

2025 Activity Report

# Growing hope each day



**MS Canada**  
Quebec Division



# A word from the Executive Director

The year 2025 was a noteworthy one for MS Canada – Quebec Division, during which the MS community demonstrated remarkable mobilization. Together, we raised more than \$1.2 million for research. Thank you for this invaluable contribution!

During the course of the year, we were able to advance several of our claims before government bodies. Notable victories include the reinstatement of the Programme d'adaptation de domicile (home adaptation program) and the shortening of drug reimbursement delays. We also continued our efforts to raise awareness in workplaces through informal talks, and to support people living with MS by defending their rights—notably in matters of labour law—in collaboration with Juripop.

We also relaunched the Sommet québécois sur la sclérose en plaque (Quebec multiple sclerosis summit), which was held at the research pavilion of the Centre hospitalier de l'Université Laval (CHUL) in Québec City. The event gave members of the MS community a unique opportunity to learn more about scientific advances and recent research projects in the field of MS.

The year 2025 was also marked by innovation. Our collaboration with Innodem Neuroscience took its first steps toward making the ETNA™-MS application accessible in pharmacies.

It was also a very positive year for our events, particularly the Vélo MS Croix Bleue Medavie, the Ultra-Trail Harricana of Canada, and the Novartis MS Tri-Challenge. I would like to extend special thanks to the team of the Quebec Division and to the volunteers for making these events possible in such an outstanding way.

Finally, having witnessed the rallying and resilience of our partners, donors, volunteers and, above all, Quebeckers living with multiple sclerosis, we are heading into 2026 with optimism. We sincerely thank you for your commitment to the cause that unites us all.

Thank you sincerely!

**Diego Mena Martínez**  
Executive Director of MS Canada –  
Quebec Division



# Message from the Chair of the Board

I am very proud to be writing my first message as chair of the Board of Directors of MS Canada – Quebec Division.

Although this is my first year in this role, I have been committed to the cause for a long time now. Serving on the Board of Directors over the years, I have had the honour of seeing the organization evolve, but also to witness the community's strength, resilience and solidarity. I was also involved in the field, notably taking part in MS Bike with the Medavie Blue Cross team for many years, a deeply human and inspiring experience for me.

Significant progress was made in the last year. Notably, the collaborative work done with MS Canada's national team, which helped to solidify Quebec's place in the multiple sclerosis ecosystem and to ensure closer strategic alignment across the country. This synergy is essential to optimize our collective impact.

I also want to highlight the invaluable contribution made by our partner organizations throughout Quebec. Through their presence in the field, their

expertise, attentiveness and the services they offer to people living with multiple sclerosis and their loved ones, they play a vital role in improving the quality of life of all of these people and in strengthening the net of community support. Their daily commitment is a vital force in fulfilling our shared mission.

Our ongoing research funding efforts are continuing to bear fruit. The progress made in developing treatments is bringing us steadily closer to a brighter future for people with multiple sclerosis. These advances are made possible by the efforts of an entire community.

I want to express my sincere gratitude to all of our donors, volunteers and partners. Your dedication, your commitment and the time you so generously give are the cornerstones of our every success.

Together, let us continue our efforts with determination, solidarity and hope.

**Pierre Marion**

Chair of the Board of Directors  
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.



# Supporting the community with a host of programs and services



## MS Knowledge Network

The MS Knowledge Network offers reliable information and quality support to people affected by MS. Whether you are looking for information, resources or a better understanding of this disease, MS Navigators can be reached by phone, email and online chat.

In 2025, MS Navigators received more than **1,700** information requests from people throughout Quebec.



## MS Hear from the Experts webinars

More than **1,000** people watched these presentations live or in replay.



**Adil Harroud**, assistant professor and clinician-researcher at Neuro, with his presentation about genetics with regard to MS



**Juliette Ferry**, PhD student studying molecular medicine at the CHUL research centre, presented her current research on brain regeneration.



**Maxime Kusik**, PhD student studying molecular medicine at the CHUL research centre, presented his research on macrophages.

“ Your webinars are always very useful. Mr. Harroud explained the subject very well. It was very relevant.

