

2005 | 2006 Annual Report



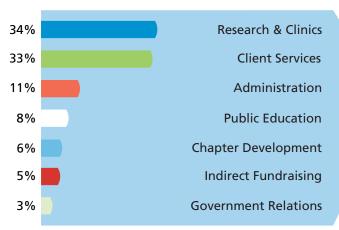
MS Facts

- Canada has one of the highest rates of MS in the world.
- Multiple sclerosis is most often diagnosed between the ages of 15 and 40, but children as young as three years have been diagnosed with the disease.
- Women are now more than three times as likely as men to develop MS.
- MS is the most common neurological disease affecting young adults in Canada.
- Symptoms include vision problems, extreme fatigue, loss of balance, pain, depression, memory problems, loss of co-ordination and paralysis.
- MS is unpredictable; its effects last a lifetime.
- There are treatments available; there is no cure – yet.

MS Society Facts

- The MS Society of Canada reached across the country this year to support and serve thousands of people with MS, their family members and caregivers.
- We helped improve mobility and reduce pain through treatment information and community programs.
- We inspired knowledge and action through quality publications, workshops and seminars.
- We brought people together to share feelings and insights through neighbourhood self-help groups.
- We honoured the care and commitment of those who help others live better days.
- We worked with motivated communities to raise money for vital services and life-saving research.
- We enabled groundbreaking scientific and medical work to bring us closer to a cure.
- We expressed in endless ways our commitment to end MS, and with the help of our national community of supporters, we believe we will.





*Net of direct fundraising expenses.

To obtain our full financial statements, please call
1-866-922-6065.

joined the MS Society in August, 1981, total revenues were less than \$6 million and there was virtually nothing available except treatments for some multiple sclerosis symptoms. In February, 2007, Mr. Fraser retires from his position as president and chief executive following our best year ever. He goes with the gratitude of

thousands of people living

and stand to benefit, from

with MS who have benefited,

When Alistair Fraser



EXPENDITURES

President and Chief Executive
Alistair Fraser and Sylvia Lawry,
founder of both the National Multiple
Sclerosis Society in the U.S. and the
Multiple Sclerosis International
Federation.

25 years of outstanding research and client services. He goes with the appreciation of all staff and volunteers who have made important contributions under his guidance and acumen. And he goes with the respect of all who have witnessed the many life-changing advancements that keen leadership can inspire.

We believe in you

CHAIR and PRESIDENT MESSAGE

Gracing our cover this year is Caitlin Kernaghan, who was diagnosed with multiple sclerosis early in 2005 at the age of eight. Since then, Caitlin has experienced pain and fear, but she keeps smiling because she has the powerful support of those around her and a strong belief that she can help end MS.

This belief is shared by the many generous Canadians who make up our MS community. Every time someone rides in a RONA MS Bike Tour, supports a friend in a Super Cities WALK for MS, buys a flower during our MS Carnation Campaign, hosts an MS Global Dinner Party or responds to a fundraising letter, we are closer to a cure and better able to help tens of thousands of people like Caitlin who deal with MS every day.

As chair of the national board of directors and president of the MS Society of Canada, we are in an excellent position to see this belief turned into concrete action. And this past year is proof positive that small acts can have huge impact. Our 2005-2006 fiscal year has been our best on record, with more funds raised in support of our mission than ever before. This means that men, women and children across the country have made the simple, profound decision to take time out of their day and spend some energy to move our mission forward.

Both sides of our mission have been equally supported this past year, as we proudly achieved a 50-50 balance in directing funds to research efforts and to client services. This means we can effectively help those living with MS and their families now, while we aggressively help experts in science and medicine work together to find a cure.



Lou J. Maroun and Alistair M. Fraser

To consolidate our belief that we will end MS, we have put a good deal of innovation and expertise toward our first capital campaign, which unfolds in 2007. In addition to our existing fundraising efforts, this exciting campaign will secure new hearts and minds in the movement to uncover the cause and cure, and will ensure Canada continues to be widely recognized as an international hub of MS research excellence.

Our successes this past year have come about because of one thing: belief. Our staff's belief in excellence and exemplary service, our researchers' belief in discovering a cure, our volunteers' and supporters' belief in sharing, our community's belief in collaboration – we all believe we can end MS. This belief is behind Caitlin and her family's decision to get friends together for their local WALK for MS and it's behind her smiling eyes, as she looks forward to a life free of MS.

Your support will make this happen. Thank you for continuing to help.

Alistair M. Fraser

President and Chief Executive

Lou J. Maroun National Chair

We believe in help for today

Between 55,000 and 75,000 people live with multiple sclerosis, and every day three more are diagnosed with the disease. This means that at any given hour today, a woman will hear the difficult news from her doctor that she has MS. And today, and every day, she can reach out to the MS Society for exactly the kind of support she needs.

