



Annual Report  
2002-2003

# Investing In Our Vision



Living Our Values



# Locations

## Central Region

416-425-3463  
1-800-263-3463

Serving the districts & municipalities of:

*Toronto*  
*York*  
*Peterborough*  
*Northumberland*  
*Durham*  
*Victoria*  
*Haliburton*

## East Region

613-549-4141  
1-877-695-7999

Serving the districts & municipalities of:

*Frontenac*  
*Hastings*  
*Lennox & Addington*  
*Prince Edward*  
*Leeds & Grenville*  
*Lanark*  
*Ottawa/Carleton*  
*Prescott*  
*Russell*  
*Stormont/Dundas*  
*Glengarry*  
*Renfrew*

## North East Region

705-674-3377  
1-877-705-7854

Serving the districts & municipalities of:

*Algoma*  
*Manitoulin*  
*Parry Sound*  
*Sudbury*  
*Cochrane*  
*Temiscaming*  
*Nipissing*

## North West Region

807-345-6595  
1-800-335-0715

Serving the districts & municipalities of:

*Kenora*  
*Rainy River*  
*Thunder Bay*

## South Region

905-687-8484  
1-800-263-4742

Serving the districts & municipalities of:

*Niagara*  
*Haldimand*  
*Norfolk*

## South Central Region

905-528-9432  
1-877-751-9416

Serving the districts & municipalities of:

*Hamilton/Wentworth*  
*Brant*  
*Halton*

## South West Region

519-642-3999  
1-866-496-8603

Serving the districts & municipalities of:

*Elgin*  
*Oxford*  
*Kent*  
*Middlesex*  
*Lambton*  
*Essex*  
*Huron*  
*Perth*

## West Central Region

905-607-3463  
1-877-427-6990

Serving the districts & municipalities of:

*Peel*  
*Waterloo*  
*Bruce*  
*Grey*  
*Wellington*  
*Dufferin*  
*Simcoe*  
*Muskoka*

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## Provincial Office

10 Overlea Boulevard  
Toronto, Ontario M4H 1A4  
416-425-DIME (3463)  
1-800-263-DIME (3463)  
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# Our Vision and Values

## Vision

To create a society inclusive of people with physical disabilities.

## Mission

To maximize the independence, personal empowerment and community participation of people with physical disabilities.

## Core Values

**To our Consumers:** To provide solutions, through service, advocacy and research, which further equal opportunity, self-sufficiency, dignity and quality of life.

**To our Employees:** To create an environment that nurtures, recognizes and rewards excellence.

**To the Community:** To demonstrate leadership through innovation and initiative.

**To our Stakeholders:** To be accountable and responsible as financial stewards, quality service providers and advocates for our constituents.

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*With recent advances made in print technology, no additional costs were incurred printing this report in 4-colour.*



Ontario March of Dimes is a general member of the Easter Seals-March of Dimes National Council

# Message from the Chair



*We are able to provide outstanding programs and services that enhance independence...*

Throughout the past year, Ontario March of Dimes continued to invest in its vision by providing many successful programs and services. We've come a long way since the efforts of Marching Mothers®, who "marched" door-to-door collecting dimes. With the discovery of the Salk vaccine to prevent polio, our organization had fulfilled its initial mandate.

Over the past many decades, our attention has focused on serving people with a wide range of physical disabilities such as multiple sclerosis, stroke, acquired brain injury, cerebral palsy and post-polio syndrome. While there are a few new biomedical breakthrough cures to help with these conditions, we are able to provide outstanding programs and services that enhance independence and quality of life, both throughout Ontario, and now nationally, in the case of Polio Canada®.

In 2002-2003, the management and Board of Directors continued its efforts to instill all the elements of good corporate governance in the practices of Ontario March of Dimes. Through the efforts of an extraordinarily dedicated task force of management and volunteers, we explored the techniques and practices of risk management and developed a risk awareness, policy assessment and management of risk framework. The Board adopted a new privacy policy protocol, and reaffirmed our commitment to the Code of Fundraising Ethics and Accountability.

To achieve this year's successes, however, has required the generosity, loyalty, support and hard work of an army of volunteers and sponsors covering a myriad of responsibilities and tasks. I thank them all, and on your behalf, extend special thanks to the members of the board, its committees and task forces, for their counsel, dedication and integrity.

This has been a challenging year, as we have continued to meet the new practices and competitive forces that are quickly impacting the not-for-profit world. These have called for, and we have received, extra efforts and sacrifices from everyone.

It is with this in mind that, on behalf of the Board, I thank Andria Spindel and the entire remarkable team of senior management and staff of Ontario March of Dimes for their unstinting efforts in the service of people with physical disabilities.

A handwritten signature in blue ink, reading "David Meynell". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

David Meynell, Q.C.  
Chair of the Board

# Message from the President and CEO



*Our service options grew with the help of several partners.*

It was a year of challenges, and Ontario March of Dimes' innovation and staff dedication were paramount factors in our success. In spite of limited resources, no increase in fundraising revenues, and extensive competition in proprietary fee-for-services, Ontario March of Dimes did phenomenal work - "living our values, embracing our vision."

Management completely analyzed the trends and outcomes of our Independent Living Program, grew our Endowment Fund, completed all aspects of our accounting and case tracking system conversions, and completed Operational Review Documentation, then pilot-tested it in East Region.

