



Multiple  
Sclerosis  
Society of  
Canada

Société  
canadienne  
de la sclérose  
en plaques



**Annual Report 2006-2007**  
**Atlantic Division**

## A Message from the Chair



Sylvia MacVey, Chair

We have had a remarkably successful year!

In Fundraising, the Atlantic Division has managed to break more than one record in special events. We have made our largest research contribution of the past few years. Client programs and services have increased the number of people helped by almost 25 per cent. As well, we continue to support our self-help groups and related MS clinics.

Government Relations clearly demonstrated that good leadership, timing and consistency in message can result in real changes to policies that benefit those with MS. Meanwhile, our Governance Committee completed a review and update of our By-Laws and policies.

As if that were not enough, the Board challenged the Division leadership to reflect on its path within the overall MS Society. To that end, the management, Board and staff have been working hard to first, draft, and then, communicate, a strategic vision for the near future. Stay tuned, there is action coming!

The arrival of Yves Savoie, the new, National President & Chief Executive, offered an obvious opportunity to reflect and renew the strategic vision of the entire organization. This fiscal year will see the roll-out of an aggressive and positive vision for the MS Society of Canada.

I want to offer special thanks to the Executive Committee for their advice and support at each step of our journey. Also, thanks to Dena Simon and her team (current and recently departed) all of whom have always been available and happy to educate me in the important matters-at-hand. I can not think of a better team.

Respectfully submitted,

A handwritten signature in black ink that reads "Sylvia MacVey". The signature is written in a cursive, flowing style.

Sylvia MacVey, Chair

### *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.*

## Serving Our Clients

Education is the cornerstone of Client Services. Information about multiple sclerosis remains one of the most highly-valued services of the MS Society of Canada.

There is a steady demand for the Society's extensive list of publications with over 4,700 literature requests and inquiries from clients, family members, students and professionals. Also notable, with 205 attendees, were the education sessions: *Living Well With MS: Medical Research and Hope* (fall & spring) and *Managing MS Pain*.

Client Services' self-help groups now number 35, with continued requests to develop programs in new areas. A successful Self-Help Group Coordinators Workshop was held over two days with coordinators from Nova Scotia and Newfoundland & Labrador. The Self-Help Group Standards and Certification Program is ready for the training phase and will move to the pilot early in 2008. *Journey to Wellness*, has also seen growth as interest builds to expand this program to all Atlantic provinces.

Client Services continues to analyze and monitor expenditures in the Funding Programs. As a result, the Equipment Provision Program maximum amount will increase to \$400.00 per client next year.



Attendees at the Self-Help Group Coordinators Workshop in Halifax

## Breaking Down Barriers

Each year, the Atlantic Division works to improve legislation, policies and practices that affect people with MS. And this year, the results are nothing short of amazing.

In November 2006, the Division's Government Relations team launched a campaign for MS drug cost reimbursement in Newfoundland and Labrador, the only province in Canada without universal coverage.

The campaign was consistent, clever, and generated substantial media coverage. Using significant calendar dates to highlight the issue, the team called attention to the Premier by presenting him with humorous holiday gifts such as a giant heart-shaped cookie on Valentine's Day.

After six months of persistent campaigning, on April 23, 2007, the Government announced a significant expansion to the provincial drug program. Beginning October 31<sup>st</sup>, people with MS in Newfoundland and Labrador can now access the same treatments as every other Canadian with MS.

Atlantic Division's Government Relations team was successful in breaking down barriers for people with MS, as well as, for all people in Newfoundland and Labrador in need of any catastrophic drug.

Looking ahead, assistive devices and mobility aids are a priority for Government Relations. Currently, there is a disparity in the way equipment is funded and delivered in the four Atlantic Provinces. The Society will examine the issue and work to achieve parity with the best equipment programs in the country.



Sean Kirby, Vice-Chair, & Sarah Cowan, Director of Government Relations & Marketing Communications

## A Presence in the Community

Across the four provinces of the Atlantic Division, Chapters are the MS Society's official presence in the community. In this role, they raise funds to support programs and research, host educational events, promote the Society and foster a sense of camaraderie among members through social events. Year after year, Chapters fulfill this mandate beautifully, and 2007 was no exception.

