



Multiple Sclerosis  
Society of Canada  
Manitoba Division

# Annual Report 2002

Manitoba Division  
[www.mssociety.ca/manitoba](http://www.mssociety.ca/manitoba)



## 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.

We will have achieved our mission when...

The cause and cure for multiple sclerosis are identified in the shortest possible time.

People with MS have the opportunity to participate fully in all aspects of life.

The Canadian public is fully aware of MS, the MS Society and what it does.

All necessary activities of the MS Society are adequately funded.

The volunteers and staff of the chapters, division and national organization are working together effectively towards our common mission.

## TABLE OF CONTENTS

	<b><u>Page</u></b>
Minutes from 2001 AGM	4
President's Report	6
Individual and Family Services Report	9
Treasurer's Report	20
Public Education Report	21
Social Action Report	23
Fundraising Report	29
Major Gifts/Planned Giving Report	36
Executive Director's Report	37
Financial Statements	40



**MULTIPLE SCLEROSIS SOCIETY OF CANADA  
MANITOBA DIVISION  
ANNUAL GENERAL MEETING  
Delta Hotel  
Winnipeg, Manitoba  
November 9, 2001, 7:40 p.m.**

**MINUTES**

**1. Call to Order**

The meeting was called to order at 7:40 p.m.

Rob Woodley introduced Barbara Featherstone and welcomed everyone to the conference.

**2. Minutes of 2000 Annual General Meeting**

MOTION: *To approve the minutes of the November 5, 2000 Annual General Meeting.*

M/S/C: Rob Woodley/Cheryl Janzen

**3. Treasurer's Report**

Cheryl Janzen highlighted the written report.

MOTION: *To accept the Audited Financial Statements as presented.*

M/S/C: Cheryl Janzen/Marlene Lock

**4. Executive Director's Report**

Norm Velnes highlighted the written report and introduced the staff.

Norm also extended thanks to all staff for their outstanding efforts over the past year.

**5. Committee Reports**

a. IFS - Barbara Featherstone highlighted the written report emphasizing various pilot programs.

b. Social Action - Sandy Popham highlighted the written report.

c. Fundraising - Colleen Scramstad highlighted the written report.

d. Public Education - Ron Tayler highlighted the written report.

MOTION: *To accept the written reports as presented.*

M/S/C: Rob Woodley/Marlene Lock

6. **President's Report**

Rob Woodley highlighted the written report and thanked everyone for their dedication over the past year. Rob also welcomed Olf Costener.

7. **Nominating Committee Report**

Marlene Lock highlighted the report.

MOTION: *To elect Board members as reported.*

M/S/C: Marlene Lock/Jeanette Edwards

8. **Election of Executive**

MOTION: *To approve the Slate of Officers for 2001/2002 year as presented.*

M/S/C: Marlene Lock/Dave Horne

9. **Other Business**

There being no other business, the meeting was adjourned at 8:00 p.m.

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## PRESIDENT'S REPORT

**A**s this report is being written, I do not know if I will be in Winnipeg to attend our annual meeting and the conference that will be taking place over the weekend. As many of you know, I have spent the last four months in the St. Louis area working on a consulting contract. This has meant that other members of our executive committee have had to work that much harder to complete another successful year for the MS Society, Manitoba Division. I give my special thanks to Dave Horne who has worked extremely hard and dedicated a great deal of extra effort to fill in for me. This kind of support shows how strong our organization is and I know that all of you here recognize this strength.

### **Our Mission**

*To be a leader in finding a cure for multiple sclerosis and in enabling people affected by MS to enhance their quality of life*

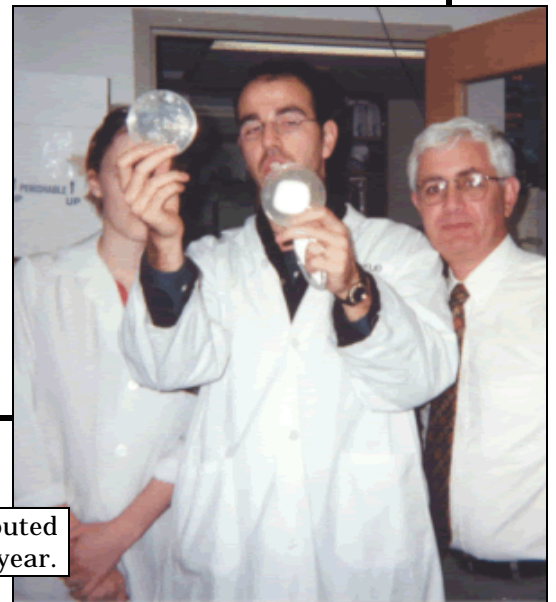
I am pleased to report that this past year has seen very positive growth in both aspects of our mandate.

### **Services**

Great strides have been made in providing consistent service to those affected by MS across the province. Our staff has laid out a plan for the next three years to make sure that the Society is delivering the services our members want and need. In addition, more emphasis is being placed on the needs of caregivers and family members. We are moved by the many stories of people who are newly diagnosed with MS and the benefits they receive from attending one of our many programs. Peer support groups are helping those affected by MS to understand and live with this unpredictable disease.

### **Research**

The Manitoba Division of the Multiple Sclerosis Society is pleased to have greatly increased its contribution to research in the past year. **The 2002 contribution represents a 38% increase over 2001.** The contribution to research is composed of money raised within Manitoba on fundraising events as well as money donated by Manitobans directly in response to MS Society solicitations by mail. Decisions are made on a national basis as to the research projects that



The Manitoba Division contributed \$153,068 to MS research this year.

best offer hope of finding the cause and the cure for MS. While considerable progress is being made on many fronts, there still remains much research to do before the cause or cure is found.

### **Fundraising**

In order to meet our mission, it is important to raise funds within Manitoba to meet the needs for services and research. Over the past year we have concentrated on holding events which have proven successful and for which we have developed considerable expertise and experience. Each of the events produced increased revenues over the previous year and our staff and volunteers already have plans in place for even better results next year. A great deal of effort goes into making sure that those who volunteer to fundraise have an enjoyable experience and are committed to return year after year.

### **Social Action**

An important aspect of the Society's activities involves meeting with government and other health related agencies to work for improvements in programs and services for those affected by MS. We continue to meet regularly with the provincial government to address many issues, especially continued growth in services at the MS Clinic. A new area of involvement this year has been in housing, where we have worked with the province to examine housing solutions for those who require some form of assisted living but for whom no suitable accommodation currently exists.

### **Public Education**

Educating the public about MS is an ongoing responsibility and one that we take seriously. We continually provide information, education and speakers to improve awareness and understanding of MS and its effects upon individuals, their families and their caregivers. We strive to gain regular media attention to keep our cause in the public eye.



MS Bike Tour safety and gear volunteers David Riach and Sean Stacey

### **Volunteers**

The strength of an organization such as ours is measured by the commitment of the volunteers. The Manitoba Division is very fortunate to have so many people across the province who support our activities and provide countless hours making our day- to-day operations as well as our events successful.

**Sponsors**

I want to extend our very special thanks to our many corporate sponsors who provide the 'seed capital' for so many of our events. The division could not reach its goals without the fantastic support from the business community in Manitoba.

**Staff**

I would be remiss if I did not recognize our hard-working and dedicated staff throughout the province, led by our Executive Director – Norm Velnes. A great deal of our success results from their dedication and hard work.

Respectfully submitted

**Rob Woodley, President**

Multiple Sclerosis Society of Canada, Manitoba Division



From left: staff members Norm Velnes, Sandra Tease, Janet McLeod. Front: Kristin Ojah.

## INDIVIDUAL AND FAMILY SERVICES REPORT

### **D**epartment name change

Starting in September 2002, Individual and Family Services (Canada-wide) was restructured and renamed Client Services to better reflect the true nature of Individual and Family Services. Client Services is further defined as follows:

Client is intended to include:

- Those living with MS
- Their family and friends
- Care providers
- Health professionals
- Employers
- Institutions
- Donors
- All others affected by multiple sclerosis

Services include five core activities:

- Information and Referral
- Education
- Support
- Advocacy
- Funding

In order to deliver and enhance Individual and Family Services, department staff and volunteers may elect to offer a variety of programs related to the service activities. These programs are “tools” by which to deliver quality Individual and Family Services – they are not service outcomes in themselves. It is essential to note that while the service areas are considered core, programs will vary widely based upon local resources and needs.