Our service options grew with the help of several partners. Last summer, we developed a significant partnership with Transamerica Life Canada to deliver Conductive Education®. In March, we introduced Polio Canada® through our national organization, Rehabilitation Foundation for Disabled Persons Canada, a registered charity with a significant board of dedicated volunteers. By the spring of 2003, we were ready to announce the formation of the Stroke Recovery Network®, with the support of Green Shield Canada and The Ontario Trillium Foundation.

Despite the tough economy, our level of consumer service remained largely unchanged from the previous year. In total, 1.15 million hours of service were provided directly to more than 23,000 program participants in 2002-2003. Reduction, however, was experienced in Assistive Devices Program expenditures, but a new, centralized call centre will help improve efficiency. Our major goal in 2003-2004 is to increase the commitment of resources with the help of our sponsors and donors, our volunteer Marching Mothers® and others.

Ontario March of Dimes Non Profit Housing Corporation, in cooperation with several community agency partners and the Ministry of Health, expanded supportive housing options in Toronto and Sarnia. P.A.C.E.® (Positive Action for Conductive Education®), now under the stewardship of Ontario March of Dimes, offered more service to children than in any prior year. With financial assistance from TD Bank Financial Group; CitiFinancial; Ministry of Community, Family and Children's Services; and Transamerica Life Canada, we have expanded Conductive Education® to serve preschool and school age children, thus fulfilling the growing need for this program to enhance mobility and independence.

I extend much appreciation to our staff and volunteers, donors, sponsors, partners and government funders for helping us create a society inclusive of people with physical disabilities.

Andria N. Spindel  
President and CEO

# Programs and Services

## PROGRAMS/SERVICES INCLUDE:

- Assistive Devices Program (ADP)
- Home and Vehicle Modification Program (HVMP)
- Recycled Rental Equipment Program (RREP)
- DesignAbility® Program
- Barrier-Free Design Consultation
- Northern Medical Clinics

**AccessAbility® Services** provide people with physical disabilities greater independence by improving individual mobility and increasing community accessibility.

## Highlights

- The organization launched a new centralized intake centre for the Assistive Devices Program, designed to better direct people through the process of acquiring mobility aids. This one-stop intake centre has freed up time for regional Assistive Devices Administrators to find additional funding for the assistive devices that people need.
- In addition to designing a myriad of new and modified products that assist people with physical disabilities, the DesignAbility® Program created and produced an innovative product with mass appeal. The **AccessAbility® Table** is a universal picnic table designed to increase accessibility and community participation for all Ontarians. We are hoping to have these tables in parks and community settings across the province.
- The number of consumers served through our Recycled Rental Equipment Program grew 39 per cent, assisting 838 consumers. Similarly, the number of devices rented rose to 1,251 from 1,107, representing a 13 per cent increase.
- The Home and Vehicle Modification Program (HVMP) provided over \$2.2 million in grants to 326 people, more than in any other previous year.
- In total, AccessAbility® Services supported 4,752 consumers, providing assistance valued at \$6.2 million.



## PROGRAMS/SERVICES INCLUDE:

- Assessment Services
- Return to Work Services
- Job Placement Services
- Supported Employment Services
- Discovery® Job Skills Training
- Online Job Counselling

 Ontario  
Ministry of Community,  
Family and Children's Services

 Workplace Safety &  
Insurance Board  
 Commission de la sécurité  
professionnelle et de l'assurance  
contre les accidents du travail

**Employment Services** assist people with disabilities in preparing for work, overcoming employment barriers, and returning to the workforce.

### Highlights

- Our North East Region launched the Practice Firm – Superior Holiday Adventures in Sault Ste. Marie. This new employment service helps unemployed individuals with physical disabilities gain meaningful employment through a combination of practical work experience and active job seeking. Participants take part in re-created activities, which teach them the skills needed to succeed in the business world.
- In Central Region, Ontario March of Dimes partnered with a group of leading corporations, community service providers and the Ontario government, to create Strategic Employment Solutions (SES) – a one-stop job placement hub for people with disabilities. SES-trained job developers worked with employers to create employment opportunities for more than 200 people with disabilities. In turn, SES matched job-ready candidates with compatible positions, using sophisticated data collection and analysis to identify and develop employment opportunities.
- South Central Region secured funding from the Ontario Disability Support Program (ODSP) for an innovative project – Community Employment Advocate Alliance. This joint venture between Goodwill, The Amity Group, The Marty Karl Centre (Mission Services of Hamilton, Inc.) and Ontario March of Dimes will provide a community advocate for one year to market the services provided to ODSP consumers by all partner agencies.
- In total, 5,716 people were served through Employment Services across the province, providing \$16.5 million in service.

## PROGRAMS/SERVICES INCLUDE:

- Attendant Services: Outreach Services, Supportive Housing Services, Respite Services
- Acquired Brain Injury (ABI) Services

**Independent Living Services** enable adults with physical disabilities and/or acquired brain injuries to live independently in their own places of residence through a variety of non-medical community-based services.

### Highlights

- Ontario March of Dimes continued service to 2,009 consumers, up 15 per cent from last year.
- Attendant Services and ABI Services provided approximately 850,000 hours of direct service to consumers.

 Ontario  
Ministry of Health and  
Long-Term Care

**PROGRAMS/SERVICES  
INCLUDE:**

- Early Years Program (0-6 years)
- Summer Camp Program (seven sites)
- School Years Program
- Adult Program

**Conductive Education®** is an innovative learning system that teaches people with physical disabilities to become more mobile and independent. Participants are motivated to develop problem-solving skills and improve body control, developing their own practical solutions for activities of daily living. Ontario March of Dimes administers the children's program, through, and on behalf of, an independent charitable organization – P.A.C.E.® (Positive Action for Conductive Education®).

