

Ottawa Chapter 2001-2002 Annual Report

Chairperson's Remarks

*"By in large, Ottawa is one of the best chapters in the country."*¹

This year has been another successful effort in moving the organization forward in providing services to clients and contributing to research. Strong fundraising, innovative programs for clients, progress on social action, and excellent management of our committed volunteers are described in the attached reports. Amazing efforts from volunteers and staff have made this possible. We have also participated in the development of three new initiatives that will have a profound impact on the Chapter over the next few years. I would like to describe them to you.

Two Ontario Division policies, which the Chapter had a direct role in creating, were finalized this year. The Ontario Division Board passed the *Revenue Sharing Agreement (RSA)*, after being endorsed by the overwhelming majority of chapters in the province. The agreement addresses the longstanding problem of how chapters equitably contribute to Division's efforts to fund projects such as M.S. Clinics, and services to areas without organized chapters. Prior to the *RSA*, chapters' contributions were based on a patchwork of policies related to the *Supercities WALK*, which led to a great deal of mistrust and tension within the organization. With the *RSA* in place, all chapters will contribute to Ontario Division taking into consideration issues such as ability to pay and size of the chapter. With this agreement, I believe the organization is turning a corner with a sharper focus on achieving our goals.

A second major effort to improve how chapters and Ontario Division work together was the development and acceptance of a formalized *Partnership Agreement*. Over the past several years the growth of chapters has led to increasing interdependence between the two levels of the organization on almost every activity - fundraising, client services, social action, and staff management chief among them. Everyone recognized there was a need to spell out how chapters and Division could most productively work together. The *Ontario President's Advisory Committee* (led by Bill Lumsden from the Ottawa Chapter) took on the challenge of developing the agreement. The work was completed earlier this year and has been endorsed by both chapters and Ontario Division. Again, this is a major step for the organization that will shape how we operate in the coming years.

Finally, a major initiative within the Chapter has been completion of our multi-year strategic plan. Like all non-profit organizations, we are struggling to cope with shrinking government support for clients while raising funds in an increasingly competitive environment. Our three strategic priorities have been defined as:

- 1. Increase the awareness of the disease itself (MS become a household word) and the programs and services of the MS Society of Canada, Ottawa Chapter;**
- 2. Improve client satisfaction;**
- 3. Develop current and new partnerships as appropriate.**

We focused this year on testing whether we were meeting the needs of the community through a survey to our key publics i.e. members, donors, clients, sponsors and volunteers.² This allowed us to fine-tune our strategic goals and to establish priorities for the next few years. The positive feedback received from the community reinforced the need to continue what we are doing and outlined for us areas of growth and opportunity.

Bill Morris - Chairperson

¹Taken from the 'Community Consultation Report', which was prepared for the Multiple Sclerosis Society of Canada, Ottawa Chapter by the SMC Group. Exactly 600 members, donors, clients, and volunteers were surveyed.

² 'Community Consultation Report', pg.6

OUR MISSION

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

CHAPTER COMMITTEE REPORTS

The Ottawa Chapter relies heavily on volunteer effort to achieve its goals. Volunteers work through a committee structure that reports to the Chapter Board. The achievements of these Committees are highlighted below.

Administration Committee

"The Chapter is well respected in the community. A partner noted that they have had clients come to them from other agencies, but they have never had a client that came from the MS Society over a dispute. This speaks volumes about the Chapter."³

Highlights for the Administration Committee for the 2001-2002 year include:

- Completion of a consultation study on the Chapter.
- Expanding and clarifying Chapter strategic priorities.
- Hosting the annual general meeting.
- Renewal of Chapter lease for 5 years.

Key plans for the upcoming year include:

- Staffing a new Executive Director (Clare Gillespie is retiring).
- Conducting a Chapter salary review.
- Developing a reporting framework on newly diagnosed client satisfaction.
- Taking a leadership role in the 2003 Division AGM.

