

IMPACT

2021 - 2022

REPORT



Claudia Boudreault
Diagnostiquée à 25 ans



Quebec
Breast Cancer
Foundation

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MISSION

The Quebec Breast Cancer Foundation's mission is to improve the survival rate and quality of life of people affected by breast cancer and raise awareness among all communities and groups of people involved, hence:

"Allies for Breast Health."

VISION

Day in and day out, the Foundation's team members are driven by a shared vision:

A future without breast cancer.

VALUES

Compassion Integrity Innovation Impact

MOTIVATION

Each year in Quebec, approximately **6,700 people** are diagnosed with breast cancer. It is for them and their loved ones that the Foundation works day after day to fulfil its mission. Through research and innovation, community support, education, awareness-raising and patient advocacy, the Foundation remains the **number one ally** for people with breast cancer and their loved ones at every stage of the disease.

"At the Foundation, we love life! This is reflected in the projects we support, the activities we organize and participate in, even outside the office, and of course, in our daily work. We care about the people we help and those we work with, and we put 110% into everything we do."

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

HIGHLIGHTS

1 in 8 woman

will develop breast cancer in her lifetime

2nd leading cause of cancer death among Canadian women

In 2021, **3,379 personnes** people received help from the Foundation (all services combined)

NUMBER OF PEOPLE HELPED AND TOTAL AMOUNT PROVIDED IN THE FORM OF FINANCIAL ASSISTANCE

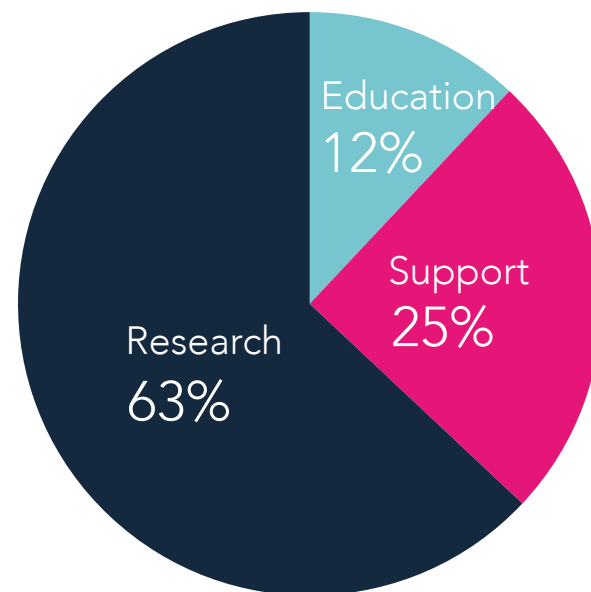
In 2020, **\$302,250** provided

449 applications approved and **373 people** supported

In 2021, **\$344,750** provided

478 applications approved and **362 people** supported

2021-2022 INVESTMENTS BREAKDOWN



\$2,533,349 in research

\$989,028 in support

\$473,877 in education

THE RESILIENCE OF A NETWORK

MESSAGE FROM THE CEO

Once again, 2021 proved the value of a close-knit network when it comes to caring for people with breast cancer. I am proud to say that at the Foundation, we have stopped at nothing to support them, showing openness, kindness, and determination.

Through concrete actions, we took several steps to provide essential support. Alongside **our valued partners** and **donors**, as well as a network of committed community allies, we worked to have the greatest possible impact and improve the quality of life of those affected and their loved ones.

Behind each of them, there is much more than a care path: there are human beings that we strive to support better through the strength of an entire community. Family and friends and the community environment represent a true hive of involved caregivers who play an essential role in complementing healthcare. We are proud to be part of this support network. Because we build close relationships with the community, we can see the impact of our work daily.

At the Foundation, we are all driven by a common vision that is focused on patients' needs. With our agile structure, we can both ensure the sustainability of existing projects and develop new initiatives. I am particularly proud of the achievements of our small, tight-knit team that performs miracles, adjusting on the fly to ever-changing needs. It has once again shown itself to be more resilient and dedicated than ever in implementing solutions to the challenges we face.

Quebec is still last in Canada in terms of the speed of breast cancer diagnosis. This is why we launched **the Diagnosis project**. This forward-looking action plan will enable us to take action on several fronts in the coming years. Already, we have set up a telephone line to help women from all regions navigate the system and to collect testimonials. The resulting data collection will be crucial to getting an accurate picture of the situation across the province. Ultimately, we hope to reduce the wait time for breast cancer diagnosis from 17 weeks to 7.

Although it is often associated with older women, breast cancer also affects younger women. In fact, it is the most diagnosed cancer in women aged 30 to 49. It is also the leading cause of cancer death for the same age group. This is why we launched an awareness campaign last spring targeting young women. Through this powerful advertising campaign called "Breast Cancer Isn't Just for Boomers," we hope to increase young women's awareness of the warning signs of the disease.

