

Engagement Financing Future Impact Improve
novation Leaders Links Management Mobiliza
Motivation Needs New People Philanthropy P
ogress Projects Services Support Structure To
eam Volunteers Acti gility Audacity Bett
allenges Change Clients Collaboration Comm
Creativity Effectiveness Engagement Financing
oact Improvement Innovation Leaders Links
Mobilization Motivation Needs New People Ph
sitive Progress Project Support Str
ther Team Volu gility Aud
ges Ch oration
gageme
novation
on Motiv
Progre



2019 ACTIVITY REPORT

A transitional year



Quebec Division

After a period of reflection and consultation with many members of the MS community, in fall 2019, the Multiple Sclerosis Society of Canada officially launched its new strategic plan called “Discover. Innovate. Act.” This document outlines our next steps toward a world free of MS.

OUR MISSION

To connect and empower the MS community to create positive change.

OUR VISION

A world free of multiple sclerosis.

OUR VALUES

Impact driven

We make a difference.

Collaborative

We work together.

Compassionate

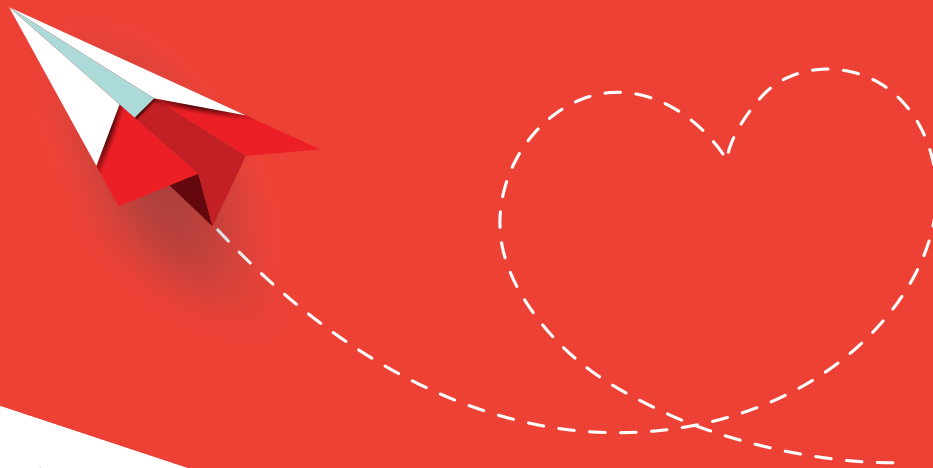
We help.

Bold

We think big.

Resilient

We do not give up.



Mission • Vision • Values

A Word from the Chair and the Executive Director



Gilles Dionne, Chair

For the Quebec Division of the Multiple Sclerosis Society of Canada, 2019 was a transitional year.

Participation was down at many of our events at both the Quebec Division and in the chapters, which has had an impact on all of our revenues and on the amount of the Division's contribution to research. These results have led us to question our way of doing things, evaluate the competition, review our models and use our creativity to develop an innovative program for the coming year.

Like most organizations, our employee turnover rate was high in 2019. Persons who have multiple sclerosis and their significant others are our top priorities. To properly support the MS Society's mission, we need stability for our human resources so we asked for Emploi Québec's financial support. This external help is intended to improve our practices to boost our employee retention. In particular, we conducted a comparative analysis of our employee compensation, improved our performance management, and reviewed our operating methods and organizational structure. Our transition plan and changes will be rolled out in early 2020.

The adoption in fall 2019 of a new national strategic plan arising from fruitful reflections and consultations with a large number of the members of the MS community led us to adapt our future actions based on a mission, vision and values that were thoroughly reviewed.



