

Donors Who are Making A Difference

What inspires some people to make a legacy gift to the MS Society of Canada? And how do they feel about their decision? Here are the stories of three families that are bringing hope to thousands of Canadians with their legacy gift.



“Research gave me my life back.”

Jan Petrar, British Columbia

Jan Petrar is passionate about finding a cure for multiple sclerosis – and she believes that, as someone who made a bequest to the MS Society of Canada, she will be helping to fund the best research that the world has to offer.

“Research gave me my life back,” says Jan. “When I was first diagnosed with multiple sclerosis, there were very few treatment options available, and little hope. The

development of disease modifying therapies changed the course of this disease for me, my family, and so many others.”

In addition, notes Jan, she is setting an example for her kids by supporting a cause that she believes in. “It’s important to me that my children know the value of giving back, of making a difference in the community,” Jan says. “I wanted to create a legacy for future generations to show my kids there are many ways of contributing to something you believe in.”

“MS Society donors get far more back than they put in,” she says with confidence. “Only the best and most relevant research projects are funded.”

“[Mother] didn’t let MS stop her from doing anything.”

Ian and Beverly Adler, Ontario

For the Adlers, leaving a gift to the MS Society of Canada in their will was the best possible way to commemorate the battle that Ian’s mother, Ricky, fought against multiple sclerosis for most of her life.

“With a gift in our will,” says Ian, “we are honouring Ricky Adler, while we also hope for a time when the MS Society can say ‘no longer required.’”

Ian vividly recalls his mother’s struggle with MS. Back then, he says, when his mother was diagnosed at the age of 24, her physicians advised that she go home, put her feet up, and rest. Later, when she



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"Where do I start?"

Taking the first step toward a legacy gift

In the Legacy Giving office of the MS Society of Canada, the question you've just read is the one that we are asked most often by our committed donors.

"I want to help the MS Society of Canada," they say, "but I don't know where to begin."

The fact is, *making the decision to help* is the first and most critical step in your journey toward a legacy of hope. Then, you simply need to determine the method of legacy giving that is best for you.

By far, the most popular form of legacy giving is the bequest, which quite simply means including language in your will that provides a donation to the MS Society of Canada.

However, to leave a bequest, you must have a will that is up-to-date! For many, many Canadians, drawing up or revising an out-of-date will is the first step toward leaving a legacy of hope.

We'll be happy to take you through the process of leaving a legacy, either in person or on the phone. We also have a number of highly informative brochures describing your legacy giving options as well as the importance of drafting a will.

Simply contact your local MS Society Legacy Giving expert toll-free at 1-800-268-7582.



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met the man of her dreams, they once again advised her not to marry and have children.

"Thankfully," says Ian, "she didn't follow their advice."

As Ricky grew older, recalls Ian "her indomitable spirit never left her and she fought MS with a passion." Today, through their legacy gift to the MS Society of Canada, the Adlers are helping advance the fight against MS by helping to support the research that is searching for a cure.

"Everyone has a connection to a cause that they want to support... and MS is mine."

Carol Fredrek and Gary Gibbons, Alberta

For Carol Fredrek, Gary Gibbons, and their young daughter, leaving a legacy gift to the MS Society of Canada was a family affair; a decision they made together.



They started out by making annual donations to the MS Society and volunteering at chapter events. "I didn't think of our assets as worthwhile to donate to a charity" says Carol. "However upon taking an inventory with our financial planner, we had more than we realized."

"But the amount you give is not important," continues Carol. "What's important is knowing that I am contributing to finding a cure and enhancing the quality of life for those who have MS today."

Carol understands what it's like to have MS; she was diagnosed in 1993. Perhaps more importantly, she has seen first-hand how her donations are put to use funding leading-edge research... and touching the lives of families just like hers.

"Everyone has a connection to a cause that they want to support and MS is mine," she says. And, she adds, it "feels good" to know that her family is leaving a legacy of hope for other Canadian families who live with MS.

To learn more about legacy giving, call us toll free at 1-800-268-7582 and ask for your local Legacy Giving expert.

Did You Know?

Giving a new or existing insurance policy allows you to make a gift of sizable proportions with only a small annual or monthly payment.

Your Legacy Giving Options

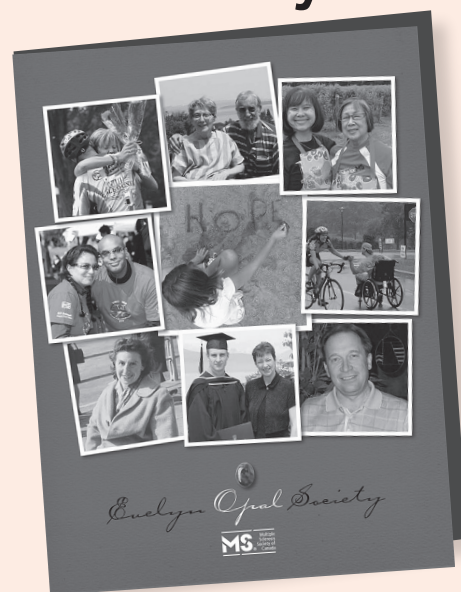
Regardless of your age or your financial status, it's never too early to begin thinking about leaving a legacy in the fight to end MS. Below we've provided you with a description of the types of legacy gifts that are most commonly made by Canadians.

