

*Believe in
a brighter future*



2010-11
Annual Report

Leucan is there across the province of Québec

More than 3,300 families

Nearly 2,000 volunteers

Close to 70 employees

Mission

To help cancer-stricken children and their families **believe in a brighter future.**

Values

- Personal and collective commitment
- Respect as part of the support relationship
- Excellence in delivery of services
- Sharing and managing resources with equity

"Choosing life
means choosing
to have a future.
It's not about
predicting it but
making it possible."

— Francis Dufour, 16,
leukemia patient



Believe in a brighter future

A message from the President of the Association

"Believe in a brighter future." This is the theme of the Leucan 2010-11 annual report, which puts the emphasis on the new mission the organization accepted last year.

Believe in a brighter future... by financing clinical research. Pediatric cancers differ greatly from those that affect adults. As such, pediatric cancers resist regular research protocols. Since its establishment in 1978, Leucan has emerged as the principle funding partner in clinical research, giving cancer-stricken children access to cutting-edge treatment and increased rates of recovery.

A cancer diagnosis is, in itself, a traumatic experience for the entire family. Cancer represents a daily struggle; a challenging marathon for all loved ones. Both children and parents share fond memories of Leucan's dedicated playroom educators who work to soothe children through play while gauging their emotional well-being. Their work helps children stricken by cancer believe that there is a brighter future ahead.

Many families have benefitted from the remedial massages administered by Leucan's qualified massage therapists. The Association remains a leader in Québec in providing massage therapy services to cancer-stricken children.

Leucan provides support through every step of a child's battle with cancer, even in cases where the illness takes the upper hand. Gradually, through its bereavement follow-up services, Leucan helps restore hope in the future for bereaved families.

Beyond all of these services, I am most proud of the hope I see in the eyes of Leucan's volunteers, partners and donors when they give something of themselves to help others. Our members are the heart of the Association, and each of us remains committed to our vision. Contributing to Leucan is how we can build that brighter future we promise. I sincerely thank you all.

Finally, I would like to seize this opportunity to extend my warmest thanks to Michel Nadeau for his three-year tenure as Executive Director. I wish him every possible success in his future endeavours.



DENIS CAOQUETTE
President of the Association



Submission

To draw attention to **International Childhood Cancer Awareness Day** (February 15), Leucan arranged public appearances with David Marenger (whose life inspired the film *The Blue Butterfly*) and his mother. As part of this special day, **a motion was introduced into the House of Commons** by Bloc Québécois MP Meili Faille of Vaudreuil-Soulanges supporting a 52-week parental leave for parents with a cancer-stricken child to be covered under employment insurance.

Giving hope is our priority!

Through 2010-11, Leucan has increased its efforts—at the hospital, at home, at school and in social and public life—to make cancer-stricken children and their families believe in a brighter future. Over the past year, with the help of thousands of volunteers, partners and associates, Leucan has listened to the needs of its members through, among other resources, a family satisfaction survey. The results of this survey reported a high degree of satisfaction in regard to our services, as well as some key areas of improvement. The survey also gave families a platform from which to express their most important needs following a cancer diagnosis. Needs could be divided under two big themes: Psychological support and respite services (i.e. housekeeping, day-care services, meal services, etc.). Respite needs are especially important when a cancer-stricken child is undergoing treatments and the family must spend a great deal of time at the hospital.

2010-11 Family Services

Welcome, emotional assistance and support services

- A cancer diagnosis can shake a family to its very core. Leucan teams are available in all pediatric oncology centres throughout the province, providing welcome and support to families touched by pediatric cancer. This past year, we welcomed **229 new families**.

Financial assistance

- Supporting a cancer-stricken child often forces one or even both parents to take a temporary leave of absence from work. In efforts to lighten the financial burdens, Leucan offers different grants and funds to families.
- In 2010-11, **\$723,092** was raised through grants and funds to families, which illustrates how great the financial need remains.

Massage therapy

- This service is offered to children, their parents and siblings at the hospital, back home, and as part of our activities in the community. A 200-hour companion program—unique in North America—was developed by Leucan to train therapists in massage therapy for cancer-stricken children. To ensure the quality and safety of every massage, all permanent and contract massage therapists employed by Leucan receive this training.
- In 2010-11, **over 8,500 massages** were administered.



Hosting and support services in playrooms

(At the Sainte-Justine UHC, the Centre mère-enfant du CHUQ, the CHUS, and as part of different workshops hosted in the playrooms of the Montreal Children's Hospital of the MUHC and the CHEO)

- Leucan creates warm and reassuring environments (playrooms for children and sitting rooms for teenagers) for young pediatric oncology patients at centres regularly used for treatments and follow-up care. A wide range of electronic gear is made available for the entertainment of children.
- This past year, the playrooms welcomed **over 19,500 visitors** (sick children and their siblings, parents, and grandparents).

