

2024 Impact Report

Leveraging
Collaboration
and Innovation
to Support
People Living
with MS

MS Canada
Quebec Division



Message from the Chair of the Board

In 2024, our community once again came together in support of people living with MS. Throughout the year, I had the opportunity to meet many members of the MS community: people affected by the disease, researchers and donors, all deeply committed to the cause we champion. Each of these encounters filled me with pride and hope, as well as a true sense of community.

In a constantly changing economic and political context, the Quebec Division team, like the MS community, succeeded in reinventing itself, from its programs, services and fundraising events to its advocacy of people affected by multiple sclerosis. It is always inspiring to see all of these initiatives converge toward a common goal: to tangibly improve the lives of people with MS.

It is thanks to its perseverance and adaptability that MS Canada – Quebec Division, in collaboration with its partner organizations, was able to significantly contribute to the advancement of MS research.

Working in collaboration with the leading experts in this field in Canada—and especially here in Quebec—I still hold out hope that one day multiple sclerosis will be a thing of the past.

As my term as Chair of the Board of Directors of MS Canada – Quebec Division comes to a close, I feel more confident than ever about the future. While I will continue to serve on the Board of Directors of MS Canada and be actively involved in the organization's activities, I take with me a deep sense of having fulfilled my duty and I already see, now more than ever, a promising future for people affected by MS.

Martin Legault

Chair of the Board of Directors of MS Canada
– Quebec Division



A word from the Executive Director

In 2024, I began my second year in the Quebec Division and was able to see how much the MS community rallies to the cause and stays dedicated year after year. This unwavering solidarity shows that our community is united and sincerely wants to be involved to make a difference. It was a pleasure to meet and talk with you whenever I had the opportunity.

Our organization celebrated several milestone anniversaries this year: the 30th anniversary of MS Walk and Congrès Espoir famille, as well as the 35th anniversary of MS Bike. These flagship events were a great success, gathering thousands of people across the province.

Like other organizations, our fundraising events are a critical component of our activities, as they enable us to make significant strides that benefit our community. These events make it possible to fund MS research, offer services and programs to people affected by this disease and lobby the federal and provincial governments in defence of the rights and interests of people living with MS.

In this report, you will also learn that the partnerships we have developed over the years were strengthened in 2024. By focusing on these and on collaborating, our team was able to seize new opportunities to help and support members of our community across Quebec.

And that's not all. Many exciting projects are planned for the coming year, each providing an opportunity to strengthen ties with our community, whether people living with MS, health professionals, researchers, donors or anyone directly or indirectly supporting our organization.

The Quebec Division team is ready and determined to meet the challenges that await us in 2025. Driven by ambitious objectives, we are working toward our goals with confidence and enthusiasm.

Diego Mena Martínez

Executive Director of MS Canada – Quebec Division



Our Vision

A world free of multiple sclerosis.

Our Mission

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

Our Values

Impact-driven

We make a difference.

Collaborative

We work together.

Compassionate

We help.

Bold

We think big.

Resilient

We do not give up.



The Quebec Division in numbers

18

18 meetings
were held with
elected officials

5

5 direct provincial services
were implemented for
people with MS

1,215

1,215 people
took part in our
fundraising events

2.4

\$750,000 was invested in
research in 2024, bringing the
total invested since 2022 to
more than \$2.4 million

*In collaboration with the local chapters.

The MS Canada – Quebec Division name has been in effect since January 25, 2024 and is used in this report to lighten the text.

“I contacted **Juripop** for help with workplace accommodations. I was put in contact with a lawyer, a member of the Juripop team, who explained my rights and options and assisted me for nearly six months. **Thank you from the bottom of my heart.** This agreement with **Juripop** made a big difference in my life!”

Person who benefited
from Juripop’s services

Creative initiatives to improve access to information, programs and treatments

Discover three inspiring initiatives that have significantly benefited the MS community!

Juripop program: Free access to legal services for people with MS in Quebec

Thanks to the partnership between Juripop and MS Canada - Quebec Division, nearly 100 hours of free legal assistance were available to people living with MS in Quebec.

