



TRIBUTE

FALL 2007

Did you know?

Bequests, or gifts in a will, are the most common form of legacy gifts made to charitable organizations like the MS Society of Canada. The second most common are gifts of life insurance, followed by gifts of annuities.

“My father was diagnosed with MS when I was a young child.”

See Venessa's story on page 5.



Winter is soon upon us...

As the hazy days of summer become a distant memory, Canadians start organizing and preparing for the short, cold days of winter. Making sure you have enough mittens, hats and scarves for the family, and buying your favourite flavour of hot chocolate (with marshmallows, of course). While you're already organizing, take some time to think (and dream!) about your future financial and estate plans.

TRIBUTE is designed to address some of the questions you may have about financial and estate planning, and about leaving a legacy. The issues surrounding a legacy gift can be complicated and difficult to understand. We hope that you, our valued friend and donor, enjoy reading through this issue. If you have any questions or would like more information on legacy giving, please contact the MS Bequest Help Desk at **1-866-679-4557** or www.msbequesthelpdesk.ca.

You don't have to be a millionaire to leave a million dollars

By Jeff McCartney, CFP

If you are reading this, you recognize the important role that the MS Society plays in the lives of people with MS. You know how valuable donations are for ongoing research and the maintenance of services. As a result, you make a regular donation to them.

But you've decided you'd like to leave something to them when you pass away and you're interested in maximizing the charitable amount with the assets that you have. Life insurance is a tool that can help you to do something significant philanthropically with the assets you have.

Continued on page 3

MS research: Pregnancy hormone key to repairing nerve cell damage

A team of researchers from the University of Calgary's Faculty of Medicine reports that a study conducted on mice found that the hormone prolactin encourages the spontaneous production of myelin, the fatty substance that coats nerve cells and plays a critical role in transmitting messages in the central nervous system. The study is the first to determine that prolactin, which increases in the body during pregnancy, is directly responsible for the formation of new myelin in the brains and spinal cords of pregnant mice. Further, when non-pregnant mice with MS-like lesions were injected with prolactin, their myelin was also repaired. These findings were reported in the *Journal of Neuroscience* earlier this year.



**MS can cause
loss of balance,
impaired
speech, extreme
fatigue, double
vision and paralysis.**

The study compared pregnant and virgin female mice of the same age and found that pregnant mice had twice as many myelin-producing cells, called oligodendrocytes, and continued to generate new ones during pregnancy. By chemically

destroying myelin around nerve cells, the researchers found that pregnant mice had twice as much new myelin two weeks following the damage as virgin mice and that introducing prolactin mimicked the effects of pregnancy on myelin production and repair in mice that weren't pregnant.

The research was based on evidence that MS, which is more common in women than men, goes into remission when women become pregnant. "It is thought that during pregnancy, women's immune systems no longer destroyed the myelin," said Dr. Weiss, director of the Hotchkiss Brain Institute and senior author of the study. "However, no previous study has tested whether pregnancy actually results in the production of new myelin, which may lead to improvement of symptoms." The paper's findings represent the first example of a natural, biological mechanism that produces new myelin in the adult brain and spinal cord and identifies prolactin as a potential therapeutic substance for future testing in people with MS.

Subsequent tests of prolactin in animal models of MS will be required before testing of prolactin on humans can take place, but MS researchers are hopeful human trials can take place within the next several years.



"This discovery has the potential to take MS therapy a step further than current treatments that stabilize the disease in its early stages. By promoting repair, which is the goal of prolactin therapy, we have hope of actually improving symptoms in people with MS," says Dr. Luanne Metz, director of the Calgary MS Clinic in the Department of Clinical Neurosciences, University of Calgary and Calgary Health Region.

"The results of this study should be well received by people living with MS today," said Dr. William McIlroy, national medical advisor for the Multiple Sclerosis Society of Canada. "It represents a new insight of how we might be able to reverse some of the effects of the disease and improve the quality of life for those who live under its influence."

