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ON THE COVER

Photo courtesy of Aaron McCourtie from Original Trails originaltrails.com

Original Trails is a travel provider for MS Climb. This image features a team of MS Climbers and was taken during their Everest Base Camp climb in October 2010. For more information visit msclimb.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.

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.
Extraordinary levels of hope, optimism and awareness characterize how the multiple sclerosis community felt in 2010. Chronic cerebrospinal venous insufficiency (CCSVI) dominated online MS discussion forums and became a familiar topic of conversation even among those not personally touched by MS. During this unprecedented year, those impacted by MS and the general public mobilized around CCSVI. These conversations raised the profile of the MS community, placing a spotlight on Canadians who live with MS and bringing attention to new avenues of MS research and treatment.

At the MS Society we continue to work diligently to reflect the needs of all Canadians living with MS. As part of these efforts, we are urgently pursuing more conclusive answers around CCSVI and MS. In 2010, we contributed both dollars and leadership to accelerating the CCSVI discovery process in a step-wise fashion, which will benefit those living with MS today and those not yet diagnosed. Within this National Impact Report, we invite you to view a special two-page feature, documenting our activities in relation to CCSVI throughout 2010.

The theme for this year’s report is reaching new heights, which draws heavily on the activities being done at the community level. Consider the Windsor-Essex chapter’s provision of respite services and children’s programming. These and other programs are made possible through community events like the MS Walk and generous benefactors like Doug and Sandra Bergeron, who doubled their commitment to the MS Society with a second $1 million gift to benefit the Windsor-Essex chapter. Through the dedication and generosity of all our event participants, donors and volunteers, MS Society chapters serve as the driving force behind our ability to improve the lives of those living with MS.

Financially, we are pleased to report that our revenues grew 3.6 per cent as compared to the results of the previous year. This growth reflects the recovery of Canada’s economy and the deep commitment to our mission from Canadians in every part of the country.

In closing, we would like to recognize everyone who contributed to our 2010 activities and extend a warm thanks to the MS Society volunteers, donors, event participants, sponsors, board members, and staff – you have truly made a difference. We look now to 2011 with high hopes of continued momentum, attention and excitement in our quest to end MS.

YVES SAVOIE
PRESIDENT AND CHIEF EXECUTIVE OFFICER

LINDA LUMSDEN
NATIONAL CHAIR
FINDING CREDIBLE ANSWERS TO CRITICAL QUESTIONS

NEED
Today we know more about multiple sclerosis than we did 10 years ago, but many critical questions remain unanswered. The MS Society of Canada is committed to pursuing those answers through advocacy and research until a cure is found.

ACTION
In 2010, the MS Society continued to advocate for government action that would benefit people affected by MS and invested an additional $10.25 million in MS research. In addition, significant investments were made to expand the endMS Research and Training Network.

This year the MS Society, in partnership with the National MS Society (USA), designated $2.4 million to seven studies currently underway that investigate the possible association of chronic cerebrospinal venous insufficiency and MS (see also pages 10-11).

IMPACT
Today researchers are delving deep into several promising avenues of MS-related research. CCSVI, genetics, neuro-protection and repair, environmental factors, and stem cell therapy are just some of the research areas yielding answers to important questions.

On March 23, 2011, the federal government announced the creation of an innovative national monitoring system that will capture information to help identify disease patterns and track long-term treatment outcomes. People living with MS will be the beneficiaries of this monitoring system as it will shed light on important topics like CCSVI, the long-term benefits of current therapies and also serve as an invaluable tool in assisting researchers, health professionals and policy makers in their work.

HOW TO ENGAGE
Learn more about MS research progress and the studies we fund mssociety.ca/research

FACT
The endMS Research and Training Network is designed to accelerate discovery in the field of MS in Canada and aims to attract, train and retain MS researchers. Currently, the endMS Research and Training Network works with over 770 researchers from over 50 academic and health institutions across Canada. For more information visit endMS.ca

PHOTO: HEAL TH MINISTER LEONA AGLUKKAQ, IN OTTAWA AT LAUNCH OF THE MS MONITORING SYSTEM
NEED

Multiple sclerosis is a chronic and unpredictable illness. It can often introduce daily physical, emotional and financial challenges into a person’s life. With 55,000 to 75,000 Canadians living with MS, families across the country depend on the MS Society to provide support that enables them to enhance their quality of life.

ACTION

Through our donors’ support, we are able to take action and provide programs that meet the needs of Canadians affected by MS. The impacts of these programs are felt across the country and allow people living with MS to reach new heights.

FACT

The MS Society offers a variety of programs to help people affected by multiple sclerosis effectively manage and cope with the disease. MS can be quite challenging at times, but through the support offered by the MS Society, no one has to face these challenges alone. The following programs are offered in most chapters and units:

- Information and referral
- Supportive counselling
- Support and self-help groups
- Recreation and social programs
- Financial assistance

IMPACT

Whether it is through an equipment provision program or a new service created to meet the needs of a specific community, many Canadians touched by MS benefit from the generous support of corporations, foundations and individuals across Canada. Here are a few examples of our donors’ dollars in action, positively impacting the lives of people touched by MS.

Thanks to the overwhelming generosity of Doug Bergeron, CEO of San Jose, CA-based VeriFone Systems, Inc. and his wife Sandra, people affected by MS in Ontario’s Windsor-Essex area have access to much-needed support services. The Bergerons recently made their second million-dollar gift to the MS Society, in continued honour of Doug’s late father, George, who had MS and was a past chairman of the Windsor-Essex Chapter. From transportation, respite services and children’s programming to the George Bergeron Healing Garden, the Bergerons have empowered the chapter to reach deeply into its community.

