



ONTARIO

AUTUMN 2008

endMS.ca

Have you heard?

What is the greatest possible impact increased funding can have on MS and those who live with it today? The MS Society believes the answer is endMS.

The endMS campaign is a joint venture between the MS Society of Canada and the MS Scientific Research Foundation. The campaign will support the creation of a Canadian MS



Watch the ad at endMS.ca.

Research and Training Network. The endMS Research and Training Network will encourage young scientists to dedicate their careers to multiple sclerosis research by giving financial grants to promising young

scientists, facilitating networking among researchers through a scientific community portal and website, and by establishing Regional Research and Training Centres.

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Carnations are a hit at Mandarin restaurants

The 2008 MS Carnation Campaign marked the beginning of a new corporate partnership with Mandarin restaurants, as the Mandarin Charitable Foundation supported the MS Carnation Campaign with the purchase of 25,000 gift carnations. The carnations were distributed to women visiting the restaurant on Mother's Day weekend.

George Chiu, chairman of Mandarin Charitable Foundation, noted that giving back is a priority for the Mandarin's chain of 18 restaurants. "We are proud to be an active member of the communities in which we are located," he said. "Multiple sclerosis affects many of our customers and neighbours. And with more and more

research advances being made by scientists, there's never been a more exciting time to get involved in the fight to end MS."

The MS Society thanks Mandarin restaurants for including carnations as part of their Mother's Day celebration while helping us move closer to a cure for multiple sclerosis. ■

Annual meeting of members on November 9th,
see proxy inside.



Multiple Sclerosis Society of Canada
WWW.MSSOCIETY.CA

Message from your **president and chair**



Dear friends,

The cure for MS is within our reach. The MS Society of Canada has embarked on a bold new campaign called endMS. This campaign addresses the challenge in recruiting and training young scientists in the field of MS research to ensure that the work of current leading Canadian scientists and researchers continues to grow. This initiative builds on commitments made through our strategic plan *Momentum 2015*.

The endMS campaign seeks to secure Canada's position as the premier destination in the world to train for and pursue a career in MS research. The vision is to raise \$60 million for MS research with \$20 million earmarked for the endMS Research and Training Network as its flagship investment



Ontario Division

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175 Bloor St. E., Suite 700, Toronto ON M4W 3R8

Tel: (416) 922-6065 Fax: (416) 922-7538

Toll free: 1-866-922-6065

Website: www.mssociety.ca

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.

Chair: Linda Lumsden

President: Yves Savoie

Editor-in-chief: Lisa McDonald

Managing editor: Angeline Mau

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while ensuring the continuing growth of our vital and compelling services to people affected by MS.

An important partnership was formed with Astral Media to spread the message of endMS. The campaign is already unfolding at the Ontario Division. In July, Ontarians were among the first Canadians to experience the endMS movement. Some connected with our message on bus shelter ads while others caught a glimpse of a billboard along a busy highway in the core of downtown Toronto. Many people are already connecting at endMS.ca to find information on the campaign, monitor its progress, and make a donation in support of endMS.

The progress of the endMS campaign continues to evolve and is poised to reach its goal. We are proud of the accomplishments of endMS thus far and we are especially excited about the deepening commitment that this campaign signifies for the MS Society.

Canadians living with MS and others also touched by this disease remain at the core of what we do. We hope you enjoy the information on endMS and other exciting news within this issue of MS Ontario.

We invite you to take a few minutes to visit endMS.ca to learn about how you can join in the movement to end MS.

The role of each individual Ontarian can make a real difference.

We will end MS. ■

Yves Savoie
President,
Ontario Division

Linda Lumsden
Chair, Ontario
board of directors

LCBO supports the MS Society of Canada

The MS Society was a recipient of the LCBO's Charity Donation Box program during the month of May, as MS Society donation boxes were displayed at more than 600 liquor stores across Ontario. With the generosity of customers

and staff, nearly \$9,000 was raised.

The MS Society is grateful for the opportunity to be a part of the Charity Donation Box program, and thanks the LCBO for its commitment to charitable giving. ■

Reeling it in to benefit York Region chapters

Lake Scugog provided an ideal venue for the first-ever Reel and Deal fishing derby and poker tournament held on July 10th. Over one hundred participants enjoyed this distinctly different event in support of the MS Society.

