



MARCH
OF DIMES
CANADA

March of Dimes Canada

Annual Report 2011 - 2012



William Shatner
Official Spokesperson

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



March of Dimes Canada

Annual Report 2011-2012

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Participants at Aphasias 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. March of Dimes Canada was established in 200? to extend the services of Ontario March of Dimes to other part of Canada. As we continue to expand nationally, more programs will be rolled-out in communities where there is a need and demand.

The focus for the past year was on three key areas:

1. Exploiting our competitive advantage to realize One-stop Solutions for Independence
2. Strengthening a client centred approach within our programs
3. Identifying opportunities for national expansion

National Expansion

The first programs to operate outside of Ontario were our peer support programs. Polio Canada was established in 1999 and Stroke Recovery Canada was launched in 2004. Over the past five years, the majority of program development outside of Ontario has been in eastern Canada, with a Conductive Education program in Nova Scotia and our CanVet program, providing employment counselling, training and placement services to disabled Canadian veterans in Ontario, Quebec and Atlantic Canada. In July, 2011, two MOD managers were assigned to lead our western Canadian expansion, with offices established in Calgary and Vancouver.

Government Relations

Each provincial government has been contacted by our government relations department, with respect to provincial budgets and elections. Meetings were held with government representatives in BC, Nova Scotia, Manitoba, Saskatchewan and Newfoundland this year to introduce MODC and explore opportunities to provide services to address identified service gaps.



Leadership in Volunteer Education L.I.V.E



Participants B.L.A.S.T. Conference 2012

Community Relations

In its initial year, the focus of our community development efforts was on identification of service opportunities and building community relationships and potential partnerships with existing community service providers. One area of need across Canada is housing and services for people with acquired brain injuries as well as the development of community-based services to support stroke survivors and their families to re-engage in community life.

Service Expansion

Over the past year, progress has been made to develop a joint Emergency Preparedness program for people with disabilities nationally, and more specifically within BC.

A joint caregiver retreat was hosted in Nova Scotia with three other agencies. We also introduced people to our Conductive Education services and hosted an ICE conference in Western Canada to introduce the model to a new population of augmentative communicators.

Travel programs were promoted outside of Ontario for the first time, with participants now coming from other provinces.

Peer Support Services

Peer Support Services welcomed 157 new members during fiscal 2011-2012, 45 of whom are Canadians residing outside of Ontario. The stroke registry now totals 2554 members and the polio registry has 7422 members. Monthly chapter teleconferences provide support to the leadership of these consumer-led groups across the country.

This past year, Peer Support Services focused on identifying opportunities to improve relationships with groups outside of Ontario and increase our presence across Canada. By year end, we had 57 peer support chapters and nine caregiver chapters.

The annual Leaders in Volunteer Education Conference (L.I.V.E) for support group leaders was held in November, 2011 and had representation from programs in Calgary,

Alberta and Fredericton, New Brunswick as well as from across Ontario.

March of Dimes had a strong presence at the 2nd Annual Canadian Stroke Congress with three poster presentations. Ten Canadians attended the International Polio Survivors Retreat held at Baycliffe in Marquette, Michigan. It was an excellent opportunity to network and learn about recent developments in the treatment and support of individuals living with post-polio syndrome.

March of Dimes participated in the 2011 Building Life After Stroke Together Conference (B.L.A.S.T.) organizing committee in British Columbia and is continuing to build a relationship with the Stroke Recovery Association of BC.

Two Living with a Disability Conferences were hosted in British Columbia in February, 2011. This conference is a one-day event where March of Dimes, working with



Conductive Education® (CE) Conductors assisting participants

other community service providers, brings together people with disabilities, their caregivers, professionals and other service providers to inform and showcase what is currently available in the community, and identify opportunities and unmet community needs. Each conference featured local keynote speakers and community resources.

March of Dimes is now a member of the BC Peer Support Network Committee.

Staff have attended and exhibited at a number of conferences and workshops, including the Pacific Coast Brain Injury Conference in British Columbia and the Pan Pacific International Conference on Disabilities and Diversity where our Attendant Care services were discussed in a podium presentation.

Conductive Education®

Conductive Education® (CE) is an innovative learning system, based on the principles of

neuroplasticity, that merges elements of education with rehabilitation to help people with neurologically-based movement difficulties increase their independence and mobility, building their confidence and self-esteem. CE Conductors hold specialized bachelor level degrees, enabling them to work with program participants to help them gain, or regain, physical mobility, self-sufficiency and independence one small step at a time.