Socio-recreational activities

(Regional, inter-regional and provincial)

- These activities foster sharing and cooperation between families while serving as a respite service. Activities range from summer camps, teenager camps, Christmas parties and other outings. A medical team is available at every event to follow-up on children's treatments and to provide first-aid care if necessary.
- **76 activities** were held across the province of Québec this year, with a total of **4,419 participations**.
- Nearly **400 people** took part in the 2010 Leucan-CSN Summer Camp.

School life services

- Leucan's school life services team supports families by continuing their child's education during the illness and raising awareness of pediatric cancer in schools. This year, **3,200 students from 150 schools** were reached through our awareness programs.
- New awareness and information tools were created this year to support these services.

End-of-life and bereavement follow-up services

- These services include emotional support, respite care for bereaved couples and families, and commemorations.
- This past year, **303 participants** broke out of their isolation and took part in **10 activities** to honour the memory of their child.

Leucan Information Centre (LIC)

Accurate and quality information matters greatly to families facing a pediatric cancer diagnosis. To help, Leucan created and financially supports the Leucan Information Centre. Located at the Centre de cancérologie Charles-Bruneau of the Sainte-Justine UHC, the centre is a resource for the general public and members of the medical and psychosocial teams of the pediatric oncology centres of the Sainte-Justine UHC, the Montreal Children's Hospital of the MUHC, the Centre mère-enfant du CHUQ, and the CHUS.

2010-11 was a banner year for the Centre. The LIC established its reputation as a key resource on all aspects of pediatric cancer in the province of Québec, in Canada and in the French-speaking community worldwide. There has been a significant increase in the number of documents downloaded from the LIC's website, as well as research and documents loaned from the Centre. Moreover, the LIC and Toronto's Hospital for Sick Children have reached an agreement mid-year regarding the promotion of French content on pediatric oncology on the Sick Kids' website: AboutKidsHealth.ca.

We could not bring hope to families without the help of our volunteers!

- Close to 2,000 volunteers
- Nearly 25,000 hours of volunteering

Throughout the year, Leucan brings concrete hope in the future to cancer-stricken children across the province thanks to thousands of devoted volunteers. Our volunteers support children and their families at every level of the Association. Many events, such as the Christmas party, the Leucan Shaved Head Challenge, the Leucan 12-hour Ski Challenge and more depend on our volunteers. Many event volunteers come to work at our camp during summer holidays, too. Among the volunteers awarded special recognition for their efforts in 2010-11 is Madeleine "Mado" Brossard, who has shown incredible generosity to children and families for 23 years. Again this year, Leucan would like to take this opportunity to thank all of its volunteers for their generosity and hard work during National Volunteer Week.

Psychosocial research

In order to document the needs of our community, Leucan is a financial partner of a psychosocial research on the daily life and needs of children undergoing treatment for brain tumours, conducted by Dr. Sylvie Jutras, Ph. D., professor and researcher at the Department of Psychology of the Université du Québec à Montréal and at the Centre de recherche interdisciplinaire en réadaptation du Grand Montréal.



A few precious partners:

CSN has been a financial partner of Leucan's summer camp since 1997.

The **Fairmont Château Montebello** has welcomed Leucan's bereaved families for 15 years, including 36 families this year.

The **Simple Plan Foundation** and its third donation of \$10,000 has helped maintain the Simple Plan Fund and enabled Leucan to provide special services to those not covered by the Association.

Bombardier Aerospace and **CAE** have provided Leucan with a venue for its Christmas party for over five years.

Mega Bloks® made a generous donation of over 450 gifts for our Christmas party.

The **Fondation Édouard et ses étoiles** has supported Leucan and its families for the last few years by offering financial assistance for youth suffering from cancer sequelae and for families with children undergoing treatments in the Laurentides region.



Bringing hope... across the province



With eight regional offices and our headquarters in Montréal, Leucan is there to meet the needs of families of cancer-stricken children across Québec. This year is no exception; employees from Family Services have shown great passion and professionalism in supporting families and giving them hope for the future. The following is an overview of regional highlights from 2010-11:

Abitibi-Témiscamingue

(including the James Bay region)

Membership: **96**
families

- Respite Camp at Favrian Lake with a “planets” theme, which included an astronomy facilitator, pontoon rides, a scientific workshop, a story hour, a concert, spa access, fireworks and a planet rally.
- Christmas party at Hôtel Albert with a brunch, arts & crafts, Build-a-Bear workshop and a short sketch.
- Winter recreational activities at Mont-Vidéo.

Eastern Townships

Membership: **110**
families

- Introduction to numerous circus disciplines as part of Magog’s Cirque des Étoiles, courtesy of Lloyd Langlois, Olympic medalist in freestyle skiing.
- Respite weekend for some 60 parents and children, with activities such as archery, climbing, a rally, canoeing, a bonfire and more.
- A trip to the sugar shack with a brunch, sleigh rides and winter sliding.

