


2020-21
ANNUAL
REPORT

leucan 





VALUES:
SERVICE-MINDEDNESS,
RESPECT, MUTUAL AID,
EQUITY, AND
EXCELLENCE

MISSION:
FOSTER THE RECOVERY
OF CANCER-STRICKEN CHILDREN
AND THE WELL-BEING OF THEIR
FAMILIES BY PROVIDING TAILORED
AND DISTINCTIVE SUPPORT
SERVICES AT EVERY STAGE
OF CANCER AND ITS EFFECTS

62 EMPLOYEES
2,350 VOLUNTEERS
AVAILABLE
ACROSS QUEBEC
VIA 9 REGIONAL
OFFICES



A LOOK BACK AT THE PAST YEAR

The year 2020-21 was certainly the most challenging and uncertain year Leucan has ever experienced since its inception, but also one of the most stimulating ones, marked by many accomplishments. Our dedicated and creative teams—in philanthropic development, family services, communications, or administration—spared no efforts to complete their projects successfully, even through uncertainties and obstacles they had never faced before.

When the province went into lockdown, we had to pivot quickly in order to organize and host our activities virtually and enable the Association to continue to provide its services to member families. Our flagship fundraising campaign, the Leucan Shaved Head Challenge, was the first to go fully virtual. Under the theme “Confined, connected and united for children with cancer”, an impressive number of Quebecers took on the Challenge from the comfort of home. Paired with the new sub-initiative Les Audacieuses, our re-imagined Challenge helped to raise more than \$3.7 million for the cause, an increase of \$500,000 over the last year. Leucan also innovated by launching virtual money boxes for the Halloween campaign and by revamping the Leucan Ski Challenge in order to maintain both campaigns in spite of COVID-19. The past year also saw brand-new initiatives such as Noël Gourmand Leucan, a new activity to replace the many culinary challenges typically held by the Association.

To comply with public health measures, Leucan also had to adjust its service offer while maintaining support to families. We hosted a number of virtual activities to break families out of their isolation. Psychological support was mostly provided by phone by Leucan’s advisers. While the lockdown was hard on most people, it was even more difficult for families going through one of the toughest ordeals of their lives. The team of Leucan strove to respond to every request and fulfil the Association’s mandate of supporting families of cancer-stricken children.

Strangely, in spite of the lockdown and distance, the team of Leucan has never felt closer. Many a phone call were replaced by videoconferences, which enabled teams from different regions across Quebec to get to know each other better. The year 2021 ended with the restructuring of our teams into three segments to foster greater cooperation between employees.

As this singular year comes to an end, Leucan takes stock of the positive impact of the changes imposed by the pandemic; changes that led the Association to review its practises and go above and beyond. It is thus with great enthusiasm and serenity that Leucan enters the next year, likelier to be easier than the last.



While the lockdown was hard on most people, it was even more difficult for families going through one of the toughest ordeals of their lives.





WORDS FROM THE EXECUTIVE TEAM

We are uniting our voices to proudly present this annual report that can be summarized in three words: **cooperation, creativity, and achievement.** The year began in pandemic turmoil, as the Executive Team, with the unfailing support of the Board of Trustees, rallied all employees to adapt and maintain services for families of cancer-stricken children and to rethink our fundraising activities with the safety of all members and employees as a priority.

While some services had to be reduced in scope, our teams found creative ways to continue to be there for families. This creativity included new virtual activities, which, in some cases, made it possible to reach a greater number of families. Even though nothing can replace in-person contact, it is clear that virtual initiatives will have their rightful place in our service offer in the future. Over the past year, we also increased the financial assistance available to families and our contribution to clinical research.

On the financial front, thanks to the efficient use of government support and a revision of work schedules, we were able to maintain a major part of our human resources. Of course, we had to re-imagine most of our fundraising activities to minimize revenue loss, and we launched several innovative projects with huge success, including a virtual Leucan Shaved Head Challenge.

Through the relationships we cultivated with both major and direct-mail donors, we were able to enhance their contribution. We are extremely grateful for their precious support in these difficult times. Thanks to all these actions, we even concluded the year with a budgetary surplus.

Additionally, we wanted to build on the learnings and possibilities arising from our management of the pandemic. We undertook and completed a strategic realignment, which led to an organizational transformation we implemented this past February. Equipped with these new approaches and our values of respect, equity, excellence, service-mindedness and mutual aid front of mind, guiding our choices, we can look to the next few years with confidence.

We want to sincerely thank all participants in our activities for taking this virtual plunge by our side, and all donors and partners for helping Leucan to survive and thrive during this abnormal year. Our thanks also go to the members of our Board of Trustees for their guidance and assistance, and to all our volunteers for their loyalty. Your invaluable help is key to Leucan's successful operations. In closing, we want to highlight the tremendous efforts of our employees who worked tirelessly and with great dedication throughout the year. Your resilience and ability to innovate and work together were THE difference that enabled us to come out of this challenging year even stronger. Thank you and congratulations!



Pascal Proulx
President
of the Association



Pascale Bouchard
Executive Director
of Leucan



A WORD FROM MARIE-MAI

Wow! Almost three years have passed since I got personally involved with Leucan. When I think of this Association so dear to my heart, the first word that comes to mind is: **family.**

I feel so happy and blessed to be a member of this great family and to see all the good it brings into people's lives.

Despite the pandemic and lockdown, the last year was also marked by great achievements and successes for Leucan.

Among those are the Great Virtual Gathering and the 20th anniversary of the Leucan Shaved Head Challenge. The transformation of the Halloween Money Box Campaign and the Leucan Ski Challenge as well as the introduction of Noël Gourmand Leucan are other great examples. All those activities helped to raise hundreds of thousands of dollars for cancer-stricken children.

I also think back to all the virtual activities organized to break families out of their isolation; to the many calls made by Leucan's advisers to listen to parents' needs; and to the massage therapists and playroom educators who adapted their work methods to make the daily lives of families easier. One thing is certain: the creativity and kindness of Leucan's team did not relent for even a second over this strange year.

I want to thank every member of the team for your extraordinary dedication. The past year has been difficult for everyone but I know that you have all doubled your efforts to keep this mission alive.

Marie-Mai, Godmother of Leucan

To all donors, partners, sponsors, and participants in Leucan's activities: thank you! Thanks to you, Leucan can be there for families in Quebec as their child is diagnosed with cancer, support them financially, and also invest in clinical research.

Finally, to all the families currently going through hardships, know that I am thinking of you. I am sending you tons of love from afar and looking forward to a time when I will be able to meet and talk with you in person. I love you all and carry you in my heart.



Photo credit: Carlos & Alyse



MY FONDEST MEMORY OF LEUCAN: THE WELCOME I RECEIVED AND CONTINUE TO RECEIVE EVERY TIME I VISIT THE HOSPITAL.

“Research plays such an important role. Especially in Brianna’s case. Very few children her age are diagnosed with neuroblastoma. It is typically found in infants. The oncologist often had no answers to my questions because her case is so rare and little is known about the sequelae and consequences for patients of her age. There are data available for infants but in her case, we cannot know for sure what will happen. That’s why research is so important: it’s the only way to find new solutions.”

Julia, mom of Brianna, 19, diagnosed with neuroblastoma, 19 months of treatment

LEUCAN’S INTERVENTION AXES

FIGHT CANCER AND IMPROVE TREATMENTS

Every year, hundreds of Quebec children are diagnosed with cancer. Thanks to progress made in childhood cancer research, more than 80% of them will survive. But the fight does not end here. Researchers are working diligently to identify new, less invasive, and more efficient targeted therapies. They work to improve children’s quality of life during and post treatment, and to increase their chance of recovery.

As research progresses, so will the number of survivors. Even for poor prognoses, there has been an improvement in life expectancy. However, a significant number of survivors still struggle with extensive sequelae and long-term effects. Researchers are working actively to prevent those effects and improve the daily lives of survivors.

Leucan is proud to contribute to this collective effort by investing massively in clinical research. Since its inception in 1978, Leucan has awarded more than \$20 million to clinical research in pediatric oncology. Still, much remains to be done to cure those young patients and give them a chance at a bright future.

LEUCAN’S OBJECTIVES

- Improve the odds of survival so that all children affected by cancer can hope to reach adulthood
- Contribute to providing world-class treatments to children in Quebec
- Lessen the side effects of treatments
- Enhance the quality of life of survivors by reducing the risk of sequelae

In 2020-21, Leucan allocated \$1,005,443 to clinical research.

70% of childhood cancer survivors will develop sequelae. For 50% of them, the sequelae will be severe.

