

"Life changes in the instant. The ordinary instant."

- JOAN DIDION

FOR ME. "THAT ORDINARY INSTANT" HAPPENED IN 2006

when my son, then 23, was diagnosed with multiple sclerosis.

Nothing in our family background prepared us for this, and our only experience with MS had been through a dear friend who was diagnosed at 45 with primary-progressive MS. Fortunately, my son's experience has been very different from our friend's, which was tragic. Back then, there was little hope, and today there is a great deal.

Through the lens of an incurable and unpredictable disease, not knowing what the future holds is frightening. The MS Society of Canada aims to give people hope for a better tomorrow, fueled by information and knowledge that helps people make the decisions that are right for them. We are working tirelessly to ensure movement in progressive MS research, to provide greater support and information to Canadians impacted by MS, and to address the questions that remain unanswered.

I am happy to report to you that our MS
Knowledge Network completed its first full
year of operation and served more than 2,600
members of our community through email,
phone, social media and our new live chat
web feature. Our 1:1 Peer Support Program,
Volunteer Legal Advocacy and Friendly
Visiting programs will all be expanded this
year, increasing our impact locally and
further empowering members of our
community.

MS research continues to build momentum in Canada and abroad. This past year one of our funded studies yielded impressive results, showcasing how an affordable oral antibiotic (minocycline) can greatly reduce the risk of early disease progression in MS. This was an incredible discovery coming from the labs of Drs. Wee Yong and Luanne Metz, and we hope to see more real-world research impacts like this one in 2018. Another notable collaboration is our partnership with Biogen Canada and Brain Canada to launch a multi-year cohort study to investigate key questions about disease progression, like why do some people develop secondary progressive MS and others do not?

The beginning of 2018 marked a significant milestone in MS treatments. Health Canada approved Ocrevus, the first disease-modifying therapy for people living with primary-progressive MS. Ocrevus is a step forward in treatment options; however, we know one treatment does not work for everyone, so while we celebrate this breakthrough, we know we have more work to do.

The last 18 months have been full of change, challenges, celebrations and progress. Sylvia Leonard stepped into the role of interim president and CEO in March, and under her steadfast leadership, we maintained momentum on our organizational priorities. I thank Sylvia for her dedication and guidance. Her contributions will not be forgotten and we wish her well on her retirement.

It is my privilege on behalf of the Board of Directors to introduce the MS Society of Canada's new president and CEO Dr. Pamela (Pam) Valentine. Pam obtained her PhD in neuroscience and has a strong record in research collaboration, ingenuity and inspirational leadership. We are thrilled to have Pam leading us through this era of innovation.

With immense gratitude, I thank our donors who have invested in changing the lives of Canadians living with MS. Without you, it would be impossible to envision a future free of MS.

Valerie Hussey, C.M.

Chair, Board of Directors, MS Society of Canada

Improve #LifeWithMS

EVERY DAY, WE ARE WORKING TOWARDS OUR MISSION to improve the quality of life for those affected by multiple sclerosis and to ultimately find a cure. Whether it's through fundraising, programs and services, advocacy, research or development, we are inspired by your stories and the day-to-day experiences of people affected by MS. The unpredictable effects of MS are physical, emotional, financial and can last forever. MS impacts all Canadians – not only the individuals living with the disease, but also their friends, families, workplaces and healthcare teams – who all come together to manage the realities of MS.

Since 1948 we've provided more than \$175 million towards funding for MS research and researchers in Canada thanks to your donations and fundraising efforts. Canada has one of the highest rates of MS, but we are also home to some of the world's leading researchers – what better place to come together as Canadians and continue our fight against this unpredictable, chronic disease?

You are a part of this momentum and we are grateful for your efforts.

Without your donations and without your voice, we cannot effect change for Canadians living with MS. Know that when you share your desire for a future free of MS, you are making an impact.



80+ ADVOCACY MEETINGS

with MPs, senators and senior level staff in Ottawa



58,000+ social media followers engaging with us



······ Lelainia – uses art to help manage her MS. Mural by Steve and Sandy Pell.

Gain insight into
living with MS and find
out how you can help urge our
governments to support people
affected by the disease at

blog.mssociety.ca.

Use the hashtags
#LifeWithMS and #ThisIsMS
to add your voice to the
community.

