



Manitoba Division
2010 Impact Report



Table of Contents

| | |
|---|-----------|
| Our Mission | 2 |
| The 2010 Challenge: Chair & President's Report | 3 |
| Our Members Served: Client Services Report | 4 |
| MS Information Source: Client Services (Con't) | 5 |
| Shaping Policy: Government Relations Report | 6 |
| Thanks Jeanette: "A Volunteer's Story" | 7 |
| Thank You: Development Report | 8 |
| We Stepped It Up: MS Walk Report | 9 |
| We Rode Hard: MS Bike Tour Report | 10 |
| We Cruised | 11 |
| You helped us: Community Fundraising Events Report | 12 |
| You Supported Us: Sponsors & Donors | 13 |
| Statement of Revenue and Expenditures | 14 |
| Board of Directors | 15 |

Our Mission:

To be a leader in finding a cure for multiple sclerosis and enabling people affected by MS to enhance their quality of life.



2010 Challenge: Chair & President's Report

To describe 2010 as challenging would be an understatement. The year challenged us on every level, from fundraising to services to communications to relationships with our members and broad communities. And while we have certainly met significant challenges before, the impacts of the continuing economic climate combined with activities related to understanding CCSVI put us all to the test and were deeply felt in every corner of the Manitoba Division.

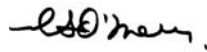
Through these challenges, those who work for the Multiple Sclerosis Society and those who serve on our Board of Directors were united and grounded in our belief and in our commitment to our Mission – To be a leader in finding a cure for MS and enabling people affected by MS to enhance their quality of life.

We are very proud that the Manitoba Division contributed a divisional record \$417,000 to the MS Society's national research programs. We are proud that 3814 Manitoba Lotteries MS Walk walkers and 1039 RONA Bike Tour bikers stepped and pedaled their way to raising \$1.44 Million to fund research and to provide programming, services, support and information to people impacted by MS. We are very proud that over 570 world class volunteers helped and guided us all along the way. We are very proud that our advocacy activities with our provincial government helped inform and advance their decision making, with actions including a disease modifying drug added to the provincial drug formulary, increased funding to the MS Clinic with a view to reducing newly diagnosed wait times and committing \$500,000 to funding clinical trials when safe it is and ethical to do so.

Our top priority is people with MS. People with MS can choose how they want to engage with us, and if it is every day or once a month or once per year, we will be here for them. The staff of the Manitoba Division joins us in thanking our participants, donors and volunteers for their hard work, dedication and support. Together we will make sure no one faces Multiple Sclerosis alone and together we will end MS.



Brian Lerner
Board Chair



Wendy O'Malley
President

Our Members Served: Client Services Report

2010 was another successful year for our Client Services team. The Manitoba Division succeeded in having an impact on nearly 600 participants who regularly utilized programs and services through the Manitoba Division in 2010.

The programs we offer such as Therapeutic Massage, Gentle Yoga, Happy Active People, Multiple Specialties, enabled people affected by MS to engage in activities. Through the numerous social activities such as coffee crews, social clubs and the Steppin' Out program, we provided the opportunity for people affected by Multiple Sclerosis to share their stories with one another both their challenges and their success.

The Manitoba Division also facilitated a number of community programs with the generous help of our supporters. In 2010, our clients took part in Tai Chi, MS Action and WI Neurofit programs in Winnipeg, Herman Prior Centre in Portage La Prairie, Steinbach 55+ Centre and Fitt Well in Morden.

Our Conference

On October 18, 2010, 100 people turned out for the MS Society of Canada, Manitoba Division's 2010 Members and Health Care Professionals Conference at the Caboto Centre in Winnipeg. The conference provided people with the opportunity to hear three guest speakers, all MS Specialists.

Dr. Randall Schapiro, founder of the Schapiro Centre for Multiple Sclerosis at the Minneapolis Clinic of Neurology and co-developer of Can Do MS, a wellness centre in Colorado, gave a powerful, informative and easy to understand one hour presentation, with a focus on MS Research.

Dr. Marcia Finlayson, professor for the Department of Occupational Therapy with the University of Illinois at Chicago presented on Fatigue Management in MS and Cara Brown, an occupational therapist for the Manitoba MS Clinic at the Health Sciences Centre in Winnipeg did a presentation on Managing MS Fatigue, focusing on translating MS Research into everyday life.

There was also an extensive Exhibitors Hall with a broad spectrum of products and services geared toward people affected by MS.

By the numbers

Membership jumped by 23% in 2010. With an estimated 3,000 Manitobans living with Multiple Sclerosis, our 1,125 members represent about 37% of those affected by the disease. Nearly two-thirds (62%) of the new members in 2010 were those living outside of Winnipeg.

