

NATIONAL IMPACT REPORT 2011

A JOURNEY FORWARD





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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.



A journey forward: Chair and president's message

On our journey to end multiple sclerosis, we will encounter difficult challenges and enjoy life-changing accomplishments. This year, we made significant progress through research developments, increased treatment options, new tax legislation for caregivers and innovative programs and services delivered at the local level. Together, the MS community made great strides in 2011.

While the MS Society experienced progress in 2011, the year was not without significant challenges. The global economy continued to experience a sluggish recovery and a debt crisis in many parts of the world. This financial reality affected consumer and donor confidence. The impact was most visible in a decrease of our donation and event revenues, which, in part, funds the valuable programs and services that help improve the lives of those touched by MS. Ironically, during a period of economic upheaval, demand for the MS Society's services grows.

Chronic cerebrospinal venous insufficiency (CCSVI) continues to generate hope for members of the MS community, reinforcing the need for continued research that can provide conclusive answers about this potential treatment and its relationship to MS.

With an estimated 1,000 new cases of MS in Canada every year, we are driven to improve the ways we deliver on our mission and best serve people living

with MS. Against this backdrop, the MS Society began an organization-wide Renewal Initiative. With the leadership of the national board of directors, the goal of the Renewal Initiative is to streamline and modernize our structures and processes to better support people living with MS, and enhance our ability to fund the world's most compelling MS research.

The MS Society has joined Imagine Canada's Ethical Code program, deepening our commitment to uphold the highest standards of accountability and transparency in our fundraising and financial management.

The support of donors, participants, sponsors, volunteers and staff remains vital to our work. We are deeply indebted to the thousands of Canadians who share in our vision of improved quality of life for people with MS and, ultimately, a world free of MS. Examples of impact are revealed in the stories of Michelle (page 5), Andrei (page 6), Paul (page 14) and others who have been touched by MS.

With gratitude,

Yves Savoie

President and chief

executive officer

James

Casey

National chair

Progressive MS research

My name is Michelle. I have gone swimming with sharks, climbed mountains and been skydiving. I also have progressive MS.



NEED

I've lived with progressive MS for 25 years. I haven't let MS get in my way. I'm an artist, an activist and a dedicated volunteer for the MS Society. I live a rich life despite my MS, but that doesn't mean I haven't encountered some real obstacles. One of the toughest things about living with progressive MS is that there are no treatments. I can manage my symptoms but not the disease itself. We need research that gives people with progressive MS something to hope for.

ACTION

In November, the MS Society and the MS Scientific Research Foundation announced a \$3.8 million grant that may have special relevance for those with progressive MS. This three-year collaborative study led by Dr. Peter Stys from the University of Calgary will investigate the complex interplay between degeneration and inflammation in MS. In general, progressive disease is marked by a non-inflammatory neurodegenerative process. This research hypothesizes that an underlying mechanism causes damage that prompts inflammation, leading to additional damage. If researchers can understand the earliest triggers in MS disease processes, then we might learn how to intervene and prevent damage.

IMPACT

My hope is that Dr. Stys and his team will help us find answers, and that other researchers will take up the challenge of further understanding progressive MS. Research takes time and it's a challenge to exercise patience when you're the one living with this disease – but it's a relief to know that researchers across the country are working together to try to understand progressive MS. Research initiatives like this give me hope, which is a very powerful thing when you're living with progressive MS.





My name is Andrei Sedoff. I am the 2011 inspirational champion for the A&W Cruisin' for a Cause campaign. I also have MS.

Engage

Get to know 2012 inspirational champion Lacey Andreas as she tours A&W stores across the country on August 23, 2012. Buy a Teen Burger® on this day and \$1 will be donated to the MS Society.

Fact

A&W and the MS Society were trending topics in Canada on Twitter on August 25, 2011.

NEED

When I found out I have multiple sclerosis, I learned that I was one of three Canadians diagnosed that day. Shortly after my diagnosis, I recognized that some people had heard of MS, but very few knew much about it. I need others to know what I'm going through, and I need people living with MS to know they are not alone. This is why I feel it's important to raise awareness and increase support for those touched by MS across Canada.

ACTION

To help raise awareness and increase support for the cause, I teamed up with the MS Society and became the 2011 inspirational champion for the A&W Cruisin' for a Cause campaign. On August 23-25, I travelled across Canada to attend A&W events in Nova Scotia, Newfoundland, Quebec, Ontario, Manitoba, Saskatchewan, Alberta and British Columbia. I documented my journey live on Twitter to spread awareness on the incredible enthusiasm at each store, and to let people know that \$1 from every A&W Teen Burger® purchased would go towards ending MS.

