



# Journey

## TO THE HEART



of Leucan families



# WORDS FROM THE EXECUTIVE TEAM

## Progress and continuity:

The two broad principles guiding our actions over this second year marked by the uncertainties of the COVID-19 pandemic. With our Executive Director leaving the Association in December, the leadership team worked very hard to engage teams and help them to meet the ambitious goals set out at the beginning of the fiscal year, with the support of our devoted Board of Trustees. All the while, each of us continued to focus on the well-being of cancer-stricken children and their families; the core of our mission.

We are excited and proud to present this annual report, which shows that we not only met but surpassed our goals during the past year. We almost returned to pre-pandemic revenue level, even in a context where a number of fundraising activities could not be held due to public health measures and gathering limits. With careful expense management, we achieved a surplus putting us in a positive position for the next year.

Our teams continued to work hard to adapt our activities and services to families. Although we had to maintain a temporary reduction on services requiring gathering and close contacts (the Leucan-CSN Summer Camp and massage therapy services, among others), our staff focused on quality individual interactions with families. To develop new ways of meeting the needs of families, we held virtual editions of several activities and will apply the lessons learned to make our events more accessible going forward. Additionally, with the surplus we generated, we increased our investments in clinical research and direct financial assistance to families.

We are also pleased to announce that we began enhancing our services based on the feedback received from Association members last year. Our goal is to build a structured plan of psycho-social services available to children and their families as they navigate the various challenges of a childhood cancer diagnosis.

Unsurprisingly, we are also affected by the current labour shortage. We are redoubling our efforts to stabilize our teams and ensure the best employee retention.

We are sincerely grateful to our donors and partners, and to everyone participating in our activities: without them, Leucan could not fulfill its mission. We also want to thank our Board of Trustees for their unwavering direction and guidance to our executive team. Hats off to the many volunteers who provide hands-on support for everything we do.

As well, we want to highlight Pascale Bouchard's contribution while she stood at the helm of our Association. She led our teams brilliantly to maximize revenue and maintain the quality of services.

Lastly, we want to shine a spotlight on the exceptional and dedicated work of our teams who have shown a tremendous collaborative spirit to deliver a crucial service: support for cancer-stricken children and their families.



A handwritten signature in blue ink, appearing to read "Pascal Proulx".

Pascal Proulx  
President of the Association



A handwritten signature in blue ink, appearing to read "Lysanne Groulx".

Lysanne Groulx  
Acting Executive Director  
Director, Donor Relations  
and Stewardship

# A WORD FROM THE NEW EXECUTIVE DIRECTOR

It is a true honour for me to be named new Executive Director of Leucan. I feel privileged to be surrounded by dedicated and performant people. Building on the actions undertaken by Pascale Bouchard and the executive team, I will draw on my experience and expertise in philanthropy, management, and strategic vision to take Leucan further.

Joining an organization recognized for its dedication and commitment to families in a moment where they desperately need that support feels like a dream come true. I have firsthand knowledge of the many needs of families with a cancer-stricken child; my own family benefited from Leucan's services when my son received three cancer diagnoses in 2007, 2008, and 2009. This personal experience makes me uniquely qualified to understand and champion the needs of member families.

To all of Leucan's allies, employees, volunteers, and families, I make this promise: I will dedicate all my energy to expanding our service offer—already deemed as excellent by families and partners in the field—and furthering the actions already firmly undertaken as part of the 2021 Strategic Plan: outreach, diversification of revenue, increasing stakeholders' engagement and loyalty. I will carry out my duties by promoting the values essential to achieve the mission of our Association: service-mindedness, mutual aid, excellence, equity, and respect.

In closing, I want to thank the Board of Trustees and my outstanding team for their warm welcome and support as I assumed my new role. Wishing you all an excellent 2022-23!



Juli Meilleur  
Executive Director of Leucan



# A WORD FROM MARIE-MAI

*Marie-Mai*  
Marie-Mai,  
Leucan's Godmother since 2019

This year marks five years of commitment to Leucan's cause including three as Godmother of the Association. When I think back on those years, I feel a surge of pride. Indeed, I'm proud to lend my voice to raise the profile of Leucan's team and the huge difference they make for families coping with the terrible reality of a childhood cancer diagnosis.

While 2021-22 was still clouded by uncertainties, Leucan rose up to the challenge. This important work performed by passionate people, devoted to the cause, leads to great success. To all employees of Leucan and to all teams steered by big-hearted leaders, I can only say THANK YOU. As a mom, as Godmother, and as a simple citizen, I bow to all the good you bring to our society.

But Leucan was only able to carry its mission for the past 44 years with the support of a wide range of allies driven by unbounded generosity and solidarity.

Those allies include the many caring volunteers. Their gift of self is simply astounding and their devotion fills my heart with admiration.

They also include those participating in Leucan's various activities, year after year, taking on significant challenges to help the families of children living with cancer. Each and every one of them has come to realize something that's quite important: every gesture counts and makes a real difference.



Not to mention all essential partners, like the many donors and sponsors. It is thanks to your generosity that Leucan can invest in clinical research and contribute to not only increasing survival rates but also improving children's quality of life by alleviating their suffering, be it physical, psychological, or financial.

It's such a pleasure and honour for me to renew my commitment to Leucan's cause for three more years. It's a great privilege to meet with such strong and resilient kids and to hear the touching and inspiring stories of families. Joining fellow allies to help the Association to pursue its mission was only natural for me: Leucan fills my life with light and joy!

And lastly, to all the families weathering the storm, know that I am thinking of you. You are not alone: Leucan will always be there for you. I can't wait to see you again and to share wonderful moments with you; it's always the highlight of my day. Until we meet again, I wish you all the best and I send you love and hope. See you very soon!

*Joining fellow allies  
to help the Association  
to pursue its mission was  
only natural for me:  
Leucan fills my life  
with light and joy!*

*Mission:  
Foster the recovery of cancer-stricken children and the well-being of their families by providing tailored and distinctive support services at every stage of cancer and its effects*

*Precious family memories*



*Values:  
Service-mindedness,  
respect, mutual aid,  
equity, and  
excellence*

*A unique look at the stages  
of the disease as experienced  
by families*



*Dive into the reality of families  
of cancer-stricken children*

- 71 EMPLOYEES
- 754 VOLUNTEERS
- AVAILABLE  
ACROSS QUEBEC  
VIA 9 REGIONAL  
OFFICES



## INTERVENTION AXIS AND SERVICES

# FIGHT CANCER AND IMPROVE TREATMENTS

In Quebec, one child is diagnosed with cancer nearly every day. Thanks to progress made in childhood cancer clinical research, more than 82% of them will survive their diagnosis. World-class clinical trials have led to the best treatments available for those young patients.

New therapies are less invasive and more targeted, improving recovery rates and lessening side effects. Even for poor prognoses, there has been an improvement in life expectancy. This progress would not have been possible without major investments in research.

But there are still ways to go. Currently, 70% of childhood cancer survivors will develop sequelae, and in half of those cases, they will take a severe form. Researchers are working tirelessly to reduce adverse effects in the longer term.

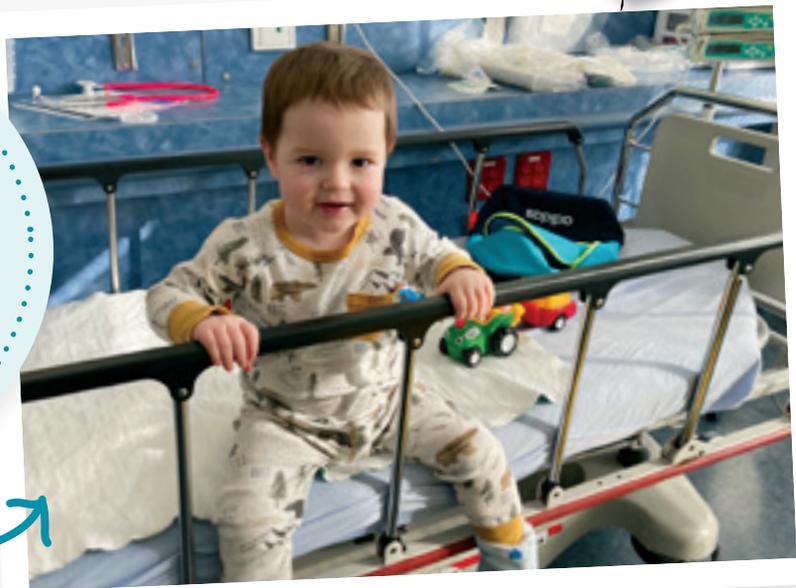
Since its inception, Leucan has invested more than 20 million dollars in clinical research in pediatric oncology. The Association is proud to contribute to the collective effort to ensure the quality of life of children diagnosed with cancer and to promote their development.

"We went through a series of tests as soon as we got to hospital. When the diagnosis was confirmed, cancer cells were present in about 90% of his blood. It was high time we found out! Everything changed in that instant. You see life differently. You realize just how fragile it is. Without research, the recovery rate for Jayden's leukemia would not be so high."

**Sophie Leblanc, mom of 3-year-old Jayden, diagnosed with acute lymphoblastic leukemia**

Reducing treatment side effects is critical, as 70% of children who survive pediatric cancer will develop sequelae.

Jayden is getting bigger and his hair is growing back!



At the hospital for chemotherapy  
with the famous Leucan bag



Jayden, 3 years old,  
acute lymphoblastic leukemia

The survival  
rate has increased  
from 15% to 82%  
since Leucan was  
founded.

## 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 2021-21,  
LEUCAN ALLOCATED  
\$1,113,338  
TO CLINICAL  
RESEARCH.

