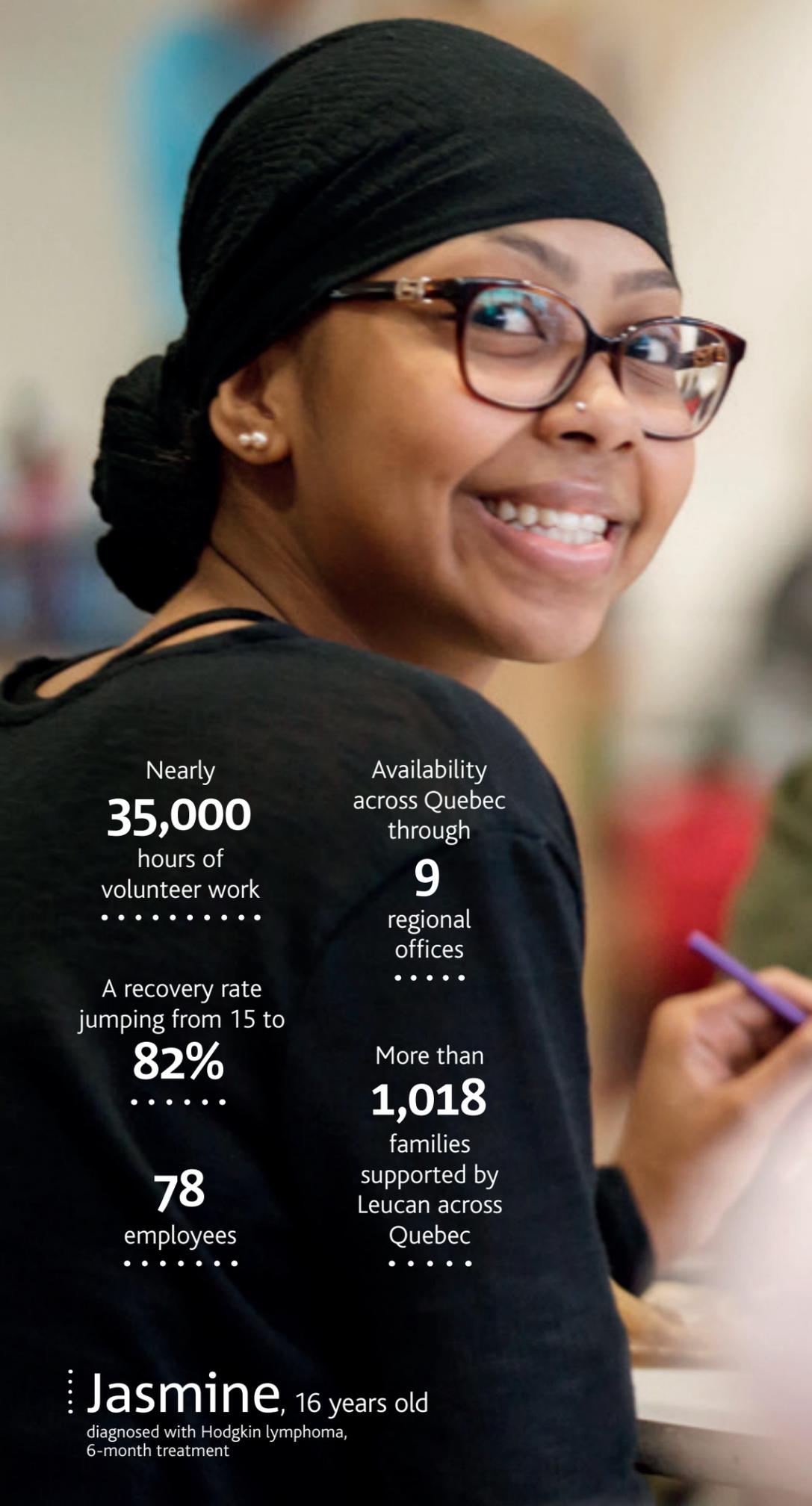


ANNUAL : 2016
REPORT : 2017

Leucan

A Loyal Ally of Families



Mission

Leucan promotes the recovery and the well-being of cancer stricken children and supports their families by providing distinctive and tailored services and assistance through every stage of cancer and its side-effects

Values of the Association

Service-mindedness, respect, mutual aid, fairness, and excellence

Nearly **35,000** hours of volunteer work

Availability across Quebec through **9** regional offices

A recovery rate jumping from 15 to **82%**

More than **1,018** families supported by Leucan across Quebec

78 employees

Jasmine, 16 years old
diagnosed with Hodgkin lymphoma,
6-month treatment

A Word from the President of the Association

As President of your Association and as a member parent, I am extremely proud to present this annual report, which reflects the perseverance and rigour demonstrated by the entire organization to improve Leucan's financial situation, while remaining true to its service and support commitments to cancer-stricken children and their families. These results are the product of a strategic plan implemented in 2015 of which we now see the positive impacts.

We owe this success in large part to our employees and their renewed commitment to supporting families coping with the aftermath of a pediatric cancer diagnosis. By ensuring loyal services focussed on families and on the development of Leucan, our employees have given us a second wind.

This turnaround would also not have been possible without thousands of diligent volunteers, who devote their precious time

to supporting families and providing them moments of respite. This solidarity is invaluable to us, and I thank them.

As for the loyal participants in our activities, and our donors and partners and their unwavering support, they allowed us to increase our revenue markedly, which has a major impact on our capacity to take necessary actions every day and to maintain our distinctive and tailored services to the families under our care.

Finally, I would be remiss if I failed to mention the contribution of the members of our Board of Trustees. You are stalwart allies of our Executive Management in the achievement of our strategic plan.

For nearly 40 years now, thanks to the loyalty of Leucan's extended family, we have been there for every family with a cancer-stricken child through this terrible ordeal.



Guy Lefrançois
Guy Lefrançois

A Word from the Executive Director

At the beginning of the year, Leucan found itself at a crossroad. The balance sheet of the last three years had weakened the Association, so much so that major changes were essential. This led us to a deep review of our structure, supported by several decisions, to make sure that the strategic plan implemented in 2015 would yield the expected results.

The efforts have been significant, but I must say that all members of the team have put their shoulders to the wheel so that Leucan could achieve the financial turnaround crucial to the longevity of the Association.

I am much obliged to all the employees of Leucan who, through their sacrifice, dedication, and commitment, have not only enabled the Association to progress and to emerge from the precarious situation we found ourselves in, but also to maintain the excellence of our services despite a few difficult decisions. They demonstrated

exemplary professionalism and a desire to keep families at the core of our decisions, which guarantees our long-term success in weaving this crucial canvas of solidarity around children and families. I want to thank the members of our Board of Trustees whose support was essential in implementing those changes.

The business community also responded to our call. An increasing number of companies are getting involved as partners and their contribution has a major impact. With those corporate citizens, we can count on a broader and invaluable community rallied around shared goals.

Finally, on the eve of our 40th anniversary (happening in 2018), we are preparing to mark this milestone in various ways, more specifically by highlighting just how anchored Leucan is within the Quebec society, as well as our will to continue to work to achieve our mission: promoting the recovery of

cancer-stricken children and the well-being of the whole family. In the meantime, the current year looks promising!



Pascale Bouchard
Pascale Bouchard

Fight cancer and improve treatments

THE HOPE FOR VICTORY

Clinical research aiming to improve treatments is a core component of the quality of care provided to cancer-stricken children. Results speak for themselves: in just 40 years, the survival rate has jumped from 15 to 82%. Despite this breakthrough, nearly one out of five children diagnosed with cancer will die.

In addition, once they go into remission, 70% of survivors will face physical or psychological sequelae with life-long effects—a greater risk of falling, learning difficulties, and a susceptibility to countless diseases.

Research projects funded by Leucan give access to new therapies tailored to every child. In Quebec, this type of research is funded primarily by Leucan. Indeed, since its foundation, the Association has invested nearly \$20 million to improve access to more efficient treatments, thus reducing side effects and sequelae.

