



IMPACT REPORT 2018-2019

## Our mission

The Quebec Breast Cancer Foundation is **the only charitable organization in Quebec dedicated entirely to the fight against breast cancer**. The Foundation has focused its mission on promoting the well-being of affected people and their loved ones through research and innovation, support and raising awareness. Researchers, volunteers, donors and families alike ... are all connected by the same hope of being one day able to live in a world without breast cancer.

The pillars of our mission :

- Fund research and innovation
- Defend interests and provide support
- Generate leading edge knowledge and solidarity
- Prevention, education and raising awareness.

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## Our *raison d'être*

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Breast cancer accounts for about

**25 %** of new cancer cases in Canada.

Approximately **6,500 persons are diagnosed each year** in Quebec

**1 %** of breast cancers affect **men**

**1 in 8 woman** will develop **breast cancer** in the course of her life.

**1 in 31 woman 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**.



# Being an integral part of your health care team: the right to understand, participate and decide

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Nathalie Tremblay, MBA  
President and CEO

## Only good news!

Scientific knowledge is very advanced, new technologies benefit from a very favorable government policy, innovation subsidy programs are multiplying. We know that in the next few years, thanks to the stratification of individual risk in breast cancer and knowledge in genomics, we will be able to intervene as early as prevention. Knowledge of our genetic code will make precision medicine accessible, predict the effectiveness of new treatments and offer the opportunity to minimize their side effects and provide insights into the chances of recurrence or metastasis.

We sincerely hope that these great advances augur the birth of a new era in health, an era that will see the concept of the patient at the heart of our concerns come to fruition and that will put forward the improvement of its quality of life at the same level as improving care and treatment. We hope that the promotion of patients' rights will enable them to play a proactive role in improving and maintaining their health and will enable them to make informed choices, adapted to their specificity, both in terms of genetics and in terms of individual values.

## THE RIGHTS OF THE ILL

« When the diagnosis is made and you start thinking about the different treatment options with your medical team, it's important to remember that you have rights and that your responsibility is to assert them by asking questions and participating. actively in decision-making. »

This is how the text on the Patients' Rights page of the Quebec Breast Cancer Foundation website ([www.rubanrose.org/en](http://www.rubanrose.org/en)) begins. We believe that everyone has the power to play an active role for their begins health, and has the duty to inform themselves, to know their rights as a patient and to enforce them. More specifically, patients have the right to be fully informed about their state of health and the therapeutic choices available to them, including clinical research, medical and therapeutic advances. They also have the right to participate in the decision making of the treatment to be received and to have access to quality services, as close as possible to their living environment, and within a reasonable time after the announcement of the diagnosis.

The Quebec Breast Cancer Foundation plays a vital role as an advocacy organization for people with breast cancer and their loved ones. We work closely with the medical teams in the various hospitals for various programs and we can discuss patient challenges. We understand the challenges of time and resources in hospitals everywhere in Quebec. In this respect, we are there to meet the special needs of patients when the system can not do it.

## THE KNOWLEDGE

The Foundation also participates in empowering patients by giving them access to evidence-based information. We present and explain scientific advances and technological innovations in health in order to provide the opportunity for breast cancer patients and their families to participate actively in decisions about their health. To do this, we have incorporated many skills within the Foundation in recent years, to ensure that the information we disseminate reflects both the needs of patients and the opinions of medical professionals.

For the past three years, we have been organizing and presenting the Foundation's Annual Forum, which offers internationally renowned doctors, researchers and specialists the opportunity to pass on their knowledge of breast cancer to the general public through conferences and workshops. We take care each year to present the great scientific and social advances in breast cancer by popularizing science. In fact, we find that many professionals attend conferences alongside people with the disease and their families.

We are also part of different groups and committees that reflect on investment strategies in health and cancer, both in Quebec and in Canada. By being at the heart of the decision making, we stay informed and can make a real impact for patients. Our voice, together with those affected and their loved ones, counts. In this regard, the advent of patient partners is an important movement that also contributes to changing the nature of decisions made in the development of policies and programs offered by allowing them to be better adapted to the realities of patients.

## PARTNERING PATIENTS

As examples of the implementation of programs that include patient communities in reflections and decisions: PAROLE-Onco, a program specifically deployed in a hospital setting, and one of the programs we develop within the Foundation, the metastatic breast cancer group, created this year thanks to our valued partners.