Louis Adam, Executive Director

Every year, the Multiple Sclerosis Society of Canada invests several million dollars in research, and the Quebec Division is proud to make a contribution from its surplus. To mark this contribution, three research funds were created to pay tribute to three exceptional women affected by MS – Lynda Archambault, Véronique Beaulieu and Sophie Berriault – who, over the years, each in her own way, have raised nearly \$1.5 million up to now. Each research fund is associated with an MS Society grant recipient. As for research, it is important to highlight Health Canada's approval of siponimod for the treatment of adult patients who have secondary progressive MS with active disease. It is the first oral medication that can slow the progression of the disease in persons who have active secondary progressive MS.

The fourth Quebec Summit on Multiple Sclerosis was again a success. It brought together slightly more than 500 people who attended presentations given by eminent Canadian specialists and researchers. The event attracted excellent media coverage. On February 27, the members of the Partenaires neuro group – created by the MS Society with five other organizations dedicated to helping persons with progressive neurological diseases – spent the day at the National Assembly to voice their concerns to many MNAs and Ministers, including the Quebec Minister of Health and Social Services. The priorities and issues discussed included access to novel medications, support for caregivers and the range of housing options.

Two MS Society signature events, the MS Walk and the MS Bike, marked anniversaries in 2019. The Montreal MS Walk celebrated its 25th anniversary, while the MS Bike, held in the Sherbrooke area, celebrated its 30th anniversary. In an attempt to renew the formula after 24 years of existence, the RBC Golf Challenge for MS was held at the prestigious Elm Ridge Club on Île-Bizard. The event marked the end of a long partnership association with RBC, whom we would like to thank from the bottom of our hearts for its generous support over the years.

