# It's time.



## **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

# At the Multiple Sclerosis Society of Canada, we uphold the following 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 multiple sclerosis.

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.



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## It's time. End MS.

his year has been a momentous one at the Multiple Sclerosis Society of Canada. Marking our 60th anniversary, our mission to end MS and enhance the quality of life for Canadians living with this disease, reminds us about significant moments in history. Much like the often cited 1962 "Moon Speech" delivered by then American President John F. Kennedy, ending MS is a challenge which invites vision, leadership and our unwillingness to postpone the pace of discovery. It is about making the impossible possible.

In 2008, we officially launched the endMS campaign, a bold movement to raise \$60 million for MS research and to accelerate Canada's contribution to the pace of discovery of MS research in the world.

Throughout the year, we embarked on several important initiatives. We introduced Momentum 2015, a strategic plan created in consultation with divisions, chapters and key stakeholders across the country. In Montreal, Canada played host to the World Congress on Research and Treatment in MS; and, in conjunction with the Congress, the MS Society presented "Living with MS Day," an educational forum for people living with MS.

We continued to play a leadership role in funding leading MS research and celebrated all advances, including the discovery linking pediatric MS to vitamin D that garnered national media attention. Millions experienced the endMS.ca public awareness campaign through media outreach and generously donated advertising space. In Quebec, division staff worked tirelessly to become the first province to ensure that

Tysabri, a new disease modifying therapy, would be reimbursed by the provincial drug benefit program.

Supporters and communities across Canada have worked together, helping to set new fundraising records and joining in the movement to end MS. Fundraising events such as the MS Walk, RONA MS Bike Tour, MS Read-A-Thon and the MS Carnation Campaign raised over \$29 million in 2008. Furthermore, volunteers and top fundraisers like Julia Daniluck, represent how one person can make a difference. Diagnosed with MS at the age of 19, Julia who is now 25 not only serves as a member of the Edmonton Chapter board of directors, but she and her team have already raised \$186,000 since her involvement with the MS Society began.

While the current global financial downturn has become a priority issue for people all over the world, the impact to Canadians and those living with MS is still unknown. The MS Society is optimistic and will remain responsive, prudent and fiscally strong in the year ahead. More importantly, our mission to end MS continues to be fueled by the commitment, generosity and good will of all our board members, participants, donors, sponsors, volunteers and staff who contribute to the cause in so many ways. Thank you.

DANIEL LAROUCHE

**NATIONAL CHAIR** 

PRESIDENT & CEO



## Heather Hanwell

## MS research: the next generation

hen Heather Hanwell entered the nutritional sciences program at the University of Toronto, she had no idea she would end up studying multiple sclerosis. Today, she cannot imagine working on anything else.

At 27 years old and only halfway through her doctoral program, Heather garnered worldwide media attention in September 2008 at the 1st World Congress on Treatment and Research in Multiple Sclerosis in Montreal. She presented her findings for her research showing that lower vitamin D status in children is related to higher risk of MS.

Heather's research is a valuable segment of Dr. Reinhold Vieth's vitamin D research that is funded by the MS Society of Canada. "I wanted to see if there was a difference in vitamin D levels between the children who went on to develop MS and those who did not," she explained.

Dr. Brenda Banwell, director of the MS Clinic at the Hospital for Sick Children in Toronto and a lead investigator on the MS Scientific Research Foundation, which funded a national study of MS in children, was intrigued by Heather's research idea and invited her on board.

It was at the endMS Research Conference in Banff, hosted by the MS Society in December 2007, that Heather's research idea took off. "Dr. Banwell was my only contact in the MS community but the conference gave me a chance to meet her collaborators," says Heather. "I needed their approval to do my research using data from their studies. Meeting them face to face gave me the green light and accelerated the research."

Heather and fellow research trainees, who met for the first time in Banff, held a symposium in November 2008 with support from the MS Society.



## Julia Daniluck

## "You can't have MS. You're so young."

n aspiring young professional dancer, Julia Daniluck received a diagnosis of multiple sclerosis at 19. She soon learned that many people, especially those near her age, had little to no knowledge of the disease. Educating youth about MS and empowering them to make a difference for those who live with it instantly became her personal mission.