**Highlights**

- The Conductive Education® (CE) Program received a \$37,675 grant from CitiFinancial to help finance two, ten-week Early Years Programs in Ottawa for children with physical disabilities. The Minto Group and the Ministry of Community, Family and Children's Services also provided support.
- For a third consecutive year, TD Bank Financial Group committed \$25,000 to fund the administration of CE children's programs across Ontario.
- The second Canadian Conductor graduated from the University of Wolverhampton, UK, in 2002-2003 and will now work full-time in the program.



EJLB Foundation



**Transamerica Life Canada**

Ontario March of Dimes is a beneficiary of Transamerica's Drive For Life Golf Tournament for three consecutive years. The life insurance company will give more than \$700,000 to the organization, representing the largest corporate gift in Ontario March of Dimes' 52-year history. The proceeds will be used to fund Conductor training, service and the development of CE in Canada.

**About Transamerica Life Canada**

Transamerica Life Canada is a market leader in the sale of individual life insurance and segregated funds. Through a national network of 18,000 independent advisors, Transamerica Life Canada helps Canadians meet their financial goals and preserve their wealth through innovative financial products and services.

Transamerica Life Canada is part of AEGON Canada, a wealth management solutions provider headquartered in Toronto, and is a member of the AEGON Group, a leading international financial services group. In 2002 Transamerica Life Canada earned more than CDN \$560 million in gross life insurance premium income and recorded over CDN \$7 billion in assets under management. Transamerica is committed to charitable giving through its **in the spirit of hope** program and is recognized as an "imagine" company for dedicating 1 per cent of pre-tax earnings to charitable causes in support of health and wellness initiatives.

L.R: **Andria Spindel**, OMOD President & CEO; **Leslie Nielsen**, OMOD Honorary Campaign Chair; **Catriona LeMay Doan**, two-time Olympic gold medalist, AEGON Canada and Transamerica's *in the spirit of hope* spokesperson; and **George Foegele**, President & CEO, Transamerica Life Canada and AEGON Canada.





## PROGRAMS/SERVICES INCLUDE:

- Polio Survivors Registry
- Health Care Professionals Registry
- Research, publication and distribution of information
- Conferences and workshops for individual chapter leaders and health care professionals



The leaders of the global health community came together to launch Polio Canada®.

L.R: **Wilfrid Wilkinson**, Rotary Foundation Trustee; **Dr. Bruce Aylward**, Coordinator, Polio Education Initiative; **Andria Spindel**, OMOD President & CEO; **Mark Golding**, Chair, OMOD Presidents' Advisory Council; and **Mark Lievonen**, President, Aventis Pasteur Ltd.

**Post-Polio Program** increases awareness of post-polio syndrome (PPS) among polio survivors and health care professionals, and provides peer support services to chapters of polio survivors and their caregivers.

### Highlights

- In August 2002, Ontario March of Dimes (OMOD) hosted its annual Ontario Chapter Leaders Training Conference at Brock University in St. Catharines to train post-polio chapter representatives, from across Ontario, in strategies for promoting the services of the Post-Polio Program. Representatives came to share their ideas and experiences, and to develop their knowledge of community outreach.
- After 20 years as a leader in post-polio education and services, OMOD launched Polio Canada® and its National Polio Survivors Network. The new initiative, operated by OMOD, is a national service of a new national corporation, the Rehabilitation Foundation for Disabled Persons, Canada. As part of Polio Awareness Month in March, the World Health Organization, UNICEF and Rotary International came together to raise awareness for polio and PPS at a photographic exhibition, *The End of Polio: A Global Effort to End a Disease*, an event hosted in Toronto by Aventis Pasteur to launch Polio Canada®. The exhibit featured the work of renowned Brazilian photographer, Sebastião Salgado, through 40 black and white photos that captured the polio eradication and rehabilitation efforts in the Democratic Republic of the Congo, India, Pakistan, Somalia and Sudan.



Human Resources  
Development Canada

Development des  
ressources humaines Canada



## PROGRAMS/SERVICES INCLUDE:

- The Stroke Registry
- Peer Support Chapters
- Caregiver Support
- Information Services
- Stroke Recovery Research

**Stroke Recovery Network®** provides post-recovery support, education and research to stroke survivors, their families and health care providers. This new program was launched in 2002-2003 as part of our expanded Peer Support Services.

### Highlights

- Seventeen chapter members of the former Stroke Recovery Association of Ontario (SRAO) negotiated agreements to join the new Ontario March of Dimes Stroke Recovery Network® (SRN).
- Ontario March of Dimes received funding from Green Shield Canada, the former SRAO and The Ontario Trillium Foundation to establish the SRN and assist in meeting our objectives.
- Promotion of the stroke survivor and health care registries began in earnest in September 2002, with the addition of an SRN coordinator.



**PROGRAMS/SERVICES  
INCLUDE:**

- Befriending® Program
- Summer and Winter Holiday Programs
- Out Trips and Social Clubs
- Arts and Leisure Programs

## *Recreation and Integration Services*

enhance the quality of life for people with physical disabilities through recreation activities, friendship opportunities and social integration.

### Highlights

- Recreation and Integration Services continued to look for new ways to empower people with physical disabilities this past fiscal year. The program held its first ever Independence Community Empowerment (I.C.E.) Conference - a three-day event held in Orillia in April, to give people who use augmentative communication devices a forum to voice their opinions. More than 100 participants attended, including consumers, professionals, family members and OMOD staff.
- Ontario March of Dimes (OMOD) assisted in the organization of A Very Special Quest, a community program organized by Creative Spirit Art Centre and A Very Special Arts Ontario, promoting artists with disabilities.

