

A large group of people, mostly women, are standing in a line on a grassy lawn in a park. They are all holding hands and have their arms raised in the air, suggesting a group exercise or dance routine. The background is filled with tall, leafy green trees, and the scene is brightly lit by sunlight.

Exercising  
**together**  
to reduce the impact  
of Breast Cancer

**IMPACT REPORT 2017-2018**



The Foundation would like to **dedicate** this report to the **thousands of women** in Quebec **who are living** with the burden of breast cancer.

With the amount of challenges that come with a breast cancer diagnosis, the Foundation is devoted to support the ones affected as well as their caregivers, family and friends. To help cope with the multiple aspects of this disease, we offer assistance through our clinical nurse line, financial aid service, and community funded projects in Quebec. Breast cancer can have an immeasurable toll on someone's life; we exist to give the breast cancer community the means to overcome their struggles in order to thrive.

## When playing the violin **tells the story** of breast cancer

Joshua Bell once said, "when you play a violin piece, you are a storyteller." This is the story of the Zheng brothers, Richard and William.

Yun Min passed away of breast cancer in 2017 leaving behind her two sons, Richard and William. They are young prodigies in the art of playing the violin and students at the Montreal Music Conservatory.

Their violin teacher, Mrs. Anne Robert, a breast cancer survivor herself, began caring for them while searching for an adoptive family. Refusing to let these talented kids give up on their passion, she reached out to the conservatory and the Foundation in the hopes of creating an aid fund. The Quebec Breast Cancer Foundation is grateful to the generosity of the National Bank for contributing to this fund.

Mrs. Anne Robert received the Quebec Breast Cancer Foundation prize for exceptional engagement at its annual concert.

Listen to the Zheng brothers' music and learn their story here.







## The Quebec Breast Cancer Foundation: **a scientific accelerator** here in Quebec

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**Nathalie Tremblay, MBA**  
*President & CEO*

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Over the past 24 years, the Quebec Breast Cancer Foundation has worked tirelessly to improve the survival rate and quality of life of those affected by breast cancer while continuing to defend their rights to access the most advanced breast cancer care and treatments, to be informed, and to receive financial and psychological support.

Our contribution is particularly evident when it comes to medical and scientific advancements made possible by our investments in innovation, a range of cutting-edge research projects, and prevention, education, awareness and support programs. The Foundation is now a veritable scientific accelerator.

We work closely with all the key players in Quebec and across Canada in order to boost best practices in the field and maximize the impact of each dollar invested in Quebec. We are very proud to be part of this community of individuals who are committed to fighting breast cancer and who always uphold the highest level of ethical and humanitarian standards. This collaborative dynamic has paved the way for partnerships with renowned institutions, which leads to increased funding in breast cancer research aimed at making scientific, technological and medical innovation more readily available and with the utmost respect for patients.

Our network of natural allies is made up of hospital and community organizations, research institutions, universities, medical associations and service clusters, the pharmaceutical field, technology and life sciences clusters, etc. We support specialists in the breast cancer field in Quebec's largest institutions. These institutions include the CHU de Québec, the Jewish General Hospital, the McGill University Health Center, the CHUM, Hôpital Maisonneuve-Rosemont, the Institute for Research in Immunology and Cancer and IRICoR, Genome Quebec, the Fonds de recherche du Québec - Santé, the McPeak-Sirois Group, CellCAN and BioCan RX.

## A COMMITMENT TO SCIENCE THAT MEETS THE HIGHEST INTERNATIONAL STANDARDS

The Foundation is involved at every level, from basic research to applied research and translational research, the aim of which is to accelerate the transfer of basic research discoveries to clinical research. In order to achieve this, we collaborate with 40 or so researchers and are invested in approximately 15 scientific projects, several of which are recognized by the international scientific community as being the most promising. In this way, the investments made by the Foundation have allowed for more effective screening and targeted treatment plans that cause fewer side effects.

The Foundation selects research projects that are encouraging when it comes to advancing knowledge and furthering the state-of-the-art expertise of renowned researchers, their scientific research and the impact of their discoveries. In order to ensure the impartiality of evaluations and the integrity of our processes, we rely on the expertise of our scientific co-chairs, Dr. Louise Provencher and Dr. Sarkis Meterissian, both distinguished for the excellence of their work in

breast cancer, and on the independent and renowned experts of the Foundation's advisory committees.

Cutting-edge research has created many promising avenues that have reduced the number of breast cancer cases and increased the 5-year survival rate for women to 88%. Now more than ever, we can believe in a brighter future. Recent breakthroughs in immunotherapy and genetic therapy, advances in artificial intelligence, computational biology, robotics and personalized medicine and more targeted treatments for specific types of cancer allow us to be more hopeful.

We are currently involved in the evaluation of research projects conducted by teams of scientists and researchers, co-funding of grants with the Fonds de recherche du Québec - Santé and our "1 million to help" competition, and we are increasing the number of joint initiatives and solutions that pool the skills of our partners.

