2012 IMPACT REPORT

Multiple Sclerosis Society of Canada

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.

OUR VALUES

- We believe in and work toward the full integration of people with multiple sclerosis in all aspects of life.
- We keep those affected by MS at the centre of our work at every level of the organization.
- We treat everyone with respect and dignity, and protect their privacy and rights to make decisions about their lives.
- We provide meaningful benefit to the greatest possible number of people affected by MS.
- We give hope to people affected by multiple sclerosis.
- We acknowledge the grassroots of our organization as one of its greatest strengths.
- We recognize that volunteers, donors and employees are critical to our success, and we celebrate their commitment.
- We demonstrate ethical behaviour and integrity.
- We adhere to the highest standards of quality, transparency and accountability.
- We create safe and collaborative environments that foster positive relationships.

Contents

Yves Savoie, president and chief executive officer and James Casey, national chair

Chair and president's message

As time passes, the needs of people living with multiple sclerosis change. Political shifts, disease progression, employment opportunities, changes to our healthcare system and personal circumstances can all impact a person's day-to-day quality of life. This perpetual change reinforces the importance of welcoming evolution into our daily practices. This year, we created more opportunities for people living with MS to play pivotal roles in our decision-making, so that we may best honour the experiences and daily realities of those who live with this disease.

Over the past five years, the **endMS campaign** dramatically changed the landscape of MS research in Canada. The endMS Research and Training Network played a key role in changing the course of MS research, strengthening a field we know requires the brightest minds in the country. This year, in great part due to the contributions and efforts of dedicated volunteers, we are proud to report that the endMS campaign surpassed its $60 million goal. The impacts of this campaign will continue to be felt for years to come, as further advancements in MS research continue to improve the quality of life for people living with MS.

This past fall, **research priorities discussion events** across the country brought together people living with MS, researchers and clinicians to generate impactful conversations about the future of MS research. As participants shared their experiences, the discussions served to build bridges within the MS community and create a road map for Canadian MS research funding priorities. Additionally, we are honoured to now host people living with MS on the panel of reviewers that select which research projects receive funding. Both these initiatives help to further ensure our research program is funding projects that directly reflect the needs and opinions of people living with MS.

In 2012, we finalized the **Renewal Initiative recommendations** and began to take action on strategies that will enable us to be more efficient and transparent. These strategies include enhancing the **Governance section** of our website to provide access to our audited annual financial statements, bylaws and other important governance documents. As our core events experienced an overall decline in revenue, we streamlined structures and processes to help lower our cost of fundraising and continue to fund promising MS research and services that support people with MS.

Over 6,000 people participated in the **Listening to People Affected by MS** initiative. The initiative will undoubtedly enhance our understanding of the quality of life needs and barriers that exist for Canadians with MS, and play a meaningful role in informing our programs, services and advocacy work across the country.

As we forge onward in our battle to end MS, we welcome positive change and are hopeful that an end to MS is on the horizon. One thing that will not change is that we are stronger together, and that together, we can and will end MS.

With gratitude,

Yves Savoie
President and chief executive officer

James Casey
National chair

› For a more detailed summary of 2012 MS Society operations, please refer to the Stakeholders' Report at **mssociety.ca/stakeholdersreport**

Listening to People Affected by MS

In 2012, we launched the Listening to People Affected by MS initiative. It is a multi-pronged evaluation to better understand the impact of multiple sclerosis on quality of life needs and barriers. Over 6,000 people responded to the initiative, including people with MS, those awaiting a diagnosis, caregivers and those who have close friends or family members with the disease. **The results of the feedback will serve to inform our programs, services and advocacy work to improve the quality of life for people living with MS. A report highlighting the important feedback received is forthcoming in 2013.**

How was data collected?

- Two distinct **online surveys** to help better understand quality of life needs and gaps
- **Eight focus groups** across Canada, seven with people diagnosed with MS and caregivers and one with youth affected by MS
- An **environmental scan** of internal and external data examining Canadian legislation and regulations that impact quality of life issues for people affected by MS

Susan, MS Ambassador, diagnosed in 1991

> “While I am in a wheelchair due to multiple sclerosis, I consider myself lucky that MS hasn't stopped me from living an active life. As an MS Ambassador, I advocate for issues affecting people with MS. We want better access to income supports, affordable housing and medical care – we want to be included in all aspects of society just like everyone else.
>
> The Listening to People Affected by MS survey asked me my concerns about my quality of life, as a person with MS who has a distinct voice and a unique story to tell.”

– Susan

> “Multiple sclerosis is a disease that may become unmanageable. I face increasing challenges day to day, and I'm concerned about living independently and caring for myself. I worry about money and access to quality health care – these things are critical for me to better manage my disease.”

– Anonymous participant,
Listening to People Affected
by MS online survey

Engage

- Find out more about the Listening to People Affected by MS initiative by visiting **mslistening.ca**

Research highlights

Dr. Jeffery Haines, Mount Sinai School of Medicine, recipient of the Fonds de recherche du Québec Santé-MS Society postdoctoral fellowship award