- In another joint effort, OMOD partnered with several other community groups to help people with physical disabilities learn to swim at a designated City of Toronto pool.



- Recreation and Integration Services provided programming to 635 consumers in 2002-2003, up 40 per cent from 453 consumers the previous year.
- The Befriending® Program experienced a 36 per cent growth, facilitating 150 matches, up from 110 the prior year.
- The Winter and Summer Holiday Programs were both a success. In total, 170 people benefited from the program.

**PROGRAMS/SERVICES  
INCLUDE:**

- Government & Corporate Relations
- Information Services

## *Information & Advocacy*

**Government & Corporate Relations** promotes public policy initiatives through education and advocacy and stewards corporate partnerships. The program also acts as a resource to staff, volunteers and supporters to keep them informed about the latest initiatives that affect people with disabilities.

### Highlights

- In 2002-2003, Ontario March of Dimes (OMOD) recommended changes and improvements to the Canada Pension Plan Disability Benefit, the Federal and Provincial Budgets, the disability tax credit, Toronto Transit Commission (TTC) and Wheel-Trans issues, the Residential Rehabilitation Assistance Program of Canadian Mortgage and Housing Corporation (CMHC) and the Ontario Building Code.
- OMOD developed an Ontarians with Disabilities Act (ODA) Implementation Task Force to support municipal and regional participation on ODA Accessibility Councils.
- OMOD hosted a workshop for the Association of Municipalities of Ontario at its 2002 Annual General Meeting to promote awareness of accessibility needs for people with physical disabilities.

**Information Services** provide information through our Web site [www.dimes.on.ca](http://www.dimes.on.ca), publications, conferences and workshops on rehabilitation, accessibility and disability issues; legislation and social policy issues affecting people with disabilities; and Ontario March of Dimes' services.

### Highlights

- The Directory for Accessibility, funded by the Ministry of Citizenship, provided a comprehensive list of Ontario-based consulting services and community organizations that assist businesses, employers and service providers in increasing accessibility for employees and customers with disabilities. In the past year, the Directory was expanded, translated into French, and made more accessible to people with disabilities through a text-based version.
- A Volunteer Action Online grant was used to create an innovative e-marketing program, which will be launched in the next fiscal year.
- Significant volumes of information on post-polio syndrome, Conductive Education®, and stroke recovery were developed and distributed.

# Management Discussion and Analysis

Ontario March of Dimes also has a number of affiliated, independently incorporated organizations.

- The Ontario March of Dimes Non Profit Housing Corporation (NPHC) develops, owns and operates accessible, affordable housing. A copy of the NPHC annual report may be viewed at [www.dimes.on.ca](http://www.dimes.on.ca).
- The Rehabilitation Foundation for Disabled Persons, Canada operates services that are national in scope. Polio Canada® became the first program of this corporation in 2002-2003.
- Positive Action for Conductive Education® (P.A.C.E.®) was acquired in 2001-2002 at the request of their Board of Directors, to manage Conductive Education® services for children with motor disorders.
- The Rehabilitation Foundation for Disabled Persons, Inc. is registered in the U.S. to develop services and fundraise in support of the U.S. corporation and its Canadian parent company.
- OMOD Independence Non-Profit Corporation was established to operate business ventures to produce revenue to support the programs of OMOD.

**OMOD continues to work for better visibility, name and brand recognition for the March of Dimes in Ontario and across Canada.**

## Organizational Growth

In 2002-2003, operating revenues increased by 7 per cent from the previous year, while expenses grew by 6.7 per cent. The two major sources of revenue growth were fees from third-party purchasers and program recoveries from the Workplace Safety and Insurance Board (WSIB).

More than 99.5 per cent of all funds raised in 2002-2003 were expended in the same year. Similar to the previous year, almost 92 per cent of all expenditures were spent on service delivery and affirmative businesses for people with physical disabilities. In total, \$285,902 or .5 per cent was designated to the Endowment Fund to support biomedical and rehabilitation research. The balance was expended on program and administrative support, and on fundraising.

Three programs account for the expenditure of 86 per cent of all revenues: Independent Living Services, Employment Services and AccessAbility® Services.

## Consumer Service

Consumer service levels were largely unchanged from the previous year. However, there was a decrease in service levels in both the Assistive Devices Program, due to budget cuts, and in Attendant Services, resulting from increased costs with no new funding. As a result, total service hours dropped from 1.25 million to 1.15 million hours. Visits to the Ontario March of Dimes' Web site increased to 120,000.

## New Initiatives

After 20 years of operating the Post-Polio Program in Ontario, Ontario March of Dimes created an expanded Peer Support Services Program with the launch of the Stroke Recovery Network®. The new program is designed to assist stroke survivors, their families and caregivers through information, peer support and service delivery. As well, Ontario March of Dimes launched Polio Canada®, a national service operated under a new national corporation, the Rehabilitation Foundation for Disabled Persons, Canada.

The Assistive Devices Program was restructured, with a new centralized intake centre to ensure consistent application of the program's eligibility criteria.

In an effort to diversify the revenue base of the organization, greater emphasis was placed on the pricing and marketing of Ontario March of Dimes' services. In addition, new products and services were developed to supplement revenue, including an accessible picnic table, and Consulting and Training Services.