"When a young patient does not respond well to basic treatments, the medical team turns to clinical studies and individualized experimental treatments. A vast majority of children in pediatric oncology participate in a target research protocol. The more funding provided to clinical research, the greater the access to clinical studies for patients. Studies lead to a better understanding and the development of more efficient therapies. Curing cancer is our ultimate goal, of course, but at Leucan, we're also focused on using the best therapies available."

Elodie Bergeron, Director, Family Services, Research and Partnerships

## INTERVENTION AXIS AND SERVICES

# FINANCIAL ASSISTANCE

*Leucan helps families survive financially, as cancer is never budgeted for.*



*Liam, 4 years old,  
Langerhans cell histiocytosis*

Taking care of a sick child can adversely affect a family's financial health. Cancer strikes without warning. Parents then juggle with unforeseen expenses, including repeated absences from work, medications, travel expenses, childcare, and accommodations.

Financial anxiety only adds to the burden of families coping with a scary diagnosis. This is especially true in the current context of high inflation. To decrease this burden, Leucan provides financial assistance via a number of grants tailored to a family's needs.

"While we cannot compensate for ALL financial loss incurred, we can make their situation a little more comfortable. By dealing with collateral stress, we make their daily lives easier," says Natacha Jean, Adviser, Family Services for Leucan. This way, parents can focus on what matters most: their child's recovery.

Job losses and car crashes have a tendency to happen at the worst moment. In that spirit, we created the Emergency Fund to provide immediate assistance to parents with urgent needs to cover basic necessities like food or rent.

Since a significant number of childhood cancer survivors will develop sequelae from treatments, Leucan dedicated a fund to that end. "Depending on the physical or cognitive impact, a child may need a hearing aid, specific dental care, an orthotic device, or remedial instruction," explains Natacha Jean.

"When Liam was diagnosed, my husband and I were freshly out of school. We were both starting new jobs and had just moved into a new house. Liam's sister was still a baby; we were just starting out in life. With no savings, we were in a state of panic. Leucan's support grant brought down our stress level. I had to take a two-month leave from work but regular bills kept on coming. While waiting for my benefits to kick in, we received help through the Emergency Fund. Leucan also covered part of our travel costs. We had a lot of travelling to do, living in Mashteuiatsh, 90 minutes away from Chicoutimi and three hours from Quebec City. We are so grateful for Leucan's support during that time. It made all the difference."

**Pamela Duciaume, mom of 4-year-old Liam, diagnosed with Langerhans cell histiocytosis**



## 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

- Initial grant and support grant
- Emergency Fund
- Financial Assistance for Post-treatment Sequelae



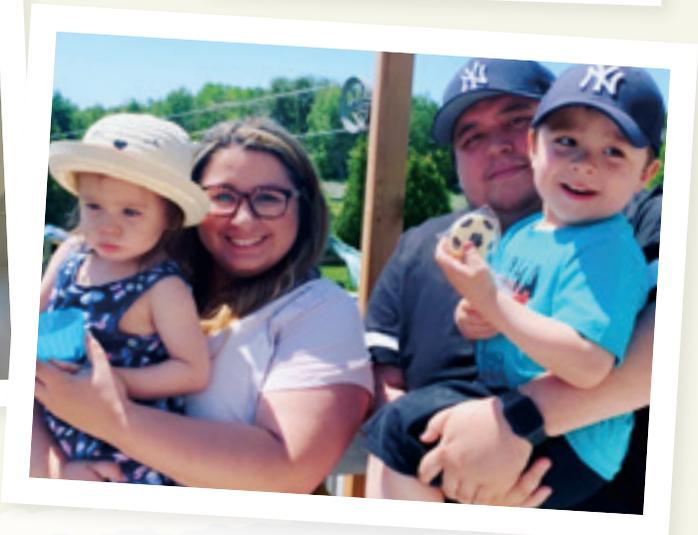
"We know a cancer diagnosis impacts a family's budget regardless of income. Very few people set aside savings in case their child is diagnosed with cancer. For families living far from urban centres, expenses are especially steep."

**Natacha Jean, Adviser, Family Services in Saguenay-Lac-Saint-Jean**



IN 2021-22,  
\$1,415,075 WAS  
ALLOCATED IN  
DIRECT FINANCIAL  
ASSISTANCE  
TO FAMILIES.

*Liam is brave, especially when accompanied by his plushy Amishk (<<beaver>> in the native language)*



## INTERVENTION AXIS AND SERVICES

# COMFORT, INFORM, AND GUIDE



*Leucan offers concrete ways to survive the shock of the diagnosis.*



Nearly every day in Quebec, a childhood cancer diagnosis upends the life of one family. Every diagnosis is a brutal shock. From the first day and through every stage of illness, the team of Leucan rallies around families to provide help, comfort, and an attentive ear whenever they need one. Meetings take place at hospital, in outpatient clinics, or on the phone.

Soon after diagnosis, every family receives a welcome kit, marking the beginning of their relationship with Leucan. Like an anchor at the heart of the storm, the red bag contains a soft blanket, reference material, t-shirts tailored for treatments, a few practical items, and toys. The “famous red bag” becomes a strong symbol, a sign of belonging for member parents.

“When we go out to meet families and hand them the kit, there’s an instant relief, even though at the same time, they also realize the magnitude of the fight ahead of them,” explains Christelle Robitaille-Hains, Adviser, Family Services. Leukemia, cancer, and recurrence: so many words not one parent wants to hear.

Via the Leucan Information Centre, families have access to a goldmine of reliable information. Both an online platform and a physical library housed in CHU Sainte-Justine, the Centre is the largest French resource on childhood cancer in the world, attracting visitors from dozens of countries.

“I remember just hurting so much. From the very beginning, Leucan’s adviser brought us the red bag and provided us support at hospital, at home, at the daycare. It was such a relief. Now life is slowly getting back to normal. But I know that if I need help, Nathalie will be there.”

**Vanessa, mom of 3-year-old Arthur, diagnosed with acute lymphoblastic leukemia**

Arthur, 3 years old,  
acute lymphoblastic leukemia



Nearly one family a day in  
Quebec receives a pediatric  
cancer diagnosis.



OVER THE PAST YEAR,  
300 FAMILIES  
RECEIVED A NEW  
CANCER OR  
RECURRENCE  
DIAGNOSIS.

## LEUCAN'S OBJECTIVES

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

## SERVICES AVAILABLE

- Physical and emotional support at the hospital and at home
- The Leucan Information Centre
- Welcome and comfort kit

"I tell families to see Leucan's team as a beacon of light. At first, we hold on fast. We help them to understand information, to navigate through resources. We listen to them and comfort them. I ask them to let us light their way. Later, when the storm quiets down and they feel ready, we let them go, we take a backseat and watch them sail."

**Natacha Jean, Adviser, Family Services**

## INTERVENTION AXIS AND SERVICES

# LESSEN PHYSICAL AND PSYCHOLOGICAL PAIN

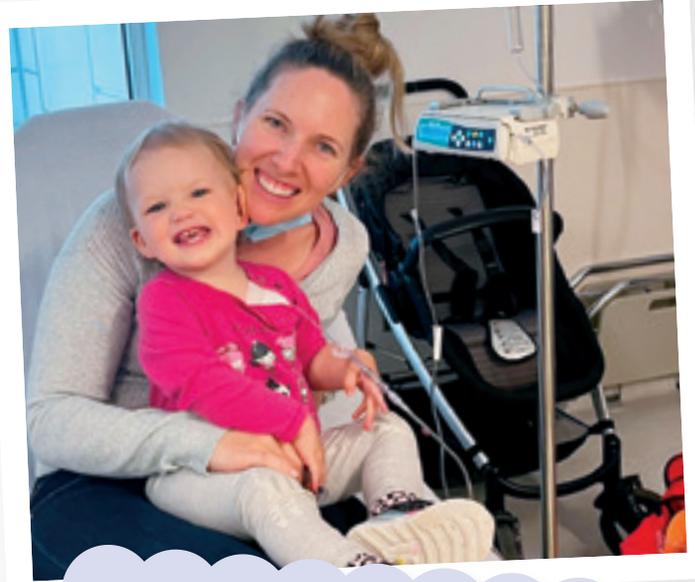
Théa, 18 months,  
rhabdomyosarcoma

When their child gets diagnosed with cancer, parents go through an emotional turmoil. Guilt. Anxiety. Anger. Sadness. They feel powerless in the face of the pain and side effects of cancer treatments. Every day is an intensive experience, the weeks are filled with appointments, tests, and hospital stays. While this is a hardship on parents and their sick child, siblings also suffer.

Leucan provides massage therapy services at hospital and at home to relieve pain and stress. "When I know I'm about to get a massage, my whole body is singing a happy tune," said a young patient to her massage therapist. Massages are also a way to create a positive experience, even at hospital. "It's the only care provided in hospital that does not hurt. When a child is in crisis but we are able, through our mere presence, to soothe them and bring them to sleep with soft music in a cozy atmosphere, it does a world of good not only to the child but to their parents as well," explains Suzanne Poirier, Coordinator, Massage Therapy Services.

To alleviate mental distress, the team of Leucan ensures that each family receives a warm support that meets their individual needs. "We're entering the family unit in the middle of a tsunami. Parents need to be taken by the hand while they absorb the shock. Serious illness is an ever-evolving journey with ups and downs. We walk alongside families through this journey to make sure that they stay in good spirits despite everything," says Natacha Jean, Adviser, Family Services.

When the worst happens, Leucan provides bereavement support in several forms: one-on-one support, support groups, respite stays, and commemorative ceremonies.