Aside from supporting life-saving research, this year, the Foundation has initiated three unique wellbeing projects that aim to promote physical activity and healthy lifestyle, not only among individuals affected by breast cancer, but also those seeking to reduce their risk of developing this disease. So, let's exercise together to reduce the impact of breast cancer!

# Breast cancer Chronicles

Breast cancer remains a serious public health concern in Quebec and worldwide. In the past century, important progress in our understanding of this disease has led to remarkable advancements in detection, treatment, and survivorship. Breast cancer milestones underlines the importance of our mission: improving education and awareness and advancing research and drug development in order to improve patient care and increase survivorship. Since our inception in 1994, we worked towards changing the breast cancer landscape in Quebec through reducing mortality rates and improving the quality of life of those affected. By funding important projects such as the sentinel node biopsy after neoadjuvant chemotherapy study (SN-FNAC), led by Dr. Jean-Francois Boileau, we positively impacted medical practice by preventing (unnecessary) comorbid surgeries in patients. Another study by Dr. Jacques Simard has led to the identification of novel DNA modifications, called single nucleotide polymorphisms, which, when combined, increase the risk of developing breast cancer.

We are still committed to continue endorsing these significant initiatives and to ensure that living with breast cancer will one day become ***living and not just surviving!***

Why do we  
still exist?

An estimated **6500**  
**women diagnosed**  
each year in Quebec

In 2009, an  
estimated **157,360**  
women were living  
with, or **surviving**  
from, breast  
cancer in Canada

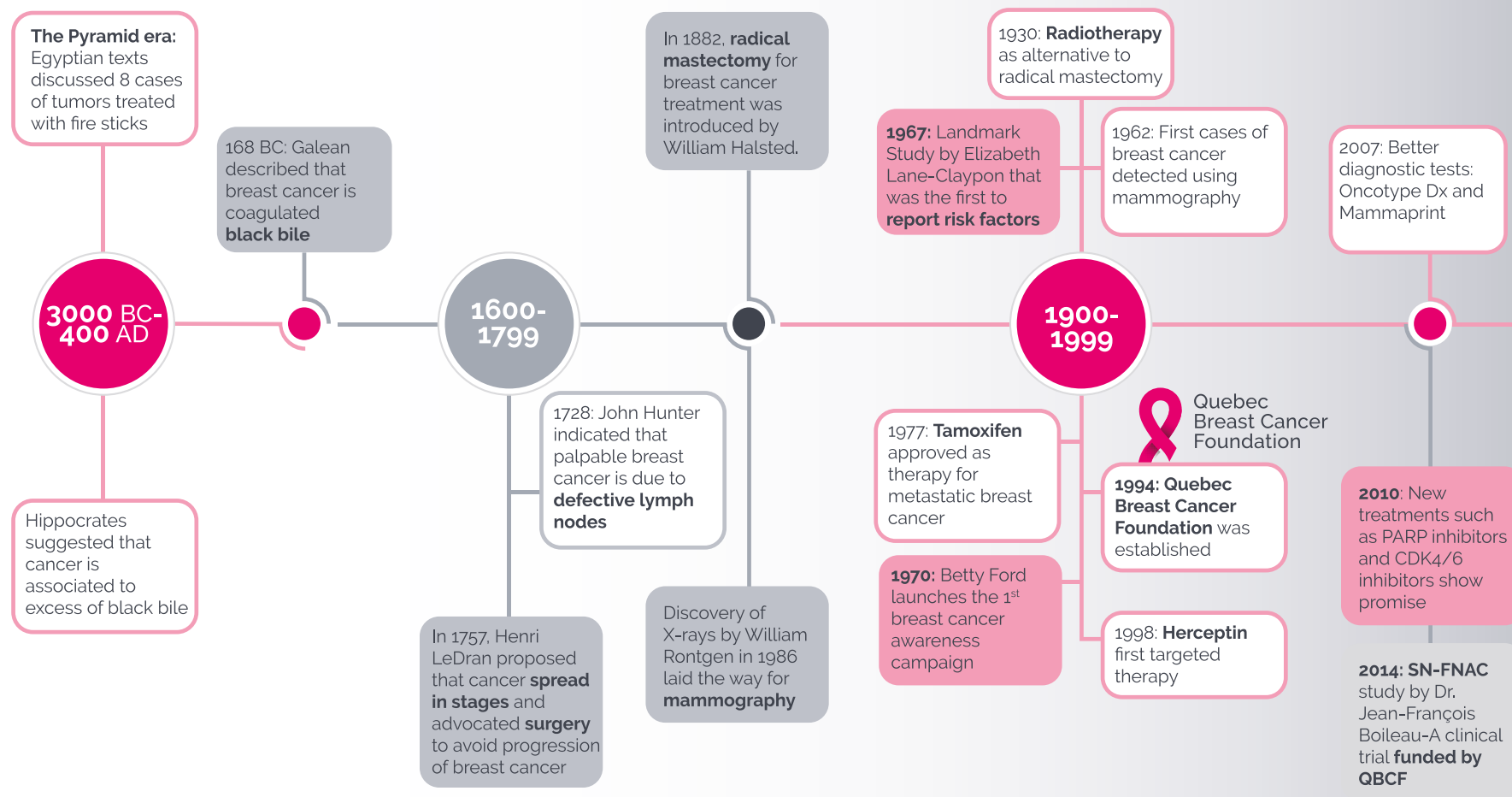
An estimated **350 men**  
**diagnosed** each year  
in Quebec

