

# PROPELLED TOWARDS A DIGITAL SHIFT

2020 ACTIVITIES REPORT



# A WORD FROM THE CHAIR AND EXECUTIVE DIRECTOR

If 2019 was synonymous with change, 2020 could be defined by one word: CRISIS.

The MS Society of Canada has not escaped the impact and repercussions of the pandemic. However, a crisis can also represent opportunities. This year, we had the opportunity to take a step back and change how we plan our projects and activities, redefine, and diversify our revenue sources, forge even closer ties with our members, and reinforce and promote a culture of giving within our organization.

We were forced to drastically downsize our personnel and our revenues dropped considerably.

But we've maintained most of our events by taking a virtual approach, allowing us to preserve a link with those living with, or affected by MS, as well as with our donors and volunteers, and to place an even greater focus on MS awareness. We've relied on our community members (donors, volunteers, partners, board members and staff) and their ability to remain resilient in a challenging and uncertain environment.

**Martin Legault,**  
Chair

**Louis Adam,**  
Executive Director



# POSITIVE FINDINGS

The crisis has not shaken our resolve to fund research, to carry out our mission—To connect and empower the MS community to create positive change—and to continue to achieve our goal of a world free of multiple sclerosis.

## 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.

In 2019, the division developed an action plan that identified four main motives: service to members and users, support for local chapters, fundraising activities and employee engagement.

This plan is consistent with our strategic plan “Discover. Innovate. Act.” Maintaining our support services and participation in our activities, even remotely, has allowed us to break down borders and silos. It was important for us to stay united, and we witnessed a great deal of support from our dedicated volunteers and donors.

2020 has also been a year of adaptation, as well as one of interaction and exchange between the MS Society of Canada and members of the MS community, through the development of online programs, services and activities.



# PROGRAMS AND SERVICES



In 2020, the MS Society created a series of webinars entitled “Hear from the Experts,” that resulted in seven virtual events, two of which were in French. Topics covered included COVID-19, mental health and caregiver resilience.

We have supported people with, or affected by MS in various ways, such as the production of two informational podcasts, including one on physical activity.

Our organization has assured, through our local chapters, that people with MS and their families continue to have access, remotely, to adapted classes (yoga and physical activity, for example), support groups, as well as social, artistic and informative activities.

The shift to virtual formats has also enabled us to offer services in some of the most remote regions of Québec, which had never been served by our organization because of the size of the territory. Through webinars and online courses, our community members were able to learn and train from the comfort of home, saving time and energy.

For the first time, customers were able to access the “MS Connect Conferences,” a national research event. This event was held over six days and included seven research conferences, presenting important and interesting insights.

We have maintained the following fundraising activities:

### **MS Walk**

Due to the health situation, the MS Walk was held virtually. Dressed in red, participants walked in their neighbourhoods with the goal of supporting people with MS.

On May 24, 1,500 participants walked in 17 regions across Québec, raising over \$612,000.

### **MS Bike**

The 31<sup>st</sup> MS Bike was held virtually on August 29, thanks to our partner Medavie Blue Cross. Over 360 participants cycled their favourite routes during the Virtual MS Bike. Several teams safely came together to ride and to celebrate their fundraising efforts. Overall, more than \$381,000 was raised during this event.

### **MS Provincial Golf Day**

Formerly known as the MS Golf Marathon, our golf event was transformed into a provincial event and became MS Provincial Golf Day. On October 10 and 11, participants were invited to practise this sport at the golf club of their choice. Thanks to their efforts, as well as the associated auction, \$101,000 was raised from this event.

### **Ultra-Trail Harricana™ of Canada**

On September 11, 12 and 13, 2020, 41 athletes ran the Charlevoix trails at Mont Grand-Fonds ski centre, for the opportunity to connect a physical challenge with a philanthropic one.

Thanks to their determination, they exceeded the set fundraising target, and raised nearly \$41,000, which was a major success during the pandemic.

### **Burgers to Beat MS**

Burgers to Beat MS, in collaboration with A&W, allows us to make a contribution to the community in the best possible way: by enjoying a TeenBurger™.

On August 20, A&W Food Services of Canada donated \$2 to the MS Society for every TeenBurger™ sold that day. Over 140 Québec restaurants participated in this initiative. \$1.3 million was raised across the country in a new “take-out” version of this traditional day.

