

momentum

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Ontario Division Annual Report
2006 | 2007

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Front cover photo: Young campers in the first Canadian summer camp for children and teens with MS held in Perth, Ontario.

To our MS Ontario readers:

It is with great excitement that we are sending you the Ontario Division annual report in lieu of the winter edition of MS Ontario that you would normally receive at this time. The annual report normally has a very limited print run but in seeking to add value to your membership, we are sending it to members across the province. In it, you will find a comprehensive overview of Ontario Division's activities this past year plus insights on some of the many people that make the MS Society's work possible. We sincerely hope you enjoy this publication and invite feedback at info.ontario@mssociety.ca.

Chair and President message

It is with great pleasure that we reflect on an extraordinary year of activity at the MS Society of Canada, Ontario Division. The theme of this year's report is one that accurately describes Ontario Division's current state of being - *Momentum*. Indeed, we are moving forward positively in all areas. In the pages that follow, you will find detailed accounts of our successes as well as profiles of some of the people that made them possible.

Briefly though, we proudly highlight the following significant achievements:

- **Support for Ontario MS clinics** - This year we successfully established a new funding model with Ontario's eight MS clinics, which includes a commitment from Ontario Division to direct 10 per cent of unrestricted net revenue to support the operation of these centres. The clinics, serving various regions of Ontario, play a critical role in the delivery of services and in building awareness of MS.
- **MS scholarship program** - The MS Society's inaugural scholarship program launched this year with 20 Ontario students impacted by MS receiving financial assistance for the current academic year. This national program was made possible through the efforts of Toronto chapter member Aaron Solowoniuk, drummer for Juno award-winning band Billy Talent.
- **Camp for children and teens with MS** - Camp Merrywood in Perth, Ontario proudly played host to the first Camp for Children and Teens with MS. The camp was a chance for 21 children and teens to step away from their daily lives with MS for a few unforgettable summer days of new adventures and friendships.
- **Enhancing service delivery** - The Client and Chapter Services department, responsible for serving the needs of chapters and clients on



Yves Savoie



Tad Brown

behalf of Ontario Division, enhanced service delivery throughout the province with the addition of new staff and the implementation of new internal communication tools.

- **Fundraising success** - We have exceeded our budgeted expectations in terms of fundraising. Congratulations to participants, volunteers, donors, sponsors and staff for this significant accomplishment.
- **Equal spending** - Ontario Division continues to meet its long-term goal of equal spending on research and client services, effectively representing the dual nature of our work.

It has been said that to accomplish great things, one must dream greatly. Our vision of life without MS is a compelling one. Through collaboration and teamwork on the part of dedicated volunteers and staff across the province, we will end MS.

We thank all individuals and our network of 42 chapters and units across Ontario who have contributed to the dream this year. We look forward to another fruitful year of progress, success and continued *momentum*.

Best wishes,

A handwritten signature in black ink, appearing to read 'Yves Savoie'.

Yves Savoie
President and
Chief Executive

A handwritten signature in black ink, appearing to read 'Tad Brown'.

Tad Brown
Chair, Ontario
Division
President, Ontario Division

Client and Chapter Services

The Client & Chapter Services department of the MS Society continued to gain momentum in their efforts to enhance the quality of life for those impacted by MS. Leadership volunteers and staff throughout the chapter network have shown extraordinary commitment as they dedicate their skills and passion to the MS cause. As well, the MS Society continues to engage those who donate their time by developing innovative volunteer management resources to support their valuable work.

Client voice and choice remain the backbone of how programs and services are tailored to improve quality of life. Services and supports that are delivered to clients throughout the province are under regular evaluation for continual improvement. Based on local available resources, the MS Society is proud to offer a range of programs and services including self-help & support groups; timely, credible publications on a range of MS-related topics; and supportive counseling and funding programs for equipment and mobility/assistive devices.

By continuing to listen to the voice of the MS community, the MS Society pledges to learn, develop and improve programs and services in order to meet the evolving needs of Ontarians.

Leadership by example

Bev Collett



On the third Thursday of every month, **Bev Collett** meets with a small group of men and women in Fort Frances, in northwestern Ontario, to share information, experiences and practical advice about living with MS. Some members travel over an hour-and-a-half to attend the meetings.

Bev was diagnosed with MS in 1994. She contacted the MS Society for information and joined her local MS self-help group for encouragement and support. After quitting work in 1997 because of her MS, Bev became the group's librarian, keeping MS-related literature and resources in her home and bringing them to the meetings for display and loan.