IMPACT

The A&W Cruisin' for a Cause campaign increased awareness and support for people living with MS across Canada. More than 170 local television, radio and online media outlets across the country helped raise awareness for the campaign, and 14,000 people RSVP'd to the Facebook event. In total, over \$1 million was raised, showing us that Canadians care about MS. I feel empowered knowing that A&W Cruisin' for a Cause brought people living with MS and their communities together – so that we could raise our voices and be seen and heard by all Canadians.

MS Summer Camp

My name is Tyrell. I am a 17-year-old high school student. I love basketball, archery and being with friends. I also have MS.



NEED

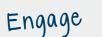
I was diagnosed with MS when I was six years old. For a long time, I thought I was the only kid with this disease. I missed my entire second grade year because of a relapse, which was difficult to explain to my friends. I didn't think anyone my age would understand what MS was or what it's like to live with an unpredictable disease. The only people who knew about my MS were my mom and grandmother. Not having anyone my age to talk to about what I was going through made me feel lonely and isolated.

ACTION

I've been going to MS Summer Camp since I was 12. Some of my favourite activities at camp are kayaking, canoeing and archery. But the best thing about camp is getting to talk to other kids about MS. We get together in support groups to talk about how we feel about our disease, and we learn from each other about different ways to cope with MS. Today, I get to offer support to other teens with MS. In sharing my story with the younger kids who haven't had MS as long as I have, I feel like I'm helping them to know they aren't alone.

IMPACT

I keep in touch with other kids from camp throughout the year, and now I have a whole group of people to talk to about my MS. Now I know people my age who understand what it's like to miss school because of a relapse or feel frustrated with the unpredictable symptoms of MS. Through talking to other people, I now know I'm not defined by my MS – I'm stronger because of it.



Register for MS Summer Camp, which runs from August 11-18. Find out more at mssociety.ca/camp

Fact

MS Summer Camp turns six in 2012. It has hosted 118 campers in five years.



Family Caregiver
Tax Credit

My name is Lynn – wife, mother and grandmother. I am also a caregiver to my husband Wayne, who has MS.

Engage

To get involved with government advocacy at the MS Society, visit mssociety.ca/advocacy

Fact

MS Society advocacy is making a difference from coast to coast, whether through a targeted tax credit for caregivers, reimbursement on proven MS therapies or more accessible communities.

NEED

My spouse has MS, and I am his caregiver. Because I am married to Wayne and not a relative such as a sister or nephew, I was not allowed to claim the caregiver tax credit when filing income taxes. This was a major source of frustration in our household. I wasn't able to claim a credit that would have reduced our amount of tax owed, and I was not recognized by the federal government for my vital role as a caregiver.

ACTION

For more than five years, the MS Society has pressed the federal government to allow spouses to claim the caregiver tax credit. Success came with the spring 2011 federal budget and the commitment of a new Family Caregiver Tax Credit, which includes spouses who are caregivers.

Provinces also acted, with Manitoba leading the way with its Caregiver Recognition Act. Nova Scotia followed with a Caregiver Allowance, and Ontario with a promised Family Caregiver Leave Act. More recently, the Government of Quebec partnered with the Lucie and André Chagnon Foundation to develop a \$200 million fund to support regional caregiver resource centres.

IMPACT

My important role in providing vital care for Wayne is finally being recognized by federal and provincial governments. I feel more secure during tax season now that I know I can receive the Family Caregiver Tax Credit, and I feel validated that our government has begun to recognize the importance of the caregiver role in our community.

CCSVI: Year in review

Chronic cerebrospinal venous insufficiency (CCSVI) is a term first used by Dr. Paolo Zamboni in 2009 that suggests clogged veins are related to MS. He believes that unblocking the veins can have a positive effect on the lives of those diagnosed with MS. Here is an update on what happened with CCSVI in 2011.

JANUARY 31

Six-month update on the seven MS Society and National MS Society (USA) funded multidisciplinary studies investigating the potential relationship between CCSVI and MS.

MARCH 1

MS Society launches CCSVI.ca to provide people living with MS the best information available on CCSVI.

MARCH 23

Federal government announces the creation of a national monitoring system, as recommended by the MS Society, that will capture information to help identify disease patterns and track long-term outcomes of treatments.

APRIL 5

Government of Manitoba announces \$5 million for a clinical trial on CCSVI and MS.

JUNE 15

Government of New Brunswick launches assistance fund to provide matching funding for people living with MS seeking CCSVI procedure.

