



Fondation
québécoise
du cancer

Du soutien au quotidien

**Physically
distant but
always closer
to people**

**ANNUAL
REPORT
2020**

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Major partners, big-hearted donors, mobilized volunteers, hundreds of people with creative ways of letting off steam, satisfied employees, beneficiaries and residents, massage therapists, kinesiologists, art therapists, documentalists and experienced oncology nurses: these are what our big family is made up of.

Because every one of you keeps that light shining at the end of the tunnel.

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Mission and Values



Mission

For more than 40 years, the Québec Cancer Foundation has been raising funds to offer support to people living with cancer and their loved ones here in Quebec by providing services focused on their daily needs and concerns. We are always there, at the heart of the ordeal, to listen, inform, comfort, support and shelter Quebecers whose lives have been turned upside down by cancer.

Since 2010, more than \$62.2 million has been donated to programs and services in the various regions of Quebec thanks to the generosity of the public, the support of volunteers and the dedication of our partners.

And since its creation in 1979, the Quebec Cancer Foundation has helped more than half a million individuals.

Values

SOLIDARITY
Commitment
Respect
Integrity

It's really simple: I'll never let the Quebec Cancer Foundation down because they never let me down when I needed them. And if one day I have a relapse, I know I'll be able to count on them again.

- Renée Héту, Backup Force member since June 2018

The Quebec Cancer Foundation **at a glance**

 **74**
employees

 **22,766**
documents
printed by the
Info-cancer
library




 **5**
art therapists

 **27,478**
donors

including

3,161
monthly
contributors

 **6,495**
interventions
through Info-
cancer services

 **41 years**
of history


 **6**
nurses with
expertise in
oncology



5,988
participations in
complementary
activities and therapies,
including massage
therapy, kinesiology and
art therapy


 **2**
psychologists

 **194,668**
visits on
cancerquebec.com

 **+20%**
increase in
our Facebook
community



18,327
visits to the 15-39
cancer gateway

 **2**
documentalists
with expertise in
oncology

 **\$5.8**
million
raised

 **16**
massage
therapists



 **2**
nutritionists

 **5**
kinesiologists

 **14,445**
overnight stays
in our five
accommodation
centres

We're closer than we think



2020 was quite a year... But it wouldn't have been the same without you. While the coronavirus has taken hold in our lives, sweeping aside all our usual reference points, we managed to rise up from this ordeal stronger than ever before.



Sometimes physical distance helps us find other ways to get closer. Through confidences shared over the phone, which we might not have shared in person. Also via a screen, one that became an open door to a world we would not have had access to otherwise.

This was the experience of thousands of the Quebec Cancer Foundation's beneficiaries. It may seem paradoxical, but despite the circumstances, it seems that we have never been so close to our people.

In fact, in 2020, we reached a level of presence unmatched in the Foundation's history.

As soon as the pandemic began, the government declared our Accommodation Centers and Info-cancer Services as "essential services." Thanks to the ingenuity of our teams, we were able to maintain our services while respecting the public health and sanitary measures while ensuring the safety of all.

Our Info-cancer Services have never been so much in demand, both by those living with cancer and by their loved ones. Our services meet a factual need. We have launched our 2020-2022 strategic plan, opened a new Lodge in Lévis, created an online

resource directory containing over 2,200 oncology resources to help provide answers at any time of the day or night. Also, a growing number of our complementary therapies have been converted to virtual format, which now allows us — and we are particularly proud of this — to reach people living in every corner of the province, from Gaspé to Abitibi.

Our online group workshops, such as art therapy and online yoga, have been so successful that we have had to increase the offering from one to several time slots per week.

And we want it to last. Because offering support on a daily basis also involves adapting to this new reality. It means listening to people's fears and needs. And it means reaching out to them wherever they are, whenever they need it most. Whether it's in the wards of an oncology unit or in their own living rooms — converted for the occasion into an art workshop or a home yoga studio.

Of course, a screen could never convey the human warmth of a sincere hug or the experienced hands of our massage therapists, which is why we will always give priority to in-person services. Our "Accommodation Service"

component, considered an essential service since the beginning of the crisis, has never ceased its activities. And the 2021 opening of a new Lodge in Quebec City will bring us up to a total of 6 regional Accommodation Centers across the province! With its 270 beds throughout Quebec, the Foundation will now have a capacity of 35,000 overnight stays per year, to accommodate people who live far away from their treatment location.

But until then, with your support, we will use every means to stay connected to our mission. And above all, to the men and women who are our reason for being.

Fortunately, the support you have given to us has shown us that solidarity and benevolence still exist. After all, we are all closer to each other than we think.

Let's continue to empower ourselves to transform that human connection into resilience while facing cancer.

Michel L. Lesage, ing.
Chairman of the Board of Directors

Marco Décelles, CPA, CMA
General Manager

An ambitious strategic plan worthy of our mission

In June 2020, the Quebec Cancer Foundation's Board of Directors and its General Manager Marco Décelles unveiled the organization's 2020-2022 Strategic Plan: *Being Closer to People*.

This dynamic and ambitious plan will allow us to meet the new challenges of the 2020s in an even more relevant way, especially with the current context.

Board members, management, employees, and multiple partners and collaborators of the Foundation were consulted in order to deliver a strategic plan including every crucial component needed to support people impacted by cancer, now and tomorrow.

Specific measures for achieving these goals are presented throughout this strategic plan.

This plan is also intended to be a response to the issues of the current healthcare system, as cancer has become the leading cause of death in the country. Additionally, one in two Quebecers will face cancer in their lifetime.

