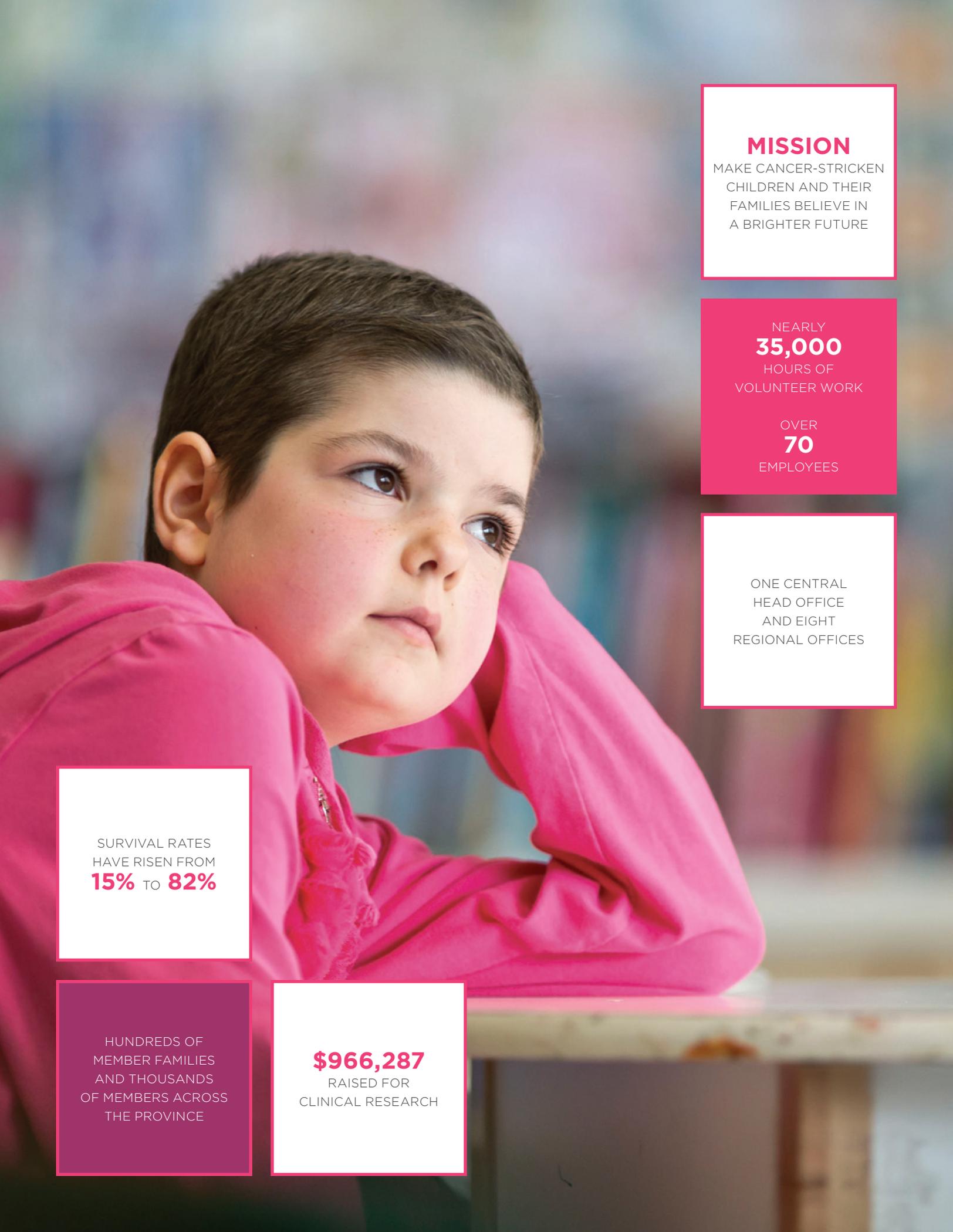


YOUR FAMILY IS BIGGER THAN YOU THINK

2013-2014 ANNUAL REPORT



MISSION

MAKE CANCER-STRICKEN CHILDREN AND THEIR FAMILIES BELIEVE IN A BRIGHTER FUTURE

NEARLY
35,000
HOURS OF
VOLUNTEER WORK

OVER
70
EMPLOYEES

ONE CENTRAL
HEAD OFFICE
AND EIGHT
REGIONAL OFFICES

SURVIVAL RATES
HAVE RISEN FROM
15% TO **82%**

HUNDREDS OF
MEMBER FAMILIES
AND THOUSANDS
OF MEMBERS ACROSS
THE PROVINCE

\$966,287
RAISED FOR
CLINICAL RESEARCH



Photo credit: Anaïs L. Bastien

A WORD FROM THE PRESIDENT OF LEUCAN

As President of the Association, I am very proud to present Leucan's 2013-14 Annual Report. The report attests to the variety of services and activities carried out by the Association over the last year.

Leucan has undertaken a technological shift in the last few years to ensure quality support to our member families, donors, participants in our fundraising activities, and, of course, volunteers. Our team has thus pursued its efforts to optimize the performance of our information systems to improve our follow-up with stakeholders revolving around Leucan's extended family.

With 35 years of experience, Leucan is now recognized as a loyal and dedicated partner of cancer-stricken children and their families. This recognition is not mere coincidence, but the result of extensive volunteer work and the constant involvement of members of staff who developed a timely and remarkable coverage over the years.

Our services are made possible thanks to the contribution of loyal and constant donors, since Leucan receives no government subsidies. So, to secure long-term revenues, the Association is undergoing a strategic update of all fundraising activities to provide donors with support options best suited to their needs.

Unlike comic book superheroes, Leucan's people are not armed with supernatural powers or magical wands... These "extraordinary" individuals wholeheartedly commit to our cause to support families across Quebec coping with this difficult ordeal.

The strength of Leucan's extended family resides in its ability to reach out and support families at a particularly disrupting moment in their lives: pediatric cancer. To all the dedicated heroes I have the chance to meet on a regular basis: I encourage you to pursue your commitment with trust and heart to make a difference in the lives of those courageous children.

To all our generous contributors, I wish to personally thank you for the consistency and quality of your support to the cause of cancer-stricken children. By contributing to Leucan, you ensure the continuation and improvement of the services we provide directly to children and their families. You also help in the development of the best treatments possible for Leucan's children. Your contribution is crucial.

Let's continue to pull together as a team—it is our greatest strength. We can all be proud of our achievements.

In conclusion, in my name and in that of Leucan, I would like to thank Mr. Sandro Di Cori who assumed the role of Executive Director of Leucan for the 2013-14 financial year.

Thanks to all of you for choosing Leucan.

A handwritten signature in black ink that reads "Guy Lefrançois". The signature is written in a cursive, flowing style.

Guy Lefrançois

GIVING RESEARCH A HAND

CLINICAL RESEARCH

Clinical research is a key part in improving the treatments available to cancer-stricken children, including alleviating the long-term secondary effects of treatments. Despite its significance, clinical research is not funded by the State. Leucan is the primary funder in this field and ensures adequate funding for the clinical trials conducted in the province's pediatric oncology centres. The Association is proud to take part in those efforts to improve the quality of life of patients, and that have made the survival and recovery rates of children treated for cancer jump from 15% to 82%. This past year, Leucan invested \$966,287 in clinical research.

