

every reason to celebrate



Ontario Division
Annual Report 2005-2006



ONTARIO

Our mission:

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

front cover photo: Volunteer Mike Augustine celebrates another victory at the finishing line with a RONA Bike Tour participant.

Realizing our mission, every day

A message to volunteers and staff

You have given us every reason to celebrate this year. From the chapter member who volunteered for the first time to the staff member who managed an annual event for the 15th time, every one of our volunteers and staff helped bring vital services to people with multiple sclerosis in Ontario and a cure closer to reality.

Canada has one of the highest rates of MS in the world, with more than 18,000 Ontarians living with the disease. Many of these people felt more supported and better informed this year because of you. They were able to tap into high-quality services at 44 MS Society chapters across the province, where they shared in 82 self-help groups. They accessed publications and websites they could trust for the most up-to-date research and treatment information. They found comfort and guidance through counselling. They joined in on a great variety of recreational and social programs. And they benefited from improved policies and services through advocacy initiatives with all levels of government.

It's because of you, our dedicated staff and volunteers, that we were able to so effectively serve people with MS in this province. In a year of change and challenges, we have collectively raised a record amount of funds to support our mission and we couldn't be prouder of our Ontario team for the extra effort they brought to every task. Each day, you reach out to make a difference for people with MS and their families. And it's working. Through community fundraising events, awareness building, top-notch client services, advocacy and social action, you ensure we as a Society are as effective and efficient as possible.

While we work to help those living with MS today, we continue to work towards the day we find a cure. We are very proud that this year the MS Society of Canada approved more than \$4.5 million to fund 13



Alistair M. Fraser



Tad Brown

research projects and a record-breaking number of research scholarships to attract young scientists to the MS field. The lion's share of this funding came from the caring, committed people of Ontario who were moved to take action; they gave so that people with MS and their families can be supported every day and so that we can move closer to the day we celebrate a cure. It's a goal that is clearly in sight and drawing closer with every contribution made by every member of our MS Society family in Ontario.

On behalf of everyone we help, thank you wholeheartedly for being a vital part of this wonderful year.

Kindest personal regards,

A handwritten signature in dark ink that reads "Alistair M. Fraser".

Alistair M. Fraser

President and Chief Executive

A handwritten signature in dark ink that reads "Tad Brown".

Tad Brown

Chair, Ontario Division Board of Directors

Ontario Board of Directors

2005-2006



The MS Society of Canada, Ontario Division, benefits in every way from the skills, dedication and valuable guidance of our volunteer board of directors. We thank each board member for their time and commitment to our mission.

OFFICERS

Mr. Tad Brown, Chair; Ms Linda Terill, Vice-Chair; Ms Kathleen Murphy, Vice Chair; Dr. John O'Dwyer, Honorary Treasurer, Chair, Finance; Mr. John Clifford, Honorary Legal Counsel/Secretary; Ms Heidi Charlton, Director; Mr. Bill Ebel, Director; Mr. Tom Epp, Director; Mr. Sean Foran, Director; Ms Francesca Guolo, Director; Mr. Bob Harvey, Director; Mr. Colin Rickards, Director; Ms Karen Rorrie-Racine, Director; Mr. Clifford Sosnow, Director; Mr. Niranjan Vivekanandan, Director;

Front Row: Gord Docherty, Vice-President, Ontario Division; Alistair Fraser, President & CEO; Tom Epp, Director; Janet Newberry, Executive Assistant

Second Row: Jamie Hall, Vice-President, Finance & Administration; Linda Terrill, Vice-Chair; Linda Hunt, Director; Heidi Charlton, Director; Steve Charlebois, Director; Deanna Groetzing, National Vice-President, Government Relations & Policy

Back Row: Yolanda Bronstein, Officer, Major Gifts/Planned Giving, Ontario Division; Colin Rickards, Director; John Clifford, Honourary Legal Counsel/Secretary; Tad Brown, Chair; John O'Dwyer, Honourary Treasurer; Bob Harvey, Director

Client & Chapter Services

By Nicole Mellin
Interim Vice-President, Ontario Division

It has been a remarkably strong year for Ontario Division and the dedicated Client & Chapter Services team is looking forward to another year of providing information and support to clients, chapters and units across the province.

Early in the year, we followed through on a commitment to evaluate our service delivery model to stakeholders across Ontario. Starting in February 2006, a comprehensive evaluation process began. Through a request-for-proposal process and the commissioned work of a consultant that served as an independent and integral part of the evaluation project, we were able to identify a number of recommendations for improved support to all stakeholders. A strategy was developed and the newly formed Client and Chapter Services Department was reconfigured in late July. The department is soon to reach full complement and we are confident that this will ensure stronger support to the Ontario chapter network and those we serve in the MS community.