It is in this context of change that the Foundation has decided to adopt an ambitious plan to be able to continue to live up to its mission: meeting the increased demand for services from people dealing with cancer and their loved ones.

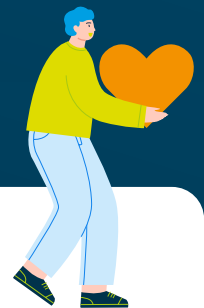
In this first year of a three-year cycle and in the context of the global health crisis, we have already achieved many of the improvements described in the three strategic pillars. Here is a status report on our progress.

This document outlines the three pillars of the strategic action plan we will be pursuing over the next three years:

1 Establishing ourselves as a leader in providing support to people affected by cancer throughout Quebec

2 Developing its service offering to meet new and emerging needs

3 Diversifying its sources of funding.



This plan faithfully reflects the Quebec Cancer Foundation's commitment to assuming its role as a leader in supporting people dealing with cancer. [...] The Quebec Cancer Foundation, cognizant of changes in the healthcare sector, aims at being an organization that is capable of quickly adapting its service offering and seizing opportunities to develop and position its expertise [...] Our commitment to Being closer to the People, even in a context of social distancing, creates an exciting opportunity to surpass our goal of being the reference for everyone dealing with cancer — in terms of support and comfort.

- Marco Décelles, General Manager

Targets for 2020

First Pillar - Province-wide leadership

Orientation 1 Becoming the unifying leader among organizations dedicated to people affected by cancer.	Goal 1 Be involved in landmark opportunities for people impacted by cancer.	
	Goal 2 Accelerate partnership agreements.	
Orientation 2 Getting closer to people living with cancer.	Goal 3 Increase the number of hospitals in which the Foundation wishes to be present.	
	Goal 4 Increase the Foundation's annual support (penetration rate) to 55,800 people with cancer and their loved ones.	
Orientation 3 Create a sense of pride in the Foundation's mission.	Goal 5 Develop a sense of belonging to the Foundation's large family.	

Second Pillar - Enriching the service offering

Orientation 4 Offer services with a medical dimension in complementarity with the network.	Goal 6 Assess the relevance and feasibility of providing services integrating the medical dimension.	
	Goal 7 Strengthen the Foundation's collaboration opportunities in research projects linked to its mission.	
Orientation 5 Adapting service offerings to the reality of survivorship.	Goal 8 Develop current services and propose new services adapted to this reality (acquire the means to define this reality).	
	Goal 9 Assess the feasibility of implementing an assisted daily living program.	
Orientation 6 Support people with cancer in every aspect of daily life.	Goal 10 Provide greater accessibility (diversity and digital component) to the Foundation's services.	

Third Pillar – Diversifying sources of funding

Orientation 7 Increasing revenue from our Accommodation Center network.	Goal 11 Diversify our clientele.	
Orientation 8 Align sources and amounts of funding with emerging needs.	Goal 12 Increase funding to support the day-to-day operations of the Foundation.	
	Goal 13 Increase the Foundation's unassigned contributions.	

Objective achieved or on schedule.

Slight delay that can be recovered.

Significant delay that will require a sustained effort.

COVID has had and/or will have a positive or negative impact on this goal.

A word from our spokesperson



Last November, I joined the Quebec Cancer Foundation for my song *L'incontournable*, which speaks about the disease and the loss of a loved one. And in December, I showcased a webconcert as part of the *Cancerto* fundraising evenings.

When I was asked to become a spokesperson for the Quebec Cancer Foundation, I immediately accepted. I'm very familiar with the issues and the pressing needs of people living with cancer, since my own family like many others, has not been spared. Having to say goodbye to someone you love is sobering. It involves immense suffering. The ordeal is even more painful for those who don't have the support and information they need to get through it.

I had seen some of the Foundation's publications and thought I would like to be a part of their team and share my own experience. If I'd known how much the Foundation could do, I would have benefited from it more.

My goal now is to inform the general public and make sure they are aware of what is available to them.

The Foundation is a treasure in Quebec, a secret that is still too well kept. By becoming a spokesperson for the Quebec Cancer Foundation, I want to let everyone facing cancer know that they are not alone, that the Foundation cares, and is always there to support them through their ordeal. I am convinced that my involvement will help a greater number of Quebecers impacted by the disease, regardless of their origin, their type of cancer or their social condition.

Guylaine Tanguay

Volunteer spokesperson for the
Quebec Cancer Foundation



Always closer to people thanks to our new services

A new Lodge opens in Lévis

Being closer to people is not just a catchy tagline. To achieve this goal, we have decided to extend our accommodation network to the Chaudière-Appalaches region, with the opening of Maison Dessercom.

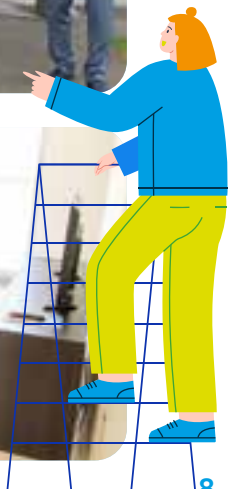
Local residents who need to travel for repeated treatments without hospitalization at the Hôtel-Dieu de Lévis or at the Regional Integrated Cancerology Centre (CRIC) can now

be accommodated in this comfortable, peaceful, accessible and affordable building. Financed entirely by Dessercom, at a cost of \$7 million, Maison Dessercom was a central project in the Fondation Hôtel-Dieu de Lévis' major campaign.

More than just hotels, the Quebec Cancer Foundation's Lodges are true living spaces where employees and volunteers generously impart the warmth, humanity and creativity essential to alleviate the daily lives of residents.

