Hope changes everything
Our Values

We believe in and work toward the full integration of people with multiple sclerosis in all aspects of life.

We keep those affected by MS at the centre of our work at every level of the organization.

We treat everyone with respect and dignity, and protect their privacy and rights to make decisions about their lives.

We provide meaningful benefit to the greatest possible number of people affected by MS.

We give hope to people affected by multiple sclerosis.

We acknowledge the grassroots of our organization as one of its greatest strengths.

We recognize that volunteers, donors, and employees are critical to our success, and we celebrate their commitment.

We demonstrate ethical behaviour and integrity.

We adhere to the highest standards of quality, transparency and accountability.

We create safe and collaborative environments that foster positive relationships.

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.
This inaugural edition of our impact report, formerly known as the annual report, is an innovation and underlines our focus on the accountability to those who we serve for impact in all that we do. With an overarching emphasis on need, action and impact, the report has been directly influenced by commitments made in our strategic plan, Momentum 2015*. This plan is the compass that guides us as we identify priorities and monitor results in the implementation of our work toward the ultimate achievement of our mission.

The MS Society remained strong and agile in the recession and the accompanying economic uncertainty of 2009. While our fundraising revenues were impacted, we were able to maintain the level of critical expenditures to enhance the quality of life for those affected by MS.

Throughout the year, we were exceptionally grateful for the ongoing support from thousands of Canadians across the country and around the globe who inspired hope and shared our commitment to end MS. From Parliament Hill to the mountains of Machu Picchu in Peru, thousands of Canadians donated funds, contributed time, energy and expertise, and remained the fundamental strength of our organization.

The story of Alexander Normandin, a McGill University student whose MS diagnosis threatened to stall his plans to obtain a medical degree, is cause for tremendous hope for the future. Alexander underwent a bone marrow cell transplant, giving him the strength to continue medical school. This is a testament to his fortitude and to the remarkable advances that have been made in MS research. We are very proud to count Alexander among the thousands of dedicated volunteers who support the work of the MS Society.

Last summer, a novel partnership between A&W and the MS Society led to our most successful cause marketing campaign, taking place nationwide and including on-site fundraising, television and radio ads, and online activities. Funds raised through A&W’s Cruisin’ for a Cause in communities across Canada provide vital support for services to people with MS and for pressing investments in MS research.

As we embark upon 2010, we extend special thanks to Daniel Larouche for his tireless work as national chair over the past year, as well as to all of the MS Society’s volunteers, donors, event participants, sponsors, board members and staff.

Together, we will end MS.

Accelerating the pace of discovery
Next generation of MS researchers drive hope

“It has been a pivotal summer for me. It was the summer I decided to dedicate my life to MS research.”

Jordan Warford,
Fourth year B.Sc. psychology student at Saint Mary’s University

Need
While questions remain with respect to the cause of MS and its prevention, repair and cure, this marks a time of unprecedented progress and hope. At the MS Society, we believe every effort must be made to accelerate discovery in the field of MS by attracting, training and retaining MS researchers and increasing opportunities to conduct MS research nationwide.

Action
In 2008, the endMS Research and Training Network was established, offering innovative education and training programs throughout the country and accelerating Canada’s contribution to the global effort to end MS.

In Atlantic Canada, seven university students received endMS Summer Studentship Awards, each amounting to $5,000, which allowed recipients to work on MS-focused research projects under the supervision of experts in the field.

In Quebec, MS research trainees gathered at the Université de Montréal for the two-day endMS Summer School. This program was designed by established researchers to provide education and training on the neuroimmunology and neuropathology of multiple sclerosis.

Impact
The student award recipients presented their findings at the Atlantic endMS Regional Research and Training Centre retreat in September, bringing together nearly 25 researchers and trainees and opening new avenues of collaboration. Experts were impressed by the fresh perspectives of the students, who have since indicated that this experience has positively influenced their intent to further pursue MS research.

Of the 32 trainees who gathered in Quebec, more than 80% felt the course increased their knowledge of and skill in MS research, and three-quarters said that it had increased their interest in conducting MS research over the long term.

Photo from left to right: Emma Higgins, Meghan Cash, Ian Sarty, Jordan Warford, Cindy McCarron, Jahnavi Vadaparti and Nicole Strowbridge.
Research that’s changing lives

While in his third year of medical school at McGill University, Alexander Normandin learned that he had a rapidly progressing form of MS. At the time, his neurologist and director of the endMS Research and Training Network, Dr. Jack Antel, informed Alex of a clinical trial in Ottawa that would transplant bone marrow stem cells as a treatment for MS; a study funded from a $4-million grant from the MS Scientific Research Foundation.

