

Funding the best research to end MS

The MS Society has proudly funded over \$117 million in research in its 60 year history. With funding from the MS Society of Canada, the MS Scientific Research Foundation is a significant contributor to MS research. In 2007-2008, the Foundation funded six collaborative research initiatives:

Canadian collaborative project on genetic susceptibility to MS – Phase 5

Dr. A. Dessa Sadovnick, University of British Columbia
Dr. George Ebers, University of Oxford

Development of MS in children: Prospective study of the clinical epidemiology, pathobiology and neuroimaging features of Canadian children with clinically isolated demyelinating syndromes

Dr. Brenda Banwell, Hospital for Sick Children, Toronto
Dr. Doug Arnold and Dr. Amit Bar-Or, Montreal Neurological Institute
Dr. A. Dessa Sadovnick, University of British Columbia

Double-blind, randomized, placebo-controlled trial of minocycline in clinically isolated syndromes – Phase 3

Dr. Luanne Metz, University of Calgary

Long term outcomes following immunoablative therapy and autologous stem cell transplant for poor prognosis multiple sclerosis - Phase 2

Dr. Mark Freedman and Dr. Harold Atkins, Ottawa Hospital

Molecular genetics of multiple sclerosis

Dr. George Ebers and Dr. Julian Knight, University of Oxford
Dr. A. Dessa Sadovnick, University of British Columbia
Dr. Alexandre Montpetit, McGill University

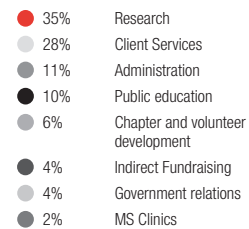
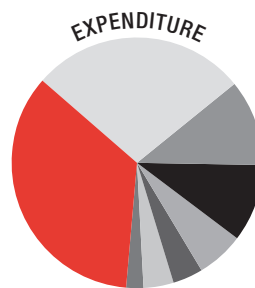
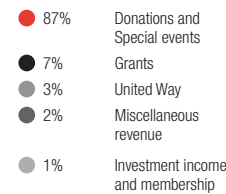
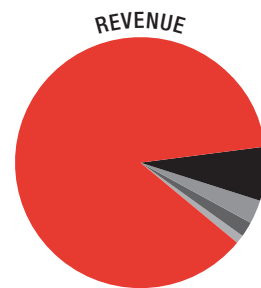
Remyelination in multiple sclerosis: enhancing intrinsic repair – Phase 2

Dr. Jack Antel, Montreal Neurological Institute
Dr. Samuel Weiss, University of Calgary
Dr. Moses Rodriguez, Mayo Clinic, Minnesota

Multiple Sclerosis Society of Canada

Statement of revenue and expenditure

For the year ended August 31, 2008 (in thousands of dollars)	2008 \$	2007 \$
Revenue		
Donations and special fundraising projects – net of related expenses	29,031	27,637
endMS Campaign	2,759	1,293
Grants	2,560	2,580
Allocations from United Way	1,220	1,208
Investment income	436	1,429
Miscellaneous revenue	578	–
Gain on sale of building	–	594
Memberships	93	100
	<u>36,677</u>	<u>34,841</u>
Expenditures		
Program services		
Research	9,893	10,735
Research – restricted for endMS campaign	2,759	1,293
Client services	10,285	10,041
Public education	3,568	2,768
Chapter development	2,204	1,610
Government relations	1,390	1,190
MS Clinics	843	877
	<u>30,942</u>	<u>28,514</u>
Support services		
Administration	3,876	3,497
Indirect fundraising	1,551	1,605
	<u>5,427</u>	<u>5,102</u>
	<u>36,369</u>	<u>33,616</u>
Excess of revenue over expenditures for the year	<u>308</u>	<u>1,225</u>



Complete financial statement and annual report to stakeholders are available upon request.



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Website: www.mssociety.ca

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*Resigned May 2008

NATIONAL ANNUAL REPORT 2007 | 2008

It's time.



60 years

Disponible en français.

fsc logo to be placed here



NATIONAL CHAIR



PRESIDENT & CHIEF EXECUTIVE OFFICER

It's time. End MS.

This year has been a momentous one at the Multiple Sclerosis Society of Canada. Marking our 60th anniversary, our mission to end MS and enhance the quality of life for Canadians living with this disease, reminds us about significant moments in history.

In 2008, we officially launched the endMS Campaign, a bold movement to raise \$60 million for MS research and to accelerate Canada's contribution to the pace of discovery of MS research in the world.

Throughout the year, we embarked on several important initiatives. We play a leadership role in funding leading MS research and celebrated all advances, including the discovery linking pediatric MS to vitamin D that garnered national media attention. Millions experienced the endMS.ca public awareness campaign through media outreach and generously donated advertising space. In Quebec, division staff worked tirelessly to become the first province to ensure that Tysabri, a new disease modifying therapy, would be reimbursed by the provincial drug benefit program.