LEUCAN'S OBJECTIVES

- ▶ Improve the odds of survival so that all children affected by cancer can hope to reach adulthood
- ▶ Contribute to providing world-class treatments to children in Quebec
- ▶ Lessen the side effects of treatments
- ▶ Enhance the quality of life of survivors by reducing the risk of sequelae

... *Leucan is also a great supporter of research. Dave tried immunotherapy. There was a second transplant. There's always new medication. Research into finding better treatments is very important! It's thanks to that kind of work that Dave is still with us today.*

Isabelle, mom of Dave, 18 years old, diagnosed with acute lymphoblastic leukemia

... *Mikaël was diagnosed when he was four months old. He underwent nine months of treatment, after which he relapsed. So, another six months of treatment followed. Three months in, the treatment was working; three months later, it wasn't working anymore. We pressed pause for a long while, scratching our heads, not knowing what to do. Finally, they found a new treatment protocol. He was monitored for almost two years. Then, in September 2014, it was all over!*

Kim, mom of Mikaël, 6 years old, diagnosed with Langerhans cell histiocytosis

70%
of children surviving childhood cancer will develop sequelae. In 30% of those cases, the sequelae will be severe
.....

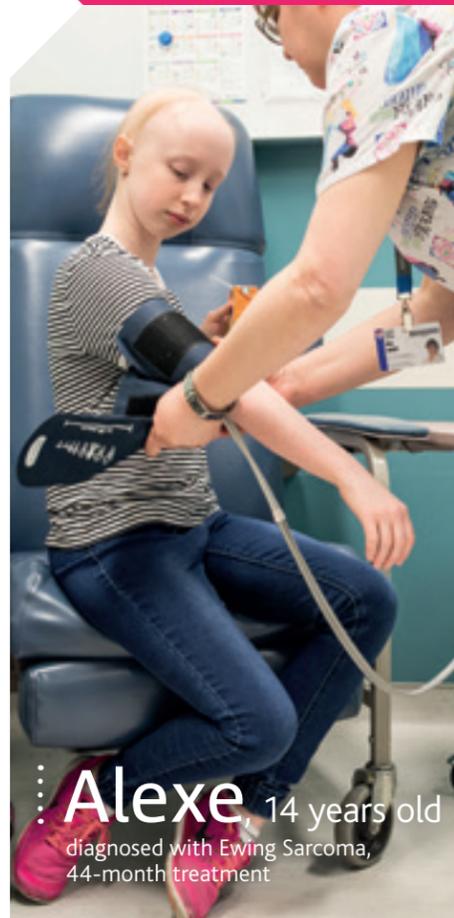
In 2016-17, Leucan contributed more than **\$745,000** to clinical research
.....

"We had no idea that there were so many children suffering from cancer, and we were especially not aware that so many of them die from it, even with a recovery rate surpassing 80%."

Marie-Michèle, mom of Anaïs, 3 years old, diagnosed with Langerhans cell histiocytosis

"I think research is the most important part. We must achieve real progress so that fewer children die from this, because, already, we know too many who did not survive this fight. We need to save more of them, to stop leaving some behind."

Karine, mom of Émile, 16 years old, diagnosed with acute lymphoblastic leukemia



... **Alexe**, 14 years old, diagnosed with Ewing Sarcoma, 44-month treatment



Provide financial assistance

UNITED TO COPE BETTER

No one plans for a cancer when they sit down to set a budget: not the travelling and housing costs several times a month when they live in a remote location; not the leave without pay one parent often has to take to stay with the sick child.

To offset those unforeseen expenditures, Leucan provides families with various grants so they can focus their energy on what matters the most: their child. In the last year, \$741,288 has been donated directly to families to alleviate the financial burden associated with childhood cancer. This invaluable assistance allows families some breathing room and reduces the financial stress that adds to the constant fatigue and anxiety.

LEUCAN'S OBJECTIVES

- ▶ Reduce the financial anxiety associated with pediatric cancer for parents
- ▶ Contribute to offsetting the loss in revenue when a parent must take an unpaid leave
- ▶ Improve the quality of life of survivors coping with sequelae
- ▶ Ensure accessibility to treatments

ASSISTANCE AVAILABLE

- ▶ Various grants: initial grant, monthly allowance, support grant for a bone marrow transplant, recurrence grant
- ▶ Emergency fund

Illness strikes no matter your annual income. My son was diagnosed ten years ago, and has had three relapses to date—the first one after four-and-a-half years of remission. When it happened, we received a recurrence grant from Leucan.

Leucan also covered the cost of a monthly parking pass when Dave was hospitalized. Every little bit helps because that's the only assistance we get. When a family's income is cut in half, it's very important to be able to count on a helping hand.

Isabelle, mom of Dave, 18 years old, diagnosed with acute lymphoblastic leukemia

In the last year,
\$741,288
has been donated directly to families to alleviate the financial burden associated with childhood cancer

“When a family’s income is cut in half, it’s very important to be able to count on a helping hand.”

*Isabelle,
mom of Dave, 18 years old,
diagnosed with acute
lymphoblastic leukemia*



◆ Dave, 18 years old
diagnosed with acute lymphoblastic leukemia,
receiving treatment since 2006

Comfort, inform, and guide

AN EVER-PRESENT FAMILY

A free fall in the doctor's office: that's the reality of hundreds of families every year when their child is diagnosed.

Our advisors are available daily to allay the parents' anxiety at a time when they lose all bearings and questions race through their minds.

Thanks to our generous donors, we are also here for our littlest heroes, like Anaïs, who, while they fail to understand the gravity of what is happening, can grasp just how worried mom and dad are.

An attentive ear over the phone, a plush blanket for a sick child: the emotional support provided to families takes many forms. And every one of them is crucial to help families through this difficult time.

LEUCAN'S OBJECTIVES

- ▶ Reduce the parents' emotional distress at the time of diagnosis
- ▶ Reassure families through individualized support and appropriate information
- ▶ Support diagnosed children, their parents, and their siblings through every stage of cancer and even after they go home

SERVICES AVAILABLE

- ▶ Physical and emotional support at the hospital and at home
- ▶ Information, reference, referral services
- ▶ Welcome and comfort kit

 *Annie from Leucan came into the room with a big, red bag that reminded me of a ray of sunshine. I felt all alone... which was dreadful. But Annie was there. She sat down on the bed and talked to me. She offered me support, help, and love. The Leucan kit is very generous... It's like a bag of comfort coming in just at the right time, when you feel completely alone in the world. When you ask yourself, "Will I get through this?" the answer is "You will." The team of Leucan is there for you.*

Marie-Michèle, mom of Anaïs, 3 years old, Langerhans cell histiocytosis

213
families had a child diagnosed with cancer in 2016-17
.....

"With its support, Leucan makes parents strong and keeps the family united so that the sick child can be as happy as possible under the circumstance. The team provided resources so we could understand the situation better and feel more confident."

Julie,
mom of Raphaëlle, 7 years old, diagnosed with acute lymphoblastic leukemia

"The family services agent swooped in the first week. I told myself, 'OK, someone's taken over. We won't be alone in this ordeal.' It was reassuring."

Karine,
mom of Émile, 16 years old, diagnosed with acute lymphoblastic leukemia



Anaïs, 3 years old
diagnosed with Langerhans cell histiocytosis, 34-month treatment

Alleviate physical and psychological pain

A SOOTHING COMPLICITY

As much as you may want to tackle the hardship on your own, it can be an impossible task. The feeling of helplessness can make you sick. That is the case for most of the Leucan parents.

Every family gets assigned a family services agent whose role is to provide individualized support at the hospital and at home, throughout the child's and family's journey. By lending an attentive ear, those agents allow parents to feel heard, comforted, and secured in the face of the unknown and the unexpected.

As part of those support services, a team of massage therapists provide soothing care to children. However, parents and other siblings are not left out: massages are also available to them to alleviate the effects of stress and helplessness. With their expertise and regular presence, massage therapists play a key role in attending to the physical and emotional needs expressed by children and their families.