Having co-facilitated the meetings for five years, she is now the self-help group's full-time facilitator, planning agendas and ensuring that meeting notices are placed in local newspapers and bulletins posted at health centres in Fort Frances, Emo and

Rainy River, inviting anyone who has been newly diagnosed with MS to attend.

Bev and her fellow volunteers also keep in touch by telephone with people who have been diagnosed but aren't able to attend a meeting, "just to let them know we're still here. They're not alone in this."

Bev says, "There is a lot I can do at my own speed, so this is what I do." It is an extension of her long-time career. "Thirty-five years of nursing just doesn't go away."

Caregivers feel so nurtured by this self-help group for people with MS that one spouse continues attending even though his wife is now receiving long-term care. Bev says, "When he told us we have been the best support for him, we simply replied, 'you are part of our family.' That's the way we think of one another. We're all family, we're very close."

Building partnerships to service the community

Sudbury Chapter



A new chapter board was recently established in the Sudbury area and they immediately identified the need for a more accessible office and improved meeting space for clients. But, they faced a challenge: how could the chapter afford to move to a more accessible location without creating financial hardship or compromising services to members?

So, when the Sudbury Dragon Boat Festival put out a call looking for a charity to support, the **Sudbury Chapter** jumped at the opportunity. Chapter members submitted a proposal that spoke eloquently of the support the office provides to area residents with MS and the pressing need for a suitable place where people could share experiences, learn from each other, attend information or training sessions, and engage in activities that foster a sense of hope.

The application was successful. Sudbury Chapter was selected as the recipient charity for funds raised by the 2006 and 2007 dragon boat festivals. "This two-year commitment ignited our enthusiasm," says John Desmeules, chair of the Sudbury Chapter board.

Over two years, the Sudbury Dragon Boat Festival raised over \$200,000 for the chapter, including over \$60,000 raised by the Year of the Dalmar team. Meanwhile, the board found the ideal building – a 6,000 square foot, single-storey school

warehouse in sound condition, with wide open rooms, plenty of parking, located in a pleasant neighbourhood, and just a five-minute drive from downtown. "The building's owner was more than willing to play ball with us," says Rona Ramsay, the Sudbury Chapter's director of fundraising. "He helped make this thing doable."

The Ontario Division board of directors was very supportive of the initiative. Jamie Hall, vice president and chief financial officer for the MS Society says, "The board was very impressed by the enthusiasm and the excitement of the local volunteers, the amount of time and effort they put into the initiative and the information they gathered and presented on behalf of their chapter. They believed the new building would be an excellent venue for the provision of services to clients in the Sudbury area."

Since the chapter took ownership of the building in May 2007, renovations have proceeded with generous community support. Businesses have donated materials including a new furnace, drywall, paint, a door unit, ceramic tiles, carpeting, a toilet and grab pole for the accessible washroom and outdoor fencing. Professionals have donated expertise and labour: building inspection services, engineering advice, carpentry, plumbing, electrical services and fence digging. As well, individuals have given cash totalling approximately \$12,000.

Local industry leader, CVRD Inco donated \$30,000 for a lift that will transport clients from street level to the building's main floor. "CVRD Inco came over to look at the property and left with a sense of our vision," Ramsay says of the significant contribution.

The centre will launch with an open house in the coming months.

First-ever Canadian summer camp for children and teens with MS

This summer, thanks to generous funding from the RBC Foundation and an anonymous family foundation, 21 kids with MS from across Canada attended camp in Perth, Ontario. The camp was a collaboration between the MS Society and Easter Seals Camp Merrywood, with support from the Hospital for Sick Children's Paediatric MS Clinic.

Campers met Aaron Solowoniuk, drummer from the band Billy Talent, who has MS himself. The campers had the kind of memorable summer days that every child or teen should experience, in an accessible and supportive environment.

Fundraising



It has been another successful year of special event fundraising in Ontario, as we build on the momentum of previous years' efforts with a focus on increasing fundraising levels, retaining participants, and attracting new supporters while executing well-organized events.

In 2006-2007, special event fundraisers coordinated through Ontario Division raised almost \$10.35 million. This is a 7% increase over last year and marks the first time revenue has surpassed the \$10 million mark. In addition to raising funds, special events are valuable ways to build relationships with supporters and help raise awareness about multiple sclerosis with the general public.

