



***Together for
the Hôpital
Maisonneuve-Rosemont***

ANNUAL REPORT 2020



THE
FOUNDATION

IMPACT OF YOUR
DONATIONS

OUR
EVENTS

OUR
COMMUNITY

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Mission

As a key partner since 1978, the HMR Foundation has supported the Hôpital Maisonneuve-Rosemont (HMR) in its strategic development planning in order to respond more effectively to patient needs.

Deeply committed to making a difference, the Foundation supports projects focussing on the ongoing improvement of patient care, the development of teaching and the expansion of research.

The Foundation solicits the financial support of individual donors, private foundations, partners, and corporations. Collectively, they recognize the excellence of care provided to patients at the HMR, an outstanding hospital centre affiliated with the Université de Montréal.



—
STÉPHANIE GOUPIL
Respiratory therapist, HMR

—
PAMÉLA FERNANDEZ-PLANTE
Nurse, HMR

Thank you for being there with us!

2020 will forever be engraved in the history of Hôpital Maisonneuve-Rosemont (HMR), but also in the memory of each and every one of us as the year of COVID-19, with its tragedies, its human suffering, and its new concepts: teleworking, social distancing, health bubble, curfew. Thankfully, we will also remember the wonderful acts of solidarity, generosity, and humanity that happened during this pandemic.

Fortunately, there is much more to the year 2020 than that. Despite the challenging times, the last few months have demonstrated, once again, how much the Hôpital Maisonneuve-Rosemont, its research centre, and its teams are a pole of excellence, where the medicine of the future is conceived and thought out, day after day.

PANDEMIC: HÔPITAL MAISONNEUVE-ROSEMONT ON THE FRONT LINE

This year required and still requires, at the time of writing, incredible efforts from the teams at HMR, which welcomed more COVID-19 patients in the first wave than any other institution in Quebec.

This pandemic is a tragedy for everyone, but more so for the most vulnerable, and for the East End of Montreal in particular. That is why the Foundation decided to support its Hospital by creating a fund to respond to its most pressing needs: the **Together for the HMR Fund**. This fund and the campaign revolving around it aim to help the HMR face the ongoing pandemic, as well as the many challenges that will have to be met tomorrow.

2020 is also a year giving rise to various, incredible outpourings of generosity, solidarity, and empathy, from companies, large and small, and from many citizens, towards the Hospital, YOUR hospital. These selfless acts lifted the spirits of the HMR teams. Thank you to all of you for being there with us!



TOMORROW'S MEDICINE IS UNDERWAY AT THE HMR

Notwithstanding the pandemic, this year highlighted once more the excellence of the research being carried out at the HMR. It demonstrated how essential your support is for the physicians and researchers who are shaping the medicine of tomorrow, a medicine that is already saving lives every day.

Not a month went by without the HMR announcing an advance, a breakthrough, a discovery, or an experimental treatment – representing so much progress, so much hope and healing for patients in the fight against cancer, diabetes, blood diseases, improved eye care, stem cell treatments, immunotherapy.

It is no coincidence that HMR was chosen for major investments in gene therapy and in the leukemia cell bank. It is because it is a leader, a centre of excellence, all thanks to you!

Indeed, despite this unsettling period, which will remain engraved in our memories for a long time, you answered the call, again and again. You showed support and encouraged all those who were on the front line.

Thank you so much for your generosity, your commitment. Thank you for being there with us in support of the HMR and its patients. Thank you for being a source of healing!

PIERRE NELIS
Chairman of the
Board of Directors

JULIE DESHARNAIS
Executive Director

The HMR Foundation at a glance

 42 years of history

 12 employees

 14 359 donors

 \$16.7M raised in 2020

2020 BOARD OF DIRECTORS

As of December 31, 2020

PRESIDENT

Pierre Nelis

Chief Operating Officer and Vice-Chairman of the Board, Inno-centre

VICE-PRESIDENT FINANCE

John LeBoutillier

Chairman of the Board, Semafo inc., Deschênes Group inc.

SECRETARY

Me André Dufour

Partner, Borden Ladner Gervais

TREASURER

Philip Tousignant

Executive Director, Gowling WLG

MEMBERS

Dr. Réal Barrette

Medical Coordinator, Complex Clientele and Chronic Illnesses, Medical Director, Centre d'expertise en maladies chroniques, CIUSSS de l'Est-de-l'Île-de-Montréal

Mario Bédard

President, Groupe Immobilier Valor inc

Me Luc Béliveau

Partner and Chairman of the Board, Fasken

Patrick Boulé

President & CEO, Groupe Énergie BDL inc. (Joseph Elie, Petro Montestrie inc, Petro-Canada Fuels)

Sandra Chartrand

President, Sandra & Alain Bouchard Foundation

René Douville

Senior Vice President & Head - Canadian Commercial Banking-QC, BMO Bank of Montreal

Félix Furst

President, F. Furst Entreprises Ltd.

Philip Giffard

President, Integration division, Solotech inc.

Martial Hamel

President - North America, Sanimax

Daniel Héту

Managing Director, Lumira Capital

Jean Laurin

President and Chief Executive Officer, Devencore NKF

Anne-Marie Leclair

Partner, Vice-President Innovation, LG2

Régine Lecours-Angers

President, April Pharma inc.

