

*2019-2020*  
*Annual Report*

**EVERYDAY**

**HERO**



## *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*

*Service-mindedness*

*Respect*

*Mutual aid*

*Fairness*

*Excellence*



**91**

*employees*

**2,350**

*volunteers*

*Availability across Quebec through 9 regional offices*

# A Word from the Executive

As President and Executive Director of the Association, we are proud to introduce this Annual Report reflecting the vigorous efforts of our teams to provide services to families of cancer-stricken children with the utmost care, kindness, and professionalism in these uncertain times.

Our fiscal year ended abruptly with the declared pandemic in March 2020. Over a few short days, Leucan had to cancel or postpone various fundraising activities, reorganize member services, and restructure its operations.

Fortunately, thanks to the hard work and discipline of our teams and the implementation of a pandemic management unit, necessary adjustments were made quickly across Quebec and we maintained a tight governance over all our actions. Although there was an impact on our revenues, the fiscal year did not cripple Leucan's fiscal situation significantly.

The 2019-2020 year began with the implementation of the initial steps from our 2019-2020 Strategic Plan with the goal to diversify our revenues and to intensify our participant- and donor-centric approach. This approach is based on gaining a better understanding of the interests and involvement history of both our donors and the participants in our various fundraising activities. That is why we prioritized the deployment of a donor management system, which consolidates the various tools used across the Association into one central database providing a unique insight into our donors. While the pandemic slowed down this roll-out, the system should be fully functional in the near future.

Another goal of our Strategic Plan is to ensure that our service offer is aligned with the needs of our members.

The Provincial Director, Family Services, Research and Partnerships was planning a consultation process with client-facing employees and families. Consultations with employees were completed but the initiative with families was postponed due to the pandemic and completed after March 31.

Meanwhile, our Employee Experience team worked hard to update all our human resources policies and the Employee Handbook—a crucial process for an organization placing employees at the core of its mission.

Finally, the pandemic highlighted the need to promptly reflect on ways to transform our fundraising campaigns and focus on initiatives achievable in a context of strict sanitary controls, to realign our Strategic Plan, and to review our entire structure. This work will be done in 2020-21, with the support of the Executive Management and Board of Trustees.

We extend our sincerest thanks to all participants in our activities, our donors, and our partners without whom we could not do all that we do.

Our thanks also to all members of the Board for the support they provide to the Executive Management, and to the many volunteers who enable us, year in, year out, to complement our actions, whether it be in our services to families or our outreach efforts with our communities of donors and participants. Your help is precious and essential to the proper operation of our Association.

Lastly, hats off to our employees for their exemplary work and commitment throughout the year but most of all, for doubling down on their efforts in the past months to adapt to the situation and continue to deliver on our mission in a period of great disruption.



**Pascal Proulx, President of the Association**



**Pascale Bouchard, Executive Director of Leucan**

# Leucan's Intervention Axes

## Fight Cancer and Improve Treatments



Every year, Leucan makes significant investments in pediatric oncology clinical research in an effort to improve the recovery rates of children diagnosed with cancer. This type of research—of which Leucan is the main funder—also leads researchers to the development of treatments which are more targeted and efficient, and less risky for children.

Since its inception in 1978, **Leucan has awarded more than \$20 million to clinical research.** It is thanks in part to this major investment that the survival rate of cancer-stricken children is now of 82%.



### 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



**In 2019-2020, Leucan invested \$890,000 in clinical research.**



**70% of childhood cancer survivors will develop sequelae. In 50% of those cases, the sequela will be severe.**



*Since joining Leucan in 2004, I have been welcoming families as they receive a childhood cancer diagnosis at the CHU Sainte-Justine. Over those years, I have noticed the addition of treatments, especially over the past few years. We are truly at a pivotal time with the development of precision medicine demonstrating all the complexities of childhood cancers.*

*All of those devoted researchers and multidisciplinary teams are actively researching ways to cure more children while reducing treatment-related sequelae.*

*Immunotherapy, targeted therapy, gene therapy, drug repositioning, new clinical trials, newly uncovered genetic mutations, and other elements contribute to opening new avenues to treat cancer. This is where financial investments from Leucan play a key role in supporting those teams who are transforming treatment prospects.*

Annie Champoux, Adviser, Welcome and Support Services, and member of the Leucan team for 16 years



*What makes  
me happy:  
my family and  
my cats, because  
they're always  
there for me*

# Myriam

***It is thanks to research that Myriam is still alive.** Today, nearly 90% of children diagnosed with leukemia survive. Although recovery is the goal, reducing side effects is just as important. While Myriam was undergoing treatments, I could not help thinking of my son who is 10 years older than his sister. Had he been diagnosed at her age; he would not have access to the same treatments. A decade is a pretty short time, but it shows the tremendous power of research!*

Mélanie, mom of Myriam, 5, diagnosed with acute lymphoblastic leukemia, 24-month treatment



# Financial Assistance



Families with a cancer-stricken child face challenges daily. Chief among them are unforeseen expenditures (travel, parking, and accommodation expenses) putting additional strain on the family budget. Many parents have to take an indefinite leave from work to stay with their child at the hospital. For some, this unexpected leave comes with a significant loss of income.

To offset those unexpected expenses, Leucan provides families with various financial grants so that parents can focus all their energy on what matters the most: their child's well-being. An emergency fund is also available to families in difficult financial circumstances who may need extra assistance (for instance, to buy food, to travel to and from the hospital, to pay the rent, etc.).



## Leucan's Objectives

Reduce the financial anxiety associated with pediatric cancer for parents

Contribute to offsetting the loss of income 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, support grant for a bone marrow transplant, recurrence grant, monthly care access allowance

Emergency fund

Grant for post-treatment sequelae



***In 2019-2020, \$939,644 was allocated in direct financial assistance to families.***



*When we first meet a new family, parents are always so relieved to hear about our financial aid. It's a period where stress and expenses go up while income goes down. Some families from remote regions must travel hundreds of kms between their home and the hospital center for treatments. We really feel that Leucan's financial support is a godsend for them. For some families, our grants arrive just in the nick of time to face these extra challenges.*

Véronique Massé, Adviser, Welcome and Support Services, and member of the Leucan team for 10 years



*What makes  
me happy:  
family outings  
and doing new  
activities*

# Merveille Divine.

*We received a travel allocation every month, in addition to gift cards to do the groceries. I was not working at the time because I had a baby and could not place Merveille in daycare. My husband was the only one bringing home a salary but he worked as a freelancer and had to let a few contracts go in order to be with us at the hospital and care for our four children. **Leucan even helped us to pay the rent. It was so appreciated!***

Kellie, mom of Merveille Divine, 4, diagnosed with acute lymphoblastic leukemia, 24-month treatment



# Comfort, Inform, and Guide



No parent wants to hear the words "leukemia," "cancer," or "recurrence". Yet, in Quebec, nearly one family is confronted with this news every day and automatically becomes a new member of Leucan. Knowing just how difficult a time this can be for all members of the family, the team of Leucan makes sure to provide them with individual support through every stage of a cancer diagnosis.

Whether it be distributing welcome kits at the diagnosis or lending an attentive ear over the phone, the emotional support provided to families takes many forms. This service is available over the course of illness to children and their families, both at the hospital and at home.

Families also have access to the Leucan Information Centre, a digital platform and physical library located at the CHU Sainte-Justine, which aims to provide parents and pediatric oncology patients across Quebec with verified and reliable information.



