



MARCH
OF DIMES
CANADA

LA MARCHE
DES DIX SOUS
DU CANADA



Rising to the Challenge

2019-2020 Annual Report

**March of Dimes Canada
Board of Directors
2019 - 2020**

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Our Mission

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

Message from the Board Chair and our President & CEO

Rising to the challenge is in the DNA of March of Dimes Canada and everyone we serve.

People living with disabilities rise to the challenge every single day. For many, it is learning to adjust to life with a disability. Others must cope with isolation and loneliness. All, however, continue to address the stigma and barriers still much too prevalent in our society.

Our employees rise to the challenge to provide care, skills development, compassion and connection when they're needed most.

Our donors, volunteers and supporters rise to the challenge, giving selflessly to pave the way for remarkable change.

This was a year of innovation and growth for March of Dimes Canada as we continued to strengthen our organization and its programs, services and systems. We placed a new emphasis on collaboration – inside our organization and outside in the communities we touch. We are committed to listening and learning. We value creativity and innovation.

When we began this year, we could never have predicted where it would take us. We couldn't possibly have known the serious threat a global pandemic would pose to every part of what we do, and we couldn't have anticipated the changes we would have to make to react and protect our community. But, because of all the innovations we had introduced throughout the year, we were well positioned to rise to the challenge. As we said, it's in our DNA.

We have an incredible story captured in this report, that celebrates the lives of Canadians who turn to us for support.

Today, March of Dimes Canada is a strong, growing and compassionate force for good in communities across Canada – and that matters for people living with disabilities in our country. Together, we'll keep rising to the challenges ahead.



Catherine Sherrard
Chair, Board of Directors



Leonard Baker
President & CEO

Meet **Carolina Floyd**

Sebastian describes his mother, Carolina Floyd, as brave and strong and funny – qualities that she needed in her last three years as she dealt with the challenges of amyotrophic lateral sclerosis (ALS).

Carolina was diagnosed with the degenerative disease five years ago. She continued to work for a year afterwards, but her condition gradually worsened, and she was forced to stop. It started with spasms in her left arm. Then she couldn't dance. Then she couldn't swim. Eventually, Carolina couldn't speak or move.

“I've been going through stages since I became disabled,” Carolina said in an email interview. “At the beginning, I cared about small things like privacy and dignity. Then it became a



matter of basic needs, and I had to let go of millions of things. Like shame.”

Carolina and her family contacted March of Dimes Canada’s Community Support Services. They were looking for support with Carolina’s personal care; what they got was peace of mind.

“Every day they’re here, I feel relief knowing I can trust and depend on them,” said Carolina. “They make me feel like I’m the same person I’ve always been.”

“The impact has been amazing,” her husband Hugh added. “I can leave the house, I can go to work, knowing Carolina is looked after.”

Most important was what it meant for her two sons. They used to help Carolina up and down the stairs in their home but, with March of Dimes Canada’s support, they were able to just enjoy spending time with her.

“I’ve always been close with my mother,” Carolina’s son Tristan said. “I have that relationship that not too many people have with their parents.”

And that’s what Carolina wanted. “Thanks to March of Dimes Canada, I can use my energy being a mother to my boys.”

Sadly, Carolina passed away in July 2020. We are honoured to have played a small but helpful part in her life. Our deepest condolences go out to her family and friends.

Visit marchofdimes.ca/annualreport2020 for a video of Carolina’s story.





Carolina and her husband Hugh

Providing Hands-on Help for Independent Living

Through our growing network of Community Support Services, we provide essential services, enabling people through individualized care to live as independently as possible. Whether the disability is physical, cognitive or the result of brain injury or aging, we assist clients in their homes and communities, helping them gain a greater level of functioning and connection with others.

Over the past year, the number of people we served rose to more than 6,100.

Rising to the Challenge in 2019/20

Embracing a new model of care in Ontario

In 2019, the province of Ontario announced the restructuring of its health system, introducing a new model of care that brings together healthcare and community support providers in local teams to foster a more coordinated, effective and person-centred approach to service delivery. To ensure our community's needs are prominently considered in the transition process, we began to work with multiple Ontario Health Teams, as well as with sub-groups specializing in physical disability, brain injury and frail seniors. As the process continues to evolve, we look forward to informing and playing a key role in the implementation of this new model of care.

Expanding our impact in the GTA

As a recognized leader in providing attendant care services for people with disabilities, we were proud to expand our services in the Greater Toronto Area (GTA) through the transfer of Spinal Cord Injury Ontario's Outreach Attendant Services to March of Dimes Canada. This transfer in March 2020 was the largest-ever inter-agency transfer of these services in Ontario, representing more than 110 consumers and \$4.6 million in annual funding. With the professionalism and consumer focus of both agencies, the transition was seamless for our consumers – even amidst the looming threat of COVID-19.

Launching new services for Manitobans

At the heart of our mission is the desire to effectively serve more Canadians with disabilities. To demonstrate that commitment, we prepared for the delivery of adult residential services for people in Manitoba living in their own homes or in integrated apartment and group living models. Services include rehabilitation/life skills training, personal care, homemaking and case management for people with a wide range of physical disabilities and brain injury. This marks the first time we've provided our Community Support Services in Manitoba.