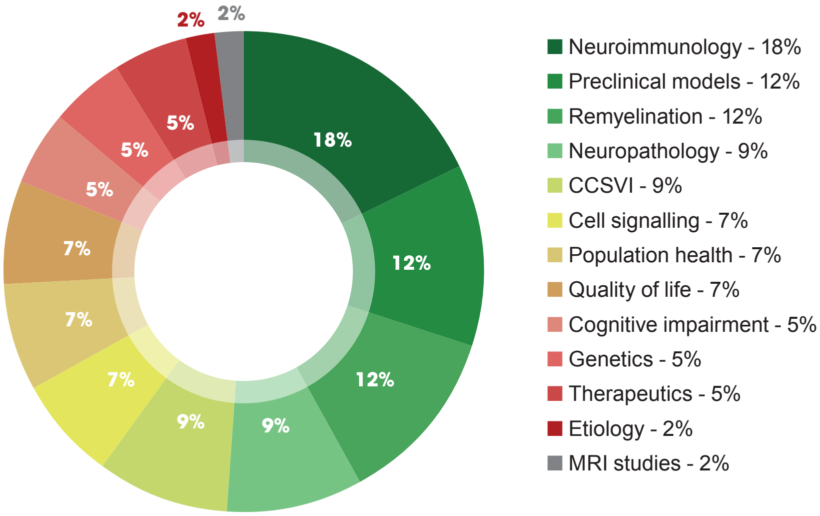
> "My research aims to develop therapies that will repair the myelin damage caused by MS – there are currently no therapies like this available. The funding I receive from the MS Society supports my investment in the time needed to conduct cutting-edge MS research. Postdoctoral fellowship awards secure the future of MS research by ensuring researchers remain on a career track geared toward finding answers about MS."
>
> – Dr. Haines

Research gives hope – hope that people living with MS will get the answers they need, and hope that one day we will live in a world without multiple sclerosis.

The MS Society supports many promising avenues of research, such as repair, cause, progression and therapies. In 2012, the MS Society invested $9 million in MS research.

The MS Society is currently funding a **total of 39 research operating grants**, some of which are multi-year studies. In 2012, the MS Society invested in **18 new research operating grants** that will contribute to new advancements in understanding MS. The following chart represents areas we're currently funding.

What we fund: Operating grants



Training: Investing in the future of MS research

In addition to operating grants, the MS Society is funding **51 studentship and postdoctoral fellowship awards** to foster research and clinical training for students early in their academic careers. These awards ensure that the brightest talents in MS research are able to gain technical experience in their field while enhancing their scientific understanding of the cause, mechanism and treatment of MS.

Looking for answers: Research we fund

Etiology: What causes multiple sclerosis?

Finding answers: Dr. Fabio Rossi, University of British Columbia

Role of circulating monocytes in experimental autoimmune encephalomyelitis progression

Dr. Fabio Rossi and his team are interested in determining the role of white blood cells that are present in the central nervous system and are associated with MS disease. It is still unclear whether these cells are responsible for causing damage or are simply recruited to clean up damage. Through a series of experiments with animal models which mimic MS, Dr. Rossi hopes to identify the specific roles of cells that enter or reside in the central nervous system during MS, which may lead to further understanding of the cause of MS.

Quality of life: How do I cope with chronic pain in MS?

Finding answers: Dr. Bradley Kerr, University of Alberta

Examining the underlying mechanisms of neuropathic pain in multiple sclerosis

Chronic pain has a major effect on the quality of life of people with MS. "Neuropathic" pain occurs when there is injury or disease in the central nervous system; this pain is the most prevalent and difficult to treat in MS. Unfortunately, there are few effective treatments to relieve this pain because very little is known about its underlying causes. Proteins called glutamate transporters are important for controlling pain signals in the nervous system. Previous evidence suggests that the presence and function of glutamate transporters are reduced in MS. Dr. Kerr is testing whether a specific drug that restores glutamate transporter function can alleviate neuropathic pain.

Remyelination: Can the myelin damage caused by MS be reversed?

Finding answers: Dr. Tim Kennedy, McGill University

Netrin regulation of axonal-oligodendroglial interactions: novel mechanisms and molecular targets

We know that myelin is damaged in MS, meaning research into rebuilding myelin is important for improving health outcomes and restoring neurological function in the body. Dr. Kennedy and his team have previously shown that the cells which produce myelin, known as oligodendrocytes, are associated with a protein called netrin-1. Netrin-1 is essential for normal brain development, but the mechanism by which it works is not fully understood. Dr. Kennedy's research will help to explain the role of netrin-1 in myelin production, with the ultimate goal of developing treatments that will promote remyelination in people with MS.

Marilyn, mother of two, diagnosed in 2000

> "As a mom and the second person in my family diagnosed with MS, I will always wonder if I have passed along a genetic weakness that would increase my daughters' chances of having MS. I hope that researchers will solve this piece of the MS puzzle and help end MS."
>
> – Marilyn, on what MS research means to her

Inform

› For more information on MS Society funded research, visit **mssociety.ca/researchsummaries**

Government advocacy

Maryann, MS Ambassador, diagnosed in 1993

> “I don’t want to choose between paying my bills and taking medications that help me manage my MS. Residents of New Brunswick and Prince Edward Island should have the same access to MS medications as every other Canadian.”
>
> – Maryann, on the need for better drug coverage

Access to medications, New Brunswick and Prince Edward Island

People living with MS in New Brunswick and Prince Edward Island without private insurance must pay for their MS medications out of pocket – a cost that can be as high as **$30,000 per year**.

In 2012, we, alongside Canadians with MS, continued a multi-pronged advocacy campaign to ensure people with MS get the drug coverage they need. Through a social media campaign directed at members of legislative assembly, participation in public consultations and widespread media coverage, we raised awareness of the need for an improved drug coverage plan.