Breast cancer accounts  
for approximately  
**26% on new cases** of  
cancer in Canada

**1 in 8 women** will  
develop breast  
cancer in their  
lifetime

**1 in 31 women**  
will die from  
breast cancer

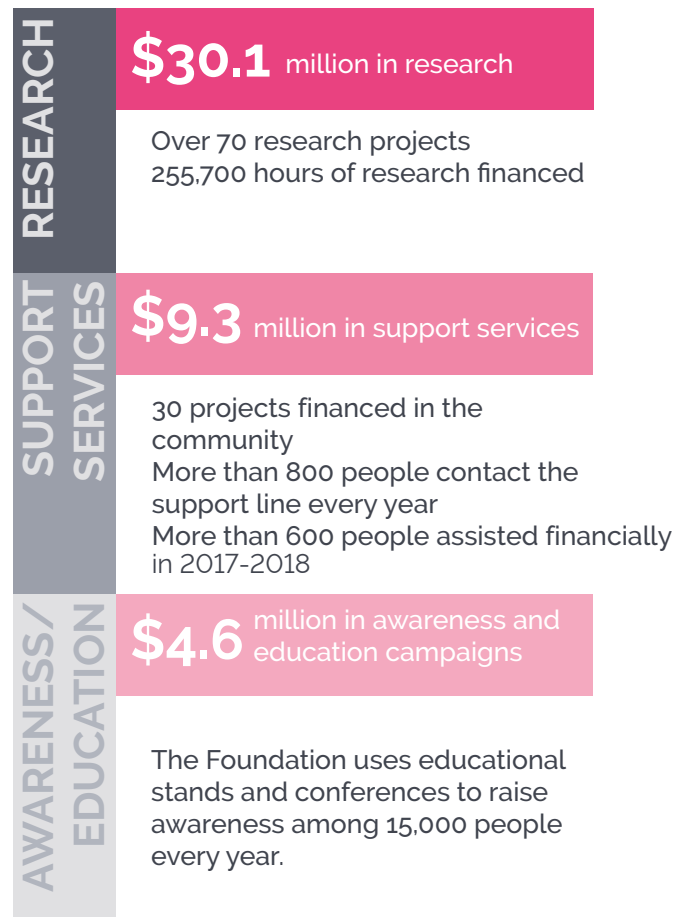
# Breast cancer timeline



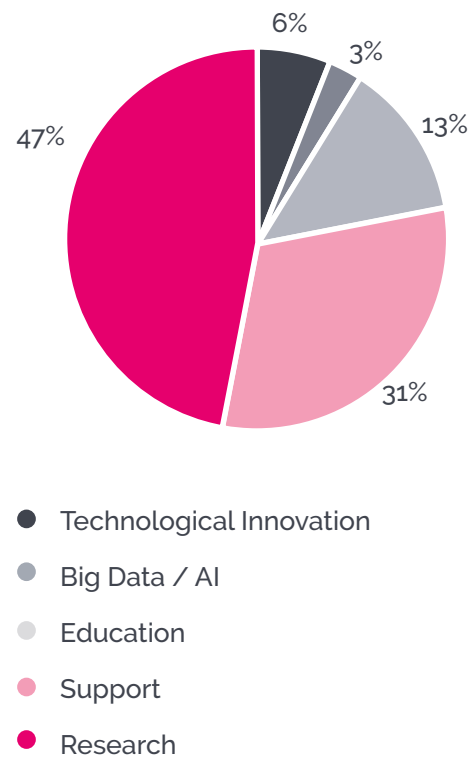
**FIGURE 1 : Breast Cancer timeline**  
Adapted from K.E. Lukong (2017)

# The numbers behind the Foundation

Since its inception, the Foundation has invested over \$44 million in its mission:



**Distribution of investments 2017-2018**



## Contact us:



**214,000**  
**Facebook**  
subscribers



**1,600**  
**Instagram**  
followers



**1,761**  
**Twitter**  
followers



**774**  
**LinkedIn**  
followers



# Projects

that bloomed this year



# Project1

Projects that bloomed this year

## MY ACTIVE HEALTH



My Active Health is a new program that aims to bring the benefits of kinesiology (i.e. physical activity adapted to each individual) to those affected by or at risk of developing breast cancer. Three to five hours of physical activity per week has been shown to reduce the risk of breast cancer recurrence by at 12 to 21%. Moreover, physical activity reduces fatigue, muscular pain, menopause symptoms, and improves quality of life. The Foundation brought in the expertise of kinesiologist Myriam Fillion to develop this program, which will be progressively deployed across the provinces of Quebec and Ontario, and the Atlantic Provinces within the next 3 years. The Foundation is proud to collaborate with well-established researchers like Dr. Angelo Tremblay and Dr. Andre Tchernoff to study the protective factors of these kinesiology interventions.