One of the key priorities identified this year, was to raise awareness of the MS Society and of multiple sclerosis. To achieve this goal, provincial representatives were recruited to collect best practices used by Chapters and to collate the information into a user-friendly format.



Nicole Fudge, Chapter President, Burin Peninsula, Newfoundland & Labrador and Dena Simon, President, Atlantic Division

Chapter Presidents were delighted to participate in the strategic planning process, and offered their unique perspectives on the Society and its future. Atlantic Division President, Dena Simon, shared the results by traveling across the Division to unveil the new strategic plan with Chapter members.

With the leadership of Chapter Presidents, and dedication of members and volunteers, communities across the region remain committed to the mission of the MS Society. Thank you for your countless efforts.

## Celebrating Relationships



John Sears, Kinsmen & Tom Maston, Former Chair, Atlantic Division

This year, Kin Canada Atlantic District 7 and the MS Society, Atlantic Division, will celebrate 30 years of partnership.

The partnership began with one man, John Sears. After being diagnosed with MS in the early 70's, he became a member of the Society, and was elected to Chair the Board in 1977. Already an active Kinsmen, John proposed Kin District 7 accept the MS Society as a recipient of their assistance at their Fall Council meeting. The motion was carried, and the rest, as they say, is history.

Since the partnership began in 1978, Kin District 7 has contributed over \$2.3 million to the Atlantic Division and they continue to give. Kin members raise funds, provide leadership at several of our WALK sites, volunteer BBQ skills, donate meeting space, host events, raise awareness and give invaluable support. Words alone cannot express how grateful the Atlantic Division is for the past 30 years of partnership with Kin District 7. Thank you.

### Reid Nicholson Retires

After more than 30 years of volunteer involvement with the MS Society of Canada, Reid Nicholson is retiring.

Reid served in every capacity at the Chapter, Divisional, National and International level of the MS Society. He will be sorely missed, but we know that the cause of MS has been advanced by the important work Reid has done.



# Breaking

# Records

## MS WALK and Bike Tour join forces

## to surpass the million dollar mark!



The SuperCities WALK for MS events achieved record-setting results by raising over a half million dollars with more than 3,500 WALKers in 12 communities across Atlantic Canada. Medavie Blue Cross, second year Presenting Sponsor, also contributed the Top Corporate Team for the region, the Blue Cruisers. The WALK is a critical part of the Society's fundraising efforts.

Atlantic Division's two RONA MS Bike Tour events combined to also surpass the half million dollar threshold for the first time. The 3<sup>rd</sup> annual Sussex to Saint John, NB tour attracted 167 cyclists and raised more than \$100,000. The Windsor to Wolfville, Nova Scotia tour celebrated its 18<sup>th</sup> year with 439 cyclists and raised over \$424,000. Ed Levick, businessman and long-time Kinsman, made Atlantic Division history by contributing the largest single event pledge, over \$13,500 to the NS tour.



Ed Levick, businessman and long-time Kinsman, made Atlantic Division history by contributing the largest single event pledge, over \$13,500 to the NS tour.



TeamMS is made up of smart, enthusiastic people who know they are simply, better together. Bonding as a team, they raise awareness and vital funds in support of the MS Society mission.

This year, TeamMS played a starring role in both WALK and Bike with over 65 per cent of revenue and 70 per cent of participants coming from Teams.

Online fundraising continued to increase at a rapid rate with over \$250,000 raised via the system in 2007 which represents an increase of 89 per cent over 2006.



The MS Carnation Campaign celebrated its 31<sup>st</sup> year with continued success raising over \$140,000. The campaign runs all winter and peaks during MS Awareness Month ending on Mother's Day.



The MS Christmas Cake Campaign has become a holiday tradition thanks to the hardwork of many dedicated volunteers who play a significant role in the campaign each year. The 2006 Campaign showed outstanding results with over \$163,000.



