



# TRIBUTE

SPRING / SUMMER 2007

## Did you know?

Gifts of securities are a tax-effective way to support the MS Society. May 2006 changes to the federal budget eliminated capital gains tax on gifts of appreciated securities to charities. This means that Canadians can receive considerable tax savings while supporting charitable causes important to them.



## Welcome to the new TRIBUTE

The MS Society of Canada is pleased to unveil the new look of TRIBUTE to our valued friends and donors. This redesign is geared to update the look and readability of the newsletter and to provide you with more relevant legacy information.

Some of the issues surrounding a legacy gift can be complex. Our goal with TRIBUTE is to

help answer some of the questions you may have about leaving your own legacy. If you would like to speak further about legacy giving, please contact the MS Bequest Help Desk at **1-866-MS WILLS (679-4557)** or [www.msbequesthelpdesk.ca](http://www.msbequesthelpdesk.ca).

## Do you have a plan?

By Jeff McCartney, CFP

Would you like to give more in support of charitable causes? As a financial planner, I often ask my clients questions like, "How much money do you need in retirement" or "Will you be able to maintain your current lifestyle in retirement and for how long?"

When you start answering these questions you put yourself in a much better position to answer the question "Can I do more?" A strong financial plan sets the stage for the development of your philanthropic plan. Your plan may include some of the following strategies.

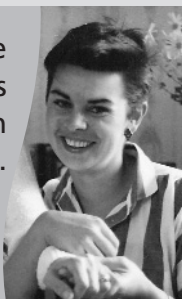
### Gifts Through a Will

Otherwise known as bequests, you can gift money, property, sources of income, etc. to the MS Society simply by naming them in your will. The reduction in taxes and probate fees is a bonus to go along with the philanthropic benefits.

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"I hope that I might live to see the day when a cure to end MS is found."

See Leigh-Ana's story on page 5.



# MS research: Canadian study finds MS increasing among women



Women are  
three times as  
likely as men to  
develop MS.

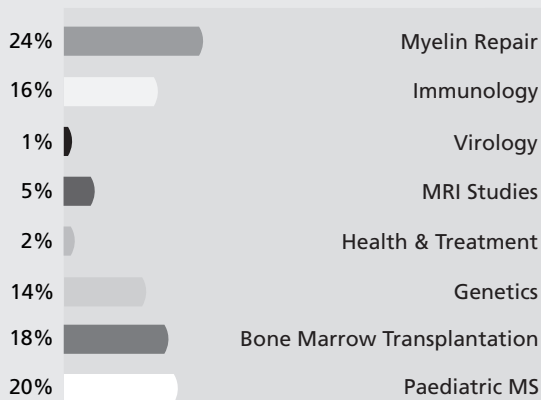
Two key members of Canada's MS Society-funded research network, Drs. George Ebers and A. Dessa Sadovnick have reported that MS has increased in women over the past 60 years. They found that the female to male sex ratio now exceeds 3.5 women with MS for every one man (3.5:1) This ratio was one-to-one in the early decades of the 20th century.

The researchers used the Canada-wide database developed by the Canadian Collaborative Project on Genetic Susceptibility to MS. They identified 27,074 people with MS born between 1931 and 1980. Comparison of the sex ratio found a significant, progressive, gradual increase in the proportion of Canadian women with MS compared to men. There was no indication that the male rate had changed.

Drs. Ebers, Sadovnick and colleagues noted that the factors causing the increase are speculative at this point. They suggested the factors must be

environmental in nature, perhaps resulting from gene-environment interaction. Other factors mentioned included the higher numbers and changing roles of women in the workplace, time spent outdoors, dietary factors and alterations in the timing of childbearing years. The investigators suspect a tie-in with the strong maternal effect found earlier by the study (Ebers et al. Lancet 2004). In this study of half siblings who both have MS with only one parent in common, the mother was much more likely to be the common parent.