The massage therapist is excellent—for my husband, for me, and even for my girls. There's a soft way about her. She introduces the massage like a game. She does a great job. Zoë is not someone who accepts people easily. You know, normally, it takes a long time to gain her trust. But with this massage therapist, it took only one session and she was able to give Zoë a massage.

Sarah-Ève, mom of Zoë, 3 years old, diagnosed with acute lymphoblastic leukemia

LEUCAN'S OBJECTIVES

- ▶ Alleviate the parents' feeling of helplessness in the face of their child's pain
- ▶ Help relieve the psychological distress experienced by the parents and siblings of the affected child
- ▶ Allow children access to pain relieving care
- ▶ Provide comfort care to bereaved families

SERVICES AVAILABLE

- ▶ Massage therapy services at the hospital and at home for cancer-stricken children, their parents, and their siblings
- ▶ Psychological support
- ▶ End-of-life and bereavement support services

We were devastated. Everything was falling apart. We felt like we were stuck in a pit while life around us continued to go on. It was a very intense kind of pain; it was such a shock.

Once Dave was hospitalized, a member of Leucan came to meet with us. She explained to us what was the purpose of Leucan's extended family. So, we embraced that family who provided us with financial assistance, suitable activities for children, and psychological support, too.

Isabelle, mom of Dave, 18 years old, diagnosed with acute lymphoblastic leukemia

In the last year, the expert massage therapists of Leucan gave more than **7,760** massages at the hospital and at home

"How many times have I cried in Caro's arms [in the playroom] This is it, it came back. I don't know what I'm going to do." Worries, anguish... [Leucan's advisers] play a counselling role."

Kim, mom of Mikaël, 6 years old, diagnosed with Langerhans cell histiocytosis

In 2016-17, more than **345** individuals found comfort and a sense of serenity by sharing their experience with families who also coped with the tremendous loss of a child

Dania, 3 years old diagnosed with medulloblastoma, 12-month treatment

Zoë, 3 years old diagnosed with acute lymphoblastic leukemia, 28-month treatment



Break families out of their isolation and contribute to their well-being

TEAMING UP AGAINST ADVERSITY

Families with a cancer-stricken child often feel isolated. Despite all their good intentions, their friends and relatives cannot fully comprehend the daily reality of having a child who is seriously ill.

For that reason, Leucan hosts several activities tailored to the specific needs of children where families can break out of their isolation and meet other families confronted with the same difficulties.

Furthermore, children spend a lot of time in the outpatient clinics of the pediatric oncology centres for their treatment. That is why Leucan refurbished premises where crafts, educational games, and face-painting co-exist with treatment, under the reassuring and compassionate supervision of our educators. Teenagers can relax and play video games in the lounge, small children can enjoy the amenities of the playroom, and parents can sit down in a quieter corner and talk with other parents.

In addition, the school awareness team supports families and schools to help affected children and their siblings in their schooling. This concrete assistance, to both families and schools, fosters empathy in classmates and school personnel and contributes to the personal growth, academic success, and perseverance of the affected child.

Leucan also organizes activities for siblings to make them feel included because they often feel left out. Tea has a twin, and four more brothers and sisters.

Jennifer, mom of Tea, 8 years old, diagnosed with osteosarcoma

LEUCAN'S OBJECTIVES

- ▶ Reduce the sense of isolation in families
- ▶ Contribute to the well-being of children during treatments
- ▶ Help childhood cancer survivors enjoy a positive and more independent life
- ▶ Support awareness-raising efforts to increase understanding and empathy in the circle of affected children about their reality and that of their families

SERVICES AVAILABLE

- ▶ Socio-recreational activities: the Leucan-CSN Summer Camp, the Heart-filled Hope support group, Christmas parties, family activities, etc.
- ▶ Hosting in hospital playrooms
- ▶ A school awareness program
- ▶ Support to childhood cancer survivors

In the last year, Leucan organized **more than 60**

activities, allowing families to break out of their isolation, build relationships, and share convivial moments filled with sensitivity

"Last year, we also attended the Leucan summer camp, a positive experience for all of us. We forged bonds with other families. In times like these, you get the feeling that you're not alone. By the end of the week, we—literally—felt like we were part of a huge, extended family!"

Giuseppina, mom of Thomas, 11 years old, diagnosed with neuroblastoma

Tea, 8 years old
diagnosed with osteosarcoma, 12-month treatment





In 2016-17,
Leucan supported
85
affected children
by visiting 97 schools
and meeting with more
than 3,780 children
to demystify cancer
and increase their
awareness of the reality
of their sick classmate
.....

This past year,
more than
41,000
visits were made to
the Leucan playrooms
by children and their
parents/attendants
.....

Embracing the Cause

At the heart of Leucan's extended family are individuals whose generosity and goodness know no bounds: our volunteers. Thanks to their efforts, the Association has been easing the daily life of its member families and children for nearly 40 years. Volunteer involvement, whether they work with children or their loved ones or behind the scenes to help us on the administrative side, is essential to the quality and continuity of the services provided by Leucan. We are fortunate to rely on their unwavering generosity and extend our sincerest thanks to them!

This year, Leucan wishes to highlight the commitment of one man who has been volunteering for the Association for 30 years. This man is made of the stuff of superheroes. His super powers? Make children and parents laugh and give them a break from the worries of cancer for a whole week.

In 1987, Marc Jean decided to become a volunteer. He was a shy teenager at the time, so he mostly came to Leucan to perform administrative tasks. But in light of his marked interest in making a difference in the lives of cancer-stricken children and their families, Leucan offered him a camp counsellor position at the Leucan-CSN Summer Camp. "I was assigned to all age groups at one time or another. I was part of the organizing team, a member of 'équipe volante', and I even sorted out the photo albums. In 30 years with Leucan, I have pretty much done it all."



"With time, Leucan became like a second family to me."

Marc Jean, volunteer

2,000
volunteers
.....

35,000
volunteer hours
.....

His experience as a camp counsellor truly changed his life. "With time, Leucan became like a second family to me. It's a place where I grew up as a person and discovered who I was and how to always strive for more. Children and parents bring me back to the essential: the heart. They make me appreciate who I am and remind me to enjoy every bit of life. Children are like stars: when you look at them with their twinkling and blazing eyes. They are so happy at the camp. Every time, it's like a shot of adrenaline fueling me for the rest of the year."

Dedicated Field Teams

ABITIBI-TÉMISCAMINGUE Including Jamésie

! Increase and diversify revenue, both by conducting new regional activities and by supporting philanthropic development across the region.

! Establish new partnerships for all fundraising activities to drive the expansion of the corporate component of our philanthropic development.

\$ Once again this year, we were fortunate to count on Mrs. Isabelle Leblanc's support as part of McHappy Day in her restaurants of La Sarre and Amos. This fundraising activity is crucial for Leucan, not only for the generous donations, but also in our awareness-raising efforts to inform the local population about our cause and services.

\$ The Leucan Ski Challenge, in partnership with Béton Barrette, has without a doubt become a not-to-be-missed event in our region. This year, this festive family day brought together nearly 200 skiers and snowboarders and raised \$65,000 for Leucan.

☀️ This past year, the young and the young-at-hearts enjoyed a delicious meal at our annual Christmas brunch for families of Leucan. On the agenda: crafts, games, a play, and even a special visit from Santa and his elves who, of course, brought along some gifts for the children!

♥️ Béton Barrette • McDonald's Amos and McDonald's La Sarre



OUTAOUAIS

! Increase and diversify revenue, both by conducting new regional activities and by supporting philanthropic development across the region.

! Expand our reach and presence within the local business community and establish new lasting corporate partnerships.

\$ This year, Leucan Outaouais hosted its first edition of Défi des chefs Leucan, presented by Décarie Harvey Avocats & Notaires. The event was a resounding success. This friendly culinary competition gathered 10 teams, each made up of one local chef, a media personality, and a child from Leucan. This first edition welcomed 550 guests and raised nearly \$65,000.

\$ The Élégance fashion show, hosted in partnership with Boutique Dominique Levesque and presented by Sicotte Guilbault: Legal Advisors, featured 65 volunteers transformed into walkway models in glamorous evening wear for a night, in front of some 300 spectators. The event raised \$33,000 for the cause.