"A massage is great in itself, but the bond we build with the massage therapist is also extremely important. Théa couldn't be around people during the pandemic. It was good for her to be approached by another person. We pretty much adopted our massage therapist. She knows our life; we developed a wonderful relationship. Getting a message offers relief from stress. It's a moment just for me. It does me so much good."

Flavie, mom of 18-month-old Théa,  
diagnosed with rhabdomyosarcoma

First apple picking outing for Théa. She's so happy to take part in a Leucan activity.



The well-being of the entire family, at every stage of the disease, is Leucan's raison d'être.



Théa receives her end-of-treatment certificate

## LEUCAN'S OBJECTIVES

- Alleviate feelings of helplessness in parents 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 at hospital and at home for cancer-stricken children, their parents, and their siblings
- Psychological support
- End-of-life and bereavement support services

"With massage therapy at home, we can build a strong relationship. It's truly a privilege. We enter into the intimacy of families and see dynamics at play. We become the eyes and ears of Leucan. It requires adaptability, an open heart, and a lot of respect. Our visits are fun and inclusive for the whole family, including siblings who often feel excluded during this ordeal. Massage therapists are there during but also post treatments when parents worry about a potential recurrence. They also play a key role in bereavement support, providing a soothing touch through the pain of loss. We support families over several years. We're often told that we're part of the family."

**Suzanne Poirier, Coordinator, Massage Therapy Services**

## INTERVENTION AXIS AND SERVICES

# BREAK FAMILIES OUT OF THEIR ISOLATION AND CONTRIBUTE TO THEIR WELL-BEING



↖ Sarah-Lou during her very first chemotherapy in 2021

“We arrived from France in July 2020, right during the pandemic. We had not established a network yet, and conditions were not conducive to making friends. Then, leukemia struck. We felt more isolated than ever. When Christelle, our Leucan Adviser, showed up with the big red bag, it was as if she was telling us: You are not alone. We’re there for you! It was both a wonderful surprise and a huge relief.”

**Carine Darbonville, mom of 11-year-old Sarah-Lou, diagnosed with acute lymphoblastic leukemia**



Children living with cancer not only have to deal with illness and pain but also with feelings of loneliness and exclusion. Their prolonged absence from school, changes in physical appearance, and weakened health contribute to their isolation. Their loved ones also feel alone, apart from the normal world. Over the past two years, this feeling of isolation has been exacerbated by the COVID-19 pandemic, putting immunocompromised people like cancer-stricken children particularly at risk.

Part of Leucan’s mission is to break families out of their isolation with continued support. Advisers provide a comforting presence at hospital during lunch meetings, coffee breaks, or in playrooms. Even in the context of pandemic restrictions, Leucan’s advisers adapt their approach to remain present for families, including visiting hospital rooms individually with a trolley filled with games to entertain the young and young-at-heart and take their minds off their troubles.

Every year, Leucan hosts socio-recreational activities bringing together families coping with childhood cancer. Parents, children, and siblings all have the opportunity to meet new people and forge friendships. For instance, the Leucan-CSN Summer Camp, the Heart-filled Hope support group for teenagers, the respite weekends, and the Halloween and Christmas parties are always a big hit. All activities are planned with safety and compassion at the forefront.

“Socio-recreational activities break families out of their isolation and normalize some of their feelings,” says Natacha Jean, Adviser, Family Services. “There, parents don’t have to explain why their child is bald, looks bloated, or needs a feeding tube. Everyone knows why. They can leave their stress and insecurities at the door. It takes only half a minute for children to forget they’re sick once they arrive at the summer camp. They play, they have fun. It’s like a breath of fresh air.”

Leucan’s goal is to sprinkle moments of joy and lightness in the daily reality of families and to remind them that they are part of a community.

## LEUCAN'S OBJECTIVES

- Reduce the sense of isolation in families
- Contribute to the well-being of children undergoing treatments
- Help childhood cancer survivors enjoy a positive and more independent life
- Support efforts to increase the immediate circle's understanding and empathy about the new reality of cancer-stricken children and their families

## SERVICES AVAILABLE

- Socio-recreational activities
- Hosting in hospital playrooms
- School Awareness Program and support
- Support to childhood cancer survivors



*Leucan offers activities adapted to the reality of the disease to break isolation*

"The hospital playroom is the best place to meet fellow families. Families have to wait in hospital for hours. It makes for very long days. Children live in the now and are always excited to go to the playroom. They can draw, play with plasticine, or create seasonal crafting projects. The pandemic changed our interactions but we adapted to ever-changing rules. We roll out our trolley filled with toys from room to room and take the time to chat with parents. Everyone gravitates to the playroom. It's like a refuge in the hospital."

**Christelle Robitaille-Hains, Adviser, Family Services**

*Sarah-Lou, 11 years old, acute lymphoblastic leukemia*



*As a family, all the same!*



## INTERVENTION AXIS AND SERVICES

# TESTIMONIALS

All families whose children receive a cancer diagnosis tell us of the shock that follows this life-changing development. That shock is brutal. They are in search of help, support and information.

Thankfully, Leucan is there to support the immediate and extended family.

To help others feel less isolated and alone in this hardship, many families opt to share their story. They also do it in the hopes that they will raise awareness and comfort other families going through the same ordeal.



Scan the QR codes  
to dive into the  
unique stories of  
Leucan families.

## SOPHIE LEBLANC

One calm morning in 2020, a morning like any other, Sophie woke up and checked on her son, Jayden, who was 17 months at the time. And just like any other night, she intended to kiss him goodnight during their turn-down routine. But that fateful day, everything changed. Sophie discovered little red spots on Jayden's skin. A few hours later, a striking diagnosis: leukemia. Sophie kisses him that night, their love untouched, but nothing else is the same.



## PAMÉLA DUCIAUME

"They told us that it was a rare disease, many specialists came in and out of the room, it was panic-inducing." Liam's parents were witnesses to his suffering for months before experts were able to pinpoint what was ailing him. He was two-and-a-half years old. "His back was so sore he couldn't even play with his trucks anymore. He suffered daily and would scream through the night. It was really difficult," confides his mother Pamela, a lump in her throat. After several tests and a biopsy at the CHUL, the doctors finally discovered what they were up against: Langerhans cell histiocytosis.



## VANESSA LEBLANC

«That morning, I was about to start cleaning. Instead, I packed a suitcase for Arthur who was in the hospital. I was in shock, I had difficulty thinking, I was in a state of shock. It took me hours.» Today, Arthur, three-and-a-half years old, plays, climbs, jumps, runs and screams. He bickers with his little brother Victor. There is often action in the backyard! It's hard to imagine that just over a year ago, this active little boy was in very bad shape. Even Vanessa, his mother, still finds it hard to believe. It's as if it was all a nightmare.



## FLAVIE VERRIER

Her mother Flavie will never forget that moment. «It was late at night. I was cuddling with Théa when I felt a big lump on her back. We were worried right away.» One thing led to another and the baby saw several doctors and underwent a battery of tests. A biopsy confirmed the worst. At the age when babies start smiling, four-month-old Théa was diagnosed with rhabdomyosarcoma. Because it is rare for a young baby to have cancer, pediatric oncology experts suggested further investigation. Their suspicions proved correct: the threat would be there forever.

## CARINE DARBONVILLE

When the doctor announced the diagnosis of acute lymphoblastic leukemia, the heart of Carine, mother of 11-year-old Sarah-Lou, cracked. «My whole world was collapsing, it was total panic. I called my husband, I was in tears. I told him he had to come quickly. I took a deep breath and went to find Sarah-Lou in the next room.» Just as the little family was excitedly planning an out-of-town getaway, plans changed dramatically. A visit to the emergency room turned into an immediate admission to the ICU. «It's violent. Instead of the planned weekend, Sarah-Lou ended up in a hospital bed, with IVs, on monitors, with wires everywhere.»



## ADDITIONAL SERVICES AND PROGRAMS

# SUPPORT AND AWARENESS-RAISING ACTIVITIES IN SCHOOLS

As applicable, the team of Leucan will visit schools to provide school staff with tools and increase students' awareness on the reality of their cancer-stricken classmates. Having an adviser come to class is often quite appreciated at time of diagnosis when the child is suddenly taken out of school. "Students hear all sorts of rumours and some are very worried. We can come in and reassure everyone, answer their questions, and set the record straight," explains Christelle Robitaille-Hains, Adviser, Family Services. It can also be useful for an adviser to visit the classroom of siblings.

Additionally, the team of Leucan can help children undergoing treatment to return to class, including by visiting classes beforehand to prepare their classmates. "We tell kids that their friends want to be seen like everyone else. We explain why they won't be able to take part in phys. ed. or why, due to their condition, they will have a special permission to snack at any time," says Christelle Robitaille-Hains.

This service is available in daycares, elementary and high schools, and even colleges, always with the goal to ensure that children and teenagers can pursue their schooling in the best circumstances.



## HAIR ALTERNATIVES PROGRAM

Losing one's hair due to cancer treatment can have a devastating effect on children's self-esteem and self-confidence, no matter their age. However, dealing with this drastic change in physical appearance is especially hard on teenagers. Leucan strives to ease this discomfort with a hair alternatives program with individual solutions for everyone. Children as young as five can ask for a headwear with a natural fringe wig. Youths 12 and up have access to wigs, extensions, headwears, caps, and tuques. "These options are very popular. "It combines style and skin protection. Leucan has been running a wig program for a long time but we're currently developing a new program to meet the needs of boys. Because they're not as interested in wigs, we felt like their needs were neglected. But hair loss can affect their self-esteem, too," explains Christelle Robitaille-Hains, Adviser, Family Services.