In closing, I would like to express my sincere thanks to our donors, our team, our volunteers and all our collaborators, without whom we would not have had the same impact this year. It is thanks to your unwavering commitment that our actions have the scope they have today and that we can look to the future with confidence. Together, we will be able to make more services available free of charge, increase the speed of diagnosis, advance research, and **better support patients** throughout their care path.

KARINE-ISEULT IPPERSIEL
President and CEO

Quebec Breast Cancer Foundation



FINANCING, EDUCATION AND COMMUNITY SUPPORT

In order to support its community, the Foundation developed and facilitates access to **numerous support programs**. While these resources are primarily intended for people affected by breast cancer and their loved ones, the Foundation also invests significant amounts in various research projects which are part of the patient care process.

These actions allow the Foundation to be present and to accompany those affected at each stage of the disease.

IN THE SPOTLIGHT



MAUDE BERGERON

Kinesiologist, My Active Health™

MY ACTIVE HEALTH™: KINESIO-ONCOLOGY PROGRAM

In November 2017, the Quebec Breast Cancer Foundation developed the My Active Health™ program. This program, which is financially supported by Ultramar, aims to promote physical activity and **the adoption of a healthy lifestyle**. It provides free services tailored to each individual's condition, thanks to the expertise of physical activity professionals. The community around this program continues to grow, with close to **1,100 members** in the My Active Health™ Facebook group.

SUPPORT HELPLINE

The Foundation is there before, during and after diagnosis. It also provides answers to questions related to breast cancer and **advice** to patients and their loved ones. The helpline, launched in October 2021 and received nearly 150 calls in its first six months!

WE'RE HERE FOR YOU: 1-855-561-PINK

IN THE SPOTLIGHT



CHANTAL BELLEHUMEUR

Receptionist and Office Coordinator

PSYCHOSOCIAL SUPPORT

To support its community through the many emotional ups and downs of breast cancer, the Foundation offers free psychosocial support by a social worker during individual or family meetings held in person, by telephone, or via videoconference. In 2021, a total of **224 individuals or families** benefited from the **psychosocial support** offered by the Foundation.

IN THE SPOTLIGHT



CÉCILIA PEUGEOT
Social Worker

IN THE SPOTLIGHT



SARAH MEFFE
Social Worker

TESTIMONIAL FROM CLAIRE POITRAS

PSYCHOSOCIAL SUPPORT BENEFICIARY

I'm like the poorly shod shoemaker: I'm a retired social worker and manager. I found out I had breast cancer at this time last year.

It was a new and unfamiliar world for me, as I had no friends or family members who had had cancer. The consultations with **Cécilia Peugeot** at key moments in my treatments were very important. We were able to talk about everything, including my anxiety. I learned to let go, but I didn't believe in it, because I felt I was just running away (I am very controlling).

First, I received **psychosocial help** because I didn't want to put all the burden of my anxiety on my family and friends, even though they were very supportive. I was able to address deep issues such as the meaning of my life during and after cancer, asking for and accepting help, and the fear of a recurrence.

During my consultations, I felt a lot of respect and attentiveness from the social worker. She made room for my resourcefulness and my less traditional attempts at finding activities in my daily life, since I live alone.

Thank you, Cécilia, and the entire team at the Foundation.



RESEARCH FINANCING

Whether it be in the areas of prevention, diagnosis, treatment, or support services (e.g., nutritionist, kinesiologist, social workers) the Foundation encourages and funds innovative **projects that will have a significant impact** on the health and quality of life of people affected by breast cancer. Thanks to your donations, each year these projects help us stretch the limits of our knowledge a little further, improve the lives of people with breast cancer, and move one step closer to a future without breast cancer. In over 25 years, we have invested more than **\$38,4 million in research**. In 2021, a total of **\$2,533,349 was invested in various research projects**.

ONE OF OUR INNOVATIVE PROJECTS BIOBANKS, A DRIVING FORCE IN CANCER RESEARCH

In order to conduct their research and better understand the causes associated with cancer development, progression, and treatment, researchers need **quality data and tissue samples** from people with cancer. For more than 20 years now, the Cancer Research Network (rrcancer.ca) has been developing and maintaining the infrastructure needed to carry out this banking of biological material and data and ensure their quality. Professor Anne-Marie Mes-Masson heads the Cancer Research Network, a thematic network of the *Fonds de recherche du Québec – Santé*, which supports the eight breast cancer biobanks that are part of the network.

The Quebec Breast Cancer Foundation has been a loyal partner of the Cancer Research Network for over 10 years. This partnership has **doubled the financial resources available to the eight breast cancer biobanks** directly supported across Quebec. The samples collected by these biobanks feed the projects of all the researchers in the province by enabling them to obtain funding from other sources, publish the results of their research and present their work at scientific conferences. From 2019 to 2021, **over 35 research projects** used these biobanks, resulting in the publication of more than 30 scientific articles. The support of the Quebec Breast Cancer Foundation has put Quebec researchers, including Dr. Mes-Masson, at the forefront of major provincial, national, and international initiatives in personalized medicine. They are immensely grateful for the financial support provided by the Quebec Breast Cancer Foundation.