Screening measures pilot project

The MS Society of Canada acknowledges the inherent risks in providing programs and services to the MS community and is committed to delivering safe, high quality services and enhanced efforts to manage risks. A nationwide screening measures pilot project began in February 2006 as part of a comprehensive risk management plan for client services nationwide. Eleven sites participated from across the country. The screening measures project was specifically for positions of trust within client services. There were four pilot sites in Ontario participating with a variety of activity areas for positions of trust within client services including friendly visitor programs and support groups.

MS First Response

A nationwide pilot project is being developed to enhance the provision of timely, credible and relevant information to the MS community. This pilot will use the MS information database, which was developed by staff in Alberta Division. An initial assessment has been conducted and, by all accounts, MS First Response is a simple, user-friendly online resource to help volunteers and staff provide information and referral to clients. The pilot of MS First Response will be led by National Client Services, in collaboration with Alberta Division and will include participation from Ontario and other Divisions. This project will start in late Fall, 2006 with testing of the information database and training of participating pilot information and referral staff.



Benjamin – My Mum is Special

This charming book, first published in Germany and subsequently translated into English, French and Portuguese, reaches out to children who have parents with MS. The book features delightful illustrations and does a great job in

meeting the needs of children and their families, a fact that was indicated strongly in Growing up Strong, our recent survey about how parents with MS and their families support their children.

The Canadian edition of *Benjamin* was endorsed by Dr. Brenda Banwell from The Hospital for Sick Children in Toronto. Through an unrestricted educational grant from Berlex, 1,200 books were made available in French and English and disseminated throughout Ontario - to Read-a-thon schools, public libraries, school libraries and to every chapter within the Ontario Division. Additional copies (in both French and English) will be made available to Ontario Division in early 2007.

MS Research:

Celebrating progress in treatments

By Deanna Groetzinger, Vice-President,
Government Relations & Policy and William J.
McIlroy, M.D., National Medical Advisor

This might be considered the year of the multiple sclerosis clinical trial. Almost 150 clinical trials are underway around the world with many of them taking place in Canada. In addition, positive results of several studies mean that people with MS will have more access to proven MS therapies.

One of the new clinical trials is the FREEDOMS study, which is testing fingolimod, an oral therapy to treat relapsing MS. Positive results of a smaller study prompted the study sponsor to organize a large international study's which includes 10 research centres in Canada.

"Patients who were originally on placebo and switched to study drug in the extension phase showed a pronounced reduction in relapse rates.... Patients that were originally on [fingolimod] maintained their lower relapse rates," Dr. Paul O'Connor reported at a major medical conference earlier this year. Dr. O'Connor, director of the MS Clinic at St. Michael's Hospital in Toronto, is one of the study lead investigators.

Another major clinical trial is studying whether combining two current MS therapies, Avonex and Copaxone, will enhance their already proven effect of reducing the frequency of MS relapses and MS lesions. Three research centres in Canada are taking part in the CombiRx study.

A smaller study, with one research site in Canada, is evaluating whether the cholesterol-lowering drug Lipitor might be useful in treating early MS.

New MS therapies

There was also progress in access to new therapies

“Research is making a difference in the lives of people with MS today.”

or in extending the use of existing therapies. Tysabri, a drug to treat relapsing MS, returned to the market in the United States in July following a thorough safety scrutiny by the US drug monitoring agency. Health Canada approved its use as a therapy just this fall.

In August, Health Canada approved Betaseron, one of the existing disease-modifying therapies, for treating people with “early MS” – people who have had symptoms that may be suggestive of a first attack of MS.

There was also progress in treatments for MS symptoms. Canada is the only country in the world where the cannabis-based oral spray Sativex is available to treat nerve pain in MS. It is estimated as many as 50 per cent of people with MS have some type of neuropathic pain.

MS Society research funding

In April, the MS Society of Canada approved more than \$4.5 million to fund 13 research projects and a record-breaking number of research scholarships to attract young scientists to the MS field. More than \$2.6 million was awarded for 13 research projects, \$300,000 for Dr. Donald Paty Career



Dr. Reinhold Vieth

Development Awards, \$594,500 for postdoctoral fellowships and \$786,666 for studentships.

The research projects include the best in basic laboratory research that is targeted at finding ways to repair the damage in the brain and spinal cord and in stopping MS attacks. It is particularly significant the MS Society is funding more than 60 research scholarships. These awards are designed to both attract and then keep young researchers working in the MS field. The Society scholarship program has more than doubled in less than 10 years.

Coupled with the research projects already funded, the new funding brought the number of MS Society-funded research projects to 37 during 2006 with many of them taking place at universities and hospitals in Ontario.

Recently-funded Ontario research projects

At the University of Ottawa, Dr. Peter Stys has developed a way to see how damage to nerve fibres by MS attacks happens in “real time”. He and his research team hope to learn what triggers the damage and how to stop it.

Vitamin D is being looked at by a number of investigators as a way to prevent or treat MS. University of Toronto researcher Dr. Reinhold Vieth and colleagues at the University of British Columbia and Oxford University are measuring the vitamin D levels in people who have MS and those who don't. This work may provide the evidence needed to begin clinical studies of vitamin D-based strategies to prevent MS.

