



2014 ANNUAL REPORT

Together, we can make a difference!



Our Mission

Every patient today deserves
the best medicine tomorrow
can deliver

The HMR Foundation has been a major partner of Hôpital Maisonneuve-Rosemont since 1978, supporting the hospital's development strategies, which seek to better meet patient needs.

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

The Foundation solicits the financial support of individuals, private foundations, partners and businesses. Together, they recognize the excellence of the care provided to patients at HMR, an outstanding medical centre affiliated with Université de Montréal.

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Solid support for a record year

In fiscal 2014, the HMR Foundation reached a historic record, generating higher revenues than ever before. The funds raised, thanks to the generosity of the Foundation's donors, will go toward major projects that help the hospital meet its three key objectives: improving care, conducting research and teaching. Serving a population of some 668,000 people—that's nearly one in eight Quebecers—the hospital's staff tackles substantial challenges every single day. The Foundation is proud to be a part of this quest for excellence.

For the fourth year in a row, of the 160,000 or so non-profit and charitable organizations in Canada, the HMR Foundation ranked among the top 100 organizations recognized for their scrupulous management and highly effective use of donor funds. The HMR Foundation Board of Directors is delighted about this recognition, which confirms the integrity and transparency of its management practices. The bond of trust we have with our donors, the cornerstone of a lasting relationship, is the result of this transparency.

Since 2008

Revenues have increased by 93.1%

\$51.2M in funding for projects at HMR

Administration costs in 2014: 9.71%



The Quebec government recently announced healthcare reform. Let's be clear: the directors of the HMR Foundation are renewing their commitment to Hôpital Maisonneuve-Rosemont. The changes that have been announced will in no way weaken the ties that bind us to the hospital, because we will continue to support planned projects aimed at improving patients' wellbeing.

Dominique Michel teamed up with the Foundation and took on the role of volunteer spokesperson for HMR's future Integrated Cancer Centre. In 2014, she invested time and energy, giving dozens of interviews to spread the word about this great project. She then recruited a further 11 Quebec personalities for the J'appuie Dodo promotional campaign created by communications agency TAM TAM\TBWA. This wave of amazing generosity on Dominique's part gave us unprecedented media visibility that helped us reach hundreds and thousands of people.

Fondation Caroline Durand showed its appreciation for the excellent work of HMR's vision health specialists by donating an astonishing \$5 million to the hospital for research into cellular therapy for the eyes. This promising new medical approach is providing hope for new therapies to treat a greater number of eye conditions. HMR is in a unique and particularly privileged position to advance science where these two areas of expertise intersect. We welcome the generosity of this foundation which has been an HMR supporter for many years.

The Board of Directors now has five new members. By joining this team of

dedicated women and men, the new members have shown their dedication to supporting the people of Montreal's east end. For the HMR Foundation, the involvement of our 146 volunteers is particularly important, as many of them solicit donations to fund real-life projects at HMR. They all serve as spokespersons within their social networks, conveying a positive message about the Foundation and HMR.

To meet the challenges that lie ahead, the support movement we have developed over the years will need to be nurtured and expanded. Hôpital Maisonneuve-Rosemont, as a top-ranking university hospital, would like to carry out a major upgrade of its facilities. More than ever, achieving this goal will call for the support of the Foundation and its donors.

To provide patients with constantly improving care, to create favourable conditions for researchers, and to develop an environment where knowledge is showcased and imparted in the most effective way, we need your help. We are very excited about the future of our hospital and our Foundation.

Thank you for your support!



Lucie Drapeau
Executive Director



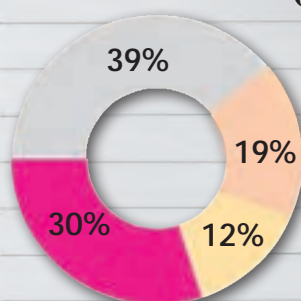
Jean Laurin
Chairman of the Board

Statement of Financial Health

Since 2008, the HMR Foundation has contributed **\$51.2 million** to projects at Hôpital Maisonneuve-Rosemont.