To enhance the healing process, we offer various services such as massage therapy, kinesiology, art therapy, hair prosthesis loan services, etc.

The Lodges are mutual support spaces where beautiful victories take place, both over oneself and over the disease. Every day bears witness to the beneficial effects of therapies designed to complement the medical treatments. This living environment and these activities undeniably help people cope better with cancer.



The online resource directory

The Quebec Cancer Foundation wants to make its services more accessible to as many Quebecers as possible. This is why, in the summer of 2020, the Foundation launched an online resource directory, developed especially for the healthcare network and for people facing cancer and their loved ones.

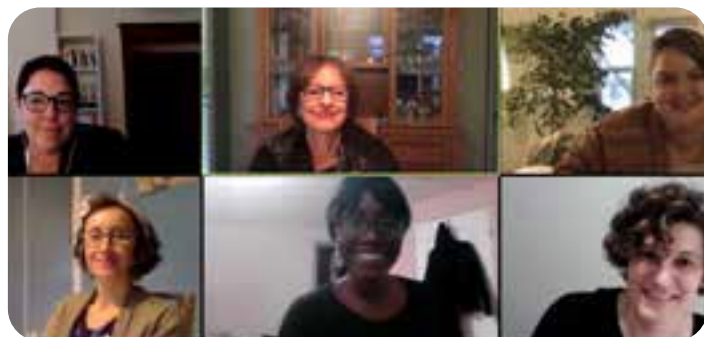
This bilingual French-English directory contains over 2,200 resources in oncology compiled over the past 25 years, for the needs of clients 7 days a week, 24 hours a day. In just a few months, over 3,300 people visited the website for a resource in their community.

The directory has no less than 9 categories of resources, ranging from complementary therapies, breast and hair prostheses, palliative care, home care, transportation or self-help and support. Whether they are looking for a certified oncology yoga teacher in Val-d'Or or home care in La Tuque, cancer

patients and their loved ones will be able to find the contact information of oncology organizations or resources in the vicinity of their home or treatment site.

This is one more way in which The Quebec Cancer Foundation confirms its role as a unifying leader, bringing together all the organizations and services available to people facing cancer in Quebec.

Visit the Quebec Cancer Foundation's online resource directory and share it with others: services.fqc.qc.ca/en.



The Foundation's services in the digital age

Whether it's through the online availability of our resource directory, now available in French and English, or through the adaptation of our art therapy to virtual format, kinesiology, yoga or Qi Gong services, we are drawing closer to our goal of being closer to the world every day.

With over 1,000 participations in the various complementary therapy sessions offered online in the last months of 2020, it is clear that this digital shift has generated a strong buzz in the community living with cancer. Art therapy has grown considerably in popularity, from one session to four per week. In addition to breaking isolation, which is particularly burdensome in these exceptional times, the workshops offered by the Foundation have a tangible impact on the physical and mental well-being of people with cancer.

When the pandemic plunged the country into a health and social crisis, the Quebec Cancer Foundation started offering its therapy workshops online via Zoom. This was a wonderful opportunity for people like me who live in the rural regions. Here in Abitibi, oncology services are very limited. Without this initiative by the Foundation, I would be unable to participate. Also, this digital shift reduces the stress and fatigue related to public transportation. With Zoom, I can travel those distances without leaving home.

- Véronique Mailhot, service beneficiary



I'm returning the book *Vivre ensemble la maladie d'un proche* in the envelope provided. Thank you very much for your advice. Despite my slow reading, this book helped me understand several emotions and make better sense of many difficult moments. I recommend it to anyone who is going through this kind of situation.

- Julie Goulet, service beneficiary

Our virtual library also provides expanded access to accurate and relevant information. Cancer raises thousands of questions to which answers need to be provided easily and quickly. With its multitude of documentary resources adapted to the needs of people living with cancer and their loved ones, this library provides real added value.



Complementary in-person therapies

In compliance with the measures imposed by the health authorities with regard to COVID-19, the Quebec Cancer Foundation suspended its complementary activities and therapies as of March 13. From then on, the Foundation has been channeling its creative energies to maintain support to Quebecers with cancer and their loved ones. The services we offer have been redesigned in order to allow us to maintain them as much as possible.

In June, we announced the gradual resumption of the art therapy

workshops and kinesiology sessions for people with cancer in five of our regional centers in Montreal, Québec City, Sherbrooke, Gatineau and Trois-Rivières. And as of September, in all our accommodation centers, cancer patients were once again able to benefit from massages given by our massage therapists specialized in masso-oncology certified by the Fédération québécoise des massothérapeutes.

The physiological and psychological benefits of these massages are undeniable, and are widely recognized by the scientific community. Among other things, they help alleviate several symptoms of cancer, while increasing the degree of relaxation, enhancing quality of sleep and improving immune

system response.

One program that we hope to be able to reintroduce very soon is in-chair massages. Cancer patients will be able to benefit from chair massages during chemotherapy treatments in more than 20 hospitals across Quebec.

Because each type of cancer has its own particular profile, chair massages require very specific expertise in order to successfully create the most beneficial moment of intimacy in the setting of the oncology ward. This is why all our massage therapists are specifically trained in oncology.

At the Quebec Cancer Foundation, where I provide table massages, I see patients come into in the room tired and filled with pain. But once done, I can see their relaxed faces, their smiles and the light that shines through their eyes. Such happiness! I can feel that once they are on the massage table, they forget they are sick.

