

RESILIENCE, INNOVATION, SUPPORT 2021 ACTIVITIES REPORT



A WORD FROM THE CHAIR AND EXECUTIVE DIRECTOR

Solidarity and resilience are undeniably the values that best represent 2021.

Over the last 12 months, the Quebec Division team, the staff of the local chapters, the members of the Board of Directors and all our collaborators came together for the cause of supporting people living with MS. Every day, we joined forces to improve the quality of life of the members of our precious community. Every action taken, every dollar spent and every project put in place was done with the intention of helping our members and their family.

While the pandemic affected our activities for a second year, the situation was completely different in 2021. The virtual fundraisers attracted a larger number of committed participants, the financial targets were surpassed and some new initiatives were developed. The Abitibi region held a virtual version of the MS Walk for the first time, the Défi Vélo de montagne SP attracted cyclists in the Estrie region, new virtual activities were offered, the Région-de-Québec chapter's Ma Boîte Rouge initiative sold boxes of local products for the cause, among many other examples.

Thanks to our community's sustained efforts, we were able to donate more than \$1 million to MS search in 2021. Special thanks to the local chapters for their impressive contribution this year.

Thanks also to the members of the Board, who showed great dedication, meeting several times to closely track our cash flow.

We can be optimistic about 2022. The team is coming together again, fundraising activities can be held in person in accordance with the public health measures in effect and research is progressing more than ever. We can emerge from this dark period and work together to reach new heights!

Louis Adam, President

Martin Legault, Chair



BOUNCING BACK THANKS TO 2021'S SUCCESSES

A Quebec participant raised the largest amount in Canada during the MS Bike event.

Lynda Archambault, captain of the Les pédaliers de l'avenir team, raised nearly \$180,000 and was crowned the champion of the MS Bike fundraiser among all the participants across Canada. Each year, Lynda and her team raise significant amounts through a variety of family fundraising activities. In 2021, stand-up comedian Sam Breton made guests cry with laughter during a dinner show the team organized.

The very first mountain biking event attracted hundreds of participants.

Jean-Sylvain Ouellette was able to get more than 120 cyclists to take part in the very first Défi Vélo de montagne SP. The event, which was supported by several partners, raised nearly \$94,000 to benefit people affected by MS. It was a success across the board, as evidenced by the results of the satisfaction survey (100% participant satisfaction). Marc Fournier, the spokesman for the event, reiterated his commitment to the 2022 edition after discovering his new favourite sport.

Ten webinars were offered to MS community members in 2021.

Thanks to the participation of several experts and partnerships with Roche, Novartis, EMD Serono and Pendopharm, five webinars were offered free of charge on our Facebook page and YouTube channel. We were able to offer five additional webinars thanks to a collaboration with Accès SP:écial, a group of specialist MS nurses. Through these webinars, people living with MS and their loved ones were able to learn more about evaluating new MS studies, as well as about generic drugs, pregnancy and fertility, tax credits, COVID-19 vaccines and more.



Ultra-Trail Harricana™ broke records, with more than \$150,000 raised for the MS Society.

Previously, the event's most successful year was 2020, with 41 participants and more than \$40,000 raised for MS. In 2021, Ultra-Trail Harricana™ was celebrating its 10th anniversary and decided to push the envelope by setting a fundraising goal of \$100,000. The result: in addition to conquering the Charlevoix trails, more than 190 runners took part in the fundraiser, collecting more than \$150,000. Many records were set by the participants, not to mention the awareness that was raised during the event.



PROGRAMS AND SERVICES

Caution was the name of the game in planning the return to in-person programs and services. Some activities were kept virtual while others underwent a gradual return.

A few local chapters were able to take advantage of the temporary reopening of restaurants to again offer the possibility of meeting in small groups over coffee. Keeping things virtual gave our community throughout Quebec access to a variety of activities in addition to their own chapter's regular offering.

The Quebec Division collaborated with Agence Webdiffusion to improve the webinar experience. The new platform provides features vital for the promotion and dissemination of the content offered by the expert collaborators.