Providing culturally inclusive care

We formalized our partnership with Barrie Area Native Advisory Circle to fund a full-time Indigenous Independent Living Care Worker. The program merges our traditional Independent Living Resource Worker and Support Services Attendant roles into a single combined role, enabling us to provide culturally sensitive care and support for older Indigenous adults in underserved communities. We plan to expand this service into other Indigenous communities in the future.

Meet **Lara Kaufman**

Ten years ago, Lara Kaufman was on a ski trip with her husband and three young kids when she was seriously injured. Her right carotid artery was dissected, causing a massive stroke that paralyzed the left side of her body. She was only 41 years old at the time.

From survivor to volunteer

Today, Lara has found her new normal. She thinks of herself as a stroke survivor rather than victim. She shares this positive attitude with recent stroke survivors as a volunteer with March of Dimes Canada's After Stroke Hospital Visitation Program that connects people who have had a stroke in the past with recent stroke survivors still in hospital to give information and inspiration.



“I’m providing hope. I know what the road looks like, what to expect from the journey, that there is life after stroke,” says Lara.

It’s a role that Lara cherishes, requiring a delicate balance of humour and honesty. “I feel good about myself,” Lara says. “I get as much benefit from it as they do.”

Lara also offers some practical advice that helped her. “I always recommend that they video-tape themselves doing physical therapy or walking. That way they can see their progress, even if it’s small.”

One patient, in particular, has stuck with Lara. She met him her first day as a volunteer, and he asked a lot of questions, which he always followed up with a very negative ‘yeah, but’.

“He argued with everything I said,” Lara recalls. “Except my last answer. Something I said finally connected with him, and he said ‘I’ll have to think about that’. I knew I’d changed his perspective, just a tiny bit. That made it all worth it and I knew I wanted to volunteer more.”

Whenever she visits a recent stroke survivor, Lara leaves them with this thought: “Stroke recovery is like climbing a mountain. It takes hard work, perseverance and patience, but the view from the top is spectacular.”

Visit marchofdimes.ca/annualreport2020 for a video of Lara’s story.



Connecting to Hope, Humanity and Life

To enhance quality of life for children, youth, adults and seniors who have disabilities and brain injuries, as well as their caregivers, March of Dimes Canada offers a host of community-based programs, including our evolving After Stroke program. Tailored to the needs of each person, our programs provide information, practical assistance, skill development, peer support, social/recreational opportunities, resources and even funding for accessibility aids. Through this vital work that is frequently the result of community partnerships, we're widening access to care and connection for people who are too frequently excluded.

Our Community Programs and After Stroke team served 33,373 consumers during 2019/20

Rising to the Challenge in 2019/20

Transforming life after stroke

With over 62,000 people experiencing strokes each year, stroke is a leading cause of adult disability in Canada¹. Canada has not provided well for stroke survivors' post-hospital needs – many say they feel abandoned and alone once discharged from the acute care hospital, with no clear path to follow. That's why we developed a new After Stroke strategic framework, approved by the March of Dimes Canada Board of Directors in March 2020. This new framework will help ensure that stroke survivors nationwide receive accurate and timely information, access to programs and devices to support their daily living needs, individual and group support, and access to a community of people who understand the experience of life after stroke.

Living LIFE to the fullest

The Learning Independence for Future Empowerment (LIFE) program provides skills and hands-on opportunities for growth and development to young people with disabilities who are preparing to enter adulthood. This year, we partnered with companies and community organizations to offer rich experiences including interactive workshops with Peel Art Gallery, events with groups including Holland Bloorview Kids Rehabilitation Hospital, technology discovery sessions with Microsoft and a field trip to the Legislature Building at Queen's Park. We also held a two-week pilot program for LIFE in Vancouver as we plan our expansion in the west.

1 (Dis)connected. How unseen links are putting us at risk. 2019 Report on Heart, Stroke and Vascular Cognitive Impairment. Heart & Stroke. Retrieved from: heartandstroke.ca/-/media/pdf-files/canada/2019-report/heartandstrokereport2019.ashx?

Serving those with aphasia and communication disabilities

Caused by damage to the language area of the brain, aphasia makes communicating difficult and is experienced by one in three people who have had a stroke. This program is now ISO certified, ensuring a consistent, high quality consumer experience and standardized operational programming across the country. This year, we supported over 350 people living with aphasia through our services, groups and camps.

Receiving therapy through dramatic self-expression

Our Personal Effectiveness Training program, a partnership with Brain Injury Community Re-Entry, provides structured activities promoting the development of social, cognitive, physical and emotional skills for 35 people with disabilities and/or brain injury. Seven participants took part in a five-part drama workshop with Brock University Drama Department and other partners. The workshop was held in preparation for two public shows of an improvisational performance art experience adapted for people with disabilities.



BC Aphasia Camp 2019

Meet **Quincy Odutayo**

For a long time, Quincy Odutayo had trouble finding work.

“It was difficult,” he says. “I get nervous in interviews, and a lot of people thought I wouldn’t be a good employee.”