Laurentides-Lanaudière

Membership: **547**
families

- 45 families enjoyed a trip to the Érablière au rythme des temps, 20 took part in the respite camp at Château Beauvallon in June 2010, and 34 shared a fall brunch at Cabane à sucre Bouvrette.
- 33 families were invited to savour a traditional holiday meal as part of Noël du Vieux Shack 2010, a longstanding Leucan partner.

Mauricie-et-Centre-du-Québec

Membership: **271**
families

- 10th anniversary of this regional office.
- “Fais-toi belle, petite coccinelle” activity—a six-year partnership with Centre de beauté La Différence.
- New lunch-and-learn “À table avec Leucan” in Victoriaville and Trois-Rivières.
- Fourth edition of the McDonald’s respite camp at Auberge-Lac-à-l’Eau-Claire.
- Third “Day of the Cured” at Trois-Rivières; courtesy of McDonald’s restaurants in Mauricie.

Montréal

Membership: **702**
families

- New this year: A respite weekend at the hotel for new Leucan families.
- Lunch-and-learn for grandparents, explaining the new reality of their sick grandchildren.
- Annual trip to the Granby Zoo, a favourite among families.

Montréal-Laval

(including Nunavik)

Membership: **654**
families

- A successful family picnic at Parc Jean-Drapeau in July.
- Lunch-and-learn in November for bereaved mothers where they can share their experience and find new ways to cope with loss.
- Outing at the Fête des Neiges in February 2011 at Parc Jean-Drapeau.
- Trip to the La Branche sugar shack in Châteauguay in March.

Outaouais

Membership: **117**
families

- Art therapy workshop in May 2010.
- Family day at Parc aquatique du Mont-Cascades in July.
- Annual parents’ dinner at the Royal Golf Club in October.
- Record attendance at the 2010 Christmas brunch, held at Buffet des continents.
- The first family respite weekend and the first “Belle et bien dans sa peau” workshop, both held in early 2011.
- A trip to the Palais Gommé sugar shack in March.

Québec City region

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

Membership: **720**
families

- The first family respite weekend was held in this region in October. Some 30 new Leucan families enjoy the facilities of Station touristique Duchesnay where, thanks to a generous partner, three families took off for a helicopter ride.
- 10th edition of the Expédition Leucan in Charlevoix in July 2010 (provincial event) with helicopter rides, zip-line, kayaking, and a barouche tour for nine Leucan teenagers. The event was conducted by a volunteer team made up of members of the Sûreté du Québec’s Emergency Response Team and the Canadian Forces, as well as loyal volunteers and members of the Leucan team.

Saguenay-Lac-Saint-Jean

Membership: **170**
families

- Introduction of a brand new team at the regional office.
- New at the 2010 respite camp at Village Vacances Petit-Saguenay: teenager-themed activities, such as kayaking.
- Christmas brunch with over 160 Leucan members.



Leucan and the pediatric oncology centres: a close partnership



Since the hospital is an inevitable stop for families of cancer-stricken children, Leucan is available in all pediatric oncology centres in Québec to provide services—welcome, emotional assistance and support services, information, massage therapy, meals, activities, playrooms, etc.—that meet the needs of families. Leucan maintains a close partnership with the hospital staff and management year after year.

Even though it plays a key role in the quality of care provided to cancer-stricken children, clinical research is not governmentally funded. As a result, Leucan is the main funder of clinical researches conducted in Québec’s four pediatric oncology centres. This financial support is essential to improve the quality of care for patients and to increase recovery rates. This past year, Leucan invested **more than \$870,000 in clinical research.**

Sainte-Justine UHC

Besides the regular activities offered by Leucan’s employees and volunteers, five presentations about Leucan’s services were given to 25 new nurses joining the hospital’s Hemato-Oncology Department this year. As part of an agreement between Leucan and the Sainte-Justine UHC, a recognition program was introduced, and five commemorative plaques were hung on the hospital’s walls as testimonies to the Association’s contribution in the lives of children in the care of the hospital. A “massage day” was also held on Valentine’s Day for oncology unit employees.

Montreal Children’s Hospital of the MUHC

Besides massage therapy services, an astounding 45 activities were offered to children and their families in 2010-11: breakfasts, brunches, arts & crafts programs, a Christmas party (a three-year tradition), and a “sugar shack” event (now in its second year). Over 980 participants this year—a record number!