Study investigators noted the findings may provide insights into possible disease causes and have implications in health care strategies in managing and treating MS and the focus of research efforts. The data imply that MS is preventable in the country of residence, and that women have an independent or accessory route to become susceptible to MS. The year of birth sex ratio appears to provide a simple way of tracking disease incidence. Year of birth and sex ratio could be used as measures for intervention or prevention studies, according to Drs. Ebers and Sadovnick.



MS RESEARCH FOCUS

The Canadian Collaborative Project on Genetic Susceptibility to MS has been funded by the MS Scientific Research Foundation, which is related to the MS Society. The generous support of MS Society donors like you has ensured that funding for this critical research is available.



## Sharing Stories: Paul Morimanno

By Annie Boisclair,  
MS Society of Canada

**“Life has been good to me and, in turn, I want to give back to the community.”**

After working more than 25 years for a large Canadian company in various financial management positions, **Paul Morimanno** can take time to enjoy life. Now retired, he divides his time between his Montreal residence and a country cottage. In its budget last May, the federal government (and subsequently the provincial government) eliminated the capital gains tax on donations of publicly listed securities to charities. Mr. Morimanno saw an opportunity to save on income tax while supporting a cause that was important to him. Mr. Morimanno, who had already supported the MS Society financially for several years through monthly giving, decided to go a step further and gift securities to the Society. He has chosen to support this cause because a member of his family has lived with MS for over 30 years. This person’s courage has always been a source of inspiration for him.

Continued on page 6

### Tell us your story!

We would like to share the stories of our supporters in TRIBUTE. Please visit us at [www.msbequesthelpdesk.ca](http://www.msbequesthelpdesk.ca) and click on “Tell us your story” to share your thoughts on why you support the MS Society.

A future free from MS  
is yours to give.

**MS** Bequest  
Week

May 28 - June 1, 2007

### MS Bequest Week

MS Bequest Week takes place **May 28 – June 1, 2007**. During this week, the MS Society of Canada reaches out to our loyal supporters with information on how they can create a future free from MS through legacy giving.

Legacy giving changes lives. Every year more than \$1 million in bequests is directed to the work of the MS Society. As an organization that is almost entirely self-funded, our work is only possible in part due to the bequests and other legacy gifts we receive.

If you would like more information on legacy giving, please contact us at the MS Bequest Help Desk at **1-866-MS WILLS (679-4557)** or [www.msbequesthelpdesk.ca](http://www.msbequesthelpdesk.ca).

**Q:**

What should I do about my RRSPs when I plan to retire?



**A:**

Go to the financial institution that holds your RRSPs and tell them you have retired. Your financial institution will roll over your RRSPs into a Registered Retirement Income Fund (RRIF). Instead of paying into your RRSPs each year, you will now be paid from your RRIFs.

**Q:**

I’m retiring this year – do I have to roll over my RRSPs into a RRIF right away?

**A:**

Before December 31 of the year you turn 69, you must do one of the following: cash in your RRSP, convert your RRSP into an annuity, or convert your RRSP into a RRIF. If you are under the age of 69 but retiring, you have the option of continuing to pay into your RRSPs until you reach that age, as long as you have either earned income in the previous year or RRSP carry-forward room. You may also continue to contribute to a Spousal RRSP before the end of the year in which your spouse turns 69 regardless of your age (as long as you have earned income from the previous year or RRSP carry-forward room).

**Got a Question? Get an Answer! Write to us at [www.msbequesthelpdesk.ca](http://www.msbequesthelpdesk.ca).**

## Evelyn Opal Society

The Evelyn Opal Society was created in honour of Evelyn Opal – the founding member of the MS Society of Canada and a volunteer who made an outstanding difference in the lives of people with MS. Her hope for a future free from MS created a vision that we follow today.

When you make a legacy gift to the MS Society of Canada, you become a member of the Evelyn Opal Society. Each year, many new members join over 400 men and women who have made a legacy gift as their commitment to end MS. We would be honoured to welcome you in realizing this vision.