Supporters and communities across Canada have worked together, helping to set new fundraising records and joining in the movement to end MS. Fundraising initiatives such as the MS Walk, RONA MS Bike Tour, MS Read-A-Thon, MS Carnation Campaign, and direct mail raised over \$29 million in 2008.

Although current global financial downturn has become a priority issue for people all over the world, the MS Society is optimistic and will remain responsive, prudent, and fiscally strong in the year ahead. More importantly, our mission to end MS continues to be fueled by the commitment, generosity, and good will of all our board members, participants, donors, sponsors, volunteers and staff who contribute to the cause in so many ways. Thank you.

DANIEL LAROUCHE
NATIONAL CHAIR

YVES SAVOYE
PRESIDENT & CEO

endMS

A new campaign gains early momentum

In 2008, the MS Society launched endMS, a \$60 million campaign to accelerate MS research in Canada. In a very short period of time, \$32 million was raised with momentum continuing strong into 2009.

One major donor, Scotiabank president and CEO Rick Waugh, also took the helm as honorary chair of the volunteer cabinet charged with raising the funds. "I am involved in this work because I understand the impact of MS and the importance of this project in changing the future of this disease," says Waugh. In addition to his own family gift of \$1 million, Waugh was instrumental in securing support for the campaign from a number of corporate and personal donors.

Another early donor, the Government of Alberta, donated an impressive \$1.5 million to the campaign. "Multiple sclerosis has been called 'Canada's disease,' so I am proud that Alberta is making a significant contribution to end MS," said Alberta Premier Ed Stelmach at the time of the announcement.

The flagship investment of the campaign is the establishment of the endMS Research and Training Network which is intended to recruit, train, support, and retain the next generation of MS researchers in Canada. The Network, the first of its kind in the world, is designed to increase the pace of discovery so that a cure can be found in the shortest time possible.

MS AMBASSADOR PROGRAM *Your voice was heard*

In the spring of 2007, Alberta Division created the MS Ambassador Program to increase visibility of the MS Society. The following year, the Alberta Government announced that it would contribute \$1.5 million to the endMS campaign.

Inspired by the success of the Alberta program, the Ontario Division launched its own MS Ambassador Program, which now supports over 20 ambassadors who met with 25 Members of Provincial Parliament (MPPs) in the fall.

Mike Roche, an ambassador from Oshawa, Ontario, had this to say about the program:

The MS Ambassador program is an excellent opportunity to become highly active in advocating on behalf of people living with MS. Our issues of home care, age-appropriate long-term care, access to drug therapies and the endMS campaign are important.



MS FUNDRAISER

Julia Daniluck

"You can't have MS. You're so young."

An aspiring young professional dancer, Julia Daniluck received a diagnosis of multiple sclerosis at 19. She soon learned that many people, especially those near her age, had little to no knowledge of the disease.

"Young people are the future in the cure to this disease. We are going to be the next researchers. We're going to be the next MS Society staff. We're going to be the next fundraisers."

Inspired by the MS Walk posters promoting the MS Society event in Edmonton, Julia decided that through fundraising, she could increase awareness and raise funds to end MS in a way that engages young people as well. "The MS Walk gave me, my family, and my friends a way to do something about MS." Julia has raised a lifetime total of \$71,000 while her team, named Team Julia, has raised \$115,000.

Today, at only 25 years of age, she serves as a member of the Edmonton Chapter board of directors, is a spokesperson for the Edmonton and St. Albert MS Walks, volunteers for the RONA MS Bike Tour, and with the help of her family and friends, organizes a silent auction event that has raised \$37,000 to date.

Her fundraising efforts, her drive to increase awareness, and her passion for making a difference belies her age. "Our generation – we have to be the ones to get out there to do something about MS."

And that is what Julia intends to do.

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.



MS CAREGIVER

Charlie Broderick

National Caregiver Award 2008 recipient

Caring for someone with MS can be deeply rewarding. It is common for the partner, parent, child, or friend to form a closer relationship with their loved one. For the primary caregiver, however, the time and attention committed can be especially taxing. The MS Society of Canada recognizes caregivers as an important role that directly enables those living with MS to enhance their quality of life.

Charlie Broderick, retired principal and educator from Riverview, New Brunswick, is the primary caregiver for his wife Helen. He has cared for her since she was diagnosed in 1979, but the intensity of care increased when Helen's mobility depended on the use of a wheelchair in 1986. Since then, Charlie has adjusted his regular schedule of activities so that they would not interfere with the care routine for Helen.

Throughout the time that he has cared for Helen, Charlie remained actively involved with the MS Society. He has contributed at all levels of the MS Society.

This year, Charlie was presented the National OPAL Caregiver Award for his outstanding and immeasurable support he provides to his wife and for his work at the MS Society on caregiver issues.

He remains committed to assisting the MS Society in furthering the caregiver agenda and in developing innovative programs and activities in support of MS caregivers.

