Bringing hope and support to children for 35 years

2012-2013 ANNUAL REPORT



# A few facts and figures

NEARLY 35,000 HOURS OF VOLUNTEER WORK EACH YEAR

OVER 70 EMPLOYEES

MISSION

CANCER-STRICKEN

**BRIGHTER FUTURE** 

CHILDREN AND

THEIR FAMILIES

**BELIEVE IN A** 

TO HELP

1 CENTRAL HEAD OFFICE AND 8 REGIONAL OFFICES

SURVIVAL RATES HAVE RISEN FROM 15% TO 82% HUNDREDS OF FAMILIES, THOUSANDS OF MEMBERS ACROSS THE PROVINCE

\$13.5 MILLION RAISED FOR CLINICAL RESEARCH







## A WORD FROM THE PRESIDENT OF THE ASSOCIATION

Dear parents, volunteers, staff, and loyal partners, I am pleased to present to you the 2012-13 Leucan annual report. My first year as the President of Leucan has been a busy and eventful one. It has also marked the 35<sup>th</sup> year of Leucan.

This year, I have had the opportunity to meet with a great many staff and volunteers committed to supporting cancer-stricken children and their families. Their generosity and sensitivity are the beating heart of our association. Through their actions and support, they provide the specific and personalized services of Leucan to hundreds of families

Recently, I had the opportunity to hear from families to whom Leucan brings hope, companionship and comfort. They spoke of the valuable care and special attention they received at every stage and of the respect we provided for their children and family members. The care Leucan provides for family members cannot be understated as it helps them focus on their positive energy. Our respite events allow family members to share their experiences and regain strength for the important roles they play within the family unit.

I would like to thank the hospitals and medical teams that have partnered with Leucan in a climate of complicity and support over the past year. Thanks to advances in clinical research-funded in large part by our association—sick children are able to access the best treatment protocols available. Modern treatments are now less invasive and more efficient, and recent statistics have shown tremendous improvements in survival rates.

Always eager to improve our services, this year Leucan has, with the help of our regional offices, launched pilot projects to better meet the needs of our members. After examining the results, we will consider extending these projects to other families across the province. This cautious and progressive approach is part of the winning formula that has served Leucan well for over 35 years.

In closing, I would like to acknowledge the work of our Board of Trustees, who have offered me great support over the past year. Ladies and gentlemen, your commitment to excellence is remarkable. I thank you for your availability and insight. Your contribution to Leucan's continued growth and development is incalculable.

For 35 years, Leucan's extended family has worked to raise awareness of the realities of childhood cancer in Quebec. Helping cancer-stricken children believe in a brighter future and supporting their families is our shared responsibility.

Thank you for your dedication to Leucan. I look forward to meeting you.

Luce parces **GUY LEFRANCOIS** 

## A WORD FROM THE EXECUTIVE DIRECTOR

The world has changed a great deal over Leucan's 35-year history. The technological advancements alone exemplify these changes, and as you can imagine, Leucan is moving in the same direction.

In an effort to serve our families better. we have created a new secure computer platform to assist in the processing of files. This new technology enhances our ability to follow-up with cancer-stricken children and their families, and improves the services we provide them. From here on, family files will be updated in real-time and can be accessed by our staff at both the hospital and from our offices.

Moreover, we have undertaken a complete overhaul of our fundraising websites in order to optimize them for peak performance. These websites now have a more user-friendly environment, are easier to navigate and they include mobile versions accessible from smartphones and tablets.

Despite these advancements, some things have not changed at Leucan. Families struggling with pediatric cancers are still the focus of everything we do, be it through resources provided by the Leucan Information Centre, hospital's playrooms and Leucan-CSN Summer Camp activities, financial assistance for parents or the funding of clinical research. Leucan supports cancer-stricken children and their families from the day of diagnosis and through all stages of the disease.

These are but a few examples of how, despite the changes taking place within the organization, Leucan continues to strive towards providing the best possible services to its members.

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SANDRO DI CORI

Leucan is there for you, everywhere and at all times

## EMOTIONAL ASSISTANCE AND SUPPORT

A cancer diagnosis leaves no one in a family untouched. Through our presence in all pediatric oncology centres across the province of Quebec\*, Leucan provides support and assistance for families coping with a cancer diagnosis—207 of them in 2012—from the day of diagnosis through every stage of the disease.

#### LEUCAN'S VOLUNTEERS: PEOPLE WITH HEARTS OF GOLD

Leucan has recently introduced a recognition program acknowledging generous volunteers at all levels of the Association's activities. Several recognition gifts are suggested, including pins, certificates, recognition plaques to departing members of the Board of Trustees and to presidents of regional committees, as well as nominations to public awards. The provincial "Coup de coeur"Award for Volunteer Work was presented for the first time this year to Mrs. Caroline Harvey-Blouin, a volunteer nurse from our socio-recreational services.

#### THANK YOU TO ALL OUR VOLUNTEERS FOR YOUR GENEROSITY AND DEDICATION!

Nearly 2,000 volunteers Close to 35,000 volunteer hours logged each year In my opinion, Leucan is like a ray of light breaking through the dark clouds, if not a thunderstorm altogether. Leucan is a lent ear, a comforting presence, an absolutely essential support system at a time where emotions run high among fathers, mothers, brothers, sisters, and all members of the close circle around cancer-stricken children. [...] I could not imagine Quebec families going through this terrible ordeal without the critical support and help of this Association. – Louise, mom and member of Leucan (Free translation)

\* CHU Sainte-Justine, Centre mère-enfant du Centre hospitalier universitaire de Québec (CHUQ), Centre hospitalier universitaire de Sherbrooke (CHUS), Montreal Children's Hospital of the McGill University Health Centre (MUHC) and Children's Hospital of Eastern Ontario (CHEO).

# Alleviate concerns

## FINANCIAL ASSISTANCE

indefinite periods to care for their child.

Leucan allowed us to breathe financially and to focus all our energy on our daughter. The financial assistance we received was much appreciated, as we did not exactly "plan in our budget" at the hospital there. Leucan's financial assistance gave us peace of mind on that end. One less thing to worry about!