## 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



**Over the past year, 252 new families joined Leucan.**



## Assistance Available

Physical and emotional support at the hospital and at home

Information, reference, referral services

Welcome and comfort kit



*Meeting a new family is a privilege. Families welcome us into their lives at a particularly traumatic time in their lives. It's crucial to always remember to be attentive and to make families feel that we are available to meet their needs on their timetable.*

Anne-Marie Couture, Adviser, Welcome and Family Services, and member of the Leucan team for 5 years



*We met the team of Leucan and received the red toolkit filled with books and information. **I'm the type of person who needs to read things for herself, so this was a huge help.** We also have to explain things to our daughter, which is no small feat. The books provided were very suitable for this task. We carried the bag with us everywhere. At first, I didn't realize it would turn out to be such a treasure trove! Every item meets a specific need—a need I didn't know I would have but that arose eventually.*

Dominique, mom of Lorie, 5, diagnosed with medulloblastoma, 10-month treatment



# Lessen Physical and Psychological Pain



The life-saving treatments driving up the recovery rate also have significant side effects on cancer-stricken children, both physical and psychological. To alleviate pain and stress, Leucan set up massage therapy services with the purpose of helping children to associate touch with pleasure again in spite of treatments. Massage therapy is available at the hospital and at home, and extends to parents and siblings.

The team of Leucan is there to provide psychological support to families while their child is going through cancer, but that support continues for parents going through the hardest hardship of their lives: the death of a child.

A commemorative ceremony is held every year to pay homage to deceased children. Leucan also hosts respite weekends and other activities for bereaved couples, mothers, and fathers.



## 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



***In the last year, the expert massage therapists of Leucan gave more than 5,774 massages to family members in an effort to relieve physical and psychological pain.***

***In 2019-2020, more than 400 people found comfort and serenity in sharing with other families about their bereavement.***



## Services Available

Massage therapy at the hospital and at home for cancer-stricken children, their parents, and their siblings

Psychological support

End-of-life and bereavement support services



*I have often been told that receiving a massage made people forget that they were at the hospital. It made them forget about treatments. Receiving a massage puts you in the present moment. It's a time to become aware that it's still possible to feel good.*

*Practicing massage therapy at Leucan allows me to alleviate the inconvenience of treatments for affected children. I also give moments of relief to distressed parents who often shoulder a lot of guilt. I make siblings feel like they are the centre of attention for a little while. "We can touch people without being touched," was something I heard often during my training. Feeling touched figuratively is a daily reality of working at Leucan.*

Linda Nollet, massage therapist for Leucan for the past 17 years



*What makes  
me happy:  
horseback riding  
and practicing  
for competitions*

# Kamylia

*Kamylia really enjoys the massages. She has several scars and massages help with scar tissues. **The massage therapist who visited us at home was so nice and took the time to listen to Kamylia.** During my daughter's illness, I suffered a lumbar sprain, a sprained shoulder, and tendinitis. Because she couldn't walk, I was constantly carrying her in my arms. The massage therapist also took good care of me.*

Karine, mom of Kamylia, 9, diagnosed with medulloblastoma, 18-month treatment



# Break Families out of their Isolation and Contribute to their Well-being



Leucan is available in all living environments of families.

Families coming to the hospital for treatments are welcomed warmly by the compassionate educators from the Leucan playroom.

The School Awareness team visits schools to support affected children in their schooling and educate the school personnel and students on the new realities of their sick classmates.

When families return home, they tend to limit their outings to protect their immunocompromised child. To break families out of their isolation, Leucan organizes nearly 150 socio-recreational activities every year. Christmas parties, the Leucan-CSN Summer Camp, youth activities of the Heart-filled Hope support group, and more: no matter the event, the team of Leucan takes every precaution to ensure the safety and well-being of all participants.



## 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 efforts to increase the immediate circle's understanding and empathy of the new reality of cancer-stricken children and 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

School Awareness Program

Support to childhood cancer survivors



**In 2019-2020, Leucan supported 90 cancer-stricken children as they returned to school and educated 2,480 students on the reality of childhood cancer.**

**This past year, more than 41,000 visits were made to the Leucan playrooms by children and their companions—parents, siblings, grandparents, etc.**

**Over the last year, Leucan hosted nearly 150 socio-recreational activities, including special lunches in hospitals.**

*At Leucan, we have the privilege of meeting extraordinary families who allow us entry into their daily lives. Socio-recreational activities give us a chance to take one step further to see interactions between parents and children, and the bonds being forged between participants. To know that we contribute to breaking them out of their isolation is a great source of motivation in our daily work. The relationships we develop with families during those activities also help us to understand our members better and to adapt our services to their needs. A good example of this is the School Awareness Program: the more we understand children's journeys, the better we can explain their reality to their classmates and support them as they return to school.*

Mélissa Bernier, Adviser, Welcome and Family Services, and member of the Leucan team for 10 years



*What makes  
me happy:  
playing board  
games with my  
family and  
crafting*

Lorie

*Sometimes when I told Lorie we were going to the hospital, she would cry. But she always asked if we would go to the playroom. She did so many things in that lovely room: painting, crafting, playing with stickers and plasticine. That's how I ended up announcing hospital visits: "We're going to the hospital and to the playroom." **It made treatments less alarming.** I had many a chat with the educators. They are amazing! They always suggested new crafting ideas to Lori and offered her some intellectual stimulation, which was a good thing since she wasn't in school.*

Dominique, mom of Lorie, 5, diagnosed with medulloblastoma, 10-month treatment





## Abitibi-Témiscamingue including Jamésie



### Philanthropic Development Activities

Leucan Abitibi-Témiscamingue congratulates and warmly thanks Mrs. Chantal Lavigne, the driving force behind the **gospel choir concert**.

Under the musical direction of Mrs. Isabelle Trottier, the group of talented singers introduced the audience to beautiful and melodious songs, and raised \$20,000 as a result.

We are extremely grateful to Mrs. Annette Dufour (Harmonia Assurance) for her generous contribution to Leucan Abitibi-Témiscamingue. In particular, she served as ambassador for the **Défi des Chefs Leucan** alongside her daughter Danika for a second year and as Honorary Co-President of the **Leucan Ski Challenge** with her son Pier-Luc (Construction Bouchard N.D.L.), became of **Defender for Leucan**, and volunteered with her employees at our Christmas brunch.

Initiated by Mélisandre Fausse, **Salon Mode Beauté Bien-Être** benefiting Leucan was a great success with more than \$2,000 raised through a closet cleanout and the sale of original clothes.



### Socio-recreational Activity

Last December, families of Leucan Abitibi-Témiscamingue enjoyed a **Christmas brunch** punctuated with fun and laughter. This awesome activity very popular with families across the region was a great success. The performance by Cirque des Frères Collini, the gifts, and the arts and crafts activity helped to make this a memorable party and a wonderful break from the daily grind.

*What makes me happy:  
when my cats come to see me  
and stick to me  
when I'm sick*

Krystel, 14 years old

## Regional Offices



### *Philanthropic Development Activities*

On November 5, 200 members of the business community gathered for the 2<sup>nd</sup> edition of **La soirée des Défenseurs, presented by Charles River Laboratories**. For Leucan Estrie, this annual benefit dinner presents an opportunity to thank its loyal corporate partners. This memorable event helped to raise \$46,525 to support cancer-stricken children across the Eastern Townships.