This unique event featured a fishing derby where participants, with the help of fishing professionals, competed to catch the largest bass that weighed in at 4.66 pounds. An exciting Texas Hold'em poker tournament followed where the final eight players competed for prizes. MS Society volunteer and guest speaker Jeff Scott shared his experiences living with MS and thanked participants for their support. To cap off the day, a live auction offered the chance for everyone to bid on items including a box at a Toronto Maple Leafs game. The auction raised an astounding \$18,000!

For organizer David Bergeron of GWL Realty Advisors, whose father was diagnosed with primary progressive MS 15 years ago, the event was the perfect opportunity to give back to the MS Society, an organization that has supported his family.

A \$10,000 contribution to the fundraising total was made through *The Key to Giving*TM – the national corporate citizenship program of Great-



David Bergeron and his mother, Joan show their support to end MS at the Reel and Deal event.

West Life, London Life and Canada Life. GWL Realty Advisors is a wholly owned subsidiary of Great-West Life.

The Reel and Deal fishing derby and poker tournament was a resounding success both as a unique experience for participants but also in raising over \$83,000 to support client services in our York Region chapters and our research initiatives.

To become involved in the Reel and Deal event or to learn more about it, contact Sarah Gater at sarah.gater@mssociety.ca. ■

Advocacy spotlight

MS ambassadors now advocating in Ontario

This summer, the MS Society, Ontario Division, kicked-off a new volunteer program that will extend the reach of the division's social action activities.

First developed in Alberta Division, the MS Ambassador Program supports a network of over 20 volunteers across Ontario. Ambassadors play a key role in advancing the Society's priority advocacy issues.

"I am very pleased to be an MS ambassador," said Mike Roche

of Durham Regional Chapter. "It is important to advocate for issues that matter to people with MS in my community, and there is a team spirit in knowing that other people in other communities are advocating for these issues too. As ambassadors, we speak with a common voice. This gives us strength with government."

MS ambassadors met with Members of Provincial Parliament (MPPs) in their

constituencies this summer to discuss access to home care and age-appropriate housing, access to medications, and government support for the endMS Campaign. Ambassadors will continue to meet with MPPs throughout the fall.

For more information, please contact Kim Steele, senior coordinator, government relations at kim.steele@mssociety.ca. ■

Secure income for people affected by MS

People from across Canada participated in an online campaign aimed at improving income support for people affected by MS. Over 1,000 Canadians, including over 250 Ontarians, wrote their Members of Parliament (MPs) urging them to:

- Make employment insurance sickness benefits more flexible so people can work part-time and receive partial benefits.
- Make the disability tax credit refundable.
- Allow spouses to claim the caregiver tax credit – this is not currently allowed.

Building on this momentum, the MS Society will petition the House of Commons this fall. You can sign the petition at the Ontario Division fall conference and annual general meeting or through your chapter or unit. ■

Did you know...

Ontario offers a "rapid reinstatement" process for people who leave the Ontario Disability Support Program (ODSP)? People who qualify do not need to reapply to ODSP.

For information visit http://www.mcass.gov.on.ca/mcass/english/pillars/social/questions/odsp/about_odsp.htm.

MPPs touched by our carnations

The MS Society hosted MS Awareness events at Queen's Park in May. Members of Provincial Parliament wore carnations and learned how they can help end MS.



Pictured: The Honourable John Wilkinson, minister of research and innovation, and Dr. Brenda Banwell, MS Pediatric Clinic director at The Hospital for Sick Children. Photo by Walter Psocka Photography.



endMS.ca

Have you heard?

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The endMS Research and Training Network will attract and retain the brightest minds by establishing Canada as the premier destination in which to train for, and pursue a career in, MS research. More researchers, doing more research can only increase the pace of discovery and bring an end to MS.

The endMS Campaign is poised to raise \$60 million in support of this initiative: \$20 million to build the research and training network, \$40 million to support the Society's regular granting program.