2014 sources of revenue

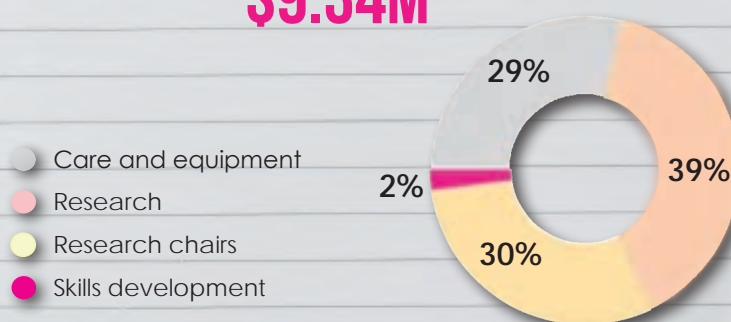
\$16.3M



- Business activity
- Annual campaign and events
- Investments
- Dedicated major donations, corporate donations and in-kind donations

Allocation of donations to HMR in 2014

\$9.34M



- Care and equipment
- Research
- Research chairs
- Skills development

2014 financial statements

Excerpt from the audited financial statements

Fiscal year ended December 31, 2014
(in thousands of dollars)

Balance sheet

	2014	2013
ASSETS		
Current assets	3 639	6 462
Investments	46 648	38 494
Property and equipment and other assets	5 605	5 658
Total – Assets	55 892	50 614
LIABILITIES		
Current liabilities	664	1 973
Total – Liabilities	664	1 973
NET EQUITY		
General revenue fund	23 713	21 224
Soeur-Jeanne-Laporte fund	29 456	25 967
Endowments	2 059	1 450
Total – Net equity	55 228	48 641
Total – Net equity and liabilities	55 892	50 614

Results of operations

	2014	2013
REVENUE		
Investment income	1 945	2 703
Campaigns, events and donations	7 916	5 429
Business activity	6 433	5 472
Total – Revenue	16 294	13 604
EXPENSES		
Administration	1 583	1 562
EXCESS OF REVENUE OVER EXPENSES BEFORE DONATIONS	14 711	12 042
DONATIONS TO HÔPITAL MAISONNEUVE-ROSEMONT	9 344	6 700
EXCÉDENT DES PRODUITS SUR LES CHARGES AVANT VARIATION DE LA JUSTE VALEUR DES PLACEMENTS	5 367	5 342
CHANGE IN FAIR VALUE OF INVESTMENTS	1 220	2 563
EXCESS OF REVENUE OVER EXPENSES	6 587	7 905

J'appuie Dodo, all about support ?

Dominique Michel, volunteer spokesperson for the Foundation, was successfully treated for colon cancer at Hôpital Maisonneuve-Rosemont. While she greatly appreciated the way she was cared for, Dodo had to face reality: there is a serious lack of resources for the thousands of people with cancer. That's why, several years ago, she decided to get behind the creation of an Integrated Cancer Centre.

