



2003-2004 | Annual Report



Expanding **Our Focus**

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### On the Cover

**Spencer McGillivray**, a participant in our Conductive Education® (CE) program for the past three years, was born with cerebral palsy. Before taking CE, the six-year-old had difficulties performing many everyday tasks. Today, however, he has made tremendous progress towards leading an independent life. “This program has changed our lives,” says **Sandra**, Spencer’s mother. “He has become a very independent little boy. This program really works. I don’t know where Spencer would be today without it.”

**Robert Liau**, a client of our Acquired Brain Injury Services, has been receiving behavioural and emotional support to help him reintegrate into his community. Robert’s life changed forever in 1995 after an automobile accident left him in a coma. Doctors told his mom, **Amy**, to “prepare for the worst.” Not willing to give up, Amy and the Liau family prayed for two long months. “When Robert finally awoke, he couldn’t do anything,” remembers Amy. “He has come a long way.” Today, Robert not only volunteers at a seniors’ home each week, he also enjoys bowling regularly.

**Evelyn Meagher**, a married mother of two, was so devastated by the effects of a stroke that she had thoughts of throwing herself in front of a truck. With paralysis on her left side and impaired vision, Evelyn was extremely depressed. That was four years ago. Today, thanks to the support she has received from her friends, family and our Stroke Recovery Network® peer support group, she has been able to reclaim some of the life she once had. “I consider myself lucky,” she says. “The Ontario March of Dimes Stroke Recovery Network® helped save my life. I can’t say enough about the program and the wonderful people involved with it.”



*The colourful butterfly graphic was introduced in our 2001-2002 Annual Report — the year we introduced our vision: to create a society inclusive of people with physical disabilities. It symbolizes the metamorphosis we strive to achieve in reaching this vision.*

Due to the sophistication of print technology, no additional costs were incurred printing this report in four-colour.



As a member of the Canadian Marketing Association, Ontario March of Dimes complies with the Codes of practice of the Association which require honesty, integrity and fairness in all customer relationships.

## Expanding Our Focus



Ontario March of Dimes has become a principal leader in providing quality programs and services to people with physical disabilities in Ontario. Our results are encouraging — increased revenues, solid volunteer support, positive client feedback, and service improvements. Yet, we cannot ignore the growing needs and calls for assistance, from: the increasing demographic of seniors, over 40% of whom live with disabilities; the medically fragile who require full-time care; families of children with disabilities, trying to cope; and stroke survivors, past the acute care stage, struggling to regain their independence. It is because of these real people with genuine needs, that we are expanding our focus.



Over 3.5 million Canadians have a limiting disability, with over 1.5 million residing in Ontario. In its 2001 census report published in 2003, Health Canada stated that, “Approaches in the disability field are moving away from a medical/treatment focus toward an approach that stresses citizen control, independent living, empowerment, social networks, social support and community inclusion.”<sup>1</sup>

Ontario March of Dimes has been at the forefront of this movement for the past three decades. In 2003-2004, we continued to live our mission in Ontario — to maximize the independence, personal empowerment and community participation of people with physical disabilities — while expanding our sights to encompass many others across Canada whose needs are not being addressed.

This is the first Annual Report that includes our corporate subsidiaries to illustrate how our total strength, volunteer leadership and resources are directed towards *creating a society inclusive of people with physical disabilities*.

The fiscal year was framed by three key objectives: to examine, identify and develop a risk management culture; to expand and diversify revenue-generating activities; and to develop the organization’s new five-year Strategic Plan. We are proud to report that we accomplished all three. We established a Risk Management Committee comprised of executive staff and volunteers with risk expertise. The resulting Risk Management Awareness Policy will help us rank risk exposure categories, develop controls and ensure their application and compliance in 2004-2005.

In meeting our objectives, we: developed new revenue-generating services to meet the growing needs among people with physical disabilities; identified potential business opportunities; sought partnerships with private sector organizations; examined expense management; improved our current affirmative businesses; and explored new models for social entrepreneurship. In addition, we generated an overall revenue increase of 4.4% over the prior year.

The Priorities, Planning, Research & Evaluation Committee, with staff and volunteer input and consultation, helped develop the organization’s five-year Strategic Plan. The Plan examines past achievements and current opportunities, laying the groundwork for significant expansion in major services, geographic areas of service, and the elimination of age barriers to services offered by Ontario March of Dimes and our subsidiaries.

As we expand our focus, we pay tribute to those who make it possible — our generous donors, corporate partners and government funders. Together, we also extend our heartfelt appreciation to the tremendous team effort of Board members, volunteers, senior management, and regional and provincial staff, whose dedication to our vision enables us to expand on building independence for people with physical disabilities.

David A. Boyle  
Chair of the Board

Andria N. Spindel  
President & C.E.O.

<sup>1</sup>Source: Health Canada, PALS Survey, 2001.



## Expanding Our Services

Since we succeeded in achieving our mandate with the end of poliomyelitis in 1955, Ontario March of Dimes has been providing an array of programs and services for Ontarians with physical disabilities. Today, the organization continues to look forward, innovating and adapting to changing needs, and expanding our services to adults and children who have various physical disabilities. This past fiscal year, we've worked tirelessly to pave the road of expansion.

### Expanding Peer Support Services



*“It [Stroke Recovery Network®] was the best thing that could have happened. I've met all kinds of people who shared their stories. I don't know what I would have done without the support of my family and fellow stroke survivors.”*

**Susan Steinberg**  
Toronto-Central support group member

Post-Polio Chapter leaders at the Leadership Training Conference, Brock University, summer of 2003.

In 2003-2004, we continued to invest in Peer Support Services to provide Ontario-based polio and stroke survivors, their families, caregivers and health care professionals, with information, resources and support.

The Post-Polio Program experienced tremendous growth in the Polio Survivors Registry, with more than 1,000 new registrants. The program operated 17 post-polio support groups and continues to create and launch new groups.

As the Stroke Recovery Network® reached its first anniversary with the support of **The Ontario Trillium Foundation**, a total of 20 chapters put stroke survivors in touch with the support they needed. With the determination of dedicated staff and volunteers, the Network flourished, providing survivors and their caregivers with resources and up-to-date information to help guide them through the long-term rehabilitation and reintegration process. Overall, it was a year of firsts for the program, as we marked the first Stroke Recovery Awareness Month in May 2003 and the inaugural Annual Leadership Training Conference for support group leaders.



## Expanding Service Delivery

In 2003-2004, the number of clients we served grew by over 12% to almost 27,000. Total service hours increased by over 10% to almost 1.3 million hours. Programs showing the most significant growth were Employment Services and Peer Support Services, with the latter affected by the planned expansion of a national stroke recovery program.

Ninety-six adults and 127 children participated in Conductive Education® (CE), an innovative program that merges elements of education and rehabilitation to help people with neurologically-based movement difficulties improve their independence and mobility. This marked the second year of a three-year \$700,000 commitment by **Transamerica Life Canada** for expanding CE services and infrastructure, and strengthening operational support and marketing capacity, to increase participation.