"If we can stop

MS in its tracks,

then no one has

to fear disease

progression

ever again."

- CORY TURNER.

DIAGNOSED

IN 2005

Tackling the Biggest MS Challenge

MAKING PROGRESS FOR PROGRESSIVE MS

This year, we reached an important milestone with the conditional approval of Ocrevus by Health Canada for the treatment of adults with early primary-progressive multiple sclerosis (PPMS).

"Over the years we have seen many new treatments come to market that manage relapsing-remitting MS, but there have been no disease-modifying therapies for people living with progressive MS," says Dr. Karen Lee, vice-president, research, MS Society of Canada. "The approval of Ocrevus is a muchneeded treatment because, for some people living with PPMS, Ocrevus may help control and even slow disease progression. Hopefully, this is the beginning of many more treatment options for people living with PPMS."

> "I feel even more hopeful about the advancements being made in MS research - especially ones showing positive results in terms of having the potential to help treat progressive MS," says Cory Turner, director, MS Scientific Research Foundation, member. Medical Advisory Committee. "If we can stop MS in its tracks, then no one has to fear disease progression ever again."

COLLABORATIVE GLOBAL EFFORT TO **END PROGRESSIVE MS**

For the first time, people with progressive forms of MS are at the heart of a global effort to stop MS in its tracks. Progressive MS is the most confounding issue facing MS researchers today. The Canadian research community and our global partners are working together to find answers.

The International Progressive MS Alliance (the Alliance) is a growing multi-organizational group that brings together the world's leading experts to put an end to progressive MS. As one of the founding and managing members of the Alliance, the MS Society has contributed over \$2 million, thanks to donor support. The Alliance aims to identify the critical knowledge and treatment gaps where advances must be made to achieve breakthroughs necessary to change the world for people with progressive MS.

THE ALLIANCE HAS FOUR PRIORITIES:



Better understanding progression to identify and test treatments



Designing shorter, faster trials that measure patient outcomes



Conducting trials to test potential therapies



Developing and evaluating new therapies to manage symptoms



Funding the Best New Research in Canada

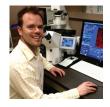
The complexity of progressive multiple sclerosis is one of the greatest barriers facing Canadian researchers today. With the significant support of donors and partners, the MS Society of Canada funds a network of brilliant minds focused on solving progressive MS.



Dr. Shannon Kolind *University of British Columbia*

RESEARCH FOCUS: INDICATORS OF DISEASE PROGRESSION IN MS

Dr. Shannon Kolind's study aims to identify individuals at risk for severe progression by focusing on establishing an imaging biomarker that efficiently tracks changes in progression in individuals living with MS. Biomarkers are biological clues from the body that can tell us about the state of a disease or the effect of a treatment. Dr. Kolind's research team wants to explore the loss of myelin (the protective sheath around certain nerve fibres that is damaged in individuals living with MS) as a potential biomarker. Her study could lead to the reduction in cost and time required for progressive MS clinical trials and help with treatment decisions.



Dr. Craig MooreMemorial University of Newfoundland

RESEARCH FOCUS: PROTEINS REGULATING REPAIR IN PROGRESSIVE MS

Dr. Craig Moore is working to identify a novel target that could be further explored for treating both relapsing and progressive forms of MS. He and his team are studying specific molecules called microRNAs, which are potential new targets for progressive MS treatment. Found in both brain and immune cells, microRNAs play an important role in controlling inflammation and tissue repair in the damaged brain. The Moore lab discovered one microRNA molecule (microRNA-223) in particular to be important in promoting repair in MS. Ongoing studies are investigating the role of this molecule in animal models of MS.



Dr. Christopher Power University of Alberta

RESEARCH FOCUS: INFLAMMATORY MEDIATORS OF PROGRESSIVE MS

Structures located in the brain, called inflammasomes, are made up of many different proteins that, when bundled together, activate the brain's immune response. Preliminary work from Dr. Christopher Power's laboratory suggests that inflammasomes may fuel the autoimmune attack in primaryprogressive MS. Dr. Power and his team are investigating how inflammasomes affect brain anatomy and function in primary-progressive MS (PPMS), while exploring what molecules are responsible for inflammasome activation in human brain cells. Their findings will shed light on the role of the immune system in PPMS and potentially lay the groundwork for the development of biomarkers and treatments for MS.