The same holds true for the young mother looking for new ways to maintain her energy, for the husband finding he can no longer work, for the teenager learning to inject himself with a new treatment drug, and the family who knows they need to come together as MS becomes part of their daily lives.

One half of our stated mission is to enable people affected by MS to enhance their quality of life. Over the past year, we did this proudly and effectively across the country with innovative programs, services and publications, and a finely tuned philosophy of respect and collaboration. Our aim is to meet the complex needs of those impacted by the disease with targeted support and the latest research and information. So, first we listen, then we serve.

How we help our clients

- Information and referral
- Supportive counselling
- Support and self-help groups
- Recreation and social programs
- Financial assistance
- Education
- Advocating for oneself



Reid Nicholson was 37 years old with three young children when he had to give up his career in the Canadian Navy because of his MS symptoms. While his wife, Evelyn, went to work, Reid tried returning to university but slipped into depression. "I would lie in bed and think, my goodness, what's happening? It just kept spiralling."

Reid then contacted the MS Society, kick-starting his second career as a volunteer with the Society, "in virtually every capacity you can imagine," for the Atlantic Division and at the national level.

As outgoing chair of the national client services committee, he sees the role of client services as "helping people with MS overcome whatever obstacles MS sticks in their path."

This "boy from the bay" — Glace Bay, Nova Scotia — travelled the world for the global MS community. During 15 years of volunteering with the Multiple Sclerosis International Federation, he helped create Working Together, a program now in 26 countries that helps people with MS remain in the workforce.

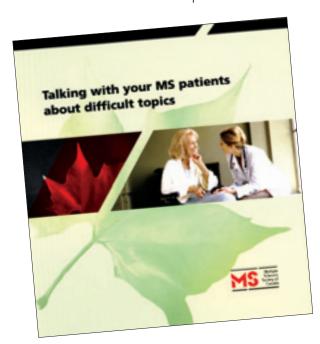
At 65, Reid is preparing to end his tour of duty with us, grateful for the opportunities it afforded him. "When I had to give up my military career, I was devastated but working for the mission of the MS Society allowed me to fight back. More importantly, it gave me meaning; it gave me something I could do. The MS Society has for me been truly a lifesaver."

Reid's extensive contribution has enhanced the lives of many who, like him, have faced the challenge of multiple sclerosis and, with a resolute and positive spirit, met it head on. Deanna Austin, recreation & social program co-ordinator, Manitoba Division, believes yoga provides a wide range of benefits, including improved balance, greater flexibility and decreased fatigue, as well as the intangible benefits of improved self-confidence, increased self-esteem and an overall sense of well-being. It's one of many MS Society client services programs available at the community level. At right, a yoga teacher gives pointed instruction in a Winnipeg-area class.

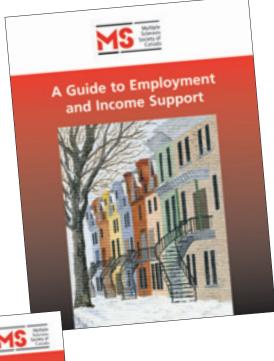
Education for all

Timely, accurate information for all ages and stages of the disease is one of our most important offerings. In 2006, we updated our extensive list of publications, produced new material and extended education opportunities to all through community conferences, teleconferences and web seminars. Our information-based initiatives are readily available to people living with MS, their families and caregivers, and health professionals. They cover a wide range of topics, including:

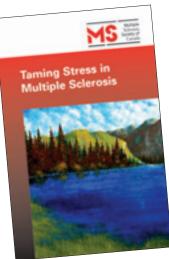
- General information on multiple sclerosis
- Managing MS symptoms
- Health and wellness
- MS and family
- Managing practical issues
- MS and caregivers
- Young persons with MS
- Research and treatment updates











We believe in help for today

Survey says!

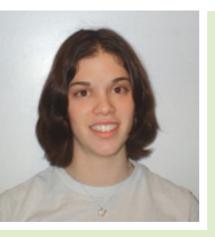
We had an excellent opportunity this year to tap into the thoughts and feelings of those we serve. We conducted an extensive survey on equipment and special assistance pilot programs offered in Atlantic, British Columbia and Manitoba divisions, and Toronto and Calgary chapters. Overall, 80 per cent of items funded were mobility equipment, home and vehicle adaptations, batteries and repairs. The other 20 per cent were special assistance services such as transportation to medical appointments, exercise programs, physiotherapy, replacement care, home help or incontinence supplies. Here is just a sampling of how our programs impacted participants:

- I can now get out on my own to go shopping, visiting and banking without asking for assistance. I truly enjoy being independent.
- The equipment's given me a new lease on life.
- It helps me to see life differently.
- It made me very happy to know that someone was there to help me.
- It has improved my quality of life.