“I was diagnosed with cancer over 30 years ago. At the time, the treatments available made me extremely sick. I was vomiting every day and suffering terrible headaches during punctures. **With advances in research, treatments have evolved significantly and cause much less pain to patients today.** Medical teams also adopt a more holistic approach, taking into account the patient’s diet, physical condition, and general health. Research represents hope.”

Marie-Hélène St-Amour, Hosting and Support Services in Playrooms Officer, CHU Sainte-Justine and Leucan

MY FONDEST MEMORY OF LEUCAN: WHEN TWO WOMEN KNOCKED ON MY DOOR TO BRING GIFTS ON THE NIGHT OF THE VIRTUAL CHRISTMAS PARTY.



“On the day of diagnosis, we were told to stop everything. My husband and I are both freelancers in the artistic field. I’m an actress while he works as a props technician on sets. I had to cancel everything I had planned for the next few months: performances, tours, everything. I was crying as I was making phone calls. So was my husband. He had upcoming contracts: movies and other shooting projects. **Financial anxiety became a reality on that very day. We truly wondered how we were going to survive.** We were extremely worried. Leucan provided an initial grant of \$500 that covered part of the rent. We accepted it without a moment’s hesitation.”

Véronic, mom of Anaïs, 3, diagnosed with neuroblastoma, 17 months of treatment

↓ **LEUCAN’S INTERVENTION AXES**

FINANCIAL ASSISTANCE

Parents caring for a cancer-stricken child often cope with unforeseen financial issues arising from illness: leave of absence from work; travelling, babysitting, and accommodation costs, etc. This adds to the heavy weight already resting on the shoulders (and wallets) of highly stressed parents. To alleviate this burden, Leucan provides various grants to meet the needs of every family. This way, parents can focus on what matters most: their child’s recovery. Grants are also available for childhood cancer survivors dealing with physical or psychological sequelae from cancer and treatments. Additionally, there is an Emergency Fund to address the urgent needs of families whose precarious financial situation requires a more significant support (e.g., to buy food or cover the monthly rent).

LEUCAN’S OBJECTIVES

- Reduce the financial anxiety associated with pediatric cancer for parents
- Contribute to offsetting the loss of income when a parent must take an unpaid leave
- Improve the quality of life of survivors coping with sequelae
- Ensure accessibility to treatments

ASSISTANCE AVAILABLE

- Various grants: Initial Grant, Support Grant for a Bone marrow Transplant, Recurrence Grant, Monthly Care Access Allowance
- Emergency Fund
- Financial Assistance for Post-treatment Sequelae

↓
In 2019-20, \$1,351,458 was allocated in direct financial assistance to families.

→ “Financial assistance is such a crucial service since we do not know the financial situation of families before they become members of Leucan. Some already had trouble making ends meet. And bills do not stop coming in just because your child is diagnosed with cancer! For families living far away from major city centres, the additional travel costs add up, not to mention the care of the other children staying home. With the pandemic, we sensed even more despair in families. Therefore, the more generous people are, the more families we can help when they need it the most.”

Marie-Josée Simard, Family Services Agent



MY FONDEST
MEMORY OF LEUCAN:
ALL THE SWEET
MOMENTS.

“Hearing words like cancer, tumour, chemotherapy is always scary. The whole family’s life is turned upside down in one fell swoop. Alexander was too young to understand what was happening but the rest of us were so worried. **Leucan understands the reality of parents of cancer-stricken children. They support us and provide us with the tools we need to take care of our little one.** Because at the end of the day, he’s the one that matters the most. Leucan takes care of us so that we, in turn, can take care of our child.”

Patricia, mom of Alexander, 5, diagnosed with Langerhans cell histiocytosis, 15 months of treatment

↓ LEUCAN’S INTERVENTION AXES

COMFORT, INFORM, AND GUIDE

In Quebec, nearly one family is confronted with a new childhood cancer or recurrence diagnosis every day. When an ordinary visit to the emergency room for a fever or swollen glands turns into an immediate and prolonged hospitalization, the shock can be brutal.

Shortly after the diagnosis, every family receives a comforting welcome kit that acts like a ray of light in the dark clouds they face. Each kit contains helpful literature, a plush blanket, t-shirts tailored for treatments, a gift for the child, and other useful items. “Parents recognize fellow members thanks to this big red bag they carry with them everywhere. It’s like a symbol of belonging. The kit serves also as an introduction to all the support that will be available to them.” Leucan is a reassuring presence throughout the treatments. “At the hospital, we do outreach work, much like street workers. We walk the hallways, intervene with distressed parents in crisis situations, and work to provide immediate support, however it is needed,” says Annie Champoux, Welcome and Family Services Advisor, CHU Sainte-Justine.

Due to the pandemic, we had to support families differently, mostly through phone conversations. The extended absence of Leucan’s personnel from hospitals required close cooperation with medical teams on-site. The medical teams would alert Leucan to the admission of new young patients and distribute welcome kits to families. With the cancellation of in-person activities, a number of virtual meetings were held to inform, chat with, and entertain families.

LEUCAN’S OBJECTIVES

- Reduce the parents’ emotional distress at the time of diagnosis
- Reassure families through individualized support and appropriate information
- Support diagnosed children, and their parents and siblings through every stage of cancer and even after they go home

SERVICES AVAILABLE

- Physical and emotional support at the hospital and at home
- The Leucan Information Centre
- Welcome and comfort kit

→ “When the unthinkable, the improbable, the unimaginable happens, the team of Leucan is there to reassure families with a warm, kind, and energetic presence. We listen to them and explain the wide range of services available to meet their needs.”

Annie Champoux, Welcome and Family Services Advisor, CHU Sainte-Justine

↓
Over the past
year, 303 families
received a new
cancer or recurrence
diagnosis.





MY FONDEST
MEMORY OF LEUCAN:
THE ELF TELLING
JOKES AT THE
CHRISTMAS PARTY.

“Émile absolutely loved getting massages! I remember one of the massage therapists who visited on Mondays. She was using a technique she called the apple tree. The concept stayed with him. To this day, he still asks his grandmother to ‘make apples on his back.’ Massages were truly a time for him. It’s as if it transformed his state of mind: ‘This is my moment, I am calm and I’m getting my treat.’ He really loved it.”

Diana, mom of Émile, 6, diagnosed with acute lymphoblastic leukemia, 23 months of treatment

LEUCAN'S INTERVENTION AXES

LESSEN PHYSICAL AND PSYCHOLOGICAL PAIN

Fear. Anger. Helplessness. Most parents experience a huge emotional shock upon hearing their child’s diagnosis. They feel powerless in the face of the pain and side effects of cancer treatments. They are distraught and sometimes completely wrecked by such a difficult and uncertain prognostic. Through warm and individualized support, Leucan contributes to alleviate the psychological distress of families.

A SOOTHING TOUCH

Massage therapy relieves physical pain and reduces anxiety in sick children. “After going through a series of tests and treatments that can be quite invasive, massages are a way for children to see and experience touch in a positive light again,” says Line Brabant, a massage therapist with Leucan. Parents and siblings can also benefit from this service to relieve some of the stress associated with this ordeal.

Due to the pandemic, Leucan had to discontinue massage therapy services at home and suspend in-hospital massages for more than four months. “We returned to CHU Sainte-Justine progressively and on tiptoe,” explains Ms. Brabant. “Massage therapy became even more significant to break families out of their isolation. Since contacts with loved ones were restricted by the lockdown, it was a privilege to bring comfort through touch.”

AN INVALUABLE VIRTUAL SUPPORT

In 2020, the pandemic hit families dealing with end-of-life and bereavement especially hard. “The impact was swift and immediate,” says Ms. Cantin. “It completely disrupted end-of-life support and funeral rites and rituals. I received many phone calls from distressed parents. We just couldn’t let them down.” Leucan received more requests for psychological support than ever.

With the cancellation of in-person activities, the team worked hard to stay in close contact with bereaved families. “We quickly organized virtual support groups for fathers, mothers, and siblings. The initiative was quite successful. We were able to reach people from across the province. We also hosted a virtual commemorative ceremony that even included participants all the way from the Philippines! In the future, we will certainly offer a hybrid version of some services to accommodate more people.”

LEUCAN'S OBJECTIVES

- Alleviate feelings of helplessness in parents in the face of their child’s pain
- Help relieve the psychological distress experienced by the parents and siblings of the affected child
- Allow children access to pain relieving care
- Provide comfort care to bereaved families

SERVICES AVAILABLE

- Massage therapy at hospital and at home for cancer-stricken children, their parents, and their siblings
- Psychological support
- End-of-life and bereavement support services

→ “Every stage of the journey, be it the diagnosis or a recurrence, is a shock. Families feel disorganized, tired, and worried. We are there for them at every step. Not only do we give parents the opportunity to express their emotions, we also normalize them. They have every right to feel angry, sad, overwhelmed. We equip them with the tools they need to regain a modicum of control. We stand by their side, from the diagnosis until the recovery, but also through bereavement in case of death.”

