

IMPACT REPORT

/ 2020 2021

TOGETHER FOR
BREAST HEALTH



Quebec
Breast Cancer
Foundation

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IN 2021, BREAST CANCER
BECAME **THE MOST DIAGNOSED
CANCER IN THE WORLD.**

**2.3 MILLION CASES WERE
CONFIRMED IN 2020.**

Breast cancers now represent **11.7% of all tumours detected in men and women**, a figure that for the first time has now surpassed the figures for lung cancer (11.4% of cancers).

The number of women who survive five years after diagnosis has now reached nearly 8 million—many more patients compared to all other cancers.

In Canada:

- Breast cancer accounts for about **25%** of new cancer cases in Canada.
- Approximately **6,500** women are diagnosed each year in Quebec.
- **1%** of breast cancers affect men.
- **1 in 8** women will develop breast cancer in the course of her life.
- **1 in 31** women will lose her life to breast cancer.
- **87%** is the 5-year survival rate.
- In the 20-49 age group, **29%** of cancers are breast cancers and the leading cause of decease related to cancer in women.
- Breast cancer is the most frequent cancer in pregnant women.
- About **5%** of breast cancers in Canada are diagnosed at stage IV.

/ OUR VISION

Day in and day out, the Foundation's team members are driven by a shared vision: **a future without breast cancer.**

/ OUR MISSION

The mission of the Quebec Breast Cancer Foundation is to improve the survival rate and the quality of life of people affected by breast cancer, and to raise awareness in all communities and groups concerned, now called "Together for breast health."

For over 25 years, we have been committed to defending the interests and wellbeing of breast cancer patients and their loved ones. We have made a marked contribution particularly in terms of medical and scientific advances through investments in innovation and leading-edge research, as well as in-patient support programs, from prevention to cure.

The Quebec Breast Cancer Foundation works every day to save lives and improve the quality of life of people living with breast cancer through its areas of focus:

> RECHERCHE & INNOVATION

Conduct and fund leading-edge research to reduce the impact of breast cancer

> COMMUNITY SUPPORT

Serve and support those affected by breast cancer so that no one has to face it alone

> EDUCATION & RAISING AWARENESS

Educate the general public about the impact of breast cancer and encourage people to preventively adopt a healthy lifestyle

> DEFEND PATIENTS' INTERESTS

Influence policies and ensure that governments and other stakeholders act to improve access to care

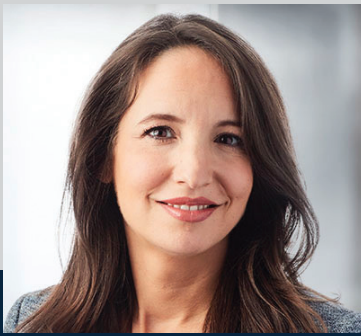
/ OUR VALUES

COMPASSION Compassion for those with breast cancer and their loved ones inspires the dedication of everyone involved with the Foundation. We always prioritize the interests of the people we defend, support and represent.

INTEGRITY Integrity is one of the Foundation's core values, and we never take our special relationship with our donors, partners and volunteers for granted. Integrity is at the heart of everything we do and it guides our every decision. The Foundation meets its commitments, and every member acts consistently, responsibly and with transparency.

INNOVATION Innovation is a force that combines creativity, self-confidence, knowledge and courage. It allows us to think outside the box and go that extra mile, to lead the way and inspire. Our team's many talents are put to use to innovate in our fundraising projects and our investments in research and support to benefit the persons affected by breast cancer.

IMPACT With our expertise and our vision, we focus our energy and resources on projects that have a measurable and lasting impact, not only to optimize every dollar raised, but also to ensure that our actions make a real difference for people with breast cancer, now and in the future. Our impact can be measured by the changes we bring about.



**YOU'RE AT THE
HEART OF OUR
DECISIONS**

/ MESSAGE FROM THE CHAIR OF THE BOARD

One of the great collective lessons brought about by the pandemic has been that of noticing just how very important prevention and education are when it comes to health. To control the rate of contagion of COVID-19, scientists were on high alert to keep us informed and recommend the most effective ways to protect our health and that of our loved ones.

In that same vein, prevention and education are also central aspects in the Board of Directors' involvement in fighting breast cancer. Once again this year, we've been very present, and we have ceaselessly supported the Foundation: more than ever, we have placed people with breast cancer and their loved ones at the heart of our decisions.

We're actively involved, and we act as front-line agents in research, awareness-raising and education around breast cancer. Beyond that, we support the Foundation in its efforts to provide direct support to people with breast cancer, now available at any hour of the day or night through our Virtual Clinic.

In Canada, one out of eight women will develop breast cancer in the course of her lifetime, and one out of 31 will die of it. The illness attacks indiscriminately, and we must be ready to handle its aftermath, and also know how to detect it rapidly. It's not for every disease that we can say we've seen a 40% reduction in the mortality rate within just a few years, and this is essentially due to education, prevention and early detection.

Each of our volunteers has been affected, directly or indirectly, by breast cancer. Some people have gone through it in the last year, with all the constraints that pandemic measures have imposed. These people have been humanly affected like nobody else before, powerless against the requirements for solitude and physical distancing. We have had to review our ways of keeping up our social ties and providing our support during this challenging time.

Because first and foremost, the members of our Board of Directors want to help and make a difference. We've been present throughout this pandemic and we have redoubled our efforts to continue to offer the support and sources of information that have always been part of our mission.

To all those who have helped, I say: Thank you!

We will continue to be here for people with breast cancer, those who are in remission, and also all of their families, because these people are often closer to us than we might think.

Vanessa Coiteux

Chair of the Board

Quebec Breast Cancer Foundation



/ MESSAGE FROM THE PRESIDENT AND CEO

BEING THERE, UNDER ALL CIRCUMSTANCES

Our resilience was severely tested this past year. The challenges reminded us how important it is to take care of the people we love. They reminded us that it's in the day-to-day that small gestures of support take on all their value. Listening and being present to support each other in the good and not-so-good times has sometimes been laborious when we couldn't all be together in the same room. The word "compassion" has taken on a whole new level of meaning.