Nadine Renaud-Tinker

President, Quebec Headquarters, Commercial Financial Services, RBC Royal Bank

Louise Roby, CPA auditor, CA, C.AdM., ASC

Partner, Mazars

Tom Sakoulas

Head of Human Resources, RGA - Reinsurance Group of America, Montréal - Québec

Brigitte Vachon

Lead Client Service Partner and Lead Audit Partner, Deloitte

Standing more united than ever

No doubt that the year 2020 was marked by the COVID-19 pandemic and transformed the delivery of health care forever. From day one, all staff, doctors, researchers, teachers, and students joined forces and fought relentlessly against COVID-19. They faced the health crisis, while providing quality care and ensuring the well-being of patients at Hôpital Maisonneuve-Rosemont.

This year, the words "courage and resilience" seem too weak to qualify the intensity and passion they have shown on a daily basis. Their dedication and sense of duty was a source of hope throughout the year!

More united than ever, the Hôpital Maisonneuve-Rosemont Foundation was there with us throughout 2020! It offered its backing and mobilized to support the improvement of patient care, the development of teaching and the growth of research, which greatly contribute to the growth and reputation of the Hôpital Maisonneuve-Rosemont, locally, nationally, and internationally.

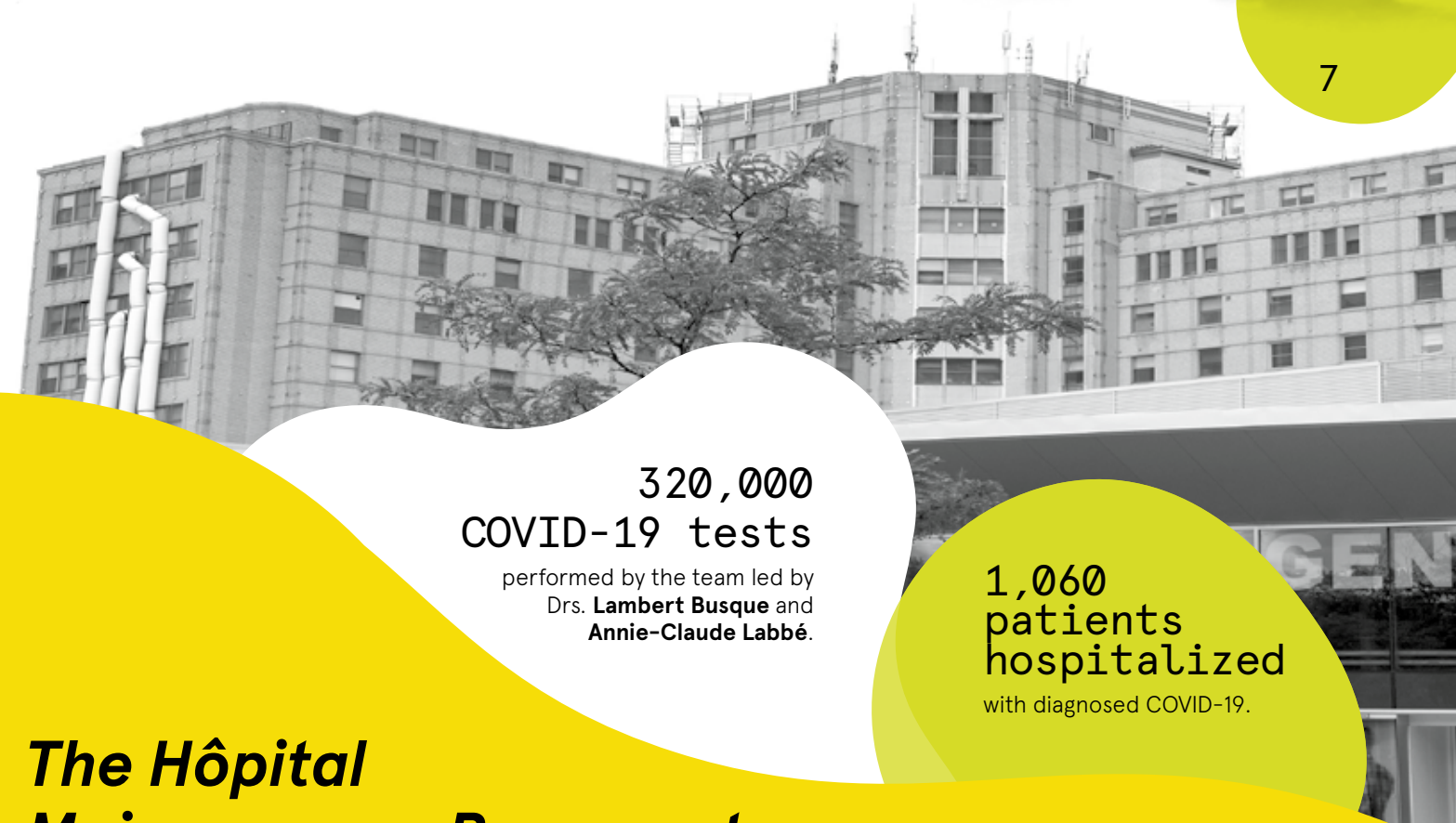
All staff, doctors, researchers, teachers, patients, and their families join me in warmly thanking the Hôpital Maisonneuve-Rosemont Foundation, its partners, and donors.



SYLVAIN LEMIEUX

President and Chief Executive Officer,
CIUSSS de l'Est-de-l'Île-de-Montréal

"Together, we can go through more difficult times, more united than ever. Thank you for helping us change lives!"



320,000
COVID-19 tests

performed by the team led by
Drs. **Lambert Busque** and
Annie-Claude Labbé.

1,060
patients
hospitalized
with diagnosed COVID-19.

The Hôpital Maisonneuve-Rosemont in 2020

1 INSTITUTE

HMR is designated as a **Hematology-Oncology and Cellular Therapy University Institute (HOCTU)** since October 29, 2019.

