

REACHING NEW HEIGHTS



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ON THE COVER

Photo courtesy of Aaron McCourtie from Original Trails originaltrails.com

Original Trails is a travel provider for MS Climb. This image features a team of MS Climbers and was taken during their Everest Base Camp climb in October 2010. For more information visit msclimb.ca

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.



REACHING NEW HEIGHTS

Extraordinary levels of hope, optimism and awareness characterize how the multiple sclerosis community felt in 2010. Chronic cerebrospinal venous insufficiency (CCSVI) dominated online MS discussion forums and became a familiar topic of conversation even among those not personally touched by MS. During this unprecedented year, those impacted by MS and the general public mobilized around CCSVI. These conversations raised the profile of the MS community, placing a spotlight on Canadians who live with MS and bringing attention to new avenues of MS research and treatment.

At the MS Society we continue to work diligently to reflect the needs of all Canadians living with MS. As part of these efforts, we are urgently pursuing more conclusive answers around CCSVI and MS. In 2010, we contributed both dollars and leadership to accelerating the CCSVI discovery process in a step-wise fashion, which will benefit those living with MS today and those not yet diagnosed. Within this National Impact Report, we invite you to view a special two-page feature, documenting our activities in relation to CCSVI throughout 2010.

The theme for this year's report is reaching new heights, which draws heavily on the activities being done at the community level. Consider the Windsor-Essex chapter's provision of respite services and children's programming.

These and other programs are made possible through community events like the MS Walk and generous benefactors like Doug and Sandra Bergeron, who doubled their commitment to the MS Society with a second \$1 million gift to benefit the Windsor-Essex chapter. Through the dedication and generosity of all our event participants, donors and volunteers, MS Society chapters serve as the driving force behind our ability to improve the lives of those living with MS.

Financially, we are pleased to report that our revenues grew 3.6 per cent as compared to the results of the previous year. This growth reflects the recovery of Canada's economy and the deep commitment to our mission from Canadians in every part of the country.

In closing, we would like to recognize everyone who contributed to our 2010 activities and extend a warm thanks to the MS Society volunteers, donors, event participants, sponsors, board members, and staff – you have truly made a difference. We look now to 2011 with high hopes of continued momentum, attention and excitement in our quest to end MS.



YVES SAVOIE
PRESIDENT AND CHIEF EXECUTIVE OFFICER



LINDA LUMSDEN
NATIONAL CHAIR



FINDING CREDIBLE ANSWERS TO CRITICAL QUESTIONS

NEED

Today we know more about multiple sclerosis than we did 10 years ago, but many critical questions remain unanswered. The MS Society of Canada is committed to pursuing those answers through advocacy and research until a cure is found.

ACTION

In 2010, the MS Society continued to advocate for government action that would benefit people affected by MS and invested an additional \$10.25 million in MS research. In addition, significant investments were made to expand the endMS Research and Training Network.

This year the MS Society, in partnership with the National MS Society (USA), designated \$2.4 million to seven studies currently underway that investigate the possible association of chronic cerebrospinal venous insufficiency and MS (see also pages 10-11).

FACT

The endMS Research and Training Network is designed to accelerate discovery in the field of MS in Canada and aims to attract, train and retain MS researchers. Currently, the endMS Research and Training Network works with over 770 researchers from over 50 academic and health institutions across Canada. For more information visit endMS.ca



HOW TO ENGAGE

Learn more about MS research progress and the studies we fund msssociety.ca/research

IMPACT

Today researchers are delving deep into several promising avenues of MS-related research. CCSVI, genetics, neuro-protection and repair, environmental factors, and stem cell therapy are just some of the research areas yielding answers to important questions.

On March 23, 2011, the federal government announced the creation of an innovative national monitoring system that will capture information to help identify disease patterns and track long-term treatment outcomes. People living with MS will be the beneficiaries of this monitoring system as it will shed light on important topics like CCSVI, the long-term benefits of current therapies and also serve as an invaluable tool in assisting researchers, health professionals and policy makers in their work.

PHOTO: HEALTH MINISTER LEONA AGLUKKAQ, IN OTTAWA AT LAUNCH OF THE MS MONITORING SYSTEM

REACHING CANADIAN COMMUNITIES:

NEED

Multiple sclerosis is a chronic and unpredictable illness. It can often introduce daily physical, emotional and financial challenges into a person's life. With 55,000 to 75,000 Canadians living with MS, families across the country depend on the MS Society to provide support that enables them to enhance their quality of life.

ACTION

Through our donors' support, we are able to take action and provide programs that meet the needs of Canadians affected by MS. The impacts of these programs are felt across the country and allow people living with MS to reach new heights.

▶ FACT

The MS Society offers a variety of programs to help people affected by multiple sclerosis effectively manage and cope with the disease. MS can be quite challenging at times, but through the support offered by the MS Society, no one has to face these challenges alone. The following programs are offered in most chapters and units:

- Information and referral
- Supportive counselling
- Support and self-help groups
- Recreation and social programs
- Financial assistance

IMPACT

Whether it is through an equipment provision program or a new service created to meet the needs of a specific community, many Canadians touched by MS benefit from the generous support of corporations, foundations and individuals across Canada. Here are a few examples of our donors' dollars in action, positively impacting the lives of people touched by MS.

Thanks to the overwhelming generosity of Doug Bergeron, CEO of San Jose, CA-based VeriFone Systems, Inc. and his wife Sandra, people affected by MS in Ontario's Windsor-Essex area have access to much-needed support services. The Bergerons recently made their second million-dollar gift to the MS Society, in continued honour of Doug's late father, George, who had MS and was a past chairman of the Windsor-Essex Chapter. From transportation, respite services and children's programming to the George Bergeron Healing Garden, the Bergerons have empowered the chapter to reach deeply into its community.