MS Society of Canada and MS Scientific Research Foundation











1949-1989

1949: MS Society of Canada (MSSC) awards first grant to Dr. Roy Swank for diet research.

1981: First magnetic resonance imaging (MRI) pictures of an MS-affected brain revolutionize diagnosis.

1990-1999

1993: MS Scientific Research Foundation (MSSRF*) funds its first research grant for \$2.2M for the Canadian Collaborative Project on Genetic Susceptibility to MS (CCPGSMS). Funding provided for additional project phases over the next two decades.

1995: First diseasemodifying therapy (DMT) for relapsing-remitting MS (RRMS) approved in Canada (Betaseron).

1996: First evidence published that exercise improves quality of life with MS.

2000-2004

2000: MSSRF funds \$4M Canadian Bone Marrow Transplantation (BMT) trial—aims to determine whether wiping the immune system and transplanting bone marrow stem cells can treat MS and provide clues into its cause.

2001: McDonald Criteria for diagnosing MS established—first diagnostic criteria to incorporate both clinical and imaging measures.

2003: As part of the CCPGSMS supported by the MSSRF, the largest population-based MS DNA bank, including information on people living with MS and their biological relatives, is established.

2004: Link between higher vitamin D intake and reduced MS risk identified.

MSSC and MSSRF fund \$4.3M multi-centre study of children who have had an initial demyelinating attack. The Canadian Pediatric Demyelinating Disease Network (CPDDN) is one of the largest and most comprehensive pediatric MS cohorts in the world.

2005-2009

2008: Dr. Paolo Zamboni identifies a possible association between chronic cerebrospinal venous insufficiency (CCSVI) and MS.

MSSC and MSSRF launch \$20M endMS Research and Training Network, a comprehensive multiplatform initiative designed to attract, train, and retain the next generation of MS researchers.

MSSC hosts first endMS Conference—largest conference in Canada aimed at fostering knowledge exchange on MS-related research, networking, and collaboration.

2010-2011

2010: \$2.4M joint funding from MSSC and National MS Society to fund seven critical studies into the connection between CCSVI and MS.

2011: MSSRF funds \$3.8M multi-center study focused on progressive forms of MS.

CPDDN identifies key MRI patterns in children with MS. The discovery that pediatric MS affects memory and learning allows for more timely access to treatment and care.



1996-2017: 13 additional DMTs approved by Health Canada for RRMS.











2012-2014

2012: Launch of International Progressive MS Alliance, a group of organizations committed to accelerating the development of treatments and resources for progressive MS.

MSSC is a founding member.

2014: MSSC and MSSRF fund \$3.6M to understand the role of the B cell in the development and progression of MS.

2015

CPDDN receives \$3.2M from the MSSRF to continue to lead pediatric MS research efforts focusing on quality of life, health care service utilization, brain development, cognitive performance and the immune system.

MSSRF funds \$4.2M
MEsenchymal Stem cell
therapy for CAnadian
MS patients (MESCAMS)
clinical trial. MESCAMS
is part of an international
mesenchymal stem cell
research effort
encompassing nine
countries. Unlike previous
stem cell studies,
chemotherapy is not
required here.

2016

Launch of the
Hermès Canada |
MS Society Wellness
Research Innovation
Grant, funding
aimed at translating
research findings
into innovative
wellness solutions
to improve health
and quality of life for
people affected by
MS.

Canadian BMT Trial results published—shows no new disease activity following treatment in patients with aggressive, highly-inflammatory RRMS.

2017

Updated McDonald Criteria for diagnosis of MS. The revisions lessen the risk of misdiagnosis and allow for earlier diagnosis of MS.

\$7+M call for proposals announced by MSSC, Biogen Canada and Brain Canada inviting researchers to establish the first Canadian cohort of people living with MS to study disease progression.

Minocycline clinical trial demonstrates delay in MS onset in people with early signs of the disease who received this safe and inexpensive acne treatment. An example of bench to bedside research, this \$4M trial funded by the MSSRF built on previous work, supported by MSSC.

Preliminary analyses of Pan-Canadian Interventional Clinical Trial for CCSVI in MS (funded by the MSSC, Canadian Institutes of Health Research, Provinces of British Columbia, Manitoba and Quebec), show no statistical difference in outcomes between those who received the procedure and those who received a sham procedure (placebo).