FUNDRAISING ACTIVITIES

In 2021, most of our fundraisers were held virtually. Despite this, our community's resilience and our donors' generosity generated better-than-expected results, both in terms of funds raised and number of registrations. Nearly all the events saw their fundraising goal surpassed. Not only were participants able to educate their loved ones about people living with MS and thus raise funds vital to the advancement of MS research, but many also recruited new people willing to raise funds. The new participants were able to take advantage of the virtual activities and join our broader community.

MS Walk

Due to the public health measures imposed in the province of Quebec, the May 30th MS Walk had to be kept virtual. The event attracted a larger number of participants, more funds were raised than the previous year and a new event was proposed to members in the Abitibi region. More than \$750,000 were raised thanks to the motivation of the 1,543 walkers.

MS Bike

This event, which attracted hundreds of cyclists across Quebec, also had to be held virtually for a second year. As the health measures were more permissive on August 28th, some teams were able to organize rides and thus highlight their fundraising efforts. Three livestreams were broadcast on the MS Society's Facebook page to show the commitment of three major teams. The event kicked off with the Medavie Blue Cross team, a lunch was organized with the Les Pédaliers de l'avenir team, led by Lynda Archambault, and the crossing of the finish line was celebrated with Sophie Berriault's team, called PS, j'ai la SP x BioScript. The 2022 MS Bike's 277 participants raised close to \$310,000.

Tri-Défi SP

Back after a one-year break, the Tri-Défi SP (MS triple challenge), organized in collaboration with Novartis, offered everyone the opportunity to participate, from home, in a triathlon benefitting people living with MS. The participants, who swam, cycled and ran at a location of their choice, raised a total of \$23,000 for the MS Society.



Journée provinciale de golf SP

The Journée provinciale de golf SP 2022 was put on by an organizing committee made up of Pierre-Luc Gareau, Richard Paré and Stéphane Roy. Thanks to the efforts of the 100-some participants and the sale of exceptional items during the virtual auction, a donation of more than \$120,000 was made to the MS Society. Special thanks to our sponsorship champion, Luc Lacombe..

Ultra-Trail Harricana™ du Canada

The Ultra-Trail Harricana™ of Canada was undoubtedly the most surprising event of 2021. Thanks to the \$150,000 raised by 193 runners, the event broke many of its own records. Celebrating its 10th edition in 2021, UTHC attracts more than 3,000 participants from around the world each year. The MS Society's presence onsite helped educate participants and spectators on the cause of people living with MS throughout the weekend of September 10th–12th.

Le Défi Vélo de montagne SP

Organized by Jean-Sylvain Ouellette, the very first mountain biking event was a huge success. On August 21st, 127 participants hurtled down Mont Sutton with a sense of accomplishment. Thanks to their participation, nearly \$94,000 was raised for the MS Society. The participants expressed an interest in returning the following year, so the second edition of the Défi Vélo de montagne SP is planned for August 20, 2022, at the foot of Mont Sutton.

A&W Burgers to Beat MS

The A&W Burgers to Beat MS event made it possible to contribute to our community in the tastiest way possible: by digging into a TeenBurger™. On August 19th, A&W Food Services of Canada donated \$2 to the MS Society for every TeenBurger™ sold that day. More than 140 restaurants across Quebec participated in this initiative. A total of \$1.4 million was raised across Canada during a new “take-out” version of this traditional day.





IMPACT ON OUR COMMUNITY

“Since I have no visible symptoms and am still working, I was initially very reluctant to register for an MS Society activity because I didn’t want to cross paths with people who were in worse shape or depressed, giving me a glimpse of what I could expect down the road. But I finally did it and it was a revelation! I met such positive people, who are self-deprecating, down-to-earth and accepting. I feel like I’m part of a real gang.” – **Marilou Morin Renaud, participant in the Laval chapter’s activities.**

“One of our employees was diagnosed with multiple sclerosis three years ago. She used the Défi Vélo de montagne SP to announce her diagnosis and invite us to take part in the event. As a small family within a large company, we felt compelled to support her in this wonderful challenge. Next year, we will attend in larger number and be better organized.” – **Alexandre Morissette, member of the 2 X 4 team, 2021 Le Défi Vélo de montagne SP**

