2014 IMPACT REPORT

MS®

Multiple
Sclerosis
Society of
Canada

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Chair and president's message

If you live in Canada, you have a higher chance of developing multiple sclerosis than in any other country in the world. This knowledge propels us in the international fight to end MS. We have reason to believe that each step we take leads to improved quality of life for Canadians affected by MS, while we inch closer to our ultimate goal – a cure for the disease.

This year we have seen the culmination of several years' consultation with people affected by MS, volunteers, researchers and donors, among others. Their feedback helped shape *Action to End MS*, our strategic plan that will serve as the compass for our work from 2014 to 2018. The plan stands as our commitment to deliver on priorities that are most important to people whose lives are affected by MS. Visit mssociety.ca/ActiontoEndMS to read more.

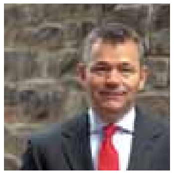
There is strength in numbers, and this year we forged international research collaborations to ensure research moves forward as quickly as possible – especially for people with primary-progressive MS and those apprehensive of a transition to secondary-progressive MS, who urgently need answers and treatment options for their disease. We helped establish the Progressive MS Alliance, an international consortium whose purpose is to accelerate the development of treatments for progressive MS through the pooling of knowledge, resources and expertise from around the globe. We recently announced the MEsenchymal Stem cell therapy for CAnadian MS patients (MESCAMS) study, a clinical trial that is part of an international research effort to reveal more about mesenchymal stem cells' potential to suppress inflammation and repair nerve damage.

While our mass events were affected by lower participation – a trend across Canadian health charities that rely on large-scale events to raise funds – our overall 2014 financial results show growth in revenue from the previous year. The introduction of Muck MS Canada, an expansion of the previous year's successful Totale Bouette event in Quebec, to Ontario and British Columbia was an important milestone in the diversification of our fundraising revenue streams. Six thousand Muck MS Canada / Totale Bouette participants raised $500,000 for Canadians living with MS.

Thanks to the outstanding work of our board of directors, staff and volunteers who worked to enhance our governance practices and adhere to the highest industry standards, we received an A+ governance and transparency grade from *MoneySense* magazine.

On behalf of Canadians living with MS, I'd like to extend heartfelt thanks to all the volunteers, donors and participants who make our work possible. While Canada does have the highest rate of MS in the world, we are also home to some of the best MS researchers. This is why we continue to believe in a world free of MS for all Canadians who live every day with the disease.

Thank you for joining us in the fight to end MS.



Yves Savoie
President and chief executive officer

Chuck Ford
Chair

IMPACT OVERVIEW

We are working toward the largest possible breakthrough for people living with multiple sclerosis: a cure for MS. For the 100,000 Canadians who live with MS, the importance of a cure is immeasurable.

Most significant breakthroughs are made through a constellation of acts that, little by little, make people's lives easier. As we work toward a cure for MS, we continue to have an impact on people's daily quality of life. In 2014, we funded $11 million in Canadian MS research, $9 million in programs and services for people affected by MS, $6 million in public education and awareness, $2 million in government and community relations and $4 million in volunteer and chapter development.

It is because of our supporters across the country that we are able to effect immediate and long-term change in the lives of people affected by MS. Thank you.

Seeing results: 2014 funded research

FEB 12
Biological changes suggest different courses of MS disease, leading to potential identification of those who will convert to progressive MS more quickly

MAY 23
Smoking cannabis may add to the cognitive challenges experienced by some people living with MS – new knowledge helps balance the risks and benefits of the treatment option

JULY 24
Imaging study generates new information on brain activity in people affected by MS, and has important implications for determining severity and progression of the disease

JULY 28
First nationwide MS study of its kind to look closely at how and why people are living longer with MS

AUG 6
Identification of novel molecule is a major step towards the development of treatments that can promote myelin repair and reduce disability that often leads to progressive MS

SEPT 9
A review of the latest evidence on the cause, impact and treatment of MS-related depression will lead to improved care for people living with MS who are affected by this condition

NOV 3
Identification of biological clues that can help determine how people with progressive MS will respond to immune-directed therapies