DOUG AND SANDRA BERGERON

The Equipment Provision Program of the British Columbia and Yukon Division provides mobility aids and equipment to help those affected by MS with the physical challenges the disease presents. The MS Society is able to offer this program with support from Mr. & Mrs. P.A. Woodward's Foundation, Provincial Employees Community Services, Face the World Foundation and the Province of British Columbia.

THANKS TO OUR DONORS

F O U N D A T I O N SIMPLE PLAN F O U N D A T I O N

A family touched by MS often faces steep medical bills on a limited income. This leaves very little room for social or recreational activities for children with MS or children of a parent with MS. Thanks solely to the generous support of the Cargill Cares Committee, the Saskatchewan Division established their Children's Recreation Subsidy Program, and now more children affected by MS in Saskatchewan are able to participate in recreation programs along with their peers.



CARGILL CARES COMMITTEE

Receiving a diagnosis of MS can be a scary moment in a person's life. Quebec Division's Hope for the Future, Coping with the Present program helps people newly diagnosed by providing them with the critical information, support and resources they need to face their new reality. "It was nice to feel supported and realize we are not alone in dealing with this condition," says a program participant. The Simple Plan Foundation acknowledged the importance of initiatives such as this and has made significant gifts totaling \$25,000 since they began supporting the program in 2009.



HOW TO ENGAGE

Learn about the support services in your community by visiting mssociety.ca/services



JC BRADFORD

JC Bradford of BC received a power wheelchair and stair lifter from an MS Society support program. Now, as a direct result of her new mobility equipment, she can remain at home instead of moving into a long-term care facility. "Thanks to the MS Society paying for this piece of equipment, I have a lot more freedom to move around our home...and now I am able to remain involved in my community, where I volunteer and have lots of friends. Thank you for making my life much easier."



TAKING ACTION ON CCSVI

NEED

People living with MS deserve answers on CCSVI – an important new stream of MS research. The MS Society of Canada is committed to helping the MS community find those answers as quickly as possible to ensure that Canadians living with MS have the best information available when considering CCSVI-related procedures.

ACTION

In 2010, the MS Society of Canada and the National MS Society (USA) jointly funded seven CCSVI and MS studies valued at \$2.4 million. The studies aim to provide important information on the role of CCSVI in MS and the best method to screen for the condition. This information is essential to designing research protocols and sets the stage for a nationwide clinical trial if the evidence from these and other studies around the world show that one is warranted.

The MS Society also pressed governments to take action on the CCSVI file. We called on governments across Canada to commit funds for a pan-Canadian therapeutic trial on CCSVI if and when one is warranted, ensure no one who undergoes treatment for CCSVI outside of Canada is denied necessary post-treatment medical care and create registries of people who have obtained the CCSVI procedure outside the country.

In addition, the MS Society of Canada launched CCSVI.ca to act as a resource for those who want timely, credible and relevant information about CCSVI-related procedures.

IMPACT

Governments across Canada heard the voices of the MS community and took action on CCSVI. For an overview of government actions on CCSVI, please see page 10, CCSVI: Year in review.

Globally, more information, attention and resources are being directed towards MS issues than any other time in our 63-year history. MS is being recognized as a top-priority health issue and with this momentum, we hope to get answers on CCSVI as quickly as possible.



HOW TO ENGAGE

Take action! Help the MS Society press governments for action.
mssociety.ca/advocacy



FACT

In May 2010, the MS Society requested the federal government to earmark \$10 million for CCSVI and MS research.

PHOTO: MS SOCIETY, QUEBEC DIVISION VOLUNTEERS AND STAFF AT THE NATIONAL ASSEMBLY IN QUEBEC



CANADIANS UNITE TO RAISE MS AWARENESS

NEED

Canada has one of the highest incidence rates of multiple sclerosis in the world. Approximately 1,000 new cases of MS are diagnosed in our country each year, which means that three more Canadians are diagnosed with MS every day. The need to raise awareness and funds for all Canadians living with MS has never been greater.

ACTION

For the second consecutive year, A&W Food Services of Canada Inc. partnered with the MS Society and thousands of Canadians across the country to raise awareness and funds for MS. On August 26, the Cruisin' for a Cause fundraiser was relived with the sale of classic car cut-outs, donation boxes, and with \$1 from every Teen Burger® sold donated to the MS Society.

IMPACT

Thousands of A&W patrons in over 700 of its locations across Canada made a contribution to the Cruisin' for a Cause fundraiser. Their generosity nearly doubled the funds raised in the event's inaugural year with over \$700,000 going toward progressing MS research and supporting programs that help to improve the quality of life for those living with MS.



HOW TO ENGAGE

Buy a Teen Burger® on August 25, 2011 at our annual A&W Cruisin' for a Cause day.



FACT

An astonishing 11,000 people sent their RSVP for Cruisin' for a Cause through Facebook; while on Twitter, the fundraiser was a top-trending topic in Canada on August 26.

PHOTO: A&W AND MS SOCIETY STAFF AND AMBASSADORS AT 2010 CRUISIN' FOR A CAUSE EVENT

CCSVI: YEAR IN REVIEW

2009

November 2009
CTV and the *Globe and Mail* profile Dr. Paolo Zamboni's CCSVI theory of MS. MS Society of Canada issues immediate call for research proposals.

May 5, 2010
MS Society lobbies the federal government for \$10 million for funding into CCSVI and MS research.