The study was funded by the Multiple Sclerosis Society of Canada and the Canadian Institutes of Health Research with the support of the Alberta Heritage Foundation for Medical Research and the Stem Cell Network.

For more information on MS research, log onto www.msociety.ca, under "Research."

Q:

What are the benefits of having a will?



A:

A: When you create a will, it provides detailed instructions on how you want the assets in your estate to be disbursed upon your death. If you do not have a will, your estate will be disbursed according to the rules of the Succession Law Reform Act, which may not match your actual wishes. Having a will enables you to appoint a guardian of your children as well as gift sentimental objects to loved ones. You can also leave a gift to charitable organizations you feel strongly about.

Q:

What are the types of gifts I can leave in my will?

A:

The three most common types of gifts you can leave in your will are: specific, residual and contingent bequests. A specific bequest means that a set amount of money or a specific asset (i.e., stocks) will be given to the party named. In a residual bequest, expenses and other gifts are first disbursed, and then the named party receives a portion of what is left over. Lastly, a contingent bequest means that a gift to the named party happens only if certain events occur (i.e., the death of another beneficiary).

Got a Question? Get an Answer! Write to us at msbequesthelpdesk@msociety.ca.

YOU DON'T HAVE TO BE A MILLIONAIRE TO LEAVE A MILLION DOLLARS

CONTINUED FROM PAGE ONE

There are three approaches using life insurance:

1 Donating a life insurance policy during your life

How do you do it?

- Purchase a new life insurance policy based on your life
- Name the charity as the owner and beneficiary of the contract; this ensures the charity will receive the proceeds upon your death
- Make regular premium payments on the policy

You may also consider transferring an existing policy to a charity. This involves transferring ownership to them and naming them the beneficiary on the contract. In return, you receive a tax credit based on the cash surrender value of the policy.

Advantages

- This strategy can provide you with an affordable means to leave a very substantial gift
- As the insurance contract is *owned by the charity*, it is not considered part of your estate; the proceeds will pass directly to the charity upon your death, and creditors or heirs cannot contest it
- Since the charity is both the owner and beneficiary of the policy, you receive charitable tax receipts for the premiums you pay

There are two things to consider with this option. The first is that once you've transferred the ownership of the policy to the charity, it cannot be revoked (meaning that you cannot take back the ownership). Secondly, the premium is still a long-term commitment on your part, unless the policy premium is "paid up"

(meaning enough premiums are paid up front to keep the policy in force). If you stop making the premium payments, the charity will have to decide whether they wish to continue the payments; otherwise the policy will lapse.



MS is the most common neurological disease affecting young adults in Canada.

2 Directing the proceeds of your life insurance policy to charity upon death

How do you do it?

- Name the charity as the beneficiary of a new or existing life insurance policy
- Make regular premium payments on the policy

Advantages

- You retain control over the policy *during your life*; this is important should you wish to make changes at a later date
- When you pass away, the proceeds of the policy go directly to the charity, which means you avoid probate and estate administration fees
- You will receive a charitable tax receipt equal to 100% of the policy's value to be claimed on your final tax return or carried back to a previous year's return

Continued on page 4

YOU DON'T HAVE TO BE A MILLIONAIRE TO LEAVE A MILLION DOLLARS

CONTINUED FROM PAGE ONE

With this option, you need to also consider that because you retain ownership of the policy, you will not receive any tax advantages during your lifetime.

3 Life insurance as a wealth replacement strategy

Wealth replacement insurance is a useful strategy in the following situation:

You wish to donate an asset to a charity (e.g. shares of BCE that will have a large tax implication when they are sold), but you do not wish to deflate the value of the estate left to your heirs.

How do you do it?