Gilles Dionne

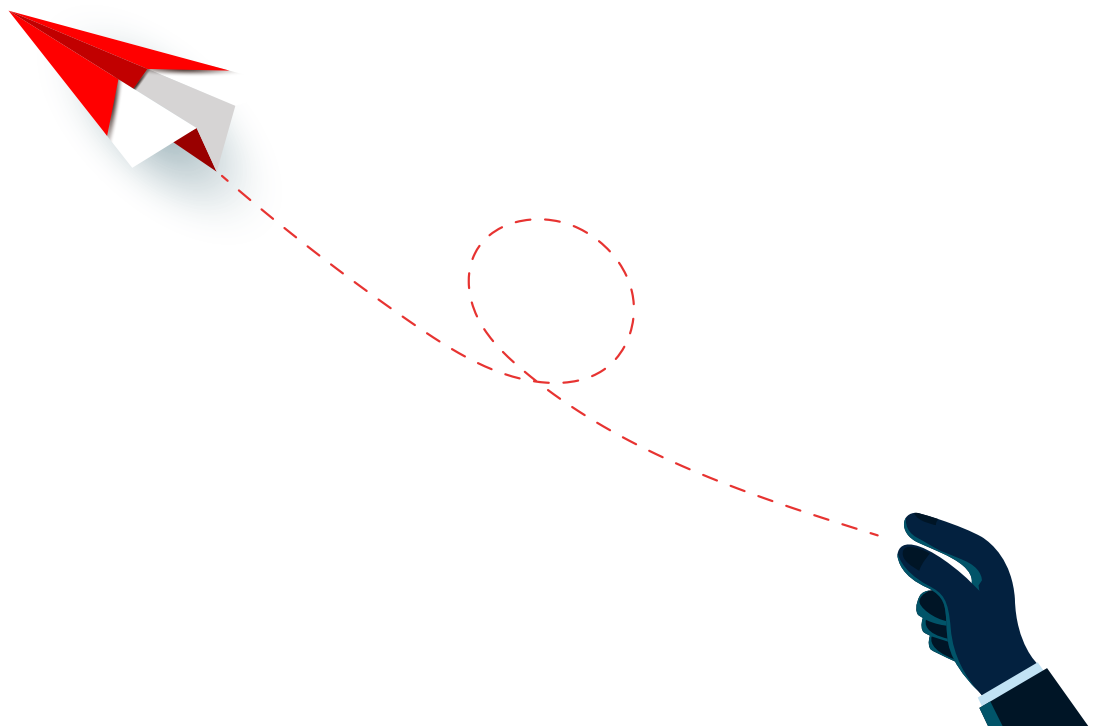
Chair

Through the initiative of a faithful MS Bike participant, Marie-Josée Laliberté, a new third-party event was launched last fall. A dragon boat race exclusively for women, Dragonnes Desjardins, was held in the Olympic Basin in Parc Jean-Drapeau. Eight boats with a team of 20 women each – clients, administrators and employees of the Caisses, Desjardins Business Centres and other branches of Mouvement Desjardins on the Island of Montreal and on the north and south shores – held a friendly competition while promoting equity and raising funds to end MS. This wonderful first event raised a total of \$182,329!

All of these activities were made possible through the dedication of the employees of the Quebec Division and chapters and because of the unwavering commitment of a growing number of volunteers, to whom we would like to extend our sincere gratitude.

Louis Adam

Executive Director



With regard to events, 2019 was no exception: The Quebec Division and the 18 chapters organized a wide variety of activities and events.

➤ **QUEBEC SUMMIT ON MULTIPLE SCLEROSIS**

The fourth Quebec Summit on Multiple Sclerosis was held on April 6. More than 500 people who wanted to learn about MS research gathered in Boucherville to attend the presentations of many eminent Canadian specialists and researchers.

➤ **HAVE A TASTE TO END MS**

The Have a Taste to End MS campaign, which took place in May, MS Awareness Month, tripled in size from 4 to 12 regions in Quebec. An amount of \$48,598 was raised. Remember that this campaign was developed in the Eastern Townships in 2016 and then it grew rapidly, mainly through the involvement of the Allô! Mon Coco restaurant chain.

➤ **WOMEN AGAINST MS (WAMS)**

Through the dedicated commitment of the members of the organizing committee chaired by Madeleine Paquin, President and CEO of LOGISTEC, the 13th WAMS gala luncheon was a tremendous success. For the first time since its creation, the event was held outside a hotel at the Grand Quai of the Port of Montreal, on May 22. Over 300 persons participated and an amount of \$235,957 was raised.

➤ **MS WALK**

On May 25, over 3,500 persons walked together, in 17 cities and towns across Quebec, to show their support for persons living with MS. An amount of \$1,031,723 was raised. It was the 25th anniversary of the Montreal MS Walk.

MS TRI-CHALLENGE ◀

Organized as part of the famous 5150 Tremblant Triathlon, the MS Tri-Challenge raises money on behalf of the MS Society. On June 21, 39 participants marked the 10th anniversary of the event by raising \$51,915.

MS YOUTH CAMPS ◀

Two camps for young people who have a parent who has multiple sclerosis were held in 2019. In total, 60 young people had the opportunity to attend one of these camps. MS Youth Camps enable young people to better understand MS by taking various workshops and meeting other children and teenagers experiencing a similar situation to theirs.

RBC GOLF CHALLENGE FOR MS ◀

A high-level sports event for golf fans, the RBC Golf Challenge for MS is a perfect opportunity for golfers to test their skills and endurance by playing 100 holes in a single day. A total of 51 golfers participated in this unique golf marathon on July 8, at the prestigious Elm Ridge Golf Club on Île-Bizard. An amount of \$260,630 was presented to the MS Society.

A&W BURGERS TO BEAT MS ◀

Teen Burgers™ have never tasted so good! On August 22, on A&W's Burgers to Beat MS Day, A&W Food Services Canada donated \$2 to the MS Society for every Teen Burger™ sold that day. The approximately 140 A&W restaurants in Quebec raised \$155,898 for the MS Society. In Canada, a record amount of over \$2 million was donated.