DEC 18
Pediatric research sheds light on critical differences in MS for children vs. adults, specifically on tissue damage and brain health

Programs and services*

280 physical activity programs

270 self-help groups

The MS Society provides a range of programs and services that help enhance the quality of life of people affected by MS. For a comprehensive list, visit **mssociety.ca/services

Engagement

100,000 volunteer fundraisers

6,500 messages sent to members of parliament across Canada

7,600 monthly donors

> “Over the years I had come to accept there were no treatments for me. Then all of a sudden that changed. Suddenly I could see a strategic investment of time and money into progressive MS research – and now I have hope that a treatment is possible.”

Marie, diagnosed in 1996 with primary-progressive MS

PROGRESSIVE MS
INCREASING THE MOMENTUM

People who live with progressive forms of MS, the most debilitating form of the disease, are currently without disease-modifying treatment options. Due to the urgent need for answers, we have prioritized research in this area and have taken steps toward the development of treatments for progressive MS.

To bridge major gaps in knowledge of progressive MS, we helped establish the Progressive MS Alliance (PMSA), an international research collaborative devoted specifically to increasing our understanding of progressive MS and accelerating the development of treatments that can slow, halt or reverse progression. By leveraging existing information, resources and expertise in the field, the PMSA will remove scientific and technological barriers to advancement.

In 2014 the PMSA announced funding for 22 projects in nine countries, including Canada, which focus on the discovery of biomarkers of progression, genetic factors, rehabilitation, disease mechanisms and the advancement of clinical trials. These first projects mark the beginning of an ambitious six-year program that will see more than €22 million invested in progressive MS research.

> *“The Progressive MS Alliance marks the first time in nearly 20 years that I’ve seen a group of researchers from around the world work collaboratively on progressive MS research. We need treatments that will stop progression and improve quality of life for people who live with this type of MS. Now that there is a concerted effort to find answers, I think something positive will come of that.”*
>
> — Marie

Canadian progressive MS research

The MS Society funds a wide range of research that will improve our understanding of progressive MS. We continue to build on our knowledge of myelin repair and neuroprotection, two important mechanisms that could stop disease progression and prevent transition to an irreversible state of nerve damage and disability.