The Equipment Provision Program of the British Columbia and Yukon Division provides mobility aids and equipment to help those affected by MS with the physical challenges the disease presents. The MS Society is able to offer this program with support from Mr. & Mrs. P.A. Woodward’s Foundation, Provincial Employees Community Services, Face the World Foundation and the Province of British Columbia.
THANKS TO OUR DONORS

A family touched by MS often faces steep medical bills on a limited income. This leaves very little room for social or recreational activities for children with MS or children of a parent with MS. Thanks solely to the generous support of the Cargill Cares Committee, the Saskatchewan Division established their Children's Recreation Subsidy Program, and now more children affected by MS in Saskatchewan are able to participate in recreation programs along with their peers.

Receiving a diagnosis of MS can be a scary moment in a person's life. Quebec Division's Hope for the Future, Coping with the Present program helps people newly diagnosed by providing them with the critical information, support and resources they need to face their new reality. “It was nice to feel supported and realize we are not alone in dealing with this condition,” says a program participant. The Simple Plan Foundation acknowledged the importance of initiatives such as this and has made significant gifts totaling $25,000 since they began supporting the program in 2009.

JC Bradford of BC received a power wheelchair and stair lifter from an MS Society support program. Now, as a direct result of her new mobility equipment, she can remain at home instead of moving into a long-term care facility. “Thanks to the MS Society paying for this piece of equipment, I have a lot more freedom to move around our home…and now I am able to remain involved in my community, where I volunteer and have lots of friends. Thank you for making my life much easier.”
NEED
People living with MS deserve answers on CCSVI – an important new stream of MS research. The MS Society of Canada is committed to helping the MS community find those answers as quickly as possible to ensure that Canadians living with MS have the best information available when considering CCSVI-related procedures.

ACTION
In 2010, the MS Society of Canada and the National MS Society (USA) jointly funded seven CCSVI and MS studies valued at $2.4 million. The studies aim to provide important information on the role of CCSVI in MS and the best method to screen for the condition. This information is essential to designing research protocols and sets the stage for a nationwide clinical trial if the evidence from these and other studies around the world show that one is warranted.

The MS Society also pressed governments to take action on the CCSVI file. We called on governments across Canada to commit funds for a pan-Canadian therapeutic trial on CCSVI if and when one is warranted, ensure no one who undergoes treatment for CCSVI outside of Canada is denied necessary post-treatment medical care and create registries of people who have obtained the CCSVI procedure outside the country.

In addition, the MS Society of Canada launched CCSVI.ca to act as a resource for those who want timely, credible and relevant information about CCSVI-related procedures.

IMPACT
Governments across Canada heard the voices of the MS community and took action on CCSVI. For an overview of government actions on CCSVI, please see page 10, CCSVI: Year in review.

Globally, more information, attention and resources are being directed towards MS issues than any other time in our 63-year history. MS is being recognized as a top-priority health issue and with this momentum, we hope to get answers on CCSVI as quickly as possible.

HOW TO ENGAGE
Take action! Help the MS Society press governments for action. mssociety.ca/advocacy

FACT
In May 2010, the MS Society requested the federal government to earmark $10 million for CCSVI and MS research.

PHOTO: MS SOCIETY, QUEBEC DIVISION VOLUNTEERS AND STAFF AT THE NATIONAL ASSEMBLY IN QUEBEC
NEED
Canada has one of the highest incidence rates of multiple sclerosis in the world. Approximately 1,000 new cases of MS are diagnosed in our country each year, which means that three more Canadians are diagnosed with MS every day. The need to raise awareness and funds for all Canadians living with MS has never been greater.

ACTION
For the second consecutive year, A&W Food Services of Canada Inc. partnered with the MS Society and thousands of Canadians across the country to raise awareness and funds for MS. On August 26, the Cruisin’ for a Cause fundraiser was relived with the sale of classic car cut-outs, donation boxes, and with $1 from every Teen Burger® sold donated to the MS Society.

IMPACT
Thousands of A&W patrons in over 700 of its locations across Canada made a contribution to the Cruisin’ for a Cause fundraiser. Their generosity nearly doubled the funds raised in the event’s inaugural year with over $700,000 going toward progressing MS research and supporting programs that help to improve the quality of life for those living with MS.

HOW TO ENGAGE
Buy a Teen Burger® on August 25, 2011 at our annual A&W Cruisin’ for a Cause day.

FACT
An astonishing 11,000 people sent their RSVP for Cruisin’ for a Cause through Facebook; while on Twitter, the fundraiser was a top-trending topic in Canada on August 26.
November 2009
CTV and the Globe and Mail profile Dr. Paolo Zamboni’s CCSVI theory of MS. MS Society of Canada issues immediate call for research proposals.

April 7 & 14, 2010
MS Society holds live informational webcasts on CCSVI in English and French attended by over 1,000 people.

May 5, 2010
MS Society lobbies the federal government for $10 million for funding into CCSVI and MS research.

June 11, 2010
MS Society and National MS Society (USA) jointly commit $2.4 million to support seven operating grants that explore the relationship of CCSVI and MS.

July 20, 2010
The CCSVI Working Group is formed with the approval of the national board of directors of the MS Society to provide advice and recommendations to the board on matters concerning CCSVI.

August 26, 2010
Canadian Institutes of Health Research (CIHR) in collaboration with the MS Society hold meeting of leading North American experts in MS to identify research priorities in MS research.

September 13, 2010
Newfoundland & Labrador sets aside $320,000 to fund observational studies for those who go out of country for CCSVI-related procedures.

January – March 2010
Regular national news coverage of new potential treatment theory creates broad awareness of MS and CCSVI. Canadians seek CCSVI treatment abroad.

2009

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January – March 2010
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2009

How To Engage
Share your story at CCSVI.ca

NOTE
At press time governments continued to discuss possible action on CCSVI. For up-to-date developments on this important topic visit CCSVI.ca
Chronic cerebrospinal venous insufficiency or **CCSVI** is a term first used by Dr. Paolo Zamboni that suggests clogged veins can be a cause of MS. He believes that unblocking the veins can have a positive effect on the lives of those diagnosed with MS. In 2010, CCSVI dominated the attention of the MS community. Here is a retrospective look at how the story has unfolded so far.