JUNE 29

Minister of Health Leona Aglukkag announces that the federal government will fund a Phase I/II clinical trial on CCSVI and MS.

IULY 14

One-year update on the seven MS Society and National MS Society (USA) funded multidisciplinary studies investigating the potential relationship between CCSVI and MS.

JULY 27

Government of Alberta launches MS observational study to track treatment experiences of people with MS including CCSVI procedure.

AUGUST 15

Government of Ontario MS Expert Advisory Group creates guidelines for health care practitioners with respect to follow-up care for people who have undergone CCSVI-related procedures.

SEPTEMBER 23

Government of Saskatchewan announces partnership with U.S. researchers for the participation of some Saskatchewan residents in a CCSVI clinical trial in Albany, New York.

NOVEMBER 25

The Canadian Institutes of Health Research, in partnership with the MS Society, announces a request for research proposals for a Phase I/II clinical trial on CCSVI and MS.

DECEMBER 8

Government of British Columbia announces funding for a CCSVI patient registry, development of care protocol and plan for rapid access to care.

JANUARY 2012

Eighteen-month update on the seven MS Society and National MS Society (USA) funded multidisciplinary studies investigating the potential relationship between CCSVI and MS. Reports indicate that researchers are making good progress towards providing essential data and critical analysis.

For the most recent updates on CCSVI, visit ccsvi.ca



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 living with MS.

Engage

We honour and celebrate all our donors! For a list of our most dedicated supporters, flip to pages 16-22.

Fact

We have \$5.00 donors and \$500,000 donors - every dollar is stewarded to ensure it has the greatest impact. This Year \$10.8 million went directly to client services and clinics, and \$9.8 million went to funding MS research.

NEED

Unlike other health charities, the MS Society is predominately self-funded. In 2011 we received less than three per cent of our funding from the government and less than one per cent from pharmaceutical companies. 95 per cent of our funding comes directly from our valued donors.

ACTION

The Slaight Family Foundation made a donation to MS Summer Camp, which gathers youth with MS for summer activities and crucial peer support. Jo-Anne Howe donates regularly to help the research community end MS. The Leon family and Leon's Furniture makes a substantial annual donation in support of client services initiatives in Ontario, so that people living with MS may receive special equipment to help with their mobility. The RBC Foundation, a long-time nationwide supporter of the MS Society, donated to Saskatchewan Division client services to guarantee that no special assistance funding request is turned down in this region due to lack of funding.

IMPACT

Through the actions of thousands of valued donors, the MS Society is able to deliver on our mission. Donors make it possible for us to fulfill applications for equipment and services that help people living with MS in their home. Donors fund recreational programs that provide vital activities for people living with MS, including peer support groups, MS Summer Camp and specialized exercise programs. MS Society funded research is possible because of donors across the country who are passionate about finding a cure for MS and getting answers for those who live with this disease. The actions of our donors are generous and the impacts are life-changing.

MS Walk

My name is Julia. I am a student with a sociology degree who is currently studying business. I also have MS.



NEED

I was a professional cruise ship dancer when I was diagnosed with MS at the age of 19. As someone whose career was physically demanding, a diagnosis of multiple sclerosis forced me to reevaluate my professional future as well as my personal one. My diagnosis was a confusing time for me, and I needed every emotional support possible as I reset the direction of my life.

ACTION

After being diagnosed and learning more about the unpredictable and devastating nature of this disease, I decided I wanted to do something to gain support from my friends and family. I recruited a small team of friends and family to participate in the MS Walk as something we could all do together to help fight MS. Team Julia grew over the years to include friends of friends and colleagues, and anyone interested was welcome to join our growing army. Now I have a team of 40 people who show up to support me on MS Walk day, and they all have one thing in common – they all believe that we are stronger together and that together, we can end MS.

IMPACT

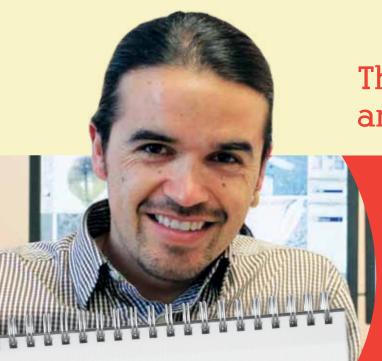
The MS Walk holds a very special place in my heart. It's difficult to describe the feeling you get at an MS Walk. The sense of community, the sense of pride, the sense that you are doing something to end MS - it's overwhelming and I look forward to it every year. The MS Walk helps me feel supported and inspired – that's why I walk.

Engage

In November 2012, raise funds to end MS and register for the 2013 MS Walk at mswalks.ca

Fact

More than 160 Walks happened across the country in the spring and summer of 2011.



