



TRIBUTE

SPRING 2008

Did you know?

Donate the TSX and save the TAX! The capital gains tax on gifts of securities to registered charitable organizations like the MS Society has been eliminated, making this option an effective way to reduce your tax liability. See the example on page 8.

60 years in the MS community



2008 marks the 60th anniversary of the MS Society of Canada. We are very proud of the six decades of service we have provided to the MS community that has led to an improved quality of life for those with MS. During this time, Canada has become one of the world's premier destinations for MS research because of our many outstanding achievements and contributions to discovery. Together with you, we are strengthening the MS Society of Canada, enhancing lives and providing hope to those affected by MS. Together with you, we will end MS.

This newsletter 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 TRIBUTE. If you have any questions or would like more information on legacy giving, please call the MS Legacy line at **1-866-679-4557** or visit us online at www.MSlegacy.ca.

The MS Society is committed to providing you with the most up-to-date and relevant information on estate and financial planning. As such, please find below an informational article on charitable foundations in Canada. This recent trend in the financial landscape represents yet another vehicle through which Canadians can support charitable organizations, in addition to traditional legacy gifts such as bequests, life insurance and annuities.

Charitable Foundations in Canada

By Jeff McCartney, CFP

Charitable foundations are another financial medium that allow you to donate money in support of non-profit organizations in Canada. Many people believe that foundation giving is only for the very rich. Many financial institutions and community foundations, however, open the door for people of more modest

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"After 37 years of marriage, love is wonderful. Keep the fire alive and appreciate each other's strengths and weaknesses."

See Martin & Marion's story on page 7.



MS research: Acne medication may delay progress of multiple sclerosis

CANADIAN RESEARCHERS INVESTIGATE COMMON MEDICATION AS ALTERNATIVE MS TREATMENT



Drs. Luanne Metz and V. Wee Yong

A common acne medication that has been available for over 30 years has the potential to delay the progress of multiple sclerosis and, if proven effective, will offer an inexpensive option for the treatment of early MS, says the MS Society of Canada.

Clinical researchers in Calgary and 13 other Canadian centres will be taking an in-depth look at an oral therapy known as minocycline after initial studies have shown promising results. A new \$4 million multi-centre clinical trial involving 200 participants from across Canada is being funded through the MS Society's related MS Scientific Research Foundation.

"The benefits of minocycline are straight forward: it's relatively cheap, has few side effects and can be taken in pill format," says Dr. Luanne Metz, principal investigator for the study and a professor of clinical neurosciences at the University of Calgary Faculty of Medicine. "The aim of our research is to see if this common drug can reduce the occurrence of further disease activity in people who have experienced an initial attack of MS symptoms and who are at high risk of progressing to definite MS. Without treatment, two thirds of people facing this

circumstance are expected to be diagnosed with MS within 6 months. We believe minocycline can reduce this number. "

In MS, myelin, which is the protective coating of the nerve fibres of the brain and spinal cord, becomes inflamed. This inflammation can be seen as characteristic lesions by magnetic resonance imaging (MRI). Previous clinical tests of minocycline have shown an 84 per cent reduction of MS lesion activity on MRI.

"There is obvious benefit in delaying the rate of disease progression in MS, from improved quality of life to reduced healthcare expenses," says Dr. William McIlroy, former national medical advisor for the MS Society of Canada. "The breadth of the study, the reputation of the researchers involved and the early clinical data supports the view that there is considerable promise for minocycline. We would not be involved if this were not the case."

Minocycline works by inhibiting the activities of an enzyme and immune cells that are keys to initiating MS attacks. It has been used in acne treatment for its anti-bacterial effects but studies have shown its anti-inflammatory properties could be important factors in slowing down MS.

These insights were discovered through pioneering research funded by the MS Society of Canada and led by Dr. V. Wee Yong at the University of Calgary (U of C). Drs. Metz and Yong lead the MS program at the Hotchkiss Brain Institute at U of C where many of the early studies on minocycline took place.

In comparing minocycline to current therapies, the cost savings would be substantial. In generic form, minocycline is available for as low as \$800 per year. Current MS therapies can cost between \$18,000 and \$40,000 per year. Researchers note that minocycline would not necessarily replace current therapies, but might delay the timeframe in which they would be required.