(Free translation)

# Brightening up hospital treatments

# HOSTING AND SUPPORT IN HOSPITAL PLAYROOMS

Children and their entourage spend many hours in outpatient clinics and pediatric oncology centres in Quebec while receiving care and treatments. To create a warm and reassuring environment, Leucan designed lounges for teenagers and playrooms where younger children can play while their parents can unwind and commiserate with other parents. Game consoles and other electronic equipment are available to make the children's stays more enjoyable.

Specialized educators employed on a full-time basis by Leucan are available at both the CHU Sainte-Justine and the CHUQ. This past year, Leucan playrooms and lounges welcomed nearly 40,000 visitors (children and their entourage siblings, parents, grandparents, etc.). "Thanks to Leucan, cancer-stricken children coming to our hospital for treatments can play and simply act like children. This frontline service is now available in most of the outpatient clinics of Quebec's pediatric oncology centres. Through this service, Leucan creates a warm and reassuring environment for children and their parents who spend hundreds of hours in hospitals every year due to the many appointments and treatments they need.

I am responsible for welcoming and assisting families. I also create a support relationship with parents. Our team is there to lend an ear, to help and to follow-up with families throughout their child's treatments. Our goal is to create an atmosphere of caring, empathy and, most of all, love. We adore our 'little ones' and wish to take good care of them. It has been both my mission and passion for the last twenty-five years to provide some relief to the sick children of Leucan.

- Caroline Rivest, Hosting & Support Services in Playrooms Officer, CHU Sainte-Justine (Free translation)



#### MASSAGE THERAPY

Complementary to medical care, our massage therapy services are available to cancer-stricken children, their parents and siblings, and are administered by a team of massage therapists trained in cancer patient care. These services are provided at the hospital, at home and as part of different Leucan-organized activities. In addition to its soothing and relaxing effects, massage therapy also decreases stress and pain while improving the recipient's immune functions. Moreover, it gives children the opportunity to learn to appreciate touch in a serene and pleasant context again despite their treatments.

Leucan is a proud pioneer of complementary massage-therapy, having been the first to train massage therapists in the care of cancer-stricken children in North America in 2006.

In 2012-13, over 8,900 massages were administered.

The massages are essential and help both children and parents to better handle the stress of waiting and treatments. They also serve as a sleeping aid at the hospital. - Nancy, mom and member of Leucan (Free translation)

[...] I had constant headaches and back pains. Whenever the massage therapist showed up, she would loosen the knots in my back and ease my head with massages. It relieved some of my burden [...]. It also contributed to lessen my fear of the treatments. - Nathan, cancer-stricken child, member of Leucan (Free translation)

# Fun and laughs despite the disease



The camp is cherished by us all. It is the highlight of the year for many families. The camp serves as a symbol of joy, hope, and relaxation; it is a place of love where families bond together. At the camp, we all feel like we belong. We have nothing but extremely fond memories of our experience.

- Isabelle and Alain, parents of Gabriel, Daniel, Justine, Alexianne and Louis, family member of Leucan (Free translation)

# SOCIO-RECREATIONAL ACTIVITIES

Leucan organizes activities throughout the year to offer moments of respite to families and to provide them with an opportunity to meet other families, share their experiences and help each other. These diversified activities—adapted to the special needs of cancer-stricken children—include: the Leucan-CSN Summer Camp, Heart-filled Hope Support Group activities, our Christmas party and other outings. In an effort to give children undergoing treatments the possibility to have fun in a safe environment, Leucan ensures a medical team is on hand to continue the treatments.

Over the past year, Leucan organized over 40 activities across the province, helping hundreds of member families create lasting memories.

#### THE LEUCAN-CSN SUMMER CAMP

The Leucan-CSN Summer Camp welcomes dozens of families, giving them a chance to have fun and to forget the disease for a while. The camp is open to children who have been recently diagnosed, are undergoing treatments, are in post-treatment, are on relapse or have been cured, as well as to parents, siblings and bereaved families. They can all enjoy a variety of tailored programs during their stay and use the opportunity to share their experiences, form bonds and break out of their isolation.

With the help of 120 volunteers with medical, technical, hosting or massagetherapy backgrounds, the summer camp is a smashing success every year. In fact, this past November, the camp's exceptional quality has been recognized by the Children's Oncology Camping Association International (COCA-I), an Atlanta-based umbrella organization of the major North-American camps for pediatric cancer patients. During its annual general meeting, the COCA-I awarded Leucan-CSN Summer Camp a "gold certification" as part of its Gold Ribbon Camp program in recognition of the highest quality standards.

From July 23 to August 3, nearly 500 participants have visited the outdoor recreational site of Le Saisonnier in Lac-Beauport to attend the 2012 camp under the theme The Jungle Book.

#### FRIEND FOR A DAY

Since its creation in 2005, the "Friend for a Day" program gives cancer-stricken children and teenagers the opportunity to share a privileged moment with a known figure from the artistic, sports or business world. Youths are paired with figures based on their interests so they can appreciate their experience to the max. Over the past year, several public figures have shown their generosity by sharing a significant moment with some of Leucan's children: hockey fan Coddy had a great time at a Montreal Canadiens game; Iman-Karine enjoyed the royal treatment at SkySpa of Quartier DIX30; Raphaëlle baked delicious desserts with Chef Jonathan Garnier; and animal lover Marie-Sophie visited the Montreal Biodome.



Photo credit: Guillaume Rivest

Demystifying cancer and raising awareness among children

Photo credit: Leucar

#### SCHOOL AWARENESS PROGRAM

The School Awareness team helps families maintain their child's schooling and raises awareness of pediatric cancer in the school environment. Leucan's Family Services Agents meet with the classmates of the sick child and/or his siblings with the aim of demystifying the disease.

In 2012-13, over 2,800 youths from 62 schools across the province had the opportunity to better understand cancer. By raising understanding and awareness in schools, Leucan contributes to the academic success of all of Leucan's children.