### **We Challenge MS**

The We Challenge MS platform was redesigned as a result of the pandemic. The new format would allow participants to serve the cause with passion, while maintaining their health.

The #WeChallengeMS campaign was launched during MS Awareness Month. Participants were given five fundraising suggestions (virtual celebrations, creativity, Facebook fundraising, physical activities, and turning hobbies into fundraisers). The site offered several resources, in addition to fundraising ideas.

# FUNDRAISING ACTIVITIES



# RESEARCH

Researchers continue to collaborate and are working hard to develop new treatments. The virtual shift forced by the pandemic allowed different stakeholders and countries to come together to exchange ideas. It also led to important gatherings such as the sixth ACTRIMS (Americas Committee for Treatment and Research in Multiple Sclerosis) Forum. This year's forum took place online from February 25 to 27 and was an opportunity for participants to attend conferences on topics such as: The impact of aging on progressive MS, A portrait of MS among Hispanic and Latin populations, pediatric MS and COVID-19 among people living with MS.





## Here is an overview of the impact of your support in 2020.

You ensured the continuation of 54 pilot and discovery research grants that had been allocated to researchers across Canada.

You have enabled us to continue to fund 8 collaborative team grants that the organization had allocated for important MS research, including a clinical trial focused on improving cognitive functions in people with a progressive form of MS, a clinical trial on stem cell treatments, as well as studies focused on intestinal microbiota as a risk factor for MS, the immune system and its role in the context of MS, and pediatric MS.

In 2020, you assured funding for work conducted by 41 promising research trainees. As a result, 11 postdoctoral fellowships, 24 doctoral studentships and 6 master's studentships were awarded.

You contributed to expert-led webinars on topics of interest to the MS community, in which 14,623 people were able to participate.

You helped us develop online activity programs in association with NeuroSask (University of Saskatchewan) and TIME™ (University Health Network—Toronto Rehabilitation Institute)—programs to enhance the well-being of people with MS.

## Advocacy

During the last week of October, in collaboration with other Neuro Partner member organizations, representatives from the MS Society of Canada met with MPs from all political parties to discuss issues of importance to people with neurological conditions. Priorities focused on home support and housing, as the COVID-19 pandemic has highlighted challenges and barriers facing members of our community.

# IMPACT

A stylized illustration of a man in a dark blue suit and yellow tie standing on a red cylindrical pedestal. A bright yellow spotlight shines down on him from the top of the page. The background is a gradient of red and orange, with several yellow and orange curved shapes resembling confetti or streamers floating around. The word 'IMPACT' is written in large, bold, blue letters at the top of the page.

# MAJOR GIFTS AND PLANNED GIVING



The COVID-19 highlighted the importance of charitable organizations having multiple fundraising methods in place. Like the Multiple Sclerosis Society of Canada, many organizations in Québec relied on benefit events. The difficulty in maintaining these activities has highlighted the need to reassess major gifts and planned giving programs. As a result, the pandemic has led us to consider ways to diversify revenues, while maintaining our vision to build and develop a philanthropic culture within the organization.

In line with our mission, vision and values, our program will focus on building long-term relationships with donors, as well as integrating planned giving with our other fundraising activities. This will allow us to strengthen our ability to solicit significant donations from individuals.

Since the 2000s, there has been a strong link between major gifts from individuals and planned giving. As such, an approach that encourages the solicitation of planned gifts from individuals has been acknowledged as a necessary practice. It is through an integrated approach that we will increase the number of major gifts.



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**

Association Sambentonense de Montréal, National Bank of Canada, in memory of Lorraine Samson, CN Employees' and Pensioners' Community Fund, Chocolaterie Doucesoeur Inc., Daniel Larouche, Fédération des Caisses Desjardins du Québec, Jewish Community Foundation of Montréal, Rheinmetall Employees Charitable Fund, Guylaine Landry, AMJ Campbell Moving Services, Madeleine St-Martin, Estate of Claudette Lessard, Estate of Louise Larochelle D'Amours, Estate of Allison Duncan Rosenberg, Estate of Suzanne A. Stuart, Estate of Mary Tomascik, Suzanne Sénécal, TFI International Pharmacy, TVA Productions II, Inc. — Le Tricheur (Marc Hervieux), TVA Productions II, Inc. — Le Tricheur (Kevin Raphael), PSV Boisjoli LLP