ANNE-MARIE MES-MASSON
Director,
Cancer Research Network



BREAST HEALTH FORUM

The Breast Health Forum is the event of the year to learn about **advances in breast cancer research**.

HIGHLIGHTS

18 speakers

107 certificates of participation sent to healthcare professionals

262 registrations (140 general public | 122 health professionals)

VIRTUAL CLINIC: PRIMARY-CARE MEDICAL SUPPORT

Free, easy to use, and available 24 hours a day, seven days a week, the **Virtual Clinic** is a primary-care service offered to people affected by breast cancer and their families. Doctors and nurses are available with a single tap or click from a computer, smartphone or tablet. Nearly **700 medical consultations** have taken place since the launch of the Virtual Clinic.

FINANCIAL AID

The Foundation provides **financial support** to eligible individuals to compensate for reduced income and increased expenses related to breast cancer.

HIGHLIGHTS 2021

478 applications approved and **362** people supported financially

\$344,750 provided in total

IN THE SPOTLIGHT



ISABELLE SARRAZIN
Coordinator, Financial Assistance Program

TESTIMONIAL FROM CHANTAL CÔTÉ

FINANCIAL ASSISTANCE PROGRAM BENEFICIARY

I approached the Quebec Breast Cancer Foundation after a meeting with a social worker at the Centre hospitalier de l'Université de Montréal (CHUM). I was going through a tough time: the cancer had spread to my bones. I was devastated. On top of that, I had exhausted my savings. The social worker reassured me by telling me about the Quebec Breast Cancer Foundation. I could get **financial support**. It gave me hope.

I applied for the Quebec Breast Cancer Foundation's financial assistance program. The social worker completed the medical part. I provided my provincial notice of assessment for the latest tax year. Within a week, I received \$1,000 in gift cards at Maxi & cie. I am now at my third application I have been fighting breast cancer for almost three years. I am not used to asking for help, but this time I really needed it. I was not alone in **the fight of my life**.

The Quebec Breast Cancer Foundation has had a tremendous impact on my life. I'm so grateful. Its approach is so compassionate, empathetic, and warm.

I would particularly like to thank **Isabelle Sarrazin** for her support.

Thank you so much.



GENETICS AND BREAST CANCER PREVENTION PROGRAM

Most cancers are caused by a combination of factors, including the environment, lifestyle, and genetics. A **genetic predisposition** to breast cancer is identified in about 10% to 15% of cases.

The Foundation offers genetic counselling sessions to assess risks based on medical and family history and to determine eligibility for genetic testing. A meeting with our specialist enables individuals to **learn more about the benefits and limitations of a genetic test** as well as management, screening, and treatment options, which can then guide them in deciding whether to undergo genetic testing.

HIGHLIGHTS

Approximately **10 to 15 %** of breast cancer cases are linked to genetic predisposition

36 educational videos available in both official languages

To date, over **2,000** views of the video clips

IN THE SPOTLIGHT



NATHALIE BOLDOC
MSC, CCGC, CGC,
Advisor, Breast Cancer Genetics
and Prevention Program



AWARENESS CAMPAIGN FOR YOUNG WOMEN

In March 2022, the Foundation launched a “shock campaign” **to raise awareness** about breast cancer among young women and encourage them to be alert to the symptoms. According to the World Health Organization (WHO), breast cancer is the most commonly diagnosed cancer in women aged 30 to 49, worldwide. The advertising campaign ran from March 14 to April 24, 2022.

“We are very proud of this awareness campaign, which received high visibility among young women. Over a six-week period, the campaign, which ran on the Internet and social networks, on billboards, and on the radio, was seen or heard **nearly 50 million times** and generated 194 mentions in media coverage throughout Quebec. In the longer term, we hope that the campaign will raise awareness among young women and their family doctors and encourage them to **open the discussion** and stay alert to signs and symptoms,” says Caroline Piché, Director, Marketing and Communications at Quebec Breast Cancer Foundation.

SARAH-MAUDE BEAUCHESNE

AMBASSADOR OF THE AWARENESS CAMPAIGN

At almost 32, I need to be aware that breast cancer can happen to me too, right now, Sarah-Maude Beauchesne explains. I need to be alert, spread the word, and **talk about it with my friends and my sisters** so that together we can take care of our breasts.



INITIATIVES **FUNDING**

To help it fulfil its mission, the Foundation organizes several **events** and **fundraising campaigns** that enable it to develop and maintain free services for its community. Here are some inspiring examples!

FUNDING INITIATIVES



LET YOUR LIGHT SHINE! 2021

Let Your Light Shine! is an annual campaign to **raise awareness** about breast cancer and raise funds to support the cause. Companies are asked to **light up their buildings in pink** throughout the month of October to show their support for those affected by the disease. The campaign also offers the public the opportunity to purchase pink light bulbs to illuminate their front porch or balcony. All the funds raised from the purchase of pink bulbs are donated to the Foundation to improve the living conditions of people affected by breast cancer.