At the Quebec Breast Cancer Foundation, we forged ahead, nonetheless.

Support for people with breast cancer was at the heart of all our decisions, particularly in the exceptional context we're currently living through. We pursued our activities, trying to always have the highest possible impact in order to increase the survival rate of people with breast cancer, in addition to improving quality of life for them and their loved ones.

Currently, 88% of people with breast cancer survive beyond five years. These people must face difficult moments, both physically and emotionally. To support them, the Quebec Breast Cancer Foundation has once again innovated by launching a number of support services, offered free and online, all over the province, in both French and English. The new Virtual Clinic service, available 24/7, provides this support to people with breast cancer and their loved ones by helping them connect with doctors, nurses, psychologists and nutritionists with just a single click.

In the last few months, we've also felt the importance of the community: people with breast cancer, but also their families, have needed our support and help more than ever in order to learn and make informed decisions. Because of this desire to inform the public and raise awareness about the importance of genetic testing and the reasons why such a test could prove necessary, we created a number of videos as part of the genetics and breast cancer prevention program. By being present online and by offering these educational videos, we've provided the sense of community that some people may have been missing under the circumstances.

This same pandemic context didn't stop us from launching our most important fundraising activity to date: the Pink Tour. While respecting public health measures, this initiative quickly became a key way to get motivated to move (even by gathering virtually) while supporting people affected by breast cancer.

We've all rallied in our own ways for the fight against breast cancer. Whether we ourselves have a diagnosis, know someone who does, or are otherwise affected by the cause, we are all part of this community, which works tirelessly to improve the situation of the people who are directly suffering from breast cancer.

We of course wish to thank our donors, our team, our volunteers, and every one of our collaborators for their devoted work, which makes it possible for us to keep making an immense difference in these people's lives.

Thanks also to the Board of Directors for your support and your devotion to the cause.

Karine-Iseult Ippersiel

President and CEO

Quebec Breast Cancer Foundation



MORAG PARK

is named a Knight of the Ordre national du Québec

Morag Park, a professor and researcher at McGill University, is a key figure in breast cancer research. She elucidated the oncogenic mechanisms of activation by receptor tyrosine kinases and has shown the important role played by the tumour "microenvironment" in the development of cancer. Her more recent work aims to define the crucial molecular signatures that lead to tumour progression and could constitute good targets for therapy.

For more than 30 years, Professor Park has mobilized the scientific and medical communities on priority issues in breast cancer, building unique bridges between basic research and translational research for the benefit of people affected by breast cancer. Professor Park has received numerous awards over the course of her career, including the 2019 Scientific Distinction Award from the Quebec Breast Cancer Foundation.

"From the beginning of her career as a researcher, the Foundation has believed in Professor Morag Park's projects, and awarded her first breast cancer research grant. She is a pioneer with her work on breast cancer in Quebec. We are proud to have supported her since the beginning and we are proud of the recognition she has received from the Ordre national du Québec."

- **Karine-Iseult Ippersiel**, President and CEO, Quebec Breast Cancer Foundation



PAM DAVIDSON MCLERNON,

our founder, is named an Officer of Ordre de Montréal

Realizing that there was no organization dedicated to educating and supporting people with breast cancer and their loved ones, Pam Davidson McLernon created the Quebec Breast Cancer Foundation in 1994. Twenty-five years later, the organization has invested more than fifty million dollars to assist the scientific and medical communities in making leading-edge innovative treatments accessible.

The Foundation has supported projects whose excellence is now internationally recognized. Several researchers participating in its programs have become world leaders and helped grow Montréal's international reputation in this field. They stand out in leading scientific forums, publish in prestigious journals and draw new talent to Montréal from around the world.

Pam Davidson McLernon established an organization that has become a reference in its field and whose impact on the health of millions of people is unanimously acclaimed.

On behalf of the whole team at the Quebec Breast Cancer Foundation and our community, we'd like to extend our warmest congratulations for their appointments to the Ordre national du Québec and the Ordre de Montréal!

2021 AWARDS OF EXCELLENCE



NATIONAL BANK INNOVATION AND COMMUNITY SUPPORT AWARD

> CARMEN G. LOISELLE

TAKING CARE OF THE BONE HEALTH OF WOMEN WITH BREAST CANCER

Some breast cancer treatments can weaken bones and increase the risk of osteoporosis and fractures. To improve the bone health of women treated for breast cancer, Dr. Carmen Loisel and her team set up the Breast and Bone Health program. The Breast and Bone Health website contains a wealth of information and tips to prevent bone degradation: exercise plans, nutrition facts, lifestyle adaptations and a concrete plan of action for management. Tools have also been developed for health professionals, such as scorecards, information leaflets and training.

For more information: <https://breastandbonehealth.ca>

Dr. Carmen Loisel is a senior researcher at the Centre for Nursing Research and a Project Director at the Lady Davis Institute for Medical Research at the Jewish General Hospital in Montreal. Dr. Loisel is Director of the Cancer Nursing Program, and Professor in the Oncology Department and the Ingram School of Nursing at McGill University.

Dr. Loisel's research interests include patient information-seeking behaviour and decision making; patient-health care provider communication; psychosocial oncology, and the use of information technology in cancer care.



PAM MCLERNON VOLUNTEER ENGAGEMENT AWARD

> LOUISE BÉLANGER

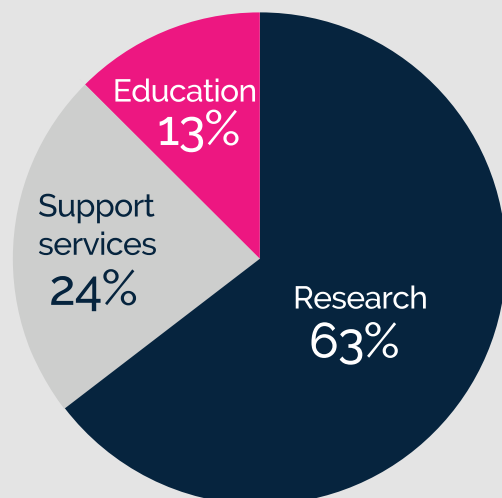
THE SPYDER AND MOTORCYCLE FUNDRAISING RIDE AND RYKER DRAW, in support of the Quebec Breast Cancer Foundation, invites participants to a meeting point from which the ride leaves to follow a secret itinerary in the Quebec City area.

