

Engaging Life |

Promoting inclusion
choice and control



Our Vision

To create a society inclusive of people with physical disabilities.

Our Mission

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

Engaging Life

The theme of our 2018/19 Annual Report is all about empowering our consumers to live the fullest and most engaged lives where they live, work and play. We believe that people living with disabilities have better life outcomes when they have a purpose and are given choice and control over their own lives and are supported in setting goals which are meaningful to them. While our success can be quantified in charts and numbers, our impact can be seen in the consumer stories highlighted throughout this report. What you will notice is how our consumers and their loved ones are in control of all the decisions they make about how they engage life in the community.

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President and Chair's Message

Taking March of Dimes Canada into the Future



We are pleased to introduce you to March of Dimes Canada's (MODC) Annual Report to the Community for 2018/19, our first one together as the new President and CEO of March of Dimes Canada and Chair of the Board of Directors.

This year we made significant progress in MODC's vision of helping transform the lives of Canadians living with disabilities to play a central role in engaging life where they live, work and play. It began with the launch of a new **Strategic Plan 2018-23: Engaging Life**, focused on working towards our vision of creating a society inclusive of people with disabilities.

We are pleased to share our new priorities coming out of this plan, which is focused on **Supporting Inclusion, Choice and Control**. This is why we have five bold strategic goals which are focused on what's most important to the people we serve:

- Enhancing the Quality of Life of Stroke Survivors and Caregivers
- Promoting Inclusion through Assistive Technology
- Supporting Independence at Home and in the Community
- Breaking Down Barriers to Employment
- Improving Access to Supports and Services

Bill C81, the Accessible Canada Act, became law this year and for those of us who have been advocating for change in public policy on behalf of the people we serve, this signals great hope for us partnering with governments at all levels and community to support our missions.

This report shows many examples of how we play a key role in empowering our consumers and their caregivers to engage life in so many different ways. We are thankful to our exceptional staff, more than 4,000 dedicated volunteers who commit thousands of hours to our cause, the valued support of our donors and commitment of our Board who have made all of this possible. We look forward to bringing you news of our progress on these goals over the next year.

Peter Rummye, Chair, Board of Directors

Leonard Baker, President & CEO



Meet _____ **Nicole McDonald**

Nicole McDonald is a Rick Hansen Foundation Ambassador, visiting schools to discuss accessibility and inclusion from the perspective of her lived experience.

A spinal curvature affects Nicole's posture and breathing, which made her PowerPoint presentations challenging to deliver. *"I was having a hard time both holding onto the paper and microphone with my posture and finding it difficult to breath."* Nicole remembers.

"I needed something attached to my chair...holding a paper copy just wasn't working. I would drop them several times and I had to bend forward to hold onto everything," she adds. *"This compromised my breathing further, and made it hard for people to understand what I was saying. I needed to free up my hands."*

That's where March of Dimes Canada's Assistive Mobile Technology Initiative (AMTI) came in.

AMTI provides tablets to people who live with a disability and meet the eligibility criteria. Each device is customized with apps that address the recipient's specific needs and goals.

In Nicole's case, she's using her device to make her presentations easier to deliver.

"I was able to make four presentations in a row at one school" Nicole says. *"I was able to look out at the crowd without having to search my notes. I had no trouble with my breathing, and I wasn't fatigued. It made a huge difference."*

Nicole receives an honorarium for each presentation she does, which supplements her income.

"I can arrange to do more now that it's easier."



____Meet____ Cole Preston

Looking for work can be overwhelming. There are hundreds of places to post your resume, look for opportunities, get advice—it's hard to know where to begin.

Cole Preston decided to start with March of Dimes Canada. He'd been working with another organization, but hadn't had any luck, so he met with staff from our Employment Services program. First, he worked on his resume with Alex. Once it was polished up, it went to Michael who, as Cole says, *"did the legwork."*

Within a week or so, he had a few options.

"I was amazed by how quickly Michael found vacancies," Cole adds.

One of them was at the Salvation Army Thrift Store. He interviewed there, and was hired on the spot. That was nine months ago—Cole has been working as a Store Associate ever since.

"It's the least stressful place, and I'm surrounded by a great team," he says. *"The days just fly by."*

It's made a big difference, according to his dad. *"His mother and I have noticed a marked change in his self-esteem. He has a sense of accomplishment, and money in the bank."*

Cole's noticing the difference, too. For instance, he recently bought two sandwiches on his way to work, and gave one to a man he saw asking for change. *"I couldn't have done that before."*

Cole hopes to move on to full-time work in the future but, for now, he's working at a pace and on a schedule that works well for him.