## A VERY SPECIAL BACK-TO-SCHOOL!

For the second year in a row, Leucan gave young patients hospitalized at the CHU Sainte-Justine the opportunity to experience the back-to-school frenzy. Place Ville Marie graciously offered gift bags filled with school supplies as part of the Moi aussi, je fais ma rentrée scolaire ("I Too Am Going Back to School") event organized by Leucan in partnership with the CHU Sainte-Justine. This activity brings to light the reality of hospitalized patients between the ages of 4 and 21 and calls attention to their legitimate need to pursue their education as normally as possible in spite of their circumstances.

I am deeply involved in schools where I give teachers the tools they need. Cancer is a difficult and stressful topic and information is the key. Together with teachers, we create intervention plans to enable children to pursue their schooling. I also meet with children in the classrooms for whom cancer is a fearsome reality—some of them are even worried that they might catch it. Leucan is present in schools to demystify the disease for sick children's classmates.

I remember this six-year-old boy just entering the first grade. He had visual sequelae following his cancer treatment. With the help of a rehabilitation centre, we brought in special lenses for all the children in the class. They spent the morning wearing the lenses, which recreated the limited visual field of the sick child. This experience brought a complete change in the classroom dynamic: students now knew how to act and where to stand so they could be seen by the sick child. Our team had reached its ultimate goal: to make it possible for this boy to pursue his schooling in his local school.

The most important part of my work is to bring back hope in the lives of cancer-stricken children and their parents and to share with them the everyday small successes. – Édith Côté, Family Services Agent (Free translation)

# Tailored services provided with dignity

#### END-OF-LIFE AND BEREAVEMENT FOLLOW-UP

In an effort to support families through all stages of the disease, Leucan established end-of-life and bereavement follow-up services. The services offered include emotional assistance, support groups for parents and youths, respite stays for bereaved mothers and couples, personalized psychological assistance and commemorative ceremonies.

Over the last year, more than 320 individuals took part in the activities proposed by the team, finding comfort, solace and a way to break out of their isolation while honouring the memory of their child.

Initially, we hesitated to join a meeting of bereaved parents. Close to a year had come and gone since the passing of our beautiful Amélie. The pain was still very much with us and the idea of meeting parents confronted with the same hardship was a cause of worry to us. [...] Finally, we decided to go so we could reconnect as a couple in an enchanting and relaxing setting. We knew we had no obligation to take part in the discussions. [...] However, from our first contact with other parents, we instantly felt that we were all on the same page. The conversation between all of us flew easily because it was easy to understand one another. [...]

God knows that parents who just had to go through a series of doctor appointments, of treatments at the hospital, of long hours spent worrying to end up with the devastation of losing a child need moments and places to reconnect among themselves. [...]

We want to extend a huge thank you to the organizers and hosts for their remarkable work.

- Danielle and Donald, parents members of Leucan (Free translation)

# An extraordinary library

## THE LEUCAN INFORMATION CENTRE (LIC)

This year, the Leucan Information Centre celebrated its fifth anniversary. Since its inauguration, investments of \$500,000 have been made in order to distribute and even produce reliable and up-to-date documentation on all aspects of pediatric cancer for readers of all ages. Located in Centre de cancérologie Charles-Bruneau, this real-world and digital library is open to Leucan families from across Quebec and double as a resource for medical and psychosocial teams of the pediatric oncology units at the CHU Sainte-Justine, the Montreal Children's Hospital of the MUHC, the Centre mère-enfant du CHUQ and the CHUS. In 2012-13, the Leucan Information Centre helped families better handle the post-treatment phase through the production of an original Frenchlanguage information kit and pamphlets.

As the only French-language information resource specialized in pediatric oncology, the LIC's website is visited by users from all over the world, from as far away as Algeria, Vietnam, France and Switzerland—a proud accomplishment for Leucan.

#### LEUCAN AND THE PEDIATRIC ONCOLOGY CENTRES: A WINNING PARTNERSHIP

To fulfil its goal to support families across the province, Leucan created a partnership with Quebec's pediatric oncology centres (the CHU Sainte-Justine, the Montreal Children's Hospital of the MUHC, the Centre mère-enfant du CHUQ and the CHUS) and with the CHEO. The Association provides its services to families within the pediatric oncology units of these hospital centres. Leucan maintains close partnerships with the staffs of these units to provide families with the best possible service.

#### SUPPORT TO CLINICAL RESEARCH

Despite its importance to cancer-stricken children and their families, clinical research is not financed by the government. To address this funding gap, Leucan finances clinical trials conducted by Quebec's pediatric oncology centres. As a primary funder, the Association participates in improvements to the quality of care and contributes to increase the recovery and survival rates among children undergoing cancer treatment. In fact, the survival rate has jumped from 15% to 82%, a very promising and hopeful increase.

Since its establishment thirty-five years ago, Leucan has contributed close to \$13.5 million to clinical research, including \$817,800 in the last year alone. Leucan and its many volunteers deserve our congratulations for the excellent support they provide to patients and their families across the province and to the research initiated by the medical staff of our university network. Even though great progress has been made in our understanding and treatment of pediatric cancers, we continue to lose too many battles. Leucan's excellent work must be praised. We are all extremely appreciative. – N. Blair Whittemore M.D. FRCPC, Director, Pediatric Hematology/Oncology, Montreal Children's Hospital

# Leucan celebrates thirty-five

#### 1982

Creation of a "creativity program" dedicated to the children receiving care at the hematology-oncology outpatient clinic of the CHU Sainte-Justine, which later became the current Hosting and support services in hospital playrooms.



Leucan is founded by parents of cancer-stricken children and members of the pediatric oncology team of the CHU Sainte-Justine, with the help of pediatrician Jocelyn Demers, M.D.





## 1988

Introduction of massage therapy services at the CHU Sainte-Justine.

Creation of the Heart-filled Hope Support Group.

# 1990

Opening of the playroom at the Centre hospitalier de l'Université Laval (CHUL) of the CHUQ (later renamed "Centre mère-enfant" in 2003).



## 1980

First benefit event held at the Windsor Hotel; Over \$200,000 raised.

First Christmas party at the hematologyoncology clinic of the CHU Sainte-Justine.



Photo credit: Marie-Hélène Primeau



## 1985

Implementation of the only family summer camp in Quebec specifically dedicated to cancer-stricken children and their families (later renamed the Leucan-CSN Summer Camp).