CHUS (Sherbrooke)

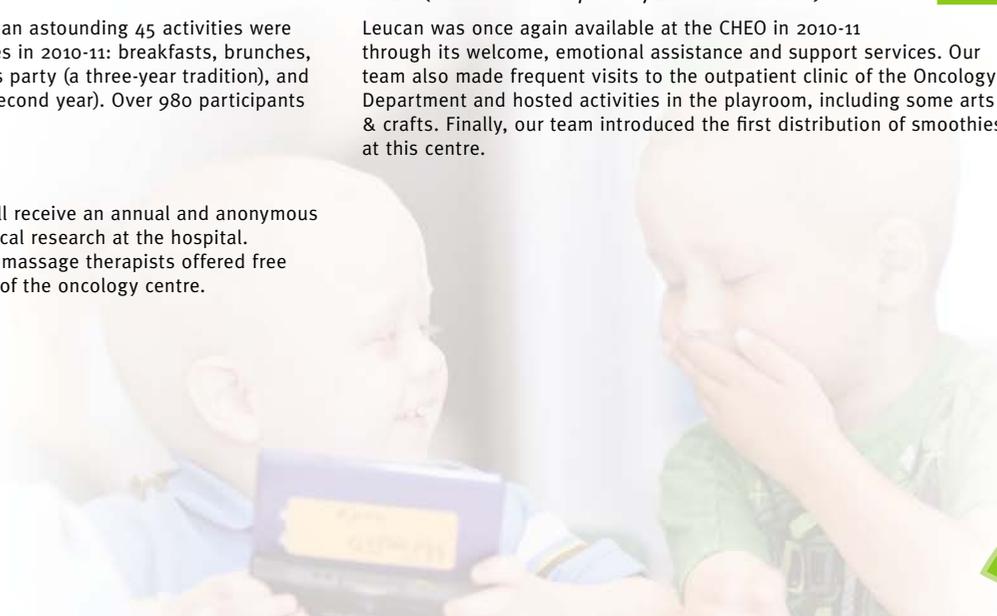
Over the next five years, Leucan will receive an annual and anonymous donation of \$10,000 to finance clinical research at the hospital. This past Valentine’s Day, Leucan’s massage therapists offered free massages to the children and staff of the oncology centre.

Centre mère-enfant du CHUQ (Québec City)

Leucan gives presentations explaining our services to the multidisciplinary team that provides care to children. The Leucan massage therapy team at Centre mère-enfant du CHUQ regularly adapts its services to meet the needs of families. Two massage therapists are available at the Pediatric Oncology Department and the outpatient clinic, providing massages to children, their parents and their siblings as needed. A “massage day” was also held for the hospital staff.

CHEO (Children’s Hospital of Eastern Ontario)

Leucan was once again available at the CHEO in 2010-11 through its welcome, emotional assistance and support services. Our team also made frequent visits to the outpatient clinic of the Oncology Department and hosted activities in the playroom, including some arts & crafts. Finally, our team introduced the first distribution of smoothies at this centre.



Rallying campaigns to create a better future



The 2010 Leucan Shaved Head Challenge: Hats off to all our heroes!

June 13, 2010 marked the 10th anniversary of the Leucan Shaved Head Challenge presented by Jean Coutu. People from all walks of life rallied together under this year's theme: "Hats off to our heroes!". Over 9,000 participants helped raise nearly \$4.5 million for cancer-stricken children through Leucan's signature fundraising event! Since its inauguration in 2001, over 40,000 people have taken the Challenge to show their solidarity with cancer-stricken children. Leucan wishes to extend warm thanks to: Our provincial spokesperson, Annie Villeneuve; the Challenge founder, Serge Tremblay; our spokespersons; the participants, donors, onsite hosts, and volunteers; the event's presentation sponsor, Jean Coutu; our provincial sponsors (Fédération des producteurs d'œufs de consommation du Québec, Schick, Ombrelle, Productions Extrême, Microban de Noveko); and all regional sponsors.

The Challenge's outreach: Rallying everyone in the province in solidarity with cancer-stricken children!