In 2020, the HMR announced that the HOCTU will welcome the first gene therapy production unit in Canada.

3 AREAS OF EXCELLENCE:

- Immunology-Oncology
- Nephrology
- Ophthalmology

1 WORLD-RECOGNIZED FIELD OF EXPERTISE:

Cellular Therapy

1 CENTRE

HMR is a designated University Centre of Ophthalmology since 2015.

144
RESEARCHERS

631
RESIDENT
PHYSICIANS

490,190
OUTPATIENT
VISITS

53,598
ER ADMISSIONS

11,010
SURGERIES

3,048
BIRTHS

Vital support for the HMR, its teams and its patients

2020 was an extraordinary year. In the midst of the COVID-19 pandemic, the Hôpital Maisonneuve-Rosemont (HMR) Foundation launched a fundraising campaign to ensure the population benefits from the best possible care at all times.

The **Together for the HMR Fund** aims to provide the HMR with the resources necessary to maintain excellence in care, research, and teaching, which are at the heart of the Hospital's ability to deal with the current pandemic and the challenges of tomorrow.

Thanks to your donations, this Fund supports among other things:

- The acquisition of state-of-the-art equipment and technology.
- The training of health care personnel.
- Increased screening capacity.

“Since the start of this pandemic, the HMR has been there for you, your loved ones, and the entire community.”

Patrice L'Écuyer
HMR Foundation spokesperson



In the media

FOUNDATION BECOMES PARTNER OF THE *DE GARDE 24/7* TV SERIES

The HMR Foundation was proud to be associated with the 2020 season of Télé-Québec's flagship series, *De garde 24/7*, which showcases all the expertise and humanity of the HMR teams.



Journal Métro interviewed **Dr. François Marquis** and **Patrice L'Écuyer**, in May 2020, about the launch of the *Together for the HMR Fund*.



PATRICE L'ÉCUYER AND DR. FRANÇOIS MARQUIS ON THE SET OF *BONSOIR BONSOIR*

In May 2020, the HMR Foundation spokesperson and the Chief of Intensive Care at Hôpital Maisonneuve-Rosemont were the guests of **Jean-Philippe Wautier** at *Bonsoir Bonsoir*, Radio-Canada TV's summer daily show.



A fully supportive, united community

Over and beyond monetary gifts, the community has been more than generous to the HMR, its staff, and its patients.

Restaurants, stores, businesses, and citizens joined forces to offer comfort to those at the heart of the fight against the pandemic. Disinfectant, visors, meals, and heavy equipment were generously offered to the teams. Here are some examples.



➤ **Distribution Charplus**, in collaboration with **Lisboa Cafeteria** and **Bairrada** restaurant, offered delicious meals to the HMR staff.



▼ **La Belle Tonki** restaurant prepared more than 300 hearty meals for the employees.



➤ **Ingénia Technologies** gifted Hôpital Maisonneuve-Rosemont with an air handling unit, which enabled it to transform part of its operating rooms into a negative pressure environment, capable of receiving patients affected by COVID-19.



➤ For Christmas, **Jessica Pastries** gave out sweet treats to the heroes working in the Emergency Room.

◀ To underline the immense work accomplished by healthcare professionals, the **CURE Foundation** provided protective visors.



➤ The **Lalema** company donated more than 200 litres of disinfectant to the HMR! This liquid gold has been vital to the Hospital during this pandemic.

Financial statements

2020 was a special year, but your generosity and your commitment were nothing short of exemplary, thank you!

In this unique year, **35.9%** of revenue was dedicated to the purchase of equipment, funding projects improving **patient care, research**, and teaching and **skills development**.

The remaining funds are partly capitalized to ensure the sustainability of the Foundation and will be used to support many future projects and needs.

Since 2008, the HMR Foundation has allocated **\$105.7 M** to the Hôpital Maisonneuve-Rosemont to support its three-part mission. Thank you for being a source of healing!

ALLOCATION OF DONATIONS TO THE HMR

69.3% › Research

26.4% › Care and equipment

4.3% › Teaching

OVERALL DISTRIBUTION OF DONATIONS AND INCOME

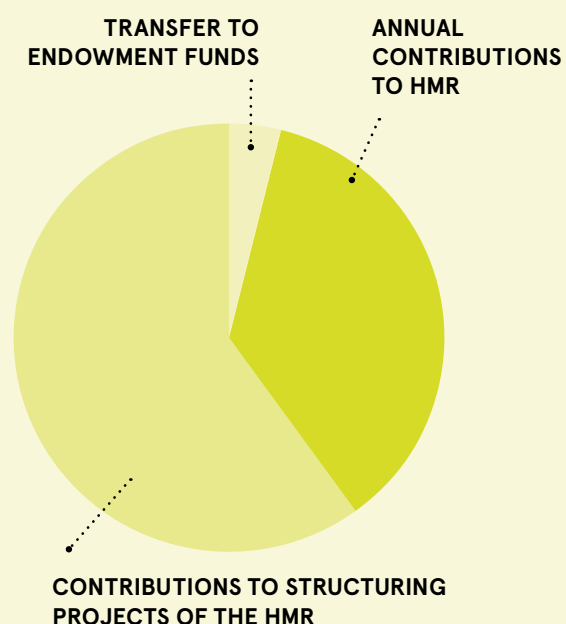
› **\$16.7M**

4% › Transfer to endowment funds

36% › Annual contributions to HMR

60% › Contributions to structuring projects of the HMR*

* Percentage of donations and revenues used, among other things, to meet the Foundation's commitments, which totalled more than \$24.5 million at the end of the fiscal year.