## 1987

Leucan Région Québec, our first regional office.

1992

Introduction of massage therapy services at the CHUL of the CHUQ.



1995 Creation of bereavement follow-up services.

## 1996

Opening of a playroom at the CHUS.

Leucan Estrie and Leucan Laurentides.



1997 Leucan Saguenay-Lac-Saint-Jean.

#### 2002

Major amendment to Quebec's Labour Standards Act (Act 143), granting 104 weeks of parental leave to parents of critically ill children.

First International Childhood Cancer Awareness Day.

Creation of Leucan's mascot, Camie.

Leucan Abitibi-Témiscamingue.



Photo credit: André Mercier

hoto credit: Michel St-Jear



# 2007

A new playroom, a lounge for teenagers, and a waiting room for parents are opened at the Centre de cancérologie Charles-Bruneau of the CHU Sainte-Justine.

## 2008

Inauguration of the Leucan Information Centre.



1998 Leucan Montérégie.

## 2001

Implementation of school-life services (later renamed the School Awareness Program).

Introduction of massage therapy services at the Montreal Children's Hospital of the MUHC and at the CHUS.

First edition of the Leucan Shaved Head Challenge.

Leucan Outaouais and Leucan Mauricie-et-Centre-du-Québec. 2004 Leucan Lanaudière.

## 2005

Creation of Leucan's welcome kit. Families begin to receive Leucan information kits on the day of diagnosis.

## 2006

First Leucan 12-Hour Ski Challenge.



Photo credit: Jérémie Gurvan

2009 Leucan Laurentides and Leucan Lanaudière merged.



**2013** Over 70 employees.

Close to 2,000 volunteers.

Nearly \$13.5 million donated to clinical research since the founding of Leucan thirty-five years ago.

# The regional offices: different realities

◆ CHALLENGES \$ FUNDRAISING ACTIVITIES ★ SOCIO-RECREATIONAL ACTIVITIES

#### ABITIBI-TÉMISCAMINGUE (INCLUDING JAMÉSIE)

 Developing new partnerships to ensure the sustainability of innovative fundraising activities, notably the Défi des générations Leucan;

 Monitoring the development of the art therapy pilot and making sure the project meets the expectations of both the families and the art therapists.
 Building on fitness, the Défi des générations Leucan is an intergenerational activity, which gives participants the opportunity to express their solidarity with cancer-stricken children.

\* The Journée plein air activity, held simultaneously with the Leucan 12-Hour Ski Challenge, provides families the chance to enjoy several outdoor activities in a beautiful setting, to meet with other families and to cheer on the Challenge's participants.

# ESTRIE

 Studying the potential of adding a Family Services Agent to the team tasked with long-term follow-up with families;

• Developing partnerships and securing the loyalty of partners for our fundraising events.

\$ 125 guests enjoyed the first edition of an oyster-tasting dinner, which took place at Brasserie Le Dauphin. This delightful dinner successfully raised \$12,700.

\* This past year, Leucan Estrie's respite weekend at Centre de villégiature Jouvence welcomed several families who were able to take part in the different activities available in a calm and serene atmosphere.

## LAURENTIDES-LANAUDIÈRE

 Increasing Leucan's outreach in the business community in an effort to develop new partnerships and opportunities;

 Consolidating and developing our fundraising activities and creating innovative activities to strengthen our position.

**\$** The very first edition of the Rallye de l'Espoir Leucan took place in October 2012. Thanks to the inestimable cooperation of Réjean Losier, this convivial and rallying activity, which focuses on team building, took on the Laurentian roads to raise \$24,000.

\* The holidays are the perfect time to host fun activities for children and their families. Santa Claus even paid us a visit, boarding a fire truck, much to the delight of the kids! We would like to extend a big thank you to Fondation Édouard et ses étoiles, Vieux Shack and Fondation Ordina-Cœur.

## MAURICIE-ET-CENTRE-DU-QUÉBEC

 Providing original and accessible socio-recreational activities for a greater number of families while taking into account the diversity of our clientele and the size of our territory;

 Increasing the number of fundraising events held in partnerships in an effort to diversify our funding while limiting the impact on our internal resources.
 The tenth edition of the Collège Laflèche benefit dinner (with profits going to Leucan Mauricie-et-Centredu-Québec) was hosted by the college's graduates in hotel management.
 400 guests attended the event, which theme gets more original with each passing year!

 The social gathering À table avec
 Leucan is open to the families of children at different stages of the disease.
 Each meeting focuses on a particular topic or group and enables families to share their experiences and break out of their isolation.

# MONTÉRÉGIE

 Consolidating our relationships with partners and volunteers to ensure our sustainability and the development of our fundraising activities;

 Implementing and maintaining a pilot project in which volunteers take on daily tasks (housekeeping, meal planning, babysitting) to provide respite moments to families during critical stages of the disease.

**\$** The first edition of Défi 5L Leucan was held in September 2012. The concept: a 5K run to be completed in teams of two. Building on the first edition's success, the challenge will take place in three locations in 2013: Longueuil, Granby and Sainte-Catherine.

✤ Our first Valentine's Day dinner was held at Mont-Saint-Grégoire, where couples were treated to a romantic moment together in a soft musical ambiance.

#### MONTRÉAL-LAVAL

 Developing the tools and internal structure to increase our presence in the English philanthropic marketplace;
 Continuing the integration and

adoption of the new secure computer platform in processing family files.

\$ The Invitation Normand Laurence golf tournament—with proceeds benefitting Leucan—raised \$167,000 over the years. We would like to thank Francine Chartrand, our loyal Leucan ally, and all the associates and participants.
\* In 2012, Château Bromont welcomed about 40 families with a child recently diagnosed with cancer to recharge their batteries for a few days. Parents and children left the inn with smiles and wonderful memories to cherish.

## OUTAOUAIS

 Increasing our financial development activities in the Gatineau region with families, corporations and institutional organizations;

• Developing partnerships and securing the loyalty of partners in our fundraising efforts.

**\$** The Rouge et blanc pour Leucan wine tasting event raised \$54,000 and gathered 170 guests in an electrifying atmosphere. This successful event was organized with the help of a Leucan parent.

