

Activity Report - **2017**

COMMITMENT



Multiple
Sclerosis
Society of
Canada

Quebec Division

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 15 to 40 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. In Quebec alone, some 20,000 people are living with MS.

There are several forms of MS:

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

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

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

A Continuing Commitment



In 2017, we witnessed extraordinary progress in research and innovation in the field of MS. For one thing, we should note that Health Canada approved two new drugs, which brings the total number of medications available to people with relapsing-remitting MS to 15. Work also continued during the year to get Ocrevus approved for the treatment of primary progressive MS.

Research symbolizes hope for people with MS. That is why the Quebec Division of the MS Society continued to focus on its importance by organizing its third Quebec Summit on Multiple Sclerosis. For the occasion, MS specialists and eminent researchers addressed various topics related to MS, reporting on the progress that has been made in research.

All of our fundraising events were very successful thanks to the extraordinary efforts of our volunteers and all the members of the MS community, who worked harder than ever and showed remarkable creativity in raising money for the benefit of our cause. In particular, the 2017 Toqué! for MS gala raised more than \$600,000, a record! Because of everyone's exemplary commitment and dedication, \$7.7 million was raised in 2017.

To show our gratitude, an event organized exclusively for our major donors, principal partners and champion fundraisers was held at the MUHC Research Institute at the Glen Site on November 8, 2017. We took the opportunity to thank these people and gave them the privilege of listening to specialists speak about the most recent advances in multiple sclerosis research.

We are continuing our efforts to deliver our messages to decision-makers. That is why the *Neuro Partners - Progressive Neurological Diseases group*, of which the MS Society is a founding member, held an awareness day at the National Assembly in Quebec City with the aim of making our elected officials more aware of various issues affecting the quality of life of the people represented by each of the organizations that make up the group.

Together, we reaffirm our commitment to work together and make the necessary efforts to help people living with multiple sclerosis, and we promise them one thing: we will remain by their side.

Chairman of the Board of Director
Gilles Dionne

Executive Director
Louis Adam

The MS Society in Action!

In 2017, the Quebec Division and the 18 local chapters organized a wide variety of events.

QUEBEC SUMMIT ON MULTIPLE SCLEROSIS

The third Quebec Summit on Multiple Sclerosis was held on April 8, 2017, in Boucherville. Close to 500 people had a chance to attend presentations given by specialists and eminent researchers from Quebec.

ESPOIR FAMILLE CONFERENCE

The 26th Espoir famille conference took place from October 20 to 22, 2017, in Victoriaville. Almost 250 people, including some 40 children and teens aged 4 to 18, took part. This event allows people with MS and their families to meet, chat and support each other.

PRESENTATIONS

Four symposia were held in the following regions: Bas-Saint-Laurent, Lanaudière, Quebec City and Montérégie. Overall, these meetings were attended by over 300 people. The presentations given concerned several topics, including MS treatments, research, civil rights and quality of life.

NEURO PARTNERS – DAY AT THE NATIONAL ASSEMBLY

On October 26, five organizations dedicated to people with a degenerative neurological disease visited the National Assembly in Quebec City to make their voices heard by some dozen Members of the National Assembly. Together, they presented a brief on possible solutions to improve the quality of life for people with a progressive neurological disease.

MS YOUTH CAMPS

Two camps for kids who have a parent with multiple sclerosis were held in 2017. MS Youth Camps enable young people to better understand MS thanks to a variety of workshops and to meet other children and teens who are experiencing a similar situation to their own.

MS RECOGNITION EVENING

The 2017 MS Recognition evening was characterized by novelty and innovation. Held at the MUHC Research Institute at the Glen Site, one of the most innovative university health centres in North America, it aroused great interest with its panel of experts and personal stories of pediatric MS. In addition, thanks to the participation of EMD Serono, guests were able to experience, for the first time in Quebec, a unique virtual reality experience that enabled them to live momentarily in the body of a person with MS.

MS CARNATION CAMPAIGN

From May 11 to 13, 2017, over the Mother's Day weekend, \$255,465 was raised by thousands of dedicated volunteers in more than a hundred points of sale across Quebec. The volunteers offered real carnations to the public in exchange for donations to the MS Society.

