

Together,
we can make it





Our mission

To enhance the well-being, healing and recovery of children with cancer and to ensure support for their families.

Our volunteers

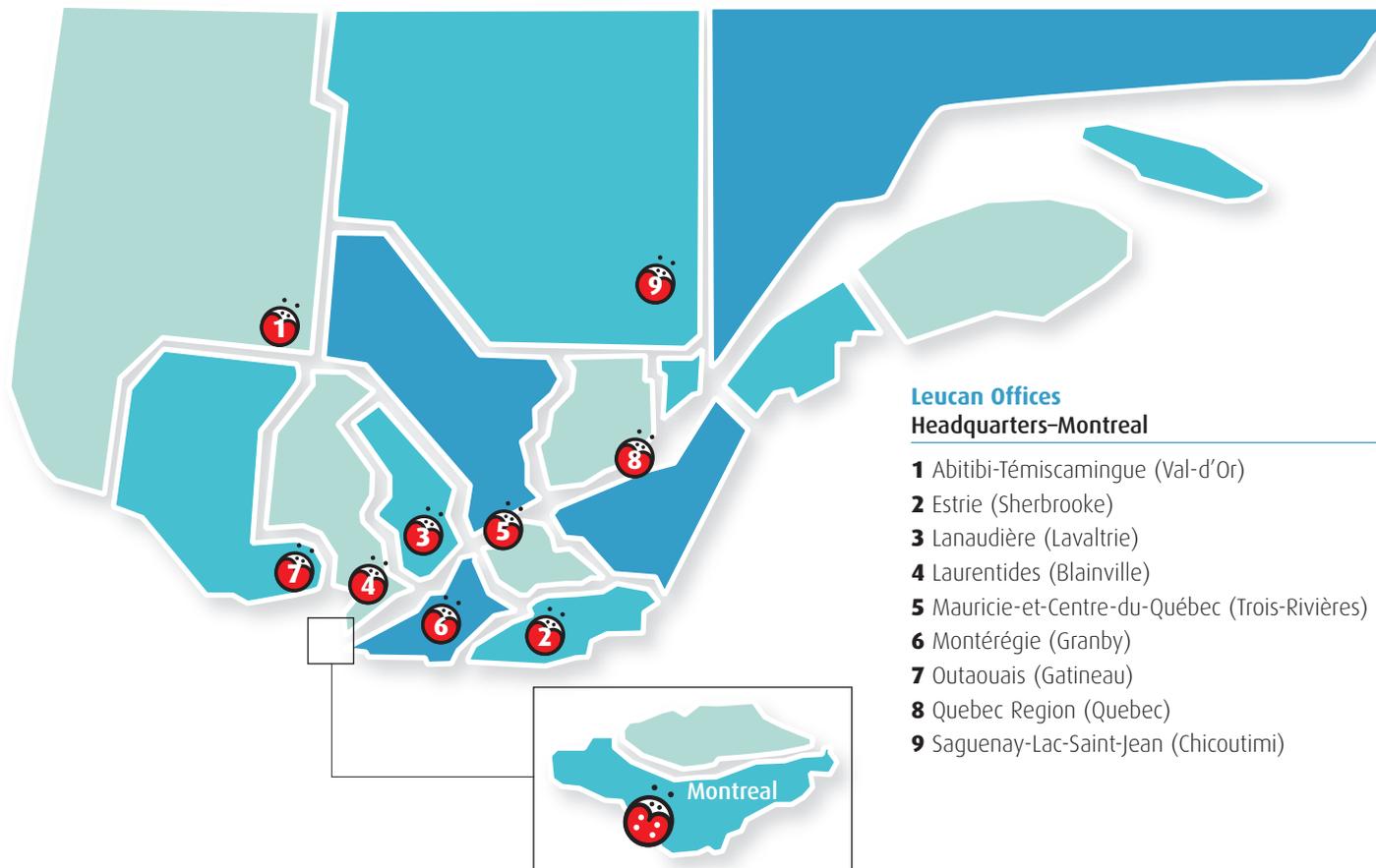
Leucan is supported by thousands of volunteers. On behalf of the children of Leucan, we sincerely thank them for their enthusiasm and dedication.

Our staff

Our staff comprises more than 60 individuals with sound expertise and training, representing a variety of areas, such as philanthropy, psychoeducation, massage therapy, finance, human resources, communications, public relations, and marketing.

About Leucan

Leucan, which receives no government grants, is a non-profit organization founded in 1978. Besides its headquarters in Montreal, Leucan is present in nine regions in Quebec and has more than 7,000 members.





Martine Carré
President,
Board of Directors

In 2007–2008, on the verge of our 30th anniversary, Leucan once more recorded higher income through the business community's outstanding support and the growing popularity in Quebec of Leucan's Shaved Head Challenge and its My friend needs my help... money box campaign, which was held in many schools on Halloween. Leucan's mailing activities have also reaped significant financial returns.

The Association further benefited from the financial initiatives of individuals and groups, some of which have been going on for many years. We issue strict criteria and procedural guides for organizers that both ensure the quality of fundraising and protect donors.