These fundraisers would not be possible without the involvement of a multitude of supporters, including event participants, donors who contribute pledges, volunteers who ensure that events run smoothly, and sponsors who provide a variety of goods and services. Each one shares a unified vision to help end MS, and has played a key part in bringing us ever closer to a cure.

Using flower-power to help fight MS

New Liskeard self-help group



For the past six years the **New Liskeard self-help group's** MS Carnation Campaign has won the Ontario Division award for best non-chapter campaign.

Laurie McBride, chief organizer, gives a great deal of credit to group members, her friends & family, and the community at large for their longtime support in making it a success.

Although she gave up riding a motorcycle due to the effects of MS, Laurie retains her love of motorcycles through her one-of-a-kind scooter, customized in the look of a motorcycle. The scooter is a highlight of the MS Carnation Campaign sales site as Laurie and her team raise funds for and awareness about multiple sclerosis.

Fundraising for a cure – one household at a time

Hazel Shaw



Hazel Shaw has been the top fundraiser at the Super Cities WALK for MS in Kingston for many years. She has raised more than \$80,000 since participating in her first WALK in 1995. Hazel conducts all of her fundraising door-to-door, visiting

more than 1,000 houses each year between January and April. She says that people are very generous, with almost every household making at least a small donation. Hazel's husband lived with MS for 32 years; her brother also has the disease. As she fundraises, Hazel thinks of them, as well as her children and grandchildren, and is inspired by the need to find a cure.

Mother and daughter a winning team at the RONA Bike Tour

Pam Ferguson



Pam Ferguson, who lives in Burlington, has been cycling in the RONA MS Bike Tour since 1989. She cycles with her friend Fran Holik; Pam's husband

Bob volunteers at the event, as does Fran's husband Frank and son Steve. Pam is inspired by the strength and courage of her mother, Eleanor Burnett. Eleanor, now 80, has lived with MS for the past 40 years. Despite deafness and partial paralysis, she often travels from New Brunswick to Ontario to cheer on Pam and the other cyclists.

Teaching the importance of reading and philanthropy through the MS Read-A-Thon

Marla Zaichick



Marla Zaichick has been an active supporter of the MS Society for many years. A Mississauga resident, she regularly volunteers her time for the MS Read-A-Thon, visiting schools as a guest presenter to explain to the students her experiences living with multiple

sclerosis. Marla is inspired by the MS Read-A-Thon not only as a program that raises funds for and awareness of MS, but also as a way to instil in children a love of reading and the importance of philanthropy. In addition to the MS Read-A-Thon, Marla participates in the Super Cities WALK for MS, the RONA MS Bike Tour, and Women Against MS, and often speaks to the media on behalf of the MS Society. In 2006, Marla was recognized for her many efforts when she was inducted to Ontario Division's Volunteer Hall of Fame.

Fundraising Event Highlights

- A record 62 Super Cities WALKs for MS were held across Ontario, including a new WALK in Whitby. More than 35,000 participants took part, raising \$6.3 million in pledges.
- The RONA MS Bike Tours raised more than \$2 million in 2007. More than 3,000 people cycled in the tours, including a record 1,270 who participated from Grand Bend to London, making it the second-largest RONA MS Bike Tour in the country.
- The MS Society of Canada Scholarship Program, supported by Billy Talent and Friends, was launched nationally as a result of a project initiated at the Ontario Division office. A total of sixty-one scholarships valued at a total of \$60,000 were awarded to young adults directly affected by multiple sclerosis. Twenty Ontario students were among the recipients.
- The MS Read-A-Thon raised \$1.2 million during the 2006-2007 school year. More than 26,000 students at 567 schools took part in the program, which celebrates its 30th anniversary in 2007.
- The MS Carnation Campaign raised \$625,000 in 2007, supported by 36 chapters and four community groups across the province.
- The MS Global Dinner Party raised more than \$22,000 across Ontario, as 22 households joined an international movement to entertain friends and family while helping to fight MS.
- Partnerships with CTV affiliates helped ensure that public service announcements and news coverage of the WALKs were featured throughout most of the province.
- The LCBO supported the MS Society during the month of March, as MS Society coin boxes were displayed at more than 600 liquor stores across Ontario.
- Women Against MS (WAMS) continued to grow throughout the Greater Toronto Area, hosting events such as the WAMS Gala Luncheon and Breakfast at Tiffany's. The program has also expanded to Quebec.

