

# REPORT ON OPERATIONS **2018**



**PEOPLE  
LIKE  
YOU**



**STAND  
BEHIND  
ACTS**



**OF  
GREATNESS**



## OUR MISSION

To be a leader in finding a cure for multiple sclerosis and enabling people affected by MS to enhance their quality of life.

Multiple sclerosis (MS) is an autoimmune disease of the central nervous system (brain, spinal cord and optic nerves). The disease attacks myelin, the protective covering of the nerves, causing inflammation and often damaging the myelin. Myelin is necessary for the transmission of nerve impulses through nerve fibres. If damage is heavy, nerve impulses may be completely disrupted. The result is that the messages transmitted throughout the body are slowed down or stopped, causing the symptoms of MS. The possible symptoms of this disease include extreme fatigue, lack of coordination, weakness, tingling, impaired sensation, vision problems, bladder problems, cognitive impairment and mood changes. Treatments that modulate the immune system can slow down the progress of the relapsing-remitting form of the disease but cannot prevent or cure it. People who have MS spend their lives dealing with the unpredictable effects of this disease, which is still incurable. Multiple sclerosis is generally diagnosed in people aged 20 to 49 years old, but children can have it as well. Women are three times as likely as men to get MS. In Canada, we have more people with MS per capita than any other country.

### THERE ARE SEVERAL FORMS OF MS:

**85%**

In approximately 85% of people with MS, the disease first appears in a relapsing-remitting form (a series of inflammatory attacks interrupted by remissions).

**65%**

Up to 65% of people living with MS are likely to present a secondary progressive form of the disease, following the relapsing-remitting form.

**10%**

Approximately 10% of people with MS have a primary progressive form of this disease from the time of diagnosis.



The last 12 months have seen a surge in multiple sclerosis research. For example, consider the \$5-million study, financed by the Multiple Sclerosis Society of Canada, on improving cognitive functions in the context of progressive MS and the formation of a cohort of people with MS who will be followed by close to 50 researchers for five years in order to study this disease.

In 2018, a medication to treat primary progressive MS received approval, with conditions, from Health Canada. This is the first drug for this kind of MS to be available to Canadians who have primary progressive MS.

While amplifying our contribution to research, we have also been able to maintain our wide range of services to foster the well-being of people affected by MS. The Interdisciplinary Conference for Health Care Professionals, the MS Youth Camps and the Espoir famille weekend are just a few examples.

The Text-to-donate campaign, which focused on the invisible symptoms of multiple sclerosis and targeted the 20- to 40-year-old group, was launched on May 1 during MS Awareness Month. Thanks to the collaboration of one of our partners, we had the opportunity to present this campaign at an Infopresse day on the topic of best practices in health care marketing. These two excellent initiatives enabled us to make people more aware of the cause that's so important to us!

All of our fundraising activities were very successful due to the extraordinary participation of volunteers and all the members of the MS community, who spare no effort and demonstrate extraordinary creativity in raising money for our organization. Three of our events posted record results: Toqué! for MS, Women Against Multiple Sclerosis (WAMS) and Medavie Blue Cross MS Bike. The latter event raised a remarkable \$1,190,898. Thanks to the exemplary commitment and dedication of all, we raised \$7.7 million in 2018.

Last April, we launched a pilot project in three regions (West Island, Montérégie and Montreal) regarding the MS Knowledge Network, an information and guidance system set up by the MS Society that enables people affected by MS to obtain consistent, reliable, high-quality information and services.

This year again, all of our activities and everyone who contributed to them represent acts of greatness in the battle against MS. Thank you from the bottom of our hearts!

Chairman of the Board of Directors  
**Gilles Dionne**

Executive Director  
**Louis Adam**



## THE QUEBEC DIVISION IN ACTION!

In 2018, the Quebec Division and its 18 local chapters organized a wide variety of events.

### INTERDISCIPLINARY CONFERENCE FOR HEALTH CARE PROFESSIONALS

In total, 180 people attended the Interdisciplinary Conference for Health Care Professionals, which was held on April 20, 2018, in Boucherville. Physiotherapists, rehabilitation therapists, occupational therapists, nurses, social workers and many other professionals increased their knowledge of MS so they can better support people affected by this disease.