This activity, organized by a great team of volunteers composed of Louise, Pamela, Linda, Christian, Lysane, Claire and Serge, is supported by TY Moteurs and Adrenaline Sport. This team can also count on several people committed to the cause of breast cancer.

Louise Bélanger is a teacher by training. She keeps her heart young through her volunteer work and her many activities on wheels. When Louise was asked to get involved in the organization of the event, she accepted without hesitation and quickly took over. Over the years, Louise has completed 6 editions of the Spyder and Motorcycle Fundraising Rides, which have raised over \$170,000 for the Foundation's financial aid program. Her determination to help is without a doubt her greatest source of motivation to go further each year!

/ **NOS INVESTISSEMENTS**

> **DISTRIBUTION OF INVESTMENTS BY MISSION AREA**
SINCE THE FOUNDATION INCEPTION


/ **SOCIAL MEDIA PRESENCE**

	MARCH 31, 2020	MARCH 31, 2021	EVOLUTION
	198 121	212 934	7.4 %
	3 509	4 254	21.23 %
	996	2 050	105 %
	1 347	2 101	56 %

SINCE ITS INCEPTION IN 1994, THE FOUNDATION HAS INVESTED
OVER \$57,5 MILLIONS
IN ITS MISSION:

> **36 M\$**
IN RESEARCH
(over 80 research projects)

> **13,8 M\$**
IN SUPPORT SERVICES

> **7,7 M\$**
**IN AWARENESS AND
EDUCATION CAMPAIGNS**

/ THE QUEBEC BREAST CANCER FOUNDATION: **EVERYWHERE IN QUEBEC**

While Quebec has been on pause in the last year, breast cancer has not taken a break. This is why we made every effort to ensure that patients would continue to have access to high-quality services.

The Foundation was able to seize opportunities by kicking off a major innovative digital transformation, with a number of significant projects to improve patients' quality of life. Here are the various projects that were launched and that have demonstrated the Quebec Breast Cancer Foundation's ability to adapt in order to pursue its mission. In March 2021, the World Health Organization declared that breast cancer is now the world's most prevalent cancer, with more than 2.2 million cases diagnosed in 2020.¹

NEW AND RENEWED

The 2021 annual conference of the American Society of Clinical Oncology (ASCO) was held on the theme of patient-care equity. Everyone has the right to health care, wherever they may be, and that's exactly what the Foundation did: we developed services available all over Quebec. Because innovation is part of our mission, the Foundation had already undertaken a major digital transformation through several significant projects to improve patient quality of life. As such, the Foundation adapted numerous services into online form in order to provide a more hybrid model. Online yoga classes, an online chat club, a telephone helpline and an online Scientific Forum: all these are services that will from now on be available both in-person and remotely! In doing this, we're making sure that distance is not an obstacle to providing support for everyone diagnosed with breast cancer.

A number of projects that were already under way or in preparation were also launched, including the Virtual Clinic, the My Active Health™ mobile application, and the "Genetics in one click!" awareness-raising campaign. The timing was good, because these modern services are well suited to the new reality. Patients have access to high-quality services, and distance is no longer an obstacle to the best care. Wherever they may be, everyone has a right to access the same quality of services, and nobody should be dealing alone with the disease.

RESEARCH CONTINUES MORE THAN EVER

While the Quebec Breast Cancer Foundation has already funded more than 80 research projects since it was created, it continues to invest in order to improve survival rates and quality of life for people diagnosed with breast cancer. Once again this year, the Foundation invested in projects including tailored symptom management, more precise surgeries with fewer side effects, and better tools for dealing with the challenges of life after breast cancer. As such, no patient is neglected along the care journey.

This is also the year that the Foundation and the Cancer Research Society (CRS) joined forces to invest a total of \$1 million in research on metastatic breast cancer, a great way to underscore Quebec Breast Cancer Foundation's 25th anniversary and the CRS's 75th. Everyone is impatient to learn about the projects that will be selected in the coming fall. It's thanks to research that quality of life has improved for people with breast cancer, and the Foundation continues to advance knowledge in this area.

¹ Breast Cancer. (2021). WHO. <https://www.who.int/news-room/fact-sheets/detail/breast-cancer>



"It's a relief to be able to count on this team of professionals as soon as I feel the need, no matter what the time of day or night. When I used the service, a nurse from the Virtual Clinic took the time to listen to my concerns, answer my questions and reassure me. It made me feel supported, which greatly reduced my anxiety."

- **Laurie Lee Robinson**, breast cancer survivor benefiting from our Virtual Clinic

WHAT IS THE VIRTUAL CLINIC?

Free, easy to use, available 24/7, the Virtual Clinic is a first-line healthcare service offered to people who've had breast cancer and their families. By computer, smartphone or tablet, it's now easy to communicate with doctors, nurses, psychologists and nutritionists in a single click from the comfort of your home!

The Virtual Clinic is a care service offered at no charge to people who have received a breast cancer diagnosis in the last five years, as well as their families.

When a person finishes their breast cancer treatment, they are no longer followed as assiduously by their medical team. These people often find themselves lacking resources while they still have many concerns, and this can generate anxiety. One of the objectives of this service is to provide additional resources and support to respond to the questions that may be on their minds.

The Virtual Clinic, in partnership with Dialogue, was officially launched in August 2020—excellent timing in the context of the global pandemic. Dialogue, now the largest telemedicine provider in Canada, has been a partner of the Foundation for several years. While social distancing and important public health measures were put into place, this service made it possible to communicate quickly with doctors and nurses in a single click from the comfort of home.