Dr. Marie-Pascale Pomey, a researcher at the CHUM Research Center, starting from the observation that breast cancer has significant consequences for women's lives, at the personal, professional and social levels, where they must quickly deal with a new reality and make crucial decisions for their

health, developed the Patient Accompanying Project (PAROLE-Onco). This project, supported by the Quebec Breast Cancer Foundation, not only integrates support patients into care teams but also gives health care professionals a better understanding of the reality experienced by patients and needs that they feel, thus ensuring a better consideration of their needs in their interactions with patients.

The Quebec Breast Cancer Foundation metastatic breast cancer group was established following the observation that the needs of patients with metastatic breast cancer are different from those of early stage patients and require specific and better services. adapted that are not available to them at this moment. The Foundation has decided to conduct a needs assessment study through focus groups with patients with metastatic breast cancer to develop a list of priority needs and potential interventions. The Foundation hopes to improve the quality of life and overall well-being of this group of patients.

**Empowering people with the disease and their loved ones to understand the disease and encourage them to participate in decisions related to their health is one of the priority responsibilities of the Quebec Breast Cancer Foundation. We are an ally in the services of patients and their loved ones, from prevention to recovery.**



## Mitsou Gélinas, our committed spokesperson

**Already 13 years as a spokesperson! Such pride!**

13 years that I carry loudly the cause of breast cancer,  
13 years that I put my heart, my energy and my creativity to raise the awareness in the population,  
13 years of becoming a secret keeper for some,  
13 years of touching and inspiring encounters,  
And the journey continues, you can count on me!

Mitsou

We are privileged to have had with us for many years a sensitive spokeswoman whose **involvement and sincerity** do not refute themselves!

On behalf of all women affected by breast cancer and their families, **we thank her from the bottom of our heart.**

The Foundation team





## An inspiring journey

For members of the Foundation team who are lucky enough to know her, Mireille Fortier is a constant source of inspiration.

Diagnosed in 2014 with breast cancer, she contacted the Foundation in 2017 to offer a portion of the profits from her book sales to benefit our mission. We then discover an engaging woman, who has transformed her desire to understand her illness in order to help other women to take their health in hand.

More than just a testimonial, her book entitled « *Cancer du sein: Accompagnement pas à pas pour mieux traverser l'épreuve* » is a guide, humanly, completely and medically valid, for women who have just been diagnosed and their loved ones.

Mireille puts her own experience at their disposal and offers them practical and comprehensible tools to better approach the various stages of the treatment process, to give them a better understanding of the medical device and to make them masters of their history.

At the time of the release of her book in 2017, she learned that she had a second breast cancer. More optimistic than ever, Mireille confirms despite all her wish to be involved with the Foundation. Today, she is not only an active ambassador for the Quebec Breast

Cancer Foundation, but she also offers people Tai Chi sessions, a discipline she learned during her first chemotherapy treatments, to maintain her vitality and avoid certain post-treatment effects.

Overcoming cancer is like having a second chance to live. It's a new beginning for many. In the case of Mireille, that changed everything.

« I have always enjoyed life. Since I was young, I understood that life is precious. I would say that this ordeal reconciled me to my own life. I feel a lot of gratitude. I am less willing to please others for fear of being rejected or not being loved. I do not worry about being perfect anymore. I do things for myself. I do things for pleasure », she said in an interview. On a daily basis, Mireille teaches French to immigrants. Her generosity is matched only by her resilience. We are proud to count Mireille among our friends.

Get to know Mireille better:

<https://www.youtube.com/watch?v=IF30JQsJHTQ>



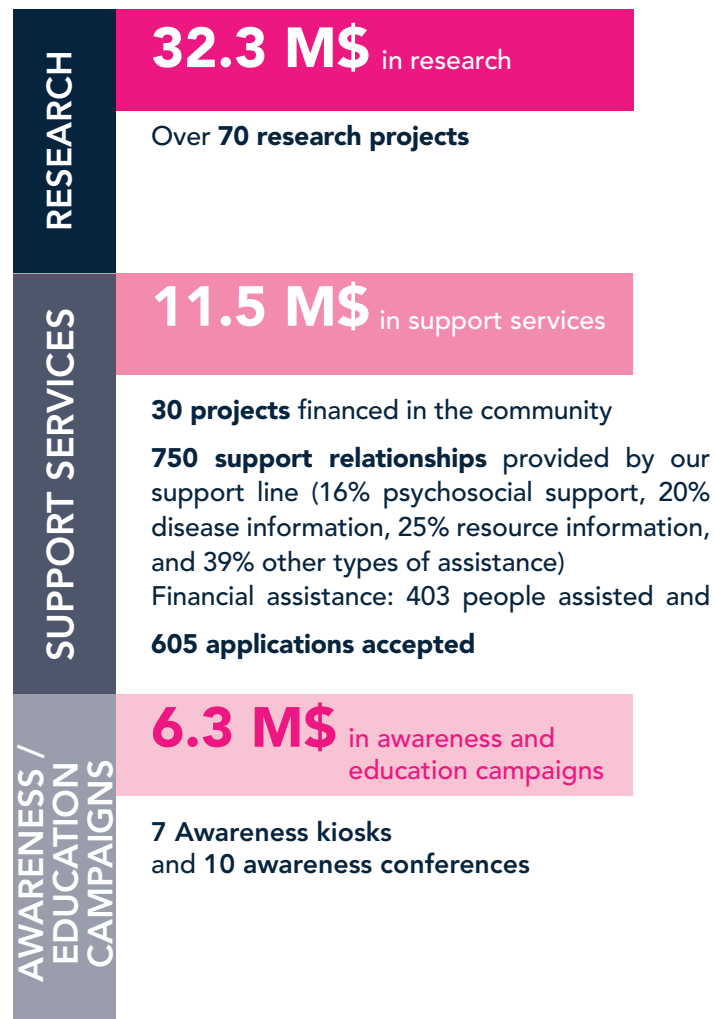
Mireille Fortier



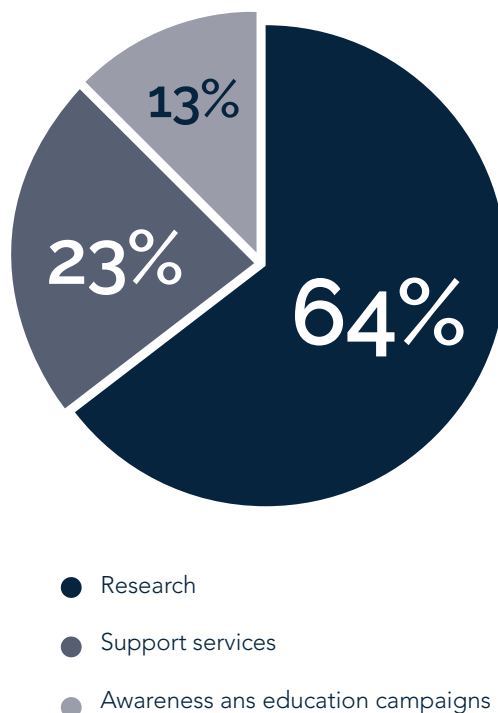


## The numbers behind the Foundation

Since its inception, the Foundation has invested. Over \$50 million in its mission:



**Distribution of investments**  
by mission area since  
the Foundation's creation



### Contact us :



**197,414**  
**Facebook**  
subscribers



**2,706**  
**Instagram**  
followers



**1,881**  
**Twitter**  
followers



**1003**  
**LinkedIn**  
followers





## Our impact on those who are affected

### Use of Artificial Intelligence for the Discovery of Imaging Biomarker Evidence in the Diagnosis of Breast Cancer

- Dre Louise Provencher, CHU de Québec, and Imagia

Artificial intelligence (AI) is expected to play a crucial role in future efforts to detect and diagnose cancers. Indeed, the AI pushes the limit of the visible by detecting tissue abnormalities currently impossible to interpret by the human eye. One of the objectives of this project is **to correlate clinical data, mammary medical imaging and pathology** together to develop an algorithm to identify with greater accuracy images that correspond to a malignant tumor and to identify subtypes of breast cancer using the acuity of AI.



### PERSPECTIVE Integration & Implementation

- Dr Jacques Simard, CHU de Québec

***Identify genes that increase the risk of breast cancer to promote early detection.***

Dr. Simard is head of the PERSPECTIVE I & I study (Personalised Risk Stratification for Prevention and Early Detection of Breast Cancer), which brings together 27 international researchers. This ambitious project aims to personalize breast cancer screening recommendations based on each woman's individual risk of developing breast cancer based on her genetic profile and lifestyle.

To perform this, researchers are mapping the DNA of cancer patients in search of genetic variations that increase the risk of developing the disease. Already over 200 variations have been identified and they have different impacts on cancer susceptibility. Some mutations are common in the population. It is the fact of having many of these mutations that increases the risk. Researchers want to develop precise algorithms to accurately predict the risks of developing cancer.

Thus, women more likely to develop the disease will begin breast cancer screening earlier in life. An early tumor requires less aggressive treatment, which causes fewer side effects and significantly increases the chances of recovery. A personalized screening program will help better detect breast cancers in younger women who are not included in the current recommendations.