The endMS Research and Training Network

My name is Dr. Jorge Alvarez, MS researcher at the University of Montréal. I am also the recipient of the 2011 David L. Torrey endMS Research and Training Network Transitional Career Development Award.

Engage

Visit endms.ca to find out more about the MS Society's commitment to end MS.

Fact

Since the endMS Campaign began, the endMS Research and Training Network has brought together over 950 MS researchers and trainees from 65 academic and health institutions across Canada.

NEED

From the earliest stages of my career I was passionate about researching diseases of the brain. In 2008, I joined the research team of Dr. Alexandre Prat at the University of Montréal. Here, I have gained insight into the field of multiple sclerosis and broadened my knowledge of central nervous system (CNS) barriers. My long-term plan is to develop an independent research program to understand the physiology and role of CNS barriers during the course of MS, which is needed to better understand disease progression. I know there is a need for more MS research in this area, and others.

ACTION

Through innovative education and funding programs, the endMS Research and Training Network aims to accelerate discovery in the field of MS in Canada. The endMS Network's Transitional Career Development Award provides \$500,000 over five years to support outstanding trainees in establishing a strong foundation for their independent research careers. The award recognizes the potential of trainees like me to further develop our careers in MS research to help find answers for those affected by MS. I am grateful to David L. Torrey, member of the MS Scientific Research Foundation board of directors, for generously funding this year's award.

IMPACT

Thanks to the ongoing support of the MS Society, endMS Network and other funders, I was able to publish various research and review articles related to MS, including a paper in the prestigious journal *Science* on the method by which the blood-brain barrier works to avert attacks of the immune system on the brain. These findings offer promising therapeutic approaches to control immune cell migration to the CNS, which is crucial in understanding the progression of MS. I believe that this award, along with other endMS Network initiatives, will enhance our understanding of MS and reinforce Canada as one of the world leaders in MS research. People living with MS deserve to know more about the disease they've been diagnosed with, and I believe I can help them find answers.

More treatment options for people living with MS

My name is Beth. I am an itinerant teacher for students who are blind and visually impaired, and I like mountain biking and hiking. I also have MS.



NF.F.D

When I was in teacher's college in 2006, I woke up one morning with double vision. I was diagnosed with MS within a week. Today I feel fortunate that my MS symptoms are manageable, but my most recent MRI shows that my disease is progressing, and I worry about what this means for my future health. My neurologist later recommended that I consider starting a disease-modifying therapy. Deciding on a course of treatment is a very personal choice, and I want as many options as possible when making this difficult decision.

ACTION

Through my neurologist, I discovered there are an array of treatment options, including a drug trial for a new oral therapy. I participated in the trial and had the chance to use both an existing disease-modifying drug and a new therapy. Being able to compare both forms of treatment was valuable, and in the end I was able to evaluate with my neurologist which one was best for me and my course of MS. The need for choice is why the MS Society is urging all provincial governments to improve access to drug therapies, including available and forthcoming oral therapies, so that people living with MS can decide what is best for them without worrying about cost.

IMPACT

I am happy with my choice of therapy and am facing the future with more confidence. I now have hope that people living with MS will have more options for treatment and the freedom to make the choice that is right for them.



Engage

To learn more about MS Society funded research for treating and managing MS symptoms visit mssociety.ca/research

Fact

Until 1995, there were no diseasemodifying therapies available for managing the symptoms of MS. Today there are seven diseasemodifying therapies available and several more on the horizon.





My name is Paul. I am a husband, an accountant and a father of two small children in Vancouver, BC. I also have MS.

Engage

Find out more about the MS Society's Volunteer Legal Advocacy Program at mssociety.ca/vlap

Fact

The ULAP program is also available in Manitoba, as of November 2011.

NEED

Although diagnosed with multiple sclerosis in 1991, my symptoms didn't prevent me from working as an accountant until a few years ago. I started developing some of the invisible symptoms of MS, such as fatigue, impaired cognition, memory issues and pain. Anxious about my future ability to work, I began exploring the option of long-term disability (LTD) insurance but didn't know how the nature of my symptoms would affect my eligibility.

ACTION

I contacted my local MS Society chapter and was connected with the MS Society Volunteer Legal Advocacy Program (VLAP). VLAP assists people living with MS in BC and the Yukon with legal issues and individual advocacy. With the help of MS Society staff, lay volunteers and lawyers, VLAP provides assistance with the completion of benefit applications, appeals and tribunals; general advocacy; and probono legal advice or representation for human rights issues, employment equity and other legal issues for people living with MS who can't afford a lawyer's fees.