☀️ For a second year, the families of Leucan climbed onboard the three-deck cruise *Empress Ottawa* to navigate the Ottawa River, departing from the National Capital. This short boat trip gave families the chance to forget about their worries for a time and to enjoy the beautiful landscapes, dance and raid the candy bar. The little ones even had a chance to steer this gigantic boat.

♥️ Sandra Silva Da Costa, Independent Consultant for Arbonne • Souper moules et frites hosted by the Aylmer Optimist Club • Tournoi de golf IGA Extra Famille Plante et Famille Grenier-Fortin



! Stake **\$** Fundraising activity **☀️** Socio-recreational activity **♥️** Committed partner – \$5,000 to \$25,000
* Activity held for 3 years or more

LAURENTIDES-LANAUDIÈRE

! Increase Leucan's visibility across the region to raise awareness about the Association and extend its outreach, so it stands apart from the competition.

! Develop our corporate outreach in an effort to increase and diversify revenue.

\$ For 25 consecutive hours, one hockey team challenges 25 teams to raise funds for Leucan Laurentides-Lanaudière, in addition to giving great exposure to the Association. The latest edition, presented at the Armada de Blainville-Boisbriand's skate ring, raised \$11,500.

\$ With "Sans iPod pour Leucan," students of the Armand-Corbeil high school of Terrebonne agree to go without technology and social media to help cancer-stricken children. The 2017 edition of this truly unique fundraiser collected \$11,678.

☀️ Thanks to Fondation Ordina-Cœur, 81 children from 38 families got spoiled by Santa Claus at a Christmas party organized specifically for them by Leucan Laurentides-Lanaudière on December 11, 2016. Clowns, face painting, gifts, and wonders abounded!

♥️ *25 heures de hockey •
*Défi 30 heures •
*Sans iPod pour Leucan



MAURICIE-ET-CENTRE-DU-QUÉBEC

! Increase and diversify revenue, both by fostering new partnerships and by enhancing current activities in creative ways.

! Ensure the representativeness and visibility of Leucan across the Mauricie region, with a specific focus on Centre-du-Québec.

\$ In partnership with Amphithéâtre Cogeco in Trois-Rivières and KAP, people attending the performances of Cirque du Soleil had the opportunity to use a cycle cab benefiting Leucan to get to the venue. The cabs gave more than 2,200 rides, raising \$6,375 for the cause.

\$ Frederick Lévesque rode more than 8,000 K by bicycle across Canada to raise money for Leucan Mauricie-et-Centre-du-Québec. Thanks to his determination, Frederick donated \$7,394 to the Association.

☀️ On February 26, several families gathered to enjoy some snow tubing at Mount Gleason. This was a day of fun for the whole family, which also gave parents the opportunity to meet and chat.

♥️ Chorale de Noël de St-Tite • Collège Lafèche • D'un océan à l'autre • KAPTR – cycle cabs • *McHappy Day



MONTÉRÉGIE

! Continue to build on our philanthropic development across the region by organizing new, original, and rallying benefit events, while consolidating current activities and establishing new alliances with private partners.

! Review the positioning and selection of socio-recreational activities to bring an optimal number of families together, encourage discussions and sharing, and break them out of their hospital-home routine in a safe and suitable context.

\$ The fourth edition of Run for Leucan in Sainte-Catherine experienced a record year with over \$70,000 raised for Leucan. Nearly 400 runners took the starting line at Récréo Parc de Sainte-Catherine on the shore on the St. Lawrence River.

\$ The new benefit event The Leucan Mighty Challenge enjoyed a resounding success and generated a lot of enthusiasm from the business and athletic communities in Montérégie. With Hugo Girard as a headliner, this shot-put competition featuring two categories, friendly and competitive, took place at Pascan Aviation at the Saint-Hubert Airport.

☀ To celebrate Valentine's Day, parent couples of children undergoing treatment were invited to Manoir Rouville Campbell for a special night that was greatly appreciated by all. This gave parents the opportunity to focus primarily on their relationship and enjoy an evening for lovers. On the menu: a delicious meal, a salsa class, and a caricature session.

♥ *Derby de démolition de St-Chrysostome • *Tim Hortons



ESTRIE

! Increase our outreach and presence within the business communities of Brome-Missisquoi and Haute-Yamaska, and develop lasting partnerships to ensure the continuity of services available to the families of Leucan.

! Ensure a good onboarding experience in the team, both for new employees and volunteers.

\$ Tim Hortons restaurants from the region have been supporting Leucan via the Smile Cookie campaign held in September of each year. Over the last five years, this campaign has raised \$237,000 for Leucan.

\$ With the Pur plaisir pour Leucan campaign, Laiterie de Coaticook seizes the opportunity of Childhood Cancer Awareness Month to donate the sale proceeds of its 2L carton of vanilla ice cream to the Association. A total of \$32,500 was collected for Leucan.

☀ Throughout the year, our member families had the chance to meet, chat, and take a little break from their routine as part of various activities such as our Christmas party, a sleigh ride, apple-picking day, and a respite weekend.

♥ *24h Hockey • Grand Prix Ski-doo de Valcourt • *McDonald's Restaurant McHappy Day



SAGUENAY-LAC-SAINT-JEAN

! Increase our outreach and presence in the towns served by Leucan Saguenay-Lac-Saint-Jean, and develop new lasting partnerships in each of them.

! Diversify our revenue stream by developing a corporate program in an already saturated fundraising market to minimize the impact of the regional economic climate.

\$ On October 13, the Unmanned Aerial System (UAS) Centre of Excellence in Alma hosted an event called Dégustation Vegas Leucan. On this occasion, more than 170 guests gathered for a presentation given by renowned sommelier Jessica Harnois. Learning has never been this fun nor this savoury, with a blind wine tasting combined with a poker game!

\$ The Défi des Chefs Leucan was held in a festive atmosphere on February 23 at Le Montagnais congress centre. Four chef duets competed in this friendly contest to prepare the most delicious meals, pleasing for both the palate and the eyes. In total, this evening raised \$108,000 for Leucan!

☀ In September 2016, a few member families of Leucan Saguenay-Lac-Saint-Jean took part in a friendly soapbox race—the first edition of this event in the region! This family day concluded with a big méchoui. Kids had so much fun climbing aboard superb racing steeds and riding down the hill!

♥ Lecture from François Beaumont



MONTREAL-LAVAL

! Build on the creative fundraising strategies rolled out, which promote the contribution of the multicultural communities of Montreal and Laval, to ensure the sustainability of all campaigns.

! Increase our pool of corporate donors, and renew their commitment to the cause through individualized campaigns tailored to each company, in keeping with our mission.

\$ The 20th edition of Voix d'espoir was an emotionally-filled event, in addition to being a great bearer of hope. This loyal partner incorporated a Leucan Shaved Head Challenge to its benefit concert to emphasize its deep commitment to Leucan's mission. The event raised the record amount of \$42,656.

\$ The first edition of The Leucan Journey, powered by Voiles en Voiles, was memorable in every way. In this event, participants take on challenges to mirror the difficulties and obstacles faced by families coping with childhood cancer. This first installment raised the very promising sum of \$70,000.

☀ Voiles en Voiles, a fantastic new partner, gave 57 families of Leucan the chance to enjoy its amenities for free in August 2016. By closing its facilities to the public for an entire morning, the team of Voiles en Voiles allowed families to have the whole place to themselves. This was definitely an experience to relive in the future!

♥ *Défi Fous Alpin au profit de Leucan • Fondation Ky Cares • *Joseph de Palma et Les Amis d'Elsie Nadeau • RBC Génération • *Sail Laval – Zumbathon • *Normand Laurence golf tournament

RÉGION QUÉBEC

Including Bas-Saint-Laurent/Chaudières-Appalaches/Gaspésie/Îles-de-la-Madeleine/Côte-Nord

! Maintain the quality of services available to families from remote areas, despite the large territory covered by Leucan Région Québec.