Sylvie Cantin, Palliative Care and Bereavement Services Advisor for Leucan



MY FONDEST MEMORY OF LEUCAN: THE MOMENT WHEN I RECEIVED THE BIG RED BAG FROM LEUCAN.

“I think it’s fantastic that Leucan managed to continue to be there for families and children, even through virtual activities. I was a loyal participant! As soon as I’d get the email, I would go and sign up right away. It’s such a pleasure for me to take part in Leucan’s activities! It’s always fun, lively, and well organized. Even Ayden could join a few from the hospital.”

Tania, mom of Ayden, 12, diagnosed with Ewing’s sarcoma, 10 months of treatment

↓ LEUCAN’S INTERVENTION AXES

BREAK FAMILIES OUT OF THEIR ISOLATION AND CONTRIBUTE TO THEIR WELL-BEING

When children are diagnosed with cancer, their whole lives are turned upside down. Extended absence from school, countless visits to the hospital, painful treatments, changes in body image, and an increasingly fragile health all contribute to feelings of loneliness and unhappiness in affected children and even their loved ones. As part of its mission, Leucan seeks ways to break families out this isolation by offering a multitude of initiatives where sharing and mutual aid are at the forefront, including the Leucan-CSN Summer Camp, luncheon meetings, awareness-raising efforts and support in schools, and hosting in hospital playrooms.

With COVID, the Leucan playrooms had to close. However, they were able to reopen in the fall with some adjustments. “While the playroom was closed, we procured a few carts we could fill with games and other items to go visit families one at a time. It gave us a chance to see more children and parents individually. Children were looking forward to our visits. We could not be available in the same way but still, everyone was happy to see us again,” concludes Marie-Hélène St-Amour, Hosting and Support Services in Playrooms Officer, CHU Sainte-Justine.

Leucan also puts a strong focus on teenagers. Being diagnosed with cancer in such a pivotal time of their lives can be quite difficult. Throughout the year, the Heart-filled Hope support group hosts various activities specifically for teenagers: winter camp, Halloween party, trip to the sugar shack. Of course, with the pandemic, those fun get-togethers had to be replaced with virtual events such as a magic show, a Christmas party, an escape room game, and art therapy. “We looked for ways to create social activities at a time when teenagers had to stay quarantined. Virtual events enabled us to reach a greater number of participants across the province. We even included a few hospitalized teens,” explains Marie-Josée Simard, responsible of the Heart-filled Hope support group. “Our young members look forward to seeing each other again. In the future, we will organize both in-person and virtual activities every month.”

→ “When we are able to welcome families in our playrooms, our role is to create a warm and inviting atmosphere. We strive to provide a place where both children and parents feel at ease. They end up meeting again every week and forging bonds over time. It’s very nice to see. It’s an opportunity for us to reach out and listen to parents in an informal and reassuring setting, while children enjoy the games and crafts available. It lends a positive note to their day.”

Marie-Hélène St-Amour, Hosting and Support Services in Playrooms Officer at CHU Sainte-Justine

↓
In 2020-21, Leucan supported 85 affected children as they returned to school and raised awareness about childhood cancer with nearly 1,000 students
↑

LEUCAN’S OBJECTIVES

- Reduce the sense of isolation in families
- Contribute to the well-being of children undergoing treatments
- Help childhood cancer survivors enjoy a positive and more independent life
- Support efforts to increase the immediate circle’s understanding and empathy about the new reality of cancer-stricken children and their families

SERVICES AVAILABLE

- Socio-recreational activities
- Hosting in hospital playrooms
- School Awareness Program and support
- Support to childhood cancer survivors



↓ ESSENTIAL VIRTUAL ACTIVITIES

SOOTHING THE DAILY LIFE OF FAMILIES

→ During a typical year, the member families of Leucan take part in dozens of in-person socio-recreational activities hosted by the Association. Those supervised activities are tailored to their needs, break them out of their isolation, and give them the opportunity to meet other families also coping with childhood cancer. When the lockdown was ordered in March 2020, Leucan quickly shifted to solution-mode and re-imagined most of its socio-recreational activities virtually. Those changes made it possible for the Association to expand activities beyond their typically regional settings. Now, more than a year after the beginning of the lockdown, Leucan is proud to have maintained the socio-recreational activities so dear to member families.

The first major provincial activity held by Leucan in COVID times was the traditional **Halloween party**. On the program: big pumpkin parade, themed bingo, emoji quiz, and musical performance from two La Voix Junior alums.

Targeted at youths aged 12-18, the Heart-filled Hope support group welcomes cancer-stricken youths, their siblings, as well as bereaved brothers and sisters. This year, the group celebrated Halloween virtually with a huge **escape room game**. In spite of COVID, young members met virtually throughout the year to stay in touch with friends and share unique and joyful moments.

The traditional **Christmas party** for member families of Leucan also took place on December 13, 2020. More than 230 families joined the virtual party organized by the team of Leucan. Santa Claus, the fairy queen and even Marie-Mai, the godmother of Leucan, were not deterred by the pandemic. At the end of the night, elves distributed gifts to all member children. A week later, the young members of the Heart-filled Hope support group also gathered virtually to celebrate the Holidays, teen style. Gifts were shipped by mail to all the kids in attendance. Even during the lockdown, Leucan found ways to spread joy and a little bit of magic in the lives of families.

For Valentine's Day, Leucan brought a touch of **virtual humour** to parents of cancer-stricken children across Quebec. Radio host Josée Boudreault and her husband Louis-Philippe Rivard presented their stand-up comedy show, "Même nous on se tape sur les nerfs", to some hundred member couples.

At the end of March, the classic **sugar party** also went virtual, plaid shirts and all! Even remotely, families enjoyed a festive ambiance, traditional music, and a raffle with awesome prizes!





CARE AND COMFORT FOR BEREAVED FAMILIES



The pandemic lockdown completely disrupted the grieving process of families. The team of Leucan had to pivot quickly and focus its efforts on providing psychological support remotely. In-person activities normally held to break down the isolation were transformed into virtual sessions. In spite of it all, the team managed to create virtual activities where bereaved families could still share, support each other, and be heard.

In June 2020, a first **virtual support group** was launched, targeting **bereaved fathers**. After this successful initiative, a second virtual support group was created, for bereaved mothers this time. Since September, there have been meetings every five or six weeks open to all member parents across Quebec who have lost a child. Each session welcomed between 9 and 24 participants. Some rules were set up to ensure everyone's safety (e.g., cameras and microphones had to stay on throughout the session), and the team followed-up with individual emails to each participant at the end of the session. These virtual groups will be maintained even after the pandemic as part of the service offer to bereaved families.

We also initiated a pilot project of **art therapy workshops** for bereaved siblings aged 7-10 and 11-16. We received so many registrations that we wound up hosting three workshops instead of the two planned originally. The art therapy workshops gave children and youths an opportunity to create freely and with a little privacy. Here as well, a few rules were established to ensure the emotional well-being of all the young participants. The team also sent follow-up emails to parents to keep them updated on their children's progress and state of mind. In view of this high level of participation and the very positive feedback we received, new workshops will be organized in the next few years, even after the pandemic.

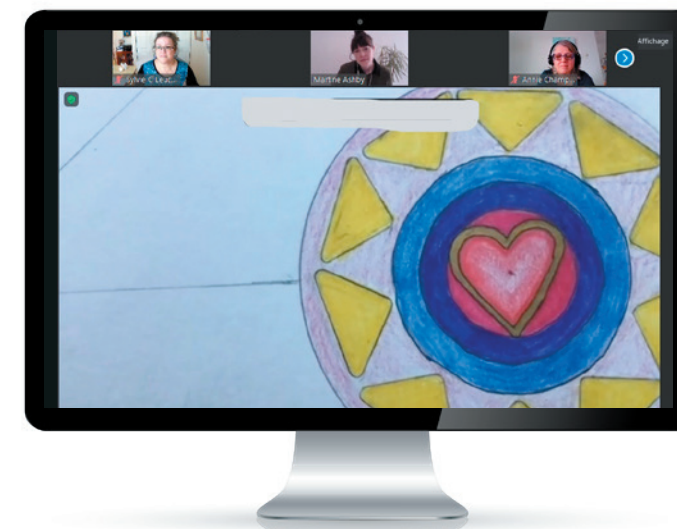


On December 6, 2020, Leucan hosted its annual **commemorative ceremony** in loving memory of deceased children on Zoom. On the program: readings and an audio-visual presentation with singer Beyries and actress Dominique Pétin. A total of 200 people as far away as the Philippines tuned in for the ceremony. The commemorative ceremony is the only activity open to the extended family (grandparents, uncles, aunts, etc.). To pay homage to the dearly departed children, Leucan asked people in attendance to make a candle and to light it when their child's name was called. At the end of the ceremony, the session stayed open for 30 minutes to allow exchanges between families. In the upcoming years, we are planning on hosting a ceremony that will combine both in-person and remote attendees to include more people.