HIGHLIGHTS

22 organisations involved
4004 pink light bulbs purchased
\$41,405.97 raised



ONLINE AUCTION

The first virtual auction in support of the Foundation took place from November 1 to 18, 2021. This initiative raised \$32,265, which was double the original goal! Thanks to the strong **involvement of our partners**, more than 50 items were auctioned to support the Foundation's mission. The funds were used to launch a breast cancer awareness campaign among young women and for the Diagnosis project, which aims to reduce wait times and provide support to people waiting for a diagnosis.

HIGHLIGHTS

52 bids
270 participants
327 auction prizes
\$32,265 raised

FUNDING INITIATIVES



THE PINK TOUR

The Pink Tour is the Quebec Breast Cancer Foundation's **largest fundraising event**. Presented by National Bank, the main partner of the Foundation, the Pink Tour is a fundraiser that involves physical activity. The purpose is to **provide free support services** to breast cancer patients and their loved ones.

HIGHLIGHTS SINCE 2018

369 teams

2142 participants

450,000 kilometres accumulated

over **\$700,000** raised

TESTIMONIAL OF CÉLINE MICHELUTTI

PINK TOUR PARTICIPANT

Last year was the second year I was involved in the Pink Tour. I cycled 1,000 km in 50 days. I completed the last 250 km with my 12-year-old son at my side in Lac-Saint-Jean.

I had breast cancer in 2016. I had a lot of support and people around me, although my family and several of my friends were in France. I didn't need any financial help or services offered by the Foundation, but I realized how **essential it could be** for people with the disease and I was moved by everything the Foundation offers for free. I wanted to make a difference and help the Foundation help others.

I know how lucky I am. When you're fighting cancer, that battle is enough in itself; you shouldn't have to deal with any additional financial or psychological stress. I raised \$6,000 during the 2021 Pink Tour!



COMMUNITY INITIATIVES

In addition to the Foundation's events, **278 community initiatives** were organized in 2021 to raise funds! Here are a few examples.

COMMUNITY INITIATIVES

IN THE SPOTLIGHT



CATHERINE BOURDON
Advisor,
Community Initiatives

RIDE DE FILLES: \$233,836.81 DONATED TO THE FOUNDATION

Founded by Sylvie Brisebois to help and support two of her friends with breast cancer, the very first Ride de filles, held in 2009, attracted 50 participants and raised just over \$6,000 in donations.

Now the **largest women's motorcycle ride**, more than 400 women riders and some 100 volunteers participate with enthusiasm and contribute to the success of this event.

To date, more than **\$943,000** has been donated to the Foundation through the Ride de filles.

TESTIMONIAL FROM SYLVIE BRISEBOIS

FOUNDER OF RIDE DE FILLES

In 2009, when I started Ride de filles, I never thought the event would grow to the size it is today. Every year, when I hand over the cheque to the Quebec Breast Cancer Foundation, I feel an overwhelming sense of pride. In 2021, we raised a record amount of \$233,836.81 for the cause.

More than 13 years ago, two of my friends were diagnosed with breast cancer within six months of each other. All three of us had plans to ride motorcycles. Unfortunately, we didn't get the chance to ride together. I still took my motorcycle lessons, and after a while riding with men, I had the idea of creating an event to **bring women riders together**.

That's how it all started. Over the years, we've created not only a fundraising event, but also **a true movement of solidarity and generosity** towards women with cancer. What better way to attract participants than to come together for a cause that affects us all?

The atmosphere at the event is hard to describe. It's an emotional rollercoaster, with crying, laughter, kindness, magic and fun. This time of sharing that brings together women who are ill, women who are in remission and others who are indirectly affected by the disease has become an annual tradition for many.

The Foundation's team has gone out of its way to support me since the very beginning, and I'm eternally grateful for their support. I would also like to emphasize the importance of the organizing committee, which impresses me year after year and respects the concept as well as the primary purpose of the event.

After each edition of Ride de filles, I am literally walking on a cloud. Even though I am no longer directly involved with the organizing committee, Ride de filles runs in my veins and I plan to participate for as long as I can.



COMMUNITY INITIATIVES



RIDE FOR LIFE: \$83,605 DONATED TO THE FOUNDATION

Ride for Life is a cycling event in which Novartis and Sandoz employees can choose to cycle between 100 and 600 km in their own communities. Ride for Life was launched in 2005 by **partners who wanted to help raise awareness and funds** for breast cancer research.

“ Over time, the initiative has become an annual must event. At each edition, we are touched by the testimonials of our colleagues who have been closely affected by breast cancer or other types of cancer, which is why the event is particularly meaningful to us and to the participants who sign up for Ride for Life. This year, there were **80 cyclists** participating in the activity, and we’re proud to have raised a total of \$83,605 for the cause! ”

-The Novartis and Sandoz Team

AVANÇONS POUR CEUX QU’ON AIME: \$25,600 DONATED TO THE FOUNDATION

TESTIMONIAL FROM THE ORGANIZER, JULIE DAGENAI

“It all started in January 2021 when I found out that my sister had Stage 4 breast cancer.