Since 1993, our subsidiary corporation — Positive Action for Conductive Education® (P.A.C.E.®) — has been developing and delivering CE programs to children with physical disabilities across Ontario. For the second straight year, P.A.C.E.® operated year-round classes in Toronto and London, with summer programs in Durham, Ottawa and Woodstock. Plans are in the works for programs in Kingston and Windsor next year.

The DesignAbility® Program — a service that recruits skilled volunteers in industrial design, technology and engineering to develop unique products for people with physical disabilities — created 112 devices for 90 children and adults. This fiscal year, 71 volunteers helped create many devices, including an accessible garden, a book holder and an adjustable stool. The AccessAbility® Table, designed and developed in 2002-2003, gained the interest of a Toronto-based manufacturing firm and is now part of their product line.



*“Every child with a physical disability should have an opportunity to experience Conductive Education®. Before CE, Wesley wasn’t able to get down the stairs by himself. Today, thanks to CE, that is one thing he has learned. The program is fantastic.”*

**Paul Saxton**  
CE parent, whose son Wesley participates in one of Toronto’s year-round programs.

The Ontario March of Dimes DesignAbility® Program created many unique devices for both children and adults with physical disabilities, including the Accessible Garden — an adjustable planting table.



## Expanding Our Services

### *Expanding Information and Advocacy*

**W**eb-based Information Services expanded with additional staff to manage growing marketing needs and the development of new national program sites. In October, we launched the redesign of our Web site to reach an expanded audience, facilitate improved navigation, and to segment information for our various markets. After the redesign, the number of hits (page views) on the site almost doubled.

In 2003-2004, Ontario March of Dimes continued to maintain contact with all levels of government to promote a society inclusive of people with physical disabilities, and capitalized on a once-in-a-lifetime opportunity. When the largest outdoor concert in Canadian history was scheduled in Toronto, MP **Dennis Mills** invited us to organize and facilitate the participation of music fans with disabilities. The Molson Canadian Rocks Toronto concert, featuring the Rolling Stones, was one of the most accessible events. More than 2,000 people made use of our Ontario March of Dimes Accessibility Rocks Section. The event accommodated the needs of people with disabilities through the cooperation of government, business and the non-profit sector.



More than 2,000 people with disabilities made use of the Ontario March of Dimes Accessibility Rocks Section at The Molson Canadian Rocks Toronto concert, featuring the Rolling Stones. Several public figures visited the area, including Ontario Premier **Ernie Eves** (centre.)

## Programs & Services

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**O**ntario March of Dimes offers a variety of programs and services to tens of thousands of people each year. Our client services for people with physical disabilities include those that are government-funded, fee-for-service based, and those subsidized through corporate and/or donor support.

**AccessAbility® Services** provide a full range of options that help remove the day-to-day barriers people with physical disabilities face.

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

**Conductive Education®** merges elements of education and rehabilitation to help people with neurologically-based movement difficulties improve their independence and mobility.

**Employment Services** help people with disabilities develop employment plans, prepare for work, overcome employment barriers, and return to the workforce.

**Assessment Services**  
**Return to Work Services**  
**Discovery® Job Skills Training**  
**Job Development & Placement Services**

**Independent Living Services** provide non-medical, community-based services to people with physical disabilities and/or acquired brain injuries, seniors and the medically fragile.

**Attendant Services**  
**Acquired Brain Injury (ABI) Services**  
**Home Care Services**  
**Live-in Caregiver Service**

**Information & Advocacy** utilizes Web-based communications to keep people informed on disabilities, news and events, and promotes public policy initiatives affecting people with disabilities through education and advocacy.

**Government & Corporate Relations**  
**Information Services**

**Peer Support Services** provide polio and stroke survivors, their families, caregivers and health care professionals, with information, resources and support.

**Post-Polio Program**  
**Stroke Recovery Network®**

**Recreation & Integration Services** enhance the quality of life for people with physical disabilities through recreational activities, friendship opportunities and social integration.

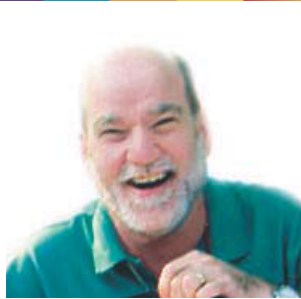
**Befriending® Program**  
**Summer and Winter Holiday Programs**  
**Out Trips and Social Clubs**

*For more information and program contacts, please visit our Web site at [www.dimes.on.ca](http://www.dimes.on.ca)*

## Expanding Our Reach

In Ontario, we have been addressing the needs of people with physical disabilities for more than 50 years. Today however, our reach is expanding to address many of the gaps that exist outside Ontario. As a result, we have created subsidiary corporations, improved our governance structures, and made our administrative practices more efficient.

### Expanding National Programs



*“I didn’t have a stroke, my entire family had a stroke. This new national program will help connect everyone affected by a stroke with the support they need.”*

**Lloyd MacDonald**  
Stroke Recovery  
Canada™ member from  
Regina, Saskatchewan

In 2001, the Rehabilitation Foundation for Disabled Persons, Canada, was incorporated as a registered national charity and subsidiary of Ontario March of Dimes to provide a legal and fiscal framework for the expansion of successful programs.

In its first full year of operation, Polio Canada®, and its National Polio Survivors Network, has helped connect 13,000 Canadians with education, information, support and encouragement. With more than 75 registered groups across the country, the program increased its awareness efforts during Polio Awareness Month in March, receiving more than \$30,000 worth of national media coverage. In the next fiscal year, this program will continue to establish new support groups in rural and remote areas, as well as in ethno-cultural populations, where there is a need. The program was funded, in part, by **Health Canada**, through its Population Health Fund Branch.

After the successful launch of the Stroke Recovery Network® in Ontario, we heard from stroke survivors across the country who expressed a need for similar services. Although considerable health care investment has been made in stroke prevention and post-stroke acute care, for many of the 300,000 stroke survivors, there are few resources to assist them with long-term rehabilitation and reintegration into their communities. With the support of **Sanofi-Synthelabo Canada Inc.** — a research-based pharmaceutical company — a new national program, Stroke Recovery Canada™, is on the agenda of the first National Stroke Leadership Forum, set in Vancouver. This new national service will provide post-stroke support to survivors, their families, caregivers and health care professionals. Members will be connected to local chapters, giving them the opportunity to share personal experiences within a network of mutual support. The program, which plans to include up to 100 local groups next year, will provide the latest information and research results on the recovery and reintegration process.