September 13, 2010
Newfoundland & Labrador sets aside \$320,000 to fund observational studies for those who go out of country for CCSVI-related procedures.

July 20, 2010
The CCSVI Working Group is formed with the approval of the national board of directors of the MS Society to provide advice and recommendations to the board on matters concerning CCSVI.

April 7 & 14, 2010
MS Society holds live informational webcasts on CCSVI in English and French attended by over 1,000 people.

June 11, 2010
MS Society and National MS Society (USA) jointly commit \$2.4 million to support seven operating grants that explore the relationship of CCSVI and MS.

August 26, 2010
Canadian Institutes of Health Research (CIHR) in collaboration with the MS Society hold meeting of leading North American experts in MS to identify research priorities in MS research.

January – March 2010
Regular national news coverage of new potential treatment theory creates broad awareness of MS and CCSVI. Canadians seek CCSVI treatment abroad.



HOW TO ENGAGE

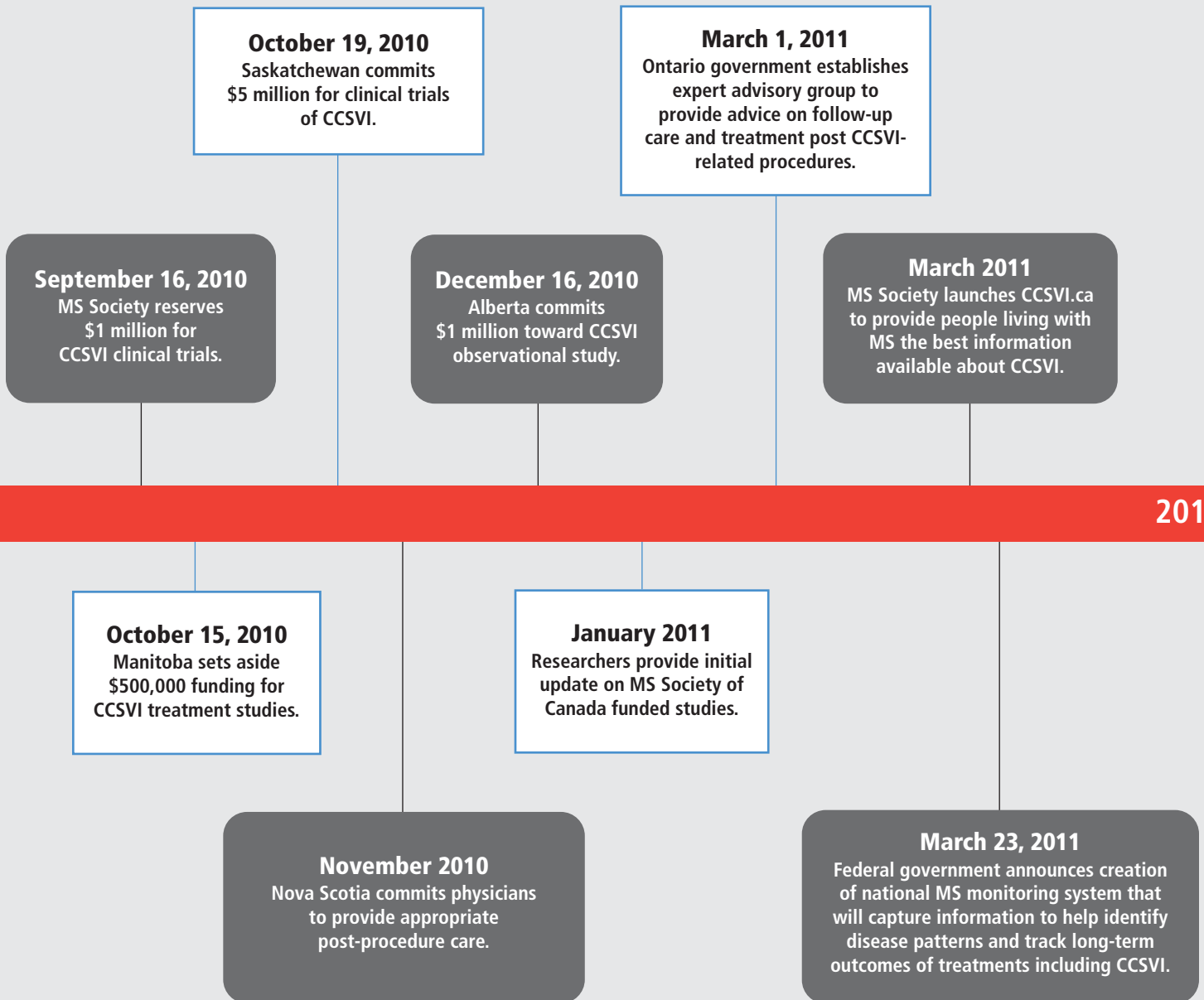
Share your story at CCSVI.ca



NOTE

At press time governments continued to discuss possible action on CCSVI. For up-to-date developments on this important topic visit CCSVI.ca

Chronic cerebrospinal venous insufficiency or **CCSVI** is a term first used by Dr. Paolo Zamboni that suggests clogged veins can be a cause of MS. He believes that unblocking the veins can have a positive effect on the lives of those diagnosed with MS. In 2010, CCSVI dominated the attention of the MS community. Here is a retrospective look at how the story has unfolded so far.



FACT

We've called on governments across Canada to take action on CCSVI and several governments have responded. Visit CCSVI.ca/govresponse for up-to-date information on government action.



HOW TO ENGAGE

Get the facts and ask your questions at CCSVI.ca



EMBRACING NEW TECHNOLOGIES

NEED

The MS Society of Canada continues to be a trusted source of information for many Canadians impacted by MS. Education is a priority for the organization and in the past few years there has been an increase in demand for receiving quality information via new and emerging technologies.

