



Quebec
Breast Cancer
Foundation

2016 - 2017 IMPACT REPORT

QUEBEC BREAST CANCER
FOUNDATION

COMMITMENT TO IMPACT BEYOND BOUNDARIES

«Unification and innovation highlight the last few years at the Foundation: unified towards its mission to improve the lives of those affected by breast cancer; and innovative vis-à-vis attaining significant impact to shift the paradigm of breast cancer in Quebec. We are particularly appreciative of our achievements so far: our novel orientation towards measurable impact meets the highest standards of excellence in governance and our investments are meticulously selected through evidence-based and patient-centered approaches. Our paramount contribution to medical and scientific discoveries is reflected in our granting of numerous cutting-edge research projects aimed to improve screening and prevention, to develop novel therapies and diagnostics, as well as to mitigate long-term side effects related to breast cancer.

The Foundation does not only address the medical needs of breast cancer but also devotes effort to the psychosocial aspects of the disease through the financial aid program, the support nurse line, and the awareness program.

We glance to the future with persistent commitment and ardor to accomplish our mission, with the assurance of being supported by our valued partners and donors, who represent the backbone of our success. The scientific and medical advancement in the control of breast cancer as well as the continuous support we offer to those affected by the disease along with their loved ones would be inconceivable without your valuable contribution. We are more than grateful to have you as supporters and believers in our cause!»

**NATHALIE
TREMBLAY, MBA**
CHIEF EXECUTIVE OFFICER
QUEBEC BREAST CANCER FOUNDATION



SYNERGY CREATOR AND RESOURCE CATALYST, AT HOME

The Quebec Breast Cancer Foundation is the only breast cancer organization to invest here in the province, every penny raised through its many campaigns and activities.

Thanks to your generosity, the Foundation is now established as a leader and a real scientific accelerator through its strategic investment in innovation and research. This unifying role for the benefit of cutting-edge Quebec research has contributed to Quebec's scientific expertise and its influence on the international scene.

OUR MISSION

For over 24 years, we have been committed to the advocacy and well-being of breast cancer patients and their families. Our contributions to medical and scientific advances through our investments in Quebec, in innovation and cutting-edge research, as well as in prevention, healing and education support programs have been broadly recognized.

We take great pride in being part of a community of dedicated individuals who act according to the highest ethical and humanitarian standards. Our ultimate goal remains the same through this quest for excellence: to reduce the devastating effects of breast cancer while continuing to defend the rights of those affected with breast cancer to have access to the most advanced care and treatment, to be informed, and to be supported during their illness in order to guarantee them a certain level of quality of life.

WHY AND ABOVE ALL, FOR WHOM TO WE ACT

1 IN 8 WOMEN WILL BE DIAGNOSED WITH BREAST
CANCER IN HER LIFETIME

More than 6,500 new cases per year in Quebec

Survival rate: 88% - 5 years after diagnosis

EACH DAY: 4 WOMEN WILL DIE FROM BREAST CANCER

BREAST CANCER IN WOMEN ACCOUNTS FOR 25% OF
ALL CANCER CASES AND 13% OF CANCER DEATHS

1% OF BREAST CANCERS AFFECT MEN

In recent years, breast cancer mortality rates have declined by 43% due to advances in science and the concerted efforts of organizations dedicated to the fight against breast cancer.

THE GOAL SET BY OUR FOUNDER PAM MCLERNON FOR
THE FOUNDATION'S VERY FIRST CAMPAIGN 24 YEARS
AGO: \$500,000.

SINCE THEN, MORE THAN \$40 MILLION HAS BEEN
DISTRIBUTED IN QUEBEC FOR THE BENEFIT OF THOSE
AFFECTED BY BREAST CANCER AND THEIR FAMILIES.

ESSENTIAL ALLIES

An organization like ours is built with a great deal of mutual aid and generosity. Our Foundation has surrounded itself with individuals and organizations that are dedicated to promoting a better quality of life for people affected by breast cancer. Our allies are: our ambassadors, volunteers, hundreds of researchers and health professionals, donors and partners, our sponsors, and members of our Board of Directors.

This adventure is above all a story of dedicated individuals who have chosen to be stronger by combining their energies. Our gratitude to them is tremendous as they are essential to the pursuit of our mission.

OUR VALUES

Since 1994, the Foundation has been committed to helping individuals affected by breast cancer and their families, donors, partners, volunteers and employees:

Compassion

Integrity

Respect

Leadership

A SCIENTIFIC COMMITMENT THAT MEETS THE HIGHEST INTERNATIONAL STANDARDS

Our strategic investments are translated into activities that have a concrete and measurable impact on the advancement of science. Our focus: personalized medicine, scientific innovation and the medical technologies of the future in sectors such as genomics, biotherapies including immunotherapy, cell therapy, artificial intelligence, radiomics, big data, bioinformatics, nanotechnology, etc.

The Quebec Breast Cancer Foundation is in line with the recommendations made internationally, notably by the World Health Organization (WHO), and at the national level in the Quebec Research and Innovation Strategy and the Life Sciences Strategy.

A SCIENTIFIC COMMITMENT TO THE HIGHEST INTERNATIONAL STANDARDS

Prevention and control of cancer: resolution of the 58th World Health Assembly

At the Fifty-eighth World Health Assembly (WHA58.22) in May 2005, a formal resolution for cancer prevention and control was adopted for the first time in WHO history.

It urged Member States to step up measures against cancer by developing and strengthening cancer control programs.

Four elements had to be implemented to achieve this prevention: Early detection, diagnosis and treatment and finally, palliative care. All this, taking into account the targets of the World Cancer declaration.