All thanks to you

The MS Society and the related MS Scientific Research Foundation are able to continue this level of funding commitment thanks to the ongoing support of individual donors, corporate partners and MS Society chapters and units. Research is making a difference in the lives of people with MS today, and Ontarians are contributing significantly to that progress.

.....
speaking of MS support...

“ I feel alive again instead of being house-bound. ”

Moving towards a cure for Multiple Sclerosis...

One dollar at a time.

By Helga Schneider
Assistant Vice-President, Special Event
Fundraising

The 2005-2006 fiscal year was cause for celebration in the area of special events fundraising, as more events and more participants led to more money raised than ever before to fight multiple sclerosis. Across Ontario, \$9.67 million was raised through special events – a 16 per cent increase over last year and the highest total ever attained in Ontario.

The year's fundraising events kicked off across Ontario with the Super Cities WALKs for MS. The WALK program continues to expand, with a new site in New Tecumseth (Alliston) contributing to a record total of 61 Super Cities WALKs for MS in Ontario. More than 35,000 people participated in the WALKs, raising a record high of \$6 million (to be confirmed) in pledges. The TeamMS program played a significant part in the success of the WALKs, with 2,100 participant teams taking to the streets to WALK together in their communities.

A key partner in the Super Cities WALKs for MS is Loblaw Companies Limited, which has been sponsoring the WALKs for the past 15 years. Support for 2006 was expanded to 58 WALK sites across Ontario. Loblaw Companies also promoted the WALK and TeamMS in 175 stores across the province. The WALKs also benefited from the support of a committed group of national partners – CanWest Global, Carlson Wagonlit Travel, Brink's Canada, Student Works Painting, Flare, and Yahoo! Canada.



Heartfelt congratulations were expressed at the finish line at the RONA MS Bike Tour in the Niagara Region.

The month of May, designated MS Awareness Month across Canada, marked the milestone of the MS Carnation Campaign's 30th anniversary. With the involvement of 40 chapters, units, and community groups, the campaign raised \$655,000 across the province. The campaign was held in combination with a number of awareness-raising initiatives, including the first MS Awareness Reception at Queen's Park.

May also provided two new opportunities to indulge for a good cause. Diageo, an importer of liquor products, donated 25 cents from each sale of a variety of products, raising \$25,000 across Ontario. And Pizzaville, already a sponsor of the WALKs and Bike Tours, expanded their support to

“Take a Slice out of MS”. Pizzaville made a donation to the MS Society for each individual or group pizza order placed in the Greater Toronto area during the month of May, for a total donation of \$15,000.

The MS Read-A-Thon wrapped up in June, with strategic changes made last year leading to outstanding results in 2005-2006. More than \$1.25 million in pledges – a 25% increase over last year - was raised by students in 566 schools across the province. This year’s MS Read-A-Thon also saw significant increases in student and school pledge averages.

Through the summer and fall, five RONA MS Bike Tours took place in Ontario. These events experienced unprecedented revenue totals, with almost \$2 million (to be confirmed) raised across the province. Participant numbers also increased over last year, with the Grand Bend to London Tour surpassing 1,000 participants to mark the first time Ontario has reached these totals in a decade. Title sponsor RONA further supported the MS Society through their Keys for a Cure program. Paper keys were sold for \$2 throughout the month of May at all RONA stores across Canada, with all proceeds going to the MS Society of Canada.

A number of other events also contributed to this year’s fundraising success. Ontarians joined people all across the world in hosting an MS



Just a few of the thousands of Super Cities WALK for MS participants who celebrated their success and contribution across the province this year.

Global Dinner Party, raising \$45,000 through a wide variety of dinner parties and other gatherings. The fourth annual Cruisin’ for MS in southwestern Ontario attracted car enthusiasts who enjoyed a day of automobile appreciation while fighting MS. Women Against MS (WAMS), a Greater Toronto Area philanthropic and networking group, held the first annual WAMS Gala Luncheon this year, with a sell-out crowd raising \$115,000.

The MS Society also partnered with the Toronto-area corporate community to hold events such as the LOM Gala, which raised more than \$300,000, and The Multiple Sclerosis Charity Golf Tournament hosted by RBC Procurement,

which takes place over three golf courses to raise \$375,000. Similar events happened all across the province as local business leaders used their energy and influence to give back to the community and help those living with MS.

The MS Society of Canada will continue our commitment to be a leader in organizing and executing first-rate fundraising events. With the support of a dedicated team of participants, volunteers, chapter representatives, sponsors, and MS Society staff, we look forward to more reasons to celebrate in 2006-2007, and to the day that we are at last able to celebrate the end of multiple sclerosis.

Celebrating our generous donors

By Yolanda Bronstein, Officer,
Major Gifts/Planned Giving,
Ontario Division

The story of our tremendous success and accomplishments in 2005-2006 would not be complete without acknowledging those special people who have financially supported the work of Ontario Division.