### SCIENTIFIC PARTNERS

#### ATLANTIC PROVINCES

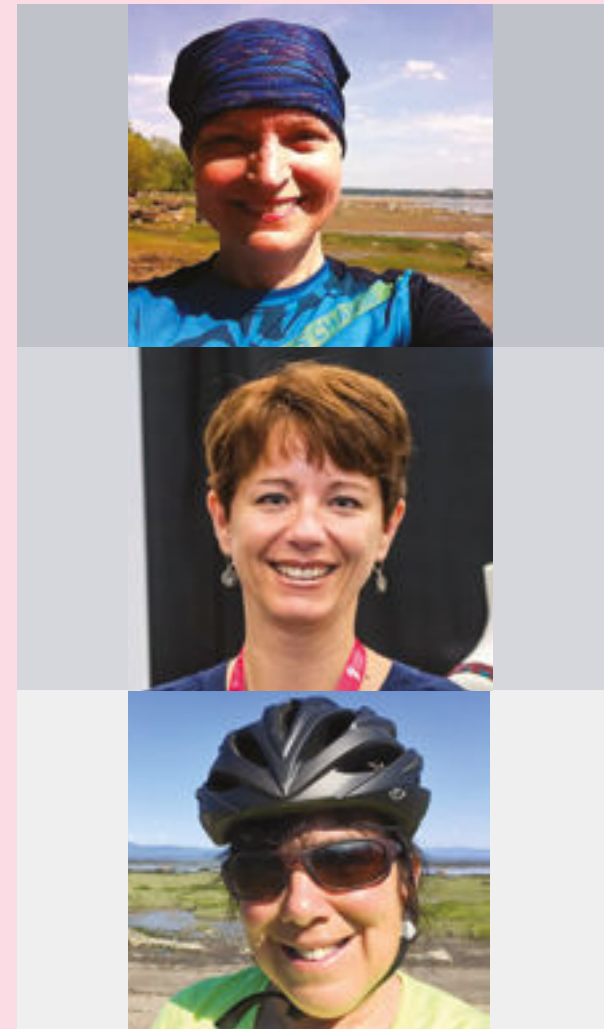
- New Brunswick - Dr. Danielle Bouchard at the University of New Brunswick is the principle investigator and is spear-heading the project.
- Nova Scotia - Dr. Melanie Keats and Dr. Scott Grandy in Nova Scotia at Dalhousie University
- Newfoundland - Dr. Erin McGowan in Newfoundland at Memorial University
- Prince Edward Island - Dr. Travis Saunders in Prince Edward Island at the University of Prince Edward Island
- New Brunswick Health Research Foundation
- Mitacs

#### ONTARIO PROVINCES

- Rupinder Daliwhal and Laurie Paleczny - Metabolic Syndrome Canada
- Angelo Tremblay - CHANGE Program, Université Laval

To see the videos of the Kinesiology-oncology program developed by Myriam Fillion, [click here](#).

This program is supported by:



# How to stay active?



« I keep active because I always have and I can't help it! The well-being that I feel during and after my activities is just wow! »

**Carole**

« I have just finished radiotherapy and am now starting hormone therapy, which will last at least 5 years. My Active Health gives me the opportunity to participate in a fitness program, with the support of an amazing and caring team. »

**Mireille**

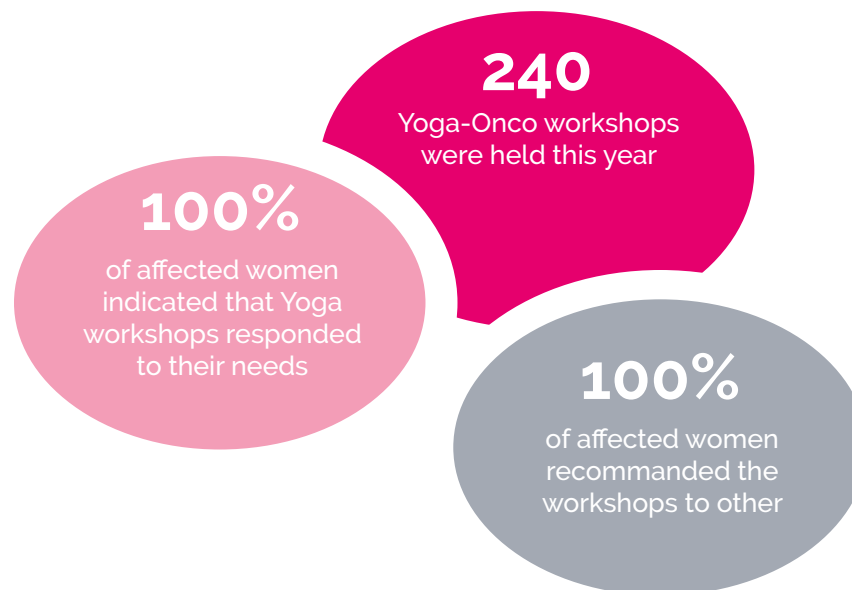
« I keep active in order to maintain a healthy body and mind. My strongest motivation is to keep on living with my stage 4 breast cancer. »

**Michèle**

Project<sup>2</sup>

Projects that bloomed this year

## YOGA-ONCO PROGRAM



Yoga is a longstanding practice which involves a series of postures, movements, breathing exercises, and meditation.