2018

Ocrevus (ocrelizumab) conditionally approved by Health Canada as the first disease-modifying therapy available for early primary-progressive MS.

\$175M

Overall investment from MS Society of Canada and MS Scientific Research Foundation to research.

THANKS TO YOU

Many of these advances would not have been possible without the generous support of our donors.

Empowering People to Live Their Best Life

We heard from Canadians living with multiple sclerosis that navigating their MS journey was one of the most challenging aspects in their day-to-day lives – particularly with the inaccurate and limitless amounts of MS information available, and the complexities of the healthcare system. The MS Knowledge Network launched in 2016 as a hub of navigators providing reliable, high-quality MS information and support for Canadians. Via phone, email and live chat, MS Navigators provide trusted information on different aspects of life with MS tailored to the unique needs of each individual, including symptom management, drug/medications, peer support, access to professional health services, income support, current research and navigating community resources.

HERE FOR YOU Sometimes when newly diagnosed, or when searching for answers about a new challenge, the best person to turn to is someone who has similar experiences. After two years of service, the 1:1 Peer Support Program has had a dramatic effect in reducing social isolation and loneliness. The confidential support program matches individuals living with MS with volunteers who have lived similar experiences. No matter where you live in Canada and where you are at in your MS journey, knowing you can turn to someone who has lived a shared experience can make living with MS easier.

~ 2017 HIGHLIGHTS ~



45 active trained volunteers living with MS providing guidance to peers



99 of 143 matches made since the launch of the program



80% said they would recommend the program to someone else affected by MS



80% of peers agreed or strongly agreed that they were very satisfied with the 1:1 Peer Support Program

~ 2017 HIGHLIGHTS ~

Served over
2,600 people
affected by MS
and answered
over 4,200
inquiries



Launched live web chat on mssociety.ca



Initiated services to French-speaking Canadians



Provided support through multiple channels including social media

Based on feedback we've received

89% of people were satisfied with their experience connecting with a Navigator and85% would recommend the service to someone else affected by MS.

We are grateful to the RBC Foundation for their significant support of the MS Knowledge Network.

"Peer Support made a difference in how I am managing my illness. My outlook has improved and I made a friend in the process. Thank you."

- 1:1 PEER SUPPORT PARTICIPANT

Working Together for Change

Reducing barriers for people living with multiple sclerosis is paramount to enabling them to live full, productive lives. In partnership with people living with MS, we advocate for changes in three critical areas:



MAKE WORK, WORK by making employment supports and programs more flexible and inclusive - to allow people with MS and other episodic disabilities to remain in the workforce.



MAKE ENDS MEET by improving income and disability supports for people with MS who are unable to work or can only work on an intermittent basis.



MAKE ACCESS A REALITY by implementing federal accessibility legislation, increasing access to treatments and investing in comprehensive home care.

From left to right: Benjamin Davis (MS Society); Marilyn Lenzen (volunteer); The Right Honourable Justin Trudeau, Prime Minister of Canada; Rahil Dattu (Board member, volunteer); The Honourable Hedy Fry (Member of Parliament).





The MS Society of Canada descended on Parliament Hill during MS Awareness Month to raise awareness that Canada has one of the highest rates of MS in the world and to ask the government to take action to improve #LifeWithMS. We had over 80 meetings with parliamentarians and hosted our annual carnation pinning.

During the fall of 2017, we launched the online advocacy campaign **Act Now to Improve #LifeWithMS**. This campaign encouraged community members to take action by sending messages to their MPs asking them to support critical steps to improve #LifeWithMS.



In total,
5,048 letters
in English and
French were
submitted to MPs

We connected with 332 constituencies



MPs heard you!

The average number of letters each MP received was **15**



The Power of Collective Action

Christine Sinclair is a true national treasure. She led our Canadian women's soccer team to win back-to-back Olympic medals, and in 2017, she led Canada in the fight against multiple sclerosis as the face of our A&W Burgers to Beat MS campaign.

This is personal for Christine. Her mother was once an athletic soccer mom, coach and also her daughter's biggest cheerleader. Things have changed since she's been diagnosed with MS. Now, the only time she sees Christine is within the walls of her long-term care facility.