Region	Detailed results	Group challenges with over \$10,000 raised
Head Office (Montréal-Laval)	1,468 shaved heads \$810,755	Académie Saint-Clément; Association étudiante de l'École des sciences de la gestion - UQAM; Bombardier Aerospace; CDI Radio-Canada; Centre médical du Collège; Sainte-Justine UHC; Collège André-Grasset; École secondaire Louis-Riel; Institut de réadaptation Gingras-Lindsay-de-Montréal; Kim's Trekkies; Les amis de Félix et Élisabeth; OSM
Abitibi-Témiscamingue	848 shaved heads \$262,331	Agnico-Eagle divisions Lapa; LaRonde; and Goldex
Eastern Townships	456 shaved heads \$196,322	Université de Sherbrooke
Laurentides-Lanaudière	1,337 shaved heads \$571,372	Christian Morrissette (in association with bowling league "Les Joyeux"); Coiffure Jo-Ann Fournier
Mauricie-et-Centre-du-Québec	1,117 shaved heads \$519,977	Centrale Gentilly II; "En l'honneur d'Alexandre" Group; Juneau Guillemette Assuraction and Cactus Resto-bar; Royal LePage Trois-Rivières
Montérégie	1,647 shaved heads \$801,863	ArcelorMittal Contrecoeur-Ouest; Cégep de Saint-Hyacinthe; Collège Durocher St-Lambert/pavillon Saint-Lambert; École des Prés-Verts; École Saint-Jean; École Saint-Bernardin; École secondaire du Chêne-Bleu; École secondaire Polybel; Équipe Pat Calabretta; Norampac; Séminaire Sainte-Trinité
Outaouais	330 shaved heads \$196,102	
Québec City region	1,611 shaved heads \$972,987	Biscuits Leclerc; Camp des cadets de Valcartier; Collège Saint-Charles-Garnier; La Barberie; Polyvalente de L'Ancienne-Lorette; Revenu Québec Marly; Service d'urgence de l'Islet; Vallée Open
Saguenay-Lac-Saint-Jean	201 shaved heads \$151,150	CSSS Maria-Chapdelaine; Odyssée NRJ 94,5

The 2011 Leucan Shaved Head Challenge

On June 12, 2011, nearly **9,000 participants** have shown their commitment by giving up their hair as a sign of solidarity with cancer-stricken children and raising over **\$4.5 million**. Thank you all!

2,220 Quebecers unite on skis!

Sincere thanks to over 2,220 enthusiastic skiers and snowboarders, the Leucan 12-hour Ski Challenge raised over \$600,000 on March 12 and 19, 2011. From noon until midnight, participants skied down the following mountains: Ski Bromont (Montérégie-Eastern Townships), Station touristique Stoneham (Québec City region), Mont Cascades (Outaouais), Mont Lac-Vert (Saguenay-Lac-Saint-Jean), Mont-Vidéo (Abitibi-Témiscamingue), and Vallée du Parc (Mauricie-et-Centre-du-Québec). Leucan thanks all participants, as well as all donors and volunteers. A special thank you to the six partner mountains, our provincial sponsors (Groupe Marcelle, Rossignol, Voyages Gendron) and all regional sponsors.



The Halloween "My friend needs my help..."

Money Box Fundraising and Awareness Campaign

United under the "support" theme, nearly 650 elementary schools in the province of Québec asked their students to make a gesture every day to support a friend. Thanks to the 146,000 students who proudly carried the Leucan's money box on Halloween night, raising over \$465,000 for cancer-stricken children. We are also grateful to the school staff for their commitment to the community.

The Ball of Leucan flirts with Arlequino

On November 3rd, 410 guests have entered Arlequino's universe as part of The Ball of Leucan. Together, they have raised \$250,000 for cancer-stricken children. Under the patronage of Gerry Frappier, President and Chief Executive Officer of RDS, this unique benefit gala filled with amazing performances made quite an impression on all attendees. Of course, a few of Leucan's youths were also on hand to welcome and entertain our guests. We would like to give a special mention to our collaborators who had the courage to step out of their comfort zones to step into a great dance-and-percussion number, including Olympic medalists Jean-Luc Brassard, Isabelle Charest, Nathalie Lambert, Bruny Surin and Tania Vicent, as well as two hosts from RDS, Yanick Bouchard and Frédéric Plante, and Eduardo Sebrango who played for the Montreal Impact over six seasons.



Leucan would like to give warm thanks to everyone who attended, particularly the team from Club Sportif MAA and to Mr. Frappier. Our gratitude also goes to Mr. Richard Legendre, to all our ambassadors – Mr. Luc Bisailon; Me Sylvie Bourdeau; Mr. Mario Cecchini; Me Yannick Crack; Mr. Angelo D'Amico; Mr. Michel Hébert, and Mrs. Paule Labelle; to choreographer Uriel Arreguin, the dancers, the acrobats, the Gymnix team, and to all donors, sponsors and partners.

Leucan conquers Ecuador

On October 9, 2010, participants in the second edition of the Leucan HUMA Challenge (including two 29- to 31-year-old cancer survivors) proudly returned from a two-week quest in Ecuador where they explored the Andes and Amazonia through trekking, cycling, rafting, horseback riding and canoeing. Thanks to their collective efforts, close to \$70,000 was raised!



Spreading hope, one donation at a time

One of Leucan's greatest strengths comes from the individuals who contribute to our direct mail campaigns, make *in memoriam* donations, purchase greeting cards or sign up for payroll-deduction programs. Cumulatively, these donations amount to nearly \$1.7 million! Companies also ride this incredible wave of generosity, making substantial donations to our main provincial campaigns, benefit events and company affiliations. Leucan wishes to extend a special thank you to Ultramar Ltd. Without the contribution of all of these individuals who make a real difference in the lives of cancer-stricken children and their families, Leucan would not have been able to make people believe in a brighter future through the years.