Access to cutting-edge technology to monitor the progression of the disease

MS Canada – Quebec Division coordinated introductions that led to the integration of the first non-invasive medical software program, Eye-Tracking Neurological Assessment for Multiple Sclerosis (ETNA-MS), which makes it possible for clinicians to monitor disease progression and cognitive functions in people diagnosed with MS.

30th anniversary of the Espoir famille event

We celebrated the 30th Espoir famille event with the MS community. Once again, this gathering gave the attendees—people with MS and members of their circle—a wonderful opportunity to reconnect with their community, attend workshops and learn more about MS research underway.

MS Canada – Quebec Division also received an honorary mention from Éric Lefebvre, Member of Parliament for Arthabaska and Member of the National Assembly, underlining this important milestone.



In 2024, more than 50 people received legal assistance from Juripop lawyers.

“By providing free legal advice, Juripop helps people living with multiple sclerosis know their rights and fight discrimination in various areas, such as employment and housing, helping make justice more accessible to vulnerable people.”

The Juripop team



At the Espoir famille event, nearly 150 people with MS expressed interest in taking the ETNA-MS test.

MS Canada
Quebec Division

Advocacy and government relations



Access to innovative medicines and treatments

- Drafting of an open letter and a manifesto that were published in *Le Devoir*, in collaboration with Neuro Partners
- 6 meetings at the National Assembly, to discuss the accessibility of innovative treatments with government representatives

Education of government bodies

- Martin Legault, Diego Mena Martínez and other members of our big team went to Parliament Hill to raise members of parliament's awareness of MS research funding and the need to invest \$15 million in research focused on preventing MS.

- They also stressed the need to expand access to the Disability Tax Credit (DTC).

Meetings with health professionals

- Virtual meeting with nurses from various MS clinics in Quebec
 - Discussion of the programs and services offered
 - Presentation of the members of the partner organizations
- Virtual meeting with Quebec neurologists



“I decided to get involved,
join the MS community and rally
alongside those who, like me,
want to bring about **change**.
Because in the midst of this
trying experience, **hope**
still remains.”

Karine Bouchard,
participant in the Défi Vélo
de Montagne SP



Our fundraising events: Coming together for more wins!

MS[®] WALK

30th anniversary!

MS Walk events throughout Quebec,
in collaboration with partner organizations:
2,597 participants, \$822,428 raised

BURGERS TO BEAT MS

180 participating restaurants
in Quebec, \$173,229 raised
across the province



35th anniversary!

284 participants,
\$786,840 raised

TRI-DÉFI SP MS TRI-CHALLENGE

27 participants,
\$54,279 raised



133 participants,
\$154,798 raised



260 participants,
\$131,649 raised



320 participants,
\$227,020 raised

Our researchers united in building a world without MS

For many years now, Canada has been esteemed on the world stage for the contributions made by its **leading MS researchers**. Day after day, teams of scientists, many of whom are based in Quebec, are conducting research that aims to **improve the quality of life of people diagnosed with MS**.

Several Quebec research initiatives caught our attention in 2024:

- Development of new drugs to treat **secondary progressive MS**
- Study of molecular mechanisms that promote remyelination
- Research on **gut flora and diet**, to regulate neuroinflammatory and degenerative processes in the context of MS
- Discovery grants on the use of **AI to support medical decisions in MS treatment**
- Studies on the genomic imprinting of the **X chromosome** and its influence on **MS progression**

Laboratory visits were also organized at the CHUM Research Centre. Members of the MS community were able to learn about the benefits of their support of MS Canada – Quebec Division. These hope-giving visits gave the participants a chance to discuss all of the scientific community's efforts to build a world without MS.



External outreach

In carrying out its mission, MS Canada – Quebec Division shone in different areas.

Partnerships that increase our impact

- MS Canada – Quebec Division, through **Neuro Partners**—a group of non-profit organizations in Quebec dedicated to supporting people with degenerative neurological diseases—participated in several initiatives to improve the quality of life of people living with one of these conditions.