IMPACT

VLAP volunteers walked me through the sometimes intimidating LTD application process, and my application was accepted six months later. I was also later accepted for Canada Pension Plan Disability benefits with VLAP's assistance. Upon VLAP's recommendation, I applied retroactively for the Disability Tax Credit, and I now pay reduced auto insurance premiums. VLAP helped me feel more financially secure after making the difficult decision to stop working and focus on my health and family.

National award recipients

The MS Society of Canada is proud to announce the 2011 National Awards. which recognize the achievements and efforts to end multiple sclerosis and enhance the quality of life of people affected by the disease.



PRESIDENT'S AWARD

Marilyn Lenzen of North Vancouver, British Columbia receives the most prestigious award given to an individual with MS who has made valuable contributions to people living with multiple sclerosis and the MS Society. Marilyn's work with the MS Society includes holding various governance roles within the organization, volunteering annually for the MS Walk and fundraising for client services and MS research. She shares her own life story to encourage others and influence those around her to support people living with MS. Marilyn is also part of the MS Society's CCSVI working group, which monitors developments on CCSVI and MS and provides recommendations to the national board of directors on CCSVI-related issues.

OPAL AWARD FOR CAREGIVERS

Derek Milloy of Burnaby, British Columbia is recognized for his dedication and commitment to caring for his wife, Darleen. Darleen was diagnosed with progressive MS in 1992 and recently passed away in May 2011. As Darleen's beloved husband and caregiver, Derek encouraged his wife's health care to help her pursue her passion in the Simon Fraser University pipe band.

AWARD OF MERIT MEMBER

Shelly Nicolle-Phillips of Regina, Saskatchewan receives the National Award of Merit (member) for her outstanding volunteer work. She is currently the chair of the division board of directors in Saskatchewan and a member of the national board of directors. Her volunteer work also involves presenting at educational sessions on women's wellness, wherein she speaks about her personal experiences of living with MS and deciding to start a family. Since 1998, Shelly has been an avid supporter of MS Society fundraising events including the MS Walk, MS Carnation Campaign and the MS Bike Tour.

AWARD OF MERIT, NON-MEMBER

David Poole of Vancouver, British Columbia (BC) is given the National Award of Merit (non-member) in recognition of the national impact of his volunteer activities with the MS Society. As senior vice-president of Bank of Nova Scotia's BC and Yukon region, he was instrumental in securing a three-year sponsorship for the BC and Yukon-wide MS Walks. He has shown great leadership and passion for the endMS Campaign, a \$60 million initiative designed to attract, train and retain researchers for the field of MS, to accelerate the search for a cure. Using his personal and professional resources, David actively takes every opportunity to support people affected by multiple sclerosis.

Leadership donors

The MS Society is proud to celebrate the following individuals, corporations and foundations that generously supported the MS Society's research and client services programs in 2011:

\$100,000 - \$250,000

Biogen Idec Canada Inc. EMD Serono Novartis Pharmaceuticals Canada Inc.

\$50,000 - \$99,999

The Law Foundation of BC Alanne O'Gallagher RBC Financial Group, through the RBC Foundation Slaight Family Foundation Teva Canada Innovation

\$25,000 - \$49,999

Anonymous (1)

The Bedolfe Foundation
Doug & Sandra Bergeron
In honour of Bill and Isabel Kelley
Kin Canada Atlantic District 7
The Ontario Trillium Foundation
Pfizer Canada Inc.
Provincial Employees Community
Services Fund
Shoppers Home Health Care Shoppers Drug Mart Life

\$10,000 - \$24,999

Foundation

The 1988 Foundation Anonymous (2) Alcoa Foundation All Charities Campaign Fondation Bergeron-Jetté CN Employees' and Pensioners' Community Fund Face the World Foundation Genzyme Canada Inc. The Lawrason Foundation Mariette Lyonnais Allan Markin Sears Employee Charitable Fund Simple Plan Foundation TFI US Vancouver Foundation

\$5,000 - \$9,999

Veron Consultants Inc.