Excerpt from the audited financial statements

(in thousands of dollars) • Fiscal year ended December 31, 2020

BALANCE SHEET

	2020	2019
ASSETS		
Current assets	12,254	8,643
Investments	108,616	96,181
Property and equipment and other assets	12,746	12,885
Total - Assets	133,616	117,709
LIABILITIES		
Current liabilities	10,000	3,674
Soeur-Jeanne-Laporte Fund	9,126	13,227
Total - Liabilities	19,126	16,901
NET EQUITY		
General revenue fund	54,036	47,222
Fonds Soeur-Jeanne-Laporte	54,106	47,918
Endowment	6,348	5,668
Total - Net equity	114,490	100,808
Total - Net equity and liability	133,616	117,709

RESULTS OF OPERATIONS

(in thousands of dollars)

	2020	2019
REVENUE		
Investment income	5,978	5,291
Campaigns, events and donations	10,729	9,968
Business activity	39	3,655
Total - Revenue	16,746	18,914
EXPENSES		
Administration	2,023	2,232
Excess of revenue over expenses before donations	14,723	16,682
Donations to the Hôpital Maisonneuve-Rosemont	5,963	12,126
Excess of revenue over expenses before change in fair value of investments and of derivative financial instrument	8,760	4,556
Change in fair value of investments	5,290	8,619
Change in fair value of derivative financial instruments	(369)	(63)
Excess of revenue over expenses before donations	13,681	3,103

Financial statements audited by SLBO comptables professionnels agréés inc. are available upon request.



YOUR DONATIONS GIVE RISE TO GREAT STORIES, LIKE THAT OF FRANÇOIS QUENOT

Unwittingly, François Quenot was a front row witness to this pandemic that hit us as hard as it turned his life upside down.

With the help of his wife **Geneviève**, he was able and willing to share almost every moment of this ordeal in a series of articles and to recount it at our *À Votre Santé!* and *Montréal Passion Vin* events. He was also kind enough to become one of the faces of the **Together for the HMR Fund**.

His story is so incredible that it caught the eye of the media and was featured in an episode of the *De garde 24/7* TV series.

It all started with a trip to France during which **François** contracted COVID. Back in Canada, it takes him a while to figure out that he is affected by this hellish virus that everyone is talking about. Thus, it was that one evening in March, he arrived unconscious and intubated at the Intensive Care Unit of Hôpital Maisonneuve-Rosemont. He then began a long, very long, epic, relentless fight against the disease. A fight for which he has no memory of the first few weeks, as he was unconscious.

Refusing to give up, showing an incredible resilience, surrounded and accompanied by his new family, the intensive care team, he eventually came out of his coma in May, and gradually regained his strength. **François** finally left Hôpital Maisonneuve-Rosemont in June, to begin a long rehabilitation. He is now doing much better.

Some of the patient care projects |

SUPPORTED THANKS TO
YOUR DONATIONS IN 2020

TELEMEDECINE \$77,046

Development of tele-screening programs for diabetic retinopathy and macular degeneration due to age in the Department of Ophthalmology, thanks to the support of **Jean Turmel** and the **Fondation Jean-Louis Lévesque**.

These advances will translate into improved preventive screening and early treatment, especially in the context of a pandemic, as well as the maintenance of independence for the many patients suffering from these conditions.

PHYSIOTHERAPY \$5,000

Acquisition of physiotherapy equipment to help hospitalized patients fight against muscle loss and deconditioning, a major challenge in the context of a pandemic. Thanks to **Rio Tinto**, these patients can develop and maintain their physical abilities without leaving their room, helping to reduce pain, anxiety, and stress.

OPHTHALMOLOGY \$86,312

A donation from **Denyse Pharand-L'Écuyer** and **Bernard L'Écuyer**, complemented by government funding, supported the acquisition of a state-of-the-art imaging device that facilitates detailed examination of the retina and early detection of eye diseases such as glaucoma, age-related macular degeneration, and corneal cancer.

OBSTETRICS/GYNECOLOGY \$138,493

A new software enables the monitoring of pregnant women using data collected by obstetric ultrasound machines at the outpatient gyneco-obstetrics clinic of the HMR Ambulatory Care Centre. It brings together all exams, results, and images in a single, comprehensive view for all of our patients.

NEONATOLOGY \$36,360

An electrocardiogram offered by **Opération Enfant Soleil** and eight new specialized beds allow the Neonatology Department to provide better care to premature newborns, enhancing the safety and quality of care for these vulnerable patients.



Congratulations
for your incredible
tenacity and
thank you for
everything François!

—
François Quenot
COVID-19 patient at the HMR





BLOOD DISEASES: A WORLD FIRST THANKS TO YOUR SUPPORT

Just as there is not one, but many cancers, there is no single way to fight blood diseases. Research is constantly underway to find new therapies. The HMR is no exception and its Research Centre is even considered a reference in this field. For example, a patient suffering from a rare form of blood disease—aplastic anemia— and unresponsive to conventional treatment, had his life saved thanks to a transplant “improved” by the addition of a molecule created in Montreal.

Cord transplant and UM171: A miracle cocktail

The team of **Dr. Jean Roy**, hematologist, clinical researcher at the HMR, and full professor at the Faculty of Medicine of the Université de Montréal (UdeM), resorted to a stem cell transplant, using cells extracted from an umbilical cord. These were then “doped” or amplified, as scientists like to say, by a close to miraculous molecule, developed at the UdeM and named UM171.

“It was after we had exhausted all our treatment options that the UM171 molecule, which had already proven itself in a clinical trial with blood cancer patients, came into play.