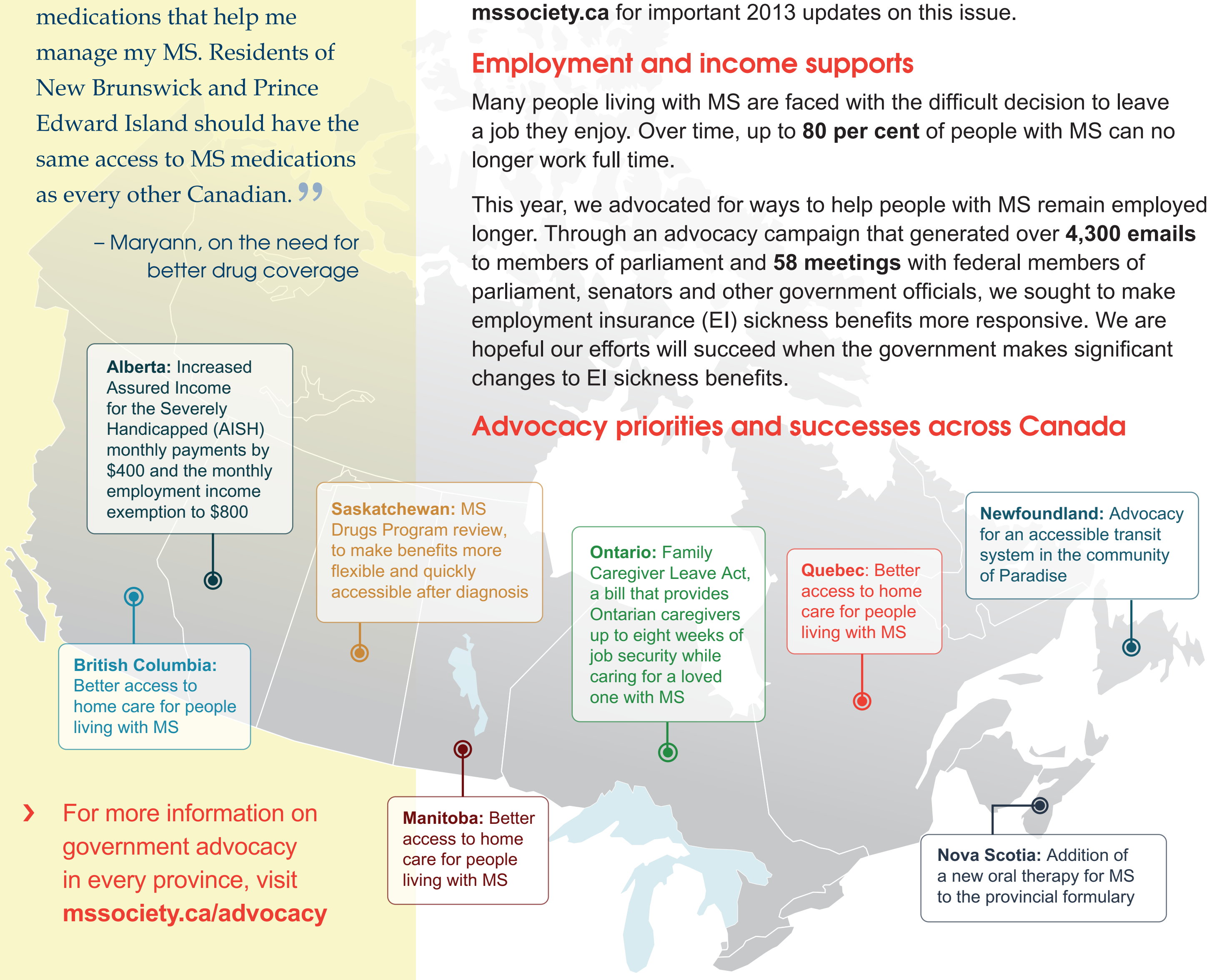
In December, the New Brunswick legislature tabled a recommendation outlining a drug plan for uninsured residents. In Prince Edward Island, the premier stated that the provincial government is developing an improved drug program for Islanders. The success of each initiative will empower people living with MS to make choices about their treatment without worrying about how they are going to pay for it. Please continue to check **mssociety.ca** for important 2013 updates on this issue.

Employment and income supports

Many people living with MS are faced with the difficult decision to leave a job they enjoy. Over time, up to **80 per cent** of people with MS can no longer work full time.

This year, we advocated for ways to help people with MS remain employed longer. Through an advocacy campaign that generated over **4,300 emails** to members of parliament and **58 meetings** with federal members of parliament, senators and other government officials, we sought to make employment insurance (EI) sickness benefits more responsive. We are hopeful our efforts will succeed when the government makes significant changes to EI sickness benefits.

Advocacy priorities and successes across Canada



Alberta: Increased Assured Income for the Severely Handicapped (AISH) monthly payments by $400 and the monthly employment income exemption to $800

British Columbia: Better access to home care for people living with MS

Saskatchewan: MS Drugs Program review, to make benefits more flexible and quickly accessible after diagnosis

Manitoba: Better access to home care for people living with MS

Ontario: Family Caregiver Leave Act, a bill that provides Ontarian caregivers up to eight weeks of job security while caring for a loved one with MS

Quebec: Better access to home care for people living with MS

Newfoundland: Advocacy for an accessible transit system in the community of Paradise

Nova Scotia: Addition of a new oral therapy for MS to the provincial formulary

› For more information on government advocacy in every province, visit **mssociety.ca/advocacy**

Someonelikeme.ca

Multiple sclerosis is the most common neurological disease affecting young adults in Canada. Growing up and navigating life as a youth is difficult – it can become even more of a challenge with a chronic disease. Young people with MS often feel alone and isolated amongst their peers.

Someonelikeme.ca is an online platform for youth with MS, where they can connect and share their stories, coping strategies and frustrations that come with multiple sclerosis. Through online forums and blogs, youth with MS can be part of a supportive community and feel less alone with their disease.

> “My name is Aaron, and I'm the drummer for the band Billy Talent. I was diagnosed with relapsing-remitting multiple sclerosis 15 years ago. I was confused and upset, and I hid from MS for a while. Then I learned that kids as young as two years old were being diagnosed with MS, and I knew it was time for me to step up and fight back.
>
> I always felt that if young people had a place to talk about MS, then living with MS might be easier. My dream came true after we created a youth advisory group and started talking. Together, we developed the site Someonelikeme.ca. Today, I'm an active forum member and I blog about issues that affect young people with MS.”