Leucan has once again tightened its ties to Quebec's four pediatric oncology centres in a variety of ways: Leucan staff within institutions and on multidisciplinary teams, a visibility agreement with Montreal Children's Hospital of the McGill University Health Centre (MUHC), and the inauguration at Sainte-Justine UHC of the Leucan Information Centre, whose mission is to provide information to parents and pediatric oncology patients throughout Quebec. Moreover, Leucan has maintained its financial support to these centres through donations totaling nearly \$684,000 for clinical research. It also obtained their support for its application for the Ministère de la Santé et des Services sociaux du Québec's award for excellence in the partnership category.

Leucan and several experts from the pediatric hospital community continued working on their study into the sequelae of young people living with cancer by organizing two days of activities for the 12–17 age group, funded by Fondation Édouard et ses étoiles. The study's findings serve to implement a financial program to respond to their needs.

Leucan has also been in the public eye through its participation at the États généraux de lutte contre le cancer, which brings

together nearly 1,000 people in Montreal. This activity was organized by the Coalition Priorité Cancer, which takes in more than 15 organizations working in this field.

In terms of research, a study was carried out, with Leucan's collaboration, on the perseverance and success at school of children undergoing cancer treatment. Furthermore, Leucan continues to extend its reach outside of the province in a number of ways. One example is our continued involvement in the covision approach adapted to massage therapists working with cancer patients, with the participation of an Italian agency, culminating in a presentation in Vancouver.

Leucan continues to work towards harmonization and equity of services delivered throughout the province, ranging from financial aid to social, recreational, and support activities. In accompanying more than 2,000 families, Leucan is a highly active organization due, in part, to the work of hundreds of volunteers at our activities such as the Christmas party and the Leucan-CSN summer camp. In order to honor them, Leucan submitted candidatures for the Prix Hommage bénévolat-Québec 2008 (volunteer award), organized by the Gouvernement du Québec.

Families, volunteers, pediatric oncology centres, donors, financial partners, and staff, you are all essential links in a chain that gives us hope and firmly connects us together. Above all, it enables us to continue to support hundreds of children living with cancer and their families. Thank you all for making Leucan possible.

Together...for personalized accompaniment

Leucan bolstered accompaniment in all the settings where children and their families tend to gravitate to: hospitals, home, and school. In addition, we have reached out to the public arena to watch over their interests both generally and professionally.

While supporting clinical research and Quebec's four pediatric oncology centres, Leucan accompanies children and their families through all the steps of the disease and, when necessary, through the bereavement process. Its many services and programs are geared to take care of each family member.

- Through our **welcome, support and follow-up services**, Leucan listens, accompanies, and informs.
- **Financial aid** is available for all member families.
- Our **integrated massage-therapy program**—the only one of its kind in North America—is dedicated to children living with cancer and their families, to help them in the healing process.
- Leucan's **animation service**, offered in most of Quebec's pediatric oncology centres, creates a comforting, welcoming environment for children and their parents, who may spend hundreds of hours there.
- Through its many **social and recreational activities**, including the Leucan-CSN summer camp, Leucan fosters sharing and mutual assistance between members.
- Leucan's **School Awareness Program** dispels the myths about cancer and helps children living cancer in their progress at school.
- The **Bereavement Follow-up Program** consists of a variety of services such as respite for bereaved couples and families or commemorative ceremonies.

An overview of the accompaniment provided by Leucan to families in 2007–2008

- 224 children became Leucan members
- \$362,697 granted in financial aid
- 6,997 massages given to children and parents in the four pediatric oncology centres, during activities and at home
- 14,836 visits to children receiving treatment and the same number of accompaniers (siblings, parents, etc.) in the game rooms of two hospitals
- 735 children and parents took advantage of meeting/meals in two of the centres
- 1,376 hours of volunteer respite, nursery service, and attentive listening at two centres
- 663 hours from volunteer work during support and sharing activities
- 43 social/recreational activities organized involving 4,213 participants
- 63 volunteers presented the School Awareness Program in schools
- 299 participants in bereavement follow-up activities



A unique summer camp

Created in 1985, the Leucan-CSN summer camp is Quebec's **ONLY CAMP** for children living cancer and their families. Two one-week stays are offered every year. A qualified medical team is at the site day and night to ensure that medication is taken and that treatments are both safe and appropriate. In 2007–2008, 95 families from the four corners of the province attended camp. Leucan families greatly appreciate the camp, and many volunteers and partners are involved.

A VERY VALUABLE FINANCIAL-AID POLICY FOR FAMILIES

A new universal financial-aid policy was implemented on April 1, 2007. The policy, which adjusts to individual situations, comprises bursaries and earmarked funds to support members in their daily needs and in resuming their normal activities. In 2007–2008, Leucan granted **\$362,697 in financial aid** to member families.

