



2022 Activities Report

**A year of reunions, celebrations
and growth**





Word from the Chair President and Executive Director

After two difficult years for charitable organizations, we can finally say that the year 2022 will have gone easier on the Multiple Sclerosis Society of Canada team, Quebec Division.

Starting the year off on a high note, there was big buzz in multiple sclerosis (MS) research in January after the announcement of a possible link between the Epstein-Barr virus (EBV) and MS. Findings published by a research team from Harvard University show that EBV infection is one of the initial triggers for MS, or creates conditions conducive to the onset of this disease. This new data could be the catalyst for developing solutions that target EBV and help not only people currently living with MS, but also those who will be diagnosed with the disease.

To ramp up the pace again in all its areas of activity, the Quebec Division team, supported by the dedicated staff at its 18 partner organizations, stayed the course to hold its main events in person again. Direct contact with the members of the MS community is essential, and after two years of only being able to see one another through a computer screen, we had the privilege of being able to reunite our members and close collaborators in a way that was safe for all.



This year, we celebrated the return to in-person attendance of two major fundraising events: MS Walk and MS Bike. Held in a new setting, the MS Walk brought together our loyal donors and active members of our community. More than \$700,000 were raised by participants throughout Quebec. MS Bike was revamped to allow a gradual return to in person with a new one-day formula. The simplified event raised \$635,000 and a long-awaited announcement was made: MS Bike would be returning to its original two-day format in 2023!

Finally, 2022 ended with a very special celebration. Our president of the past 18 years, Louis Adam was retiring to spend more time with his loved ones and to tackle several projects he has had in mind. Louis can be proud of all the years he dedicated to the cause of people living with MS. His depth of humanity, passion and ambition have undoubtedly left a mark on every member of our team. Thank you for everything, Louis!

While 2022 was a year of celebration, we also reaffirmed our commitment to work together and make every effort necessary to help people living with multiple sclerosis. They can be assured of one thing: we will stand by them, stronger than ever.

Diego Mena Martínez
Executive Director

Martin Legault
Chair President





Our mission and vision



Our vision
A world free of multiple sclerosis



Our mission
To connect and empower the MS community to create positive change.

Resilient
We do not give up.

Impact-driven
We make a difference.



Collaborative
We work together.

Bold
We think big.

Compassionate
We help.



