



MARCH
OF DIMES
CANADA

March of Dimes Canada

Annual Report 2010 - 2011



William Shatner
Official Spokesperson

Programs and services to maximize the independence, personal empowerment, and community participation of people with disabilities.



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Participants at Aphasia
Camp

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

Peer Support Services

The Post-Polio Canada and Stroke Recovery Canada® programs welcomed 265 new members during fiscal 2010-2011, 78 of whom are Canadians residing outside of Ontario. Monthly chapter teleconferences provide support to the leadership of these volunteer-based groups and chapters from across the country.

The first Canadian Stroke Congress was held in June 2010 and three March of Dimes' staff were in attendance, presenting posters on the benefits of these Peer Support programs, as well as two additional programs: Linking Survivors With Survivors, and Aphasia Camp.

March of Dimes Canada increased its presence in Western Canada this year by hosting a Peer Support Wellness Retreat at Camp Horizon in Bragg Creek, Alberta in September 2010. The trip was well received, as evidenced by the comments from one of our participants:

"The small group and the family-like accommodation, in addition to making it more affordable, allowed more interaction and cooperation among participants and staff, which, for me, enhanced the experience. The pace was great. We saw, and experienced, much more than I expected in a short time span: the gondola and the ice fields were probably the highlights for me mainly because I did not expect I could be a full participant in these activities. The schedule and staff were flexible, for example, the switching of Lake Louise and the gondola ride because of weather.

The trip was well researched, well organized and well implemented. The thoroughness of the planning and research was evident by the fact that at each venue we were greeted with a 'welcome, we are expecting you' attitude.



Conductive Education® (CE) Conductors assisting participants

“Downtime” activities were at times relaxing, and at other times thought-provoking. The wine-and-cheese tasting added a note of sophistication. That the staff participated at the same level as the ‘clients’ was a credit to the staff, and affirmed a respect that is not always evident in those in similar positions. On a different note, having a disability does not take away the desire and aspirations for new experiences and living life to its fullest. What it does do is limit the possibilities for that fulfillment.

For someone like me who uses a power chair but is still self-sufficient in personal care, your program offered me the security blanket I needed to fulfill my dream of travel. It is something that has been overlooked and underappreciated by many organizations and groups. Thank you for ‘moving into the gap’.”

*Margaret Lumchick,
Post-Polio Canada participant.*

Conductive Education®

2010-2011 saw the Conductive Education program and staff successfully reaching out beyond the day-to-day work in the classroom to 46 Nova Scotians who received a total of 597 hours of direct service.

Staff participated in the “Expert Workshop on Conductive Education” hosted by The Percy Hedley Foundation of Newcastle, England and organized by Dr. Tony Best, CEO of the Hedley Foundation and Dr. Melanie Brown of the National Institute for Conductive Education (N.I.C.E.) of the United Kingdom. The workshop had 2 main themes:

- the use of the World Health Organization’s International Classification of Functioning, or ICF, as a basis for research into the effectiveness of conductive education, and
- the initiation of development of a common, international research strategy to create a focus for future research.

The workshop resulted in the creation of a list of priorities for continuing research in the field of Conductive Education.

In August, March of Dimes Canada hosted the annual Association for Conductive Education in North America (ACENA) conference. Delegates from across North America were joined by distinguished speakers from Budapest, Hungary. The conference was a resounding success with 57 delegates in attendance.

The Canadian Conductive Education® program, operated by March of Dimes Canada, was highlighted at the World Congress on Conductive Education held in Hong Kong in December 2010. March of Dimes Canada manager, Brent Page, attended this important international conference, presenting a poster and a lecture at the Congress.



Stephen McNeil, MLA with CE student



Employment Services' participants



CanVet Vocational Rehabilitation Services

On November 2, 2010 March of Dimes Canada joined with the Honourable Wayne Gaudet, MLA and Opposition Critic for Disabled Persons Commission, to present a Conductive Education celebration in the historic Red Chamber at Province House Nova Scotia. This special event provided legislators with the opportunity to meet, mingle and chat with Conductive Education staff (Conductors) and participants. The celebration was followed by the reading of an official resolution inside the House of Assembly by the Honourable Stephen McNeil, MLA and leader of the Official Opposition.

On Thursday, February 17, 2011 Member of Parliament Rob Oliphant rose in Canada's House of Commons to read a member's statement on March of Dimes Canada and the Conductive Education® Program.

