Hope changes everything

2008.2009 NATIONAL IMPACT REPORT

Multiple Sclerosis Society of Canada

Contents

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.

On the cover: *MS Ambassador, Mike Augustine, greets a participant at the RONA MS Bike Tour in London, Ontario.*

Hope changes everything

This inaugural edition of our impact report, formerly known as the annual report, is an innovation and underlines our focus on the accountability to those who we serve for impact in all that we do. With an overarching emphasis on need, action and impact, the report has been directly influenced by commitments made in our strategic plan, *Momentum 2015**. This plan is the compass that guides us as we identify priorities and monitor results in the implementation of our work toward the ultimate achievement of our mission.

The MS Society remained strong and agile in the recession and the accompanying economic uncertainty of 2009. While our fundraising revenues were impacted, we were able to maintain the level of critical expenditures to enhance the quality of life for those affected by MS.

Throughout the year, we were exceptionally grateful for the ongoing support from thousands of Canadians across the country and around the globe who inspired hope and shared our commitment to end MS. From Parliament Hill to the mountains of Machu Picchu in Peru, thousands of Canadians donated funds, contributed time, energy and expertise, and remained the fundamental strength of our organization.

The story of Alexander Normandin, a McGill University student whose MS diagnosis threatened to stall his plans to obtain a medical degree, is cause for tremendous hope for the future. Alexander underwent a bone marrow cell transplant, giving him the strength to continue medical school. This is a testament to his fortitude and to the remarkable advances that have been made in MS research. We are very proud to count Alexander among the thousands of dedicated volunteers who support the work of the MS Society.

Last summer, a novel partnership between A&W and the MS Society led to our most successful cause marketing campaign, taking place nationwide and including on-site fundraising, television and radio ads, and online activities. Funds raised through A&W's Cruisin' for a Cause in communities across Canada provide vital support for services to people with MS and for pressing investments in MS research.

As we embark upon 2010, we extend special thanks to Daniel Larouche for his tireless work as national chair over the past year, as well as to all of the MS Society's volunteers, donors, event participants, sponsors, board members and staff.

Together, we will end MS.

L. Lumsden

Linda Lumsden,
National chair

Yves Savoie,
President and
chief executive officer

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*Available on our website at:
mssociety.ca/en/pdf/momentum2015_leaflet.pdf

Accelerating the pace of discovery

Next generation of MS researchers drive hope

> "It has been a pivotal summer for me. It was the summer I decided to dedicate my life to MS research."
>
> Jordan Warford,
> Fourth year B.Sc. psychology student
> at Saint Mary's University

Need

While questions remain with respect to the cause of MS and its prevention, repair and cure, this marks a time of unprecedented progress and hope. At the MS Society, we believe every effort must be made to accelerate discovery in the field of MS by attracting, training and retaining MS researchers and increasing opportunities to conduct MS research nationwide.

Action

In 2008, the endMS Research and Training Network was established, offering innovative education and training programs throughout the country and accelerating Canada's contribution to the global effort to end MS.

In Atlantic Canada, seven university students received endMS Summer Studentship Awards, each amounting to $5,000, which allowed recipients to work on MS-focused research projects under the supervision of experts in the field.

In Quebec, MS research trainees gathered at the Université de Montréal for the two-day endMS Summer School. This program was designed by established researchers to provide education and training on the neuroimmunology and neuropathology of multiple sclerosis.

Impact

The student award recipients presented their findings at the Atlantic endMS Regional Research and Training Centre retreat in September, bringing together nearly 25 researchers and trainees and opening new avenues of collaboration. Experts were impressed by the fresh perspectives of the students, who have since indicated that this experience has positively influenced their intent to further pursue MS research.

Of the 32 trainees who gathered in Quebec, more than 80% felt the course increased their knowledge of and skill in MS research, and three-quarters said that it had increased their interest in conducting MS research over the long term.

Photo from left to right: *Emma Higgins, Meghan Cash, Ian Sarty, Jordan Warford, Cindy McCarron, Jahnavi Vadaparti and Nicole Strowbridge.*

Research that’s changing lives

While in his third year of medical school at McGill University, Alexander Normandin learned that he had a rapidly progressing form of MS. At the time, his neurologist and director of the endMS Research and Training Network, Dr. Jack Antel, informed Alex of a clinical trial in Ottawa that would transplant bone marrow stem cells as a treatment for MS; a study funded from a $4-million grant from the MS Scientific Research Foundation.

Now, almost 16 months since the procedure, Alexander is pleased to share that his MS hasn’t progressed. He has since written and passed his medical school exam, and although it has been a challenging road to recovery, he reports feeling stronger by the day.

“The really incredible thing about all of this is that if this had been 10 years ago, there would have been almost nothing that could have been done for such an aggressive type of MS, and my story would have wound up quite a bit different.”

Collaboration leads to $15 million for neurological study

Response on Parliament Hill brings hope

> "Findings from this first-ever study … will help guide MS Society efforts to fund the best research and to deliver programs that improve the lives of people affected by MS."

Lynn Hunter,
Chair, national government relations committee

Need

For years, information on the extent and impact of neurological conditions in Canada, including MS, has been limited or largely unknown. Because of the relatively small number of Canadians affected by any one neurological disorder, studying their prevalence or incidence in a systematic way has not been possible until now.

Action

In January 2008, the MS Society came together with other organizations to form Neurological Heath Charities Canada (NHCC) to convince the federal government to fund targeted research on neurological conditions. That summer, NHCC members met with members of Parliament and federal officials to talk about the need for more research investment. By October 2008, Prime Minister Stephen Harper made an election commitment to fund a national study in collaboration with NHCC. On June 5, 2009, in the presence of MS Society representatives and those from other NHCC member organizations, Minister of Health Leona Aglukkaq confirmed that the federal government would provide $15 million over four years for a national population study of neurological conditions.