The policy consists of:

- Diagnostic bursary offered upon membership
- Monthly bursary for access to care for families with a child undergoing active treatment
- Bursary for a bone-marrow graft
- Koumy-Simard emergency fund
- Julie Gravel fund, for families who do not have life insurance for their child that could help cover funeral-related expenses
- Prix Jocelyn-Demers, a scholarship awarded by competitive selection to a young Leucan member to help with postsecondary education



Leucan strengthens ties with Quebec's pediatric oncology centres

Given sustained collaboration on all sides, Leucan has maintained a presence in Quebec's four pediatric oncology centres: Sainte-Justine UHC, Montreal Children's Hospital of the MUHC, Centre mère-enfant du CHUQ (Quebec), and CHUS (Sherbrooke). These centres treat about 300 new cases each year. Nearly all of these children become Leucan members and benefit from our services.

Leucan's increased presence in these four centres takes many different forms. First of all, from the financial standpoint, Leucan granted nearly **\$684,000 in 2007-2008 to pediatric oncology centres for clinical research**. Moreover, the support fund set up last year now totals about \$682,000 and is earmarked to secure investments for research, thereby giving children access to better treatments.

At the **Centre mère-enfant du CHUQ**, a Leucan professional now takes part in interdisciplinary meetings, enabling us to better respond to the needs of children living with cancer and their families, taking into account the field of specialization.

In February 2008, Leucan inaugurated the Leucan Information Centre at **Sainte-Justine UHC**. It has been mandated to meet the needs of parents and patients undergoing pediatric

oncology treatment anywhere in Quebec, by providing access to reliable, public sources of information about all aspects of the disease. The professional assigned to the Leucan Information Centre is tied into Quebec's entire pediatric oncology network, ensuring that all needs are met. Moreover, Leucan has dedicated space at Sainte-Justine UHC to be with families.

Leucan also signed a visibility agreement with **Montreal Children's Hospital of the MUHC**. The hospital's foundation put up a plaque in recognition of Leucan in the hemato-oncology clinic, where the Association also has a specific space for distributing documentation.

Leucan has a sound presence at the **CHUS**, too. Children at the CHUS use the game room there quite frequently. Moreover, they can count on an activities leader and art therapist being on hand a few hours per week, in addition to medical residents who regularly contribute hours of volunteer work. The increasingly popular massage-therapy program is available six hours a week.



LEUCAN: CLINICAL RESEARCH A PRIORITY

The last four decades have witnessed significant progress in the treatment of pediatric cancer, with the cure rate for all forms of pediatric cancer now at 75%. In the case of acute lymphoblastic leukemia—the most common cancer among young people—the rate is 85%.

Clinical research accounts for the increased cure rate, shedding light on cancer mechanisms of evolution and reducing treatment side effects and impacts. Research gives Quebec children access to the best treatment protocols, thereby improving their chances for recovery. Given its undeniable importance, Leucan invested nearly \$684,000 in 2007-2008 in clinical research at Quebec's four pediatric oncology centres.



Leucan makes a point of maintaining a presence in the health-care system's various forums, both in Quebec and outside of the province. This takes a variety of shapes, including implementing or funding research projects, organizing study days, and taking part in conferences and congresses. This enables us to consolidate our position on the public scene, share our expertise, broaden our knowledge, and, consequently, keep current on developments in the area, and add our efforts to the fight against cancer. One event stands out this year as a major sign of Leucan's involvement in this area: the appointment to the Association's management of a dedicated person for research and health care network partnership.

Publications

- *Cœur d'espoir vous raconte...* is the second compilation of testimonies from Heart-filled hope members. This Leucan mutual-help group is for teenagers living with cancer or touched by it through a sibling's illness, April 2007.
- "Perceptions d'acteurs importants sur la persévérance et la réussite scolaire des enfants traités pour un cancer" (perceptions of major stakeholders in the scholastic perseverance and success of children receiving cancer treatment). Study conducted by Dr. Sylvie Jutras, in partnership with Leucan, March 2008.

Conferences, congresses, and symposiums

- Presentation of Leucan's School Awareness Program at the **science and technology symposium held by Commission scolaire de Montréal**, Montreal, April 2007.
- Conference titled "Maladies, soins et nouvelles formes d'hospitalité : théories et pratiques," given during the **75th congress of Association francophone pour le savoir – Acfas**, Trois-Rivières, May 2007.
- Conference titled "A Dynamic Collaboration to Provide Training and Massage to Patients with Cancer and Support Research," **Oncology Massage Healing Summit**, Ohio (United States), May 2007.
- Presence at the **17th Congrès du Réseau de soins palliatifs du Québec**, Sherbrooke, May 2007.
- Participation in the **États généraux de lutte contre le cancer** organized by the Coalition Priorité Cancer, Montreal, September 2007. (As a Coalition member, Leucan also takes part in all its meetings to make representations to government authorities to improve the fight against cancer.)
- Presentation of the findings of a study conducted by Andréa Maria Laizner, Nurse, PhD; Dr. Marco Bonnano, clinical psycho-oncologist and psychotherapist; and Leucan's Programs Direction, in collaboration with AGOP (parents association for pediatric oncology) in Rome (Italy), on the covision approach adapted to message therapists working with cancer patients, **4th Annual IN-CAM Research Symposium**, Vancouver, November 2007.
- Presentation of the Leucan-CSN summer camp at the **conference of the Children's Oncology Camping Association International**, Chicago (United States), November 2007.
- Three teenagers and a Leucan staff member took part in the **Young Adults Conference** on the theme of motivation and personal development, held by the Kids Cancer Care Foundation of Alberta, Canmore (Alberta), February 2008.