Quebec Division *in Action!*



➤ **MEDAVIE BLUE CROSS MS BIKE**

On August 24 and 25, over 600 cyclists participated in Medavie Blue Cross MS Bike in the magnificent Eastern Townships region. Thanks to the generosity of participants and partners, \$1,082,307 was raised, which was a fine way to celebrate the 30th anniversary of the event.

➤ **HARRICANA**

For a 7th consecutive year, the MS Society joined forces with Ultra-Trail Harricana of Canada to provide a unique race experience in the wild backcountry of the Mont Grand-Fonds ski centre in La Malbaie. From September 6 to 8, nearly 50 runners raised funds on behalf of the MS Society for a total of \$59,090.

➤ **TOQUÉ! FOR MS**

On October 9, some 300 people gathered for the fifth Toqué! for MS gala evening at the Parquet of Édifice Jacques-Parizeau. The amount of \$585,000 was raised on behalf of the MS Society. Thank you to Normand Laprise, executive chef of the Toqué! restaurant for his continued generosity! Hats off to the honourable co-chairs Stéphane Achard, Senior Vice President, Corporate and Insurance Management, National Bank of Canada, and Nicolas Marcoux, CEO and Senior Partner, PwC Canada, for their remarkable commitment and enormous work. They made the evening a real success!

➤ **LES DRAGONNES DESJARDINS**

On October 15, 160 Dragonnes Desjardins – clients, directors and employees of the Caisses, Desjardins Business Centres and other Mouvement Desjardins subsidiaries – rowed to support people with multiple sclerosis as part of the MS Society’s first dragon boat race in the Olympic Basin in Parc Jean-Drapeau. Through their incredible determination, this group of women raised the unexpected amount of \$182,329.

ESPOIR FAMILLE ◀

The Espoir Famille Weekend took place from October 19 to 20, in Victoriaville. Some 200 people, including nearly 50 children and teenagers participated. This event consisted of two days of meetings, activities and awareness-raising for families affected by MS and their significant others.

MS ADVENTURE CHALLENGES ◀

MS Adventure Challenges unite personal challenge and philanthropy through raising funds equivalent to the effort required to carry out the chosen challenge. Over the past nine years, a few hundred adventurers, including people with MS, have discovered the most mythical sites in the world. This year, seven adventurers took part in the Crete Challenge and the Kilimanjaro Challenge and raised \$81,559.

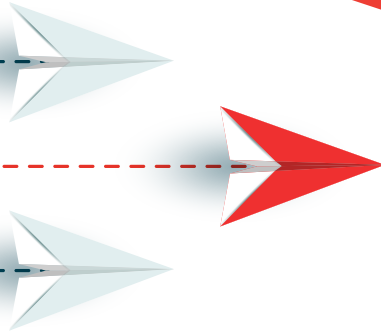
I CHALLENGE MS ◀

The I Challenge MS program allows anyone to organize their own fundraiser on behalf of the MS Society by picking a challenge, either alone or in a team. The activities carried out in 2019 raised \$86,207.

EVENTS ORGANIZED BY THE CHAPTERS ◀

In 2019, the chapters raised over \$3.9 million, particularly through fundraising events: “Le Cyclotour SP” (Côte-Nord), “Prochaine Station” (Eastern Townships), “Souper de filles pour la SP” (Chaudières-Appalaches), “Défi la nuit” (Lac-Saint-Jean), “Le Souper de crabes” (Saguenay), “Défi Adrénaline SP” (Mauricie) and a number of others. Fund-raising events are also organized by community members on behalf of the Quebec Division and the chapters.

Major gifts, legacy gifts and partnerships



The Quebec Division is pleased to be able to count on the support of a large number of donors and partners. A very big thank you to all of you for your remarkable generosity!