Testimonial

I work in clinical research on pediatric oncology, and Leucan is the main funder of our clinical studies. The Association's funding enables us to take part in international studies and to gain access to new therapies, treatments and medications. New treatments aim not only to improve the recovery rate, but also to decrease the side effects of therapies. Another important component to take into consideration is the fact that we are treating growing children. As such, therapies must be adapted to individual characteristics, age groups and cancer types.

Clinical studies are crucial to provide patients with the best treatments possible.

 Marie Saint-Jacques, researcher

A COMFORTING TEAM

Leucan is available in all of the pediatric oncology centres in the province to provide support to families affected by cancer. The Association offers a broad range of services to families within the walls of the Sainte-Justine UHC, the Centre mère-enfant Soleil du Centre hospitalier universitaire de Québec (CHUQ), the Centre hospitalier universitaire de Sherbrooke (CHUS), the Montreal Children's Hospital of the McGill University Health Centre (MUHC), as well as the Children's Hospital of Eastern Ontario (CHEO). Leucan maintains collaborative ties with these pediatric oncology centres and their staff to build a professional and comforting team, available at the centres to provide families with distinctive and tailored services.

SURVIVAL AND
RECOVERY RATES OF
82%

\$966,287
INVESTED IN CLINICAL
RESEARCH IN 2013



A HAND TO HOLD THROUGH THE STORM

EMOTIONAL ASSISTANCE AND SUPPORT SERVICES

When a family receives a diagnosis of childhood cancer, it's easy to lose all bearings. Thanks to a presence in all of the pediatric oncology centres in Quebec, Leucan can quickly provide support to families and be there from the very beginning through every stage of the disease.

This past year, 230 families have been confronted with a childhood cancer diagnosis and have become Leucan members.

Testimonial

Our daughter, Justine, was diagnosed with acute lymphoblastic leukemia. When we took her to the hospital, we thought she only had a mild fever and a strange growing red rash on her arm. Finally, over the next 24 hours and after some blood tests, we were told it was leukemia. We were transferred to the Centre de cancérologie Charles-Bruneau where a member of the Leucan team came to meet us with tons of information about the disease and tools to explain it to Justine's little brother and our loved ones. [...] We received a Leucan welcome kit; a pretty red bag, which proves useful every time we go to the hospital. The kit included a plush blanket branded with the Leucan ladybug, a surprise for Justine, and a wealth of documentation on all the services available from Leucan.

For us, Leucan represents a smile... The Association played a large part in bringing our smile back after such a diagnosis.

 Nancy and Robert, parent members of Leucan



A THANK-YOU TO OUR VOLUNTEERS

Leucan's volunteers are devoted and deeply involved. Their involvement ensures the smooth flow of several of the Association's activities and is crucial in fulfilling Leucan's mission. We thank you for your time and generosity.

Testimonial

There are close to 2,000 of us performing about 35,000 hours of volunteer work every year, whether at the summer camp, the hospital or with families. Lending a hand to cancer-stricken children means sharing our energy with them. It means seeing a child able to smile despite the disease and sharing back his/her energy with us. We can then share this ball of energy with the next child.

We extend our hands and as soon as children hang on to them, we do not let go; we are there for them.

 Sylvain, volunteer for Leucan

NEARLY
2,000
VOLUNTEERS

NEARLY
35,000
HOURS OF
VOLUNTEER WORK
THIS YEAR

IN GOOD HANDS

LENDING A HAND

FINANCIAL ASSISTANCE

The financial needs of families with a cancer-stricken child are often great. Unforeseen and additional expenses such as travelling and accommodation expenses can undermine the everyday lives of families. Not to mention the loss of an income when a parent must take an indefinite leave of absence to support his/her child through the disease.

In 2013-14, \$762,148 was awarded directly to Leucan families to help alleviate this financial burden and the associated concerns.

Testimonial

Nine months ago, I was hit with some difficult news: my two-and-a-half-year-old son was diagnosed with nephroblastoma. We were told that several tests would have to be run in Montreal to assess the tumour's stage. [...] We spent a month in Montreal. [...] Lise, our Leucan contact in Val-d'Or, called to inform us that all was taken care of and that we would have access to financial assistance while we were staying in Montreal since we had no idea how long our stay was going to be.

We received allocations throughout Nicolas' treatment, which meant that Nicolas could have both his parents and his older brother with him at the hospital. This made the ordeal a lot easier on him. Finally, I just want to say THANK YOU to Leucan for all the help they gave us at such a difficult time.

 Isabelle, mom and Leucan member

MASSAGE THERAPY

Every member of the family can take advantage of the massage therapy services offered by Leucan and its team of massage therapists specialized in caring for cancer-stricken patients. Complementary to medical care, massage therapy services can alleviate pain and tensions while improving immune functions. In addition to helping recipients learn to be touched again in a soothing way despite the cancer treatment, massage therapists, through their functions and regular presence, play a key role, listening to the physical and emotional needs of children and their families. These invaluable services are also available to parents and siblings to provide them with relaxing and soothing moments at the hospital, at home or as part of activities organized by Leucan. Massage therapy is a great comfort for the whole family.

This year, over 8,500 massages were administered to Leucan's member families.

Testimonial

As a massage therapist working for Leucan for over a decade, I have had the opportunity to support families at various stages of the disease. Many children have placed their trust in me and welcomed me near them so I can give them a massage that best meets their needs.

When I am at the hospital, I sometimes give a massage to a teenager who finds that time goes too slowly, or to a timid little girl addicted to feet massages who smiles at me when she sees me entering her room.

Other times, I offer a massage to a suffering and anxious young girl at the end of life. Combining massage and medication contributes to reducing pain, stress, and anxiety, which helps her fall asleep.

I sometimes visit families in their home so all members can benefit from my services. Siblings can then enjoy a time of relaxation for themselves and parents can snore to their heart's content when their turn comes. In fact, they often tell me that the well-being they feel goes beyond the physical effects of a massage.

Over time, I have collected hundreds of smiles and thank-yous, but I think the most wonderful part is to see families realize how a massage can have both immediate and long-lasting effects.

 Linda Nollet, massage therapist with Leucan



IN 2013-14
\$762,148
WAS AWARDED
DIRECTLY TO
LEUCAN FAMILIES

OVER
8,500
MASSAGES
WERE ADMINISTERED

EVERY
MEMBER OF
THE FAMILY
BENEFITS FROM THE
MASSAGE THERAPY
SERVICES

WORKING HANDS-ON FOR CHILDREN

Throughout the year, Leucan invites its hundreds of member families to take part in various activities where they can meet with other families, share their experiences and encourage each other. Designed for Leucan children, those activities take several forms: the Leucan-CSN Summer Camp, activities organized by the Heart-filled Hope support group, Christmas parties, respite weekends, etc.