Emerging research has shown that yoga reduces fatigue and improves the quality of sleep, physical strength, and overall quality of life. Yoga may also alleviate cancer-related anxiety and mood disturbance.



# Project 3

Projects that bloomed this year

## YOMNI

The YOMNI yoga event to benefit the Quebec Breast Cancer Foundation: an outdoor yoga experience to promote health and wellness!

- Number of participants: Montreal (225)/ Sherbrooke (132), Quebec City (58) / Total (415)
- 3 locations: Parc Jeanne-Mance (Montreal), Parc de l'Esplanade (Quebec City), Parc du Domaine-Howard (Sherbrooke)
- Sponsors: Jean Coutu, Chantelle, Kinatex
- Multiple Yoga courses: Hatha, Vinyasa, Meditation, kids yoga







**800**

interventions  
through our nurse

**627**

Persons assisted  
financially

**800**

women had access  
to mammography

**13**

supported ongoing  
community projects

## How did we help this year?

Breast cancer dragon boating is a movement inspired by the research of Canadian Sports Medicine expert, Don McKenzie. Breast cancer survivors come together to paddle dragon boats to the benefit of their physical health and social wellbeing. The Foundation gives financial support to five dragon boat teams every year.



### **Activ-Onco Breast and Bone health project:**

600 patients had nursing interventions for bone health support and rehabilitation.

To know more, [click here](#).

We helped plant the seed:  
The Foundation is pleased to  
have financed these  
important initiatives that will  
help reducing the secondary  
effects of cancer therapy.



**SeinBiose:**  
Personalized prosthetics with  
high anatomical  
quality using 3D printing  
technology: 42 women were  
recruited to participate in  
this clinical trial. The high  
quality prosthetics improved  
comfort significantly. Patients  
were highly satisfied with the  
natural effect and lightness  
of these prosthetics.



30 ongoing  
research  
projects

*"Sincerest thanks to QBCF donors for their invaluable support of our research in order to achieve our ultimate goal: Making breast cancer cure a reality."*

*- Dr. Alaoui-Jamal*

## Our research highlights

At the Foundation, we believe that the more research we fund, the better the return on our investment will be.

### PAROLE-ONCO: PATIENT COMPANION PROJECT

The Integrated University Centre for Health and Social Services in Saguenay-Lac-Saint-Jean, in collaboration with Centre de Recherche du Centre Hospitalier de l'Université de Montréal (CR-CHUM), is committed to supporting women with breast cancer. The PAROLE-Onco project aims to foster partnership on care trajectory by pairing survivors and patients that share similar experiences during their care. The Foundation believes that this program will not only help patients navigate the hospital services more efficiently, but will also support them at the psychological and social level. Therefore, we are proud to support this initiative at CIUSSS-Saguenay-Lac-Saint-Jean.

in partnership  
with MITACS

This year and in partnership with MITACS, we started funding a project that aims to provide researchers with an improved approach to analyze 15 breast cancer and immunotherapy biomarkers simultaneously. Extensive characterization of tumours is important in the development of personalized therapies.

Since 2015, our partnership with the Terry Fox research Institute has led to 40 peer-reviewed publications to date that advanced our understanding of the role of metabolism in breast cancer development.



## PERSPECTIVE: Working towards an improved breast cancer screening program

Currently, the routine screening program using mammography is more accessible to women over 50 years of age. This approach has the limitation of missing younger women who are at high risk of developing breast cancer. The PERSPECTIVE project (Personalised Risk Stratification for Prevention and Early detection of breast cancer) led by Prof. Jacques Simard and Bartha-Maria Knoppers aims to develop and fine-tune a decision-making support tool that will measure several risk factors (genetic and environmental). The tool will help extend the benefits of the current screening program to younger women who are currently missed by the age based screening, and that will lead to having their cancer caught at an earlier stage resulting in improved prognosis. This project is a collaborative work of more than 25 co-researchers, biostatisticians and clinicians from Québec, Ontario, the United States, United Kingdom, the Netherlands and Germany.



# Education and awareness

**250**

persons attended the first edition of our Scientific Forum.

**10**

renowned speakers, such as Dr. Louise Provencher and Dr. Vuong, presented their research.



**30** awareness kiosks

&

**14** conferences were organized all around Quebec this year

**Around 30 000 copies** of educational material have been requested (breast observation guide, top 10 risk factors, support pamphlets)



*Richard Béliveau, Ph.D. in Biochemistry, is Scientific Director of the Chair in Prevention and Treatment of Cancer of the Université du Québec à Montréal.*





# How do we fund all our investments?

By introducing new and exciting fundraising events!