Now, almost 16 months since the procedure, Alexander is pleased to share that his MS hasn’t progressed. He has since written and passed his medical school exam, and although it has been a challenging road to recovery, he reports feeling stronger by the day.

“The really incredible thing about all of this is that if this had been 10 years ago, there would have been almost nothing that could have been done for such an aggressive type of MS, and my story would have wound up quite a bit different.”
Collaboration leads to $15 million for neurological study
Response on Parliament Hill brings hope

“Findings from this first-ever study … will help guide MS Society efforts to fund the best research and to deliver programs that improve the lives of people affected by MS.”

Lynn Hunter,
Chair, national government relations committee

Need
For years, information on the extent and impact of neurological conditions in Canada, including MS, has been limited or largely unknown. Because of the relatively small number of Canadians affected by any one neurological disorder, studying their prevalence or incidence in a systematic way has not been possible until now.

Action
In January 2008, the MS Society came together with other organizations to form Neurological Health Charities Canada (NHCC) to convince the federal government to fund targeted research on neurological conditions. That summer, NHCC members met with members of Parliament and federal officials to talk about the need for more research investment. By October 2008, Prime Minister Stephen Harper made an election commitment to fund a national study in collaboration with NHCC. On June 5, 2009, in the presence of MS Society representatives and those from other NHCC member organizations, Minister of Health Leona Aglukkaq confirmed that the federal government would provide $15 million over four years for a national population study of neurological conditions.

Impact
By working together, NHCC secured funding that is inspiring research approaches that have never been done before in Canada on this scale. In four years, there will be a much clearer picture of the incidence and prevalence of neurological conditions, risk factors and the impact on individuals, families and society as a whole. Information from the studies will be crucial for future decision-making by individuals, healthcare professionals, organizations and governments.

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Photo: John Clifford, chair, Ontario Division, and Kim Steele, manager, Ontario government relations and communications, on Parliament Hill.
“Our franchisees and employees are extremely proud to be associated with the Multiple Sclerosis Society of Canada.”

Paul Hollands, President and CEO of A&W Food Services of Canada Inc.

Raising funds and awareness together across Canada
New A&W partnership supports hope

Need
The MS Society’s ability to attract generous corporate support, secure long-term partnerships and foster strong internal and external relationships is critical to our fundraising efforts. Without each element, our capacity to build successful large-scale, nationally recognized initiatives would be limited. Developing innovative opportunities expand our fundraising potential and help raise money to support research and services for people affected by MS.

Action
In 2009, A&W, one of Canada’s fastest growing restaurant chains, became our newest cause marketing partner. Launching its first nationwide Cruisin’ for a Cause Day in support of MS, A&W promised to raise funds and awareness across Canada. On August 27, one dollar from every A&W Teen Burger sold across the country was donated to the MS Society. Additionally, A&W assembled an impressive promotional campaign to underscore their commitment to our partnership, including TV ads, radio spots, a Cruisin’ for a Cause blog and a Facebook event invitation.

From coast-to-coast, MS Society division staff and A&W representatives worked closely together to locally promote the event, recruit volunteers, handle media and personally thank participating customers.

Impact
A&W’s Cruisin’ for a Cause proved to be one of our most successful cause marketing campaigns ever. It helped deliver our message to a new audience and allowed the MS Society to expand its fundraising opportunities. The campaign generated unprecedented awareness about multiple sclerosis and raised more than $400,000 to support MS research and programs for Canadians living with MS. The campaign galvanized our volunteers and staff around an unforgettable day and secured a long-term partnership with one of Canada’s most legendary brands.

Reaching new heights

Inspired by his mother who lives with MS, Ralph Cochrane has set a goal to raise $1 million by 2012 in the mission to end MS.

Combining his lifelong passion of adventure trekking with his determination to raise funds for MS, Ralph created MS Climb. On his first excursion in 2008, he led a team of 23 people to Machu Picchu, Peru. In 2009, he recruited a combined total of 29 MS Climbers to take on two journeys: Machu Picchu and later Mount Kilimanjaro in Tanzania.

To date, Ralph’s vision, leadership and sense of adventure has generated more than $470,000 through the MS Climb. With the addition of Mount Everest Base Camp in Nepal for 2010, Ralph has not only mapped out an incredible challenge for adventure seekers interested in supporting a good cause, but he is well on his way to realizing his million dollar goal.

Photo: Ralph Cochrane on his MS Climb to Machu Picchu, Peru.
“This research represents an important development in our understanding of the cause of MS.”