Journey to Wellness group

As a result of this name change Client Services will be better able to:

- Describe and promote core services activities to those we serve with greater clarity and consistency,
- Speak with a consistent language about core client service activities at all levels of the Society,
- Undertake an “apples-to-apples” comparison of program costs across all levels of the Society; and

- Place in the hands of our fundraisers and grant-writers a clearer “snapshot” of our essential work. (*excerpt from a memo written by Jon Temme, National Vice-President of Client Services*)

## **SUPPORT SERVICES**

### **NEW! 20-Somethings Pilot Program - Outcome**

20-Somethings was designed as an education and support group for young adults, ages 18-25, recently diagnosed with MS. This pilot project was very successful in meeting its goals of providing information and support in the areas of reactions to diagnosis, dealing with grief, loss and change, disclosing the diagnosis to friends and family, disease and symptom management, body image and sexuality, dating and relationships and education and employment planning. Through the completion of evaluation forms, participants expressed that their goals to gain information about MS, learn disease and symptom management strategies, learn how to develop and maintain supportive relationships, meet people their own age affected by MS and learn how to balance MS with their personal and professional lives were successfully met. “Graduates” of the 20-Somethings program have formed a self-help group called *Faces of MS*. This group, co-facilitated by two trained 20-Somethings members has been running since January 2002.

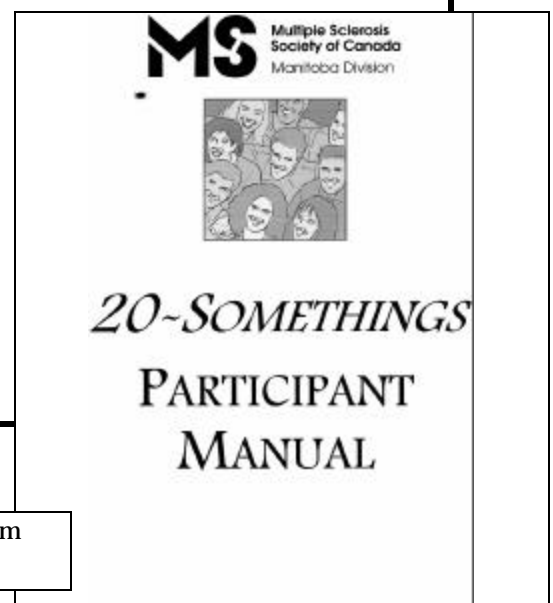
Of the additional program goals noted, the target of recruiting a minimum of six participants per program was successfully met and educational and readable facilitator and participant manuals were successfully developed complete with supplementary reading options.

### **NEW! Knowledge is Power Pilot Program - Outcome**

The Manitoba Division of the MS Society of Canada has piloted a mail-out program, *Knowledge is Power*, for newly-diagnosed individuals, which was developed for the National Multiple Sclerosis Society of the United States. To date, 18 persons have completed the program and provided positive evaluations. The numbers of persons participating in this program steadily continues to increase.

### **Journey of Hope Pilot Program - Outcome**

Journey of Hope was designed as an education and support group for individuals diagnosed with MS. It encourages participants to challenge traditional notions of hope and explores its powerful impact on health and healing. The pilot project was successful in



New 20-Somethings Program has been very successful.

meeting the following program, division and participant goals:

- Providing a means by which people affected by MS are able to affirm quality of life after diagnosis
- Empowering individuals to both understand their losses and take positive steps toward building hope without minimizing grief
- Considering, in depth, the elements of emotional, social and spiritual wellness in an activity-based Journey to Wellness style of learning
- Introducing a new education and support group to members seeking an alternative to long-standing and repeat programs.

**NEW! Carman Caregiver Support Group**

Approximately 26 people in Carman, Manitoba indicated an interest in participating in a caregiver support group. An information session was held in February 2002 resulting in the establishment of an ongoing support group of approximately eight to twelve persons.

**Creating Balance in Chronic Disease – A Handbook for Consumers**

The Kidney Foundation, Arthritis Society, Canadian Diabetes Association and the MS Society of Canada worked over the past year to develop a consumer handbook for persons living with chronic disease. This handbook will serve as a guide for those people diagnosed with a chronic disease by assisting individuals to find resources and by providing hints on how to navigate the system to find the information they need.

**NEW! Community Partnership: Manitoba Caregiver Network**

Through feedback from caregivers as well as the acknowledgement that very few supports are currently offered to caregivers, the Director of Services became involved with a newly formed network, the Manitoba Caregiver Network. The Manitoba Caregiver Network is an association of approximately 40 community groups, individuals and agencies whose purpose is to identify common concerns, share information, effectively use available research and advocate on major issues affecting informal caregiving in order to improve support for informal caregivers in Manitoba. In the next year, the MS Society is going to be participating in a working group to meet the following goal: making community resources more available, accessible, flexible, and responsive to the assessed needs of caregivers (including the need for respite). It is



Support group outing

thought that working as a network would be more effective and efficient than many organizations working independently on this goal.

## **FUNDING SERVICES**

### **Special Assistance Program**

Over the past year, seven people applied and were funded by this program. In total, \$1,654 was spent on such items as air conditioners, eyeglasses, voice activated computer programs, and gel batteries.

## **EDUCATION SERVICES**

### **Living Well with MS Series**

“Living Well with MS: The Top Ten Things you Need to Know”, a Canadian series funded by TevaNeurosciences, came to Winnipeg, May 25. The session featured four brief presentations by a neurologist, an allied health professional, a person with MS and a representative of the Society (Director of Services) on their top three suggestions of what a person with MS needs to know in order to manage living well with MS and enhance their quality of life. The presenters then formed a panel to interact with the audience in a moderated question and answer dialogue. Approximately 140 Manitobans were in attendance.

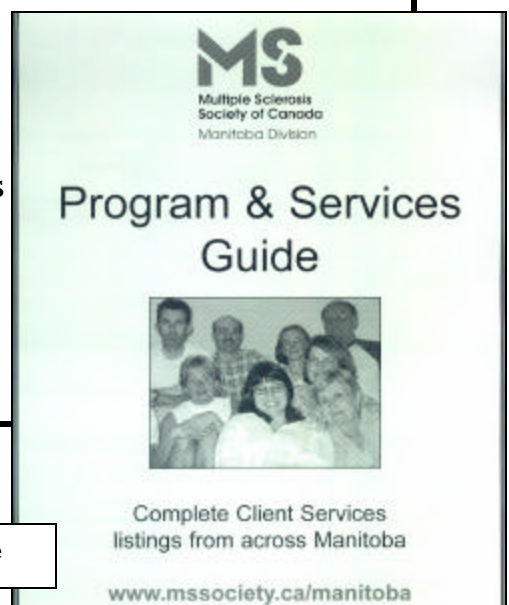
### **Members Annual Conference: Evaluation**

Choices 2001 was a very successful weekend. There were 201 conference attendees. This number represents an approximate 100% increase in attendance from Today, Tomorrow and Beyond 2000.

Feedback was very positive, with most guests advising that they enjoyed both the educational and social aspects of the weekend. A strong effort was made to include members and their families from outside Winnipeg. We attracted guests from Saskatchewan, Northwest Ontario and as far away as Montreal.

### **Manitoba Division Programs and Services Guide**

A new Programs and Services Guide was developed for the Manitoba Division. In this guide, there are sections designated for the Division and each Chapter. The goal is to use one guide for the whole province instead of each chapter having its own version. By setting up the guide provincially, regardless of where they live, people with MS will be aware of all the services offered in Manitoba.



This guide will not only increase awareness of the services the MS Society offers, but should also increase requests for services in other areas of Manitoba.

## **PROFESSIONAL DEVELOPMENT**

### **National Multiple Sclerosis Society of the United States Leadership Conference in New Orleans (Nov. 2001)**

Four Individual and Family Services staff attended the NMSS conference in New Orleans. Each staff member was responsible for writing an overview on each of the sessions they attended as well as discuss how this new information could be applied in their jobs. These reports were compiled into one binder, which has been used by each office as a reference guide. Upon request, copies of these binders were also sent to Alberta, Saskatchewan, and BC offices.