✤ In 2012, 25 couples took part in our annual fall dinner exclusively for parents at Grange de la Gatineau, an enchanting site with medieval entertainment.

#### 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 our financial development and the services provided to families. For this reason, our regional office is seeking ways to better serve families from remote regions in an effort to reduce their isolation.

\$ From a regional initiative, Canac's fundraising event became a provincial effort when its 22 provincial branches united in order to raise funds for Leucan. We would like to extend our warmest thanks to Canac's loyal customers who agreed to add a \$1 to their bills to help Leucan continue its mission.

\* The Aquarium du Québec hosted 50 Leucan families for a Halloween-themed torch-lit visit both inside and outside the facilities. The bravest guests were invited to enjoy a cricket tasting!

#### SAGUENAY-LAC-SAINT-JEAN

• Retaining an optimal level of funding by surrounding ourselves with individuals interested in our events and willing to invest themselves constructively for Leucan. ◆ Taking into account the increase in children diagnosed in our region since 2011, maintaining access to our services while creating a sense of closeness between Leucan and our member families. **\$** The Défi vélo 12 h Leucan is a lively and family-oriented activity in which cyclists are teamed in groups of four. This year, the event welcomed 184 participants. At all times during the 12-hour challenge. one team member must be on the road, and each member must complete at least one one-hour ride over the course of the challenge. This first edition raised more than \$50,000. What a smashing success! \* The festival of colours provides families with a unique opportunity to meet and develop friendships with their fellow Leucan families in a fun and entertaining atmosphere. Thanks to this event, families can forget about the

disease and the difficulties it represents

at least for a day.

# Provincial fundraising events: Joining forces to rebuild hope



Our major fundraising events allow thousands of Quebecers to join forces to help children. People from all walks of life, armed with a diversity of ideas and actions come together with the single purpose of helping provide support to cancer-stricken children and their families.

#### THE 2012 LEUCAN SHAVED HEAD CHALLENGE A YEAR MARKED BY NOVELTY!

The 12<sup>th</sup> edition of the Leucan Shaved Head Challenge, presented by Jean Coutu, was held on May 27, 2012. It was a landmark day at the provincial level as we passed our 50,000<sup>th</sup> head shaved in support of and solidarity with cancerstricken children since the first Challenge in 2001. Thanks to the tremendous generosity of our participants, donors and partners, we have exceeded the provincial goal set for 2012, i.e. \$4.6 million.

Leucan took this opportunity to unveil the new visual identity-created by TAXI-for this great Challenge, as well as the new provincial spokesperson: stand-up comedian Dominic Paquet. "The Challenge's theme, 'Your head is worth more than you think,' takes on new meaning at the numerous shaving sites across the province," Paquet said. "Seeing so many Quebecers pull together in support of cancer-stricken children and their families is both moving and powerful. Thank you!" (free translation). Leucan would like to thank its presenting partner, Jean Coutu, and its provincial sponsor, Fédération des producteurs d'œufs de consommation du Québec; Dominic Paquet for his involvement; advertising agency TAXI for its creativity and extraordinary dedication; all the regional partners, participants, sponsors, volunteers, honorary presidents who support the cause across the province.

#### THE 2013 LEUCAN SHAVED HEAD CHALLENGE: FROM THE VIRTUAL TO THE **REAL WORLD**

The 2013 edition was launched through a viral campaign on various social media sites. Some hundred public figures from various backgrounds joined spokesperson Dominic Paquet to create a wave of solidarity across the Internet by virtually shaving their heads and posting their new profile pictures on social media sites. The Challenge's 13th edition coincided with Leucan's 35<sup>th</sup> anniversary!

In 2012, several groups (associations, companies, educational institutions and organizations) have taken on the Leucan Shaved Head Challenge in the four corners of the province. The following groups have contributed over \$10,000 to our cause:

- Agence Phéromone
- APTS
- Association étudiante des HEC Montréal (AEHEC)
- Bombardier Aerospace -Challenger plant
- Canada Revenue Agency
- Carnaval étudiant UQTR-2012
- Cegep Garneau
- Collège André-Grasset
- Collège Mont-Royal
- Collège Saint-Charles-Garnier
- Collège Saint-Louis
- Collège St-Bernard de Drummondville
- Défi Alcoa Deschambault
- Défi Chantier Sarcelle
- Défi Cominar
- Défi Festival des Monts de Buckland
- Défi Francis Langlois
- Défi FTQ Local 791
- Défi Industrielle Alliance
- Défi La Barberie

- Défi Marie-Ève Dupont
- Défi Noël Malette
- Défi Suzanne Pleau
- DGAG employees
- École internationale La Vérendrye
- École Marc-Aurèle-Fortin
- École Marcelle-Mallet
- École Polytechnique de Montréal
- École secondaire du Chêne-Bleu
- École secondaire Grande Rivières
- École secondaire Thérèse-Martin
- École St-Jean
- École St-Marc
- Écuries Kairos
- EEI (École d'éducation internationale McMasterville)
- Équipe Pat Calabretta
- Fonderie Horne de Xstrata Cuivre Rouvn-Noranda
- Investors Group
- Les recycleurs (pièces d'autos Samson)
- Letarte Transport-Drummondville
- Matagami & Mine Xstrata Zinc Matagami
- McKesson Canada
- Mines Agnico-Eagle (Lapa, Laronde et régional, Goldex)
- Orchestre symphonique de Montréal
- Polyvalente Chanoine-Armand-Racicot
- Pompiers de Saint-Jacques
- Pompiers Multi-Caserne Vallée Richelieu
- Revenu Québec
- Séminaire Sainte-Trinité
- Séminaire Saint-Francois
- Sherweb
- Syndicat des employées et employés de l'UQAM
- Ultramarathon Leucan Saguenay-Lac-Saint-Jean
- Université de Montréal: Étudiants des programmes de réadaptation, d'orthophonie et d'audiologie
- Université de Sherbrooke
- Varennes citv

## ONCE AGAIN, THE 2013 LEUCAN 12-HOUR SKI CHALLENGE PUSHES BACK THE LIMITS!

On February 23, March 9 and March 16, more than 2,660 skiers and snowboarders hit the slopes to take part in the Leucan 12-Hour Ski Challenge, presented by PROXIM, on five mountains in the province: Mont Lac-Vert (Saguenay-Lac-Saint-Jean), Mont-Vidéo (Abitibi-Témiscamingue), Ski Bromont (Montérégie-Estrie), Stoneham Mountain Resort (Quebec City) and Vallée du Parc (Mauricie-et-Centredu-Québec).