– Aaron, on connecting youth with MS

Loribelle, blogger for Someonelikeme.ca, diagnosed in 2006

Blogging for Someonelikeme.ca: Loribelle

> “When I was diagnosed with MS at 20 years old, I had more questions than answers. I was happy to find out about Someonelikeme.ca, where I started blogging with other young people who were navigating the daily realities of MS.
>
> As I share my day-to-day experiences, I want to offer hope about living with MS at such a young age. Readers tell me that my own hope gives them hope. If I can help other young people who are facing MS, I feel I'm contributing something worthwhile.”

– Loribelle, on sharing her story with others

Fact

- On average, **Someonelikeme.ca** has over 85 site visits per day.

Aaron, drummer for Billy Talent, diagnosed in 1998

> “When I heard about young kids being diagnosed with multiple sclerosis, it totally floored me. Managing MS as an adult is tough, but as a kid… I knew then it was time to help.”

– Aaron

SOMEONE LIKEME.CA

Engage

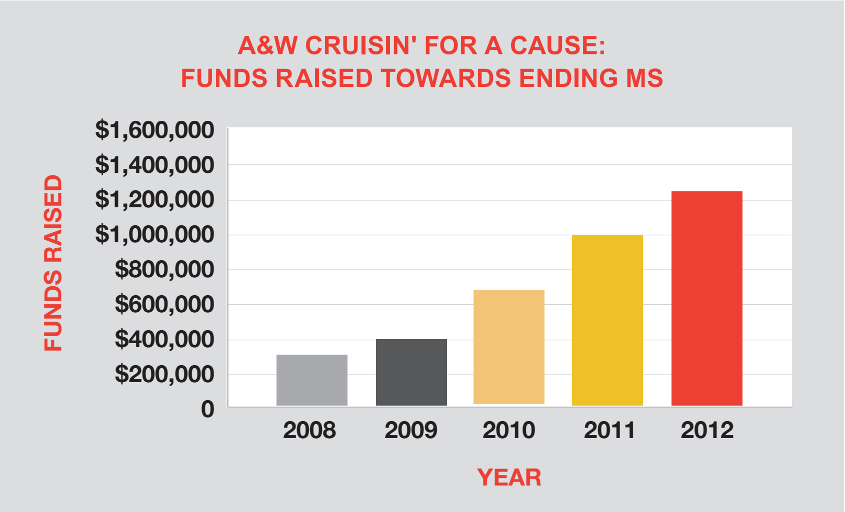
- Visit **Someonelikeme.ca** to connect with youth affected by MS.

A&W Cruisin' for a Cause

In 2012, communities across Canada rallied together to show their support and give hope to people affected by MS. Through social media, online videos and national media coverage, the A&W Cruisin' for a Cause campaign spread awareness of multiple sclerosis across the country.

On August 23, 2012, $1 from every Teen Burger® was donated to help fund **research and services for people with MS**. More than 700 A&W restaurants worked together to raise over **$1.25 million** through online donations and cutouts, commemorative magnets, root beer mugs and coin boxes. Since its inception in 2008, the campaign has raised more than **$3 million to support people living with multiple sclerosis.**

> “When I was diagnosed with MS, I realized I had two ways to cope with my disease: hide it and pretend it didn't exist or embrace it and help others. I chose the latter.
>
> As a young woman who has begun to build my personal and professional life, I am reminded daily that the need to raise awareness and funds has never been more crucial than it is today. As the 2012 A&W Cruisin' for a Cause inspirational champion, I believe in the need and impact of raising awareness of multiple sclerosis – its symptoms, its effect on daily life and hope for a cure. I travelled across Canada to talk about MS and let others with MS know they are not alone.
>
> I am hopeful now, more than ever, that we will find a way to end MS.”
>
> – Lacey, on raising awareness for MS



Lacey Andreas, newlywed,
2012 A&W inspirational champion,
diagnosed in 2003

> “For me, 2012 was an extraordinary year. I got married and I was the A&W inspirational champion. Both experiences were among the most memorable of my life.”
>
> – Lacey

Engage

- On August 22, 2013, visit your local A&W on Cruisin' for a Cause day. Your support will help fund research and services for people with MS. For more details, visit **CruisinforaCause2013.ca** this summer.

Social media

There were **6,900** Facebook RSVPs for Cruisin' for a Cause in 2012.

#cruisinforacause was trending for 12 hours on August 23, 2012.

Donors from across the country

Meet our donors. They come from all parts of the country and share one thing: they made a difference in the life of someone affected by MS.

Unlike other health charities, the MS Society is predominately self-funded. In 2012 we received less than **four per cent** of our funding from the government and less than **two per cent** from pharmaceutical companies. Over **95 per cent** of our funding comes directly from our valued donors.

The Mark Mercier Foundation, the Stollery Charitable Foundation and the Edmonton Community Foundation, supporters of the MSGPS program (advocacy & system navigation support)

> “I almost lost custody of my daughter last year – it was a hard time for me. My MS has progressed to the point where I rely on friends and part-time home care to help me take care of my home and my daughter. Because of this, the family services agency in my community questioned whether I could keep my daughter with me, which was devastating for both of us. The MSGPS program in Alberta stepped in to advocate on my behalf, gathering together all government bodies necessary to make sure I have the proper resources to care for my daughter. I'm now getting the assistance I need so that my daughter can remain in my care, no questions asked.”

– Darlene, diagnosed in 2008

For more information on the MSGPS program, visit **mssociety.ca/alberta/support**

The IWK Community Grants Program, supporter of Families Helping Families Living with MS self-help group

> “As a mother who lives with multiple sclerosis, I'm not always able to attend self-help groups outside my home. The monthly Families Helping Families Living with MS teleconference self-help group allows me to connect with others who have MS from my home, so that I don't have to arrange for child care. This phone call puts me in touch with others who understand what I'm going through, and it makes me feel less alone with my disease.”