Movie Night for MS raised \$13,500 and Third Party Events set another Atlantic Division record by raising over \$31,000.



# Thank you for your Generosity

## Divisional Partners

Kin Canada Atlantic District 7  
Purolator Courier Ltd.  
Premiere Van Lines

## Major Gifts

Individuals and Corporations

### \$10,000 to \$25,000

Biogen Idec Canada Inc.  
EL-AL Realty Company Ltd.  
Estate of Margaret Evelyn Burchell

### \$5,000 to \$7,499

AstraZeneca Canada Inc.	Gordon Butler Trust
Bayer Healthcare Inc.	ING Real Estate
Estate of Evelyn Rogers	Pfizer Canada
Estate of Ruby May Weeks	Stanley Richards
Estate of Wendy Horton	

### \$2,500 to \$4,999

AskLesley.com  
TEVA Neuroscience

### \$1,000 to \$2,499

Alex Ritchie	King's Mutual Insurance
Annie Stailing	Company
Donna Gillis	KPMG
Dorothy Corrigan	Nova Agri Inc.
EMD Serono Canada Inc.	Nova Scotia Power/Emera
Ernst & Young	Pathways Consulting Inc.
Estate of Wilfred O. Barbour	United Commercial Travelers
IOOF Lodge, Wolfville	of America

# Partners • Major Donors • Sponsors

## RONA MS Bike Tour

### National Title Sponsor

RONA

### National Sponsors

Brinks Inc.  
Atlas Canada  
Yahoo Canada  
Sugoi Performance Apparel  
Pedal Magazine

### Presenting Media Sponsors

Q104 FM  
The Wave 97.3 FM  
CHSJ Country 94.1 FM

### Tour Sponsors

Purolator Courier Ltd.  
Premiere Van Lines  
Empire Theatres Ltd.  
G. E. Barbour Inc.  
Cyclesmith

### Supporting Sponsors

Nova Trophy  
Air Canada Jazz  
Canadian Ski Patrol  
Halifax Amateur Radio Club  
Local Amateur Radio Club  
Darlings Island Bike Shop  
Canon  
H2U Distributors Limited &  
Millennium Mist Springs  
Culligan  
Cascades Day Spa  
Inn On The Cove & Spa  
McBurney Pools & Spas

### Movie Night for MS

Empire Theatres Ltd.

## Super Cities WALK for MS

### Presenting Sponsor

Medavie Blue Cross

### National Sponsors

Brinks Inc.  
Student Works Painting  
Yahoo Canada  
Flare Magazine

### Regional Sponsors

Purolator Courier Ltd.  
Premiere Van Lines  
Kin Canada Atlantic District 7  
RBC Financial Group  
Tim Hortons

### WALK Sponsors

Scotsburn Dairy Group  
Subway

### Media Sponsors

KOOL 96.5  
VOCM  
XFM 98.9  
Ocean 100 & K-Rock 105.5  
FRED FM  
C103 & XL 96.9  
CKEC  
The Wave 97.3 FM  
CHSJ Country 94.1 FM  
Cape Breton Radio  
Big Dog 100.9 & Cat Country 99.5  
CJLS  
The Telegram  
The Western Star  
The Daily Gleaner  
The Times & Transcript  
The News  
Cape Breton Post  
Truro Daily News  
The A&G TransAction  
The Yarmouth Vanguard

# A Balanced Approach

## Treasurer's Report

It gives me great pleasure to present the 2007 financial results for the Atlantic Division of the Multiple Sclerosis Society of Canada.

This year, revenues from donations and special fundraising projects increased nine per cent over 2006. We raised over \$1,000,000 in the combined WALK and Bike Tour events for the first time ever. These records can only be achieved through the hard work and dedication of our volunteers, participants, donors and staff.

This year, the Division made another significant contribution to national research programs and continues to fund a successful equipment program for clients within the Division. This continues in the spirit of the balanced spending approach we strive to achieve between research and client services expenditures.