We deeply appreciate their commitment to making a difference in the lives of those living with MS through services and research into a cure.



Leadership Circle Milestone

This May, during MS Awareness Month, Ontario Division Board members and Division staff, including the offices in London and Sudbury, celebrated an historic milestone with 100% participation in the annual Leadership Circle campaign for the fifth consecutive year! Leadership Circle is a special recognition campaign for senior volunteers and staff of the MS Society of Canada. Volunteers and staff are recognized for their financial support of the mission, in addition to their contributions of time and talent.

Legacy donors

"Anything that I can do to make a difference – I'm happy to pursue. I'm not a millionaire but I can offer my time, and in the future, part of my estate. That is my legacy for the future."

Our greatest legacy gift for future generations will be to find a cure for multiple sclerosis. Thank

Yolanda Bronstein, Manager, Major Gifts/Planned Giving (centre) with our generous Queen's Park reception sponsors (l to r): Jim Adams, Biogen Idec Canada; Allison Zavitz, Serono Canada Inc.; Grant Gunn, Bayer HealthCare; and Ross Glover, Serono Canada Inc.

you to those individuals whose legacy continues through their estate gift to the Society in 2005-2006. Also a special thank you to the following individuals who have made a legacy commitment to the MS Society of Canada in 2005-2006:

- Anonymous (7)
- Y. Bronstein
- M. J. Ferguson.

Special community partners

As an organization that receives little government funding, we rely entirely on our corporate, foundation and community donors to ensure that we can support those most in need. Fortunately, our community partners are generous and loyal. We would like to celebrate their commitment and say

'thank you' to all those who have made a donation of \$1,000 or more. Special thanks to the following donors who have made a gift of \$5,000 or greater in 2005-2006:

- Anonymous (2)
- Alice & Murray Maitland Foundation
- Arthur & Audrey Cutten Foundation
- BMO Fountain of Hope Employees' Foundation
- IBM Employees and Retirees Charitable Fund
- Lloyd Carr-Harris Foundation
- Meridian Technologies Inc.
- Ontario Trillium Foundation
- RBC Foundation, Rogan Foundation
- Sears Employees Charitable Fund.

Our pharmaceutical partners

This past year marked an unprecedented growth in unrestricted education grants from our pharmaceutical partners. Together with our partners we were able to undertake several new initiatives including a first-ever client focus group to review MS print resources and a first-ever MS reception at Queen's Park. We look forward to continuing to develop our partnerships through joint opportunities and are particularly excited about an upcoming Government Relations/Social Action (SA) workshop for all chapter SA volunteers and a research speakers bureau tour this fall. Special thanks to:

- Bayer HealthCare
- Berlex Canada Inc.
- Biogen Idec Canada
- Pfizer Canada Inc.
- Serono Canada Inc.



Mary Jane Ferguson has made a legacy gift commitment to the MS Society of Canada along with a stock donation designated for research in 2005. She currently lives in a long-term care home outside of Ottawa, having lived, studied and worked in communities across Ontario. Thank you Mary Jane!

speaking of MS support...

“ Your help helps my caregivers, and us as a family. ”

Government relations and social action:

Reception at Queen's Park raises profile

by Deanna Groetzinger Vice-President,
Government Relations & Policy

There is much to celebrate in government relations activities during the past year. A high point was the first-ever MS Society reception at Queen's Park in April. The event provided volunteers and staff the opportunity to talk to MPPs about issues that are important to people with MS and their families and to raise the profile of the MS Society among politicians and government officials.

Ministers who attended the reception included Minister of Health and Long-Term Care George Smitherman and Attorney General Michael Bryant. Other MPPs from all parties attended. MS Society volunteers and staff were quick to engage both ministers in substantive discussions on various issues.

Age-appropriate long-term care

Prominent among these issues was Finding My Place, the MS Society's new position paper on age-appropriate long-term care for younger adults with MS. The paper points out that far too many younger people with MS have to live in facilities designed for frail, older adults.

The issues clearly illustrated in Finding My Place were picked up by CBC radio in early April for cross-the-country coverage. The MS Society is continuing to raise age-appropriate long-term care with politicians and also provided an information kit for chapters on how to use the paper locally.

Human rights system changes



The first-ever MS Awareness Reception at Queen's Park helped kick off MS Awareness Month 2006. Attending were (from left) Alistair M. Fraser, president and chief executive; Hon. George Smitherman, minister of health and long-term care; Deanna Groetzinger, vice-president of government relations and policy; and Lou Maroun, chair, national board of directors.

Another major focus was providing constructive criticism of the government's proposal to amend the Ontario human rights system. While the MS Society recognizes the current system is often painfully slow, some of the proposed changes may result in even less access to the human rights complaint system for people with disabilities. As well, there is considerable concern within the disability community that the government's proposed changes could negatively impact enforcement of the Accessibility for Ontarians with Disabilities Act.