ACTION

The National Education Series brings timely, credible, and relevant information about multiple sclerosis to communities throughout Canada. The series covers a wide range of topics that improve overall quality of life for our primary clients: people living with MS. The sessions are typically delivered in a live setting and include a panel presentation made by leading experts as well as a moderated question and answer period between the panel and the audience.

In 2010, with an unrestricted educational grant from EMD Serono, we offered a live audience education session and for the first time it was streamed live via webcast.



FACT

Nearly 87 per cent of participants of the National Education Series sessions reported that they would make at least one new choice about how they managed their MS.

IMPACT

Through locally delivered education events, people with MS, their families and support networks gain a better understanding of multiple sclerosis. These events have been offered in English and French in 74 locations from coast to coast, reaching approximately 16,000 people affected by MS.

Through our new live and on-line delivery method, we are able to reach more people affected by MS than if we had relied on the conventional approach alone. "I would like more education and information sessions provided via webcast. I live 1½ hours from the nearest MS Society office, so the webcast was very convenient for me," stated one webcast participant. Another said, "Thank you for organizing this so that I could attend from the comfort of my home."



HOW TO ENGAGE

Missed this year's education session? You can view the live webcast at mssociety.ca/webcasts



FINANCIAL MANAGEMENT FOR CANADIANS IMPACTED BY MS

NEED

For some people, a diagnosis of multiple sclerosis leads to an inevitable lifestyle change. The financial impact on people living with MS and their families can be significant. Approximately 80 per cent of Canadians with MS are unable to work full time.

ACTION

With the help of our volunteers, the MS Society ensures that information developed as part of the national publications program is up-to-date and relevant for people affected by MS. Jeff McCartney, wealth advisor at Scotia McLeod, is a long-time volunteer of the MS Society. He offers his expertise in finance to contribute to resources about financial planning for people with MS.

As noted by Jeff, “An important aspect about navigating the journey with MS is managing your money and planning wisely for the future.”

FACT

The national publications program was created in 2006. Through this program, we have developed 30 publications in English and French to address specific unmet needs of those affected by MS.

HOW TO ENGAGE

For more information on financial planning and living with MS, three videos developed by Globe Investor are available for preview at mssociety.ca (visit Living with MS).

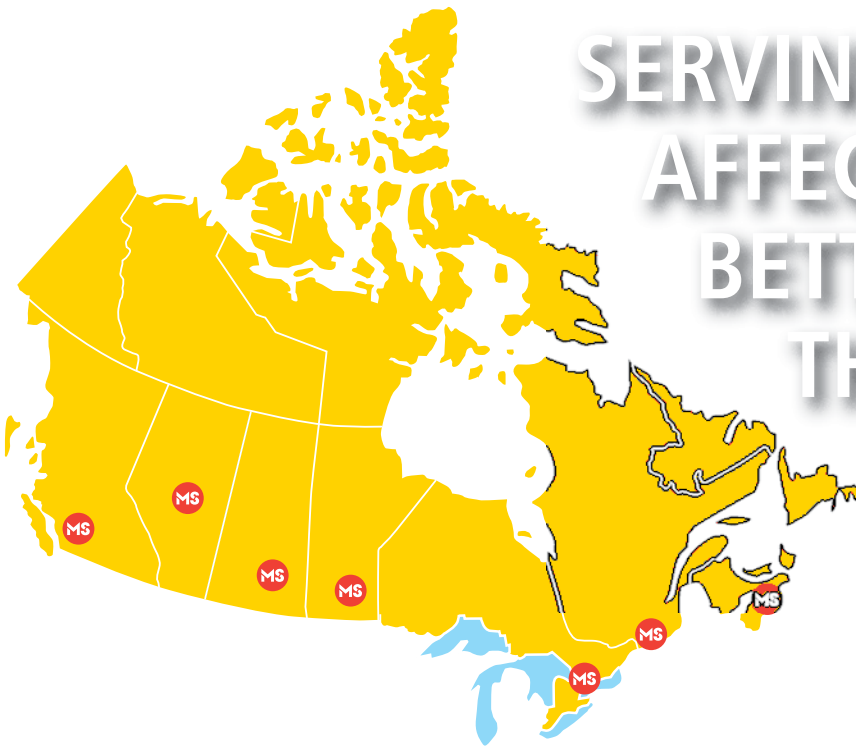
This year, through a newly formed partnership between the MS Society and the Investor Education Fund, *Adapting: Financial Planning for a Life with Multiple Sclerosis* was created. It addresses key financial issues for Canadians affected by MS.

IMPACT

“This publication offers important information and guidance for people trying to prepare, plan and stay well-informed for the future,” says Jeff. “Being prepared for the unpredictability of living with a chronic illness is essential both personally and when one is thinking of others in their family such as young children and other dependents.”

PHOTO: JEFF MCCARTNEY, WEALTH ADVISOR, SCOTIA MCLEOD

SERVING PEOPLE AFFECTED BY MS BETTER FROM THE INSIDE OUT



NEED

With over 400 employees spread across seven provinces, efficiency in our work practices requires diversity and inclusiveness among staff nationwide.

ACTION

Implement a national human resources strategy that aims to increase diversity among the workforce, improve online collaboration and enhance communication across the country. As part of this strategy, a nationwide employee survey is conducted every second year to measure improvements across the country.



FACT

The MS Society of Canada has seven regional divisions and over 120 chapters across the country – all working to find a cure for MS and enable people affected by MS to enhance their quality of life.



