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# ONTARIO



It's time.



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Ontario Division  
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**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.**

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President: Yves Savoie  
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This is a time of optimism for those living with multiple sclerosis and for the MS Society of Canada. Advances in MS research and treatment have never been more promising. Researchers and clinicians are genuinely excited about new approaches to diagnosis and treatment therapies, and believe major breakthroughs are within reach. In addition, the MS Society recently launched endMS, a nationwide campaign to establish the world's first research and training network and accelerate our drive to end MS.

In this report, you will read more about the innovative and exciting initiatives that the Ontario Division of the MS Society and our partners are undertaking together. For example, at Queen's Park, we called on Members of Provincial Parliament to address the needs of people living with MS and their caregivers. We also renewed funding to various research projects, including Drs. Freedman and Atkins at the Ottawa Hospital to conduct ground-breaking research to determine whether transplanting bone marrow stem cells in people with MS can stop or alter the course of the disease. We worked tirelessly in partnership with our network of 42 chapters and units to ensure that important services are available to people with MS throughout the province, including financial assistance and support for the purchase of assistive devices.

Strengthening collaboration within Ontario is critical to achieving our mission. Our Ontario Fall Conference and Annual General Meeting, Chapter Leadership meeting and Corporate Roundtable are clear examples of our efforts in this area. This year also saw the launch of Momentum 2015, the MS Society's strategic plan. The consultation process that led to the plan was the springboard for open, honest and productive dialogue. Momentum 2015 serves as the impetus for board members, volunteers and staff across the province to define priorities for the future and to strengthen our commitment to shared values and a compelling vision for a future without MS.

Communities across Ontario helped to set new fundraising records. Hosted locally by our chapters, fundraising events such as the MS Walk, RONA MS Bike Tour, MS Read-A-Thon and the MS Carnation Campaign raised over \$12.2 million in 2008.

As we move ahead, our mission is fuelled by the generosity and enthusiasm of all our donors, sponsors, event participants, volunteers and staff. We especially thank our dedicated researchers and clinicians who remain a constant source of hope and motivation.

It takes an extraordinary team to end MS and with your involvement, we will.

It's time. End MS.

Linda Lumsden  
Chair, Ontario Division  
board of directors

Yves Savoie  
President and chief executive officer  
President, Ontario Division

## *We help Ontarians affected by MS...*

### **Delivering on our promise**

Programs and services for those living with MS are provided directly by local chapters and units across Ontario and by Ontario Division in non-chapter areas. The primary program and service areas are information and referral, education, support, individual advocacy and funding assistance.

### **Our volunteers sustain self-help groups**

A member of the Parry Sound self-help group for 21 years, Kay Ironside-Wilkinson has facilitated her group since 1996. She provides leadership and individual telephone support to all 29 members. In recognition of her day-to-day dedication and generous spirit, she was awarded the 2008 Citation of Merit - Client Services.

### **Our scholarships empower students**

Thirty one Ontario students, directly affected by MS, were awarded scholarships valued at \$1,000 each to help them realize their educational goals. The MS Society of Canada Scholarship Program is supported by Billy Talent and Friends.

### **Our province hosts camp for kids with MS**

Camp Merrywood in eastern Ontario provided the ideal venue for the second annual Summer Camp Adventure, funded by the MS Society of Canada. Twenty-six children and teens living with MS made new memories and friends.

### **We were seen and heard at Queen's Park**

Our government relations staff and volunteers, including our new MS Ambassadors, helped bring about an increase in home care hours in the province and improved access to Betaseron for individuals with clinically isolated syndrome.

*“On behalf of my husband and myself I wish to thank the MS Society for their generous contribution to a much needed new shower chair. We greatly appreciate the services offered by the MS Society of Canada. It helps to make a difficult situation much easier.”*

*– Ontario Division client*



Colin Rickards, chair of the Toronto Chapter, addresses the Minister of Health Promotion, Hon. Margaret Best during the MS Awareness Month event at Queen's Park.

# It's time.

## endMS.ca



Dr. Brenda Banwell, director of the Paediatric MS Clinic at the Hospital for Sick Children in Toronto. We fund eight MS Clinics in Ontario so that diagnosis and treatment services are dependable, clinical research can progress, and support programs for people affected by MS are accessible.