By sharing data on the projects it funds on the International Research Cancer Partnership portal, the Quebec Breast Cancer Foundation contributes directly to a better organization of the fight against cancer on a global scale.

Closer to home, the Canadian Cancer Research Alliance produced in 2010 and 2015 a first Pan-Canadian cancer research strategy to which the Foundation actively contributed to its development.

A SCIENTIFIC ACCELERATOR HERE IN QUEBEC

«Our commitment is to pursue our mission with courage and vision, to support Quebec's medical and scientific community to provide the most innovative care and treatment to those affected.»

Nathalie Tremblay, MBA
President and CEO
Quebec Breast Cancer Foundation

The Quebec Breast Cancer Foundation, in close collaboration with government and scientific stakeholders, supports local research by investing in innovation and high-level projects whose excellence is now internationally recognized. Its network of natural allies includes the Ministry of Research and Innovation, the Ministry of Health and Social Services, hospitals and major research institutions.

It supports leading experts in breast cancer who collaborate in recognized Quebec institutions such as MEDTEQ, Génome Québec, CHU de Québec, Jewish General Hospital, MUHC, CHUM, Maisonneuve-Rosemont Hospital, Charles-Le Moyne Hospital, Fonds de recherche du Québec-Santé, the McPeak-Sirois Group, the Institute for Research in Immunology and Cancer, Centre intégré universitaire de santé et de services sociaux du Saguenay-Lac-Saint-Jean and the Association du cancer de l'Est-du-Québec.

The foundation is working in collaboration with all Quebec and Canadian stakeholders to promote the emergence of best practices and maximize the impact of each dollar invested. This collaborative dynamic encourages access to available technological, therapeutic and medical advances.

A CONSTANTLY GROWING INFLUENCE

Our investments here are acting as real catalysts in the fight against breast cancer. The Accès-recherche Program is one of the most telling examples: the Quebec Breast Cancer Foundation has invested \$2.5 million in this program, which will be rolled out over a five-year period starting in 2016 in collaboration with the McPeak-Sirois Group, the project's initiator and equal investor. Accès-recherche creates a unique collaboration between Quebec's research communities and aims to make advances in clinical breast cancer research accessible to a greater number of people affected throughout the province.

15 RESEARCH PROJECTS ARE CURRENTLY FUNDED BY THE FOUNDATION
AND ARE RECOGNIZED AMONG THE MOST PROMISING BY THE
INTERNATIONAL SCIENTIFIC COMMUNITY

OVER 70 RESEARCH PROJECTS HAVE BEEN FUNDED OVER THE PAST 24
YEARS IN QUEBEC BY THE QBCF.

More than ever, we can believe in a future without breast cancer: recent advances in immunotherapy and gene therapy [genomics], the development of artificial intelligence and bioinformatics, as well as increasingly targeted treatments for each type of cancer, offer the greatest hope.

With the evaluation of research projects conducted by teams of scientists and researchers, the co-funding of fellowships with the Fonds de recherche du Québec-Santé and our "\$1 million to help" contest, we are multiplying joint initiatives that provide solutions by pooling the expertise of our partners.

OUR EFFORTS HAVE BEEN FRUITFUL: OVER THE PAST FEW YEARS, THE
SURVIVAL RATE 5 YEARS AFTER A DIAGNOSIS OF BREAST CANCER, HAS
INCREASED FROM 71% IN 1974 TO MORE THAN 88% TODAY.

IN LINE WITH QUEBEC'S MAJOR LIFE SCIENCES STRATEGIES

Quebec research: among the most innovative in the world

THE MAIN TARGETS OF QUEBEC'S LIFE SCIENCES STRATEGY

Quebec currently ranks tenth among the North American centres in the life sciences sector. With the Quebec Life Sciences Strategy, it is setting ambitious targets. By 2027, Quebec aims to be among the five most important North American centres in the sector. Moreover, by 2022, the Government of Quebec, in collaboration with the sector, aims to attract \$4 billion in private investment.

TWO GROWTH MARKETS

The Quebec Life Sciences Strategy aims in particular to strengthen two major growth niches, namely:

- precision medicine;
- exploitation of health big data.

Quebec has some of the most renowned researchers and organizations in the world in these two niches. These are transversal niches whose development will benefit all of Quebec's leading research fields.

Joint ventures of these two major niches will also enable Quebec to acquire a unique, ambitious and visionary positioning on an international scale and, ultimately, to stimulate the attraction of foreign private investment and contribute to the development of a new industrial sector.

A RIGOROUS SELECTION PROCESS

Thanks in part to the leadership and expertise of our scientific co-directors, Dr. Louise Provencher and Sarkis Meteressian, both recognized for the excellence of their work in breast cancer, the Foundation's investments target the most promising research and innovation projects for the advancement of knowledge and access to innovative treatments.

The Foundation surrounds itself with independent experts to form its advisory committees and ensures the impartiality of the evaluations and the integrity of the processes.

The Foundation prioritizes research projects of international calibre carried out in renowned Quebec university laboratories and research institutes with the objective of reducing the incidence of breast cancer, increasing survival rates and improving the quality of life of those living with this type of cancer.

Partnerships - important levers

Two examples of projects supported by the Foundation that allow Quebec to stand out:

- Co-funded with the Fonds de recherche du Québec en santé, the Cancer Research Network's Breast Tissue and Data Bank provides Quebec researchers with access to thousands of different tumours. This critical mass is essential to research.
- In collaboration with Génome Québec, Génome Canada and the Canadian Institutes of Health Research, the Foundation supports research into genetic risk stratification and advanced genomics technologies to improve screening. The proposed approach makes Quebec a pioneer in this area and is part of an international alliance. The project brings together 27 fundamentalist co-investigators, biostatisticians and clinicians from Quebec, Ontario, the United States, the United Kingdom, the Netherlands and Germany.