– Lucia, diagnosed in 2009

For more information on the Families Helping Families Living with MS self-help group, visit **mssociety.ca/atlantic**

Purdy's Chocolates, supporter of programs & services

In 2012, Purdy's Chocolates won $25,000 for the MS Society on the reality TV show *Canada Sings*, all while raising awareness of multiple sclerosis on national television. Before their win, Purdy's Chocolates generously committed $10,000 to the MS Society regardless of the competition's outcome, increasing their total donation to $35,000. Thanks to Purdy's Chocolates, people living with MS will receive the funding they need for special equipment, social programs and other services that will enable them to live well with MS.

Laëticia, participant in the Quebec MS Youth Camp, 2010-2012, whose mother has MS

Fondation André Gauthier, three-year supporter of the MS Youth Camp in Quebec

> “I met some extraordinary and interesting people at MS Youth Camp. I learned things about MS I didn't know before, and I discovered how to cope with the disease. I learned that nothing is impossible if you work hard, and that we must continue to hope, never give up and stick together to move forward. Camp and my new friends will be engraved in my memory forever.”

– Laëticia

Fact

- We have $5.00 donors and $500,000 donors – every dollar is stewarded to ensure it has the greatest impact. This year $10.4 million went directly to client services and programs and $9 million went to funding MS research.

MS Bike

Brenda, MS Bike participant, diagnosed in 2004

> “I ride because I still can. I ride for those who no longer can. I ride to end MS.”
>
> – Brenda

MS Bike is the largest cycling series event in North America. Suitable for all fitness levels, MS Bike is a fun event that brings people together to end MS and support people with the disease.

Proceeds from MS Bike fund vital MS research and programs and services that enable those affected by multiple sclerosis. To participate, all you need is a bike and a passion to end MS.

> “I was diagnosed with multiple sclerosis in 2004. In 2007, I began volunteering for MS Bike; three years later, I joined as a cyclist. With the support of my family, friends and colleagues, my team, The Mighty Spinners, has grown over the years to include 19 members.
>
> When I cross the finish line, I see people with MS who can't ride and become more inspired to help end MS. I feel fortunate that I can still be active – I ride because I can, and for those who can't. I have many questions about my disease, and I know that funds raised from MS Bike will play a role in funding the research that will one day provide me with answers.”
>
> – Brenda, on how it feels to participate in MS Bike

Engage

- There is strength in numbers! Participating in MS Bike as a team is the best way to keep motivated and work toward your goals. Recruit friends, family, neighbours and co-workers. Register for MS Bike at **msbiketours.ca**

Fact

- Over 12,000 people participated and volunteered in 25 MS Bike tours across the country in spring and summer 2012. MS Bike participants raised $8.3 million for people living with MS.

MS® BIKE

GEAR UP TO END MS

Research priorities discussions

In the fall, people affected by multiple sclerosis and researchers gathered together to talk about the future of MS research. Across Canada, the research priorities discussion events bridged a gap between those who are studying MS and those who cope with the disease every day. From this connection, people from the MS community collectively identified research priorities that will have a tangible impact on the lives of people with MS.

Over 180 participants engaged in **seven discussions** across Canada, including people living with MS, caregivers, researchers and clinicians. People affected by the disease described their personal journey with multiple sclerosis while researchers mapped existing and potential research projects that could change the trajectory of people's lives with MS.

The research priorities discussions provided a platform for diverse perspectives on MS research – people affected by MS saw research as a way to unlock doors to new treatments while researchers explained their roles in improving the lives of Canadians with MS. The discussions increased the flow of knowledge about MS research in communities across Canada.

“My work involves using brain imaging to try to predict someone's disease progression. Many researchers are like me, in that they work with brain images or tissue samples, and they rarely get to interact with people who have MS. The research priorities discussion put us all together so that we could engage in meaningful conversations and learn more about each other. The interaction inspired me to organize a dinner that allowed even more of us to connect in this way.”

– Zografos

John, family member has MS

“There is a real need for research to be communicated in ways that people can understand. It was encouraging to see researchers rise up to this challenge and succeed in forming connections with people who live with MS every day. Through the research priorities discussion, I saw research through a different lens.”

– John

Patrycia, University of Alberta criminology graduate, diagnosed in 2011

“As someone newly diagnosed with MS, I saw the research priorities discussions as a way to be proactive about my disease. I learned more about MS and the work of researchers than I thought possible, and I had the rare opportunity to suggest ways for researchers to make their work more understandable for those who benefit from it. It gave me hope to see researchers building connections with people living with MS and becoming motivated about their work in a different way.”

– Patrycia

endMS campaign

The endMS campaign contributed **$60 million** to the MS Society research program and the endMS Research and Training Network. The endMS Network has brought together more than **1,000 experienced researchers and trainees** from more than **65 Canadian academic and health institutions** to collaborate through national education and training programs and **five endMS Regional Research and Training Centres**. The endMS Network has attracted, trained and retained talented researchers and trainees at varying stages of their careers, in order to secure the future of MS research in Canada.

endMS Summer School: An annual interactive education program that enhances knowledge and skill in MS research among trainees at the masters, doctoral and postdoctoral/clinical fellowship levels. It provides a unique collaborative training opportunity designed to foster interest in MS research and support pursuit of knowledge in this field.