"Sarah-Lou had long, wavy hair. I had suggested a simple trim in the past, which she categorically refused. So, you can imagine how I was dreading the shock of hair loss. Early in her treatments, she crossed paths with a bald little girl in the hospital hallways. She understood then, and burst into tears. We borrowed a book on this topic from Leucan's library. We talked about what would happen. When her hair started falling off by the handful, she asked to get her head shaved. She was ready, pure Zen: she had been through the journey in her mind. She received a wig from Leucan, which she wears on outings or whenever she feels the need."

**Carine Darbonville, mom of 11-year-old Sarah-Lou, diagnosed with acute lymphoblastic leukemia**

IN 2021-22,  
LEUCAN SUPPORTED  
118 AFFECTED CHILDREN  
AS THEY RETURNED  
TO SCHOOL AND  
RAISED AWARENESS  
ABOUT CHILDHOOD  
CANCER WITH NEARLY  
3,000 STUDENTS.



## THE SELF-ESTEEM PROJECT

Adolescence is a pivotal time: a time when we build our identity, develop our personality, make plans for the future. When cancer hits in an already turbulent time, the impact of illness—and all that comes with it—is even greater.

Following a resolution from the Board of Trustees to provide greater support to teenagers, Leucan launched a new initiative this past year: the Self-Esteem Project. The goal of this initiative is to help teenagers (re)build their confidence and develop a sense of control over their own lives.

Teens aged 14-18 diagnosed with cancer in the past three years were invited to submit a personal project that would help them to restore or bolster their self-esteem. Based on specific criteria, the Association committed to funding selected projects in the following categories: arts, sports, well-being, and miscellaneous.

“Everyone defines self-esteem differently, which is why we wanted to provide an opportunity for diverse individual projects. Youths had to complete a simple form, describing their project. It also gave them the opportunity to think about what would make them feel good,” explains Marie-Josée Simard, Adviser, Family Services.

A total of 20 projects were submitted and funded including: setting up a student radio station in a high school; a new snowboard; singing lessons; a family photo session; modifying a BMX bike to fit a new physical condition; make-up workshops, and new clothes. “A boy who used to be a promising hockey player asked for a hockey sled. After a leg amputation, his goal is now to reach the Paralympic Games. He is pursuing the same passion but slightly differently. It’s quite touching,” remarks Marie-Josée Simard.

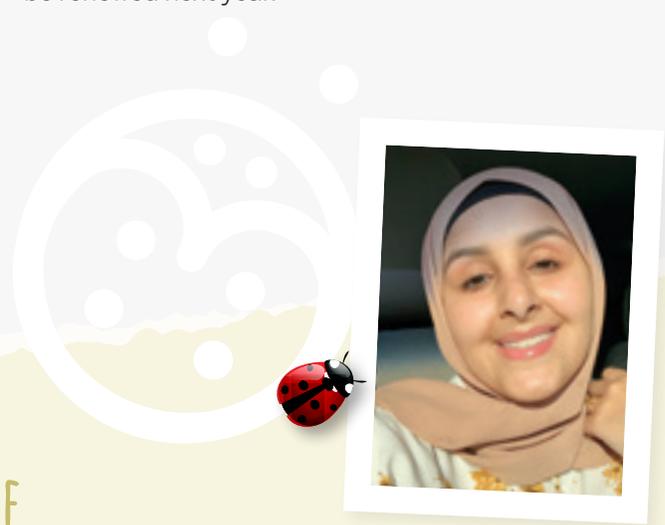
By the end of the year, the team in charge of the Self-Esteem Project will hold a meeting with participating teens so they can discuss their individual projects and experience. “It sometimes doesn’t take much to transform the life of a teenager, whether it’d be for the short or long term,” adds Simard. Every project, big or small, is eligible, as long as it will contribute to the youth’s self-esteem.

Building on the success of this first edition, the initiative will be renewed next year.

## LIFE AFTER CANCER: LEARNING TO LIVE WITH SEQUELAE

Even after the end of treatments and when remission starts, consequences from cancer remain; some of them permanently. After an intensive treatment period, it is not uncommon for survivors to have significant functional limitations such as learning disabilities, trouble concentrating, language impairment, difficulties with social connections or relationships, and fatigue. For those who survive cancer, like Ruqaya, a young woman who was diagnosed with a stage 4 brain tumour at age 14, life after cancer is hindered by obstacles. “At first, I was overwhelmed. It was hard to understand why this was happening to me, not to mention all the consequences of cancer. I had to accept it and stay positive. Leucan helped me never to lose hope.”

It is a priority for Leucan to ensure a continued presence once treatments are over. Leucan provides tailored services to support its members, such as a financial assistance program for post-treatment sequelae as well as scholarships to encourage young people to pursue their post-secondary education; in fact, Ruqaya received one such scholarship.



## PROVINCIAL AND MULTIREGIONAL PHILANTHROPIC ACTIVITIES

# THE LEUCAN SHAVED HEAD CHALLENGE

This year, as in 2020-21, pandemic restrictions did not deter Quebecers from showcasing the extent of their solidarity with cancer-stricken children and their families. A brand-new communication platform gave the Leucan Shaved Head Challenge the renewed energy needed to create innovating solutions and reach new heights in spite of the pandemic.

More than 2,200 dedicated participants took on the Challenge in 2021-22, raising more than 3.7 million dollars for the campaign. The Association wants to recognize the generosity of all the parties who contributed to the success of this campaign: all participants in the 2021-22 edition; Proxim, the event's presenting sponsor since 2016; Dominic Paquet, the Challenge's spokesperson for 11 consecutive years; all regional honorary presidents; all family spokespeople; and our many partners, donors, and essential volunteers.

It was also a wonderful treat to host in-person Challenges once more. After months of Challenges held under the theme "lockdown solidarity," enjoying celebrations, shared laughter, tears of joy, and moments of heightened emotions at shaving sites makes us so very hopeful for the future. The Leucan Shaved Head Challenge is now a multifaceted experience you can live at home, at work, at school, or at an official shaving site hosted by Leucan, whatever suits you best.

## THE GREAT VIRTUAL GATHERING

For a second year, the Association held the Great Virtual Gathering of the Leucan Shaved Head Challenge to recognize and celebrate all the challengers of the past year. Streamed on the Challenge's Facebook page and hosted by actor and stand-up comedian Alex Lapointe, the event brought together the major players of the 2021-22 campaign, including Marie-Mai, Godmother of Leucan, and Dominic Paquet, the Challenge's provincial spokesperson. All participants, veterans and young leaders were highly praised for their courage, and several attendance prizes were awarded during the ceremony, courtesy of the Challenge's partners.



Participants proud of their new look

# THE TROUVE TA GANG CAMPAIGN



“Behind every Leucan Shaved Head Challenger stands a group of people.”

Launched in 2021 based on this concept, the Challenge’s new communication platform aims to promote a spirit of community with other groups taking on the Challenge and to encourage people to take the plunge.

Whether you’re euphoric, nervous, emotional, or serene about your Challenge, there is a group that’s just right for you. One thing’s for sure: no one takes on the Challenge alone. Although there are a multitude of ways to experience and celebrate the Challenge, one thing unites all participants: the desire to show their solidarity with cancer-stricken children. It’s that message that makes the Challenge shine on TV, billboards, and online since April 2021.

This new marketing campaign designed in partnership with Tam-Tam\TBWA kicked off the 2021 edition with a flying start, in addition to being nominated in the “business results and strategy, NFP/humanitarian cause/interest group” category of the A2C’s Concours Idéa.

AD  
310

**Euphoriques, manifestez-vous.**



**Bubbly? Make yourself heard.**

**Derrière moi, les Nerveux.**



**Antsy? Join my gang.**

**Sereins, levez la main.**



**Zen? Raise your hand.**

**Que les Émotifs me suivent.**



**Passionate? Follow my lead.**

*The Challenge mobilizes the business community across Quebec*



*The first look is always a striking moment!*

PROVINCIAL AND MULTIREGIONAL PHILANTHROPIC ACTIVITIES

# THE AUDACIEUSES, BACK FOR A SECOND EDITION JUST AS INSPIRING AS THE FIRST

On March 8, 2022, to mark International Women's Day, Leucan proudly unveiled the second edition of the Audacieuses. This solidarity movement, the first of its kind in Quebec, united a second cohort of inspiring women from diverse backgrounds to spark a wave of solidarity across the province. **Assertive, influential, courageous, inspiring, and audacious:** these are the five qualities that unite the official leaders of this campaign, making the world a better place.



Evelynne Gudet, host, 91.9 Sports, RDS, Évasion



Janice Bailey, Scientific Director, Fonds de recherche du Québec - Nature et technologies (FRQNT)



Magalie Bourdeau, Partner at Demers Beaulne, Vice-President, Leucan Board of Trustees, and mom of a cancer-stricken child

Isabelle Jean, Executive Vice-President and Chief Operating Officer, Loto-Québec



Julie Charbonneau, personal trainer, boxing coach, and mom of a cancer-stricken child



Véronique De Sève, Director, Business Development, Fondation



Audrey Morin, Proxim affiliated Pharmacist-Owner

THIS SECOND GROUP OF AUDACIEUSES HAD A COMBINED FUNDRAISING GOAL OF \$200,000.