Dr. Paul O’Connor, National scientific and clinical advisor for the MS Society of Canada

**Need**

Increasing the number of relevant and successful approaches to MS prevention, treatment and repair are important steps to finding a cure. When it comes to prevention, it is well known that both environmental and genetic factors play significant roles in increasing MS susceptibility. However, there had yet to be conclusive evidence to link these two different factors.

**Action**

In 2008, the MS Society of Canada co-funded a study with the MS Society in the United Kingdom to bring greater understanding about the role of environment and genetics in MS. Leading the team of researchers is Dr. George Ebers, a neurologist and world-renowned expert in the field of genetics and MS susceptibility, whose research has long been funded by the MS Society of Canada.

In January 2009, the MS Society announced that researchers discovered a direct interaction between vitamin D and a common genetic variant that alters the risk of developing multiple sclerosis. Since vitamin D is available to people through sunlight, Dr. Ebers’ research demonstrates that the environment may play a direct role in MS genetics.

**Impact**

News of this ground-breaking finding opens the door to approaches that could potentially help prevent MS.

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*Photo: Excerpts of media coverage on vitamin D and MS.*
A sense of community
Outreach and awareness communicates hope

“"I wanted to find other Chinese people to talk to about my feelings and in my language.”
Winnie Yang, Support group member

Need
In 2004, the client services team in British Columbia’s Lower Mainland Chapter noticed an increase in calls about MS from the Asian community, mostly from the large Chinese population. The disease has become more common among Asians living in North America, but the chapter office observed that not all residents of the Lower Mainland area were making use of the chapter’s programs and services. Information needed to be more accessible to this population in order to bridge any language and cultural barriers that existed.

Impact
Word of mouth and grassroots outreach in the Chinese community of Lower Mainland resulted in over 30 people attending each information session. Presenting at these sessions were Dr. Charles Tai of St. Paul’s Hospital, neurology and internal medicine division, and Dr. Anthony Traboulsee, director of the UBC MS Clinic.

By providing Chinese-language education materials, medical information from experts and information about available services and programs, the chapter was able to start establishing itself as a trustworthy organization to which people in the Chinese community could turn.

Sessions were made possible by an unrestricted educational grant from Serono.

Action
Initially, the chapter developed a Chinese-language pamphlet, which included key information on MS and the programs and services offered by the MS Society. Soon after, a Chinese-language support group was formed to provide a safe and familiar environment for the sharing of information, experiences and mutual support. The Lower Mainland chapter also partnered with the highly respected United Chinese Community Enrichment Services Society (SUCCESS) to deliver MS information sessions with translation service.

Photo: Dr. Charles Tai delivering a presentation in Lower Mainland, British Columbia.
Rediscovering strengths

Many of us remember summer camp as a time for meeting new friends, learning new skills and creating lasting memories. For twenty-three adults hailing from across Quebec, the week they spent in the province’s Lanaudière region in June 2009 will hold a similar significance. For one week, participants were given the opportunity to attend the first-ever summer camp for adults with MS.

Participants aged 32 to 65, living with functional limitations due to MS, spent the week taking part in activities many had long abandoned, such as canoeing, swimming, rafting and basketball.

Camp attendees were not only amazed at what they were able to accomplish, but the experience left many with the desire to be more active in their chapters. By the end of the week, there were plenty of smiles, a few tears and the unanimous feeling that they were leaving with a renewed sense of their strengths and capabilities.

The MS Society of Canada, Quebec Division is especially grateful to Pharmaprix for their generous contribution, which enabled the division to offer the camp free of charge.

Photo: Two summer camp participants playing basketball.
“I am always interested in what the MS Society can provide me and my husband by way of information, so we can learn how to manage my MS better together.”

Session participant

Need
Providing accurate and up-to-date information to people and families living with MS is critical to our work at the MS Society. As a trusted source, we recognize many turn to us to gain a better understanding about the disease and the daily challenges it can present. We are committed to enhancing quality of life and place a high priority on making this information available to all clients. We also acknowledge that for many, the best way to be reached is through their local communities, although access can, at times, be limited.

Action
Since 2003, the MS Society of Canada has conducted the National Education Series (NES) to bring timely, credible, relevant information about multiple sclerosis to communities throughout Canada. The series covers a wide range of topics of special interest to those living with the disease, as well as those whose lives are impacted by MS. The sessions include a panel presentation from leading subject experts as well as a moderated question and answer period between the panel and the audience.