- **Suzanne Boivin**, licensed massage therapist certified by the Fédération québécoise des massothérapeutes



With the greatest respect for what inspired me, Denis Jolicoeur, the kinesiologist at the Quebec Cancer Foundation listened to me and encouraged me, while calming my nerves more than a little! Despite the many events that disrupted my long months of training, I continued making progress, one step at a time, and finally managed to reach the finish line in 2 hours, 57 minutes, and 54.02 seconds! I overcame my athletic challenge, but above all I experienced a great spiritual adventure, because I learned to listen to myself and to live each moment to the fullest. I owe my victory in large part to Denis Jolicoeur and the Quebec Cancer Foundation, which offers its kinesiology service free of charge to people with cancer. It's an extraordinary service that allowed me to feel better, to recover faster, and to make my dream of running the half-marathon come true!

- **Johanne Philipps**, kinesiology service beneficiary



Starting in May, hundreds of Quebecers of all ages and backgrounds mobilized across the province for the 3rd edition of *La marche du Grand défolement*, presented by Mallette and converted to “La marche de chez toi” due to COVID-19 this year.

Together, despite these difficult times, they raised nearly \$260,000 on behalf of the Quebec Cancer Foundation. The organizers of the walk invited the hundreds of team captains, participants and donors to celebrate life, while remaining connected but physically distant, in a virtual show that took place on October 24.

The innovative virtual and physical formula of *La marche de chez toi*, allowed Quebecers to show their solidarity with people impacted by cancer, in complete safety and in compliance with public health regulations. This year, in the comfort of their homes and in their neighborhoods all across Quebec, they joined forces by walking and raising a record amount for the Foundation.

“In these uncertain times, this vast movement of solidarity is proof that humanitarianism is alive and well in Quebec [...] In the face of this devastating scourge [cancer], you are here, like a ray of hope at the end of the tunnel. Your altruism is a true source of inspiration for all of us,” acknowledged Marco Décelles, General Manager of the Quebec Cancer Foundation, addressing the generous and courageous participants of *La marche de chez toi*.

In 2020, 56,800 Quebecers will be diagnosed with cancer. Even though the whole world was quarantined, cancer never let up for a moment. The walkers were well aware of this, and decided to commit themselves even more determinedly, sending a message of hope to anyone impacted by cancer, whether far or close. They took up several challenges by walking 30 minutes, 60 minutes or over 90 minutes per week. The mobilization of this blue wave that swept across Quebec totalled no less than 345,700 minutes (or 5,762 hours or 240 days!) of walking.

“COVID-19, exacerbates loneliness for everyone, but even more so for people living with cancer,” says Nicole Moreau, a beneficiary of the Telephone Peer Matching Service offered by the Quebec Cancer Foundation. Nicole received a cancer diagnosis in the midst of confinement and knows how important it is to be supported by professionals with experience in oncology. “More than ever, people with cancer and their loved ones need Accommodation Services combined with the physical well-being and psychological support programs offered by the Foundation.”

The Quebec Cancer Foundation warmly thanks all the participants, donors, volunteers and partners for their trust and their humanitarianism.



\$259,563
raised



800+
participants



3,042
donors



13 ambassadors
across Quebec



Over the past three years, *La marche du Grand Défoulement* has raised more than \$750,000. These funds allow thousands of Quebecers to live full lives in spite of their illness, whether through our Accommodation Centers, the Info-cancer Hotline, the Telephone Peer Matching Service, massage therapy, kinesiology or art therapy.



Malette, a very committed provincial partner of *La marche du Grand Défoulement*

In these difficult times, Quebec is united like never before. Exceptional initiatives were deployed on all sides in all six regions where *La marche* was held.

Hundreds of Malette employees took on the challenge of walking from their homes. In the end, Malette made an exceptional contribution of \$100,000 as an event provincial partner of the event.

"Taking part in this wave of solidarity towards the Quebec Cancer Foundation and the Eastern Quebec Cancer Association was an inspiring and rewarding experience. Our employees particularly surpassed themselves, because they knew their involvement would have a positive impact on the community and on the quality of life of Quebecers living with cancer."

- Mario Bédard, President of Malette

MALLETTE





Fondation
québécoise
du cancer

à ma façon!



How do we fund all our programs and services?

Thanks, in part, to a committed community!

In the context of the pandemic, there were many activities that could no longer take place. But the community never lost focus, and showed great ingenuity in devising a range of fundraising activities, each more exciting than the last!

Outaouais



\$6,704

Déjeuner aux crêpes
des trois belles-sœurs



\$3,640

Nordik Spa-Nature

Estrie



\$3,066

SODEXO — CHUS Fleurimont & Hôtel-Dieu



\$2,365

Défi Félix Deslauriers-Hallée



\$171,506
raised



27
committed organizers



1,035
donors



64
community-organized
events

Montreal



\$6,425

Eidos Montréal HBV-BVT



\$14,037

Yoga-concert contre le cancer de OB
YOGA d'Isabelle O'Brien

Québec City



\$57,205

Skiez pour une bonne cause

Mauricie



\$10,200

En jeans pour la Cause (Groupe Somavrac)



\$7,365

La course virtuelle Enduro



\$6,565

Traversée de la Gaspésie - Sentier international des Appalaches (SIA)

Défolements all across Québec!