Garihana Jean-Louis, actress, stand-up comedian, and speaker



Catherine Newman, Vice-President, Finance, Financial Reporting, iG Financial Group



# THE LEUCAN LEADERSHIP CHALLENGE



## THANKS TO THE CORPORATE LEADERS

- Evelyne Audet, host, 91,9 sports, RDS, Évasion
- Janice Bailey, Scientific Director, Fonds de recherche du Québec – Nature et technologies
- Magalie Bourdeau, Partner at Demers Beaulne, Vice-President, Leucan Board of Trustees, and mom of a cancer-stricken child
- Andréanne Caron, Proxim affiliated Pharmacist-Owner
- Yvon Charest, past president, iA
- Alain Fortier, FCPA Auditor, Mallette SENCRL
- Audrey Morin, Proxim affiliated Pharmacist-Owner
- Catherine Newman, Vice-President, Finance, Financial Reporting, iA Financial Group
- Frédéric Ouellet & Marc-Antoine Leblond, co-owners, OK Pneus André Ouellet
- Cyril Paciullo
- Michel Parent, president, Logisco
- Nicholas Pedneault, president, Congebec
- Daniel Plante, president, Daharpro Construction
- Denis Ricard, president, iA Financial Group
- Martin Sévigny, chief executive officer, Caisse Desjardins de la Chaudière
- Daniel Vermette, president, Groupe Santé Expert
- Marc Villeneuve, vice-president, Développement et Partenariats, Est du Québec, Desjardins

## THANKS TO THE YOUTH LEADERS

- Académie Saint-Clément
- Camille St-Amant
- Cégep Champlain St. Lawrence
- Class of Mrs. Kimberly – École Saint-Basile
- Collège Durocher Saint-Lambert
- Collège Français
- Collège Jean de la Mennais
- Collège Saint-Paul
- Collège Trinité
- École Beaurivage
- École internationale Lucille-Teasdale
- École les Marguerite
- École Notre-Dame-de-Lourdes (Iberville sector)
- École Saint-Jean-Baptiste
- École secondaire Jean-Raimbault
- École secondaire Ozias-Leduc
- École secondaire Roger-Comtois
- Émile Provost
- Externat Sacré-Cœur
- Fédération Étudiante de l'Université de Sherbrooke - Regroupement étudiant de maîtrise, diplôme et doctorat de l'Université de Sherbrooke (FEUS – REMDUS)
- Polyvalente Hyacinthe-Delorme
- Residents of the orthopedic surgery and anesthesiology department, CIUSSS de l'Estrie - CHUS
- Séminaire des Pères-Maristes
- Triades du Cégep de Lanaudière
- Université Laval



## DÉFI DES LEADERS INSPIRANTS: SPOTLIGHT ON SOLIDARITY AND GENEROSITY

Leucan would like to congratulate the 18 influential businessmen from the Quebec City region who took part in the Défi des Leaders inspirants. On June 29, 2021, they got their heads shaved to show their support with children living with cancer and their families and wound up collecting more than \$600,000 for Leucan.

## PROVINCIAL AND MULTIREGIONAL PHILANTHROPIC ACTIVITIES

# THE LEUCAN SKI CHALLENGE

The Leucan Ski Challenge, a co-presentation of Fenplast and Desjardins, is a fun activity for the whole family that encourages participation regardless of age. Participants team up in groups of 1 to 4 individuals and must raise a minimum of \$500 per team to be eligible in the participation stream. For the corporate stream, available in selected resorts, participants must assemble a team of 4 to 8 individuals and raise a minimum of \$1,500. Each team takes part in downhill or cross-country skiing, snowboarding, or mountain biking for several hours to complete its Challenge. This year, activities took place on seven mountains and one centre in five regions of Quebec.

From March 11 to March 26, 1,550 participants took on the Challenge in a festive atmosphere and raised the record amount of \$1,044,171 for the first time since the Challenge's first edition in 2006. Competitors in the Leucan Ski Challenge, including many returning participants, are truly champions of the cause! Leucan is so grateful for their enthusiastic response to the event's return after a pandemic hiatus and for promoting Leucan's cause across the province.

Leucan also wants to emphasize the generosity of our provincial spokesperson, Félix Séguin, and presenting co-sponsors, Fenplast and Desjardins. Huge thanks to all the volunteers, as well as our regional sponsors and partners for their invaluable contribution.

# THE LEUCAN MIGHTY CHALLENGE

Presented by Fairstone Financial, the Leucan Mighty Challenge took place from September 16 to October 20, 2021. Launched in 2016, the Mighty Challenge defied teams to pull heavy vehicles over the longest distance to raise money for Leucan Montérégie. In 2020, the event went virtual, allowing participants from across the province to prove their mightiness for the children of Leucan. Again in 2021, Leucan held the event virtually in order to avoid any risk of cancellation.

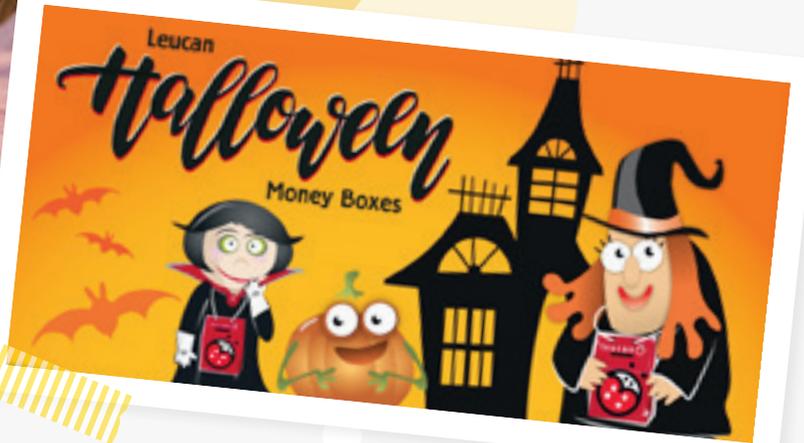
As such, hundreds of contestants from across Quebec—and even a few from Canada—joined forces for the fundraising event. Over five weeks, they challenged themselves physically and mentally to complete five tests of mental and physical strength. Each test was filmed and sent to Leucan every week.

Thanks to the dedication of participants, donors, volunteers, and sponsors, the event raised \$201,080 for the cause. Leucan wants to thank everyone who played a direct or indirect role in the success of the Leucan Mighty Challenge.



↖ A record-breaking amount was raised this year at the Leucan Ski Challenge!

Anais, 3 years old, neuroblastoma, spokesperson of the 2021 campaign



## THE LEUCAN HALLOWEEN MONEY BOX CAMPAIGN

For a second year in a row, the Leucan Halloween Campaign was in large part a virtual affair, giving the 344 participating institutions more flexibility to make the 2021 edition a success. In addition to access to a series of fun exercises developed in partnership with education professionals and a calendar of activities to do in class, students could also showcase their artistic talent as part of the first Halloween colouring contest.

Thanks to our generous partners, the dedicated participating schools and daycare centres, and the enthusiastic children, this year's campaign raised \$136,000 for Leucan.

Winner  
of the coloring  
contest!





## PLANNED GIFTS, DONORS AND COMMITTED PARTNERS

# 40 GIANTS FOR LEUCAN

Launched to salute the 40th anniversary of our Association, 40 Giants for Leucan is a major fundraising campaign aiming to rally 40 individuals, each endeavouring to give a minimum of \$40,000 to Leucan. Their noble goal: raising \$1.6 million to improve treatments and the daily lives of childhood cancer survivors. Leucan warmly thanks the Giants who joined the movement to date for their outstanding commitment to the cause of cancer-stricken children.

### IN ORDER OF ACCEPTANCE

**Stéphane Chevigny,**  
Chief Executive Officer,  
Intersand

**Franca Riso,**  
Vice-President, Montoni

**Geneviève Brouillard,**  
Senior Vice President  
for Quebec and Eastern  
Ontario, Scotiabank

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

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

**Mélanie Parent,**  
Partner, Ferme Ghislain  
Brodeur Inc.

**Stéphane Piché,**  
Founding Partner,  
Premium Human  
Resources

**Danielle Lysaught,**  
Director, Fonds Hamelys

**Barry Cole,** President  
and Chairman,  
Cole Foundation

**Jean Leblond**

**Larry Rossy,**  
Chairman of the Board,  
Dollarama Inc. and the  
Rossy Family Foundation

**Nathalie Larue,**  
Executive Vice-President  
of Strategy, Marketing  
and Personal Services,  
Mouvement Desjardins

**Véronique Tougas,**  
President,  
Cambli Group Inc.

**Pierre-Luc Richard**

**Jean-Guy Desjardins,**  
Jean-Guy Desjardins  
Family Foundation

**Léon Gosselin,**  
Gosselin Family  
Foundation

**Cyril Paciullo,**  
President, Positive Byte

**Raymond Ouellette,**  
Fondation Nicole  
Bissonnette et Raymond  
Ouellette

**Éric Fortin,**  
Director and Secretary,  
Fondation Lise  
et Richard Fortin

**Mario Caron,**  
Vice-President,  
National Bank Private  
Banking 1859

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

**Marielle Jetté,**  
Chair, Fondation  
Bergeron-Jetté

**Nicolas Rouault,**  
Vice-President, Strategy  
and Development, Fixed  
Income | Caisse de dépôt  
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**Ghislain Pomerleau,**  
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**Nader Hamid,**  
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IA Private Wealth

**Sergio Lifraïne,** Président,  
Groupe Mono Serra

**Patrick Chamberland,**  
Co-Founder, CFO & COO,  
Cook It

**Sandra Chartrand,**  
Chair, Fondation Sandra  
& Alain Bouchard

**Maxime Laviolette,**  
Executive Director,  
Dessercom

**Denis Ricard,**  
President and Chief  
Executive Officer,  
iA Financial Group

Four additional generous  
donors have agreed to  
join the 40 Giants  
anonymously.