Fortunately, someone told him about March of Dimes Canada’s Employment Services. Quincy reached out and found the support he needed, including an assessment of his skills and interests, and practical guidance.

“First, we talked about what kind of jobs I would like and my experience. Then, we worked on my resume and practised interview questions,” he says.

With help, he did the work to prepare himself, overcame his nervousness and was successfully placed in a job as a buggies attendant at a local Longo’s supermarket, which Quincy has had for a year now.



“I was a little shy, the first day, because I didn’t know a lot of people, and I had to learn the job,” he says. “But now I’m good at it.”

It’s worked out well. Quincy is proud of his accomplishments and is well liked by the people at work, giving him a feeling of connection he was missing before.

“We’ve never had a moment that we regret ever doing this. The customers love him. Our team loves him. He’s a great fit for our company,” says Antonietta Curcio, Manager, Longo’s.

“Employment is an essential piece of life,” explains Lisa Mundle, Vocational Rehabilitation Specialist with March of Dimes Canada.

“Once the candidate is working, you can see a complete 360. You can hear the joy. You can see the joy that they express.”

Quincy has also noticed that he’s more patient, and more confident, since starting at Longo’s.

“I want to take on more responsibility. Do more. Have more experiences on the job,” he adds. “This will be good for my future.”

Visit marchofdimes.ca/annualreport2020 for a video of Quincy’s story.



Opening Doors to Rewarding Employment

Employment is a critical ingredient to self-esteem and personal and financial independence – yet only 59% of working-age Canadians with disabilities are employed². March of Dimes Canada's Employment Services exist to ensure that people with disabilities succeed in reaching their employment goals. We are Canada's leader in connecting people who have disabilities with employers seeking qualified candidates for jobs. We provide the highest quality service delivery in our sector because of the depth of our understanding, our extensive scope and reach and our advanced infrastructure and resources.

Employment Services has served 19,256 consumers during 2019/20

Rising to the Challenge in 2019/20

Mentoring people to gain exposure

MentorAbility is a Canada-wide initiative operated by CASE (Canadian Association of Supported Employment). The program offers a unique mentoring experience in which job seekers with disabilities are matched with individual mentors (employers or business leaders) – to explore different career pathways and opportunities in their desired field of interest. We participate in the program in partnership with ODEN (Ontario Disability Employment Network). Together, we represent the Ontario hub. We matched 38 people with mentors that included a police constable, a paralegal and a professional small animal groomer. Each mentor spent time and gave feedback, helping people with disabilities develop their career goals.

² Canadian Survey on Disability, 2017. Statistics Canada. Retrieved from: 150.statcan.gc.ca/n1/daily-quotidien/181128/dq181128a-eng.htm

Across: MODC client working at Basic Packaging in Mississauga.

Building New Relationships and Opportunities

The Amazon Alternative Workforce Supplier Program is designed to accommodate people living with disabilities, or who face other barriers to employment. Amazon works with alternative workforce suppliers, including March of Dimes Canada, to match people with the right jobs and support transitioning into the Amazon workplace. Since winning this contract in June 2019, we have placed 48 associates in Amazon warehouse jobs. We've also collaborated with 25 other employment service providers to place their clients living with disabilities in the same Amazon facility.



Meet **Bradley Heaven**

Like most young people, Brad Heaven is comfortable with technology. He uses it to do schoolwork, play video games and connect with family and friends. But it's more than entertainment or a tool for Brad. Technology is how he interacts with the world.

Brad was born with non-verbal, spastic cerebral palsy. He communicates with eye movements and gestures rather than speech, which is a challenge. Thanks to March of Dimes Canada, he now has a laptop with an eye tracker attached to his wheelchair. Through this specialized, screen-based technology that records the position of his eyes and the movements they make, Brad is able to navigate a keyboard and, when he's finished, he clicks speak. A voice then reads aloud whatever he





Left to right: Bradley with his friend, aid and business partner Dan O'Conner.

has typed. It's that simple, but the impact on Brad and the people he connects with is profound.

"It changed my life," Brad says. "I can do everything other people do with a mouse and keyboard. Before, I was confined to using the set-up at my desk, but now I have a voice everywhere I go."

His new, top-of-the-line laptop also allows Brad to multi-task, run advanced programs and manage All Access Life, the website and video blog he created with his friend, aide and business partner Dan O'Conner.

All Access Life gathers the latest accessible technology information in one convenient place. Visitors can find out what new adaptive technology, products, apps, websites and more are available, decide which one will best suit their needs, and connect with other people living with disabilities.

It's a community as well as a resource. Brad knows how important that is.

Technology has helped Brad meet personal, professional and academic challenges. Now he's helping others do the same. He knows how the right device can make the world more accessible for someone living with a disability, and he's excited to see what's next. So is March of Dimes Canada as we develop programs that support access to technology and assistive devices.

As Brad says, "There are no limits!"

Visit marchofdimes.ca/annualreport2020 for a video of Bradley's story.

Leveling the Playing Field

For people with disabilities, inclusion and equity often involve support from assistive aids and devices that level the playing field. They make it possible, for many, to continue to live in their own homes in a safe, affordable and secure environment. For others, they can open up a life of isolation, allowing the freedom to venture into the community and the ability to connect and communicate with others. New developments in technology are making it even easier to overcome barriers and the future is looking brighter – we are proud to be harnessing its power for the good of people with disabilities nationwide.