From \$1,000 to \$4,999

Anonymous (2) • CN Employees and Pensioners' Community Fund • Daniel Larouche • Employees of the MS Society's chapters and the Quebec Division • Estate of Julie Tremblay • Gustav Levinschi Foundation • Gérard Huot • Guy David • Guylaine Landry • Honourable Order of the Blue Goose, International, Quebec Pond • LeMessurier Foundation • Louis Maheu • McKesson Canada • Mouvement Desjardins • RBC Foundation • Sybilla Hesse Foundation • The Azrieli Foundation • The Jewish Community Foundation of Montreal • TVA Productions II inc. • Zeller Family Foundation

From \$5,000 to \$9,999

Anonymous • CIBC Children's Foundation • Estate of Murray Meltzer • Fondation André Gauthier • Fondation Jacques F. Gougoux • Fondation Jeunesse-Vie • François Coupal

From \$10,000 to \$49,999

Anonymous (2) • Estate of Doreen Barker Leblanc • Hydro-Québec • Fondation de la Corporation des Concessionnaires d'Automobiles de Montréal • Fonds Fondation J. Armand Bombardier • Fondation Roland-Beaulieu • Spicers-Jackson-Boyer-Bergeron Ride Across Canada for MS • Estate of Marguerite Lépine • Estate of Ovide Bolduc

\$50,000 and over

Estate of Yolande Oligny • The Rossy Family Foundation

Corporate Partners

Air Canada • Alre Properties Inc. • Biogen • Desjardins Business Greater Montreal • DHC Avocats • EMD Serono • Medavie Blue Cross • Groupe Premier Médical • Hoffmann-La Roche • JCB entrepreneurs généraux inc. • Larivière et Massicotte, Pharmaciennes inc. • Laporte & Duquette • Mitchel-Lincoln • RBC Dominion Securities • Sanofi Canada • Sommet Groupe Financier • SpecPharma • TELUS Friendly Future Foundation • Teva Canada Innovation



Quebec Division



Lynda Archambault, Vice-Chair

Denis Baribeau, Director

Civil engineer
Ministère des Transports du Québec

Rachel Boutin, Director

Senior Program Officer
Public Service Commission of Canada

Sonia Carrière, Director

Chair, Multiple Sclerosis Society of Canada
Outaouais Chapter

Gilles Dionne, Chair

President
Beldex Group

Marcel Fortin, Director

Chair, Multiple Sclerosis Society of Canada
Montréal Chapter

Jean-Pierre Huard, Secretary

Lawyer
Québecor Média inc.

Dr. Yves Lapierre, Director

Neurologist, MS Clinic
Montreal Neurological Institute and Hospital

Martin Legault, Director

Director, Group Underwriting
Medavie Blue Cross

Lorie Palmer, CPA, CA, CIA, Treasurer

Tax Partner
PSB Boisjoli

Richard Paré, Director

Damage Insurance Broker
RPA Assurances

Sonia Rainville, Director

Partner
McMillan

Suzanne Villeneuve, Director

Chair
Services and Social Action Committee
Multiple Sclerosis Society of Canada
Quebec Division



iii HealthPartners
Quebec Charities At Work

2019-2020 Board of Directors

	Quebec Division	Quebec Chapters	Intercompany balances	As at 2019-12-31 Total	As at 2018-12-31 Total
ASSETS					
Current assets					
Cash and cash equivalents	930 540	1 394 715		2 325 256	2 445 485
Current portion of investments		11 827		11 827	6 827
Accounts receivable	1 136 780	510 633	(947 044)	700 369	812 110
Prepaid expenses	94 232	38 989		133 220	114 864
Total current assets	2 161 552	1 956 164	(947 044)	3 170 672	3 379 285
Investments					
		154 218		154 218	57 107
Capital assets	34 923	82 053		116 976	105 964
Other assets					
TOTAL ASSETS	2 196 475	2 192 435	(947 044)	3 441 866	3 542 357
LIABILITIES					
Current liabilities					
Accounts payable and accrued liabilities	1 704 617	649 334	(947 044)	1 406 907	1 765 136
Deferred revenue	52 433	115 203		167 637	214 461
Current portion of annuity payable		3 065		3 065	2 960
Current portion of lease inducement					15 259
Total current liabilities	1 757 051	767 602	(947 044)	1 577 609	1 997 816
Obligations under capital leases					
	2 047			2 047	4 135
Annuity payable		20 819		20 819	23 884
Deferred contributions	42 109	19 300		61 409	30 034
TOTAL LIABILITIES	1 801 206	807 721	(947 044)	1 661 883	2 055 869
NET ASSETS					
Invested in capital assets	34 923	82 053		116 976	105 964
Internally restricted		51 155		51 155	66 463
Unrestricted	360 346	1 251 506		1 611 852	1 314 061
Total net assets	395 269	1 384 714		1 779 983	1 486 488
TOTAL LIABILITIES AND NET ASSETS	2 196 475	2 192 435	(947 044)	3 441 866	3 542 358