“I like to shine a little light on the dark days that follow a diagnosis. Volunteering has become my hobby, my thing.”
– **Marcel Fortin, who has seized several opportunities to be involved in the MS Society over the years**

“It can sometimes be difficult to exercise due to a lack of energy caused by my MS. The kinesiology sessions I’ve been doing for the past two years have increased my muscle mass, made my legs stronger and improved my coordination. I’ve also seen an improvement in my cognitive abilities and my morale. I have a more positive outlook and feel better about myself despite the limitations the disease can cause.”
– **Cynthia Paquette, participant in the kinesiology sessions offered by the Outaouais chapter**

OUTREACH

The MS Society of Canada can count on the invaluable collaboration between the Quebec Division and several organizations, always with the aim of giving people diagnosed with multiple sclerosis a better quality of life. These partnerships help us reach a broader community, which means greater awareness, more fundraisers and more services offered.

Neuro Partners

Neuro Partners is working to improve the resources available to the more than 50,000 Quebecers living with a progressive neurological disease. It met with members and ministers of Quebec's National Assembly to discuss long-term care facilities, access to innovative drugs, support for caregivers and access to care and services, among other issues.

HealthPartners Quebec

In 2021, HealthPartners Quebec worked hard to relaunch its fundraising campaigns in the workplace. In-business testimonials were given to invite employees to donate and support the health organizations that make up HealthPartners Quebec.

Baluchon Alzheimer

Baluchon Alzheimer's mission is to offer respite, support and help to caregivers who want to keep their loved one with Alzheimer's or another disease at home. In 2021, a \$700,000 government grant allowed the organization to expand its service offer and support to caregivers of people living with multiple sclerosis. Family members throughout Quebec can contact Baluchon Alzheimer to receive respite services for a period of four to 14 days, 24 hours a day.

Government relations

The Quebec Division seized two opportunities in 2021 to make provincial and federal elected officials aware of important issues that need to be improved for people living with multiple sclerosis. During meetings at the National Assembly of Quebec, the Minister of Health, Christian Dubé; the Leader of the Official Opposition, Dominique Anglade; the Leader of the Third Opposition Group, Joël Arseneau; and Audrey Paquette of the Second Opposition Group heard our desire for policies that better meet our community's needs.

At the federal level, the Quebec Division was able to stress certain priorities that require the attention of members of Parliament, including job and income security, access to treatment and housing, in addition to research. The division met with Lyne Bessette, Member of Parliament for Brome-Missisquoi; Louis Plamondon, Member of Parliament for Bécancour—Nicolet—Saurel, and Chair of the Caucus; Richard Lehoux, Member of Parliament for Beauce; and the Honourable Marc Garneau.



RESEARCH

During the pandemic, the MS Society continued to invest in research to accelerate advancements in this area of study. In 2021, the MS Society allocated more than \$2.6 million to fund new studies and various research grants. Here are some of the research highlights:

Improving treatment and care

Dr. Ann Yeh of the Hospital for Sick Children in Toronto, which is affiliated with the University of Toronto, is currently conducting a pilot clinical trial of metformin as a therapeutic agent capable of promoting the repair of damaged white matter.

Dr. Douglas Arnold of McGill University is applying artificial intelligence to the clinical and imaging data from more than 10,000 people living with MS in the aim of more accurately predicting relapses and the course the disease will take.

Understanding and stopping the progression of MS

A study by Anastassia Voronova, Ph.D., of the University of Alberta, provides solid data on the role played by fractalkine, a new molecule that can promote oligodendrocyte formation.

Jennifer Gommerman, Ph.D., of the University of Toronto, will conduct research to decipher new mechanisms underlying progressive MS. Her aim is to understand all the factors involved and the changes that occur in the presence of progressive MS.