**October 19, 2010**
Saskatchewan commits $5 million for clinical trials of CCSVI.

**September 16, 2010**
MS Society reserves $1 million for CCSVI clinical trials.

**October 15, 2010**
Manitoba sets aside $500,000 funding for CCSVI treatment studies.

**December 16, 2010**
Alberta commits $1 million toward CCSVI observational study.

**January 2011**
Researchers provide initial update on MS Society of Canada funded studies.

**March 1, 2011**
Ontario government establishes expert advisory group to provide advice on follow-up care and treatment post CCSVI-related procedures.

**March 2011**
MS Society launches CCSVI.ca to provide people living with MS the best information available about CCSVI.

**November 2010**
Nova Scotia commits physicians to provide appropriate post-procedure care.

**March 23, 2011**
Federal government announces creation of national MS monitoring system that will capture information to help identify disease patterns and track long-term outcomes of treatments including CCSVI.

**April 2011**
Researchers provide update on MS Society of Canada funded studies.

**May 2011**
Alberta commits $1 million toward CCSVI observational study.

**June 2011**
Ontario government establishes expert advisory group to provide advice on follow-up care and treatment post CCSVI-related procedures.

**July 2011**
Saskatchewan commits $5 million for clinical trials of CCSVI.

**October 2011**
Nova Scotia commits physicians to provide appropriate post-procedure care.

**December 2011**
Federal government announces creation of national MS monitoring system that will capture information to help identify disease patterns and track long-term outcomes of treatments including CCSVI.

**March 2013**
Ontario government establishes expert advisory group to provide advice on follow-up care and treatment post CCSVI-related procedures.

**April 2013**
Alberta commits $1 million toward CCSVI observational study.

**June 2013**
Saskatchewan commits $5 million for clinical trials of CCSVI.

**November 2013**
Nova Scotia commits physicians to provide appropriate post-procedure care.

**December 2013**
Federal government announces creation of national MS monitoring system that will capture information to help identify disease patterns and track long-term outcomes of treatments including CCSVI.

**February 2014**
Ontario government establishes expert advisory group to provide advice on follow-up care and treatment post CCSVI-related procedures.

**April 2014**
Alberta commits $1 million toward CCSVI observational study.

**June 2014**
Saskatchewan commits $5 million for clinical trials of CCSVI.

**November 2014**
Nova Scotia commits physicians to provide appropriate post-procedure care.

**December 2014**
Federal government announces creation of national MS monitoring system that will capture information to help identify disease patterns and track long-term outcomes of treatments including CCSVI.

**February 2015**
Ontario government establishes expert advisory group to provide advice on follow-up care and treatment post CCSVI-related procedures.

**April 2015**
Alberta commits $1 million toward CCSVI observational study.

**June 2015**
Saskatchewan commits $5 million for clinical trials of CCSVI.

**November 2015**
Nova Scotia commits physicians to provide appropriate post-procedure care.

**December 2015**
Federal government announces creation of national MS monitoring system that will capture information to help identify disease patterns and track long-term outcomes of treatments including CCSVI.

**February 2016**
Ontario government establishes expert advisory group to provide advice on follow-up care and treatment post CCSVI-related procedures.

**April 2016**
Alberta commits $1 million toward CCSVI observational study.

**June 2016**
Saskatchewan commits $5 million for clinical trials of CCSVI.

**November 2016**
Nova Scotia commits physicians to provide appropriate post-procedure care.

**December 2016**
Federal government announces creation of national MS monitoring system that will capture information to help identify disease patterns and track long-term outcomes of treatments including CCSVI.

**February 2017**
Ontario government establishes expert advisory group to provide advice on follow-up care and treatment post CCSVI-related procedures.

**April 2017**
Alberta commits $1 million toward CCSVI observational study.

**June 2017**
Saskatchewan commits $5 million for clinical trials of CCSVI.

**November 2017**
Nova Scotia commits physicians to provide appropriate post-procedure care.

**December 2017**
Federal government announces creation of national MS monitoring system that will capture information to help identify disease patterns and track long-term outcomes of treatments including CCSVI.

**February 2018**
Ontario government establishes expert advisory group to provide advice on follow-up care and treatment post CCSVI-related procedures.

**April 2018**
Alberta commits $1 million toward CCSVI observational study.

**June 2018**
Saskatchewan commits $5 million for clinical trials of CCSVI.

**November 2018**
Nova Scotia commits physicians to provide appropriate post-procedure care.

**December 2018**
Federal government announces creation of national MS monitoring system that will capture information to help identify disease patterns and track long-term outcomes of treatments including CCSVI.

**February 2019**
Ontario government establishes expert advisory group to provide advice on follow-up care and treatment post CCSVI-related procedures.

**April 2019**
Alberta commits $1 million toward CCSVI observational study.

**June 2019**
Saskatchewan commits $5 million for clinical trials of CCSVI.

**November 2019**
Nova Scotia commits physicians to provide appropriate post-procedure care.

**December 2019**
Federal government announces creation of national MS monitoring system that will capture information to help identify disease patterns and track long-term outcomes of treatments including CCSVI.

**February 2020**
Ontario government establishes expert advisory group to provide advice on follow-up care and treatment post CCSVI-related procedures.

**April 2020**
Alberta commits $1 million toward CCSVI observational study.

**June 2020**
Saskatchewan commits $5 million for clinical trials of CCSVI.

**November 2020**
Nova Scotia commits physicians to provide appropriate post-procedure care.

**December 2020**
Federal government announces creation of national MS monitoring system that will capture information to help identify disease patterns and track long-term outcomes of treatments including CCSVI.

**February 2021**
Ontario government establishes expert advisory group to provide advice on follow-up care and treatment post CCSVI-related procedures.