"I like it a lot," he says.



Meet _____ **Pat Bell**

Pat describes his stroke experience in stark terms. After the first one, he was told he'd never work again. But he did.

After the second, he says: *"Everything was gone. I was paralyzed, and I had no speech."* He spent 11 days in a coma, and another four in hospital, before being released. He had another stroke within 24 hours, followed by another coma. Pat had just turned 52.

He's come a long way since then, with support from the Stroke Recovery Association of British Columbia (SRABC), an affiliate of March of Dimes Canada.

Pat started in our conversation group for people living with aphasia, a language disorder that affects the ability to use or comprehend words, and is usually caused by a stroke or other brain injury or illness. Facilitator Anna says it quickly became clear that he had a special gift – he immediately started motivating and helping people – so she asked him to volunteer. Today, Pat co-facilitates the conversation group.

He's also a fixture at the Wednesday stroke recovery group, where he helps arrange fitness and cognitive games, guest speakers, and other activities. He even visits recent stroke survivors to share his own experience to offer hope and encouragement.

That attitude has informed Pat's journey, which now includes supporting other stroke survivors and pursuing hobbies like restoring cars.

"Most people say they did rehab for an hour, but that's not how it happens. Rehab starts the minute you wake up and it ends when you go back to sleep."

It may take work, but Pat proves that you can thrive after a stroke.



Meet Charlotte Daniels

Charlotte Daniels was born 15 weeks premature. By the time she was two, Charlotte was still unable to move independently or even stand independently. There were also hearing issues that affected her speech.

Charlotte's mother Anna realized that she needed a community of parents who knew what she was going through. *"A friend introduced me to some moms whose children also had cerebral palsy (CP). They had mountains of information,"* she says.

"That's when I learned about Conductive Education."

Conductive Education, or CE, combines physical rehabilitation with education to maximize independence for kids and adults with neurological motor disorders like CP, Parkinson's, or multiple sclerosis.

After some research, Anna decided that March of Dimes Canada was the right place, and signed up for a Parent and Child class.

"I remember Charlotte not being able to do all the things that were asked of her, and thinking How long it'll take for her to follow along with the activities and songs? Can other kids her age do this?"

Then, one day, as they were pulling into the parking lot, Charlotte clapped her hands excitedly and said *"Monaha!"* She was eager to see her conductor – Monika.

Charlotte graduated to Early Intervention where her determination and triumphs are celebrated, and she's learning to be as independent as possible.

"Charlotte has made so much progress," Anna says. *"The biggest change is her ability to sit unassisted, her willingness to do all the activities, and her excitement for what comes next."*

Proud mom Anna adds: *"At three, Charlotte identifies and recites days and months, and even knows how to spell her name—all of which she learned at Conductive Education."*



Global Scorecard

Each year the organization undertakes a three-part program planning process which establishes goals and key performance indicators for all programs and departments. Management reports results to the Board at mid-year and year-end against these targets in a scorecard format. The scorecard uses a green-orange-red code to rate the degree of goal achievement.

-  Indicates targets were achieved or exceeded according to our key performance indicators (KPIs).
-  Indicates results fell short within a range of defined KPIs.
-  Indicates significant shortfalls or threats to success that need to be highlighted and addressed.

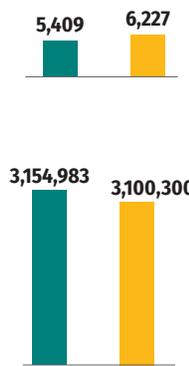
Program Results

-  **Financial:** 2018-2019 was another strong financial year for MODC. Gross revenue increased by 6.5% over 2017-2018 to \$145M, and generated a net operating surplus of \$2.33 million.
-  **Programs:** They performed well, with all meeting their service and financial targets. Over 98% of the total revenue raised was spent on programs and operations during the fiscal year.
-  **Fund Development:** Fundraising accounted for 2% of total expenditures.
-  **Administration:** Our overall administration and amortization accounted for 6.6% of expenditures.