Anonymous (1) Allergan June Ames In Memory of Connie Anderlini ATU Jerry Fund The Cadillac Fairview Corporation Limited The Calgary Foundation Canadian Academy of Recording Arts and Sciences The Lloyd Carr-Harris Foundation Owen Richard Chapman CIBC Bank Crane Fund for Widows and Children The Arthur and Audrey **Cutten Foundation** John Deere Foundation of Canada The Samuel H. Gilfix **Endowment Fund** Government of Canada (HRSDC) Florence & Hedley Hipwell Fund at the Vancouver Foundation Eric Hunter Hydrecs Fund Jacques F. Gougoux Foundation The Jewish Community Foundation of Montreal Harry Joosten Leon's Furniture Limited The Alice & Murray Maitland Foundation Manulife Financial The McCain Foundation Ministère de la Santé et des Services sociaux du Québec Myer Salit Limited Frank Namespetra The Nottawasaga Foundation Jim & Barb Ratcliff Phil & Susan Reddon at The Burlington Community Foundation Linda K. Rorabeck Samuel Son & Co. Limited Shandex Group Shaw Communications Inc.

\$1,000 - \$4,999

Anonymous (18)
3M Employees' Charitable
Contribution Organization
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Claire Adam
Adera Development Corporation
AGF Investments
Agway Metals Inc.

Tesari Charitable Foundation

Zahra Ahamed Alberta Oil Tool Gary Altenkirk Frank Andrade Meskerem Shawul Areda Douglas Arnold AstraZeneca ATB Drywall & Renovation Ltd. Aurizon Mines Ltd Autodesk Canada Co. Michael & Gillian Ayre James Bain Simon J. Barton Judy Bearns Monique Beaudoin Beau's All Natural Brewing Co James W. & Mary E. Bennett Yaniv & Shirra Berliner Evelyn Bisson The BLG Foundation Gary Bluestein Charitable Foundation **BMO** Employee Charitable Foundation Marie Anne Boulanger Doug Brealey **Bridge Street United** Church Foundation Frances Brumell-Niihowne Steve Buckle Build-A-Bear Workshop Foundation Burnet, Duckworth & Palmer LLP Canadian Association of Veterans in United Nations Peacekeeping Prince George Northern BC Chapter 1335 Canadian Electro Drives (2009) Ltd. Casco Inc. J. Charles Caty Central Okanagan Foundation Claude and Louise Chamberland Carlos & May Chan Christiane Péloquin Inc. Churchill High School, Youth in Philanthropy Committee John Clark John Arthur Clark Family **Testamentary Trust** Mitchell Cohen Sarah Colquhoun Corporation socio-culturelle et

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Cybertech Automation Inc. Paul Dagg R. E. Gordon Davis **Edmund Dawson** Daytona Homes Master Builder Michael den Haan & Christy Veltman Michel Mastrojoseph Domtar Electric Shop Copper Fund **Donald Dooley** Thomas Anthony Doyle Wendy Drielsma Drilin Management Inc. Patrick Dubois **DUCA Financial Services** Credit Union Ltd. Louis Dumas Pierre Duquette Irma Eckert G. Edick & Sons Edith Cavell #25 Order of the Eastern Star Kim Edwards Egg Farmers of Ontario Craig Matthew Elander **Encana Cares Foundation** Henry Ens **ER LAR Investments** Bert Esselink Jacquie & James Stey Donna Evans ExonnMobil Canada Ltd. -**Breton MacDonald** and Bernard MacNeil Norm and Lonnie Facchina, in memory of Leonard and Elsa Facchina Paul Faynwachs In Trust Dr. A. Feinstein Gull and Firkin Susan Joyce Fisher Lvnn Fisher Elizabeth Flavelle Claude Foisy Elaine Foley Fonds de charité des employés et retraités de la Communauté Urbaine de Montréal Fonds de bienfaisance TA St-Germain Don Forgeron Four Seasons Hotels Limited Margaret Fraleigh

Leadership donors

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Van Walleghem Jody & Elaine Klassen Joe & Joan Koole In Honour of Roy and Eleanor Kozuki Sidney Kramer Richard Kroeker Labatt Brewing Company Ladies Auxiliary to Prince George Aerie 3318 Fraternal Order of Eagles Carole Lagarde Pascale Laliberté Daniel Larouche Campbell Lawless Francine Létourneau Lohn Foundation Denis Loiselle The Loyal Order of Moose Ralph J. Lutes MacDonald Steel Limited Kenneth Macgowan Terrence MacKenzie Violet Madsen Charles Malo Johns Manville Mark's Choice Ltd. Larry Maykut In Memory of Bryant P. McAfee Maurice McCaig Ricki Lambeck McConchie Frank & Yvonne McCracken Foundation Mary McDonald Mary-Lou McDougall-Jasper Irene McGugan McLeish Containers Joyce McMurray Gary & Vera McNally Suzy Meagher Henry Messerschmidt Bette Milliken Mitchell McConnell Insurance Ltd. MMIS Inc. Glenn K. Morris Anya Moryoussef Grace D. Muncaster P & P Murray Foundation N. Mustafa Private Wealth Services Ltd. Napaja Enterprises Ltd. Norco Products Limited Paul H. O'Donoghue