- Purchase a life insurance policy based on your life that will have approximately the same death benefit as the value of the asset to be given to charity
- The asset can be given now or at death
- When you pass, your heirs receive the proceeds of the insurance policy in cash

Advantages

- Your beneficiaries receive the proceeds of the insurance policy tax-free and in cash; this is advantageous because tangible assets like shares or real estate often need to be sold to pay taxes or are not easily divided between heirs
- Creates an opportunity to avoid probate and estate administration fees on the proceeds

One consideration with this option is that the market value of the asset may fluctuate, making the value of the policy less (or more) than the value of the asset donated.

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

There are many different strategies for making charitable giving 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, & Licensed Life Insurance Agent with Scotia McLeod in Toronto. Jeff has been volunteering with the MS Society since 2003. Visit him on his website at www.jeffmccartney.ca or contact him directly at **(416) 865-6392**.



This article is for information purposes only. The opinions stated are not necessarily those of Scotia Capital Inc. or The Bank of Nova Scotia. ScotiaMcLeod is a division of Scotia Capital Inc., Member CIPF. When discussing Life Insurance Products, ScotiaMcLeod Investment Executives are acting as Life Underwriters representing ScotiaMcLeod Financial Services (Ontario) Inc. an insurance subsidiary of Scotia Capital Inc.

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.

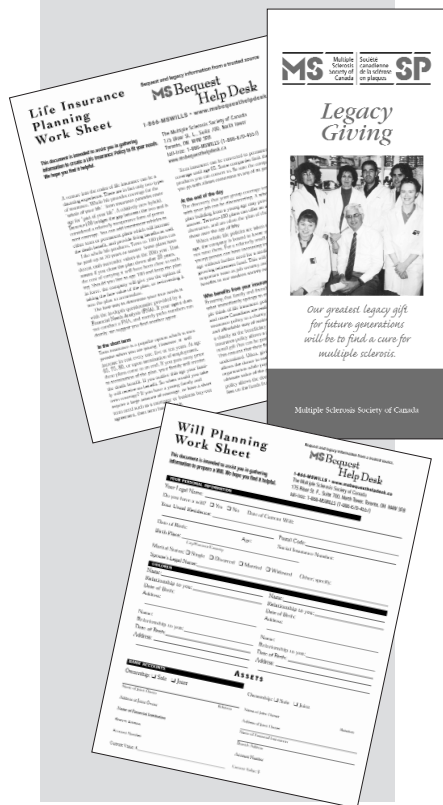
Evelyn Opal



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 and select "Literature Order Form."
- Call us toll-free at **1-866-679-4557**.



The following is an essay submitted by a recipient of the 2007/2008 MS Society of Canada Scholarship Program, supported by Billy Talent and Friends. This post-secondary scholarship program provides financial support for teens and young adults in Canada who have MS or who have a parent with MS.

How MS has impacted my life

By Venessa Van Deventer

When I first began thinking about how my father's MS has affected me, I did not really know what to say because it was what I always knew. My father was diagnosed with MS when I was a young child, so MS was a normal thing to me. However, I began to remember how his condition worsened as I grew up and began to see how it paralleled changes in my life. My father raised my siblings and me, mostly alone, so anything that affected him affected us and vice versa.

The first time I remember being blatantly aware that my father had a disease was when I was around nine years old. He went through a really bad exacerbation, and did not recover very well. He ended up on disability for a while because he was too weak to go to work. It was during this time I grew up a lot. I learned how to cook dinners and do laundry, simply because we needed to help out. At the time I remember not thinking very much of it, and kind of liking it because it made me feel grown up. When I look back now I realize it was in these few months that I became mature and independent. I still have friends who cannot even boil water, and whose parents still do their laundry.



It was also during this time that my father had to begin using a cane and a wheelchair. This, I remember, was hard for me. I was frustrated and hurt that my dad could not play outside with us. I was even embarrassed that when we went shopping my dad had to use a wheelchair. Eventually though, I got used to it and it did not matter to me. Since that time in my life I have been careful to never make assumptions about anyone with a disability. I feel that my compassion has come from my father.

