



BUILDING BRIDGES

Subsidiary Annual Report



March of Dimes Canada

March of Dimes Canada is a nationally registered charitable organization that provides support services to people with disabilities, their families and caregivers through three innovative programs; Polio Canada®, Stroke Recovery Canada® and Conductive Education Canada®.

Fund Development continues to raise awareness of our national programs, and in November, 2007, the first-ever Rock for Dimes® Montreal fundraiser was held in support of Stroke Recovery Canada. New spokesperson Bret Hart was in attendance.

In October, 2007 March of Dimes Canada presented its second annual Rock for Kids in Halifax, raising money for Conductive Education. A second Rock for Dimes® Vancouver was held in February, 2008. These annual events help build brand recognition outside Ontario.

A fundraising event with Bret Hart and the Toronto Marlies took place in December. The event was well publicized and well attended by a cross section of March of Dimes' stakeholders, staff and consumers.



Stroke Recovery Canada™ Spokesperson, Bret Hart with Greg Gittings at the Toronto Marlies game

Peer Support Services (Stroke Recovery Canada® and Polio Canada®) aims to provide stroke and polio survivors, their families, caregivers and health care professionals with information, resources and support. During 2007-2008 program staff structure was modified and programs continued their focus on expanding key stakeholder relationships and increasing program profiles through membership recruitment and community activities.

Program staff structure has changed and Donna Mackay has been appointed as Associate Director for National and Provincial Programs. The job has been redefined with responsibility for Peer Support Programs, Conductive Education, Recreation & Integration and DesignAbility® programs. The changes will enable all programs to expand nationally. Sheila Casemore is now Manager of Group Development and Support, Mike Fogarty is Coordinator of Education and Health Promotion and a new position, Manager of Volunteer and Chapter Resources is filled by Sue Jones who will work closely with all National and Provincial programs to provide expertise and leadership to strengthen and build volunteer-supported programs both provincially and nationally.

Stroke Recovery Canada® — In 2007, famed Canadian wrestler and stroke survivor Bret Hart became the official spokesperson for Stroke Recovery Canada. With corporate sponsorship from Telus, several public service announcements were produced and are currently airing on television in wide release.

Allergan Canada and March of Dimes continued their partnership with the distribution of “A Caregivers Guide to Stroke Recovery” at the beginning of June. The Guide, a 32-page booklet, has been distributed to rehabilitation centres and hospitals across Canada. A media campaign took place to promote Stroke Recovery Canada and the guide as well as a series of radio interviews

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in June (including the nationally syndicated health show “House Calls”). The guide was also mentioned in the Globe and Mail.

The Stroke Recovery Canada newsletter, The Phoenix, has been redesigned with an increase in distribution and has received praise from across the country. The Look Closer campaign materials were distributed across Canada in early fall.

- For the fiscal year 2007-2008, we sent out a total of 1527 stroke information packages with 313 going out nationally and 1214 in Ontario.
- For stroke we have five new groups that have signed on for an increase of 25%
- Telephone support for stroke survivors was 154 nationally and 236 provincially.

Polio Canada® — In April 2007, Peer Support staff attended the International Post Polio Conference, conducting four workshops and a plenary session on post polio research. We also hosted two post-conference workshops with international delegates regarding awareness activities. From these post-conference workshops, a new group called “Post Polio World” was formed. The new group requested that Polio Canada be the lead organization for the group and a new online forum has been created for this group to plan an International Awareness Day for Post Polio.

- Seven hundred polio information packages were sent across Canada with 356 being sent out in Ontario alone and 344 throughout Canada.
- The Warmline answered 267 polio-related calls, 140 nationally and 127 provincially.
- The number of polio groups has remained steady both provincially and nationally.

Conductive Education® (CE) is a unique program that merges elements of education and rehabilitation together to help children and adults with neurologically-based conditions improve their mobility and independence. Sessions are led by specially trained instructors called Conductors. This program is especially beneficial for stroke survivors, individuals with acquired brain injuries, children with cerebral palsy and adults with multiple sclerosis or Parkinson’s disease.

Summer camps in 2007 operated in Halifax and Antigonish. Ten students participated and 235 hours of service were provided at both sites.

The fall CE session was very successful with new participants starting programming in both Antigonish and Halifax. Staff provided 108 hours of service for children and teens and 49 hours of service to adults.

The Antigonish program is growing thanks to an article we had in the Antigonish Casket in early May, followed by a community meeting for residents interested in Conductive Education.



*2008 TransAmerica Life
Conductive Education Award
winner Brittany Jennings with
Brent Page, CE Manager*

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The fall session has 13 participants with three more consultations and 157 service hours.

Donna Mackay attended the Recreation Nova Scotia Conference in Digby, N.S. in October. Focus has been on promoting our CE and Stroke Recovery programs as well as starting to build a network of professional contacts to assist us in needs identification for future program development and/or partnerships relating to Recreation, as well as our other national programs.

Beth Brydon acted as a judge at the Dalhousie University “For the Health of IT” fundraiser in November and a blurb on CE was presented again (in 2006-2007 March of Dimes Canada was the charity of choice for this group).

March of Dimes is delighted to welcome Brittany Jennings as the 2008 TransAmerica Life Conductive Education Award winner. The \$10,000/year award assists Canadians in achieving their Qualified Conductor Status at the University of Wolverhampton/National Institute of Conductive Education in Birmingham, England. Brittany is our first Manitoban award winner and works part-time at the Movement Centre of Manitoba in Winnipeg. She heads to England to commence her studies and will spend her summers between school years working with March of Dimes. March of Dimes wishes to thank TransAmerica Life for their continued support of this valuable contribution to create a cadre of Canadian Conductors.

Financial Report

(A complete audited report is a part of the consolidated financial statements of Ontario March of Dimes)

MODC Summarized Statement Of Revenue And Expenses

REVENUE	2008	2007
Fundraising*	324,788	247,673
Peer Support Services	1,784	679
Conductive Education	11,574	15,547
Contributions from Ontario March of Dimes**	184,284	204,495
TOTAL	522,430	468,394

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EXPENSES

2008

2007

Expenses

Fundraising	170,353	116,215
Peer Support Services	249,982	265,110
Conductive Education	102,095	87,069
TOTAL	522,430	468,394



Don Boglis in Conductive Education with Conductor Cate Burke

*In 2006-2007, Rehabilitation Foundation for Disabled Persons, Canada initiated fundraising efforts under March of Dimes Canada

** Rehabilitation Foundation for the Disabled O/A Ontario March of Dimes has provided financial contributions to RFDP Canada to offset expenses incurred in excess of reported revenues.

March of Dimes Canada — Board of Directors 2007-2008

David Meynell, Chair

Mike Goodman, Past Chair

David Boyle, 1st Vice Chair

Suzanne Clancy, 2nd Vice Chair

Allister Byrne, Secretary / Treasurer

Elizabeth Lounsbury, Director at Large

Andria Spindel, President & C.E.O



Toronto Pathfinders Stroke Survivors Chair Tom Rideout, with Sheila Casemore, Manager of Group Development and Support

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