Government Relations & Social Action

Successful and momentum-building government relations means capitalizing on past accomplishments, educating government officials who can advance our cause and developing compelling arguments to initiate change.

During the past year, under the leadership of John Clifford, chair of the government relations and community social action committee, and Deanna Groetzinger, vice-president of government relations and policy, the MS Society continued to move priority issues forward.

Key activities this year included:

- **Ontario Election** – The MS Society used the election to place important MS issues in front of candidates and provided chapters and units with advocacy tools to use locally.
- **Accessibility for Ontarians with Disabilities Act** – The MS Society provided a detailed critique of the proposed transportation standard, urging faster movement toward an accessible Ontario. In addition, MS Society member Joan Gallagher-Bell was selected for an influential committee looking at indoor and outdoor accessibility.
- **Drug programs reform** – In a Canada-wide first, MS Society member Bonnie Maas was chosen as one of two patient members for the Committee to Evaluate Drugs, a group brought together to recommend which drugs should be funded in Ontario. Normally, selection to these committees is limited to medical professionals. Deanna Groetzinger was also appointed to serve on a related task force.
- **Local Health Integration Network (LHIN)** – In 2006, the Ontario Government created 14 regional LHINs. These entities have a mandate to plan,

integrate and fund health care services regionally. It is critical that the MS Society work with each of them. All Ontario chapters and units received training and documentation on how to effectively work with their LHIN in bringing key MS issues forward.

Making a Difference Today Workshop fosters local action

The first-ever government relations workshop in Ontario for MS Society chapters put the focus on making a difference today. Nearly 40 volunteers and staff from almost 20 chapters gathered in Toronto in late April to learn from experts and each other about government relations activities that work.

Highlights include: a candid presentation by government relations experts Chuck Rachlis and Chris Breen about how to get our messages to the right people in the right way; Cathy Topping's presentation on successfully making St. Thomas a more accessible city and Carole Ward's presentation about the development of an accessible oral health program.



As participants left to return home, there was a shared feeling of empowerment: “we can make a difference”; “yes, we can do that too” and “I can’t wait to get started.”

Accessible oral health in Halton



Carole Ward is the perfect example of how one person can improve an entire community.

It started in 1988, when Carole took her father who was living in a long-term care home to what she thought was an

accessible dentist for a painful dental problem. His wheelchair wouldn't fit through the doorway; Carole and the dentist had to carry him into the office and the dental chair.

Today, the Halton Oral Health Outreach Project (HOHO) has assisted more than 2,500 people who need accessible dental care.

"The first thing I did," Carole recalls, "was to put an article in the Halton Regional Chapter newsletter asking people what I had done wrong to end up with such a problem. My phone started ringing with stories from others who were facing the same problems in getting loved ones to dentists.

"Armed with that information, I went to Halton Regional Public Health and asked who could help. I met the wonderful Ellen Duncan Ross, a public health dental educator, who recognized the problem immediately and helped me get meetings with the right people. We organized a community forum which 50 health care professionals attended. By the end of the session, we had a task force of nearly 20 people and developed the basis of what is now Halton Oral Health Outreach."

Carole says the key to the project's success was partnering with the local Community Care Access Centre (CCAC) and public health department. Both organizations recognized immediately the urgent need for accessible dental care for people with disabilities and the frail elderly.

Today, the CCAC is responsible for assisting people in finding accessible dental care. It updates the list of accessible dental offices and dentists who do home visits annually. Its intake questionnaire includes questions about dental care to ensure the issue is in the forefront and to collect data.

Local dentists and dental hygienists volunteer to be on a community-wide list of accessible dental offices. Those who don't have accessible offices do home visits to analyze and refer dental problems. And collectively, the Burlington Dental Academy donated the accessible dental suite for the Joseph Brant Memorial Hospital.

Continual promotion of the program is also important, and community partners have cooperated to develop a promotional brochure and to continue to talk about the program.

"When we started, we never thought any of this would happen, this quickly. It just mushroomed," Carole says.

Carole Ward is chair of the Halton Regional Chapter of the MS Society, member of the Ontario Division government relations and community social action committee, vice-chair of the Hamilton Niagara Halton Region CCAC and chair of the elder services advisory committee of Halton Region.

Research

In sports, the team who can capture and capitalize on the momentum in the game invariably wins. In politics, the candidate who builds momentum in support throughout the campaign most often wins the election. Similarly, in the fight against MS the unprecedented momentum of research efforts is resulting in new discoveries, new therapies and renewed hope.