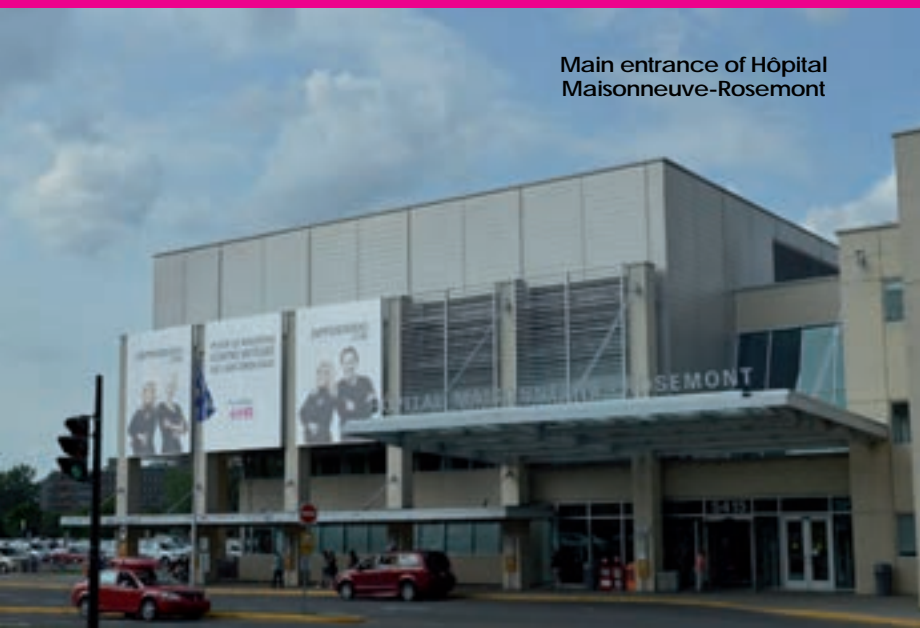
Since 2011, through the jappuiedodo.com website, the Foundation has been collecting donations for the HMR's future Integrated Cancer Centre. This year, the HMR Foundation went further thanks to those donations.

Guy A. Lepage
Television host

"Without Hôpital Maisonneuve-Rosemont, my friend Dodo wouldn't be here today. Her doctors saved her life, and now they're ready to save more. Give generously to the Foundation to save all the Dodos we don't know."



Main entrance of Hôpital
Maisonneuve-Rosemont



HMR has benefited from the support of:

Marc Hervieux, Dominique Michel, Marie-Claude Barrette, Jean-Pierre Ferland, Guy A. Lepage, Stefano Faita, Pénélope McQuade, René Simard, Patrice L'Écuyer, Annie Pelletier and Boucar Diouf.

Using elevator doors, the hospital's façade, and Quebecor bus shelters in Montreal's east end to convey its message, the campaign provides considerable support to this major project.



J'appuie Dodo
7,700 Facebook friends
since June 2014



To join the pro-HMR
movement...

Pour le nouveau
Centre intégré
de cancérologie

jappuiedodo.com

**APPUYEZ
DODO
VOUS AUSSI**



Patrice L'Écuyer
Television host

"I support Dodo...
Because she's still with us, like
more and more of us will be
thanks to the Foundation!
Because I could never say no to
Dodo!
Because I love her!"

Media visibility for the J'appuie Dodo campaign

Since March 2014, the Foundation has been running a fundraising campaign at the hospital itself.

And that is how Dominique Michel became our partner in creating a support movement at HMR. The campaign's objective is to rally the hospital's clientele around a promising project, the future Integrated Cancer Centre. To achieve its goal, the Foundation would like to stimulate and appeal to people, and stand out in a creative way. Dodo contacted many of her friends in the arts, the media, sports and gastronomy, and they all lent her their support! As a result, the pictures of a large, heart-warming group of public personalities adorn the hospital throughout the year to encourage donations.



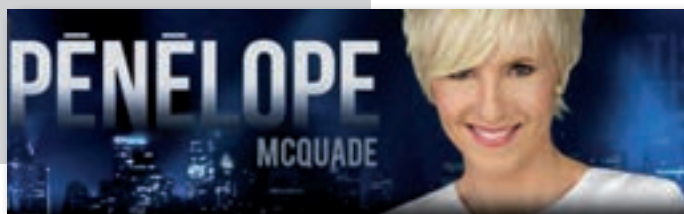
TOUT LE MONDE EN PARLE
g p

Tout le monde en parle
Radio-Canada
2014-10-19



Sucre Salé
TVA
2014-08-26

deuxfilles
le matin



Pénélope
McQuade
Radio-Canada
2014-04-23

Thanks to the J'appuie Dodo campaign, the Foundation received unprecedented media coverage.