\$50,000 or more

- La marche de Montréal
- La marche de Québec
- Skiez pour une bonne cause 2020

\$25,000 to \$49,999

- La marche de Gatineau-Abitibi-Témiscamingue
- La marche de Trois-Rivières

\$10,000 to \$24,499

- 24 heures du Lac Archibald
- En jeans pour la Cause (Groupe Somavrac)
- La course contre le cancer 2020
- La marche de Granby
- Yoga-concert contre le cancer de OB Yoga

\$5,000 to \$9,999

- Déjeuner aux crêpes des trois belles-soeurs de Aumont 2020
- Eidos Montréal HBV-BVT
- Fonds Gervais Bouchard
- La course virtuelle Enduro
- Osez! La Descente en couleurs 2020
- Pour toi Maman
- Traversée de la Gaspésie - Sentier international des Appalaches (SIA)

\$2,000 to \$4,999

- Auto pour la vie
- SODEXO- CHUS Fleurimont & Hôtel-Dieu
- Collecte Pompiers Ste-Brigitte-de-Laval
- Défi du navigateur 700 km

- Défi Félix Deslauriers-Hallée
- Montréal-Québec à vélo
- Nordik Spa-Nature - 2020
- Un p'tit air d'accordéon 2020
- École secondaire les Etchemins

\$1,000 to \$1,999

- Collecte de fonds Pharmaprix Champlain
- Cultiver la Santé des Femmes - Pharmaprix Suzanne Boily 2020
- Déjeuner du Directeur de la SQ MRC du Granit 8e édition
- Dépan « O » dons
- Night Ride Mont SM et Énergie CMB pour la Fondation québécoise du cancer
- Pédalons pour la cause 2020
- Rasage des cheveux
- Soirée tendances Studio Annie Boucher

- Troupe V'la bon vent - Iga Chouinard
- Émission Le Tricheur

\$500 to \$999

- Classique des 3 Mousquetaires
- Collecte des employés Desjardins de Charlesbourg - Moverber
- Journée ESPOIR
- Le vrai visage de l'Inde par Richard Nadeau
- Levée de Fonds de Marilou
- Levée de fonds : Les Pétroles Bélisle & Bélisle inc.
- Partenariat Le Centre dentaire 3R 2019
- Soirée dansante
- Tournoi de volley-ball
- Tuquotons
- Un double défi contre le cancer

Thank you to everyone who participates in the *Grand défolement*. Thank you for creating this province-wide solidarity movement aimed at mobilizing both young and older people around this cause.

Corporate Campaign

More than 1,000 people from the business community decided to show their support for the 56,800 Quebecers diagnosed with cancer each year, by participating in the Quebec Cancer Foundation's Corporate Campaign. Despite the exceptional circumstances of COVID-19, more than \$850,000 were raised across Quebec.



From September to November, the Foundation's various Regional Centers organized the *Cancerto* fundraising evenings. Available only by webcast, these charity events featured Quebec artists such as the Hellbound Hecats in Sherbrooke, Martin Fontaine in Trois-Rivières and Gatineau, and the Orchestre du Septième Art in Québec City.

The *Cancerto* series finally ended on December 8 with Guylaine Tanguay's webconcert broadcast from Le Windsor in Montreal.

"We spent an evening tinged with

humanitarianism at the fabulous concert of Guylaine Tanguay. Technology is no substitute for human warmth, but it did allow us to be "together" at *Cancerto*, and help Quebecers impacted by cancer," said Catherine Frémont, Director of Corporate Services for Canadian National (CN) and a member of the *Cancerto* honorary committee.

In Montreal, the fundraising evening raised **\$257,650** for the cause. The success of the event was due in part to the exceptional commitment of its many partners: CN as the evening's presenter and its collaborators: CGI, Genatec, Norton Rose Fulbright, and Assurances Vézina. Thanks to BMO Nesbitt Burns, Peak and Pfizer for their involvement as well.

"Since its inception, the Quebec Cancer Foundation has helped over half a million Quebecers. Today, thanks to your massive generosity, we can continue to improve the quality and accessibility of our services one step further. On behalf of the Quebec Cancer Foundation and all its beneficiaries, we thank you from the bottom of our hearts" declared Marco Décelles, General Manager, Quebec Cancer Foundation.

CANCERTO AND ITS 360 EXPERIENCE



2,097
participants

Exceptional times call for exceptional evenings.

In 2020, the *Cancerto* fundraising evenings were converted to a virtual format. And to crown this initiative, the Quebec Cancer Foundation launched the 360 Experience.

No need to travel or to select one show: Guylaine Tanguay, the Orchestre du Septième Art, Martin Fontaine or The Hellbound Hecats!

The 360 Experience allowed hundreds of participants to attend all *Cancertos* across the province via webcast in just one week, from the comfort of their living rooms and at the most convenient time.



Way to go!



UAP doubles hope for a 3rd year

UAP (NAPA Auto Parts) is one of the leading allies of the Quebec Cancer Foundation. In its 25 years of collaboration, UAP has donated over \$550,000 to the Foundation which has had a direct impact on the well-being of thousands of Quebecers living with cancer.



Their involvement started with our corporate campaign and soon evolved into an employee payroll deduction program.

Since 2018, UAP also joined in our year-end matching donation campaign by doubling each donation up to \$25,000 during the month of December. After being appointed as Governor Member in 2019, the organization continued its generous contribution by becoming the sponsor of the 2020 *Cancerto* fundraising event.

UAP is a key partner for our Foundation and its beneficiaries. Over the years, their loyal commitment has enabled us

to offer daily support to thousands of people in every region of Quebec.

Quebec is moving up the slope

In less than a decade, the Cercle finance du Québec has raised the colossal sum of \$292,000 for the Foundation.

Their fundraising activity *Skiez pour une bonne cause* brings together hundreds of skiers every year to Mont-Sainte-Anne, where they ski down the slopes in support of the Quebec Cancer Foundation.

In January, 140 skiers from the business community joined. Among them, they raised over \$57,000 for the Quebec Cancer Foundation. Such moments of sharing and mutual support between professionals are priceless, since we are all — directly or indirectly — impacted by cancer.