"Young people are the future in the cure to this disease. We are going to be the next researchers. We're going to be the next MS Society staff. We're going to be the next fundraisers."

### **TEAM JULIA**



Inspired by the MS Walk posters promoting the MS Society event in Edmonton, Julia decided that through fundraising, she could increase awareness and raise funds to end MS in a way that engages young people as well. "The MS Walk gave me, my family, and my friends a way to do something about MS." She's raised a lifetime total of \$71,000 while her team, named Team Julia, has raised \$115,000.

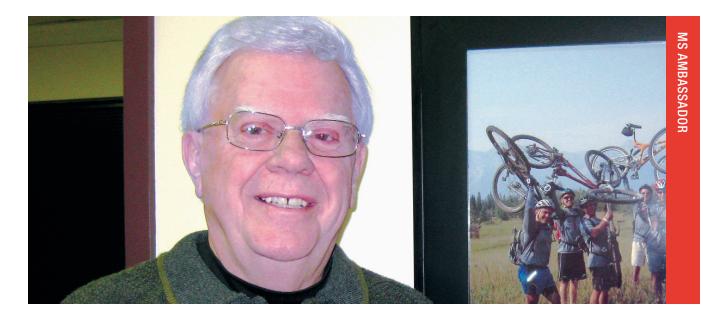
Today, at only 25 years of age, she serves as a member of the Edmonton Chapter board of directors, is a spokesperson for the Edmonton and St. Albert MS Walks, volunteers for the RONA MS Bike Tour, and with the help of her family and friends, organizes a silent auction event that has raised \$37,000 to date.

She's also vocal about having MS. "People have said to me, 'You speaking out about this helps me." She believes that increased awareness of MS along with the progress in research will generate more funds to end MS once and for all.

Her fundraising efforts, her drive to increase awareness, and her passion for making a difference belies her age.

"Our generation – we have to be the ones to get out there to do something about MS."

And that is what Julia intends to do.



## George Lavertu

## MS Ambassador Program thrives

n the spring of 2007, Alberta Division created the MS Ambassador Program to increase visibility of the MS Society of Canada.

George Lavertu, from Leduc, is one of the original members who participated in the program's first project: Member of the Legislative Assembly (MLA) campaign. George and an MS Society staff member met with two MLAs to educate them on our advocacy priorities, including the endMS campaign. Throughout Alberta, MS Ambassadors met with nearly 30 MLA's, including Premier Ed Stelmach.

Excitement ensued when the Alberta Government announced it would contribute \$1.5 million to the endMS campaign, marking a huge success for the ambassadors.

George's connections with local media, politicians, and his community have been instrumental in creating awareness of fundraising events, MS Awareness Days, and the MS Society. George is also an integral member of our RONA MS Bike Tour serving on the Leduc to Camrose committee for 19 years.

Inspired by the success of Alberta's initiative, the Ontario Division launched its own MS Ambassador Program in May 2008, which now supports over 20 ambassadors who met with 25 Members of Provincial Parliament in the fall.



Photo courtesy of Walter Psotka.

### MIKE ROCHE, AN AMBASSADOR FROM OSHAWA, ON HAD THIS TO SAY ABOUT THE PROGRAM:

The MS Ambassador program is an excellent opportunity to become highly active in advocating on behalf of people with MS.

Our issues of home care, age-appropriate long-term care, access to drug therapies and the endMS campaign are important.

As a person with MS for eight years, and Social Action Director for Durham Region for the past five years, the goals of the MS Society are very important to me personally and to the people with MS in our region. I have come to know many of them well and am pleased to represent their needs to government.

## Living with MS Day

n conjunction with this year's ACTRIMS/ ECTRIMS/-LACTRIMS meetings, the MS Society of Canada hosted the Living with MS Day event. Held in Montreal in September, the event featured the involvement of an international MS community that came together for both scientific and educational sessions.

More than 450 people attended the event, including people affected by multiple sclerosis, health professionals, and MS Society volunteers, staff, and supporters. The education day consisted of a series of talks by Canadian and international experts, including: how MS starts, early treatment, cognition and emotions, managing progressive MS, and caregiving. Each topic was introduced by someone living with MS.