### **Staff Training Sessions: Cognitive Effects - Behavioural Issues**

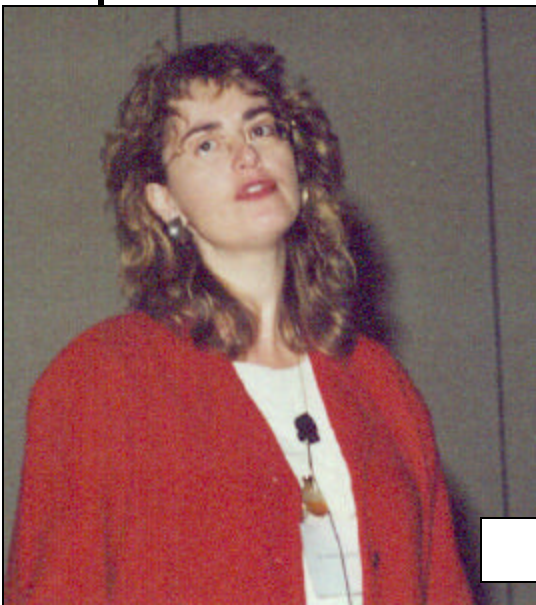
Dr. Moira Somers conducted a three-hour training session with Manitoba staff on cognitive effects and behavioural issues that may be encountered on the job. Staff provided case studies and Dr. Somers discussed the issues and ways to handle them. Staff left the session feeling they had learned a great deal and would be better able to deal with some of the situations that arise.

### **Personal Care Guidelines**

The MS Society staff at the Manitoba Division have provided varying degrees of personal care services within the context of all their services and division activities. To this end, the Manitoba Division has adopted personal care guidelines from the Calgary Chapter to give staff and volunteers direction and protocol related to their role in providing personal care to persons with MS who attend MS Society activities.

### **First Aid/CPR Training**

All Individual and Family Services staff at the Manitoba Division completed first aid/CPR training this past fiscal year.



Dr. Moira Somers

### **Canadian Individual and Family Services Conference - *Link 2002*, April 12-14, Montreal, Quebec**

In April, all Individual and Family Services staff attended the first Canadian MS Society Individual and Family Services Conference entitled, *Link 2002*. During the two days, Individual and Family Services staff and the Individual and Family Services

chairperson had the opportunity to:

- Network with peers and partners across the country and share information
- Learn about the new information and referral accreditation program first-hand from both NMSS (where the project originated) and the new Canadian project manager, Wendy Aird, and
- Learn tips on self-care to avoid burnout, stress and unnecessary staff turnover among front-line staff. This topic was well received by staff and volunteers and provided some basic tips that staff can implement quite easily.

## **FUTURE PLANNING**

### **Planning Session for Individual and Family Services**

A planning session was held for Individual and Family Services staff on June 26th to determine the focus over the next three years. The following emerged as priority areas: public education, family programs, advocacy programs, Internet access to our programs, and revising and updating existing programs. The Individual and Family Services department intends to work towards improving and expanding services in these areas. The progress that is made is dependent upon funding and available resources.

### **Information and Referral Accreditation Program**

This will be rolled out over the next 24 months. In March, staff and volunteers across Canada received anonymous audit calls to determine the appropriateness of the information that was being disseminated to clients. Overall, the results indicate that a system needs to be put in place to standardize the information that MS Society staff and volunteers are providing to persons accessing MS Society resources. This new program will train and certify all operational volunteers and staff within Client Services whose role is to provide information and referrals to people affected by MS. The Information & Referral Certification Program will be adapted from the one developed by the National MS Society.

The overall objective of the Information & Referral Certification Program is two-fold:

- 1) To enhance the quality of service we provide to our clients; and
- 2) To enhance the comfort, confidence and professionalism of our operational volunteers and staff

### **Family Caregiver Pilot Program**

Since the launch of this pilot program in February



Staff training session

2001, family caregivers of persons with MS have been encouraged to consider their own personal needs arising from their caregiving roles and identify creative, individualized ways to meet those needs. The goal was to provide opportunities for caregivers to experience 'respite' broadly defined as anything contributing to a caregiver's emotional, spiritual, physical and/or social rejuvenation enabling them to have the reserves and resources they need to care for their family member or friend with MS. Since February 2001, more than 400 applications to the CSAP were received from family members and friends providing support and caregiving to someone with MS.

Due to caregivers' enthusiastic response to the program and the high volume of applications received, by early July 2002 the complete CSAP funding budget had been fully committed to family caregivers of persons with MS. As a result, there was no funding remaining to approve additional applications in the third and final year of the Family Caregiver Pilot Program as originally anticipated.

Based on applications to CSAP, a total budget of \$103,000 has been fully committed to family caregivers of persons with MS across the six provinces represented by the Atlantic, Manitoba and Saskatchewan Divisions of the MS Society of Canada. For Manitoba Division specifically, over \$23,000 in funding was committed to family caregivers of persons with MS through approximately 80 applications received from caregivers residing in Manitoba.

### **Growing up Strong: Supporting the Children of parents with Multiple Sclerosis**

"*Growing Up Strong*" will develop, evaluate and deliver integrated services and programs nationwide for children aged 6-18 who have a parent or parents with MS. These programs and services would address the unique educational, emotional, social, and physical needs of children of parents with MS. Relying on the Society's network of 120 chapters and divisions across the country, we will

evaluate existing programs and services, and adopt best practices to design and deliver an integrated program in both English and French. Monies for this project were secured from the Population Health Fund of Health Canada.



Respectfully submitted,

**Barbara Featherstone**

Chair, Individual and Family Services Committee

Kids Club, Winnipeg Chapter

**Multiple Sclerosis Society of Canada, Manitoba Division Annual Report 2002**

The following illustrates how services staff worked to achieve the mission of the MS Society of Canada:

**ADMINISTRATION**

**INDIVIDUAL AND FAMILY SERVICES SUMMARY STATISTICS**

	MB Div.	Winnipeg	Parkland	Brandon	Southern	Central Plains
<b>Contact</b>						
Person with MS	448	664	499	552	100	114
Potential Diagnosis	14	40	0	6	2	2
Newly Diagnosed	56	48	3	2	4	2
Well Partner	50	34	19	24	12	2
Other Family Member	56	73	0	10	4	4
Friend	2	24	4	2	2	6
Professional	248	145	12	262	6	6
Student	24	21	0	14	2	0
Volunteer	2	58	0	2	6	4
Other	10	9	0	14	20	0
<b>Total</b>	<b>910</b>	<b>1116</b>	<b>537</b>	<b>888</b>	<b>158</b>	<b>140</b>
<b>Mode of contact</b>						
Office	70	39	128	28	30	22
Home	0	1	34	2	4	6
Phone	666	960	347	424	122	110
e-mail	70	45	28	4	2	0
Mail	104	62	0	428	4	2
Other	0	13	0	2	0	0
<b>Total</b>	<b>910</b>	<b>1120</b>	<b>537</b>	<b>888</b>	<b>162</b>	<b>140</b>

**Multiple Sclerosis Society of Canada, Manitoba Division Annual Report 2002**

	MB Div.	Winnipeg	Parkland	Brandon	Southern	Central Plains
<b><u>Average time per contact (in minutes)</u></b>	8.44	5.62	Unavail.	1.81	10.03	9.73

**Nature of contact**

**Information services**

Individualized	528	328	402	198	16	8
Education	14	59	34	0	2	6
General	20	118	88	230	0	2
Resources outside the MS Society	28	51	4	6	6	2
<b>Total</b>	<b>590</b>	<b>556</b>	<b>528</b>	<b>434</b>	<b>24</b>	<b>18</b>

**Resources MS Society**

Special Assistance Fund	30	76	4	46	8	8
Self Help Group	58	28	0	2	2	0
Support Group	86	20	0	120	4	0
One-on-one Peer Support	20	4	0	0	0	2
Tai Chi	0	12	0	0	0	10
Yoga	8	37	20	0	0	0
Massage	2	135	0	4	0	0
Adapted Aquatics	10	14	48	34	30	1
Recreation/Social Program	18	65	32	172	72	64
Newly Diagnosed Program	20	43	0	0	4	4
Children's Program	0	15	0	0	0	0
Journey to Wellness	4	2	6	3	0	0