Webinar participant ”

[Watch our latest webinars on our YouTube channel.](#)

## New *Premier soutien* Video Series

Ten new video capsules were created in 2025 as part of the Premier soutien program to support individuals who have recently been diagnosed with MS. These videos provide reliable information, expert advice, and inspiring personal stories about living with the disease.

[Watch the videos now!](#)

# Juripop program: Helping members of the MS community with their legal matters



More than 100 people received help with their legal issues, totalling nearly 150 hours of free legal support. The organization saw a high demand from people diagnosed with MS, among others, and the number of requests keeps going up each year.

The requests vary and reflect the many barriers encountered by people living with MS:

“ I received support that made a difference in my life! Empathy, understanding, respect, professionalism... Very happy to have been guided by the lawyer. Thank you so much!”

Person who benefited from Juripop's services

LABOUR  
LAW

34%



CIVIL  
LAW

23%



FAMILY  
LAW

18%



HOUSING  
LAW

11%



INSURANCE

5%



OTHER TYPES  
OF REQUESTS

9%





## Return of the Sommet québécois sur la MS

The Sommet québécois sur la sclérose en plaque returned on June 14, at the Centre hospitalier de l'Université Laval (CHUL) research pavilion in Québec City.

This special event gave the audience a chance to meet researchers from Québec City, learn more about recent MS research projects and ask questions.

The talks delved into several topical subjects pertaining to MS, including:

- New Advances in the Diagnosis, Monitoring and Treatment of Multiple Sclerosis – Philippe Beauchemin, neurologist specializing in MS
- Eliminating Autoantibodies in Autoimmune Neurological Diseases with Modified Antibodies – Luc Vallières, Ph.D., a renowned neuroimmunologist studying the immune mechanisms implicated in neurological diseases
- Epstein-Bar Virus and MS: Meningeal Inflammation and Progressive MS – Reda Fazazi, PhD student studying molecular medicine at the CHUL research centre
- Sex Differences in Multiple Sclerosis – Alexia Falle, master's student at the CHUL research centre

“ I really liked these research-based talks. The speakers did a good job presenting the content in lay terms. ”

Sommet québécois sur la SP participant

MS Canada – Quebec Division would like to thank the entire team at the CHUL research centre for working closely with us in organizing this event.





# Victories powered by local people

## ETNA™-MS: Promising new tech for monitoring MS

Quebec company Innodem Neurosciences has developed medical technology that uses artificial intelligence to track eye movements in people with a neurological disease.

Measuring specific biomarkers creates new data that can, among other things, be used to keep the disease from progressing.

MS Canada – Quebec Division is proud to be collaborating with Innodem Neurosciences to bring the medical application to pharmacies, in the aim of making this technology accessible to as many people with MS as possible.

“ This collaboration with MS Canada – Quebec Division is critical to accelerating access to ETNA™-MS across the province. Together, we want to bring this innovation closer to clinical settings and concretely improve the monitoring of people living with MS. ”

Etienne de Villers-Sidani, neurologist and head founder of Innodem Neurosciences



# Research in Quebec

In 2025, Canada continued making a name for itself on the world stage through the expertise of its leaders in MS research, any of whom are based in Quebec.

Several research initiatives conducted in Quebec caught our attention this year:

- Targeting Harmful Antibody-Secreting Cells in MS – Luc Vallières, Université Laval
- Exploring the Link Between Inflammation and Pain in MS – Steve Lacroix, Université Laval
- The Role of B Cells and Tph Cells in Progressive MS – Manu Rangachari, Université Laval
- Development of a Drug Discovery Pipeline for Secondary Progressive MS – Dr. Alexandre Prat, Centre hospitalier de l'Université de Montréal (CHUM) research centre

“ Research Funding in 2025:

- \$1 million contributed by the Quebec Division
  - \$275,305 contributed by regional partner organizations
- ”



- Contribution of T Cell to Aging in People with MS – Nathalie Arbour, CHUM research centre
- Acting on the Gut Microbiome – Dr. Catherine Larochelle, CHUM research centre
- Gene Imprinting of the X Chromosome May Affect Progression in MS – Manu Rangachari, Université Laval
- Identifying Molecular Mechanisms to Promote Myelin Repair – Timothy Kennedy, McGill University



[Learn more about the research that MS Canada is funding in Quebec.](#)