La Semaine
Published September
11, 2014



Le Véro show
105,7 Rythme FM
2014-10-28



Le Lundi
Published 2014-10-09



Pénélope McQuade
Television and radio host

"I support the J'appuie Dodo campaign because so many other people deserve to have their recovery backed by our solidarity. People are often alone in facing their illness, but together, we can provide them with the strength and courage to make it through their ordeal. We are here for them."

Boucar Diouf
Comedian

"I decided to support Dodo because of what my grandfather always said: 'When illness comes knocking, the people around us are the best cure.'"



Fondation Caroline Durand

Confirms Its Outstanding \$5 MILLION Donation



Lucie Drapeau, Executive Director, HMR Foundation, and
Pierre Venne, President, Fondation Caroline Durand

Represented by its president, Pierre Venne, Fondation Caroline Durand has been donating to the HMR Foundation for many years. After making numerous contributions that have enabled HMR to purchase high-tech ophthalmology, cardiology and audiology equipment, Fondation Caroline Durand wanted to make a substantial donation to enhance research and patient care like never before.

Today, over four million Canadians suffer from impaired vision due to age-related eye diseases, and as the population ages over the next 20 years, that number is expected to double. Hôpital Maisonneuve-Rosemont, where ophthalmology is a field of excellence, is tackling these alarming statistics head on. That is why cellular therapy and ophthalmology research are two of the hospital's priorities.

HMR is the only healthcare institution in Canada with expertise and cutting-edge technology in these two fields.

Fondation Caroline Durand demonstrated its trust in Hôpital Maisonneuve-Rosemont through a remarkable gesture: a substantial donation for research into the application of cellular therapy for the treatment of the eyes.



Aware of this benefit, Mr. Venne felt compelled to support HMR: "Cellular therapy promises new therapeutic possibilities for many eye diseases. Hôpital Maisonneuve-Rosemont is without a doubt in a unique and particularly privileged position to advance science at the crossroads of these areas of expertise. It was only natural for us to support this hospital's Foundation in a significant manner," said Mr. Venne.

2014-03-22

Nephrology and Its Impact

Generating revenues for kidney disease research



Olympic champion Bruny Surin with his wife, BIANELLE Surin, and Dr. Vincent Pichette.

In 2014, the seventh annual **Nephrology and Its Impact** fundraising event saw 250 people gather in the tourist hall at the Olympic Stadium. In a family atmosphere filled with songs, laughter and impressive artistic performances, guests were made aware of the importance of the little-known field of nephrology.

For the event's seventh edition, the HMR Foundation benefited from the enthusiastic support of the Montreal Impact and the Saputo family. And having gone through a very trying experience himself, Olympian Bruny Surin also wanted to support the event by serving as spokesman. It was important for him to talk about kidney disease to make people understand how important nephrology is: **"While most people are familiar with diabetes, high blood pressure and urinary tract infections, few realize that they all fall under the medical specialization known as nephrology. Let's get people talking about it!"**

All the funds raised at the event went straight to HMR's nephrology department. The Organizing Committee's volunteers are very proud of their event's success. Adding this year's remarkable **\$380,000** to the amounts raised at previous years' events brings the total raised by this annual fundraiser to over **\$2.2 million**. These funds will be applied to ongoing research on kidney transplantation—a pressing need today for the patients of tomorrow.