Governor Members

On December 8th, seven individuals and organizations were awarded the prestigious title of Governor Member, in recognition of their invaluable contribution to the Foundation: Cogeco Média Mauricie, Hélène Deslauriers and Benoît Hallée for the Félix Program and the Défi Félix Deslauriers-Hallée, Jean Laramée, the Sûreté du Québec with Captain Daniel Campagna, the Cercle finance du Québec, the 24 heures du Lac Archibald and Mission Tournesol.

The title of Governor Member aims to recognize the outstanding contribution of those who are sustainably making a difference to the well-being of Quebecers facing cancer and their loved ones.

To mark the occasion, the new members were each given a work of art generously created by renowned artist Bernard Séguin Poirier. Inspired by the Foundation's mission, the artist has been putting his talent to work ever since the inception of the title of Governor Member in 2018. Since then, he has created 22 exclusive, unique works for 22 honorees.

The 2020 recipients were especially touched by their title and thanked the Foundation with great humility, pledging their support in the years to come.

La course contre le cancer with Dumoulin Compétition

Brothers Jean-François and Louis-Philippe Dumoulin are as passionate about motor sports as they are about the gift of self. This duo, as well as their entire team, are an invaluable source of inspiration for the Quebec Cancer Foundation.

After a very close brush with cancer, Dumoulin Competition got involved with the Foundation in 2016, by having the trunks of their cars signed in exchange

of a donation for example. This is how “La course contre le cancer” started: a great way to let off steam every year since! But that’s not all. They are also Honorary Presidents of the fundraising campaign in Mauricie and ambassadors of *La marche du Grand dévouement* in Trois-Rivières. Just like on the racetrack, nothing stops them!

Last April, 112 pilots took to the virtual circuit of Road America for the first 6-hour edition of the Sly Sim Racing Virtual Enduro on behalf of Dumoulin Competition’s “La course contre le cancer.”

The event succeeded beyond all expectations—in terms of subscribers, partners and spectators alike. In only 24

hours, the initial objective was tripled, culminating in a wave of generosity that finally reached the total of \$7,365 donated entirely to the Quebec Cancer Foundation.

Also in the context of Dumoulin Competition’s “La course contre le cancer,” Somavrac Group employees generously mobilized during “En jeans pour la cause” Fridays, raising a total of \$10,200.

The pandemic may have hit Quebec hard, but the Dumoulin brothers and Dumoulin Competition did not let that get them down. On the contrary— by deploying their determination and creativity in this exceptional year, they managed to raise \$18,425.



The strength of our volunteers

Thank you to all the volunteers who get involved year after year on behalf of Quebec Cancer Foundation and who assist us in so many areas of our organization. There are hundreds of you across the province who give up your time for people with cancer and who, year after year, help intensify the feeling of benevolence that reigns in our family. Your contribution is essential!

The face of volunteerism at the Quebec Cancer Foundation

Day after day, 12 months per year, the Quebec Cancer Foundation is privileged to be able to count on extraordinary volunteers who dedicate their time and skills to its service.

The solid and unwavering commitment of our regular volunteers is priceless. They all work in solidarity and are the true pillars of the smooth running of the Foundation's operations. They account for 74% of volunteer hours.

Our part-time volunteers are a valuable resource and are the perfect complement to our team. They account for 26% of volunteer hours.



I've always loved driving. I feel completely at ease and even calmer when I'm in a car. Could it be because I was actually born in a car on the Honoré-Mercier Bridge?

Beyond the actual driving, what I also enjoy about being a volunteer driver is the opportunity to meet people. I volunteer at the Foundation 3 days a week, on Mondays, Wednesdays and Fridays, from 8:00 a.m. to 4:00 p.m.

My role is to transport the residents of the Hôtellerie de Montréal to their treatment center.

I transport about 20 to 30 people a day in the Foundation's van. On average, these trips add up to 130 km a day in the Greater Montreal area!

Among the residents I transport, I meet talkative passengers, emotional passengers or passengers who are exhausted by their treatments. Whatever their situation, I always offer them an ear they can confide in.

Some of the residents are so grateful that they invite me to spend the holidays at their home and give me gifts—I've even received pet fishes!

- Lilly McNally, volunteer driver since 2017





Help create the future

Planned Donations

Plan today.
Give tomorrow.
Support for years to come.

More and more donors are planning to include the cause(s) they support in their wills. While not depriving their families, they choose to leave a legacy of the values that have guided their lives.

Planned giving is simpler than it sounds. Contact the Quebec Cancer Foundation for more information or to express your interest at donsplanifiés@fqc.qc.ca or 514-527-2194.

A planned donation can take many forms: a bequest, a gift through life insurance, a charitable annuity, charitable trust, a gift of securities — each one has different tax benefits.



\$1,347,867
raised



53
donors



The Backup Force

The program

When facing cancer, certain actions make us stronger.

A recurring donation, regardless of the amount, will always let us to do more. Not only does this type of contribution allow us to save on administrative costs incurred by solicitation, but it also allows us to invest more on the field. To develop our services so we can reach even more Quebecers living with cancer, wherever they are and whenever they need. In short, having a support we know we can count on gives us the means to innovate effectively in response to the needs of our beneficiaries.

The Backup Force

Statistics are alarming, yet our Backup Force members have chosen to act, with great determination, by committing to donate to the Quebec Cancer Foundation every month.

When strength is ebbing, the Foundation and its Backup Force is here. Discreet but ever-present. Generous but humble. A quiet force to be reckoned with in times of weakness, setbacks or uncertainty in the battle with cancer.