LAST YEAR, OVER
40 ACTIVITIES
WERE HOSTED
BY LEUCAN WHERE
FAMILIES HAD AN
OPPORTUNITY TO LAUGH
AND HAVE FUN DESPITE
THE DISEASE



Photo credit: Leucan

SOCIO-RECREATIONAL ACTIVITIES

Friend for a Day

Since its creation in 2005, the Friend for a Day program gives cancer-stricken youths the opportunity to share a unique experience with a prominent individual from the arts or sports world or another partner of their choice. Each twinning is set up according to the youth's interests and needs to give him/her a memorable event. This past year, Vivianne attended the latest equestrian show from Cavalia; Patrick shared many laughs with stand-up comedian Billy Teller; Lorianne had a lot of fun attending Louis-José Houde's comedy show; and Sandrine savoured her visit of the Bonbons Mondoux factory. Leucan wishes to thank the generous artists and partners who have made those moments of pure happiness possible.

Leucan's Night with the Montreal Canadiens

On October 26, 2013, over 50 Leucan youths and their guests had the chance to experience the excitement and the magic of a Montreal Canadiens game from a box at the Bell Centre. In addition to meeting the team's mascot, Youppi!, the hosts of Réseau des sports (RDS), and several players, the young people of Leucan even commented the game live on the air (TV and radio) and enjoyed a ride on the zamboni ice machine. Held as part of the "Hockey Fights Cancer" month, the event was made possible thanks to the generosity of corporate box owners and the Montreal Canadiens Children's Foundation. Thank you for this unforgettable night!

The Leucan-CSN Summer Camp

In 1985, Leucan established the first and only summer camp in Quebec for families coping with pediatric cancer. With the generous funding of the Confédération des syndicats nationaux (CSN), the Leucan-CSN Summer Camp welcomes children affected by cancer, whether they are recently diagnosed, undergoing treatments, in post-treatment, in recurrence or in recovery; their parents and siblings; as well as bereaved families. The 2013 edition was held at Centre de plein air Le Saisonnier at Lac-Beauport. Under the theme "superheroes", 260 children from 120 Leucan families, enjoyed a real vacation and left the disease behind at least for a short while. Thanks to 120 volunteers including a medical team who ensured the safety of children and the continuity of treatments, families shared beautiful moments without a hint of worries.

Testimonial

When I took part in my first activity organized by the Heart-filled Hope support group, I found a group of individuals—a medical team, instructors, and other teenagers—more extraordinary than I could have ever imagined. I never thought I would be welcomed as though I was already a member of their tightly knit community. They are such a warm group that it's impossible not to get attached or to resist the urge to join in all the activities hosted by the group: weekend camps, trips to the sugar shack, picnics, and more. Now, when a new member comes in, I am the one responsible for welcoming him/her in the big Leucan family.

 Camille, young member of Leucan and the Heart-filled Hope support group

WHERE CREATIVITY AND FUN GO HAND IN HAND

HOSTING IN HOSPITAL PLAYROOMS

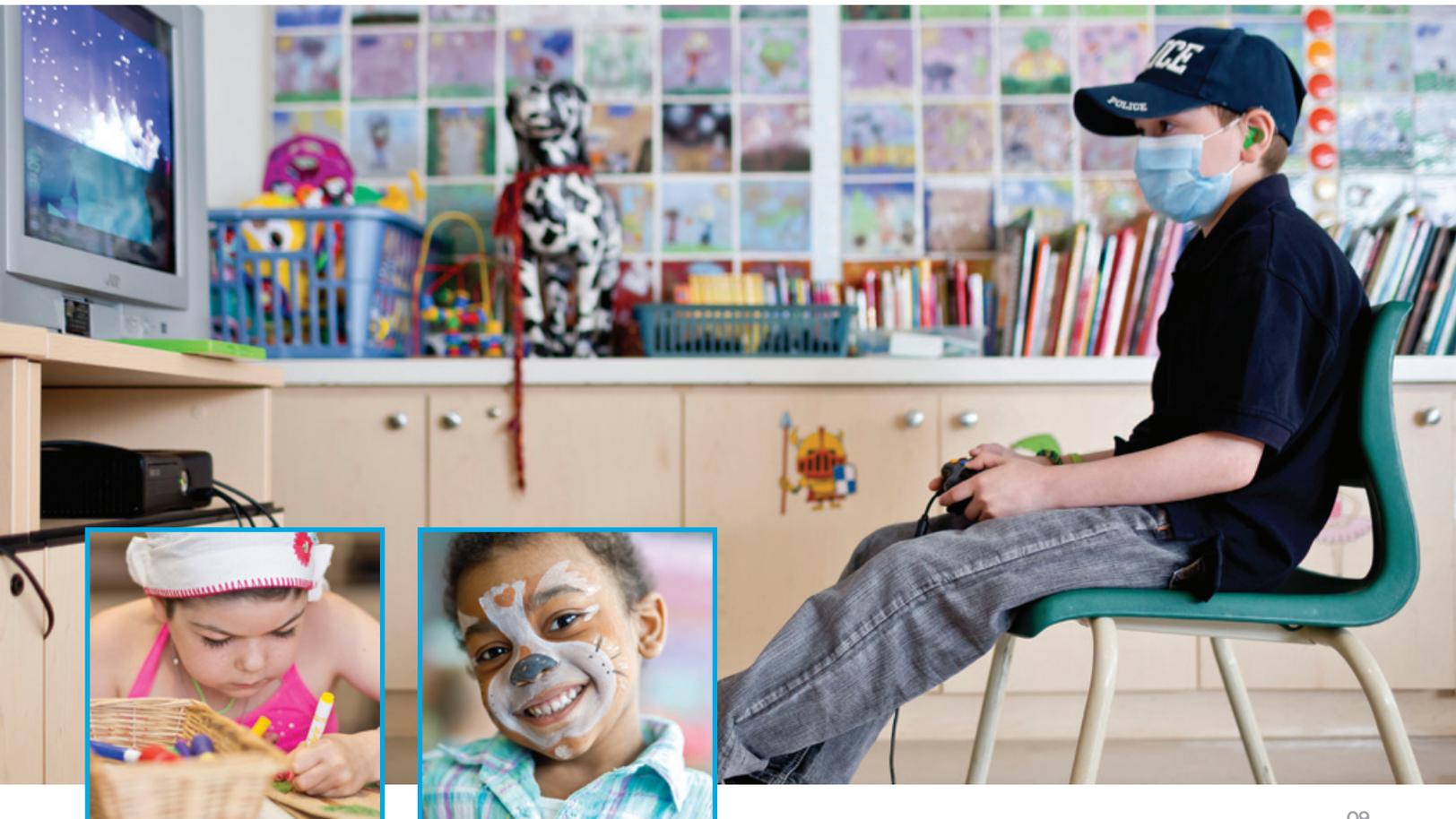
The outpatient clinics of Quebec's pediatric oncology centres are visited on a regular basis for cancer treatment by children and their companions. Visits represent a considerable number of hours spent in hospitals, which is why Leucan fitted premises where smiles and crafts can co-exist with treatments. Leucan's families are welcomed in those premises made up of lounges for teenagers, playrooms for children, and quiet spaces where parents can talk and share their experiences. Game consoles and other electronic equipment are also available to entertain hospitalized children.