September is **Childhood Cancer Awareness Month**. Every year, local companies and individuals seize this opportunity to sell products or services and give the proceeds to Leucan Estrie. A fantastic way to mix business with pleasure.



### *Socio-recreational Activities*

The **annual Christmas party** gathers about a hundred members for a one-of-a-kind celebration. On the menu: a delicious meal, appetizers, gifts, performances, and magical moments for families of Leucan.

The **Valentine's Day dinner** gives parents the perfect opportunity to take a momentary break and spend time alone with their partner. This activity is greatly appreciated by couples who sometimes suffer a little loss of intimacy during this challenging time.

# *Eastern Townships*

*What makes  
me happy:  
playing hockey*

Clovis, 6 years old





## Laurentides- Lanaudière

*What makes  
me happy:  
seeing my friends  
play soccer*

Camélia, 19 years old



### *Philanthropic Development Activities*

Two editions of the **Dégustation Vegas Leucan – Le Jeu du Vin** took place in the last year and raised more than \$136,000 for Leucan Laurentides-Lanaudière: the first in Sainte-Agathe-des-Monts (presented by Franke Mercedes-Benz, Rona Forget Mont-Tremblant, and CIME FM), and the second in Blainville (presented by Hamel BMW de Blainville, Groupe Solist Technologies, and Garde-Robes Gagnon).

The corporate fundraising campaign **The League of Defenders**, under the honorary chairmanship of Stéphane Levasseur, Annie Benjamin, and the team of Levasseur & Cie, Agence immobilière, collected more than \$40,000 and gathered some thirty Defenders (organizations and individuals).

The two latest editions of **25 heures de hockey** raised a total of \$40,000 for Leucan this year. During this event, one team challenges 25 teams over as many hours at the ice rink of the Blainville-Boisbriand Armada.



### *Socio-recreational Activity*

This year's **respite stay** for families with a new or recurrence diagnosis took place in October at Château Beauvallon in Mont-Tremblant.

This quick getaway gives dozens of families an opportunity to take a break, have fun, and get to know their new friends better.



### *Philanthropic Development Activities*

The first edition of the **Christmas gift-wrapping campaign S'unir pour soutenir** raised nearly \$20,000. More than 1,500 shoppers had their gifts wrapped for the cause. Leucan thanks all the valiant volunteer wrappers for putting a pretty bow on close to 3,000 gifts.

Uni-Recycle took the initiative to organize a huge **sale of new and nearly new electronic devices and small appliances** for the benefit of Leucan. The company owners, all their employees, and several volunteers made this sale a success and donated \$5,100 to Leucan.

Volunteers from Leucan Mauricie-et-Centre-du-Québec took over serving duties for the **VIP boxes at the FestiVoix festival in Trois-Rivières** and raised nearly \$7,000 for the cause. This musical and festive experience also served as a tremendous relationship-building exercise with valued partners from the region.



### *Socio-recreational Activity*

For the past 15 years, Auberge du Lac-à-l'eau-Claire in Saint-Alexis-des-Monts has been the host of an **annual respite weekend for families** with a cancer-stricken child to the great delight of families who always have a great time on this enchanting site.

### *What makes me happy: playing video games*

Xavier, 9 years old

# Mauricie-et-Centre-du-Québec





# Montréal



## Philanthropic Development Activities

On February 1, more than 150 guests attended the highly original **Brunch & Bulles** in Saint-Jean-sur-Richelieu. Good food, champagne, an auction, and a guest painter are only a few highlights of this brunch, which raised upwards of \$55,000 for Leucan.

“United to Support” is an apt definition of the **Leucan Mighty Challenge**, which experienced a record-breaking year in 2019 with 28 teams of 10 participants. During this friendly competition, teams have to haul three heavy vehicles over a given distance. Their herculean efforts raised \$139,000 for Leucan.

**Course des 7 pour Leucan** was co-hosted by the Town of Sainte-Catherine and Leucan Montréal. Under a beautiful spring sun, more than 1,300 runners braved an obstacle course followed by a 3K, 7K, 14K, or 21K run. This year, the event raised \$93,000 for Leucan.



## Socio-recreational Activity

Sixty parents from Leucan Montréal who had a child diagnosed in the past year enjoyed a romantic **Valentine’s Day dinner** away from illness.

To make the event even more memorable, a cartoonist was on hand to immortalize this special moment with a touch of humour, while a dance teacher showed couples the basic steps of bachata and salsa. A sweet interlude in an atmosphere set out for relaxation, conversation, and romance!

*What makes me happy: skating and eating Subway*

Thomas, 4 years old



### *Philanthropic Development Activities*

The **Voix d'espoir vocal ensemble** has been a loyal partner of Leucan since 1997! To date, the choir raised a total of \$421,100 for the cause. This year, in addition to their annual benefit concert, choir members also took on the Leucan Shaved Head Challenge and created a "Tattooed for Leucan" challenge with a total of 10 participants who raised more than \$32,500 together.

Fans of the **Laval Rocket** had the opportunity to combine their love of hockey with support for a good cause by attending the game on November 16 benefiting Leucan. Additionally, five players and three supporters had their head shaved before the game, and the team opened the doors of its locker room to fans. A total of \$16,560 was raised.

Stand-up comedian and host Kevin Raphaël invited hockey fans to a special game opposing a team of professional players to a team of stand-up comedians from Quebec. **Classique KR4** raised more than \$15,000 for Leucan and gave the audience an experience they won't soon forget: a hockey game, a barbecue, a Leucan Shaved Head Challenge, and entertainment!



### *Socio-recreational Activity*

The McCord Museum very graciously welcomed 12 Leucan families for the first edition of **A Night at McCord Museum**. From sunset to sunrise, children and families enjoyed various activities, including a tour in pajamas, and a night in an enchanting atmosphere with the Ogilvy Christmas window as the background. A magical night the children will not soon forget!

## *Montréal- Laval*

*What makes  
me happy:  
when I leave  
the hospital*

François, 16 years old





## *Outaouais*



### *Philanthropic Development Activities*

On September 28, **runners and walkers alike laced up their shoes** to hit the pavement in support of cancer-stricken children and their families. More than 100 individuals took part in this event, ran over a distance of 1 to 10K, and raised \$50,934 for the cause.

Vanilla, strawberry, chocolate, caramel, or Red Velvet: there was a cupcake for everyone in Outaouais looking to savour a delicious treat for a good cause! From February 11-14, Leucan organized its **annual cupcake sale** in partnership with the Gâteau Mignon bakery and raised a sweet \$4,641!

*What makes  
me happy:  
seeing my family  
when I leave  
the hospital*

Jamie, 9 years old



### *Socio-recreational Activity*

On December 14, 17 Leucan families from Outaouais celebrated **Christmas in a festive atmosphere**. A rallying, gourmet brunch and fun activities, and a visit from Santa and one of his mischievous elves made for a lovely morning filled with sweetness and laughter.



## *Philanthropic Development Activities*

The **Young Influencers Network for Leucan** région Québec hosted the second edition of its great fair: *Retombez en enfance pour Leucan*. Held under a nostalgia theme, this one-of-a-kind evening welcomed 350 guests and raised more than \$38,000. This activity both serves to raise awareness about Leucan's cause among the young business community and to fund a socio-recreational activity for cancer-stricken teens with the goal to boost their self-esteem.

Fabio Monti, owner of Ophelia restaurant and proud partner of Leucan, marked the second anniversary of his restaurant this year with a celebration benefiting Leucan.