**April 2021**
Alberta commits $1 million toward CCSVI observational study.

**June 2021**
Saskatchewan commits $5 million for clinical trials of CCSVI.

**November 2021**
Nova Scotia commits physicians to provide appropriate post-procedure care.

**December 2021**
Federal government announces creation of national MS monitoring system that will capture information to help identify disease patterns and track long-term outcomes of treatments including CCSVI.

**February 2022**
Ontario government establishes expert advisory group to provide advice on follow-up care and treatment post CCSVI-related procedures.

**April 2022**
Alberta commits $1 million toward CCSVI observational study.

**June 2022**
Saskatchewan commits $5 million for clinical trials of CCSVI.

**November 2022**
Nova Scotia commits physicians to provide appropriate post-procedure care.

**December 2022**
Federal government announces creation of national MS monitoring system that will capture information to help identify disease patterns and track long-term outcomes of treatments including CCSVI.

**February 2023**
Ontario government establishes expert advisory group to provide advice on follow-up care and treatment post CCSVI-related procedures.

**April 2023**
Alberta commits $1 million toward CCSVI observational study.

**June 2023**
Saskatchewan commits $5 million for clinical trials of CCSVI.

**November 2023**
Nova Scotia commits physicians to provide appropriate post-procedure care.

**December 2023**
Federal government announces creation of national MS monitoring system that will capture information to help identify disease patterns and track long-term outcomes of treatments including CCSVI.

**February 2024**
Ontario government establishes expert advisory group to provide advice on follow-up care and treatment post CCSVI-related procedures.

**April 2024**
Alberta commits $1 million toward CCSVI observational study.

**June 2024**
Saskatchewan commits $5 million for clinical trials of CCSVI.

**November 2024**
Nova Scotia commits physicians to provide appropriate post-procedure care.

**December 2024**
Federal government announces creation of national MS monitoring system that will capture information to help identify disease patterns and track long-term outcomes of treatments including CCSVI.

**February 2025**
Ontario government establishes expert advisory group to provide advice on follow-up care and treatment post CCSVI-related procedures.

**April 2025**
Alberta commits $1 million toward CCSVI observational study.

**June 2025**
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**November 2025**
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NEED
The MS Society of Canada continues to be a trusted source of information for many Canadians impacted by MS. Education is a priority for the organization and in the past few years there has been an increase in demand for receiving quality information via new and emerging technologies.

ACTION
The National Education Series brings timely, credible, and relevant information about multiple sclerosis to communities throughout Canada. The series covers a wide range of topics that improve overall quality of life for our primary clients: people living with MS. The sessions are typically delivered in a live setting and include a panel presentation made by leading experts as well as a moderated question and answer period between the panel and the audience.

In 2010, with an unrestricted educational grant from EMD Serono, we offered a live audience education session and for the first time it was streamed live via webcast.

IMPACT
Through locally delivered education events, people with MS, their families and support networks gain a better understanding of multiple sclerosis. These events have been offered in English and French in 74 locations from coast to coast, reaching approximately 16,000 people affected by MS.

Through our new live and on-line delivery method, we are able to reach more people affected by MS than if we had relied on the conventional approach alone. “I would like more education and information sessions provided via webcast. I live 1½ hours from the nearest MS Society office, so the webcast was very convenient for me,” stated one webcast participant. Another said, “Thank you for organizing this so that I could attend from the comfort of my home.”

FACT
Nearly 87 per cent of participants of the National Education Series sessions reported that they would make at least one new choice about how they managed their MS.

HOW TO ENGAGE
Missed this year’s education session? You can view the live webcast at mssociety.ca/webcasts
FINANCIAL MANAGEMENT FOR CANADIANS IMPACTED BY MS

NEED
For some people, a diagnosis of multiple sclerosis leads to an inevitable lifestyle change. The financial impact on people living with MS and their families can be significant. Approximately 80 per cent of Canadians with MS are unable to work full time.

ACTION
With the help of our volunteers, the MS Society ensures that information developed as part of the national publications program is up-to-date and relevant for people affected by MS. Jeff McCartney, wealth advisor at Scotia McLeod, is a long-time volunteer of the MS Society. He offers his expertise in finance to contribute to resources about financial planning for people with MS.

As noted by Jeff, “An important aspect about navigating the journey with MS is managing your money and planning wisely for the future.”

HOW TO ENGAGE
For more information on financial planning and living with MS, three videos developed by Globe Investor are available for preview at mssociety.ca (visit Living with MS).

IMPACT
“This publication offers important information and guidance for people trying to prepare, plan and stay well-informed for the future,” says Jeff. “Being prepared for the unpredictability of living with a chronic illness is essential both personally and when one is thinking of others in their family such as young children and other dependents.”

FACT
The national publications program was created in 2006. Through this program, we have developed 30 publications in English and French to address specific unmet needs of those affected by MS.
NEED
With over 400 employees spread across seven provinces, efficiency in our work practices requires diversity and inclusiveness among staff nationwide.

ACTION
Implement a national human resources strategy that aims to increase diversity among the workforce, improve online collaboration and enhance communication across the country. As part of this strategy, a nationwide employee survey is conducted every second year to measure improvements across the country.

IMPACT
In 2010, the level of diversity and collaboration across the organization increased from 68 per cent (2008 Nationwide Employee Survey) to 73 per cent (2010 Nationwide Employee Survey). This five per cent increase strongly reflects improvements made to HR processes including recruitment and performance management as well as the creation and launch of an online collaborative platform. We are proud to report on these nationwide survey results that reflect our internal successes, and allow us to better serve people whose lives have been touched by MS.

FACT
The MS Society of Canada has seven regional divisions and over 120 chapters across the country – all working to find a cure for MS and enable people affected by MS to enhance their quality of life.
PRESIDENT’S AWARD

Suzanne Deschamps of Alberta was presented with the National President’s Award in recognition of her valuable contributions to the MS Society and to the community-at-large.