The **pampering stay for bereaved mothers** was also turned into an online event this year due to the pandemic. It normally involves a weekend stay at a resort. This year, the team prepared six virtual sessions, each with a specific topic. The first session talked about the grieving process. The second and third sessions gave mothers a forum to share their personal stories. The fourth was a workshop on the voice, while the fifth taught women how to create a mandala. The sixth and final session was all about self-care and concluded with the usual closing ritual. All the activities were supervised by the team of Leucan who checked in with participants throughout the sessions.



Despite this year's changes, the Leucan team has managed to offer bereaved families many virtual activities fostering sharing, listening and mutual aid.





THE LEUCAN SHAVED HEAD CHALLENGE



→ “Confined, connected and united for children with cancer” is a theme that perfectly encapsulates the brave and generous participants of this year’s Leucan Shaved Head Challenge, presented by Proxim. In 2020-21, 2,423 courageous individuals took part in this one-of-a-kind fundraising event. At home, alone or as part of a collective shaving day hosted on Zoom, participants truly made this year’s Challenge their own and showed that it is possible to cheer on each other, even from a distance. Thanks to their commitment and the generosity of their supporters, nearly \$3.7 million was raised for the cause. Leucan is extremely grateful to all participants of the 2020-21 edition; Proxim, the presenting sponsor of the event since 2016; Dominic Paquet, the Challenge’s spokesperson since 2012; all regional honorary presidents; all family spokespersons; and our many partners and donors for their remarkable generosity.

THE LEUCAN SHAVED HEAD CHALLENGE CELEBRATES 20 YEARS

On May 31, 2020, Leucan held the first edition of the Great Virtual Gathering for the Leucan Shaved Head Challenge to pay tribute to all participants and celebrate the Challenge’s 20th anniversary. The Great Virtual Gathering began in the morning with a live session hosted by Leucan on Zoom during which more than 350 individuals got their heads shaved across Quebec. Marie-Mai, Leucan’s godmother, and Dominic Paquet, spokesperson for the Leucan Shaved Head Challenge, also took part in this virtual gathering to cheer on participants and thank them for their wonderful gesture.

Later at 5 p.m., Jay Du Temple took over the mic on the Challenge’s Facebook page for a live celebration with many guests, complete with a touching and intimate acoustic performance by Marie-Mai. Singer Adamo not only performed his latest single, Libre, exclusively for Leucan but also had his turn under the razor blade live on Facebook. Stand-up comedians Dominic Paquet and Arnaud Soly added a wonderful touch of humour to the event, much to the participants’ delight. Ève Salvail also took on the Challenge live and actor and host André Robitaille endeavoured to do the same on his Facebook page the following month.

The event concluded with an unveiling of the amount raised by all participants in the Challenge since the beginning of the lockdown: \$1,063,500!

Individual Challenges raising \$10,000 or more

- Alexandra Hould
- Catherine Cantin
- Jeff Paquet
- Rébecca Laurier
- Arnaud Soly
- Jasmine Guay
- Malek Chamoum



THE LEUCAN LEADERSHIP CHALLENGE

The Leucan Leadership Challenge is a sub-initiative of the Leucan Shaved Head Challenge with the goal of rallying leaders from across the province around the cause and to recognize groups raising more than \$10,000 (youth strand) or \$25,000 (corporate strand).

Thanks to the Corporate Leaders

- Pascale Bouchard, Leucan
- Michelle Cialdella, Clinic Division, Functionalab Group and Partners: Dermapure and Project Skin MD
- Construction Longer
- Brigitte Dagnault, Sun Life
- Financière Fairstone
- Brigitte Jalbert, Carrousel Packaging Inc.
- Mireille and the listeners of Première heure
- Sophie Mongeon, Desroches Mongeon Avocats
- Sophie Mottard, MD, FRCSC
- Nancy Raymond, Steamatic Canada
- Rousseau Métal
- Tam-Tam\TBWA
- City of Magog and Lacosta Communication

Thanks to the Youth Leaders

- Amy Pelletier
- Benjamin Gratton
- Cégep de Saint-Hyacinthe
- Collège Jean de la Mennais
- Collège Trinité
- École Le Tremplin
- Fédération Étudiante de l’Université de Sherbrooke - Regroupement étudiant de maîtrise, diplôme et doctorat de l’Université de Sherbrooke (FEUS – REMDUS)
- FFG (Université Laval)
- Mr. Simon’s classroom
- Polyvalente Le Carrefour
- The Jonquière Érites
- The Victoriaville Tigres
- The Sherbrooke Phoenix



→ Leucan wishes to pay special homage to Mr. Serge Tremblay who founded the Leucan Shaved Head Challenge 20 years ago. In 2001, 65 individuals, including Serge, got their heads shaved to show their support with cancer-stricken children. This brave gesture raised \$10,500 for Leucan. Over the past 20 years, thousands of participants have had their heads shaved and raised millions of dollars. Today, the Challenge is the Association’s flagship event. In 2020, Serge also wanted to mark the 20 years of the Challenge by shaving his head and he has raised more than \$20,000. From the bottom of our hearts, we thank Serge and all the participants who took the big leap for the cause.

EMBRACING A BOLD NEW LOOK TO TRANSFORM THE FUTURE OF THOUSANDS OF CHILDREN

On February 15, 2021, to mark International Childhood Cancer Day, Leucan unveiled *Les Audacieuses*: a solidarity movement unprecedented in Quebec, bringing together a group of exceptional women from various backgrounds to inspire generosity across the province. On March 28, as part of an online event hosted by Vanessa Pilon, those brave women took the most powerful and significant action possible for cancer-stricken children: completing the Leucan Shaved Head Challenge. During a

short campaign of only five weeks, they raised \$360,000, smashing their initial fundraising goal of \$200,000.

Pascale Bouchard, Executive Director, Leucan

Marie Brousseau, Proxim affiliated Pharmacist-Owner

Michelle Cialdella, Chief Operating Officer, Clinic Division, Functionalab Group and Partners: Dermapure and Project Skin MD

Brigitte Dagnault, Assistant Vice-President, Marketing – Canada, Sun Life

Brigitte Jalbert, President and CEO, Carrousel Packaging Inc.

Alicia Kazobinka, speaker and militant for the trans community

Sophie Mongeon, Partner, Desroches Mongeon Avocats, and Spokesperson, 1-855-MAITRES.com Network

Sophie Mottard, MD, FRCSC, Orthopedic-Oncology Surgeon, CHU Sainte-Justine, Maisonneuve-Rosemont Hospital, and Santa Cabrini Hospital

Safia Nolin, singer-songwriter

Nancy Raymond, President, Steamatic Canada



20 INSPIRING LEADERS SUPPORT LEUCAN RÉGION QUÉBEC

On March 23, 2021, Leucan Région Québec launched the 2021 edition of the Leucan Shaved Head Challenge in the greater Quebec City and Lévis regions. For this edition, the regional office called on business leaders involved in their community. This group set out to raise \$500,000 for Leucan. They finally took on the Challenge on June 29, 2021. Leucan congratulates and thanks them for making such a tremendous difference for cancer-stricken children.

From left to right:

Nicholas Pedneault, President, Congebec

Martin Sévigny, General Manager, Caisse Desjardins de la Chaudière

Daniel Plante, President, Daharpro Construction

Alex Harvey, Student-at-law, BCF Avocats d'affaire

Charles Tanguay, Vice-President, Sales and Finance, Groupe Tanguay

Yvon Charest, Past-President, iA

Denis Ricard, President and Chief Executive Officer, iA

Michel Dallaire, Chief Executive Officer, Groupe Dallaire

Michel Parent, Honorary President, President, Logisco

Anthony Falardeau, Child spokesperson

Mathis Berger, Child spokesperson

Marc Villeneuve, Honorary President, Vice President, Development and Partnerships – Eastern Quebec Desjardins

Samuel Massicotte, Partner, Stein Monast

Alain Fortier, CPA Auditor, CA Partner, Mallette LLP

Jean St-Gelais, Chair of the Board of Directors, Beneva

Carl Viel, President and Chief Executive Officer, Québec International

George Blouin, President, Synchro Inc.