Looking back now I also realize a lot about my father, and parenting. As hard as it was for us to get used to our dad being different, it must have been heart-breaking for him to have to tell us he could not make it to our school events and he was too tired to play outside.

Continued on page 6

HOW MS HAS IMPACTED MY LIFE CONTINUED FROM PAGE FIVE

My dad did his best to make his MS not affect us. He could not do physical activities but I'll attest to the fact that my siblings and I are quite possibly the best card players around. My love of reading comes from my father wanting to read with us, and I can fix most computer problems because my dad spent the time to teach me about them. I learned from my dad that being a good parent does not mean you do what is the 'normal' thing, it means you enrich your children's lives in the ways you are able to.

My father also showed me what it means to be strong. Through the ups and downs of his condition he has always done the best he could. There were many events he could not be there for, but he always pushed himself to be at the most important ones. My sister's university graduation was held at a place where wheelchair access was limited. The only seats available required him to walk up to the second floor, which is quite difficult for him. We tried to tell him it would be okay if he could not make it, but this was not even an option. He was proud of his daughter, and wanted to see her walk across that stage. He has

worked for more than 30 years and raised three children into successful adults. MS may have stopped him from doing some of the insignificant things in life, but my dad never let it stop him from doing the things that mattered. Through all of it, I have never heard him utter a complaint about his condition. He is the epitome of strength.

The impact MS has had on my life has ultimately been a positive one. I am a mature, independent person that knows what the important things are in life. I am compassionate and know how to really be a strong person. I have seen what it means to be a wonderful parent. All of these things will help me lead an extraordinarily fulfilling life.

*** To read more submissions from scholarship recipients or for more information about this program, log onto www.mssociety.ca, under "Support & Services," or contact Caroline Horcher at 1-866-922-6600 ext 2250.*

Tell us your story!

We would like to share the stories of our supporters in TRIBUTE. Please visit us at www.msbequesthelpdesk.ca and click on "Tell us your story" or call us at 1-866-679-4557 to share your thoughts on why you support the MS Society.



We love to hear from you!

Multiple Sclerosis Society of Canada

175 Bloor Street E.,
Suite 700, North Tower
Toronto, Ontario
M4W 3R8

Contact your local office toll free:

1-800-268-7582

Email:

msbequesthelpdesk@mssociety.ca

Web:

www.msbequesthelpdesk.ca

The information and opinions contained in this newsletter are obtained from various sources believed to be reliable, but their accuracy cannot be guaranteed. The Multiple Sclerosis Society and its employees and agents assume no responsibility for error or omission or for damages arising from the use of the published information and opinions. Readers are cautioned to consult their own professional advisors to determine the applicability of information and opinions in this newsletter.

This newsletter is under copyright; its reproduction in whole or part without the written permission of the copyright owner is forbidden.

Donate the TSX and save the TAX

People who own securities, like those bought and sold on the Toronto Stock Exchange (otherwise known as the TSX), are happy when their investments increase in value. Unfortunately, when such an investment is converted to cash, they have to pay tax on the increased value (called capital gains tax which is charged against 50% of the gain).

One way to minimize the financial impact of the gain is to donate your securities to a charitable organization like the MS Society of Canada. In May 2006, the Federal government announced the elimination of capital gains tax on all gifts of publicly listed securities to charitable organizations, including shares, bills, warrants, mutual funds and futures.

For example, Mrs. MS Donor wants to donate a gift of ABC Company that she purchased for \$2,000 and is now valued at \$10,000. The illustration below shows the tax savings received by directly donating the stock to the MS Society instead of selling the stock and donating the proceeds.

	Sell	Donate
Amount of gift	\$10,000	\$10,000
Original purchase price	\$2,000	\$2,000
Capital gain	\$8,000	\$8,000
Taxable gain (50%)	\$4,000	\$0
Tax payable (rate = 45%)	\$1,800	\$0
Tax savings of donating stock		\$1,800

In the example above, Mrs. MS Donor saves \$1,800 in tax by donating the shares.