## Expanding Supportive Housing



Since 1992, the Ontario March of Dimes Non-Profit Housing Corporation (NPHC) has provided supportive housing to 27 individuals whose needs for full-time care might have meant a lifetime of institutional living. These individuals are tenants of the 59-unit Jean and Howard Caine Apartments in Oakville and the four-bedroom Jason's House in Hamilton. Since its launch, the NPHC has worked tirelessly to create supportive housing units across Ontario. The challenge has been, and continues to be, the increasing demand for affordable, accessible housing and a consistent lack of capital and operating funds. Yet, in 2003-2004, the NPHC successfully opened the doors to two new facilities to help address this gap.

After years of work by **The Community Concerns for the Medically Fragile (C.C.M.F.)** and Ontario March of Dimes, the NPHC was part of a successful partnership that included the **C.C.M.F., Rotary Club of Sarnia Charitable Foundation** and the **Ontario Ministry of Health and Long-Term Care**. In February, this venture resulted in the unveiling of Standing Oaks, a six-bedroom congregate care home for the medically fragile in Sarnia.

In March, the NPHC unveiled the St. Lawrence Street Supportive Housing Residence, a Toronto congregate care home for eight individuals who might otherwise be living in a hospital, chronic care or rehabilitation facility. The NPHC leases the building's two ground floor suites while the owner, **Dixon Hall Neighbourhood Homes**, leases the second floor to another agency that addresses the transitional housing needs of its clients. Ontario March of Dimes will provide 24-hour, on-site attendant care services.

With these two expansions, the NPHC now owns and operates four supportive housing properties. In the coming year, the NPHC will continue to explore funding and partnership opportunities to help address the need for accessible and affordable supportive housing for people with physical disabilities.



*“I am happy living where I am now. St. Lawrence is an independent living atmosphere where you get to direct your own care. The care is wonderful, and I get my needs met.”*

**Pamela Clerkin**  
St. Lawrence Street Supportive Housing resident

Commemorating the official opening of the St. Lawrence Street Supportive Housing Residence in Toronto are (L. to R.):

**George Smitherman**, MPP and Minister of Health and Long-Term Care; **Barry McCabe**, President of Dixon Hall Neighbourhood Homes Inc.; **Andria Spindel**, President and C.E.O. of OMOD® and NPHC; **David Meynell**, OMOD® Board member; and **Pamela Clerkin**, St. Lawrence Street resident.

## Expanding Our Funding Options

In today's competitive non-profit market, charities have to seek new and innovative ways to raise funds and diversify their revenue streams. In addition to expanding traditional fundraising initiatives, we have developed new corporate partnerships and innovative entrepreneurial enterprises.

### Expanding Corporate Partnerships



*“We are delighted to support the launch of Stroke Recovery Canada™ as their valuable services will help stroke survivors across the country with the long-term support and rehabilitation they and their families deserve.”*

**Yvon Bastien**  
President of  
Sanofi-Synthelabo  
Canada Inc.

(L to R): **George Foegele**, Chairman, President & C.E.O., Transamerica Life Canada; **Catriona LeMay Doan**, Olympic gold medalist; **Leslie Nielsen**, Canadian actor; and **David Boone**, Vice-President, Distribution Management and Facilities, Transamerica Life Canada, have a little fun at Transamerica's Drive for Life tournament, benefiting our Conductive Education® program.

Corporate support continued to grow in 2003-2004 with the addition of two new partners. **Sanofi-Synthelabo Canada Inc.** committed \$130,000 to help fund the launch of Stroke Recovery Canada™ through our subsidiary, the Rehabilitation Foundation for Disabled Persons, Canada.

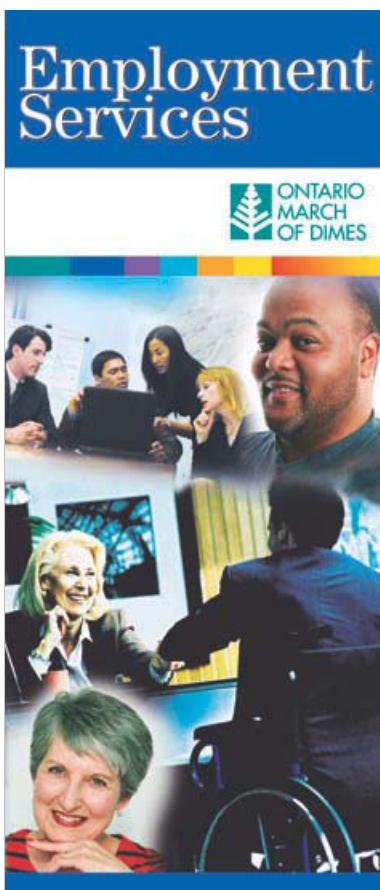
**The BayStock Foundation**, founded and operated by a small group of Bay Street financial professionals, holds an annual battle of the bands competition called BayStock to raise money for a number of youth-focused Canadian charities. The Foundation has chosen Ontario March of Dimes as the recipient of their May 2004 event proceeds. Funds will go to our Conductive Education® (CE) program for children with physical disabilities.

This past fiscal year also marked the second year of a three-year **Transamerica Life Canada** commitment to raise \$700,000 for our innovative Conductive Education® program. Their *Drive for Life* Charity Golf Tournament, held in August 2003, helped bring them closer to reaching this goal and will fund, among several things, the Transamerica Life Canada Conductive Education® Award, enabling Canadian students to obtain a B.A. in CE in England. Each year, the company donates the proceeds of their *Drive for Life* tournament to charitable causes dedicated to health and wellness as a part of the company's broader *in the spirit of hope* charitable giving program.



## Expanding Entrepreneurial Activities

In 2003-2004, Independent Living Services saw a small increase of almost 3% in fee-for-service sales, bringing total fee revenue to almost \$1.3 million. The program expanded its service options to include a pilot business entitled, Live-in Caregiver Service. This initiative matches qualified live-in caregivers with independent employers who require in-home care.



disabilities and generate funds to help support our much-needed programs and services. The results will help determine which activities are viable for the next fiscal year.

Employment Services enjoyed another successful year with gross revenues increasing from over \$17 million to over \$19 million. New marketing materials were finalized to target individual clients, while regional staff continued to consolidate our position in the marketplace. Our goal has been, and continues to be, the expansion of this service to more clients, and adapting to the needs and demands of the market.

Through Rehabilitation and Corporate Services, our sales and marketing staff, working with the regions, saw business-to-business sales increase in 2003-2004 thanks to new materials and a revamped structure that helped expand our customer base in the private sector. To date, our new contact management system has expanded to include more than 4,300 sales contacts across the province.