Sylvain Auger, President, Groupe Autobus Auger

Daniel Vermette, President, Groupe Santé Expert

Jacques Auger, President, Transport Jacques Auger



40 GIANTS FOR LEUCAN



Stéphane Chevigny, President, Chief Executive Officer, Intersand

Franca Riso, Vice President, Montoni

Geneviève Brouillard, Senior Vice President, Quebec and Ontario Region, Scotia Bank

Louis Pilon, President and Chief Executive Officer, Jamp Pharma

Nadine Renaud-Tinker, President, Quebec Headquarters, RBC

Mélanie Parent, Partner, Ferme Ghislain Brodeur

Stéphane Piché, Co-Founder, Premium ressources humaines

Danielle Lysaught, Director, Fonds Hamelys

Barry Cole, President and Chairman, Cole Foundation

Larry Rossy, Chairman, Dollarama Inc., The Rossy Family Foundation

Nathalie Larue, Executive Vice-President of Strategy, Marketing and Personal Services, Desjardins Group

Véronique Tougas, President, Groupe Cambli inc.

Pierre-Luc Richard

Léon Gosselin, Gosselin Family Foundation

Cyril Paciullo, Chief Executive Officer, Positive Byte

Raymond Ouellette, Fondation Nicole Bissonnette et Raymond Ouellette

Eric Fortin, Administrator and Secretary, Lise and Richard Fortin Foundation

Mario Caron, Vice-President, National Bank Private Banking 1859

Roland O. Cyrenne, C.Q.

Marielle Jetté, President, Fondation Bergeron-Jetté

Nicolas Rouault, Vice President, Strategy and Development, Fixed Income, Caisse de dépôt et placement du Québec

Fannie Jacques, Vice-President, People and Culture, TELUS

Stephen Bouchard, President, Labelink

Brigitte Jalbert, President, Carrousel Packaging Inc.

Nancy Raymond, President, Steamatic Canada

Five generous donors have agreed to join the 40 Giants for Leucan while remaining anonymous.



40 Giants for Leucan is a major fundraising campaign with the goal to unite 40 individuals who endeavour to donate a minimum of \$40,000 to the Association. Their noble goal: raising \$1.6 million to improve treatments and the daily lives of childhood cancer survivors. Leucan warmly thanks the new Giants who joined the movement for their outstanding commitment to the cause of cancer-stricken children.



PROVINCIAL AND MULTIREGIONAL ACTIVITIES

→ THE LEAGUE OF DEFENDERS

In the past year, a number of new supporters joined Leucan's League of Defenders—a group of business leaders and regular citizens with a desire to support the families of Leucan. To join this extraordinary League, they all made a donation of \$1,000 or more. Leucan thanks them sincerely for their commitment and generosity.

Corporate Donors — \$5,000 and up

- Burrowes Courtiers d'Assurances
- Charles River Laboratories
- Fondation Odette et Joey Basmaji
- Fxti
- Groupe Intersand Canada inc.
- Harnois Énergies
- Hasbro
- Inov Concept
- La Capitale
- Location de camions Eureka
- Lowe's Canada
- Métal Labonté
- Metro Inc.
- Niobec
- OK Pneus St-David
- Power Corporation of Canada
- RBC
- Regroupement des Caisses Desjardins du Sud des Laurentides
- Remtec
- Ressorts d'autos et camions Rock
- Rousseau
- Scotia Bank
- Suspensions et Ressorts Michel Jeffrey
- Ultramar Foundation

Individual Donors — \$1,000 and up

- Éric Brochu
- Stéphane Chevigny
- Pierre-Luc Richard
- Patricia Tonelli



THE LEUCAN SKI CHALLENGE

The Leucan Ski Challenge, co-presented by Fenplast and Desjardins, was of course adjusted in order to be held safely during the pandemic. From March 13 to March 21, 2021, participants skied or snowboarded for four hours at one of the six participating ski resorts. Alternatively, they could also participate in another winter sport for four hours.

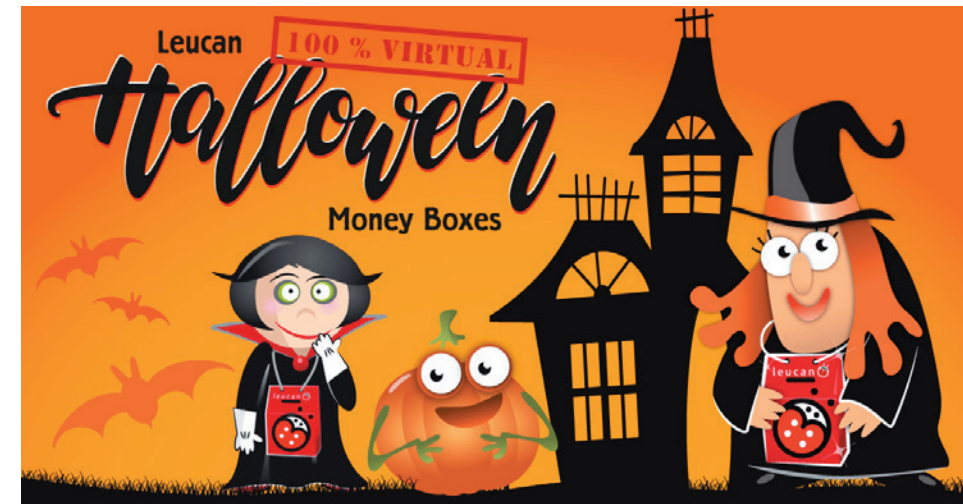
One week after the event, on March 28, participants, donors, and supporters were all invited to a virtual Après-Ski event. Félix Séguin, the lead play-by-play commentator for the Montreal Canadiens on TVA Sports and spokesperson of the Leucan Ski Challenge, hosted this special celebration live on Facebook and announced that, thanks to all participants and donors, \$448,000 was raised for Leucan.

Leucan is grateful for the generosity of our provincial spokespeople, Katherine Levac and Félix Séguin, and presenting sponsors, Fenplast and Desjardins. Huge thanks go to all the volunteers, regional sponsors and partners for their invaluable contribution.



THE LEUCAN HALLOWEEN MONEY BOXES

In 2020, Leucan innovated with the creation of virtual money boxes for its Halloween campaign. In compliance with public health instructions, every participating school was assigned its own virtual money box to collect donations online easily and securely. Schools also had access to an array of fun and interactive activities online, developed in consultation with education professionals to promote learning, discussions, and civic engagement. For this 21st edition, 195 schools raised \$123,486 for the cause.



NOËL GOURMAND LEUCAN

With all in-person benefit events cancelled due to COVID, Leucan developed a new concept: Noël Gourmand Leucan, presented by RBC, from November 19 to December 19, 2020. Thanks to the generosity of Quebecers, 840 gourmet boxes were sold in six regions of Quebec. The Association is very proud of the success of this first edition and thanks all the lovers of good food for taking part in this culinary experience benefiting Leucan.

Big thanks go to our partners, National Bank Private Banking 1859 and Me Claude Paquet from BCF; to our in-kind sponsors, SAQ and Fromages d'ici; and to Voiles en Voiles, sponsor of the game included in each gourmet box. Leucan is also grateful to the chefs and caterers who made this initiative possible.



Leucan has succeeded in transforming its fundraising campaigns to adapt to the pandemic.







PLANNED GIFTS AND INDIVIDUAL DONORS

→ Every year, thousands of people choose to support the cause of cancer-stricken children. Every gift helps and makes a difference. Leucan is especially grateful to all the donors and partners who demonstrated their care and altruism, even in these unprecedented times. It is thanks to their generosity that Leucan can continue its mission.

→ PLANNED GIFTS

In the past year, Leucan received the total amount of \$301,995 from generous individuals who included Leucan in their financial, tax or estate planning. It may consist of a bequest, life insurance, shares, or bonds. Leucan is extremely grateful to all the compassionate individuals who choose to maintain their commitment to the cause even after their own death.

Leucan acknowledges the following bequests:

Monique Beauregard, Edith Champoux, Gérard Doucet, Robert Douglas Vincent, René Labrecque, Margaret Mckee, Diane Roch et Ruth Schneider.