HOW TO ENGAGE

Visit mssociety.ca and use our interactive map to find an MS Society of Canada office near you.

IMPACT

In 2010, the level of diversity and collaboration across the organization increased from 68 per cent (2008 Nationwide Employee Survey) to 73 per cent (2010 Nationwide Employee Survey). This five per cent increase strongly reflects improvements made to HR processes including recruitment and performance management as well as the creation and launch of an online collaborative platform. We are proud to report on these nationwide survey results that reflect our internal successes, and allow us to better serve people whose lives have been touched by MS.



2010 NATIONAL AWARDS RECIPIENTS

PRESIDENT'S AWARD

Suzanne Deschamps of Alberta was presented with the National President's Award in recognition of her valuable contributions to the MS Society and to the community-at-large.

A highlight of Suzanne's many accomplishments was her work on getting four MS drug therapies on the Alberta drug formulary, which was approved in June 1998. Since her diagnosis of MS in November 1992, Suzanne has been the president of the Lakeland Chapter and has raised over \$68,000 for the RONA MS Bike Tour.

OPAL AWARD FOR CAREGIVERS

Richard Jurewicz of Ontario was presented with the National Opal Award for Caregivers in recognition of his commitment to taking care of his wife, Teresa, who was diagnosed with relapsing-remitting MS in 1986.

Aside from being a caregiver to Teresa, Richard also participates in the RONA MS Bike Tour in Ottawa and has raised \$57,000 to date.

PHOTO: NATIONAL OPAL AWARD FOR CAREGIVERS WINNER RICHARD JUREWICZ AND WIFE TERESA

AWARD OF MERIT, NON-MEMBER

Dr. Katherine Knox of Saskatchewan received the National Award of Merit, Non-Member for her outstanding contribution to the mission of the MS Society.

Dr. Knox is involved with the endMS Research and Training Network and the Canadian Collaborative Project on Genetic Susceptibility. She has been a keynote speaker in numerous education sessions related to MS such as the Saskatchewan Division's MS family conference and CCSVI information sessions in Regina, Saskatoon and Lethbridge, Alberta. Dr. Knox is also collaborating with Dr. Anthony Traboulose on research on CCSVI and MS.

JOHN ALEXANDER AWARDS

2009 RECIPIENTS

Print Award: Hope blossoms in those living with MS during carnation campaign, Gary Kean, *The Western Star*, May 7, 2009.

Broadcast Award: One Family's Battle, Annie DeMelt, CTV Montreal, April 24, 2009.

2010 RECIPIENTS

Print Award: Depression often unwelcome symptom of multiple sclerosis, *Abigail Cukier*, *Stoney Creek News*, March 25, 2010

Broadcast Award: Multiple Choice, Cindy Sherwin, Marc D'Amours and Pascal Sevigny, CTV Montreal, November 24, 2010.

LEADERSHIP DONORS

The MS Society of Canada is proud to celebrate the following individuals, corporations, and foundations that provided generous gifts to the MS Society's Leadership Giving program to support research and client services.

\$250,000 +

EMD Serono
RBC Financial Group, through the
RBC Foundation

\$100,000 – \$249,999

Doug & Sandra Bergeron
Pfizer Canada Inc.

\$50,000 – \$99,999

Anonymous
Alberta Culture and Community Spirit
Alberta Seniors and Community Supports
Biogen Idec Canada Inc.
The Calgary Foundation
In honour of Bill & Isabel Kelley
The Law Foundation of BC
Novartis Pharmaceuticals Canada Inc.
Alanne O'Gallagher

\$25,000 – \$49,999

Alberta Federation of REAS Ltd.
Kin Canada, Atlantic District 7
Cattlewomen for the Cure
Investor Education Fund
Leland Jerry Kuhn
Karen Lauer
The Catherine & Maxwell Meighen Foundation
Provincial Employees Community
Services Fund (British Columbia)
TELUS
Teva Canada Innovation
Vancouver Foundation

\$10,000 – \$24,999

Anonymous (3)
The 1988 Foundation
Alberta Lottery Funds
All Charities Campaign
ATCO Electric EPIC
ATU Jerry Fund
R. Mackenzie Barford
Bell Canada Employee Giving Program
Fondation Bergeron-Jetté
J.P. Bickell Foundation
Government of Canada (HRSDC)
Cenovus Employee Foundation
CN Employees' and Pensioners'
Community Fund
The Connolly Family Foundation
Ian Cubitt
Frederick & Douglas Dickson
Memorial Foundation
Isabelle Dugas & Luc Lainey
Chris Egli
Encana Cares Foundation
Face the World Foundation
André Gauthier Foundation
Mary Gendron
Hotchkiss Family Charitable Foundation
Intact Foundation
The Lawrason Foundation
Kenneth Macgowan
Macquarie Group Foundation
Jason Mann
Mark Mercier Foundation
Joseph McClughan

Medtronic of Canada Ltd.
Greater Montreal Foundation
Jason Park
Al Schoen
Scotia Capital
Sears Employee Charitable Fund
Simple Plan Foundation
Jon M. Temme
Veron Consultants Inc.