The quiet fundraising phase of the campaign began in 2006. Since then, the endMS Campaign has raised over \$20 million, with three commitments greater than \$1 million, including a million dollar donation from national honorary campaign chair Rick Waugh, President and CEO of the Bank of Nova Scotia, and his wife Lynne Waugh.

The public phase of the campaign was launched this September. The campaign is being promoted through a sponsored national advertising campaign, public relations activities, local launch events and a dynamic new website **endms.ca**.

The vision of an end to MS represents a deepening commitment for the Multiple Sclerosis Society. It is a bold statement that reiterates the MS Society is actively pursuing the end of MS in the shortest possible time. Ending MS means ending the impact of multiple sclerosis on those living with the disease today, enhancing their quality of life, and making a commitment to research progress and excellence.

Visit endMS.ca to learn more about the endMS campaign and to make your contribution. ■



Be part of something monumental. Funded largely by the MS Society, Canadian researchers have brought the cure for MS within reach. Let's take this last step together.

endMS.ca

It's time. Give now.

1-800-361-2985



Reaching new heights for MS Read-A-Thon

As students across Canada head back to school for the 2008-2009 school year, almost 40,000 children from ages four to fourteen will include the MS Read-A-Thon as a valuable part of their school year experience.

Since 1977, the MS Read-A-Thon has connected elementary school students to the joy of recreational reading while helping them learn about multiple sclerosis. Students collect pledges and are eligible for prizes based on amount raised. The MS Read-A-Thon has raised more than \$40 million since its inception.

At 13 years old, Jennifer Baird knows first-hand the effects that multiple sclerosis can have on a family. Jennifer's father was diagnosed with the disease when he was just 21 years old, and she has shared with her classmates the mobility challenges and other MS symptoms that he experiences.

Jennifer attends Bayview Glen, a school in north Toronto that has participated in the MS Read-A-Thon for more than 15 years. Bayview Glen was the top fundraising school among 600 schools in Ontario during the 2006-2007 school year, when students read more than 2,000

books and raised \$23,000 in pledges.

"The MS Read-A-Thon is important to me because it can help people who live with MS, like my dad, have a better life," she said. "I like to read and it's even better when you're helping other people at the same time."

If you are a teacher or parent who would like to get your school involved in the MS Read-A-Thon, or if you would be willing to share your experiences with multiple sclerosis at a school assembly, please call 1-800-268-7582, ext. 2352, or email aimee.st.cyr@mssociety.ca. ■

MS Society of Canada Scholarship Program 2008-2009 recipients

The MS Society of Canada Scholarship Program, supported by Billy Talent and Friends, has awarded 80 scholarships valued at \$79,750 for the 2008-2009 school year, including 32 to students in Ontario. We congratulate all successful recipients and wish them much success in their educational endeavours.

"My mom has MS and hasn't been able to work since before I was born. With increasing medication expenses in my family, it is hard for my dad to save money for the education of my brother and me. As a popular band, Billy Talent has the ability to influence the lives of many young people and I'm so glad they chose to help people like this. Over the years, the MS Society has helped my mom, but I never expected anything for myself. I will always remember the generosity and kindness shown to me by both the MS Society and the guys in Billy Talent through this scholarship." ■

~2008-2009 scholarship recipient



Join a Committee

Volunteer on the organizing committee to help plan the MS Walk in your community.

Atul Gadhia
Volunteer resources
1-800-268-7582 ext. 2321
m volunteers@mssociety.ca
www.mswalks.ca

Thank you!

Thanks to all Ontarians who supported this year's RONA MS Bike Tours, whether by cycling in the tour, volunteering at the event, or pledging a cyclist. The RONA MS Bike Tours raise \$2.2 million throughout the province each year, contributing to a total of more than \$8 million raised across Canada! ■

Notice of annual general meeting of members

NOTICE IS HEREBY GIVEN that the annual general meeting of the members of the Multiple Sclerosis Society of Canada (Ontario Division) will be held at The Delta Chelsea, 33 Gerrard Street West, Toronto, Ontario on November 9, 2008 at 10:00 a.m. for the following reasons:

1. Receiving the report to the members of the board of directors and the financial statements for the year September 1, 2007 to August 31, 2008 thereon;
2. Electing members of the board of directors;
3. Such further and other business as may be properly brought before the meeting.