"It's difficult to watch someone you love have to deal with such a debilitating disease," said Christine. "Using my voice for something like this is completely new to me, but I see the impact we're making and it's a great feeling."

In 2017, the collective power of 900 A&W restaurants and their communities across the country raised a record-breaking \$1.85 million, bringing the partnership's nine-year total to \$11 million. From rounding up bills, to donation mugs, to \$2 donated from every Teen Burger® sold on August 24, the A&W family made an incredible impact in the lives of Canadians living with MS.

FOR A&W BURGERS
TO BEAT MS

Thank you to all our community partners. We couldn't make an impact without you!

Making a Difference in Women's Health

In Canada, women are three times more likely to be diagnosed with multiple sclerosis than men. That's one reason we are excited to partner with Shoppers Drug Mart. With the **Shoppers LOVE. YOU.** initiative, our newest corporate partner is putting women's health first.

This partnership will establish Shoppers Drug Mart as a corporate and community leader in supporting Canadians with MS through awareness, education and partnering with pharmacists who are a vital part of the MS health care team. Shoppers LOVE. YOU. will also be the presenting sponsor of the Women Against MS Gala in Toronto, an event that honours women who make an impact in the business community and raises more than \$350,000 annually.

"As a pharmacist and woman who has MS, I understand how essential it is for people with MS to have positive interactions with their pharmacists. Things like education and everyday accessibility can be so important."

- JULIE JEAN, SHOPPERS DRUG MART PHARMACIST I CHALLENGE MS is a program that strengthens people's fundraising efforts by providing flexibility and key resources to support individual, group or corporate challenges. From bake sales, to birthday dinners, to cycling across the country, hundreds of Canadians use their passion to raise money and awareness, often because of a personal connection to MS.

WHO PARTICPATED IN A CHALLENGE IN 2017.

• **BE ACTIVE** Former AHL star Darren Haydar hosted a golf event and raised \$40,000!



• BE AN INDIVIDUAL
Stephanie
is a fearless
hairstylist who raised \$1,500
by shaving her head!



Visit www.ichallengems.ca for more information.

CAMPAIGN DONORS

Thanks to our donors, Canada is leading the world closer to new breakthroughs and treatments for multiple sclerosis. Our network of brilliant minds relentlessly studies every aspect of the disease, from its root causes to comprehensive disease progression. These advances are not possible without significant investment from our donors. The MS Society of Canada is grateful to the following donors who have made a generous commitment to the endMS: Whatever It Takes campaign.

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..... Thank you to our dedicated volunteers who are helping to end MS.



LEADERSHIP DONORS

The MS Society of Canada is pleased to thank and recognize our tremendous community of individuals, foundations and corporations from across the country who made a leadership gift in 2017 in support of our mission and those living with multiple sclerosis.

\$250,000+

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Thank you to our amazing event participants - you help us make a real difference in the lives of people living with MS.

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The MS Society of Canada would also like to thank the United Way of Canada and all organizations that offer employee donation programs.

Samara – lives with MS, top fundraiser for MS Walk.



^{*} Was a Research Partner in 2017

EVELYN OPAL SOCIETY MEMBERS

The Evelyn Opal Society recognizes an extraordinary group of individuals who have thoughtfully provided a future or planned gift to the MS Society of Canada in support of Canadians affected by multiple sclerosis. With gratitude, we recognize all individuals who have shared with us their intention to make a charitable bequest or other form of legacy gift to the MS Society.

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Anonymous (9)

* New to the Evelyn Opal Society in 2017

Janet – uses horse therapy to help manage her MS.



MS WALK/MS BIKE: TOP FUNDRAISERS. TEAMS AND EVENT DONORS

MS Walk and MS Bike are the MS Society of Canada's two signature events that unite communities across Canada to unleash the power of collective action. Each year thousands of participants, donors and volunteers come together to show their support and help raise millions of dollars to help end multiple sclerosis. Thank you for your outstanding contributions.

Top Event Fundraisers We thank the following top event fundraisers who raised more than \$10,000 in 2017.

\$50,000+

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Top Teams

Mike Tuohy AB

We thank the following top event teams who collectively raised more than \$20,000 in 2017.