The Quebec Division in numbers



* In collaboration with partner organizations





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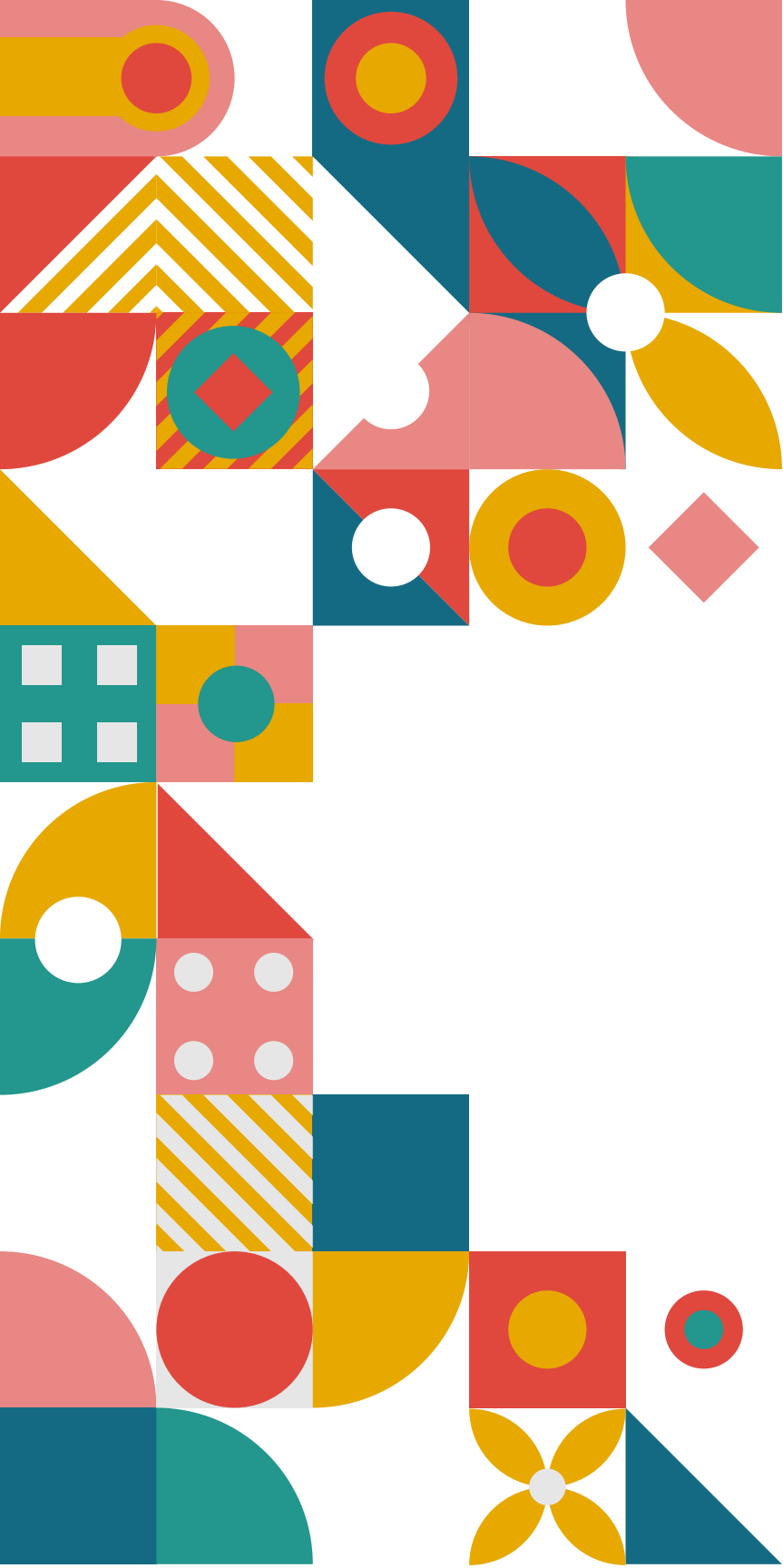
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Quebec Division
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**Victories won
through our
community's
strength**

MS Walk's return to in-person

Taking advantage of the opportunity to gather safely, the community came together for the 28th MS Walk! After each having to walk in their own neighbourhood during the last two years, participants were all smiles at this in-person event celebrating the fundraiser.



MS Bike's return to in-person

Two months after our traditional MS Walk and two years after only being able to hold events in virtual format, the Quebec Division team rolled up its sleeves to offer MS Bike participants a festive atmosphere. Ever faithful to their steel steeds, it was with high spirits that the cyclists pedalled through the beautiful Mauricie region.



Novartis MS Tri-Challenge returns to in-person

Novartis personnel showed their dedication to the cause of people living with MS by participating in the 5150 IronMan in Mont Tremblant. Raising \$56,739, the participants reconnected with the event after a two-year hiatus.





New event organized as part of We Challenge MS: Crinqué contre la SP

Mathieu Gélinas grew up seeing his grandmother suffer greatly from MS. In 2022, as part of his quest to raise awareness of the disease and to broach the subject in a positive light, he decided to challenge himself to run seven marathons in seven days as well as shoot a short film. More than \$25,000 were raised thanks to Mathieu's determination.

The Ultra-Trail Harricana of Canada™ (UTHC) sets a new record

After breaking fundraising records during its 10th anniversary, the UTHC's organizers decided to raise the bar even higher in 2022 by setting a goal to raise \$150,000. Once again, the results thrilled us and blew us away: 190 participants collected an impressive \$154,647.