In 2013-14, there have been over 40,000 visits (children and their companions) in Leucan's playrooms at the Sainte-Justine UHC and the CHUQ.

Testimonial

I have been battling a very rare disease for twelve years. I have to pay regular visits to Sainte-Justine and I have been hospitalized a number of times. Doctor's appointments and hospital stays can be long and demoralizing. The playroom is a place where I can take my mind off things and make time go faster. Moreover, the staff is so nice and makes sure we lack for nothing. We are looked after very well. Thanks to the playroom and its employees, I have gone through this difficult time in good spirits and with a smile.

 Julie, young Leucan member



SUCCESSING HANDILY

SCHOOL AWARENESS

The School Awareness Program provides support to families and schools to help cancer-stricken children and their siblings in their schooling. The team offers tangible services within families and in schools to promote children's academic growth, perseverance and success.

In 2013-14, Leucan's Family Services Agents have met with over 3,700 students from 74 schools to demystify cancer and raise students' awareness about the reality of their cancer-stricken classmates.



OFFERING PRACTICAL
HELP TO ENHANCE THE
PERSONAL GROWTH
OF CANCER-STRICKEN
CHILDREN



THOUSANDS
OF CHILDREN MADE
AWARE OF THE REALITY
OF PEDIATRIC CANCER



Testimonials

Sarah wanted to go back to school. To be perfectly honest, I was not so sure, but she insisted. I went with her on the first day, but it was too difficult. I could see how her friends looked at her, and it was hard. [...] A Leucan Family Services Agent came to the school at the beginning of the year and gave an awareness presentation to Sarah's classmates. If the need arises, if something happens in class or with her friends, we know we can call Leucan. [...] Sarah's first grade went well and she received good grades. I find school helpful to a child's recovery. To see that life continues gives a child the will and motivation to pursue the treatment and hopefully, to recover.

 Bouchra, mom and Leucan member

My hair was just starting to grow back, but I was still wearing my little hat. I was afraid my friends would ask questions such as, "Why do you look like a boy?" or "Why is your belly swollen?" Mélissa from Leucan came to my school to explain what cancer is. Thanks to her, my friends are asking me fewer questions, making life easier for me. I am no longer worried kids will mock me because now they understand.

 Sarah, Bouchra's daughter and Leucan child member

EXTENDING A REASSURING HAND TO FAMILIES

END-OF-LIFE AND BEREAVEMENT FOLLOW-UP SERVICES

With a vision to support families through every stage of pediatric cancer, Leucan has been ensuring end-of-life and bereavement follow-up services for the past twenty years. These services include emotional assistance; support groups for both parents and siblings; respite activities for bereaved mothers and couples; individual psychological care; and commemorative ceremonies.

This past year, some 320 participants have broken out of their isolation and joined an activity organized by Leucan to share their experiences and find some comfort and serenity.

Testimonial

I deliberately took a step back before writing to thank you again from the bottom of my heart for this special moment of respite where, for the first time, we surrounded ourselves with people dealing with the same reality—people with different experiences, of course, but used to coping with the same pain. This moment of rest allowed us to “take the time” to situate ourselves in the overwhelming grief of losing our son, Vincent, four years ago already.

Thank you for your attentive presence over this special weekend, which made us realise the power of sharing. Sharing experiences with a group, with mothers, fathers, and couples; opening our hearts in a respectful atmosphere and without fear of judgement. It was an emotional weekend with lasting soothing effects... Thank you, Leucan. We feel privileged to have you in our lives. Thank you for being there!

 Diane and Michel, member parents of Leucan

HANDY INFORMATION

THE LEUCAN INFORMATION CENTRE

A one-of-a-kind centre in the French-speaking community, the Leucan Information Centre (LIC) continued, over the past year, to disseminate pediatric cancer information to families, the Leucan staff, and the health care teams of Quebec's pediatric oncology centres. The LIC's resources are particularly useful to its younger clientele. The past year stands out for the introduction of new ways to pursue the LIC's mission. In an effort to reach out to its clientele, the Leucan Information Centre is now mobile and sets up booths regularly in the outpatient clinics and hospitalization units of the Sainte-Justine UHC and the Montreal Children's Hospital. Another new feature is the first edition of a conference series, "Les Rendez-vous d'hémo-oncologie pédiatrique" (*Meetings on pediatric hematology-oncology*), held on November 27, 2013 under the theme: "Genetics and Pediatric Cancer". Furthermore, the LIC coordinated a new edition of the book "Porteurs d'espoir : 25 portraits" and translated an information sheet for cancer survivors complete with tips on finding life and health insurance providers.

More than ever, the Leucan Information Centre is a knowledge hub on pediatric cancer.

IN 2013-14,
\$100,000
WAS INVESTED IN THE
LEUCAN INFORMATION
CENTRE

FOLLOW-UP PROGRAM FOR CURED PATIENTS

To ensure follow-up care for cured members, Leucan developed a series of initiatives to support them in this new stage of their lives. A scholarship and a financial assistance program for post-treatment sequelae are also available. Leucan also continues to send out invitations to cured members to the various activities organized by the Association in an effort to maintain the close ties established over time. Cured members are also beacons of hope for youths undergoing treatment: they are living proof that Leucan makes a difference in the lives of cancer-stricken children and their families. Below are a few messages of hope shared by cured members.

It's difficult to say if my recovery was a miracle. One thing is for sure: you must never lose hope.  Héléne

There is always hope. The therapies available are increasingly efficient. You have to hang on and never stop believing.  Kim

Don't give up! It's hard, but it is possible to survive!  Yanick

There are no magic words to say at such moments. You must take the time to understand and accept the situation.  Émilie

You have to stay positive. Attitude plays a large role in recovery.  Philippe





LEUCAN'S REGIONAL OFFICES: ACTIVE AND INVOLVED

ABITIBI-TÉMISCAMINGUE (including Jamésie)

- ◆ Consolidate, build loyalty and develop partnerships for eventual fundraising activities and find new sources of revenue.
- ◆ Ensure the continuity of the art therapy project to make this greatly appreciated service more readily available to families. The program is invaluable for stakeholders in both the school and hospital environments as they see the impact it has on children's behaviours during their treatment and at school.
- 💰 The second edition of a night-time golf session was hosted by the Sabres, the social hockey club of Malartic. Thanks to the organizing team's efforts, golfers enjoyed an original night out: dinner, golf in the dark, and many prizes for participation. Thank you to the *Sabres* team.
- ✳️ The annual picnic is a great opportunity for families to build relationships while discovering an enchanting regional site. At this year's picnic, families flew kites and visited a museum and open-pit mine. Huge thanks to IGA de Malartic and Mine Osisko.