WOMEN AGAINST MULTIPLE SCLEROSIS (WAMS)

The 11th WAMS gala luncheon took place on May 31, 2017, at the Westin Montréal Hotel. This networking event, created by and for women who are ready to act to build a world without MS, raised \$180,704.

A&W BURGERS TO BEAT MS

The ninth edition of A&W Burgers to Beat MS took place on August 24, 2017. More than 900 franchisees in every corner of the country gave \$2 to the MS Society for every Teen Burger™ sold on that day. Christine Sinclair, the Canadian women's soccer star, joined in the event, which raised \$1.85 million, including \$200,000 in Quebec.

TOQUÉ! FOR MS

This event consists in a prestigious gastronomic evening, organized jointly with Normand Laprise, chef-owner of Relais & Château restaurant *Toqué!*. On October 4, Toqué! for MS brought together 340 guests from Quebec's business world and raised the record sum of \$604,636.

MS WALK

On May 28, 2017, more than 4,231 walkers mobilized in 16 towns and cities across Quebec for the 23rd MS Walk, presented by Sanofi Genzyme. With actor Debbie Lynch-White as provincial spokesperson, the MS Society's flagship event raised \$1,144,629.

RBC GOLF CHALLENGE FOR MS

The 22nd RBC Golf Challenge for MS was held on July 2 and 3, 2017, and brought 65 golfers together on the greens in Bromont, at the Château Bromont, Royal Bromont and Parcours du Vieux Village clubs. In addition to taking up the challenge of this one-of-a-kind golf marathon, participants raised \$331,668.

MEDAVIE BLUE CROSS MS BIKE

Side by side with Valérie Chevalier, event spokesperson, 850 cyclists took part in the 28th Medavie Blue Cross MS Bike on August 26 and 27, 2017, in Drummondville. This joyful and unifying event raised a remarkable \$1,123,803.

MS ADVENTURE CHALLENGES

The MS Adventure Challenges combine self-actualization with philanthropy in the form of adventure travel associated with a fundraising effort that is as tough as the challenge itself! The three adventurers who took part in the MS Greenland Challenge and the MS Kilimanjaro Challenge in 2017 raised \$73,279.

In 2017, the local chapters raised more than \$3,8 million thanks to the following events among others: Total Zombie in Quebec City; a deepelling event in Trois-Rivières; an event called "feeding hope" in Rimouski; a golf tournament for MS in Sherbrooke; a North Shore cycling event in Sept-Îles; and a comedy evening in Lanaudière. Several fundraising events were also organized by members of the general community for the benefit of the Quebec Division and the chapters.

Major Gifts and Planned Giving

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**

Giuseppe Borsellino - Ginette Brochu - Claude Chamberland - CN Employee's and Pensioners' Community Fund - Suzanne Crawford - Estate of Louise Dallaire - Estate of Marguerite Désy - Estate of Réjeanne Martel Girard - Estate of Shirley Adelia Eagles Stevenson - Fondation Denise et Robert Gabelleau - Fonds des œuvres communautaires des employées de Telebec - Gustav Levinschi Foundation - Gérard Huot - Guylaine Landry - Malouf Family Fund - Léo Marchand - Armand Perron - The Azrieli Foundation - The Honorable Order of the Blue Goose International Quebec Pond - The Jewish Community Foundation of Montreal - Zeller family Foundation

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

Anonymous (2) - Robyn Cohen - Estate of Allison Duncan Rosenberg - Estate of Bernard Bourgeois - Fondation Andre Gauthier - Jeunesse-Vie Foundation - Denis Loiselle - Murray Meltzer - Joanne Tosini

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

Anonymous (1) - Estate of Germain Morel - Estate of Lyse David - Estate of Myrna Castellaro - Estate of Odette Duval - Estate of Pierre Astel - Fondation Bergeron-Jetté - Fondation Richelieu Montréal - Gisèle Carrier and Roland Lebel - Hydro-Québec - Louis Langis - UnitedWay Centraide Canada