	Quebec Division	Quebec Chapters	Intercompany balances	For the year ended 2019-12-31 Total	For the year ended 2018-12-31 Total
REVENUE					
Revenue from donations and grants					
Bequests	108 247	1 200		109 447	400 657
Acts of Greatness Campaign	137 480			137 480	36 514
Corporate giving and individual giving and major donors	192 285	606 429		798 715	762 371
Grants from governments	120 727	832 309		953 036	803 591
Grants from pharmaceutical company partners	75 000			75 000	95 000
Other grants		13 916		13 916	3 570
Total revenue from donations and grants	633 740	1 453 854		2 087 594	2 101 703
OTHER REVENUE					
Signature events	1 680 787	831 825	(398 582)	2 114 030	2 261 901
Local fundraising initiatives	1 296 355	657 678	(81 274)	1 872 759	2 040 361
Partnership events and campaigns	81 341	74 557		155 898	150 820
I Challenge MS	347 379	188 180		535 559	379 087
Bingos and lotteries		68 874		68 874	49 779
Sale of goods	160	6 454		6 614	6 288
HealthPartners	162 318	103 180		265 497	266 049
Public awareness activities	57 992	202 183	(52 340)	207 835	254 799
Investment income	18 313	25 114		43 427	39 884
Registration fees – activities provided to clients	30 332	87 994		118 326	138 067
Memberships	697	6 888		7 585	9 425
Miscellaneous revenue	21 633	4 306		25 939	26 844
Contribution to research by the chapters	249 642		(249 642)		
Contribution to research by the Division		161 365	(161 365)		
TOTAL REVENUE	4 580 688	3 872 451	(943 203)	7 509 937	7 725 007

	Quebec Division	Quebec Chapters	Intercompany balances	For the year ended 2019-12-31 Total	For the year ended 2018-12-31 Total
EXPENSES					
Fundraising costs					
Donations and grants	97 502	160 878		258 380	309 561
Signature events	1 051 026	316 241		1 367 268	1 073 326
Local fundraising initiatives	679 818	616 129		1 295 947	1 190 288
Partnership events and campaigns	946	40 216		41 162	27 016
I Challenge MS	114 081	33 571		147 653	167 951
Cots of goods sold	191	4 126		4 317	4 219
Indirect fundraising expenditures	289 768	104 829		394 598	349 050
Total fundraising costs	2 233 333	1 275 990		3 509 323	3 121 411
Program and administration expenses					
Services for members	536 716	853 754		1 390 470	1 375 222
Research	249 642	249 642	(249 642)	249 642	1 163 486
Research – Acts of Greatness Campaign	137 480			137 480	36 514
Contribution to provincial programs		532 196	(532 196)		
Information and public awareness	348 930	349 516		698 446	735 736
Chapter and volunteer support and development	548 963	181 891	(161 365)	569 489	596 006
Community relations	89 924	59 795		149 719	127 083
Administration	246 495	265 376		511 871	479 184
Total program and administration expenses	2 158 151	2 492 171	(943 203)	3 707 118	4 513 231
TOTAL EXPENSES	4 391 483	3 768 161	(943 203)	7 216 442	7 634 642
SURPLUS	189 205	104 290		293 495	90 365

The employees and volunteers of the chapters throughout Quebec give of themselves every day to support the approximately 20,000 people in our province with MS and their families.