2014 STUDIES

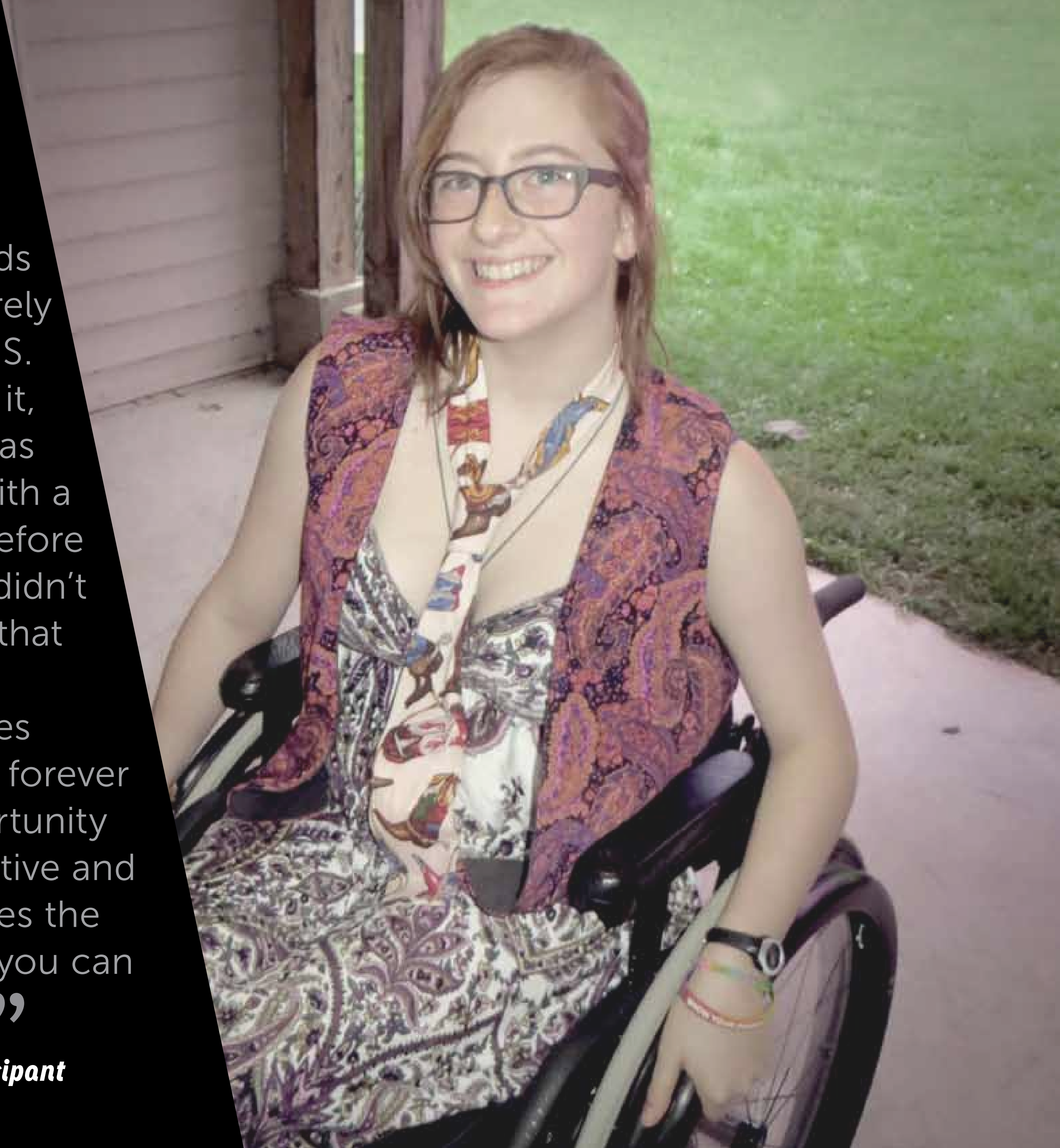
DR. DAVID HAEGERT at McGill University demonstrated that certain biological markers can help identify people with a more aggressive course of progressive MS. This research may enable early screening and timely access to treatment. This study is funded through the Progressive MS Alliance.

DRS. AMIT BAR-OR, ALEXANDRE PRAT and **JENNIFER GOMMERMAN** are collaborating to identify and explain the role of B cells in MS, which have recently been found in areas of the brain associated with progressive MS. The large-scale study, funded through the MS Scientific Research Foundation, could lead to a treatment for progressive MS.

To read more MS research stories from Dr. Karen Lee, vice-president of research, visit ***DrKarenLee.ca*** *or follow* ***@Dr_KarenLee*** *on Twitter. For even more Canadian research updates, visit* ***mssociety.ca/research***

> “For me, making friends is easy, but they’re rarely able to understand MS. I use jokes to explain it, but it’s not the same as knowing someone with a shared experience. Before MS Summer Camp I didn’t realize I was missing that connection and how isolated MS sometimes made me feel, so I’m forever grateful for the opportunity to know such supportive and loving people. It makes the burden lighter when you can shoulder it together.”

Anna, MS Summer Camp participant



MS SUMMER CAMP
RESPITE FOR YOUTH WITH MS

The experience of having multiple sclerosis is different for young people than for adults who have completed their education, established careers and built families. Peer-to-peer connections are a vital part of the journey for youth living with MS.

For the last nine years, the MS Society has hosted the MS Summer Camp for people living with MS between the ages of 8 to 21, in partnership with Easter Seals Camp Merrywood in Perth, ON. MS Summer Camp creates a safe and welcoming space for campers while providing respite from the stress and isolation that can accompany living with MS as a young person. Campers meet others living with the disease, bond through their shared experience and build potentially life-long relationships. Thank you to the RBC Foundation and the Slaight Family Foundation for funding the MS Summer Camp, which has become an annual staple in the lives of many young people who live with MS.