Conductive Education® is not funded through either the medical or educational systems in Canada, nor is it covered by insurance. March of Dimes subsidizes 75% of the cost and the remainder is paid by the participants.

The CE Department continues to focus on creating greater awareness of this client-centred approach among healthcare

professionals, with a secondary goal of expanding both the Toronto, Ontario and Halifax, Nova Scotia programs and opening into new locations.

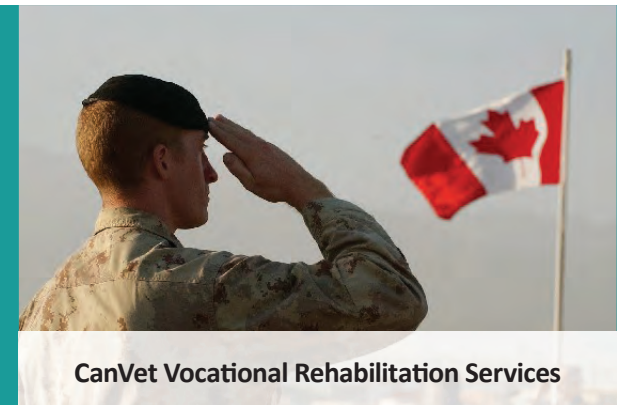
The goal for the Nova Scotia program was to grow the number of consumers served. While this aim was not realized, in part due to the expense of the program, service hours were increased 10% over goal, 668 versus 597 hours.

In 2011-2012, CE offered services beyond Toronto and Halifax. In the summer of 2011, March of Dimes partnered with the Centre Hyperbare in Montreal, Quebec to offer a two-week program for six students who received a total of 300 hours of service.

An ongoing objective is to build March of Dimes Canada's reputation within the greater CE community and amongst allied rehabilitation communities. The Lead Conductor for the Nova Scotia program presented at the annual Tools For Life Conference in Wolfville, NS and MODC is an integral part of the Association of



Occupational Therapist, Karen, assisting Jack in a Conductive Education® class



CanVet Vocational Rehabilitation Services

Conductive Education in North America (ACENA). MODC participated in monthly teleconference calls with the ACENA board, attended the Annual Conference in Los Angeles, California in August, 2011 and is an essential part of the planning committee to acknowledge ‘Conductive Education Awareness Day’ which is celebrated the 3rd Thursday of February in communities across North America.

March of Dimes continues to pursue a made in Canada Conductor solution. International meetings and visits resulted in strengthening relationships and discussions relative to new training options for Canadian Conductors including a three year plan to enhance conductor training and provide practicum placements in March of Dimes’ programs. Two Canadians sponsored by March of Dimes are midway through their studies to receive their Qualified Conductor Status from the University of Wolverhampton in Birmingham, United Kingdom.

Employment/CanVet Services

CanVet Services provides vocational rehabilitation services to Canadian veterans who have retired from active participation in the Military or RCMP, often due to a disabling condition.

March of Dimes provides services in Ontario, Quebec and throughout Atlantic Canada. The goal of the program is to assess the client’s skills, abilities and experience, often gained through active service and relate these to the local labour market in his or her community. The focus is on strengthening a client-centred approach to ensure the best possible outcome for those using the program, as well as positioning March of Dimes as a valued employment service provider outside of Ontario.

Further assessment may be required when existing job skills do not match jobs available in the community. This may lead to recommending clients to more in-depth retraining programs.

In the 2011-12 fiscal year referrals by region were:

Province	Budgeted Referrals	Actual Referrals	Percentage (Actual/Proposed)
Ontario	229	282	123%
Quebec	121	120	99%
Atlantic Canada	145	124	86%

This MOD service is part of a larger national program which has been operating for three years in partnership with WCG International (BC based) and Independent Rehabilitation Consultants (based in the Prairies). Across the country the three year placement results reveal that 85% of veterans that complete an employment plan secure competitive employment.

