

Annual Reports 2009-2010



March of Dimes Canada





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Annual Report 2009-2010

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March of Dimes Canada (officially the Rehabilitation Foundation for Disabled Persons, Canada) is a nationally registered charitable organization that provides support services to children and adults with disabilities, their families and caregivers.

Peer Support Services

Peer Support Services (Stroke Recovery Canada®, Polio Canada®) provide stroke and polio survivors, their families, caregivers and health care professionals with information, resources and support.

The fiscal year 2009-2010 was characterized by increased demand, which led to the development of expanded programming.

The annual *Leaders in Volunteer Education (L.I.V.E)* Conference held in November 2009 welcomed delegates

from across Canada. This conference provides training and networking for stroke and polio support group leaders thereby strengthening opportunities for community engagement for Canada's stroke and polio survivors.

To build awareness, and celebrate Stroke and Polio Awareness months, both Peer Support programs held their first annual photo contests. The theme for the Stroke Recovery Canada contest was "See the World from our View" and for Polio Canada it was "Now and Then". Both contests were well received and helped spread awareness.

Polio Canada is playing a leadership role internationally as the host of Polio World, connecting representatives of post polio groups from around the world in discussions on the latest research and treatments for people with the late effects of Polio.



Stroke Recovery Canada and Polio Canada grew to over 100 chapters. New chapters were developed to support caregivers, and the parents of children who have had perinatal strokes, through children's hospitals in Alberta, Ontario and British Columbia.

Conductive Education®

Conductive Education (CE) is an innovative learning system based on the science of neuro-plasticity: the lifelong ability of the brain to reorganize neural pathways based on new experiences. The system merges elements of education with rehabilitation to help people with neurologically-based movement difficulties improve their independence and mobility, building confidence and self-esteem.

CE Conductors are specially trained university professionals, holding honors bachelor level degrees. They work with program participants to help them gain, or regain, physical mobility, self-sufficiency and independence, one small step at a time.

In 2009-2010, Conductive Education operated programs in Toronto, Mississauga and Halifax, serving a total of 275 children and adults.

March of Dimes Canada is playing a leadership role in hosting the Association of Conductive Education in North America (ACENA) Conference in Toronto in August 2010.

CanVet Vocational Rehabilitation Services

March of Dimes Canada, in partnership with WCG International HR Solutions and Innovative Rehabilitation Consultants, launched CanVet Vocational Rehabilitation Services (CanVet) in April 2009 to assist injured veterans of the Canadian Armed Forces to find employment in civilian life after leaving military service. March of Dimes Canada opened CanVet offices in Montreal, Quebec City, Halifax and Fredericton to provide counseling and placement services to veterans east of Manitoba.





(from left to right)

David Plouffe, Ability & Beyond Gala 2009

TD Challenge BBQ, 2009

Fundraising

Fundraising this year had its challenges due to the economic downturn. Despite these challenges, donors continued to support March of Dimes Canada by contributing more than \$1 million in 2009-2010.

The focus for fundraising in this fiscal year was on the monthly giving program. The direct mail program was expanded outside Ontario to develop new donors across Canada.

The Ability & Beyond Gala featured David Plouffe, President Obama's campaign manager, and was the highlight of our fundraising year. Rock For Dimes events were held across Canada. Rock For Dimes Halifax raised the highest amount, with 9 bands performing in October 2009.

A special thank you to our generous corporate sponsors:



Conclusion

There was tremendous growth in the organization due to the expansion of programs and fundraising outside of Ontario. The addition of CanVet Vocational Rehabilitation Services expanded the organization's services in Quebec and Nova Scotia. The Fundraising team also launched its national direct mail campaign.

Federal legislation tabled in 2009 will permit provincial organizations to become national. The Boards of Ontario March of Dimes and March of Dimes Canada are considering how best to amalgamate operations.

Charitable Registration No.
(BN) 87958 5214 RR0001



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Financial Highlights

Tremendous growth was realized due to the expansion of services, notably the launch of CanVet Vocational Rehabilitation Services. In addition, fundraising efforts were taken to a national platform with the launch of the national direct mail campaign and cross-Canada Rock for Dimes events. As the organization begins transitioning from a provincial to a national focus, an increase in fundraising, programs and general awareness is anticipated.

Consolidated audited statements for March of Dimes Canada and Ontario March of Dimes prepared by KPMG Chartered Accountants are available upon request.

March of Dimes Canada Financial Statement for Year Ended March 31, 2010 (with comparative figures for 2009)

Revenue	2010	2009
Government Grants	64,754	
Fees and sales	1,004,387	21,485
Fundraising	1,182,540	105,421
Businesses	43,217	
Contributions from Ontario March of Dimes	(2,546)	226,526
TOTAL	2,292,352	353,432

Expenses	2010	2009
Fundraising	784,875	38,761
Employment Services	998,534	
Peer Support Services and Conductive Education [®]	377,569	314,671
Inclusive Emergency Preparedness Canada	63,722	
Businesses	67,652	
TOTAL	2,292,352	353,432