! Ensure that all mechanisms and efforts are in place for philanthropic development in all towns served by Leucan Région Québec.

\$ This past October, the population was invited to a tour of participating microbreweries as part of the new movement Ça brasse Contre le Cancer, and then encouraged to vote for their favourite beer. In our own way, we raise a glass to all participants! Special thanks go to the Les Mauvais Garçons agency for its contribution.

\$ For several years now, Soirée Romance et Affaires has been held in February in Sainte-Marie. This cocktail dinner is a fun and festive way for businessmen and businesswomen to celebrate Valentine's Day with their spouses while strengthening their business relationships. Once more this year, the evening helped to raise more than \$20,000.

☀ To present the honorary presidents and major partners of Leucan Région Québec with special and individualized gifts, the teens of Leucan gathered for an evening of crafting at Crackpot Café. By creating one-of-a-kind pieces, those youths not only enabled us to express our gratitude to our partners, they also had an opportunity to chat and laugh with other kids dealing with a similar reality.

♥ *Canac • Chez Victor • *Coupe Audi • *Défi 24/45 et la Cabane à sucre du Café à Montmagny • *Énergie Valéro • Les Mauvais Garçons • *Souris Mini



Strength in Numbers

THE 2016 LEUCAN SHAVED HEAD CHALLENGE

Two major changes marked the 16th edition of the Leucan Shaved Head Challenge: first, the PROXIM group became the event's official presenter, and second, the campaign got a brand new visual identity.

On September 29, the team of PROXIM demonstrated its commitment to the cause when the company's Chief Executive Officer, together with eight pharmacist-owners got their heads shaved live on Entrée principale, broadcasted on Radio-Canada. Thirteen other employees of PROXIM also took part in this great wave of solidarity throughout the year.

With this latest edition, the Association wanted to put the spotlight back on the actual action taken every year by thousands of individuals by making participants the central focus of its new campaign generously designed by TAM-TAM\TBWA.

In total, 56 official shaving sites welcomed participants, in addition to the many Personalized Challenges hosted by organizations throughout the year. The 16th edition of the Leucan Shaved Head Challenge raised \$4.3 million for the cause.

Leucan would like to thank Dominic Paquet, volunteer spokesperson for the Challenge for a sixth consecutive year, the regional honorary presidents, the family spokespeople, the partners, the donors, and the volunteers.



Khaynan,
2 years old
diagnosed with myelodysplastic syndromes, 4-month treatment



\$4.3M
raised during the
2016 Leucan Shaved
Head Challenge



LIST OF PERSONALIZED CHALLENGES

MORE THAN \$10,000

- Académie Ste-Thérèse
- Cégep Édouard Montpetit
- Collège Beaubois
- Collège de Montréal (April 1, 2016 and February 17, 2017)
- Collège Trinité 2016
- Collège Trinité 2017
- Défi des Cheminots
- Défi têtes rasées St-Basile
- Desjardins Caisse d'Arvida-Kénogami
- Desjardins Entreprises
- École du Cap-Soleil et Saint-Pierre
- École Jésus-Marie de Beauceville
- École Les Bocages
- École les Sources
- École Montessori de Québec
- École optionnelle Yves-Prévost et des Loutres
- École Pointe-Lévy
- Exfo
- Impact de Montréal
- La Fédération étudiante de l'Université de Sherbrooke (FEUS)

- Les cocos 2016
- Les Entreprises Rolland
- Les Pompiers de Saint-Denis-De-Brompton
- Les Vins de Sophie
- Magasin général Hervé Larochelle
- Martine Arbour
- McCarthy Tétrault
- Meubles Jacob
- MRC de la Jacques Cartier
- Robert Dumas
- Séminaire des Pères Maristes
- Séminaire Marie-Reine-du-Clergé
- Team Sophia

MORE THAN \$40,000

- Assurancia Groupe Tardif
- Automobile En Direct.com
- Collège Charles-Lemoyne
- Groupe Honco
- iA Financial Group
- Manac
- McKesson
- Simard Suspensions

MORE THAN \$100,000

Yvan Labbé

Mr. Yvan Labbé put a price on his beard and took on the Leucan Shaved Head Challenge in Beauce-Nord. With the goal to raise \$42,000, i.e. \$1,000 per year where he kept his precious beard "razor-free", he wound up raising the amazing amount of \$101,500. We offer special thanks to this kind-hearted man!

Cominar

Mr. Sylvain Cossette, President and Chief Operating Officer of Cominar, lent a tremendous support to the cause as President of the campaign in Montreal-Laval. Thanks to his dedication, enthusiasm, and sheer will, he collected more than \$120,000 for cancer-stricken children through his Challenge. Our heartfelt thanks go to him!

THE 2017 LEUCAN SHAVED HEAD CHALLENGE

To raise the public's awareness to the notion of "strength in numbers" and to reach the corporate community, the Association launched the Leucan Executive Challenge. This new initiative, part of the Leucan Shaved Head Challenge, calls on business executives to become leaders in their community by arranging a Challenge within their organization. Every leader endeavours to raise a minimum of \$25,000 with his/her group to contribute to the financial support of families in Quebec with a cancer-stricken child.

This new movement, propelled by Mr. Alain Champagne, Partner and Chief Executive Officer of Optimé International, will enable Leucan to secure its position among the Quebec business community.





THE LEUCAN SKI CHALLENGE

A storm of new and exciting features swept over the 12th edition of the Leucan Ski Challenge. On March 11 and 18, more than 1,400 skiers and snowboarders hit the slopes in five resorts: Bromont, montagne d'expériences, Mont Lac-Vert, Mont-Vidéo, Station touristique Stoneham, and Vallée du Parc. With \$600,000 raised this year, this initiative passed the milestone of \$5 million collected since its first edition. In partnership with Compagnie et cie, Leucan also developed a brand new visual identity for the event to bring the focus back on cancer-stricken children, the major

beneficiaries of this rallying sporting event. "Let's take them back uphill" was the invitation extended to skiers and snowboarders of all ages and levels. Hosts Caroline Proulx and Félix Séguin shared spokesperson duties of this 12th edition.

Leucan wishes to emphasize the generosity of all participants, provincial spokespersons, regional honorary presidents and ambassadors, family spokespeople, volunteers, sponsors, and donors for making this event such a great success.

THE 2016 HALLOWEEN MONEY BOX CAMPAIGN

On the night of Halloween, along with their bag of goodies, 155,338 trick-or-treaters from 665 schools across Quebec carried the Leucan red money box. Those pretty princesses and valiant superheroes collected \$456,776 in donations to help their sick classmates. Huge thanks go to participating schools and volunteers for their invaluable contribution.

\$456,776

accumulated
in 155,338
money boxes



\$600,000

raised during the
12th edition of the
Leucan Ski Challenge

The Leucan Experience
has raised an amount of

\$402,150



Roxanna,

13 years old

diagnosed with acute myeloid
leukemia, 7-month treatment

THE LEUCAN EXPERIENCE

On November 3, more than 400 guests attended Leucan's SUBLIME evening, presented by RBC Royal Bank, and raised \$402,150 for the cause. Hosted by Emmanuel Bilodeau, this benefit event featured a gastronomic experience prepared by Chef Laurent Godbout of Chez L'Épicier. To help Leucan to transform cancer into something sublime, guests took part in a spellbinding event where gastronomy and circus arts blended with visual art projects from artist-painter Carol Bernier who rendered the terrible disease of cancer into works of art instilling a sense of hope.

Thanks to our ambassadors:

Martin Thibodeau
Honorary President
President, Quebec
Headquarters,
RBC Royal Bank

Luc Bisaillon
Chair of the Ambassadors
Committee
Managing Director,
National Client Group –
Quebec,
RBC Royal Bank

Marie-Line Beauchamp
Imvescor Restaurant
Group Inc.

Alain Belcourt
RBC Royal Bank

Germain Bureau
RBC Royal Bank

Rosie Caputo
RBC Royal Bank

Alain Champagne
Optimé International

Céline Charron
Illico Hodes

Josée Comtois
RBC Wealth Management,
Private Banking

Angelo D'Amico
D'Amico Family Wealth
Management Group
of RBC Dominion
Securities Inc.