The financial operations of the program have been challenging due to a number of factors. While expenses within the program were



Employment Services' participant



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less than budgeted, billing was significantly lower than anticipated. This resulted in significantly lower revenue than budgeted. To maintain operations and improve upon the financial standing of the program, while still maintaining a client-focused service, the following objectives will be implemented for the 2012-13 fiscal year:

- Restructure direct service and management staff within the Ontario region CanVet Services so that MODC staff only work with CanVet clients;
- Centralize the heavily administrative claims process which will allow rehabilitation staff to focus on client needs and management;
- Ensure that case management standards are reinforced and maintained to ensure our clients continue to move forward toward gainful employment; and
- Ensure electronic accounting of all financial transactions are captured and make adjustments for past omissions.

Our overall program goal is to continue to provide superior service to veterans that leads to gainful and meaningful employment. The program must be beneficial for both the client and March of Dimes Canada.

FICCDAT

From June 5 - 8, 2011, world experts on topics from multiple disciplines gathered in Toronto for a one-of-a-kind event - The Festival of International Conferences on Caregiving, Disability, Aging and Technology (FICCDAT).

The Festival enables researchers, policy-makers and practitioners from many disciplines to share, collaborate and learn best practices from international experts on aging, disability and technology. Six concurrent international conferences addressed the challenges facing the world's aging and disability populations and their caregivers. Co-chaired by Dr. Geoff Fernie, VP Research at Toronto Rehabilitation Institute and Andria Spindel, President and C.E.O. of March of

Dimes Canada, the program built on the success of the inaugural Festival held in 2007. These conferences addressed a multitude of topics that will enable people aging with, and into disabilities to live longer and better.

More than 1100 delegates from 34 countries included technologists, health and social service practitioners, academics, government representatives, seniors, people with disabilities, caregivers and businesses that serve these constituents.

The program highlights included:

The Lieutenant Governor of Ontario, The Honourable David C. Onley, O.Ont. opened the Festival with commendation for its organizers, acknowledgement of the important issues and the impactful agenda. He stressed that at least one in five Ontarians is an informal caregiver and that over half of Ontarians were either people with disabilities or family members to those with disabilities. He noted that as the Boomer generation ages into disability, it will have enormous implications, not just for



Sally Horsfall Eaton with Christine Karcza at the FICCDAT Opening



His Honour, David C. Onley with Her Excellency Sharon Johnston

policy-makers, but for families as well.

The Keynote Address was delivered by Canadian author and parent of a son with a disability, Donna Thomson, who stressed the urgent, ethical imperative to include the consumer at the centre of all services, policies and practices. She offered a view on the value of every life, apart from one's monetary contribution to society. Featured speakers in each conference brought attention to issues common in developed countries, as well as challenges and differences in various regions of the world.

FICCDAT had financial support from several key funders. We thank our Diamond Sponsor, the Province of Ontario and Platinum Sponsor, The John C. and Sally Horsfall Eaton Foundation for their generous contributions towards making FICCDAT a success.

The Ontario Trillium Foundation committed to making FICCDAT as inclusive as possible, with a grant that subsidized the participation of informal caregivers, people with disabilities and seniors to attend the Festival, as well as covering the cost of assistive

devices and technologies for attendees. The Ontario Trillium Foundation is an agency of the Government of Ontario.

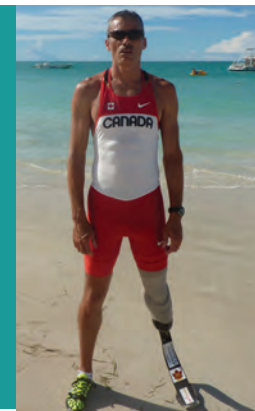
We also thank Caregiver Solutions and Rehab and Community Care Magazines, Ontario Neurotrauma Foundation, The Printing House Charitable office, BlackBerry, the Government of Canada, the International Development Research Centre, the Sheraton Centre Toronto Limited, McArthur & Company, Centre for Stroke Recovery, Shoppers Home Health Care, Extendicare and Comfort Keepers for their support.

The sold out Exhibition featured state of the art and emerging technologies, home care services and products, as well as not for profits and government agencies which provide services to those who are aging and people who have a disability.

The Co-chairs extend a huge thank you to nearly 300 volunteers who contributed to the success of the Festival; the members of the Steering Committee, the conference planning committees, the Operations

Committees and onsite volunteers as well as staff of March of Dimes and Toronto Rehabilitation Institute who supported this event.

Much was learned that can be shared and incorporated into March of Dimes' strategic planning as demand for services will only grow as the population ages.