## CONCLUSION

*Ontario March of Dimes continues to expand to meet the needs of people with physical disabilities, particularly where they are not being met by other organizations. In 2002-2003, this included services to children through P.A.C.E.® and supporting the development of post-polio services in other parts of Canada through the Rehabilitation Foundation for Disabled Persons, Canada. OMOD will continue to invest in its vision to create a society inclusive of people with physical disabilities.*

**Ontario March of Dimes is in compliance with the Public Sector Salary Disclosure Act.**

## Systems, Policies and Procedures

The transition to a new integrated accounting and case tracking system, which began in 2001-2002, was completed and fully operational in 2002-2003. The new system provides improved access to financial and service data and better capability for monitoring service efficiency. In addition, the provincial office and most regions are now linked through wide area networks that have Web-based shared document management and utilize a single e-mail system.

The Board approved the report of the Risk Management Task Force establishing a protocol for identification, assessment and mitigation of key risks.

Policies and procedures in all programs and administrative departments are regularly reviewed and updated in light of internal and external changes affecting operations.

## Financial Accountability

Many of the funds received by Ontario March of Dimes (OMOD) are designated for specific purposes and must be utilized within a prescribed time frame. The OMOD accounting structure ensures that such revenues are expended as designated. Any excess revenues over expenditures is treated in one of three ways:

- Unexpended grant funds are either carried forward to the following year or returned to the funder.
- Funding received through planned giving and some major gifts are placed in endowment funds, with interest used for designated purposes, e.g., research, programs, awards and bursaries.
- Excess general revenues are transferred to the Stabilization Revenue Fund, the reserve used for cash flow, capital purchases, new program development, and extraordinary circumstances.

## Infrastructure/Governance

Ontario March of Dimes (OMOD) operates as a chartered non-profit charitable corporation and is governed by a provincial Board of Directors. Service delivery and regional administration is provided out of more than 70 offices throughout the province. OMOD has over 18,000 volunteers involved in fundraising, governance, administration and service delivery. OMOD employs approximately 1,600 staff, over 95 per cent of whom are involved in direct service delivery.

Ontario March of Dimes continues to review its governance structure to ensure efficient and effective organizational oversight and community representation. In 2001-2002, OMOD reduced the size of its Board of Directors by one-third to 24 and restructured its committees. In 2002-2003, OMOD began to review its regional volunteer committee structure with the same objective. Changes are expected to be phased-in during the 2003-2004 fiscal year.

# Fund Development Report

Ontario March of Dimes (OMOD) uses a wide range of fundraising activities to support its programs and services across Ontario. In 2002-2003, the donor base grew by 63%. This was achieved by expanding our direct mail acquisition and door-to-door monthly giving program.

## OMOD special fundraising events or programs in the last fiscal year:

- Our Golf Classic Series, which operated in seven communities, netted \$80,000 for programs.
- A golf lottery was initiated in conjunction with the golf tournaments, raising over \$6,000 net.
- Due to the generous support of Pizza Pizza and Mount St. Louis-Moonstone, OMOD inaugurated Ski for Dimes, a fundraising ski event that netted \$15,000 for our children's Conductive Education® Program.
- We are particularly pleased by the \$150,000 generated by the Paul Martin Sr. Society Dinner, which brings together corporate and political leaders, supporters and donors in celebration of the legacy of the late Paul Martin Sr.
- Other noteworthy events across the province included a tribute dinner in the Niagara region and Kingston's *Sky's the Limit* annual municipal event.

Planned giving is an important element of our long-term fiscal planning, and an important way for donors to support the organization. In the past fiscal period, we received a record \$350,000. Over 1,500 individuals requested estate and financial planning information, and a significant number of people indicated their intent to make a planned gift.

Our annual Door-to-Door Campaign, remembered as the Marching Mothers® Campaign, continued to be very successful, featuring prominently in our overall funding strategy. Nearly \$1,000,000 was collected from dozens of communities and this year's Honorary Campaign Chair, comic actor Leslie Nielsen, added a delightful element of support through a series of public service announcements on radio and television. Despite the cold weather, over 15,000 individuals campaigned on behalf of Ontario March of Dimes.

Major gifts (over \$5,000) came from individuals, foundations and corporations. We are delighted to have received a significant, single corporate gift, part of a three-year commitment from Transamerica Life Canada. Transamerica's Drive For Life Golf Tournament has contributed over \$300,000 to enable OMOD to develop professional Conductors and the

Conductor profession for Conductive Education® (CE) in Canada, and to facilitate growth in CE services for children and adults. Other major donors are acknowledged at the back of this report.



**Paul Martin Sr. Society 2002 Dinner**  
L-R **David Meynell**, OMOD Board Chair; **Michael D. Harris**, guest speaker; **Tom Long**, Dinner Co-Chair; **David Peterson**, Dinner Co-Chair and OMOD Honorary Chair.

# Proprietary Fee-For-Service Report

O ntario March of Dimes is gradually becoming a service provider of choice in the province for rehabilitation services. In 1998, the organization transitioned Employment Services to a fee-for-service model to accommodate new government program requirements. At that time, the organization extended these services to the private sector, adding insurers and employers as customers.

In 1999, the organization expanded Independent Living Services to embrace private sector business, in addition to its government contracts. This opened the door to providing services to insurers, as well as the growing population of seniors and people with disabilities.