MS Society volunteers and staff have taken every opportunity to provide concrete and positive recommendations to improve the legislation to the Attorney General, ministry officials and the legisla-

tive committee that is examining the bill. Work is continuing on this issue.

Drug system changes

The MS Society was also prominent among organizations that provided recommendations to the government on its proposed changes to Ontario's drug system. The stated goal is to make more drugs available to Ontarians in a cost-effective way.

The MS Society provided input throughout the consultation process including a presentation to the legislative committee reviewing the legislation. The changes will start taking effect this fall, and the MS Society continues to be consulted on their implementation.

Neuromodulation Coalition

The MS Society is working with the Neuromodu-

lation Coalition to bring about better access to therapies such as implantable pumps to treat severe spasticity. Currently, only one hospital in Ontario has a well functioning program. The goal is to establish dedicated provincial funding for these types of therapies.

Ontario Government and Community Social Action Committee (OSAC)

Cathy Topping is the very capable chair of our committee. New members are Daniella Bernard, Andrea Butcher-Milne, Yassemin Cohanin, Ian Greaves and Bonnie Swietek, joining Kris McDonald, Mike Roche and Carole Ward. Avril Gunter stepped down after many years of service for which she received thanks from all. SAMCI, the MS Society's government relations consultant, provided expert advice on our key policy issues.

In recognition of excellence...

Marilyn Persi, recipient of the Sir David Flavelle Award of Distinction, York North Chapter



The Sir David Flavelle Award of Distinction acknowledges the exceptional quality in a person that inspires admiration, hope, courage and strength in others.

A mother of four boys, Marilyn joined the York North Chapter Board in

February 2005 as the Director of Client Services – a role she felt would allow her to continue helping people after progressive MS ended her 17-year

nursing career.

Marilyn expanded the chapter's resources, and her involvement in its self-help group led to significant growth over the past two years. She answered the client services phone line, knowing there would be questions, concerns, and sometime tears. She used her sense of humour to end every conversation on a positive note.

Marilyn has moved to a facility with 24-hour nursing care, where she is now even more involved in social action issues as she uses her nursing experience to advocate for health care change.

Marketing & Communications:

Telling our story

By Pam Seto, Assistant Vice-President,
Marketing and Communications

What do Canadians know about MS? We have a pretty good idea now, thanks to the 2005 Leger Marketing omnibus survey conducted by the MS Society of Canada.

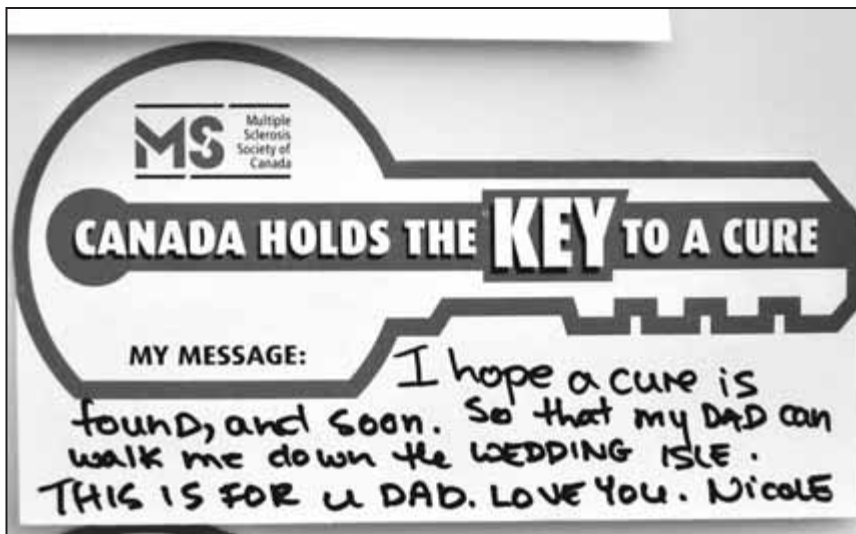
For example, we know that one in two Canadians knows someone with multiple sclerosis. But one in two doesn't know the impact MS would have on the ability to have children, and thinks people with MS cannot have kids at all. Of 18 to 24-year-olds, 42 per cent believe they are too young to get MS. One in three Canadians thinks they would need to use a wheelchair if they were diagnosed with MS.

This data indicates there is a lot about MS that is not known or is misunderstood by the Canadian public. There is a high degree of awareness of the prevalence of the disease, but a lot of work needs to be done to communicate the facts of the disease.

Communicating our Mission

The work of communications volunteers and staff in Ontario is critical to educating the public about MS and, just as importantly, what they can do to end the disease. By communicating our belief in our mission, we will find a cure and continue to fuel hope for a future without MS.

So how do we get this message of belief out? Through *MS Ontario*, MS Canada, work with the media, www.mssociety.ca and the tireless ambassadorial work of volunteers in our communities. It's important that, through all of these avenues of communication, our voice is strong and our message is consistent – one voice that speaks of our



hope and belief that we will end MS.