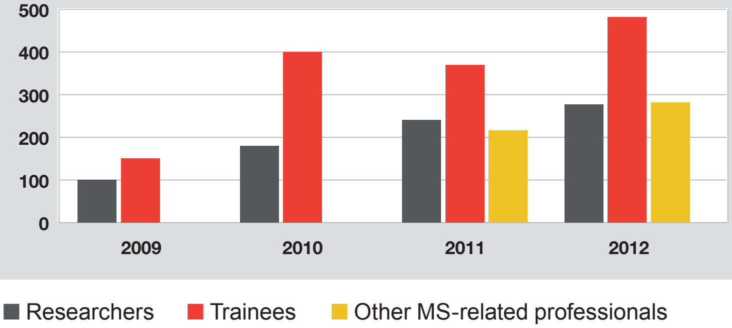
endMS Transitional Career Development Award: Provides outstanding postdoctoral or clinical fellows who are currently doing research in an area related to multiple sclerosis with the means to establish a strong foundation for their MS-focused independent research career. This $500,000 award funds the last two years of the recipient's postdoctoral or clinical studies and the first three years of their independent MS-related faculty position at a Canadian institution.

endMS Scholar Program for Researchers IN Training (SPRINT): Specialized program that supports graduate students and postdoctoral and clinical fellows who are interested in conducting MS research. The program enhances participants' knowledge and skill in MS research, increases capacity for interdisciplinary research and helps establish a peer network.

endMS Conference: National research conference aimed at fostering knowledge exchange on MS-related research, networking opportunities and collaboration among researchers and trainees.

NETWORK GROWTH:

Number of researchers and trainees in the endMS Research and Training Network



Dr. Steven Kerfoot, studying B cells at Western University

> “The Garrett Herman endMS Transitional Career Development Award has allowed me to invest in the research tools that are necessary for me to carry out my work and achieve my goals. It has empowered me to accelerate the pace of discovery in MS research in Canada.”
>
> – Dr. Kerfoot

› Celebrate raising $60 million for MS research. Visit **endms.ca**

endMS®

Award recipients: MS Society and Queen Elizabeth II Diamond Jubilee medals

We are pleased to announce the recipients of the 2012 National Awards. The awards recognize people, groups and organizations that are working towards the end of multiple sclerosis and enhancing the quality of life of people affected by the disease.

National Opal Award for Caregivers

Norine Thomason
Thornhill, ON

National Award of Merit, member

Linda Lumsden
Brockville, ON

National Award of Merit, non-member

Purdy's Sweet Day Glee Club
Vancouver, BC

Visit **mssociety.ca/2012nationalawards** for more information on the National Award recipients.

Queen Elizabeth II Diamond Jubilee medals

The following people are recipients of the Queen Elizabeth II Diamond Jubilee medals, in recognition of their dedication, achievements and sustained contribution to ending MS and supporting people affected by the disease.

Michelle Amerie
Toronto, ON

Shirley Atkins
Winnipeg, MB

Denis Baribeau
Trois-Rivieres, QC

Adrianne Boothroyd
Burnaby, BC

Rose Brassard
Lloydminster, SK

William Breon
Grand Bank, NL

Blaine Cheverie
Medicine Hat, AB

Murray Cook
Brandon, MB

Julia Daniluck
Edmonton, AB

Robert (Bob) Decker
Oakville, ON

Jeannette Edwards
Stonewall, MB

Mildred (Mickey) Edwards
Charlottetown, PEI

Gavin Giles
Halifax, NS

Dr. Walter Hader
Saskatoon, SK

Ron Jones
New Westminster, BC

Gord Joorisity
Regina, SK

Richard Lemire
Ile Perrot, QC

Maryann Moore
Sussex Corner, NB

Dr. John Mullen
Edmonton, AB

Dr. TJ “Jock” Murray
Halifax, NS

Suzie Ouellet Roy
Rimouski, QC

Rona Ramsey
Sudbury, ON

Michael Roche
Oshawa, ON

Edward Roski
Peace River, AB

Aaron Solowoniuk
Toronto, ON

Judy Thwaites
Midhurst, ON

Jan Van Velzen
Markham, ON

Audrey Wheeler
Toronto, ON

Joanne Williams
Kamloops, BC

Brenda Worthington
Vancouver, BC

Leadership donors

We are pleased to recognize the following individuals, corporations and foundations that made a gift commitment to research and client services programs in 2012.

$250,000 +
Doug and Sandra Bergeron
Slaight Family Foundation

$100,000 - $249,999
Biogen Idec Canada Inc.
Novartis Pharmaceuticals Canada Inc.
RBC Financial Group, through the RBC Foundation

$50,000 - $99,999
Brandt Industries Ltd.
Genzyme Canada Inc.
In honour of Bill and Isabel Kelley
Mark Mercier Foundation
Walter Taylor
The Law Foundation of BC

$25,000 - $49,999
Airoute Cargo
Edmonton Community Foundation
EMD Serono
Kin Canada Atlantic District 7
Mr. and Mrs. P. A. Woodward's Foundation
Newman's Own Foundation
Office des personnes handicapées du Québec
Pfizer Canada Inc.
The Stollery Charitable Foundation
M.E. Stott
Teva Canada Innovation
The Printing House Limited
Tim Hortons Cape Breton - Smile Cookie Campaign
Vancouver Foundation

$10,000 - $24,999
Anonymous (4)
Allergan Inc.
André Gauthier Foundation
ATU Jerry Fund
CN Employees' and Pensioners' Community Fund
Bob & Pat Decker
Evelyn Eckmier
Face the World Foundation
Jean Ferguson
Fondation Bergeron-Jetté
Freedom International Brokerage Co.
Hydro-Québec
Leon's Furniture Limited
Ministère de la Santé et des Services sociaux du Québec
Alanne O'Gallagher
Province of Manitoba - All Charities Campaign
Provincial Employees Community Services Fund
Al Schoen
Shorcan Brokers Limited
Simple Plan Foundation
The 1988 Foundation
The De Boer Foundation
The Lawrason Foundation
The Ontario Trillium Foundation
Jennifer Wasyliw