The OMOD® Independence Non-Profit Corporation, with the assistance of the Business Development Committee, explored revenue-generating opportunities and conducted feasibility studies on business concepts that can employ people with physical



*“My experience with the Ontario March of Dimes Employment Services was great, and now I am working part-time. This service really helped me get a foot in the door, and if it weren't for the Employment Services staff, I wouldn't be here. They [staff] really go out of their way to help.”*

**Matthew Borins**  
*Part-time Editor,  
PrideVision TV, Toronto*



# Expanding Our Funding Options

## Expanding Traditional Fundraising



*“Ontario March of Dimes is my charity. It is a fantastic organization that helps so many people. I encourage others to give to this wonderful organization.”*

**Charlene Woods**  
DIME PLAN donor  
since 1998

Several Toronto athletes and media personalities, including former Toronto Maple Leaf, **Wendel Clark** (far right), helped kick off our 2004 Door-to-Door Campaign with an exhibition sledge hockey game against reigning world champions, Canada's National Sledge Hockey Team (front row.)

**W**hile our organization has diversified its revenue-generating activities over the years, we have not abandoned traditional fundraising, which continues to successfully support our various client programs and services.

In 2003-2004, net fundraising revenue from all sources was up 6% from the previous year (this does not reflect transfers to programs or other legal entities that are realized later). The most significant contribution to this increase came from the expansion of our monthly giving program, DIME PLAN. The number of donors giving monthly increased by almost 75% to more than 5,700. In the next fiscal year, all Ontario March of Dimes donors will be offered the opportunity to use this convenient method of support. A special door-to-door canvass has been introduced exclusively to recruit new donors to this program.

Although our annual Door-to-Door Campaign did not realize increased revenues in 2003-2004, we appreciated the nearly 13,000 volunteer canvassers who knocked on their neighbours' doors in the dead of winter to help raise more than \$800,000 province-wide. For the second straight year, Canadian actor **Leslie Nielsen** served as our Honorary Campaign Chair, appearing in a series of radio and TV public service announcements and in person at several events. In total, the Campaign received more than \$48,000 worth of provincial media coverage, up 14% from the previous year.



# Management Discussion and Analysis

## Results of Operations

The 2003-2004 fiscal year was one of growth, the result of a concerted effort to expand our focus in program and service delivery. Increasingly, Ontario March of Dimes and our subsidiary corporations are diversifying revenue-generating activities to fulfill the organization's mission — *to maximize the independence, personal empowerment and community participation of people with physical disabilities.*

Ontario March of Dimes' revenue increased 3.6% from the previous fiscal year to \$62.2 million. Revenues are diversified by design to ensure organizational stability and reduce overall exposure to the impact of potential change in any program area or economic sector. In the fiscal year, 59.0% of gross revenue came from all three levels of government, 27.7% from service fees (mostly through third-party payments), 10.4% from fund development activity (including the support of 100,000 donors, charitable gaming and local United Way grants), 1.7% from affirmative business activities and 1.2% from investments and other income sources. While total revenue increased by over \$2 million dollars, fund development, gaming and affirmative business revenue decreased by 6.2%. To help mitigate the impact of lower fundraising revenues, management reduced donor acquisition expenses by 43.5% from the previous year, while achieving net revenue of over \$2.3 million.

Program and service delivery, research allocations, operational costs and endowment commitments accounted for 99.6% of all funds raised. Program and service delivery expenses alone grew by 4.6% to \$56.6 million, with three programs accounting for almost 95.6% of expenditures: Independent Living Services, Employment Services and AccessAbility® Services. In summary, program and service delivery incurred 91.5% of expenditures; fund development 6.6%, and administrative costs unrelated to programs, 1.9%.

Overall fund balances grew by 5.1% over the prior year. The Endowment Fund, a restricted account that uses interest for designated purposes such as research, program delivery, awards and bursaries; and the Stabilization Reserve Fund, which ensures that Ontario March of Dimes has sufficient cash flow to run operations, invest in infrastructure, develop new programs and respond to unexpected challenges — together increased by \$285,573.

	2004	2003	2002
<b>Service Delivery - Hours of Service</b>	<b>1,275,523</b>	1,151,722	1,208,510
<b>Service Delivery - Clients Served</b>	<b>26,788</b>	23,816	19,184
<b>Average number of service hours per client</b>	<b>47.6</b>	48.4	63

*Even though the number of clients served has increased by 40% over the past two years, the total direct service hours has only increased by 5.5%. This is due to demand exceeding revenue growth. As a result, we have made efforts to find more cost-effective service delivery models and have realized the greatest growth in programs requiring the least cost per client.*

## Performance Management

Management developed and initiated key performance indicators for all aspects of the organization as part of our continuing commitment to quality improvement. Close monitoring of transactions led to reduced errors and improved receivables in 2003-2004. Other recommendations for improving organizational service and financial monitoring will be implemented in 2004-2005.

# Management Discussion and Analysis

With the rapid growth of Ontario March of Dimes and its expanding activities, management initiated an assessment of the organization's infrastructure to ensure that it remains efficient and relevant. Beginning with an overall review of the Finance Department in 2003-2004, this review process will be extended to other departments of the organization, as recommended in the Strategic Plan.

## *Systems, Policies and Procedures*

**P**olicies and procedures in all programs and administrative departments are regularly reviewed and updated to ensure their currency and to comply with ISO certification. The integrated accounting and case tracking system continues to expand, and report generation is fine-tuned, as performance criteria are refined in all programs and departments.

## *Risk Factors*

**T**he Board of Directors adopted a risk awareness policy with assigned staff roles and a new Risk Management Committee to oversee it. This will help identify the organization's areas of greatest risk exposure, so that the Committee can evaluate any recommended policies and practices to reduce these risks, define the information required to monitor the elements of risk, and make recommendations for corrective action, where necessary. The initial stages of risk identification and assessment began in 2003-2004, and will be completed in 2004-2005.

## *Financial Highlights and Accountability*

**I**n 2003-2004, financial results showed a number of positive indicators:

- Fee-based services (mainly in Employment Services) increased by 17%, with net revenues improving by 170% to \$654,000.
- Dependence on government grants decreased slightly from 60.2% to 59%.
- Investment and other income contributed 1.2% of total revenue, up from 0.5% the previous year, the result of improved investment and securities performance, and management's decision to invest more available cash in various short-term investments.
- Administrative costs held below the overall organizational growth rate.
- The organization's net working capital expanded from \$0.9 million to \$1.3 million, due to improvements in accounts receivable.
- The ratio of assets to liabilities improved.

The fiscal year also produced some negative financial indicators:

- Some revenue-generating activities, such as fundraising and affirmative businesses, experienced lower results as compared to last year.
- Reduced cash on hand relative to the cost of operating the organization went from 1.7 months to 1.6 months. The goal is to increase this period to 3-6 months.
- A reduction in total assets from \$14.7 million to \$14 million, reflected the substantial investment of over \$1.2 million made in the previous year in infrastructure and systems.



Many of the funds Ontario March of Dimes receives are designated for specific purposes and must be utilized within a prescribed timeframe. The organization's accounting structure ensures that these revenues are expended as designated, with any excess revenues over expenditures treated in one of three ways:

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

## Infrastructure/Governance

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Ontario March of Dimes operates as a chartered non-profit charitable corporation and is governed by a provincial Board of Directors. The service delivery and administrative structure includes over 1,600 staff, operating out of more than 70 locations. More than 95% of all staff is involved in direct program/service delivery. The organization has over 18,000 volunteers involved in fundraising, governance, administration and program/service delivery.