For this occasion, Chef Hugues Rhéaume prepared a **ten-course meal** for some hundred delighted guests. The event raised \$13,000 for Leucan.

About a dozen artists joined their voices for the **Laurent et cie benefit concert** for Leucan. Under the impetus of a Leucan family and a proactive and energetic organizing committee, a good number of partners rallied around this inspiring project to make the evening a resounding success. A total of \$100,000 was raised in support of cancer-stricken children and their families.



## *Socio-Recreational Activity*

The **Leucan Expedition** in Vallée Bras-du-Nord located in the Portneuf region gives 12 teenagers the chance to live an exciting adventure! Canoe descent, Tyrolean traverse, group play and more are at the core of this expedition held for a third time with the goal of instilling in young people the desire to surpass themselves and to open themselves to others.



*What makes  
me happy:  
my dog*

Aurélie, 9 years old





## *Saguenay- Lac- Saint-Jean*



### *Philanthropic Development Activities*

This year's edition of **Tour des Monts-Valin** took place on March 12. The event is a great opportunity to support cancer-stricken from the Saguenay region while enjoying a beautiful snowmobile day on the powdery trails of Monts-Valin!

On February 27, six chefs from the region battled it out as part of the friendly **Défi des Chefs Leucan competition, presented by Elkem Metal**, in partnership with Niobec and Gagnon Frères. This benefit dinner raised the impressive amount of \$141,840!

Last October, the UAS Centre of Excellence in Alma welcomed the 5<sup>th</sup> edition of **Dégustation Vegas Leucan**. With this new and improved formula, guests could browse through a series of gourmet stations, play classic casino games, and attend a wine tasting hosted by Jessica Harnois.



### *Socio-recreational Activity*

A **fall respite camp** was held for members of Leucan on September 7-8. The weekend included trips to Cristal du Lac, the Val-Jalbert historical village and the Zoo Sauvage in Saint-Félicien.

*What makes  
me happy:  
do motocross races  
and play outside*

Mayson, 5 years old



# Ollie

*What makes  
me happy:  
playing Yu Gi Oh  
cards and playing  
with my friends*

7, diagnosed with Burkitt lymphoma,  
12-month treatment

# The Leucan Shaved Head Challenge

Of all existing fundraising activities, the Leucan Shaved Head Challenge is indisputably the one requiring the most courage from participants and the one with the strongest and most direct link with the cause it supports. This year, nearly 3,400 audacious individuals dared to drastically change their looks to show their support and change the future of thousands of children. In addition to the 45 official shaving sites, more than 500 individual Challenges were organized by various groups across the province (associations, companies, schools, and organizations). Thanks to all participants and their generous supporters, **\$3.2 million** was raised through Leucan's flagship event.

Leucan extends its warmest thanks to all participants of the 2019 edition; Proxim, the event's presenting sponsor since 2016; Dominic Paquet, spokesperson of the Challenge since 2012; all regional honorary presidents; the family spokespersons; and all partners, donors, and volunteers for their admirable support.

## 20 years of Solidarity

The 20<sup>th</sup> edition of the Leucan Shaved Head Challenge was launched with great fanfare in January 2020 with stand-up comedian and host Jay Du Temple. In front of a feverish crowd of 10,000 people, Jay bravely said goodbye to his famous locks and raised \$23,700 for Leucan. Two months later, in March, Marie-Mai, Godmother of Leucan, took her turn under the razor blade to celebrate the 20<sup>th</sup> anniversary of the Challenge and to mark the end of her first year as official godmother of the Association. She unveiled her new look on the cover of Elle Québec Magazine. Said Marie-Mai, "I had my head shaved in solidarity with those who do not have the privilege of making that choice, and thanks to them, I now know that courage, beauty, and strength have nothing to do with the length of your hair." Various initiatives were planned to celebrate the 20<sup>th</sup> anniversary of the Leucan Shaved Head Challenge throughout the year.



**Marie-Mai**

Photo credit: Carlos and Alyse



**Jay Du Temple**

Photo credit: Alexandre Champagne



Photo credit: Thibault Carron

## An Undeniable Commitment

On March 12, three short days after Marie-Mai's big announcement, Leucan had to cancel the shaving sites planned for the spring to reduce the spread of COVID-19. However, this cancellation did not hamper the creativity of the Leucan team who quickly initiated a virtual version of the Challenge on March 27. The team of Leucan and the general public truly demonstrated that nothing can stop the solidarity and commitment of Quebecers, even faced with such an unprecedented global crisis. The Challenge's virtual formula, "Quarantined but connected in solidarity," will take place on May 31, the date of the Provincial Challenge, and throughout the spring and summer.

## Individual Challenges Raising more than \$10,000

#TeamJuJu • Défi Père-Fille Raphaëlle et Alain Sauvé • Sophie Bélanger • Défi « For Christopher » • The Montreal Impact  
Pélican • Groove on the Floor • Défi duo maire/conseiller Victoriaville • Machitech • Alcoa Deschambault • POKA

# The Leucan Leadership Challenge

The Leucan Leadership Challenge is **an initiative launched as part of the Leucan Shaved Head Challenge** with the goal to rally leaders from across the province around the cause and to recognize groups raising more than \$10,000 (youth strand) or \$25,000 (corporate strand). The 3<sup>rd</sup> edition of the Leucan Leadership Challenge included 34 Challenges and a total of **nearly \$600,000** raised by Leaders and their teams. Leucan is very grateful for their outstanding commitment in support of cancer-stricken children and their families.

## Thanks to the Corporate Leaders

Annie Chagnon (Chagnon Honda)

Mathieu Lacombe (Quebec's Family Minister and Minister Responsible for the Outaouais Region) and Steven Haddad (Proxim)

Proxim

Sébastien Boivin (Niobec)



## Thanks to the Youth Leaders

Céleste Bigras and Charlotte Phaneuf • Charlotte Marcoux • Club Magny-Gym • Collège Jean de la Mennais • Collège Jean-Eudes  
Collège Trinité • Collégial international Sainte-Anne • Collège Laval • Comité populaire de l'AGÉMUS – Saguenay  
L'Académie Saint-Clément • L'Académie Sainte-Thérèse • L'École de l'horizon • L'École des Ursulines de Québec • L'École L'Envol  
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L'École Pointe-Lévy • L'École polyvalente Jonquière • L'École Saint-Vincent-Ferrier • L'École secondaire des Pionniers  
L'École secondaire Kénogami • L'École secondaire Ozias-Leduc • L'École Val-Marie  
Les écoles Jésus-Adolescent, Roméo-Salois et l'école alternative • La Fédération étudiante de l'Université de Sherbrooke (FEUS  
Lorianne Leblanc • Pavillon Vandry – Université Laval • Rouge et Or de l'Université Laval

# 40 Giants for Leucan

The goal of the **40 Giants for Leucan** campaign is to rally 40 individuals, each committing to donate a minimum of \$40,000 to the Association. Their giant mission is to raise \$1.6 million to improve treatments and the lives of children living with cancer. Leucan extends its warmest thanks to the Giants who have joined the movement for their outstanding commitment to the cause of cancer-stricken children.