#### ***For more information***

[QBCF – PERSPECTIVE Study](#)  
[Research Center - CHU de Québec](#)  
[Génome Québec](#)  
[Radio-CANADA](#)

## The immunopetidome of breast cancer

- Dr. Claude Perreault, Institute for Research in Immunology and Cancer, Université de Montréal

### **Which proteins expressed by cancer cells are recognized by the immune system?**

Dr. Claude Perreault is studying the immune system to find ways to make it more effective at recognizing and eliminating cancer cells. His discoveries:

#### **A therapeutic vaccine**

Dr. Perreault and his team have found antigens produced specifically by cancer cells that can be recognized by the immune system.

A peculiarity of their discovery is that proteins are produced by a portion of the DNA that seemed to be useless, the introns. The research focused on the coding parts of the DNA, the exons. This discovery opens the door to a tremendous amount of information to analyze in order to better understand the role of the introns, to elucidate new cellular mechanisms and to find new treatments.

Proteins produced by cancer cells can be therapeutically vaccinated. When cancerous antigens are injected into the body, the immune cells detect them and stimulate a recognition program. If they find these proteins on the surface of the cancer cells, they are ready to eliminate them.

The results obtained in the laboratory are promising and clinical studies should begin soon.

## Study the immunoepitidome of breast cancer cells

In addition, Dr. Perreault examines proteins expressed by breast cancer cells to find specific antigens and prognostic biomarkers. His team found that genes involved in the breakdown of immune proteins are overexpressed in many cancers, including breast cancer. The presence of a large amount of these proteins is associated with better survival.

## Seinbiose

- Dr. Gaston Bernier, CHU de Québec

### **Seinbiose: a personalized breast prosthesis with a natural look**

Women who have had a mastectomy try to regain their self-confidence by getting a breast prosthesis, but the options are unsatisfactory. Dr. Gaston Bernier and his Quebec team have designed an external breast prosthesis personalized and adapted to each woman. A 3D printer makes a prosthesis that fits perfectly with the curve of the chest and reproduces the exact volume of the breast while being more comfortable, light and flexible. More than 40 women have already been able to test and appreciate these prostheses. They were able to take advantage of this new technology and improve their self-esteem.



## Brain Fog

- Dre Marika Audet-Lapointe, Hôpital Maisonneuve-Rosemont

***Brain fog: managing a side effect of chemotherapy.***

A disturbing side effect of chemotherapy is the appearance of cognitive difficulties, also called brain fog (chemobrain). This problem generates attention and learning disorders that can lead to difficulties in remembering.

The multidimensional intervention pilot project for women with breast cancer who have cognitive difficulties associated with oncology treatment is an initiative of Dr. Marika Audet-Lapointe of Maisonneuve-Rosemont Hospital to improve the management of this brain disorder.

The first step in dealing with this side effect is to be aware of it and recognize it. Guides and educational workshops have been developed to educate patients and their families about this potential problem and to suggest strategies to minimize it.

Tools have also been developed to help caregivers diagnose and minimize the harm caused by brain fog. For this purpose, a neuropsychological evaluation grid and a memory workshop have been developed.

This project aims to minimize the impact of chemotherapy on patients' lives and thus improve their quality of life.

***For more information***

[QBCF – Helping people with cognitive difficulties associated with breast cancer](#)

[QBCF – Mental fog or chemobrain](#)

[Clinique Psymedicis](#)

## Activ-Onco

- Dre Carmen Loiselle, Jewish General Hospital

***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 Loiselle and her team set up the Breast and Bone Health program.

Women should be made aware of the possible effects of the treatments on their bones and take care of their bone health. 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. The Breast and Bone Health team has developed a clinical model that allows a nurse and physiotherapist to adequately intervene in the management of women treated for breast cancer at risk of bone degradation.

Breast and Bone Health promotes bone health and improves the quality of life for women.

***For more information***

[Breast and Bone Health](#)





## The Centre ROSE and the Réseau ROSE (information and awareness centre and network)

### **Support and assist families at risk of hereditary breast cancer.**

Mutations in certain genes are known to increase the risk of breast cancer. These variations are transmitted from generation to generation and can cause illness in many family members. Being a carrier of such genes generates anxiety and leads to important and difficult decisions to make.

The Centre ROSE (Oncogenetic Resources for Support and Education) was set up in 2012 by Dr. Michel Dorval and Dr. Jocelyne Chiquette to support at-risk families, offer them education and organize public lectures on topics related to hereditary breast cancer issues.

