

Cynthia Tucker, 47 of St. John's, NL received funding for tickets to see *Allegria* when the world renowned Cirque du Soleil came to her city. "I loved it!" says Cynthia. "It's a wonderful program that gave us an opportunity to get out of the house."



THE NYMPHS, CIRQUE DU SOLEIL
PHOTO: CAMIRAND
COSTUME: DOMINIQUE LEMIEUX



RUTH LISTON RUG HOOKING.

Specifically designed in response to the needs expressed by clients and families with MS, *Being Well with MS* was developed with the guidance of a regional advisory committee, to best fulfill their wishes.

"We've had such a great response to this program. To date, we've received over 170 applications and have approved them for so many different things: bowling shoes, yoga, computer software, pedicures," says Isabelle Forcier, Acting Director of Client Services. "It's nice to be able to do something just to make people feel happy and well."

Fulfilling the mission of the Atlantic Division Client Services department means directly helping people affected by multiple sclerosis. In 2009, we fulfilled that mission by providing new funding programs, new information and new education sessions to our clients and their families.

- We increased the number of people we fund by 6%.
- We distributed 4080 information packages.
- We logged 2800 inquiries. That's 11% more than last year.
- We added 22 new books and DVDs to our library loan program.
- We partnered on 7 education and self-help sessions. This included our first session by video-conference through the Telehealth Network.

Little Hands Hold Big Possibilities

Marlie

This spring, five-year-old Marlie Tremere of Cornwall, PEI held her first art show and raised just over \$500 in support of the MS Walk.

Marlie has always been passionate about art. She was inspired by her Aunt Deborah, a local artist, when she attended her art show and began dreaming of the day she could hold an art show of her own.

"We wanted to encourage her talent, and let her know that dreams can come true at any age," says Tanya Tremere, Marlie's mom. "So we prepared for her first show and tied it to the MS Walk."

Marlie and her family have been participating in the MS Walk for the past three years in support of her grandmother, Kathryn Bell.

"Marlie is very proud to have made her own contribution to this important cause."



William

William Breon is one motivated 10-year-old.

Hailing from Grand Bank, he has become one of the top fundraisers in Newfoundland for a cause that is close to his heart, the MS Walk.

His father Frank was diagnosed with MS when he was just a baby and for the past three years, William has participated in the MS Walk in Mount Pearl. This year he raised more than \$2,800 bringing his combined total to over \$4,300, a substantial contribution by all accounts.

"I think he knocked on every door in Grand Bank," says Helena Breon, William's mother. "We're very proud of him for making such a commitment."

William is on a mission to help find a cure for multiple sclerosis.

"I do it for my Dad," says William.



Hailey and Hannah

The Fahie sisters really know how to get into the spirit of things. Participating in the New Glasgow MS Walk, 9-year-old Hailey and 7-year-old Hannah from Trenton, NS aren't afraid to display their enthusiasm as they decorate themselves with stickers and tattoos before going on the five kilometre jaunt. And this year, they recruited friends.

Hailey and Hannah attend Trenton Elementary School where their passion for fundraising for the MS Walk inspired four of their friends to join them. They have proven to be good ambassadors for people with multiple sclerosis.

"The girls shared their walk t-shirts from other years with their friends so they could all dress up and get into the fun of the event," says Kelly Fahie, the girls' mother. "They always want to beat last year's goal and they were excited with the amount of money they were able to raise this year. And they know why it's important."

Hailey writes the request for donations for the Fahie family's online fundraising page.

"Me and my family walk for MS because my Grandad has MS. Me and my sister walk around my school and ask the teachers for money for MS. Please help me help people who have MS."



HAILEY SITS IN FRONT OF HER SISTER HANNAH.

Chatham Day Care Centre

The pre-schoolers at the Chatham Day Care Centre proved that no matter how young, children can make a difference in the lives of others.

Motivated by their daycare teachers, little kids from Chatham, NB helped raise money for the MS Walk this year by selling footprint cut-outs for \$2.00 each to their parents. The cut-outs are in the shape of a footprint and are inscribed, "Today I took a step to end MS."

"No matter the size of the contribution, or the size of the person – every effort helps us get one step closer to ending MS," says Dena Simon, President, Atlantic Division.

"No matter the size of the contribution, or the size of the person – every effort helps us get one step closer to ending MS."