As a result, the organization's fee-for-service business in 2002-2003 has continued to experience tremendous growth, with total revenue surpassing last year's by more than \$4



million. In total, \$9,898,814 in fees was generated, with Employment Services accounting for the largest portion at \$7,485,000. Independent Living Services produced \$1,259,917 in gross revenue, delivering 47,247 hours of direct service.

To capture increased work from the private sector, the organization expanded its business-to-business marketing with the creation of Rehabilitation and Corporate Services. New sales and marketing materials under this banner will help the organization continue to build a strong proprietary business.

# Regional Reports

## PARTNERSHIPS

- The regional Assistive Devices Program developed significant funding relationships with the Rotary Club of Whitby Sunrise and the Richmond Hill Mobility/Accessibility Charitable Foundation, to help fund assistive devices for people in need.
- The region provided support to the Post-Polio Program, a local P.A.C.E.® chapter, and Stroke Recovery Network® groups, in conjunction with Peer Support Services at Provincial Office.

## PARTNERSHIPS

- Once again, the region teamed up with the City of Kingston, the corporate community and the media to put on the Sky's the Limit Festival – an annual fundraising event designed to raise money for people with physical disabilities. This fiscal year, the event raised \$36,000 to help support Ontario March of Dimes' programs and services.

## Central Region

### Highlights

- The regional Assistive Devices Program served 374 people, acquiring more than 700 assistive devices for people with physical disabilities.
- Attendant Services served 162 clients, providing more than 95,000 hours of service.
- The regional DesignAbility® Program served seven consumers, each receiving unique one-of-a-kind products to meet his or her needs.
- In total, 2,269 consumer services were delivered by the region to program participants in Employment Services (1,141), AccessAbility® Services (665) and Independent Living Services (463).
- The regional Out Trip Program, which helps facilitate one-day events for people with physical disabilities, served 47 consumers.
- Peer Support and Conductive Education® Services in the region continued to expand, serving 2,485 people: Post-Polio Program (2,198), Stroke Recovery Network® (67), P.A.C.E.® (35) and adult Conductive Education® (185).

## East Region

### Highlights

- The restructuring of the Assistive Devices Program created opportunities in the region to develop relationships with service clubs and other agencies, resulting in a 15 per cent increase in third-party contributions for purchasing devices.
- The Employment Resource Centre provided services to more than 15,000 individuals, representing an increase of 5 per cent from last year.
- In total, 1,052 consumer services were delivered by the region to program participants in Employment Services (630), AccessAbility® Services (336) and Independent Living Services (86).
- In total, 10 children with physical disabilities were served through the region's P.A.C.E.® program.



## PARTNERSHIPS

- *Through funding from Human Resources Development Canada (HRDC), Ontario March of Dimes hired a Fundraising/Events Coordinator for the region. HRDC is providing a 100 per cent wage subsidy to fund this position.*
- *Regional Acquired Brain Injury Services, in partnership with The Federal Economic Development Initiative for Northern Ontario (FedNor) – a department of Industry Canada – developed, implemented and received funding to create an interim sales consultant position for the region. This move is expected to enhance ABI marketing in the region.*
- *Our Sault Ste. Marie office partnered with Red Cross to implement the Community Gardens – an accessible garden where people with disabilities can pursue the hobby of gardening.*

## PARTNERSHIPS

- *The region joined forces with Brain Injury Services of northern Ontario to provide vocational and recreational support to consumers.*
- *The region established a partnership agreement with the City of Thunder Bay's recycling company, Recool Canada Inc., to acquire used clothes for regional MOD Shops.*

## North East Region

### Highlights

- The DesignAbility® Program chapter in Sault Ste. Marie benefited from an extensive marketing and volunteer recruitment campaign. The increased awareness led to the creation of 15 unique devices, including a hockey stick that can be used by a wheelchair user.
- Regional Acquired Brain Injury Services surpassed its budgeted revenue from fee-for-service by \$91,800, representing a 39 per cent increase.
- Northern Medical Clinics were fully booked this past fiscal year. In total, 371 patients were served.
- In total, 1,973 consumer services were delivered by the region to program participants in Employment Services (1,210), AccessAbility® Services (629) and Independent Living Services (134).



## North West Region

### Highlights

- The region's DesignAbility® Program – with the design support of students from Hammar skjold High School – created two wheelchair accessible garden tables. The designs received local TV and print coverage.
- The region developed a unique training and support agreement with MCB Strategic, to assist in entering the case management insurance market.
- A joint fundraising event supported by Hill City Kinsmen called, "Sportsmen Dream Draw," raised \$22,000 for people with physical disabilities.
- In total, 629 consumer services were delivered by the region to program participants in Employment Services (542) and AccessAbility® Services (87).
- In total, Peer Support Services in the region served 137 people: Post-Polio Program (130) and the Stroke Recovery Network® (7).

## PARTNERSHIPS

- *The region teamed up with the local Easter Seal Society group to send 19 people to camp. The weekend event, which was held at Lakewood Easter Seals Camp, focused on the transition from youth to adulthood.*
- *The Recycled Rental Equipment Program (RREP) continued its success, thanks to support received from businesses, such as Lewis & Krall Home Health Care. The RREP received more referrals from hospitals and doctors for short-term rentals, providing a total of 300 devices to people with physical disabilities, generating \$19,125 of revenue.*

## PARTNERSHIPS

- *The region joined forces – for a second year – with Erin Oak Children’s Treatment Centre and Sheridan College to help youth with physical disabilities. The Transitional Youth Program, offered through our Independent Living Services, helps older teens develop the skills they need to direct their own care.*
- *With the support of the Anne Johnston Health Centre and funding from The Ontario Trillium Foundation, the region initiated a pilot communications project for augmentative communication device users, to discuss issues of sexuality.*