While the majority of National Education Series sessions have been delivered in a live, on-site format, in a few instances where resources were available, video and audio broadcasts were streamed to rural communities.

This year, for the first time, the NES reached out to nine northern and remote locations in Manitoba. Through the use of the MBTelehealth technology, individuals were able to view the live presentation in their community.

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Photo from left to right: Aprile Royal, clinical programs, MS Society; Dr. Phyllis Hierlihy, The StrongWomen Lifestyle Intervention Program; and Jo-Anne Howe, dept. of physiotherapy, Toronto Rehabilitation Institute. Speakers at the Women and MS session of the National Education Series in September 2009.
Getting the word out
Partners in generating hope

**Impact**
The NES has been exceptionally well received by thousands of Canadians in both English and French. These events have been offered in 74 locations from coast-to-coast reaching approximately 16,000 people affected by MS. Nearly 90% of the participants who attended these sessions have reported that they would make at least one new choice about how they manage their MS.

The MS Society of Canada plans to increase the number of sessions to rural and remote communities across Canada. Through technology, the MS Society of Canada will continue to reach more clients in a meaningful and cost-effective way, bringing leading MS experts to a greater number of Canadians living with MS.

**Need**
In 2008, the MS Society launched its first capital campaign, endMS. With the hopes of generating unprecedented public awareness and raising $60 million for MS research, the campaign required two important elements to publicly introduce the campaign: a thought-provoking and creative concept that spoke boldly about the disease, coupled with a direct call to action; and a means to usher the campaign into the national spotlight.

**Action**
DraftFCB Montreal, an ad agency specializing in cause-marketing and long-time supporter of the MS Society Quebec Division, offered to discount their creative and consulting services. After a few short months, the campaign was armed with print, radio ads and a compelling campaign message: End MS. It’s time. Give Now.

To promote the endMS capital campaign, the MS Society received advertising support from two of Canada’s largest media corporations: a $3-million pledge from Astral Media and a $1-million pledge from Canwest Global. The resulting advertising campaign propelled the MS Society into the national spotlight like no other time in its 60-year history, with coverage on bus shelters, billboards, radio, TV, newspapers and websites nationwide.

**Impact**
In 2009, research conducted by Leger Marketing, a polling and market research firm, revealed that recognition of the MS Society logo increased from 68 to 71 per cent, during the months our endMS marketing materials were in heaviest rotation. Since the launch of the endMS campaign, other corporate supporters have joined or increased their partnership citing their interest to invest in the strong MS Society brand.

To date, we have generated unprecedented awareness and raised over $48 million of our $60-million campaign goal. These funds will help accelerate the pace of MS research and make Canada the number one destination in the world for MS researchers.
The next generation of fundraisers

Jessica Sanftleben, a Saskatchewan MS Read-A-Thon participant exemplifies the valuable contribution youth make in the movement to end MS. Motivated by her mother’s diagnosis, Jessica remains positive and determined to make a difference.

Through hard work and devotion, she raised over $4,000 to become Canada’s top MS Read-A-Thon fundraiser in 2009. She created matching programs for local businesses and successfully solicited sponsorship from as far away as Germany, Africa and Korea.

Jessica, now in high school, intends to move her involvement to the MS Walk, but will continue to inspire younger MS Read-A-Thon participants by volunteering to read to them. Jessica represents the next generation of fundraisers, whose ingenuity and determination offer inspiration that all of us can make a difference in ending MS.
The shortest possible time

CCSVI and MS attract new hope

The Need
Since November 2009, there has been intense focus on a potential association between chronic cerebrospinal venous insufficiency (CCSVI) and MS. Dr. Paolo Zamboni from Ferrara, Italy hypothesized in preliminary studies that the treatment of blocked veins could alleviate the symptoms of MS. This has been exciting and reminds us every day of the critical role played by the MS Society: funding only the best science which is the surest way of accelerating discovery in MS; and, an equally critical role in providing timely, relevant and accurate information to help people make their own decisions about living with MS.

Action
In November 2009, the MS Society issued a request for research proposals to study the relationship between CCSVI and MS. The call for specific research proposals is unique and unprecedented in the MS Society’s 60-year history.

Impact
The MS Society’s role in research is to fund the avenues of greatest potential and scientific excellence. By funding research into MS and CCSVI, the MS Society hopes that clarity will emerge as to the relationship between the two.

John Alexander Media Awards

Print Award winner
Julie Bosman is recognized for *Une complicité à toute épreuve*, an article on how multiple sclerosis affects the family. It also focuses its impact on children while dealing with a parent’s illness. It reveals the strong bond between *TVA 22 heures*’ Sophie Thibault and her mother Monique Larouche-Thibault, who had MS. The article appeared in *Le lundi*, a weekly women’s wellness magazine in May 2008.