**Multiple Sclerosis Society of Canada, Manitoba Division Annual Report 2002**

	MB Div.	Winnipeg	Parkland	Brandon	Southern	Central Plains
Education Program	16	44	64	58	6	8
Friendly Visitor Program	0	44	2	10	0	0
Peer Support Registry	0	24	0	0	0	0
Speakers Bureau	0	0	0	0	0	0
Other Program	0	24	0	0	2	12
<b>Total resources MS Society</b>	<b>272</b>	<b>587</b>	<b>177</b>	<b>478</b>	<b>126</b>	<b>108</b>
<b>Total information services</b>	<b>862</b>	<b>1143</b>	<b>705</b>	<b>912</b>	<b>150</b>	<b>126</b>
<b>Other Services</b>						
Counselling	42	39	92	20	6	8
Consultation	0	15	50	0	0	0
Individual Advocacy	6	21	6	10	0	4
Referral	0	15	20	2	2	2
<b>Total other services</b>	<b>48</b>	<b>90</b>	<b>168</b>	<b>32</b>	<b>8</b>	<b>14</b>
<b>Total number of services</b>	<b>550</b>	<b>1233</b>	<b>874</b>	<b>944</b>	<b>158</b>	<b>140</b>
<b>Types of written information given</b>						
Ask MS	700*	0	0	0	0	0
National literature	72	13	72	386	86	46
Library	56	7	24	22	6	6
Division/Chapter Literature	28	129	18	324	32	24
Community Resource Information	30	32	2	64	22	18

Multiple Sclerosis Society of Canada, Manitoba Division Annual Report 2002

MB Div.	Winnipeg	Parkland	Brandon	Southern	Central Plains
Newsletters	102	600	356	540	214
<b>Total written information</b>	<b>988</b>	<b>181</b>	<b>472</b>	<b>1336</b>	<b>140</b>

**Note:** Central Plains and Southern Chapter's overall numbers are very low. Steps are being put in place to address this issue over the next fiscal year (2002-2003)

\* Ask MS numbers are recorded by the Manitoba Division only.



Five chapters throughout Manitoba

## TREASURER'S REPORT

The audited financial statements for the Multiple Sclerosis Society of Canada, Manitoba Division are contained in this report. This statement is a consolidation of the financial statements of the Division Office and each of the chapters.

### Income Statement

I am happy to report that the Society had another year of strong financial performance in the 2002 fiscal year. We have the same excess of revenue as the previous year, and in addition contributed over \$84,000 to research. The total revenues were \$1,364,792. This represents a 7% increase from the prior year's revenue of \$1,272,575.

The increase is attributable to increases in net revenues from fundraising projects, donations and bequests. The net revenues from fundraising increased \$185,757 for a total of \$830,112. The Super Cities Walk, the two-day Bike Tours and the Hit A Ball events all exceeded last year's revenue. Donations and bequests decreased by \$69,955 for a sum of \$179,442 for the year 2002. Expenditures decreased 4% from the previous year.

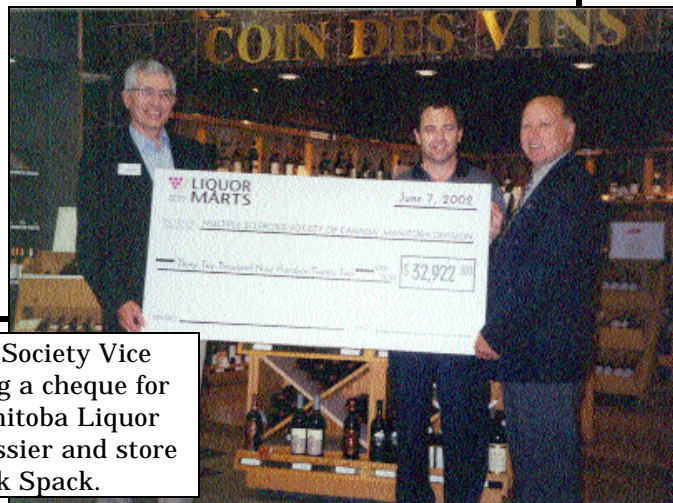
### Balance Sheet

The balance sheet continues to indicate that the Society is in a secure financial position. Investments and cash have increased by \$25,000 while liabilities have decreased by \$69,175.

As in previous years, the Society has carefully monitored its financial position. The budget for the 2001-02 year includes maintaining the revenues as well as the policies to control spending. Ensuring these targets are met will assure that the Society will have a surplus and continue its commitment to services and research. I would like to thank the staff and volunteers of the Manitoba Division for their hard work and support for making this another successful year.

Respectfully submitted,

**Cheryl Janzen**  
Treasurer



Dave Horne, MS Society Vice President receiving a cheque for \$32,922 from Manitoba Liquor Mart CEO Don Lussier and store manager Rick Spack.

## PUBLIC EDUCATION REPORT

**Committee Members:** Jeanette Edwards (chair), Ron Tayler (former chair), Donna Beaton, John Deschamps, Brian Shippam, Gwenda Nemerofsky (staff).

It has been a pivotal year for the Public Education Committee. Ron Tayler, who has chaired us for the past year, left both the committee and the board of the MS Society in the spring for other pursuits. Jeanette Edwards has agreed to step in for the interim. We appreciate Ron's easygoing leadership and good common business sense.

Following are the highlights of this year's accomplishments:

**Winnipeg Free Press flysheet:** On alternate years, the Public Education Committee works together with the Communications Manager to produce a four-page flysheet or insert which is published in the Winnipeg Free Press. This year it was included in Sunday, March 10th's paper, in the Sunday Homes section. This section is delivered to all Winnipeg homes, regardless of whether its residents are subscribers. This greatly increased our distribution, giving us excellent value for cost. The content included a feature story about a new self-help group for young people diagnosed with MS, basic MS facts, information about the services provided by the MS Society, an article about the Caregiver Special Assistance Program, listings of upcoming events and a request for volunteers. The cost of the flysheet was covered by advertising sales.

**Chapter Newsletter Template:** At the request of chapter managers across the province, the development of a standard template for all chapter newsletters was developed. This consistent look reinforces the MS Society brand and ensures a clean, professional image. It has been used successfully across Manitoba.

**Website and web pages:** Considerable progress has been made in both the development of the division website and the individual chapter web pages. Updates are done weekly or as required and many options and services are available to browsers.

**National office MS Society brochure:** Our national office has been working on the design and production of a new general MS Society brochure to replace the previous "MS is..." one which has become out of date.

www.mssociety.ca/manitoba

**MS**  
Multiple Sclerosis Society of Canada  
Manitoba Division

**FACTS ABOUT MS**

1. MS attacks the central nervous system, interfering with the brain's ability to control functions such as walking, talking and seeing.
2. MS most often strikes young adults between the ages of 20 and 40.
3. Women develop MS almost twice as often as men.
4. Over 9,000 Manitobans have MS.
5. There is no known cure for MS.

For information on joining you need about this newsletter, call 943-9595 in Winnipeg or 1-800-268-7532

Join the Jory Capital Super Cities Walk for MS - 11 Manitoba communities - Sunday, April 28!

**ABOUT MS AND THE MS SOCIETY**  
*"It's like having a cloud over your eye"*

When we think of youth, we summon up visions of glowing health, boundless energy, freshness and indomitable spirit. The young people you are about to meet possess the vigor and spirit, but are not blessed with good health and the energy most of their friends enjoy. They all have multiple sclerosis. And, they are all doing something about it. They are members of Faces of MS, an MS Society self-help group especially for 18 - 26 year olds. They meet monthly to share feelings and experiences of living with multiple sclerosis, and to discuss issues that are important to young people, such as dating, school and career, having a family, and when to tell people they have MS. The group is the SpokesTeam for the upcoming Jory Capital Super Cities Walk for MS in Winnipeg. They will make several public appearances, encouraging people to come out on Sunday, April 28th in support of the work of the MS Society and they will be there on the day to lead off the event.

Life changes forever with the diagnosis of MS. Erica Maxwell, 20, was diagnosed after enduring bad headaches, nausea, sweating, pain behind her eyes, and patchy, lousy vision. "It's like having a cloud over your eye," she explained. Geoff Ginter was diagnosed with MS when he was 20. He started losing feeling in his hands, experiencing tingling and loss of dexterity. A heavy-duty diesel mechanic at the time, Geoff found jobs that used to take him half an hour were taking as long as eight hours to do. Jennifer Kocals knew something was wrong when, at age 17 her legs went numb. The numbness spread all the way up to her waist. Jaime Côté was a 20-year-old student in Early Childhood Education student at Red River College when she had a Hepatitis B shot, a requirement before starting work in a daycare. Shortly after, her whole left side tingled and went numb and off for 10 second intervals. She would suddenly lose control over her leg and she would drop thing Her friend, Jennifer Kocals had MS, but her symptoms were completely different. Jaime never expected to receive the same diagnosis.