OUR INVESTMENTS: PROMISING SCIENTIFIC PROJECTS

FUND RESEARCH AND INNOVATION

Thanks to the continued support of its generous donors and partners, the Foundation is proud to contribute to the development of innovative research and Quebec excellence in the fight against breast cancer. Through its strategic grants competition, it is funding investments of over \$4.5 million this year alone, through 9 projects from here. More than \$30 million has been spent on research over the past 24 years.

Here are some concrete initiatives that benefit from these investments:

PROJECT PERSPECTIVE

QUEBEC BREAST CANCER FOUNDATION GRANT:

Class \$450,000 or less

2016 - active

Individualized risk stratification for breast cancer prevention and early detection (PERSPECTIVES)



Dr. Jacques Simard

Assistant Director

Canada Research Chair in Oncogenetics

Professor, Department of

Molecular Medicine

Faculty of Medicine,

Laval University

Objective:

An interdisciplinary project funded by Génome Québec, CIHR and the Quebec Breast Cancer Foundation to develop the tools needed to implement a risk stratification approach that will target breast cancer screening in women most likely to develop the disease. Risk stratification will better serve the sub-population of younger women who are at high risk of breast cancer and who are currently outside the standard screening program based primarily on age as an eligibility criterion.

BREAST TISSUE SAMPLES

QUEBEC BREAST CANCER FOUNDATION GRANT:

Class \$450,000 and over

2014 - active

The Quebec Breast Cancer Foundation's tissue micro-calibration consortium for biomarker evaluation



Dr. Anne-Marie Mes-Masson

Professor,

Department of Medicine

Montreal University

Objective:

The tissue micro-calibration technique allows thousands of breast tissue samples to be grouped together. This approach, which accelerates experiments and reduces costs, will be of great value to researchers and will allow the discovery of new treatments.

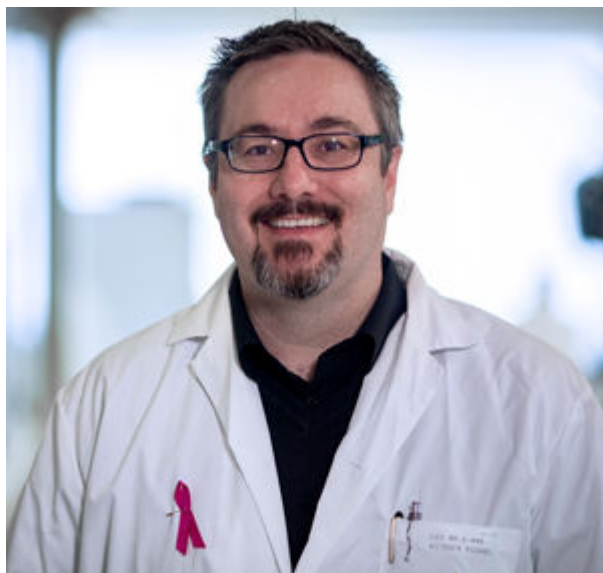
A THERAPEUTIC TARGET TO PREVENT THE ONSET OF METASTASIS

QUEBEC BREAST CANCER FOUNDATION GRANT:

Class \$450,000 and over

2011- active

Targeting aberrant poly (ADP-ribosylation) in metastatic breast cancer



Dr. Michael Witcher
Assistant Professor
of Medicine
Lady Davis Institute

Objective:

Metastases affecting various parts of the body are, in fact, responsible for the vast majority of breast cancer deaths. By studying how cancer cells become metastases, the project paves the way for a new therapeutic target to prevent their occurrence.

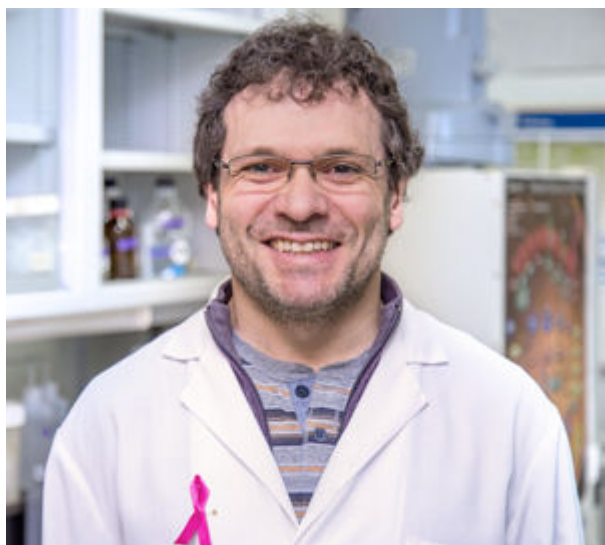
REDUCE THE VIABILITY OF CANCER CELLS

QUEBEC BREAST CANCER FOUNDATION GRANT:

Class \$450,000 and over

2014- active

Acetylation of breast cancer suppressants BRCA1, BRCA2 and PALB2 functional links to an anti-cancer approach



Dr. Jacques Côté
Professor and researcher,
CHU de Québec,
Laval University

Objective:

The homologous recombination involved in DNA repair, when defective, can contribute to the development of a cancer cell. Dr. Côté and his team are working to understand how certain genetic changes alter a cell's ability to repair itself. This knowledge could reduce the viability of cancer cells.

TRIPLE NEGATIVE BREAST CANCER

QUEBEC BREAST CANCER FOUNDATION GRANT:

Class \$450,000 and over

2014 - active

**Insilico and in vitro high-throughout platforms to target
tumor-to-stromal codependencies**



Dr. Morag Park
Director
Cancer Research Centre
Rosalind and Morris Goodman
McGill University

Objective:

The interactions between triple negative breast cancer cells and the normal cells around them play a role in the progression of cancer and the development of resistance. The project aims to reproduce this interaction in the laboratory and to use the models developed to test the effect of certain drugs and treatments already known in patients with triple negative breast cancer.