The study will be randomized and double-blind by design. Investigators will compare 100 mg of oral minocycline twice daily to a placebo over a period of two years.

Enrolment will begin in early 2008 and 14 MS clinics are involved including institutions in Calgary, Vancouver, Burnaby, Edmonton, Red Deer, Saskatoon, London, Toronto, Kingston, Ottawa, Montreal, Quebec City, Sherbrooke and Halifax.

Q:

How will my legacy gift help people living with MS?



A:

The MS Society receives very little government funding in support of our programs. As such, we are able to fulfill our dual mission solely due to the generosity of Canadians. Your legacy gift will directly impact people living with MS by enabling us to continue to provide much-needed services that will improve their quality of life today, as well as research funding to find the cause of and cure for MS.

Q:

What is legacy giving?

A:

Legacy giving occurs when individuals create a gift to benefit the MS Society at some point in the future. The main type of legacy gift is a bequest (gift in a will). There are three main types of bequests: specific, residual and contingent.

Gifts of life insurance are another popular legacy gift. In this case, the MS Society is named as the beneficiary of an existing or new insurance policy.

The MS Society is a grateful recipient of numerous legacy gifts from across the country every year. Individuals who create a legacy gift become members of our Evelyn Opal Society, a unique community named in honour of our founding volunteer.

CHARITABLE FOUNDATIONS: THE GIFT THAT KEEPS ON GIVING

CONTINUED FROM PAGE 1

means to make foundation giving a part of their overall estate and financial plan.

A foundation is a strategy that allows the individual to stay involved and continue to make decisions with respect to the money they've donated. Donations are made in one of two ways: through donor-advised funds or through a private foundation.

1 Donor-Advised Funds

With a donor-advised fund, the individual will set up an account with a third-party foundation (run by a bank or a mutual fund company). The organization then invests the amount that has been donated, and the individual receives a tax receipt for the donation. He or she then can choose how to disburse the income and gains to charitable organizations that they feel strongly about, like the MS Society of Canada.

The amount that an individual can allocate each year will be set by the foundation's board of directors at a level that will ensure that the endowment can be maintained (minimum 10 years) and also meet Canada Revenue Agency requirements (disburse at least 3.5% of the fund's average assets each year).

Donor-advised funds usually have a minimum initial investment of between \$10,000 and \$25,000.

Advantages of Donor-Advised Funds

- **Ease of Management:** This is particularly true in the case of record keeping and tax reporting.

- **Creating an Enduring Legacy:**

The money you donate is invested and earnings from those investments are donated to the charities of your choice, every year in perpetuity.

- **Flexibility:** You have the ability to name the fund (i.e. The Jones Family Foundation) and select which charities will receive the income generated by the investments. You can also accept contributions from friends and other family members.

- **Reduced Time Commitment & Potential for Reduced Costs:**

The donor-advised fund structure allows the individual to avoid many of the legal and accounting costs that private foundations require. The foundation administrators can also help the donor target their support so that it achieves maximum impact in their community. As an aside, the donor should gain an understanding of the administrative costs of their donor-advised fund, and the costs of managing the investments inside the foundation. The fees will vary, but the combined costs can range from about 1.75% up to a maximum of around 3.5% per year.

2 Private Foundations

Private foundations tend to be set up by individuals with significant wealth to donate (\$500,000 and up). They are committed to philanthropy and want to actively engage in the activity. Often they are entrepreneurial and view the running of a private foundation as similar to running a business.

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CHARITABLE FOUNDATIONS: THE GIFT THAT KEEPS ON GIVING
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There can be significant benefits to establishing a private foundation, particularly in the areas of choice and control. Private foundations have much more flexibility with their charitable activities than donor-advised funds. They also provide an excellent opportunity to educate family members about philanthropy and investing.

Private foundations do require time, commitment, and cost money to run. There are corporate proceedings, which must be completed annually. Investment decisions are ongoing as are the charitable allocations. From an accounting and tax point of view, financial statements and information returns must be filed annually with the Canada Revenue Agency.