Impact

By working together, NHCC secured funding that is inspiring research approaches that have never been done before in Canada on this scale. In four years, there will be a much clearer picture of the incidence and prevalence of neurological conditions, risk factors and the impact on individuals, families and society as a whole. Information from the studies will be crucial for future decision-making by individuals, healthcare professionals, organizations and governments.

Photo: *John Clifford, chair, Ontario Division, and Kim Steele, manager, Ontario government relations and communications, on Parliament Hill.*

Raising funds and awareness together across Canada

New A&W partnership supports hope

> "Our franchisees and employees are extremely proud to be associated with the Multiple Sclerosis Society of Canada."
>
> Paul Hollands,
> President and CEO of A&W Food Services of Canada Inc.

Need

The MS Society's ability to attract generous corporate support, secure long-term partnerships and foster strong internal and external relationships is critical to our fundraising efforts. Without each element, our capacity to build successful large-scale, nationally recognized initiatives would be limited. Developing innovative opportunities expand our fundraising potential and help raise money to support research and services for people affected by MS.

Action

In 2009, A&W, one of Canada's fastest growing restaurant chains, became our newest cause marketing partner. Launching its first nationwide Cruisin' for a Cause Day in support of MS, A&W promised to raise funds and awareness across Canada. On August 27, one dollar from every A&W Teen Burger sold across the country was donated to the MS Society. Additionally, A&W assembled an impressive promotional campaign to underscore their commitment to our partnership, including TV ads, radio spots, a Cruisin' for a Cause blog and a Facebook event invitation.

From coast-to-coast, MS Society division staff and A&W representatives worked closely together to locally promote the event, recruit volunteers, handle media and personally thank participating customers.

Impact

A&W's Cruisin' for a Cause proved to be one of our most successful cause marketing campaigns ever. It helped deliver our message to a new audience and allowed the MS Society to expand its fundraising opportunities. The campaign generated unprecedented awareness about multiple sclerosis and raised more than $400,000 to support MS research and programs for Canadians living with MS. The campaign galvanized our volunteers and staff around an unforgettable day and secured a long-term partnership with one of Canada's most legendary brands.

Photo: *A&W restaurant promotes Cruisin' for a Cause Day in London, Ontario.*

Reaching new heights

Inspired by his mother who lives with MS, Ralph Cochrane has set a goal to raise $1 million by 2012 in the mission to end MS.

Combining his lifelong passion of adventure trekking with his determination to raise funds for MS, Ralph created MS Climb. On his first excursion in 2008, he led a team of 23 people to Machu Picchu, Peru. In 2009, he recruited a combined total of 29 MS Climbers to take on two journeys: Machu Picchu and later Mount Kilimanjaro in Tanzania.

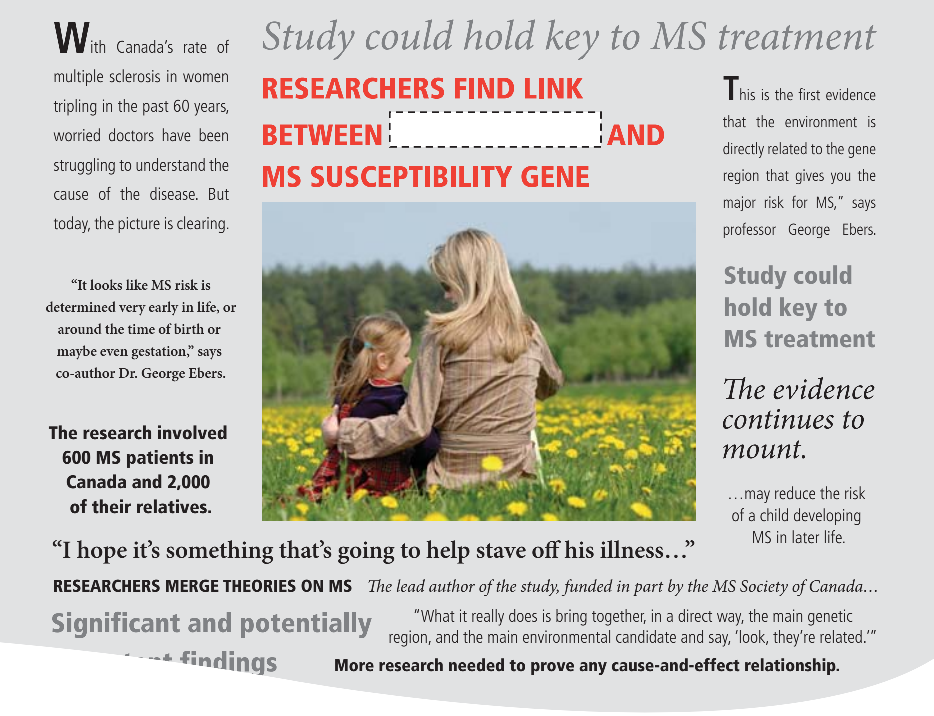
To date, Ralph's vision, leadership and sense of adventure has generated more than $470,000 through the MS Climb. With the addition of Mount Everest Base Camp in Nepal for 2010, Ralph has not only mapped out an incredible challenge for adventure seekers interested in supporting a good cause, but he is well on his way to realizing his million dollar goal.

Photo: *Ralph Cochrane on his MS Climb to Machu Picchu, Peru.*

Shining a light on vitamin D and MS

New discoveries spur hope

> "This research represents an important development in our understanding of the cause of MS."
>
> Dr. Paul O'Connor,
> National scientific and clinical advisor for the MS Society of Canada



With Canada's rate of multiple sclerosis in women tripling in the past 60 years, worried doctors have been struggling to understand the cause of the disease. But today, the picture is clearing.

"It looks like MS risk is determined very early in life, or around the time of birth or maybe even gestation," says co-author Dr. George Ebers.