NEW THERAPEUTIC APPROACH, METASTATIC BREAST CANCER

QUEBEC BREAST CANCER FOUNDATION GRANT:

Class \$450,000 and over

2011- active

Preclinical studies of anti-metastatic molecules capable of reprogramming invasive breast cancer cells expressing EMT markers/stem cells



Dr. Moulay Alaoui-Jamali,
Professor Department of
Medicine and Oncology
McGill University

Researcher
Segal Cancer Centre,
Jewish General Hospital

Objective:

The vast majority of breast cancer deaths are due to the development of metastases in vital organs. The project proposes an innovative therapeutic approach that aims to reprogram cancer cells that are metastatic or have the potential to become metastatic in a specific way rather than attacking them with often toxic agents.

IMMUNOTHERAPY FOR TRIPLE NEGATIVE BREAST CANCER

QUEBEC BREAST CANCER FOUNDATION GRANT:
Class \$450,000 and over
2014 - active

The immunopeptidome of breast cancer



Dr. Claude Perreault
Full Professor
Institute for Research
in Immunology and Cancer
University of Montreal

Objective:

Immunotherapy is the use of the patient's immune system as a kind of vaccine to attack cancer cells. The project seeks to characterize antigens or cell pieces that would be present only on cancer cells, making them targets for the immune system in the case of triple negative breast cancer for which there are fewer treatment options.

PREVENTIVE BREAST CANCER DETECTION

QUEBEC BREAST CANCER FOUNDATION GRANT:

Class \$450,000 and over

2014 to (active)

Molecular mechanisms of transition from normal to epithelial malignancy in early breast cancer



Dr. Luke McCaffrey Assistant Professor - Rosalind and Morris Goodman
Cancer Research Centre McGill University

Objective:

The project seeks to identify the early stages of progression from a normal breast cell to a cancer cell. By improving early diagnosis, the knowledge gained through the research project is likely to help clinicians establish their diagnosis and treatment plan.

LIQUID BIOPSY

QUEBEC BREAST CANCER FOUNDATION GRANT:

Class \$450,000 and over

2014 to (active)

New Generation Diagnostic Tests for Breast Cancer



Dr. Mark Basik
Surgeon and Researcher
Jewish General Hospital

Objective:

Knowledge about the peculiarities of cancer that specifically affect a person allows the health care team to offer better treatment for the affected person. The project proposes to develop a new way to predict the risk of recurrence after surgery by analyzing the genetic information of cancer circulating in the patient's blood.

LINK BETWEEN GENETIC MUTATIONS AND FAMILY RISK

QUEBEC BREAST CANCER FOUNDATION GRANT:

Class \$450,000 and over

2016 – active

Breast cancer genetics in the Quebec population: twenty years after BRCA1/2



Dr. William Foulke
Oncogeneticist and Researcher,
McGill University Health Centre

Objective:

The discovery of the link between certain mutations and the high risk of developing breast cancer marked the 1990s. Since then, the understanding of heredity as a risk factor has greatly evolved. The project attempts to identify new mutations that would explain why certain Quebec families are more affected by breast cancer, in order to propose prevention and risk reduction strategies.

SCIENTIFIC SCHOLARSHIPS

After a rigorous selection process, the Foundation awarded research grants to the following researchers in 2016-2017:

Dr. Audrey Claing
Dr. Mark Basik
Dr. Volker Blank
Dr. Luke McCaffrey
Dr. Michael Witcher
Dr. Sylvie Lambert
Dr. Isabelle Plante
Dr. Francois Tournoux

MANAGING CUTTING- EDGE KNOWLEDGE, ESTABLISHING SOLIDARITY

Creating synergies, pooling forces to stimulate excellence and the deployment of forces in action in the fight against breast cancer: another of the Foundation's commitments.

The Foundation's \$1 MILLION TO HELP contest supports community support projects, selected for the scope of their impact and the quality of their offer, to help people affected by breast cancer throughout Quebec:

Here are the projects selected for the 2014-2017 COMPETITION:

ACEQ	Home wellness services
CHU de Québec	Metastatic Cancer
CHU de Québec	Establish the Network of Oncogenetic Resources for Support and Education (the "R.O.S.E. Network") for Families at Risk of Breast Cancer
Jewish General Hospital	"Hope & Cope" Wellness Centre. Prevention of fractures due to bone fragility or to metastases bone cancer in women treated for breast cancer.

RECOGNIZE AND MANAGE THE COGNITIVE EFFECTS OF TREATMENT

QUEBEC BREAST CANCER FOUNDATION GRANT:

Class \$350,000 and over

Project Name "Brain Fog"

Pilot project for a multidimensional intervention for women affected by breast cancer with cognitive difficulties associated with oncology treatments.

Beneficiary:

Centre intégré universitaire de santé et de services sociaux de l'Est-de-l'Île-de-Montréal, Hôpital Maisonneuve-Rosemont

Duration:

3 years (2016-2019)

Objective:

Oncologic breast cancer treatments cause adverse effects on cognitive function that could reach 60% prevalence. But these effects are little recognized and therefore little evaluated or relieved. Cognitive difficulties affect work memory, attention processes, concentration, the ability to perform several tasks at once, the ability to alternate, cognitive flexibility and information processing speed. The Maisonneuve-Rosemont Hospital's multidisciplinary project aims to set up a pilot screening, awareness, cognitive and emotional intervention project to reduce the impact of this problem.