Terri Kernaghan (below) and her daughter Caitlin (featured on our cover) became two active members of our community when Caitlin was diagnosed with multiple sclerosis at the age of eight. Along with support from the Paediatric MS Clinic at Toronto's Hospital for Sick Children, Caitlin and her family rely on information and services from our Hamilton, Ontario chapter. "The chapter has been great with us," says Terri. "We have a real connection with them." The Kernaghans, along with their family and friends, share a strong commitment to help find a cure and raise awareness by

participating in local fundraising events. "We are hoping with us doing this, more people will want to give money to the MS Society and find a cure in Caitlin's lifetime," Terri says. "It's not just an adult disease."





When **Carli Kadish** was 12, her mother mentioned that the MS Society needed a young person to help out on the Growing Up Strong advisory committee. It was when Carli was becoming more aware of how MS affected her mother. She jumped at the chance.

Now 16, Carli is a veteran MS Society volunteer. Her name is on the inside cover of the new edition of *Keep Your Balance*, our publication for teens of parents with MS.

"She gave us feedback on the language," says Cristina Toporas, project manager, national client services, MS Society of Canada. "Was it clear enough? Were we talking in teens' language rather than making it too formal or medical?"

She also critiqued the design. "With teens, it's

important to have the right look. We wanted to make sure we captured that."

For Carli, participating in Growing Up Strong was, "kind of cool. The point of the project was to help people who have a parent with MS. I had an opinion and the perspective of someone who's living it now."

On a personal level, this kind of participation helped her better understand her mother's MS and made her realize there are many in her situation, "Sometimes it's hard to see that, to recognize it," she says. "You're not the only one going through it."

'Going through' multiple sclerosis — whether you're living with the disease, a caregiver or family member — is a journey made more meaningful by the opportunity to participate, learn and grow. From coast to coast, these opportunities are served up with knowledge and respect by our caring client services team.

We believe in hope for tomorrow

The brightest, most innovative minds in MS research are working together.

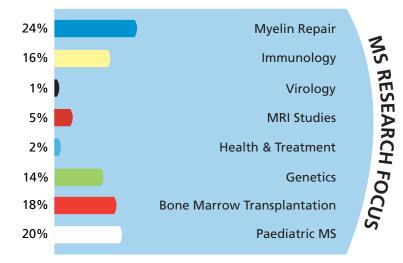
When we say we believe we can end MS, we mean it. Our confidence has grown out of the sure and steady progress of our national network of scientists and researchers. When some of our country's brightest, most innovative minds are as inspired as they are to uncover the cause and cure of multiple sclerosis, we are moved, and encouraged. Because we fund only the very best people and projects, we continue to be what the chief executive of the MS International Federation has called the world's 'gold standard' of MS societies.

And it's all because of our community of caring Canadians. With each decision to donate comes change, growth and movement on the path to end MS. It is only through the generosity of our supporters that we are able to transform millions of dollars into research successes that help thousands of people living with MS today. And because of the unprecedented collaboration between our funded researchers across the land, one day the outcomes of those projects will come together to form the perfect picture of a cure.



Five leading MS researchers — all good reasons to believe we can end MS — got together in the fall of 2006 to plan future priorities for Canadian MS research.

From left to right are Drs. Amit Bar-Or, Brenda Banwell, Samuel Ludwin, A. Dessa Sadovnick and Jack Antel.



We believe in hope for tomorrow

Thanks to you...

In 2005-2006, the Multiple Sclerosis Society of Canada allocated a record-breaking \$9 million to its research program.

In April, 2006 the MS Society of Canada approved more than \$4.7 million to fund 13 research projects and the largest number of research scholarships ever awarded to attract young scientists to the MS field.

Of that, more than \$2.6 million was awarded for 13 research projects, \$300,000 for Dr. Donald Paty Career Development Awards, \$594,500 for postdoctoral fellowships and \$786,666 for studentships.

This funding, combined with previous commitments to multi-year research projects and MS Society support to the MS Scientific Research Foundation, brought the research program total to the \$9 million mark.

MS Treatment News

Almost 150 clinical trials are underway around the world with many of them taking place in Canada. One of the new clinical trials is the FREEDOMS study, which is testing fingolimod, an oral therapy to treat relapsing MS. Positive results of a smaller study have led to a large international study which includes 10 research centres in Canada.

Another major clinical trial is studying whether combining two current MS therapies, Avonex and Copaxone, will enhance their already proven effect of reducing the frequency of MS relapses and MS lesions. Three research centres in Canada are taking part in the CombiRx study.

In September, Health Canada approved Tysabri for use in treating relapsing MS. Given monthly into the vein, it is the first new disease-modifying therapy to be approved in Canada in eight years.



Dr. V. Wee Yong visited 20 cities across Canada over the past two years, as part of an MS Society team bearing good news about MS research and a message of hope. He wants his audience to know that, "MS is a disease that is entering a brave new world where some of us think we might be able to help repair some of the damage that has already gone on."