Among other initiatives, MS Canada – Quebec Division and Neuro Partners published an **open letter and a manifesto** on access to innovative treatments for neurodegenerative diseases in *Le Devoir*, in addition to organizing **meetings at the National Assembly** to defend the rights and interests of people affected by these conditions.

Rooted in our community

- 56 mentions in Quebec media
- Nearly 30,000 followers on social media
- During the **MS Exchange** event, MS Canada – Quebec Division presented a talk, in person and live on Facebook, about blood biomarkers and how they can be used to treat people with MS. The speaker was Dr. Simon Thebault.
- Through **PartenaireSanté-Québec** and the **entraide** campaign, MS Canada – Quebec Division received nearly \$123,000 to fund its mission.
- Since 2008, A&W has held the **Burgers to Beat MS day** in August to help people affected by MS. More than **180 A&W restaurants** in Quebec participated. In 2024, they collectively donated **\$173,229** to MS Canada – Quebec Division and its 18 partner organizations.

External outreach

Initiatives to increase our organization's visibility

- Spokespeople **Marilyn Castonguay, Valérie Chevalier and Marc Fournier**, all of whom have been involved in our organization for many years, gave several media interviews, which resulted in our organization being mentioned more than **50 times in legacy media**.
- Thanks to Lise Millette Deschamps' gesture as part of the Giving Tuesday initiative, MS Canada was represented on the ***La Poule aux oeufs d'or*** TV program. Loto-Québec gave us a **\$14,000** donation to support our mission.
- With the support of our partners and health professionals, we gave **four educational webinars** on the latest advances in MS research. Discover them here. [Discover them here.](#)



- Our organization **travelled to businesses**, including Cascade and Sandoz, to raise awareness of the challenges faced by people with MS at work, as well as to give the companies the tools to adapt their inclusion practices.
- The **We Challenge MS** initiatives allows members of the community to make a real impact by organizing their own fundraising campaign. In 2024, 69 people in Quebec launched individual campaigns that collectively raised nearly \$27,000.

Thank you to all of our major donors and partners in 2024!

Ambassadors

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

Fondation Québec Philanthrope, Fondation André Gauthier, Centraide of Greater Montreal, Josée Gagnon, Trovac Industries Ltd. and Les Soeurs de l'Assomption de la Sainte Vierge, The Azrieli Foundation, Fondation Denise et Robert Gibelleau, RBC Foundation, Canadian Online Giving Foundation, Estate of Margaret Hughes, Mitchel Lincoln, Assurance Elizabeth Têtu, AstraZeneca Canada Inc., Le Groupe Jean Coutu (PJC) Inc., Estate of Joan Straughan, Trust Eterna, Frisia Foundation, Fasken Martineau DuMoulin s.r.l., Fenplast.

Hope builders

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

TFI International, IA Financial Group, Les Restaurants Mr Puffs Inc., Les Toitures Hogue inc, Philobar Design Canada, Estate of Hélène Breton, Estate of Roland Trépanier, Estate of André Roy, Estate of Donald Roy Shea, The Bellini Foundation, BioScript, Novartis Pharmaceuticals Canada Inc., Biogen Canada Inc., Hoffman-La-Roche, Osler, Hoskin & Harcourt LLP, SpecPharma, Fondation Florence et Lucie Martineau.

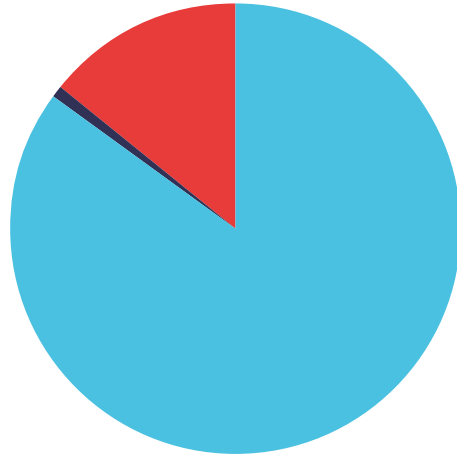
Visionaries

\$50,000 or more

Lynda Archambault, Fondation Roland-Beaulieu, Estate of Pierre Plouffe, Estate of Bertha Cloutier, EMD Serono Canada Inc., Caisse de Dépôt et Placement du Québec, Medavie Blue Cross, Toyota Mauricie.