SHARE WOMEN'S EXPERIENCES WITH NEWLY DIAGNOSED PATIENTS

QUEBEC BREAST CANCER FOUNDATION GRANT:

Class \$350,000 and under

Project Name:

Behind every surgery, there's a story

Beneficiary:

St Mary's Hospital Centre

Duration:

2 years (2016-2018)

Objective:

Beyond medical information, patients who are diagnosed with breast cancer often seek testimonials from people who have had the same experience in order to better prepare for their own surgery. How intimacy with the partner is experienced after the loss of a breast? How does it feel when you see the scar? The project focuses on the development of an interactive application that provides people who will undergo surgery with concrete, credible and personalized testimonials that can support and guide them in their medical treatment decisions.

MUSCULOSKELETAL COMPLICATIONS FOLLOWING TREATMENT

Project Name:

Breast Cancer Treatment Complications Prevention Program

Beneficiary:

Centre intégré de santé et de services sociaux de Montérégie Centre,
Hôpital Charles-Le Moyne

Duration:

3 years (2016-2019)

Objective:

In 60% of cases, breast cancer treatments can cause musculoskeletal complications about which patients often have little information. The project is part of the enhancement of the existing EPEI Program (Enable, Prevent, Evaluate, Intervene) and its deployment throughout Montérégie. In place since 2006, this program develops educational strategies that help patients reduce their risk of musculoskeletal complications, participate in their rehabilitation and adopt healthy lifestyle habits. In concrete terms, it takes the form of educational capsules accessible on the institutions' websites, which give clients all the tools they need for their own care.

PROMOTE REHABILITATION THROUGH PREOPERATIVE MANAGEMENT

QUEBEC BREAST CANCER FOUNDATION GRANT:
Class \$350,000 and under

Project Name:
Preoperative management of breast cancer patients

Beneficiary:
Breast Clinic, McGill University Health Centre - Cedars Institute

Duration:
3 years (2016-2019)

Objective:
Up to 60% of women with breast cancer may experience one or more physical or psychological dysfunctions that can affect many aspects of their lives. Preoperative management of newly diagnosed individuals is used to assess, monitor and teach the management and reduction of the risk of developing a treatment related dysfunction. The project reduces the impact of these dysfunctions through specialized rehabilitation services for kinesiologists, massage therapists or psychologists. Preoperative management promotes a better continuum of care.

REPLACEMENT OF THE MAMMOGRAPH AT THE HÔTEL-DIEU DE GASPÉ

QUEBEC BREAST CANCER FOUNDATION GRANT:

Class \$350,000 and under

Project Name:

Breast cancer is a scourge. Help us purchase a mammography unit!

Beneficiary:

CSSS de la Côte-de-Gaspé, Hôpital Hôtel-Dieu de Gaspé

Duration: 2016

Objective:

After 15 years of loyal service, the mammography unit at the CSSS de la Côte-de-Gaspé no longer met the Department's standards. The Foundation's investment will contribute 10% of the purchase and installation of the Christie mammograph at the Hôtel-Dieu de Gaspé. With 2,200 examinations performed annually, the device contributes to breast cancer screening in the region, as well as to maintaining safe community care for women, within reasonable waiting times for the Gaspé population.

BUY A BETTER PERFORMING MAMMOGRAPH

QUEBEC BREAST CANCER FOUNDATION GRANT:

Class \$350,000 and under

Project Name:

LA ROSE AU COEUR Campaign

Beneficiary :

Fondation Hôtel-Dieu d'Arthabaska

Duration: 2016

Objective:

The mammography machine at the Hôtel-Dieu d'Arthabaska acquired in 1998 was at the end of its life. The Fondation Hôtel-Dieu d'Arthabaska launched the La Rose au cœur campaign to raise the necessary funds for the acquisition of a new state-of-the-art mammography machine and a stereotaxic table, a project to which the Quebec Breast Cancer Foundation contributed. The new device, which was inaugurated in spring 2017, allows biopsies and harpoons to be performed with greater precision and comfort. It will help to meet deadlines, reduce the margin of error and the number of additional examinations, avoid redirecting users to external centres and reduce the risks during surgical operations.

OTHER PROJECTS SUPPORTED:

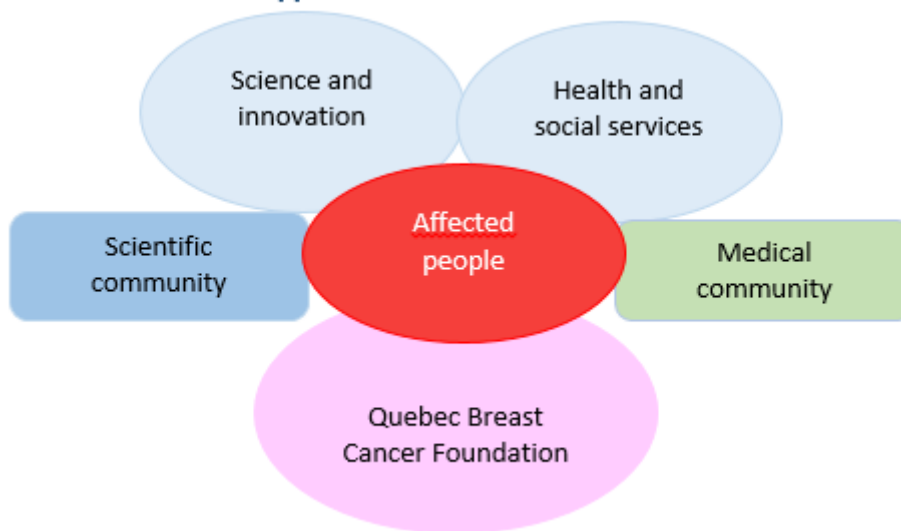
CHU de Québec	Access to the physical activity program
Miscellaneous	Yoga
Miscellaneous	Financial assistance
Dragon Boat	Support for 5 teams
OGPAC (Gaspesian Organization for People with cancer)	Consolidate and maintain its services
Project Virage	Kinesiology

SUPPORT AND ADVOCACY

The Foundation is committed to defending the interests of those affected, taking into account the best practices developed by experts in the field.