**\$50,000
and more**

Estate of Doreen Barker Leblanc - Estate of Lucille Loiselle Girard - Estate of Yolande Oligny

**Provincial
Partners**

A & W - AG Natural Health - Air Canada - Bell Canada - Bell Media - Biogen - Desjardins Group - EMD Serono - Ernst & Young - HealthPartners-Quebec - Hoffmann-La Roche Ltd - Medavie Blue Cross - Novartis Canada - RBC Dominion Securities - RBC Foundation - Sanofi Genzyme - SAQ - Teva Canada Innovation - Workday

Board of Directors

Ms. Lynda Archambault, Vice-Chair

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Civil engineer, Ministère des Transports,
de la Mobilité durable et de l'Électrification des transports

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Chair, Multiple Sclerosis Society of Canada
Outaouais Chapter

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Consultant - Information Technology

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President, Groupe Beldex

Mr. Christian Fournier, Director
Director of programming and community relations
COGECOTV Laurentides

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Avocat, Québecor Média inc.

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President, Multiple Sclerosis Society of Canada
Bas-Saint-Laurent Chapter

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Neurologist and director, MS Clinic
Montreal Neurological Institute and Hospital

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Associée - Fiscalité, PSBBOISJOLI

Ms. Sonia Rainville, Director
Partner, Fasken Martineau

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, 2017			As at Dec. 31, 2016		
	Quebec Division	Quebec Chapters	Inter-society balances	Total	Total	Total
ASSETS						
Current assets						
Cash and cash equivalents	722,551	1,600,310	-	\$ 2,322,861	\$ 2,447,413	
Accounts receivable	1,472,359	238,884	(683,640)	\$ 1,027,603	\$ 848,420	
Inventory	44,850	2,208	-	\$ 47,058	\$ 56,244	
Prepaid expenses	71,547	39,883	-	\$ 111,430	\$ 108,532	
Current portion of investments	-	6,500	-	\$ 6,500	\$ 6,500	
	2,311,307	1,887,785	(683,640)	\$ 3,515,452	\$ 3,467,109	
Investments	-	63,342	-	\$ 63,342	\$ 62,671	
Capital assets	63,159	68,858	-	\$ 132,017	\$ 49,612	
	2,374,466	2,019,985	(683,640)	\$ 3,710,811	\$ 3,579,392	\$
LIABILITIES						
Current liabilities						
Accounts payable and accrued liabilities	2,034,361	644,838	(683,640)	\$ 1,995,559	\$ 1,921,219	
Deferred revenue	98,943	138,161	-	\$ 237,104	\$ 243,289	
	2,133,304	782,999	(683,640)	\$ 2,232,663	\$ 2,164,508	
Obligations under capital leases	4,135	750	-	\$ 4,885	\$ 8,357	
Annuity payable	-	26,844	-	\$ 26,844	\$ 29,702	
Deferred lease inducement	15,259	-	-	\$ 15,259	\$ 38,146	
	2,152,698	810,593	(683,640)	\$ 2,279,651	\$ 2,240,713	\$
NET ASSETS						
Invested in capital assets	63,159	68,858	-	\$ 132,017	\$ 49,612	
Restricted for endowment purposes	15,734	19,300	-	\$ 35,034	\$ 40,034	
Restricted by the Board of Directors	-	74,284	-	\$ 74,284	\$ 76,528	
Unrestricted	142,875	1,046,950	-	\$ 1,189,825	\$ 1,172,505	
	221,768	1,209,392	-	\$ 1,431,160	\$ 1,338,679	
	\$ 2,374,466	\$ 2,019,985	(683,640)	\$ 3,710,811	\$ 3,579,392	