Linda Terrill
Vice Chair

³ 'Community Consultation Report', pg.6

Client Services

*"The staff are phenomenal, very knowledgeable and the support is excellent."*⁴

The simple edict, "to enhance the quality of life of persons with multiple sclerosis and their families," as part of the mission statement, reaffirmed the committee's promise to their clients. As a result, a major function of the committee continues to be assessing requests for financial assistance, as well as program evaluation.



Through the receipt of external funding from the *Human Resources Development Department* and the *Ministry of Training, Universities and Colleges*, a very successful Summer Enrichment Program was implemented, with registration exceeding 100 participants. Programming included the provision of one-on-one assistance, group outings, and companionship. A cumulative total exceeding 850 hours for individual client visits was logged, while an additional 15 outings and/or activities were offered. As well, the students were solely responsible for the coordination and implementation of an exceptionally well-organized Summer Picnic, with a 'Country and Western' theme prevailing.

Albeit, the relocation of the Chapter's *Equipment Loan Cupboard* to *Ontario Medical Supplies* was an arduous endeavour, economically, this move has proven to be a prudent decision.

Other highlights to note over the past year include:

- Securing a grant from the Dragon Boat Races that will help offset the costs of the *Client Services Equipment* funding program.
- Partnering with *DPCR* and several like organizations to identify the gaps in service, as well as the unmet needs of persons with disabilities, and develop conclusions and recommendations for the *Partnering for Participation and Inclusion: A Community Coalition* survey.
- The Client Services Department worked in collaboration with the *Multiple Sclerosis Society of Canada*, hosting a *Living Well with MS* series, which was sponsored by an unrestricted grant from *Teva Neurosciences Canada*, 340 participants.
- Attending the *National Multiple Sclerosis Society Leadership Conference*, participating in the cracker barrel session showcasing the Chapter's revamped Newly Diagnosed Program, now entitled "Knowledge is Power."



Laurie Cucheran-Morris
Manager, Client Services

Judy Plourde
Director, Client Services

⁴ 'Community Consultation Report', pg.8

Communications

One partner noted, "All of the 'touch points' of the research make the MS organization stronger overall, as do all of the communications and fundraising activities."⁵

The Communication Committee's goal is to develop, implement and revise a consistent, comprehensive communications plan for the Ottawa Chapter. This will ensure effective internal and external communications that raise the profile of the Chapter. This is accomplished through close liaison with the Chapter's Communications Coordinator and individual task specific volunteers.

Notable accomplishments of the committee in 2001-02 include:

- Development of a new layout for the quarterly newsletter along with a new name, *Capital Connection*.
- Presentation of a creative writing seminar for staff, committee and board members.
- Hiring a full time Communications Committee Coordinator.
- Regular updates of the Chapter's Web Site.
- Developed a closer working relationship with the Ottawa Hospital's MS Clinic.
- Produced the 2000/2001 Annual Report for the Chapter.
- Developed a standard template for Chapter information sheets.
- Obtained significant media coverage for the Chapter's fundraising events, including an eight-page insert in the *Ottawa Sun* for the *MS WALK* and appearance on the *New RO* to publicize the *MS Bike Tour*.
- Redefined the role of the committee to be more strategic and advisory, complemented by additional task oriented volunteers.

In the upcoming year, the committee will focus on several priorities, notably:

- The development of a Communications Strategic Plan for the Chapter.
- The development of an *MS Clinic* Web Site and a centralized, up to date literature distribution centre in the clinic's waiting room.
- The development of a procedure for updating the Web site, as well as the provision and authorization of new information.
- Increased emphasis on year round local media exposure for the Chapter and the disease.
- A comprehensive review of chapter publications with the goals of ensuring complete communications with a consistent format, in line with national branding guidelines.
- Participate in the development of improved advocacy communications with other organizations.

⁵ 'Community Consultation Report', pg.7

Development

The Chapter has captured a good mix of activities for people of all fitness and interest levels, from novices to avid and fit folks.⁶

The Development Committee raises funds to support all activities of the Chapter. This is accomplished by providing strategic and policy advice to the Board of Directors and identifying and developing new revenue generating opportunities.