Broadcast Award winner
Jennifer Tryon receives the broadcast award for *Paediatric MS*. The story explores the cause of multiple sclerosis in children. It examines the possible reasons behind the alarming number of children who live with MS. GlobalTV aired the story in September 2008.

National Awards

National Opal Award for Caregivers
Craig Anderson (Alberta) is presented the National Opal Award for Caregivers for outstanding commitment and devotion as a caregiver to a person with multiple sclerosis.

Aside from being a caregiver to his wife Sandi, Craig is a committed MS Society volunteer. He has served as the president of the North Peace Chapter for the last ten years. He is also the chairman of the North Peace Trail Ride for MS, a fundraiser that raised over $49,000 in 2009.

Craig’s story is an inspiration to others as he has shown his strong commitment to his wife, family and the mission of the MS Society.

National Award of Merit, Non-Member
Astral Media and DraftFCB (Montréal) are honoured with the National Award of Merit, Non-Member for outstanding contributions that further the work of the MS Society on a nationwide basis.

Support from the two companies has grown from a regional partnership to a national collaboration. DraftFCB produced compelling communications campaigns that inspire Canadians to take action for people living with MS. Astral Media’s advertising donations generated the visibility needed to draw attention to the MS Society’s message through its numerous media platforms.

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We are grateful to recognize the following individuals, corporations and foundations that supported the work of the Society through a gift of $1,000 or more in 2008 to 2009:

**$100,000 +**
- Doug & Sandra Bergeron
- EMD Serono Canada Inc.
- Pfizer Canada Inc.
- RBC Financial Group, through the RBC Foundation

**$50,000 - $99,999**
- Anonymous (2)
- Canada Safeway Limited
- The Law Foundation of BC
- The Catherine & Maxwell Meighen Foundation
- The Ontario Trillium Foundation

**$25,000 - $49,999**
- Anonymous (5)
- Robert Edgar Arnold
- Bayer Healthcare Pharmaceuticals
- Fondation Bergeron-Jetté
- Biogen Idec
- IBM Employees’ Charitable Fund
- I & MJ Kelley Investments Ltd.
- Gaston Landry
- Kin Canada, Atlantic District 7
- Novartis Pharmaceuticals Canada Inc.
- Shoppers Drug Mart Life Foundation
- Teva Neuroscience Canada

**$10,000 - $24,999**
- Anonymous (14)
- June Ames
- Aqueduct Foundation
- Hope & Faith Fund
- ATU Jerry Fund
- Bell Canada Employee Giving Program
- Government of Canada (HRSDC)
- The Lloyd Carr-Harris Foundation
- CN Employees’ & Pensioners’ Community Fund
- EnCana Cares Foundation
- Face the World Foundation
- First Truck
- Genzyme
- The Goat
- ICI Canada Inc.
- Intact Foundation
- The Lawson Foundation
- Leckie & Associates Chartered Accountants
- Kenneth Macgowan
- Lou Maroun
- Medtronic of Canada, Ltd.
- Mercier Foundation
- Newcap Broadcasting

**Noble Trade**
- (a RONA related company)
- Pinetree Supply Ltd.
- Provincial Employees Community Services Fund (British Columbia)
- TELUS
- Jon M. Temme
- David L. Torrey
- Wal-Mart Canada Corp.

**$5,000 - $9,999**
- Anonymous (14)
- Centre du Sport Alary
- Backstage Technologies
- Best Facilities Services Ltd.
- BioMS Medical Corp.
- BMO Employee
- Charitable Foundation
- In honour of Flora Brady
- The Brick
- Cadillac Fairview Corporation Limited
- Canadian National
- Christian Foundation
- Chandel Equipment Rentals
- John Clark
- The Arthur and Audrey Cutten Foundation
- Cyclo Vac
- John Deere Foundation of Canada
- Jill Edgar
- EnCana Corporation
- Enertflex Systems Ltd.
- Scott & Melinda Ewart
- Fabian Family Endowment
- Golden Legends Club
- Jacques F. Gouguon Foundation
- Hilton Hotel
- Hitachi
- Hotchkiss Family Charitable Foundation
- Husky Energy Lloydminster Charitable Campaign
- ING Real Estate Canada
- Lacombe Kinsmen Club
- Landmark Homes
- Leon’s Furniture Limited
- City of Lloydminster - FCSS
- The Alice & Murray Maitland Foundation
- McInnes Cooper
- Bill Needles Memorial
- Golf Tournament
- Pat Ozimy
- The Paloma Foundation
- Grant Pankiw
- J.E. Panneton Family Foundation
- Quebec Department of Health and Human Services
- Rogan Foundation
- Ian Rogers
- Royal Canadian Legion Branch 21
- Shand Group
- Shaw Communications Inc.
- The Philip Smith Foundation
- Sobey’s
- Sutton Place
- Edward F. Walters
- Tamia Washington & Grant Hill