**Stéphane Chevigny**  
CEO,  
Intersand



**Franca Riso**  
Vice-President,  
Montoni



**Geneviève Brouillard**  
Senior Vice President,  
Quebec and Ontario  
Region, Scotiabank



**Louis Pilon**  
President and CEO,  
Jamp Pharma



**Nadine Renaud-Tinker**  
President,  
Quebec Headquarters,  
RBC Royal Bank



**Mélanie Parent**  
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**Stéphane Piché**  
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**Barry Cole**  
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**Larry Rossy**  
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**Nathalie Larue**  
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and Personal Services  
Executive Division,  
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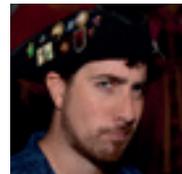
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National Bank Private  
Banking 1859



**Roland O. Cyrenne, C.Q.**



**Marielle Jetté**  
President,  
Fondation Bergeron-Jetté



Five generous donors  
have agreed to be  
Giants for Leucan  
by remaining anonymous

Thank  
you!



# Provincial and Multiregional Activities



## The Leucan Ski Challenge

The ban on public gatherings due to the COVID-19 pandemic prevented the holding of the 2020 Leucan Ski Challenge, presented by Fenplast, scheduled on March 14 and 21. More than 1,700 skiers, snowboarders, and hikers were expected at the Bromont, montagne d'expériences, Station touristique Stoneham, Mont-Vidéo, Mont Adstock, Le Valinouët, and Vallée du Parc ski resorts. Despite this cancellation, Leucan is grateful to all supporters who maintained their financial commitment. Thanks to their generosity, a total of **\$680,000** was raised to help cancer-stricken children climb back uphill.

Leucan wishes to emphasize the generosity of the event's provincial spokespersons, Cindy Ouellet and Félix Séguin, provincial presenting sponsor, Fenplast, and provincial partner, Subway Quebec. Huge thanks to the numerous regional volunteers, sponsors, and partners for their generous contribution.

## The Leucan Halloween Campaign

On October 30, with only a 24-hour notice, a number of municipalities across Quebec decided to postpone Halloween to Friday, November 1 due to the poor weather forecast. However, the heavy winds and rain did not deter 153,925 children from carrying their money box or bag proudly on October 31 or November 1. Thanks to the loyal support of 656 participating schools, **the campaign raised \$411,107** for the cause this year.



## Run for Leucan

Two Run for Leucan events took place in 2019-2020: the first hosted by Leucan Laurentides-Lanaudière at Parc du Domaine vert in Mirabel (presented par Chokéo, Lait Grand Pré, and Hitachi Systems Security Inc.), and the second hosted by Leucan Outaouais at Tétréau Community Centre (presented by Fairstone Financial). Additionally, Leucan Montérégie teamed up with the municipality of Sainte-Catherine to encourage residents to run in support of cancer-stricken children as part of the Course des 7 pour Leucan in June held at Parc Fleur-de-Lys (presented by Fenplast). The 1,813 participants of those three events raised **close to \$226,000** for Leucan.

## Défi des Chefs Leucan

Three regional offices organized a Défi des Chefs Leucan this year: Leucan Abitibi-Témiscamingue (presented by Synergie RH), Leucan Montérégie (presented by Lowe's Canada), and Leucan Saguenay-Lac-Saint-Jean (presented by Elkem, in partnership with Niobec and Gagnon Frères). Huge thanks to the 1,121 guests of those three events for raising **\$292,098** for the cause.



## *The Leucan Experience*

On October 29, 590 guests convened at TOHU for The Leucan Experience, presented by TELUS Health and Alithya, in partnership with Medisys Health Group and KPMG. Magic was the theme of the night where artists gave guests thrills and excitement through a series of entertaining games. Guests savoured gourmet dishes prepared by Chef Martin Juneau from Pastaga Restaurant. This year, the **record amount of \$564,139** was raised by the event's guests.

This event would not be such a success without the invaluable support of our two Honorary Co-Presidents: Mr. Claude Rousseau, Senior Vice President and Chief Operating Officer, Alithya, and Mr. Luc Vilandré, President, TELUS Health and Payment Solutions. Leucan also wants to thank the Chair of the Ambassador Committee, Mr. Germain Bureau (RBC Royal Bank), and the event's Ambassadors: Mr. Martin Beaudry (Héma-Québec), Mr. Pierre Cantin (CIC Capital), Mr. Mario Caron (National Bank, Private Banking 1859), Mrs. Michelle Cialdella (Medisys Health Group), Mrs. Brigitte Dagnault (Sun Life Financial), Mr. Louis Demilly (Fibrenoire), Mr. Patrick Galizia (Norton Rose Fullbright), Mr. Alexandre Lafond (Premium Human Resources), Mr. Philippe Langelier (BMO Bank of Montreal), Mr. Joe Lo Dico (Richter), Mr. Paul Pillion (Fibrenoire), Mr. Pascal Proulx (Scotia Bank), Mr. Mathieu Roy (Consultant), and Mr. Jason Taylor (Scotia Bank).

## *The League of Defenders*

In the past year, a number of donors joined the League of Defenders: a strong movement of individuals and business leaders who share the same desire to support the families of Leucan. To become a Defender, they all donated a **minimum amount of \$1,000**. Leucan wants to thank them for their commitment and generosity.



## *Corporate donors*

Caroline Proulx, MNA for Berthier  
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Dr. Marie-Claude Saucier Inc.  
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École Vision Terrebonne  
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Éric Girard, MNA for Groulx  
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Festival Bière et Poutine de Joliette  
Fondation Aubainerie  
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Hyundai St-Jérôme  
Inov Concept/Chokéo et Lait Grand Pré  
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M. Roy Électrique  
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## *Individual donors*

Guillaume St-Gelais  
Jason Taylor

*For more than 40 years now, thousands of generous partners and donors have been supporting the cause of cancer-stricken children. Every donation is important and makes a difference. We are extremely grateful to all those individuals who decide to join Leucan's extended family, year after year.*



## Bequests

A number of donors who championed Leucan's cause throughout their lives also choose to make a gift by will—a simple and easy way to continue to make a difference even after they are gone. In 2019-2020, **Leucan was the recipient of \$304,719 from those generous individuals** who decided to leave a long-lasting impact as their legacy.

### Estate donations:

Céline Boucher • Claude Brousseau • Hélène d'Amour Robillard • Marcel Dubé • François Gagné • Ginette Lamy  
Roland Paquet • Jean-Paul Provencher • Jean Robillard • Ange-Aimée Roch • Ruth Schneider • François Therrien



## Individual Donors

### \$1,000-\$9,999

Adib, Laura  
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Bégin, Stéphane  
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Laurier, Guillaume  
Lavoie, Mona  
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Leclair, Louis  
Lefebvre, Ginette  
Lefebvre-Nadeau, Gabriel  
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Sylvestre, Charles-Olivier  
Taylor, Jason  
Thabet, Paul  
Thériault, Jacques  
Thérien, Dominique  
Thibeault, Carl  
Tremblay, Gaétan  
Tremblay, Mathieu  
Tremblay-Gonthier, Élise  
Turcotte, Claudia  
Vallée, Louis-Eric  
Yu, Donglu

### \$10,000 and up

Cyrenne, Roland O. and Madeleine  
Paciullo, Cyril  
Richard, Pierre-Luc  
Mercille, François