In addition to increasing the number of stem cells, UM171 dramatically decreases the risk of long-term immunological complications.”

Dr. Jean Roy

Hematologist and clinical researcher,
 Hôpital Maisonneuve-Rosemont
 Full Professor,
 Faculty of Medicine, Université de Montréal

This molecule has the power to multiply umbilical cord stem cells by a factor of about 50. This makes transplantation safer, especially for adult patients.

It sounds simple, but it is in fact a world first. It is the result of work carried out by a team of researchers from the Institute of Hematology-Oncology and Cellular Therapy at the HMR and the Institute for Research in Immunology and Cancer at the UdeM, whose research efforts have benefited greatly from the support of the HMR Foundation and its donors.

Reprogramming patient histories

This work demonstrates the importance and power of cell therapy and stem cell treatments. They represent the medicine of tomorrow, one that is already saving lives today. A medicine with a bright future, offering hope and cure.



Some of the research projects

SUPPORTED BY YOUR
 DONATIONS IN 2020

QUEBEC LEUKEMIA CELL BANK (QLCB) \$100,000

A major donation of \$600,000 over three years from the **Cole Foundation** and the **Sandra and Alain Bouchard Foundation** funds the ongoing development of the QLCB biobank in support of research on pediatric and young adult acute leukemia. The ultimate goal is to develop more effective and less toxic treatments for these patients.

OPHTHALMOLOGY \$144,441

Support of the **Caroline Durand Chair in Cellular Therapy for Eye Diseases**, held by **Dr. May Griffith**. With a focus on harnessing the full potential of stem cell treatments in ophthalmology, the Chair empowered Dr. Griffith and her team to develop a revolutionary treatment to cure corneal perforations without transplantation.

CELL THERAPY \$100,000

In support of CellCAN, a network created by Canadian researchers to strengthen knowledge transfer and promote the advancement of research and clinical development in the field of regenerative medicine and cell therapy. CellCAN brings together Canada’s leading centres for cell therapy, including the HMR’s Centre of Excellence in Cell Therapy.

SCREENING AND ANALYSIS \$277,954

Acquisition, replacement, and rental of equipment for the HMR Research Centre in order to maintain and increase HMR’s screening and analysis capacities, which were extensively relied upon during the pandemic. This includes table-top refrigerated microcentrifuges, CO₂ incubators, freezers, a biological safety hood, as well as cell analyzers.

INNOVATION \$319,898

As a contribution to salaries and seed funding for researchers at the HMR Research Centre. These funds support the advancement of research, give researchers the opportunity to explore as yet untapped avenues, and early-career researchers to quickly launch their research program. In addition to fuelling innovation, the support granted has a leverage effect in obtaining public research funds.



YOUR DONATIONS ENHANCE THE EXPERTISE OF OUR HEALTH CARE PROFESSIONALS

Thanks to a donation from **Trudi and David Berger**, the Plastic Surgery Division of the HMR acquired a state-of-the-art **Leica microscope**, providing new opportunities for training and surgery.

"Our other microscopes are old models from operating rooms that date back several years. They do not have two eyepieces and cannot zoom or focus like the one just purchased. On the Leica, the optics are of high quality and the visualization of the structures is thus much better."

Allowing realistic simulation of surgeries, this device has several advantages that take training to another level. For example, it is possible to broadcast the intervention on screens and to record it. Teams can watch and review their performance, comment on it, study it, etc.

"With the Leica microscope, residents and experienced surgeons benefit from an unparalleled tool. This greatly improves the quality of training in our establishment."

It reinforces the HMR's status as a centre of excellence in teaching, allowing residents in plastic surgery, otolaryngology, and cardiac surgery to benefit from cutting-edge knowledge in microsurgery.

Professionals are not the only ones who benefit from the Leica microscope; it also has a positive impact on patients. With this tool, surgeons can hone their expertise and are now even more able to operate on complex cases with confidence.

Some of the training projects

SUPPORTED BY YOUR DONATIONS IN 2020

RECRUITING SCHOLARSHIPS FOR THE RESEARCH CENTRE \$78,788

Support for the next generation of medical professionals through scholarships and internships offered to undergraduate, graduate, and postdoctoral students.

QUEBEC SARCOMA NETWORK \$5,865

Creation of a website for the HMR's Department of Orthopedics-Oncology, one of three reference centres specializing in the treatment of musculoskeletal tumors in Quebec. This website promotes knowledge transfer and improves the Quebec sarcoma referral system.

INTENSIVE CARE \$120,000

Two new high-fidelity simulation dummies (one for adults and one for children) will help train healthcare personnel, including intensive care staff, in performing invasive and risky procedures, such as those required by patients with COVID.



"We are glad that students, residents, and surgeons can count on equipment at the cutting edge of technology. It makes a difference for them, and for patients as well."

—
Dr. Dominique Tremblay

Plastic surgeon,
Hôpital Maisonneuve-Rosemont
Director of the Plastic Surgery Program,
Université de Montréal



IN 2020, EVEN IN VIRTUAL MODE, THE À VOTRE SANTÉ! EVENING AND MONTRÉAL PASSION VIN EVENT MOBILIZED PARTICIPANTS, MEMBERS OF THE ORGANIZING COMMITTEES AND VOLUNTEERS FOR A COMMON CAUSE: THE WELL-BEING OF HÔPITAL MAISONNEUVE-ROSEMONT (HMR) AND ITS PATIENTS.

Reinventing ourselves for the cause

Even if the pandemic upset our plans, there was no doubt that the 9th edition of *À Votre Santé!* and the 19th of Montréal Passion Vin would take place.