How can we measure that momentum? In many ways.

In 1972, the MS Society's research funding was \$150,000 supporting 13 research grants and 7 training grants. Fast forward to 2006 in which the MS Society directed over \$10 million to research supporting 35 research grants and 58 training grants.

Fifteen years ago, there were no therapies approved for use in treating MS. Now there are five approved therapies in Canada, with many exciting treatments in the final phases of clinical trial.

Currently, there are approximately 150 clinical trials taking place in MS around the world, many of them here in Canada.

Ontario is a key player in this surging research momentum. It is the largest contributor of research dollars among the seven Society divisions, and many of the leading scientists and clinicians are based at Ontario institutions. In this surge of momentum in MS research, everyone can play a part – from children who raise funds to support research in the MS Read-A-Thon, to those living with MS who participate in clinical trials, to scientists and clinicians working daily on key questions still to be addressed in the quest to have a world free from MS.

Dr Feinstein: Understanding depression and MS



Can we link structural changes in the brains of people with MS to the high prevalence of depression in MS? This is a relatively recent line of questioning in the scientific study of MS. **Dr. Anthony Feinstein** is searching for answers regarding this “invisible” symptom

that will affect nearly 50% of people with MS.

“Depression is probably the single biggest factor that affects quality of life in people living with MS,” says Dr. Feinstein who is an associate scientist in clinical integrative biology at the Sunnybrook

Research Institute in Toronto and a practising neuropsychiatrist. “It has an impact on how well people cope and enjoy life.”

In previous research, using conventional MRI techniques, Dr. Feinstein's team found that MS lesions and shrinkage in certain areas of the brain increase the risk of depression. However, these MRI results do not always predict who will develop depression. “It was early days with MRI technology.”

A scant three years later, scientists have a better window onto MS. “We can now look at parts of the brain that appear normal to the naked eye and extract information showing that, in fact, things are

not normal. We realize that what we looked at in 2004 was only part of the picture.”

In his current MS Society-funded study, Dr. Feinstein is using diffusion tensor imaging (DTI), which is a refinement of MRI, to gather neurological data on 80 Canadians with MS who experience depression with varying degrees of severity. The DTI will show whether the neurons within the brains are aligned correctly.

“In a healthy brain, neurotransmission occurs longitudinally down the direction of an axon. But as it starts breaking down in diseases such as MS, the direction of the transmission can become impaired. Instead of being linear with everything flowing in the same direction, it starts diffusing out, hence the term diffusion tensor imaging. We measure that, in order to assess, quantify, and get a perspective of how disordered the transmission is. It becomes a marker for the integrity of brain function and structure.”

Dr. Feinstein’s pioneering study has sparked worldwide interest, because there is currently no scientific paper published to date on the topic of MS, depression and diffusion tensor imaging.

The research results will also have implications for the treatment of depression in MS. “If you come up with firm evidence that the depression is being triggered in large measure by brain changes in particular brain areas, it would suggest that the backbone of treatment should be towards the biological end of the spectrum; for example, giving antidepressant medications or other kinds of drugs.”

On the other hand, if the brain abnormalities detected by MRI and DTI explain only a fraction of the cases where depression occurs, Dr. Feinstein says it would suggest that the majority of a person’s depression may be driven by psychosocial factors, such as lack of support, social isolation, inadequate housing, financial problems. “If those are the most prominent features in a person’s life, then doctors

can proceed with psychosocial treatment options targeted to those areas.”



“The hope is that, if we can improve our understanding of where this depression is coming from, it might give us a clue as to where we ought to put our buck when it comes to treatment.”

In separate research, funded by the Canadian Institutes of Health Research, Dr. Feinstein is using DTI technology to explore the relationship between cognitive impairment, brain structure and genetics to determine if it is possible to identify which people with MS are more likely to develop cognitive problems. If this can be done, these individuals could be singled out for early neuropsychological assessment and intervention.

As a key contributor to the explosion of knowledge about cognitive problems, depression and mood change in MS, Dr. Feinstein is doing his utmost to enhance the quality of life for people living with MS and providing hope for the next generation.

“The hope is that, if we can improve our understanding of where this depression is coming from, it might give us a clue as to where we ought to put our buck when it comes to treatment.”