Rick Ball, Ambassador
March of Dimes Canada.

Fund Development, Marketing & Communications

Fund Development had a banner year in 2011-12 raising 11% more than budget. As March of Dimes programming continues to expand across Canada, our Fund Development program endeavours to meet the needs of these donor-funded programs.

The programs that showed the greatest growth were Direct Mail, Monthly Donations and Planned Giving. Direct Mail donors were sent cards, certificates and tea bags, which were well-received. As well, the Community Campaign increased its net performance by 50% from prior year. We are very grateful to our donors for their longtime support. We now have donors across Canada who are generously supporting our national programs.

March of Dimes Canada increased communication to donors, offering financial planning seminars and one-on-one visits to help with estate planning and legacy giving.

For the past year, Rick Ball, a Paralympic prospect and a master runner, has been sharing his life story with donors in Toronto, Peterborough, Niagara Falls, Guelph and Oakville. His slogan for life is to “never give up” and he inspires all who hear him speak. Bob Woodruff, the ABC journalist who was guest speaker at our Annual Ability & Beyond Gala Dinner in May, 2011 also inspired everyone with the story of how he overcame a devastating brain injury from a roadside bomb, sustained when he was covering the Iraq war.

Rock for Dimes continued to attract corporate rockers from across Canada. We held events in Halifax, Montreal, Toronto, London and Vancouver. Our Rock for Dimes in Calgary was the biggest of all the “Battle of the Bands”. We have plans to expand to Windsor, Ontario and Edmonton, Alberta. Road Hockey events were held in Toronto, Peterborough and Thorold. Our Walk ‘n’ Roll fundraiser, a mall walk held by local community groups, including stroke, ABI and polio survivors, their caregivers and loved ones continued to expand to new locations in

Ontario and grossed more than \$25,000.

March of Dimes’ 60th Anniversary was recognized in all our fundraising and communications throughout the year. One donor who embodies the spirit of this milestone year is Joan Hobbs, who has been involved with the Door-to-Door Campaign in Aylmer for an astonishing 55 years! Joan started her extraordinary volunteer campaign with a group of women in her community, who canvassed their neighbours on behalf of March of Dimes. At a point about 20-25 years ago, as community interest in canvassing started to wane, and as each of the ladies passed on, the job of knocking on doors became too much for Joan to handle. Many people would have simply stopped volunteering at that point – but not Joan! Instead, she converted the door-to-door campaign to a mail campaign – and continues to do so. Each year, she personally stuffs and labels more than 3,000 appeal letters! As donations come in, she personally hand-delivers receipts to donors. She has raised more than \$3,000 every year for the last



Zora Jackson presents Joan Hobbs with her Award.



Ability & Beyond Gala 2011 - Head Table

From left (standing) top: **Paul Damani** (Dinner Co-Chair), **Leslie Roberts**, Global News Anchor, **Andria Spindel**, President and CEO MODC, **Bob Woodruff**, Special Guest Speaker, **Sheila Martin**, **Bill Laidlaw** (Dinner Co-Chair), **Allister Byrne**, **The Right Honourable Paul Martin**

From left (seated): **Rosie Damiani** and **Sarah Laidlaw** (Dinner-Co-Chairs)

three years. It's a fair guess to say that over the last 55 years, Joan has helped to raise over \$150,000 for March of Dimes!

Joan was presented with the 2011 March of Dimes Rt. Honourable Paul Martin Sr. Award. The award was initiated in 1988 in honour of the former Honorary Campaign Chair of March of Dimes, the late Paul Martin Sr., who waged a personal battle against polio. The award is presented annually to an individual for service to March of Dimes in the areas of fundraising, service or policy. Joan was also presented with a letter personally signed by Former Prime Minister, the Right Honourable Paul Martin on behalf of his family.

Joan proves unequivocally that one person can truly make a difference.

The Fund Development, Communications and Marketing Department expresses gratitude to all our volunteers, donors and corporate partners.

March of Dimes Canada For the Year Ended March 31, 2012 (before Audit Adjustment) Total March of Dimes Canada Fundraising

	Actual	Budget	Variance	% of Actual Over Budget
Revenues	1,480,014.00	1,326,521.00	153,493.00	11.57
Expenses	748,210.00	787,838.00	(39,628.00)	(5.03)
Net	731,804.00	538,683.00	193,121.00	35.85

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