Amount raised
\$380,000

HMR nephrology department in numbers:



7 185 patients



3 468 visits



2 344 patients receiving home care



14 nephrologists

700

admissions a year

400

dialysis patients



63 kidney transplants a year

600

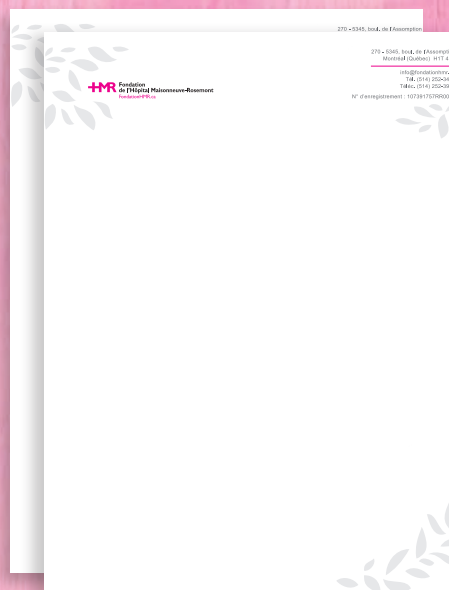
transplant recipients receiving follow-up care

Nephrology is one of HMR's areas of excellence. The hospital is also the main venue for training future specialists and the only learning centre for specialized nurse-practitioners in Quebec. In 2014, the nephrology department celebrated its 50th anniversary.

A New Visual Identity



@FondationHMR



In 2014, the Foundation adopted a new visual identity. Created by Emmanuelle Beaupère, the visuals feature the leaves of Espace Fondation HMR growing on a tree that represents strength and life. These clean and simple yet dynamic leaves are intended to represent the force that drives the Foundation forward in its various projects.

This brand identity is now used as the background for both traditional communication materials and stationery. Moreover, this year the Foundation put considerable effort into its Web positioning through its websites and social network presence. Follow us!



2014-11-25

Appreciation Event for Our Partners and Volunteers

Extensive support

The HMR Foundation showed its appreciation for the sustained commitment of its volunteers and partners at a lively and memorable event held to thank those who have put time and energy into accomplishing the Foundation's mission.



Jean Laurin and Gilles Jarry, members of the HMR Foundation Board of Directors.



In 2014

146 volunteers gave their time to the HMR Foundation.



Our volunteers having fun in the event's photo booth.



"Dearest volunteers and partners: you make all the difference, and thanks to you the HMR Foundation is what it is today. We hope to be able to count on you for a long time to come. Thank you for your support!"

Jean Laurin

Chairman of the Board

Rare assets

Without the volunteers and partners whose work helps bring a range of projects to fruition, non-profits like ours would simply not exist. We at the HMR Foundation and our extraordinary volunteers and partners go way back. In fact, we've all become close friends over the years. Without their outstanding commitment, week after week, year in, year out, we would not be able to pursue our mission with so much success.

Volunteering means DONATING your time
info@fondationhmr.ca

2014-10-30

The Health Effects of Good Wine!



Josée Noiseux, Founder and President of Synchronicité; Manon Brouillette, President & CEO at Videotron; Frédéric Panaïotis of Maison Ruinart; and Marie-Claude Barrette, television host.

Three days of fundraising events helped raise an outstanding amount of money for the future HMR Integrated Cancer Centre.

La
soirée
**À votre
santé!**



Grand partenaire donateur



The cancer figures are alarming, and the 2,000 or so philanthropists who attended the three days of festivities made no secret of their support for the well-being of HMR's patients.



Dominique Michel, René Simard and Annie Pelletier

As HMR Foundation spokesperson, Dominique Michel opened the festivities. An **all-female** organizing committee and Manon Brouillette, honorary co-chair and Videotron president & CEO, welcomed 400 people to the **La soirée À Votre Santé!** event. The guests had an opportunity to taste three champagnes by Maison Ruinart and enjoy some outstandingly original hors d'œuvres by Daniel Vézina, chef at the Laurie-Raphaël restaurants in Quebec City and Montreal.

The evening was a festive one, with a number of artists coming out to support the cause. Patrice L'Écuyer, Annie Pelletier, Marie-Claude Barrette, René Simard, Nadja, Jasmin Roy, Cathy Gauthier and Mario Dumont joined in to support Dodo and this major fundraising campaign aimed at improving the day-to-day lives of people living with cancer.