If you're ready to make a legacy gift, talk to your lawyer or financial advisor to determine what option is best for you. And please, don't hesitate to ask for more information. You'll find a number of helpful brochures listed on the **Information Request Form**. Or ask your Legacy Giving expert for details.

- **Bequests.** A bequest is a gift that you make to a charitable organization through your will. It is simple and easy – and the most popular form of legacy giving.
- **Life Insurance.** With a donation of life insurance, you can make a legacy gift without affecting your current income. You can either donate an existing policy - or take out a new policy naming the charity as the beneficiary.
- **Shares or Securities.** Favourable Canadian tax laws allow you to donate shares of stock or securities that have appreciated in value since their purchase and avoid capital gains tax.
- **Charitable Gift Annuities.** Many Canadians choose this type of legacy gift because it allows you to receive income while donating a significant sum of money to a charity.
- **Residual Interest.** With this type of legacy gift, an item of value (such as property) is bequeathed to the charitable organization, but the donor retains the use of this property for life or a term of years.
- **Charitable Remainder Trusts.** In a charitable remainder trust, you donate an asset such as stocks, bonds, or real estate through a trust agreement.
- **RRSPs or RRIFs.** You can name a charity as a direct beneficiary of your RRSP, RRIF, or Canada Pension Plan assets and receive tax benefits as a result.



The Evelyn Opal Society



Special Recognition for Our Legacy Donors

It seems only fitting that the membership group established to recognize the extraordinary commitment of our legacy donors is named after the founder of the MS Society of Canada, Evelyn Gottlieb Opal.

Despite having MS herself (she was diagnosed at the age of 23), Evelyn Opal was a tireless advocate and fundraiser for Canadians living with MS. In her honour, every person who makes a legacy gift to the MS Society of Canada receives recognition befitting their generosity, including:

- A custom-designed lapel pin featuring an opal stone, widely recognized as a symbol of hope;
- Information about MS Society initiatives and successes;
- A listing in the MS Society's Impact Report the year that the gift is made;
- Regular invitations to special events such as the Research Teleconference and education sessions.

MS Society Update

Inaugural endMS Transitional Career Development (TCD) Awards Given

We are proud to announce the first winners of the MS Society's prestigious endMS Transitional Career Development Awards who have received grants totaling \$500,000 each. The award recipients are:

- Dr. Cornelia Laule, a physicist developing magnetic resonance (MR) techniques to study the pathology of multiple sclerosis at the University of British Columbia, and
- Dr. Steven Kerfoot, a scientist focused on B cell biology at Yale University.

The endMS Transitional Career Development Awards program is designed to support promising trainees in establishing a strong foundation for their independent research careers.

The award funds outstanding post-doctoral and clinical fellows in the last two years of their post-doctoral study and the first three years of their independent MS-related faculty position within a Canadian institution.

Our awards recipients are the next generation of leaders in the field of MS research, and we are proud and honoured to support their efforts.

CCSVI Update

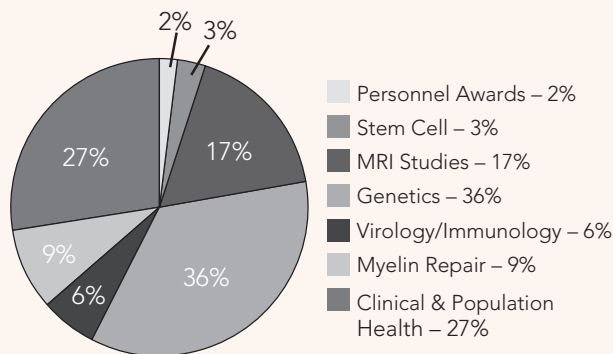
Over the last six months, the MS Society of Canada has received many questions about the status of research into CCSVI (chronic cerebrospinal venous insufficiency), a hypothetical disruption of blood flow in which the venous system is not able to efficiently remove blood from the central nervous system. This results in increased pressure in the veins of the brain and spinal cord which, in turn, results in damage to these areas.

Recent research has suggested that there is an association between inadequate venous drainage and multiple sclerosis.

While we believe that early data shows promise, it is important to acknowledge that the concepts surrounding CCSVI and multiple sclerosis are still relatively new and require replication and validation in much larger, well-designed scientific studies before they can be accepted as established.

In order to keep the public informed, we have dedicated a portion of our website - www.mssociety.ca/CCSVI - to CCSVI information. Visit often, as we regularly update information when we receive it.

How Your Gift Helps Fund MS Research



2010 MS Research Teleconference

— with Dr. Ruth Ann Marrie —
Asst. Professor of Medicine and Director
MS Clinic University of Manitoba

Thursday May 27, 2010
6pm to 8pm EST

How to register:

Online at www.mssociety.ca/teleconf_research

Call Claudette Villena at (416) 922-6600 or
1-866-922-6065 extension 3177.



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