STUDY SESSIONS ON LIFE AFTER CANCER

In continuing their study on life after cancer and its potential consequences, Leucan and many experts from pediatric hospitals met in Saint-Jérôme on January 26 and 27, 2008 to get the points of view of young people from 12 to 17 who have recovered from cancer. Twenty-four young people and 32 parents from across Quebec attended and gave their opinions on three topics: physical, learning, and psychosocial problems. These sessions were funded by Fondation Édouard et ses étoiles. The study's findings will serve to implement a financial program to respond to their needs.

Harmonization and fairness across Quebec remain priorities for Leucan. Whether they live in major metropolitan areas or remote regions, families deserve programs and services adapted to their needs.

In order to achieve this, Leucan has its Montreal headquarters to watch over uniformity as well as nine regional management committees (RMCs) located across the province. They also respond to the needs of other regions that do not have committees. All of these offices share a high level of unity, typified by the same energy and drive, focused on the same mission: to enhance the well-being, healing and recovery of children with cancer and to ensure support for their families. Leucan accompanies more than 2,000 Quebec families through all phases of the disease and, when necessary, through the grieving process.

The following are some highlights of member activities delivered by each Leucan RMC in 2007–2008.

Leucan Abitibi-Témiscamingue: 66 families accompanied

Social and recreational activities strengthened the ties between the families. The Christmas party returned a record number of 54 participants, while the home massage-therapy service gave 114 massages to members.

Leucan Estrie: 67 families accompanied

Christmas festivities brought together both children and adults to develop their creativity through a highly appreciated activity, namely scrapbooking, producing an album that they could all take back home.

Leucan Lanaudière: 150 families accompanied

Abundant snowfall brought Santa out to our partner Galeries Rive Nord, where he gave everyone a nice personalized gift. The families were also served lunch and plenty of good cheer.

Leucan Laurentides: 186 families accompanied

Heart-filled hope, the mutual-help group for teenagers, met for sledding on Glissades des Pays d'en Haut in February 2008. About 20 young people tried out snow rafting and the "tornado."

Leucan Mauricie-et-Centre-du-Québec: 171 families accompanied

The region's McDonald's restaurants made it possible for families to attend the first family camp at Auberge du Lac-à-l'Eau-Claire in March 2008 with a theme of "winter wonders." Parents and children enjoyed tender moments and precious time together.

Leucan Montérégie: 448 families accompanied

Montérégie opened certain of its activities to members from other regions, including a trip to the Granby Zoo, a day at Lake Massawippi, and an outing with youths from Heart-filled hope in Montreal-Laval. The region added a person and moved to new offices to better serve families.

Leucan Outaouais: 87 families accompanied

In addition to massage-therapy services offered year-round, a variety of activities were organized, including a parents' dinner, a Christmas party, a sugaring-off party, and a waterslide outing.

Leucan Région Québec: 333 families accompanied

For the seventh year, a four-day outing was organized for about a dozen teens in treatment from all Quebec regions in July 2007. The purpose is to allow participants to enjoy activities adapted to their physical condition, such as whale watching, kayaking, and Tyrolean traversing.

Leucan Saguenay-Lac-Saint-Jean: 102 families accompanied

Students at Charles-Gravel school in Chicoutimi threw themselves into the Leucan cause. In addition to giving a presentation about Leucan for teachers and fellow students, they took part in Christmas and springtime festivities, and sold various promotional items throughout the school year.

Leucan also serves regions without RMCs:

Montreal-Laval: 420 families accompanied

**Bas-Saint-Laurent/Gaspésie/
Îles-de-la-Madeleine:** 125 families accompanied

Côte-Nord: 36 families accompanied





This was a record fundraising year for Leucan, both in terms of income and involvement. A broad network of individuals threw themselves into the fundraising campaigns and activities, resulting in a 29% increase over fiscal 2007–2008. Since Leucan receives no government subsidies or grants, fundraising is essential if the Association is to carry out its mission of supporting children living with cancer and their families.

SHAVED HEAD CHALLENGE: A RESOUNDING SUCCESS ACROSS THE PROVINCE ONCE AGAIN

The fourth provincial edition of the Shaved Head Challenge—Leucan's signature event—proved a stunning success, raising \$3.4 million and involving more than 6,500 individuals. Quebec's largest "shave-a-thon," an event fraught with emotion, was held across the province on June 10, 2007. The results were a stunning 38% higher than last year, reflecting a major increase in challenges held in schools and businesses. Whether a group or individual initiative, each challenge is important and directly impacts on the overall results. The regions substantially contributed to these unparalleled results recorded by the provincial Shaved Head Challenge campaign.