I’ve always loved running, but with this news, I had lost the desire to do it. While she was undergoing chemotherapy and radiation, my sister challenged me to run to raise money for the cause. At first, my goal was \$500, because no amount is too small when it comes to supporting a cause like this. The idea grew in my mind and I talked about it to those around me. I quickly realized that so many people I knew were affected by cancer in one way or another. **“This is how my individual challenge became a collective challenge:** friends, family, neighbours, colleagues, dogs, strollers...everyone was invited to walk, run, or get involved in our event. A total of 250 people attended on the day, and over 50 businesses contributed by offering door prizes for walkers and runners. The local media even covered the event! The City of Mercier supported me in organizing the activity, and its Public Works department also made itself available to secure three routes: 1 km, 3 km, and 5 km. The Quebec Breast Cancer Foundation and the Community Initiatives team were invaluable in helping us with the promotional materials and supporting us in planning the fundraising.

When I think about it today, **I’m still moved by this group experience** and witnessing a community come together in this way. It was a great wave of shared hope and a collective hug for all those we love who keep moving forward in their personal fight against cancer or that of their loved one. The run-walk took place on October 23, 2021, in Mercier. When all was said and done, I am proud to say that we raised a total of \$25,600; much more than my original goal!”





LA VIE EN ROSE: 15 YEARS OF COLLABORATION

INTERVIEW WITH FRANÇOIS ROBERGE, PRESIDENT AND CEO, LA VIE EN ROSE

Q : La Vie en Rose has been giving back to the Foundation since 2007. What prompted you to get involved with the Foundation in the early years?

A : Because I head a company that is largely made up of women and that caters to a female clientele, the breast cancer cause is very important to me. I have personally known women with breast cancer, so it's something that's particularly close to my heart. I believe it's important to continue to develop ways to prevent and cure this disease, particularly through research. Since the Foundation oversees and promotes breast cancer research projects that have a concrete impact on the lives of patients, supporting the Foundation was an easy choice.

Q : How is the partnership with the Foundation experienced on the ground, in your 204 stores and your offices?

A : It's important for us to get involved since our clientele is female. Breast cancer mainly affects women, and they're at the heart of our daily considerations. Giving back to the Foundation gives us a common goal to rally around. We receive incredible testimonials from both customers and employees. We're members of a company, but **we're also all human beings, impacted by the cause.**

Q : La Vie en Rose has some 3,000 employees in Canada. How do you involve your teams in the partnership with the Foundation?

A : Thanks to our nationwide Be Your Own Breast Friend campaign, we're able to reach all of our employees. The teams take ownership of the campaign and develop it in their own way. Therefore, in addition to the various initiatives planned internally, our teams come together to adapt the actions to their reality.

Q : Apart from the economic aspect, what do you think is the role of private companies in society?

A : At La Vie en Rose, we try to create **a community of customers who come together around our values.** Our role is to get involved in order to improve society as much as possible. We therefore want to create economic wealth, but also human wealth. This is why we have employees who have been pursuing their careers with us for several years.

Q : What makes you most proud as CEO?

A : I'm very proud to say that my company is now present in 275 stores across Canada, providing quality jobs for thousands of Canadians. I'm also very happy to be able to leave a successful business as a legacy to my children and employees.

HIGHLIGHTS

+ \$1,250,000 donated by La Vie en Rose since 2007

La Vie en Rose donated **\$400,000** to the foundation in 2021, including **\$250,000** for research.



WHO WE ARE

The Foundation would like to thank the volunteers, the Board members, the permanent team, and all the partners **who contribute daily** to furthering its mission.

MITSOU GÉLINAS, SPOKESPERSON FOR THE QUEBEC BREAST CANCER FOUNDATION

SIXTEEN YEARS OF COMMITMENT: A COLLABORATION THAT STANDS THE TEST OF TIME

Sixteen years ago, when the Quebec Breast Cancer Foundation asked me to become a spokesperson, I didn't hesitate. Having lost a good friend to breast cancer at that time, I felt that getting involved with the cause was a great way to help me overcome my grief and support others who were going through this ordeal.

After all these years of involvement with the Foundation, I'm still **impressed by this great movement of mutual aid and generosity**, and I have a front-row seat to see its impact on the daily lives of people with breast cancer. The testimonials I receive from the community are very touching, and this sharing of experiences demonstrates the importance of the Foundation's work with people battling the disease.

"What makes me most proud is to be part of a movement that has **given a voice to those affected** by breast cancer and created a community of support around the cause. The disease is also better known to the public, and prevention is taking on an increasingly important role in society.

As a spokesperson, my mission is to help spread the word about the cause, but also to promote the support programs offered by the Foundation. My goal is that all people affected by breast cancer automatically turn to the Foundation for support before, during and after diagnosis and treatment.