## Culinary Showdown

The Culinary Showdown was the ultimate competition where the Top 50 Fundraisers earned their right to compete on a celebrity chef team in front of a live audience. Participants enjoyed the fun of the competition while dining on a gourmet meal and the top fundraisers had the chance to participate in Celebrity Chefs School. The event was held on Sunday October 29th, 2017 at Arsenal Art Contemporain in Griffintown. Five teams competed under the spotlight to create three unique dishes and applying the skills mastered during Celebrity Chefs School. The invited chefs were: Kimberly Lallouz, Mark McEwan, Michael Smith, Tyler Florence, Ivana Raca. The evening also included a one-of-a-kind silent and live auction including culinary experiences from the participating chefs.

- Attending guests: 700
- Attending culinary school guests: 150
- Total revenues for the event 1.14\$ millions

- Judges: Mitsou, Mitch Garber, Jonathan Garnier, Senator Larry Smith, Jean-Philippe Tastet, Michele Forgione
- Hosts: Brad Smith, Sébastien Benoit

All proceeds of this event went to fund the Genetic Rapid Easy Access Testing program for women with breast cancer led by Dr. Foulkes. In recent years, there has been increased attention paid to the possibility of offering BRCA1, BRCA2 and PALB2 genetic testing to all women with breast cancer, with the matching goals of influencing management of the woman with breast cancer and identifying unaffected relatives at risk, so that preventive and early diagnostic efforts can be initiated. The goal of this project is to evaluate the feasibility, acceptability and clinical utility of offering rapid testing for the three most important breast cancer susceptibility genes. The success of this project will lead to universal testing of Quebec women with breast cancer for these three genes.







# We heal in community

We are grateful for our community that continues to raise funds in support of our mission. This year, around 320 community initiatives were held and contributed 1 185 276 \$ in revenues. Sincerest thanks to VICTOIRE for raising 160,000 \$ in 2017.



1. **La Traversée des z'Elles:** Approximately 60 participants ride the Abitibi motorcycle routes for 2 days to raise funds for the Foundation. Throughout the year, fundraising activities are organized for the benefit of the Foundation.

- Founder : Sylvie Lefebvre
- Organizing Committee: Sylvie, Lynda, Nancy, Nathalie, Caroline, Marie-Josée, Magalie et Karine.
- Edition : 5<sup>th</sup> edition
- Amount collected in 2017 : 40 562 \$
- Amount collected since 2013: More than 150 000 \$
- Region : Abitibi



## 2. **Mondor Express Golf Tournament :**

Annual Golf Tournament of the Express Mondor Transportation and Storage Company, and a fundraising dinner for the benefit of the Quebec Breast Cancer Foundation

- Founders : Mondor Family (Billy Mondor, Éric Mondor, Dany Mondor, Josée Amiot and Denis Lépine)
- Edition : 5<sup>th</sup> edition
- Amount collected in 2017 : More than 27 000 \$
- Amount collected since 2014 : More than 150 000 \$
- Region : Berthierville





# We heal in community



### 3. "Nuances de Roses" Rally

The regions of Montérégie and Estrie hosted the «Nuances de Roses" Rally for the first time in July 2014. This initiative founded by a group of women motorcyclists, Lisa Touchette, Sonia Bergeron and Laurie-Ann Trussler allows around 300 members to travel through our beautiful regions of Quebec by motorbike and raise funds for the Foundation.

- Founder : Lisa Touchette with her friends Sonia Bergeron and Laurie-Ann Trussler
- Edition : 5<sup>th</sup> edition
- Amount collected : Around 20 000 \$
- Amount collected since 2014 : Around 130 000 \$
- Region : Province of Quebec



### 4. Ride for Life - Novartis

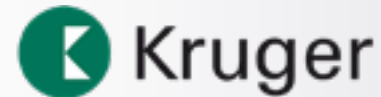
In September, 54 Novartis employees participated in Ride for Life (the Ride), cycling 600 kilometers from Toronto to Montreal raising over \$75,000 for breast cancer research.

Each participant was responsible for raising \$2,500, with a total fundraising goal of \$75,000. On September 6th, employees cheered on some of the riders and raised additional funds during a stationary bike race fun-draising challenge. All of the money raised was donated to the Quebec Breast Cancer Foundation. Since its inception, Novartis employees have collectively raised over \$1 million in donations towards the breast cancer community.