The Division moves into 2008 on a solid financial foundation, allowing us to build and improve our programs and services and bring hope for tomorrow to people who live with MS every day.

Respectfully submitted,



Chris Bourque, Treasurer  
Atlantic Division Board of Directors

# Balance Sheet

## As at August 31, 2007

	2007 \$ (unaudited)	2006 \$ (unaudited)
<b>Assets</b>		
<b>Current assets</b>		
Cash	370,928	526,075
Investments	400,000	-
Accounts receivable	82,722	121,766
Due from the National Office	18,121	21,384
Prepaid expenses and supplies	10,878	29,210
	<u>882,649</u>	<u>698,435</u>
<b>Capital assets</b>	<u>10,822</u>	<u>19,011</u>
	<u>893,471</u>	<u>717,446</u>
<b>Liabilities</b>		
<b>Current liabilities</b>		
Accounts payable and accrued liabilities	92,776	87,038
Due to the National Office	304,814	134,509
Deferred revenue	9,787	9,805
	<u>407,377</u>	<u>231,352</u>
<b>Net assets</b>		
Invested in capital assets	10,822	19,011
Unrestricted	475,272	467,083
	<u>486,094</u>	<u>486,094</u>
	<u>893,471</u>	<u>717,446</u>

Approved by the Board of Directors



Director



Director

# Statement of Revenues and Expenditures and Changes in Net Assets

For the year ended August 31, 2007

	2007 \$ (unaudited)	2006 \$ (unaudited)
<b>Revenues</b>		
Donations and special fundraising projects (net)	756,128	635,180
Direct mail	232,009	228,509
Service group support	53,694	58,656
Grants	37,000	47,631
Allocations from United Way	10,373	8,830
Investment income	16,563	9,526
Memberships	1,695	2,520
	<hr/> 1,107,462	<hr/> 990,852
<b>Expenditures</b>		
Program services		
Funds remitted to National Office for research	451,844	230,087
Funds remitted to National Office for programs and services	77,723	128,422
Client services	249,438	274,279
Volunteer services	84,275	99,420
Public education	41,380	29,433
Social action	71,191	56,341
	<hr/> 975,851	<hr/> 817,982
Support services		
Administration	125,429	139,267
Fundraising	6,182	2,795
	<hr/> 1,107,462	<hr/> 960,044
<b>Excess of revenues over expenditures for the year</b>	-	30,808
<b>Unrestricted net assets – Beginning of year</b>	<hr/> 486,094	<hr/> 455,286
<b>Unrestricted net assets – End of year</b>	<hr/> 486,094	<hr/> 486,094

# Leading the Way

## Board of Directors

### Executive

Sylvia MacVey, Chair  
Sean Kirby, Vice-Chair  
Charles J. Ford, Secretary &  
Legal Counsel  
Chris Bourque, Treasurer  
Dr. Ed Pineau, Past Chair  
Scott Gillis, Chair Client  
Services Committee

### Members-At-Large

Cecilia Dennis  
Catherine Edward  
Sean FitzGerald  
Donna Gillis  
Joan MacKinnon  
Doug Ross

### Honourary Members

Mike Kennedy  
Kevin Stewart, Kin Canada  
Brian Cooper, Kin Canada

## Staff

### President

Dena Simon

### Directors

Sarah Cowan  
Tim Dunlop  
Monica Jordan  
Sandra MacLean (interim)  
Lucy Sagar  
Peter Van Harmelen

### Managers

Starr Amey  
Jessesar MacNeil

### Coordinators

Marie DeBaie  
Tanya LeClair  
Vanessa Linehan  
Emily Murray

### Administrator

Ann Thouless



71 Ilsley Ave., Unit 12  
Dartmouth, Nova Scotia  
B3B 1L5

Tel: 902.468.8230

Fax: 902.468.5328

Toll-Free 1.800.268.7582

Email: [info.atlantic@mssociety.ca](mailto:info.atlantic@mssociety.ca)

[www.mssociety.ca](http://www.mssociety.ca)

Charitable Registration # 107746174 RR003