In 2003-2004, we completed the reconfiguration of the regional volunteer structure that began in 2002-2003, to improve the direct access and accountability between local service delivery, administrative committees, and their counterparts at the Board level.

Each of the corporate subsidiaries is a legal entity on its own with its own governing Board of Directors.

- The **Ontario March of Dimes Non-Profit Housing Corporation (NPHC)** develops, owns and operates accessible, affordable housing.
- The **Rehabilitation Foundation for Disabled Persons, Canada** operates services that are national in scope. Polio Canada® became its first national program, with Stroke Recovery Canada™ scheduled for 2004-2005.
- **OMOD® Independence Non-Profit Corporation** is a business trust that can participate in, or partner with, enterprises that will generate revenue to support Ontario March of Dimes' programs and services.
- The **Rehabilitation Foundation for Disabled Persons, Inc.** is registered in the U.S. to develop services and fundraise in support of Ontario March of Dimes' mandate.
- **Positive Action for Conductive Education® (P.A.C.E.®)** manages Conductive Education® programs for children with motor disorders.

## Outlook

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In the last quarter of 2003-2004, we introduced a new Strategic Plan with the theme, *Expanding Our Focus*. The Plan is scheduled for approval in 2004-2005. Many of the themes and strategies outlined in this Annual Report reflect the direction the organization will take to extend service to people with disabilities of all ages, in all parts of Canada. Once adopted, the new Plan will also realize increased utilization of the organization's subsidiary corporations to financially support our expanding network of services.

# Focusing on Our Performance

## Summarized Balance Sheet

(March 31, 2004, with comparative figures for 2003)

### 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, 2004 and for the year then ended on which we expressed a reservation in our report dated July 15, 2004.

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  
July 15, 2004

## ONTARIO MARCH OF DIMES (Rehabilitation Foundation for the Disabled)

	2004	2003
<b>ASSETS</b>		
<b>Current</b>		
Cash and marketable securities	\$4,240,672	\$4,523,265
Accounts receivable	2,695,053	3,203,767
Prepaid expenses	738,859	799,669
Grants and allocations receivable	558,921	378,816
<b>Total current assets</b>	<b>8,233,505</b>	<b>8,905,517</b>
Endowment Fund	1,882,442	1,700,217
Capital assets	3,825,839	4,151,672
	<b>\$13,941,786</b>	<b>\$14,757,406</b>
<b>LIABILITIES AND FUND BALANCES</b>		
<b>Current</b>		
Accounts payable and accrued charges	\$4,734,251	\$5,953,840
Unexpended program grants	460,594	399,172
Government advances	1,760,235	1,648,259
<b>Total current liabilities</b>	<b>6,955,080</b>	<b>8,001,271</b>
Deferred capital grants	1,069,270	1,124,272
<b>Total liabilities</b>	<b>8,024,350</b>	<b>9,125,543</b>
<b>Fund balances</b>		
Stabilization Fund	3,579,994	3,491,646
Endowment Fund	2,322,442	2,140,217
Capital Reserve Fund	15,000	0
<b>Total fund balances</b>	<b>5,917,436</b>	<b>5,631,863</b>
	<b>\$13,941,786</b>	<b>\$14,757,406</b>

See accompanying notes to summarized financial statements.

## Summarized Statement of Revenue, Expenses and Changes in Fund Balances (March 31, 2004, with comparative figures for 2003 and 2002)

### ONTARIO MARCH OF DIMES (Rehabilitation Foundation for the Disabled)

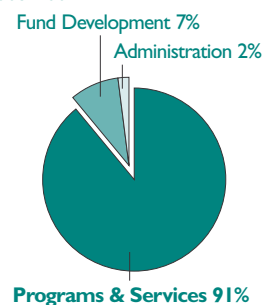
	2004	2003	2002
<b>REVENUE</b>			
Government and other grants	\$36,663,868	\$36,127,212	\$38,949,205
Fees and sales	11,679,583	11,040,629	6,752,288
Fundraising, including United Way	6,478,422	6,923,470	6,697,092
Program recovery	6,616,715	5,619,506	3,062,785
Investment and other income	717,488	290,731	615,690
	<b>62,156,076</b>	<b>60,001,548</b>	<b>56,077,060</b>
<b>PROGRAM EXPENSES</b>			
Independent Living Services	31,713,973	31,090,414	29,615,850
Employment Services	18,262,455	16,584,910	14,643,109
AccessAbility® Services	4,124,081	3,966,930	4,198,686
Affirmative Business	1,292,856	1,184,220	1,200,244
Recreation and Integration Services	400,127	474,477	478,081
Peer Support Services and Conductive Education®	553,788	434,398	492,649
Issue Advocacy	215,693	347,744	349,651
Grants and Awards	20,425	22,000	30,300
	<b>56,583,398</b>	<b>54,105,093</b>	<b>51,008,570</b>
<b>FUNDRAISING AND ADMINISTRATIVE EXPENSES</b>			
Fundraising	3,482,039	3,371,108	3,434,950
Donor acquisition	627,131	1,109,585	617,908
Program and administrative support	855,798	865,696	620,303
Amortization funded by donor dollars	322,137	283,516	290,802
	<b>5,287,105</b>	<b>5,629,905</b>	<b>4,963,963</b>
Excess of revenue over expenses	285,573	266,550	104,527
Fund balances, beginning of year	5,631,863	5,365,313	5,260,786
Fund balances, end of year	<b>\$5,917,436</b>	<b>\$5,631,863</b>	<b>\$5,365,313</b>

See accompanying notes to summarized financial statements.

#### NOTES TO SUMMARIZED FINANCIAL STATEMENTS Year ended March 31, 2004

1. Copies of the complete audited financial statements are available upon request.
2. Funds raised through Charitable Gaming and Special Events (which are included in Fundraising) are shown net of related expenses.
3. Independent Living Services include Outreach Attendant Services, Supportive Housing and Acquired Brain Injury Services.
4. AccessAbility® Services include Assistive Devices Program, Recycled Rental Equipment Program, DesignAbility® Program, Barrier-Free Design Consultation, and Home and Vehicle Modification Program.
5. The excess of revenue over expenses of \$285,573 (2003 - \$266,550) includes amounts designated for endowment purposes of \$111,240 (2003 - \$128,464).
6. Certain of the 2003 amounts, presented for comparative purposes, have been reclassified to conform with the 2004 presentation.
7. For the year ended December 31, 2003, the Foundation filed the required report, as defined in the Public Salary Disclosure Act, 1996.
8. The summarized financial statements do not include amounts for the associated organizations.