## Corporate Donors

### \$5,000-\$25,000

Agnico Eagle Mines • Alithya • BCF Business Law • Bistro L'Atelier et Restaurant Ophelia • Brault Roofing • Caisse du Complexe Desjardins  
 Cambli Group • CBRE Limited • Centre de Parodontie et d'Implantologie de Québec • C'est quoi les chances Inc. • Chagnon Honda de Granby Inc.  
 Cole Foundation • Conam Charitable Foundation • Couche-Tard inc. • Desjardins • Dynacare • Eldorado Gold Québec  
 Energy Valero Foundation of Canada • Fédération des caisses Desjardins du Québec • Fenplast • Ferme Ghislain Brodeur • Fibrenoire inc.  
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 Fondation Famille Godin • Fondation La Capitale • Fondation Nicole Bissonnette et Raymond Ouellette • Fondation Odette et Joey Basmaji  
 Fonds Fondation Paul-A. Fournier • Gilles Mercilles Inc. • Glencore Fonderie Horne • Groupe Accueil International Ltée • Groupe Petra  
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 The Jewish Community Foundation of Montreal • The Morris & Rosalind Goodman Family Foundation • Transport Bourassa

### \$25,000-\$50,000

Leucan is proud to be associated with **Caisse Desjardins de Sainte-Foy**. Their generous contribution makes it possible to support cancer-stricken children and their families by providing them with a safe place where respect, support, and well-being are at the forefront: the Leucan playroom at the CHUL of Quebec.

To commemorate the company's 50<sup>th</sup> anniversary, **Dessercom** chose to embrace a cause aligned with its vision of becoming a reputable partner in various initiatives aiming to support and improve public health care. With a gift of \$40,000, Dessercom expands its outreach and commitment across the province, leaves a mark in supported municipalities, and ensures a full range of services to member families. Leucan thanks Dessercom for this outstanding commitment to the cause of cancer-stricken children and their families.

Leucan is lucky to count on the renewed generosity of **Fédération des producteurs d'œufs du Québec**. Once more this year, the Federation donated \$25,000 for the purchase of grocery store gift cards distributed to Leucan families over the Holidays. We thank this partner for being there for us, year in and year out.

The **Desjardins Foundation** invested \$40,000 in support of Leucan families this year. This amount was earmarked for the purchase of school supplies in August to help cancer-stricken children coping with physical and psychological sequelae to succeed in their school reintegration. We thank the Foundation for always being there for the children of Leucan.

The **St-Hubert Foundation** made a gift of \$25,000 to Leucan's Emergency Fund – Food Security. With this investment, the Foundation enables Leucan to provide financial assistance to families who are struggling to make ends meet due to a childhood cancer diagnosis. We are grateful to the Foundation for this generous support.

**SEC 550 Beaumont**, our head office's landlord, donated \$40,000 to Leucan as part of the relocation agreement we signed with the company in 2015. This significant support is deeply appreciated.

As Honorary Co-President of the 2019 Leucan Experience, **TELUS Health** has been an extremely generous partner, helping the event to raise more than \$564,139. Leucan is grateful to TELUS Health and all of the event's partners for making it such a resounding success.

### \$50,000 and up

To mark the 75<sup>th</sup> anniversary of **SSQ Insurance** in a distinctive manner, the SSQ Foundation allocated a special budget to increase its community support. The Foundation launched a call for proposals inviting non-profit organizations to submit an application. Leucan région Québec was privileged to be chosen among nearly 300 applications for a grant of \$75,000. Leucan is deeply grateful to both SSQ Insurance and the SSQ Foundation for this extraordinary investment in the cause of cancer-stricken children and their families.



# Committed Partners

## \$5,000-\$25,000

Accès Location + • Agnico Eagle Mines • Aubainerie de Chicoutimi • Béton Barrette • Blizzard Midget AAA • Boutique Première • Burger Week  
Campagne d'emballage de cadeaux de Noël • C'est quoi les chances Inc. • Chocolato • Chorale Gospel Leucan • Collège Lafèche  
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Desjardins Sécurité financière • Édition Les Malins • Énergie Valéro • Fairmont Queen Elizabeth • Festival de la Poutine de Trois-Rivières  
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Joseph de Palma et Les Amis d'Elsie Nadeau • Journée motoneige pour Leucan par Mario Massicotte • La Classique KR  
La Petite Randonnée du Gros Dickey • Laroche • Laval Rocket • Le challenge du guerrier • Métro Bellemare • Métro Plouffe • Mode-Choc  
Normand Laurence Golf tournament • Procom • RBC NexGen • Sandra Silva da Costa Arbonne independant consultant • Souris Mini  
Tour des Monts-Valin • Tournoi de golf Guillaume Marcotte • Transport Bourassa • Un bal pour la vie  
Vente de petits électroménagers et appareils électroniques par Uni-Recycle • Village Chalets en bois rond  
William J. Walter Saucissier • Zumbathon SAIL

## \$25,000-\$75,000

Every year for the past ten years, one brave hockey team has been challenging 25 others over a **25-hour period** to raise money for Leucan. We thank all participants in the 25 heures de hockey event for their inspiring loyalty!

The community of Saint-Jean-sur-Richelieu has been an extraordinary champion of our cause for many years now. This past February saw the first edition of the **Brunch & Bulles** benefiting Leucan. On the menu: popular brunch menu items, an auction, and various performances. This festive and delicious event is sure to become a new tradition in the upcoming years.

On June 15-16, the 24 **CANAC** locations across Quebec showed their support for cancer-stricken children by giving their customers the opportunity to add a donation to Leucan to their bill at the cash register. Through this simple initiative, CANAC raised \$25,000 for Leucan!

Once more this year, the **Carlisopen** golf tournament was a great success. A number of partners and 120 golfers gathered to raise \$27,000 for cancer-stricken children and their families. Since its first edition, this annual tournament has contributed close to \$475,000 to Leucan.

For a number of years now, the **Montreal Canadiens Hockey Club** has been the host of the much-anticipated Hockey Fights Cancer event. This year

again, with the support of the Montreal Canadiens Children's Foundation, some 50 children and their families enjoyed a dream-like night. In addition to attending a game from a luxury box, families got to meet a few players after the action. The Foundation also seized that opportunity to donate more than \$25,000 to Leucan. We want to express our deepest thanks to the Foundation, to all box ticket holders, and to the professional players for their outstanding generosity. Thanks to you, families of Leucan experienced a night of thrill and excitement, away from the reality of illness for a few hours.



Jean Marchand, President of **Fenplast**, has been a committed partner of Leucan for several years now. He rallied his troops beautifully for the Course des 7 pour Leucan Montréal event with more than 80 participating employees. Combining the fundraising efforts for the race and the money raised by teams of employees signed up for the 2020 Leucan Ski Challenge, a total of \$32,000 was gifted to Leucan.

Several McDonald's restaurants in the Eastern Townships and Mauricie-et-Centre-du-Québec chose Leucan as the recipient of the annual **McHappy Day**

held in May 2019. A total upwards of \$30,000 was raised on that day. We thank the restaurant owners and patrons for their generosity.

For many years now, the great team of **SherWeb** has been rallying to raise money for Leucan Estrie. This year, the team launched several initiatives internally, including the Défi SherWeb at Mont Hatley which raised nearly \$20,000—an amount generously matched by the company.

Thanks to the 144 golfers who met on the green for **Tournoi de golf Simon Gagné**, and the event's generous partners and donors, \$60,000 was collected in support of cancer-stricken children and their families. To date, this event has raised nearly \$1.2 million for Leucan région Québec.

The 24<sup>th</sup> edition of the **Tournoi de golf annuel Valeurs mobilières Desjardins** for Leucan Estrie took place at Club de golf Venise in Magog in 2019. Since the first edition of this annual golf tournament, nearly \$840,000 has been raised for Leucan.