How many people we support

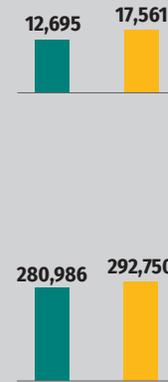
MODC tracks both the number of consumer services delivered and the number of service hours each represents. Both are reported to provide a realistic picture of each service, as these vary significantly. Either statistic alone does not provide a true picture of service volume. For example, some services are delivered in groups and some to individuals.

Four core program areas at March of Dimes Canada



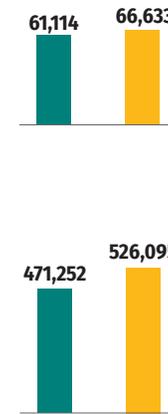
Community Support Services (formerly Independent Living Services):

This program promotes inclusion, choice and control for people living with disabilities. Our community-based solutions range from supportive housing to services for people living with acquired brain injuries so we can support them where they live, work and play.



Employment Services:

This program helps people with disabilities achieve greater independence by providing employment solutions to overcome barriers to employment. The program also helps employers find candidates that are the right fit for their organization.



Community Engagement and AccessAbility® Services:

AccessAbility® Services:

This program supports individuals facing personal mobility challenges by making adjustments to their home or providing mobility supports to help them access the community beyond their home.

Community Engagement and Integration Services (CEIS):

This program provides a wide range of services for children, youth, adults and seniors with disabilities who want to be active and live engaged lives in the community.

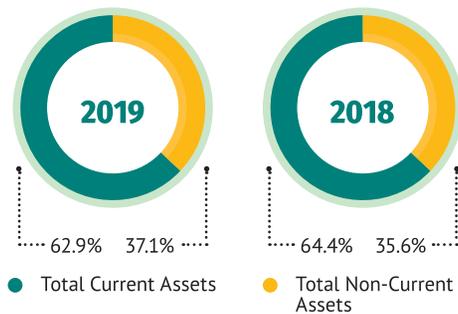
Consolidated Statement of Financial Position

Full audited Financial Statements are available upon request.

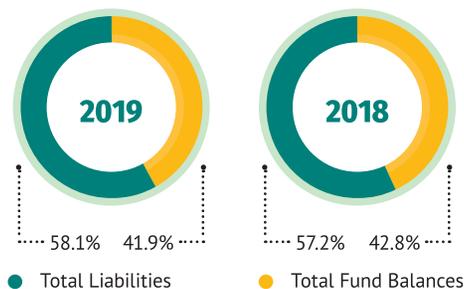
1-800-263-3463

info@marchofdimes.ca

Total Assets



Total Liabilities & Fund Balances



As at March 31, 2019

2019 2018

| ASSETS | | | |
|---|-----------|-------------------|----------------------|
| Current Assets | | | |
| Cash and restricted cash | \$ | 12,983,862 | \$ 12,261,499 |
| Short-term investments | | 4,274,608 | 4,188,414 |
| Accounts receivable | | 6,507,116 | 7,734,695 |
| Amount due from March of Dimes Canada Non-Profit Housing Corporation ("NPHC") | | 242,787 | 285,350 |
| Prepaid expenses | | 579,019 | 414,540 |
| Grants and allocations receivable | | 24,840 | 7,960 |
| Total Current Assets | \$ | 24,612,232 | \$ 24,892,458 |
| Restricted investments | | | |
| Capital assets | | 6,351,587 | 5,679,927 |
| Intangible assets | | 5,822,515 | 5,713,654 |
| Goodwill | | 953,140 | 953,140 |
| Trademark | | 1,413,751 | 1,413,751 |
| Total Assets | \$ | 39,153,225 | \$ 38,652,930 |
| LIABILITIES | | | |
| Current Liabilities | | | |
| Accounts payable and accrued charges | \$ | 7,663,483 | \$ 9,554,905 |
| Unexpended program grants and deferred revenue | | 3,935,744 | 2,494,204 |
| Government advances | | 2,691,647 | 2,515,137 |
| Total Current Liabilities | \$ | 14,290,874 | \$ 14,564,246 |
| Deferred capital grants | | | |
| | | 2,115,815 | 1,992,536 |
| Total Liabilities | \$ | 16,406,689 | \$ 16,556,782 |
| COMMITMENTS AND CONTINGENCIES | | | |
| Fund Balances | | | |
| Invested in capital and intangible assets | \$ | 6,073,591 | \$ 6,088,009 |
| Internally restricted funds: | | | |
| Building capital reserve | | 1,872,569 | 1,900,582 |
| Stabilization Reserve | | 8,076,251 | 7,301,741 |
| Major IT Capital Reserve | | 1,268,537 | 1,255,775 |
| Minor Capital Reserve | | 574,471 | 737,761 |
| Ability and Beyond | | 4,881,117 | 4,812,280 |
| Total Fund Balances | \$ | 22,746,536 | \$ 22,096,148 |
| Total Liabilities and Fund Balances | \$ | 39,153,225 | \$ 38,652,930 |