\$5,000 – \$9,999

Anonymous (3)
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ATCO Gas
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Belich Family Fund at The Calgary
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The Cadillac Fairview Corporation Limited
Canada Safeway Foundation
The Lloyd Carr-Harris Foundation
Chippendale Foundation
David Currie
The Arthur and Audrey Cutten Foundation
Cyclo Vac
Ron & Elise Dalby
John Deere Foundation of Canada
Fabian Family Endowment
Lisa Foster
Fraser Institute
The Samuel Gilfix Endowment Fund
Jacques F. Gougoux Foundation
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The Employees of ING Real Estate
Gale Kelly
The Kinette Club of Red Deer
Leon's Furniture Limited
The Alice & Murray Maitland Foundation
MB Hydro Employees - Gillam
Karl Meade
Napaja Enterprises Ltd.
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Mario Parr
Derrick Phelps
Lloyd Pihara
Dr. Ed Pineau
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and Human Services
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Shaw Communications Inc.
D. Shumka
Richard Skauge
South Saskatchewan Community
Foundation Inc.
Starks Plumbing & Heating
Larus Thorarinson
Jonathan Toll
Florence Wall
Patrice Walsh-Watson
Tamia Washington & Grant Hill

\$1,000 – \$4,999

Anonymous (23)
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1510411 Alberta Limited
417698 Alberta Limited
AB Sciences Inc.
Sheila Adams
Adera Development Corporation
Agro-Hall
Aikins MacAulay & Thorvaldson LLP
Alberta Chapter Canadian Land
Reclamation Association
Alberta Blue Cross
Alberta Union of Provincial Employees
(AUPE) - Local 5
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June Ames
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David & Rita Arbutnot
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Azrieli Foundation
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Rohan Bennett
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Gary Bewell
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The BLG Foundation
Gary Bluestein Charitable Foundation
Jalpa Bode
Yvon Boulanger Foundation
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Order of the Eastern Star
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Cenovus Energy
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Claude Chamberland
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Alexander Christ
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Geoffrey Paul Doherty
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DUCA Financial Services Credit Union Ltd.
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William Dyer
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Ladies Auxiliary to PG Aerie 3318 Fraternal
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Edmonton Jolly Fellows Lions
EECOL Electric
Elizabeth A. Wozniak Inc.
Henry Ens
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Entertainment Central Inc.
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Exxonmobil Business Support Centre Canada
Kristine Faulk
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The GlaxoSmithKline Foundation
Jordan & Lisa Gnat
Going Mobile Wireless
Goldenwood Homes
Sharon Goodman
Gor-Fay Realty Co. Ltd.
Sandy Gordon
Irving & Toddy Granovsky
Great Canadian Gaming Corporation
Heather Gregersen
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Juan Carlos Guerrero
Réjean Guévremont
Nancy Gustafson
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Florence Harnois
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Laura Harris
Jackie D. Hartman
Pascale & Jack Hasen
Ruth Hastings
Helping Hands of WorkSafeBC
Ross & Deb Herron
William L. Hibbitt
Hildebrand Motors Limited
In memory of Graham Hill
Dr. Michael A. Hill
Jerome Hill
Walter & Nelly Hillier
Stan & Grace Hindmarsh
Trevor John Hird
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Strategic Charitable Giving Foundation
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Hydro One
Imperial Oil Foundation
In Transit Personnel Inc.
Incite Coaching
Intercon Messaging Inc.
Investors Group Financial Service Inc.
Investors Group Matching Gift Program
IODE Kokanee Chapter
Isberg Family Foundation at the Charitable
Gift Funds Canada Foundation
Dr. Doris Jabs
Jackman Foundation
Audrey Jackson Charitable Gift Fund
at the Strategic Charitable Giving Foundation
Brenda Jolly

James Kalman
Jon Kaufman
Judith Kavanagh
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Kiwanis Club of Vancouver BC
Jack Klam
KMT Hepatech Inc.
Mr. & Mrs. Bruce Knight
Knight Piesold Ltd.
Joe & Joan Koole
Sybrand Koole
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We apologize for any errors or omissions.

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We are proud to honour our national and division corporate partners for their generous contributions and support of our fundraising events.

COMPANY	DIV.	COMPANY	DIV.	COMPANY	DIV.	COMPANY	DIV.
\$700,000 +		\$100,000 – \$149,999		\$50,000 – \$99,999		\$25,000 – \$49,999	
A&W Food Services Canada Inc.	NAT	AM 640 Toronto Radio	ON	Manitoba Lotteries Corporation	MB	Jim Pattison Broadcast Group	AB-NWT
		Atlas Van Lines (Canada) Ltd.	NAT	MetroMedia Plus	QC	(Big 105.5 FM, 106.7 The Drive, B-94 Big West Country 92.9 FM)	
\$500,000 – \$699,999		EMD Serono Canada Inc.	ON/QC	RAWLCO Radio	SK	Louis Garneau	NAT
Astral Media	NAT/QC	Enerflex Systems Ltd.	AB-NWT	Scotiabank BC & Yukon Region	BC-Y	Mr. Lube	NAT
Pattison	NAT/QC	RJ1200 and i.t. productions	BC-Y			Norco Performance Bikes	ON
RBC	ON			\$25,000 – \$49,999		Novartis	QC
\$250,000 – \$499,999		\$50,000 – \$99,999		A Channel Ottawa	ON	OwlKids	NAT
Clear Channel Outdoor	ON	Astral Media Radio	AB-NWT/MB	Air Route Cargo	ON	Pizzaville	ON
Dundee Wealth Management	ON	(EZ Rock 104.9, HOT 103 FM, QX 104 FM, 1260 THE TEAM Sports Radio)		Anne Klein	ON	Purolator Courier Ltd.	ATL
RONA Inc.	NAT	Black Press	BC-Y	Blue Cross	ATL/SK	Qualité étudiants vitres.net	QC
		Brink's Canada Limited	NAT	CKAC Sports	QC	Quebecor	QC
\$200,000 – \$249,999		Chatelaine	NAT	Corus Radio	AB-NWT	Reader's Digest	QC
Canwest Global	AB-NWT/BC-Y-QC	CHUM Radio Vancouver	BC-Y	(CISN 103.9, CHED 630, 92.5 Joe FM)		Rythme FM	QC
Communication Corp.		Collega Aveda	ON	CTV Edmonton	AB-NWT	Scholastic Canada Ltd.	NAT/ON
CTV Toronto	ON	Corus Radio London	ON	CTV Northern Ontario	ON	Stephenson's Rental Services	ON
		Mandarin Restaurants	ON	CTV Ottawa	ON	The Q	QC
\$150,000 – \$199,999		Rogers Broadcasting Ltd. (JackFM, Lite96)	AB-NWT	CTV Southwestern Ontario	ON	Traffic	QC
Neo Traffic Advertising	QC			Enixa.TV	QC		QC
Student Works Painting	NAT						