### TEXT-TO-DONATE CAMPAIGN

Created with the generous partnership of Ogilvy Commonhealth, the Text-to-donate Campaign, which focused on the invisible symptoms of MS, had the goal of making young adults aged 20 to 40 years old more aware of this disease. It was launched in Central Station on May 1, 2018, by a team of six dynamic ambassadors and the MS Squad, who were there to raise public interest. This activity, held for the first time, took place simultaneously in 17 regions and raised more than 1,400 donations of \$5 each, for a total of **\$7,474**.

### MS CARNATION CAMPAIGN

From May 10 to 12, 2018, during the Mother's Day weekend, **\$247,484** was raised by the thousands of dedicated volunteers based in more than a hundred points of sale throughout Quebec. The volunteers offered members of the public real carnations in exchange for a donation to the MS Society.

### HAVE A TASTE TO ACTS OF GREATNESS

This year, the Have a Taste to Acts of Greatness campaign expanded to four regions of Quebec and was held from May 1 to 31, during MS Awareness Month. The campaign was inaugurated in the Eastern Townships in 2016. Its 2018 spokesperson was celebrated mixologist André Duncan. This gastronomic activity has really taken off thanks, among other things, to the involvement of the Allô! Mon Coco restaurant chain. The event raised **\$28,280** and hundreds of Quebec foodies were made more aware of MS!

### MS WALK

On May 27, 4,036 walkers mobilized in 17 Quebec towns and cities for the 24<sup>th</sup> MS Walk. With actor Debbie Lynch-White as provincial spokesperson, the MS Society's flagship event raised **\$1,065,648**.

### WOMEN AGAINST MULTIPLE SCLEROSIS (WAMS)

On May 30, the 12th WAMS gala luncheon was held at the Plaza Centre-Ville in Montreal. Thanks to the solid support of the honorary committee chaired by Marie-Huguette Cormier, Executive Vice-President, Human Resources and Communications, Desjardins Group, a record **\$287,830** was raised at this networking event, which brought together women ready to act to build a world without MS.

### MS YOUTH CAMPS

Two camps for young people who have a parent with multiple sclerosis were held in 2018. The MS Youth Camps allow kids to better understand MS thanks to a variety of workshops and to meet other children and teens who are going through the same thing as them.

### MS TRI-CHALLENGE

For nine years, Novartis has mobilized for MS at the Tremblant 5i50 Triathlon. In 2018, the event was held on Saturday, June 23, and the Novartis team, with 31 participants, combined a physical challenge with a charitable commitment and raised a record **\$47,938**.

### RBC GOLF CHALLENGE FOR MS

The 23<sup>rd</sup> RBC Golf Challenge for MS was held on July 8 and 9 and brought 59 golfers together on the greens in Bromont, at the Château Bromont, Royal Bromont and Parcours du Vieux Village golf clubs. In addition to taking up this one-of-a-kind challenge, the participants raised **\$319,983**.

### A&W BURGERS TO BEAT MS

The 10<sup>th</sup> annual A&W Burgers to Beat MS campaign raised more than \$1.9 million, a first since this event was launched. It took place on Thursday, August 16, in more than 930 A&W restaurants across Canada. For every Teen Burger sold in Canada on that day, \$2 was paid to the Multiple Sclerosis Society of Canada. Christine Sinclair, a leading light in Canadian women's soccer, was the event's spokesperson. Once again, Quebec did us proud: **\$206,389** was raised for the cause.

### MEDAVIE BLUE CROSS MS BIKE

Some 805 cyclists took part in the 29th Medavie Blue Cross MS Bike on August 25 and 26, 2018, in the Outaouais region. This joyous, unifying event, whose spokesperson is Valérie Chevalier, raised a remarkable **\$1,190,898**.

### UTHC HARRICANA

For the sixth year in a row, the Multiple Sclerosis Society of Canada partnered with the Ultra-Trail Harricana of Canada, whose cofounder, Sébastien Boivin, has MS. From September 7 to 9, 48 runners raised a record **\$66,329**.

### TOQUÉ! FOR MS

On October 4, the 2018 Toqué! for MS event was held in the Parquet at Édifice Jacques-Parizeau. This is an exclusive gastronomic event organized in partnership with Normand Laprise, chef-owner of Relais & Châteaux restaurant Toqué! Thanks to the unflagging commitment of the honorary committee, steered by Marc Parent, President and Chief Executive Officer of CAE, and the presence of some 300 guests, a record **\$617,050** was raised.