This center, complementary to the Deschênes-Fabia Breast Disease Center at the Hôpital du Saint-Sacrement of the University Hospital of Quebec, also works to develop models of clinical interventions and offer tools to health professionals to help management of hereditary breast cancer.

### **Extend the benefits of the Centre ROSE across Quebec**

Given the positive impact created by the Centre ROSE, the center of support for families at risk of hereditary breast cancer, the founders decided to extend its reach by creating the Réseau ROSE. Since 2015, Centre ROSE satellites have been established in Montréal, Bas-St-Laurent and Saguenay to provide support in these regions. More families benefit from support and support to manage the risk of breast cancer.

### **For more information**

[Le Centre ROSE](#)

[Le réseau ROSE](#)

## Hers Mobile app

- Dre Susan Law, St-Mary's Hospital

### **A mobile application giving access to the experience of women who fought breast cancer.**

To help get through breast cancer treatments, having access to as much information as possible is beneficial.

To help patients learn more about what lies ahead, Dr. Law and the Canadian Health Experiences Research Group have developed a mobile application containing the stories and experiences of cancer patients. These women recount their experiences, their choices, their decisions, their reflections on the various treatment options. These very personal stories accompany patients during their treatment by helping them find solutions to unexpected problems, make decisions about their health care, and better cope with the ordeal.

### **For more information**

[Health Experiences](#)



The Foundation offers several support programs, including financial assistance and a telephone support line. We also develop new programs, one specifically for women with metastatic breast cancer and another for breast cancer survivors. The My Active Health program supports people with and at risk of developing breast cancer through several activities, of which we present two examples:



We thank the **Jarislowsky Foundation** and the **Cure Foundation** for their support of our financial assistance program.

## Yoga-Onco Sessions

Yoga oncology workshops allow women with the disease to benefit from free yoga classes for up to 2 years after the end of their treatments in a centre near them.

**578 yoga sessions** subsidized in 2018-2019!

100% of women would recommend the program and 97% will participate in yoga sessions again.

The Foundation is proud to subsidize new healthy lifestyle habits: for 41% of women, it was their first experience in yoga.

« I am very happy that finally this service will be offered in my area. I've been waiting for it for a long time. »

- A participant



The Foundation ensures the training of teachers in yoga-onco:

- 2 accreditation training sessions were organized (September 2018 and April 2019)
- 30 teachers from 25 different centres were accredited
- 3 of the 17 administrative regions are covered



## My Active Health Retreat

Since 2018, the Foundation offers a retreat in Charlevoix for women recently diagnosed with breast cancer and/or metastatic.

Nutrition education post breast cancer

Prevention of lymphedema by specific exercises

Physical activity sessions adapted in groups

Walking and breathing techniques

Yoga

Discussions and exchanges between the participants



## Forum on breast cancer – 2018 edition

The annual Forum of the Quebec Breast Cancer Foundation is intended for people with breast cancer, their families, the general public and health professionals to learn about the latest scientific advances in breast cancer treatment and best practices to improve the quality of life of people affected by the disease through:

Conferences given by internationally renowned researchers, doctors and specialists on the following subjects:

- Insights for caregivers
- Oncogenetics and personalized medicine
- Stem cells and immunotherapy
- Living with cancer

Workshops in small groups for guidance and recommendations on topics as diverse as diet, sexuality, finances or lymphedema.

Opportunities to meet with exhibitors, health professionals, the Foundation team and people living with the disease.

The great satisfaction of both the participants and the speakers make this event a recurring rendez-vous. **Thank you!**

## In figures :

34

speakers

Nearly  
300

participants

20

exhibitors

9

workshops

Overall score given to the event  
by the participants: **8.4 / 10**





## How are our projects funded?

### First edition of the Pink Tour!

**A collective movement that promotes physical activity and healthy lifestyle habits in breast cancer prevention.**

The participants traveled kilometers, at their own pace, in their own way, over a period of 3 months to have an impact on their health, while accumulating funds. Nearly 900 participants and over \$ 110,000 raised!

1000 people gathered at Parc Maisonneuve on September 30, 2013 to celebrate the accomplishment and involvement of all participants in the Pink Tour.

An outdoor entertainment show was presented as part of this colorful day. Big names in Quebec showbusiness volunteered to demonstrate their solidarity with people affected by breast cancer.