Increase in planned donations

MS may be unpredictable, but with the MS community's unwavering support, people living with this disease can look forward to a brighter future. Thanks to the generosity of our major donors, more than \$800,000 was received through the various planned donation options (RRSP donations, TFSA donations, security donations, testamentary gifts, life insurance donations and more).





**Programs and services:
people living with MS are
the focus of all we do.**



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In 2022, we were able to maintain a wide range of services aiming to ensure the well-being of people living with MS.

Information

MS Navigators answered many questions about the disease through their online, email and telephone services.



Support

A collaboration with the Accès SP:écial group made it possible to offer four webinars free of charge. The MS Society also organized four webinars on living with MS, covering a variety of topics.

The Peer Support Program matched volunteers with a number of people seeking a meaningful connection with others going through a similar situation.





A community that helps us extend our reach beyond our activities



Members of the MS community in Quebec sent **359 letters** to the government in an effort to improve the quality of life of people living with MS.



As part of the We Challenge MS program, 20 personal challenges raised **\$59,541**.



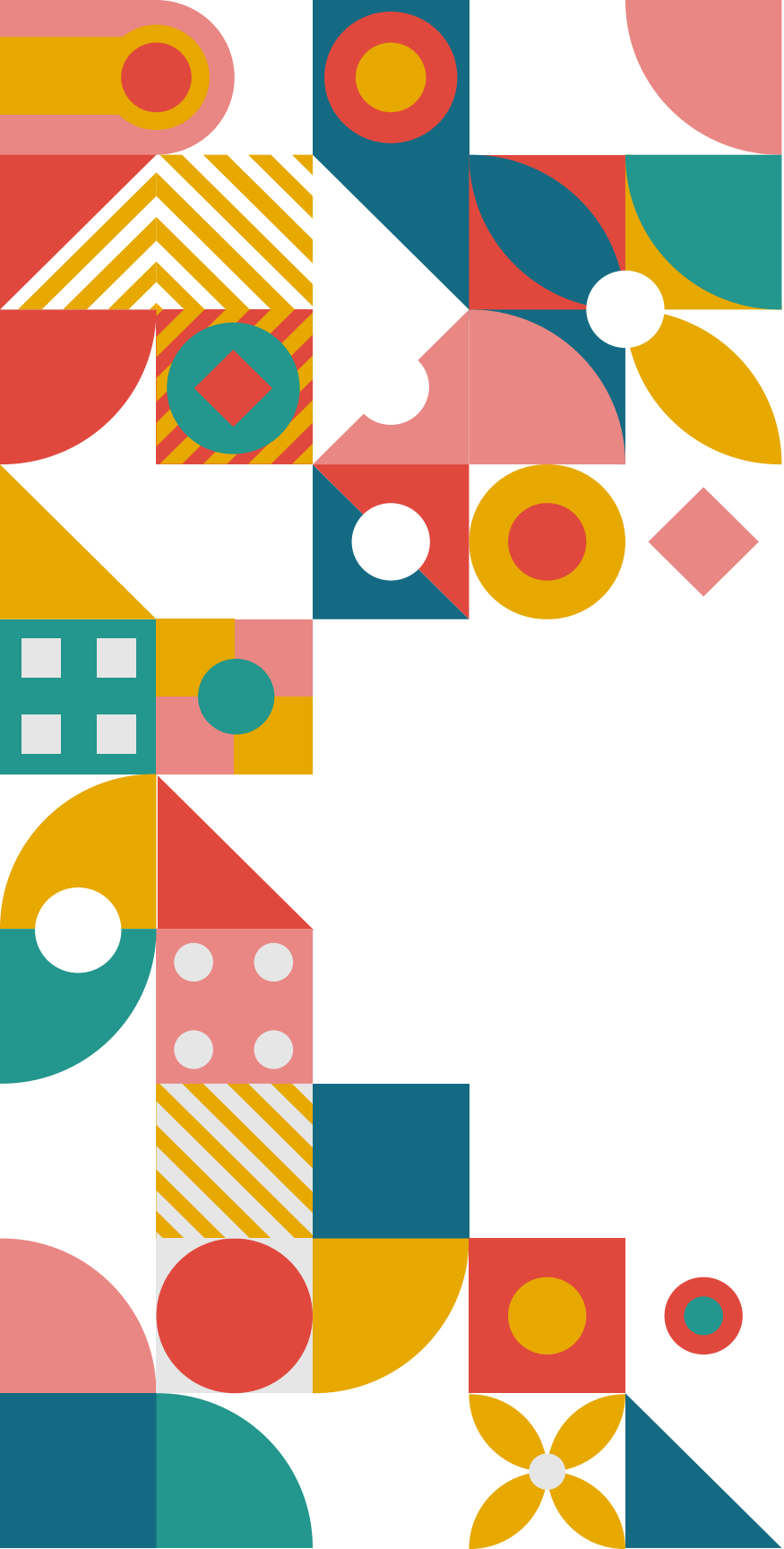
Seven companies worked directly with the MS Society to donate part of their profits in support of people living with MS.