$5,000 - $9,999
Anonymous (2)
3 on 3 Hockey to Benefit MS
June Ames
ATCO Gas
Chippendale Foundation
City of Saskatoon
Domtar
Fabian Family Endowment
Frederick & Douglas Dickson Memorial Foundation
Government of Canada (HRSDC)
Brenda Graf
Haztech Fire and Safety
Stacy Hnatiuk
Industrielle Alliance
Jacques-F. Gougoux Foundation
John Deere Foundation of Canada
John and Linda Lamacraft
Daniel Larouche
Helen Legare
Livewire Puzzles
Naomi Loeb
Loyal Order of Moose
Manulife Financial
Paul H. O'Donoghue
Lorne & Joyce Peters
Power Workers' Union
Linda K. Rorabeck
Safeway Pharmacy
SaskTel TelCare Employees Charity (5)
Sears Employee's Charitable Fund
Sir Joseph Flavelle Foundation
The Cadillac Fairview Corporation Limited
The Jewish Community Foundation of Montreal
The Lloyd Carr-Harris Foundation
The McCain Foundation
The Reinders Family Foundation
The Shandex Group

$1,000 - $4,999
Anonymous (26)
173049 Canada Inc.
557317 BC Ltd.
A & A King Family Foundation
ACMO Association of Condominium Managers of Ontario
Claire Adam
Ad-dictive Design & Promotions
Adera Development Corporation
Agway Metals Inc.
AkzoNobel Canada Inc.
Tom Ambrose
Douglas Anderson
Kate Anderson
Angle Energy Inc.
Anonymous Fund at the Strategic Charitable Giving Foundation
APEX
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Company	Division
1,250,000+	
A&W Food Services of Canada	NAT
$500,000-$999,999	
Astral Media	NAT/QC
Dundee Wealth Management	ON
RBC	ON
$250,000-$499,999	
Clear Channel Outdoor	ON
$200,000-$249,000	
Canwest Global Communications Corp.	AB-NWT/BC-Y
CTV Toronto	ON
$150,000-$199,999	
Neo Traffic	QC
Pattison	QC
Student Works Painting	NAT
$100,000-$149,999	
Atlas Van Lines	NAT
Corus Radio	ON
Corus Radio London	ON
EMD Serono Canada Inc.	ON/QC/BC-Y
Enerflex Ltd.	AB-NWT
$50,000-$99,999	
Astral Media Radio	AB-NWT/MB
Bell Media	BC-Y
Black Press	BC-Y
Brandt Group of Companies	SK
Brink's Canada Ltd.	NAT
Chatelaine	NAT
Mandarin Restaurants	ON
Medavie Blue Cross	ON/QC/ATL
Mr. Lube	NAT
Rogers Broadcasting Ltd.	AB-NWT
Scotiabank BC & Yukon Region	BC-Y
Toronto Star	ON
$25,000-$49,999	
A Channel Ottawa	ON
Anne Klein	ON/QC
Saskatchewan Blue Cross	SK
Collega Aveda	ON/QC
CTV Edmonton	AB-NWT
CTV Northern Ontario	ON
CTV Ottawa	ON
Jim Pattison Broadcasting Group	AB-NWT
Louis Garneau	NAT
Manitoba Liquor and Lotteries	MB
Norco Performance Bikes	ON
Novartis	QC
OwlKids	NAT
Pizzaville	ON
Purolator Courier Ltd.	ATL
Qualité étudiants vitres.net	QC
RAWLCO Radio	SK
Reader's Digest	QC
RBC Foundation	SK
Scholastic Canada Ltd.	NAT/ON
Scotiabank	ON
Tim Hortons	ATL

TeamMS top teams

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.