# Advocating for our community for a better future



Here are some examples of the actions taken by MS Canada – Quebec Division in collaboration with Neuro Partners (a collective of five organizations working in the field of neurological diseases: ALS, muscular dystrophy, Parkinson’s disease, Huntington’s disease and multiple sclerosis):

- Took steps to get the Programme d’adaptation de domicile reinstated in 2025–2026 (the Gouvernement du Québec had suspended this program in November 2024).
- Filed a brief during the provincial government’s pre-budget consultations.
- Held fifteen meetings with members of Parliament and eight meetings with representatives of political cabinets and para-governmental organizations.
- Educated decision-makers in the public sector and political parties on issues relating to the service employment paycheque program, the Programme d’adaptation de domicile and access to drugs, and explained the realities of people living with MS and their informal caregivers

Advocacy initiatives directly related to MS:

- Took concrete steps to advance access to innovative drugs.
- Reached out to Héma-Québec regarding blood donations by people living with multiple sclerosis.
- Communicated with the Institut national d’excellence en santé et en services sociaux (INESS) on timely access to drugs and treatments.
- Parliament Hill Day in Ottawa: Met with members of Parliament to obtain support for many of our initiatives, including getting the federal government to modernize the disability tax credit (DTC), invest in MS prevention research and take action on other issues important to our community members.



# A community more united than ever



Our fundraising events rallied hundreds of people across the province, turning commitment and solidarity into concrete actions to advance the cause of people affected by multiple sclerosis.

## 2025 provincial MS Walk

- 2,703 participants in Quebec, including 350 at the Montréal MS Walk
- \$842,043 raised in Quebec, including \$95,946 at the Montréal MS Walk

## 2025 Medavie Blue Cross MS Bike

- 263 participants
- \$834,206 raised

## 2025 Défi montagne SP

- 174 participants
- \$128,554 raised

## 2025 Novartis MS Tri-Challenge

- 44 participants
- \$61,180 raised

## 2025 Ultra-Trail Harricana of Canada

- 241 participants
- \$147,107 raised





# Victories powered by the people here

## Ultra-Trail Harricana of Canada – \$1 million raised for the cause

When Ultra-Trail Harricana of Canada™ was created in 2012, its main goal was to raise funds in support of people living with MS, a disease one of the event's founders, Sébastien Boivin, was diagnosed with. This trail running event held in Charlevoix gives participants the opportunity to raise funds for MS Canada – Quebec Division.

In 2025, the organizers reached an important milestone by raising a record \$1M.

We want to thank the entire Ultra-Trail Harricana of Canada team for their dedication to the MS community!

“ Raising \$1 million is much more than a financial milestone: it reflects the dedication of a community. Behind this sum are thousands of acts of generosity that make a real difference in the lives of people affected by multiple sclerosis. Thank you to the athletes and donors for their involvement! ”

Samuel Matte-Thibault, Executive Director of Évènements Harricana



# Our influence in the community



In pursuing its mission, MS Canada – Quebec Division gained visibility in several ways:



**71** MENTIONS IN QUEBEC MEDIA



MORE THAN **31,000** FOLLOWERS ON SOCIAL MEDIA

Spokespeople united for the cause

Spokespeople **Marilyn Castonguay**, **Valérie Chevalier** and **Marc Fournier**, who have all been involved in our organization for many years now, gave several media interviews in 2025. Because of them, our organization was mentioned more than 50 times in legacy media.





# Victories powered by local people

## The 2025 A&W Burgers to Beat MS Day was a huge success.

On August 21, for a 17th consecutive year, members of Quebec's MS community visited A&W restaurants for the Burgers to Beat MS event.

On this special day, A&W would give MS Canada \$2 for every Teen Burger™ sold.

This year, more than \$1.74 million was raised, more than \$200,000 in Quebec alone. We would like to thank the 191 participating restaurants, their teams and the thousands of people who visited an A&W restaurant on that day for their support.

“ The A&W team is proud to facilitate and coordinate the support of Quebecers participating in A&W Burgers to Beat MS with our franchisees and restaurant teams. Year after year, we make a difference together and concretely support people affected by MS. ”

Stéphan Bisson, A&W Marketing Director for Quebec



# List of companies and major donors



Thank you to all of our major donors and partners in 2025!