I'm **honoured to be able to support the Foundation and its wonderful team** who dedicate themselves to meeting the needs of the community day after day. The people I have the privilege of meeting as part of my involvement inspire me and fuel my determination to make a difference. The Quebec Breast Cancer Foundation is making a real difference in people's lives, and I look forward to seeing it have an even greater impact in the years to come.

*Mitsou Gélinas
xxx*



THANK YOU TO THE MEMBERS OF THE FOUNDATION'S PERMANENT TEAM

GENERAL MANAGEMENT AND ADMINISTRATION



BREAST CANCER PROGRAMS AND INVESTMENTS



DEVELOPMENT



MARKETING AND COMMUNICATIONS



THE TEAM WAS SUPPORTED BY:

Nathalie Bolduc, MSC, CCGC, GSC, Advisor, Breast Cancer Genetics and Prevention Program
Maude Bergeron, Kinesiologist, My Active Health™
Camille Brodeur and Rose-Marie Soucy – Interns, Marketing
Catherine Gauvin and Mireille Lévesque – Interns, Fundraising Events
Katrina Goudreau-Weaver – Intern, Breast Cancer Programs and Investments

AWARDS OF EXCELLENCE

Every year, the Quebec Breast Cancer Foundation presents awards of excellence to individuals to **recognize** their contribution to the fight against breast cancer. Here are the 2022 honourees.

AWARDS OF EXCELLENCE

RECIPIENT



ALEXANDRA DUBÉ, MD

Family Physician
and Breast Cancer Survivor

RECIPIENT



JOSÉE SAVARD, PH.D

Professor at the School of Psychology of Laval University
and Researcher at the Centre de recherche du CHU de Québec-Université Laval

PAM MCLERNON VOLUNTEER ENGAGEMENT AWARD

The Pam McLernon Volunteer Engagement Award is presented to a volunteer, ambassador, organizer or organizing committee of a community initiative, whose commitment to the Foundation and to the cause stands apart for its major impact

For her commitment to the cause and her involvement in our community. Her contagious positive energy and her generosity are huge sources of inspiration to everyone around her.

Bio: Alexandra Dubé is a family physician in the Mont-Laurier region. She was 30 years old when she was diagnosed with breast cancer in 2019. As an engaged member of the My Active Health™ support group, she regularly posts inspiring slice-of-life testimonials about her "active" everyday routine, which she effectively balances with her family life as well as her return to professional duties. Ms. Dubé has also taken part in many Foundation's conferences and was part of the Pink Tour in 2021.

NATIONAL BANK INNOVATION AND COMMUNITY SUPPORT AWARD

The National Bank Innovation and Community Support Award is given to an individual whose work has led to the introduction of a remarkable innovation or contributed to the significant improvement of a practice that has benefited patients.

For the development of Insomnet, a completely self-administered cognitive behavioural therapy program for insomnia that was developed to help people with cancer reduce their sleep difficulties.

Bio: Josée Savard is a full professor in the Department of Psychology of the Faculty of Social Sciences at Université Laval, a researcher at the Université Laval Cancer Research Centre, the CHU de Québec-Université Laval Research Centre (Oncology division) and the Centre d'études et d'interventions en santé mentale at Université Laval, as well as a director of the Groupe de recherche sur les interventions psychologiques funded by the Fonds de recherche du Québec – Société et culture (FQRSC) and a member of the Équipe de recherche Michel-Sarrasin en oncologie psychosociale et soins palliatifs and the Réseau de recherche en soins palliatifs et de fin de vie. Dr. Savard is recognized as a pioneer and international leader in the study of insomnia associated with breast cancer.

AWARDS OF EXCELLENCE

RECIPIENT



JEAN-YVES MASSON, PH.D.

Full professor, Department of Molecular Biology,
Medical Biochemistry, and Pathology,
Faculty of Medicine, Université Laval and
Canada Research Chair in DNA Repair and Cancer Therapeutics

RECIPIENT



STEPHANIE WONG, MD MPH

Breast Surgical Oncology, Jewish General Hospital Segal Cancer Centre
Director, High Risk Breast Clinic, JGH Stroll Cancer Prevention Centre
Assistant Professor, McGill University Medical School

SCIENTIFIC DISTINCTION AWARD

The Scientific Distinction Award honours individuals for the scope and impact of their career. The scientific quality of the research carried out must have led to significant advances in the fight against breast cancer.

For his research on genetic mutations that can lead to the development of breast cancer. Dr. Masson and his team are assessing DNA repair mechanisms and the therapeutic avenues stemming from them to provide a personalized medicine approach with clinical management based on patients' genetic status.

Bio: Dr. Jean-Yves Masson is a regular researcher in the Oncology division of the CHU de Québec-Université Laval Research Centre and a full professor in the Department of Molecular Biology, Medical Biochemistry and Pathology of the Faculty of Medicine at Université Laval. He also holds the Canada Research Chair in DNA Repair and Cancer Therapeutics. He is the recipient of numerous awards and has published more than 100 papers in leading scientific journals.