MS Information Source: Client Services (Con't)

The international media attention surrounding chronic cerebro-spinal venous insufficiency (CCSVI) presented us with enormous challenges in 2010. Among other things, this attention led to increased awareness of the work of the MS Society of Canada.

Our staff received verbal and written inquiries from the public, from our members, from government and from the news media. While the nature of the inquiries varied, one thing was clear; the Manitoba Division was the primary source for information regarding CCSVI. We were challenged to learn about Dr. Zamboni's hypothesis, and we met that challenge responding to all requests for information in a consistent, genuine, honest, timely manner that was responsive to client needs. In May of 2010, Manitoba hosted a national CCSVI Web Streaming Event, designed to provide accurate and up-to-date information on CCSVI.

In all, we responded to nearly 6,000 inquiries in 2010. Whether the inquiry was from someone seeking information or support, or asking about our public education or other programs or services, our staff consistently responded to the needs of those who chose us to obtain what they needed.

We provided information on healthy lifestyles, exercise, symptom management, as well as showing clients how to access income supports such as the disability tax credit. We assisted clients with advocacy issues such as employment equity and access to transportation.

Did we have an impact? There was an increase in the number of clients assisted under the financial assistance program; 20 people living with MS and 10 caregivers were able to increase their independence and receive respite. Our members told us that our services helped to decrease social isolation and stress and increase their sense of community, social interaction, and physical, social and emotional well-being. By developing and providing the MS Clinic with an MS Society Resource Kit, health care professionals were able to provide newly and recently diagnosed patients with pertinent information on MS Society programs and services.

What people are saying about MS educational programs & social outings?

"The programs I have been involved in have been well-planned with the needs of the participants in mind and, I felt, met."

"The MS Society makes the best of a sometimes frightening and uncertain future. My experience has been very fulfilling. I very much appreciated the newly diagnosed program. Thank you so much for what you have done for me."

"We really enjoy getting out and having a good time together – it's nice to get together with friends who know what MS is all about. We share information and get support from one another and have fun at the same time!"

Shaping Policy: Government Relations Report

At the Legislature

On October 15, the Manitoba government officially supported our call on three measures that will strengthen the research, the care and the coverage of people affected by MS. The Manitoba Division was pleased to play a key role in the development of government policies that make the effort by our volunteers, our supporters and our staff pay off.

The Multiple Sclerosis Society of Canada reserved \$1 Million for a chronic cerebrospinal venous insufficiency (CCSVI) and MS pan-Canadian therapeutic clinical trial. These dollars have been set aside so that an immediate infusion of funding will be available if and when scientific evidence demonstrates trials are appropriate.

Following that lead, the Province of Manitoba set aside \$500,000 for clinical trials of CCSVI treatment, if and when scientific evidence demonstrates trials are safe and appropriate. This follows a commitment of \$2.4 million by the MS Society of Canada and the National MS Society (USA) to support seven research projects focusing on CCSVI and its relationship to MS.

The MS Clinic received an increase of over \$500,000; money which was utilized to add a neurologist to reduce wait times for new referrals. The funds also helped add an additional nurse as well as occupational therapy resources supporting the clinic's mandate to provide comprehensive care to MS patients. It is estimated approximately 3,000 Manitobans are directly affected by Multiple Sclerosis.

Tysabri has been added to the pharmacare formulary, meaning it's now covered as an additional tool for physicians to utilize when they deem it appropriate. Tysabri is a drug used in the treatment of the relapsing-remitting form of multiple sclerosis. It can improve the quality of life for MS patients by preventing or reducing the frequency of MS relapses and disability progression.

On Parliament Hill

Last spring, former Winnipeg North M.P. Judy Wasylycia-Leis launched a private member's bill that would allow spouses access to the federal caregiver tax credit.

The bill called for a Family Caregiver Tax Credit, a measure which would have allowed spouses, common-law partners and minor children would be able to claim a non-refundable credit providing some tax relief. The MS Society has been advocating for a number of years that spouses and common-law partners be recognized for their care giving roles by allowing them to claim the caregiver tax credit. Having it recognized by a Member of Parliament is a big step.



Health Minister Theresa Oswald (left) shown with Manitoba Division President Wendy O'Malley and Government Relations Director Darell Hominuk.



Judy Wasylycia-Leis at a news conference at the home of Lynn & Wayne Waterman.

Thanks Jeanette: “A Volunteer’s Story”

While the dictionary describes a volunteer as a person who performs or offers to perform a service voluntarily, a person who renders aid, performs a service, or assumes an obligation voluntarily, those definitions seem to fall short when describing Jeanette Edwards.