The MS Society has played part in educating each of these young people about the disease they have and helping provide them with management and coping skills. The first was call the MS Society where she got information and lots of support.

**"Faces of MS" self-help group and 2002 Jory Capital Super Cities Walk Spokes Team. From left: Jennifer Kocals, Jaime Côté, Geoff Ginter, Lisa Durupt, and Erica Maxwell.**



Winnipeg Free Press flysheet -  
March 2002

**PAGE 21**  
[www.mssociety.ca/manitoba](http://www.mssociety.ca/manitoba)

The Public Education Committee provided feedback on both the graphics and the content. The new brochure is called “MS and How We Can Help” and is now available across the country.

**Fundraising Event Signage and MS Information:** One of the mandates of the Public Education Committee is to ensure that information about MS and the MS Society is disseminated at all MS events. At each large fundraising event this year (Jory Capital Super Cities Walk for MS, Biking to the Viking MS Bike Tour, Riding Mountain Challenge for MS and Cruisin’ Manitoba for MS) there was extensive signage along the routes displaying facts about multiple sclerosis as a disease and the work the MS Society does. Each event also featured the “MS Quiz”, a brief questionnaire on the facts participants read about during the event. Prizes were offered to encourage people to complete and return the quizzes.

**Up Close and Personal:** Another public education initiative was the inclusion of a presentation by a person living with MS at each event. These personal “true life stories” touched many who had never previously really understood what life with MS is like. We received a great deal of positive feedback from these presentations.

**Speakers Bureau:** The committee was unable to address this matter fully during the past year but plans to continue to work on this issue.

The Public Education Committee is actively seeking new members to join this dynamic and creative group. If you are interested, please contact Gwenda Nemerofsky at 988-0910. Meetings are held once a month.

Respectfully submitted,

**Jeanette Edwards**

Acting Chair, Public Education Committee



Public education display at  
MS Bike Tour

## SOCIAL ACTION REPORT

### **Social Action Committee members, 2001-2002:**

Sandy Popham (chair); Karen Commodore; Dave Cress; Teresa De Cloedt; Glenn Galant (Brandon & District Chapter representative); Dave Knee; Gini Lauder (Winnipeg Chapter representative); Ruby Laughren; Judy Riley; Linda Ross; Joanne Rush; Ken Shachtay; Trevor Shewfelt (Parkland Chapter representative); Darwyn Wowk (Central Plains Chapter representative); and Leo Fraser (Housing Working Group only), Sharon Segal (staff - Social Action Coordinator)

**S**ocial Action plays an important, although often unseen and unquantifiable role in achieving the part of the mission of the MS Society of Canada that states... "to ensure that everyone living with MS has the opportunity to participate fully in all aspects of life." The Manitoba Division Social Action Committee was established in 1994 to advise the Manitoba Division Board of Directors and staff on social action issues, and to recommend and develop policies and plans to implement this mission and goal in Manitoba.

Our vibrant Social Action Committee had another busy year as it continued its efforts to remove barriers and improve the lives of all Manitobans living with MS. It worked hard to influence and change government policies, private industry practices and public attitudes, and to educate those whose decisions impact the lives of people with MS.

The priority issues identified and worked on by the committee this year were: the provision of appropriate, community-based long-term housing for people with high care needs; income support and employment issues including CPP Disability benefit and the Disability Tax Credit; ongoing issues related to drug-cost reimbursement and the Pharmacare program; and participation in implementing the Manitoba provincial government disability strategy.



### **Housing**

Following our initial activities on this issue last year, we established a Housing Working Group to address the need for alternative long-term housing options for young adults with MS whose care needs exceed those provided by home care in the community. All too often there is no alternative for such individuals and their families other than placement in a personal care home.

Sharon Segal,  
Social Action Coordinator

There are several reasons why this is not an appropriate solution, the main one being that most of the care home residents are more than 20 years older than the person with MS. To address this issue we have been working closely with other disability organizations on the cross-disability Housing for Assisted Living (HAL) Committee.

The HAL committee is proposing the development of an independent living apartment complex in Winnipeg with on-site supports for young adults requiring high levels of care. The initial project envisions a complex with about 20 – 25 apartment units. The HAL proposal has been very positively received by both the Minister and Department of Family Services and Housing, which have assigned departmental staff to work with the committee. While no government money is available for new construction, the government has indicated that space can be made available in existing Manitoba Housing Authority buildings. The Department encouraged the committee to apply for project development funding (PDF) to develop a detailed proposal.

Together with other members of the HAL Committee we also met with senior Winnipeg Regional Health Authority (WRHA) staff to discuss provision of support services for the complex. Again, the proposal was positively received and WRHA staff was assigned to work with the committee. While waiting to receive PDF money, all the participating organizations developed tenant profiles of prospective residents, to help determine the range and level of services and infrastructure that will be needed. We developed seven profiles of potential residents with MS. Over the summer the committee received the PDF money and a consultant was hired to work with the committee and develop the detailed proposal for this project.

During the year, a new volunteer, Darwyn Wowk, from Portage La Prairie joined the Housing Working Group and the Social Action Committee as a representative of Central Plains Chapter. He himself was involved in the planning and development of a supported independent living complex for people with disabilities in Portage La Prairie. He shared his experiences and many of the lessons learned with the working group and continues to provide valuable assistance in the work on this front. In the spring, several members of the working group visited him in Portage La Prairie and viewed first hand the housing complex in which he resides.



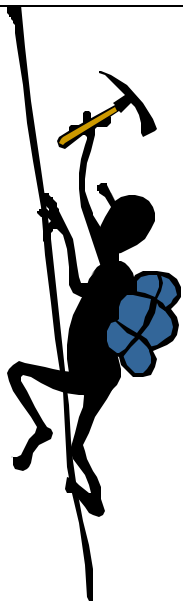
Darwyn Wowk

### **Income Support and Employment**

Much of the attention of the Insurance Working Group of the Social Action Committee was directed to problems with implementation of the federal Disability Tax Credit (DTC). The Canada Customs and Revenue Agency undertook a reassessment of over 100,000 Canadians receiving the credit and subsequently rejected many of their reapplications, even though neither the legislation nor their condition had changed.

While the national office of the MS Society took the lead on this issue nationally, we wrote to all the Manitoba members of parliament expressing our concerns, and explaining the impact of these actions as well as the limitations of the DTC on Manitobans with MS. We received supportive responses from many of the M.P.s, some of who have subsequently kept us updated about further developments. We also met with Anita Neville M.P. to discuss our concerns. As a member of the House of Commons Committee on the Status of Persons with Disabilities, she has been involved in a review of both the DTC and the CPP Disability program. She, too, was supportive and encouraged us to keep her informed about our concerns.

Unfortunately, the pilot project proposal we worked on last year with a coalition of other disability organizations that would allow CPP Disability recipients to do some part-time or occasional work while receiving partial benefit was rejected in Ottawa, primarily because it was not compatible with current CPP legislation. However, as part of the coalition of organizations, we have continued to meet with senior CPP regional staff in Winnipeg to share information and potentially develop other projects. Furthermore, the CPP program has now introduced an allowable earnings component, which allows CPP Disability recipients to earn a limited amount of money without affecting their benefits. This addresses some of the concerns the pilot project was designed to address.



Last November we participated in a workshop organized by the Public Service Commission for managers in the federal public service. The purpose of the workshop was to encourage the employment and retention of persons with disabilities in the federal government workforce. Our committee chairperson participated on a panel discussing workplace accommodation; the Social Action Coordinator presented a session on disability awareness, focusing in particular on accommodation of

employees with invisible and/or recurring symptoms; and Social Action Committee members staffed the MS display at the event.

The Insurance Working Group also began to develop a presentation on MS and Employment. Topics it will cover include:

- When and how to disclose your MS diagnosis at work
- Whether or not to quit work
- Right to accommodation in the workplace and
- Income support options after stopping work.

The presentation will be completed in the coming year. We also accepted an invitation to make a presentation to the Association of Insurance Underwriters annual conference in October 2002. This will provide us with an opportunity to discuss issues people with MS face when dealing with the insurance industry.