Despite the economic uncertainty following Sept. 11, and the downturn of the local high tech sector in Ottawa, our Chapter was able to exceed its revenue projections again. Thanks to the continued dedication of our volunteers, donors, participants, corporate partners and the generosity of the community, the 2001-2002 fundraising year was yet another success.

Through the hard work of all, the committee's fundraising projects contributed a **net** of \$725,000 during fiscal 2001-2002 to support chapter programs and services, research contributions and operational costs. Congratulations to all involved!

Highlights of the year include (please refer to "Fundraising Events" section below for more details):

- The Residential (Door-To-Door) Campaign, our most cost effective campaign raised \$39,769.
- Despite a record snowstorm the day of the WALKs over \$293,869 was raised.
- Another record year for the bike tour. An increase in cyclists of 14 per cent, and in revenue by 20 per cent over 2001.
- The Chapter applied for and received three grants from two local foundations totalling more than \$7,000.
- A successful application to the Dragon Boat Festival will result in annual support for the next three years directed to our Client Services Department.
- Record MS Golf Challenge, with 20 golfers raising over \$53,000 in pledges.

The Development Committee's objectives for 2002-2003:

- To continue implementation of core revenue generating programs including major gifts, planned giving, special events and third-party events.
- To implement and improve existing programs.
- To increase the capacity of the MS Society through partnerships in the community

With the changing times and increased demands placed on our health care system, our strategies for funding the Chapter's programs and services must become more proactive. We look forward to the day when our efforts result in the discovery of a cure for multiple sclerosis.

Marie Valliant - Director of Development

⁶ 'Community Consultation Report', pg.28

Education

The Education Committee is committed to providing exemplary programs that inform and educate the Chapter's clients, and the community at large, of issues as they relate to the disease, adjustment to disability, services, and resources. The Education Committee in collaboration with the MS Clinic was successful in securing funding from several pharmaceutical companies, for one of the educational events, where attendance exceeded 400 registrants in total.

During fiscal 2001-02, the Education Committee achieved the following:

- Three Educational Events sponsored jointly by the Chapter's Education Committee and the *MS Clinic of the Ottawa Hospital*. These events were well attended:
- *"Reaching For New Frontiers in MS Research,"* a first for the Chapter participating in a satellite conference in collaboration with the *National Multiple Sclerosis Society, US*, with approximately 18,000 participants world wide.
- *"What Matters to You? Exercise, Energy Conservation and Community Resources"*, (financially supported by Berlex, Serono, Biogen and Draxis Health Inc.),
- *"Past, Present & Future of the MS Society of Canada and the Global MS Movement,"* Reid Nicholson, presenter.
- The Chapter also hosted an educational session at the office entitled, *"Everything you wanted to know about CPP but were afraid to ask,"* facilitated by a well-informed CPP consultant.

Social Action (SAC)

"Keep it up; you are going in the right direction."

Much of the work of the Social Action Committee (SAC) continues to be done by the membership in other organizations, committees and coalitions. Avril Gunter is a member of the *Ontario Social Action Committee*, the *Board of Directors of Disabled Persons Community Resources*, and the *Health and Service Advisory Committee to Ottawa City Council*. Peter Tonge sits on the *Accessibility Advisory Committee to Ottawa City Council*, and is the liaison person for the *Mobility Issues Advisory Committee*. Monique Vardy and Alf Gunter serve on the *Access Committee of Disabled Persons Community Resources*.

Our Chapter made a presentation to the *Legislative Committee* examining the *Ontarians With Disabilities Act* on Nov. 30, 2001. Bill Morris, Chapter Chair and Social Action members, Chris Pomroy and Alf Gunter appeared on our behalf. We worked closely with Ontario Division in this lobbying effort, which included many individuals and groups across Ontario. Although the Government refused to have the private sector governed by this Act, they made several significant adjustments, which strengthened it for the broad public sector.