Many of the group challenges across Quebec collected more than \$10,000:

Montreal-Laval

- Agropur, Natrel Division
- Boulangerie Première Moisson
- Molson Breweries
- Canoë
- Hydro-Québec
- The Forzani Group/Sports Experts
- Gildan Activewear
- Nissan Canada
- Société des alcools du Québec

Abitibi-Témiscamingue

- Iamgold
- Agnico-Eagle Mines Ltd., LaRonde and Goldex Divisions
- Xstrata Nickel Mine, Raglan Division

Estrie

- Bombardier Recreational Products, Financial Services, Valcourt
- Club Aramis Asbestos

Gaspésie

- Haute-Gaspésie Challenge

Lanaudière

- Salon de coiffure Nancy et Geneviève, Saint-Donat

Laurentides

- Organizers of the spaghetti lunch/dinner in Sainte-Sophie
- Pièces d'auto Léon Grenier
- Polyvalente Curé-Mercure

Mauricie-et-Centre-du-Québec

- Saint-Maurice group supported by the Knights of Columbus
- Kruger/Wayagamack (Trois-Rivières)
- Gentilly 2 power station
- Triomax triathlon group, Drummondville

Montérégie

- Collège Durocher, Saint-Lambert and Durocher halls
- Saint-Bernardin's elementary school in Waterloo
- Groupe Robert Transport
- Polyvalente Hyacinthe-Delorme

Quebec Region

- Centre financier de la Côte-du-Sud
- Gaz Métro
- Lallier Honda Charlesbourg
- Séminaire Saint-François

Saguenay-Lac-Saint-Jean

- Jean Coutu pharmacy in Jonquières

These individuals, groups, and businesses that have worked together in solidarity deserve our praise and gratitude for their remarkable collective effort in solidarity. Moreover, we are grateful to the event's founder and president of the provincial organizing committee, Serge Tremblay; the event's spokesperson, Jean-Marc Parent; the participants and volunteers; the provincial sponsors: Fédération des producteurs d'œufs de consommation du Québec, Schick Quattro Power, Edge, Sports Experts, Pharmacie Jean Coutu and Media Experts; and the many regional partners.



Once upon a time there was a King

The King returned on May 10, 2007, making an appearance at the Stade Uniprix. The talented Martin Fontaine from the successful *Elvis Story* whisked nearly 600 guests back to the 1950s during an evening's entertainment titled "Once upon a time there was a King." In keeping with tradition, the children of Leucan played an integral part in this major event held under honorary presidents Réal Raymond, President and Executive Officer of National Bank, and Thierry Vandal, President and Executive Officer of Hydro-Québec. The event brought in \$935,000 for Leucan children. We are especially grateful to the National Bank, Hydro-Québec, Loto-Québec, Power Corporation of Canada, Stade Uniprix, Altitude Concepts, and co-presidents Tracy Bibeau and Odette Savard as well as to all the members of the organizing committee.

Youth solidarity

The My friend needs my help... money box campaign recorded a 13% increase in 2007. This highly successful collective effort involved 166,131 children from 693 schools in Quebec who went trick-or-treating in their neighborhoods for Leucan. All in all, these little elves, dragons, and princesses collected \$515,000 for Leucan. This campaign is another example of events that go beyond simple fundraising to demonstrate solidarity with children living with cancer.

Spontaneous gestures

The Leucan constellation also includes people from various fields who also want to make a difference in their individual ways. Benefit activities organized by third parties provides significant support for a charitable organization with limited resources. In addition to attracting new supporters, such activities generate significant funding. In 2007-2008, this sector raised \$70,450 in the greater Montreal metropolitan area.

Committed organizers who inspire

Some organizers tangibly demonstrate their commitment by coming back year after year with a new edition of an activity that, in many cases, they implemented themselves. Approaches vary depending on their interests and inspiration. Yet, beyond the dollar amounts that they achieve, their actions generate awareness around them about the reality of children living with cancer and instigate others to follow their lead. In 2007-2008, these volunteers organized activities that raised \$122,615.

We are extremely grateful for the initiative and faithful commitment of the following organizers:

- Demolition Derby of Saint-Chrysostome
- *Voie/x d'espoir* choir
- Omnium des Neiges
- Omnium Michel Blouin
- Normand Laurence Invitation golf tournament
- Acheteurs vendeurs en quincaillerie golf tournament
- Golf and casino night held by the Association des constructeurs de routes et grands travaux du Québec (ACRGTQ)

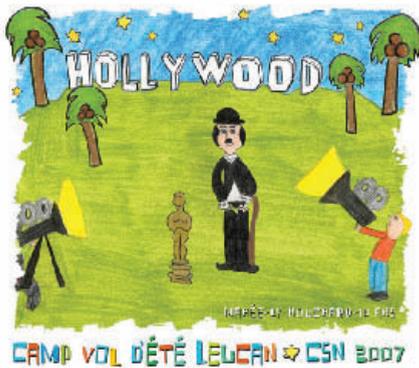
Legends with a conscience

Golf Legends for Children, a unique charity event, was held on October 1, 2007 at Laval-sur-le-Lac golf club, with honorary co-presidents Jack Nicklaus and Gary Player. The event was an all-star charity success with the participation of legend golfers, celebrities, personalities, dignitaries, and business people, all coming together to help three organizations working with sick children. It was a privilege for Leucan to join in with two prestigious foundations, including the Nicklaus Children's Healthcare Foundation. Tracy and Marc Bibeau, who initiated the alliance, made outstanding contributions to the undertaking. Of course, the big winners in this event are sick children, including cancer patients at Sainte-Justine UHC. The balance of the funds raised was transferred to the Fonds Tracy and Marc Bibeau for children survivors of cancer with resultant physical disabilities.