Congrès Espoir famille

“From the moment we walked in, I felt at home, and the pressure of living with a disease that is invisible to most people fell away from me. I had the right to be myself with MS.”

— Nina Bélanger and her family, living with MS since 2013

Multiple sclerosis affects the whole family. Every year, the MS Society in Quebec hosts the congrès Espoir famille, a two-day conference for families affected by MS. The conference provides a unique opportunity for people living with MS, their partners, caregivers and children to share their experiences and gain peer support.

Thank you to Biogen, Genzyme, Novartis, Teva Canada Innovation and the Fondation Jacques-F. Gougoux for making congrès Espoir famille a reality for families in Quebec.

VON MS SMART program

“When we started, I had a happy heart. What I thought would be awkward became something I would love to be in for the long term. It’s my personal goal to meet more people who have some of the same issues in life that I do.”

— Bobbi, diagnosed with MS in 2012

The MS Society in Ontario partnered with the Victorian Order of Nurses to develop a community-based, volunteer-led exercise program to promote healthy living for people affected by MS. The 12-week VON MS SMART program was piloted in three chapters in Ontario in 2014 with promising attendance and self-identified benefits, including feeling better, social connection, improved muscle tone and increased strength and stamina.

The VON received a grant from the Ontario Trillium Foundation to partner with MS Society Ontario Division client services to develop an MS-specific SMART program.

> “Having been on injectable disease-modifying therapies for 10 years, I managed my schedule and my social life around the timing of needles. When I started a new oral medication – a medication I can carry in my purse and take anywhere at any time – I suddenly didn’t have to leave social events or plan a day for recovery from my medication. It was freeing.”

Amanda, diagnosed in 1999

ACCESS TO ORAL THERAPIES
IMPROVING QUALITY OF LIFE

In 2014, Canadians living with multiple sclerosis in every province (except Prince Edward Island) and the Yukon were granted first-line access to oral disease-modifying therapies. Before these additions to provincial drug formularies, people living with MS lacked the choice to access oral disease-modifying therapies as a first option – even though they are often the most convenient form of treatment for many Canadians living with MS.

While injectable therapies are an effective treatment option for a person living with MS, they may also place limitations on a person's professional, family and social life. Oral therapy as a first-line option for treatment and public reimbursement is therefore essential for improving quality of life for many affected by MS.

The MS Society works with provincial governments to secure timely access to all Health Canada approved MS therapies, with the least restrictive criteria. Our work reflects the unique experiences of people living with MS, who do not all respond to treatment in the same way.

Our most powerful advocacy tool is the experience of the person living with MS; our MS Ambassadors, like Amanda in Saskatchewan, ensure that government representatives understand the needs and impacts of policy change on those who live with MS every day. In 2014, the MS Society also published the *Action on MS* report, which advocates for quality lifelong care and timely access to affordable treatments.

By connecting Canadians who live with MS with decision makers who can effect real change, we ensure our governments are fully informed of the daily realities that accompany a diagnosis of MS.

To read more about our current advocacy priorities, visit ***mslistening.ca/download***

Taking Action on MS: Supporting secure jobs and income

People with MS struggle to continue working – nearly 80 per cent of Canadians living with the disease may find themselves unemployed. According to the Listening to People Affected by MS survey, half of people living with MS have difficulties getting financial assistance for MS-related issues.

The MS Society has responded by pressuring governments to support secure jobs and income for people affected by MS. A first step in advocacy work is to build relationships and awareness – so that senior decision makers across governments are fully informed of the needs and potential impacts of their decisions. In 2014, our Advocacy Online campaign generated **6,500 letters** to members of parliament in every riding in Canada, asking for:

- More flexible employment supports for people with MS and other episodic disabilities, so they may be able to continue working
- Improvement to income supports for people with MS who are unable to work or can only work intermittently
- Improved care for Canada's caregivers, through job protection, recognition of caregiver status and the guarantee of basic income

> “A&W Cruisin’ to end MS is a cross-country support system; it’s hope that we will find a cure for MS, and that we will find better ways to manage it in the meantime. Now I know that there are complete strangers in British Columbia who are supporting me, in Halifax, in northern Alberta. The prime minister stopped by an A&W!”