The committee has been very concerned with the elimination of homemaking services by the *Community Care Access Centre*. Committee members Avril Gunter, Alf Gunter, Peter Tonge and staff person Laurie Chucheran-Morris have been active in various coalitions fighting these cuts. Avril Gunter has made two presentations to the *Health, Recreation and Social Services Committee* of Ottawa City Council.

After the *Para Transpo* strike of 2001 and the resulting interruption of transportation service for the disabled community of Ottawa, Chris Pomroy has been actively lobbying for taxicabs. He now sits on the *Accessible Taxi Sub-Committee* of the *Taxicab Advisory Committee of City Council*. A brief has been submitted to the *Emergency Committee of Council* supporting a proposal by *Blueline Taxicab Inc.* to purchase up to fifteen "London Taxicabs". Chris Pomroy is also sitting on the *Mobility Issues Advisory Committee* of Ottawa City Council. This committee deals with *OC Transpo*, *Para Transpo* and sidewalk issues.

Committee members, Alf and Avril Gunter and staff person, Leanne Anderson continue to play a major role in the *Peggy Allan Memorial Award*. New members have been added to the organizing committee for the year 2002, including past SAC member Nickie Cassidy, and representatives from the *City of Ottawa* and its *Accessibility Advisory Committee*.

The *Social Action Committee* will continue to endeavour that our aims of achieving equality of people with multiple sclerosis with others in the community are accomplished.

Phillip Goodwin
Director, SAC

⁷ 'Community Consultation Report', pg.10

Volunteer Resources

This fiscal year has proven very successful for the *Volunteer Resources Committee*. Several achievements were made in the areas of recognition, special events and recruitment.

Commencing in September 2001, the committee/department was involved in executing the following activities:

- Hosted the Second Annual Awards Dinner at *Algonquin College*, over 100 people attended this event. Councillor Alex Munter also presented the *Peggy Allan Memorial Award* at this venue.
- Nominated five individuals/groups for Ontario Division Awards, three of which were presented with awards.
- Submitted two nominations for the *YWCA Woman of Distinction Awards* and one nomination for the *Order of Ontario*.
- Successfully nominated Sister Cecile Paquette for the *Peggy Allan Memorial Award* and Mr. Alf Gunter for the *Community Activism Award, City of Ottawa*.
- Recruited and organized over 300 volunteers for the *2002 Super Cities WALKs* in Ottawa and Kanata.
- Recruited and organized 185 volunteers for the *2002 MS Bike Tour*.
- Recruited a Golf Committee to assist in recruiting new participants for the *Team 1200 MS Golf Challenge*.
- Worked with Ottawa Chapter and Ontario Division on several initiatives including the Volunteer Code of Conduct, recruitment information, and the Partnership Agreement.
- Volunteer Resources Director and Manager of Volunteer Resources jointly hosted and organized an orientation session for Chapter Committees and new volunteers in February 2002.

In 2001-2002, 617 volunteers involved with the Ottawa Chapter contributed an estimated 5,800 hours of time to committees, client services, governance, special events and office work. The contribution provided by these dedicated individuals has assisted in furthering the mission, goals and objectives of the Chapter over the last year.

Volunteers are truly the backbone and life force behind the activities of this organization.

Leanne Anderson,
Manager
Volunteer Resources



Sister Cecile Paquette, the 2001 Peggy Allan Memorial Award winner, and Ottawa City Councillor Alex Munter



Recognizing Our Supporters

The Ottawa Chapter relies heavily on our dedicated volunteers and financial partners in helping us meet the needs of client community. In particular we would like to recognize the following for their part in making the Chapter successful in the achievement of its mission:



The Ottawa Sun has been a major sponsor of the MS Bike Tour for over seven years. We are truly fortunate to have such a friend in the media.

The Ottawa Sun also produced a multi page insert about the Ottawa Chapter in April. This insert promoted the Chapter and events leading up to May, which is MS Month. The paper also had a team in the MS WALK that raised over \$5,000 and was the second highest fundraising team for the WALK. The Ottawa Chapter was also the recipient of \$1,500 from The Ottawa Sun Golf Tournament in June.