A highlight of Suzanne’s many accomplishments was her work on getting four MS drug therapies on the Alberta drug formulary, which was approved in June 1998. Since her diagnosis of MS in November 1992, Suzanne has been the president of the Lakeland Chapter and has raised over $68,000 for the RONA MS Bike Tour.

OPAL AWARD FOR CAREGIVERS

Richard Jurewicz of Ontario was presented with the National Opal Award for Caregivers in recognition of his commitment to taking care of his wife, Teresa, who was diagnosed with relapsing-remitting MS in 1986.

Aside from being a caregiver to Teresa, Richard also participates in the RONA MS Bike Tour in Ottawa and has raised $57,000 to date.

AWARD OF MERIT, NON-MEMBER

Dr. Katherine Knox of Saskatchewan received the National Award of Merit, Non-Member for her outstanding contribution to the mission of the MS Society.

Dr. Knox is involved with the endMS Research and Training Network and the Canadian Collaborative Project on Genetic Susceptibility. She has been a keynote speaker in numerous education sessions related to MS such as the Saskatchewan Division’s MS family conference and CCSVI information sessions in Regina, Saskatoon and Lethbridge, Alberta. Dr. Knox is also collaborating with Dr. Anthony Traboulsee on research on CCSVI and MS.

JOHN ALEXANDER AWARDS

2009 RECIPIENTS

Print Award: Hope blossoms in those living with MS during carnation campaign, Gary Kean, The Western Star, May 7, 2009.
Broadcast Award: One Family’s Battle, Annie DeMelt, CTV Montreal, April 24, 2009.

2010 RECIPIENTS

Print Award: Depression often unwelcome symptom of multiple sclerosis, Abigail Cukier, Stoney Creek News, March 25, 2010
Broadcast Award: Multiple Choice, Cindy Sherwin, Marc D’Amours and Pascal Sevigny, CTV Montreal, November 24, 2010.
The MS Society of Canada is proud to celebrate the following individuals, corporations, and foundations that provided generous gifts to the MS Society’s Leadership Giving program to support research and client services.

<table>
<thead>
<tr>
<th>Amount</th>
<th>Donor/Institution</th>
</tr>
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<tbody>
<tr>
<td>$250,000 +</td>
<td>EMD Serono</td>
</tr>
<tr>
<td>$100,000 – $249,999</td>
<td>Doug &amp; Sandra Bergeron, Pfizer Canada Inc.</td>
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<td>$50,000 – $99,999</td>
<td>Anonymous, Alberta Culture and Community Spirit, Alberta Seniors and Community Supports Biogen Idec Canada Inc. The Calgary Foundation In honour of Bill &amp; Isabel Kelley The Law Foundation of BC Novartis Pharmaceuticals Canada Inc. Alanne O’Gallagher</td>
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<td>$25,000 – $49,999</td>
<td>Alberta Federation of REAS Ltd. Kin Canada, Atlantic District 7 Cattlevwomen for the Cure Investor Education Fund Leland Jerry Kuhn Karen Lauer The Catherine &amp; Maxwell Meighen Foundation Provincial Employees Community Services Fund (British Columbia) TELUS Teva Canada Innovation Vancouver Foundation</td>
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<td>$5,000 – $9,999</td>
<td>Medtronic of Canada Ltd. Greater Montreal Foundation Jason Park Al Schoen Scotia Capital Sears Employee Charitable Fund Simple Plan Foundation Jon M. Temme Veron Consultants Inc.</td>
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LEADERSHIP DONORS

In memory of Anna Scagal
Sarah Schmidt
SeisiWare International Inc.
Sherif Seweify
Paul Shalapata
Mr. & Mrs. Ken Shannon
Sheila & Robert Sheaffer
Silverorange, Inc.
Svetlana Simić
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Marilyn White
Violet White
Vern Whitman
R.B. Williams Industrial Supply Ltd.
J.D. Winkelaar
James Wroe
Donna Ziarko
George Ziembauer
Elaine Zimmerman

The Multiple Sclerosis Society of Canada

would also like to thank the United Way of Canada.

We apologize for any errors or omissions.
As the endMS Research and Training Network grows, accelerating the pace of discovery toward a cure for MS, the MS Society of Canada and the MS Scientific Research Foundation thank the donors who are making a future free from MS a reality.

We apologize for any errors or omissions.
The Research Partners of the MS Society of Canada are a unique group of Canadians who are solely supporting research, with the ultimate goal of eradicating MS. The MS Society of Canada is pleased to recognize the following Research Partners who made a gift commitment in 2010:

$10,000 +
Bruce Del Guidice
Douglas & Joanne Ellenhurst
Agnes Faraci
Jean-Pierre Mongeau
John & Ann Ogilvy
Peter O’Sullivan

$5,000 – $9,999
Anonymous
Mr. & Mrs. Ian Donnelly
Paul & Janet Dullaert
Stuart Hay
Henry S. Mews
Joe Spagnolo
Transworld Management Ltd.
Frederick J. Troop

$1,000 – $4,999
Anonymous (24)
1864-9474 Quebec Inc.
A.C. Construction Demolition
J. Abbott
Hassan Aboussalama
Ian J. Adler
AkzoNobel
James E. Allard
David Allen
Karen Annad
J. Richard Armstrong
Family Foundation
Patricia Armstrong
Thomas Arnold
E.L. Amott
Jane Arpel
Shirley Ashworth
W.I.L. Bailey
In Memory of Joel Ballfour
Kathryn Ball
Craig Banks
Barber Motors
Judy Bargholz
Karen & Bill Barnett
John R. Barnett
Leonard Bartlett
Monique Beaudoin
Larry Belanger
The Benjamin Foundation
Gilles Benedict
Josephine N. Bird
Morley & Marjorie
Blankstein C.M., O.M.
Thérèse Boileau
André Boiteau
Jacques Bouchard
Jocelyn Brathwaite
Jérôme Brassard
George & Sheri Braun
Luc Brazeau
James A. Brerely
Paul Broska
Stephanie Burgoyne
David R. Campbell
Linda C. Campbell
Canaropa (1954) Inc.