The research involved 600 MS patients in Canada and 2,000 of their relatives.

Study could hold key to MS treatment

RESEARCHERS FIND LINK BETWEEN AND MS SUSCEPTIBILITY GENE

This is the first evidence that the environment is directly related to the gene region that gives you the major risk for MS," says professor George Ebers.

Study could hold key to MS treatment

The evidence continues to mount.

…may reduce the risk of a child developing MS in later life.

"I hope it's something that's going to help stave off his illness…"

RESEARCHERS MERGE THEORIES ON MS

The lead author of the study, funded in part by the MS Society of Canada…

Significant and potentially

"What it really does is bring together, in a direct way, the main genetic region, and the main environmental candidate and say, 'look, they're related.'"

More research needed to prove any cause-and-effect relationship.

Need

Increasing the number of relevant and successful approaches to MS prevention, treatment and repair are important steps to finding a cure. When it comes to prevention, it is well known that both environmental and genetic factors play significant roles in increasing MS susceptibility. However, there had yet to be conclusive evidence to link these two different factors.

Action

In 2008, the MS Society of Canada co-funded a study with the MS Society in the United Kingdom to bring greater understanding about the role of environment and genetics in MS. Leading the team of researchers is Dr. George Ebers, a neurologist and world-renowned expert in the field of genetics and MS susceptibility, whose research has long been funded by the MS Society of Canada.

In January 2009, the MS Society announced that researchers discovered a direct interaction between vitamin D and a common genetic variant that alters the risk of developing multiple sclerosis. Since vitamin D is available to people through sunlight, Dr. Ebers' research demonstrates that the environment may play a direct role in MS genetics.

Impact

News of this ground-breaking finding opens the door to approaches that could potentially help prevent MS.

Photo: *Excerpts of media coverage on vitamin D and MS.*

A sense of community

Outreach and awareness communicates hope

> “I wanted to find other Chinese people to talk to about my feelings and in my language.”
>
> Winnie Yang,
> Support group member

Need

In 2004, the client services team in British Columbia’s Lower Mainland Chapter noticed an increase in calls about MS from the Asian community, mostly from the large Chinese population. The disease has become more common among Asians living in North America, but the chapter office observed that not all residents of the Lower Mainland area were making use of the chapter’s programs and services. Information needed to be more accessible to this population in order to bridge any language and cultural barriers that existed.

Action

Initially, the chapter developed a Chinese-language pamphlet, which included key information on MS and the programs and services offered by the MS Society. Soon after, a Chinese-language support group was formed to provide a safe and familiar environment for the sharing of information, experiences and mutual support. The Lower Mainland chapter also partnered with the highly respected United Chinese Community Enrichment Services Society (SUCCESS) to deliver MS information sessions with translation service.

Impact

Word of mouth and grassroots outreach in the Chinese community of Lower Mainland resulted in over 30 people attending each information session. Presenting at these sessions were Dr. Charles Tai of St. Paul’s Hospital, neurology and internal medicine division, and Dr. Anthony Traboulsee, director of the UBC MS Clinic.

By providing Chinese-language education materials, medical information from experts and information about available services and programs, the chapter was able to start establishing itself as a trustworthy organization to which people in the Chinese community could turn.

Sessions were made possible by an unrestricted educational grant from Serono.

Photo: *Dr. Charles Tai delivering a presentation in Lower Mainland, British Columbia.*

Rediscovering strengths

Many of us remember summer camp as a time for meeting new friends, learning new skills and creating lasting memories. For twenty-three adults hailing from across Quebec, the week they spent in the province's Lanaudière region in June 2009 will hold a similar significance. For one week, participants were given the opportunity to attend the first-ever summer camp for adults with MS.

Participants aged 32 to 65, living with functional limitations due to MS, spent the week taking part in activities many had long abandoned, such as canoeing, swimming, rafting and basketball.

Camp attendees were not only amazed at what they were able to accomplish, but the experience left many with the desire to be more active in their chapters. By the end of the week, there were plenty of smiles, a few tears and the unanimous feeling that they were leaving with a renewed sense of their strengths and capabilities.

The MS Society of Canada, Quebec Division is especially grateful to Pharmaprix for their generous contribution, which enabled the division to offer the camp free of charge.

Photo: *Two summer camp participants playing basketball.*

The National Education Series

Programs, services and information deliver hope

> "I am always interested in what the MS Society can provide me and my husband by way of information, so we can learn how to manage my MS better together."
>
> Session participant

Need

Providing accurate and up-to-date information to people and families living with MS is critical to our work at the MS Society. As a trusted source, we recognize many turn to us to gain a better understanding about the disease and the daily challenges it can present. We are committed to enhancing quality of life and place a high priority on making this information available to all clients. We also acknowledge that for many, the best way to be reached is through their local communities, although access can, at times, be limited.

Action

Since 2003, the MS Society of Canada has conducted the National Education Series (NES) to bring timely, credible, relevant information about multiple sclerosis to communities throughout Canada. The series covers a wide range of topics of special interest to those living with the disease, as well as those whose lives are impacted by MS. The sessions include a panel presentation from leading subject experts as well as a moderated question and answer period between the panel and the audience.

While the majority of National Education Series sessions have been delivered in a live, on-site format, in a few instances where resources were available, video and audio broadcasts were streamed to rural communities.

This year, for the first time, the NES reached out to nine northern and remote locations in Manitoba. Through the use of the MBTelehealth technology, individuals were able to view the live presentation in their community.