## AMBASSADORS

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

Club Lions  
Emballages  
Mitchel-Lincoln Ltée  
Fenplast  
Fondation Québec Philanthrope  
Fondation RBC  
Fondation Sibylla Hesse  
Gestion CHLM Inc.  
Gestion TForce Inc  
Hoffmann-La Roche  
Jean Thiffault  
Kruger Trois-Rivières s.e.c.  
Montreal Affaires Internationale  
Les Franchises Salvatoré G.A. Inc.  
Les Industries Trovac Ltée  
Succession de Réjane P. Desautels

## HOPE BUILDERS

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

Association des bannières et des chaînes de pharmacies du Québec (ABCPQ)  
Biogen Canada Inc.  
Charlotte Laberge  
EMD Serono Canada Inc.  
Exka Inc  
Fasken Martineau DuMoulin  
Fondation Bellini  
Fondation Bergeron-Jetté  
Fondation Florence et Lucie Martineau  
Madeleine Paquin  
Novartis Pharmaceuticals Canada Inc.  
Pharmacie Martin Gilbert inc.  
Pure Sunfarms Corp.  
Spec Pharma  
Succession de Bertha Cloutier  
Succession de Helene Berton  
Succession de Georges Montreuil  
Succession de Thérèse Bernardi  
Succession de Thérèse Paquet-Sévigny  
Succession Pierre Plouffe

## VISIONARIES

**\$50,000 or more**

Caisse de dépôt et placement du Québec  
Croix Bleue Medavie  
Fondation Roland-Beaulieu  
Lynda Archambault  
Succession de Eugène Rodrigue  
Succession de Michèle Tourne Stora  
Société d'habitation de la sclérose en plaques

# 2025 financial statements in short



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



## \$13,338 355

Revenue generated through the support of our donors, from the following sources:

### Revenue

Fundraising, donations and other revenue

**\$3,630,061** ●

Government assistance

**\$32,989** ●

Partner organizations' research funding

**\$275,305** ●

Extraordinary revenue

**\$9,400 000** ●

### Expenses

Investment in the mission

**\$2,337,541** ●

Fundraising expenses

**\$1,362,106** ●

Administration fees

**\$295,837** ●



# An effort to raise awareness in local companies

In 2025, the talks we gave at various companies helped raise many people's awareness of MS. We visited workplaces filled with dedicated people, including BDC, Fasken and Pharmascience.

Thank you to these companies for their openness and commitment to the MS community!

“ Corporate talks are an opportunity to dispel myths about MS and raise awareness differently. I can feel views changing and conversations becoming more open and inclusive when I talk about my experience with MS. ”