Alvin & Alice Carberry
Tim Casgrain
J. Charles Caty
Laurie Cavanaugh
Centennial Valley Holdings Inc.
Jack & Margaret Charlesworth
Foundation
Paul Chevalier
Dr. Tony Canfarani
Barrie W. Clayton
K. S. Cloutier
James Colvin
Mr. & Mrs. Guillaume Côté
Paule & Friends
Hubert Cusineau
Frances E. Cowan
Mr. & Mrs. Robert T. Crawford
Elizabeth Crawford
Bernard Crossman
Crestview Investment Corporation
Barbara Currie
Alex & Shirley Curtis
Sophie Cuvelleze
Marcelle Dagenais
Elena Dal Dan
Andrew Daly
Henry & Jean Dann
Peter Demik
Ann DonDenen
Denis Desseault
John W. Dickson
Peter & Anna DiGiuseppe
Elisabeth Dingman
Marie-Joion
H. R. Doomekamp
Construction Ltd.
Howard Dubois
Jack & Barbara Duff
John Dungay
Howard & Barbara Eckman
Ross Edgett
Edmonton Area Council
One Society
The Leonard Ellen
Family Foundation
William Ellis
David & Pearl Elman
Elnina Holding ULC
Marianne Eng
Denis & Barbara Erwin
Arthur Evans
EyeLight Inc.
Family Friends Foundation
Laurent & Leslie Ferreira
Dr. Barbara Fidler & Norval Wener
Roderick & Susan Finlayson
Dr. Barbara Fidler & Norval Wener
Laurent & Leslie Ferreira
Faithful Friends Foundation
Eyelight Inc.
Arthur Evans
Denis & Barbara Erwin
Anne Primeau

Gilles & Pierrette Girard
GML Mechanical Ltd.
John & Marge Godel
Zelda & Henry Goldenberg
Suzanne Gouin
Trudy Grant
KC Greschner Ltd.
Margaret Groom
Michael Hafeman
Camille Halaby
Dr. Harold C. Hall
Rosemary Hall
Shirley Hanell
Naomi Harris
Dr. Donald Hedges
Dr. & Mrs. J.P. Henniger
Bruce Heroux
Dr. Mark K. Heule
Allan Hogg
In Memory of Agnes Hollingsworth
House of Horvath
Jo-Anne Howe
Hrano Industries Ltd.,
in honour of William H. Hodge
Renata Humphries
Liette Hunter
Joanne Ivanov
John Jensen
Ileana Jipa
Frances Joaquin
Ken & Debra Kapty
Kealson Ltd.
George & Elizabeth Knowles
The Koechle Family Foundation
Dr. Donald R. Kramer
Mrs. Archie Lamont
Richard Larocque
Janey Law
James H. Laycroft
Andre Legere
Esther Lee
Mr. & Mrs. Daniel Lee
Janet Leffek
Mcanel Maxis
Pierre Legros
Keith Lemay Professional
Corporation
Gary Levine & Deborah Eisenberg
Mr. & Mrs. Peter Locke
Mary Lumsden
Jewel Lyons
Donald MacDougall
Coombe MacAul
Ernest C. B. MacAulab
Luc Marci
Erica Martel
Kenneth W. McArthur
Mr. & Mrs. Andrew McClure
Patrick McGum
Lillian McIntyre
Robert & Junith Mee
George & Sylvia Melville
Joe & Rejeanne Miller
Armand & Hazel Misuraca
Lise M. Monaghan
Wayne & Susan Moore
William P. Morel
David Morgan
Annette Morin
John Morton
G. Morita
Bill & Doreen Motz
Don & Jacqueline Murphy
Joseph F. Murray
Louise M. Nadeau
Anis Nazar
Kathy Neilson
Peter Neufeld
North Waterfowl Farmers
Mutual Inc. Co.
Vitor Walter Novikov, BA ATP
Sandra Nymark
Dr. Mary O’Connor
Dr. Paul O’Connor
Alanne O’Gallagher
Ordre Honorable de l’Oie Bleue
Donna L. Oliver
Patricia O’Malley
David Pakrul
Dr. Rachel C. Park
Erik Pornaro & Linda Hurlbut
Calvin A. Paterson
Peak Construction Ltd.
Bibiane Pineau
Mrs. G. Pitman
Ward C. Pitfield
Serge Poiré
Eleanor Polonnetz
Dr. George M. Pontikes
Port Royal Mill Ltd.
Stan Poulsen Trucking Ltd.
Anne Primeau
Les Pros De La Photo (Quebec) Inc.
Rosita Przybycin
Mr. & Mrs. Bordon Purcell
Brian E. Rainey
Mrs. Ruth Rea
Remagen de Havre Inc.
Dr. Frank W. Riedel
Roy & Wilma Robbins
W. Michael Roche
Roy & Wilma Robbins
Dr. Frank W. Riedel
Roy & Wilma Robbins
W. Michael Roche
Rocky Wiss Construction (North) Ltd.
Les Entreprises
Claude Rodrigue Inc.
Kim Rogers
Rogers’ Family Charitable Trust
Deane & Brenda Ross
Margaret E. Ross
Dr. Lucie Rouleau
Marilyn & Ray Rousseau
Christian Roy
Ilana & Stephen Ruby
K. Ruggeri
Wayne & Susan Moore
William P. Morel
David Morgan
Annette Morin
John Morton
G. Morita
Bill & Doreen Motz
Don & Jacqueline Murphy
Joseph F. Murray
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Norman Ruswych
Saether Capital Corp.
Charles Saillant
Mr. & Mrs. Guy Saint-Pierre
Yvan Salvetti
Jérôme Saunier
Vathurth Shong
Charles Sequin
Steven Shank
Howard & Elayne Shapray
Owen Bruce Shime
Paul-Emile & Gabrielle Simard
Dr. & Mrs. Gary Singh & Arnd Wiseman
Tom & Angela Skinner
Dr. Allan Smith
Lloyd Smith
Scott Smith
L. Spock
James M. Stanford
Trent Stangl
David Steer
Donald Stewatt
Jock Storey
Earl Strachan
Strike Welding Ltd.
H.J. Stultz Family Foundation
Anne Sylvester
Dr. Danny Thibeault C.P. Inc.
Ama L. Thompson
Dean Toye & Kitty Tong
Topor Foundation
David L. Torrey
Louise Roussele Trottier
Kathy Troubridge
Denise Turcot
Nancy Turner
Barbara Udy
Hugh Wallace
John E. Walsh
Sylvie Watelle
John & Josie Watson
The WB Family Foundation
Dr. Linda Weber
In Memory of Alice White
- Linda J. Chorney
- Sandra J. White
Thomas A. Wilcox
Betty Williams
Michael Williams
Florence Wilson
Margaret Wilson
Pat & Jim Wilson
Florence & Mickey Winberg
Thomas Winkler
Gary J. Winter
Carolyn M. Woogh
Lawrence D. Worrall
Dr. & Mrs. Paul Yang
Michael J. Zytko