These winter sports enthusiasts raised over \$755,000 for cancer-stricken children. We would like to extend our heartfelt thanks to the participants; the event's provincial spokesperson, Joey Scarpellino; the regional spokespeople; the presenting partner, PROXIM; the provincial and regional partners; and the donors.

# MY FRIEND NEEDS MY HELP: HALLOWEEN MONEY BOX CAMPAIGN

Children always look forward to Halloween, and it's a crucial date for Leucan. On Halloween Night 2012, 148,000 trickor-treaters from 614 elementary schools across Quebec carried Leucan's red money boxes to collect donations for their sick friends. In addition to all the candy, students brought in a total of \$434,000 in donations. In 2013, this fundraising campaign will celebrate its 15<sup>th</sup> anniversary.

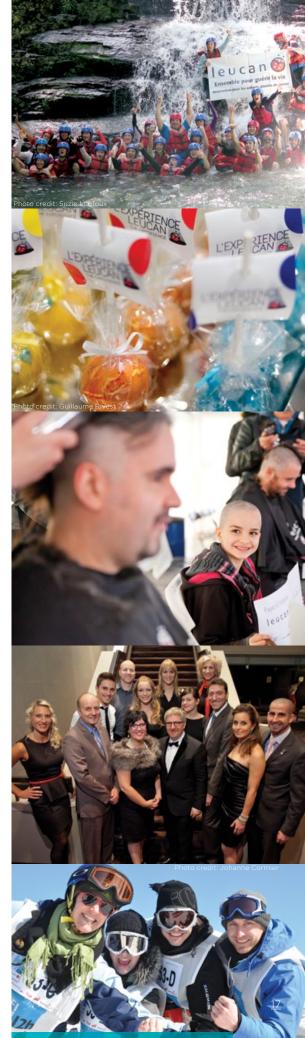
## LEUCAN HUMA CHALLENGE: A TRULY UNIQUE FUNDRAISING TRIP

The third edition of the Leucan HUMA Challenge, presented by Intersand, was launched in June 2012 with the goal to recruit some twenty participants eager to live an unforgettable experience in Costa Rica the following spring. The challenge: crossing the country, from one ocean to the other, on foot, by bike and aboard rafts – in short, without the use of any motorized vehicle – to raise money for Leucan. Mission accomplished! The fundraising trip in Costa Rica collected almost \$90,000.

## THE LEUCAN EXPERIENCE: A GLAMOROUS EVENT NOT TO BE MISSED

November 8, 2012, was the night of the glamorous and greatly anticipated benefit gala, the Leucan Experience, where Honorary President Renée Larouche, Manager, Donations and Sponsorships at Rio Tinto Alcan, welcomed 350 guests. The event raised \$312,000. Leucan would like to extend its sincerest thanks to the event's Honorary President; Leucan's "godmother," Annie Villeneuve; the ambassadors; the master of ceremonies, Benoit Brière; our partners, including Rio Tinto Alcan, RBC Royal Bank, Rona, SAQ, Teva Canada, Centre Sheraton Montréal; and all the donors and sponsors.

The 2013 Leucan Experience gala will celebrate Leucan's 35 years of hope and support to cancer-stricken children. The event will take place on November 7 at Centre Sheraton Montréal under the Honorary Presidency of Alain Champagne, Senior Vice President, Pharmaceutical Distribution and Operations at McKesson Canada.



Leucan is very fortunate to rely on the loyalty of major partners



Leucan feels privileged to count on the support of **Alimentation Couche-Tard**. The company's first fundraising campaign financed the purchase of 300 welcome kits for newly diagnosed children. Thank you, Couche-Tard!

On November 2, the **Association des constructeurs de routes et grands travaux du Québec (ACRGTQ)** hosted the Construire l'espoir 2012 event at Centre Le Madison, in Montreal. The ACRGTQ and its members have been supporting Leucan's cause for eleven years now through two annual fundraising events. Thank you very much!

We extend a special thank you to **Bombardier Aerospace and CAE** for their tremendous involvement in the planning of our annual Christmas party every year.

Huge thanks to **Clan Panneton** for the storage and transportation of the two-week Leucan-CSN Summer Camp equipment.

For the 16<sup>th</sup> consecutive year, the **Confédération des syndicats nationaux (CSN)** financed the Leucan-CSN Summer Camp with a series of fundraising initiatives across the province, including a big prize draw. We are grateful for the generosity and loyalty of this preferred partner.

It is thanks to the generosity of **Fairmont** Le Château Montebello that Leucan's bereaved families have been offered respite stays for over fifteen years. Thank you!

Our events are so successful in large part because of the contributions of our sponsors. Leucan would like to thank the **Fédération des producteurs d'œufs de consommation du Québec**, proud sponsor of the Leucan Shaved Head Challenge for the last few years.

La Maison Simons, our partner for a fourth year in a row, graciously donated 350 blankets for children newly diagnosed or suffering a relapse. Thank you for this comforting attention! The year 2013 marked our first partnership with **PROXIM** as the presenting partner of the Leucan 12-Hour Ski Challenge. We extend our warmest thanks to PROXIM and its employees for their involvement and generosity.

Once again this year, Leucan could count on the **Simple Plan Foundation** for funding the Leucan-Simple Plan Halloween Camp, organized by the Heart-filled Hope Support Group. Thank you for supporting this group made up of cancer-stricken teenagers and their siblings!

The second edition of the **Souris Mini** golf tournament attracted some 30 families. The money raised through this event is an addition to the annual donation of Souris Mini to Leucan Région Québec from the proceeds of the sale of gift boxes in the chain's stores.