Thanks to our creators of hope!

They come from all walks of life and represent all generations, but Leucan's fundraiser organizers are a source of inspiration to us all. Thanks to their creativity and generosity, they have raised over \$390,000 for Leucan. This year, we would like to draw attention to the exemplary contributions made by friends and colleagues of Anna di Febo, Mrs. Louise Labelle, Collège Mont-Saint-Louis, the Marketing students of Université du Québec à Montréal, Hypotheca, Larochelle Groupe Conseil, Omnium Guillaume Latendresse, and many others who confirm that thousands of people are eager to commit to our cause and believe Leucan's mission is essential.

Dedicated collaborators Leucan can count on

Jean Coutu Group

The Jean Coutu Group has been supporting Leucan's cause for years. Not only has Jean Coutu been the Leucan Shaved Head Challenge presenting sponsor since 2010, but this year alone, the company made a \$30,000 donation to Leucan from sales of their home brand diapers, Personnelle.

La Maison Simons

For the third year in a row, La Maison Simons has contributed to comforting children undergoing treatments or relapsing by donating 325 superb blankets to Leucan.

Lombardi Honda

Lombardi Honda made a \$5,000 donation to Leucan this year because cancer-stricken children is a cause dear to their team's heart.

Sœurs St-Paul de Chartres

For a decade now, the Sœurs St-Paul de Chartres have made an annual contribution of \$5,000.

Continuing donations such as these are invaluable to Leucan. The Association is infinitely grateful to all our loyal associates and donors, regardless of the amount because each donation allows us to take all necessary actions to properly support Leucan families facing cancer.

The CSN is teeming with activities!

Once again this year, members of CSN have contributed greatly to Leucan-CSN Summer Camp under the theme "Insects." Thanks to all members and volunteers, who helped raise \$2.3 million since 1997 to support the annual summer camp. We would like to extend a special thanks to Roger Valois who, after 15 years serving as a spokesperson for this partnership, has now gone on to a well-deserved retirement.

SAQ, a loyal partner since 1984

Leucan warmly thanks the SAQ for its contribution and great generosity: Over \$1.5 million raised to this day.

A Spyder for Leucan

\$76,460 were raised through the sale of 3,823 tickets at different dealerships across Québec to win a Can-Am Spyder, courtesy of BRP, and a trailer donated by Pierquip. The winner was Mrs. Lizette Vachon from Québec City. Thanks to Mr. Jacques Auger (Transport Jacques Auger) and Mr. Michel Gilbert (*Transport Magazine*) and their respective teams for their valued participation.



A family's strength: further regional successes

- Every year, Leucan **Abitibi-Témiscamingue** takes full advantage of the Val-d'Or sidewalk sale held in July to erect a big top circus tent smack in the middle of 3rd Avenue to raise awareness about the Association and to sell promotional material.
- Since the fall of 2009, Sherbrooke's firefighters have been putting together an annual Wine & Cheese event with proceeds benefitting the Leucan Estrie toy campaign. This year's total reached \$5,000. Another big event held in the **Eastern Townships** was the 15th edition of the Valeurs Mobilières Desjardins Golf Tournament with honorary president hockey legend Guy Lafleur. This year, 156 golfers helped raised over \$36,000.
- Three partners worth mentioning in **Laurentides-Lanaudière**: Les Glissades des Pays d'en haut celebrating their 10th annual Leucan day, which generates \$5,000 each year; the 7th Claude Séguin Golf Open with a portion of the proceeds donated to Leucan; and Friends of Elsie Nadeau, sponsored by Mr. Joseph de Palma.
- **Mauricie-et-Centre-du-Québec** can count on the support of loyal associates such as the Hotel Management graduates of Collège Laflèche who have been organizing a benefit dinner for seven years and donated close to \$58,000 to Leucan, and the Loïc Cycling Challenge where 450 cyclists from Drummondville have biked to raise over \$45,000.



- In **Montérégie**, the Tim Hortons' Smile Cookie campaign has helped to raise \$8,540, and, as part of Granby's Fête des Mascottes, the Stroller Challenge generated a solidarity movement towards families of cancer-stricken children on top of raising funds for the cause.
- Leucan **Outaouais** took part for the first time in FestivArts de Montpellier (Petite-Nation), Festival La Grande Descente de la Gatineau (as a recipient of the benefit dinner), and the Santa Claus Parade in August, September and November 2010 respectively.
- In the **Québec City region**, the Pro-Am Simon Gagné was held on August 12, 2010 at Complexe Sportif de L'Ancienne-Lorette, and will be back for a second edition in 2011. Over 80 volunteers welcomed 2,500 spectators there to enjoy the performance of 19 professional players and 21 amateurs. \$90,000 were raised and split between two charitable organizations.
- Leucan **Saguenay-Lac-Saint-Jean** bows down to the courage of the participants to the Leucan 12-hour Ski Challenge at Mont Lac-Vert who have taken up their challenge under pouring rain, from noon until midnight, as well as to regional sponsor Odyssée NRJ who made a donation which nearly doubled the amount raised during its previous group challenge, as part of the Leucan Shaved Head Challenge.