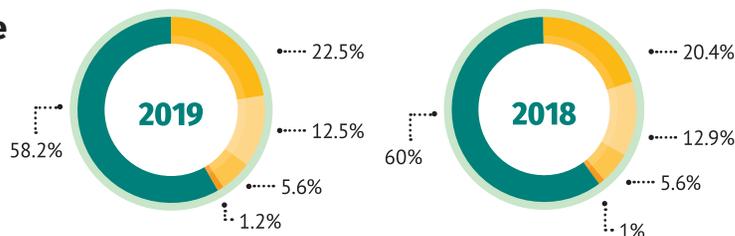
Consolidated Statement of Revenue and Expenses

As at March 31, 2019

| | Operating Fund | | Internal Restricted Fund | | 2019 | 2018 | | |
|---|----------------|--------------------|--------------------------|--------------------|------|--------------------|----|--------------------|
| | | | Ability & Beyond | Capital Reserve | | | | |
| REVENUE | | | | | | | | |
| Government grants | \$ | 84,495,549 | \$ | - | \$ | 84,495,549 | \$ | 81,623,728 |
| Fees | | 32,676,406 | | - | | 32,676,406 | | 27,698,810 |
| Program recovery | | 18,108,193 | | - | | 18,108,193 | | 17,592,060 |
| Fundraising and non-government grants | | 8,155,929 | | - | | 8,155,929 | | 7,682,955 |
| Investment and other | | 1,422,310 | | 243,310 | | 1,810,415 | | 1,398,238 |
| | \$ | 144,858,387 | \$ | 243,310 | \$ | 145,246,492 | \$ | 135,995,791 |
| EXPENSES | | | | | | | | |
| Programs | | | | | | | | |
| Independent Living Services | \$ | 68,557,904 | \$ | 29,490 | \$ | 68,587,394 | \$ | 64,453,855 |
| Employment Services | | 26,202,629 | | - | | 26,202,629 | | 21,942,832 |
| AccessAbility® Services | | 11,924,880 | | 21,965 | | 11,946,845 | | 11,837,926 |
| Passport Services | | 18,176,209 | | - | | 18,176,209 | | 17,927,665 |
| Community Engagement and Integration Services | | 4,547,906 | | 744,979 | | 5,292,885 | | 4,711,692 |
| Information Advocacy Services, Grants, and Awards | | 839,755 | | 312,178 | | 1,151,933 | | 528,341 |
| | \$ | 130,249,283 | \$ | 1,108,612 | \$ | 131,357,895 | \$ | 121,402,311 |
| Fundraising | | 2,919,600 | | - | | 2,919,600 | | 2,812,837 |
| Contribution to NPHC | | - | | 465,861 | | 465,861 | | 165,907 |
| Administration | | 9,354,974 | | - | | 9,354,974 | | 8,474,051 |
| Amortization | | - | | - | | 497,774 | | 462,308 |
| | \$ | 142,523,857 | \$ | 1,574,473 | \$ | 144,596,104 | \$ | 133,317,414 |
| EXCESS OF REVENUE OVER EXPENSES | \$ | 2,334,530 | \$ | (1,331,163) | \$ | 650,388 | \$ | 2,678,377 |

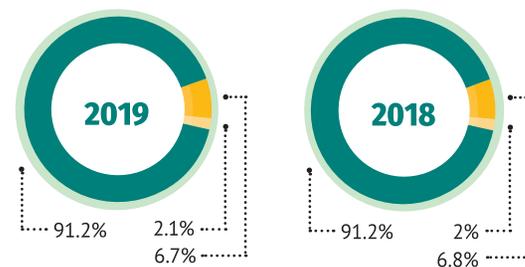
Revenue By Source

- Government Grants
- Fees
- Program Recovery
- Fundraising and non-government grants
- Investment and other



Expenses By Category

- Programs
- Administration & Amortization
- Fundraising and Donor Acquisition





Meet _____

Wesley Magee-Saxton

"I was encouraged into theatre by my elementary school teachers because, apparently, I'm dramatic," says Wesley Magee-Saxton.