Mitsou Gélinas, Lulu Hughes, Martin Fontaine, Rick Hughes, Florence K, Robby Johnson, Jean-Thomas Jobin, Daniel Grenier, Les Porn Flakes, Luce Dufault, le duo Jacques et Geneviève, La DJ Julie St-Pierre, et plusieurs autres artistes

**PINK  
TOUR**



While walking, running or pedalling, this summer together we fight Breast cancer

Subscribe now



Fondation  
cancer du sein  
du Québec



## Involving the community

### Community Initiatives

#### Express Mondor

For the fifth consecutive year, Golf Express Mondor has mobilized over 200 people for its annual golf tournament and fundraising dinner benefiting the Quebec Breast Cancer Foundation on June 13, 2018 at the Berthier Golf Club. This year, the event raised \$ 25,000, for a total of over \$ 130,000 donated to the Foundation since the first tournament.

« The annual Golf Express Mondor Tournament has become a tradition. People look forward to it and are excited to come together to have a good time, while contributing to a cause that touches us all and is important to us, » said Billy Mondor, Vice President Business Development at Golf Express Mondor.

« Every year, we are thrilled with the very positive response from our employees, our partners and many clients who participate in our fundraising event. The tournament is for us a unique opportunity to mobilize to help overcome this disease. And to show our commitment, we now have a new truck bearing the colors of the Foundation and carrying its message across North America. »



Denis Lépine, Billy Mondor, Dany Mondor, Josée Amiot, Karine Ippersiel, VP Development, Québec Breast Cancer Foundation, and Éric Mondor





## Buying pink

### Simons

Once again, this year, Simons has partnered with the Quebec Breast Cancer Foundation by donating the proceeds from the sale of printed t-shirts with inspiring messages.

The promotion campaign in store was launched in October for a period of 2 months. Our spokesperson, Mitsou Gélinas, and four of our ambassadors agreed to play the models for a photo shoot and to share with us what gives them strength, courage and hope. Nalie, Sarah, Geneviève and Stéphanie-Alexandra, 29, 39, 43 and 30 years old respectively, are united by the same fight, the same experience and a link woven in a natural and spontaneous way.

Mitsou said that this openness, this desire to appear as a woman with breast cancer did not exist thirteen years ago when she got involved with the organization.

« I think that over the years, my main battleground has been to be able to talk about cancer without having this shame, this embarrassment, » she says.



Sarah, Geneviève, Mitsou Gélinas, Peter Simons, Stéphanie-Alexandra, Nalie



## Buying pink

### Docteur du Pare-Brise

For the past 2 years, the company Docteur du Pare-Brise has been donating **\$ 25 per sold windshield replacement service** to the Foundation during the months of October and November in their 54 operators across Quebec. **The total received is of \$ 87,550.**

« Docteur Du Pare-Brise's commitment as a partner is very important to us. Our franchisees come together as a network year after year to raise money to help those dealing with this devastating illness. Knowing that the funds we raise play a pivotal role in breast cancer research and awareness is our networks motivation as we all have someone in our surroundings that has been affected by breast cancer. »

- Julie Benoit  
Marketing Director



# LE DOCTEUR SE JOINT À LA CAUSE

DOCTEUR DU PARE-BRISE SOUTIENS  
LA RECHERCHE SUR LE CANCER DU SEIN

Levée de fonds de 1<sup>er</sup> octobre au 31<sup>er</sup> décembre 2018. Détails en annexe.



VITRES, PNEUS &  
ACCESSOIRES





## Our Partners

### Prestige Partners

Major partner



la Vie en Rose

Clin d'œil



### Major Partners



MUDGIRL™



LA FROMAGERIE  
st-Guillaume

### Official Partners

Golf Canada  
Outils A. Richard Co.  
Pfizer Canada Inc.  
Solenio Inc.  
Certex Canada

### Support Partners

BMO Bank of Montreal  
CAZIS  
Corpa Flora Inc.  
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Hoffmann-La Roche Ltd  
Impact Automotive Inc.  
Merck Canada Inc.

Novartis Pharmaceuticals  
Canada Inc.  
Ordre des technologues en  
imagerie médicale,  
en radio-oncologie et  
en électrophysiologie  
médicale du Québec  
(OTIMROEPMQ)

Sandalwood Management  
Canada ULC  
Savoir Fleur Inc.  
Ste-Foy Toyota  
Stikeman Elliott LLP  
Top Dessert

### Collaborators

Atelier RF  
Belizia  
Biron Health Group  
Danielle Perreault coiffure  
Dominion & Grimm Inc.  
Équipement H2O  
Érablière La Coulée Suisse  
Grenier Volkswagen  
Groupe Lallier Automobiles Inc.  
Hyundai St-Jérôme  
Joliette Toyota  
KIA de Magog  
Kusmi Tea  
Laurier Mazda  
Les Courses Virtuelles  
Les Éditions Goélette Inc.  
Les Jardins de Brossard  
Les Sourires d'Isabelle Labonté  
Mon étui pour la vie  
Naturiste Inc.  
Optimum-Canada Inc.  
Pilot P.B. Inc.  
Ste-Foy Hyundai  
Venne Ford Repentigny  
Vimont Toyota Laval  
Zatnick Inc.