Leucan is fortunate to rely on thousands of kindhearted individuals who choose to give in support of cancer-stricken children and their families. Every gift counts and makes it possible for the Association to be there for families, every step of the way and beyond.

Leucan extends its warmest thanks to all donors and partners who acknowledged the lived experience of families of cancer-stricken children and took real action to help them. It is thanks to their generosity that Leucan can pursue its mission.

## PLANNED AND LEGACY GIFTS

In the past year, Leucan received the total amount of \$82,941 from generous individuals who included Leucan in their financial, tax or estate planning (including gifts of securities, real estate, life insurance, shares, or bonds).

Leucan is grateful to all the compassionate individuals who choose to maintain their commitment to the cause even after their own death. Their legacy has a major impact on the lives of cancer-stricken children and their families.

### Legacy gifts:

Hélène D'Amour Robillard  
Jean Robillard  
René Labrecque  
Jean Laperle  
Margo Salvador  
Lisa Malo



Jayden at the hospital



## PLANNED GIFTS, DONORS AND COMMITTED PARTNERS

# INDIVIDUAL DONORS



\*Member of The League of Defenders

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

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- Marie-Ève Pelletier
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- David Perreault
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- Yves Prévost
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- Alan Turner
- Marie-France Turpin
- Annie Vachon
- Louis-Éric Vallée
- Marc Verreault
- Carl Viel
- Daniel Viens
- Sally Webster
- Mark Williams
- Mohamed C. Yazit
- Donglu Yu
- Antony Zonato

### \$10,000-\$24,999

- Yvon Charest
- Marian Jakubowicz
- Nicole P. Leduc
- Suzanne Lévesque
- Pierre-Luc Richard

### \$25,000 AND UP

Leucan wants to thank Nicholas Pedneault for his exemplary generosity. Over the past year, Mr. Pedneault donated to both the Leucan Ski Challenge and the Leucan Shaved Head Challenge for a grand total of \$25,000. We are so grateful for your support to cancer-stricken children and their families.



# CORPORATE DONORS

\*Member of The League of Defenders

## \$5,000-\$24,999

- 152312 CANADA INC.
- 9064-5656 Québec Inc.
- Bertone Development Corporation
- Blakes\*
- Buropro Citation
- Burrowes Courtiers d'Assurances\*
- Caisse Desjardins de la Chaudière
- Caisse Desjardins de Sainte-Foy
- Caisse du Complexe Desjardins
- Canam Group
- Communications Bleu Blanc Rouge
- Conam Charitable Foundation
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- Construction Longier
- Constructions Proco
- Cook It
- Côté Petterson \*
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- Énergie Valero\*
- Fairstone Financial
- Fédération des caisses Desjardins du Québec
- Fédération étudiante de l'Université de Sherbrooke
- Fondation André Gauthier
- Fondation Bergeron-Jetté
- Fondation Bon départ de Canadian Tire du Québec
- Fondation Dupont
- Fondation Edouard et ses Étoiles
- Fondation Famille Jules Dallaire
- Fondation Famille René et Deschênes
- Fondation Lise et Richard Fortin
- Fondation Madeleine et Jean-Paul Tardif
- Fondation Normand Brie
- Fondation Odette et Joey Basmaji\*
- Fondation Ordina-Cœur
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- Transport Jacques Auger
- Trévi
- Ultramar Foundation
- Ultratec



## THE LEAGUE OF DEFENDERS

We are so grateful to all individuals and partners who joined the League of Defenders by donating to Leucan. All these donors and partners are now full-fledged members of a huge movement in support of cancer-stricken children and their families across the province. Thanks to you, Leucan can provide essential services to all member families.

## \$25,000-\$49,999

This year, **Canadian Forest Navigation Co. Ltd.** kindly donated the amount of \$30,351 to the 2022 Leucan Ski Challenge. Your support is invaluable for families going through this difficult journey. Thank you for caring.

Once more this year, the **Fédération des producteurs d'œufs du Québec (FPOQ)** donated \$25,000 to Leucan. This recurring contribution makes it possible for Leucan to distribute gift cards for groceries to 150 families in need over the Holidays.

On December 31, 2021, the **Cole Foundation** committed to triple all donations made to Leucan to a maximum of \$40,000. This contribution was made in support of clinical research in childhood cancer.

Thank you to **Fondation d'Amours** for their precious commitment towards Leucan. Thank you for taking to heart the healing and well-being of children with cancer.

Leucan families are privileged to count on the **Godin Family Foundation** contribution towards support grants and the emergency fund.

PLANNED GIFTS, DONORS AND COMMITTED PARTNERS

# CORPORATE DONORS (CONTINUED)

## \$25,000-\$49,999 (CONTINUED)

Leucan is grateful to count on the support of a new partner, **Fondation Famille Léger**, who made a substantial gift of \$25,000 this year. Thank you for joining the great family of Leucan and for caring about the lived experience of cancer-stricken children and their families. You have a huge impact on their daily lives.

Leucan wishes to highlight the exemplary generosity of **Fondation Sandra et Alain Bouchard** and its gift of \$40,000 to the 40 Giants for Leucan campaign. This amount was earmarked for clinical research and services to childhood cancer survivors.

This year, the **TELUS Foundation** donated \$25,000 to Leucan to ensure the well-being of children with cancer and their families. Since 2020, the Foundation has contributed \$40,000 to Leucan's mission. Thank you for your wonderful support.

Over the past year, **Carrousel Packaging** made a donation of \$35,000 to Leucan. With this incredible gift, Leucan worked to improve the quality of life of children undergoing treatments and the services available to survivors. From the bottom of our hearts, thank you.

Leucan wishes to underscore the treasured contribution of **Niobec** who donated \$42,000 this year as part of the League of Defenders campaign. Located in Saguenay-Lac-Saint-Jean, Niobec has been a loyal partner of Leucan since 2012, donating more than \$200,000 to date.

Our thanks go to the **Jaclyn Fisher Foundation** for matching all donations made as part of Giving Tuesday for a total of \$30,000 to help Leucan break families out of their isolation over the Holidays. Leucan is proud of this new partnership with the Jaclyn Fisher Foundation, which made it possible for us to send hundreds of greeting cards to families.

This year, **Walmart Canada** joined the League of Defenders by donating \$42,000 to Leucan. Thanks to this support, Leucan can continue to provide essential services to children and families. We could not thank Walmart Canada enough.

## \$100,000 AND UP

This year, **Dessercom** donated the incredible amount of \$101,000 to Leucan. This contribution exemplifies the values of commitment, excellence, authenticity, and kindness of this not-for-profit working to improve healthcare services and the well-being of communities. Leucan is sincerely thankful to this partner for caring about the well-being of cancer-stricken children since 2019. Thanks to Dessercom's support, Leucan can provide individualized care and essential services to families of cancer-stricken children. We appreciate this partnership so very much.



**iA Financial Group** has been a supportive ally of Leucan since 2015. Over the past year, iA contributed \$119,850 to Leucan to support children coping with a cancer or recurrence diagnosis. Thanks to this gift, the Association can ensure quality services to families dealing with childhood cancer. Since the beginning of this partnership, iA Financial Group donated more than \$280,000 to Leucan. This significant contribution means the world to member families of the Association. Thank you!

# COMMITTED PARTNERS

\$5,000 - \$24,999

- Armada Blainville-Boisbriand
- Audrey Doiron
- École Sophie-Barat
- Encan pour Leucan Estrie, présenté par Portes de garage Ruel & Fils, en partenariat avec la FMSS
- Fallone Jean
- Juliette Trépanier
- Le Grand McDon
- Métro Plouffe
- Pierre Naud Inc.
- Roulottes Rémillard
- Souris Mini
- Tour des Monts-Valin
- Tournoi de golf Normand Laurence
- Uni&Brave

\$25,000 - \$74,999

Thank you, **Canac**, for your gift of \$48,500 this year. To raise money for the families of Leucan, Canac gave patrons of its 31 stores the opportunity to add a donation to their receipt. The Quebec-based company added \$8,500 to the total amount raised. Leucan is proud to be the lucky recipient of this initiative from Canac since 2013.

This past year saw the 17<sup>th</sup> edition of the annual **Carlisopen Golf Tournament** for Leucan Région Québec, which raised \$45,000 to help Leucan to pursue its support of cancer-stricken children and their families. It's such a privilege to be able to rely on the ongoing commitment of the event's organizers, volunteers, and golfers. Over the last 17 years, the event generated more than \$500,000 for Leucan's mission. Thank you for standing by our side.

In September 2021, **Chaussures Pop** and **SKECHERS** raised \$42,000 for Leucan together for the "Faire un pas de plus, ensemble" campaign. From September 7 to October 14, 2021, in all 80 locations of Chaussures Pop across the province, for every SKECHERS product sold, \$1 was donated to Leucan.

Arthur is in good hands!



Once again, this year, the **Montreal Canadiens Hockey Club** proved to be all heart with its much-anticipated annual event Hockey Fights Cancer, held in November. The Montreal Canadiens Children's Foundation prepared a magical night. Some fifty children enjoyed a game from luxury boxes, courtesy of box ticket holders. Additionally, the Foundation donated \$50,000 to Leucan. We want to express our deepest thanks to the Foundation, participating box ticket holders, and the Montreal Canadiens Hockey Club for their outstanding generosity.

Over the past 25 years, the **CSN** and member organizations raised more than \$4 million for cancer-stricken children, including the total funding of the Leucan-CSN Summer Camp via a number of fundraising activities. Those activities are led by Fondation Camp Vol d'été Leucan-CSN, made up of nearly 30 representatives from central councils, federations, and member organizations. We are so thankful for the dedication and loyalty of the CSN team.