David Alexander Ogilvie

Employee's and

Ontario Power Generation-

OPG Employees' & Pensioners' **Charity Trust** Margaret O'Quinn ORION Facilitated Planning Inc. Paediatric Associates Joseph Donald Paquette Dennis R. Passerini R. E. Pelech Peoples Pharmacy - Nelson BC Armand Perron Philanthropy Preceptorship Fund Anna Piazza Michel Pilon B. C. Pitfield Ward C. Pitfield Placements Benirosa Inc. Portage Mutual (Social Committee) The Powis Family Foundation Prince Geroge Community Foundation Hermance Proulx Les and Connie Rattai Donald Reilly The Reinders Family Foundation Reitmans (Canada) Limited Jean-Guv Riopel Alex Ritchie Rockhill Contracting Limited **Roofing Contractors** Association of BC Barry Rosenberger Edward Rosengren Enid Rothwell Fund RSA Insurance Group Safeway Pharmacy Salesforce.com Foundation Salisbury Farmer's Market In memory of Anna Scagal Sarah Schmidt Joan Scott Doreen Scott Kimberly Severson Paul Shalapata Shear Concepts Hany Shenouda Henry K Shindler Memorial Fund at the Vancouver Foundation The Raifta (Rose) Shwedyk Educational Assistance Bursary Sir Joseph Flavelle Foundation Sisters of Mercy Newfoundland Slaight Music Inc. South Fort Chevrolet Ltd. Lois M. Sparling, Barrister

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TeamMS encourages participants in the MS Walk and the MS Bike Tour to form teams with their family, friends and co-workers for fun and camaraderie.

Team Name	Team Captain(s)	Division	Team Name	Team Captain(s)	Division	Team Name	Team Captain(s)	Divisio
\$110,000+			Biker Chicks & Bocce boys	Greg Douglas	AB-NWT	Les Rayons de Soleil	Marc Grenier	Q
Noop de Woo	Kevin James	BC-Y	Zena's Warriors	Wanda Bouchard-Ba	arry SK	Spirit Riders	Linda Lessard	Q
3100.000-\$109.	999		menstrual cycles	Jan Wallace	AB-NWT	RONA Doing	Krysta McCallum	10
eam Julia	Julia Daniluck	AB-NWT	TD Green Machines	Andy Franze-Senes Ken Stronach		it Right		
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_espérance	André Lespérance	QC	Let's Ride	Tania Maclean	AB-NWT	Dragon Ourarses	Amanda Herlein	AB-NW
Happy Fillmores	Verna Haiden	AB-NWT	Croix Bleue	Monique Caron	QC	sore aces	Cheryl Chappus	OI
Solutions	Marc Binette	QC	Medavie			Roger's Angels	Ann Mckenzie	OI
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\$50,000-\$74,99	9		MS Miracle Spinners	Mike Hennessy	BC-Y	Peak Peddlers CRC Loose	Keith Kuhl Gilbert VandenHeuv	el Ol
Butt Ugly	Helena Whittington	ON	RONA Roadsters	Jay Smith	AB-NWT	Spokes	Gilbert Variueriffeuv	ei Oi
• •	Mandy Janzen		Team NERVOUS	Barry Taylor	AB-NWT	Guys and Gals	Alex Romanowich	O
ASENTO	Michel Turpin	QC		Gail Taylor		A 1000 Plus		
Apache Recovery	Christa Burry	AB-NWT	Team Pharmacy	Ashley Graham	MB	Millennium Stars	Trisha Sims	BC-
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Roadkill	Jennifer Lynn Mulla			Lindsay Alvero, Luc		StandardAero Turbinators	Ed Ferbers	IVI
Kaki's Krew	Cheryl Amar	ON	Team AWsome.	Rene Van	AB-NWT	Hill's Angels	Dan Hill	AB-NW
_'équipe qui	Lysa Anne Goupil	QC	Bonnyville	Brabant		Team PwC	Jonathan Simmons	0
a du chien			eSPrit SPortif	Christiane Thouin	QC	Team Di Battista	Shannon Di Battista	0
\$25.000-\$49.99	10		Team Walk-	Rachel Cameron	ATL	Faut I'FER	Geneviève	_
,	Gavin Giles	ATL	on-the-Rock MS Sucks	Bob Case	ON	Minht Oning	Fournier-Picard	Q
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Estate of Marion McCracken
Estate of Lola Murphy
Estate of Gladys O'Ray
Estate of Arlene Gail Parke-Taylor
Estate of Eric N. Rackham
Estate of Hebert Sorger
Estate of Edna Pearl Spaetzel