*“My mom continues to maintain an outgoing, positive outlook, despite her disability and I have witnessed how it helps others in her peer groups who share her struggle. I believe my mother is a remarkable woman.”*  
- Amy Mackay, daughter of Janet MacNeil

## Our ambitious campaign has launched

endMS is a joint venture between the MS Society of Canada and the MS Scientific Research Foundation. This campaign supports the creation of a Canadian MS Research and Training Network that will encourage young scientists to dedicate their careers to multiple sclerosis research. The Network will award grants to promising young scientists, facilitate networking among researchers through a scientific community portal and website, and establish Regional Research and Training Centres.

endMS is poised to raise \$60 million in support of this initiative.

## \$10 million worth of innovative research

In the past year, the MS Society funded an impressive portfolio of research in Ontario.

**\$8,609,357** in collaborative grants to fund three studies over 3 years. One of which is Dr. Mark Freedman and Dr. Harold Atkins' study on long term outcomes following immunoblastic stem cell transplant for poor-prognosis multiple sclerosis.

**\$1,341,434** to fund 8 researchers through operating grants for up to a 3 year term.

**\$198,000** for 10 studentships.

**\$117,000** for 3 postdoctoral fellowships.

**\$35,000** for a pilot project on body weight training in primary progressive MS.

## Our highest honours go to...

### Janet MacNeil - Sir David Flavelle Award of Distinction

For inspiring admiration, hope, courage and strength in others as an advocate, fundraiser, and confidante who enhances the quality of life of those living with multiple sclerosis.

### David McPetrie - Opal Award for Caregivers

For his outstanding commitment and care for his late wife Carol McPetrie, who lived with multiple sclerosis.

### EMD Serono Canada Inc. - Alistair Fraser Business Partnership Award

For their dedication, comprehensive support, and ongoing commitment to our mission.

### Larry Imber - Division Award of Merit, Member

For his outstanding leadership in Brampton-Caledon Chapter and his dedication to the RONA MS Bike Tours.

## ...thanks to you.

### You lead the way

To ensure that our approach to fundraising remains donor-centered, Leadership Giving was created to reflect the integration of our endMS campaign activities with our major and planned giving activities at all levels of the organization.

One example of support at a leadership level is that of the Leon family.

For more than 20 years the Leon family has demonstrated kindness, humility, and a general concern for people living with multiple sclerosis through their long-term and generous support to the dual mission of the MS Society of Canada.

By creating the Leon's Family Fund, donations made throughout the year go directly to MS research and support services in communities large and small across Ontario. Through this ongoing commitment, the Leon's Family Fund and others like it, have built a legacy of philanthropic giving so that ultimately, a future generation will see an end to MS.

### You rise to the occasion

Through our established fundraising events and our grass-roots initiatives, Ontarians have selflessly dedicated themselves to make a difference for those living with MS.

#### MS Walk

23,000 participants in 62 communities raised **\$6.5 million.**

#### RONA MS Bike Tours

3,500 cyclists rode distances of up to 190 kilometres and raised over **\$2 million.**

#### MS Read-A-Thon

569 schools encouraged tens of thousands of children to raise **\$1.1 million** through reading.

*"The MS Society has always been there to reinforce this positive outlook with hope for the improved treatment and ultimate cure of this illness."*  
– Terry Leon president, Leon's Furniture

#### Leadership giving...

- contributed more than \$170,000 to the endMS campaign
- increased support to research in Ontario by 175%
- increased support to client services by 123%



Participants are being introduced to MS Walk - a new name and look for the former Super Cities WALK for MS. A participant enjoys the cool morning air at the 2008 MS Walk in Brantford.



Fashion journalist Jeanne Beker raised the profile of this year's WAMS Gala Luncheon.

*"...MS is a very debilitating disease... This is why I have involved myself in raising funds towards a cure for MS."*  
- Hemant Shah,  
Head, International Sourcing,  
RBC Procurement

## **Cruisin' for MS**

To date, over **\$80,000** has been raised by car buffs who share a passion for cars.

## **MS Carnation Campaign**

Just before Mother's Day weekend, **\$600,000** was raised across the province.

## **MS Global Dinner Party**

21 exceptional Ontarians hosted their very own dinner party in support of the MS Society - raising more than any other province in Canada.

## **Women Against Multiple Sclerosis**

Now in its third year, WAMS has raised more than **\$600,000**. In 2008 WAMS Young Professionals (WAMS YP) was launched specifically for young women to give them an opportunity to discover the world of philanthropic mentoring.

## **You deepen your commitment**

Businesses across Ontario are acknowledging MS and the need to raise awareness and funds to end the disease. Some are long-standing partners and sponsors, while others are newly formed partnerships.