Spotlight on partner activities

Thanks to the invaluable support of our precious partners, Leucan continues to grow, consolidate and expand its services. In 2010-11, the activities put together by these loyal and inspiring organizers have gathered over \$572,000:

- Carlisopen (Carl Thibeault and Isobel Tardif Golf Tournament)
- Classique de golf Dany Sabourin
- Derby de démolition de Saint-Chrysostome
- Ensemble vocal Voix d'espoir
- Fromagerie de Granby, supported by Agropur
- Golf Jasmin Pommainville
- Grand McDon in Mauricie
- Omnium Guillaume Dufour
- Omnium Michel Blouin
- Quillemont-bénéfice Pierre Gagné
- Show d'humour Pierre Jackson
- Souper-spaghetti (Buffet Bernard)
- Souris Mini (gift box sale)
- Stéréo Plus Bouvier
- Super Club Vidéotron (Québec City region)
- Tournoi de golf et soirée-bénéfice de l'Association des constructeurs de routes et grands travaux du Québec (ACRGQ)
- Tournoi de golf Invitation Normand Laurence
- Tournoi de golf Pluri-Capital
- Tournoi de golf Simon Gagné
- Tournoi du maire Yves Lévesque
- Transport Jacques Auger (tank truck rides)

A word from our treasurer

For the fiscal year ending March 31, 2011, Leucan achieved an excess of income over expenditure of \$157,350; an increase from \$25,620 on March 31, 2010. There has been a considerable increase in revenue from annual campaigns and corporate events. Leucan has thus reached a total of \$10,914,231 in revenue, which translates to a 10 percent increase over last year's results. The gross excess of revenue over expenses related to fundraising activities is also marked by an over 10 percent increase. Beyond the sheer success of fundraising activities, the Board of Trustees formed a fundraising committee to ensure Leucan's continued success in this area, and especially to find new sources of income to fulfill the families' needs.

We have seen an increase in expenses of close to \$450,000 for services to children and their families, while contributions to clinical research have remained more or less stable, representing 61.4 percent and 13.9 percent respectively of the gross excess of revenue over expenses. Other expenses have remained stable from the previous fiscal year.

Leucan's statement as of March 31, 2011 illustrates a healthy financial situation. The net assets totalled \$4,942,589, including \$2,387,679 in internally-restricted net assets. During the fiscal year ending on March 31, 2011, the Board of Trustees approved the following policies regarding net assets management. First, a resolution was passed to limit to \$1,500,000 the amount allotted to sustainability funds. Second, the amount allotted to the Fonds d'appui aux centres d'oncologie pédiatrique du Québec at the end of the fiscal year represents the total of grants to be awarded to oncology centres over the next fiscal year. These policies will give the Board the flexibility to reserve a major portion of future increases in gross surplus to the services to children and their families.

In conclusion, I would like to sincerely thank all volunteers, donors, employees and partners, without whom these results could not have been achieved.



MICHEL HÉBERT, FCA
Treasurer



Financial Statements

STATEMENT OF REVENUE AND EXPENSES year ended March 31, 2011

	2010-11 \$	2009-10 \$
REVENUE		
Financing activities	9,191,208	7,845,245
Donated goods and services	1,116,039	1,136,457
Donations and bequests	359,982	635,022
Investment revenue	106,312	85,862
Other revenue	140,690	152,941
	10,914,231	9,855,527
EXPENSES		
Financing activities	2,040,127	1,681,084
Salaries and employee benefits related to financing activities	1,477,383	1,365,103
Donated goods and services	1,116,039	1,136,457
	4,633,549	4,182,644
GROSS EXCESS OF REVENUE OVER EXPENSES	6,280,682	5,672,883
OTHER EXPENSES		
Services to the child and his/her family	3,854,485	3,405,902
Grants to clinical research	874,225	880,515
Rent and other office expenses related to promotion and development	318,900	275,893
Administration fees	767,963	737,085
Communications	211,759	252,928
Amortization of capital assets	96,000	94,940
	6,123,332	5,647,263
EXCESS OF REVENUE OVER EXPENSES	157,350	25,620