# Our Partners

Breast cancer can shatter one's life. Your commitment as partner can advance the cause and bring us closer to a future without breast cancer.



la Vie en Rose



Clin d'œil



LA FROMAGERIE  
St-Guillaume



# Our Board of Directors

## PRESIDENT

### **Angela D'Angelo**

Vice President, Training & Client  
Experience  
National Bank Financial

## SECRETARY

### **Gloria Galardo**

President  
GGala Consultants

## TREASURER

### **Vincent Godcharles, CPA**

Chief Financial Officer  
Logient

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DSJ Solutions

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Groupe Pratte

### **Jean Roy**

Senior Vice President  
Kruger Energy

### **Nathalie Tremblay, MBA**

President and Chief Executive Officer  
Quebec Breast Cancer Foundation

### **Anik Trudel**

Chief Executive Officer  
Lavery de Billy





We can't do it alone:  
**our lovely**  
volunteers and ambassadors

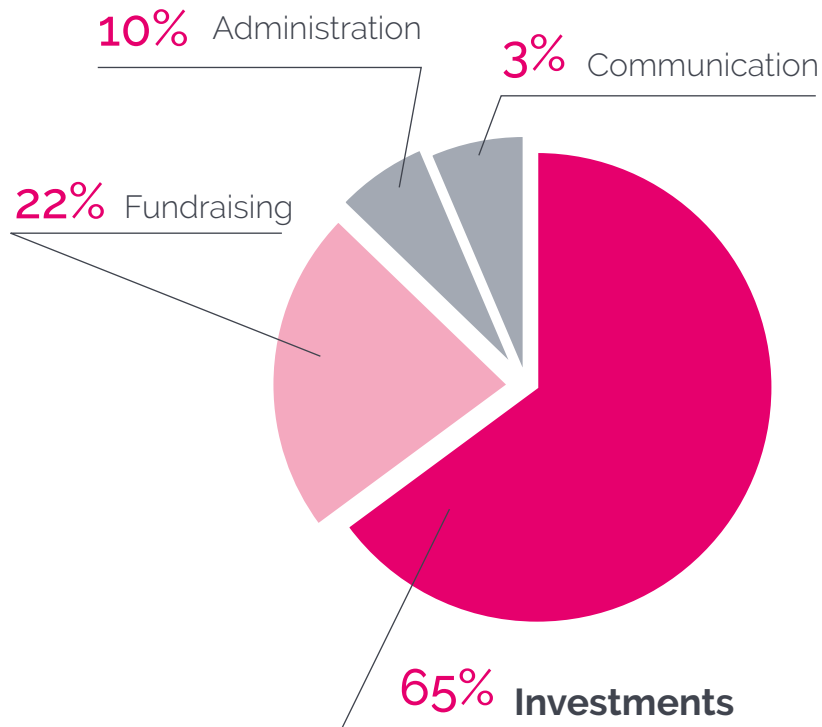
As we help others, we are fortunate to be surrounded by many supporters who give their time, energy, skills and money for our cause. They are dedicated individuals who recognize the needs of the breast cancer community and are dedicated to joining their fight.