#### WHERE YOUR MONEY GOES 2003-2004





# Expanding Our Support



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

**The Ellen Fairclough Society** recognizes generous donors whose contributions carry on the legacy of Canada's first female federal Cabinet Minister and honorary leader of Ontario March of Dimes' original 40,000 Marching Mothers®. In the 1950s and '60s, the Marching Mothers® canvassed door-to-door across Canada, raising funds for polio research.

## **\$1,000 - \$4,999.99**

*(Gifts made during 2003-2004)*

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John F. Bankes  
Mark Brancier  
Margaret Canning  
Dr. David Collins  
Terrence Devine  
Peggy Dineley  
Dr. Howard Ginsberg  
Mr. & Mrs. C. Warren Goldring  
Riva Grinshpan  
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Jamie & Dana Jones  
Ronald & Diana MacFeeters  
Gail Mores  
John Morrison  
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Margaret O'Sullivan  
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Jaytex of Canada Ltd.

Nikken Independent Distributor  
Ontario Lottery and Gaming Corporation  
Prime Restaurants of Canada Inc.  
QCS Systems Inc.  
Wyeth Consumer Healthcare Inc.

**The Paul Martin Sr. Society®** recognizes outstanding donors who follow the inspirational legacy of a great Canadian, who, as Minister of Health and Welfare, introduced universal polio vaccination to Canada.

## **Members**

### **\$5,000 - \$9,999.99**

*(Cumulative gifts as of March 31, 2004)*

Alan Barkin  
Margaret E. Bates  
Alexander P. Beaton  
Henry Ens  
Paul Fink  
Edward H. Gittings  
John Greey  
Stephen Gurman  
Ross A. Hamlin  
William Hayden  
Hon. Paul Hellyer  
Jerry Lucas  
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David Meynell  
Robert Morris  
Ella Margaret Mae Potton  
Kimberley Shannon  
Lance H. Speck  
Dr. John Thompson  
Elizabeth Yan  
Allstream Inc.  
Bell Canada - Employee Volunteer Program  
BMO Financial Group  
Co-operators General Insurance Company  
Falls View Hose Brigade  
Four Season Hotels Inc.  
Grand Theft Audio  
IBM Toronto Employees Credit Union Ltd.  
Maid of the Mist Steamboat Co. Ltd.

Manulife Financial Corporation  
MDS Inc.  
Mill Employees Charity Fund of Bowater  
Niagara Prosthetics & Orthotics Corporation  
Walker Industries Holdings Ltd.  
Zoll Medical Canada Inc.

#### **Patrons**

**\$10,000 - \$24,999.99**

*(Cumulative gifts as of March 31, 2004)*

Neil Anthes  
Dorothy Curtis  
Dr. Phillippe De Bosset  
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Dr. Michael Ford  
Kenneth Ogaki  
Dr. Nicholas & Mrs. Colleen Pohran  
Andria Spindel  
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The Dominion of Canada General Insurance Co.  
Fasken Martineau DuMoulin LLP  
GlaxoSmithKline  
Kincardine Women's Triathlon  
Onex Corporation

#### **Benefactors**

**\$25,000 - \$49,999.99**

*(Cumulative gifts as of March 31, 2004)*

Dr. Joel Finkelstein  
Dr. Sydney Gershon  
Dr. Dale McCarthy  
W. Scott & Janet Robinson  
AGF Funds Inc.  
Casino Niagara  
CIBC  
Dofasco Inc.  
RBC Financial Group  
Scotiabank  
Shoppers Drug Mart Corporation

#### **Investors**

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

*(Cumulative gifts as of March 31, 2004)*

Alexander Christ  
CitiFinancial Canada Inc.  
Green Shield Canada

## **S**pecial Thanks:

### **The Jonas Salk Circle® of Friends**

commemorates Dr. Jonas Salk's life-saving and humanitarian work in the development of the first polio vaccine and recognizes the contribution of our exceptional donors.

#### **Pioneers**

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

*(Cumulative gifts as of March 31, 2004)*

**Robert H. Canning**

**Aventis Pasteur Ltd.**

**Fraser Milner Casgrain LLP**

**Sanofi-Synthelabo Canada Inc.**

**TD Bank Financial Group**

#### **Discoverers**

**\$500,000 - \$999,999.99**

*(Cumulative gifts as of March 31, 2004)*



## **Special Donations**

### **Service Clubs**

*(Contributions made during 2003-2004 of \$1,000+)*

Burlington Civitan Club Inc.  
Kinsmen Club of Thunder Bay Hill City  
Rotary Club of Burlington Lakeshore

### **Foundations**

*(Contributions made during 2003-2004 of \$1,000+)*

The BayStock Foundation  
BMO Foundation of Hope - Regional Office  
Canadian Foundation For Physically Disabled Persons  
Friendship, Love & Truth (FLT)  
Charitable Foundation (Barrie)  
Graham Munro Charitable Foundation  
Healthy Community Fund (City of Kingston)  
Heaslip Family Foundation  
Hope Charitable Foundation  
The J. P. Bickell Foundation  
The Lawrence & Frances Bloomberg Foundation

# Expanding Our Support

The Lillian and Don Wright Foundation  
Masonic Foundation of Ontario  
Minto Foundation Inc.  
The Ontario Trillium Foundation  
Raptors Foundation  
Scott Early Foundation  
The Sprott Foundation  
Toronto Parks and Trees Foundation

## **Bequests**

*The estates of:*

Arnold Albright  
Florence Margaret Bending  
June Mary Black  
Helen Devins  
Vera Melissa Fleming  
Reta H. Gibson  
Ruby Haynes  
Mary Lennox (life insurance gift)  
Charles Regis  
Stanley Rae Robins  
Percy George Rooker  
John A. Sanderson & Family Trust  
Nicholas Joseph Tremblay  
Marion Wolstein  
John Stanley Wyatt

## **Life Insurance Pledges**

Fraser Deacon  
Michael Goodman  
Ronald & Linda Knowles  
Jerry Lucas  
Patricia Maguire  
John Near  
Andria Spindel

## **Charitable Remainder Trusts**

Bernie Mandell  
Thomas D. Upton

## **Campers Helping Campers**

*(Contributions made during 2003-2004 of \$1,000+)*

Fisherman's Cove Tent & Trailer Park Ltd.  
Hammock Harbour RV Park  
Leisure Time Park  
McGowan Lake Family Campground Inc.  
Sandy Beach Resort & Trailer Court Ltd.