SAQ présente

MONTRÉAL PASSION VIN

Grand partenaire donateur **Standard Life**

October 31 and November 1, 2014



1



2



3

1) Dominique Michel and Patrice L'Écuyer at Montréal Passion Vin's Grand Banquet

2) Unveiling of the results of the 2014 edition

3) Lucie Drapeau, Executive Director, HMR Foundation; Frédéric Panaiotis of Maison Ruinart; Véronique Rivest, sommelier, and Martin Gauthier, Chair of the 2014 Organizing Committee

This festive evening was a real triumph in many respects. The cause was a perfect fit with wine and gastronomy, a winning formula for the HMR Foundation and the many sick people in Montreal's east end.

Hundreds of wine lovers took to the tasting room at The Hotel Hilton Bonaventure Montreal for the launch of the 13th edition of **Montréal Passion Vin (MPV)** hosted by Martin Gauthier, Chair of the Organizing Committee and President of Sid Lee.

A one-of-a-kind event, MPV again welcomed some of the wine world's brightest luminaries: Frédéric Panaiotis of Maison Ruinart, Michel Chapoutier of Maison M. Chapoutier, Tod Mostero of Dominus Estate, Axel Heinz of Ornellaia & Masseto, Albéric Bichot of Maison Albert Bichot, Alvaro Palacios of the Spanish vineyards of the same name, and James Sichel of Château Palmer. These artisan winemakers were very generous and involved throughout the tasting sessions and the Grand Banquet. The closing evening culminated in a live auction, where bottles of outstanding wines were sold.



Result

\$1,200,900



montrealpassionvin.ca



@fondationhmr



@jappuiedodo

2014-09-10

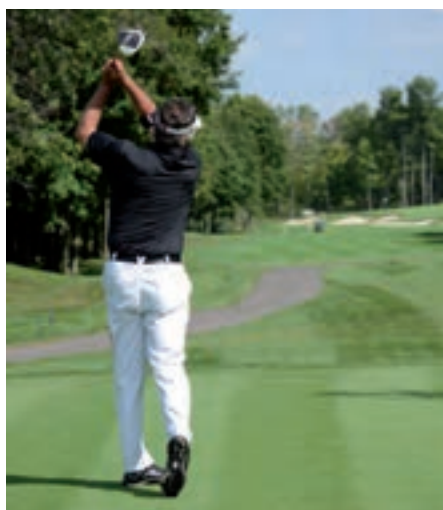
Golf tournament

for the HMR Orthopedics Department

Innovation Rewarded!

Raising **\$330,645**, the 19th HMR Foundation Golf Tournament was a resounding success. This remarkable wave of generosity by the business community clearly demonstrates their willingness to support excellence and innovation in the health field to foster continuous improvements in patient care.

Co-chaired by Louis Bourassa of Fiera Capital and Michel P. Racine of Laurentian Bank, the event drew 150 business people from the Greater Montreal area to Club Laval-sur-le-Lac's blue course, which was designed by Mike Weir. Michel Lacroix, the voice of the Montreal Canadiens, served as the day's emcee. Thanks to this latest edition, the tournament has raised more than **\$3 million** for Hôpital Maisonneuve-Rosemont over the years.



Dr. Martin Lavigne at an evaluation session.

Together for an Innovative Cause!

The financial success of the 2014 tournament was due to the HMR Orthopedics Department's bold approach. Always striving to improve their practices, they created a leading-edge, intra-operative program that will enable patients to return home within 24 hours of receiving a hip or knee replacement—a Canadian first!

"Hip replacement patients typically spend three or four days in hospital. Thanks to support from the HMR Foundation, we will be able to cut the hospitalization time of qualifying patients down to only 24 hours, while optimizing their functional recovery. That is a perfect example of an improvement in quality of care, and Hôpital Maisonneuve-Rosemont is where it's happening."