### ESPOIR FAMILLE CONFERENCE

The Espoir famille weekend was held from October 12 to 14, 2018, in Sherbrooke. Nearly 250 people participated, including about 40 kids aged 6 to 17 years old. This event allows people living with MS and their families to meet, chat and help each other.

### MS RECOGNITION EVENING

The 2018 MS Recognition Evening was marked by novelty and innovation. Held at the CHUM research centre, it attracted a lot of interest with its "speed meeting" formula with 10 experts in the field of MS. The possibility of discussing various aspects of MS with experts – ranging from research to nutrition to physical exercise to sexology – gave guests a chance to ask their questions and receive personal answers. This event was also an opportunity for participants to get an exclusive preview of the MS Society's new major financing campaign with the theme of *Acts of greatness*.

### MS ADVENTURE CHALLENGES

The MS Adventure Challenges combine pushing one's limits with philanthropy; adventure travel is associated with fundraising goals that are just as tough as the physical efforts to meet the challenge! In the last eight years, several hundred adventurers, including people with MS, have discovered the world's most legendary sites, including Everest, Kilimanjaro, Acotango, Machu Picchu, Greenland and the Sahara. This year, six adventurers took part in the MS Dolomites Challenge and the MS New York Marathon Challenge and raised more than **\$94,000**.

### I CHALLENGE MS

The I Challenge MS program allows everyone to do their own fundraising. Whether it involves meeting an athletic challenge, organizing a fundraising event or donating their own birthday as a gift, this year's activities broke all records, bringing in **\$144,513**.

### EVENTS ORGANIZED BY OUR LOCAL CHAPTERS

In 2018, the local chapters raised \$3.7 million, with the following fundraising events, among others: the Montérégie Chapter's Soirée Élément, the Laurentides Chapter's Colangelo golf tournament, the Outaouais Chapter's comedy show, the Chaudière-Appalaches Chapter's Grimpons pour l'espoir climbing activity, the Eastern Townships Chapter's WAMS Brunch, and the Région-de-Québec Chapter's Muck MS. Several fundraising events were also organized by community members for the benefit of the Quebec Division and its chapters.

## MAJOR GIFTS, PLANNED GIVING AND PARTNERSHIPS

The Quebec Division is very grateful to its donors and partners for their exceptional generosity in the battle against MS.

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

Anonymous (2) – Larry Bélanger – CN Employees' and Pensioners' Community Fund – Claude Chamberland – Louise de Tremblay – Zeller Family Foundation – Fondation Denise et Robert Gibeau – Gustav Levinschi Foundation – Fondation Jean-Luc Gravel et Brigitte Breton – St-Hubert Foundation – Gérard Huot – Azrieli Foundation – Jewish Community Foundation of Montreal – Lemessurier Foundation – Honorable Order of the Blue Goose, International, Quebec Pond – Léo Marchand – Sylvie Salois – Suzanne Senecal – Danny St-Vallieres – Yolande Oigny Estate – Gertrude Vincent Hotte Estate – Lucien Marcel Aubry Estate

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

Fondation Jean-Dupéré – Fondation Jean-Luc Gravel et Brigitte Breton – Jeunesse-Vie Foundation – José-Ann Beaudry Lebeuf Estate – Lucille Francoeur Estate

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

Anonymous – Centraide – Fondation Bergeron-Jetté – Fondation Roland Beaulieu – Fonds S. Bério – Hydro-Québec – George Query Estate – Jean-Jacques Lavictoire Estate – Jocelyne Leroux Estate – Réjane Vinet Estate

### From \$50,000 and MORE

George Query Estate – Jean-Jacques Lavictoire Estate – Rosette Beausoleil Estate

## PARTNER COMPANIES

Air Canada – Alre Properties Inc. – CAE – Desjardins – JCB entrepreneurs généraux inc. – Larivière et Massicotte, Pharmaciennes inc. – Medavie Blue Cross – Mitchel-Lincoln Packaging Ltd. – Ogilvy Commonhealth – Pharmacie Brunet Gabriel Torani et Habib Haddad, Pharmaciens S.E.N.C. – Pharmacie Martin Gilbert Inc. Poso+ – RBC Dominion Securities – RBC Foundation – SAQ – Sommet Groupe Financier – Teva Canada Innovation – VIA Rail Canada

# BOARD OF DIRECTORS 2018 – 2019



**Ms. Lynda Archambault, Vice-Chair**

**Mr. Denis Baribeau, Director**

Civil engineer, Ministère des Transports du Québec

**Ms. Sonia Carrière, Director**

Chair, Multiple Sclerosis Society of Canada  
Outaouais Chapter

**Mr. Gilles Dionne, Chair**

President, Groupe Beldex

**Mr. Christian Fournier, Director**

Chair, Multiple Sclerosis Society of Canada  
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**Mr. Jean-Pierre Huard, Secretary**

Lawyer, Québecor Média inc.