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

Fondation Québec Philanthrope — Lise-Gagnon-and-André-Morillon Fund

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

Fondation Bergeron-Jetté, J. Armand Bombardier Foundation, Hydro-Québec, IA Financial Group, L'Oréal Canada, Estate of Rachel Souchereau, Estate of Lucille Paradis, Estate of Lucky Polidori, Estate of Louise Vallières

### **\$50,000 and above**

Louis Langis, Power Corporation of Canada, Estate of Sarah Ste-Marie, Estate of Theresa Marczona

### **Partner Companies**

Biogen, Medavie Blue Cross, EMD Serono, Hoffmann-La Roche, Novartis, Mitchel-Lincoln, Orimed Pharma, Pendopharm, SpecPharma—Pharmacie Gabriel Torani et Habib Haddad

\* 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.

# BOARD OF DIRECTORS



List of the 2020–2021 Board of Directors for the Multiple Sclerosis Society of Canada, Québec Division.

**Lynda Archambault,**  
**Vice-Chair**  
Businesswoman

**Denis Baribeau,**  
**Administrator**  
Civil Engineer  
Québec Ministry of Transport

**Roberto Beaupré,**  
**Administrator**  
Director, Business Analysis  
TELUS

**Sonia Carrière,**  
**Administrator**  
Chair  
MS Society of Canada  
Ottawa Chapter

**Gilles Dionne,**  
**Administrator**  
Chair  
Beldex Group

**Marcel Fortin,**  
**Administrator**  
Chair  
MS Society of Canada  
Montréal Chapter

**Dr Yves Lapierre,**  
**Administrator**  
Neurologist  
Bureau des Sciences  
Neurologiques de Laval

**Martin Legault,**  
**Chair**  
Director, Group Underwriting  
Medavie Blue Cross

**Lorie Palmer, CPA, CA, CIA,**  
**Treasurer**  
Taxation Partner  
PSB Boisjoli

**Richard Paré,**  
**Secretary**  
Damage Insurance Broker  
RPA Assurances

**Luc Turcotte,**  
**Administrator**  
Managing Director  
Desjardins

**Suzanne Villeneuve,**  
**Administrator**  
Chair  
Services and Social Action  
Committee  
MS Society of Canada,  
Québec Division

# FINANCIAL STATEMENTS

## BALANCE SHEET

	Quebec Division	Quebec Chapters	Intercompany balances	As at 2020-12-31 Total	As at 2019-12-31 Total
<b>ASSETS</b>					
<b>Current assets</b>					
Cash and cash equivalents	1 182 147	1 558 811		2 740 958	2 325 256
Short-term investments		101 827		101 827	11 827
Accounts receivable / accrued interest	1 498 277	1 041 039	(984 029)	1 555 287	700 369
Prepaid expenses and supplies	61 388	20 945		82 333	133 220
<b>Total Current Assets</b>	<b>2 741 812</b>	<b>2 722 622</b>	<b>(984 029)</b>	<b>4 480 405</b>	<b>3 270 672</b>
<b>Investments</b>		62 058		62 058	154 218
<b>Capital Assets</b>	231 703	58 884		290 587	116 976
<b>TOTAL ASSETS</b>	<b>2 973 516</b>	<b>2 843 564</b>	<b>(984 029)</b>	<b>4 833 050</b>	<b>3 441 866</b>
<b>LIABILITIES</b>					
<b>Current liabilities</b>					
Accounts payable / accrued liabilities	2 291 034	651 606	(984 029)	1 958 611	1 406 907
Deferred revenue	56 954	115 823		172 776	167 637
Current portion of annuity payable		3 174		3 174	3 065
Current portion of lease inducement	4 861			4 861	
<b>Total current liabilities</b>	<b>2 352 850</b>	<b>770 602</b>	<b>(984 029)</b>	<b>2 139 422</b>	<b>1 577 609</b>
<b>Obligations under capital leases</b>	1 500			1 500	2 047
<b>Annuity payable</b>		17 645		17 645	20 819
<b>Long term portion of lease inducement</b>	51 045			51 045	
<b>Long term debt</b>		60 000		60 000	
<b>Deferred contributions</b>	168 434	19 300		187 734	61 409
<b>TOTAL LIABILITIES</b>	<b>2 573 828</b>	<b>867 547</b>	<b>(984 029)</b>	<b>2 457 345</b>	<b>1 661 884</b>
<b>NET ASSETS</b>					
Immobilisation	231 703	58 884		290 587	116 976
Restricted for other purposes		185 156		185 156	51 155
Unrestricted Net Assets	167 981	1 731 972		1 899 953	1 611 853
<b>Total net assets</b>	<b>399 685</b>	<b>1 976 012</b>		<b>2 375 697</b>	<b>1 779 984</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>2 973 512</b>	<b>2 843 559</b>	<b>(984 029)</b>	<b>4 833 041</b>	<b>3 441 867</b>