Thanks to the workplace campaigns organized by PartenaireSanté Québec, **\$75,848** were raised.



We received nearly **\$305,000** in major donations from businesses and private foundations.



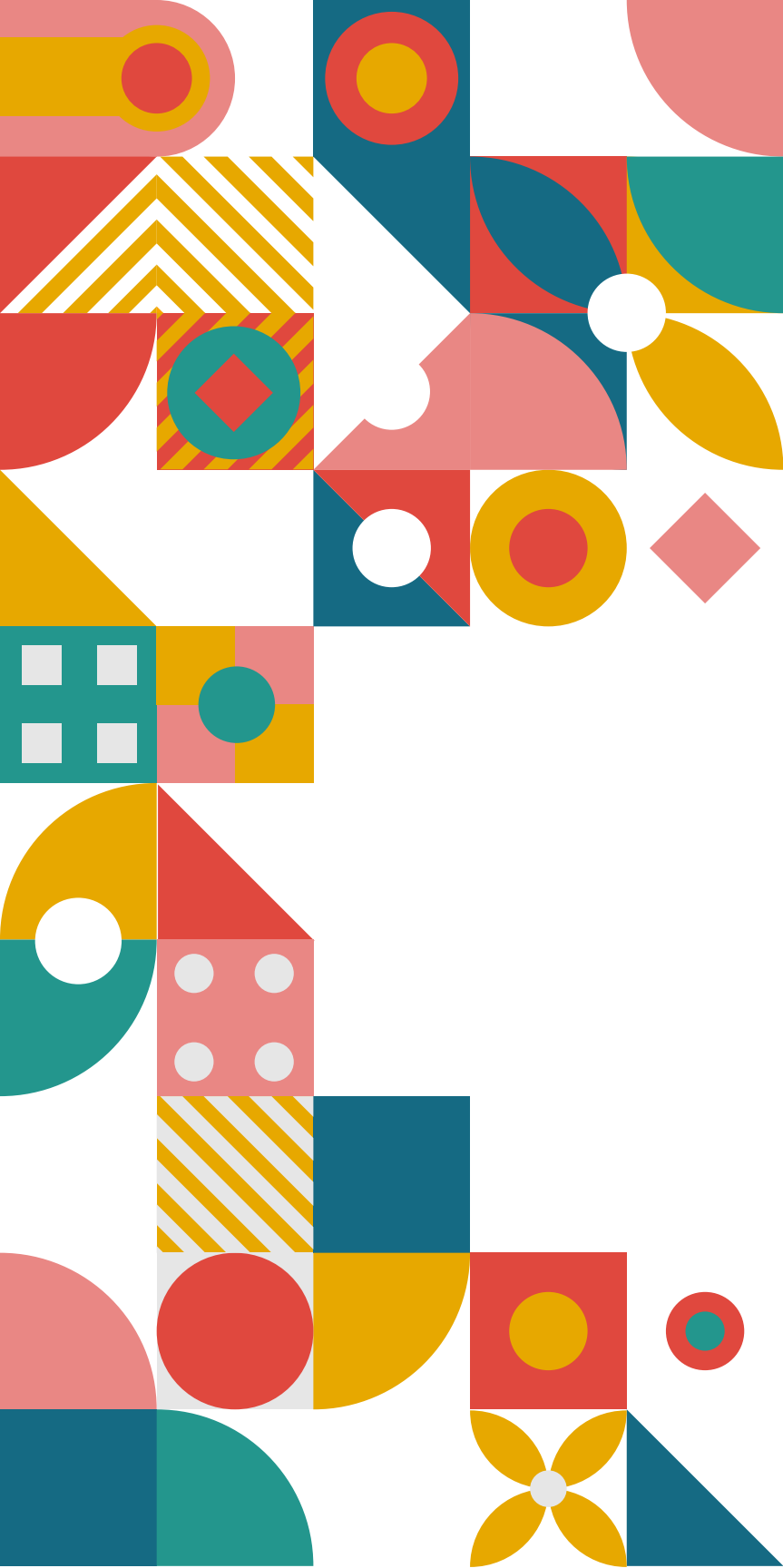
Quebec researchers, drivers of medical advances