## **Multiple Sclerosis Charity Golf Tournament**

Hosted by RBC Procurement for the 11th year, the event raised more than **\$500,000**.

## **LOM Gala and Auction**

Loewen Ondaatje McCutcheon committed to this glamorous function for the 14<sup>th</sup> year, which raised **\$367,000**.

With the generosity and support of local businesses, many other events including barbecues, hair cut-a-thons, and a first fishing/poker event known as Reel and Deal successfully raised thousands more in communities throughout Ontario.

## Multiple Sclerosis Society of Canada, Ontario Division Financial summary (unaudited)

### Statement of revenue and expenditures for the year ended August 31

Below is an unaudited summary of revenue and expenditures for the year ended August 31, 2008. It combines the activities of chapters and the divisional office. The financial results of Ontario and all other divisions are examined by PricewaterhouseCoopers in order for them to express an audit opinion on the results of the MS Society of Canada's financial statements.

	Division	Chapters	2008 Total	2007 Total
<b>REVENUE</b>				
Donations and special fundraising projects (net of related expenditures)	4,272,271	4,302,846	8,575,117	8,372,583
Direct Mail & corporate campaign	1,639,651	–	1,639,651	1,615,147
Grants	(119,455)	668,089	548,634	554,427
Allocations from United Way	–	531,992	531,992	505,933
endMS Research Network	218,919	–	218,919	26,563
Miscellaneous Income	105,411	4,889	110,300	2,002
Investment Income	(18,351)	90,126	71,775	367,283
Memberships	340	55,284	55,624	57,077
<b>Total Revenue</b>	<b>6,098,786</b>	<b>5,653,226</b>	<b>11,752,012</b>	<b>11,501,015</b>
<b>EXPENDITURES</b>				
Program services				
Funds remitted to National Office for research	1,981,981	1,539,577	3,521,558	4,224,685
Funds remitted to National for endMS Research Network	218,919	–	218,919	26,563
Funds remitted to National Office for programs and services	663,731	–	663,731	541,074
Client services	708,874	3,010,186	3,719,060	3,697,080
Chapter resources	811,630	228,043	1,039,673	638,830
Public education	401,786	492,531	894,317	717,916
MS Clinics	643,124	–	643,124	629,027
Government relations	169,697	23,651	193,348	158,776
	<b>5,599,742</b>	<b>5,293,988</b>	<b>10,893,730</b>	<b>10,633,951</b>
Support services				
Administration	389,987	325,217	715,204	624,723
Fundraising	109,057	33,905	142,962	131,498
	<b>499,044</b>	<b>359,122</b>	<b>858,166</b>	<b>756,221</b>
<b>Total Expenditure</b>	<b>6,098,786</b>	<b>5,653,110</b>	<b>11,751,896</b>	<b>11,390,172</b>
<b>EXCESS OF REVENUE OVER EXPENDITURES FOR THE YEAR</b>	<b>–</b>	<b>116</b>	<b>116</b>	<b>110,843</b>

## Ontario board of directors

Linda Lumsden, chair

John Clifford, vice-chair and  
honorary legal counsel

\*John O'Dwyer, vice-chair

Kathleen Murphy, secretary

Tara Knight, treasurer

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Tom Epp, director

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Colin Rickards, director

Clifford Sosnow, director

Karen Torrie-Racine, director

Niranjan Vivekanandan,  
director

Asad Wali, director

\* Resigned May 2008

## Ontario chapters and units

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Brant County Chapter

Bruce County Chapter

Cambridge Unit

Chatham Kent Chapter

Cornwall & District Chapter

Durham Regional Chapter

Elgin Chapter

Frontenac, Lennox

& Addington Chapter

Halidmand-Norfolk Unit

Halton Regional Chapter

Hamilton Chapter

Hastings Chapter

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Leeds Grenville Chapter

London Middlesex Chapter

Mississauga Chapter

Muskoka Unit

Niagara Peninsula Chapter  
of Hope

North Bay & District Unit

North Bruce & Grey Unit

Northumberland County Chapter

Ottawa Carlton Chapter

Oxford County Chapter

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Prince Edward County Unit

Sarnia Lambton Chapter

Sault Ste Marie Chapter

Scarborough Chapter

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Sudbury Chapter

Thunder Bay Chapter

Timmins Chapter

Toronto Chapter

Waterloo District Chapter

Wellington County Chapter

Windsor-Essex Chapter

York East Chapter

York North Chapter

York South Chapter

This issue of MS Ontario is a  
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