Between two departments and two communities

We support and defend those affected



Since our very beginning, we have also set ourselves the goal of helping as many people possible: more than 1,000 people a year now benefit from our support programs and our listening and information services, which offer them the opportunity to express themselves and find answers to their questions in difficult times.

Awareness of this important need in our society, the public, our allies and donor partners allow us year after year to support these people in need over an increasingly vast territory in Quebec, by creating or enhancing often innovative projects in community environments and the health network.

FINANCIAL ASSISTANCE PROGRAM

This program provides financial support people who become economically vulnerable following a breast cancer diagnosis.

A breast cancer diagnosis affects all aspects of personal and family life, usually forcing people to take time off work, sometimes for extended periods. Having become very vulnerable emotionally and physically, the women and men affected often find themselves in dramatic situations of financial insecurity. Through its financial assistance program, the Foundation spends approximately \$300,000 annually to support people who are on treatment during a work interruption and without disability insurance. Examples of costs that can be covered after an application has been assessed:

Transportation for medical appointments related to breast cancer (mileage, parking, etc.);

Accommodation during treatments;

Drugs associated with breast cancer treatment and not covered by the Régie de l'assurance maladie du Québec (RAMQ);

Home support during active treatments related to breast cancer/convalescence; Hair prosthesis, breast prosthesis and/or specialized lingerie;

Rehabilitation/post treatment care (e.g. lymphatic drainage, etc.);

Nearly 3000 applications for financial assistance analyzed since 2011

LEARN MORE ABOUT OUR FINANCIAL ASSISTANCE PROGRAM

"I want to thank you very much for your financial help. It is in the trials of life that we need comfort and you are there. Thank you so much. »

Jocelaine

"(...) Having cancer is not easy in itself. Having to deal with surplus financial problems is insane. As I am self-employed and I live alone, your financial contribution is a " blessing from heaven". (...)»

Linda

EDUCATE AND RAISE AWARENESS

At the Foundation we have an important role to play in keeping people informed about breast cancer through up-to-date and comprehensive scientific information: Therefore our work also consists of raising awareness, educating and encouraging prevention. This front-line activity is very close to our hearts.

"Let's Talk Stage IV" Campaign

The Quebec Breast Cancer Foundation's awareness campaign on metastatic breast cancer, designed in partnership with Pfizer in 2016, benefited from the contribution of actress Louise Portal, who shared her sister Pauline's journey following her death from breast cancer in 2010. This campaign aimed to raise awareness of the little-known reality of metastatic breast cancer, which affects 20 to 30% of people who were first diagnosed with localized breast cancer. It has gained wide visibility through on social and in traditional media. Campaign 2016 - Let's Talk Stage 4

"Extraordinary Moments" campaign extraordinarymoments.ca is a website dedicated to providing psychosocial support resources for women with metastatic breast cancer, their caregivers and members of their families. It also includes a short film celebrating an extraordinary moment in everyday life, several interesting videos of women with metastatic breast cancer and family members sharing their own extraordinary moments, and a video from leading breast cancer associations. www.extraordinarymoments.ca

EVENTS AT THE HEART OF OUR SUPPORT FOR THE CAUSE

The 2016 edition of the CIBC Run for the Cure brought together over 8,000 participants and raised over \$800,000 for the cause in Quebec. Four hundred and fifty volunteers from across the province contributed to the success of this day, which took place last October. Year after year, the event represents the largest fundraising event in the country organized by volunteers for the benefit of the struggle against breast cancer.

Donations raised through the Run enable the Quebec Breast Cancer Foundation to fund innovative research projects, awareness and education campaigns and support programs for people with breast cancer and their families.

Thanks to research, education and awareness campaigns that encourage early detection, the breast cancer survival rate, 5 years after diagnosis, is now over 88%! This represents a 43% decrease in the mortality rate since 1986. Thanks to this progress, we can now believe in a future without breast cancer.

THE ANNUAL "DARE TO GIVE" CAMPAIGN

The Quebec Breast Cancer Foundation in partnership with La Vie en Rose, TVA Group and Rouge FM worked together on this campaign since 2008.

"DARE TO GIVE" offers women the opportunity to return bras they no longer wear to La Vie en Rose boutiques, who commit to donate 1\$ per bra to the Quebec Breast Cancer Foundation, up to a maximum of 150 000\$.

In 2016, the 9th edition was held and 353,719 bras were collected. Since 2008, this annual event has raised more than \$1,400,000 for the cause. Another partner, CERTEX also contributes to the success of this initiative by giving a second life to these bras by sending them out of the country to disadvantaged people, after re-conditioning them.



COMMUNITY INITIATIVES THAT HAVE IMPACT

Each year, thousands of volunteers across the province host events raising funds for the Foundation and its research and support activities. The generosity of these people confirms the importance Quebecers attach to the cause of breast cancer.



Victory Evening AND Victory Humour Gala

Number of participants: more than 800 Edition: 7th edition in 2016

Organizers: Danielle Simard and Mario Cecchini, founding couple, and their family and friends.

This group of organizers has been working hard since 2010 to ensure the success of the magnificent Soirée Victoire, and more recently the Victoire Humour Gala, presented for the first time in 2016. More than \$600,000 has been donated to the Foundation through Victory Events since its inception.