**The Jean Coutu Group** renewed its support to Leucan for a fourth year. In addition to being the presenting partner of the Leucan Shaved Head Challenge, The Jean Coutu Group made a contribution in the amount of \$30,000, the proceeds from the sale of Personnelle's diapers, Jean Coutu's home brand.

Organized by **Transport Jacques Auger**, the Promenade en camion au profit de Leucan ("A truck ride for Leucan") activity raises a considerable amount every year. Thanks to the volunteers for making that day a success and to Mr. Jacques Auger for this nine-year partnership.



# FUNDRAISING ACTIVITIES ORGANIZED BY LOYAL LEUCAN SUPPORTERS WHICH RAISED OVER \$50,000

Year after year, individuals work tirelessly to organize benefit activities, and 2012-13 was no exception. We would like to salute the commitment made by these individuals and thank them for the efforts they put into raising funds for Leucan. Collectively, those generous organizers have raised the incredible amount of \$1.4 million for our cause.

As part of its 70<sup>th</sup> anniversary celebrations, **Groupe Morneau** organized a benefit evening for Leucan. Taking place at the Capitole de Québec, the event brought together 700 partners and associates. The company also put together several activities and fundraisers throughout the year.

On September 8, 2012, the ninth 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. We would like to thank the organizing committee and the tournament's loyal participants.

**Pro-Am Gagné-Bergeron** brings together professional and amateur players in a friendly hockey game to raise funds for Leucan. This activity is always much awaited and appreciated by hockey fans. Thank you for dedicating this truly unique game to us!

The **Tim Hortons Smile Cookies Campaign** collected funds for Leucan Estrie, Leucan Laurentides-Lanaudière and Leucan Montérégie. Dozens of Tim Hortons restaurants have joined their efforts to make this campaign a success. A very special thank you to volunteers who made cookie deliveries!

For over ten years now, **Tournoi de golf Simon Gagné** has attracted nearly 300 golfers from the greater Quebec City area business world, as well as NHL hockey players. This year, participants had the incredible opportunity to see the Stanley Cup in person, won by Simon Gagné and the Los Angeles' Kings. Thanks to all of you for your loyal support.

Held under the Honorary Presidency of Mr. Dave Morissette, former professional hockey player and current TV host for TVA Sports, the 17<sup>th</sup> edition of the **Tournoi de golf Valeurs Mobilières Desjardins, Leucan Estrie** welcomed 156 golfers. The day ended with a dinner at the Club de golf Venise in Deauville where participants met with a few Leucan families also in attendance.

#### FUNDRAISING ACTIVITIES ORGANIZED BY LOYAL LEUCAN SUPPORTERS, WHICH RAISED BETWEEN \$25,000-\$50,000

For more than a decade, Leucan Montérégie has been lucky to count on the support of the **Agropur** cheese manufacturing plant in Granby. Every year, plant employees put together different fundraising activities (including a sale of their popular cheeses) to raise money for Leucan.

Since 2006, the **Carlis'open golf tournament** has attracted an impressive amount of players to its friendly tournament for Leucan Région Québec. Thank you to Isobel Tardif and Carl Thibault for their remarkable participation.

The event **On s'envoie en l'air pour vaincre le cancer** (Let's jump in the air to fight cancer) took place on June 30 and July 1, 2012, at the Roland-Désourdy Airport in Bromont. The event, which included air shows and exhibition of military and other aircraft, attracted more than 10,000 spectators. We wish to extend our sincerest thanks to everyone who contributed to the event, which concluded with a torchlight procession on the golf course of Château Bromont and a spectacular fireworks display.

For a 16<sup>th</sup> consecutive year, the **Voix d'espoir** vocal ensemble held two concerts – this year on September 15 and 16 – benefiting Leucan. The ensemble's 300 choir members gave an amazing performance. Thank you!



# FUNDRAISING ACTIVITIES ORGANIZED BY LOYAL LEUCAN SUPPORTERS WHICH RAISED UP TO \$25,000

24 heures de hockey au profit de Leucan Estrie 25 heures de hockey de l'Aréna Val d'espoir A day at the sugar shack for Leucan Région Québec Brasserie Le Dauphin - oyster tasting Cabane à sucre Lalande dinner and dance Carrefour du Nord - gift wrapping Catherine Lacasse - spaghetti dinner Chiropracticien Dr. Patrick Lepage CIBC Cliques pour le pilote Nascar Ray Junior Courtemanche Club Kiwanis - lobster dinner Collège Laflèche - gourmet dinner\* Concessionnaire automobile Auto 10 000 \$ et moins - sale under the tent Courir pour les enfants Défi Fous de rando\* Défi Loïc 12 h de vélo\* Défi Michelle Rancourt Défi Poussette de la Fête des Mascottes\* Derby de démolition de Saint-Chrysostome\* Du talent pour Leucan - variety show École Émile-Nelligan – dance for Leucan École Pearson - reading marathon École primaire Sainte-Thérèse d'Avila flower sale for Mother's Day École Saint-Fabien École secondaire Liberté Jeunesse spaghetti dinner École secondaire Rive-Nord theatre night Elsie et ses sœurs - golf tournament, Elsie's ride and poker night\* Filles d'Isabelle de Charny\*

Fondation Amal - fashion show Galas Rires d'enfants\* Galeries Rive Nord - photo session with Santa Claus\* Glissades des Pays d'en Haut weekend dedicated to Leucan\* Grand McDon\* Groupe Mercille Inc. Groupe Ultima - jeans day Heritage Regional High School dance show Hypotheca - several activities organized by the brokers and partners\* Investors Group Isabelle Fontaine - conferences for Leucan Laurentides-Lanaudière J'ai ma place Jam de la santé Jean-François Pinard - bike across Canada Kate Lafortune - dance show Les P'tits becs de Leucan Outaouais Linda Lapostolle - "Je relis pour la vie" Lynn Bernard - dinner & a show at the sugar shack Marathon de Berlin Marche Baie-St-Paul Mega spinning Montée Leucan Région Québec Nathalie Bouffard -Halloween haunted house Patrick Forget -"Waiter for a night" event Polyvalente de l'Ancienne-Lorette benefit concert\* Pompiers de Granby dinner and golf tournament Pro-Am Gagné-Bergeron\* Projet "Autres montagnes "