One of Canada's leading MS researchers and a professor in oncology and clinical neurosciences at the University of Calgary, Dr. Yong's interest in MS was sparked when he realized it was possible to grow human brain cells in tissue culture. "I could observe, follow and do experiments on oligodendrocytes, which are the [myelin-making] cells that are lost in multiple sclerosis."

He sees his education sessions as a way of giving back. "The MS Society of Canada gave me my first research grant in 1991, and has been funding me since — in research dollars but also with trainees."

Dr. Yong collaborates with Dr. Luanne Metz, director of the Calgary MS Clinic, to convert findings from his lab into new MS therapies. "If we do not have this bench-to-bedside translation, many of our findings would remain interesting, good knowledge but would be unavailable to the ultimate consumer, which is the patient."

Thanks to its publishing record and reputation, Dr. Yong's lab attracts bright young research trainees internationally. "This research is moving at a very exciting pace, so that has the effect of bringing in individuals who might otherwise have not thought of MS research."

MS SCIENTIFIC RESEARCH FOUNDATION

The Multiple Sclerosis Scientific Research Foundation was established in 1973 with an initial investment of \$1,000. With funding from the MS Society of Canada, the Foundation has become the largest funder in the world dedicated to MS research. The Foundation supports large co-operative, multi-disciplinary research projects and plans future needs and opportunities. It also funds small pilot research projects which allow investigators to pursue new innovative approaches to MS research. Currently, the Foundation funds four flagship collaborative research initiatives:

Remyelination in Multiple Sclerosis: Enhancing Intrinsic Repair

Destruction of myelin in the brain and spinal cord is a major feature in multiple sclerosis. Cells from the immune system attack myelin, the substance that surrounds and protects nerve fibres in the central nervous system. Myelin damage is often severe, leaving people with long-term disability. Myelin repair and replacement does occur but the extent is limited. Phase II of this large, collaborative research project is seeking ways to find out if there are cells in the body's own central nervous system that can be transformed into a cellular repair team to mend damage to myelin caused by multiple sclerosis.

Phase II: \$2.25 million over three years. Approved April 2005 Principal Investigators: Jack Antel, MD, Montreal Neurological Institute, McGill University; Samuel Weiss, PhD, Hotchkiss Brain Institute, University of Calgary; Moses Rodriguez, MD, Mayo Clinic, Rochester, Minnesota

Canadian Collaborative Project on Genetic Susceptibility to Multiple Sclerosis – Phase IV

Since the initial study began in 1993, much progress has been made in understanding the relative roles of genetic (inherited) and environmental (non-genetic) factors, both in the overall cause of MS and the predisposition to MS among family members. This unprecedented cooperative study involves more than 21,000 people with MS registered at 18 MS clinics across Canada.

Phase IV: \$3.16 million over three years. Approved April 2004 Principal Investigators: A. Dessa Sadovnick, PhD, University of British Columbia; George Ebers, MD, University of Oxford; Co-Investigator: Neil Risch, PhD, Stanford University, California

Bone Marrow Transplantation Project

A multi-centre project to determine whether transplanting bone marrow stem cells in people with MS can stop the disease. The study will involve 36 people with rapidly progressing MS who are likely to become severely disabled. Twenty-four of the participants will receive bone marrow transplantation while 12 other people with the same kind of MS but who do not wish to have the procedure will be the control group.

\$4 million over six years. Approved August 2000
Principal Investigators: Harold Atkins, MD, Bone Marrow
Transplantation Program, Ottawa Hospital — General Campus;
Mark Freedman, MD, MS Research Clinic, Ottawa Hospital —
General Campus

Development of MS in Children

This ground-breaking Canadian study examines children who have experienced an initial attack suggestive of MS, also known as clinically isolated syndrome (CIS). This five-year study has 22 Canadian centres participating in 17 cities, including: Victoria, Vancouver, Edmonton, Calgary, Saskatoon, Winnipeg, London, Hamilton, Windsor, Toronto, Kingston, Ottawa, Sherbrooke, Montreal, Saint John, Halifax and St. John's. Paediatric CIS has never before been examined in such detail.

\$4.3 million over five years. Approved April 2004 **Principal Investigators: Brenda Banwell, MD,** Hospital for Sick Children, Toronto; **Douglas Arnold, MD,** Montreal Neurological Institute; **Amit Bar-Or, MD,** Montreal Neurological Institute; **A. Dessa Sadovnick, PhD,** University of British Columbia

We are proud of the outstanding work funded by the MS Society and the Foundation and invite you to read *MS Research Summaries 2006* for details on all research projects, available online at www.mssociety.ca or by calling 1-866-922-6065.