One of the sessions was introduced by Hana Salaheddine, an energetic Montreal mother of two teenagers who was diagnosed with multiple sclerosis 14 years ago. Hana can attest to people's need for education. For the past decade, she has given presentations to corporate executives who want to learn more about MS and how best to work with staff members and customers with the disease.

"Educating ourselves and others about MS is one of the most valuable things that we can do," Hana attests. "I know the importance of it from working with executives, who then pass along the information to their staff. Eventually, our entire society is a little bit more well-informed and supportive."

Hana acknowledged that the Living with MS Day was a rare opportunity to hear information directly from international experts. "People who live with MS have so many questions, and it was wonderful to learn the answers first-hand from the experts. Attendees definitely appreciated being a part of the session."

Hana's own optimistic outlook was especially noted by attendees. A firm believer in looking at the positive side of things, she shared with the audience that this attitude has been an integral part of dealing with her MS.

The education sessions offered during the Living with MS Day event was provided free of charge thanks to support from a number of sponsors.

## endMS

## A new campaign gains early momentum

n 2008, the MS Society launched endMS, a \$60 million campaign to accelerate MS research in Canada. In a very short period of time, \$32 million was raised with momentum continuing strong into 2009.

One of the key success stories for the endMS campaign is the unprecedented support from donors across the country. One major donor, Scotiabank president and CEO Rick Waugh, also took the helm as honorary chair of the volunteer cabinet charged with raising the funds.

Waugh first learned about MS while growing up in Winnipeg when several friends and later, a close family member were diagnosed.

"I am involved in this work because I understand the impact of MS and the importance of this project in changing the future of this disease," says Waugh.

In addition to his own family gift of \$1 million, Waugh was instrumental in securing support for the campaign from a number of corporate and personal donors.

Another early donor, the Government of Alberta, donated an impressive \$1.5 million to the campaign.

"Multiple sclerosis has been called 'Canada's disease,' so I am proud that Alberta is making a significant contribution to end MS," said Alberta Premier Ed Stelmach at the time of the announcement.

The flagship investment of the campaign is the establishment of the endMS Research and Training Network which is intended to recruit, train, support, and retain the next generation of MS researchers in Canada.

The Network, the first of its kind in the world, is designed to increase the pace of discovery so that a cure can be found in the shortest time possible.

### ENDMS NATIONAL CAMPAIGN CABINET

The MS Society and the MS Scientific Research Foundation are grateful to the remarkable leaders who have made possible the success to date of the endMS campaign since 2006.

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## Media partners drive endMS launch

■ he launch of endMS rallied Canada in a united front to end this disease once and for all. Two long-time partners of the MS Society of Canada led the way in making sure the endMS message was heard loudly and clearly.

Quebec-based Astral Media donated advertising space worth \$3 million to support the endMS launch while Winnipeg-based Canwest Global donated a further \$1 million worth of advertising. Combined, the \$4 million in advertising propelled the MS Society into the national spotlight making for the most comprehensive public exposure we have received in our sixty year history.

In addition to the donated ad space, the endMS campaign made headlines across the country. MS researchers, MS Society spokespersons and our own volunteers appeared on television, were interviewed on the radio and quoted in news stories from coast-to-coast.

Major media outlets like CBC Newsworld, CTV, CBC Radio, CityTV, Marketing Magazine, Global TV as well as websites, regional newspapers, and multiple radio stations covered the endMS campaign.

The quality of the advertisements and extent of the media outreach have drawn praise from around the world including glowing reviews from the US-based, National MS Society and the UK-based MS International Federation. The MS Society of Canada's profile in Canada and internationally has never been higher and we are grateful to all donors and volunteers for making endMS possible.

### EARLY CAMPAIGN DONORS

We are proud to recognize the following early donors who made pledges and gifts to the endMS campaign up to August 31, 2008:

### \$500,000 +

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## Advancing research activities to end MS

n conjunction with the public launch of the endMS campaign, the endMS Research and Training Network transitioned into the public sphere alongside the Montreal 08 World Congress on Treatment and Research in Multiple Sclerosis in September 2008. The Network's presence at the conference exposed both established and future researchers and clinicians to the potential benefits of the network as information pertaining to various network initiatives was made readily available.