EMERGING SCIENTIST AWARD (FRQS)

The Emerging Scientist Award is given by the Foundation to young researchers who have distinguished themselves by the quality of the projects presented under the FRQS-FCSQ's career grant program. Recipients receive an additional grant.

For her research on the characteristics of the breast cancer subtypes that develop in women who have received chest radiation therapy, their response to treatment and their prognosis. Such knowledge could influence and assist in decision-making on prevention strategies for these high-risk subgroups.

Bio: Stephanie Wong, MD MPH, is an assistant professor of Surgery in the Faculty of Medicine at McGill University and a breast cancer surgeon at the Jewish General Hospital Segal Cancer Centre in Montreal. Her clinical and research interests focus on surgical outcomes following neoadjuvant treatment and patient populations at high risk for cancer. She directs the High-Risk Breast Clinic at the Jewish General's Stroll Family Cancer Prevention Centre.

OUR PARTNERS AND DONORS

Since 1994, the Quebec Breast Cancer Foundation has relied on the **invaluable support of committed partners and donors**. 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!

OUR PARTNERS



Main Partner



NATIONAL BANK: MAIN PARTNER OF THE FOUNDATION

A special thank-you to National Bank, our Main Partner over 15 years. Since the beginning of its involvement with the Foundation in 2005, the financial institution has donated more than **\$7 million to the cause!**

In addition to the royalties paid by the National Bank Allure® Mastercard®, National Bank supported several of the Foundation's projects in 2021. Among them, the Bank donated \$500,000 to the \$1 Million to Improve Care competition, aimed at supporting six Quebec researchers whose work will revolutionize care for people with breast cancer by improving their quality of life and patient experience.

Totally committed all levels of the organization, National Bank enlisted 42 employees for the 2021 edition of the Pink Tour and is behind the illumination of the Viger Street entrance of the Tour de la Banque Nationale.

TESTIMONIAL FROM LINDA ST-ONGE

CPA | CREDIT DIRECTOR – CREDIT RISK, BNC

I'm involved in the cause of breast cancer out of compassion for all the women who are fighting the disease.
Women give life, and often they must fight for their own.

I don't personally know anyone who has had this type of cancer, but it affects me, and I want to help this cause!
I have a Spyder motorcycle so I can participate in Ride de filles. This will be my first time and I can't wait to experience it!



OUR PARTNERS

MAIN PARTNER: \$100,000 +

Main Partner



PRESTIGE PARTNERS: \$100,000 +



MAJOR PARTNERS: \$50,000 - \$99,999



OFFICIAL PARTNERS: \$20,000 - \$49,999



OUR PARTNERS

SUPPORT PARTNERS: \$5,000 - \$19,999

Caroline Néron Inc.
Céramiques Pavigrès Inc.
Desserts Lokma Inc.
Docteur du Pare-Brise
Epiderma Québec Inc.
Kinatex Sports Physio
La Belle et la Bœuf

Les Éditions Goélette Inc.
Meglab électronique Inc.
Merck Canada Inc.
Novartis Pharmaceutiques Canada Inc.
Ordre des technologues en imagerie médicale,
en radio-oncologie et en électrophysiologie médicale
du Québec (OTIMROEPMQ)

Les Entreprises Bourget | Sel Drummond
Pronature
Top Dessert

COLLABORATORS: \$1,000 - \$4,999

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Baron Design
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Boutique IÃSO
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Concept Giroux
Cosmatik | Poule des Bois
Distributions Omega
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Endorphine Vélo & Triathlon
Érablement Bon
Fédération québécoise des chasseurs et pêcheurs
régionale du Saguenay-Lac-Saint-Jean

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Fondation Héritage faune
GattoMatto
Groupe Bibeau Inc.
Impact Automotive
Les Innovations Dog E Katz Inc.
Les vêtements Uni et Brave Inc.
Milesopedia Services Inc.
Mixte Magazine
Mme L'Ovary
Nail Création
Neige et pelouse Ste-Odile
NUDA Canada

PubXpert.com
Rainspa
Savoir Fleur
Schwiing Apparel
Sibelle
Soi-Bio aromacosmetic
Sois écolo
TalThi
Tire-Tag
VGAM

MEDIA PARTNERS



OUR DONORS

CORPORATE DONORS: \$25,000 +



MAJOR DONORS: \$5,000 - \$24,999

Bureau des campagnes de financement
Fonds de bienfaisance Canada
Fonds de charité des employés de la Ville de Montréal
Groupe Saillant Ste-Foy Toyota
Groupe TVA

Kinatex Sports Physio
Kruger
Lacharité McComber Kuczynski
Lyne Dumas
McKesson Foundation

Neptune
Prince Services Logistiques
Sheertex
Simon Collins-Laflamme
Traffic Tech

DONORS OF PRODUCTS AND SERVICES: \$1,000 +

Adornetto Galerie
Auclair
Bijouterie Viko
Bioss
CarbonLeo
Carole Tessier
Club Voyages Orientation
Élégance VR