COMMUNITY INITIATIVES THAT HAVE IMPACT

Golf Tournaments

"Rallye pour la guérison" – Golf club Laval-sur-le-Lac (Diane Paquette)

Number of participants: 140

Edition: 6th edition in 2016

Organizers: Laval-sur-le-Lac Golf Club.

"Rallye pour la guérison" has been in existence since 2011: the organizers have donated a total of more than \$100,000 to the Foundation.



Express Mondor Golf Tournament

Number of participants: 198 players and 251 people present at dinner/evening

Edition: 3rd edition in 2016

Organizers: the family business Express Mondor and its team, employees, suppliers, customers. This dynamic group also organized a poker night to benefit the cause in early 2016.

COMMUNITY INITIATIVES THAT HAVE IMPACT

"Ride de filles"

Number of participants: 250 women (exclusive activity) Edition: 8th edition in 2016

President and founder: Sylvie Brisebois.

Girls Ride is the largest ride made exclusively of women riders, including breast cancer survivors. Each participant agrees to raise a minimum amount of \$100. Since 2009, "Ride de filles" has contributed over a quarter of a million dollars to the Foundation.



"Renoir en Rose"

Number of participants: approx. 100 guests Edition: 3rd edition in 2016

Organizers: The very generous and dedicated chef Olivier Perret, from the Renoir restaurant of Sofitel Montreal, in collaboration with the Cedars Cancer Foundation, the Carré Doré and nine other Montreal chef friends, organized the 3rd edition of the exceptional "Renoir en Rose" gastronomic evening.

Québec Remparts Pink Month Edition: 6th edition in 2016

Organizers: Quebec Remparts hockey team.

Throughout the month of October, during the Quebec Remparts hockey team's home games at the Centre Vidéotron, players put on their pink jersey for the cause and fans buy tickets for the draw for their favourite players' jersey.

FRONT-LINE ALLIES: OUR VOLUNTEERS AND AMBASSADORS

The very nature of our foundation is filled with humanity and generosity in the image not only of the people who work there but also of those incredible individuals who devote their time and generosity to the cause. They all believe in the importance of this collective effort to ensure that those affected by breast cancer are supported and helped on a daily basis.

In 2016, our ambassadors were more active and numerous than ever and assisted us at conferences, media meetings and activities: we thank them from the bottom of our hearts.

Each year, we also celebrate the contribution of these exceptional people with a very special evening dedicated to them.



Marie-France L'italien

Patricia Claude

FOUNDATION RECOGNITION EVENING

On May 3rd, 2016, our annual Recognition Evening was held. Each year this event highlights the remarkable impact of individuals who support the foundation in the fight against breast cancer with an awards ceremony. Year after year, the Quebec Breast Cancer Foundation is honoured to highlight the contributions of these determined and exceptional individuals.

In 2016, the awards ceremony was followed by a particularly exciting concert, offered by Marco Calliari and Kim Richardson, accompanied by the GEMU [30 musicians] orchestra, conducted by André Moisan [OSM].

The recipients of our Recognition Awards in 2016 were:

The prize for Scientific and Medical Commitment Winner 2016:

Dr. André Robidoux

Community Innovation Award Winner 2016:

ROSE Centre

Pam McLernon Awards - Events and Fundraising Winner 2016:

Diane Paquette

Jo Anne Kelly Award - Volunteer of the Year 2016 Winner:

Claude Thibault

OUR VALUED PARTNERS

La Fondation du cancer du sein du Québec compte sur des partenaires commerciaux fortement ancrés dans toutes les régions du Québec. Ils mettent leur notoriété au service de diverses campagnes de souscription tout en multipliant la visibilité de la Fondation et de la cause qu'elle défend.

Banque Nationale

Partenaire depuis : 2005

Programme : Carte de crédit Allure

Sommes versées à la fondation : 4 millions de \$



Motivée par la volonté de contribuer à la santé des femmes et au soutien de leurs proches, la Banque Nationale offre la carte de crédit Allure destinée à sa clientèle féminine. Cette carte leur permet de contribuer à la cause du cancer par leurs achats quotidiens.

Ultramar

Partenaire depuis : 2005

Programme : Mois de la sensibilisation au cancer du sein

Sommes versées à la fondation : 3 millions de dollars



ST Brands et son réseau de stations-service Ultramar organisent chaque année le Mois de la sensibilisation au cancer du sein. Durant le mois d'octobre, la pétrolière remet 1 ¢ par litre d'essence suprême et 1 \$ par lavage suprême, vendus dans son réseau. Les clients d'Ultramar peuvent aussi ajouter 1 \$ ou 5 \$ à leur facture ou déposer une contribution dans les boîtes prévues à cet effet dans les stations-service Ultramar partout au Québec.

La Vie en Rose

Partenaire depuis : 2008

Programme : Accès Recherche

Sommes versées à la fondation en 2016 : plus de 1 400 000 \$

la Vie en Rose

OTHER VALUABLE PARTNERSHIPS

TVA / Clin d'œil Magazine Partner since: 2005

Program: Pink Edition (a publication that promotes the sale of jewellery for the cause of breast cancer)

Media partner for several events, including Dare to Give

Caroline Néron Jewellery

Program: Pink Edition (a publication that promotes the sale of jewellery for the cause of breast cancer)