ESTRIE

- ◆ Maintain the level of funding from donors and partners in Estrie despite the focus put on the Lac-Mégantic disaster in the region.
- ◆ Finalize the move and expansion of the pediatric oncology clinic at the CHUS to create a welcoming environment for new pediatric oncologists.
- 💰 The first edition of *Défi hivernal Leucan*, presented by Sherweb, was held at Mont Owl's Head on January 21. Ninety-eight participants hit the slopes despite the severe cold and raised over \$44,000.
- ✳️ Seventy-eight members were welcomed at the Christmas brunch where inflatable games, face painting and other activities awaited children. Moreover, every child got a gift from the hands of Santa himself.

LAURENTIDES- LANAUDIÈRE

- ◆ Strengthen ties with regional foundations to secure recurrent funding in the region.
- ◆ Create fundraising activities and build new partnerships in an effort to generate new revenues.
- 💰 The 14th edition of the event *Glissez pour la cause* at Glissades des Pays d'en Haut was once again a tremendous success! Thanks to the generosity of all donors, \$12,712 was raised. The region is very proud to have Glissades des Pays d'en Haut among its loyal partners!
- ✳️ The Halloween retreat at Château Beauvallon was a magical experience for both parents and children who took part in a treasure hunt in the castle. All members of the Leucan and hotel staff joined in the festivities. Thank you!

- ◆ Challenges
- 💰 Fundraising activities
- ✳️ Socio-recreational activities

MAURICIE-ET-CENTRE-DU-QUÉBEC

◆ Meet the needs of families across the region, both through direct services and accessible socio-recreational activities.

◆ Stand out with a range of fundraising activities meeting the philanthropic trends of the regional market.

💰 Centre de glisse Vallée du Parc de Shawinigan hosted the Leucan 12-hour Ski Challenge, presented by Proxim, and made it a thrilling experience for all participating skiers and snowboarders from the region. Thank you for making this event a complete success each year.

✳️ Since 2008, McDonald's restaurants in Mauricie offer families a real break from cancer by funding a regional family camp. The camp gives families moments of rest and fun in an enchanting location.

MONTÉRÉGIE

◆ Establish organizing committees to gain the support of the local population in various fundraising activities such as the Leucan Shaved Head Challenge.

◆ Plan the opening of a point of service on the South Shore of Montreal for a better outreach among the residents and companies in that region.

💰 In 2013, Leucan Montérégie focussed on establishing committees to cover all official Leucan Shaved Head Challenge shaving sites across its territory in an effort to better engage the population. Devoted people have thus rallied around to make a difference in their region.

✳️ For the last two years, Leucan Montérégie has been hosting a Valentine's Day evening for parents of children undergoing treatment. Giving parents a relaxing evening together helps them to push the disease aside for a while, forget about their troubles and recover some intimacy as a couple.

MONTRÉAL-LAVAL

◆ Put in place the internal structure required to develop the metropolitan region to its full potential in terms of fundraising efforts.

💰 Since 2006, Mr. Joseph de Palma, the bereaved grandfather of young Elsie Nadeau, collects donations for Leucan from his family and members of the Saint-Joseph Italian Foundation. We are very grateful to this loyal ally who has raised close to \$100,000 over the years.

✳️ When fall sets in, the team of Leucan Montréal-Laval organizes a trip to the apple orchard and pumpkin patch for its members. It is a great opportunity for families coping with a similar reality to forge friendships. This wonderful day in the outdoors is always greatly appreciated by families.

OUTAOUAIS

◆ Maintain financial health by setting up new shaving sites for the Leucan Shaved Head Challenge in various sections of the Greater Gatineau area and further develop regional fundraising activities.

◆ Seek new partners to increase the outreach of existing events and ensure growing profitability.

💰 Défi Skinouk-Leucan offers various circuits in the wonderful nature trails of the Gatineau Park: two levels on a non-competitive walking circuit—3.75K and 7.5K, and three levels on a competitive running circuit—3.75K, 7.5K, and 15K. All events begin and end at Relais plein air in the Gatineau Park.

✳️ On November 16, Leucan Outaouais hosted its annual dinner for parents. The 50 guests enjoyed an evening with a splendid view of the Gatineau River and a delicious meal prepared by the passionate chef and served by an attentive staff in the sumptuous dining hall of La Grange de la Gatineau. All in all, the guests will not soon forget this wonderful experience!

RÉGION QUÉBEC

(including Bas-Saint-Laurent/Chaudière-Appalaches/Gaspésie/Îles-de-la-Madeleine/Côte-Nord)

◆ The vast territory covered by Leucan Région Québec presents a major challenge, both in the financial development and the services provided to families. For this reason, the regional office is seeking ways to better serve families from remote regions in an effort to reduce their isolation.

💰 Pro-Am Gagné Bergeron is a friendly hockey game between amateurs and professional players from the National Hockey League held at the multidisciplinary sports centre of L'Ancienne-Lorette. Players hold a pre-game signature session, which is always a highlight for fans! The total raised is split 50-50 between another charitable organization and Leucan Région Québec.

✳️ The Leucan Expedition in Charlevoix gave 14 teens the opportunity to experience a weekend filled with emotions: helicopter rides, Tyrolean rope, kayak, and other activities. The weekend aims to foster in participants the feeling of self-transcendence and openness to others.

SAGUENAY-LAC-SAINT-JEAN

◆ Expand outreach in Lac-Saint-Jean and increase the number of potential partners.

◆ Raise general awareness about the specialized, targeted and adapted services provided by Leucan to its members.

💰 A challenge of generations took place in Roberval on May 25, as part of the Leucan Shaved Head Challenge. Eleven members of the Blackburn family, a member family who served as spokesperson for the Challenge, had their heads shaved to show their solidarity with cancer-stricken children.

✳️ The festival of colours gave families the opportunity to go apple-picking, to visit a pumpkin patch, and to find their way through a cornfield maze.



WORKING HAND IN HAND

Every year, thousands of inspired and inspiring Quebecers from all walks of life join hands with cancer-stricken children by taking part in the major fundraisers held by Leucan. We thank all those kind-hearted individuals for the hope they bring to our member families.

THE 2013 LEUCAN SHAVED HEAD CHALLENGE: A SUCCESS ON ALL FRONTS

The Leucan Shaved Head Challenge, presented by Jean Coutu, was launched on social media and quickly went viral in an extraordinary way. “Thanks to the 100 public figures who took part in the project, 1.6 million people heard of this Challenge so crucial for Leucan,” explained Dominic Paquet, the provincial event spokesperson for a second year. The 2013 edition was a resounding success, reaching close to \$5.1 million in donations. Leucan would like to thank its presenting partner, the Jean Coutu Group; its provincial partner, Fédération des producteurs d’œufs de consommation du Québec; Dominic Paquet for his commitment; all regional partners and spokespersons; as well as all the courageous participants, the generous donors, and the devoted volunteers.

AN AWARD WINNING CAMPAIGN

Thanks to its original concept and outreach, this campaign entitled “100 personnalités sans cheveux” earned Leucan’s communications team a gold award (in the “public interest campaign” category) at the Gala d’excellence de la Société québécoise des professionnels en relations publiques (SQPRP). Congratulations to everyone who contributed to this success in direct and indirect ways.