2010 TeamMS TOP TEAMS

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

TEAM NAME	TEAM CAPTAIN(S)	DIV.	TEAM NAME	TEAM CAPTAIN(S)	DIV.	TEAM NAME	TEAM CAPTAIN(S)	DIV.
\$150,000 +			\$25,000 – \$49,999			\$20,000 – \$24,999		
MS Climb	Ralph Cochrane	NAT	Les Inconscients	Normand Fafard	QC	Apache Recovery Team	Christa Burry	AB
			Les Pédaliers de l'Avenir	Lynda Archambault	QC	Are We There Yet?!	Edwin Hoffman	ON
\$75,000 – \$149,999			Let's Ride	Tania Maclean	AB		Barry Sanders	ON
Happy Fillmores	Verna Haiden	AB	Live Wires	Peter Macdowall	NS	Bambrick Family	Laurie Bambrick	BC
	Paul Paridaen		London Life – The Grateful Tread	Charles Deschenes	ON	Blazing Saddle Sores	Ken Bergen	SK
Lespérance	André Lespérance	QC		Marlene Travers-Smith	ON	Buddies For Life	Heather Murrell	ON
Solutions Partagées	Jean-François Boily	QC	Mighty Spinners	Brian Spence	AB	Team London Life	Stephanie Schembri	ON
Team Julia	Julia Daniluck	AB	Millennium Stars	Trisha Sims	BC		Barbara Smith	ON
Woop de Woo	Kevin James	BC	Mr. Lube	Jason Guenter	AB	Cedar Grove Riders	Darcy Tringham	BC
\$50,000 – \$74,999			MS AIN'T PURDY	James Purdy	AB	Chris Kieser	Chris Kieser	AB
Butt Ugly	Joanne Janzen	AB	MS Miracle Spinners	Mike Hennessy	BC	CRANK SPANKERS	Michael Shaw	NS
	Helena Whittington	ON	On the Run	David Varga	AB	Croix Bleue Medavie	Monique Caron	QC
Doug & Marion's MS Erasers	Sharen Robinson	ON	Ortho-Kili pour la SP	Chantal Gauthier	QC	Cyclededics	Denise Pelrine	NS
Midland in Motion	David Lofchick	MB	Renaissance	Robert Dussault	QC	Cyclepaths	Amanda Street	MB
Nicholson Family & Friends	Kenzie Nicholson	BC	Road Kill	Jennifer Mullane	NS	ENERFLEX for MS	Blair Goertzen	AB
The Heart Brakers	John Mullen	AB	RONA - Équipe Guy Leclerc	Lucie Laffamme	QC	Franfreluches viriles	Olivier Cossette	QC
\$25,000 – \$49,999			Sally's Second Super Six	Jeanne Desbrisay	ON	Friends of Jo-Anne	Colin Findlay	MB
Al's Pals	Ineke Bezuyen	ON	Shifting Gears	Kathy Alves	AB	Gary Kostiuik	Christine Kostiuik	AB
Assante	Michel St-Georges	QC	Smokin' Embers	Doug Dafeo	AB	Gears & Tears	John Burgess	ON
Bike Me!	Craig Saunders	ON	sore aces	Cheryl Chappus	ON	Great Canadian	Philip Burgess	ON
Biker Chicks & Bocce Boys	Greg Douglas	AB	Spirit Riders	Linda Lessard	QC	Bicycle Tours	Carl Freeland	ON
Canam	Julie Pineau	QC	Success MS Self Help Group	Pamela Mann	BC	Greystone Trading Paces	Chari Lalonde	SK
Darcie's Gang	Darcie James	BC	TD Green Machines	Andy Franze-Senese	ON	Guys & Gals A 1000 Plus	Alex Romanowich	ON
Dirty Cranks	Gavin Giles	NS	Team Aero "BARR"	April Mallon	ON	Hill's Angels	Dan Hill	AB
EMD Serono	Claudia Paez	ON	Team AWsome, BONNYVILLE	Joshua Papke	AB	Johnnie Walkers	Kitty Mckechnie	ON
Specialized	Stephen Riby	QC	Team CNQ	Rene Van Brabant	AB	Katherine et Sylvain	Katherine Ducharme	QC
Eramosa	Tim Sutherns	ON	Team Dockto	Brooke Coburn	AB	au Kilimandjaro		
eSPrit SPortif	Christiane Thouin	QC	Team E	Mali Docktor	AB	Les Crochus	Yves Mercure	QC
Financière Banque Nationale	Yannick Boulanger	QC	Team PRONTO!	Jennifer Keating	AB	LES CYCLEUX	Carl Morissette	QC
Glen's Titans Never Tire	Wayne Lavold	AB	Team Tazza	Mark Kube	AB	MASS SYNERGY	Lori Lind	MB
Gluteus to the Maximus	Leanne Anderson	ON	Team Viagara Falls	Crystal Phillips	AB	menstrual cycles	Jacalyn Gallagher	AB
Greatful Tread	Martha Corbin	MB	TeamBP	Mo Milne	ON	Myelin Miracles	Susan Cohen	ON
	Grace Lackman	MB	The Brotherhood	Shauna Bygrave	AB	PricewaterhouseCoopers LLP	Jonathan Simmons	ON
	Angela Morelli	MB	VIA Rail	Team Paul Lafond	ON	Rusty Links	Shawn Mole	AB
Jasper Rockhoppers	Greg Van Tighem	AB	WindRiders	Denis Lemieux	QC	SLOW SPOKES	Jack MacDuff	NB
John Ernewein Limited – Mary's Crew	John Ernewein	ON	YouGoGang	Robert McDonald	SK	Stantec Stingers	Jamie Burke	AB
Kilimandjaro-Gaz Metro	Marie Bourbonnais	QC	Y-Ride YMCA	Colin Wensley	SK	Team Addison	Dave Macmurchie	BC
L'Équipe qui a du chien	Josée Morneau	QC		Myrna Hastings	BC	Team Docktor	Pamela Haskell	AB
Les Déraillleurs	Mario Sorel	QC		Ike Henry	AB	Team Jannie	Jan Van Velzen	ON
les Guy-Dons	Guy Auger	QC				Team Kupfert	Shawn Kupfert	QC
						The Merry Striders	Sandra Corbett	ON
						The MSFits	Soren Schou	BC
						The walking wenches	Carmen Amundsen	BC
						With The Grain	Ralph Jackson	MB