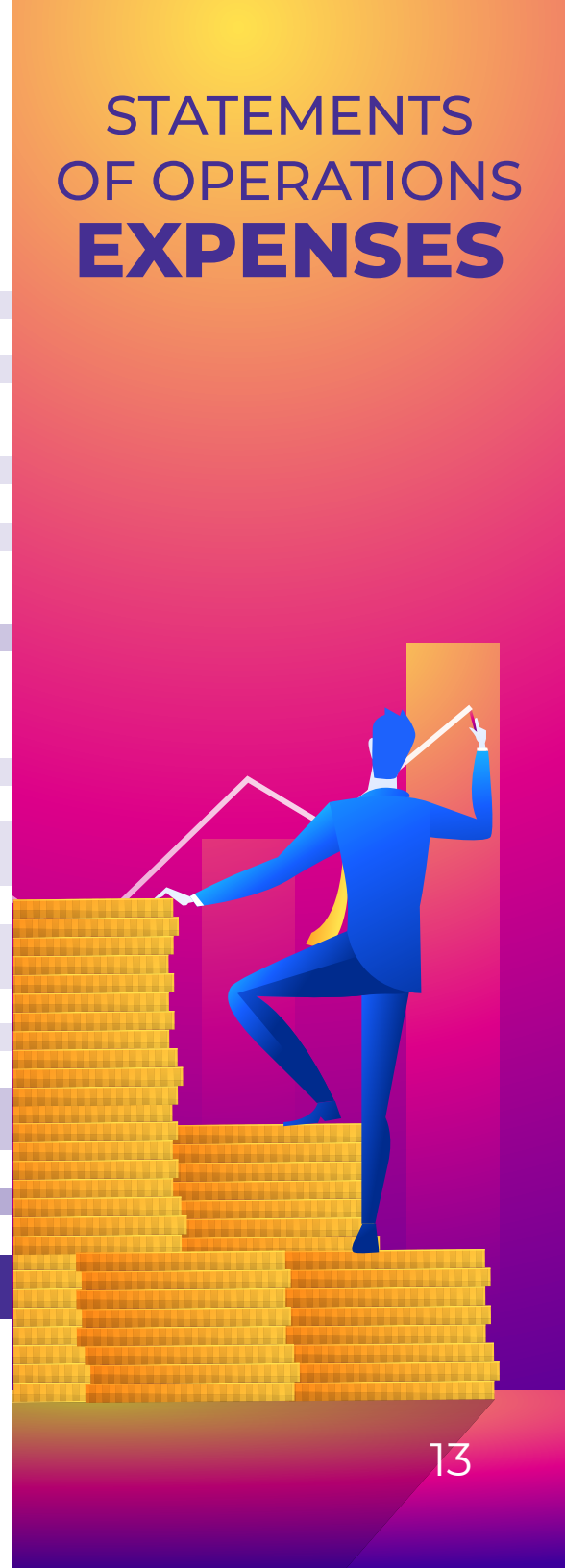
# STATEMENTS OF OPERATIONS REVENUE



	Quebec Division	Quebec Chapters	Intercompany balances	For the year ended <b>2020-12-31</b> Total	For the year ended <b>2019-12-31</b> Total
<b>REVENUE</b>					
<b>Revenue from donations and grants</b>					
Bequests	234 693	1 738		236 431	109 447
Acts of Greatness Campaign	117 440			117 440	137 480
Corporate giving and individual giving and major donors	241 197	677 116		918 313	798 715
Grants from governments	537 591	1 583 884		2 121 475	964 785
Grants from pharmaceutical company partners	47 500			47 500	75 000
Other grants		1 378		1 378	2 167
<b>Total revenue from donations and grants</b>	<b>1 178 421</b>	<b>2 264 116</b>		<b>3 442 537</b>	<b>2 087 594</b>
<b>OTHER REVENUE</b>					
Signature events	498 485	494 331		992 816	2 114 030
Local fundraising initiatives	378 443	64 559	(259 328)	183 674	1 872 759
Partnership events and campaigns	63 618	46 655		110 273	155 898
We Challenge MS	108 613	104 190		212 803	535 560
Bingos and lotteries		40 957		40 957	68 874
Sale of goods	2 335	50 031		52 366	6 614
HealthPartners	148 737	95 521		244 258	265 497
Public awareness activities		1 424		1 424	207 835
Investment income	2 027	12 984		15 011	43 427
Registration fees – activities provided to clients	29 040	23 172		52 212	118 326
Memberships	500	1 795		2 295	7 585
<b>TOTAL REVENUE</b>	<b>2 556 869</b>	<b>3 245 005</b>	<b>(451 247)</b>	<b>5 350 627</b>	<b>7 509 937</b>

# STATEMENTS OF OPERATIONS EXPENSES

	Quebec Division	Quebec Chapters	Intercompany balances	For the year ended <b>2020</b> -12-31 Total	For the year ended <b>2019</b> -12-31 Total
<b>EXPENSES</b>					
<b>Fundraising costs</b>					
Leadership giving	238 092	120 735		358 827	253 519
Signature events	290 882	163 544		454 426	1 367 268
Local Fundraising Initiatives	147 254	166 415		313 669	1 295 947
Partnership events and Campaigns	70	31 382		31 452	41 162
We Challenge MS	53 352	24 736		78 088	147 653
Gaming		5 002		5 002	4 861
Cost of goods sold		30 554		30 554	4 317
Indirect fundraising	145 586	111 369		256 955	394 598