Such initiatives included a number of key awards that are central to the endMS Research and Training Network for which final approval was received in July 2008 from the Network Steering Committee.

The three inaugural Network awards are as follows:

- Undergraduate Summer Studentships
- MD-PhD Award for individuals simultaneously meeting the degree requirements for a medical school and graduate school
- Transitional Career Development Award for postdoctoral students as they move into their first faculty position.



## Dr. Peter Rieckmann

ast fall, Dr. Peter Rieckmann travelled east to Winnipeg and Edmonton to meet with people living with MS and their families. A speaker for the MS Society's Live National Education Series, Dr. Rieckmann discussed what researchers are doing to coax the brain's own repair system into action, and stem deterioration in MS.

Keeping patients and families in the loop has been a cornerstone of Dr. Rieckmann's 18-year career as a clinician scientist, first in Germany and now in Canada. "I feel it's my mission to keep patients informed about what researchers are doing to improve their lives."

An international expert in multiple sclerosis and neuroimmunology, Dr. Rieckmann is fascinated by the possibility that inflammation could be beneficial, not simply detrimental. "[Inflammation] may carry some aspects of repair and regeneration." In his view, this makes MS a prime candidate for regenerative treatment strategies in the near future. "I think that if we are to find better treatments or even end certain diseases, it will be multiple sclerosis because it has this inflammatory component. Also, we can diagnose MS early enough to work with its endogenous [internal] repair mechanisms and try to boost them."

Dr. Rieckmann arrived in Canada in August 2007 to take an appointment as the MS Society of Canada Research Chair at the University of British Columbia (UBC) in Vancouver. He wasted no time integrating UBC researchers, from specialties such as immunology, molecular genetics and neurogeneration, as well as the International Collaboration on Repair Discoveries, into the university's MS program. In fact, Canadian researchers' collaborative spirit influenced Dr. Rieckmann's decision to come to Canada. "I didn't see research networks developed to that degree in Europe and I thought, 'I want to be part of this community."

Dr. Rieckmann sees the MS Society of Canada's endMS initiative as "another indication of the willingness to involve not just MS researchers across the country in a network, but to go one step further to include researchers from other disciplines, in order to best utilize the research facilities and develop therapies for MS at a quicker pace than ever before." Whether it's with the MS Society, people living with the disease, or scientists researching its many mysteries, Dr. Rieckmann is collaborating to end MS.

DR. RIECKMANN LOOKS AT THE RESULT OF A GRADIENT FOR DNA ISOLATION PREPARED BY TECHNICIAN ANITA KOLLAR.

## Funding the best research to end MS

rith funding from the MS Society of Canada, the MS Scientific Research Foundation is a significant contributor to MS research. The hallmark of all its projects is a commitment to collaboration and innovation. In 2007-2008, the Foundation funded six collaborative research initiatives:

### Canadian collaborative project on genetic susceptibility to MS - Phase 5

Dr. A. Dessa Sadovnick, University of British Columbia Dr. George Ebers, University of Oxford

Development of MS in children: Prospective study of the clinical epidemiology, pathobiology and neuroimaging features of Canadian children with clinically isolated demyelinating syndromes

Dr. Brenda Banwell, Hospital for Sick Children,

Dr. Doug Arnold and Dr. Amit Bar-Or, Montreal Neurological Institute

Dr. A. Dessa Sadovnick, University of British Columbia

### Double-blind, randomized, placebo-controlled trial of minocycline in clinically isolated syndromes - Phase 3

Dr. Luanne Metz, University of Calgary

### MULTIPLE SCLEROSIS SCIENTIFIC **RESEARCH FOUNDATION TRUSTEES 2008**

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### Long term outcomes following immunoablative therapy and autologous stem cell transplant for poor prognosis multiple sclerosis - Phase 2