Chair

Alexander R. Aird

Directors

Ralph Barford Purdy Crawford Louis P. Desmarais Garrett Herman Helen Kearns Lou J. Maroun Susan A. Murray Bruce R. Richmond Richard M. Thomson David L. Torrey Richard E. Waugh

We believe in change

For almost 60 years in Canada we have been building momentum, generating awareness of multiple sclerosis and our vital mission. Today, offering Canadians every opportunity to understand the disease and become part of the MS community remains a key priority. The greater the awareness, the stronger we become and the more change and progress we effect in MS treatment, support and advocacy.

In seven divisions across the country, our communications staff and volunteers create high-quality publications and strategies to spread the word that MS matters and change is ours to make. Our government relations and social action committees are some of the most effective groups in the country – focusing clearly on the needs of people affected by MS and promoting systemic change to ease the burden and balance the scales in favour of independence and opportunity.

C'est bon!

With its twelfth consecutive year of growth — and over \$2 million directed toward research — the Quebec Division is on a roll. Their inspiring successes are borne of enthusiasm, expertise and ingenuity, and have resulted in outstanding support of the 13,000 to 18,000 people in the province living with MS.

Communicating with a large public about a complex disease can be a challenge, especially in today's competitive charitable environment. But, like all our divisions across the country, the Quebec team is getting the job done, effectively soliciting long-term support and participation from individual, community and corporate partners. This past May, the division launched its new awareness advertising campaign with the generous participation of DraftFCB and director Denys Lortie. With provocative print ads, and TV and radio spots, the campaign creates public awareness about MS and our mission, and ties into the division's hopes to end MS by its 75th anniversary in 2023.



Deanna Groetzinger joined the staff of the MS Society of Canada in 1974, working first in communications and, now, in government relations and policy. The portfolios are a perfect fit for her journalism background and MA in political science. During the early years, she job-shared while raising her family.

Deanna originated *MS Canada*, our national newsletter, organized the annual report and national publications, and worked with staff and "stupendous volunteers on public awareness campaigns so Canadians would learn about this disease." She says, "MS has a much higher profile now than it did when I joined."

As national vice-president, government relations and policy, Deanna works with our National Government Relations Committee and her colleagues at the

division level, to effect legislative and regulatory changes that will benefit people with MS.

Topping the list is better income security and supports for people with MS and their families.

Part of Deanna's and the committee's role is to educate federal officials about the episodic nature of MS, so people with MS can qualify more easily for the Canada Pension Plan disability benefit. Similar advocacy efforts for the Disability Tax Credit led to improvements in the DTC eligibility criteria and more people with MS receiving the credit.

The government relations committee has asked the federal government to allow caregivers to take time out of the workforce without jeopardizing their Canada Pension Plan contributions. This would be similar to the child-rearing dropout provision for parents.

Good communication is always a team effort.

Diane Rivard, Director of Communications for the Quebec Division, says good communication is always a team effort and, in the case of the campaign, sometimes comes about serendipitously. "One of our most dedicated volunteers, Marie-Josée Abouzakhm, introduced us to Jennifer Pevec who had recently been diagnosed with MS and who had to stop working a few months earlier," recalls Diane. "Jennifer offered to approach her former employer and ask for help. And so it was on the eve of our meeting with DraftFCB that she called each of her former colleagues who would be in attendance to tell them that she had MS." The result is a compelling, emotional campaign that inspires both English and French markets to take action for people living with MS, which, in any language, says it all.

Government relations priorities also include:

- creation of a national pharmacare program so Canadians with MS have equal access to MS therapies;
- increased government funding of the Canadian Institutes of Health Research, which is the main source of funding for all medically-focused research;
- modifications to income tax receipting requirements so charitable organizations can use donated dollars more efficiently.

Deanna is proud of the Society's success in persuading most provincial governments to reimburse the cost of the original four MS therapies, and will continue the fight as promising new drugs come on stream.

"Having most Canadians with MS now able to have their drug costs paid for has been a huge step forward. It showed how we can make a difference by working with clear goals and objectives and providing precise information to government, while letting them know that we are going to be very persistent."



Jubilant staff members of the MS Society of Canada, Quebec Division, celebrate 100 per cent employee participation in their Ensemble.stopSP Campaign.



The word is out

Throughout the year, from coast to coast, the MS Society makes its mark, reminding Canadians of our mission and activities via the Internet, on television, in newspapers, at neighbourhood events and in chapter offices. No matter what the media, the message is strong: We're here to help and, together, we're going to end MS.

We believe in sharing

At the very essence of the MS Society of Canada is a moment in time. It's the one when a decision is made to stand up for people living with multiple sclerosis. When that moment happens for Canadians – no matter what their age or income – time, money and energy is shared. And with that, we move forward to provide essential support and services, and seek the cause of and cure for MS. On behalf of all those impacted by MS, thank you for responding to that moment, and sharing so genuinely and generously.