In September 2002, the Ottawa Sun organized and sponsored their first annual Ottawa Sun Run for multiple sclerosis. Over 100 runners raised \$2,500 for the Chapter.

The Ottawa Sun is the recipient of the Corporate Excellence Award at the Ottawa Chapter this year. This award recognizes their incredible support of the Chapter, and we are truly grateful to have such a worthy partner in the fight against multiple sclerosis.

Supporters of Major Events

Our major fundraising events rely on the support of the individual participants and volunteers, and on corporate support through sponsorship. While we are thankful to all of our sponsors, we would also like to take this opportunity to thank certain organizations in particular for their support of our events:



The TEAM 1200 has been the main sponsor of the MS Golf Challenge for the past four years. We are fortunate to have such support from our friends at CHUM. The TEAM produced a MS Golf PSA that aired numerous times between June and August, as well as a number of on air interviews with our honorary chairs for the event (J.R., Steve

Warne and Jungle Jim Jerome). Thanks to this publicity and support we were able to recruit the most first year golfers ever, and raise a record \$53,000 in pledges for this six-year event.



day Bike Tour.

Subway has been involved in the MS Bike Tour since 1996. Every year they generously donate 800 subs for the cyclists and volunteers as they return to Carleton University after their two-



numerous Super Cities WALKs and MS Bike Tours. A true friend and partner of the Ottawa Chapter.

Betty Shields and her wonderful staff at Parkway Van Lines have been involved with the Ottawa Chapter for over 10 years. They have provided vehicles for the Bike and WALKs each and every year, as well as having employees participate in

FUNDRAISING EVENTS

Super Cities WALK for MS (April 28, 2002)

Despite an unusual spring snowstorm on WALK day that left 20 cm of snow on the ground mid way through the events, over 3,500 registered participants raised an amazing \$391,632 from the Ottawa and Kanata sites. Although this amount is \$9,000 less than what was raised in 2001, it is important to note that this year's figure was achieved with 600 less participants who did not walk due to the weather. Congratulations to all participants and volunteers for another terrific WALK.

MS Bike Tour (Aug.10-11, 2002)

The two-day MS Bike Tour set another record! This year's event had 765 registered cyclists raise an incredible \$341,354 for services and research. These figures represent an increase in cyclists of 14 per cent, and an increase in revenue over the previous year of 20 per cent.



12th Annual MS Residential Campaign –May 2002

This annual campaign is an opportunity for our volunteer canvassers to get out in their community, create awareness about MS and raise funds for important services provided to local families and for research into the cause and cure of MS.

Our Residential Campaign Committee raised their most ever with over \$43,405. Congratulations to all our volunteers and thank you to our generous donors.

The TEAM 1200-MS Golf Challenge (Aug.19, 2002)

Twenty golfers turned out for this year's event at our new site-Glen Mar Golf and Country Club- and raised a record \$53,000 in pledges as well as each participant playing over 100 holes each in one day.



Third Party Fundraising

Third Party Fundraising events are organized by outside organizations or individuals to raise funds benefiting the MS Society. The following is a summary of some of the events that took place over the past year:

Ottawa Sun Run

The first annual *Ottawa Sun Run* was held in Sept. 14, with 100 runners running a 5km route. Over \$2,500 was raised from this first-year event.



International Brotherhood of Electrical Workers

Our friends at I.B.E.W held their 11th Annual Golf Tournament at their new location the Canadian Golf Club. Over \$2,500 was raised, thanks to Al Mortsen and his volunteers.

Ottawa Celtic Supporters Club

Thanks to several fundraising events throughout the year. The *Ottawa Celtic Supporters Club* raised over \$1,600 for the Chapter.