In August 2021, the 6<sup>th</sup> edition of **Classique KR** benefiting Leucan, a rallying event combining a fundraiser and high-level hockey, took place. Thanks to the generosity of all participants and organizers, the event generated the impressive amount of \$36,000 for Leucan. Special thanks to Kevin Raphael, the event's organizer and outstanding ambassador for the past three years, for working so hard to champion our mission.

## PLANNED GIFTS, DONORS AND COMMITTED PARTNERS

# COMMITTED PARTNERS (CONTINUED)

Leucan is proud to have **Larochelle Groupe Conseil** as a partner for 12 years now. This year, the firm donated \$28,675 to the Association. Since the beginning of this partnership, \$217,109 in support of cancer-stricken children and their families has been raised. To collect funds throughout the year, the firm established a payroll deduction donation program for its employees, in addition to issuing a corporate gift. Leucan's extended family is so grateful to count on this precious partnership with Larochelle Groupe Conseil.

Since 2008, **Le 25 heures de hockey** brings together field hockey players who play for 25 hours to benefit Leucan. Thanks to the event, \$40,795 was donated to the Association in March 2022.

In view of the pandemic, the 13<sup>th</sup> edition of **Pro-Am Gagné Bergeron** took a different shape: 24 teams tackled various physical endeavours, including running, biking, dancing, and more. The success of these initiatives is due in large part to the Pro-Am's two ambassadors: legendary NHL players Simon Gagné and Patrice Bergeron. The event raised \$39,000 for the cause. Leucan is fortunate to be able to rely on the dedication of the Pro-Am Gagné Bergeron team.

Launched in 2004, **Promenade en camion by Transport Jacques Auger** gives families an unforgettable ride aboard a transport truck, all for the benefit of cancer-stricken children. Due to public health restrictions, the event could not take place last year. But Transport Jacques Auger appealed to partners and sponsors of the event to still make a difference for the cause. Thus, in spite of the cancellation, Promenade en camion still managed to raise the unbelievable amount of \$71,550 for Leucan.

For ten years now, the team of **SherWeb** has been rallying around the cause of children with cancer by hosting a sporting challenge. In 2021, 54 participants took part in a virtual run or a golf tournament, raising \$25,578 for the Association. We truly appreciate the dedication of Sherweb's team who continued to work together to help Leucan's member families in spite of the pandemic. Thank you!

## \$75,000 AND UP

In 2021, the **Association des constructeurs de routes et grands travaux du Québec (ACRGTQ)** contributed the astounding amount of \$87,000 to cancer-stricken children and their families. After organizing various activities throughout the year to collect donations, this final amount was unveiled on November 4, as part of the ACRGTQ's annual benefit event. Over the past 20 years, ACRGTQ donated more than \$1 million to Leucan. We are extremely grateful for this partnership now spanning two decades.

Leucan is so fortunate to be among the recipients of the annual **Tim Hortons Smile Cookies campaign** in the Eastern Townships, Laurentides, and Abitibi-Témiscamingue regions. A total of 55 locations have generously chosen Leucan's cause for their campaign. Thanks to the dedication of all the staff at these locations, the record amount of \$211,432 was generated for Leucan. On September 13-19, 2021, a total of 211,432 cookies were baked, decorated, sold, and savoured to support children living with cancer. Thank you for making the lives of our member families better, one smile at a time.

Association des constructeurs de routes et grands travaux du Québec (ACRGTQ)



The Tim Hortons Smile Cookies campaign





*Mia Bijoux has been with Leucan for 8 years*

Thanks to the sale of the 8<sup>th</sup> edition of l'Espoir Leucan earrings, **Mia Bijoux** raised \$160,000 for the cause. For every one of the 8,000 pairs sold, \$20 was gifted to Leucan. Since the launch of this special jewel, Mia Bijoux has collected the impressive amount of \$1.19 million, making it possible for Leucan to provide families with essential services like financial assistance, emotional support, and socio-recreational activities. Leucan is so thankful to Mia Bijoux for this wonderful commitment and to all the loyal customers proudly wearing Leucan on their ears and in their hearts!

This year, **Mode-Choc** donated the stunning amount of \$80,000 to Leucan. The team of Mode-Choc hosted a Leucan Shaved Head Challenge where 18 participants joined Jessika Roussy, Co-owner and General Manager of Mode-Choc boutiques, and got their heads shaved for the cause. The company also launched a campaign called Cocci-Dons, inviting clients to donate \$2 at the till. Leucan is so fortunate to count on the generosity of this partner in the Saguenay-Lac-Saint-Jean region.

The 12<sup>th</sup> edition of the **Ultramarathon** for Leucan raised the wonderful amount of \$152,301. For the 2021 edition, 160 runners had to complete their 32-hour endurance race according to a pre-determined schedule. We are in awe of the athletes who achieved this feat for the benefit of Leucan! Leucan also wants to thank the organizing committee for all their hard work throughout the year in support of the cancer-stricken children and families in Saguenay-Lac-Saint-Jean.



*Leucan Shaved Head Challenge of Jessika Roussy, executive director and co-owner of Mode-Choc boutiques*

*The organizing committee of the Ultramarathon benefiting Leucan*



## SPONSORS AND CAMIE AWARD

# THE CAMIE AWARD

The Camie Award is given annually to outstanding individuals who have been volunteering to support Leucan's philanthropic efforts over several years. This year, Leucan is proud to award the Camie Trophy to **Ms. Isobel Tardif** and **Mr. Carl Thibeault**, founders of the **Carlisopen golf tournament**. Thanks to their loyalty and dedication, this terrific duo raised nearly \$520,000 for Leucan over the years. We feel privileged to have relied on their commitment to our cause for the past 17 years and it is an honour to celebrate this partnership with the Camie Award.

Isobel Tardif and Carl Thibeault receive a Camie Trophy



# IN-KIND SPONSORS

\$10,000 - \$49,999

- 91.9 Sports
- Attitude
- Boom 104.1 - 106.5
- The Montreal Canadiens Hockey Club
- Énergie
- Magnus Poirier
- Maxi
- Romy & Axsel
- Télé-Québec
- Telus Corporation
- Uni&Brave
- Voiles en Voiles

\$50,000 - \$99,999

Since 2009, **Bell Media Mauricie** has been giving Leucan Mauricie-et-Centre-du-Québec the opportunity to promote its fundraisers and educate listeners about the cause across the region. With hosts deeply committed to the cause and acting as ambassadors, Bell Media Mauricie contributes greatly to Leucan's outreach.

**Bell Media Sherbrooke** has been a highly committed supporter of our cause since 2019. Thanks to the team's dedication, Leucan can promote its mission and activities on air across the Eastern Townships. Thank you for caring about the well-being of cancer-stricken children.

**Cogeco Média** is a long-time partner of Leucan Estrie. Since 2008, Cogeco Média has been promoting various initiatives of the Association to their listeners. Their loyalty gives Leucan the opportunity to educate the population on the reality of families with a cancer-stricken child. Thank you for this significant support.

For 12 years now, Leucan has been fortunate to rely on the commitment of **Énergie Abitibi 99.1- 92.5- 102.7**. It's a privilege to have such a devoted team as an ally in the Abitibi-Témiscamingue region. Thanks to this support, Leucan enjoys an excellent local coverage to champion its mission.

Every year for the past 26 years, **Fairmont Le Château Montebello** cares for the bereaved families of Leucan by offering them a two-night stay to enjoy the comfort and many amenities of this wonderful resort. Over the past year, 55 families enjoyed a stay at Fairmont Le Château Montebello. Leucan is so thankful to this partner for giving grieving families a place to rest and relax.

**Leclerc Communication and its WKND 91.9, WKND 99.5 and BLVD 102.1 stations** is a generous partner of Leucan across the province. Through this partnership, the team of Leucan can promote its fundraisers throughout the year and raise the public's awareness about the reality of cancer-stricken children and their families. On their behalf and in Leucan's name, thank you!

## \$100,000 AND UP

Leucan is extremely grateful to **PATTISON Outdoor Advertising** for its loyal support and for providing Leucan with exceptional billboard placement across the province. Thank you for amplifying our voice! Thanks to this support, Leucan can promote its activities and continue to provide essential services to children and families.



# MONETARY SPONSORS

## \$5,000 - \$24,999

- BC Assur
- Caisse Desjardins de Rouyn-Noranda
- Caisse Desjardins de Trois-Rivières
- Caisse Desjardins des Moissons-et-de-Roussillon
- Caisse Desjardins du Lac-Memphrémagog
- Camping Vacances Bromont
- Coffrex Construction
- Construction Yann Thibodeau
- Desjardins Entreprises – Estrie
- Elkem Metal Canada Inc.
- Empire Granby
- Fairstone
- Interfonction
- Niobec
- RBC
- RTSI
- Voghel

## \$25,000 - \$49,999

**Desjardins** has been the presenting co-sponsor of the Leucan Ski Challenge since 2021. In addition to a \$20,000 sponsorship every year, Desjardins committed to an additional sponsorship of \$7,600 to support the cause. On behalf of cancer-stricken children and their families, we thank you!

Leucan is grateful for its loyal partnership with **Fenplast**. Fenplast has been the presenting co-sponsor of the Leucan Ski Challenge since 2020 to the amount of \$20,000. As well, President Jean Marchand donated an additional \$10,000 in support of cancer-stricken children and their families. Thank you!