We apologize for any errors or omissions.
### 2010 TeamMS TOP TEAMS

TeamMS encourages participants in the MS Walk, RONA MS Bike Tours and nationwide partnership events to form teams with their family, friends and co-workers for fun and camaraderie.

<table>
<thead>
<tr>
<th>TEAM NAME</th>
<th>TEAM CAPTAIN(S)</th>
<th>DIV.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>S700,000 +</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MS Climb</td>
<td>Ralph Cochrane</td>
<td>NAT</td>
</tr>
<tr>
<td><strong>S75,000 – $149,999</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Happy Filmmores</td>
<td>Verna Haiden</td>
<td>AB</td>
</tr>
<tr>
<td>Lespérance</td>
<td>Paul Paradis</td>
<td>QC</td>
</tr>
<tr>
<td>Solutions Partagées</td>
<td>Jean-François Boily</td>
<td>QC</td>
</tr>
<tr>
<td>Team Julia</td>
<td>Julia Danluck</td>
<td>AB</td>
</tr>
<tr>
<td>Woop de Woop</td>
<td>Kevin James</td>
<td>AB</td>
</tr>
<tr>
<td><strong>S50,000 – $99,999</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Astral Media</td>
<td>Astral Media</td>
<td>AB-NWT</td>
</tr>
<tr>
<td>MediaX</td>
<td>André Legaré</td>
<td>QC</td>
</tr>
<tr>
<td>Team RONA</td>
<td>Claudia Paz</td>
<td>ON</td>
</tr>
<tr>
<td>Rogers Broadcasting</td>
<td>Dan Wilton</td>
<td>AB-NWT</td>
</tr>
</tbody>
</table>

### KEY CORPORATE EVENT SPONSORS AND PROMOTIONAL PARTNERS

We are proud to honour our national and division corporate partners for their generous contributions and support of our fundraising events.

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>DIV.</th>
</tr>
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<tbody>
<tr>
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<td>RONA Inc.</td>
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<tr>
<td>Clear Channel Outdoor</td>
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</tr>
<tr>
<td>Canwest Global</td>
<td>$200,000 – $249,999</td>
</tr>
<tr>
<td>Neo Traffic Advertising</td>
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</tr>
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<td></td>
</tr>
</tbody>
</table>
We'd like to extend our deepest gratitude to the following supporters, who in 2010 graciously chose to create a legacy towards a future free from MS, and in so doing, joined the growing ranks of our Evelyn Opal Society members.

Anonymous
Gaylene Bonenfant
Daphne Tucker Faulkner
Karen Mychaluk
Larus Thorarinson
Douglas Homer-Dixon
Anne Power

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

**$250,000 +**
- Estate of James Hartman
- Estate of Marjory Young

**$100,000 – $249,999**
- Estate of Florence Black
- Estate of Mary Garlick
- Estate of Nelson Johnson
- Estate of Grace Dorothy Thomson
- Estate of Marjorie Tingvall

**$50,000 – $99,999**
- Anonymous (2)
- Black Charitable Remainder Trust
- Estate of James Burns
- Estate of Alain Dionne
- Estate of Emilda Mary McCarron
- Estate of Ursula Murdoch
- Estate of Robert J W Steuerwald
- Estate of Anna Hazel Tanner
- Estate of Helen Zebroski

**$25,000 – $49,999**
- Anonymous (2)
- Estate of Margaret Ada Andrews
- Estate of Hannah (Nancy) Bell
- Estate of Gordon Butler
- Estate of Cecile Duchemin
- Estate of James Houston
- Estate of Lucy Lynn
- Estate of Reginald Morianti
- Estate of Eber Pollard
- Estate of Herbert Sorger
- Estate of Alice White

**$10,000 – $24,999**
- Estate of Geraldine Boudreau
- Estate of Thelma Chase
- Estate of Fred Hall
- Estate of Horace G.C. Jackson
- Estate of Marion Madeley
- Estate of Samuel Moss
- Estate of Arthur Oborn
- Estate of Gladys Mary O’Ray
- Estate of Helen Mary Plasoungig
- Estate of Colette Rioux
- Estate of Irene Rioux
- Estate of Myron Rusk
- Estate of Dorothy M. Toder
- Estate of Ina Trask
- Estate of Charles Watters
- Estate of Margaretha Werner

**$5,000 – $9,999**
- Anonymous
- Estate of Winifred Armistead
- Estate of Charles Auld
- Estate of Shirley Brown
- Estate of Joseph Demers
- Estate of Marion Forsythe Dick
- Estate of Mary Edna Dysart
- Estate of Margaret Enman
- Estate of Eileen Fraser
- Estate of Ronald Gibbons
- Estate of Jessie Hamilton
- Estate of Joyce Hughes
- Estate of Gertrude M. Jacky
- Estate of Philip Mellor
- Estate of Jeannette Michaud
- Estate of Kristian James Nysven
- Estate of Barbara Prosser
- Estate of Stanley Robins
- Estate of Marcel-Guy Roy
- Estate of Ethel Southworth
- Estate of Audrey May Trainor
- Estate of Peter James Wakeford
- Estate of Anne E. Warner

We apologize for any errors or omissions.