Marie Claude Berger Paquin,  
lawyer living with MS

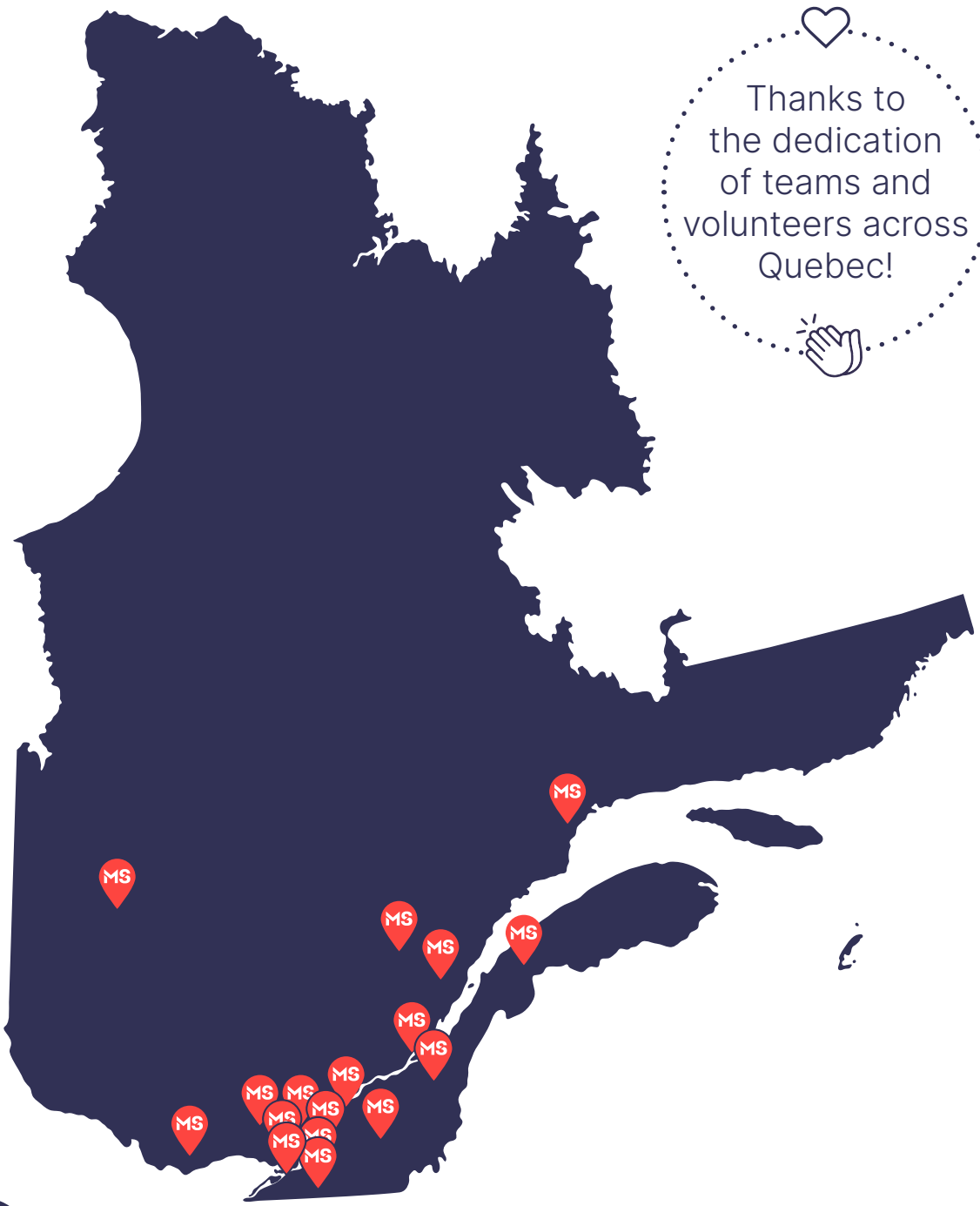


# MS Canada partner organizations



Present throughout Quebec, MS Canada's partner organizations offer local support to people affected by MS.

[Discover the partner organizations and their actions.](#)



# The 2025 merit awards and honours



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 MS Canada’s mission.

## **Prix Hommage (tribute award)**

For her remarkable journey and involvement as a person living with MS:

**Jennifer Pevec**



## **Prix Engagement (commitment award)**

For his exceptional contribution to MS Canada’s activities:

**Dr. Étienne de Villers-Sidani**



## **Prix Richard et Paulette Lemire (Richard & Paulette Lemire award)**

For its exemplary participation and fundraising efforts:

**Les Pédaliers de l’Avenir for MS Bike**



## **Prix Opal (Opal award)**

For her dedication and support to other people living with MS:

**Daba Sene**

## **Prix du Président (chair’s award)**

For their involvement as a pillar of governance:

**Chantal Diamond and Denis Baribeau**



# 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, Groupe Beldex

**Nicole Duchastel**

Administrator  
City councillor, City of Dorval  
President, Multiple Sclerosis  
Canada – Banlieue-Ouest

**Robert Julien**

Administrator  
Business consultant  
President, Multiple Sclerosis  
Canada – Montérégie

**Martin Legault**

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Director, Tarification  
Medavie Blue Cross

**Pierre Marion**

President  
Senior consultant,  
Business development  
Medavie Bleue Cross

**Lorie Palmer**

Treasurer  
Partner – Taxation,  
Consumer Taxes,  
Raymond Chabot Grant Thornton

**Rose-Marie Rébillard**

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Neurologist

**Gilles Rouleau**

Administrator  
Human Resources  
Management Consultant  
President, Multiple Sclerosis  
Canada – Montréal



## MS Canada – Quebec Division

1981 McGill College Avenue, Suite 200

Montréal, Quebec H3A 2Y1

514 849-7591

[info.qc@spcanada.ca](mailto:info.qc@spcanada.ca)

[www.spcanada.ca](http://www.spcanada.ca)

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