Sauble River Family Camp Inc.  
Shelter Valley Campground  
Sherkston Shores

## **Golf Classic 2003 Series Sponsors**

*(Sponsorships made during 2003-2004 of \$1,000+)*

Phil Cunningham  
Assante Asset Management Ltd.  
Bazaar Marketing  
The Bear  
BMW Canada Inc.  
Brisson & Massie Mechanical  
Casino Niagara  
Cav-Tal Foods Ltd.  
CDI College  
Coca-Cola Co.  
Coors Canada  
Cotton Ready Mix  
Desjardins Securities  
Dillon Consulting Ltd.  
Don Thompson Jewellers Ltd.  
Electronic Supermarket  
The Farm Mutual Reinsurance Plan Inc.  
Genx Solutions  
George's Market  
Grand & Toy  
Grimsby Packaging Ltd.  
Heffner Lexus Toyota  
Hogg Fuel & Supplies Ltd.  
ICORR Properties International  
John Chute & Associates  
Kenmore Construction  
Lewis & Krall Home Health Care  
Mackenzie Financial Corporation  
The Maritime Life Assurance Co.  
Metcalf Variety  
Mountainview Homes  
Muskoka  
Ontario Power Generation Inc.  
The Ottawa Citizen  
Pillers Sausages & Delicatessens Ltd.  
Rankin Construction Inc.  
The Record  
Relizon Canada Inc.  
Subway Restaurants  
TELUS

## United Way Partners

Porcupine United Way  
United Way Community Services  
of Guelph and Wellington  
United Way of Greater Toronto  
United Way of Kingston, Frontenac,  
Lennox and Addington  
United Way of Kitchener-Waterloo and Area  
United Way of London & Middlesex  
United Way of Peel Region  
United Way of Sarnia-Lambton  
United Way of Sault Ste. Marie  
United Way of Stormont, Dundas & Glengarry  
United Way of Thunder Bay

## Gifts in Kind

*(Contributions made during 2003-2004 of \$1,000+)*

Zulfie Abdulla	Barbara Corcoran
Doris Adams	Phil Cunningham
Fred Allen	Jane Dewar
Pedro Asuntha	Anna Divana
Jacqueline Balasiuk	Susan Down
Jean Barbesin	Terry Drew
Gisela Baumann	Edward Duemo
Michael Baumann	Hugh Dunlop
George Bayley	Lynda English
Beatrice Bell	Donald Faucher
Mary Bell	Fred Golding
Clifford Bennett	Caroline Gould
Sylvia Bergquist	June Gratten
Randy Bezo	J. Herzog
Loretta Biasutti	Ethel Hitchen
Pat Bradley	Frederick Holland
Kathleen Brugge	Nancy Holliday
Richard Bula	John Howard
Marion Butler	Doris Imri
Eric Byers	Corinne Irwin
Warren Campbell	Trish Jeffery
Tony Capaldi	Janice Keatley
Benedette Carboni	George Kiritsis
Wendy Charlebois	K. Kuker
C. Cleverley	Frank Lauraitis
Maria Cocetta	S. L. Lee

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June Makinson  
A. McCracken  
Patricia McInnis  
K. McLaughlin  
Tom Morey  
Brad Mummery  
Ilene Murphy  
Rick Myers  
Ross Nash  
Alastair Neale  
Victoria Neumann  
Bill Nygren  
Nicole Pentek  
Siv Petterson  
Diedre Pinto  
Ann Raymore  
Carol Rhodemizer  
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Tammy Robinson  
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Dr. Harold Sachs

Don Smith  
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Patty Tucker  
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Marilyne Ward  
Dianne Williams  
Norman Wilson  
Eloqua Corporation  
Jewelstar Corporation  
MCD Procurement  
Consulting  
Ottawa Sun  
Speakers Forum  
Toronto 1

## Special Thanks

City of Toronto – Ontario Works  
Workplace Safety and Insurance Board of Ontario (WSIB)

## Government Grants

Without government support and recognition for the needs of people with physical disabilities, many of our programs and services would not be possible. We thank the provincial and federal governments for their contributions.



*Every effort has been made to ensure the accuracy and entirety of these important lists.  
We apologize for any errors or omissions.*



## Focusing on Our Heroes



### *Another Door Opens for OMOD® Volunteer*

**P**atricia Stewart knew from an early age that she wanted to be a teacher. As the second oldest in a family of seven children, the 52-year-old Niagara Falls resident was a mentor to her younger siblings. Patricia fulfilled her dreams, studied education and became a professional educator. But, after only eight years on the job, her teaching career was cut short when she discovered that she had multiple sclerosis (MS).

“When I was diagnosed, I wondered how much longer I would be able to teach,” recalls Patricia. “I wasn’t afraid; I just continued on as best I could.”

So that’s exactly what she did. Patricia continued teaching until her MS had progressed to a point where even the smallest of tasks became monumental. Today, she lives with quadriplegia.

“When one door closes, however, another door opens,” she says.

That other door, for Patricia, belonged to Ontario March of Dimes. As one of our Attendant Services clients, she learned of the many volunteer opportunities we had to offer, and immediately took an interest in our Befriending® Program. For nearly a decade now, Patricia has been an active participant, offering her teaching expertise to “friends” who have physical disabilities and are socially isolated. For the past four years she has been working with **Jamie Sorley, 26**, helping him to overcome his literacy challenges.

In the last year alone, Patricia contributed more than 800 volunteer hours. For her efforts and long-term commitment to Ontario March of Dimes, the organization awarded her the Reverend Roy Essex Award. The award — which was created in 1981 in honour of **Reverend Roy Essex**, a dedicated and long-time Ontario March of Dimes volunteer — is presented to a volunteer who has demonstrated a high degree of commitment and made an outstanding contribution to the goals of Ontario March of Dimes.

“[Pat] is a caring, compassionate and fully dedicated volunteer who strives to help those around her in spite of severe physical limitations,” says **Rosemary Chupik**, regional coordinator of volunteers in our South Region office. “Pat believes that there is no better way of sharing, than through lending a hand as a volunteer.”

In addition to her volunteer work in our Befriending® Program, Patricia also sits on several Ontario March of Dimes committees, lending her knowledge and experience in making the community a better place for people with physical disabilities.

“Volunteering has given me a new sense of purpose in my life,” says Patricia. “I look upon it as my new vocation.”



## A Tale of Two Lives

**T**he relationship between clients and their support workers is one that often takes time to build, but for **Robert Liao** (left) and **John White** (right), it was there from the start.

Robert's whole life changed in an instant. A second-year kinesiology student at the University of Waterloo, he worked as a part-time assistant physical education teacher at a local high school. After leaving work on a cold winter day in 1995, Robert's car hit a patch of black ice and careened into a hydro pole on the highway. He suffered a brain injury that left him in a coma for two months.

John has been working with clients who have acquired brain injuries for over a decade. As a community support worker, he is a member of the York-Simcoe Brain Injury Services team and has been part of OMOD®'s Acquired Brain Injury Services for the past 12 years.

"When I see the client do well, and their personal outlook and self-esteem improve, that's what keeps me going," he says. "When I'm done, I know that I've contributed, and hopefully helped make their lives better."

Although Robert became an OMOD® client last year and he and John have been working together for only a short time, the special relationship they share is evident to anyone who interacts with the pair.