We rose to the challenge! Together with exceptional, dedicated, determined volunteers who demonstrated creativity and innovation, we reinvented ourselves to bring you these events.

They could not have taken place without our loyal collaborators, who answered the call despite very difficult circumstances. Thank you to the Presenter Partner of both events, la Société des alcools du Québec, as well as to our Major Donor Partners, Quebecor (*À Votre Santé!*) and National Bank – Private Banking 1859 (Montréal Passion Vin). We were also privileged to have new sponsors supporting our cause and we are extremely grateful to them!

Finally, the whole process of making these virtual events happen would not have been successful without you, dear participants. It is for you and thanks to you that we managed to bring about unifying and unique moments for you to experience, albeit virtually. Your presence, your donations, your bids, and your participation in the draw allowed us to raise \$146,522* net with the interactive evening *À Votre Santé!* and \$468,359* net with Montréal Passion Vin at home.

Together, despite the pandemic, you took action for the benefit of the HMR and its patients. On their behalf, thank you so much for being there with us.

** The amounts differ from those announced in press releases as several donations were made after the conclusion of the events.*

Louise Roby

Co-Chair of the *À Votre Santé!* Organizing Committee



Johanne Claveau

Co-Chair of the *À Votre Santé!* Organizing Committee



Jean-Philippe Beauvais

Chair of the Montréal Passion Vin Organizing Committee



Scope of events in 2020



**\$639,881*
NET COLLECTED**



410 PARTICIPANTS

**2 ORGANIZING COMMITTEES
COMPRISING 26 MEMBERS**

2 FLAGSHIP VIRTUAL EVENTS

8 MEDIA MENTIONS

ORGANIZING COMMITTEES

THE À VOTRE SANTÉ! EVENT

HONORARY PRESIDENT

Jean Péladeau

General Manager, Data and Advertising Performance, Quebecor & Videotron

COPRESIDENTS

Johanne Claveau

Portfolio Manager, Vice-President, National Bank Financial – Wealth Management

Louise Roby, CPA Auditor, CA, ASC, Partner, Mazars

MEMBERS

Nahid Begum, Senior Auditor, Mazars

Gwendoline Bonnet

Project Manager, Directorate, Project Management and Business Development, Fonds de Solidarité FTQ

France Côté, Cofounder/Patent Agent, Benoît & Côté

Nathalie Dallaire, Vice-President, Executive Search, Optimum Talent

Johanne Desrochers, Manager, Aquaovo Experience Inc.

Josée Duhaime, Director, Major Industrial Sales, Énergir

Dr. Margaret Henri, Surgeon, Hôpital Maisonneuve-Rosemont

Me Elaine Léger, Partner, Fasken

Louise Sanscartier, Board Director and Governance Advisor

Alexandra Velosa, Associate, Institutional Fixed Income Sale, CIBC Capital Markets

MONTRÉAL PASSION VIN

PRESIDENT

Jean-Philippe Beauvais

Vice-President of Operations, Plaisirs Gastronomiques

MEMBERS

Me Luc Béliveau, Partner, Board Chairman, Fasken

Frédéric Bouchard, Partner – Deals, PwC

Me Denis Chaurette, Partner, Fasken

René Douville, Head, Corporate Finance Division – Quebec, BMO Bank of Montreal

Stéphanie Émond, Collectif Emondo

Jacques Farcy, Vice-President, Sales Network Operations, Société des alcools du Québec

Philip Giffard, President, Sales and Integration, Solotech

Gilles Goulet, Purchasing Director, Société des alcools du Québec

Daniel Hinse, Vice-President, Investments – Entertainment and Consumer Goods, Fonds de solidarité FTQ

Pierre Laboursodière, Vice-President, Private Banking 1859 – National Bank

Denis Leclerc, Chief Executive Officer, FlexiFonds, Fonds de solidarité FTQ

Stéphane Léveillé, Managing Director – Head of Quebec Private placement and Quebec Continuity Fund

Marc-André Nantais, Portfolio Manager, Private Wealth Management, Jarislowsky Fraser

André Shareck, Vice-President, Finance, Société de développement Angus



Add Sparkle TO YOUR BBQs

Add sparkle to your BBQs!

1st edition - \$25,000 net

Draw date: July 31, 2020

- 625 TICKETS SOLD
- 2 WINNERS
- 2 BASKETS OF 6 BOTTLES OF GREAT WINE

À VOTRE SANTÉ!

The interactive evening

9th edition - \$146,522* net

Hosted by HMR Foundation spokesperson, **Patrice L'Écuyer**, and with the participation of **Dr. François Marquis**, *Together for the HMR Fund* ambassador.

- OVER 120 PARTICIPANTS
- FREE PARTICIPATION!
- 16 LOTS UP FOR AUCTION

November 12, 2020



MONTRÉAL PASSION VIN

At home

19th edition - \$468,359* net

Co-hosted by **Sébastien Benoît** and sommelier **Véronique Rivest**.

- 4 WINE HOUSES: VEUVE CLICQUOT, MAISON LOUIS LATOUR, ANTINORI, AND CHÂTEAU DE BEAUCASTEL
- OVER 290 PARTICIPANTS
- 390 TASTING PACKS
- 743 DRAW TICKETS SOLD
- 2 AUCTIONS, 174 LOTS

November 21, 2020



* The amounts differ from those announced in press releases as several donations were made after the conclusion of the events.

FHMR Scotiabank Virtual Charity Challenge

Due to the pandemic, FHMR Scotiabank Charity Challenge runners were unable to gather as planned. Thus, it was on the streets in and around their neighbourhoods that they took up their challenge in virtual mode while continuing to raise funds.