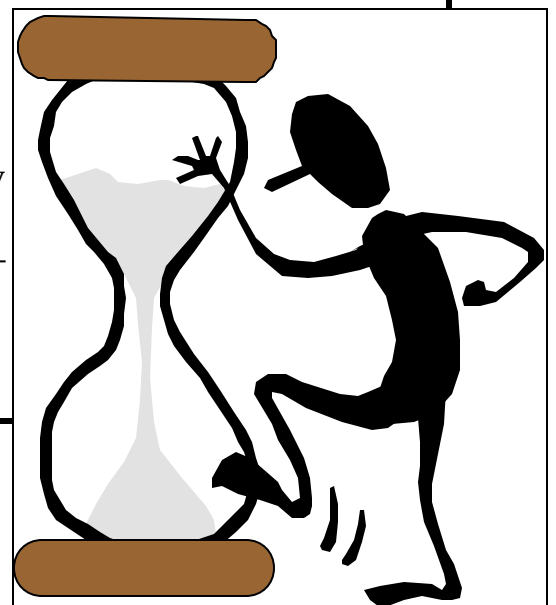
### **Drug Cost Reimbursement**

We met twice with Manitoba Minister of Health Dave Chomiak to discuss ongoing issues related to drug cost reimbursement and the Pharmacare program, as well as the MS Clinic. Despite our participation at the minister's invitation, in an advisory group to develop a proposal for time payment of the Pharmacare deductible, the proposal has still not been implemented. This has been blamed on administrative and implementation problems. At our most recent meeting with the minister last month he reconfirmed his commitment to this proposal and undertook to try for April 2003 as an implementation date. He also indicated that coverage of Betaseron® for treatment of secondary-progressive MS may soon be approved.

We were pleased this year to finally see a comprehensive MS Clinic established in Winnipeg, to begin serving the needs of Manitobans with MS.

### **Provincial Disability Strategy**

We continued to participate, primarily through the Social Action Coordinator, in discussions and consultations around the Manitoba provincial disability strategy, ensuring that the concerns of Manitobans living with MS are raised. Activities included participation in the first annual Provincial Disability Issues Roundtable, participation in consultations regarding



the definition of disability for income assistance purposes, meeting with senior staff of the Civil Service Commission regarding the employment of people with disabilities in the provincial government workforce, and participation in the Joint Government Community Consultation on Employment and Disability. In addition, we meet regularly with others in the disability community to discuss common concerns.

### Social Action Update and Web Site

We produced two issues of the Social Action Update newsletter, to provide information about the activities of the Social Action Committee and social action issues of interest to Manitobans living with MS. The newsletter was mailed out with the division services newsletter MS Connections. The social action section of the Manitoba Division web site ([www.mssociety.ca/manitoba](http://www.mssociety.ca/manitoba)) was also developed and updated throughout the year.

### National Social Action

The committee chairperson and Social Action Coordinator participated in two national social action committee teleconference meetings. This provided information about what is happening nationally in social action, as well as in all the divisions across the country. The Social Action Coordinator also provided feedback and input into various national submissions and documents, including: submissions to both the Romanow Commission and Kirby Review on the future of medicare; the annual submission to the House of Commons Standing Committee on Finance; and the submission to the House of Commons Committee on the Status of Persons with Disabilities regarding the Disability Tax Credit. In addition, feedback was provided on a national information sheet on the Disability Tax Credit.

### Other

Several members of the Social Action Committee made a presentation to the staff of the MS Clinic on what the committee does, some of the issues we have dealt with in the past and those on which we are currently working.

Several committee members participated in a Knowledge is Power newly diagnosed group evening on employment issues. We discussed our own experiences with work and MS, answered questions and discussed a variety of employment-related issues.



The Social Action Update newsletter

The Social Action Coordinator was invited to participate in the Winnipeg Regional Health Authority Review of Rehabilitation Services. One of the issues raised and discussed was the lack of rehabilitation services available for people outside hospital. This presents a barrier for many people with MS who do not require hospital or even regular medical care, but could potentially benefit from various rehabilitation services.

In January, the Social Action Coordinator attended a Health Canada Workshop in Toronto on natural health products and drug interactions. The invitation to us to participate was a direct result of the Division conference last year.

The Social Action Coordinator was invited to meet with the Carman Caregiver Support Group to discuss various social action issues of concern, including CPP Disability, the Disability Tax Credit, home care, and self-advocacy in dealing with government systems.

In the spring, the Social Action Committee prepared and gave a presentation to the Manitoba Division Board highlighting its history, goals and achievements, and current activities. It also introduced all the members of the committee and their reasons for getting involved. This was very well received by the Board.

So, as you can see, we've had a very busy and productive year. In the course of it we were happy to welcome several new committee members who came forward to work with us. We also said goodbye to long-time committee member Joanne Rush and to Rob Clough. We thank them both for their valuable contribution and wish them well.

As I begin my final year as chair of the Social Action Committee, I would like to thank all of our committee members for their hard work and commitment throughout the past year. A special thank you to Dave Knee for acting as Vice-Chair and for attending the executive meetings on behalf of the committee. And thanks, too, to Sharon Segal, our staff support in her position as Social Action Coordinator.

Respectfully submitted,

**Sandy Popham,**  
Chairperson, Social Action Committee.



Sandy Popham

## FUNDRAISING REPORT

### Jory Capital Super Cities Walk for MS

**O**n Sunday April 28, 2002, 6,363 walkers raised \$781,013 by participating in the 11th annual Jory Capital Super Cities Walk for MS in 11 walks across Manitoba. The pledge and corporate sponsorship total surpassed the budget by 13% (\$88,413). The tremendous effort by the participants, volunteers and staff made this campaign a success.

A focus on mission-infused-fundraising (tying the mission of the MS Society into the reason people fundraise) and retention strategies was implemented with triumphant results. Participation of individuals and families living with MS in the marketing and promotion of the event became a positive tool. Event participants were invited to register the first name of the person for whom they were walking on their event registration form. This led to a large expansion of our SOLEmate program.

Development and promotion of the Top Fundraiser (\$550 and up) incentive program increased the number of walkers reaching this goal. In Winnipeg, a Top Fundraiser tent was established offering massages and special coffees to top fundraisers. The 2001 top earners proudly wore clip-on flashing red stars all around the province. In 2002, 184 walkers raised \$550 or more compared to 151 in 2001. The statistics for this year show that these walkers raised 27% of the pledges. The Top Fundraiser incentive program will continue to be developed to raise the pledge level in the event by encouraging Walkers to want to be Top Fundraisers.



Cheerful walkers in Winnipeg

**Gross Pledge Revenue by Walk**

<b>Location</b>	<b>Wlkr reg.</b>	<b>Budget</b>	<b>Pledges</b>	<b>Aver pldg.</b>	<b>Surp/def</b>
<b>Brandon</b>	440	\$57,000	\$55,376	\$125.85	-\$1,624
<b>Dauphin</b>	155	\$32,000	\$26,212	\$169.11	-\$5,788
<b>Lac du Bonnet</b>	101	\$17,600	\$22,000	\$217.82	\$4,400
<b>Morden</b>	306	\$33,500	\$44,906	\$146.75	\$11,406
<b>Portage</b>	192	\$30,000	\$20,725	\$107.94	-\$9,275
<b>Roblin</b>	42	\$8,000	\$6,428	\$153.05	-\$1,572
<b>Russell</b>	61	\$10,700	\$12,377	\$202.90	\$1,677
<b>Steinbach</b>	260	\$47,700	\$45,739.94	\$175.92	-\$1,960.06
<b>Swan River</b>	85	\$8,000	\$10,588	\$124.56	\$2,588
<b>The Pas</b>	89	\$12,200	\$13,960	\$156.85	\$1,760
<b>Winnipeg</b>	4792	\$395,000	\$485,000	\$101.21	\$90,000
<b>Totals</b>	6,523	\$651,700	\$743,311.94	\$152.91	

The Jory Capital Super Cities WALK for MS receives significant support from the corporate community all around the province. The total value received in cash plus goods is well over \$300,000. Thanks are given to the following businesses from the Supporting Sponsor category and higher.