Since the elimination of the capital gains tax in May 2006, the MS Society has been a grateful recipient of many gifts of securities, as individuals have chosen to take advantage of the tax benefits of these types of gifts. If you would like more information, visit www.msbequesthelpdesk.ca or call **1-866-679-4557**.

TRIBUTE

Reply Coupon

Name _____

Address _____

City/Town _____ Province _____

Postal Code _____ Telephone _____

Email _____

Please complete this card and mail.

- I have made a gift to the MS Society in my will.
- I am considering a gift to the MS Society in my will.
- Please send me information about bequests and other future gifts:

- Legacy Giving
- Will Planning Work Sheet
- Guide for Executors
- Planning your Estate
- Life Insurance Planning Work Sheet
- Understanding Trusts

The MS Society collects the personal information requested on this form for the purpose of communicating to you information about the MS Society and its fundraising activities. If you have any questions about your personal information, please contact our privacy officer, Deanna Groetzinger at **1-866-972-6065, ext 3007**. A copy of our privacy policy may be obtained at any MS Society office by calling **1-800-268-7582** or at www.msociety.ca.

Online MS forum

The Multiple Sclerosis Discussion Forum is a new online tool available to you. This forum allows for discussion of issues with other people living with MS, their families and caregivers. Current discussion items on the forum include:

You've been diagnosed with MS and Treatments, Therapies and Alternative Medicine. Log onto the web to check it out at www.msdiscuss.com.

The screenshot shows the homepage of the Multiple Sclerosis Discussion Forum. At the top, there are navigation links for Active Topics, Memberlist, Search, Help, Links, Contact, Register, Login, and Privacy & Policies. Below the navigation is a welcome message: "Welcome to MS Discussion, a place where you can connect with other people who have common experiences and concerns! After all, no one knows more about what it's like to have MS than other people living with it." Below this is a table listing various discussion topics.

Forum	Topics	Posts	Last Post
Multiple Sclerosis Discussion Items			
Questions and Answers about Multiple Sclerosis Do you have questions or answers about MS? This discussion is for you.	9	67	Yesterday at 4:14pm By sammiea
You've been Diagnosed with MS... You've received a diagnosis that may be a little frightening right now, but it may turn out to be different than you expected. Discuss the changes and challenges relevant to an MS diagnosis.	2	29	Yesterday at 4:17pm By mattus
Treatments, Therapies and Alternative Medicine Discuss the safety, benefits and cost effectiveness of various treatments, therapies and potential complementary and alternative medicines for MS.	5	8	Yesterday at 12:44pm By michelle23
Emotional Support Living with MS may cause a person to experience different emotional reactions. Discuss areas such as wanting to be alone, feeling tired, loss of interest in friends, and laughing or crying.	5	32	15 Aug 2007 at 8:18pm By barbara
Primary Progressive Multiple Sclerosis Discuss issues such as symptom management, coping strategies and change.	2	7	21 Jun 2007 at 9:19pm By barbara
Secondary Progressive Multiple Sclerosis Discuss issues such as transitioning from relapsing-remitting MS to secondary progressive MS.	3	7	22 Jul 2007 at 2:42pm By Jada
Achieving Wellness Join others living with MS in taking an active approach to achieving wellness. Discuss physical, intellectual, emotional, spiritual, occupational, and social areas of wellness.	5	14	20 Jul 2007 at 4:19pm By simmi

Please complete, place in envelope and mail to:

Multiple Sclerosis Society of Canada

MS Bequest Help Desk
175 Bloor Street East
Suite 700, North Tower
Toronto, Ontario M4W 3R8

We are truly grateful for your support of the MS Society of Canada. Thank you.

This may be all you need to help us find a cure for MS.

This February, get together with your family and friends, and help support MS research worldwide.



Every place setting brings us closer to finding a cure for multiple sclerosis.

Find out more and register today.
www.msglobaldinnerparty.ca
1.866.922.6065