Dr. Mark Freedman and Dr. Harold Atkins, Ottawa Hospital

### Molecular genetics of multiple sclerosis

Dr. George Ebers and Dr. Julian Knight, University of Oxford

Dr. A. Dessa Sadovnick, University of British Columbia Dr. Alexandre Montpetit, McGill University

### Remyelination in multiple sclerosis: enhancing intrinsic repair - Phase 2

Dr. Jack Antel, Montreal Neurological Institute Dr. Samuel Weiss, University of Calgary Dr. Moses Rodriguez, Mayo Clinic, Minnesota

The MS Society has proudly funded over \$117 million in research in its 60 year history. From basic science to the cutting edge, the MS Society will continue to fund the best research until a cure is found.



## Amanda Piron

# MS scholarship recipient and Summer Adventure Camp participant



hen Amanda Piron was diagnosed with relapsing-remitting MS at 17, she decided that "MS doesn't have to be something that gets in the way" of everyday life and aspirations for the future. Now 18, Amanda is a vibrant, ambitious and determined young woman who has a passion for theatre. She won an MS Society of Canada scholarship this year and is currently enrolled in the Theatre Drama and Performing Studies program at the University of Toronto. Her dream is to appear on stage at the Stratford Shakespeare Festival in Stratford, Ontario one day.

Amanda believes that the MS Society Scholarship Program presented an opportunity for her to be open and honest about her experiences with MS. In addition, the scholarship has helped ease the financial pressures associated with university life, and winning the scholarship reaffirmed how much she has changed since her first MS attack. "If I'd never experienced not being able to get out of bed, I probably wouldn't literally jump out of bed every morning no matter how tired I am", writes Amanda in an essay, The Comeback Kid. In addition to being a scholarship recipient, Amanda also took part in the MS Society of Canada's Summer Adventure Camp for youth with MS.

Being a part of this camp was a great experience for Amanda. She describes the program, held at Easter Seals' Camp Merrywood in Ontario as "more fun than I've had in a long time!" and says that not having to worry about medication was "freeing". One of the most memorable parts about camp for Amanda were the "oh yeah – I get that too" moments – the discovery of shared experiences that allow campers to connect and "communicate at a different level".

On behalf of other young people affected by MS, Amanda has expressed thanks to all those who have played a role in supporting programs for youth at the MS Society.

Children and teens affected by MS also participated in camps in other parts of Canada this year including in Val Morin, Quebec. Their experiences, like Amanda's, were valuable and unforgettable.

### QUEBEC RAISES THE BAR ON ACCESSING MS THERAPIES

In October 2008, people living with MS in Quebec applauded the news that Tysabri, a new disease modifying therapy, would be reimbursed by the public drug program. Earlier in the year, the Quebec Division of the MS Society and several chapters took advantage of a new public consultation process to support reimbursement for Tysabri so that people with MS in Quebec could have the widest possible choice.

While reimbursement is limited to people who meet specific criteria, the MS Society of Canada welcomed the decision as an important step forward and urged other provinces to follow Quebec's lead.

## Brian Duck

## Leading change through advocacy

t the MS Society of Canada, we understand the passion and dedication of volunteers who willingly join in our effort to end MS. Their unwavering commitment contributes to our progress in realizing our mission. At the forefront are those who champion our cause by relentlessly advocating often in small groups to the provincial and federal government.

Saskatchewan's own Brian Duck, is one such volunteer.

It began in 1990 when Brian visited his local MS Society office in Regina in search for information about MS. He had been diagnosed with MS that same year. But before his visit ended, he had already signed up to volunteer at the upcoming MS Walk.

His dedication to the cause was clear from the very start and it was not long before he was asked to join the Regina Chapter board to lead social action activities.

Brian knew exactly what needed to be done in order to affect change: "When I first started, our focus was helping individuals – one by one – with understanding and applying for government programs. That's important, but you have to look at the big picture. Making those programs better or bringing about new policies or programs significantly benefits people affected by MS."

Over the past few years, Brian, along with fellow volunteers and staff, has clearly identified what people with MS in Saskatchewan need - more healthcare professionals, increased access to medications, and better home and respite care options.