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Quebec can count on the efforts of our internationally recognized homegrown scientists working in the field of multiple sclerosis research: **33% of the funds the MS Society of Canada devotes to research is invested in Quebec.** The MS Society contributes to new discoveries and knowledge about the disease by investing hundreds of thousands of dollars in research each year.





Fundraising: fuelling our actions



Fundraising: fuelling our actions

MARCHE SP

\$627,680 raised by 1,680 participants

“I was diagnosed with MS in 2022 and had a great experience at my first MS Walk. I’ll be back in 2023 to help build a world free of MS.”

—Martine Bergeron, participant in the MS Walk



\$56,436 raised by 25 participants

“At Novartis Canada, we are committed to improving the quality of life of people living with multiple sclerosis, and our associates’ participation in the Tri-Challenge lets us do even more. We are thrilled to be able to take on a sports and philanthropic challenge each year for a cause that affects us all, directly or indirectly.”

—Philippe Carrier, Head, Patient Access & Health System Partnerships, and Benoit Perron, Director, Strategic Partnerships, Neuroscience, Novartis Canada



\$1.6 million raised in 2022

“We are honoured to continue to support the incredible work done by the Multiple Sclerosis Society of Canada, thanks to our extraordinary franchise owners and the enthusiasm shown by our loyal customers.”

–Suzanne Sénécal, President and CEO, A&W Food Services of Canada Inc.



\$112,106 raised by 135 participants

“This disease affects many people around me, and I know that the support the MS Society provides is improving many lives. I am very excited to be participating in the Défi Vélo de Montagne SP for the third time, to raise awareness in my circle and to support the fundraiser.”

–Marc Fournier, Défi Vélo de Montagne SP spokesperson



\$668,701 raised by 290 participants

“I was there as a volunteer in previous years!
What energy, what generosity, what joy!”

–Jacquie Therrien, volunteer at the MS Society



\$154,647 raised by 190 participants

“My brother Sébastien Boivin’s multiple sclerosis diagnosis prompted us to create an event that would have a positive impact on the lives of people living with MS.”

–Geneviève Boivin, UTHC Co-Founder



Many ways to donate, one ultimate goal: a world free of MS

Making a planned donation is one way to ensure that we can keep fighting MS for many years to come.

Although testamentary donation is the top choice of Canadians who have decided to make a planned gift to the MS Society, there are also other options. Donating one's life insurance or listed securities is also a possibility. In addition, the MS Society can be designated as the beneficiary of an RRSP, RRIF or Canada Pension Plan retirement pension.

Regardless of the type of donation you choose, your generosity will have a significant impact on the lives of people affected by MS. You will be letting them know that they will never be alone.

“After 18 wonderful years as the Executive Director of the MS Society of Canada – Quebec Division, I was looking for a way to extend my involvement with this organization. I opted for a testamentary gift, which is the ultimate way to support a cause near to one's heart. I know this gift will outlive me, but I trust that it will improve the lives of people living with MS. And who knows? It might contribute to the discovery of a way to finally eradicate this terrible disease.”