"We have had a good rapport right from the get-go. Everyone likes Robert," explains John. "He has a good personality and great sense of humour."

Robert's rehabilitative journey involves a multi-disciplinary team that includes an occupational therapist, personal attendant, behaviour consultant, speech language pathologist, and John. Though Robert was isolated for quite a while after his accident, John is getting him back into the community. Willing to try different things, Robert recently returned from an adventure camp for people with disabilities where there are no boundaries to participation. He attends a bowling group once a week and even volunteers regularly at a Senior's Centre.

John's dedication to Robert's rehabilitation, and Robert's determination to be an active member of his community, have brought these two together.

"Sometimes you get clients you just really click with," adds John, "and that's been the case with Robert and me."

# Focusing on Our Heroes

## Award Winners

---

**E**ach year, Ontario March of Dimes pays tribute to select individuals or companies whose activities embody the spirit of our vision. In 2003-2004 we gave out the following awards:

The **Right Honourable Paul Martin Sr. Award** recognizes volunteers who have contributed 12 or more years of continuous service to Ontario March of Dimes in the areas of fundraising, service or policy.

**Ralph Griffin**, Thorold

The **Barrier-Free Design Award of Merit** recognizes the owner(s) of a building(s) or facility that has been designed or renovated with special regard to accessibility.

**City of Hamilton's Urban Braille Project**, Hamilton

**Windsor Police Services**, Windsor

The **Vocational Rehabilitation Award** is presented to an organization that has shown leadership in vocational rehabilitation and employment of people with physical disabilities.

**Niagara Centre for Independent Living**, St. Catharines

The **Dr. Jonas Salk Award**<sup>®</sup> is jointly presented by Aventis Pasteur Ltd., and honours an individual who has made a significant contribution to science or medicine to prevent, alleviate or eliminate a physical disability.

**Dr. Harold J. Jennings**, Ottawa – National Research Council's Institute for Biological Sciences

**Dr. Francis H. Glorieux**, Montreal – Shriners Hospital for Children

The **Reverend Roy Essex Award** honours a long-term volunteer who has demonstrated a high degree of commitment and made an outstanding contribution to the goals of Ontario March of Dimes.

**Patricia Stewart**, Niagara Falls

The **Community Partnership Award** recognizes an organization or community group for outstanding collaboration with Ontario March of Dimes in support of people with disabilities.

**CitiFinancial Canada Inc.**, Ottawa

**Lewis & Krall Home Health Care**, Welland

The **Richard Kall Employee Award of Excellence** honours the memory of the late Ontario March of Dimes' Chief Operating Officer. It recognizes a full or part-time OMOD<sup>®</sup> employee for their selflessness in fostering a strong spirit of giving within the organization, or through outstanding customer service to our clients.

**Jane Hobbs**, Sarnia

The ***Jeannette Shannon Leadership Award*** was established in 2003 in memory of the late Ontario March of Dimes' President. It recognizes outstanding contributions to OMOD® by a past or present member of the Board of Directors.

**Dr. David M. Logan**, Tottenham

The ***Jeannette Shannon Post-Polio Program Volunteer Award*** recognizes an individual with at least eight years of volunteer service to the Ontario March of Dimes Post-Polio Program.

**Bonnie Kemp**, Grimsby

The ***Wade Hampton Employment Training Bursary*** is awarded to an Ontarian with a physical disability requiring financial assistance in order to pursue a professional or career goal.

**Nancy Barron**, Sudbury



At its 2003 Annual General Meeting, Ontario March of Dimes, and MC — CityPulse reporter, **David Onley**, (front centre) — honoured those individuals and corporations which have helped enhance the quality of life for people with physical disabilities.



# Focusing on Our Leadership

## **2003-2004 Board of Directors**

David A. Boyle, *Chair*  
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Allister Byrne, *Secretary*  
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Suzanne Clancy  
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David Fisher  
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Dinesh Gothi  
Elizabeth Greville  
Lisa Havens  
Zora Jackson  
Pamela Kempthorne  
Elizabeth Lounsbury  
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Ralf Riekers  
Kim Shannon  
David Urquhart  
Cameron Whale  
  
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Dr. David M. Logan,  
*Lifetime Director*

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Ron Kelusky <i>Vice President &amp; Chief Operating Officer</i>	Lee Harding <i>Director of Regional Operations</i>
Jerry Lucas <i>Vice President, Program Development</i>	Veronica Carroll <i>Director of Fund Development</i>
Elaine Fogel <i>Director of Communications, Sales &amp; Marketing</i>	Jim Bird <i>Director of Human Resources</i>

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John Binks, *North West & North East Regions*  
Jocelyn Gagné, *South Region*  
Gail Mores, *South Central Region*  
Tim Manley, *South West Region*  
Steve Kavanagh, *West Central Region*

## **Honorary Patron**

The Honourable James K. Bartleman, *Lieutenant Governor of Ontario*

## **Patrons**

The Honourable Lincoln M. Alexander, *P.C., C.C., O.Ont., Q.C.*  
June Callwood, *C.C., O.Ont.*  
The Honourable Henry N.R. Jackman, *O.C., O.Ont.*  
Veronica Tennant, *O.C.*  
The Honourable Hilary M. Weston, *O.Ont.*

## **Honorary Chair**

The Honourable David Peterson, *P.C., Q.C.*

## **Honorary Campaign Chair**

Leslie Nielsen, *O.C.*

# Contact Information

*For general inquiries, please contact:*

## Provincial Office:

10 Overlea Boulevard  
Toronto, ON M4H 1A4  
416-425-DIME (3463) • 1-800-263-DIME (3463)  
Fax: 416-425-1920 • [www.dimes.on.ca](http://www.dimes.on.ca)

*For these specific inquiries, please contact our local or toll-free provincial office number above and select from the following extension numbers:*

## Sponsorship Opportunities

Fund Development Department at ext. 340.

## Volunteer Opportunities

Human Resources Department at ext. 384.

## Donations

Fund Development Department at ext. 380.

## Media Inquiries

Communications, Sales & Marketing Department at ext. 240.

## Information on Programs & Services

For detailed information on Programs & Services, please visit our Web site at [www.dimes.on.ca](http://www.dimes.on.ca).

*For region specific inquiries, please contact one of the following:*

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### West Central Region

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1-877-427-6990  
[westcentralregion@dimes.on.ca](mailto:westcentralregion@dimes.on.ca)



**On the back cover:** For the past two years, **Leslie Nielsen** has been a proud spokesperson for Ontario March of Dimes. The actor has appeared in a series of TV, radio and print ads to help raise awareness for the organization and the people we serve. “No other organization helps as many people with different disabilities in so many ways,” says Nielsen. “Ontario March of Dimes is a family charity, and I enjoy being a part of it.”



**Provincial Office**

10 Overlea Boulevard, Toronto, ON M4H 1A4  
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