



**Dr. Ed Pineau
Chair**

Chair's Report

As we approach the end of the 2004-2005 cycle we can take pride in some exceptional achievements.

- On the revenue side, our Super Cities Walks for MS raised more money in 2005 than ever before. We also had a successful inaugural RONA MS Bike Tour in New Brunswick this year and intend to expand both events in the coming year.

- Our two major campaigns – Carnations and Cakes have delivered great results once again. These two programs contribute close to \$300,000 to our revenue and represent important ways through which we not only raise funds but also raise awareness of MS in communities throughout the region.

- Education, funding and information and referral services combine each year to form the basis of services we provide to our clients. Our Equipment Provision Program and Special Assistance Programs have now become well known and the demand for support continues to grow each year. New protocols will be implemented for 2005-2006 that will allow the organization to better manage the increasing demands of the Funding Program.

- Government Relations continues to be a top priority, with the Division focusing its attention on one issue in each provincial jurisdiction so that we can rally the grass roots members around a common focal point. Disability support programs in the Maritime Provinces and drug cost assistance in Newfoundland & Labrador continue to be our major areas of focus.

- Chapters and Self-Help Group networks continue to expand with new chapters in Fredericton, NB and Burin Peninsula, NL, and a new chapter about to emerge in Saint John, NB. The need for strong coordination and open communication cannot be overstated. "Chapter Chatter" is proving to be a well received newsletter through which chapters can share their successes and learn from each other.

- At the Divisional level a detailed business plan has been developed to provide direction to grow our resources. This process began in February and involved considerable effort by staff and Board Committees.

It has been my pleasure to serve as Chair of the Board for the past year. The Atlantic Division has transitioned both internally and externally to new heights. The internal team is dynamic, focused and dedicated. The external community is responding to our case for support in ever increasing numbers. On behalf of all members of the Board of Directors I want to thank each and every one who helps in the fight against MS.

Respectfully submitted,
Ed Pineau

Client Services

This past year the Client Services Department focused their attention on education, awareness and support.

Two full-day conferences centered on **Moving Forward with MS** and four Community Education Sessions highlighting **Current Research in Canada: Present and Future Therapies**, were attended by over 300 people and enjoyed by all. In conjunction with the education sessions, our front line services offered through our 1-800 line responded to 1,645 inquires and 2,275 literature requests.

The Equipment Provision Program continues to be one of our core services to those living with MS in Atlantic Canada and, together with the Special Assistance Program, was able to provide funding assistance to 289 clients.

In partnership with the Dalhousie Research Unit, QEII Centre of Clinical Research, our Newly Diagnosed Packages were updated with the addition of a new manual available in print and CDROM: **What you need to know about Multiple Sclerosis; Information for those newly diagnosed.**

And, through the support and commitment of our volunteers we have 30 Self Help Groups operating in various locations throughout the Atlantic Region.

Chapter Resources

Chapter Resources Goals:

- To actively engage Chapters in MS Society activities: fundraising, education, awareness, and advocacy.
- To develop new Chapters in areas where we don't currently have strong community representation.

In 2004-2005, Atlantic Canada Chapter Presidents held bi-monthly teleconference calls to share information and best practices. In April 2005, we were fortunate to meet face-to-face at the **2nd Chapter Presidents' Meeting**. The meeting served to strengthen the connections between Chapters and provided a solid base of information about the MS Society of Canada, and an update on the Atlantic Division. 2004-2005 has certainly set the stage for ongoing learning opportunities.

Our Chapter Network continues to grow to better serve communities around Atlantic Canada. During the past year we welcomed **Fredericton, NB** and **Burin Peninsula, NL** to our Chapter Network.

Development Report

The number of corporate partners supporting the MS Society continues to grow, providing significant investment in cash and in-kind support. We were pleased to recognize the important contribution of our corporate partners at our second annual Corporate Breakfast in April 2005.

We created a new sponsorship category called **Divisional Partners** in order to recognize the significant contribution of long time supporters Purolator, Premiere Van Lines and Kin Canada.