An Important Consideration

Both donor-advised funds and private foundations allow individuals to donate cash, publicly listed securities (stocks and bonds), or mutual funds. Recent changes in the Income Tax Act eliminate capital gains on gifts of appreciated securities and mutual funds. For example, if you own shares in a public company that has appreciated significantly, by donating it directly to a foundation, you bypass paying capital gains tax on the security and you still receive your tax credit for the donation.

Final Thoughts

Before making the decision to create a foundation (private or donor-advised) you should consider your personal goals, your capacity to donate what could be a significant lump sum of money that you can't have back, and your overall commitment to the foundation process. Talk to your Financial Advisor about it and remember that you can always stick to charitable giving in the traditional manner, by donating directly.

Jeff McCartney, CFP is an Investment Executive, Financial Planner, & 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 or contact him directly at **(416) 865-6392**.

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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.MSlegacy.ca and select "Literature Order Form."
- Call the MS Legacy line (toll-free) at **1-866-679-4557**.

Use the POWER
of the FLOWER
to end MS.



Bring hope to Canadians
affected by multiple sclerosis
by purchasing flowers from
MS Society volunteers.



www.mssociety.ca
1-800-268-7582

MS

Multiple sclerosis is an unpredictable, often disabling disease of the central nervous system (the brain and spinal cord).

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.

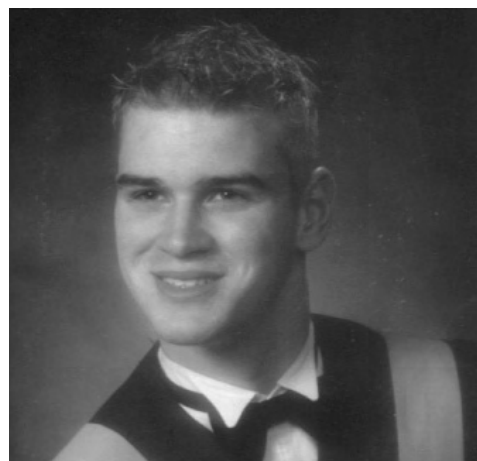
How MS has impacted my life

By Todd MacDougall

My name is Todd MacDougall and my father has multiple sclerosis. He was diagnosed two years ago, when I was in my first year of university, and things have been somewhat different for my family ever since.

My father, Jim, has always been a hard worker – in fact while I was growing up it seemed as if that was all he ever did. Being a hard worker isn't a bad thing though and although my father spent a lot of time at work, I realize now that he was making sacrifices to support his family. When my mother called me and told me that dad had been diagnosed with MS, I really didn't know what to think. I had a lot of questions and I had no idea what to expect... How serious is it? Is it as bad as cancer? What's going to happen to him? Recently, I found out how bad it was and what was happening – my dad has had to leave his job because of the pain associated with MS. That's when I realized how serious MS is.

The story of my father's diagnosis isn't necessarily a totally sad one though. Although he's had to leave work and things at home have obviously tightened up financially, I have a new respect and perception of my dad and of life itself. He's at home now and he spends a lot of his time resting but even though I know



he's in pain, I see that he still gets out and enjoys life and he avoids feeling sorry for himself. His attitude has allowed our family to remain as normal as possible despite the fact that one of us has been stricken with MS. His positive attitude reflects on my mother, my brother and sister, and myself, and none of us walk around feeling sorry for ourselves or asking, why us? We support one another now more than ever and each of us has stepped in to try and fill the void of my father not working anymore. Every little bit helps, whether it's just a few chores around the house that he normally would have done, or running an errand that he generally ran; we're doing everything we can to assure my dad he can rest and relax.

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HOW MS HAS IMPACTED MY LIFE CONTINUED FROM PAGE 5

Since I'm away at school, it's difficult for me to help out like the rest of my family at home but I'm trying to do my own part. I've had to grow up a little faster in the sense that I can't rely on my parents as much financially as I might have before and I definitely don't want to bother them with trivial things. I avoid calling home for money and things like that and I work to get myself by, just like my father did for so many years to support himself and his family and I'm proud for doing it. I try to keep my grades high and I play hockey at a competitive level in the winter, and small things like these make me proud because they give me positive reasons to call home and talk to my family about things other than the disease that hampers our father – I'd like to make him as proud of me as I am of him and he's been an inspiration in the way he's handled what he's been dealt.