Jean Coutu Pharmacies

Partner of the Jewelry Wink activity

Bell Media and Rouge FM

Partner since: 2008

Program: Dare to Give



OTHER LOYAL CONTRIBUTING ALLIES

Roby Foods Inc.
BÔSAPIN
La vie en rose / Dare to give
Constellation Brands
Conglom
Créations MJ
Cuisine Karo inc.
D-Gel
Dominion & Grimm Inc.
Éditions Goélettes
Excavations G.D. Boss inc.
Dames D'Alcantara Florist
FlorDeco
Fromagerie St-Guillaume / Coop Agrilait
Groupe Autocar Jeannois inc.
Groupe Grand Portage Volkswagen
Groupe Kevlar inc. (Sec-Sax VMR II)
Groupe Sogides
Villegia Hotels
Impact Automotive (2015-2016)
Impact Automotive (2016-2017)
Jax N Joe
Kare Panache
Kusmi Tea
Les interchangeable
Lola Jeans
LOOP
Mega Kia Brossard
M Real Estate
Simons
Pharmaprix- Beauty Gala
Ormax inc. / Or Plus inc.
Outils A. Ricahrd Co.
Poches & Fils
Pro-Action (GR) inc.
Lingerie Silhouette
W Hotel

GOVERNANCE

The Quebec Breast Cancer Foundation applies the highest standards of governance.

Imagine Canada

The Quebec Breast Cancer Foundation is in the process of obtaining accreditation from Imagine Canada's Standards Program. Through the successful completion of a comprehensive evaluation program, Imagine Canada grants accreditation to organizations that identify and reduce organizational risk, work to improve board governance, and are transparent and accountable with accounting and fundraising practices as well as fostering a strong workforce. The Standards are designed to build strong and trusted charities.

Charity Intelligence Canada

The Quebec Cancer Foundation received an overall score of 88% in 2016 from Charity Intelligence Canada, an organization that informs Canadians of the impact of their donations to inform their charitable decisions.

A INTEGRITY THAT LIVES UP TO OUR MISSION

At the Foundation, we are proud to say that our performance ranks us among the most effective charities in Canada. Managing donations and reinvesting net proceeds in research, support, advocacy, education and awareness positions us at the forefront. Our audited fundraising cost ratios are 29% and administration fees are 7%. Our fundraising cost ratios include all direct and indirect expenses, administration fees, salaries, etc.

As stewards of your philanthropy, we apply the highest standards of governance, financial and human resources management, donation policy and code of ethics.

For more details on Charity Intelligence Canada's effectiveness ratings for the Breast Cancer Foundation: Charity Intelligence Report

BOARD OF DIRECTORS

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Diane Arbour, Corporate Director

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Gloria Galardo, President, GGala Councillors

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Anne Meloche, Regional Vice-President, Institutional Affairs Quebec and Eastern Canada, Sun Life Global Investments

Benoit Millette, Partner, Tax Services Ernst & Young Nathalie Pratte, President, Pratte Group

Jean Roy, Senior Vice-President, Kruger Energy Anik Trudel, Chief Executive Officer, Lavery de Billy

BRINGING THE SCIENCE TO THE PATIENT

Our role in bringing patients' needs closer to scientific development here in Quebec has had more impact than ever in recent years. For example, in 2017 one of our scientific partners saw its participation in an international study acclaimed by the scientific community. The study was published in the prestigious journals, Nature and Nature Genetics. Dr. Jacques Simard of the CHU de Québec-Université Laval, in collaboration with the international OncoArray Consortium team, was involved in this vast study on the genetic fingerprint of breast cancer: More on the genetic fingerprint of breast cancer.

We are proud to contribute to these scientific successes. Current advances hold the greatest promise: rarely in the history of cancer research has there been such a deployment of truly encouraging avenues. Nanotechnologies, immunotherapy, genomics, personalized medicine, are just a few of the approaches deployed, which now allow us to envisage in the medium term.

Ultimately, a future where breast cancer will no longer be the devastating disease we know.

With our valued allies, volunteers, ambassadors, donors and partners, all united in this struggle and more aligned than ever, we can believe more than ever in a future without breast cancer.

FINANCIAL STATEMENTS 2016-2017

[Click here to consult the complete financial statements](#)

STATEMENT OF OPERATIONS - Year ended March 31, 2017

REVENUE

Fundraising	2 468 814
Sales, Corporate sponsorship and other	2 063 155
Interest, dividends and other financial income	1 055 746
	5 587 715

DIRECT COSTS

Fundraising	1 321 649
Administration	257 874
Communication and Marketing	140 000
Investment management fees	56 500
Amortization of intangible asset	34 824
Amortization of fixed tangible assets	27 792
	1 838 639

Excess of revenue over expenses before contributions to programs	3 749 076
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CONTRIBUTIONS TO PROGRAMS

Research	2 224 986
Support Programs	1 584 699
Education and awareness	295 431
	4 105 116

DEFICIENCY OF REVENUE OVER EXPENSES	(356 040)
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FINANCIAL STATEMENTS 2016-2017

[Click here to consult the complete financial statements](#)

<u>STATEMENT OF FINANCIAL POSITION - March 31, 2017</u>	
<u>ASSETS</u>	
CURRENT ASSETS	
Cash and cash equivalent	2 750 296
Creditors	506 992
Accounts receivable from the Canadian Breast Cancer Foundation, without interest	25 000
Prepaid expenses	39 729
Investments achievable in the next fiscal year	496 484
	3 818 501
INVESTMENTS	14 495 567
TANGIBLE FIXED ASSETS	51 222
INTANGIBLE ASSETS	169 168
	18 534 458
<u>LIABILITIES</u>	
CURRENT LIABILITIES	
Accounts payable and accrued liabilities	279 217
Amounts to be returned to the Canadian Cancer Society, without interest	14 221
Amounts to be returned to foundations, without interest	183 800
Deferred revenue	2 870
	480 108
NET ASSETS	
NOT APPOINTED	18 054 350
	18 534 458