Fiscal year 2006 saw the communications and marketing departments merge, a change that stakeholders have enthusiastically supported and that allowed the Society to continue to communicate with a strong voice. Here are some of this past year's highlights:

- A major announcement updating MS prevalence numbers was made to kick-off May MS Awareness Month, announcing there are now an estimated 55,000 – 75,000 Canadians living with MS. This announcement was one of the year's most visible MS-related stories in the media.
- We completed the redevelopment of the MS Society website in early 2006 and received 6.2 million hits – proving the site to be one of our most accessed resources for MS information.
- The 2006 Research Teleconference, conducted in partnership with the Major Gifts/Planned Giving department, was led by researcher Dr. Amit Bar-Or and gave MS stakeholders the opportunity to ask questions in real time about MS and MS research.
- *MS Ontario* published three very popular and

important information inserts: “MS and Exercise,” “Surviving the Summer,” and “Does Supporting Someone with MS Make You a Caregiver?” – all receiving a tremendous amount of positive feedback from our *MS Ontario* readers.

- Over 200 million impressions of MS-related mentions made it into media across the country, demonstrating the powerful reach the MS Society has in educating and informing Canadians about MS.
- More news about bench-to-bedside research, fundraising events, MS information and MS Society activities made it to Ontarians, and across the country, than ever before.

Your Marketing & Communications staff and volunteers are proud to support and report on these outstanding activities, as we bring a message of hope and belief that one day, very soon, a cure will be found.



Long-time MS Society volunteers Audrey Wheeler, Susan Thompson, Marion Kelly and Krishna Gulati were part of the 30th Annual MS Carnation Campaign, selling flowers and creating awareness in Toronto from the lobby of the MS Society’s Ontario Division office building

In recognition of excellence...

Nadine Bertola, recipient of the Division Award of Merit



Nadine has been involved with the Super Cities WALK for MS since its inception in Toronto in 1992. She became involved with the Etobicoke Super Cities WALK for MS in 1997 and has been the Chair of the committee ever since.

Dedication, leadership, and motivation describe Nadine Bertola’s involvement. She provides support and guidance to committee members and accomplishes her responsi-

bilities with a seemingly endless supply of energy and enthusiasm. In 2006, she motivated the committee to secure over \$1700 in cash sponsorship for the Etobicoke WALK.

Although best known for her WALK work, Nadine has been presenter for the MS Read-A-Thon program, led customer service and phone training for new Read-A-Thon staff, hosted two Global Dinner Parties and has recently become a member of Women Against MS. Nadine has also personally raised over \$20,000 in the fight against MS.

Finance and Administration

Year in Review

By Jamie Hall, Vice-President,
Finance and Administration

2005-2006 Financial Results

It has been another busy but extremely successful year. The dedicated volunteers and staff of MS Ontario should take great pride in their accomplishments. I am in the fortunate position of being able to see the results for the whole country and, once again, see the significance of Ontario's results relative to the rest of Canada.

In one sense, the MS Society is fortunate to receive little in the way of government funding, as it prevents us from being reliant on another organization for their support and decision-making on future funds available. On the other hand, it means that we start each fiscal year with little revenue that is guaranteed and we develop a strong reliance on our fundraising events that take place well into our fiscal year. In recent years, that challenge continues to be met as we continue to produce record results that exceed the previous year and establish new benchmarks of success.

Working strongly together, volunteers and staff continue to generate the financial strength that provides the stability to support both sides of our mission statement. Despite increased competition in the fundraising sector, the consolidated net fundraising results increased from \$6.16 million in fiscal 2005 to \$7.37 million in fiscal 2006, an increase of almost 20 per cent. With the exception of the continuing decline from Nevada and bingo revenue, all other event areas showed strong increases from fiscal 2005, particularly the SuperCities WALKs and our RONA Bike Tours. The Read-a-Thon program also demonstrated a strong rebound from declining results due to recent

labour troubles in the school system and, in 2005, competition from the Tsunami relief efforts.

General donations, major gifts and bequest revenue declined from \$1.855 million to \$1.665 million, largely due to the unpredictable and uncontrollable nature of bequest revenue. One chapter was the recipient of a very large bequest in fiscal 2005, which of course did not repeat itself in fiscal 2006. Investment income decreased slightly in fiscal 2006 primarily because of a lower return generated by Phillips, Hager & North (PH&N). PH&N manages excess funds of the MS Society during times in the year when our bank balances are higher and PH&N is monitored by the National Investment Committee. These funds are invested in safe mutual funds so their performance is not guaranteed; to date, however, their returns have been well above interest rates paid by the bank.

On a consolidated basis, Ontario has achieved another record year in terms of its consolidated research contribution. The consolidated research number will be in excess of \$3.57 million and an additional \$520K has been contributed to research under the National Excess Cash policy. This results in a combined total of almost \$4.1 million to support the outstanding work being carried out in MS research. The strong research support from Ontario, combined with increased research support in other provinces, will result in a consolidated Canada research expense that will be in excess of \$8.5 million in 2006, a record year for the research program.