Alexandre Lafond
Premium Human
Resources

Xavier Paillat
Keurig Canada,
Van Houtte Coffee
Services

Me Rhéaume Perreault
CRIA, Adm. A. Fasken
Martineau

Catherine Privé
Alia Conseil

Enzo Reda
Viau Food Products Inc.

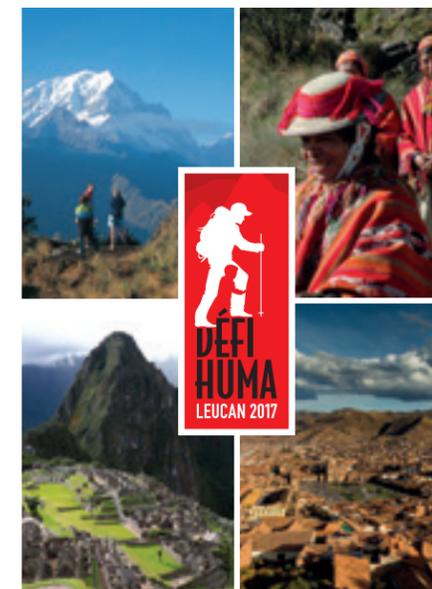
Sandra Silva da Costa
Arbonne

Manon Théorêt
RBC Royal Bank



LEUCAN HUMA CHALLENGE

The Leucan HUMA Challenge is a benefit adventure trip for people who want to push their own limits while collecting donations for cancer-stricken children. For this fifth edition, participants flew to Peru to trek across the Peruvian Andes and visit the beautiful historic city of Cuzco. Much like families who must summon tremendous strength to get through their difficult journey, participants in the Leucan HUMA Challenge must also call on their perseverance and determination to climb Machu Picchu. Together, this group of adventurers raised \$40,000 for Leucan.



\$40,000
was raised by the
Leucan HUMA Challenge
participants this year



Combining Loyalty and Generosity

For nearly 40 years, thousands of donors have been combining loyalty and generosity by supporting the cause of cancer-stricken children. Every donation counts and makes a difference, whether it's made through a mail solicitation campaign, an annual Leucan campaign, a gift in memoriam, the payroll deduction program, or a planned gift. THANKS to all the individuals who choose to be part of Leucan's extended family year after year.

BEQUESTS

Bequests are significant donations with lasting impacts on the lives of cancer-stricken children and their families. In 2016-17, Leucan received \$382,957 in bequests. Below are the names of the generous individuals who left a legacy of generosity.

Champoux, Edyth
Chartrand, Lysandre
Desbiens, Andrée
Guindon, Jean-Noël
Lannuccilli, Lisa
Lemery, Diane
Loranger, Marie-Thérèse
Péloquin, Rolande
Renaud, Monique
Tremblay, Yves

A bequest provides Leucan with a continuous support... for life.



INDIVIDUAL DONORS

\$1,000 – \$10,000

A. Goudreau, Luc
Archambault, Guy
Attar, George
Auger, Jacques
Bamatter, Paul
Barnes, Sarah-Jane
Beaudoin, Mario
Béchar, Yvon
Bédard, Jean-François
Bellemare, Claude
Bérubé, Jean-François
Bérubé, Marcel
Besner, Joanie
Bhavana, Bhavana
Black, Herbert
Blanchard, Yanick
Borsollino, Guiseppe
Bouchard, Pascale
Boucher, Michel
Boucher, Patrick
Bouthot, Jean-Guy
Breton, Jean-François
Brodeur, Pierre
Brouillard, Gilles
Brunelle, Alain
Bujold, Daniel
C. Johnston, Jacqueline
Cadar, Ioana
Cadieux, Denis
Caissy, Pascal
Cantin, Bernard
Castonguay, Marie-Josée
Cauchon, Martin
Charest, Yvon
Chevigny, Stéphane
Chevrette, Germain
Cloutier, Nicolas
Comeau, Félix-Antoine
Curadeau-Grou, Patricia
Cyr, Jacques
Daigneault, Ginette
Dallaire, Réjean
Descarie, Denis
Desjardins, Charles
Di Schiavi, Danny
Dottori, Frank
Drouin, Christian
Duchesneau, Jacques
Dugas, Solange
Dumas, Robert
Dussault, Claude

Dutil, Marcel
Elibrachi, Bahieldin
F. Bowles, Terence
Fenichel, Henry
Fish, Cynthia
Fortin, Stéphane
Fournier, Louis
Frassetto, Carmie
Gagné, Charles
Gagnon, Benoit
Garber, Don
Gaudet Gagnon, Denise
Gendreaux, Michel
Gendron, Christian
Gignac, Michel
Gouin, Jean-Pierre
Grenon, Jean-Pierre
H. Van Den Berg, Ineke
Hamel, Patrick
Harnois, Claude
Harnois, Claudine
Harvey, Frédéric
Ho, Pauline
Houle, Gaetan
Imbeau, André
Jacques, Claude
Labbé, Yvan
Labrecque, Susan
Lajoie, Caroline
Lalumière, Michel
Lambert, Pierre
Laperle, Jean
Lapointe, Armand
Lapointe, Pierre
Laporte, Roger
Laramée, Jean
Leblanc, Gaston Jr
Lebouthillier, John
Lemire, Catherine
Léonard, David
Létourneau, Marcel
Loiselle, Denis
Loporcaro, Nick
Mailhot, Maryse
Maillé, Chantal
Marcil, Valérie
Marcouiller, Pierre
Massicotte, Richard
Meloche-Filion, Louise
Mercille, François
Meunier, Laurianne
Millaire, Isabelle

Montreuil, Sébastien
Mourtada, Faïçal
Normandeau, Denyse
Ouzilleau, Alain
Parent, Danielle
Poplaw, Mason
Poulin, Pierre
Pratte, Paule
Raymond, Jean-François
Renaud, Michel
Robitaille, Steeve
Rouillard, Jean-François
Saputo, Lino
Sauriol, Jean-Pierre
Scalia, Sam
Simard, Marie-Josée
Skurka, David
Stang, Luc
St-Gelais, Guillaume
St-Jean, Alain
St-Pierre, Jacques
Sykes, Eugène
Sykes, Jay
Thériault, Jacques
Thériault, Francine
Therrien, Léo Paul
Thibeault, Carl
Thomassin, Kim
Turnbull, Greg
Vinet, Louise
Young, Tony

\$25,000 AND UP

Mercille, François



Maritsa, 9 years old
diagnosed with acute lymphoblastic leukemia,
receiving treatment since 2012

CORPORATE DONORS

\$5,000 – \$25,000

- Autonom
- Bell Canada
- Bell Canada – Employee Giving Program
- Bianca Realffe Dauray – Arbonne Independent Consultant
- BMO Structured Products
- Couche-Tard Inc.
- CST Foundation
- Deloitte LLP
- Desjardins
- Desjardins Securities Inc.

- Dr. Mario Laforte Inc.
- Dr. Nancy Thomas Inc.
- Fondation DWPV (Québec) Inc.
- Fondation Jacques et Michel Auger
- Fondation Le Prix du Gros
- Fondation Madeleine et Jean-Paul Tardif
- Gilles Mercilles Inc.
- Groupe Canam
- Hendrickson
- Investors Group
- Larochele Groupe Conseil Inc.
- Lavery, de Billy, LLP.

- Manac Western
- McKesson Canada
- MDA Corporation
- Mission Tournesol
- National Bank of Canada
- National Warranty
- NHL Foundation
- OK Pneus St-David Inc.
- Paccar of Canada Ltd.
- Power Corporation of Canada
- PwC Management Services LP
- Remtec Inc.
- Resolute Forest Products
- Roasters Foundation

- Royal Bank of Canada
- Sanofi Canada
- Scotia Bank
- Simard Suspension
- Superclub Vidéotron Ltd
- Suspensions Ressorts Michel Jeffrey Inc.
- TD Bank Financial Group
- The Lewis & Ruth Sherman Foundation
- Transdiff Peterbilt of Quebec

\$25,000 – \$50,000

Thanks to the **Apotex Fondation** for their support.