—Louis Adam, Donor





Donors and partners

The Quebec Division is pleased to be able to count on the support of a large number of donors and partners.

A very big thank you to all of you for your remarkable generosity!

From \$1,000 to \$4,999

Service Employees Union – Local 800, TVA Productions II Inc., TD Bank, Estate of Mariette Gélinas, Estate of Charles H. Wilson, Madelaine St-Martin, Suzanne Sénécal-Beauchemin, Sélection Oeno Inc., Quincaillerie Demers Inc., Giovanni Pisciuoneri, Luc Martin, Louis Maheu, Mackenzie Financial, Fondation Sarah Dumortier, Fondation Florence et Louise Martineau, Fondation Denise et Robert Gibelleau, Margueritte Choquette, Luce Auger

From \$5,000 to \$9,999

Estate of Bertrand Viens, Northbridge Financial Corporation, Les industries Trovac Ltée, Estate of Heinrich Otto Walter Messerschmidt, Elisabeth Têtu, Canadian Online Giving Foundation

From \$10,000 to \$49,999

Estate of Yolande Guyot, Estate of Louise Lecompte, Estate of Hélène Myre, Estate of Georges Query, Estate of André Bissonnette, Loto-Québec, LG2, Les restaurants Mr Puffs Inc., Fondation Bergeron-Jetté

\$50,000 and over

Estate of Stéphane Fauteux, Estate of Nicole Desjardins, Estate of Maurice Fausse, Estate of Louise Sauvageau, Estate of Cécile Pépin, Jacques D'Amours, Camco Realities Inc, Caisse de dépôt et placement du Québec



Donors and partners

Corporate Partners

EMD Serono Canada Inc., Sport aux puces, SpecPharma, Sandoz Canada Inc., RBC Foundation, Pharmascience Inc., Nutrifrance Ltée, Novartis Pharmaceuticals Canada Inc., Hoffman-La-Roche, Medavie Blue Cross, Biogen Canada Inc., AstraZeneca Canada Inc., Animation Richard Lacroix, Alexion Pharma Canada, AbbVie Corporation, Cardio Plein Air, Fenplast, Pharmacie Martin Gilbert Inc. – affiliated with Bioscript, Emballages Mitchel Lincoln Ltée

Financial statements: Balance sheet

	Quebec Combined	Quebec Division	Intercompany balances	Quebec Chapters
ASSETS				
Current assets				
Cash and cash equivalents	4 459 540	1 020 312		3 439 228
Short-term investments	6 822			6 822
Accounts receivable / accrued interest	643 209	1 647 158	(1 331 381)	327 433
Prepaid expenses and supplies	70 048	47 709		22 340
	5 179 620	2 715 179	(1 331 381)	3 795 823
Investments	50 242			50 242
Capital Assets				
Capital assets at cost	463 005	134 820		328 185
Accumulated capital assets	(340 630)	(104 855)		(235 775)
	122 375	29 965		92 410
TOTAL ASSETS	5 352 236	2 745 144	(1 331 381)	3 938 475
LIABILITIES				
Current liabilities				
Accounts payable / accrued liabilities	1 672 998	1 724 339	(1 331 381)	1 280 040
Deferred revenue	364 094	65 037		299 057
Current portion of annuity payable	3 404			3 404
Current portion of lease inducement				
Current portion of the long-term debt				
Total current liabilities	2 040 495	1 789 376	(1 331 381)	1 582 501
Obligations under capital leases	1 500	1 500		
Annuity payable	10 955			10 955
Provision for free rent				
Long term debt				
Deferred contributions	57 592	38 292		19 300
TOTAL LIABILITIES	2 110 542	1 829 168	(1 331 381)	1 612 755
NET ASSETS				
Immobilisation	122 375	29 965		92 410
Restricted for other purposes	603 153			603 153
Unrestricted Net Assets	2 516 166	886 011		1 630 151
Total net assets	3 241 694	915 976		2 325 720
TOTAL LIABILITIES AND NET ASSETS	5 352 236	2 745 144	(1 331 381)	3 938 475