Italian-Canadian Community Foundation contributes \$50,000

On December 5, 2007 at the Leonardo da Vinci Centre, the president of the Italian-Canadian Community Foundation (ICCF), Carmine D'Argenio, stated that "in 2008, the Foundation will have an objective of increasing its philanthropic leadership role by increasing awareness in order to meet the ever-growing demands of the community." Leucan is very grateful indeed to Foundation representative Angela Civitella for her significant commitment as well as to all ICCF members for their generous contribution of \$50,000, which enabled Leucan to maintain its financial support of clinical research in Quebec's pediatric oncology centres.

Leucan receives support from a large family comprising tens of thousands of donors, front-line activists, and devoted partners. We at Leucan extend our heartfelt appreciation to each and every one of them. Without their valuable contributions, none of what we do would be possible. A multitude of fundraising activities were put on throughout the year in regions where Leucan has a presence. The cornerstone of all these activities, however, is the personal investment made by all the organizers and volunteers who are so committed to Leucan's cause.



CSN and Leucan: hand-in-hand for 11 years

The Confédération des syndicats nationaux (CSN) and Leucan have been a winning combination for the last 11 years. This association can be seen in the extraordinary commitment demonstrated by CSN members, who work throughout the year to organize various fundraising activities, with the main one being a t-shirt sale. With payroll deductions, golf tournaments, and a variety of activities, this adds up to an impressive \$213,000 in 2007–2008 for the Leucan-CSN summer camp.

Leucan was very proud, indeed, in September 2007 to submit the name of Céline Charbonneau, the initiator of the partnership between Leucan and CSN, for the COCA-I Award (Children's Oncology Camping Association International). Cancer touched Céline Charbonneau in a deeply way when she lost her son Vincent to the disease when he was nine years old. She then decided to do everything she could so that families with children living with cancer would have access to a specialized camp. Her nomination reflects her significant contribution to the Leucan-CSN summer camp.

Souris Mini: wrapped in generosity

Since 2003, Souris Mini boutiques—proud Leucan partners—have offered their customers the opportunity to put their purchases in attractive gift boxes, with the profits going to Leucan. This year, this initiative reaped \$24,250, bringing Souris Mini's cumulative total to \$81,986, through the generosity of the customers and the chain.

Lotomatique

Loto-Québec's Lotomatique subscription program contributes financially to non-profit organizations. In 2007–2008, the sale of these subscriptions yielded \$22,529 for Leucan.

Défi ski 12 heures presented by Ski Bromont.com

On March 8, 2008, 696 participants gleefully swept down the slopes for 12 consecutive hours, more than twice as much as last year and reaping \$167,000 for Leucan. This year's spokesperson, host Éric Salvail, was truly touched by the generosity people demonstrated. The third edition of this campaign organized by Mia Sirhan, Thierry Gibson, Jocelyne Sirhan, and Serge Tremblay, in memory of Edgar Sirhan-Gibson, also goes beyond simple fundraising: it shows children that they are not alone in their fight against cancer. For the first time, a television commercial was used to announce the event. Leucan extends thanks to all the members of the organizing committee as well as to Ski Bromont.com, Rock Détente 102.7 FM, Énergie, Canal Vie, and Voyages Gendron.



A sweet idea

From April 25 to May 23, 2007, many Dunkin' Donuts stores in Quebec sold a ladybug donut for the fundraising campaign implemented by the Fonds de charité Dunkin' Donuts, with the collaboration of franchisees and employees. This original idea, which raised \$51,975 for Leucan, is the first of many campaigns to be developed.

The undeniable impact of each gift

Whether on a monthly basis through the Friends of Leucan, in memory of a loved one, in response to mail solicitation, or adhering to a payroll deduction program, tens of thousands contribute because they believe in what Leucan does. We thank these individuals for their invaluable support, which generated more than \$800,000!



2007–2008 Regional Highlights

In the **Abitibi-Témiscamingue** region, the Sûreté du Québec in Val-d'Or worked with Ambulances Val-d'Or to hold the second edition of its golf tournament for the benefit of the "Salon Leucan" project at the Centre hospitalier de Val-d'Or, generating donations of \$8,500.

A Cercle des Gouverneurs was created in **Estrie** under the direction of Réal Létourneau from Raymond Chabot Grant Thornton. He brought together about 30 regional personalities to lend Leucan a hand throughout the year. Moreover, comedian Rémi Girard was the honorary president of the 13th edition of the Leucan Estrie Valeurs Mobilières Desjardins golf tournament, which netted \$38,000 for the cause. May 30, 2007 was another very successful day in Sherbrooke for the Grand McDon campaign, totaling \$30,000 in donations for Leucan.