**Ms. Chantal Joubert, Director**

Chair, Multiple Sclerosis Society of Canada  
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Partner, McMillan

**Ms. Suzanne Villeneuve, Director**

Chair, Services and Social Action Committee  
Multiple Sclerosis Society of Canada, Quebec Division



# FINANCIAL STATEMENTS

# BALANCE SHEET

				As at Dec. 31, 2018	As at Dec. 31, 2017
	Quebec Division	Quebec Chapters	Inter-society balances	Total	Total
<b>ASSETS</b>					
<b>Current assets</b>					
Cash and cash equivalents	\$1,020,710	\$1,424,774	-	\$2,445,485	\$2,322,861
Accounts receivable	\$1,026,652	\$257,068	(\$471,610)	\$812,110	\$1,027,603
Inventory	\$38,622	\$1,666	-	\$40,288	\$47,058
Prepaid expenses	\$40,102	\$34,474	-	\$74,576	\$111,430
Current portion of investments	-	\$6,827	-	\$6,827	\$6,500
	\$2,126,086	\$1,724,809	(\$471,610)	\$3,379,086	\$3,515,452
Investments	-	\$57,107	-	\$57,107	\$63,342
Capital assets	\$41,122	\$64,842	-	\$105,964	\$132,017
	\$2,167,208	\$1,846,759	(\$471,610)	\$3,542,357	\$3,710,811
<b>LIABILITIES</b>					
<b>Current liabilities</b>					
Accounts payable and accrued liabilities	\$1,828,318	\$408,428	(\$471,610)	\$1,765,136	\$1,970,048
Deferred revenue	\$102,697	\$111,764	-	\$214,461	\$237,104
Current portion of annuity payable	-	\$2,960	-	\$2,960	\$2,624
Current portion of rent provision	\$15,259	-	-	\$15,259	\$22,887
	\$1,946,275	\$523,152	(\$471,610)	\$1,997,816	\$2,232,663
<b>Long - term liabilities</b>					
Obligations under capital leases	\$4,135	-	-	\$4,135	\$4,885
Deferred lease inducement	-	-	-	-	\$15,259
Annuity payable	-	\$23,884	-	\$23,884	\$26,884
Deferred contribution	\$10,734	\$19,300	-	\$30,034	\$35,034
	\$1,961,143	\$566,335	(\$471,610)	\$2,055,869	\$2,314,685
<b>NET ASSETS</b>					
Invested in capital assets	\$41,122	\$64,842	-	\$105,964	\$132,017
Restricted by the Board of Directors	-	\$66,463	-	\$66,463	\$74,284
Unrestricted	\$164,942	\$1,149,118	-	\$1,314,061	\$1,189,825
	\$206,065	\$1,280,423	-	\$1,486,488	\$1,396,126
	\$2,167,208	\$1,846,759	(\$471,610)	\$3,542,357	\$3,710,811