After so many years, Jeanette is retiring from the MS Society of Canada, Manitoba Division Board of Directors in 2011.

Jeanette’s involvement began in 1981. “At that time the (Manitoba) Division was young; it was developmental”, says Edwards who says she felt a deep sense of personal commitment to help move it forward, “We need(ed) to understand our role and start collaborating”. So she led the way in establishing relationships in areas she felt were essential in helping lay the foundation for a prosperous future. She and others set out to establish a working relationship with the MS Clinic, to strengthen the fundraising capacity at the division level and to began work on implementing a sustainable system of governance. During her tenure, Jeanette twice served as chair of the Manitoba Division Board of Directors and twice led the process of updating the by-laws, a key function because of changing federal regulations that govern charitable non-profits organizations.

Jeanette says the rewards have been worth the sweat equity; “To watch the accomplishments (as they relate to) research, drugs and social action, you hear the personal stories of people who benefited”. Edwards says she has heard hundreds of stories over the years and says “I find every story I hear remarkable.”

And while there is always work to be done, Jeanette is confident in the end result. “One of the most frustrating things about the disease is we don’t understand it”. But she is encouraged by “people’s continued commitment and hope to finding the cause of and the cure” for MS.

Jeanette may be retiring as a Board member, but added “I have no intention to disappear. I am more than happy in contributing where my skill sets are if that is the wish of the Board.”

Jeanette has seen a lot of things move forward in relation to MS during her 30 years of involvement, and says the best is yet to come; “The moment we find a cause and a cure will be a sensational moment.”



Jeanette Edwards, MS Society of Canada,
Manitoba Division Board of Directors in 2011.

By the numbers....

Manitoba Division utilized over 570 volunteers in 2010.

They were utilized as self-help facilitators, peer support volunteers, at group meetings, for administrative support, as well as board and standing committee members. Volunteers were also utilized for the Manitoba Lotteries MS Walks, the RONA MS Bike Tour, Hit a Ball for MS golf tournaments, the annual Holiday Party for members and 24 member social outings.

Thank You: Development Report

Our walkers are strong believers and showed that they would try to step over every obstacle. And that we can paint a town red! Our Bikers showed resiliency in rain and high winds as they passed into the Red Zone.

There were nine Manitoba Lotteries MS Walks during the Spring. The MS Walk in Winnipeg was the second largest in Canada! The MS Walks in Brandon, Dauphin, Flin Flon, Lac du Bonnet, Morden, Portage la Prairie, Steinbach and The Pas illustrated to us that Manitobans in the Eastern, Western, Northern and Southern parts of the province share our mission.

And both legs of the RONA MS Bike Tour in Manitoba in the summer, a round trip from Stonewall to Gimli in August and the second one between Dauphin to Clear Lake September reinforced to us the depth of commitment so many people have to ending MS.

In all nearly 5,000 people took part in walking or riding for MS in Manitoba in 2010. However, that was just part of the fundraising effort.

Manitobans gave generously on August 26, 2010 through A & W's Cruisin' for a Cause. And they gave to us again for a week in September through the Manitoba Liquor Control Commission's donate-a-dollar program. In addition, the Community Event Fundraisers, which were held throughout the province, illustrated how any Manitobans share in our mission;

to be a leader in finding a cure for multiple sclerosis and enabling people affected by MS to enhance their quality of life.

Over 1.5 Million dollars were raised here in Manitoba for the MS Society of Canada through Community Events Fundraising. These funds helped the Manitoba Division offer such services as Therapeutic Massage and Gentle Yoga to those who needed it; and helped fund research that both helps develop new treatments for Multiple Sclerosis and will one day, lead to a cure for this devastating disease. The steps we took, the pedals we pushed and the fundraisers in communities all throughout Manitoba all contributed in helping end MS.

We Stepped It Up: MS Walk Report



What travelled over 20,000 kms, in nine Manitoba cities & towns and has over 7,000 legs?

Manitoba Lotteries MS Walkers in the Spring of 2010.

Once again, Manitobans came out to help welcome the spring by putting on their Red shirts to walk in the North (The Pas and Flin Flon), South (Steinbach and Morden), East (Lac du Bonnet) and West (Brandon, Dauphin and Portage la Prairie). Winnipeg's walk was the 2nd largest in Canada, second to only to the MS Walk in Toronto.

Every step is a step closer to ending MS.