Projet UQAR Quille-o-thon Louise Labelle\* Rétro Disco Salon des Vins et fromages des Pompiers de Sherbrooke\* Super challenge mini-putt Shawinigan-sud Super Club Videotron Leucan Région Québec\* Techniques de comptabilité et gestion de l'Abitibi-Témiscamingue wine and cheese Tir Roue du Roi Tournoi de golf Ameublement Denis Riel\* Tournoi de golf de Transmission SQFT Tournoi de golf Enviro-Urgence Tournoi de golf Souris Mini Tournoi de golf Stéréo Plus Tournoi de golf Yves Lévesque\* Tournoi de hockey Pricewaterhouse-Coopers Tournoi de softball des amis d'Anna Di Febo Tournoi FEPAC Tous pour Anthony Used book sale for Leucan Montérégie Velothon Leucan Région Québec\* Vera Sarrah Cyr - benefit concert Zumbathon

# 2012-13 BOARD OF TRUSTEES -AS OF MARCH 31, 2013

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MARTINE CARRÉ, M.A. First Vice-President Chair of the Board of Directors of HÉMA-QUÉBEC

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NATHALIE MATTE Regional Director, Leucan Région Québec

JOANNE MYERS Financial Development Director

# Devoted people

#### **REGIONAL OFFICES**

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President of the Regional Committee: Daniel Rouillard Regional Coordinator: Marlène Tanguay

#### LEUCAN ESTRIE

President of the Regional Committee: Elizabeth Tremblay Regional Coordinator: Suzelle Lacroix

#### LEUCAN LAURENTIDES-LANAUDIÈRE

President of the Regional Committee: Jacques Lefresne Regional Coordinator: Manon Tourigny

#### LEUCAN MAURICIE-ET-CENTRE-DU-QUÉBEC

President of the Regional Committee: Johanne Grenon Regional Coordinator: Carol Beaudry

#### LEUCAN MONTÉRÉGIE

President of the Regional Committee: Marie-Claude Hébert Regional Coordinator: André Vachon

**LEUCAN OUTAOUAIS** President of the Regional Committee: Luc Vaive Regional Coordinator: Sylvie Gravel

#### LEUCAN RÉGION QUÉBEC

President of the Regional Committee: Pierre Verret Regional Director: Nathalie Matte

#### LEUCAN SAGUENAY-LAC-SAINT-JEAN

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

# A word from the treasurer

In the 2013 fiscal year, no changes were made to the accounting standards nor were any new ones adopted. Last year, Leucan had opted for early adoption of the new accounting standards for not-for-profit organizations imposed by the Canadian Institute of Chartered Accountants.

During the 2013 fiscal year, Leucan generated an excess of revenue over expenses of \$335,157, compared with \$22,497 for the previous fiscal year. The increase is due essentially to an increase in revenue related to fundraising activities, combined with ongoing expense control. In fact, we can see that the gross excess of revenue over expenses increased by approximately \$459,000, compared with the 2012 fiscal year. Revenue related to fundraising activities increased by approximately \$406,000, resulting mainly from the annual campaigns, while expenses related to these fundraising activities decreased by approximately \$362,000.

Spending on services to children and their families remained similar to 2012 levels, while the amounts spent on clinical and fundamental research grants increased by approximately \$184,000. In total, these two expenditure items represent 73.9% of the gross excess of revenue over expenses for the year ended March 31, 2013, compared with 76.8% for the previous year. All other expenses were maintained at levels similar to those in 2012.

Leucan's financial position remains sound. Net assets were \$5,300,243 at March 31, 2013. This amount includes \$897,363 invested in capital assets. Capital asset acquisitions for the year ended March 31, 2013, which were related mainly to the re-design of the Internet sites, amount to \$174,874.

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

Mare Jutros

MARC JUTRAS, CPA, CA, Treasurer

# Financial statements

Statement of revenue and expenses for the year ended March 31, 2013	2012-2013	2011-2012
REVENUE		
Fundraising activities	9,807,613	9.401.975
Donated goods and services	1,061,048	1,556,755
Donations and beguests	196,630	447,563
Investment revenue	69,547	141.223
Other revenue	164,953	156,619
	11,229,791	11,704,135
EXPENSES		
Fundraising activities	1,912,783	2,275,495
Salaries and benefits related to fundraising activities	1,635,939	1,641,033
Donated goods and services	1,061,048	1,556,755
	4,609,770	5,473,283
Gross excess of revenue over expenses	6,690,021	6,230,852
OTHER EXPENSES		
Services to the child and his family	3,996,075	4,020,372
Clinical and fundamental research grants	950,956	767,549
Rent and other office expenses related to promotions and development	267,809	334,717
Administrative expenses	821,793	828,713
Communications	212,213	153,091
Amortization of capital assets	106,018	103,913
	6,354,864	6,208,355
Excess of revenue over expenses	335,157	22,497
Balance Sheet as at March 31, 2013	2012-2013	2011-2012
ASSETS		
Current		
Accounts payable and accrued liabilities	1,364,648	1,461,399
Deferred revenue	1,086,273	1,355,451
Current portion of obligation under capital leases	132,403	59,334
Lease inducements	186,742	207,166
	2,770,066	3,083,350
Obligation under capital lease	2,484,801	2,139,912
Lease inducements	897,363	828,507
	6,152,230	6,051,769
LIABILITIES		
Current		
Accounts payable and accrued liabilities	668,318	719,994
Deferred revenue	95,350	241,772
Current portion of obligation under capital leases	648	565
Lease inducements	36,133	36,133
	800,449	998,364
Obligation under capital lease	349	997
Lease inducements	51,189	87,322
	851,987	1,086,683
NET ASSETS		
Invested in capital assets	897,363	828,507
Internally restricted funds	2,553,966	2,405,490
Unrestricted funds	1,848,914	1,731,089
	5,300,243	4,965,086
	6,152,230	6,051,769

On behalf of the Board Huey hances

GUY LEFRANÇOIS, President of the Association

 $\mathcal{V}$ N Parc Jutros

MARC JUTRAS, CPA, CA, Treasurer



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