Throughout the year, various groups from across the province (associations, companies, educational institutions, and organizations) joined in this wave of solidarity by hosting their own Challenges.

\$40,000 and up CHALLENGES

- Académie Sainte-Thérèse
- Cominar
- Industrielle Alliance
- McKesson Canada

\$10,000 and up CHALLENGES

- Académie Saint-Clément
- Agnico Eagle Goldex, Lapa and Laronde
- Cégep Lévis-Lauzon
- Cogeco câble
- Collège Charlemagne
- Collège Jean-de-Brébeuf
- Collège Saint-Bernard de Drummondville
- Collège Saint-Louis
- Défi des générations de la famille Blackburn

- Défi la BrIGAdé Kado
- Défi Marie Bouillé
- Défi MRN
- Domtar
- École de la Moisson d’Or
- École Jacques-Cartier-Saint-Denys-Garneau
- École primaire Saint-Donat
- École Sainte-Thérèse
- École secondaire de Neufchâtel
- École secondaire Roger-Comtois
- Glencore Canada Corporation, Horne Smelter
- Hypotheca
- La Barberie
- Les anges de Marie-Laurence-Musée des religions de Nicolet
- Les Capitales de Québec
- Les tuks chauves de LaTuque
- Location Brossard
- Matagami and Glencore Canada Corporation, Matagami Mine
- Mnubo
- MRC Jacques-Cartier
- Pompiers de Saint-Denis-de-Brompton
- Promutuel Group
- Revenu Québec Marly
- Saint-Thomas Didyme
- Séminaire Sainte-Trinité
- Team Milane
- Ultramarathon Saguenay-Lac-Saint-Jean pour Leucan
- Université de Sherbrooke



Photo credit: Thibault Carron



Photo credit: Thibault Carron



Photo credit: Tariana Heck



Photo credit: Loïc Fauteux-Goulet

Photo credit: Thibault Carron and Samuel Rocheleau

Photo credit: Leucan

THE 2014 LEUCAN 12-HOUR SKI CHALLENGE

Over 2,200 skiers and snowboarders rallied up for the 2014 edition of the Leucan 12-hour Ski Challenge, presented by Proxim, and hit the slopes of the five participating mountains: Mont Lac-Vert (Saguenay-Lac-Saint-Jean), Mont-Vidéo (Abitibi-Témiscamingue), Vallée du Parc (Mauricie-et-Centre-du-Québec), Ski Bromont (Montérégie), and Station touristique Stoneham (Quebec City). To promote the campaign and cheer on participants, Leucan put together a team of 4 spokespersons: Tobie Bureau-Huot (NRJ), Marco Calliari (singer), Andie Duquette (candidate at the 2013 edition of *La Voix*), and Michaël Roy (*Salut, Bonjour week-end*). Over \$700,000 was raised for cancer-stricken children and their families. Leucan wishes to thank all participants; our provincial and regional spokespersons; the event's presenting sponsor, Proxim; our provincial partners, including Scores; our regional partners; and all donors and volunteers.

HALLOWEEN MONEY BOX CAMPAIGN | MY FRIEND NEEDS MY HELP...

Over 150,000 children from the elementary level took part in the 15th edition of Leucan's Halloween Money Box Campaign, My Friend Needs my Help..., by carrying the red money box proudly to collect funds for their cancer-stricken friends. Nearly \$400,000 was raised via this campaign. We extend our thanks to our provincial spokesperson, Andréanne A. Malette, and to the 600 participating elementary schools.

THE LEUCAN EXPERIENCE: A NIGHT FILLED WITH GENEROSITY

On November 7 of last year, some 340 guests attended the Leucan Experience, the prestigious benefit event for the Association. Hosted by none other than Mr. Benoit Brière and under the honorary chairmanship of Mr. Alain Champagne, Senior Vice-President, Pharma Distribution and Operations, McKesson Canada, this event raised \$275,000. Several public figures and great supporters of Leucan in Quebec were also in attendance, and a special number was dedicated to them: the launch of a new program, "Leucan's Lucky Stars".

Leucan extends its thanks to the event's Honorary President and ambassadors: Mrs. Renée Larouche (Rio Tinto Alcan); Mr. Luc Bisailon (RBC Royal Bank); Mr. Vincenzo Amodeo (Ristorante Da Vinci); Mr. Denis Boulais (Delhi-Solac Inc.); Mr. Angelo D'Amico (D'Amico Family Wealth Management Group of RBC Dominion Securities Inc.); Mr. Ronald Dahms (Optimum Talent), Mr. Christian Gauvin (Wampole Inc. - Swiss laboratories); Mr. Daniel Gosselin (KPMG Canada); Mr. Geoffroy Guilbault (Spiegel Sohmer); and Mrs. Paule Labelle (Cava Rose). We would also like to thank our partners, sponsors, and donors, including McKesson Canada, Rio Tinto Alcan, RBC Royal Bank, Apotex, and SAQ.

LEUCAN HUMA CHALLENGE: ALL HAIL MOROCCO!

In support of cancer-stricken children, twelve participants from across the province took off for a two-week odyssey in Morocco as part as the 4th edition of the Leucan HUMA Challenge, presented by Intersand. Thanks to their involvement and efforts, as well as the partnership with Intersand, the Challenge raised over \$67,000. The participants crossed the valleys, gorges, cliffs and springs of the High Atlas all the way to the Sahara Desert. Thank you and congratulations on your spectacular achievement!



FUNDRAISING ACTIVITIES

Fundraising activities organized by loyal Leucan supporters that raised over \$50,000

On September 14, the 10th edition of **Omnium Michel Blouin** was held on the beautiful golf course of Club de golf de Bromont, under the honorary chairmanship of Mr. David Pinsonneault, Senior Vice-President, Commercial Banking at TD Bank. Over the last ten years, this golfing event helped raised over \$530,000 for Leucan. We would like to thank the organizing committee and the tournament's participants.

Organized by a Leucan dad, the wine tasting event **Rouge et Blanc pour Leucan**, hosted by famed wine stewardess Véronique Rivest, rallied up 150 wine lovers for a wonderful evening. Thanks to all for this successful event.

For a third year in a row, Tim Hortons restaurants in Estrie, Montérégie and Laurentides partnered up with Leucan as part of the **Tim Hortons Smile Cookies Campaign**. In addition to selling the cookies in the restaurants, volunteers ensured delivery to various companies. We thank you for your renewed contribution!

Participants in the 12th edition of **Tournoi de golf Simon Gagné** enjoyed a beautiful day on the golfing green to raise money for Leucan Région Québec. The event concluded with a dinner at Club de golf de La Faune. We extend our thanks to Simon Gagné and the members of the organizing committee for their engagement and generosity year after year!

The 18th edition of **Tournoi de golf Valeurs Mobilières Desjardins** for Leucan Estrie took place at Club de golf Venise in Deauville. Under the honorary chairmanship of Mr. Jacques Fortier, Chair of the CHUS Board of Directors, 144 golfers met up on the golfing green to play for the cause.