Our Communities

Collaboration. Impact. Momentum. These are words that exemplify the vision of people in communities across the country working in unanimity to achieve the mission of the MS Society of Canada. These are words that reflect the drive that is required to make a difference in the life of a person affected by MS.

There are no better examples of the drive to make a difference than in the communities served by the MS Society. The chapters of Ontario Division play a key role in the guardianship of activities dedicated to enhancing the quality of life for people with MS and their families. The volunteers and staff in these chapters are paramount in making an impact in their communities in providing hope and help in the drive to end MS.

Hamilton Chapter: Well-Being in the Community



The health of a community is often a reflection of the organizations that contribute to its wellness. **Hamilton Chapter** is one such organization -- celebrating the success of two specific initiatives with community-wide impact.

“At the heart of Hamilton Chapter’s work is the desire to put people living with MS first and foremost in all of our activities,” says Fran Chesney, the chapter’s executive director.

Exemplifying this is the chapter’s “Family Companion Program” which provides support to individuals with MS who have young children in the home. Volunteers and families work together in the home to support basic daily activities, including those involving children. This holistic approach contributes to the overall wellness of the family, and ultimately, the community.

Another initiative recently undertaken focuses on promoting a healthy lifestyle despite living with a chronic disease. Thanks to a grant from the Ministry of Health Promotion’s “Communities in Action Fund,” the chapter is currently producing *Mind, Body and Soul Yoga*, a DVD designed for people with MS of all abilities, older adults and those living with a physical disability. This initiative, directly supporting people with MS and the broader community, has been extremely well received.

“Every initiative, big and small, that we can implement to improve the quality of life of a person with MS has a broader influence on the well-being of our community,” says Martin Strybosch, chair of the chapter’s board of directors.

The Hamilton projects are just two examples of how MS chapters contribute to the societal goal of building stronger, healthier and more compassionate communities in which to live.

Pauline Gauvreau



When the northern Ontario regional office in Sudbury closed a year ago, **Pauline Gauvreau** worried that she and other Northern Ontario clients would be forgotten. “I thought we might be cut off,” she says.

Over the years, Pauline, who lives in Markstay, a half-hour drive northeast of Sudbury, had come to rely on MS Society services to help her cope with her changing mobility needs, whether that meant financial assistance for buying a walker, borrowing a manual wheelchair, or helping with purchasing a scooter so she could get around outdoors.

Pauline also battled MS fatigue, so with a husband and two growing girls to care for, the MS Society’s special assistance funding that helped cover the cost of cleaning

services for the home was a godsend. “It just relieved so much stress in the household.”

This spring, Pauline discovered that despite the closing of the office, she could still enjoy the benefits of MS Society services. She called Ontario Division offices in Toronto to see if they could help her find a used porch lift because her rural home and property are ill-suited for a wheelchair ramp. She found staff at the office courteous and helpful. “They went out of their way. We had some setbacks and delays but in the long run it was worth it.”

On the July holiday weekend, the lift arrived. “With just a phone call, they made it happen. They got me a lift and had someone deliver it and set it up.”

With her husband away at work each day and her daughters, now 18 and 21, attending college and university, the lift provides Pauline the means she needs to get out of the house independently – resulting in enhanced quality of life.

“Every initiative, big and small, that we can implement to improve the quality of life of a person with MS has a broader influence on the well-being of our community”

Ontario Division Awards

The purpose of the MS Society of Canada's awards program is to recognize in a formal and public way, outstanding voluntary achievements of chapters, units, individuals, and supportive community organizations. Presented at the Ontario Division fall conference and annual general meeting, these awards

provide an opportunity to identify those in our communities who go above and beyond to support the mission of the MS Society of Canada.

By acknowledging these contributions, we hope to inspire others in the fight against MS and build upon the momentum of 2007.

Award Name	Recipient	Chapter/Unit
Sir David Flavelle Award	Michelle Amerie	
Opal Award	Maureen Baldry	Hamilton Chapter
Citation of Merit		
Fundraising	Bill and Andrea Bates	Southwestern Ontario
Administration	Darlene Charlebois	Simcoe County
Client Services	Lynda Clareance	Stratford-Perth
Education	Dr. P Mandalfino	Waterloo
Public Relations	Barry Bowes	Mississauga
Certificate of Exceptional Achievement		
Business/Corporation	Stephenson's Rental Services	Multiple Chapters
Media	CTV	Multiple Chapters
Chapter/Unit	Annette Urban	Sarnia
Volunteer	Nita Singh and Marion Kelly	York South
Community Group	Canadian Forces Base	Frontenac Lennox and Addington
Young Volunteer	Adam Mitchell and Alec Elliot	Halton
Outstanding Chapter Project Award	Circle of Wellness – A Series for persons with progressive MS	Ottawa
Division Award of Merit-Member	Marie Vaillant	Ottawa
Division Award of Merit-Non Member	Garrett Herman, LOM	
Alistair Fraser Business Partnership	Royal Bank of Canada	