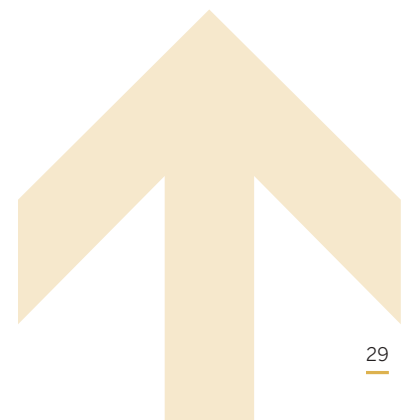
INDIVIDUAL DONORS

\$1,000-\$9,999

- | | | | |
|--------------------------|----------------------|-------------------------|--------------------------------|
| Stephen Adamian | Martin Dagneau | Roger Laporte | Francis Rhéaume |
| Reda Amor | Ginette Daigneault | Guillaume Larivière | Denis Ricard |
| Guy Archambault | Réjean Dallaire | Martin Lavigne | Marie-Ève Ringuette |
| Ali Argun | Pierre David | Marc-Antoine Leblond | Guy Rivière |
| Léonidas Aubert | Stefanie Derome | Audrey Lefebvre | Isabelle Robillard |
| Luc Auclair | Charles Desjardins | Jacques Lefresne | Dany Rochette |
| Pierre-Luc Auclair | Frank Dottori | Lania Lelaidier Hould | Benoit Rochon |
| Marc Beauchamp | Gisèle Doucet | Sébastien Lemay | Lili Rochon |
| Carol Beaudry | André Doyon | Frédéric Lepage | Luc Rodrigue |
| Martin Beaudry | Édith Dubois | Julie Lévesque | Jean-François Rouillard |
| Louis-Marie Beaulieu | Pierre Dufresne | Pierre Lévesque | Steeve Roy |
| Serge Beausoleil | Jean Dumas | Amanda Lopes | Ginette Sainte-Marie |
| Berthe Bélanger | Isabelle Éthier | Richard Losier | Marie-Claude Saucier |
| Claude Bellemare | Henry Fenchel | Francis Maheu | Uri Selbiger |
| Pier-Paul Belzil-Lacasse | Yves Filion | Maryse Mailhot | Grant Shannon |
| Christian Bernard | Cynthia Fish | Thérèse Makram | Guylaine Sheehy |
| Michèle Billard-Marcoux | France Forget | Jean Marchand | Sheridan & Brouillard (family) |
| Michel Blais | Luc Frenette | André Marcoux | Lucille Spinelli |
| Richard Boisvert | Gilles Gagnon | Philippe Marion | Danielle St-Pierre |
| Daniel Borsuk | Ève Chantal Gagnon | Paule Massicotte | Patrick St-Roch |
| Marie-Mai Bouchard | Marcel Gagnon | Richard Massicotte | Kassandra Sultana |
| Marie-Philippe Bouchard | Michel Gagnon | Samuel Massicotte | Carl Tanguay |
| Pascale Bouchard | Richard Gagnon | Luc Maurice | Alexandre Thiboutot |
| Michel Boucher | Benjamin Garant | Yves Mayrand | Patricia Tonelli |
| Patrick Bouffard | Denise Gaudet Gagnon | Artur Meier | Gilles Tremblay |
| Michel Bourassa | Sylvie Gaumond | Pierre Meloche | Jean-François Trudeau |
| Carole Breton | Christian Gendron | Serge Méryneau | Claude Turgeon |
| Éric Brochu | Yanick Gervais | Claude Morency | Alan Turner |
| Léon Buteau | Jean-François Girard | Louis Morissette | Martine Vlasic |
| Denis Cadieux | Philip Goyette | Ginette Nicole | John Stephen Wilson |
| Robert Cantin | Lysanne Groulx | Jean Nollet | Melodie Yates |
| Suzanne Caron | Susan Hale | Anna Karina Obara | Donglu Yu |
| Jean-François Champoux | Claude Jacques | Elie Ouzilleau | |
| Stéphane Chapdelaine | Martine Jalbert | Johanne Paiment | |
| Guillaume Charest | Denise Jauvin-Harvey | Danielle Parent | |
| Claude Charrette | Audrey Kenny | John Patchoski | |
| Daniel Chartier | Frederic La Brie | Nicholas-Paul Pedneault | |
| Stéphane Chevigny | Susan Labrecque | Alain Péladeau | |
| Francine Clermont | Andrée Laforest | Simon-Pierre Péladeau | |
| Jean-François Cloutier | Marc Lafortune | Normand Piché | |
| Denis Coderre | Luc Lajeunesse | Cédric Pilon | |
| Alain Corbeil | Stéphane Lamarre | Steve Pinard-Bédard | |
| Patrick Cossette | Guylaine Landry | Simon Poirier | |
| Anne-Marie Côté | Guy Langlois | Yves Prévost | |
| Marielle Côté | Michel Lanoue | Gilles-Olivier Proulx | |
| Jacques Cyr | Yves Lanthier | Pascal Ranger | |
| Madeleine Dagenais | Jeanne Laperrière | Pierre Raymond | |

\$10,000 and up

- Roland O. Cyrenne
- Cyril Paciullo
- Pierre-Luc Richard





CORPORATE DONORS

→ \$5,000-\$24,999

152312 Canada inc.	I-Nov Concept
Burrowes Courtiers d'Assurances	Labelink
Caisse Desjardins des Patriotes et St-Bruno	Larochelle Groupe Conseil Inc.
Cascades Canada	Les Hématologues-oncologues du CHU Sainte-Justine
Cole Foundation	Location de camions Eureka Inc.
Charles River Laboratories	Lowe's Canada
Chaussures Régence	Macpek Inc.
Conam Charitable Foundation	Malpack Ltd
Concept C. Shop	Mines Agnico Eagle
Construction Longer	Modes Corwik
Elkem Metal Canada Inc.	National Bank of Canada
Ferme Ghislain Brodeur	National Bank Private Banking 1859
Financière Fairstone	Niobec
Financière Sun Life	OK Pneus St-David Inc.
Fondation Bergeron-Jetté	Power Corporation of Canada
Fondation Bon départ de Canadian Tire du Québec	Premium ressources humaines
Fondation familiale Isabel Folco et Bruno Roy	RBC
Fondation La Capitale	Regroupement des Caisse Desjardins du Sud des Laurentides
Fondation Nicole Bissonnette et Raymond Ouellette	Remtec Inc.
Fondation Odette et Joey Basmaji	Ressorts d'Autos et Camions Rock inc
Fonds Fondation Paul-A. Fournier	Rousseau Métal
Fonds Jacques Foisy	Scotia Bank
Fxti	SherWeb
Gestacom Ltd	Suspensions et Ressorts Michel Jeffrey
Groupe Intersand Canada	TELUS Foundation
Groupe Mercille	Transport Jacques Auger
Harmonia Assurance	Ultramar Foundation
Harnois Énergies	Walmart Canada

\$25,000-\$49,999

In the past year, the **Caisse de dépôt et placement du Québec** donated \$40,000 to Leucan, effectively joining the ranks of the 40 Giants for Leucan. This amount was earmarked for clinical research and services to childhood cancer survivors. Leucan thanks the Caisse de dépôt et placement du Québec for this incredible gesture.

Once more this year, the **Fédération des producteurs d'œufs du Québec** (FPOQ) donated \$25,000 to Leucan to provide food assistance to families during the Holidays. With this generous gift, Leucan distributed grocery store gift cards to about 150 families of cancer-stricken children. Leucan and all member families extend their warmest thanks to FPOQ and the 165 egg producers in Quebec for their great generosity. Leucan is very proud to have been able to count the Fédération des producteurs d'œufs du Québec among its major donors for the past 16 years.

Leucan wishes to highlight the exemplary generosity of **Fondation Lise et Richard Fortin** and its gift of \$25,000 to the 40 Giants for Leucan campaign and the Noël Gourmand Leucan initiative. On behalf of Leucan and all cancer-stricken children, thank you!

Every year since 2017, **Hasbro Canada** has been donating gifts to be distributed to member children of Leucan at the traditional Christmas party of Leucan Montérégie. In addition, Hasbro is a proud participant in several fundraising activities organized by this regional office. With the cancellation of the party in 2020, Hasbro Canada still wanted to make a difference in the lives of cancer-stricken children and donated \$25,000 to the Association. Thank you, Hasbro Canada, for this remarkable gift!

Mouvement Desjardins has been a loyal supporter of Leucan for many years now. Whether it be a donation to a fundraising campaign, a contribution to a Leucan program targeted to families, or the individual involvement of an employee as ambassador or honorary president for one of our campaigns, we know that we can count on the unfailing support of this inestimable partner.

On March 28, 2021, Nancy Raymond, President of **Steamatic Canada**, took her turn under the razor blade as part of Les Audacieuses. All donations made to Nancy Raymond's fundraising campaign were matched by Steamatic Canada, resulting in an additional amount of \$25,000 for the cause. Nancy Raymond also joined the 40 Giants for Leucan. The Association is very grateful to Ms. Raymond for daring to join the Audacieuses and to Steamatic Canada for this generous contribution.

TELUS has been supporting Leucan in myriad ways for several years. In 2020, TELUS donated \$40,000 to Leucan, thus joining the exclusive club of the 40 Giants for Leucan. With this incredible commitment from TELUS, Leucan worked to improve the quality of life of children undergoing treatments and the services available to survivors. Thank you from the bottom of our hearts!

