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 witnesses 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 y ou 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

innodem neurosciences

Research in Quebec

> Research Funding in 2025:
>
> - $1 million contributed by the Quebec Division
> - $275,305 contributed by regional partner organizations

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
- 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 Walkl

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 Quebeckers 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

Larivière et Massicotte, pharmaciennes Inc.

Gestion TForce Inc

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

Hoffmann-La Roche

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 Divison'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
Administrator
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
Administrator
Neurologist

Gilles Rouleau
Administrator
Human Resources
Management Consultant
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