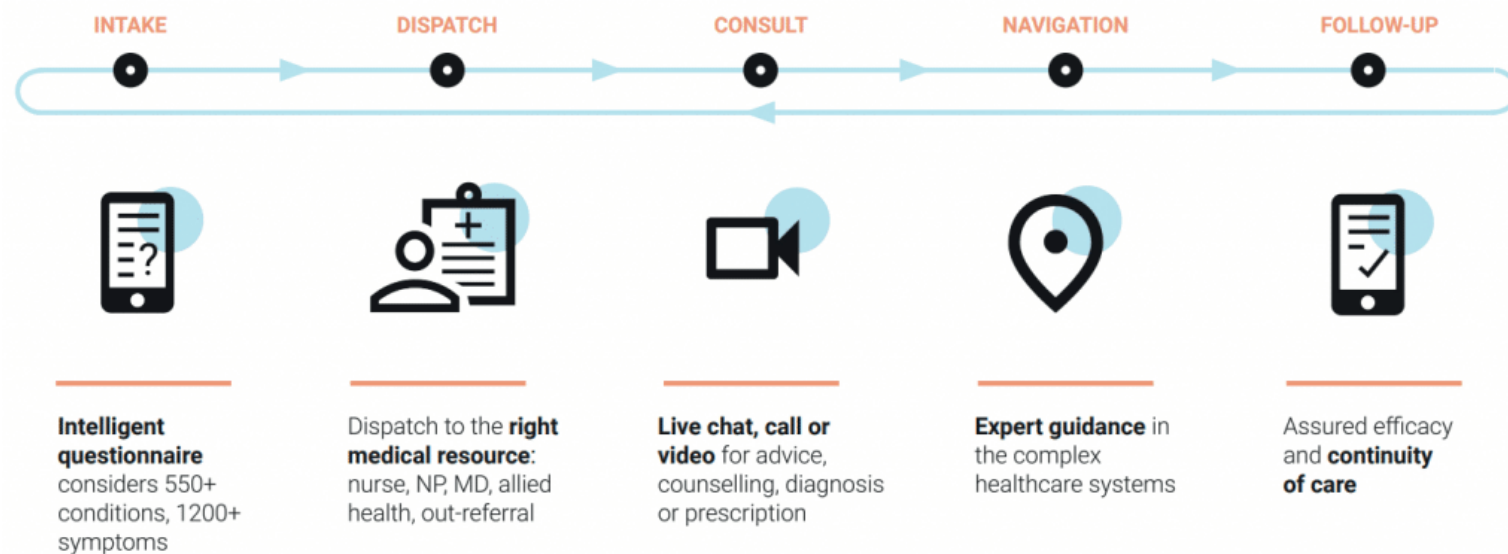
BY THE NUMBERS

- > 434 beneficiaries of the Virtual Clinic to date
- > Average overall satisfaction rate of 92 %
- > More than 500 consultations so far
- > Time savings of approximately three hours per consultation



/ OUR IMPACT VIRTUAL CLINIC

— Experience on Dialogue





"The My Active Health™ app is another way for me to motivate myself. I have always liked challenge calendars and this app makes it possible to create a personalized one. It's a real pleasure for me to "check off" my workout when I'm done! The app is really easy to use and also helps me not to forget my appointments - memory can play tricks on us after chemo! - or even my medications. The app is definitely an asset in my sometimes really busy life."

- Alexandra Dubé, 31, has been part of the My Active Health™ community since 2020.

A KINESIO-ONCOLOGY PROGRAM

FOR PEOPLE WITH BREAST CANCER OR AT RISK OF DEVELOPING BREAST CANCER

My Active Health™ is a kinesiology program specialized in oncology that makes the most of recent scientific advances on the benefits of physical activity tailored to the needs of people with breast cancer or at risk of developing breast cancer. This program, which began in 2017, aims to develop the motivation to practise physical activity and to promote the adoption of a healthy lifestyle. It offers free services tailored to each person's condition, thanks to the expertise of exercise professionals.

With more than 900 members in the My Active Health™ Facebook group, the Foundation is pursuing its digital transformation by launching the My Active Health™ mobile app, funded by Ultramar.



JOIN THE COMMUNITY

MY ACTIVE HEALTH™!

MOVE. ONE STEP A TIME.



Quebec
Breast Cancer
Foundation

Supported by



/ OUR IMPACT MY ACTIVE HEALTH™

The app, launched in March 2021, helps people with breast cancer to remain active during the course of their treatment. With more than 100 exercises available, the app is simple and effective to use, and helps users come up with a personalized program tailored to their condition and physical limitations. This way, people can move at their own pace, depending on their energy levels, their painful spots and the equipment they have available, as well as planning appointments and managing their medication treatment plan.

The regular practice of physical activity reduces breast cancer mortality by 30% and reduces the risk of recurrence by 12 to 21%. The My Active Health™ app helps make physical activity accessible by adapting to constraints for maximum benefit! To date, more than 1,600 people have downloaded the app.

The app was developed in collaboration with MedHelper, a health tech company, and Hexfit, our technology partner.



² Ibrahim, E. M., and Al-Homaidh, A. Physical activity and survival after breast cancer diagnosis: meta-analysis of published studies. *Medical Oncology*. 2010; 28 (3), 753–765.

³ McTiernan, A. 2018. American College of Sport Medicine 65th Annual Meeting. Minneapolis, MN: Physical Activity for Cancer Prevention and Treatment: State of Evidence.