**Statement of Revenue and Expenditures**

The following presents the statement of revenue and expenditures for the Multiple Sclerosis Society of Canada for the fiscal year ended December 31, 2010. There are three columns of financial data this year because of the decision approved by the national board of directors to change the year-end of the Multiple Sclerosis Society of Canada from August 31 to December 31 to better match our business cycle and to match the taxation year for the majority of our donors. As a result of this change, a short fiscal year running from September to December, 2009 was necessary as Canada Revenue Agency requires a reporting period that is no longer than 12 months. The four months of operating results are not a normal fiscal year because most fundraising events happen from the spring to the fall but this period was necessary to bridge from our year ending August 31, 2009 to our new fiscal year ending December 31, 2010. The deficit for this short fiscal year was anticipated and there was sufficient cash and net assets within the organization to absorb this shortfall. The most appropriate comparison of our financial performance is between the two 12 month fiscal years.
## COMBINED STATEMENT OF REVENUE AND EXPENDITURES

(in thousands of dollars)

<table>
<thead>
<tr>
<th></th>
<th>Twelve months ended Dec. 31, 2010</th>
<th>Four months ended Dec. 31, 2009</th>
<th>Twelve months ended Aug. 31, 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leadership giving activity</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bequests</td>
<td>3,032</td>
<td>1,527</td>
<td>3,684</td>
</tr>
<tr>
<td>endMS Research &amp; Training Network</td>
<td>2,332</td>
<td>1,224</td>
<td>1,165</td>
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<tr>
<td>Corporate giving and major donors</td>
<td>1,585</td>
<td>636</td>
<td>1,472</td>
</tr>
<tr>
<td>Grants from governments</td>
<td>1,344</td>
<td>514</td>
<td>1,846</td>
</tr>
<tr>
<td>Grants from pharmaceutical companies</td>
<td>407</td>
<td>119</td>
<td>516</td>
</tr>
<tr>
<td>Other grants</td>
<td>933</td>
<td>320</td>
<td>662</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Total Revenue</td>
<td>9,633</td>
<td>4,340</td>
<td>9,345</td>
</tr>
<tr>
<td>Community based fundraising events</td>
<td>27,180</td>
<td>2,044</td>
<td>26,056</td>
</tr>
<tr>
<td>Individual giving and direct marketing</td>
<td>17,088</td>
<td>7,860</td>
<td>16,975</td>
</tr>
<tr>
<td>Dinners, tournaments, and third party events</td>
<td>4,349</td>
<td>1,865</td>
<td>4,516</td>
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<tr>
<td>Gaming</td>
<td>1,569</td>
<td>415</td>
<td>1,259</td>
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<tr>
<td>Sale of goods</td>
<td>349</td>
<td>403</td>
<td>416</td>
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<tr>
<td>United Way and HealthPartners</td>
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<td>467</td>
<td>1,779</td>
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<tr>
<td>Public awareness activities</td>
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<td>16</td>
<td>1,511</td>
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<tr>
<td>Investment income</td>
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<td>241</td>
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<tr>
<td>Miscellaneous</td>
<td>306</td>
<td>53</td>
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<tr>
<td>Memberships</td>
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<td>34</td>
<td>85</td>
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<td></td>
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<tr>
<td>Total Revenue</td>
<td>64,607</td>
<td>17,920</td>
<td>62,387</td>
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<tr>
<td><strong>Fundraising expenditures</strong></td>
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<tr>
<td>Leadership giving</td>
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<tr>
<td>Community based fundraising events</td>
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<td>2,778</td>
<td>11,270</td>
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<tr>
<td>Individual giving and direct marketing</td>
<td>10,616</td>
<td>5,066</td>
<td>10,849</td>
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<tr>
<td>Dinners, tournaments, and third party events</td>
<td>1,706</td>
<td>680</td>
<td>2,063</td>
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<tr>
<td>Gaming</td>
<td>340</td>
<td>106</td>
<td>433</td>
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<tr>
<td>Cost of goods sold</td>
<td>236</td>
<td>235</td>
<td>281</td>
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<tr>
<td>Indirect fundraising</td>
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<td>520</td>
<td>1,689</td>
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<tr>
<td></td>
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<tr>
<td>Total Expenditures</td>
<td>27,321</td>
<td>10,170</td>
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<td><strong>Program and administration expenditures</strong></td>
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<td>Client services</td>
<td>9,640</td>
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<tr>
<td>Research</td>
<td>7,118</td>
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<tr>
<td>Research – endMS Research &amp; Training Network</td>
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<td>1,165</td>
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<tr>
<td>Research – CCSVI</td>
<td>699</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Public education and awareness</td>
<td>6,995</td>
<td>1,587</td>
<td>5,167</td>
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<tr>
<td>Chapter and volunteer support and development</td>
<td>3,762</td>
<td>939</td>
<td>3,013</td>
</tr>
<tr>
<td>Government and community relations</td>
<td>1,690</td>
<td>501</td>
<td>1,570</td>
</tr>
<tr>
<td>MS Clinics</td>
<td>922</td>
<td>286</td>
<td>889</td>
</tr>
<tr>
<td>Administration</td>
<td>4,130</td>
<td>1,521</td>
<td>4,467</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Expenditures</td>
<td>37,398</td>
<td>10,516</td>
<td>34,119</td>
</tr>
<tr>
<td>Deficiency of revenue over expenditures for the period</td>
<td>(112)</td>
<td>(2,766)</td>
<td>(386)</td>
</tr>
</tbody>
</table>
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Mr. Richard Waugh

*Resigned June 2010

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