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Photo from left to right: *Aprile Royal, clinical programs, MS Society; Dr. Phyllis Hierlihy, The StrongWomen Lifestyle Intervention Program; and Jo-Anne Howe, dept. of physiotherapy, Toronto Rehabilitation Institute. Speakers at the Women and MS session of the National Education Series in September 2009.*

Photo: *Billboard on Highway 15 in Montreal, Quebec*

The National Education Series continued from page 10

Impact

The NES has been exceptionally well received by thousands of Canadians in both English and French. These events have been offered in 74 locations from coast-to-coast reaching approximately 16,000 people affected by MS. Nearly 90% of the participants who attended these sessions have reported that they would make at least one new choice about how they manage their MS.

The MS Society of Canada plans to increase the number of sessions to rural and remote communities across Canada. Through technology, the MS Society of Canada will continue to reach more clients in a meaningful and cost-effective way, bringing leading MS experts to a greater number of Canadians living with MS.

Getting the word out

Partners in generating hope

Need

In 2008, the MS Society launched its first capital campaign, endMS. With the hopes of generating unprecedented public awareness and raising $60 million for MS research, the campaign required two important elements to publicly introduce the campaign: a thought-provoking and creative concept that spoke boldly about the disease, coupled with a direct call to action; and a means to usher the campaign into the national spotlight.

Action

DraftFCB Montreal, an ad agency specializing in cause-marketing and long-time supporter of the MS Society Quebec Division, offered to discount their creative and consulting services. After a few short months, the campaign was armed with print, radio ads and a compelling campaign message: End MS. It's time. Give Now.

To promote the endMS capital campaign, the MS Society received advertising support from two of Canada's largest media corporations: a $3-million pledge from Astral Media and a $1-million pledge from Canwest Global. The resulting advertising campaign propelled the MS Society into the national spotlight like no other time in its 60-year history, with coverage on bus shelters, billboards, radio, TV, newspapers and websites nationwide.

Impact

In 2009, research conducted by Leger Marketing, a polling and market research firm, revealed that recognition of the MS Society logo increased from 68 to 71 per cent, during the months our endMS marketing materials were in heaviest rotation. Since the launch of the endMS campaign, other corporate supporters have joined or increased their partnership citing their interest to invest in the strong MS Society brand.

To date, we have generated unprecedented awareness and raised over $48 million of our $60-million campaign goal. These funds will help accelerate the pace of MS research and make Canada the number one destination in the world for MS researchers.

The next generation of fundraisers

Jessica Sanftleben, a Saskatchewan MS Read-A-Thon participant exemplifies the valuable contribution youth make in the movement to end MS. Motivated by her mother's diagnosis, Jessica remains positive and determined to make a difference.

Through hard work and devotion, she raised over $4,000 to become Canada's top MS Read-A-Thon fundraiser in 2009. She created matching programs for local businesses and successfully solicited sponsorship from as far away as Germany, Africa and Korea.

Jessica, now in high school, intends to move her involvement to the MS Walk, but will continue to inspire younger MS Read-A-Thon participants by volunteering to read to them. Jessica represents the next generation of fundraisers, whose ingenuity and determination offer inspiration that all of us can make a difference in ending MS.

The shortest possible time

CCSVI and MS attract new hope

The Need

Since November 2009, there has been intense focus on a potential association between chronic cerebrospinal venous insufficiency (CCSVI) and MS. Dr. Paolo Zamboni from Ferrara, Italy hypothesized in preliminary studies that the treatment of blocked veins could alleviate the symptoms of MS. This has been exciting and reminds us every day of the critical role played by the MS Society: funding only the best science which is the surest way of accelerating discovery in MS; and, an equally critical role in providing timely, relevant and accurate information to help people make their own decisions about living with MS.

Action

In November 2009, the MS Society issued a request for research proposals to study the relationship between CCSVI and MS. The call for specific research proposals is unique and unprecedented in the MS Society's 60-year history.

Impact

The MS Society's role in research is to fund the avenues of greatest potential and scientific excellence. By funding research into MS and CCSVI, the MS Society hopes that clarity will emerge as to the relationship between the two.

John Alexander Media Awards

Print Award winner

Julie Bosman is recognized for *Une complicité à toute épreuve*, an article on how multiple sclerosis affects the family. It also focuses its impact on children while dealing with a parent's illness. It reveals the strong bond between *TVA 22 heures'* Sophie Thibault and her mother Monique Larouche-Thibault, who had MS. The article appeared in *Le lundi*, a weekly women's wellness magazine in May 2008.

Broadcast Award winner

Jennifer Tryon receives the broadcast award for *Paediatric MS*. The story explores the cause of multiple sclerosis in children. It examines the possible reasons behind the alarming number of children who live with MS. GlobalTV aired the story in September 2008.

National Awards

National Opal Award for Caregivers

Craig Anderson (Alberta) is presented the National Opal Award for Caregivers for outstanding commitment and devotion as a caregiver to a person with multiple sclerosis.

Aside from being a caregiver to his wife Sandi, Craig is a committed MS Society volunteer. He has served as the president of the North Peace Chapter for the last ten years. He is also the chairman of the North Peace Trail Ride for MS, a fundraiser that raised over $49,000 in 2009.

Craig's story is an inspiration to others as he has shown his strong commitment to his wife, family and the mission of the MS Society.

National Award of Merit, Non-Member

Astral Media and DraftFCB (Montréal) are honoured with the National Award of Merit, Non-Member for outstanding contributions that further the work of the MS Society on a nationwide basis.

Support from the two companies has grown from a regional partnership to a national collaboration. DraftFCB produced compelling communications campaigns that inspire Canadians to take action for people living with MS. Astral Media's advertising donations generated the visibility needed to draw attention to the MS Society's message through its numerous media platforms.