Soheila Karimi, Ph.D., of the University of Manitoba, has compelling evidence for the involvement of Neuregulin-1 beta 1 (Nrg-1 β 1) in MS pathology. The Nrg-1 β 1 protein plays a critical role in maintaining neural cells and myelin in the central nervous system. This molecule could be a marker for the early detection of MS as well as a therapeutic target to delay the onset of MS, limit the severity of this disease and impede its progression.

Preventing MS

Helen Tremlett, Ph.D., of the University of British Columbia, is involved in research on the prodromal phase of MS, in the aim of determining the predictive signs of the disease in various groups. She wants to study the signs and symptoms that appear in the years leading up to the onset of MS in a cohort of more than 250,000 people living in Canada or Sweden.



The Québec Division is privileged to have the support of many extraordinary donors and partners.

With their support, we have been able to continue our important mission. In fact, we have been able to fund life-changing research, develop new programs and virtual events, and help thousands of people face the challenges of MS and COVID-19.

To all of you, a big thank you for your outstanding generosity. During these difficult times, your contribution has made a significant positive impact*.

TABLE OF EXCEPTIONAL DONORS AND PARTNERS

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

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Denis Loiselle, Dooly's, Elisabeth Têtu, Fondation Québec Philanthrope, Freedom International Brokerage Company, Giovanni Pisciueneri, Succession de Huguette Laviguer, TVA Productions II Inc. (Le Tricheur), WSP Global Inc., Zeller Family Foundation

From \$10,000 to \$40,999

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\$50,000 and above

Caisse de dépôt et placement du Québec, Marie-France Legault, Philhobar Design Canada, Power Corporation of Canada, The Molson Foundation

Partner Companies

Biogen Canada Inc., Cardio Plein Air, Croix Bleue Medavie, Emballages Mitchel-Lincoln Ltée, EMD Serono Canada Inc., Entreprises Larry, Fenplast, Hoffmann-La Roche, Novartis Pharmaceuticals Canada Inc., Nutrifrance, Pendopharm, Pharmacie Martin Gilbert inc. - Bioscript, Pharmacie Torani Haddad - Spec Pharma Traitements spécialisés, Refill & Co., Sports aux puces

* Please note that this list does not include gifts given via fundraising initiatives by participants in events or activities organized by the Multiple Sclerosis Society of Canada or a third party



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Québec Division
MS Society of Canada,
Saguenay Chapter



FINANCIAL STATEMENTS BALANCE SHEET

	Quebec Division	Quebec Chapters	Intercompany balances	As at 2021-12-31 Total	As at 2020-12-31 Total
ASSETS					
Current assets					
Cash and cash equivalents	1 335 775	3 123 584		4 459 359	2 740 958
Short-term investments		11 822		11 822	101 827
Accounts receivable / accrued interest	1 299 133	430 516	(1 078 362)	651 286	1 555 287
Prepaid expenses and supplies	47 881	20 276		68 157	82 333
Total Current Assets	2 682 788	3 586 198	(1 078 362)	5 190 624	4 480 405
Investments					
Capital Assets	14 408	58 121		72 530	290 587
TOTAL ASSETS	2 697 197	3 697 486	(1 078 362)	5 316 321	4 833 050
LIABILITIES					
Current liabilities					
Accounts payable / accrued liabilities	2 027 747	952 024	(1 078 362)	1 901 408	1 985 611
Deferred revenue	12 320	136 896		149 216	172 776
Current portion of annuity payable		3 287		3 287	3 174
Current portion of lease inducement					
Current portion of the long-term debt		60 000		60 000	4 861
Total current liabilities	2 040 067	1 152 207	(1 078 362)	2 113 911	2 139 422
Obligations under capital leases	1 500			1 500	1 500
Annuity payable		14 359		14 359	17 645
Provision for free rent					51 045
Long term debt					60 000
Deferred contributions	38 292	19 300		57 592	187 734
TOTAL LIABILITIES	2 079 859	1 185 866	(1 078 362)	2 187 361	2 457 345
NET ASSETS					
Immobilisation	14 408	58 121		72 530	290 587
Restricted for other purposes		400 514		400 514	185 156
Unrestricted Net Assets	602 931	2 052 982		2 655 916	1 899 953
Total net assets	617 339	2 511 618		3 128 960	2 375 697
TOTAL LIABILITIES AND NET ASSETS	2 697 198	3 697 486	(1 078 362)	5 316 321	4 833 041