Members in good standing who are unable to attend the meeting in person are requested to sign and date the form of proxy below and return it to the Multiple Sclerosis Society of Canada (Ontario Division) at the address below.

SLATE OF NOMINEES

The following were elected in 2007 to the Ontario Division board of directors for a two-year term from 2007 to 2009:

1. Bill Ebel 2. John Ellis 3. Sean Foran 4. Kathleen Murphy 5. Karen Torrie-Racine 6. Niranjana Vivekanandan

The following are nominated to the Ontario Division board of directors for a two-year term from 2008 to 2010:

1. John Clifford 2. Scott Ewart 3. Valerie Hussey 4. Tara Knight 5. Karen Lee
6. Linda Lumsden 7. Colin Rickards 8. Willie Swisher 9. Cliff Sosnow 10. Asad Wali

NOMINATIONS REQUESTED

Members of the Ontario Division board of directors will be elected from the slate of nominees above at the annual general meeting on November 9, 2008. Anyone wishing to nominate an additional candidate as a director must do so by October 1, 2008.

Additional nominations should be sent in writing to Kathleen Murphy, chair, nominating committee, Multiple Sclerosis Society of Canada, Ontario Division, 175 Bloor Street East, Suite 700, North Tower, Toronto, Ontario, M4W 3R8. The names of the nominator and the seconder, a letter of consent from the nominee and the signatures of 10 voting members of the MS Society of Canada must accompany the nomination.



This proxy is provided for use by members in good standing of the Multiple Sclerosis Society of Canada (Ontario Division) (the "Division") unable to attend the Division's annual general meeting on November 9, 2008.

PLEASE SIGN, DATE and RETURN this Proxy to the Division at the following address by October 24, 2008 :
The Multiple Sclerosis Society of Canada (Ontario Division), Suite 700, North Tower, 175 Bloor Street East,
Toronto, Ontario, M4W 3R8 - Attention: President, Ontario Division.

The undersigned, being a member in good standing of the Division, hereby revokes all prior proxies and appoints Ms Linda Lumsden, chair, or in her place, Mr. John Clifford, vice-chair, or _____, as his or her proxy to attend and act on his or her behalf at the annual general meeting and at any adjournment thereof as follows:

(A) FOR the election as directors of the Division of the persons nominated by the Division's nominating committee. OR CHECK HERE if you wish to abstain from voting for the election of directors.

(B) In her or his discretion, with respect to amendments or variations to matters identified in the notice respecting the annual general meeting or any other matters which may properly come before the annual general meeting.

The person designated in this proxy shall vote in accordance with the specifications given herein and, in the absence of such specifications, shall vote in favour of the election of the directors nominated by the nominating committee.

DATED this _____ day of _____, 2008.

SIGNATURE: _____ Name: _____
(please print)

Address: _____ Chapter/unit: _____
(please print) (please print)

100% of Ontario Division staff donates to MS cause



For the seventh consecutive year, 100% of all Ontario Division staff has supported the MS Society as part of the Leadership Circle program. From pledges to the RONA MS Bike Tour and the MS Walk, to purchases of carnations, memberships, and outright gifts to the Society, this special group of people showed their tremendous support for our work.

Thank you for the commitment that you have made in honour of your friends, family members, colleagues, neighbours, and others who are directly affected by MS each and every day. That we stand together in a movement to end MS represents our common belief that what we all do, each and every one of us, makes a difference.

Staff participation in the Leadership Circle program sends a strong message of support to our clients and members, our volunteers and donors, our researchers, client services staff, clinics and ambassadors. We are a team in this fight and the degree to which we can make lasting, positive changes in the face of multiple sclerosis is dependent on all of us standing strong – and standing together. Congratulations! ■



To share your comment or story, please mail to the attention of Angeline Mau or e-mail to angeline.mau@mssociety.ca.

To update your mailing address or subscription preferences, please contact your division office. Division contact information can be found at: www.mssociety.ca or you can call 1-800-268-7582 or e-mail: info@mssociety.ca



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