Dr. Martin Lavigne
Dr. Vincent Massé
Dr. Pascal-André Vendittoli

Orthopedic surgeons and
members of the Organizing
Committee

Result
\$330,645



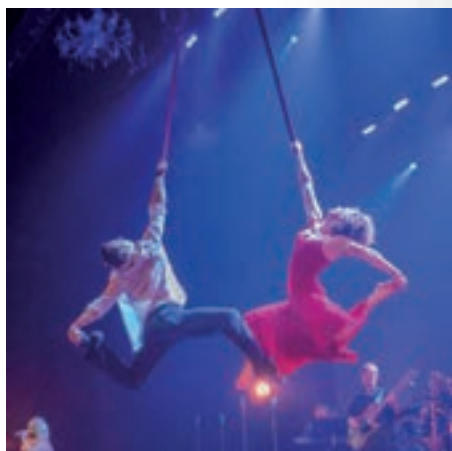
CAMPAGNE FAMILLE H♥R

The Halls of Dreams

The HMR Family Campaign is an annual internal fundraiser held at HMR. In 2014, the campaign celebrated its 12th year. For over a decade, staff at the hospital have shown their great generosity by coming together to contribute to a promising project with countless spin-offs.

The campaign speaks volumes about employees' attachment to their patients. This year, many HMR ambassadors were on the ground to promote their campaign and solicit the generosity of loyal donors in order to make the "halls of dreams" a reality.

Everyone's support made all the difference. In fact, the HMR Family Campaign has the uncanny ability to bring people together, first by soliciting donations through a payroll deduction, and also through Troupe Stat, which puts on a benefit variety show for the campaign. And of course, there's the HMR Golf Tournament organized by staff and the popular "Win a Trip" contest.



Troupe Stat



The completion of AB Unit,
4th floor

Result

\$180,686



The funds raised over the course of the year were matched by the HMR Foundation. This project provides a more functional and ergonomic environment for the treatment teams and is better suited to users, thereby helping to improve patient care.

MAI DUONG'S Story

It's a sad story, and it needs a happy ending. Mai Duong needs everyone's help to support research and keep fighting the fight...



Ever since she underwent chemotherapy at Hôpital Maisonneuve-Rosemont, Mai has been supporting the Foundation. In fact, she has since become a prominent partner in the construction of the future Integrated Cancer Centre. Faced with an increase in cancer diagnoses and the dire outlook for the future, the hospital decided to create a healthcare environment designed with patients and their loved ones in mind.

The kind face with black-framed glasses touched Quebecers... The case of Mai Duong was covered by the media and gave rise to a wave of solidarity not only in Quebec, but throughout the country and worldwide. Everyone wanted to try to save her by finding her a compatible donor. This woman—a mother, publicist and Vietnamese-Canadian Montrealer—has cancer.



"Hôpital Maisonneuve-Rosemont is my hospital. It's where I gave birth to my daughter Alice, where I was diagnosed with leukemia, and where I'm being treated for it. HMR is known as one of the country's best hospitals for the treatment of cancer. And now, they're planning to build a cutting-edge cancer centre that will focus on both healthcare and research. I am living proof that cancer doesn't discriminate by age or ethnicity. Your donations will help build this multidisciplinary centre where people like me will be able to get treated. Every action counts."

Mai Duong

After being in remission from a first bout of leukemia, Mai Duong learned in May 2014 that the cancer had returned: her only chance to beat it is to have a stem cell transplant. Although they were unable to find a compatible bone marrow donor, Mai Duong did benefit from an umbilical cord stem cell transplant. It's a technique that could save her, if it works...

Mai and Hôpital Maisonneuve-Rosemont go way back, which is why she decided to support the Foundation. During her treatments, with her husband, daughter Alice and many friends by her side, she continued to show her support by launching a number of fundraising campaigns, including the Mai-pins campaign.



sosmai.com

2014-05-12

When cells and science mix, patients benefit

The HMR Foundation wanted to show its appreciation for the dedication and generosity of its loyal donors, the source of the Foundation's strength. The Foundation made it possible for the HMR to build the Centre of Excellence for Cellular Therapy (CECT). The magnanimous donors being thanked included major event stakeholders: Montréal Passion Vin and Montréal Tre Bicchieri Gambero Rosso, along with Ronald and Herbert Black, Paul G. Desmarais, the Jean Laurin family, Fondation Caroline Durand, Fondation J.A. DeSève, The Molson Foundation, Fondation Paul A. Fournier and Power Corporation of Canada.