# STATEMENT OF REVENUE AND EXPENDITURES

	Quebec Division	Quebec Chapters	Inter-society balances	For the year ended December 31, 2018 Total	For the year ended December 31, 2017 Total
<b>REVENUE</b>					
Revenue from donations and grants					
Corporate giving, individual giving and major donors	\$195,136	\$567,235	-	\$762,371	\$756,898
Bequests	\$399,948	\$709	-	\$400,657	\$472,853
Acts of greatness Campaign	\$36,514	-	-	\$36,514	-
Government grants	\$96,984	\$706,607	-	\$803,591	\$836,517
Grants from pharmaceutical partners	\$95,000	-	-	\$95,000	\$189,150
Other grant revenue	-	\$3,750	-	\$3,570	\$1,613
<b>Total revenue from donations and grants</b>	<b>\$823,582</b>	<b>\$1,278,121</b>	<b>-</b>	<b>\$2,101,703</b>	<b>\$2,257,031</b>
<b>OTHER REVENUES</b>					
Signature events	\$1,866,572	\$832,849	(\$437,520)	\$2,261,901	\$2,238,229
Local fundraising initiatives	\$1,316,826	\$723,535	-	\$2,040,361	\$2,005,879
Partnership events and campaigns	\$81,466	\$69,354	-	\$150,820	\$142,039
I Challenge MS	\$190,547	\$188,540	-	\$379,087	\$338,809
Public awareness activities	\$91,432	\$251,398	(\$88,031)	\$254,799	\$255,465
HealthPartners	\$166,746	\$99,303	-	\$266,049	\$233,700
Registration fees – Activities provided to clients	\$67,999	\$70,068	-	\$138,067	\$113,009
Bingos and lotteries	-	\$49,779	-	\$49,779	\$34,866
Sale of goods	-	\$6,288	-	\$6,288	\$13,041
Investment revenue	\$22,882	\$17,002	-	\$39,884	\$20,035
Chapter's contribution to research	\$245,000	-	(\$245,000)	-	-
Division contribution	-	\$145,979	(\$145,979)	-	-
Miscellaneous revenue	\$24,891	\$1,953	-	\$26,844	\$39,355
Membership revenue	\$1,788	\$7,637	-	\$9,425	\$9,974
<b>TOTAL REVENUE</b>	<b>\$4,899,731</b>	<b>\$3,741,806</b>	<b>(\$916,530)</b>	<b>\$7,725,007</b>	<b>\$7,701,432</b>

# STATEMENT OF REVENUE AND EXPENDITURES

				For the year ended December 31, 2018	For the year ended December 31, 2017
	Quebec Division	Quebec Chapters	Inter-society balances	Total	Total
<b>EXPENDITURES</b>					
<b>Fundraising expenditures</b>					
Donations and grants	\$165,264	\$144,297	-	\$309,561	\$279,286
Signature events	\$767,741	\$305,585	-	\$1,073,326	\$1,034,644
Local fundraising initiatives	\$536,028	\$654,260	-	\$1,190,288	\$1,193,702
Partnership events and campaigns	\$999	\$26,017	-	\$27,016	\$1,149
I Challenge MS	\$134,014	\$33,937	-	\$167,951	\$88,735
Cost of goods sold		\$4,219		\$4,219	\$11,873
Indirect fundraising expenditures	\$309,591	\$39,459	-	\$349,050	\$394,692
<b>Total fundraising expenditures</b>	<b>\$1,913,637</b>	<b>\$1,207,774</b>	<b>-</b>	<b>\$3,121,411</b>	<b>\$3,004,081</b>
<b>Program and administrative spending</b>					
Client services	\$579,892	\$825,330	(\$30,000)	\$1,375,222	\$1,422,759
Research	\$1,163,486	\$215,000	(\$215,000)	\$1,163,486	\$1,260,000
Research – Acts of greatness	\$36,514	-	-	\$36,514	-
Contributions to provincial programs	-	\$525,552	(\$525,550)	-	-
Public education and awareness	\$306,365	\$433,664	(\$4,293)	\$735,736	\$719,472
Chapter and volunteer support and development	\$580,200	\$157,492	(\$144,686)	\$596,006	\$593,398
Government and community relations	\$73,154	\$53,929	-	\$127,083	\$130,249
Administration	\$246,451	\$232,733	-	\$479,184	\$473,992
<b>Total program and administrative spending</b>	<b>\$2,986,062</b>	<b>\$2,443,700</b>	<b>(\$916,529)</b>	<b>\$4,513,233</b>	<b>\$4,599,87</b>
<b>TOTAL EXPENDITURES</b>	<b>\$4,899,699</b>	<b>\$3,651,474</b>	<b>(\$916,529)</b>	<b>\$7,634,644</b>	<b>\$7,603,951</b>
Excess of revenue over expenditures	\$32	\$90,332	-	\$900,364	\$97,481

# THE QUEBEC DIVISION AND ITS CHAPTERS

The employees and volunteers of the local chapters throughout Quebec give of themselves every day to support the approximately 20,000 people in our province with MS and their families. They organize local fundraising events that help to finance services offered to people affected by multiple sclerosis and research on this disease.

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This annual report was produced by the Communications Department of the Multiple Sclerosis Society of Canada, Quebec Division. All data apply to the fiscal year that started on January 1, 2018, and ended on December 31, 2018.