/ OUR IMPACT **GENETICS IN ONE CLICK**

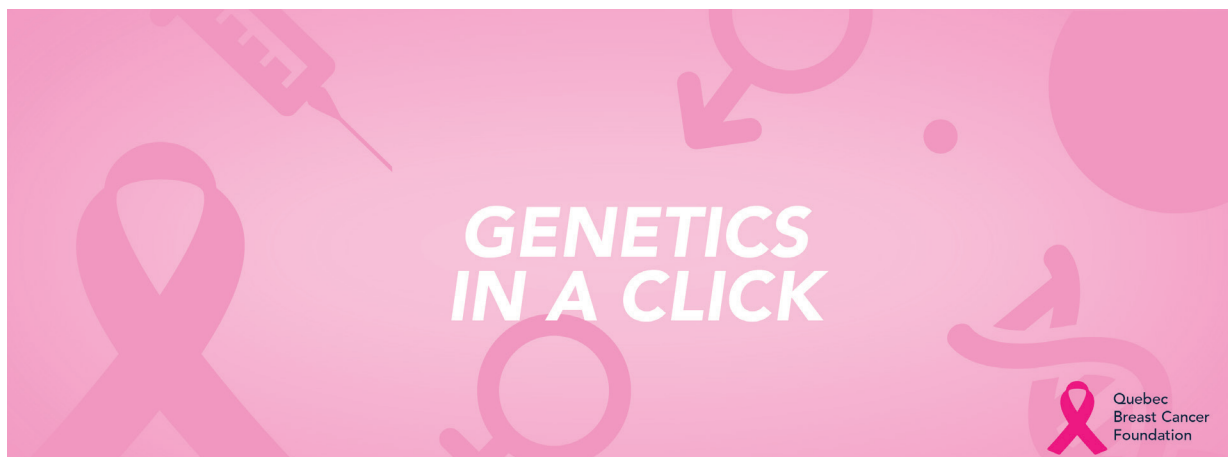
The year 2021 started off with a bang for the Quebec Breast Cancer Foundation with the rollout of a vast awareness-raising campaign, “Genetics in one click”, aimed at educating the public about the role of genetics in some breast cancers.

The Foundation developed tools that are easily accessible for both health professionals and their patients. A series of educational videos is now available for all; they demystify the role of genetics in breast cancer and debunk the false beliefs that crop up around this issue. They also address the reasons it’s important to consider getting a genetic test in certain situations. The tools include risk-management guidelines for each gene that’s associated with an increased risk of breast cancer, developed by the National Comprehensive Cancer Network (NCCN). Patients can bring these to their healthcare providers for further discussion.

About 10 to 15% of cases of breast cancer are related to genetic predispositions. If you’re a carrier for a genetic mutation linked to breast cancer, that doesn’t mean cancer will develop, but rather that you face an additional risk. Knowing this risk can help you seek out early detection options to reduce your chances of developing the disease.

To watch the videos, go [here](#).

To read the risk management guidelines, go [here](#).



FINANCIAL AID

373 PEOPLE
ASSISTED AND **449**
APPLICATIONS
ACCEPTED

TOTAL AMOUNT PAID
OUT IN THE FORM OF
FINANCIAL AID:
\$302,250

AWARENESS AND EDUCATION

Despite the pandemic and social distancing measures, the Foundation continued to educate the population about breast cancer.

- > 9 awareness-raising booths, online as well as in person when the situation allowed
- > 5 online awareness-raising lectures

Even at a distance, the QBCF continued to support people affected by breast cancer.

"PARLONS CANCER DU SEIN" FACEBOOK GROUP - ("LET'S TALK BREAST CANCER," IN FRENCH ONLY).

- > Members can share their stories and get support from their peers.
- > 360 new members joined in 2020–2021, for a total of 1,401 members

LISTENING AND INFORMATION HELPLINE (PHONE AND E-MAIL)

79 e-mail or phone discussions via the listening and information helpline in 2020–2021

PSYCHOSOCIAL SUPPORT

46 people received psychosocial support in 2020–2021, for a total of 387 sessions.

STAGE 4 CLUB

This chat club was originally held in the Foundation's offices in Montreal, and was quickly converted to an online chat club. As such, women from all over Quebec were able to attend the 11 meetings held in 2020, once per month!



The **Stage 4 Club** Facebook group welcomed 94 new members in 2020–2021, for a total of 169 members.

IN NUMBERS:

377 PARTICIPANTS

14 SPEAKERS
CONNECTED ONLINE

44 PROFESSIONAL
ATTESTATIONS
AWARDED

FORUM 2020 (ONLINE)

The fourth edition of the **BREAST HEALTH FORUM**, which was supposed to take place in April, was moved to October, Breast Cancer Awareness Month. This edition was held entirely online for the first time.

A number of the lectures presented made a link with the subject on everyone's mind: COVID-19. The speakers nonetheless managed to address the topic from a number of angles, always in connection with breast cancer:

- > A vaccine to prevent cancer
- > Impacts of the pandemic on breast cancer treatments
- > From coronaviruses to cancer, it's all in the genes
- > Innovative solutions for improving breast cancer treatment

Once again, Quebec's scientific community was able to share the remarkable advances in breast cancer treatment in a dynamic way. The online format made it possible to reach more people outside Montreal, with participants attending from nearly every region of Quebec.



UNCOVERING REGULATORS OF BREAST CANCER DORMANCY

Dr. Jean-François Côté – Montreal Clinical Research Institute (IRCM)

More than 50% of breast cancer patients will experience a recurrence in the years following their treatments. Many of these cases will unfortunately turn out to be metastatic breast cancer. It's difficult to predict these recurrences, but research has shown that in some cases, cancerous breast cells propagate into other organs and then "fall asleep" for a certain time, only to then "awaken" later and create metastases. The process behind this phenomenon is currently difficult to understand, and this hinders the creation of therapeutic tools to prevent recurrence.

Dr. Jean-François Côté and his team are interested in the molecular mechanisms that allow cancer cells to enter into a state of dormancy and then wake up months or even years later. Using functional genomic approaches, they first studied models of cells in mice to identify the potential regulators of this dormancy. In the long term, the team wants to expand its research to better understand how these regulators function and eventually translate the results into clinical approaches.

The results of this promising research could make it possible to better understand metastatic breast cancer and thus develop more precise treatments for this more advanced stage.