Amanda, diagnosed in 2007

A&W CRUISIN' TO END MS
BUILDING ON A PARTNERSHIP

In six years, A&W Cruisin' to end MS has raised $6.5 million for Canadians living with multiple sclerosis. Every year since the beginning of our fruitful relationship with A&W, 100 per cent of the proceeds from cut-outs and other donations and $1 from each Teen Burger® sold on Cruisin' to End MS day has funded Canadian MS research and services for people who live with the disease.

Our longstanding partnership with A&W recently broke new ground: A&W contributed $1 million to the MEsenchymal Stem cell therapy for CAnadian MS patients (MESCAMS) study, on top of funds raised through the A&W Cruisin' to end MS campaign. The study (a $4.2 million grant) will provide more definitive answers about mesenchymal stem cells' potential ability to reduce harmful inflammation in the brain, and possibly contribute to repair of the central nervous system. *For more information, visit* ***mssociety.ca/mescams***

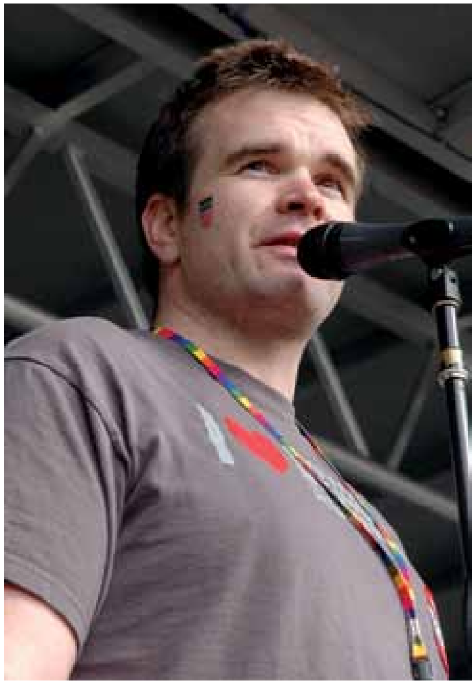
MS WALK
MOBILIZING CANADIANS TO END MS

Every year, 40,000 Canadians mobilize efforts in 160 communities across Canada for one common goal: ending multiple sclerosis. **When Canadians gather together to fundraise for the MS Walk, they are demonstrating their support for the 100,000 people in Canada who live with MS every day.** The MS Walk also provides a means through which people living with MS can take action in the fight against their disease.

In 2014, the MS Walk raised nearly $10 million for Canadians living with MS, making the event our largest fundraising effort of the year. That same year, we invested in the MS Walk by improving the online fundraising experience for participants, so that they are better supported in their personal fundraising efforts. A formal, thorough review of the MS Walk revealed new ways to improve the overall event experience while reaching new participants, ultimately leading to a brand refresh of the event for 2015.

MUCK MS CANADA
EXPANSION OF FUNDRAISING INNOVATION

In 2014, 6,000 Muck MS Canada / Totale Bouette participants raised $500,000 for Canadians living with MS. With events in Estrie and Quebec City, QC, Hamilton, ON, and Chilliwack, BC, the expansion of the previous year's successful Totale Bouette event continued to **build on a successful fundraising stream for research and programs and services for Canadians who live with MS.**



> *"It took me two years to cope with my MS diagnosis. I went back to school, was introduced to volunteering and signed up for the MS Bike. The training process led to my doing several marathons, triathlons and Ironman Canada twice. Now, organizing the MS Walk in Vancouver and participating in the event gives me the chance to be a part of my MS community, but also channel my energy into something other than my disease."*
> **Ray, diagnosed in 2003**

LEADERSHIP DONORS

Canada has the highest rate of multiple sclerosis in the world, and we rely on our fellow Canadians to lead the charge in the fight against MS. The MS Society is delighted to recognize the following individuals, corporations and foundations that made a gift commitment in 2014 in support of the 100,000 Canadians living with MS.