Fundraising activities organized by loyal Leucan supporters that raised between \$25,000-\$50,000

For more than a decade, **Agropur** has been a loyal partner of Leucan Montérégie. Throughout the year, the company's employees organize various fundraising activities including an always very popular cheese sale.

The 9th edition of the **Carlis'Open**, a friendly golf tournament to raise money for Leucan Région Québec, took place in September of last year. We would like to acknowledge the amazing work of the organizers in planning a golfing event always much appreciated by all participants.

The activity **Pour que petit pas devienne grand!** was held at Village sur glace in Roberval this past February. In teams of five, participants crossed the ice village to raise funds for Leucan. Thanks to everyone!

Fundraising activities organized by loyal Leucan supporters that raised up to \$25,000

- Anne Tchiniaev – Second-hand shop at Dawson College
- Bootcamp Leucan Estrie
- Canac
- Children’s yoga classes – Leucan Montérégie
- Chorale Voix d’espoir*
- Collège Lafèche – Gourmet dinner*
- Collège Mérici – Fashion show
- Course Montréal-Québec
- Crossfit Minos
- Défi 24 heures de hockey Leucan Estrie
- Défi 25 heures de hockey Leucan
- Défi coupe-Barbe
- Défi Joannie Bélanger – Car rally
- Défilé de mode Leucan Montérégie
- Derby de démolition de Saint-Chrysostome*
- Derby Démolition Leucan Montérégie
- Desjardins sécurité financière – Run
- Dung LÉ – Run
- École de taekwondo Intégral J. Taillon – Taekwondo competition
- École Saint-Fabien – Ball hockey tournament*
- En PLAINE forme pour Leucan
- Équipe de soccer U17
- Espace du Mouvement
- Essais Spyder
- Festi-Jets
- Fondation Alexange
- Fondation Francoeur
- Gabrielle Caron – Comedy show
- Grand McDon Leucan Mauricie*
- Je relis pour la vie
- Joseph de Palma et Les amis d’Elsie Nadeau*
- Journée Chandails de hockey
- Justi Ofori – Pelouse
- La ferme Champy – Des Tournesols plein les yeux
- Les Audacieuses – Bingo Tupperware
- Les Sabres: Malartic’s social hockey club
- Loisirs Duberger Les Saules
- Make a move
- Massothérapie pour Leucan
- Mon coco à zéro
- Omnium 2013 Enviro Urgence
- One Epic Night
- Polyvalente La Forêt d’Amos
- Promenade de Gatineau*
- Pub Nelligan
- Quille-o-thon Louise Labelle*
- Rebecca Ruel – Mini-tournoiement
- Sail Laval – Zumbathon
- S’arrêter un moment pour Leucan
- Soirée Rock Bénéfice pour Leucan
- Spectacle d’humour bénéfice pour Leucan Montréal-Laval
- Spectacle Dominique et Frédérique
- Super challenge mini-putt Shawinigan-Sud
- Super Club Vidéotron Leucan Région Québec*
- Tommy Renaud – Auction for Leucan
- Tournée BRP aux Galeries de la Capitale
- Tournoi de balle molle et de fer de William
- Tournoi de golf du Beaugarte
- Tournoi de golf Normand Laurencé*
- Tournoi de golf QGET
- Tournoi de ringuette Les Intrépides
- Tournoi de soccer des policiers Leucan Montérégie
- Tournoi de Volleyball Rouge et Or
- Trois Crayons & Cie
- Velothon UQAR*
- Zumbathon Camille Paquette



THANK YOU
FOR ORGANIZING
THESE ACTIVITIES
FOR LEUCAN

All fundraising activities are presented in alphabetical order.
*Activities graciously organized for Leucan for more than three years.

WITH A HAND ON THE HEART

Donations help Leucan pursue its main goal: providing distinctive and adapted services to families across the province. **Every donation is important; every donation counts.** Whether they are made through our direct mail campaigns, *In Memoriam* or payroll deduction programs, our Holidays cards sale or planned giving program, these donations are vital to Leucan. We thank all our donors who, collectively, helped us raise \$1.8 million over the 2013-14 fiscal year.

EXCEPTIONAL PARTNERS

On November 1, 2013, the **Association des constructeurs de routes et grands travaux du Québec (ACRGQTQ)** held its annual benefit evening, which raised \$75,000. Over the last twelve years, this loyal partner has donated close to \$500,000 to Leucan. Thank you!

For the last five years, Mr. Michel Dallaire, President and Chief Executive Officer of **Cominar**, has been acting as Co-Honorary President of the Leucan Shaved Head Challenge in Quebec City. In addition to hosting the event, Cominar's entire team is deeply involved in planning the campaign, and many employees take part in the Challenge as participants or volunteers. Every year, cancer-stricken children can count on the considerable financial support of Mr. Dallaire and Cominar.

Thanks to a prize draw and a series of fundraising activities held across the province by both party workers and salaried employees, the **Confédération des syndicats nationaux (CSN)** has become a major partner of Leucan. Every year, the CSN invests close to \$200,000 in the Leucan-CSN Summer Camp. Leucan is very grateful for this partner's tremendous generosity.

In addition to being a hosting site of the Leucan Shaved Head Challenge for a third year, **McKesson Canada** is a special partner due to its engagement in the Leucan Experience and the array of fundraising activities the company organizes every year to fund Leucan's services. Thank you!

As part of a fundraiser for Leucan, **The Jean Coutu Group** donated the proceeds from the sale of Personnelle's baby products, totalling \$30,000, to the Association. The Group also served as the presenting partner of the Leucan Shaved Head Challenge for a fifth year.

MAJOR PARTNERS

Thanks to **Bombardier Aerospace and CAE** for their tremendous and loyal involvement in the planning of our annual Christmas party every year.

Canac rallied 22 branches around a fundraising initiative for Leucan Région Québec. Thanks to the many customers who made a donation to Leucan by adding \$1 or more to their bill.

Year after year, **Clan Panneton** provides the storage and transportation of equipment for the two-week Leucan-CSN Summer Camp. Thank you!

Huge thanks go to **Fairmont Le Château Montebello** for welcoming and providing respite to Leucan's bereaved families for more than fifteen years.

Leucan would like to thank the **Fédération des producteurs d'œufs de consommation du Québec**, the provincial sponsor of the Leucan Shaved Head Challenge for the last few years. Leucan is very grateful for your commitment. Thank you!

A loyal and involved partner in several of Leucan's benefit events for nearly ten years, **Intersand** decided to put together a promotional campaign for Leucan in 2014. Thank you for your ever-renewed support.

Maison Simons, our partner for a fifth year in a row, graciously donated comforting soft blankets for children newly diagnosed or suffering a recurrence. Thank you for this invaluable contribution!

Leucan is very grateful to **Pattison Outdoor Advertising** for helping Leucan to extend its outreach through billboard signs on the side of the roads across the province.

Leucan extends its warmest thanks to **PROXIM** for its generous support as presenting partner of the Leucan 12-hour Ski Challenge and its involvement in other benefit events held by the Association.

In 2014, **Scores** rotisseries partnered up with the Association for the Leucan 12-hour Ski Challenge. Thanks to the restaurant chain for its support and generosity.