Major donors

We are grateful to recognize the following individuals, corporations and foundations that supported the work of the Society through a gift of $1,000 or more in 2008 to 2009:

$100,000 +

Doug & Sandra Bergeron
EMD Serono Canada Inc.
Pfizer Canada Inc.
RBC Financial Group, through the RBC Foundation

$50,000 - $99,999

Anonymous (2)
Canada Safeway Limited
The Law Foundation of BC
The Catherine & Maxwell Meighen Foundation
The Ontario Trillium Foundation
Teva Neuroscience Canada

$25,000 - $49,999

Anonymous (5)
Robert Edgar Arnold
Bayer HealthCare Pharmaceuticals
Fondation Bergeron-Jetté
Biogen Idec
IBM Employees' Charitable Fund
I & MJ Kelley Investments Ltd.
Gaston Landry
Kin Canada, Atlantic District 7
Novartis Pharmaceuticals Canada Inc.
Shoppers Drug Mart/Pharmaprix
Shoppers Drug Mart Life Foundation
Vancouver Foundation

$10,000 - $24,999

Anonymous (14)
June Ames
Aqueduct Foundation - Hope & Faith Fund
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The Lloyd Carr-Harris Foundation
CN Employees' & Pensioners' Community Fund
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Pinetree Supply Ltd.
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TELUS
Jon M. Temme
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Wal-Mart Canada Corp.

$5,000 - $9,999

Anonymous (14)
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The Brick
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Cyclo Vac
John Deere Foundation of Canada
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Jacques F. Gougoux Foundation
Hilton Hotel
Hitachi
Hotchkiss Family Charitable Foundation
Husky Energy Lloydminster Charitable Campaign
ING Real Estate Canada
Lacombe Kinsmen Club
Landmark Homes
Leon's Furniture Limited
City of Lloydminster - FCSS
The Alice & Murray Maitland Foundation
McInnes Cooper
Bill Needles Memorial Golf Tournament
Pat Ozirny
The Paloma Foundation
Grant Pankiw
J.E. Panneton Family Foundation
Quebec Department of Health and Human Services
Rogan Foundation
Ian Rogers
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Shaw Communications Inc.
The Philip Smith Foundation
Sobeys
Sutton Place
Edward F. Walters
Tamia Washington & Grant Hill

$1,000 - $4,999

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Barclay Construction Group Inc.
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Calgary Foundation
Calgary Mountainview Lions Club
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Maurice Campbell
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Florence Harnois
Sheila Hatton
Cherie Hemmingsen
The Hensen Foundation
In memory of Graham Hill
Walter & Nelly Hillier
In Memory of Agnes Hollingsworth
Marion Holmes
The Honorable Order of The Blue Goose International (Québec Pond)
Howe & Gramlich Wealth Management Inc.
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Irene Huebner
Liette Hunter
Valerie Hussey Family Foundation of the Tides Canada Foundation
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Indigo Books & Music Inc.
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Jackman Foundation
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Mubina Jiwa
Johnson & Johnson
Walter & Janine Katelnikoff
Gale M. Kelly
A & A King Family Foundation
The Kings Mutual Insurance Company
Kinsmen Club of Juan de Fuca
Kinsmen Club of Preston
Kiwanis Foundation of Kamloops, BC
Holger & Claudette Kluge
Knight & Co.
Knights of Columbus-COS #8046
Joe & Joan Koole
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Jonathan Lawrence
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Jacques Lévesque
Gustav Levinschi Foundation
Lexus
Life Long Learning Council of Red Deer
In memory of Richard Lighthall
The Link Social Club
Lloydminster & District Co-op
Lloydminster Bobcats
Lloydminster Meridian Booster
Lloydminster Source
Joan Lowden
Loyal Order of Moose - Oshawa Lodge #2132
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Lori Magee
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The Multiple Sclerosis Society of Canada would also like to thank the United Way of Canada.

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The MS Society and the MS Scientific Research Foundation salute our many donors, from the beginning of the endMS Campaign up to December 31, 2009. For a more up-to-date list of campaign donors, please go to **endMS.ca**.

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(We apologize for any errors or omissions).

Evelyn Opal Society

The Evelyn Opal Society was created to honour our founder, Evelyn Opal, and to recognize the generous support of the more than 400 Canadians who have made their legacy to the fight to endMS. We are honoured to welcome the following new members of the Evelyn Opal Society:

Anonymous (7)
Anne Bourne

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

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Estate of David Housby
Estate of Marion Fulford Madeley
Estate of Nelson Johnson

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Estate of Marion Cooper

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Estate of Jean Crossan
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Estate of Fleurette Wingender

(We apologize for any errors or omissions).

No ordinary Joe

Joe Nastiuk from Saskatoon, Saskatchewan volunteers on the local board of directors for the MS Society and is a regular event participant and sponsor.

While every day Joe gives a little of himself to the MS Society, one day, he will give much more – something extraordinary.

With his family's full support, Joe has created a gift in his will in support of the MS Society of Canada. Joe joins more than 400 Canadians across the country who have also chosen to create their own legacy for a future free from MS.

Joe and our other MS Legacy donors have given of their estates and are inspiring others to make a lasting contribution. This past year, the MS Legacy program directed more than $3 million to MS Society services and research.

Key corporate event sponsors and promotional partners

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

Company	Division
$500,000 +	
Astral Media	NAT/QC
Pattison	NAT/QC
RBC	ON
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Clear Channel Outdoor	ON
Loewen, Ondaatje, McCutcheon Ltd.	ON
RONA Inc.	NAT
$200,000 - $250,000	
Canwest Global Communication Corp.	AB-NWT/BC-Y/QC
CTV Toronto	ON
$150,000 - $200,000	
Student Works Painting	NAT

Company	Division
$100,000 - $150,000	
AM 640 Toronto Radio	ON
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Black Press	BC-Y
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Astral Media Radio	ON
Brink's Canada Limited	NAT
Chatelaine	NAT
CHUM Radio Vancouver	BC-Y
Corus Radio London	ON
JACK/LITE Radio (Rogers Media)	AB-NWT
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Mandarin Restaurants	ON