\$100.000+

Happy Fillmores AB Team Cowbell ON

\$75,000-\$99,999

Doug and Marion's MS Erasers ON Les Pédaliers de l'Avenir QC PCL Construction AB Team United Cycle AB Woop de Woo BC

\$50.000-\$74.999

Active Physio Works - Team Rehab AB Bike for Mike ON Butt Ugly ON eSPrit SPortif QC L.I.A.M.S. TEAM AB Lespérance QC Menstrual Cycles AB Smokin' Embers AB Team Bleiwas ON United Construction AB

\$25,000-\$49,999 Alpine ON Basintek - For the HELLth of it AB BDO Bikers AB Bunsen Honevdews AB C.T. Soil's Mighty Celtic Warriors ON CN QC Connect2EndMS AB Copper Pedalers BC Croix Bleue Medavie QC Crystal Spring Team MB Cyclepaths MB DILLON HIGHway ROLLERS ON

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Kiss MS Goodbye AB
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We thank the following donors who made an extraordinary gift of \$5,000 or more to an event participant in 2017.

\$50,000+

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I CHALLENGE MS

From running a marathon to organizing a garage sale, I Challenge MS empowers individuals to raise money in meaningful ways for Canadians living with multiple sclerosis. We are pleased to recognize the passionate individuals who helped raise and inspire contributions of \$20,000 or more to the MS Society of Canada's critical work this past year.

Christine and Carol's Wedding QC
Darren Haydar Charity Golf Tournament ON
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Night to Fight MS ON
North Peace MS Trail Ride AB
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..... Erin – diagnosed with MS in 2017.



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Through cause marketing campaigns, employee support, and sponsorship of our programs and events, thank you to our corporate partners who make an impact in the lives of Canadians affected by multiple sclerosis.

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MULTIPLE SCLEROSIS SOCIETY OF CANADA

Combined Statement of Revenue and Expenditures

For the year ended December 31, 2017 (in thousands of dollars)

To view our full audited financial statements, please visit **mssociety.ca/financial**

* In addition to our staple research funding program, we invested more than \$2.8 million in MS research through the Multiple Sclerosis Scientific Research Foundation (MSSRF). The MSSRF is a legal entity separate from the MS Society of Canada, and we generate separate financial statements for the MSSRF. The MSSRF's T3010 is available on the CRA website.

	2017	2016
	\$	\$
Revenue Leadership giving activity		
Bequests	3,657	2,194
endMS Research and Training Network	106	292
endMS Whatever It Takes	1,167	2,140
Corporate and Individual Giving, Major Donors	3,735	3,529
Grants from governments	1,234	1,218
Grants from pharmaceutical companies	519	460
Other grants	552	707
	10,970	10,540
Signature events	18,139	19,124
Direct marketing	10,919	10,688
Local fundraising initiatives	3,786	3,661
Partnership events and campaigns	2,895	2,597
I Challenge MS	1,218	1,586
Gaming	1,415	1,419
United Way and HealthPartners Public awareness activities	1,268	1,608
Sale of goods	599	657
Miscellaneous	189	249
Memberships	431 33	359 52
Investment income	765	455
	52,627	52,995
Fundraising expenditures	,	,
Leadership giving	1.705	1.050
Signature events	1,725 6,371	1,852 6,512
Direct marketing	7.587	7,271
Local fundraising initiatives	2,138	2.153
Partnership events and campaigns	444	448
I Challenge MS	323	360
Indirect fundraising	2,461	2,259
Gaming	157	189
Cost of goods sold	128	174
	21,334	21,218
Program and administration expenditures		
Client services	7,256	7,921
Research	7,482	6,257
Research - endMS Research and Training Network	106	292
Research - endMS Whatever It Takes	1,435	2,330
Public education and awareness	4,619	4,844
Chapter and volunteer support and development	3,060	3,480
Government and community relations	1,139	1,521
MS clinics	-	106
Administration	4,649	5,104
	29,746	31,855
	51,080	53,073
Surplus (deficiency) of revenue over expenditures before the undernoted	1,547	(78)
Gain on sale of real estate	2,182	
Research grant to the Multiple Sclerosis Scientific Research Foundation	(1,502)	
Fair value change in investments	(251)	31
Surplus (deficiency) of revenue over expenditures for the year	(231)	31
The state of the s	1,976	(47)

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