**Sir David Flavelle
Award of Distinction
Michelle Amerie**

Michelle is an incredible ambassador for the MS Society. She inspires hope, courage, admiration and strength in others through her advocacy, volunteerism and leadership. She has been honored by Flare magazine as a Volunteer of the Year, is a member of Women Against MS, and through her own initiative, founded the first ever accessibility committee in Puerto Vallarta in hopes of making it a better place to live and an accessible tourist destination.



**Alistair Fraser Business
Partnership Award
Royal Bank of Canada**

The Alistair Fraser Business Partnership Award was established in 2007 and named in honour of the MS Society's past president and chief executive who served the office with distinction for 25 years. Alistair's strong belief in the importance of business partnerships was the impetus for creating this award. The inaugural recipient is RBC, in recognition of their exceptional commitment in the fight against MS. The Multiple Sclerosis Charity Golf Tournament, hosted by RBC Procurement, has raised \$2.25 million since the event's inception a decade ago. In addition, the RBC Foundation contributes to the MS Society's special assistance program, as well as this year's first-ever Canadian camp for kids and teens with multiple sclerosis. RBC employees are also enthusiastic participants and volunteers at the MS Society's fundraising events.



**Evelyn Opal Award
Maureen Baldry**

This award recognizes Maureen's outstanding commitment and care

of her son Ryan, who was diagnosed with MS at nineteen years of age. A strong advocate for Ryan, Maureen contributes greatly to Ryan's overall quality of life by keeping his schedule full of outside interests like support groups, concerts and cooking classes. Maureen also contributes directly to the Hamilton Chapter by volunteering and fundraising whenever she can and has raised almost \$9,000 for the MS cause.



**Division Award of Merit,
Member
Marie Vaillant**

A strong advocate for MS services, programs and resources, Marie sits as chair on the Ottawa Chapter's board of directors and is a source of leadership and vision to everyone she encounters. Whether guiding people through a self-help group or raising thousands to find a cure for MS, Marie embodies a spirit of optimism and hope in meeting the challenges of MS that make her very worthy of this award.



**Division Award of Merit,
Non-Member
Garrett Herman**

Garrett Herman, chairman and CEO of Loewen, Ondaatje, McCutcheon (LOM) Limited, continues to play an integral role in the MS Society's annual LOM Gala, a black-tie event which has raised over \$2 million since its inception. Garrett is a director for the MS Scientific Research Foundation, which prioritizes and selects MS research projects for funding and he is also involved in the MS Society's first capital campaign. Garrett is a strong advocate for the cause and the MS Society of Canada is proud to have him as a key supporter.

Ontario Board of Directors 2006-2007



Front Row (left to right): Asad Wali; Kathleen Murphy; Tad Brown; Yves Savoie and Linda Lumsden

Second Row: Colin Rickards; John O'Dwyer; Pauline Tardif; Karen Torrie-Racine; John Ellis and Tara Knight

Back Row: Sean Foran; John Clifford; Tom Epp, and Niranjana Vivekanandan

Not in picture: Heidi Charlton; Bill Ebel, and Clifford Sosnow

Ontario Board of Directors 2006-2007

W. G. Tad Brown, Chair	John O'Dwyer, Honorary Treasurer	Bill Ebel, Director	Tara Knight, Director	Karen Torrie- Racine, Director
Tom Epp, Past Chair	John Clifford, Honorary Legal Counsel/Secretary	John Ellis, Director	Colin Rickards, Director	Niranjana Vivekanandan, Director
Kathleen Murphy, Vice-Chair	Heidi Charlton, Director	Sean Foran, Director	Clifford Sosnow, Director	Asad Wali, Director
Linda Lumsden, Vice-Chair		Francesca Guolo, Director*		

*resigned March 2007

Tara Knight



Markham resident **Tara Knight** found her calling to the MS Society through an unlikely source: combing through their financial statements.