A group of donors who, thanks to their regular contributions, reinforce the actions and services of the Foundation across the province, as the number of diagnoses rises from year to year.

A very special thank you

to the 3,161 donors who contribute each month by offering support to the thousands of Quebecers impacted by cancer. By spreading their donation over the year, they allow for better planning and help reduce our administrative costs. Their constant presence, month after month, is a source of comfort and hope for people dealing with cancer and for their families.

With a MONTHLY DONATION, you don't have to give big to make an impact in the lives of a lot of people.



Your monthly donation of \$10

will allow 12 people with cancer to participate in an art therapy workshop.



Your monthly donation of \$15

will provide 7 cancer patients a one-hour massage on a table.



Your monthly donation of \$20

will allow 3 people impacted by cancer to have access to a one-night accommodation near an oncology center (including meals and transportation).



\$498,263 \$
raised



3,161
donors

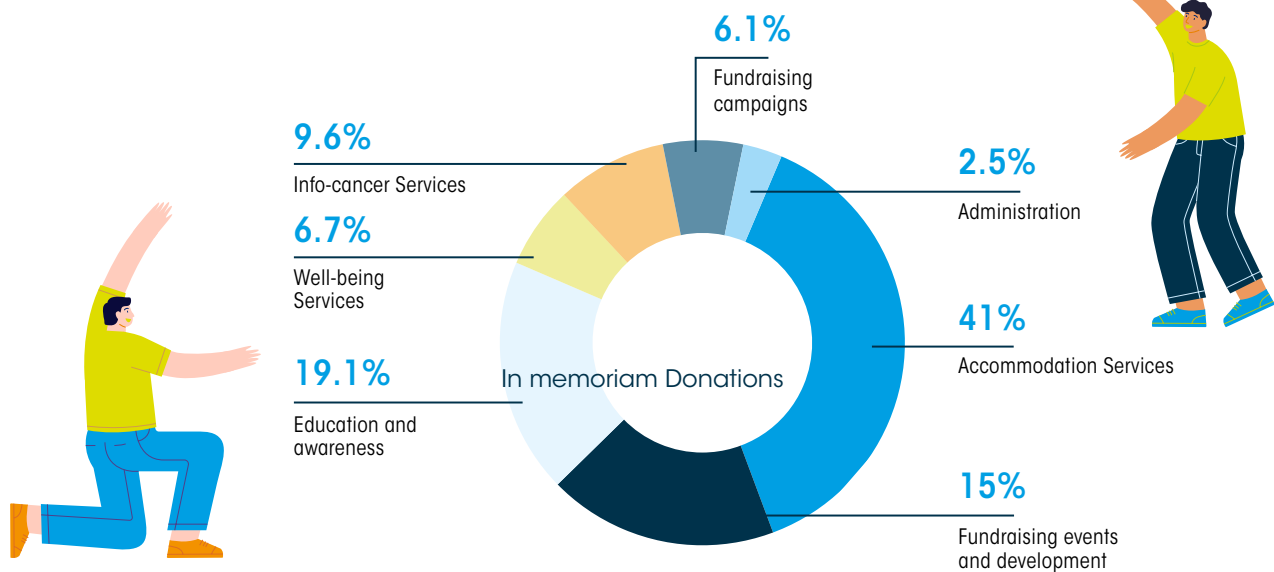
Where do **your donations go?** Where does **the money** **come from?**

The Quebec Cancer Foundation does not want to be a broken promise. We have to ensure that we can maintain the services we provide to the thousands of Quebecers who rely on us every day.

To achieve this, we have made sure we have the means to maximize each donation received by asking each of our partners, employees and stakeholders to ensure that the maximum amount of funds raised goes directly to those who need it most: Quebecers impacted by cancer.

Yes, cancer is progressing. But medicine is catching up. And thanks to your donations and your energy, our movement also continues to move forward so that our parents, our children, our neighbors, our friends and our colleagues are even better supported if they ever face cancer.

Where do your donations go?



Where does the money come from?



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THANK YOU!

Thank to our business volunteers, our donors, our philanthropists, our builders of hope and our sponsors!

We know how much your generosity brings comfort to those who are dealing with cancer and who need our support, even more so at this time.

Thank to our business volunteers

Without the involvement of the Quebec business community, we could not have attained the level of excellence that we did over the years. Their volunteer work is essential and allows us to promote the Foundation throughout the province. Thank you for your commitment and your dedication!

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Thank to our donors

The Quebec Cancer Foundation can count on thousands of donors. Thanks to them, those who turn to us in times of trouble can get support that allows them to be stronger against cancer. Many thanks to those women and men who have supported us in the pursuit of our mission for more than 40 years.

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individuals | companies

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Thank to our sponsors

Thank you for being – like us – attentive to the needs of people living with cancer. Your contribution is invaluable as it helps us make a real difference in the lives of women and men dealing with this disease.

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- UAP

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Thank to our philanthropists and our builders of hope

The Donor Recognition Circles were created to honor those who diligently support the Quebec Cancer Foundation so that people dealing with cancer can find a lighthouse in the storm.

Philanthropists' Circle

Composed of individuals, businesses and private foundations that have performed significant actions over the years to support those diagnosed with cancer.

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This circle is made up of every donor who has chosen the Foundation in his or her estate planning, through a bequest or any other form of planned giving. In this way, these builders ensure that every Quebecers facing cancer can receive the best possible support.

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While it is difficult to provide an exhaustive list, it is important for the Foundation to recognize the true value of our donors. If an error has unfortunately slipped our notice, please notify Donor Services at 1-877-336-4443 or don@fqc.qc.ca.