For the 23<sup>rd</sup> edition of its annual benefit concert, the **Voix d'espoir vocal ensemble** and its choir members raised the fantastic amount of \$32,500. A partner of Leucan since its inception, the vocal ensemble has collected more than \$422,000 for Leucan to date—a testament to their loyal commitment to cancer-stricken children and their families.

## \$75,000 and up

The **ACRGTO** has been a proud partner of Leucan for many years. To celebrate its 75<sup>th</sup> anniversary, the Association set itself the ambitious goal of raising the record amount of \$75,000 to support cancer-stricken children. Thank you for helping Leucan to continue to provide member families with the services they need.



Bijouterie **Mia** proudly remitted \$160,000 to Leucan in support of cancer-stricken children and their families. For every pair of Earrings of Hope sold, \$20 is donated to the Association. This past year, 8,000 pairs of earrings were sold across the province.



The 10<sup>th</sup> edition of the **Ultramarathon** benefiting Leucan broke a new record with \$278,867 raised. This two-day relay race over more than 300 kilometres represents 32 hours of fun and endurance, a remarkable personal achievement, and an indescribable feeling of pride. But above all else, it's a significant gesture of solidarity with cancer-stricken children of Saguenay-Lac-Saint-Jean and their families.



In 2019, the annual **Tim Hortons Smile Cookies** campaign raised an incredible amount upward of \$165,000 in the Eastern Townships, Laurentides-Lanaudière, and Montérégie regions, thanks to a group of franchise owners who selected Leucan as the campaign recipient. We thank those franchisees and their employees for believing in our cause and all their customers and partner companies for supporting the campaign while enjoying some delicious cookies.



Legendary NHL player Simon Gagné and Patrice Bergeron from the Boston Bruins are the founders and ambassadors of the annual **Pro-Am Gagné Bergeron**. The event was a huge success again this year, both in the amount raised and the visibility given to Leucan. In addition to attending a high-level hockey game, hundreds of spectators enjoyed an evening concert by Simple Plan. This 11<sup>th</sup> edition raised \$90,000 for Leucan région Québec.



**Voiles en Voiles**, the propelling force behind the Leucan Journey, raised the fabulous amount of \$98,158 this year. This teambuilding activity is always a big hit with companies who already await the 5<sup>th</sup> edition with bated breath!



The 23<sup>rd</sup> **CSN** fundraising campaign for the Leucan-CSN Summer Camp was a huge success. More than \$235,000 was collected by union members across the province, including a strong involvement by members of the FAPSCQ. We are so grateful to this major partner for supporting our annual camp, much to the delight of our member families.



The 16<sup>th</sup> edition of the popular Promenade en camion activity hosted by **Transport Jacques Auger** welcomed more than 1,000 people this year and raised upward of \$135,000. Thanks to the loyal support and generosity of Mr. Jacques Auger and his team, this event generated a total of \$1,431,000 since its first edition.



# Sponsors and Camie Awards



## Monetary Sponsors

### \$5,000-\$25,000

Benchmark Corp • Cain Lamarre • Caisse Desjardins de Trois-Rivières • Charles River Laboratories • Décarie Lawyers & Notaries • Desjardins Durabac • Elkem Metal Canada inc. • Fairstone • Gagnon Frères • Garde Robes Gagnon • Groupe Forestra • Hamel BMW de Blainville • Harmonia Assurance • Hitachi Systems Security • Ideal Roofing • I-Nov Concept • Jean Dumas Multiconcessionnaires • KPMG L.A. Hébert • Le Groupe Solist Technologies • Lowe's Canada inc. • Medisys Health Group • Montreal Firefighters' Association • Récif sur la Saint-Maurice • Richter • SAIL Outdoors inc. • TELUS Health • Valeurs mobilières Desjardins

### \$25,000-\$50,000

By acting as Honorary Co-President of The Leucan Experience in 2019, **Alithya** gave a tremendous boost to the event. This magical night would not have been this successful without the great solidarity of this partner to the cause of cancer-stricken children and their families.

**CRH and its DEMIX divisions** entered their third year as official presenting sponsor of the Leucan Mighty Challenge. In addition to a financial assistance of \$75,000, the team contributes logistic support to push the event forward and reach new

heights. In 2019, 28 teams signed up for the Challenge and raised almost \$148,000.

Under the leadership of Mr. Jean Marchand, the team of **Fenplast** commits itself heart and soul to the cause of Leucan. This year, Fenplast doubled its generosity to cancer-stricken children and their families by acting as the presenting sponsor of Course des 7 pour Leucan Montérégie with an investment of \$20,000 and by committing another \$20,000 to the 2020 Leucan Ski Challenge in Montérégie and thus becoming the presenting sponsor of the event.

Leucan is extremely grateful to **Niobec**, a mining company established in Saguenay-Lac-Saint-Jean and loyal partner of the Association since 2012.

Beginning in 2018, Niobec has been contributing an annual gift of \$30,000 to Leucan, in addition to acting as partner for several fundraising events including Défi des chefs Leucan, Dégustation Vegas Leucan, the Leucan Ski Challenge, and the Leucan Shaved Head Challenge.

### \$100,000 and up

As presenting sponsor of the Leucan Shaved Head Challenge since 2016, Proxim truly walks hand in hand with Leucan to support member families. Since its inception, this precious partnership generated more than \$1 million for Leucan. In addition to this significant monetary sponsorship, Proxim supports families all year round through various initiatives. On July 2, 2019, the Group donated \$12,000 to Leucan on the occasion of the McKesson Canada Golf Tournament. Two months later in September, nine members of the Group took on the Leucan Shaved Head Challenge during the Proxim-Uniprix Symposium. With this brave gesture, those participants collected the incredible amount of \$30,578 for Leucan. Our thanks go to the Group's leadership team, all employees, and the pharmacists-owners for their admirable support.





## In-kind Sponsors

### \$10,000-\$50,000

Accent Media Corp • Arsenal Média • Bell Média Sherbrooke • Boom Montérégie • Bravad • Bromont, montagne d'expériences  
Centre de glisse Vallée du Parc • Centre d'Excellence sur les drones d'Alma • Cogeco Média • Cogeco Média Mauricie • DOCK619  
Energie 104.1 and Rouge FM 94,9 • Esther Campeau photographe • Fairmont Le Chateau Montebello • Fairmont Queen Elizabeth  
Fondation Ordina-Cœur • Gravité Média • Groupe Souris Mini • Icimédias • Intercar • Le Valinouët • Magnus Poirier  
Marie-Mai • McCord Museum • Mont Adstock • Montreal Canadiens Hockey Club • Mont-Vidéo • Pascan Aviation • SAQ  
Station touristique Stoneham • Voiles en Voiles

### \$50,000-\$100,000

**Bell Média Mauricie** has been a trusted partner of Leucan Mauricie-et-Centre-du-Québec for many years. A number of their hosts have proudly championed the Association for more than ten years. Thanks to them, Leucan enjoys wide recognition in the Mauricie-et-Centre-du-Québec region.

The team of Bell Média Mauricie is constantly available and attuned to the advertising needs of Leucan.

Everyone at Leucan Mauricie-et-Centre-du-Québec wishes to thank them for all the help and support they provide.