Randy Sageman (left), national manager of corporate relations for the MS Society of Canada presents Chris Thompson,



president of Student Works Painting with

a special thank-you for sponsoring our national WALK program for the second year. Through donations from each job, Student Works Painting made a cash contribution to our mission this past year of over \$50,000. Add to that in-kind promotions and \$9,500 raised by 12 TeamMS teams across the country

and you've got corporate philanthropy well covered. "The MS Society has shown us ways that we can contribute powerfully and model this behaviour to thousands of student across Canada," says Chris. "We are all very excited to be working to find a cure with such a tremendously committed group of people."

Dedication and success is par for the course for Richard de Carufel, and he proves it year after year with his contribution to the MS Society, Quebec Division. President of the





For three weeks from late January to mid-February, the boys and girls in Grades 2 to 8 at Bayview Glen, an independent school in Toronto, hunker down for some serious reading to raise funds for MS research and people with MS.

"They come to the library every day to borrow books, sometimes, twice a day, reading, reading, reading, and the teachers and parents are right behind it," says school librarian **Ellen Buckley**, who has run the MS Read-A-Thon since joining the staff in 1998.

At each grade level, three classes compete to see which can raise the most dollars for MS and win the grand prize - getting to eat ice cream sundaes in the cafeteria in front of all the other kids.

The school is consistently one of the top performers in the MS Read-A-Thon. Its students raised over \$23,000 in 2006, 30% more than in 2005.

Sometimes the presenter at the kick-off assembly is a person with MS. "When they see someone sitting in a wheelchair and see the difficulty of getting up and moving around, it teaches the kids about the difficulty others may face," says Ellen.

"Part of our education, from Grade 1 on, is making our students realize that they are fortunate and it is one of their responsibilities in life to help others." The lesson seems to be well learned. Each year, several children donate their prizes back to the MS Society. "They check off the box that says, No, I don't want a prize. You keep all the money for a good cause."

Anything that I can do to make a difference - I'm happy to pursue. I'm not a millionaire but I can offer my time, and in the future, part of my estate. That is my legacy for the future.

Legacy donor, woman living with MS

Montreal Police Co-operative, Richard first joined the MS Golf Challenge team in 2001 as honorary chair. Since then, the grass has only got greener. Under Richard's leadership, revenues for this event have more than doubled in less than five years. He has personally raised over \$23,000 and recruited generous and enthusiastic participants who together have raised \$240,000 this year, contributing to the five-year total of over one million dollars for MS. Merci, Monsieur!

This little guy is one of 3,000 people across
Saskatchewan who
WALKed towards a cure this past year. In its 25th anniversary year and for the first time ever, the province's Super Cities
WALK for MS raised more



than \$500,000. Sponsored by Saskatchewan Blue Cross, the WALK has been a mainstay for the Saskatchewan Division since 1992 in funding MS programs and research.



Pam Seto (right), assistant vice-president of marketing and communications, presents Alberta's director of development Alison Hagan one of many awards the division earned in 2006. The high-energy

province was awarded highest overall revenue increase and highest pledge average for both

WALK and Bike events. Congratulations to the Alberta Division for a wonderfully successful year in fulfilling our mission.

Jill Wagner is not your average 11-year-old. As the youngest member of the Live Wires TeamMS group in the Nova Scotia Bike Tour, Jill had an above-average year. Her original fundraising goal for 2006 was \$1,000. After exceeding that and several



subsequent goals by collecting small change, she realized her fundraising efforts could go even further. She initiated a letter-writing campaign and was thrilled to receive a matching donation of \$10,000 from Mickey MacDonald, owner of Palooka's Gym, making Jill's total \$22,774.36! Jill was an inspiration to her team on and off her bike, especially on the first day of the tour when she completed the full 48 km of the Vineyards and Valleys route. Above, Jill accepts the top fundraising award from Atlantic Division president Dena Simon. Our great thanks to all TeamMS teams across the country, their enthusiastic supporters and the collective spirit of success they inspire.

Please see the list of this year's top fundraisers and donors beginning on page 15.

We believe in sharing

Donors to the MS Society make our work possible. Without their generosity, we would be unable to provide programs and resources that ensure people living with MS never feel alone. They also provide hope for a better tomorrow. In addition to programs and services throughout all levels of the MS Society, new initiatives with a national scope were launched through donor support in 2005-2006 with the goal of inspiring and informing people affected by MS:

- Ask the Expert an online forum for people with MS, their families and caregivers to connect with top North American MS health professionals and researchers.
- Keep S'Myelin age-appropriate activity book addressing changes MS can bring to a family for children 6-12 who have a parent with MS.
- Keep Your Balance for teens 12-18 who have a parent with MS; shares insights and information to help teens cope.
- Online Education Sessions interactive online sessions moderated by subject experts, addressing sensitive issues of life with MS.
- Nationwide Education Series a forum for people with MS, their families and others to hear the latest in MS research.