A joint grant with the Cancer Research Society (CRS)



PHYSICAL ACTIVITY TAILORED TO YOU: AN INTERVENTIONAL STUDY FOR WOMEN WITH A BREAST CANCER DIAGNOSIS WHO REPORT MAJOR EMOTIONAL DISTRESS

Dr. Paquito Bernard – Université du Québec à Montréal (UQAM)

Fully 10 to 35% of women with a breast cancer diagnosis experience a severe form of emotional distress. Current treatments are generally limited to psychological treatment or the prescription of antidepressants. However, although physical activity is recognized as being able to help reduce the symptoms of depression and anxiety, to date, no intervention has been specifically developed in this regard. This is why Dr. Paquito Bernard and his team propose to evaluate the effects of personalized and adapted physical activity (APA) on the symptoms of anxiety and depression and the sleep patterns of women with breast cancer reporting emotional distress.

This study will be carried out in collaboration with Hôpital Maisonneuve-Rosemont and Hôpital Santa Cabrini. In the long term, this could make it possible to offer more treatment options to improve the quality of life of women affected by breast cancer.

“\$1 Million to improve care” competition



SENTINEL LYMPH NODE AND TARGETED AXILLARY DISSECTION IN PATIENTS WITH BREAST CANCER—POSITIVE LYMPH NODE AND CLINICALLY NEGATIVE AXILLA

Dr. Jean-François Boileau – Jewish General Hospital

Dr. Léamarie Meloche-Dumas – Centre hospitalier de l'Université de Montréal (CHUM)

While treatment techniques have greatly improved, breast cancer continues to engender numerous side effects for patients. Surgical procedures have greatly reduced thanks to advances in systemic treatments and radiation therapy. Dr. Jean-François Boileau's team is seeking to further improve the precision of surgical interventions.

One in seven women with breast cancer undergoes unnecessary axillary dissection (AD). While it has been demonstrated that sentinel lymph node biopsy (SLNB) is equivalent to and less morbid than AD, no studies currently confirm the feasibility and precision of this surgery for patients with clinically negative axilla and one or two positive sentinel lymph nodes. Dr. Léamarie Meloche-Dumas proposes to evaluate the feasibility and precision of the sentinel lymph node biopsy in the presence of a positive lymph node proven by biopsy in these patients, and to evaluate whether targeted axillary dissection could increase the precision of SLNB in this context, thus avoiding the unnecessary morbidities associated with AD.

The results of this study could improve the precision of surgical interventions for breast cancer and reduce their negative impacts. Led by the next generation of scientists, this type of project demonstrates once again that science and research continually improve patient quality of life!

“\$1 Million to improve care” competition



THE PINK TOUR: COLLECTIVE MOVEMENT DEDICATED TO THE CAUSE OF BREAST CANCER

\$239,300 raised for the third edition

Each sign-up and every donation received help to support breast cancer research and provide services tailored to people who have breast cancer and their loved ones—our “pink community.”

Available to everyone across Quebec, the Pink Tour is for everyone to participate in at their own pace, in their own way! Whether you’re biking, walking, running, or practising yoga, every approach is good when it comes to racking up kilometres.

From July 6 to September 27, 2020, hundreds of people throughout the province accumulated kilometres and raised funds for their mothers, aunts, daughters, friends, cousins, colleagues... and for themselves.

Sixty-four teams covered 66,000 km!

Thank you from the bottom of our hearts for this incredible mobilization, despite the exceptional circumstances of summer 2020.



CELEBRATION OF THE PINK TOUR

The show, hosted by Lulu Hughes, was broadcast live on Facebook on September 27, 2020.

The artists gave viewers an incredible show! A thousand thanks to Lulu Hughes, Geneviève Borne, Luce Dufault, Ima, Richard D'Anjou, Rick Hughes, Kim Richardson and the Porn Flakes.



/ FUNDRAISING COMMUNITY INITIATIVES

GOLF TOURNAMENT WITH CLUB DE GOLF LAVAL-SUR-LE-LAC

For 10 years now, Club de Golf Laval-sur-le-Lac has organized an annual golf tournament fundraiser, **"Rallye pour la guérison"** ("rally for the cure"), which in 2020 **raised \$204,000** for the Quebec Breast Cancer Foundation. Diane Paquette, breast cancer survivor, took the initiative of launching the tournament—a festive day to give participants a special and memorable experience.



The tournament is open exclusively to the club's women members, showing the great solidarity that exists between people when it comes to the common disease of breast cancer. Initiatives like this one help raise the funds that provide support for the cause.

LAVERY COMMITS TO THE CAUSE

In the fall of 2020, the firm Lavery Lawyers wanted to support the Quebec Breast Cancer Foundation during the pandemic. The community activity organizers had a hard time holding their events because of the public health measures in place, so Lavery wanted to contribute to the Foundation by raising awareness and mobilizing its members for the cause. Lavery organized a sporting event based on healthy competition between their employees from various teams in its four offices located in Montreal, Trois-Rivières, Sherbrooke and Quebec City.

Together, 84 participants on 13 teams **raised a total of \$53,494, more than double over the initial goal of \$25,000!**

In addition to this major financial boost and the ties the event created, it was a great opportunity to show their support for a colleague during her breast cancer treatment.





ALIMENTS MARTEL

Founded in 1965 by Raymond Martel, Aliments Martel is a food wholesaler and a specialist in ready-to-eat food, with head office in Terrebonne. Over the past five decades, the company has carved out a key role, becoming the biggest sandwich manufacturer in Eastern Canada. It remains a family business; the second and third generation now

actively take part in the company's development and success.

In July 2019, Emanuelle, Raymond Martel's granddaughter, got in touch with the Foundation to establish a partnership supporting our extended community. **The company's chicken sandwich was dressed up in pink, and five cents were donated to the Foundation for each one sold.**

"It has always been important for the Martel family to be involved in the community, and our association with the Quebec Breast Cancer Foundation was a unanimous and logical choice for us. We're extremely proud to be partnered with the Foundation for two years now, and it's an honour for us to encourage a cause that's so important to us." — Emanuelle Martel, Business Development and Marketing

Aliments Martel also provides its support during the Foundation's key events, such as the **Grande Célébration for the 2019 Pink Tour** and the **2020 Ride de Filles**. The Foundation would like to thank the generous commitment of this **Official Partner**, which for the last two years has helped us invest **more than \$30,000** in the cause!