## South Region

### Highlights

- Regional staff generated more than \$38,600 for people with physical disabilities, through their own individual contributions and fundraising initiatives.
- The region continued to lead the community in celebrating National Access Awareness Week with its “Break the Barriers” awards event. The event – which recognizes local businesses, volunteers, and agencies that strive to be inclusive of people with disabilities – was attended by more than 200 people.
- The region’s annual January Skate-A-Thon raised \$20,000 in its third year. In total, 18 groups took part in the event.
- More than 400 people walked through Accessibility House, which features a showcase of aids and devices useful to both consumers and health care professionals.
- In total, 2,096 consumer services were delivered by the region to program participants in Employment Services (582), AccessAbility® Services (1,178) and Independent Living Services (336).
- The regional Befriending® Program, which pairs volunteers with consumers who have similar interests, facilitated 85 matches. In 2002-2003, the region had 265 registered volunteers.

## South Central Region

### Highlights

- The region launched a new Discovery® Skills Training Centre, featuring new classrooms and amenities to help people with physical disabilities develop the skills to find employment.
- The region reached an agreement with the City of Hamilton and World Events Manager to make Hamilton city events more accessible to people with physical disabilities.
- In total, 1,055 consumer services were delivered by the region to program participants in Employment Services (612), AccessAbility® Services (211) and Independent Living Services (232).
- In total, Peer Support Services in the region served 492 people: Post-Polio Program (345) and Stroke Recovery Network® (147).

## PARTNERSHIPS

- *The Ministry of Health, Community Concerns for the Medically Fragile (CCMF) and Ontario March of Dimes reached an agreement with the Sarnia Rotary Club Foundation to build a six-bedroom group home in Sarnia. Construction on the home is expected to be completed in 2003-2004.*

## PARTNERSHIPS

- *The region solidified its relationship with The Kincardine Triathlon Club to be the beneficiary of its annual fundraising event – the Kincardine Women’s Triathlon.*
- *The region continued its partnership with the Waterloo Region Public and Catholic School Boards, and other community agencies, to deliver a “school-to-work” transition program for graduating high school students with disabilities.*
- *The region developed new working partnerships with the Canadian Mental Health Association and Community Employment Services.*

## South West Region

### Highlights

- The regional golf tournament netted \$19,000 for the Assistive Devices Program.
- The regional office completed 97 design technical reviews for The Ontario Trillium Foundation, compared with 42 reviews conducted the prior year.
- Employment Services’ regional Workplace Safety & Insurance Board (WSIB) caseload increased by 45 per cent from 110 case files to 160.
- In total, 1,427 consumer services were delivered by the region to program participants in Employment Services (395), AccessAbility® Services (780) and Independent Living Services (252).
- In total, Peer Support and Conductive Education® Services in the region served 679 people: Post-Polio Program (605), Stroke Recovery Network® (65) and P.A.C.E.® (9).

## West Central Region

### Highlights

- Net fee-for-service revenue in the region increased by 10 per cent.
- The Waterloo Golf Tournament increased its sponsorship, netting \$10,000 to help people with physical disabilities.
- Canada Pension Plan file referrals increased by 20 per cent.
- The regional Door-to-Door Campaign successfully raised \$170,804 to help donor-funded programs.
- DesignAbility® Program chapters in Mississauga and Barrie served 19 consumers, incorporating the talents and hard work of 16 dedicated volunteers.
- In total, 1,206 consumer services were delivered by the region to program participants in Employment Services (554), AccessAbility® Services (518) and Independent Living Services (134).
- In total, Peer Support Services in the region served 1,045 people: Post-Polio Program (835) and the Stroke Recovery Network® (210).

**AUDITORS' REPORT  
ON SUMMARIZED  
FINANCIAL  
STATEMENTS**

To the Board of Directors of  
Ontario March of Dimes  
(Rehabilitation Foundation  
for the Disabled)

The accompanying summarized balance sheet and statement of revenue, expenses and changes in fund balances are derived from the complete financial statements of Ontario March of Dimes (Rehabilitation Foundation for the Disabled) as at March 31, 2003 and for the year then ended on which we expressed a reservation in our report dated June 13, 2003. Our opinion stated that except for our inability to satisfy ourselves concerning the completeness of revenue from fundraising, the complete financial statements are, in all material respects, fairly presented in accordance with Canadian generally accepted accounting principles. The fair summarization of the complete financial statements is the responsibility of management. Our responsibility, in accordance with the applicable Assurance Guideline of The Canadian Institute of Chartered Accountants, is to report on the summarized financial statements.

In our opinion, the accompanying financial statements fairly summarize, in all material respects, the related complete financial statements in accordance with the criteria described in the Guideline referred to above.

These summarized financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that these statements may not be appropriate for their purposes. For more information on the financial position, results of operations and cash flows of the Foundation, reference should be made to the related complete financial statements.

The comparative figures for 2002 were reported on by another firm of chartered accountants.