Evelyn Opal Society

The Evelyn Opal Society was created in memory of Evelyn Opal – a Canadian pioneer for multiple sclerosis research, advocacy and education. Her tireless efforts created a lasting legacy that has helped thousands of Canadians. Today, Evelyn's vision lives on through donors who believe that a cure can be found. 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:

Anonymous (10)
Yolanda Bronstein
Mary Jane Ferguson
Sheila Hatton
Joe Nastiuk
Jan Petrar
Jim Verokosky



Jan Petrar is one of many Canadians who believes she can help end MS. And she's made a decision to make that reality more likely. Jan made a commitment in her will to advance MS research through her support of the MS Society of Canada. Why? "Research gave me my life back," says Jan. "It also gave my daughter and son their mother back."

With first-hand experience of neurological pain, depression and fatigue, Jan knows the degree to which this disease can impact families and communities. "When I was diagnosed with MS, there were very few treatment options available, and little hope. The development of disease modifying therapies ultimately changed the course of this disease for me, my family, and so many others."

Having great success with her own travel agency in Kamloops, B.C., Jan now teaches travel and tourism at her local college. She also brings her experience to the MS Society as a volunteer, dedicating countless hours to raising awareness of and funds for the fight against multiple sclerosis.

"It's important that my children know the value of giving back, of making a difference in the community," says Jan. "But I also wanted to create a legacy for future generations to show my kids there are many ways of contributing to something you believe in."

We believe in collaboration

Believing wholeheartedly in what you do is the mark of success. And coming together in that strong belief to achieve a common goal makes for extraordinary achievements. All of the names on these pages represent one part of a strong, successful whole. On behalf of every life touched by MS, we warmly thank all who have made the decision to end MS by supporting the MS Society of Canada.

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The generous support of our major donors ensures that the MS Society of Canada can fulfill our dual mission to provide services to those who need them and fund world-leading research that will end MS. They give for many different reasons but in all ways, truly make a difference in the lives of tens of thousands of Canadians affected by multiple sclerosis.

Some major donors chose to make multi-year gift commitments to the MS Society. We gratefully acknowledge the following leadership pledges:

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Research Partners are a powerful force in the search for a cure for multiple sclerosis. Last year, Research Partners alone raised more than half a million dollars in support of MS research, providing hope of ending MS to the estimated 55,000 to 75,000 Canadians living with MS and their families.

The Research Partners program is a donor-based campaign in which individuals, corporations and foundations invest \$1,000 or more each year solely in support of MS research.

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Our top TeamMS teams across the country are made up of smart, enthusiastic people who know they are, quite simply, better together. Bonding as a team, they raised awareness and vital funds in support of our mission, and had a good time doing it. Our hats off to their energy, innovation and unshakable commitment to the cause.

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Glen Milne	Ontario	Pierre Distilio	Quebec	Marilyn McLachlan	Alberta	John Turvey	Ontario
Jack Morris	Manitoba	Greg Douglas	Alberta	Katharine McMurdo	Ontario	David Tyers	Ontario
Keith Mychaluk	Alberta	René Douville	Ontario	Terry Melnyk	Alberta	Emile Varsava	Ontario
Marnie O'Neil	British Columbia	Mario Duchesne	Quebec	Doug Meloche	Ontario	Robert Vogel	Quebec
Mariette Poremsky	Ontario	Laura-Lee Dyck	Alberta	Bob Merrick	Alberta	Hymie Weinstein	Manitoba
lan Raap	Manitoba	Robert Dyck	Alberta	Paula Merrier	British Columbia	Stanley Wener	Quebec
Peter Reaume	Ontario	Michael Elman	Ontario	Suzanne Mignault	Quebec	Lois White Doran	Ontario
Mike Shepherd	Ontario	Janet Embir	Ontario	Sherrill-Ann Monagh		Brent Williams	Alberta
Willie Swisher	Ontario	Shirley Engerer	Ontario	Kristina Moore	Alberta	David Wilton	Ontario
Rosa Tavares	Ontario	Ken Engler	Alberta	André Morin	Quebec	Kevin Wood	British Columbia
Christiane Thouin	Quebec	Sharon Fehr	Alberta	Don Neufeld	Alberta	H D Wyman	Alberta
Barry Travnicek	Ontario	Lyn Feist	Alberta	Marcel Notschaele	Alberta	Robert Yorke	Ontario
Derek Trethewey	British Columbia	lan Fillinger	British Columbia	Kevin O'Neil	Alberta	Terry Zakreski	Saskatchewan
Martin Van Boekel	Ontario	Louise Forget	Quebec	Tracey Ostermann	Ontario	Lesia Zelyk	Ontario
Jill Wagner	Atlantic	Sonja Fortney	Saskatchewan	Bruce Otto	Alberta		

We believe in excellence

National President's Award

Scott Gillis, Nova Scotia



Diagnosed with multiple sclerosis 13 years ago, Scott is a long-time Atlantic Division board member and has served as legal counsel. Scott successfully lobbied for provincial drug coverage for MS drug therapies and has become

the voice of people living with MS in Atlantic Canada.