**Sponsors:**

**Title Sponsor:** Jory Capital Inc.

**Provincial sponsors:** Serono, Manitoba Hydro, Robin's Donuts, Quarks, Urban Trail and Dairyland

**Media Sponsors:** 730 CKDM, CFRY, CKMW, CFAM, AM 1250, HOT 101, A Channel, The Eagle 93.5, CKX, Lite 96.7FM, Viacom Outdoor, 1290 The Team, Q94.3 FM, Brandon Sun, The Roblin Review, Winnipeg Free Press, FMKX96, The Daily Graphic, The Carillon, The Dauphin Herald, Opasquia Times, The Winnipeg River Echo, The Red River Valley Echo, The Russell Banner, The Valley Leader, Winkler Times, Morden Times and Swan River Star and Times.

**National Sponsors:** Flare Magazine, Yahoo Canada, Culligan, The Weather Network, Brinks and Home Depot.

**Winnipeg Supporting Sponsors:**

Moxie's Restaurants, MTS, Freybe, Gunn's Bakery, Rockport, Danka, Kelsey's Restaurants, Manitoba Insurance Brokers Assoc., Physiotherapy Alliance.



Canada's Top Home Depot fundraising team - St. Vital store, Winnipeg

**Steinbach & Lac du Bonnet Supporting Sponsors:** Dancyt's Foods & Kurtwurst Smoked Meat Products, The Lakeview, Campbell's, Sneak-a-Peek Gift Boutique, Penner Chev Olds, Polaris, Bigway, Subway, Morden Chocolates

**Brandon Chapter Supporting Sponsors:** C & C Rentals Ltd., World of Water, Canadian Waste, Keystone Centre, MTS, Gulliver's Grill, A.E. McKenzie Seed Ltd, POW

**Parkland Chapter Supporting Sponsors:** Russell IGA, Wilson's IGA, The Grub Box, KFC, Subway, McGavins, MGEU

**Central Plains and Southern Chapter Supporting Sponsors:** 3M Canada, Décor Cabinets, IGA Winkler



### **Hit a Ball for MS**

Provincial revenue declined 11.2% due to the decline of tournaments in some chapters. The number of cancelled tournaments due to inclement weather was higher than average around the province which has attributed to this.

New this year were three new golf ball sponsors for a total of five. Each paid \$2,000 to have their logo along side the MS logo on 500 sleeves of golf balls awarded to each participant who gets their ball on the green. The budget for golf ball sponsorship was \$8,000, and so was exceeded by \$2,000.

There were two hole-in-one trips awarded this year. The first one was donated; the second provided to us at a discount price by Quantum Travel Planners.



Hit a Ball volunteers on duty

**Multiple Sclerosis Society of Canada, Manitoba Division Annual Report 2002**

Chapter	Tournaments	Ticket Revenue	Budget	Tournaments	Ticket Revenue	Budget
	2002	2002	2002	2001	2001	2001
<b>Brandon</b>	38	\$ 9,361	\$20,000	56	\$17,407	\$20,000
<b>Dauphin</b>	10	\$ 4,020	\$7,500	26	\$ 6,330	\$ 9,000
<b>Morden</b>	23	\$ 8,879	\$8,000	18	\$ 7,304	\$ 5,500
<b>Portage</b>	25	\$ 8,135	\$6,600	27	\$ 7,225	\$ 6,000
<b>Winnipeg</b>	114	\$46,990	\$49,000	108	\$52,723	\$43,615
<b>Totals</b>	187	\$68,506	\$91,100	235	\$90,989	\$84,115

**Sponsors:** Fun Sun Vacations, Quantum Travel Planners, Caddy Shed Golf Stores, BelleFosh Signs, City Jewellers, Curpen Jewellers Ltd., Samuel, LTV Copperweld, Brunswick Steel, Empire Iron, Cartier Financial, Backspin, Elkhorn Resort, Clear Lake Golf Course.

**MS Read-A-Thon**

The 2002 Read-A-Thon campaign saw a decline in participating schools over 2001. This is attributed to a lack of personnel resources focused on the program and the continued fundraising competition for schools. There were 1,305 students who read books and collected pledges from 51 schools. Total pledges collected reached \$46,778, which is a 33% decrease over 2001. The Top Fundraising School in the province was Ecole St. Germain which raised \$4,294.22 and read 1,658 books. The Top Reading School in the province was Beausejour Elementary who read 1711 books. The Top Student Fundraiser was Jordan Kornelsen from Green Valley School who raised \$400.

**Sponsors:** Scholastic Canada, Brinks

**MS Bike Tours**

**MS 150 Bike Tour**

The MS 150 Bike Tour (St. Francois Xavier to Southport) underwent many changes this year. The traditional overnight venue, Southport Aerospace and Conference Centre, closed its conferencing department in early spring. A new venue was required to adequately house, feed and entertain participants. After thoroughly researching alternative sites, Stonewall and Gimli became the new start and overnight locations and Biking to the Viking for MS was born.



The results were exciting: 742 registered participants raised a record \$313,000 in pledges. This amount represents a 33% increase in revenue over 2001 and surpasses our budget goal of \$260,000 by more than \$50,000 (20%).

<b>Registrations</b>	<b>Pledge total</b>	<b>Average pledge</b>	<b># of \$1000 Club members</b>
<b>2002</b>			
741	\$314,604	\$481.05	77
<b>2001</b>			
596	\$236,730	\$446.39	53

Milestones for the tour were many with two cyclists raising more than \$10,000. This year's top fundraiser Terry Yetcishin, raised \$12,000 (Terry was also the 2001 Top Fundraiser) while Mary Anne Swystun (2000 Top Fundraiser) raised \$10,700. Congratulations to these two dedicated participants who help raise the bar year after year.

There were 77 participants who raised more than \$1,000 with 11 cyclists raising more than \$2,000, two raising more than \$3,000, one raising more than \$5,000 and two raising more than \$10,000.

This year, teams broke all fundraising and number of participant records for the MS Bike Tour. There were a total of 44 teams representing 378 participants (or 51% of all cyclists) up from 32 teams in 2001 with 261 participants (or 44% of all cyclists). Even more impressive is that teams raised 58% of all pledges, up from 46% in 2001. In total this year all participants raised \$314,604 and teams raised \$182,118 of that. The TeamMS average pledge per person also increased over 2001 from \$464 to \$517.

The success of the event can be attributed to a renewed excitement stemming from the change in location and route, as well as building upon the changes to our media plan from 2001 and maintaining a presence with promotional displays at cycling events and areas.



Terry Yetcishin: Top Fundraiser  
Biking to the Viking 2002

Further steps toward implementation of the full Volunteer Team Leader Model made for a smoother weekend as the responsibilities and input of team leaders/supervisors and Bike Tour Committee members was a vital part of the roll out of weekend logistics.

### **Riding Mountain Challenge Bike Tour**

The Riding Mountain Challenge, held September 14-15 from Dauphin to Wasagaming was another terrific tour with 300 participants and \$150,000 raised in pledges. There was a 26% increase in cyclists, with the tour sold out by May 17th, over last year's 238 and a 10% increase in revenue compared to 2001. The corporate and pledge revenue of \$163,000 from the RMC Bike Tour surpassed the budget figure of \$111,200 by 46.5%.

Hats off to our top fundraiser, Jack Morris who raised \$8,000. This year Jack was among 45 participants who were \$1000 Club members compared to 14 last year.

This year, 150 volunteers helped deliver this year's RMC Bike Tour. This number included the dedication of the following volunteer groups: Wellington Massage Therapy College, Western Christian College, Dauphin Motorcycle Riders Association, City of Dauphin employees.

### **Biking to the Viking and Riding Mountain Challenge Sponsors**

**Presenting:** The Real Canadian Superstore, Investors Group, Ushkowki Trucking, Dauphin Clinic Pharmacy, Primal Art.

**Media:** CKY, The Winnipeg Sun, 92 Citi-Fm, 730 CKDM, KX96 FM, CKX TV.

**Supporting Sponsors:** Viacom Outdoor, Freybe, Arctic Ice, AMJ Campbell Van Lines, MTS, Powell, Beaver Bus Lines, Serono, Canadian Waste, Cooley Motors, Al's Moving Services, The Trophy Corner, Forman Ford, Manitoba Lotteries Corporation, Paramedic Association of Manitoba Inc., Olympia Cycle & Ski, Manitoba Cycling Association, Coca-Cola Bottling Company, Danka, Sport Mart, LCL Spas & Billiards, Dauphin Co-op, McMunn & Yates Do-it Center.