“My first interaction with the MS Society was in 2003 when I worked for PricewaterhouseCoopers LLP. At the time, I audited a number of organizations, including the provincial and national offices of the MS Society.”

Inspired by what she saw, Tara joined the Ontario Board in 2006 and further volunteered to sit on the chapter relations and finance committees. She holds a Master of Accounting degree from the University of Waterloo and is currently supervisor of external reporting and pensions for Enbridge Gas Distribution Inc.

Tara’s connection to MS is close and personal: “In high school, my best friend’s mother lived with MS. Just last year, a friend of mine was diagnosed with MS. I have seen first hand how the MS Society helps and I’m proud to be a part of that.”

Appropriately, Tara’s perspective on the direction of Ontario Division begins with a commentary on its finances: “Our fundraising results achieved to date have been incredible and the momentum is just beginning to build. Our fiscal 2008 revenue goal is the most aggressive we have ever set,” she says.

“Through the ongoing dedication of our volunteers and the great generosity of our donors, we are destined to rise to the occasion, bringing us ever closer to ending MS.”

Linda Lumsden



Governing the country’s largest division requires the effort of many individuals working behind-the-scenes. **Linda Lumsden**, a member of the Ontario Division board since 2004, chairs the chapter relations committee, a group dedicated to fostering

positive working relationships between chapters, division staff and the board.

Among the many initiatives Linda and her colleagues have lined up, enhancing communication stands out a key theme for the committee. Using tools and events such as an intranet and the fall conference & AGM, Linda hopes that by improving communication within the division, the entire organization will be strengthened.

“I have seen how well a team of chapter and division players can work together towards a common mission. With us all having the same goal we can accomplish anything,” she says.

The Ottawa resident retired from Bell Canada after 31 years in various management positions. She retired as a vice-president responsible for government lobbying.

Lumsden’s first involvement with the MS Society was in 2000 when she joined the Ottawa Chapter board. It was there that her connection to MS was fostered.

“I was recently widowed and had no personal connection to the disease initially. I met my current husband at the Ottawa chapter board and now have a son-in-law with MS,” she says.

As for the future, Lumsden predicts continued forward movement and growth.

“I have been very impressed with the momentum I have seen in the research area as we march towards a cure for MS. I also believe the planning work underway for a national strategic plan will have us take giant steps in ending MS.”

Multiple Sclerosis Society of Canada, Ontario Division

Financial Summary (unaudited)

Below is an unaudited summary of revenue and expenditures for the year ended August 31, 2007. It combines the activities of chapters and the divisional office. The financial results of Ontario and all other divisions are examined by PricewaterhouseCoopers in order for them to express an audit opinion on the results of MS Canada. A complete copy of the unaudited financial statements for Ontario are included in your delegate package for the 2007 Fall Conference and Annual General Meeting.

	Division	Chapters	2007 Total	2006 Total
REVENUE				
Donations and special fundraising projects (net of related expenditures)	4,095,277	4,277,306	8,372,583	8,443,953
Direct Mail & corporate campaign	1,615,147	–	1,615,147	1,407,421
Grants	(88,204)	642,631	554,427	506,496
Allocations from United Way	–	505,933	505,933	476,057
Investment Income	236,232	142,930	379,162	248,915
Memberships	710	56,367	57,077	54,359
Research campaign	26,563	–	26,563	–
Miscellaneous Income	–	2,002	2,002	5,076
Total Revenue	5,885,725	5,627,169	11,512,894	11,142,277
EXPENDITURES				
Program services				
Funds remitted to National for research	2,640,527	1,537,158	4,177,685	3,577,761
Funds remitted to National for programs and services	541,074	–	541,074	790,971
Funds remitted to National for Research campaign	26,563	–	26,563	–
Client Services	821,302	2,875,778	3,697,080	3,591,323
Public Education	265,464	452,452	717,916	658,483
Chapter Resources	413,680	225,150	638,830	738,562
MS Clinics	629,027	–	629,027	638,960
Government Relations	136,542	22,234	158,776	127,734
	5,474,179	5,112,772	10,586,951	10,123,794
Support services				
Administration	311,528	313,195	624,723	602,364
Fundraising	100,018	31,478	131,496	99,281
	411,546	344,673	756,219	701,645
Total Expenditure	5,885,725	5,457,445	11,343,170	10,825,439
EXCESS OF REVENUE OVER EXPENDITURES FOR THE YEAR	–	169,724	169,724	316,838

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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.



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