Community Support Services has served 6,147 consumers during 2019/20

Rising to the Challenge in 2019/20

Improving quality of life with mobility and assistive equipment

Based on the numbers, 2019/20 was a high-impact year for our programs providing mobility and assistive equipment for people living with disabilities. Our Assistive Devices Program, supported by donors, United Way and other community agencies, purchased devices for over 4,000 people. Meanwhile, the expert volunteers in our DesignAbility® program invented and created 120 custom accessibility aids and began developing their skills to use our new 3D printer that will enable production of large quantities of assistive devices.

Building technology skills for youth

Our Learning Independence for Future Empowerment (LIFE) program partnered with Microsoft to run a series of workshops exposing participants to new technologies with an emphasis on life skills and independence. The workshops included using OneNote and its accessibility features, Paint 3D, Immersion Reader and inclusive games of Disney Trivia. Our partnership with Microsoft positions us well to increase our use of technology to enhance our programs and address rural barriers

Changing lives through home and vehicle modifications

In 2019/20, our Home and Vehicle Modification Program, which is solely funded by the government of Ontario, provided funding for 905 small construction projects and vehicle modifications. This enabled children and adults to continue living safely in their homes, avoid job loss and participate in their communities. Projects included installing safety ramps and chair lifts, widening doorways to allow for wheelchairs and adapting bathrooms to ensure safe bathing.

Unfortunately, 66% of applications had to be denied because funding has not kept pace with demand. When projects like these are not funded, people with disabilities – many of whom live in poverty – have few options. For some, it results in a more isolated life since getting out of the house or apartment isn't possible. For others, it means losing their jobs, continuing to live in unsafe homes or possibly moving into long-term care. To rise to the challenge and expand the reach of the program, we have initiated a strategy to conduct research on the program's life-changing impacts, in order to build an evidence-based case for further government investment.



Our Home and Vehicle Modification Program team celebrating their Zero Project Award for improving the lives of people with disabilities.

Meet **Anita Lam**

In December of 2014, Anita Lam's husband, Thomas, fell three times. That's when she took him to a neurologist. Imaging revealed that he'd probably had several transient ischemic attacks, or TIAs, which are small strokes.

After that, Anita became Thomas' full-time caregiver. He tires easily and gets frequent headaches. He shuffles when he walks, and has trouble supporting his upper body, which makes him unsteady. He occasionally chokes on food and liquid.

"He was very mobile before," says Anita. "Now his movement is limited, and he needs a wheelchair when we go out. He tries to walk at home, which is good, but there's always the risk he'll fall."

That's Anita's greatest fear and biggest challenge. It means she





can't ever leave Thomas alone. She squeezes chores and errands into the 45 minutes he spends napping each day, or when personal support workers come to wash him and do his exercises. The only other time she gets to herself is after Thomas goes to bed at around 11 p.m. By then, she's exhausted.

"I have to be there all the time," Anita says. "Even when he goes to the bathroom, I have to help him. It's a lot of pressure."

Fortunately, they found the Strathcona Stroke Recovery Group (run by the Stroke Recovery Association of British Columbia, which is an affiliate of March of Dimes Canada's After Stroke program).

"We felt welcomed from our first meeting," Anita recalls. "Most of the members are from Hong Kong, too, and they speak Cantonese so it was easy to connect."

Anita describes everyone at the meetings – survivors, caregivers, volunteers and coordinators – as caring and concerned. She and Thomas both get a lot out of attending.

"He's happier because he doesn't feel alone anymore," she says. "And I have other caregivers and people to talk to. I get to release some of my anxiety."

The group is also a practical resource. A nutritionist and a doctor of traditional Chinese medicine were recent guest speakers, and Thomas is more willing to do his exercises there than he is at home, which gives Anita some comfort.

Anita counts herself lucky to have the stroke recovery group and personal support workers' help. But she still struggles.

Anita encourages other caregivers not to give up, to seek help, and to remember they aren't alone. There are supports available.

"Being a caregiver is hard, particularly when it's someone with mobility issues," she says. "Health officials need to hear that and provide more help."

Supporting Caregivers in Their Challenging Roles

Most people don't plan to be a caregiver. It happens in a life filled up with other things. A loved one's illness or disability changes everything – daily actions, beliefs, hopes, expectations and connections to others. It's a role that can be exhausting, stressful and overwhelming, and far too many people do it alone. Depression and isolation are common as the caregiver

provides support for their loved one every hour of every day. Self care is abandoned and loneliness creeps in because there isn't time to take breaks, and when speaking with others, they just don't understand. We're committed to being there for caregivers and families, providing information, programs and social and community connections to ease the experience.

Rising to the Challenge in 2019/20

Creating a community of caregiver support

With funding from the Ontario Trillium Foundation, we launched the Caregiver Project – an initiative to educate, inspire and connect people who are caring for a loved one after a stroke or chronic illness. Five live events attracted 351 caregivers. As well, four Caregiver Talks, multiple support sessions and an in-person conference brought together caregivers, experts and advocates to share their lived experiences and exchange ideas. With the advent of the pandemic, we shifted the program toward online webinars and sessions, ensuring continued support for caregivers as they navigate the challenges of their role at an especially difficult time.