"It's very important to me that we work as one, with a unified voice and message, from coast to coast. Of all our national priorities, the number one at this time is to convince the federal government to improve income security programs for the benefit of all, not just people with MS, but everyone who has a chronic disease or disability," he says. Brian has served as chair of government relations on the Saskatchewan board since 2002.



## Charlie Broderick

## National Caregiver Award 2008 recipient

aring for someone with MS can be deeply rewarding. It is common for the partner, parent, child, or friend to form a closer relationship with their loved one. For the primary caregiver, however, the time and attention committed can be especially taxing. The MS Society of Canada recognizes caregivers as an important role that directly enables those living with MS to enhance their quality of life.

Charlie Broderick, retired principal and educator from Riverview, New Brunswick, is the primary caregiver for his wife Helen. He has cared for her since she was diagnosed in 1979, but the intensity of care increased when Helen's mobility depended on the use of a wheelchair in 1986. Since then, Charlie has adjusted his regular schedule of activities so that they would not interfere with the care routine for Helen. In spite of many limitations, Helen and Charlie enjoy a fulfilling life that includes outings two or three times weekly attending local events and family functions in P.E.I.

Throughout the time that he has cared for Helen, Charlie also remained actively involved with the MS Society. He was initially a volunteer at the local chapter level filling roles as chair and treasurer on the chapter board, but to date, he has worked at all levels of MS Society. He currently contributes to the Caregiver Advisory Group within our national client services department.

This year, Charlie was presented the National OPAL Caregiver Award for his outstanding and immeasurable support he provides to his wife and for his work at the MS Society on caregiver issues. When presented with the award, he said: "I accept this award not only for the role I played in supporting my wife throughout the course of her illness, but also on behalf of all the other individuals who have been on this same journey and who are working as dedicated caregivers on a daily basis."

He remains committed to assisting the MS Society in furthering the caregiver agenda and in developing innovative programs and activities in support of MS caregivers.

CHARLIE BRODERICK WITH HIS WIFE HELEN

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### ajor donors represent a committed group of individuals, corporations, and foundations that have pledged a gift of \$1,000 or more in

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esearch partners are a distinct group of donors from across Canada that has demonstrated a special interest in helping the MS Society of Canada progress as a leader in finding a cure for multiple sclerosis. Last year, our research partners raised nearly \$1 million in support of MS research. Through their support, the MS Society is able to fund the most innovative and groundbreaking investigations, which have lead to earlier detection, improved therapies, and hope for a cure.

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RBC	ON	Neo Traffic Advertising	QC	Chum Radio, QMFM, The Beat	BC	Stephenson's Rental Services	ON
		AM 640 Toronto Radio	ON	Purolator Courier Limited	ATL	A Channel Ottawa	ON
\$250,000 +		Les Publications TVA inc.	QC	Enerflex Systems Ltd.	AB	Newcap Broadcasting	AB
Pattison	NAT/QC	Atlas Van Lines (Canada) Ltd.	NAT	Subway	MB	CIBC	NAT
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RONA Inc.	NAT	Astral Media	MB/QC	Toronto Community News	ON	Mandarin Restaurants	ON
				Billy Talent	ON	Sassafraz	ON
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Communication Corp.	AB/BC/QC	102.9 K-Lite fm	ON	Pizzaville	ON		