CAZIS

A family business established in Plessisville, CAZIS specializes in designing and distributing reclining furniture. In 2018, it had the idea to get involved with the Foundation by creating a special pink edition of its Athènes chair, specifically designed to meet the needs of shorter people.

"The idea of partnering with the Foundation came naturally, because we have the same commitment toward women: to improve their quality of life and have a positive impact on them!" — Dany Provencher, company founder and President, Research and Development

With design and now assembly in Quebec, CAZIS is proud to be more Québécois than ever. A year ago, the company turned over management to the three daughters: Anne-Marie, Valérie and Fabrenie. Their passion for the company and their dynamism is already making a difference, including new projects for diversification and expansion, as well as their annual campaign to raise money for the Foundation, held each year in October.

The Foundation would like to thank this **Support Partner** for its loyal support, which since 2018 has helped us invest **more than \$27,000** in the cause!



/ PARTNERS

Since 1994, the Quebec Breast Cancer Foundation has been able to rely on the invaluable support of committed partners.

Regardless of how they support us, their generosity makes it possible for us to fund innovative research projects, promote breast health through education and awareness, and facilitate support for those affected by breast cancer.

On behalf of our team and the thousands of people we support, we thank you for joining forces with the Foundation.

MAIN PARTNER



PRESTIGE PARTNER

\$100,000 and more

la Vie en Rose

MAJOR

PARTNERS

\$50,000 - \$99,999



Kruger



Oncologie

Stikeman Elliott

OFFICIAL PARTNERS

\$20,000 - \$49,999

Outils A. Richard Co.
JWG Import inc.
Le Groupe Jean Coutu (PJC) inc.
Ultramar | Parkland Ind
Docteur du Pare-Brise
Novartis Pharmaceutiques
Canada inc.
Aliments Martel inc.
Meubles RD
Hoffmann-La Roche Limitée

SUPPORT PARTNERS

\$5,000 - \$19,999

AstraZeneca Canada inc.
Bristol-Myers Squibb Canada Co.
Cazis
Fondation McKesson
Groupe Ongerneige inc.
Kinatex Sports Physio
La Maison Simons
Les Éditions Goélette inc.
Merck Canada inc.
Ordre des technologues en imagerie
médicale, en radio-oncologie et en
électrophysiologie médicale du
Québec (OTIMROEPMQ)
Symbolia inc.
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COLLABORATORS \$1,000 - \$4,999

2.0 Alimentaire inc. | Snö Vegan
Atelier RF
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Clinique Mon Téton
Daniel Baron Design inc.
Dominion & Grimm inc.
Érablement bon!
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Frank Lyman Design inc.
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Groupe Desmeules Automotive
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Isabelle Labonté, Photographe
La Compagnie Gattuso Paysagiste inc.
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MedPlan Communications inc.
Piscine Plus inc.
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Saint-Jérôme Auto Dépôt
Saint-Jérôme Chrysler Jeep Dodge
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Savoir Fleur inc.
Schwiing Appareil
Soi-Bio aromacoscopic
Solutions Korelation inc.

PARTNERS IN KIND \$1,000 \$ and more

Epiderma

Sherweb

St-Amour

/ PARTNERS

NATIONAL BANK– MAIN PARTNER

Main Partner



For more than 15 years, the Foundation and National Bank have built a close collaboration, inspired by their shared objective to support the many people affected both directly and indirectly by breast cancer. In the aim of contributing to women's health and development, while proudly displaying its privileged relationship with our organization, this major financial institution has **invested some \$7 million in the cause to date!**

A special **THANKS** also National Bank employees, who truly take to heart the breast cancer cause. They contribute not only by giving through the charitable fund, but also by mobilizing as part of the 2020 Pink Tour, raising a total of \$8,738!



HELP PEOPLE WITH BREAST CANCER WITH THE **ALLURE® MASTERCARD®**

In February 2020, National Bank and the Quebec Breast Cancer Foundation announced

that they would be pursuing their collaboration in order to support people with breast cancer together. As such, **for each \$10 in purchases made with the credit card, National Bank will donate 10 cents to the Foundation, up to a total of \$750,000 per year.** In total, some \$3 million could be raised between now and October 31, 2022.

The financial institution also invited its credit card holders to get involved by converting their loyalty program rewards into donations. Over the last fiscal year, generous National Bank credit card holders donated some \$13,600 this way.

PROJECTS **AT THE HEART OF** THE QUEBEC BREAST CANCER FOUNDATION

While the COVID-19 pandemic was ravaging the planet, the Foundation and National Bank collaborated actively to make sure that the institution's financial support was well aligned with our community's needs.

The amounts invested in 2020–2021 made it possible to support a range of initiatives, such as:

- The 1 Million to Help competition, which funded research and support projects
- The Forum Santé des seins (breast health forum), which was held online in October 2020
- The financial aid program
- The Prix Innovation et soutien à la communauté (innovation and community support award) (\$25,000 grant)

Three financial information videos, produced with the support of experts from National Bank and broadcast on the **Rubannerose.org** website, provide advice to people affected by the disease:

- How to make a budget
- Relief measures during the illness
- How to rethink your saving habits

FOCUS ON THE FOUNDATION'S AMBASSADORS

The ambassadors have the mandate to represent the Foundation at various events and activities:

- Spokesperson for an event
- Media interviews
- Speaking at a community initiative
- Advertising campaigns
- Photo campaigns
- Video clips with researchers
- Social networking

THEIR CONTRIBUTION
IS ESSENTIAL TO
THE PINK COMMUNITY!



JOSÉE VERMETTE

Ambassador of the Foundation

"My main involvement this year was with The Pink Tour and it was a success! In addition, I continue to share information from the Foundation that improves the quality of life for women and men with breast cancer or after treatment."



LYLIA BAZER

*Ambassador of the Foundation and nurse
(breast cancer in 2016)*

"The last year was chaotic: delays, anxiety-inducing waiting times, administrative procedures... But, breast cancer does not wait! With the support of the Quebec Breast Cancer Foundation, I continue my mission of raising awareness and education by talking about the resources available and emphasizing the importance of sharing, which opens the doors to solidarity. I owe the harmony of my remission to those women and men who spontaneously redirected the dark moments towards the light. Thanks to you, I realized how many people this light could radiate if more and more of us get involved for the cause."