Company	Division
$50,000 - $100,000	
Manitoba Lotteries Corporation	MB
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$25,000 - $50,000	
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Company	Division
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Stephenson's Rental Services	ON
Toronto Community News	ON
Traffic	QC

2008-2009 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)	Division
$150,000 +		
MS Climb	Ralph Cochrane	NAT
$75,000 - $149,99		
Heart Brakers	John Mullen	AB-NWT
Jasper Rockhoppers	Greg Van Tighem	AB-NWT
Race4MS - Ironman Canada	Jasper Blake	NAT
Solutions Partagées	Gabriel Gagnon	QC
Woop de Woo	Kevin James	BC-Y
$50,000 - $74,999		
Butt Ugly	Joanne Janzen Helena Whittington	ON
CC Riders	Alan Creaser	ATL
Dirty Cranks	Gavin Giles	ATL
Greatful Tread	Martha Corbin / Grace Lackman Angela Morelli Dan Neufeld	MB
Happy Fillmores	Verna Haiden Paul Paridaen	AB-NWT
Lespérance	André Lespérance	QC
Making Waves for MS	Sarah Sine	ON
Midland in Motion	Derek Faraci	MB
Nicholson Family & Friends	Kenzie Nicholson	BC-Y
RONA - Équipe Guy Leclerc	Lucie Laflamme	QC
Smokin' Embers	Jan Hancock	AB-NWT
Team H-Core (the Greatest team on Earth)	Graham Metzger Kristen Stephenson	AB-NWT
Team Julia	Julia Daniluck	AB-NWT
Team Tazza	Crystal Phillips	AB-NWT
Viarail	Denis Lemieux	QC
$25,000 - $49,999		
10 speeds of sweetness	Jarrett Goettler	SK
A Few Spokes Short	Dale Lynn	AB-NWT
Al's Pals	Ineke Bezuyen	ON
Are We There Yet?!	Gerry Chua / Edwin Hoffman	ON
A-Team	Annette Matisz	AB-NWT
Chris	Chris Kieser	AB-NWT
Collections	Paul Rochefort	QC
Cornwall Optical Sight Seers	Ron Dorey / Cam Thick	SK
CRC Loose Spokes	Gilbert Vanden Heuvel	ON
Cycledelics	Denise Pelrine	ATL
Darcie's Gang	Darcie James	BC-Y
Doug & Marion's MS Erasers	Sharen Robinson	ON

Team Name	Team Captain(s)	Division
$25,000 - $49,999		
EMD Serono Specialized	Claudia Paez / Stephen Riby	ON
Enbridge	Tracy Wong	AB-NWT
ENERFLEX for MS	Andrew Grenier	AB-NWT
Eramosa	Tim Sutherns	ON
eSPrit SPortif	Christiane Thouin	QC
Essex Rattlers	Douglas Gouin	ON
Financière Banque Nationale	Yannick Boulanger	QC
Franfreluches viriles	Olivier Cossette	QC
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Guys & Gals A 1000 Plus	Alex Romanowich	ON
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Les Crochus	Yves Mercure	QC
Les Cyclophiles de Drummondville	Marcel Desfossés	QC
Les Dérailleurs	Mario Sorel	QC
Les Guy-Dons	Guy Auger	QC
Les inconscients	Normand Fafard	QC
Les Pédaliers de l'Avenir	Lynda Archambault	QC
Let's Ride	Tania Maclean	AB-NWT
Life's A Cycle	Ted Stewart	ON
Menstrual - Cycles	Jan Wallace	AB-NWT
Millennium stars self help group	Trisha Sims	BC-Y
Mr. Lube	Jason Guenter	AB-NWT
MS Miracle Spinners	Mike Hennessy	BC-Y
Munnky Krunchers	Chris Romanuik	AB-NWT
NLS Team Extreme	Peter Reaume	ON
THE PELETON	Michael Elman	ON
RBC for MS	Lesia Zelyk	ON
Shifting Gears	Kathy Alves	AB-NWT
Spirit Riders	Linda Lessard	QC
Success MS Self Help Group	Leslie Raffin	BC-Y
TD Green Machines	Andy Franze-Senese	ON
Team Addison	Dave Macmurchie	BC-Y
TeamBP	Shauna Bygrave	AB-NWT
Team CNQ	Brooke Coburn	AB-NWT
Team Hartley	Sarah Hartley	ON
Team PRONTO!	Barry Ryziuk	AB-NWT
Team Stephenson's	Stirling Mcarthur	ON
Team Viagara Falls	Mo Milne	ON
Y-Ride	Melcon Pascual II	AB-NWT
Zena's Warriors	Wanda Bouchard-Barry	SK

Team Name	Team Captain(s)	Division
$20,000 - $24,999		
Assante	Michel St-Georges	QC
Brosha's Believers	Eleanor Brosha	ATL
The Brotherhood Team	Paul Lafond	ON
Buddies for Life – Team London Life	Heather Murrell Stephanie Schembri Barbara Smith	ON
Burning Buns	Gordon Ross	SK
Cap Santé	Robert Barrière	QC
Cordahi Crew	Noel Cordahi	ON
Croix Bleue Medavie	Monique Caron	QC
Cyclelopes	Tracy Tremblay	AB-NWT
Cyclepaths	Amanda Street	MB
Easyriders	Angela Soper	ON
Friends of Jo-Anne	Colin Findlay	MB
Glen's Titan's Never Tire	Wayne Lavold	AB-NWT
John Ernewein Limited - Mary's Crew	John Ernewein Susan Schaus	ON
L'équipe Briand	France Paradis	QC
Les bicycleux		QC
Marcia & Mates	Marcia Mundell	ON
The Mayhews	Ken Mayhew	ON
Meadow Riders	Richard Louch	ON
The Merry Striders	Sandra Corbett	ON
Mighty Spinners	Brian Spence	AB-NWT
Misterlegou	Martin Legault	QC
MS AIN'T Purdy	James Purdy	AB-NWT
Pete's Friends	Peter Van Boekel	ON
POAO - Pedaling Our A$$e$ Off	Maurice Keidan	ON
PricewaterhouseCoopers	Jonathan Simmons	ON
Quarry Physio Quivering Quads	Scott Allan Ruby Laughren	MB
Red Boot Bikers	Pamela Ellis	AB-NWT
Road Kill	Mark Coffin Greg Redden	ATL
Sally's Second Super Six	Jeanne Desbrisay	ON
Sore Aces	Cheryl Chappus	ON
TEAM SPEED SKATING OVAL (TSSO)	Sandy Dawnson	ON
SPinning wheels for Angel	Caroline Boisclair	QC
Team Aero "BARR"	Joshua Papke	AB-NWT
Team Awesome	Amanda Hamelink	AB-NWT
Team Docktor	Mali Docktor	AB-NWT
TEAM WindRiders	Colin Wensley	SK