STATEMENT OF REVENUE AND EXPENDITURES

	For the year ended December 31, 2017			For the year ended December 31, 2016		
	Quebec Division	Quebec Chapters	Inter-society balances	Total	Total	Total
REVENUE						
Revenue from donations and grants						
Corporate giving, individual giving and major donors	223,143	533,755	-	\$ 756,898	\$ 800,748	
Bequests	442,753	30,100	-	\$ 472,853	\$ 352,011	
EndMS campaign	-	-	-	-	\$ 202,000	
Government grants	111,669	724,848	-	\$ 836,517	\$ 787,917	
Grants from pharmaceutical partners	161,650	27,500	-	\$ 189,150	\$ 127,850	
Other grant revenue	-	1,613	-	\$ 1,613	\$ 6,728	
Total revenue from donations and grants	\$ 939,215	\$ 1,317,816	-	\$ 2,257,031	\$ 2,277,254	
OTHER REVENUES						
Signature events	1,823,306	872,571	(457,648)	\$ 2,238,229	\$ 2,331,618	
Local fundraising initiatives	1,209,548	796,331	-	\$ 2,005,879	\$ 1,992,342	
Partnership events and campaigns	81,645	60,394	-	\$ 142,039	\$ 133,294	
I Challenge MS	154,378	184,431	-	\$ 338,809	\$ 358,851	
Public awareness activities	95,497	247,789	(87,821)	\$ 255,465	\$ 274,162	
HealthPartners	129,402	104,298	-	\$ 233,700	\$ 243,950	
Registration fees - Activities provided to clients	38,645	74,364	-	\$ 113,009	\$ 142,087	
Bingos and lotteries	-	34,866	-	\$ 34,866	\$ 29,092	
Sale of goods	-	13,041	-	\$ 13,041	\$ 12,114	
Investment revenue	8,505	11,530	-	\$ 20,035	\$ 16,685	
Chapter's contribution to research	298,985	-	(298,985)	-	-	
Division contribution	-	144,821	(144,821)	-	-	
Miscellaneous revenue	23,410	15,945	-	\$ 39,355	\$ 38,621	
Membership revenue	815	9,159	-	\$ 9,974	\$ 11,839	
TOTAL REVENUE	\$ 4,803,351	\$ 3,887,356	(989,275)	\$ 7,701,432	\$ 7,861,909	

STATEMENT OF REVENUE AND EXPENDITURES

	For the year ended December 31, 2017			For the year ended December 31, 2016		
	Quebec Division	Quebec Chapters	Inter-society balances	Total	Total	Total
EXPENDITURES						
Fundraising expenditures						
Donations and grants	160,675	118,611	-	\$ 279,286	\$ 303,304	
Signature events	729,770	304,874	-	\$ 1,034,644	\$ 925,530	
Local fundraising initiatives	450,055	743,647	-	\$ 1,193,702	\$ 1,112,948	
Partnership events and campaigns	-	1,149	-	\$ 1,149	\$ 16,812	
I Challenge MS	79,654	9,081	-	\$ 88,735	\$ 171,898	
Cost of goods sold	-	11,873	-	\$ 11,873	\$ 11,299	
Indirect fundraising expenditures	345,203	49,489	-	\$ 394,692	\$ 360,605	
Total fundraising expenditures	\$ 1,765,357	\$ 1,238,724	-	\$ 3,004,081	\$ 2,902,396	
Program and administrative spending						
Client services	563,959	858,800	-	\$ 1,422,759	\$ 1,466,086	
Research	1,260,000	298,985	(298,985)	\$ 1,260,000	\$ 1,317,000	
Research - EndMS campaign	-	-	-	-	\$ 202,000	
Contributions to provincial programs	-	545,469	(545,469)	-	-	
Public education and awareness	301,689	417,783	-	\$ 719,472	\$ 730,705	
Chapter and volunteer support and development	598,312	139,907	(144,821)	\$ 593,398	\$ 539,219	
Government and community relations	72,116	58,133	-	\$ 130,249	\$ 132,013	
Administration	241,465	232,527	-	\$ 473,992	\$ 471,161	
Total program and administrative spending	\$ 3,037,541	\$ 2,551,604	(989,275)	\$ 4,599,870	\$ 4,858,184	
TOTAL EXPENDITURES	\$ 4,802,898	\$ 3,790,328	(989,275)	\$ 7,603,951	\$ 7,760,580	
Excess of revenue over expenditures	453	97,028	-	\$ 97,481	\$ 101,329	

Quebec Division and Chapters

The employees and volunteers of the 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, 2017, and ended on December 31, 2017.