Thanks to a first contribution as part of a three-year commitment, the **Desjardins Fondation** helped Leucan to assist families at back-to-school time through its emergency fund. Part of this generous donation also covered some expenditures related to the schooling program for recovered patients coping with sequelae from treatments.

Once again this year, the **Fédération des producteurs d'œufs du Québec** helped Leucan to provide extra food support over the Holidays by donating grocery store gift cards. Leucan is very grateful to be able to rely on this generous partner since 2005.

By contributing to Leucan's emergency fund, **Hydro-Québec** enabled Leucan to help family through financial difficulties by covering the cost of basic goods. We thank Hydro-Québec for lessening the financial burden of families.

Mr. Yvon Charest, President and Chief Executive Officer of **iA Financial Group**, made a corporate donation of \$30,000 to the Leucan Shaved Head Challenge in Quebec. Our heartfelt thanks to this generous partner!

The **RBC Fondation** has been outstandingly supportive of Leucan in the past year. As part of its mission to foster academic success, the Foundation funded in part our School Awareness Program across the province. With this \$25,000 grant, Leucan worked to consolidate this crucial service and ease school reintegration for cancer-stricken children. The Foundation also donated to the Leucan Shaved Head Challenge organized by Mr. Sylvain Cossette from Cominar.

The President and Chief Executive Officer of **TransForce Inc.** committed to donating \$150,000 to Leucan over a period of five years. Leucan is proud and honoured to rely on this partnership, now in its third year.

COMMITTED PARTNERS

\$25,000 – \$75,000

Thanks to the **ACRGTO** for collecting the impressive sum of \$68,332 through a benefit event, among other things. Since 2002, this loyal partner has donated more than \$680,000 to the cause.

The team of **Boutique Première** proudly rallied up across Saguenay-Lac-Saint-Jean and launched a half-half campaign with their patrons for the cause. Through this initiative, Boutique Première raised the impressive amount of \$30,000.

Since 2004, Carl Thibault, Isobel Tardif and Investors Group have been teaming up to host the **Carlis'open** at Club de golf Le Grand Portneuf. Over those 13 years, the event raised more than \$350,000 for Leucan Région Québec. Thank you, Isobel and Carl, for your commitment and generosity!

For a second year, **Éditions Gladius International Inc.** donated more than 1,000 games to the Christmas parties organized by Leucan across the province. New this year: A Camie plush toy, made especially for cancer-stricken children.

Thanks to the **Ensemble vocal Voix d'espoir** and its choir members for collecting the prodigious sum of \$42,656 on the 20th edition of their annual concert. To date, this harmonious choir donated \$330,000 to Leucan.

Huge thanks to **Laiterie de Coaticook** for donating the September sale proceeds of its 2L carton of vanilla ice cream to Leucan, a total of \$32,500.

Thanks to Dr. Yannick Poulin and his team for hosting the third edition of **Les Vins de Sophie** on the premises of Audi Sherbrooke. This year, the wine-tasting event raised \$30,000 for cancer-stricken children.

Mr. Benoit and Mr. Donald Theetge of **Mercedes Benz St-Nicolas** co-hosted a splendid evening, Dégustation Vegas Leucan, in last November. Thanks to their dedication, they managed to raise more than half of the total of \$50,000 collected through this event.

The **mini-philanthropists and the staff of École Marie-Clarac** donated more than \$36,000 to Leucan, thanks to a fundraiser called "Pas à pas on accomplit des exploits."

Held for an eighth consecutive year, the **Pro-Am Gagné-Bergeron** gives amateur players the chance to share the ice in a friendly game against professionals from the National Hockey League (NHL). This year, 18 NHL players took part in the game. Simon Gagné and Patrice Bergeron were the hosts of this event opened to the public.

Romy & Aksel, a brand of Nasri International, donated blankets to cancer-stricken children for a second year. But that's not all: the team also donated the sales proceeds of its Romy & Aksel tuque.



The generous franchise owners of Tim Hortons restaurants in the Eastern Townships and Montérégie donated the proceeds of their annual **Tim Hortons Smile Cookie** campaign: a total of \$71,710 for Leucan.

A loyal partner of Leucan for 15 years, **Tournoi de golf Simon Gagné** took place at Golf de la Faune in August of last year. Thanks to the generosity of golfers and partners alike, more than \$52,000 was collected for the cause, making the event reach the milestone of over a million donated to Leucan since its first edition.

The 21st edition of **Tournoi de golf Valeurs Immobilières Desjardins** took place under the chairmanship of Mr. Vincent Hogues, First Vice-President and Head of Private Client Services, Desjardins Securities, and raised the amount of \$47,000 for Leucan Estrie.

The **Ultramarathon** is a two-day relay race over more than 300 kilometres. It's 32 hours of endurance, pain and pleasure, an outstanding personal fulfilment, an incomparable pride of accomplishment, but most of all: it's an incredible gesture of solidarity with cancer-stricken children.

\$75,000 AND MORE

For a second year, **Mia** partnered with Leucan to launch the exclusive earrings of hope, as part of the Leucan Shaved Head Challenge. Thanks to the entire team of Mia for their generosity and loyalty, which resulted in a total of \$150,000 donated to Leucan.



For 13 years now, **Transport Jacques Auger** has been hosting a one-of-a-kind family event called Promenade en camion, much to the enchantment of everyone. This past year, this loyal partner and its team raised \$123,600, reaching over a million dollars since the first edition.



The year 2016 marked the 20th anniversary of the partnership between Leucan and **CSN**. Members of CSN fund the annual Leucan-CSN Summer Camp by conducting various activities across the province. A donation of \$196,000 in 2016-17 brings the CSN's contribution to Leucan to \$3.5 million in total over the years. Leucan feels privileged to rely on the generosity and fidelity of this partner with a big heart.



Huge thanks go to **Voiles en Voiles** and their unique engagement to raise \$100,000 per year for Leucan over the next four years. Voiles en Voiles also committed to propel The Leucan Journey, an original activity reflective of the ordeal experienced by families.



MONETARY SPONSORS

\$5,000 – \$25,000

- Bota Bota
- Congébec
- Elkem Metal Canada Inc.
- Guillevin International Cie
- Les Immeubles Pascal Pilote
- Niobec
- Remax Griffintown
- Sail
- Scotia Bank
- Sicotte Guilbault – Legal Advisors
- Teva Canada
- Uniprix

\$25,000 – \$50,000

Continuing the momentum generated by Sandra Silva da Costa, ambassador of the Leucan Experience, the team of **Arbonne independent consultants** made a big contribution to The Leucan Experience.

The **Fondation Aubainerie** quickly realized the significance of the family respite organized by Leucan Région Québec. In that spirit, the Foundation made a generous contribution of \$27,500 so that 30 families could enjoy an enchanting and invigorating stay at Station touristique Duchesnay this past fall.



\$50,000 – \$100,000

RBC Royal Bank has shown its commitment to Leucan in myriad ways. Martin Thibodeau, President, Quebec Headquarters, brilliantly served as honorary president of The Leucan Experience of which RBC Royal Bank was the presenting sponsor. In addition, Luc Bisaillon, Managing Director, National Client Group – Quebec, chaired the volunteer committee of the event and mobilized a great soliciting team.

\$100,000 AND MORE

PROXIM became the presenting sponsor of the Leucan Shaved Head Challenge in 2016. Greatly involved with Leucan, PROXIM organizes several activities throughout the year in addition to being the presenting sponsor. Leucan is very grateful to PROXIM, its staff, and the PROXIM-affiliated independent pharmacists for their commitment.