Providing recreation, relaxation and respite for couples

For the first time last fall, we offered a Couples Retreat on Lake Couchiching, Ontario. The retreat

was attended by five couples who took advantage of this opportunity to be away as a couple and be supported with attendant care that gave the caregivers a break. The couples participated in activities at the waterfront, tried out yoga for couples and enjoyed a couples' session with a behavioural consultant. Friendships were started that are continuing today.

Caring for Givers

Caring for the Giver, a small pilot project operating in the Waterloo Wellington region of Ontario, delivers peer mentoring to caregivers and families during the first crucial months after a stroke, when transitioning from hospital to home. Through a series of in-hospital training sessions, volunteers who have been caregivers in the past, help new caregivers understand what to expect, educate about home care, validate their feelings and provide hope. Early results give us encouragement that the program will help lower hospital re-admissions, increase community re-engagement for stroke survivors and measurably reduce negative mental and physical health impacts on caregivers.

Across: Couples enjoying our first ever Couples Retreat at Ontario's Lake Couchiching.



Rising to the Challenge of a Global Pandemic

In March 2020, the last month of our fiscal year, the World Health Organization declared a pandemic. The Novel Coronavirus, COVID-19, had made its way around the world, causing illness and death and threatening the capacity of healthcare systems to cope.

The pandemic posed multiple threats to people with disabilities. Health and safety had to be protected through stringent physical distancing. But that distancing also created a crisis of isolation and destabilized the programs, services and support networks relied upon every day by this community of people.

Responding to this crisis, we took swift and decisive action to protect the people we serve, as well as our employees and volunteers. Among these measures, we:

- Introduced rigorous health and safety practices so our frontline staff could continue to provide essential services to our clients in their private homes, supportive housing and congregate living settings – putting themselves at personal risk because that’s what frontline workers do.
- Successfully developed a robust procurement pipeline to ensure adequate Personal Protective Equipment for all ongoing service delivery.
- Adapted many of our in-person employment, community and After Stroke programs to be offered virtually – online using technologies like Zoom, and over the telephone – ensuring people would continue to have access to care and connection in this isolating time.

- Joined in sector-based advocacy to ensure federal and provincial pandemic response plans would reflect and include the needs of the disability community.
- Began planning and implementing our Conquer the Curve emergency campaign, to raise awareness of the needs of people living with disabilities during the pandemic, as well as vital funds for additional online program delivery at a time of economic upheaval.

We acknowledge with deep gratitude the courage, resilience and perseverance shown by management teams, employees and volunteers in every part of our organization. Our teams came together as one. Changes we had made throughout the year to modernize our systems, break down silos and improve our agility were put to the test, and we rose to the challenge. Through their efforts, we have been successful in minimizing the impact of COVID-19 in our work and care environments.

As it progresses, the pandemic continues to present new challenges to March of Dimes Canada and our community. With optimism, creativity and a commitment to service, we’ll continue to rise to those challenges and empower people with disabilities to do the same.



Community Programs & After Stroke



68 staff



958 volunteers



22,088

consumers supported through Community Programs



11,285

stroke survivors and caregivers supported by After Stroke and the Stroke Recovery Association of British Columbia



26

stroke groups operating in Ontario and 27 stroke recovery programs operating in BC

Understanding our Impact

Every person living with a disability faces unique challenges that require unique solutions. In the last year, March of Dimes Canada evolved existing programs and created new ones that address those challenges, and delivered them in convenient, accessible ways to as many people as possible.

Community Support Services



1,344 staff



433 volunteers



1,176

consumers living in their communities with support from our Attendant Outreach Services



314

consumers living in their communities with support from our Brain Injury Services

Employment Services



275 staff



5,972 assessments completed



1,781

of employees placed in jobs



Over **4,000** employers



Enjoying the fresh air at our 2019 Alberta Aphasia Camp.

Financial Narrative 2019/20

March of Dimes Canada had another successful year in 2019/20, finishing in an essentially balanced financial position despite the economic impact of COVID-19 in the final quarter.

The year was defined by growth in several key income streams, including government grants, philanthropy revenue and fees for service.

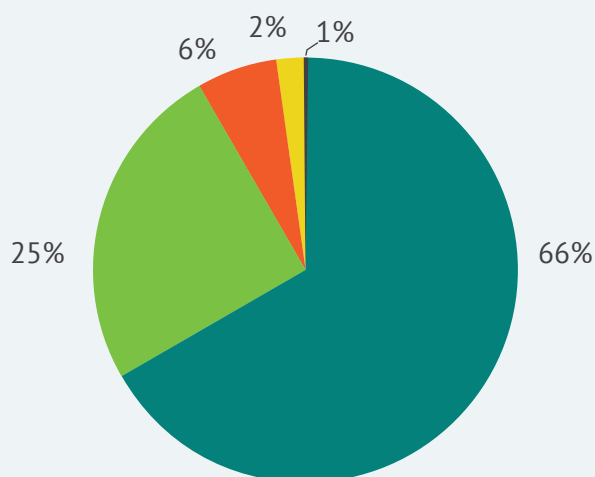
However, overall revenues and expenditures declined compared to the previous year due to changes within the Government of Ontario's Passport program, in which flow-through grants we previously administered for individuals with

disabilities were centralized. These changes had no impact on bottom-line results.