→ \$50,000 and up

Carousel Packaging Inc. proudly supported their President and CEO Brigitte Jalbert by doubling the amount raised as part of Les Audacieuses. This \$50,000 donation also marks the company's 50th anniversary celebrated in 2021, and Ms. Jalbert thus joins the 40 Giants for Leucan. This generous support is very valuable for Leucan and children with cancer.

iA Financial Group has been a generous and loyal partner of Leucan Région Québec for many years now. In 2020, iA donated \$60,000 to the Association to support families with a newly diagnosed child and to invest in clinical research. iA also committed to contributing \$60,000 a year for three years, which will enable Leucan Région Québec to maintain its services to families. On their behalf, the entire team of Leucan thanks iA for this incredible multi-year commitment.



Our partners' generosity has enabled us to continue our mission during those difficult times.





COMMITTED PARTNERS

- **\$5,000-\$24,999**
- CIBC Children's Foundation
 - CSN
 - Fenplast
 - Glencore Fonderie Horne
 - Intermiel
 - Joseph de Palma et Les Amis d'Elsie Nadeau
 - Kébec St-Jean Électrique Inc.
 - La Classique KR
 - L'Oréal Canada
 - Métro Plouffe
 - Procom
 - SherWeb
 - Souris Mini
 - The Montreal Canadiens
 - Tournoi de golf Normand Laurence

\$25,000-\$74,999

Leucan is thrilled to have counted on the partnership of **Association des constructeurs de routes et grands travaux du Québec (ACRGTQ)** for the past 19 years. In spite of a difficult year that saw the cancellation of their regular fundraising activities, members of ACRGTQ contributed the generous amount of \$50,000 to Leucan. Since the beginning of this partnership, a total of \$913,000 has been raised for Leucan to, among other things, cover transportation costs for remote families having to travel to urban centres for their child's therapy. We are so grateful to ACRGTQ for always being there for cancer-stricken children and their families.

From October 10-12, 2020, customers of the 31 **Canac** hardware stores across Quebec were encouraged to add a donation to Leucan to their purchase. The splendid generosity of Canac and their clients helped to raise \$36,500 for cancer-stricken children and their families—a record amount since the first edition of this annual campaign eight years ago. Since 2013, Canac has donated \$161,668 to the cause. From the bottom of our hearts, thank you!

In 2010, **Larochelle Groupe Conseil Inc.** introduced a payroll deduction program for employees interested in making a regular donation to Leucan. To increase this support to cancer-stricken children and their families, Larochelle Groupe Conseil Inc. also contributes an annual corporate gift to the Association. Since the beginning of this partnership, more than \$200,000 has been awarded to Leucan. We are extremely grateful to Larochelle Groupe Conseil Inc. for this commitment and to their employees for their generosity.

To comply with public health measures, the 12th edition of **Pro-Am Gagné Bergeron** was transformed into a virtual auction and cycling challenge. Both events raised \$28,000 for Leucan. The success of these initiatives is due in large part to the Pro-Am's two ambassadors: legendary NHL player Simon Gagné and Patrice Bergeron from the Boston Bruins. Leucan Région Québec is truly privileged to count on the dedication and generosity of the team of Pro-Am Gagné Bergeron. On behalf of cancer-stricken children, thank you!

While the 11th edition of the **Ultramarathon** benefiting Leucan Saguenay-Lac-Saint-Jean had to be cancelled due to COVID, the creativity and generosity of the event's organizing committee helped to raise \$63,000 for the cause. Leucan wishes to acknowledge the dedication of this team for renewing their support to cancer-stricken children and their families year after year.



\$75,000 and up

The annual **Tim Hortons Smile Cookies** campaign was a resounding success this year. Four regions in Quebec went above and beyond to support cancer-stricken children and their families. Thanks to the efforts of a group of franchise owners in the Eastern Townships, Laurentians, Montérégie, and Abitibi-Témiscamingue, the outstanding amount of \$187,860 was raised for Leucan in just one week in September. Leucan feels privileged to be among the recipient organizations of the Tim Hortons Smile Cookies campaign and warmly thanks all participating franchise owners for choosing to support children with cancer and their families. We also thank all customers who supported the campaign by purchasing a cookie.



For Christmas and Valentine's Day, Leucan Estrie launched two **Gourmet Boxes** with the kind participation of Auberge Stanstead. Lovers of fine cuisine purchased a total of 737 boxes, raising the amount of \$48,000. Over the Holidays, Leucan Région Québec also unveiled a Gourmet Box prepared by restaurant Le Quarante 7. Nearly 3,200 boxes were sold, raising a total of \$80,000 for the regional office. Through the outstanding contribution of gifted restaurateurs and the generosity of the public, Leucan Estrie and Leucan Région Québec received almost \$128,000 from this initiative.



For a seventh consecutive year, **Mia Bijoux**, in partnership with Leucan, created and sold the Earrings of Hope, an elegant pair of earrings, with proceeds going to cancer-stricken children and their families. For every pair sold, \$20 was donated to Leucan. In the past year, the sale of the earrings raised \$160,000 for Leucan. Since the beginning of this Mia Bijoux and Leucan partnership, a total of \$1,030,000 has been collected for the cause. Leucan is so thankful to Mia Bijoux for this wonderful commitment and to all the loyal customers proudly wearing Leucan on their ears and in their hearts!



Despite the cancellation of the much beloved Promenade en camion event typically held annually by **Transport Jacques Auger**, the company still found ways to continue to support cancer-stricken children and their families. Mr. Auger and his team put together a fundraising campaign, calling on the regular partners and supporters of the regular Promenade event. This campaign raised \$108,803, bringing the total contribution of Transport Jacques Auger to \$1,540,700 since the first year of this partnership. We sincerely thank you!



CAMIE AWARDS AND SPONSORS

→ THE CAMIE AWARD

The Camie Awards are given to outstanding individuals who have been volunteering to support Leucan's philanthropic efforts over several years.

This year, Leucan is proud to present the Camie Award to **Mr. Kim Labrecque**, owner of the **Mia Bijoux** chain of boutiques. His dedication and the involvement of everyone in his team has translated into more than a million dollars raised for Leucan through the sale of the Earrings of Hope created specifically for the Association. On behalf of Leucan and all cancer-stricken children across the province, thank you!



MONETARY SPONSORS

→ \$5,000-\$24,999

- BCF Avocats d'affaires
- Caisse Desjardins de Trois-Rivières
- Caisse Desjardins du Cœur-de-l'Île
- Desjardins
- Fenplast
- Fondation Ordina-Cœur
- National Bank Private Banking 1859
- Niobec
- RBC
- Toitures Brault
- Transport Bourassa

\$25,000-\$49,999

CRH and its Demix divisions have been the presenting sponsors of the Leucan Mighty Challenge since 2018. In addition to a \$25,000 sponsorship every year, CRH and its Demix divisions organize various fundraisers throughout the year and encourage their employees to team up and take on the Leucan Mighty Challenge. They also offer logistics assistance to the planning team, making it possible for Leucan to provide participants with an event of the highest quality. Leucan feels privileged to have benefited from the support of CRH and its Demix divisions over the past three years. On behalf of cancer-stricken children and their families, thank you!

\$100,000 and up

Proxim has been a loyal ally of Leucan since 2011. In addition to being the presenting sponsor of the Leucan Shaved Head Challenge with an annual monetary sponsorship of \$105,000 since 2016, Proxim also hosts several activities throughout the year to raise more money for Leucan. Last February, Proxim launched donations at the till in all its pharmacies, raising \$17,000 for the cause. In March 2021, six employees from Proxim and McKesson took on the Leucan Shaved Head Challenge live on Proxim's Facebook page. More than \$13,500 was collected. In addition, Marie Brousseau, an affiliated Pharmacist-Owner was part of the group Les Audacieuses. Since the beginning of the Leucan-Proxim partnership, almost \$1.5 million has been raised to help the Association to support cancer-stricken children. We could not be more thankful for Proxim's loyal and invaluable support!