IN-KIND SPONSORSHIPS

\$10,000 – \$50,000

- Boom Montréal
- Bromont, montagne d'expériences
- Cogeco Media
- Compagnie et cie
- Énergie 104.1
- Énergie Abitibi 99.1- 92.5 - 102.7
- Énergie Saguenay 94.5 et Rouge FM Saguenay 96.9
- Esopé
- Fairmont Le Château Montebello
- Galerie Simon Blais
- Le Quotidien and Progrès-Dimanche
- M105
- Mont Lac-Vert
- Montreal Gazette
- Palais des Congrès de Gatineau
- Royal Pyrotechnie
- SAQ
- Station touristique Stoneham
- UAS Centre of Excellence
- Voiles en Voiles

\$100,000 AND MORE

Once more this year, **Bell Media** provided Leucan with excellent media coverage across its networks for the Leucan Shaved Head Challenge campaign. Huge thanks to the team!

In the fall of 2015, **Carol Bernier** came to Leucan with an idea inspired by images of cancer cells seen under the microscope: produce artworks that Leucan could auction off for a profit. Her idea gave life to the "Sublime..." project, and her pieces were auctioned off as part of The Leucan Experience.



Huge thanks to **PATTISON Outdoor** for providing Leucan with exceptional billboard placement across the province.

Leucan extends hearty thanks to the team of **Tam-Tam\TBWA** for its outstanding support and for advancing the campaign for the Leucan Shaved Head Challenge. This year, this wonderfully creative team put forward the concept of strength in numbers.



••• **Lilianne**, 3 years old
diagnosed with acute lymphoblastic leukemia,
24-month treatment



Thomas, 11 years old
 diagnosed with neuroblastoma, receiving
 treatment since 2014

A Word from the Treasurer

The 2016-17 fiscal year resulted in the major turnaround of the Association's financial situation. For the year ending March 31, 2017, Leucan generated an excess of revenue over expenses of \$645,580, while at the same time last year, the Association had a deficiency of revenue over expenses of \$993,159. This increase is mainly attributable to a revenue increase in fundraising activities, combined to a tight control over the expenses.

Indeed, the gross excess of revenue over expenses increased by \$1,373,191 compared to the 2015-16 fiscal year. The total revenue increased by \$1,732,956, while the expenses and wages related to those activities have not increased to the same extent. Monies spent on services to children and their families and on clinical and fundamental research grants were slightly lower than in the previous year. In total, these two expenditure items represent 67% of the gross excess of revenue over expenses for the fiscal year ended March 31, 2017, compared with 88% for the previous fiscal year. Overall, other expenses were maintained at a similar level to 2016.

Thus, Leucan's financial situation greatly improved over the last fiscal year and remains sound. Its net assets at March 31, 2017 were \$4,200,014, including \$529,835 invested in capital assets.

Finally, I want to congratulate and sincerely thank all volunteers, donors, employees, and partners for contributing to the success of Leucan over the last year.

Marc Jutras
 Marc Jutras, CPA, CA

SUMMARY OF THE REVENUE AND EXPENSES

For the 12-month period ended March 31, 2017

Revenue	2016-2017	2015-2016	2014-2015	2013-2014
Donations and fundraising activities	\$10,731,167	\$9,059,749	\$9,453,406	\$10,128,343
Donated goods and services	\$1,398,180	\$1,349,652	\$1,306,177	\$1,475,870
Other revenue	\$78,808	\$65,798	\$130,614	\$198,243
Total revenue	\$12,208,155	\$10,475,199	\$10,890,197	\$11,802,456
Expenses				
Costs of fundraising activities	\$3,977,160	\$3,665,923	\$3,477,951	\$3,523,212
Donated goods and services	\$1,398,180	\$1,349,652	\$1,306,177	\$1,475,870
Gross excess of revenue over expenses	\$6,832,815	\$5,459,624	\$6,106,069	\$6,803,374
Other expenses				
Services to children and their families	\$3,678,330	\$3,929,837	\$4,071,036	\$4,250,895
Clinical and fundamental research grants	\$868,282	\$852,974	\$1,029,971	\$1,088,259
Communications	\$259,185	\$265,012	\$232,007	\$265,737
Administration	\$1,381,438	\$1,404,960	\$1,374,018	\$1,350,170
Total of other expenses	\$6,187,235	\$6,452,783	\$6,707,032	\$6,955,061
Excess (deficiency) of revenue over expenses	\$645,580	\$(993,159)	\$(600,963)	\$(151,687)

BEAKDOWN OF DONATIONS (excluding "donating goods and services")



- 42.6% Leucan Shaved Head Challenge
- 41% Other campaigns
- 11.4% Direct mail campaigns
- 5% Donations and bequest

BREAKDOWN OF EXPENDITURES related to the Association's mission



- 64.6% Direct services to families
- 19.1% Research grants
- 16.3% Direct financial assistance to families

A Caring and Active Team

2016-17 BOARD OF TRUSTEES

As of March 31, 2017

LEFRANÇOIS, Guy
President of the Association
Retired professional from
the education sector

PELLERIN, Véronique
First Vice-President
CSSS LAVAL – Hôpital
de la Cité-de-la-Santé |
Nurse Clinician

MARCIL, Marie-Ève
Second Vice-President
Curateur public du Québec |
Counsel

JUTRAS, Marc, CPA, CA
Treasurer
KPMG LLP | Partner

**VERRET, Pierre, BSc.N,
CSIO(c)**
Secretary
Université Laval | Lecturer

TRUSTEES

BIGRAS, Richard
Retired from the income
protection sector

BILODEAU, Guy
Canadian Malartic Mine |
Trucker-instructor

**CHARBONNEAU,
Céline, MBA**
Retired from CSN

DESJARDINS, Charles
Absolutnet | Partner

LAFOND, Alexandre, CRHA
Mandrake Group |
Vice-President and General
Manager

LEFRESNE, Jacques
Lefresne Groupe Conseil |
Financial Management
Consultant

**LÉVESQUE-RENÉ,
Jean-Dominic**
Borough counselor |
Borough of Île-Bizard-
Sainte-Genève

SICARD, Isabelle
Occupational Therapist

TANGUAY, Geneviève
Fonds de solidarité FTQ |
Portfolio Director, Life
Sciences

TREMBLAY, Pierre
RTSI | Vice President,
Business Management
and Development

EXECUTIVE COMMITTEE

As of March 31, 2017

Pascale Bouchard
Executive Director

Jacques Barrette
Director, Finances
and Administration

Carol Beaudry
Director, Family Services,
Research and Partnerships

Stéphanie Côté
Director, Human Resources

Lysanne Groulx
Director, Marketing,
Communications and
Social Media

Guy-Renaud Kirouac
Director, Major Solicitations
and Planned Gifts

Nathalie Matte
Multiregional and Philanthropic
Development Director

Jacques Tremblay
Multiregional and Philanthropic
Development Director

REGIONAL OFFICES

As of March 31, 2017

Leucan Abitibi-Témiscamingue
Chair of the Regional Committee:
Guy Bilodeau
Regional Coordinator:
Mélissa Dessureault

Leucan Estrie
Chair of the Regional Committee:
Nancy Fortin, int.
Regional Coordinator:
Suzelle Lacroix

Leucan Laurentides-Lanaudière
Chair of the Regional Committee:
Jacques Lefresne
Regional Coordinator:
Mathieu Déziel

**Leucan
Mauricie-et-Centre-du-Québec**
Chair of the Regional Committee:
Isabelle Gariépy
Regional Coordinator:
Annie Brousseau

Leucan Montérégie
Chair of the Regional Committee:
Marie-Claude Hébert
Regional Coordinator:
Julie Coupal

Leucan Montréal-Laval
Chair of the Regional Committee:
Charles Desjardins
Regional Director:
Alexandra Jeanty

Leucan Outaouais
Chair of the Regional Committee:
Luc Vaive
Regional Coordinator:
Mélissa Dessureault

Leucan Région Québec
Chair of the Regional Committee:
Pierre Verret
Multiregional and Philanthropic
Development Director:
Nathalie Matte

**Leucan
Saguenay-Lac-Saint-Jean**
Chair of the Regional Committee:
Mario Boily
Multiregional and Philanthropic
Development Director:
Jacques Tremblay



Kim-Éllya, 7 years old
diagnosed with acute lymphoblastic leukemia,
24-month treatment



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WITH CANCER