In keeping with our commitment to stewarding granted and donated funds responsibly and efficiently, 88% of our total operating expenses went toward program and service delivery, 9% to administration and 2% to fundraising activities.

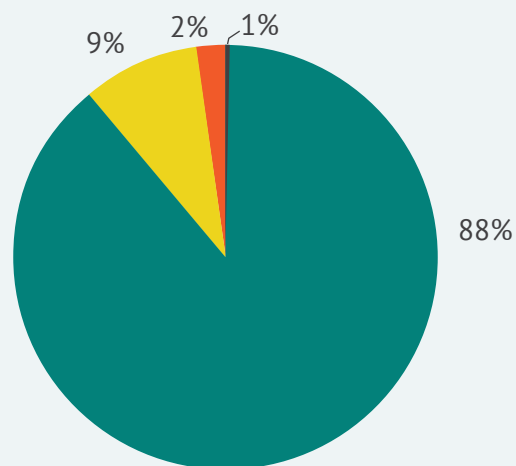
Our financial reserves remain healthy at \$17 million, supporting the long-term growth and sustainability of our work.

2019/20 Operating Revenues



- Government grants
- Fees
- Philanthropy and non-government grants
- Investment and other income
- Program recovery

2019/20 Operating Expenses



- Program expenses
- Philanthropy
- Administration
- Amortization

March of Dimes Canada

Consolidated statement of revenue and expenses (Year ended March 31, 2020)

	2020 Total	2019 Total
	\$	\$
Revenue		
Government grants	87,604,884	84,495,549
Fees	33,637,317	32,676,406
Program recovery	603,705	18,108,193
Philanthropy and non-government grants	8,302,087	8,155,929
Investment and other	2,358,521	1,810,415
	132,506,514	145,246,492
Expenses		
Programs Expenses	116,934,415	131,357,895
Philanthropy	2,676,902	2,919,600
Administration	12,336,648	9,820,835
Amortization	543,737	497,774
	132,491,702	144,596,104
Excess of revenue over expenses	14,812	650,388

Please see our full audited financial statements for details at
marchofdimes.ca/financials

Thanking our Supporters

Many of our programs can only be offered because of the generosity of a wide community of supporters. From our volunteers who give their talent and time, to our donors who give financially, and to the people and organizations who partner

with us, we extend our sincere appreciation to everyone who helps March of Dimes Canada connect with the people we serve and make a difference in their lives.

**Donor names are also published online
at marchofdimes.ca/donate**

Recognizing our Volunteers

No matter how skilled and dedicated our employees are, we know we can't do it all. Volunteers come with diverse backgrounds and limitless potential, contributing their varied talents to enrich the experiences we can offer to the

people we serve. Volunteers are time donors (and often financial donors, too) who serve side-by-side with paid staff, and connect with people in a unique way. Our sincere thanks to every one of our 4,000 volunteers for the vital work they do.

Walk 'n' Roll

Walk 'n' Roll, an annual fundraiser held across Canada, allows people with physical disabilities to get active and out in their communities while raising funds for vital March of Dimes Canada programs.

Open to people of all ages and abilities – many requiring canes, walkers, or wheelchairs – participants walk or roll through a designated course in a local

shopping mall. Many come from our stroke, polio and acquired brain injury support groups, or are residents of our supportive living homes. Funds are raised through pledges from friends, family, neighbours and coworkers. In addition, volunteers play a critical role in the success of Walk 'n' Roll by raising awareness and helping to run these local events.



Jonas Salk

Circle of Friends®



The Circle 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.

Visionary | \$1,000,000+

TD Bank Financial Group
Estate of Joseph, Janet and Ruby Youdell
The Ontario Trillium Foundation

Discoverer | \$500,000-\$999,999

Transamerica Life Canada

Pioneer | \$100,000-\$499,999

Corporate

Allergan Inc.
Bank of Nova Scotia
Bell Canada
BMO Bank of Montreal
Canadian Imperial Bank of Commerce
CitiFinancial Canada Inc.
Dentons Canada LLP
Greenshield Canada
Horizon Capital Holdings Inc
Liquor Control Board of Ontario
Princess of Wales Own Regiment
RBC Royal Bank
Sanofi Aventis/Sanofi Pasteur
Scotiabank
Shoppers Drug Mart
Shoppers Home Health Care
The Family of the Right Honourable Paul Martin

Bequests

Estate of Alexander J. Morris
Estate of Bernard Mandell
Estate of Donald Alexander Cromar
Estate of Doris Goodwin
Estate of Dr. Ed and Bobby Yielding
Estate of Hazel Mae Schwerdtfeger
Estate of Henry Daniel Statham
Estate of Isabel Margaret McDowell
Estate of John Haas
Estate of Margaret St. John
Estate of Mary Wanda Brown
Estate of Peter Collins
Estate of Vera M. Campbell
Estate of Vera Mellisa Fleming

Individuals

Anne-Marie Canning
Alexander Christ
Dr. David Collins

Agnes Faraci
Dr. Sydney L. Gershon (deceased)
Dr. Frank Mastrogiacomo
The Strahan Family
The Toby Family

Foundations

Bourassa Savaria Foundation
Community Foundation of Mississauga



Celebrating the Martin family's long-standing support with (from left to right) President and CEO Len Baker, the Right Honourable Paul Martin Jr., and March of Dimes Canada supporter Alfred Apps.