2008-2009 top event fundraisers

for 2008-2009 events
up to December 31, 2009

$50,000 +
Bob Decker
Kevin James
John Mullen
Kenzie Nicholson
Jordan Topor
Madelyn Weingarden

$25,000 – $49,000
Bill & Andrea Bates
Julia Daniluck
Gavin Giles
Myrna Hastings
Julia Keshen
Luc Lacombe
André Lespérance
Bernard Lofchick
Marco Madon
Dale Martin
Kate Mayhew
Steve Meehan
Soren Schou
Susan Schulze
Sarah Sine
Rosa Tavares
Barry Travnicek
Greg Van Tighem

$10,000 - $24,999
Dave Albano
Giselle Amann
Lynda Archambault
Geoff Badger
Don Barr
Verne Barr
Danny Baum
Henriette Benoit
Paul Bernards
Gordon Bertie
Deborah Best
Roy Best
Ineke Bezuyen
Marika Bolduc
Greg Bowen
Andrew Britnell
Dave Brosha
Martin Brousseau
Ellen Buckley
Debbie Bunze
Kenneth Carlson
Carole Carpentier
Rick Casson
Simon Clément
Patricia Cluzeau
David Collombin
Noel Cordahi
Sylvie Cossette
Alexa Coupland
Leah Cournoyer
Diane Dafoe
Colin Daintrey
Gloria Dawe
Pete Delorme
Jeanne Desbrisay
Dominique Deschamps
Suzanne Deschamps
Rueben Devlin
Brad Dick
Jaime Doucet
Julie Dranitsaris
Tom Eisenhauer
Bruce Elliott
Tanya Ellis
Michael Elman
Ken Engler
John Ernewein
Ian Fillinger
Colin Findlay
John Folka
Dr. Mark Freedman
Crystal French
Kevin Fritz
Christine Gaddye
Sheldon Gilchrist
Bruno Gingras
Liliane Glass
Donna Godfrey
Diny Groenestege
Jason Guenter
Roxanne Gural
Verna Haiden
Jamie Hall
Doug Hansen
Jane Haque
Ross Harwood
Cathy Hoppener
Andrew Hurlbut
Ralph Jackson
Darcie James
Linda Jarrett
Robin Halliwell
Roland Houle
Gordon Keith
Ken Kerr
Satyar Khezri
Chris Kieser
Dan Klassen
David Knight
Belinda Lamoca
Gerry Lance
Fern Landry
Danielle Leguard-White
Jean-Luc Lemire
Richard Lemire
Linda Lessard
Wayne Lessard
Nancy Lester
Ray Lozinski
Virginia Luks
Danny Lynn
Vaughn Maclellan
Chris Macmillan
Marco Madon
Mark Mahl
Timothy Mahoney
John Makris
Robin Maltais
Paramjit Mangat
Bart Mann
Andrea Martin
Daniel Martinelli
Annette Matisz
Vicky Mccann
Doug Meloche
Yves Mercure
Graham Metzger
Glen Milne
Mo Milne
Sam Modi
Erica Morris
Jack Morris
Keith Mychaluk
Mark Outram
Dion Oxford
Clément Paré
Perry Parker
Roy Pattison
Nancy Pilateris
Jacques Pronovost
Angela Rankin
Ronald Reeleder
Chris Romanuik
Jean Ruest
Mike Shepherd
Debra Shime
Genevieve Sigglet
Bryan Simister
Jonathan Simmons
Darryl Skjaveland
Ricardo Smith
Kirsty Spence
Ofelia Spycher
Oliver Sterbinsky
Mark Stewart
Tim Sutherns
Leah Tallon-Sinclair
Gail Taylor
Mark Tetrault
Jasmine Theberge
Christiane Thouin
Linda Toms
Benjamin Topor
Darcy Trigg
Fred Tufnell
Hazel Turcotte
Serge Vallière
Martin Van Boekel
Henry VanSteenbergen
Emile Varsava
Nancy Veilleux
Janina Veldman
Terry Wakelin
Craig Walker
Letitia Watson
Jessica Williams
David Wilton
Stewart Wong
Michael Wyant
Mahmoud Zaerian
Terry Zakreski
Lesia Zelyk