STATEMENTS OF OPERATIONS

REVENUE

	Quebec Division	Quebec Chapters	Intercompany balances	For the year ended 2021-12-31 Total	For the year ended 2020-12-31 Total
REVENUE					
Revenue from donations and grants					
Bequests	121 177	14 796		135 973	236 431
Acts of Greatness Campaign	50 000			50 000	117 440
Corporate giving and individual giving and major donors	591 074	607 901		1 198 975	918 313
Grants from governments	423 088	1 675 610		2 098 698	2 121 475
Grants from pharmaceutical company partners	84 625			84 625	47 500
Other grants		14 833		14 833	1 378
Total revenue from donations and grants	1 269 964	2 313 140		3 583 104	3 442 537
OTHER REVENUE					
Signature events	648 245	695 727		1 343 972	992 816
Local fundraising initiatives	613 219	198 070	(325 095)	486 194	183 674
Partnership events and campaigns	84 615	55 013		139 178	110 273
We Challenge MS	242 588	130 400		372 988	212 803
Bingos and lotteries		53 606		53 606	40 957
Sale of goods		61 735		61 735	52 366
HealthPartners	120 665	107 623		228 288	244 258
Public awareness activities		5 588		5 588	1 424
Investment income	4 976	10 654		15 630	15 011
Registration fees – activities provided to clients	15 644	19 286		34 930	52 212
Memberships	360	834		1 194	2 295
Contribution to research by the chapters	447 355		(447 355)		
TOTAL REVENUE	3 447 181	3 651 676	(772 450)	6 326 406	5 350 627



STATEMENTS OF OPERATIONS

EXPENSES

	Quebec Division	Quebec Chapters	Intercompany balances	For the year ended 2021-12-31 Total	For the year ended 2020-12-31 Total
EXPENSES					
Fundraising costs					
Leadership giving	249 877	111 185		361 062	358 827
Signature events	243 049	154 925		397 974	454 426
Local Fundraising Initiatives	207 207	224 294		431 501	313 669
Partnership events and Campaigns		38 282		38 282	31 452
We Challenge MS	90 710	41 084		131 794	78 088
Gaming		5 396		5 396	5 002
Cost of goods sold		46 949		46 949	30 554
Indirect fundraising	89 460	101 716		191 176	256 955
Total fundraising expenditures	880 303	723 831		1 604 134	1 528 973
Program and administration expenditures					
Programs and Services	251 906	780 018		1 031 924	1 075 589
Research	950 000	447 355	(447 355)	950 000	146 650
Research - endMS					
Acts of Greatness	50 000			50 000	117 440
Contribution to programs and services		325 095	(325 095)		
Public education and awareness	257 651	298 687		556 338	616 484
Chapter and volunteer support and development	472 316	164 173		636 489	571 330
Community relations	89 284	67 979		157 263	145 366
Administration	278 070	308 939		587 009	553 069
Total program and administration expenditures	2 349 227	2 392 245	(772 450)	3 969 017	3 225 931
TOTAL EXPENDITURES	3 229 530	3 116 076	(772 450)	5 573 151	4 754 904
Excess of revenues over expenditures for the year	217 651	535 600		753 255	595 723



THE DIVISION AND 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 Quebeckers 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.

Resilience, from north to south and east to west

In 2021, the local chapters did a remarkable job of serving the MS community and staying united in difficult circumstances. The programs were kept in virtual format with the help of a collaboration between several local chapters, thus expanding the offer to the community.

The local chapters made a greater contribution to research than ever. More than \$432,000 went directly to advancing research.

The chapters also contributed to the development of certain fundraising activities, such as the MS Walk, and Savour: A Culinary Festival. Thanks to their expertise and innovative ideas, these activities were able to be adapted and improved.

In short, everyone joined forces to build a world free of MS.



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