<b>Total fundraising expenditures</b>	<b>875 236</b>	<b>653 737</b>		<b>1 528 973</b>	<b>3 509 323</b>
<b>Program and administration expenditures</b>					
Programs and Services	334 212	741 377		1 075 589	1 390 470
Research	146 650	146 650	(146 650)	146 650	249 642
Research - endMS					
Acts of Greatness	117 440			117 440	137 480
Public education and awareness	280 699	335 785		616 484	698 446
Chapter and volunteer support and development	449 219	167 380	(45 269)	571 330	569 489
Government and community relations	77 492	67 874		145 366	149 719
Administration	242 200	310 869		553 069	511 871
<b>Total program and administration expenditures</b>	<b>1 647 912</b>	<b>2 029 266</b>	<b>(451 247)</b>	<b>3 225 931</b>	<b>3 707 118</b>
<b>TOTAL EXPENDITURES</b>	<b>2 523 148</b>	<b>2 683 003</b>	<b>(451 247)</b>	<b>4 754 904</b>	<b>7 216 442</b>
<b>Excess of revenues over expenditures for the year</b>	<b>33 721</b>	<b>562 002</b>		<b>595 723</b>	<b>293 496</b>





# THE DIVISION AND THE CHAPTERS

Across Québec, the employees and volunteers of the chapters are dedicated and determined to providing quality programs and services to the more than 20,000 Québécois living with MS and their families.

In addition, they organize fundraising events in each of their regions that contribute to financing not only their activities, but also multiple sclerosis research.

## **Chapter Events**

In 2020, the chapters also experienced significant changes to their fundraising events. Stopping at nothing, they stepped up their efforts and raised more than \$3.25 million! Initiatives that were developed include: Bulles d'espoir (cocktail event) — Mauricie Chapter, Tablée SP (MS Charity Supper) and golf tournament — Easter Townships Chapter, Tablée SP (culinary Event) — Outaouais Chapter, la Boîte rouge (monthly subscription boxes) — Région-de-Québec Chapter, Bolltecap Collection — Lac-Saint-Jean and North Shore Chapters In addition, draws were organized by several chapters.





# CHAPTERS CONTACT DETAILS

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