From May 25 to September 21, about 20 teams from the HMR Foundation moved along the sidewalks, bike paths and race trails to raise **\$35,753!** As a team or in solo, the Charity Challenge demonstrated once again this year the incredible solidarity of the HMR's teams.

NEXT GENERATION COMMITTEE: ALL IN FOR THE FUND

Members of the Foundation's Next Generation Committee took part in the Challenge in support of the **Together for the HMR Fund**. Nearly \$4,000 was raised by this team of young business volunteers. These funds will support the acquisition of state-of-the-art equipment and technology, the training of health care workers, and increased screening capacity.

Congratulations to all runners, walkers, and donors.

Thanks to you, the Foundation has won the Award for the organization that raised the most funds.

Projects carried out thanks to the funds raised include the acquisition of Panda beds for the smallest of HMR patients. Congratulations to the members of the pediatric team for completing their challenge with flying colours!



Eliane Tessier



Jade Lavallée-Labossière



Nicolas Bonhomme



Stéphane Gauthier



Stéphanie Goupil

Impact of community-led activities in 2020

The HMR Foundation can count on an active and generous community, even during a pandemic! Many committed and dedicated people believe in the cause and were not demoralized by the circumstances. Like us, they reinvented themselves to contribute to tomorrow's medicine and the well-being of patients. Thank you for standing as one with the Hôpital Maisonneuve-Rosemont!



\$217,042 NET COLLECTED



1,290 DONORS

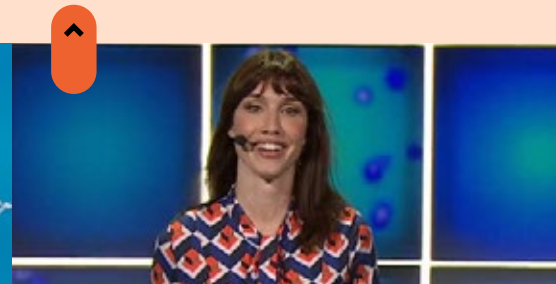
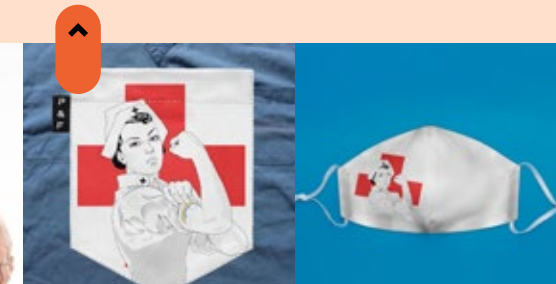
21 COMMITTED ORGANIZERS

16 ACTIVITIES ORGANIZED

For its 8th edition, the Défi Cyclo-myélome turned into #MonDéfiPerso! Around 20 cyclists took to the streets in support of the Myeloma Canada Chair. Photo: **Francine Ducas**, co-founder of the Challenge; **Marie-Lyne Joncas**, spokesperson, and **Maryse Bouchard**, co-founder of the Challenge.

A portion of the proceeds from the sale of customized pocket and mask models from the **Poches & Fils** company was donated to the HMR Foundation. © Poches & Fils

In September 2020, TV host and actress **Bianca Gervais** appeared on TVA's show *Le Tricheur*. She won \$685 on behalf of the HMR Foundation. © *Le Tricheur* – TVA



\$44,335	Antoine Loranger Fund
\$685	Bianca Gervais on the show <i>Le Tricheur</i>
\$1,288	Collection of soda can tabs and bread ties by Raynald Arsenault
\$1,807	CROIRE Fund personal renewal activities and benefit concerts
\$67,310	Défi Cyclo-myélome
\$15,700	Eric Mackeage Hockey Tournament
\$2,881	Event dedicated to Pierre Dubé (research)
\$1,641	Facebook campaigns
\$35,753	FHMR Scotiabank Charity Challenge
\$10,150	Kira Zoellner and Patrick Boulé fundraiser for the Neonatal Unit
\$30,000	<i>Les Amis de Jean-François</i>
\$2,432	Mathilde's birthday - 1 year
\$675	Mycancerfood virtual community
\$2,000	Poches & Fils
\$288	Purchase of pajamas for pediatrics
\$98	Souris Mini My First Hat program



INVESTING IN THE WELLBEING OF ONE'S COMMUNITY

To make a deep and lasting contribution to the wellbeing of their community. That is what motivates and brings happiness to **Denyse Pharand-L'Écuyer** and **Bernard L'Écuyer***, both of whom have been retired for some years now.

"When you grow in age, your perspective changes," confides **Bernard**. *"You want to give additional meaning to your life and leave a legacy."*

The couple decided to leave a bequest in their will in support of research in ophthalmology, a field in which the HMR excels. *"We focused on what has hindered us in our life and our old age, because we really understand the suffering these diseases cause,"* acknowledges **Denyse**.

By this gesture, **Denyse** and **Bernard** have established a meaningful legacy that will contribute to advancing research and providing hope, as well as concrete and lasting benefits for our entire community and beyond.

The couple's generosity does not stop there, however. A few months later, upon visiting the HMR's Department of Ophthalmology—designated as Université de Montréal's ophthalmology teaching centre since 2015—, the couple learns that the Department's highest priority is acquiring new imaging equipment that could have an enormous impact on the health of thousands of Quebecers. **Denyse** and **Bernard** do not hesitate and decide to supplement government funding with a generous one-time donation to allow the department to purchase this vital tool without delay.