For more information, please contact the MS Society by phone, web or attached reply coupon.

## DO YOU HAVE A PLAN? CONTINUED FROM PAGE ONE

It's important that you have a properly drawn and up-to-date will. This document provides guidance to your executor(s) so that your wishes are met and disputes do not arise.

### Gifts of Securities

If you are considering a charitable donation, you may want to give stocks, bonds or other publicly traded securities, including mutual funds. You'll be deemed to have sold the investments at fair market value (price on the day of donation); however, you do not have to include any portion of the resulting capital gain in your income (therefore no taxes are payable).

### Gifts of Life Insurance

You don't have to be a millionaire to leave a million dollars. Life insurance can be one of the simplest ways to do something really significant philanthropically. There are three ways:

- 1 Apply for a new life insurance policy and name the charity as the beneficiary. The premiums you pay will be recognized as a charitable donation and a tax receipt will be issued to you each year.
- 2 Donate an existing insurance policy to the charity. The future premiums you pay will be considered a charitable donation for you.
- 3 Purchase an insurance policy and name your estate as the beneficiary. You then add a clause in your will to donate these proceeds to one or more charities. Your estate receives a charitable donation tax credit when the proceeds are distributed.

Make sure you consult with a professional who is knowledgeable in both life insurance and income tax before implementing any of the above solutions.

### Other strategies to consider:

- Charitable Gift Annuity
- Gifts of Retirement Fund Accumulations
- Charitable Remainder Trusts
- Endowment Funds

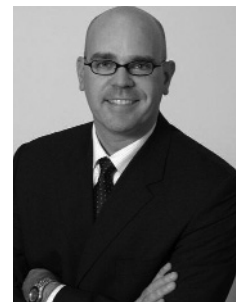
There are many different strategies for making philanthropy a larger part of your life. If you aren't sure whether any of the strategies discussed here apply to you, consider having a financial plan done by a Certified Financial Planner (CFP) and build philanthropy into that plan as one of your goals.

### Jeff McCartney,

CFP is an Investment Executive, Financial Planner, and Licensed Life Insurance Agent with ScotiaMcLeod in Toronto. Jeff has been volunteering with

the MS Society since 2003.

Visit him on his website at [www.jeffmccartney.ca](http://www.jeffmccartney.ca) or contact him directly at (416) 865-6392.



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**MS** An estimated 55,000 to 75,000 Canadians are living with MS, one of the highest prevalence rates in the world.



## Carnation Campaign

*Watch your donation blossom into a cure*

On Mother's Day weekend, please bring hope to Canadians with multiple sclerosis by purchasing flowers from our volunteers.

1-800-268-7572  
www.mssociety.ca



## Free legacy giving resources for you

The MS Society has a unique series of information booklets that can provide you with important information about your estate and financial plan. These booklets are available to you absolutely free:

- Return the attached reply coupon with the appropriate boxes checked.
- Visit [www.msbequesthelpdesk.ca](http://www.msbequesthelpdesk.ca) and select "Literature Order Form."
- Call us toll-free at **1-866-MS WILLS (679-4557)**.

## Sharing Stories: Leigh-Ana McGinity

By Lisa Fratpietro and Jodie Wilson, MS Society of Canada

Thirty years ago **Leigh-Ana McGinity's** mother was diagnosed with multiple sclerosis. The year was 1977 and although MS was a widely documented disease, diagnosis did not come easily. It took more than two years to confirm her MS diagnosis and the process was arduous and emotionally draining. The initial assessment considered a possible brain tumor, instilling a great deal of fear for the family, which included six children. Medical personnel also suspected alcohol abuse, which was not the case, but which created further stress. With this erroneous assumption, she was given valium which, unfortunately, worsened her symptoms. While diagnosis was a challenge, there were also no treatments available to alleviate MS symptoms and, of course, no cure. Unfortunately, her disease worsened rapidly and in 1994 she passed away due to complications arising from the disease.