$1,000,000+

Doug & Sandra Bergeron

$250,000 – $999,999

Biogen Idec Canada Inc.
Slaight Family Foundation

$100,000 – $249,999

Genzyme Canada Inc.
Ralph and Lorraine Grove
KRG Children's Charitable Foundation
Novartis Pharmaceuticals Canada Inc.
Claire Tocher

$50,000 – $99,999

I & MJ Kelley Investments Ltd.
Matt and Sylvia Kopansky
The Law Foundation of BC
Mark Mercier Foundation
RBC Foundation
Anonymous

$25,000 – $49,999

Allergan Inc.
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Major Gift de la Fédération des Médecins spécialistes du Québec
Government of Canada (HRSDC)
Kin Canada Atlantic District 7
The Lawrason Foundation
The Catherine & Maxwell Meighen Foundation
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TELUS
Anonymous (2)

$10,000 – $24,999

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Thunder Bay Community Foundation
William and Constance Topley Fund
The Windsor Foundation
In honour of Robin Wine
The Winnipeg Foundation
Anonymous (4)

$5,000 – $9,999

Byron Ahmet
ATU Jerry Fund
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Marla Brickman
The Cadillac Fairview Corporation Limited
The Lloyd Carr-Harris Foundation
Anna & Edward C. Churchill Foundation
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Frederick & Douglas Dickson Memorial Foundation
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June Ames
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Joe & Joan Koole
On behalf of Janice Koole
Richard Krucik
Lakehead Rotary Club
David Lazaruk
Robert Leon
Kevin Li & Lori Sugarman
Naomi Loeb
Jason Love
Kenneth Macgowan
Terrence MacKenzie
Florence MacKenzie Fund
Lori Magee
Manitoba Hydro-Portage Hydro Employees
Manroc Developments Inc.
Manulife Financial
Maritime Electric
Louis J. Maroun
Donald Maxwell
McConchie & Company
McLaughlin-Flinn Fund at the Strategic Charitable Giving Foundation
McLeish Corr-A-Box
Barbara Meek Foundation at Benefaction
Michelle & Patrick Meneley
Margaret Milne
Ministère de la Famille
Jean and McKillop Mooney Fund
Debbie & Fred Moore
Morin Family Fund at Benefaction
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The Powis Family Foundation
Prince George Community Foundation
Queen Street Co-op Food Market
In Memory of Nan Rasmussen

Raymond James Canada Foundation & Ian MacKay
Reitmans (Canada) Limited
Resolute Forest Products
Bruce & Sylvia Richmond
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The Multiple Sclerosis Society of Canada would also like to thank the United Way of Canada.

ENDMS CAMPAIGN DONORS

The MS Society is grateful to the following donors for their generous support of the endMS: Whatever It Takes campaign, which funds the most promising research in Canada and around the world to find better treatments, improve quality of life and enable people living with MS to lead the best life possible.

$1,000,000+	**$500,000 – $999,999**	**$100,000 – $499,999**	**$10,000 – $99,999**
Anonymous	Anonymous (2)	Valerie Hussey	Chuck Ford and Shelley Wood
			Love Family Trust

TOP EVENT DONORS

Our fundraising events enable us to fund cutting-edge Canadian MS research and programs and services for people living with MS across the country. We are delighted to recognize the following donors who made a gift in support of the MS Society's 2014 fundraising events.

$50,000+

Lorenzo Donadeo

$25,000 – $49,999

National Bank of Canada

$10,000 – $24,999

Aimia
Alfred Dallaire Memoria
Alimentation Couche-Tard
ATCO Electric Epic
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RESEARCH PARTNERS

Research Partners are a special community of individuals, foundations and corporations Canada-wide who are solely supporting research into the cause of and cure for MS. The MS Society of Canada is proud to celebrate the following Research Partners who made a gift commitment in 2014.