Statements of operations: Revenue

REVENUE	Quebec Division	Quebec Chapters	Intercompany balances	For the year ended	For the year ended
				2022-12-31 Total	2021-12-31 Total
Revenue from donations and grants					
Bequests	822 374	10 000		832 374	135 973
Acts of Greatness Campaign					50 000
Corporate giving and individual giving and major donors	281 477	553 657		835 134	1 198 975
Grants from governments	27 435	1 317 842		1 345 277	2 098 698
Grants from pharmaceutical company partners	141 800			141 800	84 625
Other grants					14 833
Total revenue from donations and grants	1 273 086	1 881 499		3 154 585	3 583 104
OTHER REVENUE					
Signature events	702 839	599 482		1 302 321	1 343 972
Local fundraising initiatives	804 110	352 451	(355 744)	800 817	486 194
Partnership events and campaigns	78 995	55 838		134 833	139 178
We Challenge MS	278 278	226 837		505 115	372 988
Bingos and lotteries		98 761		98 761	53 606
Sale of goods		47 270		47 270	61 735
HealthPartners	95 857	75 848		171 705	228 288
Public awareness activities		917		917	5 588
Investment income	6 904	2 110		9 014	15 630
Registration fees – activities provided to clients	6 737	31 973		38 710	34 930
Memberships	240	1 050		1 290	1 194
Contribution to research by the chapters	464 273		(464 273)		
TOTAL REVENUE	3 711 319	3 374 036	(820 017)	6 265 338	6 326 406



Statements of operations: Expenses

EXPENSES	Quebec Division	Quebec Chapters	Intercompany balances	For the year ended	For the year ended
				2022-12-31 Total	2021-12-31 Total
Fundraising costs					
Leadership giving	198 480	120 300		318 780	361 062
Signature events	470 251	192 136		662 387	397 974
Local Fundraising Initiatives	130 896	294 398		425 294	431 501
Partnership events and Campaigns	2 779	26 254		29 033	38 282
We Challenge MS	257 302	42 447		299 749	131 794
Gaming		5 437		5 437	5 396
Cost of goods sold		34 007		34 007	46 949
Indirect fundraising	64 266	90 252		154 518	191 176
Total fundraising expenditures	1 123 974	805 231		1 929 205	1 604 134
Program and administration expenditures					
Programs and Services	146 972	989 626		1 136 598	1 031 924
Research	1 200 000	464 273	(464 273)	1 200 000	950 000
Research - endMS					50 000
Acts of Greatness					50 000
Contribution to programs and services		355 744	(355 744)		
Public education and awareness	133 435	355 406		488 841	556 338
Chapter and volunteer support and development	418 965	200 167		619 132	636 489
Community relations	144 048	83 479		227 527	157 263
Administration	245 287	306 014		551 301	587 009
Total program and administration expenditures	2 288 707	2 754 709	(820 017)	4 223 399	3 969 017
TOTAL EXPENDITURES	3 412 681	3 559 940	(820 017)	6 152 604	5 573 151
Excess of revenues over expenditures for the year	298 638	(185 904)		112 734	753 255





The division and 18 local chapters

The staff and volunteers of the MS Society chapters throughout Quebec are dedicated and committed to providing quality programs and services to the 20,000-some Quebecers living with MS and their loved ones. They also organize fundraising events in their region that not only help pay for their activities, but also fund MS research.

This year, these organizations contributed more to MS research than ever before. They raised a sum over \$432,000, which was directly allocated to advancing research.

Thanks to efforts made throughout the province, we celebrated MS Walk's return to in-person. Members of the partner organizations were able to rekindle the connections lost due to the isolation caused by the pandemic.

Finally, activities intended to improve physical and mental health also returned to normal, helping people living with MS and their loved ones cope with the disease.





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