In 1984, at the age of 23, Leigh-Ana was working as a registered nurse when she began to experience MS symptoms. With her family history of MS, doctors could diagnose her more swiftly than the years of misdiagnosis her mother endured. Her confirmed diagnosis came just five years after her mother's confirmation. At this time, there were still no MS treatments available.

Today, Leigh-Ana is amazed at how much research has progressed since



her diagnosis. MRI technology helped her in 2001 to apply for long-term disability. Of great interest to her has been information on genetic susceptibility led by University of British Columbia researcher, Dr. A. Dessa Sadovnick. She has also seen five disease modifying therapies approved since her diagnosis, which have helped thousands of people living with MS, although she herself has not gone this route.

Leigh-Ana knows that finding a cure to end MS is just around the corner – and she has made a commitment to a future free from multiple sclerosis by leaving a bequest in her will.

"Just like the kids of today don't know what a record is – I want the kids of tomorrow to not know what MS is. I hope that I might live to see the day when a cure to end MS is found. I am pleased to be able to do what I can by investing towards a future free of MS for the generations that follow me."

Of the more than \$100 million the MS Society of Canada has directed to MS research since our founding, we have invested more than \$13 million in genetic susceptibility studies and research in MRI technology, which is now a standard diagnostic tool used worldwide.

# Dianne's Story

"I keep putting on different events to raise money for MS research and will continue to do so for the rest of my life. They get closer to a cure every day. And, with my help, we will find one."

Dianne Mack was diagnosed with MS in 2005 and, like everyone affected by the disease, has a compelling story to tell. She understands that sharing thoughts and experiences is a wonderful way to support others, so she recently sent us her story. It's an emotional journey that follows her experiences from the fear of her first symptoms to her diagnosis and her new-found hope one year later. We would love to share Dianne's story with you and have posted it in its entirety on our website at [www.mssociety.ca](http://www.mssociety.ca) (search 'Dianne's story'). If you would prefer to read it in hard copy, please contact us and we'll send it to you by mail.



**We love to hear from you!**

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Contact your local office toll free:  
**1-800-268-7582**

Email:  
**msbequesthelpdesk@mssociety.ca**

Web:  
**www.msbequesthelpdesk.ca**

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## Give a Gift of Securities

And touch the lives of Canadians living with multiple sclerosis

A donation of securities is a smart, tax-effective way to support the MS Society of Canada. For example:

	Sell Stock	Donate Stock
Amount of gift	\$10,000	\$10,000
Total gain (original cost = \$2,000)	\$8,000	\$8,000
Taxable gain (50% x \$8,000)	\$4,000	\$0
Tax on gain (45% x \$4,000)	\$1,800	\$0
Tax credit (45% x \$10,000)	\$4,500	\$4,500
Net credit (tax credit - tax on gain)	\$2,700	\$4,500
Net cost (gift - net credit)	\$7,300	\$5,500
Tax savings of donating stock (\$7,300 - \$5,500)		<b>\$1,800</b>

Your gift will support vital research and services that bring hope and help the thousands of Canadians living with MS. **Thank you.**

For more information, please contact us:

Phone: 1-866-922-6065 x2315  
 Email: [securities@mssociety.ca](mailto:securities@mssociety.ca)



### SHARING STORES: Paul Morimanno CONTINUED FROM PAGE THREE

"Not many people know they can take advantage of these new tax provisions. It is important to tell people. It benefits the donors and even more the cause that is important to them. Life has been good to me and, in turn, I want to give back to the community. I hope that this gift will contribute to MS research and help find ways to prevent and cure this dreadful disease. I had planned to make a bequest to the Society, but the capital gains tax exemption convinced me to make this donation now. I encourage people who are in this situation to think about it; our charities need plenty of funding for research and their services."

**Thank you Mr. Morimanno!**