$10,000+

Jocelyn Braithwaite
Agnes Faraci
The Koehle Family Foundation
Sasha Mendes
Peter O'Sullivan
Frederick J. Troop
Anonymous

$5,000 – $9,999

Karen & Bill Barnett
Mirella Colletti
Mr. & Mrs. Ian Donnelly
Murray Dunlop
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Susan Fishers
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Dr. Paul O'Connor
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Lorne & Joyce Peters
Roy & Wilma Robbins
Linda Rorabeck
Owen Bruce Shime
Joe Spagnolo
Debbie Spencer
Thomas Whitfield
Anonymous (3)

$1,000 – $4,999

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TeamMS encourages participants in the MS Walk and the MS Bike to form teams with their family, friends and co-workers for fun and camaraderie. Thank you to the following teams for their outstanding fundraising contributions.

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$75,000 – $99,999
Gregor Bombs AB
Happy Fillmores AB
Les pédaliers de l'avenir QC
MS AIN'T Purdy AB
Woop de Woo BC

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Butt Ugly ON
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Lespérance QC
Libro Freewheelers ON
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Mr. Lube AB
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Team Nervous AB
Team Sparling's Propane ON
The Bunsen Honeydews AB

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Croix-Bleue Medavie QC
Crystal Spring Team MB
Cyclepaths MB
DILLON HIGHway ROLLERS ON
Eramosa ON
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Faut l'Fer QC
For the HELLth of it AB
Gluteus to the Maximus ON
Greatful Tread of Great-West Life MB
Guys and Gals A 1000 Plus ON
Invincycles AB
Journey for Jani ON
keep on truckin' ON
Les Grimpeurs de Fermont! QC
L'Équipe qui a du chien QC
London Life - The Grateful Tread ON
MILLENNIUM STARS BC
MS Enders AB
MS Sucks ON
Norton Rose Fulbright Canada QC
Novalia QC
Pain in the Butts AB
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RoadKill ATL
Slow Spokes ATL
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Stellas and Glens and Bikes oh my ON
Steps for the Cure ON
Team MegaSoreAss AB
TEAM MTS, The Biking Bison MB
TEAM PRONTO! AB
Team TFC (Together Finding a Cure for MS) ON
The Brotherhood Team ON
The McInnes Cooper Trial by Tires ATL
The Red Team AB
The Spokespeople AB
The Windriders SK
West Island Roadrunners QC
Zena's Warriors SK

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Le Tour de France QC
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Misterlegou QC
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Nitro Rhinos ON
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Spirit riders QC
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Sus Scrofas AB
Team Chris AB
Team DiBattista ON
Team Elayne BC
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Manitoba Liquor and Lotteries Manitoba
Norco Performance Bikes Ontario
Novartis Pharmaceuticals Canada Inc. Quebec
Pizzaville Ontario
Saskatchewan Blue Cross Saskatchewan
Uniprix Quebec

EVELYN OPAL SOCIETY & LEGACY GIFTS

The following individuals have confirmed a legacy gift to the MS Society in the past year, and we are privileged to welcome them as the newest members of the Evelyn Opal Society:

Arbuthnot Family
Carolyn Fredenburg
Donna McClellan
Kevin Smith
Anonymous

We also recognize the following Evelyn Opal Society members for their generous support through their legacy gift in 2014:

$250,000 +
Estate of Virginia R. Griffin

$10,000 – $24,999
Estate of Charles Earl Upton

We are humbled by the generosity of our donors and the extraordinary commitment they show to the fight to end MS. We are honoured to recognize the contributions of the following estates in 2014:

$250,000 +
Estate of William Creighton Stewart

$100,000 – $249,999
Estate of Edna Kathleen Cahill
Estate of Grace Dafoe
Estate of Ellen Doughty
Estate of Lucille Girard
Estate of John Hall

$50,000 – $99,999
Estate of Loreen Ball
Estate of Simonne Dextraze Fortier
Estate of Laurette Langelier-Lachapelle
Estate of Gaël Quedrue
Estate of Helen Simpson
Estate of Constance M. Wright

$25,000 – $49,999
Estate of James Armstrong
Estate of Rose Balint
Estate of Doreen Estelle Bent
Estate of Catherine J. Blackburn
Estate of Yvette Landry
Estate of Tiiu Lapko
Estate of Joyce Olive Mallard
Estate of Elizabeth L. Prescott
Estate of Jessie Lillian Thompson