EVELYN OPAL SOCIETY

We'd like to extend our deepest gratitude to the following supporters, who in 2010 graciously chose to create a legacy towards a future free from MS, and in so doing, joined the growing ranks of our Evelyn Opal Society members.

Anonymous
Gayelene Bonenfant

Daphne Tucker Faulkner
Douglas Homer-Dixon

Karen Mychaluk
Anne Power

Larus Thorarinson

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

\$250,000 +

Estate of James Hartman
Estate of Marjory Young

\$100,000 – \$249,999

Estate of Florence Black
Estate of Mary Garlick
Estate of Nelson Johnson
Estate of Grace Dorothy Thomson
Estate of Marjorie Tingvall

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Estate of Peter James Wakeford
Estate of Anne E. Warner

We apologize for any errors or omissions.

Statement of Revenue and Expenditures

The following presents the statement of revenue and expenditures for the Multiple Sclerosis Society of Canada for the fiscal year ended December 31, 2010. There are three columns of financial data this year because of the decision approved by the national board of directors to change the year-end of the Multiple Sclerosis Society of Canada from August 31 to December 31 to better match our business cycle and to match the taxation year for the majority of our donors. As a result of this change, a short fiscal year running from September to December, 2009 was necessary as Canada Revenue Agency requires a reporting period that is no longer than 12 months. The four months of operating results are not a normal fiscal year because most fundraising events happen from the spring to the fall but this period was necessary to bridge from our year ending August 31, 2009 to our new fiscal year ending December 31, 2010. The deficit for this short fiscal year was anticipated and there was sufficient cash and net assets within the organization to absorb this shortfall. The most appropriate comparison of our financial performance is between the two 12 month fiscal years.

COMBINED STATEMENT OF REVENUE AND EXPENDITURES

(in thousands of dollars)	Twelve months ended Dec. 31, 2010 \$	Four months ended Dec. 31, 2009 \$	Twelve months ended Aug. 31, 2009 \$
Revenue			
Leadership giving activity			
Bequests	3,032	1,527	3,684
endMS Research & Training Network	2,332	1,224	1,165
Corporate giving and major donors	1,585	636	1,472
Grants from governments	1,344	514	1,846
Grants from pharmaceutical companies	407	119	516
Other grants	933	320	662
	9,633	4,340	9,345
Community based fundraising events	27,180	2,044	26,056
Individual giving and direct marketing	17,088	7,860	16,975
Dinners, tournaments, and third party events	4,349	1,865	4,516
Gaming	1,569	415	1,259
Sale of goods	349	403	416
United Way and HealthPartners	1,727	467	1,779
Public awareness activities	1,304	16	1,511
Investment income	1,023	423	241
Miscellaneous	306	53	204
Memberships	79	34	85
Total Revenue	64,607	17,920	62,387
Fundraising expenditures			
Leadership giving	1,925	785	2,069
Community based fundraising events	10,934	2,778	11,270
Individual giving and direct marketing	10,616	5,066	10,849
Dinners, tournaments, and third party events	1,706	680	2,063
Gaming	340	106	433
Cost of goods sold	236	235	281
Indirect fundraising	1,564	520	1,689
	27,321	10,170	28,654
Program and administration expenditures			
Client services	9,640	3,719	10,524
Research	7,118	576	7,324
Research – endMS Research & Training Network	2,442	1,387	1,165
Research – CCSVI	699	–	–
Public education and awareness	6,995	1,587	5,167
Chapter and volunteer support and development	3,762	939	3,013
Government and community relations	1,690	501	1,570
MS Clinics	922	286	889
Administration	4,130	1,521	4,467
	37,398	10,516	34,119
Total Expenditures	64,719	20,686	62,773
Deficiency of revenue over expenditures for the period	(112)	(2,766)	(386)



1-800-268-7582

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416-922-6065

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780-463-1190

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Winnipeg, MB R3T 1L8
204-943-9595

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550 Sherbrooke Street West
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514-849-7591

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Burnaby, BC V5H 4G7
604-689-3144

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Regina, SK S4R 2N2
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**Resigned June 2010*

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