Specifically, Ontario chapters contributed a record \$1.8 million (\$1.3 million from current operations and the \$520K mentioned above from excess cash) to research. The Ontario Division office also reached a record level, contributing \$1.65 million to research. The tremendous results

of fiscal 2006 continue to provide the financial stability to fund world class research efforts, while continuing with the provision of services and support to individuals and families affected daily by MS. At a time when demands on our financial resources are many, this continued commitment to both sides of our mission is truly astounding.-

At the MS Ontario level, and in fact, at the MS Canada level, we have been working hard to support both sides of our mission statement and continue to move towards balanced spending on

both client services and research. As a result of the significant increase in research contributions this year, I am pleased to report that MS Ontario has achieved balanced spending on research and client services in 2006. Part of this accomplishment comes from the contributions to research from excess cash, but this achievement would not have been possible without our increased success in fundraising as well as chapters working very hard to provide additional funds for research.

(see Summary page 18)

In recognition of excellence...

Charlotte McCready, recipient of the Opal Award for Caregivers



The Opal Award was established in 1993 by the Multiple Sclerosis Society of Canada to recognize those who are or have been caregivers to people with multiple sclerosis and who have demonstrated outstanding commitment and caring.

As principle caregiver for her husband Gerry, Charlotte McCready contributes greatly to his overall quality of life by carefully planning his schedule and enabling him to interact with outside interests.

With Charlotte's encouragement, Gerry was able to serve as a Kingston Chapter Board member for over ten years. Fighting both the onset of increasing disability and other MS related challenges, Gerry pushed himself to succeed at his educational role. None of this would have been possible without Charlotte's help.

After a 25-year career as a dental hygienist, Charlotte has never lost her commitment to work and has a reputation of taking on more than her share of the load. She says she is just your average workaholic! Her dedication and love for her husband is evidenced by the quality and quantity of what she accomplishes for him. She spends some ten hours a day, seven days a week, devoted to caregiving activities, including laundry, meals, banking, personal care, medical appointments, and maintaining drug doses. She does all of this between car maintenance, garbage duty, lawn care, grocery shopping, chaperoning grandchildren's field trips and minding two grandkids after school.

Charlotte contributes directly to the MS Society by volunteering every year as a flower delivery driver during the MS Carnation Campaign and stays in tune with Chapter activities, new programs, funding and volunteer needs through contact with other members.

Financial Summary (unaudited)

Statement of Revenue and Expenditures for the Year ended August 31, 2006

Below is an unaudited summary of revenue and expenditures for the year ended August 31, 2006. It combines the activities of chapters and the divisional office. The financial results of Ontario Division no longer receive a separate auditors' report. However, the financial results of Ontario and all other divisions continue to be examined by PricewaterhouseCoopers in order for them to express an audit opinion on the results of MS Canada. A complete copy of the unaudited financial statements for Ontario are included in your delegate package for the 2006 Annual General Meeting and Fall Conference.

	Division	Chapters	2006 Total	2005 Total
REVENUE				
Donations and special fundraising projects (net of related expenditures)	4,387,597	4,056,356	8,443,953	7,238,936
Direct Mail & corporate campaign	1,407,421	-	1,407,421	1,403,344
Grants	(136,058)	642,554	506,496	468,491
Allocations from United Way	-	476,057	476,057	510,272
Investment Income	122,028	126,887	248,915	309,423
Memberships	1,151	53,208	54,359	56,022
Miscellaneous Income	-	5,076	5,076	3,138
Total Revenue	5,782,139	5,360,138	11,142,277	9,989,626
EXPENDITURES				
Program Services				
Funds remitted to National for research	2,267,895	1,309,866	3,577,761	2,291,401
Funds remitted to National for programs and services	790,971	-	790,971	836,393
Client Services	831,083	2,760,240	3,591,323	3,618,957
Chapter Resources	538,822	199,740	738,562	673,458
Public Education	245,725	412,758	658,483	553,158
MS Clinics	638,960	-	638,960	653,275
Government Relations	108,938	18,796	127,734	115,768
	5,422,394	4,701,400	10,123,794	8,742,410
Support Services				
Administration	295,395	306,969	602,364	702,414
Fundraising	64,350	34,931	99,281	114,245
	359,745	341,900	701,645	816,659
Total Expenditure	5,782,139	5,043,300	10,825,439	9,559,069
EXCESS OF REVENUE OVER EXPENDITURES FOR THE YEAR	-	316,838	316,838	430,557

Multiple Sclerosis Society of Canada

Ontario Chapter and Units

Brampton & Caledon Chapter

40 Finchgate Blvd., Suite 106
Brampton ON L6T 3J1
(905) 458-0267

Brant County Chapter

P.O. Box 25025,
119 Colborne St. W
W. Brant Postal Outlet
Brantford ON N3T 6K5
(519) 758-5175