### Partners in kind

Eska Inc.  
Le Germain Hotel  
St-Amour



## Dedicated to our volunteers



The volunteers of the Quebec Breast Cancer Foundation are an integral part of our team, dedicated and committed to advancing the cause. Depending on their wishes, their passions and their needs, we do our best to offer our volunteers projects that mobilize them. Whether to promote the cause, create or participate in events or to help with administrative tasks, Melanie, our Volunteer Manager, ensures that they are accompanied in their approach, trained in the mission that awaits them and integrated into the team.

For our commitment to our volunteers, the Foundation received the **Hommage bénévolat-Québec Award 2019** – category Organisme, from the Ministère du Travail, de l'Emploi et de la Solidarité sociale.

Mélanie Wilhelm and Mr. Jean Boulet, Ministre du Travail, de l'Emploi et de la Solidarité sociale and Ministre responsable de la région de la Mauricie





# Our Board of Directors

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Logient

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Lavery de Billy



## Our founder, **Pam McLernon**

Twenty-four years ago, there was no organization dedicated to fighting breast cancer in Montreal.

In 1994, with the disease having affected several family members, Pam McLernon decided to set up a voluntary organization made up of a group of women from a variety of backgrounds dedicated to the cause. Bold and courageous, these women laid the groundwork for a movement that would, 24 years later, invest more than \$ 50 million in research funding, education support.

# The Foundation's Awards of Excellence

On the occasion of its 25<sup>th</sup> anniversary, the Quebec Breast Cancer Foundation revisited the distinctions it presents each year to individuals it wishes to honour in recognition of their contribution in the fight against breast cancer. Most of the Foundation's new Awards of Excellence are now being nominated and accompanied by a cash award to encourage the continuation of the research, innovation and support work that has been honoured.



Morag Park, PH.D. - 2019 winner

## Scientific Distinction Award

Awarded to an individual for the scope and impact of their career. The scientific quality of their research must have resulted in significant advances in the fight against breast cancer.



Dr. Lynn Gauthier and Dr. Saima Hassan – 2019 winners

## Emerging Scientific Award

Awarded to young researchers who stood out by the quality of the projects they presented under the FRQS-FCSQ's career grant program. Winners will receive a supplementary grant.



Dr. Jean-François Boileau – 2019 winner

## National Bank Innovation and Community Support Award

Awarded to an individual whose work has introduced a remarkable innovation or significantly improved a practice benefitting breast cancer patients.



Dragon boat crews – 2019 winner

## Pam McLernon Volunteer Engagement Award

Awarded to a volunteer, an ambassador, an organizer or a community initiative organizing committee whose commitment to the Foundation and to the cause has had a major positive impact.



## Healthy governance

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The Quebec Breast Cancer Foundation is proud to announce that it has been accredited by the Standards Program, a national program of Imagine Canada. This achievement enables the Foundation to join a growing group of over 230 organizations dedicated to operational excellence.

The Standards Program awards accreditation to Canadian charities and non-profits that demonstrate excellence in these five key areas:

- 1. Governance of the board of directors;**
- 2. Financial accountability and transparency;**
- 3. Fund raising;**
- 4. Staff management;**
- 5. Volunteer participation.**

« Our goals of governance excellence allow us to maximize our investment in people and their communities. »

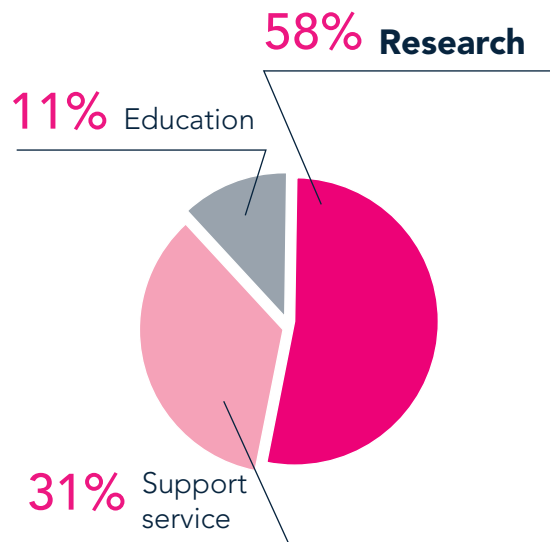
Nathalie Tremblay, President and CEO of the  
Quebec Breast Cancer Foundation