Financial Results

This information derived from the Quebec Cancer Foundation's 2020 financial statements, audited by Mallette, LLP, for the 12-month period ending December 31, 2020.

	2020	2019
Revenues		
Donations and fundraising activities	\$3,792,474	\$4,427,997
Revenues from services	1,587,163	1,651,436
Revenue from investments at fair value	61,560	64,910
Interest income	4,732	5,661
Amortization of deferred contributions related to capital assets	95,836	94,973
Rental income	20,226	20,226
Other income	265,594	15,840
	5,827,585	6,281,043
Charges		
Donations and fundraising	1,096,534	1,714,539
Service charges	3,393,435	3,482,668
Service development costs	341,004	427,344
Administration costs	131,090	168,607
Rental income expenses	-	20,975
Amortization of property, plant and equipment	221,418	218,631
Amortization of intangible assets	17,098	9,153
	5,200,579	6,041,917
Excess of revenue over expenditures before other items	627,006	239,126
Other items		
Change in fair value of investments	175,210	187,682
Canada Emergency Wage Subsidy (CEWS) and Temporary Wage Subsidy (TWS)	953,106	-
	1,128,316	187,682
Excess of revenue over expenditures before excess of bequests and investment income	1,755,322	426,808
Excess of bequests and proceeds from investments on the needs required to finance programs and services	848,846	912,563
Excess of revenue over expenditures	2,604,168 \$	1,339,371 \$

The Board has set aside the sum of \$848,846 to cover for operating expenses in future years when there are insufficient bequests and investment income.

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Writing and coordination:

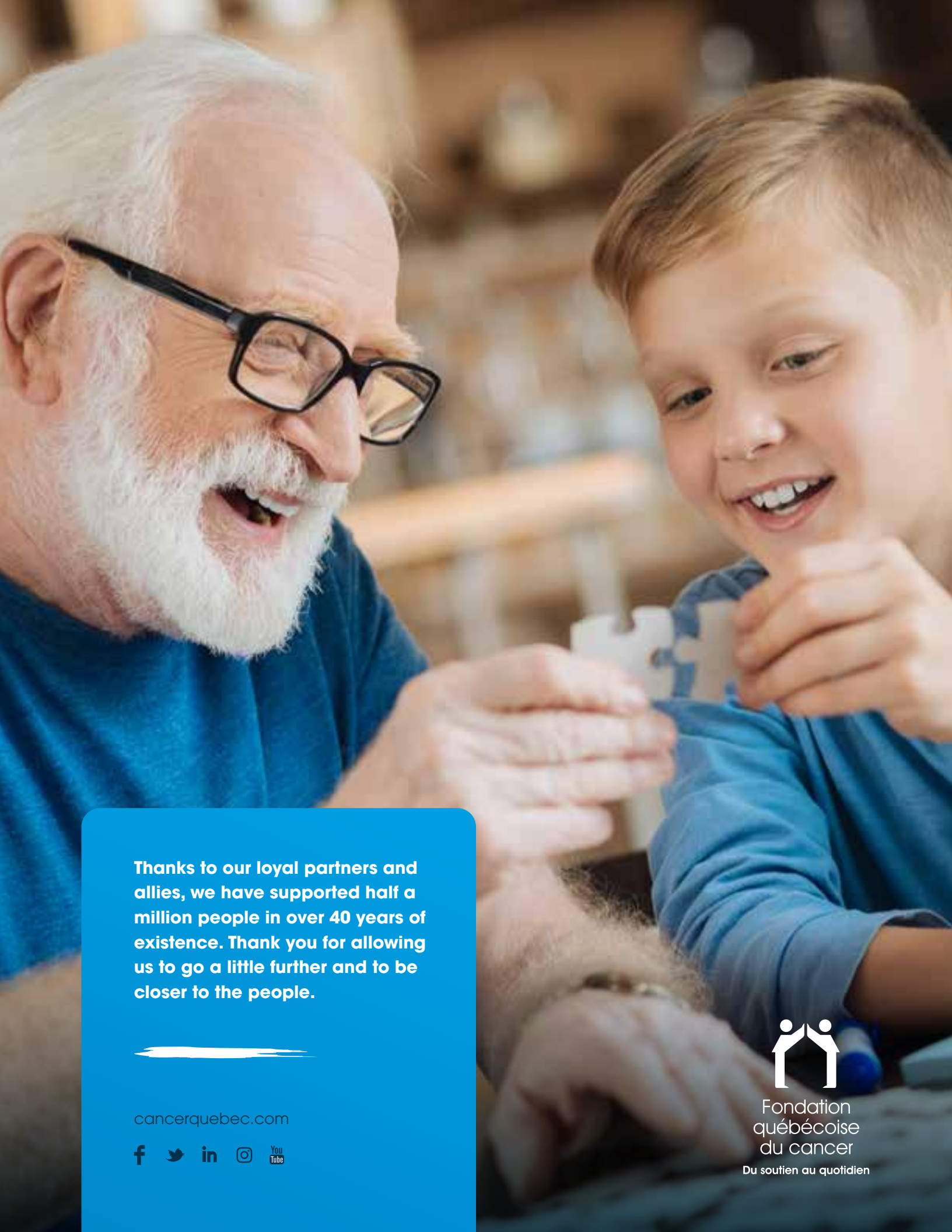
Communications and Public Relations
Quebec Cancer Foundation

Graphic design: Elodie Le Pape

Translator: Roy Cartlidge

ISBN 978-2-921286-47-3

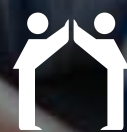
Legal deposit – Bibliothèque nationale du Québec, 2020
Legal deposit – Bibliothèque nationale du Canada, 2020



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