2024 financial statements in short

You can consult the Quebec Division's financial statements by clicking [here](#).



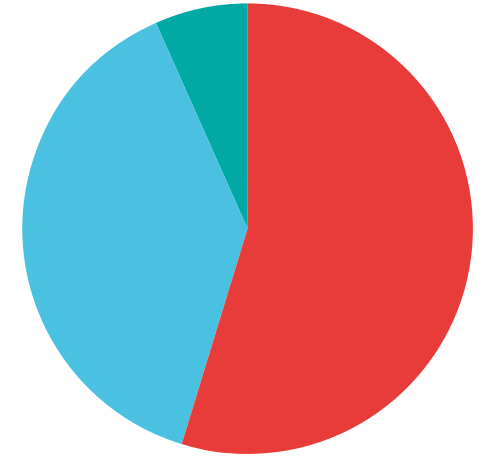
THANKS TO OUR DONORS, OUR REVENUE TOTALLED \$3,581,117, FROM THE FOLLOWING SOURCES:

Revenue:

Fundraising, donations from individuals and companies: **\$3,044,554**

Government assistance: **\$32,188**

Bequests: **\$504,375**



WE INVESTED \$3,581,117 AS FOLLOWS:

Expenses:

Investment in the mission: **\$1,837,475**

Fundraising expenses: **\$1,489,347**

Administration fees: **\$254,295**

Board of Directors

Lynda Archambault

Vice-chair
Businesswoman

Denis Baribeau

Administrator
Civil Engineer Québec Ministry of Transport
President Multiple Sclerosis Canada – Mauricie

Yves Beaulieu

Administrator
Business Consultant

Jacquie Cardinal

Administrator
Lawyer and co-owner of Re/Max Est du Cartier

Natalie Caron

Nurse specializing in MS

Gilles Dionne

Administrator
Chair Beldex Group

Nicole Duchastel

Administrator
City Councillor, City of Dorval
Chair, Multiple Sclerosis Canada –
West Island

Robert Julien

Administrator
Business Consultant

Martin Legault

Chair
Director, Tarification
Medavie Blue Cross

Pierre Marion

Board Member
Senior Consultant, Business Development,
Medavie Blue Cross

Lorie Palmer, CPA, CA, CIA,

Treasurer
Partner – Taxation PSB Boisjoli

Dre Rose-Marie Rébillard

Administrator
Neurologist

The Quebec Division and its 18 local chapters

Across Quebec, our local chapters provide essential services to people living with MS, and their loved ones. Committed to their mission, they offer local programs and services supporting physical and mental health.



Local chapters contact details

Abitibi-Témiscamingue

P.O. Box 1721
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819-874-7915
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2024 Merit Awards

Recognizing the exceptional impact made by members of the MS community

Since 1996, MS Canada – Quebec Division has had the pleasure of presenting merit awards to members of its community who have stood out by promoting of MS Canada’s mission.

Prix Engagement (Commitment Award)

For its exceptional contribution to MS Canada’s activities:
The **Port of Montréal** team

Prix Richard et Paulette Lemire (Richard & Paulette Lemire Award)

For its exemplary participation and fundraising efforts:
The **Harricana Ultra-Trail of Canada™** organizing team

Prix Hommage (Tribute Award)

For her remarkable journey and her involvement as a person living with MS: **Marie-Claude Berger Paquin**

Prix Opal (Opal Award)

For their dedication as caregivers: **Laura Diaz de la Serna** and **Yvon Martin**

Prix du Président (Chair’s Award)

For her involvement as a pillar of governance: **Lorie Palmer**

Prix Reconnaissance (Recognition Award)

For their dedication to MS Canada’s mission: **Luc Lacombe** and **Jean-Sylvain Ouellette**



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