Bruce County Unit

38 Birchwood Ave., R.R.#2
Tiverton ON N0G 2T0
(519) 396-7878

Cambridge Unit

205 Champlain Blvd., Suite 119
Cambridge ON N1S 3R8
(519) 621-3763

Chatham Kent Chapter

P.O. Box 365
Chatham ON N7M 5K5
(519) 351-2008

Cornwall & District Chapter

9-150 Edward St.
Cornwall ON K6H 4G9
(613) 938-6777

Durham Regional Chapter

6-400 Dundas St. W
Whitby ON L1N 2M7
(905) 668-0388

Elgin County Chapter

400 Talbot St.
St. Thomas ON N5P 1B8
(519) 633-3533

Frontenac, Lennox & Addington Chapter

1080 Gardiners Rd., Unit 3
Kingston ON K7P 1R7
(613) 384-8500

Haldimand-Norfolk Unit

259 Brigade Dr.
Hamilton ON L9B 2G1
(905) 388-1728

Halton Regional Chapter

2016 Victoria Ave.,
Burlington ON L7R 1R4
(905) 681-8770

Hamilton Chapter

94 Cannon St. W, Unit 5
Hamilton ON L8R 2B6
(905) 527-7874

Hastings County Chapter

P.O. Box 23132,
390 N Front St.
Belleville ON K8P 5J3
(613) 962-2224

Kapuskasing Unit

P.O. Box 124
Kapuskasing ON P0L 1V0
(705) 335-3447

Leeds Grenville Chapter

P.O. Box 815, 102-51 King St. E
Brockville ON K6V 5W1
(613) 342-6396

London/Middlesex Chapter

21 Grosvenor St.
London ON N6A 4V2
(519) 672-5855

Mississauga Chapter

875 Enola Ave.
Mississauga ON L5G 4R1
(905) 278-6186

Muskoka Unit

P.O. Box 224
Utterson ON P0B1M0
(705) 645-5611

Niagara Peninsula Chapter of Hope

12 Grote St.
St. Catharines ON L2N 2E7
(905) 937-7772

North Bay & District Chapter

P.O. Box 1123
North Bay ON P1B 2A8
(705) 474-7122

North Bruce & Grey Unit

P.O. Box 603
Owen Sound ON N4K 5P5
(519) 371-2619

Northumberland County Chapter

P.O. Box 584
Cobourg ON K9A 4L3
(905) 797-2013

Ottawa Chapter

945 Wellington St. W., Suite 100
Ottawa ON K1Y 2X5
(613) 728-1583

Oxford County Chapter

P.O. Box 23008
Woodstock ON N4T 1R9
(519) 421-3654

Peterborough Chapter

P.O. Box 324
Peterborough ON K9J 6Z3
(705) 748-4221

Prince Edward County Unit

6088 County Rd. 1, R.R.#2
Consecon ON K0K 1T0
(613) 476-2427

Sarnia Lambton Chapter

300 N Christina St.
Sarnia ON N7T 5V5
(519) 332-4015

Sault Ste Marie Chapter

P.O. Box 20010
Sault Ste Marie ON P6A 6W3
(705) 759-0500

Scarborough Chapter

410-365 Bay Mills Blvd.
Scarborough ON M1T 2G5
(416) 289-1200

Simcoe County Chapter

P.O. Box 913
Barrie ON L4M 4Y6
(705) 733-0488

Simcoe Norfolk Unit

P.O. Box 172
Simcoe ON N3Y 4L1
(519) 426-0101

Stratford Perth Unit

P.O. Box 23038
Stratford ON N5A 7V8
(519) 272-0573

Sudbury Chapter

P.O. Box 6, 111 Larch St.
Sudbury ON P3E 4T5
(705) 566-9299

Thunder Bay Chapter

102-79 N. Court St.
Thunder Bay ON P7A 4T7
(807) 344-2944

Timmins Chapter

273 3rd Ave., Suite 401A
Timmins ON P4N 7H9
(705) 268-8631

Toronto Chapter

700-175 Bloor St. E. N. Tower
Toronto ON M4W 3R8
(416) 922-6065

Waterloo District Chapter

35 Belmont Ave. W
Kitchener ON N2M 1L2
(519) 569-8789

Wellington County Chapter

2 Quebec St., Suite 240
Guelph ON N1H 2T3
(519) 821-5554

Windsor-Essex Chapter

1168 Drouillard Rd., Suite A
Windsor ON N8Y 2R1
(519) 977-0401

York East Chapter

P.O. Box 64614, 4721 Hwy 7
Unionville ON L3R 0M9
(905) 201-6718

York North Chapter

P.O. Box 13
Keswick ON L4P 3E1
(905) 476-6573

York South Chapter

P.O. Box 61528, 9350 Yonge St.
Richmond Hill, ON L4C 0C9
(905) 770-1549

believe.



All of us at the MS Society of Canada, Ontario Division,
believe we can end MS. Thank you for sharing our
belief and helping make it happen



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