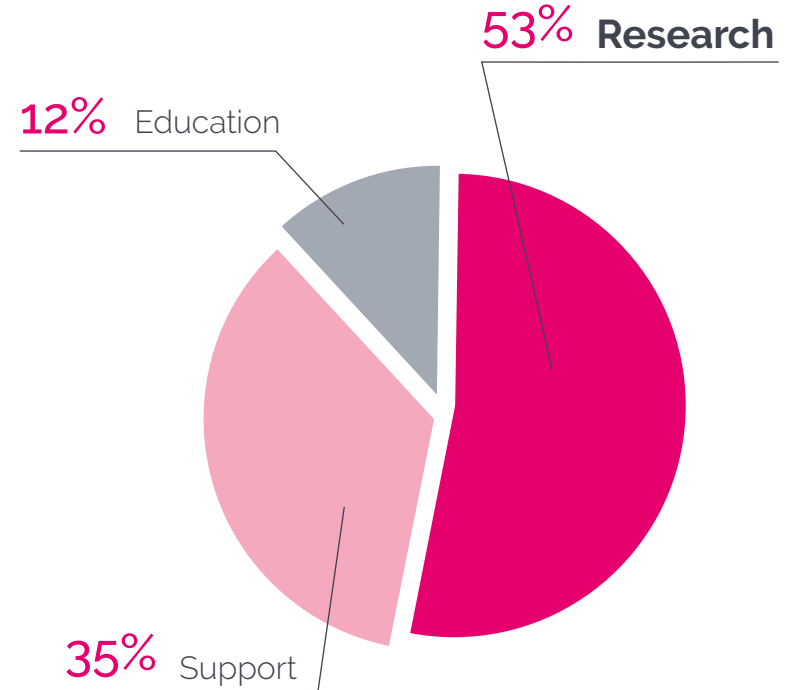


# Financial Report

## DISTRIBUTION of expenses



## DISTRIBUTION of investments

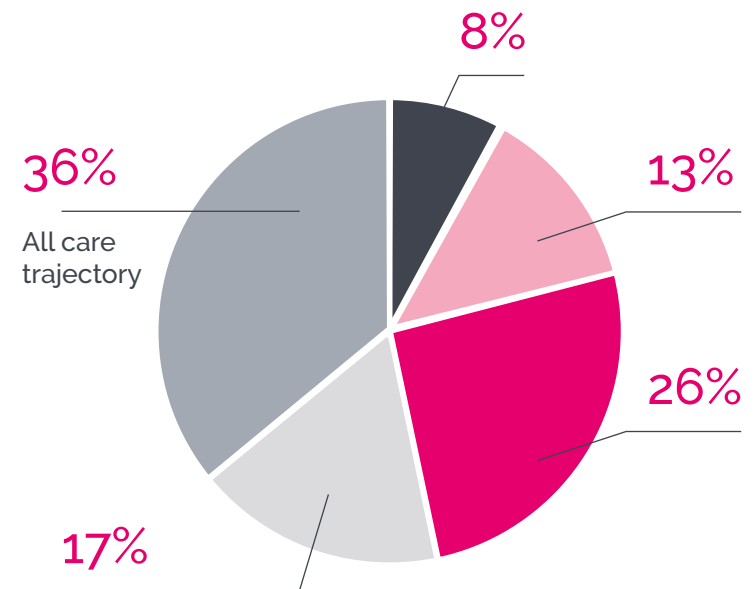
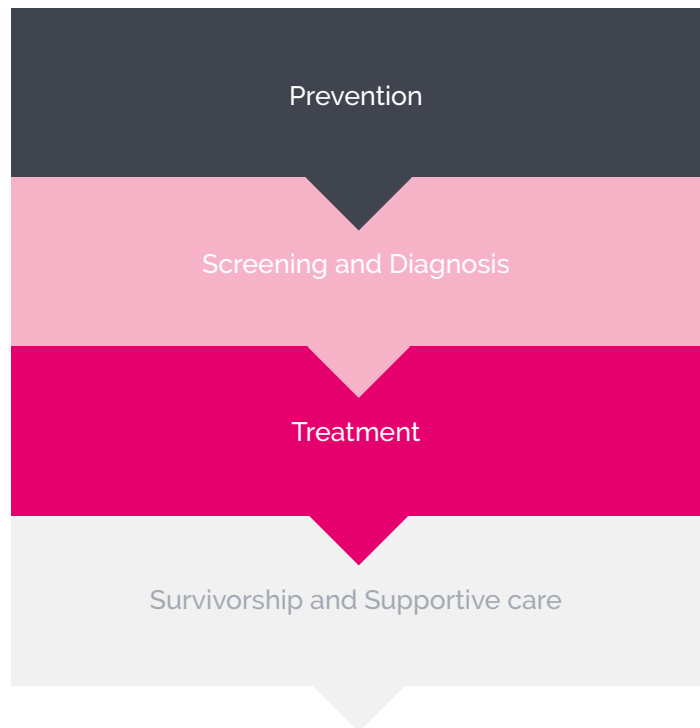


Fundraising Costs Ratio: 27%



# Financial Report

## DISTRIBUTION of our INVESTMENTS over the patient care trajectory



## FINANCIAL STATEMENTS 2017-2018

### STATEMENT OF OPERATIONS - Year ended March 31, 2018

#### REVENUE

Fundraising	4 616 389
Interest, dividends and other financial income	763 052
	5 379 441

#### DIRECT COSTS

Fundraising	1 248 600
Administration	547 255
Communication and Marketing	162 089
Investment management fees	79 510
	2 037 454

Excess of revenue over expenses before contributions to programs	3 341 987
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#### CONTRIBUTIONS TO PROGRAMS

Research	1 932 184
Support programs	1 256 879
Education and awareness	407 393
Amortization of capital assets	6 104
Amortization of intangible asset	31 464
	3 634 024

#### DEFICIENCY OF REVENUE OVER EXPENSES

(292 037)



## STATEMENT OF FINANCIAL POSITION - March 31, 2018

### ASSETS

#### CURRENT ASSETS

Cash	1 213 862
Accounts receivable	323 813
Accounts receivable from the Canadian Cancer Society, without interest	803 976
Prepaid expenses	61 942
Investments achievable in the next fiscal year	36 722
	2 440 315

#### LONG-TERME INVESTMENTS

15 440 683

#### CAPITAL ASSETS

120 223

#### INTANGIBLE ASSET

123 257

**18 124 478**

### LIABILITIES

#### CURRENT LIABILITIES

Accounts payable and accrued liabilities	133 914
Amounts to be returned to the Canadian Cancer Society, without interest	93 000
Deferred revenue	135 251
	362 165

### NET EQUITY

#### UNRESTRICTED

17 762 313

**18 124 478**

# Closing note

This report provides a glimpse of our accomplishments over the past year in the broadest terms, as we could not possibly describe the thousands of positive responses and heartfelt messages from our community. Every action we took, every service we offered, and every message we shared has helped us achieve these inspiring figures. Our efforts this year gave life to important projects and we are looking forward to see their impact in the coming years.

We would like to acknowledge all our employees, partners and supporters who continue to move the needle towards a better world – a world without breast cancer. We would also like to acknowledge our Board of Directors for their invaluable insights. We thank our partners and donors, whose generous financial contributions support all the work we do. We thank our volunteers who allowed us to reach more people than we thought possible. We are grateful to everyone who joins us in our resolve to fight this disease and support the people affected.

QUEBEC BREAST CANCER FOUNDATION TEAM