**$1,000 - $4,999**
- Anonymous (111)
- Leonard Albert Foundation
- Lyall Allison
- AME Consulting Group
- AMG Medical Inc.
- Applied Thought Inc.
- David & Rita Arbuthnot
- Lorne Armstrong
- Atco Gas
- Atlas International Mail
- Autodesk Canada Co.
- Baccarat Casino
- Bancorp Financial Services Inc.
- Barclay Construction Group Inc.
- Patricia Bartel
- Batus
- John & Diane Beattie
- Randy Betcher
- BFL Canada Insurance Services Inc.
- M.C. Blair
- BLG Foundation
- Blue Castle Corporation
- Boomer Transport Ltd.
- Brian Boucher
- Yvon Boulanger Foundation
- Gilbert Brett
- Bridletowne Pharmacy
- Jeffrey Michael Brooke
- Brown Strachan Associates
- Burnswest Corporation
- Calgary Foundation
- Calgary Mountainview Lions Club
- J. Camm
- Maurice Campbell
- Canadian Heritage
- Carstairs & District Community Chest
- Carthy Foundation
- Casino of The Rockies
- Barry Cavanaugh
- Guillaume Caya
- CGC Inc.
- Nancy Challinor
- Jean Chamberlain
- Claude Chamberland
- Champion Technologies
- Alexander Christ
- John Arthur Clark Family
- Testamentary Trust
- Lorimer & Louise Clarke
- Marlene Clayton
- Cobalt Pharmaceuticals Inc.
- Mitchell Cohen
- Chris Collins
- The Co-operators
- Salvatore N. Corea & Charlene Luciak-Corea
- Cormark Securities Inc.
- Riki & James Cox
- Cremona & District Community Chest
- Bob & Gayle Cronin
- Ian Cubitt
- Leonard M. Cullen
- CUM Employees’ & Pensioners’ Charitable Program
- Marie France Cusson
- Ron & Elise Dalby
- Cynthia Davies
- André De Bellefeuille
- Vincent De Santis
- Catherine Debruyne
- Dell Direct Giving
- Dimitrios Deschesnes
- Yolande Desforges
- John Di Poce
- Diaper-Eez
- Geoffrey Paul Doherty
- John G. Doherty
- Sharon E. Dowdall
- Leslie & Irene Dube
- DUCA Financial Services
- Credit Union Ltd.
- Ariane Dumotier
- J.R. Edgett Excavating Ltd.
- Edmonton Oilers Community Foundation
- Peter Emerson
- Robert & Marianne Eng
- Episode Inc.
- Bert Esselink
- Esterhazy and District Donors Choice Experience It Inc.
- Fairmont Jasper Park Lodge
- Paul Faywachs In Trust
- Fellowship Bridge
- International Society
- First Calgary Savings
- Cynthia Fish
- Roy C. Foss
- Lisa Foster
- Four Seasons Hotels and Resorts
- Fraser Milner Casgrain LLP
- Mike Fraser
Fraser Institute
Fraternal Order of Eagles #3318
Fraternal Order of Eagles #2638
Fredericton Community Foundation Inc.
Lars Frederiksen
James Freeman
David R. French
Harvey & Leah Fruitman
Jacques Furois
Ben Galipeau
The Gandalf Group Inc.
General Fence
Glen Corporation
Gor-Fay Realty Co. Ltd.
H. Laurie Graham
James & Elizabeth Gray
Great-West Life Assurance Company
The Herbert Green Charitable Foundation Inc.
Adam Grosjean
Nancy Gustafson
Scott Haggins
Steven R. Hammond
Barbara Hamner
Harley Owners Group Western Region
Harmony Mens Group Of Windsor
Florence Harnois
Sheila Hatton
Cherie Hemmingsen
The Hensen Foundation
In memory of Graham Hill
Walter & Nelly Hillier