We welcomed many **new sponsors** for our Super Cities WALK for MS - J.D. Irving Ltd as Presenting Sponsor, Subway (St. John's WALK) and KOOL 96.5 FM (Halifax WALK). Office Interiors Group and Culligan joined our RONA MS Bike Tours, and many new sponsors supported our first RONA MS Bike Tour in New Brunswick – Saint John Energy, Barbours, Air Canada Jazz, Darlings Island Bike Shop and Inn on the Cove.

A big thank you to our many returning sponsors whose continued commitment to the MS Society is key to our success each year. And to our media partners - thank you for spreading the word and raising awareness for our fundraising events throughout the region.

We also recognize TEVA Neuroscience, Biogen Idec, Serono and Berlex for their continued support of the Atlantic Division of the MS Society and on a national level.



RONA MS Bike Tour participant Roy Pattison raises both funds and awareness with his unique license plate that reads "Bike MS".

The MS Society of Canada, Atlantic Division, recognizes the generous commitment of the following donors:

\$10,000 - \$24,000
Serono

\$5,000 - \$9,999
RBC Foundation • Estate of Gordon Butler

\$1,000 - \$4,999
Ed Pineau • Biogen Idec • Lou Maroun •
Kings Mutual Insurance Company • Gaylan Ritchie

Government Relations

The Atlantic Division's Government Relations Ad Hoc Committee continues bring MS issues forward to government representatives in all four Atlantic Provinces.

The Highlights. In Nova Scotia, representatives of the Atlantic Division participated in the Department of Health's Continuing Care Strategic Framework Planning Session; in New Brunswick, the Government Relations Committee provided a written submission to the Department of Family & Community Services during their pre-budget consultations; the GR Committee continues to correspond with the Minister of Health & Social Services in Newfoundland & Labrador concerning MS drug cost reimbursement; and we've welcomed a new Committee member to assist us in identifying and setting priorities in Prince Edward Island.

Together. Strong. Working together makes us stronger. Members and volunteers in New Brunswick and Nova Scotia have responded to our "Equipment Provision Program Advocacy Package" with overwhelming enthusiasm.

It is this kind of participation that will make a difference in the lives of people affected by MS.

Communications

This past year, the Atlantic Division reached more people than ever about the importance of supporting the fight against MS.

- Produced 3 times a year, our Division Newsletter **MS Atlantic**, updates our members and supporters on activities of the MS Society and advances made by researchers in Canada and around the world.

- Increased media awareness and more frequent media inquiries on all subjects related to multiple sclerosis indicate that the media look to the MS Society of Canada as their most accurate source for information.

- Projects such as the "Living with MS" Artists Greeting Cards, MS Awareness Month activities and the MS Society Awards Program increase the profile of the MS Society of Canada by showcasing the talent and dedication of our extraordinary members and volunteers.

Working together, communications staff and volunteers continue to deliver clear and consistent information about multiple sclerosis for our clients, the public and the media.

Treasurer's Report

It gives me great pleasure to report on another successful year for the Atlantic Division of the Multiple Sclerosis Society of Canada.

In particular, we can look at the success of our various fundraising projects where we experienced a 9% increase over last year. The efforts of our volunteers, donors, and staff enabled the Division to raise over \$1.1 million in that area and we believe we have the momentum through the addition of additional sites to build on this success.

During the year the society broadened its support base and increased participant levels by adding new Super Cities WALKs in Charlottetown, PEI and in Sydney, Nova Scotia. As well, a new RONA MS Bike Tour took place in New Brunswick.

The Division remains committed to broadening its support base and has accepted the recommendations of the Revenue Generation Task Force. These recommendations will result in the progressive addition of seven new Super Cities WALKs by 2008, two new RONA MS Bike Tours and a commitment to grow our revenues in the Christmas Cake and Carnation Campaigns.

The money raised through our fund raising events allowed the Division to fund a successful equipment provision program this year. The Division was also able to contribute significantly to research due to funds raised in the Atlantic region through the national direct mail campaign. Other funds were directed towards the building of strong Chapter and Self-Help Group networks as well strategic advocacy programs, which help raise awareness for the need to change public policies affecting people who live with MS and their families.