Manitoba Walkers

| | | | |
|-------------------------------|--------------------|----------------------|------------------|
| Flin Flon | May 16, 2010 | 90 | \$13,453 |
| Lac du Bonnet | April 25, 2010 | 67 | \$21,511 |
| Morden | April 18, 2010 | 125 | \$28,199 |
| Parkland Eco-Challenge | May 30, 2010 | 57 | \$20,694 |
| Portage la Prairie | April 25, 2010 | 179 | \$27,840 |
| Steinbach | April 18, 2010 | 120 | \$24,716 |
| The Pas | May 16, 2010 | 65 | \$14,476 |
| Westman | April 25, 2010 | 457 | \$69,223 |
| Winnipeg | April 25, 2010 | 2,654 | \$489,509 |
| Nine Locations | Spring 2010 | 3,814 Walkers | \$709,621 |

We Rode Hard: MS Bike Tour Report

Biking to the Viking (B2V)

August 28th – Stonewall to Gimli

August 29th – Gimli to Stonewall

Riders 728 & Over \$517,000 raised for MS

Riding Mountain Challenge (RMC)

September 11th – Dauphin to Clear Lake

September 12th – Clear Lake to Dauphin

Riders 311 & Over \$213,000 raised for MS

“It’s a chance to promote community spirit; it’s a chance to give back; and it’s a chance to do what I can, with thanks, for people impacted by MS”. Mayor Ross Thompson of Stonewall (pictured) says once the Stonewall to Gimli leg of the tour was established in 2002, it “opened up a whole new opportunity for community spirit for a wonderful cause. And it’s a whole lot of fun!” Stonewall’s ability to galvanize its volunteers has been a huge factor in contributing to the on-going success of the event.

The cause...and the Challenge.

David Ramesar (pictured) has completed the Riding Mountain Challenge in each of the last three years; “It’s outside my comfort zone; it’s a challenge to complete...a lot of uphill, much like the battle to end MS.”

Ramesar, who is a nurse in Winnipeg, says the cause and challenge remain a large part of his inspiration.



Mayor Ross Thompson readies riders, prior to the start of Biking to the Viking



David Ramesar going through all his checks prior to the Riding Mountain Challenge

We Cruised

A&W of Canada held its second annual Cruisin' for a Cause on August 26, 2010. The fundraiser nearly doubled last year's total raising over \$700,000 for the Multiple Sclerosis Society of Canada. Over \$40,000 of that total came from Manitobans.

Forty-two A&W restaurants throughout Manitoba helped raise funds through the sale of classic car cut-outs, donation boxes and by donating \$1 from every Teen Burger® sold on August 26. Cruisin' for a Cause raised both funds and awareness of MS through a variety of events including classic car gatherings; retro music, car hop service and car hop relay races.

A big thanks to all the staff at Manitoba's 42 A & W locations and to those at over 700 stores across Canada for their help in the fight to end MS.

We Teamed Up!

430 teams took part in Manitoba Division signature events in 2010. 102 of those teams were groups who, for the first time, formed a team to raise money for the MS Society of Canada through participation in the RONA MS Bike Tour or through the Manitoba Lotteries MS Walk.

MS Walk Impact 312 Teams
MS Bike Impact 118 Teams
First year Impact 102 Teams



You Helped Us: Community Fundraising Events Report

Third party fundraising events have been complementing our annual fundraising events for years, so it was a natural decision to begin recognizing them in their own category in 2010. From garage sales to galas, Community Event Fundraisers (CEFs) give individuals, organizations, and businesses the opportunity to raise awareness and funds for the MS Society of Canada in a format that works best for them.

CEFs encompass any fundraising event or campaign that is independently planned by a third party partner, so there are a wide variety of events organized by both individuals and corporate partners.

In the final four months of 2010, CEF's included corporate and customer-driven giving at retail locations, a social as well as a Zumbathon.

\$43,952.48

**Donations to the Manitoba Division
through Community Event Fundraisers**

6

**The number of Community
Event Fundraisers held between
September & December**



Thank-You to Our Sponsors



Statement of Revenue & Expenditures

The following presents the Statement of Revenue and Expenditures for the Multiple Sclerosis Society of Canada, Manitoba Division for the fiscal year ended December 31, 2010. There are three columns of financial data this year because of the decision approved by the National Board of Directors to change the year-end of the Multiple Sclerosis Society of Canada from August 31 to December 31 to better match our business cycle and to match the taxation year for the majority of our donors. As a result of this change, a short fiscal year running from September to December, 2009 was necessary as Canada Revenue Agency requires a reporting period that is no longer than 12 months. The four months of operating results are not a normal fiscal year because most fundraising events happen from the spring to the fall but this period was necessary to bridge from our year ending August 31, 2009 to our new fiscal year ending December 31, 2010. The deficit for this short fiscal year was anticipated and there was sufficient cash and net assets within the organization to absorb this shortfall. The most appropriate comparison of our financial performance is between the two 12 month fiscal years.