/ BOARD OF DIRECTORS



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VANESSA COITEUX

Associate
Stikeman Elliott



SECRETARY

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Montreal Alouettes



TREASURER

KARINE BISSONNETTE

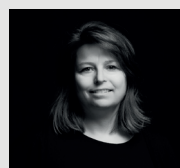
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Demers Beaulne S.E.N.C.R.L.

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Data Science & Consumer Insights
La Presse



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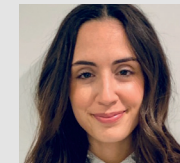
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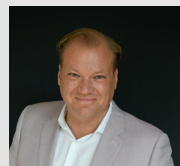


Dr. Laura Sabbah,
MD, FRCP



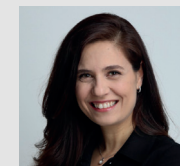
Claude Gagnon

President, Operations, Quebec
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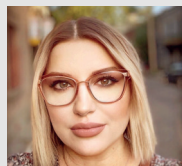
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Managing Partner
Leaders International



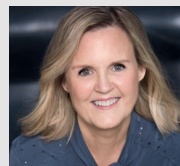
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Danina Kapetanovic, M.S

Strategic Adviser To The Pre-
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Business Development
CIUSSS Centre Ouest de l'île
de Montréal – Jewish General
Hospital



Nathalie Pratte

President
Groupe Pratte



Anik Trudel

Chief Executive Officer
Lavery

IMAGINE CANADA

The Quebec Breast Cancer Foundation was accredited by the **National Standards Program** of Imagine Canada in 2018. This achievement enables the Foundation to join a growing group of over 240 organizations dedicated to operational excellence.

The Standards Program is a Canada-wide set of shared standards for charities and non-profits designed to help organizations strengthen their operations in five key areas:

- Board governance
- Financial accountability and transparency
- Fundraising
- Staff management
- Volunteer involvement



SCEAU ENGAGEMENT QUALITÉ

In February 2021, the Foundation was awarded the «Sceau Engagement Qualité» by the Conseil québécois d'agrément. The Quality Commitment is an evaluation process adapted to the community environment that is similar to the accreditation process for health and social services institutions. It publicly attests to the sound management and quality of practices of a community organization.

In addition to providing the community sector with a rigorous and credible program for recognizing the quality of practices, Quality Commitment aims to:



- Engage community cancer organizations in a continuous improvement process;
- Reassure decision-makers and professionals about the quality of services offered by community organizations;
- Facilitate networking between healthcare institutions and community organizations;
- Increase the recognition, credibility and reputation of community organizations.

HEALTHY TEAM

Healthy business approach

For a long time the Foundation has promoted healthy lifestyle choices and overall health for everyone, including those affected with breast cancer and their loved ones, beneficiaries of our support programs and our research projects.

Since 2019, we have made a concerted effort to promote a healthy and safe work environment and apply sound management practices for the Foundation's team to develop their professional and personal potential. Courtesy, respect and mutual aid are encouraged at all levels in order to promote a healthy, harmonious and productive work environment.

The Foundation received the Healthy Business Level 1 certificate of recognition in 2020, followed by the **Healthy Business Level 2** certificate of recognition in 2021.



STATEMENT OF OPERATIONS - Year ended March 31, 2021

	2021	2020
REVENUE		
Fundraising	3,212,100	3,847,486
Interest, dividends and other financial income	1,351,332	721,153
Subsidies	478,153	-
	5,041,585	4,568,639
DIRECT COSTS		
Fundraising	1,121,790	1,233,801
Administration	262,047	287,692
Communication and Marketing	56,343	320,215
Investment management fees	105,993	94,695
	1,549,173	1,936,403
Excess of revenue over expenses before contributions to programs	3,492,412	2,632,236
CONTRIBUTIONS TO PROGRAMS		
Research	1,598,376	1,992,962
Support programs	1,021,307	1,209,102
Education and awareness	390,372	1,029,983
Amortization of capital assets	20,182	26,437
Amortization of intangible asset	48,083	46,929
	3,078,320	4,305,413
Deficiency of revenue over expenses	414,092	(1,673,177)

/ FINANCIAL STATEMENTS

STATEMENT OF FINANCIAL POSITION - MARCH 31, 2021

ASSET

CURRENT ASSETS

Cash	905,556	844,986
Accounts receivable	671,005	605,101
Inventory	70,769	-
Prepaid expenses	67,851	95,977
Investments achievable in the next fiscal year	851,312	18,410
	2,566,493	1,564,474

LONG-TERM INVESTMENTS	14,621,404	15,182,888
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CAPITAL ASSETS	47,312	71,901
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INTANGIBLE ASSET	128,256	146,569
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	17,363,465	16,965,832
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LIABILITIES

CURRENT LIABILITIES

Accounts payable and accrued liabilities	946,138	897,597
Deferred revenue	-	65,000
	946,138	962,597

NET EQUITY

UNRESTRICTED	16,417,327	16,003,235
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	17,363,465	16,965,832
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/ THE ENTIRE TEAM OF THE QUEBEC BREAST CANCER FOUNDATION THANKS YOU FOR YOUR SUPPORT

GENERAL MANAGEMENT AND ADMINISTRATION

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Nantenin Diakité

Marina Dobel, CRHA, MBA
Céline Proteau

Mélanie Wilhelm

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Cédric Baudinet
Cécilia Peugeot, TS
Isabelle Sarrazin
Marie Hélène Vaillancourt

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Mathias Guichon
Maxime Bartholomot
Céline Seng
Émilie Loyer
Roxane Loyer
Marie-Claude Ravary

MARKETING AND COMMUNICATION

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Louis Madinier
Isabel Simard
Amélie Talbot-Baudenon

THE TEAM WAS SUPPORTED BY:

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