Donor Spotlight – The Right Honourable Paul Martin Jr.

Former Prime Minister Paul Martin has been a generous donor to March of Dimes Canada for many years. Through his corporation, he supports the Right Honourable Paul Martin Biomedical and Rehabilitation Research Endowment Fund, which funds the March of Dimes Paul J.J. Martin Early Career Professorship at the University of Toronto.

The Professorship was named for Mr. Martin's father, Paul Martin Sr., who spearheaded Canada's first universal vaccination program in the 1950s as federal Minister of National Health and Welfare.

Over the years, Mr. Martin has donated a total of \$206,000. Last year, he donated \$20,000 to the

Early Career Professorship and our Ability and Beyond Gala. We are grateful for his continued generosity and commitment to supporting our work.

Paul Martin

Senior Society®



The Right Honourable Paul Martin Sr. spent 39 years in federal politics and a lifetime serving Canadians. 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 the universal polio vaccination to Canada.

Investor | \$50,000 – \$99,999+

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Ellen Fairclough Society®



Marching Mothers® March of Dimes Canada acknowledges donors through The Ellen Fairclough Society® which 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' 40,000 Marching Mothers®, who canvassed door-to-door in neighbourhoods across Canada raising funds for Polio research.

The Ellen Fairclough Society® recognizes donors whose contributions commemorate her pioneering spirit. Members are recognized for gifts of \$1,000 - \$4,999 during the current fiscal year.

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United Way Sault Ste. Marie and Algoma District
United Way St. Catharines & District
United Way Stormont, Dundas and Glengarry
United Way Waterloo Region Communités



Donor Spotlight – Jane Jackson

Thank goodness Jane Jackson is a fan of *The Young and the Restless* (Y&R) – the famous TV soap. That’s what brought her to March of Dimes Canada in 2018.

We hold a series of tea events every year, called OpportuniTea with Kate Linder and Friends, where fans of the show can meet the actors by buying tickets. Jane had read about March of Dimes Canada before, but it was her fondness for Y&R that caused her to buy her first OpportuniTea ticket in 2018. She decided to go all the way and buy a premium ticket for an intimate “meet the stars” dinner. Before long, she had decided to donate \$20,000 and now she does that every year – whether she can get to the tea events, or not.

March of Dimes Canada is just one of the not-for-profit organizations that Jane supports. She is carrying on her parents’ belief in philanthropy, but she felt it was important to find the organizations that matter most to her.

“I’m retired and I just want to help other people,” she says.

As she learned more about what we do, Jane realized March of Dimes Canada is a good fit for her. She believes in our mission: to maximize the independence, personal empowerment and community participation of people with disabilities.

Jane came close to having a disability, herself. Having experienced damage to her vocal cords because of cancer surgery, she underwent a tracheotomy in 2014. She knows it makes her vulnerable, but she has refused to let it stop her from enjoying life.

“I’m blessed. I’m able to talk.” she laughs. “I could feel sorry for myself, or I could keep a positive attitude and do what I can to help others who are less fortunate. So that’s what I do.”

OpportuniTEA with Kate Linder & Friends

Our annual OpportuniTEA events feature high tea with The Young and the Restless star Kate Linder and others from the popular daytime show. Fans spend time with their favourite stars, ask questions and support March of Dimes Canada by buying

tickets and bidding on our live and silent auction items. In 2019/2020, our Toronto OpportuniTea raised \$110,000, and Calgary raised \$50,000.



Kate Linder and castmates with fans at OpportuniTea.

Special Donations

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Rotary Club of Sudbury Sunrisers
Sarnia Construction Association
Schwenger Family Foundation
Shell Canada
Smith Funeral Home
Sudbury Real Estate Board
Toronto Real Estate Board
Walmley Foundation

Ability & Beyond Dinner

The Ability and Beyond Dinner is an annual event featuring well-known keynote speakers with personal experience of living with disability or caregiving. In 2019, we welcomed journalist and

stroke survivor Mark McEwan who spoke about his experience of stroke and rehabilitation, as well as the support he received from friends and family. The event raised \$175,000 for After Stroke.



Carolyn MacKenzie, Host of The Morning Show and MODC board member Dr. Luis Barreto with 2019 Jonas Salk Award recipient Dr. Denis Richard.



Blair McCreadie of Dentons Canada LLP receiving the Corporate Spirit Award from Lara Kaufman.