I'm looking forward to the future and what it has to offer me, and what I can take out of it and give back to my father. His ailments push me even harder towards my goals and when I feel like I can't do something, all I have to do is look at him and what he's been through and I know that there's more in me than I even know sometimes. I'll graduate next year with a Bachelor of Arts and move on to a degree in education so that I'll be able to teach and inspire

young children, and perhaps give them the positive role model that could be missing in their lives. Through that I hope to duplicate the inspiration my father has instilled in me and spread it out among many, many people. My father has been diagnosed with MS for 3 years now and there isn't much sign of him getting better but at the same time he's making the people around him better people. He's not letting the disease run his life and his positive attitude assures me that he'll fight MS for a long, long time to come so I'm going to keep striving for my goals as I support my father because I hope to make him proud for a long, long time to come.

*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**.*



MS is usually diagnosed between the ages of 15 to 40, but children as young as three have been diagnosed.

Tell us your story!

We would like to share the stories of our supporters in **TRIBUTE**. Please visit us at www.MSlegacy.ca and click on "Tell us your story" to share your thoughts on why you support the MS Society.



We love to hear from you!

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Sharing Stories: Martin & Marion Vanderwood

By BC Division Staff, MS Society of Canada



"After 37 years of marriage, love is wonderful. Keep the fire alive and appreciate each other's strengths and weaknesses."

- Marion Vanderwood

Born in 1949, Martin and Marion Vanderwood share a deep love for each other that is reflected in their love for the water. It is a love which began when they swam together as high school sweethearts. From dinghies to cruising sailboats, to ocean racing to Hawaii, they spent weekends away from their respective accounting and insurance careers to explore the joys of sailing.

In 1979, the Vanderwoods took the first step toward fulfilling their dream of a sailing adventure when they flew to England to purchase a 30' sailboat. The next five years saw them sailing through water they had previously only imagined: from the coasts of France, Belgium, Holland to the Bay of Biscay, Spain, Portugal, and the Mediterranean; their journeys included Madiera, the Canary and San Blas Islands, the Caribbean, Panama Canal, Galapagos Islands and on to French Polynesia. They returned home to Vancouver via Hawaii five years and many sea miles later.

In 1984, they became charter captain and chef of the 60' sailing yacht, "Ocean Voyager," operating weekly sailing charters in the Caribbean. Twelve years later they joined "Shellette," a 55' sailing catamaran and stayed with that vessel until 1998.

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TRIBUTE Reply Coupon

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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 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 **1-866-922-6065, 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.

SHARING STORES: Martin & Marion Vanderwood CONTINUED FROM PAGE 7

In February 1998 Marion was diagnosed with MS. "A blessing in many ways," says Marion, as it made them give up the hectic though fulfilling charter work. They returned to Sooke, BC where they completed construction of their new home as a bed and breakfast and which they operated for the next 5 years.

Winters are now enjoyed on the beaches of Baja, Mexico in an RV, and summers are spent exploring Vancouver Island.

Marion battles her MS with a healthy diet, nerve retraining, and a very active lifestyle that includes yoga, bike riding and an adapted form of kiteboarding which still allows her to attain great speeds! The Vanderwoods are determined to live in and enjoy the present knowing that they will have to continue adjusting to MS.

Marion's warmth and optimism shine through as she talks about her life and philosophy. Not only have she and Martin designated a gift to the MS Society in their will, Marion is also one of 500 people worldwide taking part in the BioMS trial, a two year clinical trial to see if the drug MBP-8298 delays progression in secondary progressive MS. Says Marion, "I'm getting benefit from research now, and maybe our estate gift can help people down the road. I know it may not be a direct effect, but it's all interrelated."

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

*May 2006 federal budget changes where the 50% capital gains tax was eliminated on gifts of stock.

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

For more information, please contact us:

Phone: 1-866-922-6065 x 2315

Email: securities@mssociety.ca



Please complete, place in envelope and mail to:

Multiple Sclerosis Society of Canada

MS Legacy

175 Bloor Street East

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