International Golf Classic

Thank you to Mr. Krishan Gupta and his team for including the *MS Society of Canada –Ottawa Chapter* as one of the benefiting charities from his annual event. Over \$5,000 was raised for the Chapter,

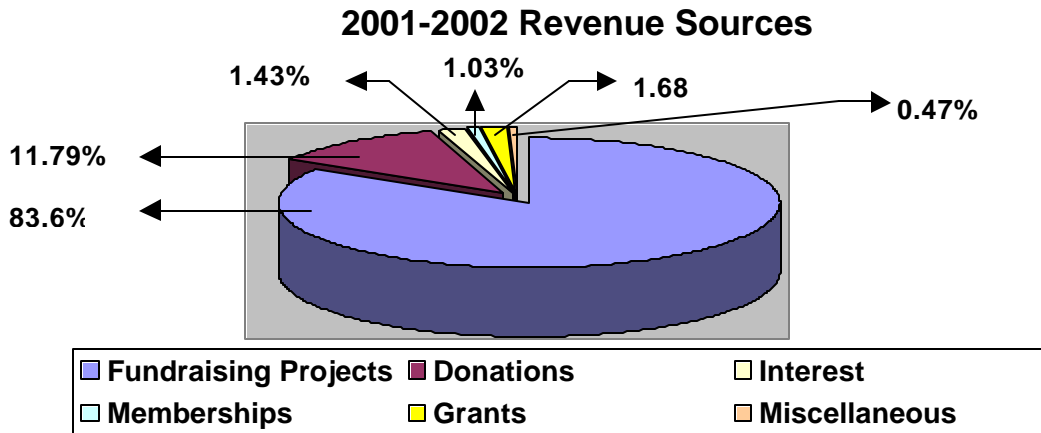
FINANCIAL SUMMARY

Statement of Operations

For the year ended August 31, 2002

	2001-2002	2000-2001
REVENUE		
Fundraising Projects	725,037	715,926
Donations	96,713	81,473
Grants	14,590	30,597
Interest	12,435	18,064
Memberships	8,978	7,924
Miscellaneous	4,041	0
TOTAL Revenue	861,794	853,984
EXPENSES		
Program Services		
Client Services	238,298	212,943
Public Education *		
Volunteer Resources	45,549	41,791
Communications/Newsletter	9,627	5,191
Education	16,647	(5,928)
Social Action	3,957	947
Support Services		
Fundraising	169,589	158,530
Administration	161,726	137,086
Revenue Sharing with Ontario Division	38,574	41,920
Research Funds Contributed to Ontario Division	150,000	219,604
TOTAL Expenses	833,967	812,083
Excess (deficiency) of revenue over expenses for the year	27,829	41,901

*Includes Volunteer Resources, Communications, Education, and Social Action

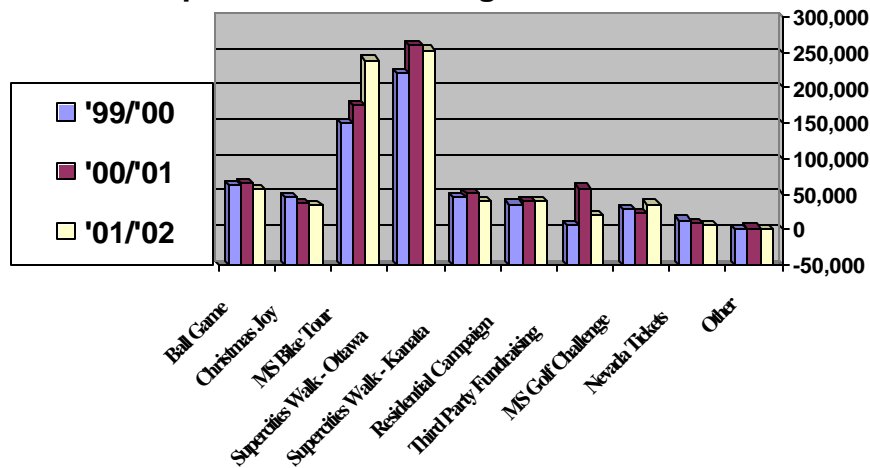


Fundraising Projects

Net Revenue after Expenses	2001-2002	2000-2001	Change
Ball Game	57,201	64,812	-13.3%
Christmas Joy	33,119	37,581	-13.47%
MS Bike Tour	239,105	176,439	+35.52%
SuperCities Walk – Ottawa	252,994	259,140	-2.43%
SuperCities Walk – Kanata	40,875	50,471	-23.48%
Residential Campaign	39,769	40,328	-1.4%
3rd Party Fundraising*	20,716	58,359	-181.71%
MS Golf Challenge	35,777	21,696	+65%
Nevada Tickets	6,992	9,588	-37.1%
Other	(1511)	(2,488)	+60.73%
Total	725,037	715,926	+0.81%