## 2007-2008 TeamMS TOP TEAMS

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

Team Name	Team Captain(s) Di	vision	Team Name	Team Captain(s)	Division	Team Name	Team Captain(s)	ivision
\$150,000+			\$25,000 - \$49,999			\$25,000 - \$49,999		
CC Riders	Alan Creaser	ATL	Greatful Tread	Dan Neufeld / Grace L	ackman /	London Life -		
				Martha Corbin	MB	The Grateful Tread	Marlene Travers-Smith	ON
\$75,000 - \$149,99	9		Doug & Marion's MS E-Race			Roadkill	Greg Redden	ATL
Smokin' Embers	Jan Hancock	AB	(formerly Boymybuttisaur)	Sharen Robinson	ON			
			SPinning wheels for Angel	Caroline Boisclair	QC	\$20,000 - \$24,999		
\$50,000 - \$74,999			Essex Rattlers	Douglas Gouin	ON	Les Bicycleux	Jean-Louis Richard	QC
Team Stephenson's	Stirling Mcarthur	ON	Collection	Paul Rochefort	QC	PricewaterhouseCoopers	Jonathan Simmons	ON
Team Julia	Julia Daniluck	AB	Mike's Wheels of Justice	Stewart Hutchings	AB	Friends of Jo-Anne	Colin Findlay	MB
Woop de Woo	Kevin James	BC	The Happy Fillmores	Paul Paridaen / Verna		Team TELUS	Donna Egglestone	AB
Heart Brakers	John Mullen	AB	Zena's Warriors	Wanda Bouchard-Barr	y SK	Les Cyclophiles de		
Munnky Krunchers	Alanah Clifton / Chris Rom	anuik /	NLS Team Extreme!	Chris Redpath	ON	Drummondville	Marcel Desfossés	QC
,	Donna Romanuik /		Lisa Jane's Jelly Beans	Lisa Jane Gibson	SK	John Ernewein Limited -		
	Pat Semrok	AB	Who-Hah's	Brad Willis	AB	Mary's Crew	John Ernewein	ON
Viarail	Denis Lemieux	QC	Let's Ride	Tania Maclean	AB	Sally's Second Super Six	Jeanne DesBrisay	ON
TeamBP	Bryan Simister	AB	Team Tazza	Crystal Phillips	AB	Brosha's Believers	Eleanor Brosha	ATL
Dirty Cranks	Gavin Giles	ATL	Stantec's Cyndie's Cyclists	Kevin O'neil	AB	RBC Fights MS	Carole Carpentier	ON
Midland in Motion	Ed Friesen / Gordon Love	MB	Team Viagara Falls	Mo Milne	ON	The Shopping Channel	Anh Goodfellow	ON
Nicholson Family			Spirit Riders	Linda Lessard	QC	MS Miracle Spinners		BC
& Friends	Kenzie Nicholson	BC	Cycledelics	Denise Pelrine	ATL	Pete's Friends	Peter Van Boekel	ON
			L'équipe qui a du chien	Josée Morneau	QC	TAG	Nicole Charland	QC
\$25,000 - \$49,999			Assante	Michel St-Georges	QC	You Go Gang	Myrna Hastings	BC
Solutions Partagées	Gabriel Gagnon	QC	Fitness Fever	Elaine Somers	AB	The Brotherhood Team	Paul Lafond	ON
Y-Ride	Diane Prendergast /		Guys and Gals A 1000 Plus	Alex Romanowich	ON	Les Tant d'Aime	Louise Forget	QC
	Jannelle Meredith /		millennium stars self			eSPrit Sportif	Christiane Thouin	QC
	Jillian Footz / Kathleen Kno	opp AB	help group	Trisha Sims	BC	Les inconscients	Normand Fafard	QC
Apache Recovery Team	Laura-Lee Dyck	AB	Canam	Julie Pineau	QC	Buddies For Life -		
Progress for MS	Kevin Wood	BC	Eramosa	Tim Sutherns	ON	Team London Life	Barbara Smith / Heather	Smith /
Lespérance	André Lespérance	QC	Al's Pals	Ineke Bezuyen	ON		Stephanie Schembri	ON
Team PRONTO!	Barry Ryziuk	AB	Sore Aces	Doug Meloche	ON	cyclepaths	Tammy Jewell	MB
RONA - Équipe	,		Easy Riders	Angela Soper	ON	Team Cyclelopes	Tracy Tremblay	AB
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Shifting Gears	Kathy Alves	AB	Cycling for Carlos	Raquel Tavares	ON	Gears & Tears	John Burgess	ON
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-5,	Scott Halpenny	ON	Biker Chicks and			Team WAMS	Deanna Groetzinger	ON
Les Spiders	France Leblanc	QC	Bocce Boys	Greg Douglas	AB	MS gets on our nerves!!	Anny Nehme / Ted Nehm	ie QC
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## Evelyn Opal Society

The Evelyn Opal Society was created in honour of Evelyn Opal who founded the MS Society of Canada in 1948. She made an outstanding difference in the lives of people with MS. Her hope for a future free from MS created a vision that we follow today.