For the fifth year, police officers in the town of Assomption and Saint-Sulpice joined together to organize a ball hockey tournament. Once again, the police and their friends threw themselves into the event, raising a substantial amount for Leucan in the **Lanaudière** region: \$13,815.

In the **Laurentides** region, Fondation Édouard et ses étoiles—a proud Leucan partner for a number of years—gave \$10,000 this year from its exceptional aid fund to help families in need. As in the last five years, Constant and Mercier Raymond, owners of the Glissades des Pays-d'en-Haut water-slide park, invited people from the region to enjoy a day on the slides in support of Leucan. The result: a donation of \$10,500.

For the fourth year, the **Mauricie-et-Centre-du-Québec** region was able to count on the loyal support of Trois-Rivières Hyundai and its employees, who organize benefit events for Leucan, ranging from a wash-a-thon to a "server for an evening" activity, all benefiting their favorite organization.

In addition to celebrating its 10th anniversary, the **Montérégie** region also broke the million-dollar mark in fiscal 2007–2008. Obviously, achievements of this kind can only occur with the support of a broad network of devoted individuals and businesses. For five years now, the region has been able to count on the Fromagerie de Granby subscription campaign. This year's total amounted to \$12,090, through the efforts of employees and matching funds provided by the Agropur cooperative. We should also point out many other examples of cooperation in organizing fundraising activities: employees of Olymel and those of Royal Bank in Granby (annual golf tournaments), Meubles Denis Riel, Les Promenades St-Bruno, *La Voix de l'Est*, Unique, Sensation, Industria, and Le Loft hairdressing salons, among others.

The **Outaouais** region continues to enjoy the loyal support of Babouchka (soaps of hope), the region's IGA stores, the Association des motos américaines du Québec, and the Therrien Jiu-Jitsu school.

In the **Quebec** region, the Simon Gagné golf tournament, involving nearly 300 golf enthusiasts and many North American hockey professionals, generated \$75,000, for a total contribution from this activity amounting to \$293,500. Simon Gagné, who plays for the Philadelphia Flyers, and the organizing committee are proud to support children in their fight against cancer for six years now. Moreover, for the past four years, Transport Jacques Auger has organized a rather unusual activity allowing its suppliers and customers to ride in its vehicles. Over the years, this activity has raised the sum of \$157,571.

In the **Saguenay-Lac-Saint-Jean** region, Pluri-Capital inc. organized its sixth annual golf tournament for Leucan's benefit. When Sylvie Valois, who initiated the event, learned that her seven-year-old daughter had leukemia, she decided to get involved, with the wholehearted support of her employer, company President and Chief Executive Officer, Adam Lapointe. To date, the activity has raised \$10,000 for Leucan.



Our 2007–2008 statements show our glowing state of financial health.

The trend towards higher revenue continued again this year, reaching \$6,801,131. To a large extent, the 24% increase can be attributed to the generosity of Quebecers as a whole as they take part in provincial activities such as the Shaved Head Challenge, corporate events (such as the Once upon a time there was a King gala), and individual and group initiatives.

In an effort to continue providing high-quality professional services, this year we conducted a salary assessment for all staff members. Doing so was necessary given the Association's growth and considerations related to employee loyalty.

Furthermore, we added value to our services throughout the province for children living with cancer and their families. In addition, we increased our support of clinical research in Quebec's four pediatric oncology centres. We are proud to announce that, once again, we have kept administrative costs to 10% of our operating expenses.

The surplus in fiscal 2007–2008 amounts to \$1,258,606. In keeping with sound management practice, we have transferred slightly over this amount to a sustainable fund, for a total of \$1,314,481. The purpose of this fund is to ensure stability of our services across the province should we fall on hard times.

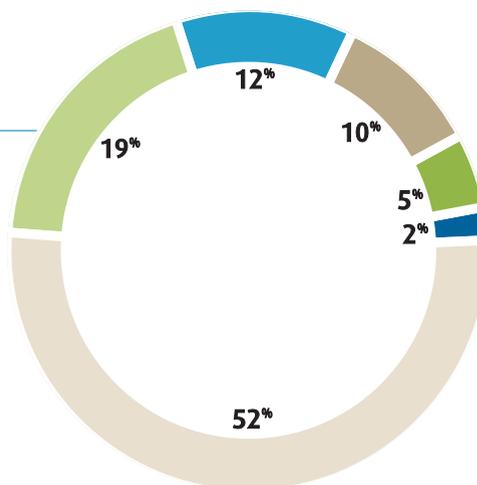
We are grateful to all our employees, volunteers, donors, and partners for their support, and we fervently hope that it continues because together, we can do it!