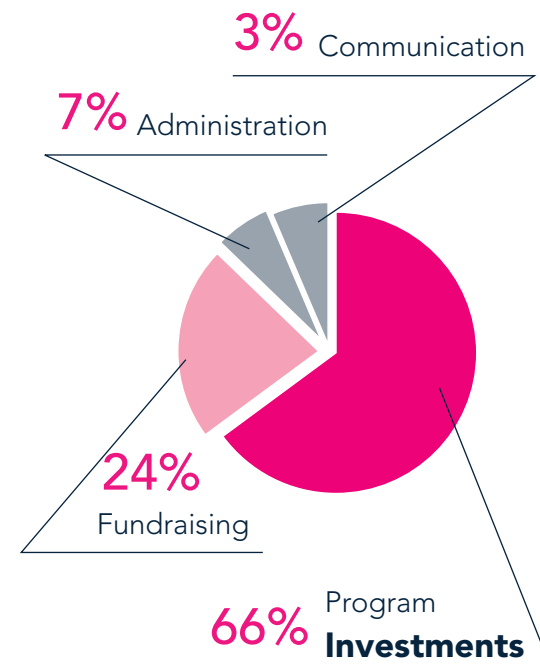


# Financial Reports

DISTRIBUTION  
of investments  
BY MISSION AREA 2018-2019



EXPENDITURE  
distribution 2018-2019



## FINANCIAL LEVERAGE GENERATED thanks to the support of the Foundation

Creating relationships between private companies and institutional partners is of strategic importance for research, support and breast cancer education & awareness.

As proof, our collaborations and partnerships in 2018-2019 generated financial leverage of more than **\$28 million**.



# Financial reports

## STATEMENT OF OPERATIONS - Year ended March 31, 2019

REVENUE	2019	2018
Fundraising	4 303 290	4 616 389
Interest, dividends and other financial income	977 634	763 052
	5 280 924	5 379 441
<b>DIRECT COSTS</b>		
Fundraising	1 265 168	1 248 600
Administration	390 810	547 255
Communication and Marketing	157 596	162 089
Investment management fees	86 543	79 510
	1 900 117	2 037 454
Excess of revenue over expenses before contributions to programs	3 380 807	3 341 987
<b>CONTRIBUTIONS TO PROGRAMS</b>		
Research	(2 006 728)	(1 932 184)
Support programs	(1 054 862)	(1 256 879)
Education and awareness	(365 801)	(407 393)
Amortization of capital assets	(6 929)	(6 104)
Amortization of intangible asset	(32 388)	(31 464)
	(3 466 708)	(3 634 024)
<b>DEFICIENCY OF REVENUE OVER EXPENSES</b>	<b>(85 901)</b>	<b>(292 037)</b>

# Financial reports

## STATEMENT OF FINANCIAL POSITION - March 31, 2019

ASSETS	2019	2018
<b>CURRENT ASSETS</b>		
Cash	792 273	1 213 862
Accounts receivable	612 585	323 813
Accounts receivable from the Canadian Cancer Society, without interest	-	803 976
Prepaid expenses	93 108	61 942
Investments achievable in the next fiscal year	116 314	36 722
	1 614 280	2 440 315
<b>LONG-TERM INVESTMENTS</b>	16 220 187	15 440 683
<b>CAPITAL ASSETS</b>	97 918	120 223
<b>INTANGIBLE ASSET</b>	106 947	123 257
	18 039 332	18 124 478
<b>LIABILITIES</b>		
<b>CURRENT LIABILITIES</b>		
Accounts payable and accrued liabilities	166 915	133 914
Amounts to be returned to the Canadian Cancer Society, without interest	104 000	93 000
Deferred revenue	92 005	135 251
	362 920	362 165
<b>NET EQUITY</b>		
<b>UNRESTRICTED</b>	17 676 412	17 762 313
	18 039 332	18 124 478

# The entire team of the Quebec Breast Cancer Foundation thanks you for your support

## **General Management**

Nathalie Tremblay, MBA

Marina Dobel, CRHA

## **Finance**

Mathieu Rivard, CPA

Mélanie Wilhelm

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