When you make a legacy gift to the MS Society of Canada, you become a member of the Evelyn Opal Society. Each year, many new members join over 400 men and women who have made a legacy gift as their commitment to end MS. The following people confirmed a legacy gift to the MS Society this past year and we are honoured to welcome them as the newest members of the Evelyn Opal Society:

Dana Dollery Gale Kelly Diane Mcleod



### NATIONAL OPAL AWARD WINNERS



### Charlie Broderick, New Brunswick

As an active member of the National Caregiver Advisory Group within the National Client Services department, Charlie Broderick's contributions to the

MS Society have been far-reaching and full of impact. He's committed to assisting the MS Society in furthering the caregiver agenda and in developing innovative programs and activities in support of MS caregivers. While immensely involved in his wife Helen's daily care, Mr. Broderick continues to find the time to support the MS Society in many of its ongoing activities, particularly those centred on the caregiver program.



### David McPetrie, Ontario

David McPetrie supported his late wife Carol, who had MS, in her volunteer work with the MS Society Halton Chapter and other organizations. When Carol's condition progressed, Dave's

caregiving role expanded. He updated her with all of the chapters' activities, kept her mind engaged and ensured that her needs and comfort are met. At the same time, he made sure that he gave his sons his full attention by attending in their activities and school events. David never faltered in his love and care to his wife until the end.

### JOHN ALEXANDER MEDIA AWARDS



### **Print Award winner**

**Celia Milne** receives the print award for an examination of how MS researchers are trying to find the answers to why MS is more prevalent among women. *MS and the Canadian* 

female connection highlighted an essential point – there has been increase in ratio of women to men who get MS now, compared to a few decades ago. The article was published in the Globe and Mail in July 2007.



### **Broadcast Award winner**

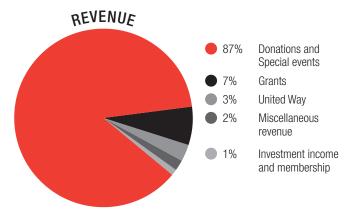
**Larry Read** is recognized for *The Faces of MS*, a broadcast story about the Faces of MS: Public Education Project, an exhibit about Kamloops, B.C. residents affected by multiple

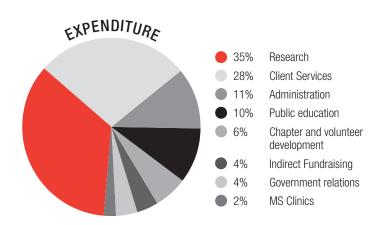
sclerosis. Read's work illustrates the power of the community in raising awareness of the disease. CFJC News broadcasted the story in November 2007.

## Multiple Sclerosis Society of Canada

## Statement of revenue and expenditure

For the year ended August 31, 2008 (in thousands of dollars)	2008 \$	2007 \$
Revenue		
Donations and special fundraising projects – net of related expenses	29,031	27,637
endMS Campaign	2,759	1,293
Grants	2,560	2,580
Allocations from United Way	1,220	1,208
Investment income	436	1,429
Miscellaneous revenue	578	_
Gain on sale of building	_	594
Memberships	93	100
	36,677	34,841
Expenditures		
Program services		
Research	9,893	10,735
Research – restricted for endMS campaign	2,759	1,293
Client services	10,285	10,041
Public education	3,568	2,768
Chapter development	2,204	1,610
Government relations	1,390	1,190
MS Clinics	843	877
	30,942	28,514
Support services		
Administration	3,876	3,497
Indirect fundraising	1,551	1,605
•	5,427	5,102
	36,369	33,616
Excess of revenue over expenditures for the year	308	1,225





Complete financial statement and annual report to stakeholders are available upon request.



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150 Albert Street Regina SK S4R 2N2 306.522.5600

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71 Ilsley Avenue, Unit 12 Dartmouth NS B3B 1L5 902.468.8230 Toll Free: 1.800.268.7582 E-mail: info@mssociety.ca Website: www.mssociety.ca

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