Ability and Beyond Dinner, Toronto, 2019. **From left to right:** Len Baker, CEO & President MODC, Carmen Richardson, Karen Whitty, Wine Sponsor, Owner 13th Street Winery, Mike Cole, Title Sponsor, Executive Vice President & CIO Bell, Barb Cole, John Stoneman Dinner Co-chair, Partner Kearns Edgewater Financial Services Inc., Samantha Madigan, Mark McEwan, Keynote Speaker, Carolyn MacKenzie, Host of The Morning Show, James Martin, Annette Woloshen, Lawrence Hughes, Airline Sponsor, Senior Vice President People and Culture, Porter Airlines Inc.

Rock for Dimes

Rock for Dimes is a Canada-wide series of musical events featuring amateur bands who donate their time and talent to raise money for us through

ticket sales to local concerts. Last year, eight events across the country raised a combined total of \$180,500 for local programs and services.



Glenn Solomon performing at Rock for Dimes

Donor Spotlight – Glenn Solomon

Glenn Solomon QC, a partner at JSS Barristers in Calgary, is a long-standing supporter of, and donor to, March of Dimes Canada. Glenn plays drums for the Advo-Cats, a group of lawyers who play music for charitable causes. The Advo-Cats have been playing in Rock for Dimes Calgary

since 2012. Glenn has also participated as a celebrity judge when his band has taken the odd year off. Glenn has raised more than \$125,000 for our programs. Thank you, Glenn, for making a difference in the lives of Albertans and all Canadians with disabilities!



Donor Spotlight – Frank Miele

Frank started in 2011 as an Area Captain for the Orleans Community Canvass Campaign. He is retired and enjoys managing a large team of canvassers greatly. Today, he manages over 85 volunteer canvassers in his community,

communicating regularly with each one, and encouraging them to get out and do their canvass. This past campaign, Frank and his team of volunteers raised \$4,500 for March of Dimes Canada's programs for people with disabilities.

Special Events Sponsors

The following companies have generously donated products and individuals have donated their gift of valuable time by appearances in support of our special events; namely, Rock for Dimes (nationally), the Ability & Beyond Dinner, and OpportuniTEA with Kate Linder in Calgary and Toronto.

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Research & Awards

Celebrating Success

Every year, we celebrate people and organizations that have risen to challenges within March of Dimes Canada and beyond. We are proud to

highlight their work here and acknowledge the contributions they've made to building a more accessible, inclusive society.

Jonas Salk Award

The Jonas Salk Award, worth \$10,000, is presented annually to a Canadian scientist, physician or researcher who has made an outstanding medical or scientific contribution that prevents, alleviates or eliminates a physical disability.

In 2019, the award went to Dr. Denis Richard for his research into the complex causes of obesity.

Dr. Richard studies the cellular mechanisms that influence food intake and energy expenditure, as well as best practices for treating obesity. His work has the potential to help Canadians across the country, including those living with disability, to overcome the significant challenges of obesity.

Corporate Spirit Award



Presented to: Dentons Canada LLP

This award is presented annually to an organization that positively affects the lives of stroke survivors and caregivers across the country.

Dentons Canada LLP is a national Canadian law firm, with offices in major cities across the country, which supports national and local healthcare and wellness through donations and pro bono work.

Since 1994, Dentons has donated over \$200,000 to March of Dimes Canada programming, including After Stroke, through our Ability & Beyond Dinner and our Rock for Dimes Toronto fundraiser. Dentons' commitment to giving back has helped us support Canadians living with disabilities so they can enjoy inclusion, choice, and control in their daily lives.

Community Awards

Award of Merit for Barrier-Free Design



Presented to: Aga Khan Museum

This award is presented to the owner(s) of a building or facility that's been designed or renovated with special regard to accessibility for people living with disabilities.

The Judge George Ferguson Award



Presented to: Mark and Mary Anne Ewer

This award celebrates a business, organization or individual who's made outstanding way contribution to enabling "equality and full participation" for people living with disabilities.

Vocational Rehabilitation Award



Presented to: Dailey's Independent

This award is given to a business, organization, or agency that's made an outstanding contribution to the vocational rehabilitation and employment of adults with physical disabilities.

Community Partnership Award



Presented to: Brain Injury Association, Sudbury and District

This award acknowledges an organization or community group for outstanding collaboration with March of Dimes Canada in support of persons with disabilities.

Richard Kall Employee Award of Excellence



Presented to: Ellen Cotton and Wendy Tushingham

This awarded celebrates any full- or part-time MODC employee who demonstrates selflessness, excellence, improves the work environment and enhances customer service.

Wade Hampton Bursary Training Bursary

Presented to:



Ethan Spencer



Gabriel Medeiros



Michael Fischer



Shaheer Syed Muhammad



Victoria Ross

This bursary is given to people living with physical disability who need financial assistance to pursue a profession or career goal.

President's Awards

These awards are presented to March of Dimes Canada employees and teams that have done exceptional work over the past year.



This year's Individual Award went to Nadia Troisi, Rebecca Dade and Marcia Wright.



The Team Award went to our Niagara Assisted Living Outreach staff.

Congratulations and thank you for your commitment and dedication to MODC!

Read this report online, with added multimedia features! marchofdimes.ca/annualreport2020



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