(LEFT TO RIGHT) DENALI GARDNER, TASHENI BENAYA, ALEX PETERSON, LAURYN SWAINE AND ELLIE MATHESON

RONA MS Bike Tour

We celebrated two significant milestones this year. The 5th RONA MS Bike Tour in New Brunswick and the 20th anniversary in Nova Scotia combined to raise a total of \$536,400 with just over 600 participants.

The bike tours have provided Atlantic Canadians the opportunity to donate more than \$4,000,000 to the MS Society of Canada over the past 20 years.



Friendly Rivalry ~ Fun Ride

Something is definitely contagious at the RONA MS Bike Tour and it smells like TeamMS spirit.

Team Cycle~Delics say the ride has become a passion and an obsession. Each year during the bike tour, they are already planning for next year's theme and team cheer. I guess that's why the Cycle~Delics have won or tied for Best Cheer or Best Dressed Team for several years.

This year, the 'Super' Cycle~Delics rode in 'Superman' style shirts with capes and later changed into individual superhero costumes for the banquet. They say one team in particular, the Live Wires, has become their fierce, but friendly rival.

"We are thrilled to see how other teams are catching the spirit," says Denise Pelrine, Team Captain, Cycle~Delics. "The Live Wires have been 'loudly' making their presence known and the Team Cheer is getting to be quite a production!"

Although it's a lot of fun, it's not the reason they participate.

"Each one of us has had our lives touched by MS. Every year we have a team gathering before the banquet and reflect on our reasons for riding.

"We ride to END MS so that one day we won't have to."



TEAM CYCLE~DELICS HAVE BEEN PARTICIPATING SINCE 2002 AND HAVE RAISED OVER \$175,000.

This is an emotional time, but one that gives hope and encouragement to keep going," says Denise.

"That said, we are giving a 'throw-down' warning to all. Watch out for 2010 'cuz the Cycle~Delics are about to 'heat' things up."

The official response from Team Live Wires

"Heat things up? We won't even need oven mitts," says Peter MacDowell, Team Captain, Live Wires. "The Live Wires rock and that Team Spirit Award is going to look really good hoisted above our heads next year."

All joking aside, Peter says they don't let the lure of any prizes get in their way. They just do it because they love doing it; however, they too have won, or tied for Team awards including: Best Team Spirit (4 out of 5 years) and Best Cheer.

"We set out to have as much fun as we possibly can, while raising money for MS," says Peter. "But a little rivalry opens up the creative juices for fundraising ideas and costumes."

Healthy competition or friendly rivalry, the Cycle~Delics and Live Wires continue to spur each other on to new heights of greatness each year at the RONA MS Bike Tour.

"We do it because we can."



TEAM LIVE WIRES HAVE BEEN PARTICIPATING SINCE 2005 AND HAVE RAISED OVER \$90,000.

MS Walk

It was an outstanding year for the MS Walk in Atlantic Canada. The Atlantic Division raised \$604,599 breaking all former walk fundraising records and winning two nation-wide MS Society fundraising awards.

For the first time, almost 3000 Atlantic Canadians in 13 communities joined together on one single day, yielding the biggest impact possible and making every step matter at the MS Walk.



Teaming Up for Success

The contributions of regional and local sponsors are a big part of what makes it possible for the Atlantic Division to host our fundraising events and to ultimately fulfill our mission. Fortunately for us, Medavie Blue Cross has been the Presenting Sponsor for the MS Walk for the past four years.

As a company, Medavie Blue Cross has made a commitment to making a difference in communities by supporting groups, organizations and institutions that are dedicated to improving lives and supporting healthy outcomes.

"The MS Society was a natural fit for us," says Ellen Hemphill, Community Relations Officer, Medavie Blue Cross. "Our organization sees the effects of MS on our clients every day and we recognize the great work of the MS Society and how close we are to a cure. We want to support that."

But the support does not end there.

The staff at Medavie Blue Cross have been leading the way and showing the MS Society their team



spirit since the first walk in Moncton, NB was organized in 1999. Ten years later, the 'Blue Cruisers' are still proudly dedicated to participating in the MS Walk and have raised close to \$45,000 in that time.

"Members of the Blue Cruisers have been personally affected by this debilitating disease," says Shelley Baxter, Team Captain. "We are committed to raising money each year in hopes that a cure will be found not only for our family members, but for all people affected by MS."

Not to be outdone, staff in PEI joined in on the action two years ago by entering 'Team Blue Cross' in the Charlottetown MS Walk.