In March 2011, the first out-of-country program was operated in partnership with the Conductive Education Centre of Metro Detroit. In addition, March of Dimes Canada entered into discussions with a Conductor in Seattle, Washington about the possibility of providing a program for people in the Seattle area.

Employment Services

March of Dimes Canada provides vocational rehabilitation services to Canadian Veterans.

In 2010-11 year we served:

Province	2009-2010	2010-2011	Total
Ontario	233	271	504
Quebec	103	127	230
Atlantic Canada	87	146	269

In order to accommodate the clients we carried over from 2009-2010 and our additional referrals, in both Atlantic Canada

and Quebec we hired additional staff to manage these files. At the end of 2010-11 March of Dimes Canada employed seven staff managed through our office in Quebec City. In addition, eight staff across Atlantic Canada are managed through our office in Halifax, Nova Scotia.

We continue to work closely with the staff at Veterans Affairs (VA) Canada to provide employment assessment, vocational exploration, employment planning, job readiness activities and placement services to our clients. Working in partnership with the VA Case Managers we truly provide a holistic service that provides superior supports and benefits to our injured veterans as they enter the civilian employment market.

The CanVet contract is national in scope. We continue to share a unique public – private sector relationship with our joint venture partners. This includes WCG International which provides service in British Columbia and provides administrative support to



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TD BBQ annual fundraising event



Ability & Beyond Gala 2010

the program, and Innovative Rehabilitation Consultants which provides service in the Prairie Provinces.

The staff at March of Dimes/CanVet are very proud to be offering services to our veterans. Several indicators, including the withdrawal of Canadian troops from Afghanistan, lead us to believe we will continue to provide needed support to these well deserving Canadians.

Fund Development, Marketing & Communications

This year, fundraising and communication efforts focused on the 60th Anniversary of March of Dimes. Celebrations were held across the country.

William Shatner and Bret “the Hitman” Hart continue as spokespersons for our programs with their public service announcements

being shown across Canada.

Fundraising had a great year meeting budget projections and delivering over \$1 million for the programs of the organization.

Highlights from Special Events include the annual Ability & Beyond Gala featuring Liona Boyd, and the TD BBQ with over 9,000 people in attendance and which raised more than \$100,000. Rock for Dimes Battle of the Bands continues to attract corporate bands and funding from across Canada.

As always, we are extremely grateful to our donors, volunteers and sponsors. We do it for the people we serve.

One mother of 2 young girls enrolled in the Conductive Education program is so truly grateful for how the program has helped her daughters. “The Conductive Education program has angels working on earth. The program is absolutely amazing and my two little girls would not be where they are today if we all didn’t believe together,” says Rita,

mother of Conductive Education students Gisele and Sienna.

One of March of Dimes’ long standing donors, Kevin Hesse, says, “March of Dimes is the Canadian leader in help for people with disabilities. My father was in a wheelchair for 30 years. March of Dimes helped him from the start with anything he asked for without thought of asking for anything from him or his family. Thank you!”

For more Info

Visit www.marchofdimes.ca or call toll free 1-800-263-3463.

Charitable Registration Number
(BN) 87958 5214 RR0001



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Financial Highlights

The change in revenue and expense lines for March of Dimes Canada is primarily due to the full cycle of servicing of the Veterans Affairs Canada contract, which is evidenced as part of CanVet Vocational Rehabilitation Services, a division of March of Dimes' Employment Services.

Consolidated audited statements for March of Dimes Canada and Ontario March of Dimes prepared by KPMG Chartered Accountants are available upon request. Also visit www.marchofdimes.ca/annualreport.

March of Dimes Canada Financial Statement for Year Ended March 31, 2011 (with comparative figures for 2010)

Revenue	2011	2010
Government Grants	23,182	64,754
Fee and sales	1,549,909	1,004,387
Fundraising	1,136,675	1,182,540
Businesses	88,146	43,217
Contributions from Ontario March of Dimes	343,197	(2,546)
TOTAL	3,141,109	2,292,352

Expenses	2011	2010
Fundraising	729,350	784,875
Employment Services	1,770,639	998,534
Peer Support Services and Conductive Education®	403,122	377,569
Inclusive Emergency Preparedness Canada	24,274	63,772
Businesses	213,724	67,652
TOTAL Expenses	3,141,109	2,292,402