In addition to donating the proceeds from the sale of its gift boxes to Leucan Région Québec, **Souris Mini** also contributes the adapted garments for cancer treatment included in the welcome kits distributed to families. Leucan thanks Souris Mini for their loyal cooperation.

For a tenth year in a row, **Transport Jacques Auger** hosted its successful fundraiser: *Promenade en camion au profit de Leucan Région Québec* ("A truck ride for Leucan Région Québec"). Thank you to the volunteers for making that family day an exceptional success!

Thanks to the **Vizéum** team for the unprecedented visibility given to the Leucan campaign in Quebec's media.

A SHOW OF HANDS

2013-14 BOARD OF TRUSTEES

as of March 31, 2014

Guy Lefrançois

President of the Association
Retired from the education sector

Caroline Grégoire-Cassar L.L.B

President of the Board
SHERWEB | Lawyer

Mélanie Chouinard

First Vice-President
NMEDIA SOLUTIONS |
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Teacher and Coordinator

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Nurse clinician

Christian Quenneville

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Sylvie Valois, M.Sc.

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PLURI-CAPITAL (PCI) INC. | Consultant

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Stéphanie Côté

Human Resources Director

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Finances and Administration Director

Louise Geoffrion

Family Services, Research
and Partnership Director

Lysanne Groulx

Marketing, Communications
and Social Networks Director

Nathalie Matte

Regional and Financial Development
Director, Leucan Région Québec

Alexandre Lebel

Financial Development Director

REGIONAL OFFICES

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President of the Regional Committee:
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Regional Coordinator:
Marlène Tanguay

Leucan Estrie

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Regional Coordinator:
Suzelle Lacroix

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Carol Beaudry

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André Vachon

Leucan Outaouais

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Regional Coordinator:
Suzanne Gagné

Leucan Région Québec

President of the Regional Committee:
Pierre Verret
Regional and Financial Development
Director, Leucan Région Québec:
Nathalie Matte

Leucan Saguenay-Lac-Saint-Jean

President of the Regional Committee:
Sylvie Valois
Regional Coordinator:
Jacques Tremblay



WORD FROM THE TREASURER

During the 2014 fiscal year, Leucan had a deficiency of revenue over expenses of \$151,687, compared with an excess of revenue over expenses of \$335,157 for the previous fiscal year. This deficiency of revenue over expenses was taken in 2014 to maintain the percentage of expenditures on services to children and their families similar to the 2013 period, since the previous fiscal year had generated a substantial excess, part of which was allocated to services to children and their families in 2014.

We can see that the total revenue increased by approximately \$502,000 compared with the 2013 fiscal year, thanks mainly to donations and bequests as well as donated goods and services. However, the revenue generated by fundraising activities decreased by \$474,000 compared with the 2013 period. This revenue was derived mainly from annual campaigns, corporate events and third-party activities.

Monies spent on services to children and their families as well as on clinical and fundamental research grants increased by \$392,000, compared with 2013, to approximately \$5,339,000. In total, these two expenditure items represent 78.5% of the gross excess of revenue over expenses for the fiscal year ended March 31, 2014, compared with 73.9% for the previous fiscal year. All other expenditures were maintained at levels similar to the 2013 fiscal year.

Leucan's financial situation remains sound. Its net assets at March 31, 2014, were \$5,148,556, including \$884,629 invested in capital assets.

Finally, I want to thank Leucan's volunteers, donors, employees and partners, all of whom contribute to the success of the organization.

Marc Jutras

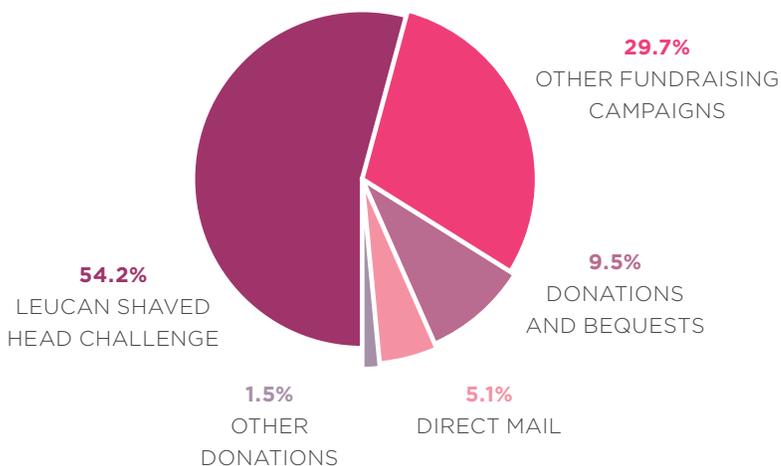
Marc Jutras, CPA, CA Treasurer

A SITUATION WELL IN HAND

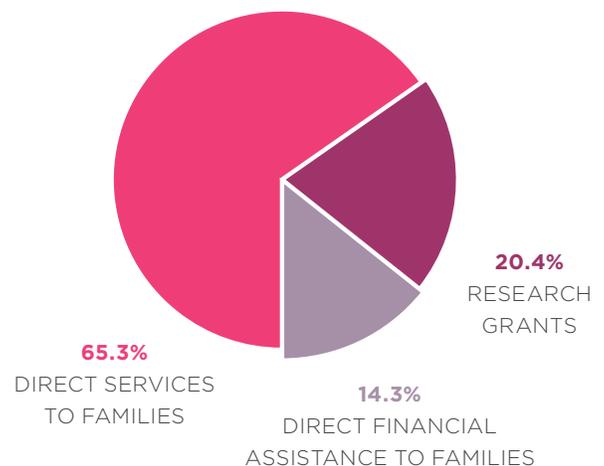
SUMMARY OF REVENUE AND EXPENSES FOR THE 12-MONTH PERIOD ENDED MARCH 31, 2014

	2013-2014	2012-2013
Revenue		
Donations and fundraising activities	10,120,839	10,004,243
Donated goods and services	1,475,870	1,061,048
Other revenue	205,747	234,500
Total revenue	11,802,456	11,299,791
Expenses		
Costs of fundraising activities	3,523,212	3,548,722
Donated goods and services	1,475,870	1,061,048
Gross excess of revenue over expenses	6,803,374	6,690,021
Other expenses		
Services to children and their families	4,250,895	3,996,075
Clinical and fundamental research grants	1,088,259	950,956
Communications	265,737	212,213
Administration	1,350,170	1,195,620
Total other expenses	6,955,061	6,354,864
Excess (deficiency) of revenue over expenses	(151,687)	335,157

BREAKDOWN OF DONATIONS (EXCLUDING "DONATING GOODS AND SERVICES")



BREAKDOWN OF EXPENDITURES RELATED TO THE ASSOCIATION'S MISSION



On behalf of the Board

Guy Lefrançois, President of the Association

Marc Jutras, CPA, CA Treasurer



leucan 
www.leucan.qc.ca

5800 Saint-Denis Street, suite 505
Montreal, Quebec H2S 3L5
P 514 731-3696 1 800 361-9643
F 514 731-2667
info@leucan.qc.ca

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