Now a theatre student and member of the acting conservatory at York University, Wesley has his sights set on acting. Perhaps something in the Marvel Cinematic Universe?

"That would be great," he laughs, *"but ultimately I want to influence change in society. I want to be a role model for people with disabilities to look up to and realize their potential."*

March of Dimes Canada's York University Attendant Care Program is enabling that dream.

"I need to stay past class time for rehearsals," Wesley continues. *"I couldn't do that without living in residence, and I couldn't live in residence without the Attendant Care Program."*

MODC will also be supporting Wesley during his summer job as Assistant Story Artist at Holland Bloorview Kids Rehabilitation Hospital.

And then there's his social life.

Wesley clearly remembers being out with his friends at 11:30 one night. They wanted to stop for hot chocolate, but his attendant was booked to come. So Wesley just called the night staff and rescheduled his booking.

"I was about to bawl my eyes out just because I could get hot chocolate with my friends," he recalls with a chuckle.



MODC's Conductive Education Community

Living with a disability—yours or a family member's—involves unique challenges that can feel overwhelming. You may struggle to navigate treatment and care options, or find resources. You may feel isolated. You may not know where to turn or even where to start.

That's why we created our Conductive Education Community on Facebook.

Started about five years ago, the group has over 100 members who know what kind of impact Conductive Education (CE) can have. Some of them are our staff who teach classes, some have children in the program; others have benefited from CE themselves. The group is private, which means people have to be invited to join, to ensure that it's a supportive and useful community.

Members use the group in a variety of ways—for everything from sharing pictures of special events to posting relevant research. It's a place for them to celebrate, organize, and pool resources to help one another.

One post includes a video of a participant accomplishing his goal of standing for seven minutes (congratulations!).

Another features a photo album from our Winter Camp in Nova Scotia —it's filled with pictures of participants sledding, cooking, playing board games, and generally enjoying themselves.

There are even posts with links to accessible real estate listings, information on a stress management workshop for caregivers, and details about new programs.

A Canada-wide community has developed that provides quick and convenient access to experts, information, and peers who support each other on their shared journey.



Mark Grindlay (left) and the Fresh Water Sharks at Rock for Dimes Toronto

Special Thanks To Our Donors

March of Dimes Canada relies on the generosity of donors to help fund our programs, and we extend our sincere appreciation to all of them. We had so many generous donors that we would like to acknowledge, but due to space limitations, we are recognizing them in the online version of the annual report at: www.marchofdimes.ca/donate

Savaria & Bourassa Savaria Foundation

Savaria is a Canadian assistive devices manufacturer and distributor that has demonstrated the very highest ideals of corporate social responsibility. Savaria and its staff are long-time supporters of MODC, having donated both money and time to the organization and its consumers.

Through its non-profit arm, the Bourassa Savaria Foundation, Savaria has donated nearly \$75,000 since March of 2010. \$60,000 of that was earmarked specifically for Conductive Education. Savaria has also generously participated in our matching gift campaign through our annual giving program.

Mark Grindlay

Mark Grindlay, a Vancouver businessman from Temec Engineering, is the lead singer for the Fresh Water Sharks, a corporate band that has been playing in Rock for Dimes Vancouver and Toronto for the past several years. The Fresh Water Sharks are now considering playing for Rock for Dimes Montreal and Victoria in the near future. In 2018/2019, Mark helped to raise more than \$25,000 for our programs. Thank you Mark for making a difference in the lives of Canadians with disabilities!

Wayne Eastabrook

Peterborough resident Wayne Eastabrook has been canvassing his neighbourhood in support of March of Dimes Canada's Community Canvass Campaign for over a decade. He became a canvasser after March of Dimes Canada provided financial assistance to help his daughter Kate move into her own supported apartment, and he has raised a total of \$5,980 on behalf of March of Dimes Canada. His neighbours know he's coming, and are prepared with a small donation when Wayne comes to their door. Wayne believes in paying it forward- in addition to supporting March of Dimes Canada, he is also the Board President of Community Living Peterborough.

2018 - 2019 annual report is available online at: www.marchofdimes.ca/annualreport



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