IN-KIND SPONSORS

→ \$10,000-\$49,999

- Bell Media Mauricie
- Bell Media Sherbrooke
- Boom Monteregie
- Fairmont Le Chateau
- Montebello
- Gravite Media
- Les Fromages d'ici
- Magnus Poirier
- SAQ
- Tam-Tam\TBWA
- The Montreal Canadiens
- Voiles en Voiles

\$50,000-\$99,999

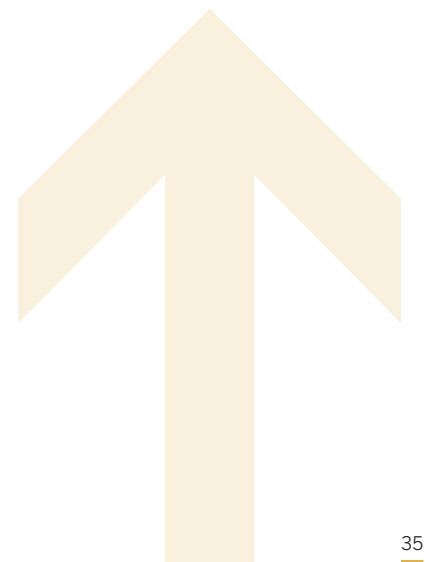
Since 2008, **Cogeco Média** has been giving Leucan Estrie the opportunity to promote its fundraisers and raise awareness about the cause on the air across the region. With hosts deeply committed to the cause and acting as ambassadors, Cogeco Média contributes greatly to Leucan Estrie's outreach. From the bottom of our hearts, thank you!

ÉNERGIE has been promoting the cause of Leucan across the province for many years. With the outstanding commitment of local stations and many hosts championing the cause of cancer-stricken children and their families, Leucan can reach more people and generate more donations to its various fundraisers. Leucan extends its heartfelt thanks to all members of the ÉNERGIE network, especially ÉNERGIE Abitibi 99.1, 92.5, and 102.7, ÉNERGIE Estrie 106.1, and ÉNERGIE Mauricie 102.3.

Leclerc Communication is a loyal and generous partner of Leucan Région Québec. Through this partnership, the team of Leucan can promote its fundraisers throughout the year and raise the public's awareness about the reality of cancer-stricken children and their families. On their behalf and in Leucan's name, thank you!

\$100,000 and up

Leucan is extremely grateful to **PATTISON Outdoor** for its loyal support and for providing Leucan with exceptional billboard placement across the province. Thank you for amplifying our voice!





A WORD FROM THE TREASURER

The 2020-21 year ended with an excess of revenue over expenses of \$1,599,919. This surplus is attributable to an increase in other revenues, including government grants to retain workforce through the pandemic, and a general decrease in all expenses. Considering the financial surpluses cumulated over previous years and a combined net asset of nearly \$6.2 million, the Association is in good financial health, making it possible to increase investments in childhood cancer research and monies allocated to member families. An additional amount of \$1,093,550 will be disbursed during fiscal years 2022 and following.

Revenues from gifts and fundraising activities decreased by \$2,280,350 year over year due to the cancellation of many fundraising activities. This decrease was offset by an increase of \$1,448,913 in other revenues, including pandemic government assistance, and an important expenditure control for fundraising activities. In the end, the gross excess of revenue over philanthropic expenditures increased by \$738,120 compared to last year.

Marc Jutras
Marc Jutras, CPA, CA

With the cancellation of a number of family services activities due to the pandemic, there was a decrease of \$884,360 in the monies spent on services to children and their families. Special payments for a total of \$390,000 were made to member families at the end of the year. There was also an increase of \$82,000 in grants to clinical research. The combined expenditures for communications and management decreased by \$280,135.

In closing, I want to sincerely thank and congratulate all the people who contributed to the Association's success during such a difficult year, including all the volunteers, employees, donors, and partners of Leucan.

REVENUE AND EXPENSES STATEMENT



FOR THE 12-MONTH PERIOD ENDING MARCH 31, 2021

	2020-21	2019-20
	\$	\$
Revenue		
Donations and fundraising activities	8,770,911	11,051,261
Donated supplies and services	181,041	157,498
Other revenue	1,623,861	174,948
Total revenue	10,575,813	11,383,707
Expenses		
Cost of fundraising activities	2,945,660	4,505,541
Donated supplies and services	171,365	157,498
	3,117,025	4,663,039
Gross excess of revenue over expenses	7,458,788	6,720,668
Other expenses		
Services to children and their families	3,139,847	4,024,207
Grants for clinical research*	1,090,443	1,008,443
Communications	391,302	360,363
Administration	1,237,277	1,548,351
Total of other expenses	5,858,869	6,941,364
Excess (deficiency) of revenue over expenses	1,599,919	(220,696)



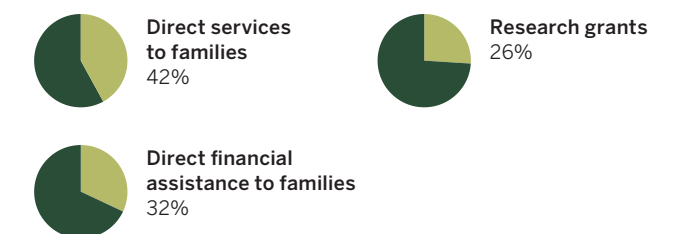
The Association remains in good financial health which has allowed to increase the commitments towards research in pediatric oncology as well as the sums intended for families.



Breakdown of donations (excluding donated supplies and services)



Breakdown of expenditures related to the Association's mission



*Including expenses related to the Leucan Information Centre and hospital centres

BOARD OF TRUSTEES AND REGIONAL OFFICES



AS OF MARCH 31, 2021

BOARD OF TRUSTEES

OFFICERS

President of the Association
PROULX, Pascal, MBA
Strategic Adviser, Corporate
Finance and Management

Vice-President
BOURDEAU, Magalie,
CPA Auditor, CA
Managing Director,
Certification,
Demers Beaulne, LLP

Vice-President
TREMBLAY, Pierre, CPA, CA
Vice-President,
Business Management
and Development, RTSI

Treasurer
JUTRAS, Marc, CPA, CA
Partner, KPMG LLP/LLC

Secretary
VERRET, Pierre,
B.Sc.N, CSIO(c)
Lecturer, Université Laval

SPECIAL CONTRIBUTORS ON SERVICES, RESEARCH AND PARTNERSHIPS COMMITTEE

CHAREST, Rose-Marie
Psychologist and speaker
President, Rose-Marie
Charest Communications Inc.

LANGELIER, Micheline
Member of the Ordre
professionnel des travailleurs
sociaux du Québec, Retiree

SPECIAL CONTRIBUTOR ON THE PHILANTHROPIC DEVELOPMENT AND COMMUNICATIONS COMMITTEE

ROY, Mathieu
Senior Vice President,
Business Strategy, Cossette

TRUSTEES

BILODEAU, Guy
Retiree

BUREAU, Germain, MBA
Executive Director, RBC
Corporate Client Group

CIALDELLA, Michelle
Chief Operating Officer, Clinic
Division, Functionalab Group
and Partners: Dermapure
and Project Skin MD

CYRENNE, Martin,
FSA, FICA, ASC
Senior Partner,
Normandin Beaudry,
Actuaires conseil Inc.

GUÉNETTE, Andrée-Anne
Senior Advisor,
Content Marketing,
Sun Life

JACQUES, Fannie
Vice-President,
People and Culture,
TELUS Communications

MARCIL, Marie-Ève,
B.Sc., LL.B.
Administrative Judge,
Régie du logement

ROUAULT, Nicolas
Managing Director, Strategy
and Development, Fixed
Income, Caisse de dépôt
et placement du Québec

SICARD, Isabelle, OT, DESG
Director, Development and
Fitness Quality, Ordre des
ergothérapeutes du Québec

EXECUTIVE COMMITTEE

BOUCHARD, Pascale
Executive Director

BÉCHARD, Marguerite
Executive Assistant

BEAUDRY, Carol
Provincial Director,
Family Services,
Research and Partnerships

CÔTÉ, Stéphanie
Provincial Director,
Employee Experience

GROULX, Lysanne
Provincial Director,
Annual Campaigns
and Communications

RINGUETTE, Marie-Ève
Provincial Director,
Finance and Administration

TERRITORY DIRECTORS

LAFRENIÈRE, Annick
Provincial Director, Major
Donations and Planned Gifts

Greater Montreal
■ Leucan Laurentides-
Lanaudière
■ Leucan Montérégie
■ Leucan Montréal-Laval

MATTE, Nathalie
Provincial Director,
Philanthropic Development

East of Quebec
■ Leucan Estrie
■ Leucan Mauricie-et-Centre-
du-Québec
■ Leucan région Québec

TREMBLAY, Jacques
Provincial Director,
Philanthropic Development

North of Quebec
■ Leucan
■ Abitibi-Témiscamingue
■ Leucan Outaouais
■ Leucan Saguenay-
Lac-Saint-Jean





leucan 

Leucan Head Office
550 Beaumont Avenue, suite 300,
Montreal, Quebec H3N 1V1

T 514 731-3696 • 1 800 361-9643
F 514 731-2667

info@leucan.qc.ca

leucan.qc.ca



Graphic Design: artegraphe.ca

Photo credit: L. Kadyszewski
(unless otherwise indicated)