Team Name	Team Captain(s)	Division
$130,000+		
Woop de Woo	Kevin James	BC-Y
$100,000-$129,999		
Happy Fillmore's	Verna Haiden	AB-NWT
$75,000-$99,999		
Team Julia	Julia Daniluck	AB-NWT
Équipe Lespérance	André Lespérance	QC
Dirty Cranks	Gavin Giles	ATL
$50,000-$74,999		
Solutions Partagées	Jean-François Boily	QC
Smokin' Embers	Jan Hancock	AB-NWT
Darcie's Gang	Darcie James	BC-Y
Butt Ugly	Helena Whittington & Mandy Janzen	ON
Stantec Stingers	Sonja Schultz	AB-NWT
Country Riders	Valerie Hussey	ON
Team Gregor	Jason Gregor	AB-NWT
RoadKill	Jennifer Mullane	ATL
Les Pédaliers de l'Avenir	Lynda Archambault	QC
L'Équipe qui a du chien	Lysa Anne Goupil	QC
Journey for Jani	Madelyn Weingarden	ON
Biker Chicks and Bocce Boys	Greg Douglas	AB-NWT
Team Sparling's Propane	Anita Trusler	ON
Doug and Marion's MS Erasers	Sharen Robinson	ON
$25,000-$49,999		
Guys and Gals A 1000 Plus	Alex Romanowich	ON
Jr. Mak Sunshine	Matthew Dasilva	ON
Merry Striders	Sandra Corbett	ON
TD Green Machines	Andy Franze-Senese	ON
Mr. Lube	Jason Guenter	AB-NWT
Glen's Titans Never Tire	Wayne Lavold	AB-NWT
On the Run	David Varga	AB-NWT
Midland in Motion	Tobie Berthon	MB
Jasper H-Core		
Rockhoppers	Greg Van Tighem	AB-NWT
Shifting Rears	Karin Nelson	AB-NWT
Viagara Falls	Mo Milne	ON
Windriders	Colin Wensley	SK
Heartbrakers	Dr. John Mullen	AB-NWT
Eramosa	Pete Samson	ON
eSPrit SPortif	Christiane Thouin	QC
Libro Freewheelers	Scott Ferguson	ON
MS AIN'T Purdy	James Purdy	AB-NWT
EMD Specialized-Toronto	Claudia Paez & Stephen Riby	ON
Team Nervous	Gail Taylor	AB-NWT
Wolf Pack	Shawn Mole	AB-NWT
The Brotherhood Team	Paul Lafond	ON
Gluteus to the Maximus	Fern Landry	ON
AeroBARR	Joshua Papke	AB-NWT
VIA Rail	Marc Beaulieu	QC
Millennium Stars	Trisha Sims	BC-Y
The Bunsen Honeydews	John Paul	AB-NWT
Sally's Second Super Six	Jeanne DesBrisay	ON
The Freddy Kruezers	Shawn Bilerman	ATL
Équipe RONA	Gervais Gonthier	QC
MASS SYNERGY	Lori Lind	MB
Invincycles	Dan Sims	AB-NWT
Mighty Spinners	Brenda Spence	AB-NWT
Success MS Self Help Group	Gail Jonat	BC-Y
The Kitchener BreakAways	Jim Gagnon	ON
Ragtag Group of Misfits	Paul Atkinson	AB-NWT
Peak Peddlers	Keith Kuhl	MB
CRA	Paula Hutchinson	ON
A Few Spokes Short	Valerie Differenz	AB-NWT
MS Rockstars	Corinne Lotoski	AB-NWT
Les Dérailleurs	Mario Sorel	QC
Cyclepaths	Ian Raap	MB
Team Pronto	Mark Kube	AB-NWT
$20,000-$24,999		
Slow Spokes	Jack MacDuff	ATL
Team Addison	Dave Macmurchie	BC-Y
Cyclopaths	Fern Foreman	AB-NWT
West Island Roadrunners	Robin Little	QC
Les Cycleux	Carl Morissette	QC
Assante	Michel St-Georges	QC
Let's Ride	Tara Coles	AB-NWT
Bar Dakota Walkers	Andrea Lucifero	QC
YouGoGang	Myrna Hastings	BC-Y
Spirit Riders	Linda Lessard	QC
AmbirCares	Larry A Sampson	ATL
Greatful Tread of Great-West Life	Martha Corbin, Grace Lackman, and Angela Morelli	MB
Devils & Divas	Carole Richer	BC-Y
The Remyelinators	Tracey Wahba	SK
Team Mega-sore-ass	Gary Couillard	AB-NWT
StandardAero Turbinators	Ed Ferbers	MB
Team CNQ	Mike Magnusson	AB-NWT
Cycledelics	Tisha White	ATL
Team Chris	Chris Kieser	AB-NWT
Gotta Keep Movin	Kimberlee Morgan	MB
Financière Banque Nationale Annie F	Gola	QC
Blazing Saddle Sores	Ken Bergen	SK
MS Enders	Robert Holmes	AB-NWT
The Smokin' Spokes	Jayne Schwandt	SK
Croix Bleue Medavie	Monique Caron	QC
Team Breezy	Allison Graumann	AB-NWT
Flower Power	Kathryn Mitchell	BC-Y
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The TransCanada Spokes	Beverly Mcneil	AB-NWT
MSunderstood Artists for Awareness	Rebecca Toon	AB-NWT
menstrual cycles	Jan Wallace	AB-NWT
MS Miracle Spinners	Mike Hennessy	BC-Y
Casson's Crew	Rick Casson	AB-NWT

Evelyn Opal Society

The following people confirmed a legacy gift to the MS Society in the past year, and we are honoured to welcome them as the newest members of the Evelyn Opal Society.

Anonymous
Yvette Landry
Rachel Souchereau

We are humbled by the generosity of our donors and the extraordinary commitment they show in the fight to end MS. We are honoured to recognize the contributions of the following Evelyn Opal Society members in 2012.

$250,000 +

Estate of Lucille Loiselle
Estate of Jean McLeod

$100,000 - $249,999

Estate of Lawrence Chute
Estate of Marjory Dickey
Estate of John Hall
Estate of Jordan Pickell
Estate of Victoria Seidel

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$1,000 - $4,999

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Estate of Ulysses Wagner

We apologize for any errors or omissions.

Multiple Sclerosis Society of Canada Statement of Revenue and Expenditures

To view our full audited financial statements, please visit mssociety.ca/en/community/mssc/governance.htm

For the years ended December 31, 2012 and December 31, 2011
(in thousands of dollars)

	2012 $	2011 $
Revenue		
Leadership giving activity		
Bequests	2,798	2,930
endMS Research & Training Network	1,919	1,826
Corporate giving and major donors	1,659	1,592
Grants from governments	1,337	1,361
Grants from pharmaceutical companies	743	567
Other grants	636	680
	9,092	8,956
Community based fundraising events	23,668	23,960
Individual giving and direct marketing	14,649	14,880
Dinners, tournaments, and third party events	5,607	5,374
Gaming	1,599	1,611
Sale of goods	314	316
United Way and HealthPartners	1,840	1,836
Public awareness activities	1,025	1,179
Miscellaneous	286	284
Memberships	81	86
Investment income	475	526
	58,636	59,008
Fundraising expenditures		
Leadership giving	1,541	1,714
Community based fundraising events	8,930	9,764
Individual giving and direct marketing	8,473	8,304
Dinners, tournaments, and third party events	1,761	1,884
Gaming	410	355
Cost of goods sold	194	203
Indirect fundraising	1,959	1,790
	23,268	24,014
Program and administration expenditures		
Client services	9,393	9,735
Research	7,202	7,629
Research - endMS Research & Training Network	1,800	2,195
Public education and awareness	6,225	6,857
Chapter and volunteer support and development	3,719	4,031
Government and community relations	1,707	1,693
MS Clinics	1,017	1,096
Administration	3,962	4,137
	35,025	37,373
	58,293	61,387
Excess (deficiency) of revenue over expenditures before the undernoted	343	(2,379)
Fair value change in investments	288	(503)
Excess (deficiency) of revenue over expenditures for the year	631	(2,882)

Multiple Sclerosis Society of Canada

1-800-268-7582
info@mssociety.ca
mssociety.ca

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Toronto, ON M4W 3R8
416-922-6065

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Burnaby, BC V5H 4G7
604-689-3144

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Edmonton, AB T6B 2T4
780-463-1190

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150 Albert Street
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306-522-5600

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204-943-9595

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