In Memory of Agnes Hollingsworth
Marion Holmes
The Honorable Order of The Blue Goose International (Québec Pond)
Howe & Gramlich Wealth Management Inc.
HSC Employee Charitable Fund
Irene Huebner
Liette Hunter
Valerie Hussey Family Foundation of the Tides Canada Foundation
HYRECS Fund
Imperial Tobacco Canada
Indigo Books & Music Inc.
Industrial Alliance Insurance and Financial Services Inc.
Investors Group Matching Gift Program
IODE Royal Bride Chapter
Jackman Foundation
E.M. Jones
Jarell Development
Employees of Jazz Air LP
Robert Jefferis
Mubina Jiwa
Johnson & Johnson
Walter & Janine Katelnikoff
Gale M. Kelly
A & A King Family Foundation
The Kings Mutual Insurance Company
Kinsmen Club of Juan de Fuca
Kinsmen Club of Preston
Kiwanis Foundation of Kamloops, BC
Holger & Claudette Kluge
Knight & Co.
Knights of Columbus-COS #8046
Joe & Joan Koole
Sybrand Koole
Gertrud Krauf
Dr Mark Krieger
Richard Kroeker
Kwantlen Polytechnic University
Jacques Labelle
Daniel Larouche
Jonathan Lawrence
LCBO
Abe Leventhal
Jacques Lévesque
Gustav Levinshi Foundation
Lexus
Life Long Learning Council of Red Deer
In memory of Richard Lighthall
The Link Social Club
Lloydminster & District Co-op
Lloydminster Bobcats
Lloydminster Meridian Booster
Lloydminster Source
Joan Lowden
Loyal Order of Moose - Oshawa Lodge #2132
Philip G. Luca
Lorne R. MacDougall
The Brent Macintosh Real Estate Group
Mackenzie Financial Corp.
Terrence MacKenzie
William Maclagan
Lori Magee
Carole A. Makus
Gordon J. Manion
Manulife Financial
Sandra Martini
Simon Marwood
Donald Maxwell
Larry Maykut
Judith McCutcheon
John McGurvan
Sharon McNeil - Music For MS
JR McQueen
Judith Mewett
MMIS Inc.
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Molson Community Foundation
Gord Murray
Robert Nador
The Honey & Moses Nathan Charitable Foundation
Frank Neveu
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Audrey O’Brien
Ontario Limited 379003
OPG Employees’ & Pensioners’ Charity Trust
Order of Ahepa Omirou Othisia
Alex A. Osten
Paediatric Associates — Women’s College Hospital
Palace Casino
Paragon Nordic Pharmacy Ltd.
Alexander G. Park
Dale Parkinson
Richard Persall
Lorne & Joyce Peters
Patrick Petrie
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Dr. Ed Pineau
Serge Poiré
Poolman Roofing Limited
The Powis Family Foundation
Eileen Preston
Prince George Community Foundation
Quality Furniture
Leslie Raenden
Irsham Rawji
Phil Reddon
Michelle Reeves
Simone Reece
Rekord Holdings Ltd.
Reitmans (Canada) Limited
Heather Rice
Marie-Anne Richer
Alex & Kathleen Ritchie
Lola Robb
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The Evelyn Opal Society was created to honour our founder, Evelyn Opal, and to recognize the generous support of the more than 400 Canadians who have made their legacy to the fight to end MS. We are honoured to welcome the following new members of the Evelyn Opal Society:

Anonymous (7)
Anne Bourne

We are humbled by the generosity of our donors and the extraordinary commitment they show to the fight to end MS. We are honoured to recognize the contributions of the following Evelyn Opal Society members in the past year:

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Joe Nastiuk from Saskatoon, Saskatchewan volunteers on the local board of directors for the MS Society and is a regular event participant and sponsor.

While every day Joe gives a little of himself to the MS Society, one day, he will give much more – something extraordinary.

With his family's full support, Joe has created a gift in his will in support of the MS Society of Canada. Joe joins more than 400 Canadians across the country who have also chosen to create their own legacy for a future free from MS.

Joe and our other MS Legacy donors have given of their estates and are inspiring others to make a lasting contribution. This past year, the MS Legacy program directed more than $3 million to MS Society services and research.
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Craig Guenther
Mark E Halloran
Anne Hamel
Amanda Hamelink
Jan Hancock
Pat Haseman
Cameron Harley
David Hawrysh
Patti Hecker
Suzanne Hess
Herb Hiebert
Dale Hildebrand
Gord Hill
Cec Holmes
Alexis Holstede
Raymond Hoogland
Martin Hopkins
Marilyn Hopson
Elidon Horly
Jim Isaak
Mark Jackson
Robert Jackson
Richard Jewiss
Nancy Kaster
Sheri Katz
Jennifer Keating
Jeff Kent
Ross Kingdon
Alex Kom
Ken Koschegar
Shaianne Kotlar
Isabella Kotula
Jane Kroeker
Paul Labrecque
Paul Lafond
Howard Langlois
Luc Laroche
Daniel Laroche
Robert Lavender
Carole Lawine
Wayne Lavold
Blake Lavrie
France Leblanc
Claude Lepage
Cyril Little
Ian Little
Shane Lorenz
Jay Manara
Yanne Mancini
Cynthia Mansfield
Cindy Marcell
Cathie McPhan
Brett McDonald
Robert McEneff
Catherine McKinnon
Maxine Mendes
Brad Michelson
Suzanne Mignault
Jennifer Mikula
Bonnie Miller
Shem-Mill Annaughan
André Morin
Lana Most
Randa Murfajar
Hudson Muir
Jim Murray
Hayleen Murrell
Lisa Nagy
Marc-André Nantais
Reanne Neat
Kevon Newman
Franck Neubert

(We apologize for any errors or omissions)
# Multiple Sclerosis Society of Canada

Statement of revenue and expenditure

For the year ended August 31, 2009

(in thousands of dollars)

<table>
<thead>
<tr>
<th>Revenue</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations and fundraising events - net of related expenses</td>
<td>28,503</td>
<td>29,960</td>
</tr>
<tr>
<td>Grants</td>
<td>2,283</td>
<td>2,560</td>
</tr>
<tr>
<td>Allocations from United Way</td>
<td>1,197</td>
<td>1,220</td>
</tr>
<tr>
<td>Restricted donations for endMS Research &amp; Training Network</td>
<td>1,165</td>
<td>2,759</td>
</tr>
<tr>
<td>Investment income</td>
<td>241</td>
<td>436</td>
</tr>
<tr>
<td>Miscellaneous revenue</td>
<td>203</td>
<td>578</td>
</tr>
<tr>
<td>Memberships</td>
<td>85</td>
<td>93</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>33,677</strong></td>
<td><strong>37,606</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenditures</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Client services</td>
<td>10,495</td>
<td>10,285</td>
</tr>
<tr>
<td>Research</td>
<td>7,324</td>
<td>9,893</td>
</tr>
<tr>
<td>Research - restricted for endMS Research &amp; Training Network</td>
<td>1,165</td>
<td>2,759</td>
</tr>
<tr>
<td>Public education and awareness</td>
<td>4,086</td>
<td>3,958</td>
</tr>
<tr>
<td>Chapter and volunteer support and development</td>
<td>2,806</td>
<td>2,743</td>
</tr>
<tr>
<td>Government and community relations</td>
<td>1,570</td>
<td>1,390</td>
</tr>
<tr>
<td>MS Clinics</td>
<td>889</td>
<td>843</td>
</tr>
<tr>
<td><strong>Total Expenditure</strong></td>
<td><strong>28,335</strong></td>
<td><strong>31,871</strong></td>
</tr>
</tbody>
</table>

Support services

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration</td>
<td>4,039</td>
<td>3,876</td>
</tr>
<tr>
<td>Indirect fundraising</td>
<td>1,689</td>
<td>1,551</td>
</tr>
<tr>
<td><strong>Total Support Services</strong></td>
<td><strong>5,728</strong></td>
<td><strong>5,427</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Excess (deficiency) of revenue over expenditures for the year</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excess (deficiency)</td>
<td>(386)</td>
<td>308</td>
</tr>
</tbody>
</table>

---

Beginning in January, the MS Society will shift its fiscal year end from August 31 to December 31. The complete financial statements for 2009 (September 1, 2008 – August 31, 2009) are available on request. The financial activity for 2009A (September 1, 2009 to December 31, 2009) will be included within the financial statements for the new 12 month fiscal year covering January 1, 2010 to December 31, 2010 and will also be made available upon request.

For a more in-depth look at our overall activities, performance and growth this past year, we invite you to review the 2009 Stakeholder Report online at mssociety.ca.

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2008.2009 NATIONAL IMPACT REPORT
2008.2009 NATIONAL BOARD OF DIRECTORS

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Secretary-treasurer, Geneviève Brouillette
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Director, Dr. Samuel Ludwin

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David Garton
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Charles Whelly
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Dr. Paul O’Connor

NATIONAL MS SOCIETY (USA) LIAISON
Dr. John Richert, NY, NY

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Richard M. Thomson
David L. Torrey

*Resigned May 2009
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