*KPMG LLP*

Chartered Accountants

Toronto, Canada  
June 13, 2003

# Summarized Financial Statements

**ONTARIO MARCH OF DIMES  
(REHABILITATION FOUNDATION FOR THE DISABLED)**

Summarized Balance Sheet  
March 31, 2003, with comparative figures for 2002

	2003	2002
<b>Assets</b>		
Current assets:		
Cash	\$ 4,183,670	\$ 1,704,397
Marketable securities	339,595	2,075,918
Accounts receivable	3,203,767	1,910,427
Grants and allocations receivable	378,816	866,322
Prepaid expenses	799,669	989,134
	<b>8,905,517</b>	<b>7,546,198</b>
Cash and marketable securities -		
Endowment Fund	1,700,217	1,414,316
Capital assets	4,151,672	3,934,798
	<b>\$ 14,757,406</b>	<b>\$ 12,895,312</b>
<b>Liabilities and Fund Balances</b>		
Current liabilities:		
Accounts payable and accrued charges	\$ 5,953,840	\$ 4,569,521
Unexpended program grants	399,172	438,590
Government advances	1,648,259	1,457,593
	<b>8,001,271</b>	<b>6,465,704</b>
Deferred capital grants	1,124,272	1,064,295
Fund balances:		
Stabilization Fund	3,491,646	3,510,998
Endowment Fund	2,140,217	1,854,315
	<b>5,631,863</b>	<b>5,365,313</b>
	<b>\$ 14,757,406</b>	<b>\$ 12,895,312</b>

See accompanying notes to summarized financial statements.

# Summarized Statement of Revenue, Expenses and Changes in Fund Balances

## NOTES TO SUMMARIZED FINANCIAL STATEMENTS Year ended March 31, 2003

- Copies of the complete audited financial statements are available upon request.
- Funds raised through Charitable Gaming and Special Events (which are included in Fundraising) are shown net of related expenses.
- Independent Living Services include Attendant Services and Acquired Brain Injury Services.
- AccessAbility Services® include Assistive Devices, Barrier-Free Design and Home and Vehicle Modifications.
- The excess of revenue over expenses of \$266,550 (2002 - \$104,527) includes amounts designated for endowment purposes of \$128,464 (2002 - \$66,050).
- Certain of the 2002 amounts, presented for comparative purposes, have been reclassified to conform with the 2003 presentation.
- For the year ended December 31, 2002, the Foundation filed the required report, as defined in the Public Salary Disclosure Act, 1996.
- The summarized financial statements do not include amounts for the associated organizations.

## ONTARIO MARCH OF DIMES (REHABILITATION FOUNDATION FOR THE DISABLED) Summarized Statement of Revenue, Expenses and Changes in Fund Balances Year ended March 31, 2003, with comparative figures for 2002

	2003	2002
<b>Revenue:</b>		
Government and other grants	\$ 36,127,212	\$ 38,949,205
Fees and sales	11,040,629	6,752,288
Fundraising, including United Way	6,923,470	6,697,092
Program recovery	5,619,506	3,062,785
Investment and other	290,731	615,690
	<b>60,001,548</b>	56,077,060
<b>Expenses:</b>		
Programs:		
Independent Living Services	31,090,414	29,615,850
Employment Services	16,584,910	14,643,109
AccessAbility Services®	3,966,930	4,198,686
Recreation and Integration Services	474,477	478,081
Issue advocacy	347,744	349,651
Peer Support Services and Conductive Education®	434,398	492,649
Grants and awards	22,000	30,300
	<b>52,920,873</b>	49,808,326
Fundraising	3,371,108	3,434,950
Affirmative business	1,184,220	1,200,244
Donor acquisition	1,109,585	617,908
Program and administration support	865,696	620,303
Amortization funded by donor dollars	283,516	290,802
	<b>59,734,998</b>	55,972,533
Excess of revenue over expenses	266,550	104,527
Fund balances, beginning of year	5,365,313	5,260,786
Fund balances, end of year	\$ 5,631,863	\$ 5,365,313

See accompanying notes to summarized financial statements.



## Where your money goes 2002/2003

89%	Programs & Services
9%	Administration & Fundraising
2%	Other

# Thank you

Ontario March of Dimes relies on the generosity of donors to help fund our programs.

## THE ELLEN FAIRCLOUGH SOCIETY

*acknowledges cumulative gifts between \$1,000 and \$4,999.99. Ellen Louks Fairclough, Canada's first female federal cabinet minister; became active in the March of Dimes after her son developed polio. She joined the provincial board and became a Marching Mother® along with tens of thousands of North American women, who canvassed their neighbourhoods door-to-door in the 1940s and '50s to help fund polio research.*

*This society honours the legacy of this great Canadian woman and her commitment to fighting polio, and recognizes donors whose contributions enable Ontario March of Dimes to continue providing services to people with physical disabilities.*

Contributions made during 2002-2003

### CORPORATE DONORS

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**THE PAUL MARTIN SR. SOCIETY** recognizes those special partners and donors whose cumulative gifts are between \$5,000 and \$99,999. Membership in this society honours outstanding donors who follow the inspirational legacy of a great Canadian, Hon. Paul Martin Sr., who, as Minister of Health and Welfare, introduced universal polio vaccination to Canada.

**MEMBER LEVEL  
\$5,000 - \$9,999.99**

(Cumulative amount as of March 31, 2003)

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(Cumulative amount as of March 31, 2003)

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**\$50,000 - \$99,999.99**

(Cumulative amount as of March 31, 2003)

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## THE JONAS SALK CIRCLE OF FRIENDS

*recognizes cumulative contributions above \$100,000 and commemorates Dr. Jonas Salk's life-saving work in the development of the polio vaccine.*

## PIONEER LEVEL

**\$100,000 - \$499,999.99**

(Cumulative amount as of March 31, 2003)

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*Thanks to campers, volunteers and campground owners.*

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**Thank you to all the donors who prefer to remain anonymous.**