| Multiple Sclerosis Society of Canada (Manitoba Division) | Twelve months ended Dec. 31, 2010 | Four months ended Dec. 31, 2009 | Twelve months ended Aug. 31, 2009 |
|---|--|--|--|
| Revenue | | | |
| Leadership giving activity | | | |
| endMS Research & Training Network | 37,248 | 10,287 | 9,961 |
| Individual giving | 109,235 | 32,973 | 88,691 |
| Corporate giving and major donors | 52,820 | 27,951 | 58,120 |
| Bequests | 209,224 | 412,236 | 40,219 |
| Grants from pharmaceutical companies | - | - | 4,643 |
| Government grants | - | - | 1,000 |
| Other grants | 9,900 | - | 15,968 |
| Total revenue from leadership giving | 418,427 | 483,447 | 218,602 |
| Community based fundraising events | 1,523,673 | 275,392 | 1,604,971 |
| Dinners, tournaments, and third party events | 68,687 | 112,728 | 14,183 |
| Sale of goods | 614 | 239 | 3,319 |
| United Way and HealthPartners | 194,243 | 73,151 | 193,265 |
| Investment income | 438 | 3,477 | 9,512 |
| Memberships | 235 | 300 | 2,315 |
| Total revenue | 2,206,317 | 948,734 | 2,046,167 |
| Direct fundraising expenditures | | | |
| Leadership giving | 22,336 | 28,102 | 81,781 |
| Community based fundraising events | 617,575 | 200,629 | 806,634 |
| Dinners, tournaments, and third party events | 10,752 | 25,070 | 20,829 |
| Cost of goods sold | - | - | 1,201 |
| Total direct fundraising expenditures | 650,663 | 253,801 | 910,445 |
| Funds available for programs and support activities | 1,555,654 | 694,933 | 1,135,722 |
| Expenditures | | | |
| Client services | 313,029 | 153,618 | 346,123 |
| Research | 380,098 | 149,481 | 138,806 |
| Research - endMS Research & Training Network | 37,248 | 10,287 | 9,961 |
| Public education and awareness | 255,383 | 103,433 | 224,084 |
| Chapter and volunteer support and development | 134,430 | 29,181 | 87,036 |
| Government and community relations | 64,440 | 30,030 | 106,260 |
| Administration | 94,575 | 31,909 | 130,017 |
| Indirect fundraising | 127,349 | 29,414 | 86,170 |
| Total expenditures | 1,406,552 | 537,353 | 1,128,457 |
| Excess of revenue over expenditures for the period | 149,102 | 157,580 | 7,265 |

Board of Directors & Team

Brian Lerner

Chair

Jennifer Moszynski

Vice Chair

Jeanette Edwards

Past Chair, Nominations
Committee Chair

Jo-Anne Findlay

Chair, Finance
Committee

Bruce Ladan

Chair, Fund
Development Committee

Beth Tutiah

Client Services
Committee

Joe A. Healey

Fund Development
Committee

Keith McConnell

Finance Committee

Ruby Laughren

Fund Development
Committee

Signy Hansen

Client Services Committee

Ken Mikolayenko

Chair, Parkland Chapter

Murray Cook

Chair Westman Chapter

Dr. Michael Cossoy

Client Services Committee

Team Manitoba Staff

Wendy O'Malley

President

Cindy Stumme

Manager Westman Chapter

Robin Searle

Manager Parkland Chapter

Client Services Team

Darell Hominuk

Director, Client Services
& Government Relations

Deanna Austin

Recreation & Social
Program Coordinator

Ellen Karr

Client Services
Coordinator

Nadine Konyk

Client Services
Coordinator

Development Team

Brandy Schmidt

Program Coordinator

Chad Falk

Provincial Bike Tour Manager

Melanie Fatouros

Corporate/Community
Development Coordinator

Shauna Jurczak

Provincial Walk Manager

Support Team

Andrea Proctor

Participant Services
Coordinator

Duncan Stokes

Director of
Communications

Jan Hosking

Service
Coordinator

Judy Hermiston

Administration Manager

Design by Verda Design www.verdadesign.com

Manitoba Division Office Suite 100 - 1465 Buffalo Place Winnipeg, MB R3T 1L8
Phone: (204) 943-9595 or 1-800-268-7582 Fax: (204) 988-0915 info@mssociety.ca <http://mssociety.ca/>