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/financial.htm

Revenue Revenue Leadership giving activity 2,930 3,032 endMS Research & Training Network 1,826 2,102 Corporate giving and major donors 1,592 1,585 Grants from povernments 1,661 1,414 Grants from pharmaceutical companies 567 407 Other grants 588 933 Rommunity based fundraising events 24,052 27,180 Individual giving and direct marketing 14,999 17,088 Individual giving and direct marketing 1,611 1,569 Sale of goods 316 349 United Way and HealthPartners 1,717 1,727 Public awareness activities 1,179 1,304 Investment income 23 1,023 Memberships 86 79 Fundraising expenditures 2,84 306 Leadership giving 1,714 1,925 Community based fundraising events 9,76 4,001 Individual giving and direct marketing 9,04 1,016 <td< th=""><th>(in thousands of dollars)</th><th>2011</th><th>2010</th></td<>	(in thousands of dollars)	2011	2010
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Gaming 1,611 1,569 Sale of goods 316 349 United Way and HealthPartners 1,777 1,727 Public awareness activities 1,179 1,304 Investment income 23 1,023 Miscellaneous 284 306 Memberships 86 79 Fundraising expenditures 86 79 Eadership giving 1,714 1,925 Community based fundraising events 9,764 10,914 Individual giving and direct marketing 8,304 10,616 Dinners, tournaments, and third party events 3,55 340 Cost of goods sold 203 236 Indirect fundraising 1,790 1,564 Cost of goods sold 203 2,64 Indirect fundraising 7,629 7,118 Research 7,629 7,118 Research endMS Research & Training Network 2,195 2,44 Research - endMS Research & Training Network 2,195 2,44 Research - endmS respont and developm	•	14,999	17,088
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United Way and HealthPartners 1,717 1,727 Public awareness activities 1,179 1,304 Investment income 23 1,023 Miscellaneous 284 306 Memberships 86 79 Fundraising expenditures 86 79 Leadership giving 1,714 1,925 Community based fundraising events 9,764 10,934 Individual giving and direct marketing 8,304 10,616 Individual giving and third party events 1,884 1,706 Gaming 355 340 Cost of goods sold 203 236 Indirect fundraising 1,790 1,564 Program and administration expenditures 2,191 2,732 Client services 9,735 9,640 Research 7,629 7,118 Research endMS Research & Training Network 2,195 2,442 Research endmais research & Schrift end evelopment 4,031 3,762 Government and community relations 1,693 1,690	Gaming	1,611	1,569
Public awareness activities 1,179 1,304 Investment income 23 1,023 Miscellaneous 284 306 Memberships 86 79 Fundraising expenditures 86 79 Leadership giving 1,714 1,925 Community based fundraising events 9,764 10,934 Individual giving and direct marketing 8,304 10,616 Dinners, tournaments, and third party events 1,884 1,706 Gaming 355 340 Cost of goods sold 203 236 Indirect fundraising 1,790 1,564 Program and administration expenditures 24,014 27,321 Program and administration expenditures 9,735 9,640 Research 7,629 7,118 Research explores 9,75 9,640 Research cendMS Research & Training Network 2,195 2,442 Research condMS Research & Training Network 6,857 6,995 Chapter and volunteer support and development 4,031 3,762 <td>Sale of goods</td> <td>316</td> <td>349</td>	Sale of goods	316	349
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Administration 4,137 4,130 37,373 37,398 61,387 64,719	•		
37,373 37,398 61,387 64,719			
61,387 64,719			
	Deficiency of revenue over expenditures for the year		

*In fiscal 2010, a research expenditure of \$699,000 was recorded with a restriction to fund research into chronic cerebrospinal venous insufficiency (CCSVI). \$199,000 of \$699,000 came from funds raised through MS Society fundraising events, net of direct expenditures, with the remaining \$500,000 coming from net assets restricted for research funding. No additional funding for CCSVI research was approved in fiscal 2011 as the research activity approved in fiscal 2010 began in July 2010 and will continue until June 2012. Funds received in fiscal 2011 with a restriction for CCSVI research (\$92,000) have been treated as a deferred revenue. They will be recognized as revenue when additional expenditures on CCSVI research are committed in 2012 as part of the MS Society's commitment to the phase I/II interventional clinical trial for CCSVI in MS, organized in collaboration with the Federal Government and approved by the Canadian Institutes of Health Research (CIHR), subject to ethics' approval.



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