$10,000 – $24,999
Estate of Violet Jane Bell
Estate of Jessie Graeme Collins
Estate of Sylvie Forest
Estate of Barbara Hanmer
Estate of Polly Ireland
Estate of Gybertus Loo
Estate of Frederick E. Marlow
Estate of Stella Shein
Estate of Donna Elaine Steeves
Estate of Josef Straka

$5,000 – $9,999
Estate of Wim Bigot
Estate of Craig Buss
Estate of Gordon Butler
Estate of Andrea Colohan
Estate of Lise Côté Hood
Estate of Evelyn Crosby
Estate of Marion Current
Estate of Yvon Jasmin
Estate of Robert Archie Kennedy
Estate of Elisabeth Lencses
Estate of Myron Rusk
Estate of Roa Simpson
Estate of Shirley Vincent

$1,000 – $4,999
Estate of Marie Ida Gertrude Arbour
Estate of José Azcué
Estate of Edwin Bradley
Estate of Clara Lillian Case
Estate of Hazel Irene Dahmer
Estate of Margaret E. Dunnet
Estate of Helen Marie Foss
Estate of Margaret Mary Harris
Estate of Ruth Hodge
Estate of Iona Jardine
Estate of James Johnstone
Estate of Silloo Khumbatta
Estate of Arthur Leslie King
Estate of Benoit Marcotte
Estate of Esther Winnifred McDonald
Estate of Hubert Grant Mellow
Estate of Ernest & Catherine Pritchard
Estate of Margaret Patricia Smith
Estate of Gloria Lillian Zuhoene
Anonymous

We apologize for any errors or omissions found within our acknowledgement lists.

MULTIPLE SCLEROSIS SOCIETY OF CANADA
Combined Statement of Revenue and Expenditures

For the year ended December 31, 2014

(in thousands of dollars)

To view our full audited financial statements, please visit ***mssociety.ca/financial***

	2014 $	2013 $
Revenue		
Leadership giving activity		
Bequests	2,801	2,487
endMS campaigns	2,506	1,232
Corporate giving and major donors	2,272	2,043
Grants from governments	1,220	1,348
Grants from pharmaceutical companies	722	767
Other grants	636	825
	10,157	8,702
Community based fundraising events	21,789	22,554
Individual giving and direct marketing	14,086	13,815
Dinners, tournaments and third party events	6,063	6,383
Gaming	1,322	1,467
Sale of goods	306	277
United Way and HealthPartners	1,685	1,661
Public awareness activities	793	1,007
Investment income	615	615
Miscellaneous	241	253
Memberships	57	73
	57,114	56,807
Fundraising expenditures		
Leadership giving	2,095	1,936
Community based fundraising events	8,514	8,590
Individual giving and direct marketing	7,967	8,436
Dinners, tournaments and third party events	1,948	1,967
Gaming	220	247
Cost of goods sold	190	160
Indirect fundraising	2,032	1,851
	22,966	23,187
Program and administration expenditures		
Client services	8,891	9,223
Research*	6,864	6,653
Research — endMS campaigns	2,738	1,457
Public education and awareness	5,748	6,453
Chapter and volunteer support and development	3,981	4,152
Government and community relations	1,719	1,893
MS Clinics	673	1,030
Administration	3,612	4,234
	34,226	35,095
	57,192	58,282
Deficiency of revenue over expenditures before the undernoted	(78)	(1,475)
Fair value change in investments	264	526
Excess (Deficiency) of revenue over expenditures for the year	186	(949)

* In addition to our staple research funding program, we invested more than $1 million in MS research through the Multiple Sclerosis Scientific Research Foundation (MSSRF). The MSSRF is a legal entity separate from the MS Society of Canada, and we generate separate financial statements for the MSSRF. The MSSRF's T3010 is available on the CRA website.

Multiple Sclerosis Society of Canada

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About the cover: In 2014, Jacquelyn Janzen ran more than 500km along Vancouver Island to raise money and awareness for multiple sclerosis. We'd like to thank Jacquelyn for her contribution.

Imagine Canada Ethical Code