The Division moves forward into 2006 on a sound financial position allowing us to achieve 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.**

Respectfully submitted,

Mike Haley, Treasurer
Atlantic Division Board of Directors

Balance Sheet		
As at August 31, 2005		
	2005 \$ (unaudited)	2004 \$ (unaudited)
Assets		
Current assets		
Cash	425,635	510,468
Accounts receivable	78,909	66,984
Due from the National Office	33,139	29,182
Prepaid expenses and supplies	21,889	22,612
	559,572	629,246
Capital assets (note 2)		
	11,398	16,555
	570,970	645,801
Liabilities		
Current liabilities		
Accounts payable and accrued liabilities	76,297	95,688
Due to the National Office	36,147	84,147
Deferred revenue	3,240	10,680
	115,684	190,515
Net assets		
Invested in capital assets	11,398	16,555
Unrestricted	443,888	438,731
	455,286	455,286
	570,970	645,801

On behalf of the Board: *Edwin Pineau*
Dr. Ed Pineau, Chair

Statement of Revenues and Expenditures and Changes in Net Assets
For the year ended August 31, 2005

	2005 \$ (unaudited)	2004 \$ (unaudited)
Revenues		
Donations and special fund-raising projects (note 3)	519,168	646,487
Direct mail and Corporate Campaign	229,583	251,000
Service group support	47,128	50,889
Grants	31,980	22,730
Allocations from United Way	10,118	9,578
Investment income	7,806	12,347
Memberships	3,350	2,490
	849,133	995,521
Expenditures		
Program services		
Funds remitted to National Office for research (note 4)	123,897	253,357
Funds remitted to National Office for programs and services	136,831	150,600
Client services	281,933	309,100
Volunteer services	102,529	85,290
Public education	29,474	30,794
Social action	53,245	50,534
	727,909	879,675
Support services		
Administration	114,447	126,311
Fund-raising	6,777	6,535
	849,133	1,012,521
Excess (deficiency) of revenues over expenditures for the year	-	(17,000)
Unrestricted net assets – Beginning of year	455,286	530,929
	455,286	513,929
Transfer of net assets to National Office for research	-	(58,643)
Unrestricted net assets – End of year	455,286	455,286

Board of Directors 2004-2005

Executive

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Sylvia MacVey, Vice Chair
Mike Haley, Treasurer
Sean Kirby, Secretary
Doug Ross, Past Chair

Honourary Members

Reid Nicholson
Mike Kennedy
Barb Reynolds, Kin Canada
Dean Keats, Kin Canada

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Scott Gillis
Paul Kent
Lillian Ouellette
Jackie Williams-Connolly
Paul Magee
Chris Bourque
Joan MacKinnon
Jennifer Goddard
Jim Mills

Fund Raising

It was another record breaking year for Atlantic Division fund raising events.

The **Super Cities WALKs for MS** surpassed all expectations raising over \$438,000 with 4,119 WALKers across Atlantic Canada! The addition of 2 new SCW sites – Charlottetown and Sydney – brought the total to 11 WALK sites in 2005.

The first inaugural **RONA MS Bike Tour** in New Brunswick raised over \$49,000 with 93 enthusiastic participants cycling the scenic route from Sussex to Saint John. The Nova Scotia **RONA MS Bike Tour**

celebrated its 16th Anniversary and raised over \$274,000 with 385 cyclists.

Once again, the Atlantic Division had one of the highest **TeamMS** participation rates in the country. Over 65% of WALKers and 70% of cyclists participated as a member of either a corporate team or family & friends team.

Movie Night for MS raised over \$15,000 – the largest amount ever; the **MS Christmas Cake Campaign** raised over \$142,000; and the **MS Carnation Campaign** raised over \$137,000, with two new Chapters participating.

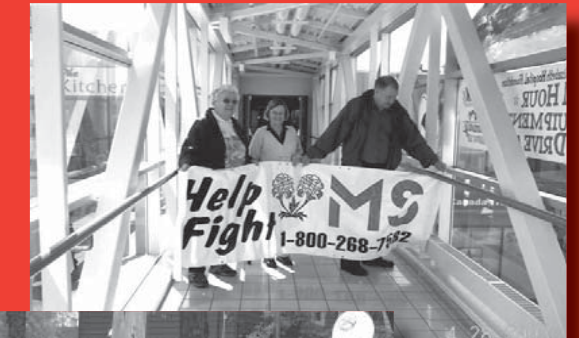


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Annual Report 2004-2005



Atlantic Division