"We are thrilled to have such a great partner in Medavie Blue Cross," says Tim Dunlop, Director, Development, Atlantic Division. "They support us at every level of the organization showing amazing commitment to people affected by multiple sclerosis."

THE BLUE CRUISERS AT THE MONCTON MS WALK.



Treasurer's Report

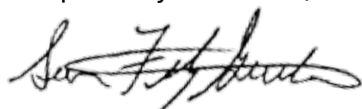
It gives me great pleasure to present the 2009 financial results for the Atlantic Division of the Multiple Sclerosis Society of Canada.

The Division raised over \$2 million in revenues from all sources in 2009. In a year of economic uncertainty we are extremely grateful for these excellent results that could only be achieved through the hard work and dedication of our volunteers, participants, donors and staff.

As a Society, we strive to achieve balanced spending between research and client service expenditures. The money raised this year enabled the Division to contribute over \$258,000 to national research programs and also fund another successful equipment provision program.

Although 2009 brought many economic challenges, the Division remains on a very solid financial foundation, a foundation on which we will bring hope to people living with multiple sclerosis every day.

Respectfully submitted,



Sean FitzGerald, Secretary Treasurer
Atlantic Division Board of Directors

Balance Sheet

As at August 31, 2009

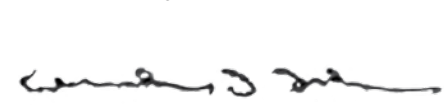
	2009 \$ (unaudited)	2008 \$ (unaudited)
Assets		
Current assets		
Cash	715,375	703,311
Marketable securities	98,147	97,829
Accounts receivable	68,842	93,643
Due from the National Office	34,112	21,074
Prepaid expenses and supplies	14,743	15,828
	<hr/> 931,219	<hr/> 931,685
Capital assets	<hr/> 369	<hr/> 2,909
	<hr/> 931,588	<hr/> 934,594
Liabilities		
Current liabilities		
Accounts payable and accrued liabilities	128,375	110,231
Due to the National Office	227,119	263,269
Deferred revenue	15,000	-
	<hr/> 370,494	<hr/> 373,500
Net assets		
Invested in capital assets	369	2,909
Unrestricted	560,725	558,185
	<hr/> 561,094	<hr/> 561,094
	<hr/> 931,588	<hr/> 934,594

Statement of Revenue and Expenditures and Changes in Net Assets

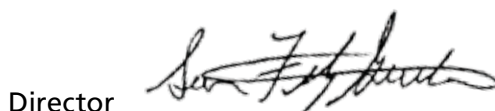
For the year ended August 31, 2009

	2009 \$ (unaudited)	2008 \$ (unaudited)
Revenue		
Donations and special fundraising projects (net)	860,805	929,447
Direct mail	201,257	245,248
Kin Canada District 7 support	45,947	51,716
Grants	33,660	750
endMS campaign	59,379	60,655
Allocations from United Way	11,143	12,651
Investment income	6,067	8,436
Memberships	1,210	1,400
	<hr/> 1,219,468	<hr/> 1,310,303
Expenditures		
Program services		
Funds remitted to National Office for research	258,812	406,298
Research – restricted for endMS campaign	59,379	60,655
Funds remitted to National Office for programs and services	168,896	99,276
Client Services	279,267	262,074
Volunteer Programs	135,030	102,480
Marketing Communications	116,124	106,183
Government Relations	44,167	45,340
	<hr/> 1,061,675	<hr/> 1,082,306
Support services		
Administration	145,528	143,706
Fundraising	12,265	9,291
	<hr/> 1,219,468	<hr/> 1,235,303
Excess of revenue over expenditures for the year	-	75,000
Unrestricted net assets – Beginning of year	<hr/> 561,094	<hr/> 486,094
Unrestricted net assets – End of year	<hr/> 561,094	<hr/> 561,094

Approved by the Board of Directors



Charles J. Ford



Sean FitzGerald

Director

Director

Friends of the Atlantic Division

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endMS Campaign Supporters

\$100,000

KPMG Foundation
The John and Judy Bragg Foundation

\$10,000 - \$24,999

Teva Neuroscience Canada

\$5,000 - \$9,999

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Estate of Joseph P. Perin
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Estate of Audrey May Trainor
Estate of John Howard Walker

\$5,000 - \$9,999

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Greg MacNeill
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Tim Stone
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Anonymous
WBLI Chartered Accountants
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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.



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