Approved by the Board



DENIS CAOQUETTE
President of the Association



MICHEL HÉBERT, FCA
Treasurer

STATEMENT as at March 31, 2011

	2010-11 \$	2009-10 \$
ASSETS		
Current assets		
Cash	1,623,901	886,487
Investments	967,521	2,016,813
Accounts receivable	85,210	74,458
Prepaid expenses and supplies	265,274	262,000
	2,941,906	3,239,758
Long-term		
Investments	2,725,868	2,535,825
Capital assets	333,094	372,302
	6,000,868	6,147,885
LIABILITIES		
Current liabilities		
Accounts payable and accrued liabilities	652,736	843,570
Deferred revenue	241,722	316,686
Current portion of obligation under capital leases	2,835	2,497
Incentives advantages	36,133	36,133
	933,426	1,198,886
Long-term		
Obligation under capital leases	1,398	4,172
Incentives advantages	123,455	159,588
	1,058,279	1,362,646
NET ASSETS		
Invested in capital assets	333,094	372,302
Internally restricted	2,387,679	2,082,545
Unrestricted funds	2,221,816	2,330,392
	4,942,589	4,785,239
	6,000,868	6,147,885

Leucan makes the news... throughout the province

Leucan's outreach is strong throughout the province, and this exposure has contributed to establishing the Association as a key leader in furthering hope for the future. Over 900 articles concerning Leucan and its activities were published in print last year, on top of internet articles and stories broadcast on radio and television.

Friend for a Day: over 30 pairings and counting

Established in 2005, Friend for a Day is a peer-matching program wherein a Leucan child or teenager is paired with a Québec celebrity or professional for a few hours to share an activity based on the interests and availabilities of both parties. This program can count on the cooperation of many generous public figures and companies who give their time to support children and youth struggling with cancer. Several pairings were made in 2010-11, and Leucan would like to extend warm thanks to the following "friends" for the magical experiences they provided to our children: The Montreal Alouettes' cheerleaders; Louis-José Houde; Ladislav Kadyszewski (professional photographer); Patrick Groulx; and Guillaume Lemay-Thivierge.

The Habs shoot and score for Leucan

As part of the National Hockey League's (NHL) Cancer Awareness Month, the Montreal Canadiens once again devoted a game to the children of Leucan on October 30, 2010. 68 young Leucan members and their parents and/or siblings enjoyed a game night from private boxes thanks to the generosity of corporate and private box owners. Moreover, the NHL kicked off the evening with a donation of \$10,000 to Leucan. A thousand thanks for this incredible opportunity you gave to Leucan's members!



Photo: Montreal Canadiens

Our employees' commitment – an added value

Leucan's continued success and sustainability would not be possible without the commitment of our employees. Their contributions increase hope in the future for cancer-stricken children and their families across the province. This year, as always, all of our employees have worked very hard to provide quality services to our members.

Over the years, Leucan has centered the human capital management on each individual, and employees have returned the favour by optimizing their organizational contribution. Where one employee uses his or her creativity to revive an activity, another works at double-speed and without hesitation to deliver a project on time. At any event, you can count on our employees to be standing in the wings, ready to jump in when Leucan needs some volunteers.

In short, our employees' commitment is conveyed through a team of men and women joining their expertise, furthering their professional development and coming together to provide the best quality of services at every level of our Association.



2010-11 Board of Trustees

Denis Caouette

President of the Association
SERVICE DE POLICE DE LA VILLE DE MONTRÉAL
Commander

Danny Venditti

Board of Trustees President
Non-voting member
TRUDEL NADEAU, AVOCATS
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Member
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Project Manager

Lyne Thiffault

Member
HYDRO-QUÉBEC
Nuclear Supply Clerk



Regional offices

Leucan Abitibi-Témiscamingue

Regional Committee President Norman Laflamme
Regional Coordinator Marlène Tanguay

Leucan Estrie

Regional Committee President Louis Marchessault
Regional Coordinator Suzelle Lacroix

Leucan Laurentides-Lanaudière

Regional Committee President Jacques Lefresne
Regional Coordination Vacant

Leucan Mauricie-et-Centre-du-Québec

Regional Committee President Danielle Lysaught
Regional Coordinator Carol Beaudry

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Regional Committee President Mélanie Chouinard
Regional Coordinator Lise Plante

Leucan Outaouais

Regional Committee President Luc Vaive
Interim Regional Coordinator Sylvie Gravel

Leucan Région Québec

Regional Committee President Pierre Verret
Regional Manager Nathalie Matte

Leucan Saguenay-Lac-Saint-Jean

Regional Committee President Sylvie Valois
Regional Coordinator Jacques Tremblay

As an effort to respect the environment and to maximize the value of each donation, Leucan reduced the number of copies of its annual report and printed the report on ecological paper. This document is also available in French and English at www.leucan.qc.ca (under the "Publications" section). Please refer your family, colleagues, and friends to this website to read the report.

Executive Committee

Diane Auger

Human Resources Manager

Michel Danis

Finances and Administration Manager

Louise Geoffrion

Family Services, Research and
Partnership Manager

Nathalie Matte

Regional Manager

Joanne Myers

Financial Development





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