$5,000 – $9,999
Ron Abma
Dorian-Marie Albert
Leanne Anderson
Nick Aragona
David Arbuthnot
Karsten Arend
Hope Armstrong
Ray Arsenault
Barry Ashby
Serge Audette
Carolyn Bartsch
Sylvia Bauer
Mark Bazerman
Warren Bazinet
Danielle Beaulieu
Marc Beaulieu
Steve Beauregard
Leeor Beeley
Mélanie Benoit
Elizabeth Bentley-Taylor
Fabien Bergeron
Jennifer Bergin
Nadine Bertola
Roy Bertola
Michael Binder
Geoff Birch
Jean Bissonnette
Donna Black
Jasper Blake
Tim Blom
Charlotte Blonde
Don Bodman
Joanne Boissonnault
Sylvia Booy
Todd Boulanger
Christian Boulet
Clinton Brooks
Tasha Brooks
Kari Brown-John
Judd Buchanan
Eunice Bueno
Colin Bulger
Jennifer Burgess Pevec
Jan Burghardt
Lori Burnett
Amy Burry
Philippa Brysiuk
Jim Campbell
Lauren Carsley
Bob Case
Jocelyne Cazin
Judy Chang
Paul Chapman
Joan Charlebois
Paul Chatigny
Judith Chevalier
Jason Clarke
Paul Clarke
Ralph Cochrane
Susan Cohen
Denis Colbert
Julie Cooper
Martin Cossette
Jacques Côté
Laurent Cournoyer
David Cox
Ken Cudmore
Catherine Culligan
Claude Cyr
Doug Dafoe
Marc Daigneault
Nandini Daljit
Delores Dante
Audrey Daoust
Chloé Daoust
Shelly David
Scott Davis
Jack Dawson
Kevin Day
Alexandre Dazé
Rose De Angelis
Richard de Carufel
Craig DeCoursey
Charles De Michele
Karl Dennhardt
Raymond Desrosiers
Maria Di Battista
Saverio Dimondo
Gilles Dionne
Dyan Dixon
Mali Docktor
Ron Dorey
Darla Driscoll
Éric Dubé
Laura-Lee Dyck
Anita Eckhaus
Norman Evans
Anne Marie Everitt
Derek Faraci
Andrea Feyter
Fred Fiander
Chris Fillmore
Aerin Flanagan Green
Eamonn Flynn
Derek Fong
Selena Forsyth
JP Fouillard
Roma Francis
Tara Frisken
Trevor Froates
Stan Funk
Adrian Gagner
Tracy Gall
Cathy Garrard
Diane Gauthier
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Rebecca Geller
Alexandre Giasson
Henrietta Gillis
Chantelle Gilson
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Harmony Poisson
Roger Pomerleau
Michèle Potvin
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Tim Randles
Elsye Reader
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Milena Robalo
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Laurie Robichaud
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Willie Swisher
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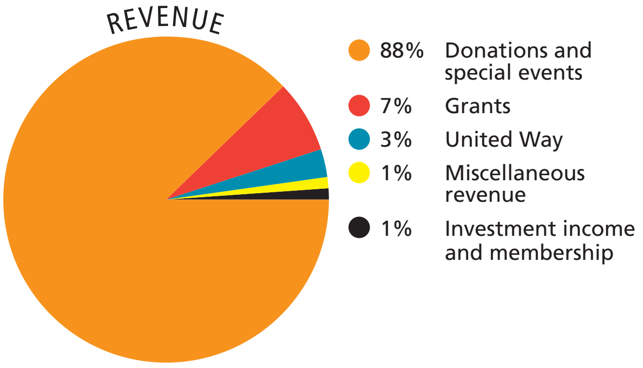
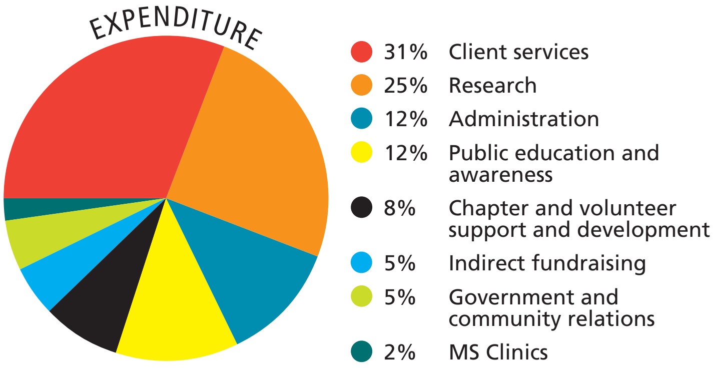
Stanley Wener
Colin Wensley
Lois White Doran
David M Wiebe
Barb Winfield
Kevin Wood
Tom Zuorro

(We apologize for any errors or omissions)

Multiple Sclerosis Society of Canada
Statement of revenue and expenditure

For the year ended August 31, 2009 (in thousands of dollars)	2009 $	2008 $
Revenue		
Donations and fundraising events - net of related expenses	28,503	29,960
Grants	2,283	2,560
Allocations from United Way	1,197	1,220
Restricted donations for endMS Research & Training Network	1,165	2,759
Investment income	241	436
Miscellaneous revenue	203	578
Memberships	85	93
	33,677	37,606
Expenditures		
Program services		
Client services	10,495	10,285
Research	7,324	9,893
Research - restricted for endMS Research & Training Network	1,165	2,759
Public education and awareness	4,086	3,958
Chapter and volunteer support and development	2,806	2,743
Government and community relations	1,570	1,390
MS Clinics	889	843
	28,335	31,871
Support services		
Administration	4,039	3,876
Indirect fundraising	1,689	1,551
	5,728	5,427
	34,063	37,298
Excess (deficiency) of revenue over expenditures for the year	(386)	308





Beginning in January, the MS Society will shift its fiscal year end from August 31 to December 31. The complete financial statements for 2009 (September 1, 2008 – August 31, 2009) are available on request. The financial activity for 2009A (September 1, 2009 to December 31, 2009) will be included within the financial statements for the new 12 month fiscal year covering January 1, 2010 to December 31, 2010 and will also be made available upon request.

For a more in depth look at our overall activities, performance and growth this past year, we invite you to review the 2009 Stakeholder Report online at **mssociety.ca**.

Multiple
Sclerosis
Society of
Canada

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Dartmouth, NS B3B 1L5
902.468.8230

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Email: info@mssociety.ca
Website: mssociety.ca

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*Resigned May 2009

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