The exemplary involvement of **two Énergie radio stations** from the Abitibi-Témiscamingue region, and the professionalism and personal commitment of their hosts contribute greatly to spreading the word about

Leucan and to raise awareness about the reality of families of cancer-stricken children. Leucan is so grateful for their dedication and generosity.

To support Leucan région Québec, **Leclerc Communication** graciously offered \$72,000 worth of advertising campaigns and radio messaging to promote various fundraising activities to their public. Thank you!

Leucan extends its sincerest thanks to **Sommets Charlevoix** and its network of independent cottage owners and regional partners for donating the use of their properties and a number of treats to give nearly 50 families the opportunity to enjoy a dream weekend getaway in picturesque cottages.

Leucan is extremely privileged to have been able to count on the commitment and talent of the exceptional team of **Tam-TamTBWA** for several years now. Leucan thanks them warmly for their support in the development and implementation of several advertising campaigns, including for the Leucan Shaved Head Challenge and the League of Defenders.

### \$100,000

Leucan has been counting on the loyal support of **PATTISON Outdoor** for several years now. This partner provides Leucan with exceptional billboard placement across the province for our various fundraising campaigns. Thank you for amplifying our voice!

## Camie

The Camie trophy is awarded to outstanding individuals who have been volunteering to support Leucan's philanthropic efforts over several years. Every one of those committed volunteers have appealed to their networks and raised more than \$500,000 in donations to Leucan. In the past year, Leucan awarded a Camie trophy to **Mrs. Gisèle Bourque from the ACRGTQ** for her extraordinary commitment.

We extend our warmest thanks to her for her support.





*What makes  
me happy:  
splashing my  
brother in the pool*

**Rémi, 5,**  
diagnosed with acute lymphoblastic leukemia,  
24-month treatment

## *A Word from the Treasurer*

The 2019-2020 fiscal year was marked by a deficiency of revenue over expenses of \$220,696. A closer look at the results reveals a decrease of \$89,189 in total revenues year over year. This is mainly attributed to a decrease in investment income and in donations and bequests. Although there is a slight increase in revenues from fundraising activities year over year, cash flows from annual fundraising campaigns and third-party fundraisers planned for March 2020 were negatively impacted by the pandemic and lockdown, which caused the cancellation of various activities.

However, the expenditures for fundraising activities did not contract at the same rate, which led to a decrease of \$218,000 in the gross excess of revenue over expenses compared to the previous year. There was an increase of \$143,312 in the monies spent on services to children and their families and on clinical research grants compared with the previous year, bringing up the total amount to \$5,032,650. In total, these two expenditure items represent 75% of the gross excess of revenue over expenses for the fiscal year ended March 31, 2020, compared to 70% last year. The remaining expenditures have been maintained at a level similar to the 2018-2019 fiscal year.

Thanks to a solid reserve fund built over the years, Leucan's financial situation remains sound. Its net assets at March 31, 2020 were \$4,599,566, including \$636,371 invested in capital assets.

In closing, I want to sincerely thank all of Leucan's donors, partners, employees, and volunteers for their precious efforts and contributions to the mission of the Association.

*Marc Jutras*  
Marc Jutras, CPA, CA

# Summary of revenue and expenses

For the 12-month period ended March 31, 2020

	2019-2020	2018-2019
<b>Revenue</b>		
Donations and fundraising activities	\$11,051,261	\$11,081,865
Donated supplies and services	\$157,498	\$194,621
Other revenue	\$174,948	\$196,410
<b>Total revenue</b>	<b>\$11,383,707</b>	<b>\$11,472,896</b>
<b>Expenses</b>		
Costs of fundraising activities	\$4,505,541	\$4,354,945
Donated supplies and services	\$157,498	\$179,021
<b>Gross excess of revenue over expenses</b>	<b>\$6,720,668</b>	<b>\$6,938,930</b>
<b>Other expenses</b>		
Services to children and their families	\$4,024,207	\$3,940,552
Grants for clinical research*	\$1,008,443	\$948,786
Communications	\$360,363	\$346,429
Administration	\$1,548,351	\$1,618,262
<b>Total of other expenses</b>	<b>\$6,941,364</b>	<b>\$6,854,029</b>
<b>Excess (deficiency) of revenue over expenses</b>	<b>\$(220,696)</b>	<b>\$84,901</b>

\*Including expenses related to the Leucan Information Centre and hospital centres.

## Breakdown of donations

Excluding donated supplies and services



57%

Other campaigns

29%

Leucan Shaved Head Challenge

12%

Direct mail campaigns

2%

Donations and bequests

## Breakdown of expenditures related to the Association's mission



62%

Direct services to families

19%

Direct financial assistance to families

19%

Research grants

## 2019-2020 Board of Trustees

As of March 31, 2020

**PROULX, Pascal, MBA**  
**President of the Association**  
Executive Director,  
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Scotiabank Commercial Banking

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Teacher and coordinator | Université Laval

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Director, Development and Quality Fitness  
Ordre des ergothérapeutes du Québec

### Special contributors on the Partnerships, Research, and Services Committee:

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Psychologist and speaker  
President, Rose-Marie Charest  
Communications Inc.

**Mrs. Martine Allard, Ph.D., MBA**  
Director, Marketing & Sales – Women's Cancer  
Merck Canada

## 2019-2020 Executive Committee

As of March 31, 2020

**Pascale Bouchard**  
**Executive Director**

**Carol Beaudry**  
**Provincial Director,**  
**Family Services,**  
**Research and Partnerships**

**Stéphanie Côté**  
**Provincial Director,**  
**Employee Experience**

**Lysanne Groulx**  
**Provincial Director,**  
**Annual Campaigns**  
**and Communications**

**Annick Lafrenière**  
**Provincial Director,**  
**Major Donations and Planned Gifts**

**Nathalie Matte**  
**Provincial Director,**  
**Philanthropic Development**

**Marie-Eve Ringuette**  
**Provincial Director,**  
**Finances and Administration**

**Jacques Tremblay**  
**Provincial Director,**  
**Philanthropic Development**

## Regional Offices

As of March 31, 2020

**Leucan Abitibi-Témiscamingue**  
Regional Director:  
**Kevin Séguin**

**Leucan Estrie**  
Regional Director:  
**Karine Fontaine**

**Leucan Laurentides-Lanaudière**  
Regional Director:  
**Mathieu Déziel**

**Leucan Mauricie-et-Centre-du-Québec**  
Interim Regional Director:  
**Carol Beaudry**

**Leucan Montérégie**  
Regional Director:  
**Stefany Brulier**

**Leucan Montréal-Laval**  
Provincial Director, Major Donations  
and Planned Gifts:  
**Annick Lafrenière**

**Leucan Outaouais**  
Interim Regional Director:  
**Jacques Tremblay**

**Leucan région Québec**  
Provincial Director,  
Philanthropic Development:  
**Nathalie Matte**

**Leucan Saguenay-Lac-Saint-Jean**  
Provincial Director,  
Philanthropic Development:  
**Jacques Tremblay**



# Nathan

*What makes  
me happy:  
everybody who  
helps me to  
get better*

7, diagnosed with acute lymphoblastic leukemia,  
24-month treatment



**Leucan Head Office**  
550 Beaumont Avenue, suite 300,  
Montreal, Quebec H3N 1V1  
T 514 731-3696 • 1 800 361-9643  
F 514 731-2667  
info@leucan.qc.ca  
leucan.qc.ca



Graphic Design: artegraphe.ca  
Photo credit: L.Kadyszewski (unless otherwise indicated)