**National Sponsors:** Tommy Hilfiger, Jelly Belly, Yahoo Canada, The Weather Network, Thule car rack systems, Brinks, Pedal Magazine, Culligan, Atlas Van Lines.

### **Cruisin' Manitoba for Multiple Sclerosis**

Cruisin' Manitoba for Multiple Sclerosis, a new pledge-based event for Manitoba, was held September 16, 2001. There were 130 registered participants for this



Jack Morris, top fundraiser - Riding Mountain Challenge 2002 with Jayna Hlady, Bike Tour Coordinator

first-time event that raised \$48,161. The event cruised the highways from The Pony Corral on Pembina Hwy in Winnipeg to Carman for breakfast at Heaman's Antique Autorama. The route continued to Portage la Prairie for a show 'n' shine and a concert by Amanda Stott was enjoyed by all at the Fairgrounds. After the concert, the participants followed highway #1 back to Winnipeg to the Red River Ex grounds for another show 'n' shine, a BBQ and closing ceremonies. The car community enjoyed the event and is excited about doing it again next year.

**Sponsors:** Academy Towing, CJOB/68, Guppy Design, MACC, Murray Chev Olds, Pony Coral Restaurant & Bar, Sony Music Canada, Universal, Warner Music, Fort Garry Brewery, EMI Music Canada

Respectfully submitted,

**Colleen Scramstad**  
Chair, Fundraising Committee



Cruisin' Manitoba for MS

## MAJOR GIFT/PLANNED GIVING REPORT

**M**aking a planned gift can be one of the building blocks in creating a world free of MS. The major gift/planned giving program generates income for specific programs within the Division. The number of major gift donors continues to increase providing the Division with an expanding base of financial support. The major gift program generated \$76,256.33 that supported programs like: the family conference, the division newsletter, MS Connections and Knowledge is Power.

The Division received one planned gift from an individual who has advised us that the MS Society is included in their will. The Manitoba Division was part of the National Bequest Week that encouraged members and donors to consider making a bequest to the Society. The program was a success and will be an annual event during MS Awareness Month in May.

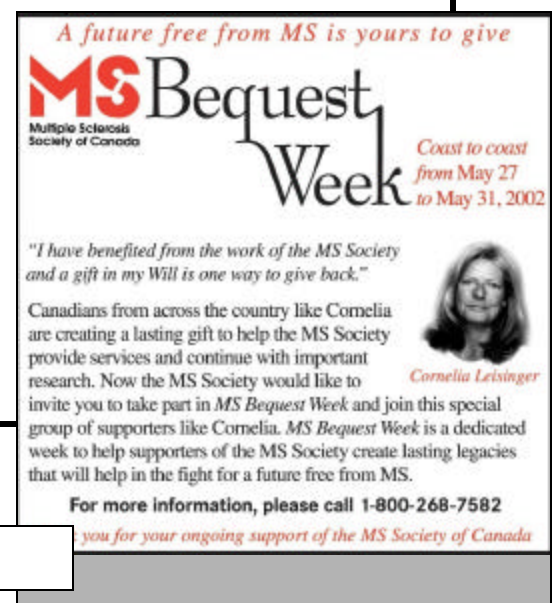
During the 2003 fiscal year we will continue the program of contacting people who annually support the division to consider a planned gift. Some of the people contacted in the 2002 fiscal year will be sent new information in the coming year.

### Major Gift Donors 2002

Biogen Canada	Manitoba Hydro, Thompson employees
Berlex Canada Inc.	Pine Fall & District, United Appeal
Serono Canada Inc.	Richard Smith
Teva Neuroscience	The Ernest Hansch Foundation
Pfizer Canada	MediChair
AstraZeneca	We Care
Winnipeg Hydro	Foundation of Hope
Wawanesa	River East Physiotherapy

Respectfully submitted,

**Norm Velnes**  
Executive Director



A future free from MS is yours to give

**MS Bequest Week**  
Multiple Sclerosis Society of Canada

Coast to coast  
from May 27  
to May 31, 2002

*"I have benefited from the work of the MS Society and a gift in my Will is one way to give back."*

Canadians from across the country like Cornelia are creating a lasting gift to help the MS Society provide services and continue with important research. Now the MS Society would like to invite you to take part in *MS Bequest Week* and join this special group of supporters like Cornelia. *MS Bequest Week* is a dedicated week to help supporters of the MS Society create lasting legacies that will help in the fight for a future free from MS.

**For more information, please call 1-800-268-7582**  
you for your ongoing support of the MS Society of Canada

*Cornelia Leisinger*

Bequest Week poster

## EXECUTIVE DIRECTOR'S REPORT

“Paths clear before those who know where they're going  
and are determined to get there.”

Leonard Roy Frank

**T**he direction of the Multiple Sclerosis Society of Canada was set in 1948 when Evelyn Opal decided that something had to be done for people affected with multiple sclerosis. Within a few years the MS Society made its first research grant of \$10,000. The path for the MS Society was set in 1948 and 54 years later we're still on the same road. We have grown from that kitchen table operation to a formidable force of volunteers and staff across Canada.

In 2002 the Manitoba Division built upon the success of 2001 and ended the 2002 fiscal year with a surplus of over \$70,000. This was also the first year that the chapters and the division contributed 15% of net fundraising to research totaling \$84,000. The goal of the chapters and division for 2003 is \$135,000.

Each of the committees has detailed their activities in their reports so I will only highlight some activities. One of the highlights was the establishment of the South East chapter in Steinbach. This chapter is housed in donated office space with volunteers providing the office support for people in the southeast part of Manitoba. The same concept was used in the Swan River satellite of the Parkland Chapter as it expanded services farther north.

Each year brings the division new challenges in the client services area of our work. The Client Services Committee continues to look for new ways to maintain and expand our programs and services without increasing costs. One of the ways

this was accomplished is through the Knowledge is Power program. This mail-out program was developed by the National Multiple Sclerosis Society in the United States and modified by our staff for Canadian use. This program has proved successful for newly diagnosed people and delivered in a cost effective way.

One of the highlights of our fundraising successes was Winnipeg holding the largest Super Cities Walk in Canada. The 11 Walks across the division started a



Knowledge is Power program has been modified for Canadian clients

very successful fundraising year. However, success is the result of a number of pieces coming together through the strong support of our corporate sponsors, the commitment of the participants, and the tireless work of volunteers and staff. When you add to this the success of the Team MS program, we experienced a very positive fundraising year.

When we talk about quality of life we realize that it touches almost every part of our life. The Social Action Committee works to remove the obstacles affecting people's quality of life are removed. An exciting focus for this committee has been their work at developing long term housing options for younger people. The committee is working on this issue with a coalition of agencies. This project is a good example of our leveraging our resources with the resources of our agencies to accomplish something for the entire community.

Our success on many fronts is linked to the awareness of the MS Society in the community. The Public Education committee works hard to keep the Society in the public eye. The insert in the Winnipeg Free Press reached over 160,000 people across Manitoba. When we add this to all the articles in local newspapers, the end result is community awareness that makes it easier to raise funds and promote programs.

The division experienced a number of staff changes this past year. People have moved on to different challenges in their lives. The Society ended the year with a strong complement of staff. The management team developed a revised human resource manual that will be implemented early in the 2003 fiscal year. I would like to take this opportunity to thank the staff for their commitment to the work of the Manitoba Division. We are very fortunate to have a staff with this level of commitment and dedication.

I am always reminded of how important the role volunteers play in every aspect of the Division's life. Every year the number of volunteers continues to grow and they contribute their time and skill to every aspect of the division's life. During the year over 2000 people volunteer to stuff envelopes, sit on golf courses, provide leadership in groups, serve on boards and committees, count money and perform countless other necessary tasks. The division could not provide the wide selection of programs and raise the necessary



Volunteer Maureen Macaw at Cruisin' Manitoba for MS.

funds without the ongoing commitment of volunteers. The annual report is a great opportunity for me to thank the volunteers for all their work over the past year.

The Manitoba Division has completed another successful year. I want to take this opportunity to thank the members of the chapter and division boards and committees for their strong commitment to the vision of the Society. As we look to 2003 we realize that we have another challenging year in front of us. We know we have the resources to meet that challenge and have another successful year. In all this our path is still clear and one that leads us all to a world free of MS.

Respectfully submitted,

**Norm Velnes**

Executive Director



Norm Velnes

# **FINANCIAL STATEMENTS**

**2002**