## \$100,000 AND UP

**Proxim** has been a loyal ally of Leucan since 2011. In addition to being the presenting sponsor of the Leucan Shaved Head Challenge since 2016, Proxim also hosts several activities throughout the year to raise more money for Leucan. For instance, last February, Proxim held the second edition of its annual donation at the till initiative in all its pharmacies, raising \$16,000 for the cause. This year, Proxim raised more than \$121,000, bringing the total upwards of \$1.5 million since the beginning of this partnership in support of cancer-stricken children. We could not be more thankful for Proxim's loyal and invaluable support.

A WORD FROM THE TREASURER AND REVENUE AND EXPENSES STATEMENT

# A WORD FROM THE TREASURER

Skye, 2 years old,  
diagnosed with acute lymphoblastic leukemia



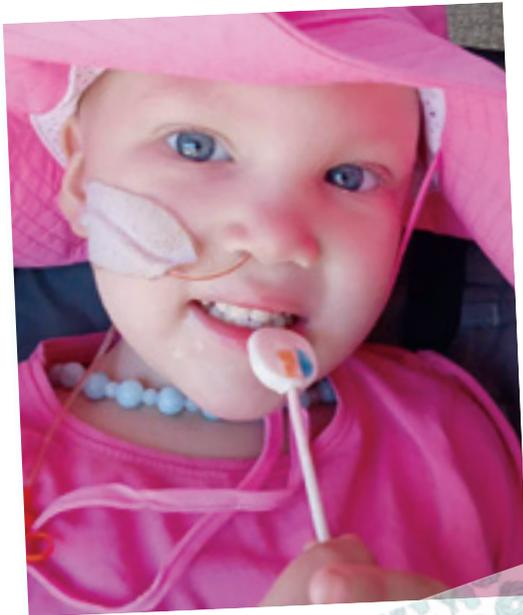
The 2021-22 year ended with an excess of revenue over expenses of \$627,527. This result is attributable in large part to an increase in revenues from fundraising activities, paired with the Association's continued efforts to control expenses. Considering this result and the financial surpluses cumulated over previous years, the Association is in good financial health, making it possible to increase investments in childhood cancer research and monies allocated to member families.

There was a decrease of \$868,916 in revenue from pandemic-related government programs. This decrease was offset by a revenue increase from donations and fundraising activities of \$1,364,964 year over year thanks to the resumption of several activities suspended in 2020-21.

The monies spent on direct services to children and families have increased, partly due to ad hoc payments totalling \$260,000. Funds allocated to Monthly Care Access Allowances have also increased by \$102,741 year over year. Additionally, there was an increase of \$22,895 in grants to clinical research. There was a slight increase in combined spending in communications and administration with the resumption of several activities suspended in 2020-21 due to the pandemic.

I want to sincerely thank and congratulate all the people who contributed to the Association's success during this year of changes and adjustments and who continue to make a difference for cancer-stricken children and their families, including all the volunteers, employees, donors, and partners of Leucan.

*Marc Jutras*  
Marc Jutras, CPA



Guess what Skye's favourite colour is

# REVENUE AND EXPENSES STATEMENT

FOR THE 12-MONTH PERIOD ENDING MARCH 31, 2022

	2021-22 \$	2020-21 \$
<b>Revenue</b>		
Donations and fundraising activities	10,135,875	8,770,911
Donated supplies and services	211,760	181,041
Other revenue	604,405	1,623,861
<b>Total revenue</b>	<b>10,952,040</b>	<b>10,575,813</b>
<b>Expenses</b>		
Cost of fundraising activities	3,587,210	2,945,660
Donated supplies and services	184,756	171,365
	<b>3,771,966</b>	<b>3,117,025</b>
<b>Gross excess of revenue over expenses</b>	<b>7,180,074</b>	<b>7,458,788</b>
<b>Other expenses</b>		
Services to children and their families	3,638,850	3,139,847
Grants for clinical research*	1,113,338	1,090,443
Communications	419,157	391,302
Administration	1,381,202	1,237,277
<b>Total of other expenses</b>	<b>6,552,547</b>	<b>5,858,869</b>
<b>Excess (deficiency) of revenue over expenses</b>	<b>627,527</b>	<b>1,599,919</b>

## Breakdown of donations (excluding donated supplies and services)



**Leucan Shaved  
Head Challenge**  
\$3,796,421  
37%



**Direct mail  
campaigns**  
\$1,438,213  
14%



**Other campaigns**  
\$4,818,300  
48%



**Donations  
and bequests**  
\$82,941  
1%

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



**Direct services  
to families**  
47%



**Research grants**  
23%



**Direct financial  
assistance to families**  
30%

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

## BOARD OF TRUSTEES AND REGIONAL OFFICES

# BOARD OF TRUSTEES

AS OF MARCH 31, 2022

### OFFICERS

President of the Association  
**PROULX, Pascal, MBA**  
Management Consultant

Vice-President  
**BOURDEAU, Magalie, CPA auditor**  
Partner, Accounting and Financial Outsourcing  
Demers Beaulne, LLP

Vice-President  
**BUREAU, Germain, MBA**  
Executive Director,  
Corporate Client Group  
RBC National Business Group

Treasurer  
**JUTRAS, Marc, CPA**  
Partner  
KPMG LLP/LLC  
KPMG Tower

Secretary  
**VERRET, Pierre**  
Inf. M. Sc., CSIO(c)  
Lecturer, Université Laval

### TRUSTEES

**BRETON, Lise, CPA, ASC**  
Corporate Director

**CHEVIGNY, Jean-François**  
Project Manager,  
Digital Marketing  
Novatech Group

**CIALDELLA, Michelle**  
Chief operating officer  
Clinic Division,  
Functionalab Group  
and Partners: Dermapure  
and Project Skin MC

**CYRENNE, Martin, FSA, FICA, ASC**  
Senior Partner  
Normandin Beaudry,  
Actuaires conseil Inc.

**DIONNE, Marie-Noëlle**  
Director, Finance  
and Administration  
Sunny Side Up Creative

**JACQUES, Fannie**  
Vice-President,  
People and Culture  
Telus

**PASNON, Morgan**  
Senior Manager, Evolution  
& Business Integration,  
Financial Markets  
Operations  
National Bank of Canada

**PERRON, Anick, CHRA, B.A.**  
Senior Consultant,  
SME Governance  
Specialized Services,  
Investments  
Desjardins Capital

**ROUAULT, Nicolas**  
Vice-President, Strategy  
and Development,  
Fixed Income  
Caisse de dépôt et  
placement du Québec

**SICARD, Isabelle, OT, DESG**  
Director, Development  
and Fitness Quality  
Ordre des ergothérapeutes  
du Québec

### EXTERNAL CONSULTANTS ON THE SERVICES, RESEARCH AND PARTNERSHIPS COMMITTEE

**CHAREST, Rose-Marie**  
President  
Rose-Marie Charest  
Communications

**KADRI, Yasmine**  
Resident physician

**LANGELIER, Micheline**  
Retiree

**LANGLET, Marie-France**  
Adviser,  
Patient Partnerships  
CHU Sainte-Justine

### EXTERNAL CONSULTANTS ON THE COMMUNICATIONS AND PHILANTHROPIC DEVELOPMENT COMMITTEE

**HARVEY, Joé**  
President and Partner  
Cyclone Santé

**ROY, Mathieu**  
Senior Vice-President,  
Business Strategies  
Cossette

# EXECUTIVE COMMITTEE

AS OF MARCH 31, 2022

**GROULX, Lysanne**  
Acting Executive Director  
Director, Donor Relations  
and Stewardship

**BÉCHARD, Marguerite**  
Executive Assistant

**BERGERON, Élodie**  
Director, Family Services,  
Research and  
Partnerships

**BRULIER, Stéfany**  
Director,  
Annual Campaigns

**CÔTÉ, Stéphanie**  
Director,  
Employee Experience

**DAVIDSON, Sarah**  
Director, Major Gifts and  
Partnerships – Leucan  
Laurentides-Lanaudière,  
Leucan Montérégie, and  
Leucan Montreal-Laval

**MATTE, Nathalie**  
Director, Major Gifts  
and Partnerships –  
Leucan region Québec,  
Leucan Estrie and Leucan  
Mauricie-et-Centre-du-  
Québec, and Director,  
Planned Gifts

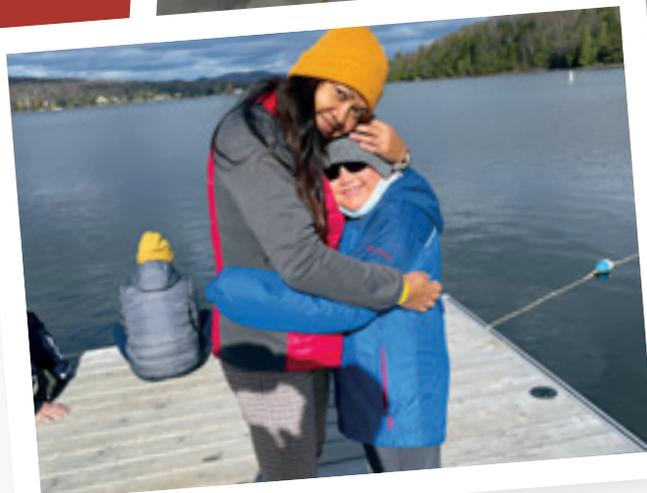
**RINGUETTE, Marie-Ève**  
Director, Finance and  
Administration

**TREMBLAY, Jacques**  
Director, Major Gifts and  
Partnerships – Leucan  
Abitibi-Témiscamingue,  
Leucan Outaouais,  
and Leucan  
Saguenay-Lac-Saint-Jean

**VEILLEUX, Julie**  
Director, Communications



*Jaylan, 9 years old,  
diagnosed with craniopharyngioma*



*At a Leucan respite activity  
with mom*



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