* “3rd Party Fundraising” 1999-2000 includes revenue from "Golf Tournaments" only, whereas in 2000-2001, this category includes all 3rd Party fundraising events.

Comparative Fundraising Revenue



	Program Services		Public Education*			Support Services		
	Client Services	Volunteer Resources	Communication s/Newsletter	Education	Social Action	Fund Raising	Admin. Services	Total
Salaries and Benefits	136,120	26,189	2,483	14,655	--	145,416	107,042	431,905
Equipment purchases/rentals	71,173	1,327	27	--	--	1,007	31,836	105,370
Travel and Accommodation	4,060	489	586	632	(110)	279	649	6,585
Rent	13,983	5,993	--	220	--	13,983	6,652	40,831
Conferences and Seminars	552	3,070	--	1,240	--	--	6,019	10,881
General Office	7,290	3,795	586	633	--	6,493	6,082	24,879
Literature and Promotion	155	3,635	522	(1,711)	--	634	228	3,463
Printing and Delivery	3,690	676	4,690	879	3,527	1,664	2,388	17,514
Miscellaneous	1,275	375	733	99	540	113	830	3,965
Total	238,298	45,549	9,627	16,647	3,957	169,589	161,726	645,393

* Includes Volunteer Resources, Communications, Education, and Social Action.

Statement of Financial Position

For the year ended August 31, 2002

	2001-2002	2000-2001
ASSETS		
Current Assets		
Cash	486,283	373,278
Accounts and pledges receivable	53,216	76,500
Receivable from Ontario Division	<u>13,681</u>	<u>32,903</u>
<i>Sub-total Current Assets</i>	553,180	482,681
Capital Assets	<u>17,380</u>	<u>40,642</u>
TOTAL Assets	<u>570,560</u>	<u>523,323</u>
LIABILITIES & NET ASSETS		
Current Liabilities		
Accounts payable and accrued liabilities	23,426	19,180
Payable to other MS Society offices	<u>175,972</u>	<u>171,611</u>
Deferred Revenue	<u>10,803</u>	
<i>Sub-total Current Liabilities</i>	210,201	190,791
Net Assets		
Unrestricted net assets	332,531	291,890
Invested in capital assets	<u>27,827</u>	<u>40,642</u>
<i>Sub-total Net Assets</i>	<u>360,358</u>	<u>332,532</u>
TOTAL Liabilities & Net Assets	<u>570,560</u>	<u>523,323</u>

Ottawa Chapter

Board of Directors 2001-2002

Bill Morris

Chairperson

Bill Lumsden

Past Chair

Linda Terrill

Vice Chair

Alan Kerr

Treasurer

Renate Rodgers

Secretary

Judy Plourde

Director, Client Services

Marie Vaillant

Director, Development

Patti Laurin

Director,
Volunteer Resources

Sharon Irven

Director link to Social Action

Mary McGregor

Director link to
Education

Chris Hughes

Director, Communications

Sondy MacKay

Director link to
Administration

Peter Cooke,

Fraser Milner Casgrain,

Legal Adviser

Dr. Mark Freedman

Medical Adviser

Clare Gillespie

Executive Director

CHAPTER STAFF

Clare Gillespie

Executive Director

Leanne Anderson

Manager,
Volunteer Resources

Paul Granville

Office Assistant

Gail Neil

Financial Administrator

Laurie Cucheran-Morris

Manager, Client Services

Mirjana Adzija

Coordinator,
Client Services

Graham Thompson

Manager, Development

Melissa East

Special Events
Coordinator

Brad McNulty

Communications Coordinator