Marie-Hélène Primeau

Treasurer

2007–2008 Expenses Breakdown

52%	Services to children and their families
19%	Promotions and development
12%	Grants for clinical and fundamental research
10%	Administrative expenses
5%	Communications
2%	Amortization of capital assets



Statement of revenue and expenses-year ended March 31, 2008

	2007-2008 \$	2006-2007 \$
Revenues		
Fundraising-net amount	6,150,934	4,760,615
Charitable gifts and bequests	196,636	346,935
Other	293,167	314,662
Investment income		
on unrestricted resources	160,394	50,010
on resources restricted for endowment purposes	-	6,158
	6,801,131	5,478,380
Expenses		
Services to children and their families	2,890,913	2,593,280
Grants for clinical and fundamental research	683,949	459,992
Promotions and development	1,027,573	717,999
Administrative expenses	576,109	468,054
Communications	274,877	189,692
Amortization of capital assets	89,104	72,974
	5,542,525	4,501,991
Excess of revenues over expenses	1,258,606	976,389

Balance sheet as of March 31, 2008

Assets		
Current		
Cash and cash equivalents	1,212,035	818,689
Accounts receivable	91,463	359,281
Prepaid expenses	190,874	169,346
	1,494,372	1,347,316
Investments	3,298,243	2,412,463
Capital assets	422,613	478,879
	5,215,228	4,238,658
Liabilities		
Current		
Accounts payable and accrued liabilities	326,193	406,757
Deferred revenues	245,082	533,251
Part of an obligation under a lease agreement coming to term in less than a year	2,036	6,620
	573,311	946,628
Obligation under a lease agreement	6,284	8,320
Lease inducements	236,000	144,793
	815,595	1,099,741
Net Assets		
Invested in capital assets	422,613	478,879
Internally restricted	2,082,545	737,679
Externally restricted	195,836	-
Restricted for endowment purposes	-	116,482
Unrestricted	1,698,639	1,805,877
	4,399,633	3,138,917
	5,215,228	4,238,658

Approved by the Board



Martine Carré
President, Board of Directors



Marie-Hélène Primeau
Treasurer

Leucan's mandate to harmonize services and ensure their equity extends to the communications, public relations, and marketing department through centralization of communications. While doing so ensures consistent, high-quality information across the province, it also provides for responding to the mandate adopted last year of positioning content to bring out Leucan's many services offered to all children living with cancer and their families.

Given the nature of our mission, Leucan has always taken care to put forward the best image possible. As we begin our third decade, we can see how wise that has been, since we have outstanding support from the media, business, the arts, and the world of sports.

Visibility growing across the province

Fiscal 2007–2008 stands out as an incredible year for Leucan in terms of media support in Quebec. Our visibility greatly exceeded that of years gone by, both in the print and electronic media.

Media	Numbers in 2007–2008	% of increase compared to 2006–2007
Free advertising in print media	480	311%
Articles appearing in print media	530	5%
Radio spots	310	107%
Television spots	150	85%

Friend For a Day flying high

This media attention has undoubtedly helped in gaining the support of many personalities for our projects, such as Friend For a Day. Since it began in 2005, we have paired 19 Leucan children and teens with personalities; 7 of these matches were made this year:



- Simon Bleau, 13, met Les Trois Accords in Sainte-Geneviève and spent time with them before, during, and after their show.



- Gabriel Flibotte, 7, made a stuffed animal with humorist Rachid Badouri at Atelier Toutou in Old Montreal.



- Étienne Gervais, 17, attended a show given by Réal Bêland at Théâtre Saint-Denis in Montreal and had the opportunity to chat with him backstage.



- Alexandre Carpentier, 14, visited 25 Canadian Forces Supply Depot in Montreal, where he took part in a number of exercises and activities with military personnel.



- Marie-Soleil Monette, 13, received an invitation from Guillaume Lemay-Thivierge to watch the filming of Ramdam and even got a walk-on and a chance to say a few words in one of the episodes.



- Institut Lise Watier welcomed Gabrielle Bourassa-Ouellet, 16, for a beauty treatment that included a tour of the premises and time with the technicians on hand.



- Steven Ouellet, 12, spent an afternoon at the Montreal Biodôme with Alain Choquette and even got a chance to go behind the scenes.



Montreal Canadiens deliver even more for our children!

The Montreal Canadiens hockey club has once again backed our cause, this time as part of the 10th anniversary of the "Hockey Fights Cancer" campaign. The team hosted Leucan children and their families at four games at the Bell Centre in October 2007, including one game dedicated to Leucan children.

Moreover, about 40 Leucan young people spent a dream on October 29, backstage at the Bell Centre. In addition to sitting for a group photo with Bob Gainey, Saku Koivu, and Mike Komisarek, they sat in on the official team photo, watched practice, got a tour of the locker room, meet quite a few players, and created a mural that is now an integral part of a room at the Bell Centre.

Dynamic personalities

Personalities committed to our cause made dreams come true for a number of children this year. To those mentioned above, we should add our "Godmother" Isabelle Boulay, who gave Leucan her entire fee for a commercial for Saint-Hubert restaurants, which came to more than \$20,000. We are also grateful to Jean-Marc Parent, spokesperson for the 2007 Shaved Head Challenge; Michèle Barbara Pelletier, who shaved her head for Leucan in February and then agreed to serve as spokesperson for the 2008 edition of the event; the Ramdam cast, who are fixtures at our Christmas parties; Impact players; Martin Fontaine; and many others.



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Madeleine Rhéaume

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Interim Programs Director

Céline Drouin

Research and Health Care Network Partnership Director

Michel Danis

Finances and Administration Director

*As of March 31, 2008.





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