National Opal Award

Robin Rankine, British Columbia

This award recognizes
Robin's outstanding
commitment and care of
her husband Ian and
brother Simon Porteous. A
strong advocate for MS
services, programs and
resources, Robin has been a
steering committee member



for White Rock, B.C.'s Super Cities WALK for MS and a keen fundraiser.

National Award of Merit, Member Dr. A. Dessa Sadovnick, British Columbia



Dr. A. Dessa Sadovnick, principal investigator in the Canadian Collaborative Project on Genetic Susceptibility to MS, was honoured for her outstanding contribution in MS research. Her mother and aunt worked with

Evelyn Opal to form the MS Society of Canada. "When I became interested in genetics, it was Evelyn Opal who said to me 'why don't you study what you know — multiple sclerosis'. I took that advice and began my work on the genetics of MS."

National Award of Merit, Non-Member

CanWest Global

Global's national news anchor, Kevin Newman (left) accepts his award from media relations manager Stewart Wong. In 15 years Global's support has grown from regional partnerships in the early 90s to national sponsor of the Super Cities WALK in 2006. Kevin Newman has



been a strong advocate for the MS cause and the MS Society of Canada is proud to have him as key supporter.

John Alexander Media Award

Our 2005
recipients are the
Toronto Sun's
Jason Paul (left),
CTV's
medical/health
correspondent
Avis Favaro and
W-Five producer
Brett Mitchell.
Jason Paul



received the print media award for *A Noble Cause*, about a woman with MS who overcomes some mobility challenges with the help of her dog, Noble. Brett Mitchell and Avis Favaro accepted the broadcast journalism award for *The Pioneers*, a W-Five segment documenting a groundbreaking bone marrow transplant procedure.

As at August 31, 2006	2006	2005
(in thousands of dollars)	\$	\$
Assets		
Current assets		
Cash and cash equivalents	13,710	11,772
Short-term investments	41	51
Accounts receivable and accrued interest	2,126	1,826
Prepaid expenses and supplies	2,674	2,282
	18,551	15,931
Marketable securities	12,370	10,948
Capital assets	3,058	2,968
	33,979	29,847
Liabilities		
Current liabilities		
Payable to Multiple Sclerosis Scientific Research Foundation	3,820	2,450
Accounts payable and accrued liabilities	4,427	2,779
Current portion of research grants payable	3,638	3,626
Deferred revenue	2,045	1,332
Deferred lease inducement	95	96
Deferred capital contributions	109	120
	14,134	10,403
Long-term liabilities		
Deferred lease inducement	798	887
Deferred capital contributions	876	949
Research grants payable	1,631	1,652
	3,305	3,488
	17,439	13,891
Net Assets		
Invested in capital assets	2,073	1,899
Restricted for endowment purposes	418	406
Internally restricted for research program	3,554	3,554
Internally restricted for other purposes	1,181	1,081
Unrestricted	9,314	9,016
	16,540	15,956
	33,979	29,847

Approved by the Board of Directors

Lou J. Maroun, Director

and c

Don Carroll, Director

MULTIPLE SCLEROSIS SOCIETY OF CANADA | 2005-2006 NATIONAL BOARD OF DIRECTORS

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Frank E.P. Bowman, Toronto, ON

NATIONAL PRESIDENT & CHIEF EXECUTIVE

Alistair M. Fraser, Toronto, ON

STATEMENT OF REVENUE AND EXPENDITURE

2006	2005
\$	\$
25,459	22,204
2,415	2,263
1,205	1,000
904	1,018
90	96
30,073	26,581
9,004	6,604
908	904
9,794	9,285
2,501	2,210
1,623	1,406
978	956
24,808	21,365
3.214	3,253
*	1,413
	4,666
29,501	26,031
572	550
	\$ 25,459 2,415 1,205 904 90 30,073 9,004 908 9,794 2,501 1,623 978 24,808 3,214 1,479 4,693

The data on this page has been extracted and summarized from the audited financial statements. A complete set of financial statements is available upon request from the Multiple Sclerosis Society of Canada at 1-866-922-6065.

2005-2006 COMMITTEES

Medical Advisory Committee

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Members

- Dr. Joan Boggs
- Dr. Mark Freedman
- Dr. Samuel K. Ludwin
- Dr. Paul O'Connor
- Dr. Trevor Owens
- Dr. Alan Peterson
- Dr. W. Pryse-Phillips
- Dr. Dessa Sadovnick
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- Dr. V. Wee Yong
- Dr. John Richert *
- Dr. William J. McIlroy *

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NATIONAL MEDICAL ADVISOR

Dr. William J. McIlroy *

NATIONAL MS SOCIETY (USA) LIAISON

Dr. John Richert, * NY, NY

* Ex-officio members



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We believe in THE END of MS