This state-of-the-art imaging device facilitates detailed examination of the retina and will enhance pathology detection, disease management and patient flow. It will also prove essential in the early detection and accurate diagnosis of a large number of ocular diseases, including age-related macular degeneration.

* Denyse Pharand-L'Écuyer and Bernard L'Écuyer are not related to Hôpital Maisonneuve-Rosemont Foundation spokesperson, Patrice L'Écuyer.

Donations at a glance | IN 2020



14,359
DONORS



\$79,13
AVERAGE DONATION
TO THE ANNUAL
CAMPAIGN



1,266
MONTHLY DONORS



775
DONATIONS
IN MEMORY OF
A LOVED ONE



10
ESTATE
DONATIONS



"The HMR is a part of our community and has made a name for itself through the great care it provides to all. It is now up to us in the East of Montreal and beyond to sustain this good work, to do our part and lead by example."

Denyse Pharand-L'Écuyer and Bernard L'Écuyer





The link between **Jean Labelle** and the HMR Foundation began a few years ago, when his daughter, **Audrey**, was there doing a communications internship. *"She was telling me about the team, the cause, the Montreal Passion Vin event, and it really appealed to me!"*

Approaching retirement, the timing seemed perfect for him to put a foot, a leg, and why not, all his heart into a cause that matters to him.

"I'll have more and more free time, but for now I'm doing it as I go along. I know what it's like to be hospitalized, to need care and comfort. It was natural for me to join a cause that would address those needs."

In 2019, Jean joined the volunteer team at the Montreal Passion Vin benefit event. This year, he once again showed his solidarity by giving a big helping hand, and... delivering more than twenty gifts and wine boxes to participants and partners. Having covered much of Montreal's South Shore, his help proved invaluable.

Making a difference and enjoying it

In addition to being aligned with the Foundation's mission, Jean himself is a great wine lover. As such, it was natural for him to get involved with Montreal Passion Vin!

"It definitely helps to find a cause you care about and to be passionate about what you do."

The impact of volunteering | IN 2020



3,253
VOLUNTEERS HOURS



7,799
ENVELOPES FOLDED
AND STAMPED



1,377
CALLS
TO DONORS



36
MEETINGS OF
BUSINESS COMMUNITY
VOLUNTEERS



2
VIRTUAL EVENTS



300
GIFT BOXES
DELIVERED TO
MONTRÉAL PASSION VIN PARTICIPANTS



"I met a dedicated team with an open heart and a yearning to make a difference. How could one not feel moved to action by their passion? I wanted to be part of it!"

Jean Labelle, volunteer



Donors

\$1,000,000 AND MORE

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\$500,000 TO \$999,999

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Fondation Caroline Durand • 33

\$100,000 TO \$499,999

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Charbonneau, Roger • 1
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La Fondation familiale Trottier • 4
Les anesthésistes de l'Hôpital
Maisonneuve-Rosemont • 11
Mouvement Desjardins • 7
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Pharand-L'Écuyer, Denyse and
L'Écuyer, Bernard • 1
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Two anonymous donors

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Gestion Shandrek inc. • 18
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*Years of supporting the HMR Foundation

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Pageau, André • 15
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Three anonymous donors

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Hébert, Michel • 9

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Holding Angelcare • 1
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Huguet Latour, Claire • 12
Hurteau, Denise • 1
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L'Écuyer & Fils Itée • 1
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Moreau, Robert
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Racicot, Raymonde
Serrano, Anne-Marie
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\$150,000 AND MORE

Amgen
SAQ

\$25,000 TO \$49,999

Banque Nationale - Gestion privée 1859
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\$10,000 TO \$24,999

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BMO Banque de Montréal
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Famille Shareck Yoon
Fonds de solidarité FTQ
Plaisirs Gastronomiques
RBC Banque Royale

\$1,000 TO \$9,999

Benoît & Côté
Croesus
Delmar International inc.
Énergir
Hoogan et Beaufort
Mazars
Morency Société d'avocats s.e.n.c.r.l.
Promotions Universelles

\$1 TO \$999

Banque Nationale

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Clusier
Domaine Forget
Doyon Després
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Emballages 3S
Energia Productions inc.

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Galerie Simon Blais
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HRS Global
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Alexandra Yelle

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As of December 31, 2020

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Executive Director

Jani Lacoste
Event Director

Ludmila Rozmiret
Director, Partnerships and Donor Relations

Soraya Alem
Department Manager, Accounting

Olivier Champion
Department Manager, Communications

Mélanie Beauregard
Senior Coordinator, Relationship Marketing

Marie-Andrée Bouchard
Officer in charge of Information Management

Pascal Fischer
Senior Advisor, Annual Campaign

Ouliana Lapchina
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Danielle Poirier
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Charlotte Rancourt-Castilloux
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You will find all the testimonials and the details of projects realized in 2020 as well as a preview of current needs at the HMR at Fondationhmr.ca

CREDITS

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Department, *Le Tricheur* - TVA
De Garde 24/7 - Télé-Québec,
AND Poches & Fils



2021 Events

STAY TUNED

to receive the latest information about our upcoming activities, including the 10th edition *À Votre Santé!* and the 20th anniversary of Montreal Passion Vin.

MARJOLÈNE DI MARZIO
Nurse, HMR



FHMR

fondation
de l'hôpital
maisonneuve-
rosemont



***Let's continue to help
the Hôpital Maisonneuve-Rosemont
and its patients.***

Together, we are making a difference!

270-5345, boul. de l'Assomption
Montreal (Quebec) H1T 4B3
info@fondationhmr.ca
t. : 514 252-3435

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