Endorphine Vélo & Triathlon
Epiderma Québec Inc.
Ewool
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Fastco
La Maison Simons
Maison Birks
Marianne Larochelle Photographe

Meubles RD
Rio artiste peintre
Ritz-Carlton Montréal
Seiya – Dan Posalski
Shoot Studio – Martin Girard
Via Rail Canada

A BRIGHT FUTURE FOR THE FOUNDATION

A MESSAGE FROM THE CHAIR OF THE BOARD

Since 1994, the Quebec Breast Cancer Foundation has found a place in the hearts of thousands of Quebecers directly or indirectly affected by the disease. Through its many services and support programs, **the Foundation is making a genuine difference in the lives of patients and their loved ones.**

Clearly, the pandemic has affected all areas of activity, and the community sector is no exception. Throughout the health crisis, **we have shown resilience** and creativity in our search for solutions. We can be proud of the initiatives and programs we have implemented in recent months. In the midst of the turmoil, our mission remained clear: to always be present for people with breast cancer.

I cannot overlook the vital contribution of the hundreds of people who are involved with the Foundation or who invest themselves in community initiatives. Their ongoing engagement enables us not only to ensure the Foundation's long-term viability, but also to have a real impact on the lives of patients and their loved ones. **The involvement of our donors and partners is a key factor in the success** of our activities. Thanks to them, we're able to have a greater impact and continue to move mountains, year after year.

Over the past few months, we've given ourselves the means **to remain the reference in breast cancer in Quebec.** The funds raised by the Foundation are used not only to subsidize research, but also to provide support services to breast cancer patients and their families at every stage of the disease. We strive to remain an essential resource dedicated to patients and their loved ones while being a true driver of change for those who, in the face of the disease, have to learn to live differently.

This year marked a turning point in our history. We received funding from the Quebec government for the first time since our creation in 1994. This funding will enable us to deploy the Diagnosis project and expand its scope for the future.

The next few years look promising for the Foundation, which has a strong and diligent Board of Directors that it can rely on. Thanks to the dedication of its directors over the years, our organization continues to be relevant and to impactfully meet the needs of breast cancer patients. I thank them sincerely for their exceptional contribution.

VANESSA COITEUX
Chair of the board

Quebec Breast Cancer Foundation



THANK YOU TO THE MEMBERS OF THE BOARD OF DIRECTORS

CHAIR



VANESSA COITEUX
Partner,
Stikeman Elliott

SECRETARY



MARIO CECCHINI
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(Head of Taxation),
Atrium Innovations
(Nestlé Health Science)



ANIK TRUDEL
CEO,
Lavery de Billy

THE FOUNDATION, A TRIPLE-CERTIFIED ORGANIZATION



FINANCIAL STATEMENTS

FINANCIAL STATEMENTS

STATEMENT OF OPERATIONS - YEAR ENDED MARCH 31, 2022

	2022	2021
REVENUE		
Fundraising	4,372,998	3,212,100
Interest, dividends and other financial income	1,097,988	1,351,332
Subsidies	112,598	478,153
	5,583,584	5,041,585
DIRECT COSTS		
Fundraising	1,606,689	1,121,790
Administration	504,931	262,047
Communication and Marketing	187,302	59,343
Investment management fees	103,630	105,993
	2,402,552	1,549,173
EXCESS OF REVENUE OVER EXPENSES BEFORE CONTRIBUTIONS TO PROGRAMS	3,181,032	3,492,412
CONTRIBUTIONS TO PROGRAMS		
Research	2,533,349	1,598,376
Support programs	989,028	1,021,307
Education and awareness	473,877	390,372
Amortization of capital assets	13,868	20,182
Amortization of intangible asset	25,435	48,083
	4,035,557	3,078,320
DEFICIENCY OF REVENUE OVER EXPENSES	-854,525	414,092
NET ASSETS, BEGINNING OF PERIOD	16,417,327	16,003,235
NET ASSETS, END OF PERIOD	15,562,802	16,417,327

FINANCIAL STATEMENTS

STATEMENT OF OPERATIONS - YEAR ENDED MARCH 31, 2022

	2022	2021
CURRENT ASSETS		
Cash	1,465,076	905,556
Accounts receivable	556,512	671,005
Inventory	73,524	70,769
Prepaid expenses	246,573	67,851
Investments achievable in the next fiscal year	1 468,137	851,312
	3,809,822	2,566,493
LONG-TERM INVESTMENTS	11,871,858	14 621,404
CAPITAL ASSETS	54,030	47,312
INTANGIBLE ASSET	85,302	128,256
	15,821,012	17,363,465
LIABILITIES		
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	228,210	946,138
Deferred revenue	30,000	-
	258,210	946,138
NET EQUITY		
UNRESTRICTED	15,562,802	16,417,327
	15,821,012	17,363,465



Quebec
Breast Cancer
Foundation

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