They organize local fundraising events that help to finance not only their activities, but research on multiple sclerosis.

Abitibi-Témiscamingue
P.O. Box 1721
Val-d'Or, Quebec J9P 5Y9
819 874-7915
info.abitibi@mssociety.ca

Montreal West Island
1255 TransCanada Highway
Suite 105
Dorval, Quebec H9P 2V4
514 676-1588
grpsbpo@videotron.ca

Bas-Saint-Laurent
180 De l'Évêché St. West
Suite 95
Rimouski, Quebec G5L 4H9
418 724-5499
1 877 424-5499
info.basstlaurent@mssociety.ca

Centre-du-Québec
180 Saint-Damasse St.
Suite 101
Drummondville, Quebec J2B 6G9
819 474-6556
1 877 474-6556
info.centreduqc@mssociety.ca

Chaudière-Appalaches
4060 Guillaume-Couture Boulevard
Suite 104
Lévis, Quebec G6W 6N2
418 830-1515
1 877 829-7758
info.appalaches@mssociety.ca

Côte-Nord
652 De Quen Avenue
Sept-Îles, Quebec G4R 2R5
418 968-6688
info.cote-nord@mssociety.ca

Eastern Montreal
12125 Notre-Dame St. East
Suite 315
Montreal, Quebec H1B 2Y9
514 640-5472
info.estdemontreal@mssociety.ca

Eastern Townships
550 10th Avenue South
Suite 102-B
Sherbrooke, Quebec J1G 2R9
819 791-8330
1 855 791-8330
info.estrie@mssociety.ca

Lac-Saint-Jean
1230 Wallberg Boulevard
Suite 207
Dolbeau-Mistassini, Quebec
G8L 1H2
418 276-7371
1 877 276-7371
info.lacstjean@mssociety.ca

Lanaudière
2500 Mascouche Boulevard
Suite 221
Mascouche, Quebec J7K 0H5
450 417-3562
info.lanaudiere@mssociety.ca

Laurentides
500 Des Laurentides Boulevard
Suite 28
Saint-Jérôme, Quebec J7Z 4M2
450 436-4469
1 866 590-4469
info.laurentides@mssociety.ca

Laval
387 Des Prairies Boulevard
Suite 210A
Laval, Quebec H7N 2W4
450 663-4911
info.laval@mssociety.ca

Mauricie
109 Brunelle St.
Trois-Rivières, Quebec G8T 6A3
819 373-2570
1 888 473-2570
info.mauricie@mssociety.ca

Montréalégie
1705 Victoria Avenue
Suite C-121
Saint-Lambert, Quebec J4R 2T7
450 466-5209
info.monteregie@mssociety.ca

Montreal
1450 City Councillors St.
Suite 790
Montreal, Quebec H3A 2E6
514 225-9575
1 800 268-7582
info.montreal@mssociety.ca

Outaouais
10 Noël St.
Suite 112
Gatineau, Quebec J8Z 3G5
819 778-1450
1 866 778-1450
info.outaouais@mssociety.ca

Région-de-Québec
245 Soumande St.
Suite 202
Québec City, Quebec G1M 3H6
418 529-9742
info.regionquebec@mssociety.ca

Saguenay
257 Saint-Armand St.
Chicoutimi, Quebec G7G 1S4
418 543-8325
info.saguenay@mssociety.ca

The Quebec Division and its Chapters



MS Society of Canada, Quebec Division
1450 City Councillors St., Suite 790, Montreal, Quebec H3A 2E6
1 514 849-7591 • info.qc@mssociety.ca • mssociety.ca