Thanks to them, the HMR Foundation was able to provide nearly 40% of the private funding, an astounding \$8 million, needed to build the Centre of Excellence for Cellular Therapy (CECT), which will cement HMR's position as a world leader in the field of cellular therapy.

Dr. Denis Claude Roy, Director of both the Research Centre and the Centre of Excellence for Cellular Therapy (CECT) at HMR, is very grateful for the considerable and thoughtful involvement of the Foundation and its donors, which actively contributes to projects aimed at patient care enhancements, research and teaching.



Jean Laurin, President, HMR Foundation; Manon Boily, Executive Director, HMR; Herbert Black, President, American Iron & Metal with Véronique St-Pierre; Lucie Drapeau, Executive Director, HMR Foundation; Dr. Denis Claude Roy, Director of the HMR Research Centre and the CECT.

Invaluable Efforts to Support HMR

Every year, friends, associations, businesses and clubs dedicate time and energy to organizing activities whose profits are handed over to the Foundation to support HMR's projects. The motivation behind creating such an event often comes when someone goes into remission, loses a loved one or wants to honour the hospital's caregivers. Regardless of the kind of event they organize, generous donors all share two qualities: determination and courage.

This act of generosity helps improve patient care and services at HMR, fund research and train tomorrow's medical professionals. In the next section, you'll meet some donors from 2014's key philanthropic events.

JEAN-FRANÇOIS'S FRIENDS & Pediatrics

Jean-François's parents and friends have been teaming up for 20 years! When Jean-François died of leukemia, they made a commitment to help sick children by raising funds for concrete projects. They organize sporting events, including an annual golf tournament. This year, they raised **\$60,850**, which was added to the impressive sum of over **\$530,000** they've raised over the years. This ongoing donation allowed for the purchase of a heated bed, a respirograph machine and a cardiac monitor with a built-in defibrillator. Even after 20 years of donations, no one is running out of steam, and the results are palpable! Bravo and thanks to Jean-François's friends.

www.lesamisdejeanfrancois.com



Spaghetti dinner
Lise Garneau and Colette St-Hilaire
Palliative Care



Soda can tab collection program
Raynald Arsenault
Pediatrics



2014 masquerade ball in memory of Jackie Heather Gold
Stéphanie Brodtkin and Courtney Hugues
Homeopoietic stem cell transplants by Dr. Jean Roy



Pour une 2^e vie inc.
Nicola Fraraccio
Future Integrated Cancer Centre

Result
\$231,071



Défi santé optimale Jack Lavoie
Jack Lavoie
Jeffrey-Michael-Cherbaka Endowment Fund



24h de Tremblant and golf lessons for leukemia
Dr. Benoit Loranger
Fonds Antoine-Loranger and leukemia



Catalogue sales at the Salon de la moto
Sofia Galvao
Research on bone marrow transplantation



Launch of the book Pourquoi moi?
Michelle Desaulniers
Future Integrated Cancer Centre



Défi Cyclo-Myélome
Maryse Bouchard and Francine Ducas
Myeloma Canada Chair

FONDS ANTOINE-LORANGER & Leukemia

Whether at the 24h de ski de Tremblant winter event or the summer golf lessons given by Les pros de golf du Québec, Dr. Benoit Loranger and his loved ones tirelessly honour the memory of Antoine Loranger. He was an accomplished athlete and a model student. His will to live was stronger than anything, despite his having cancer. He passed away on July 25, 2012, and since then, a powerful wave of intergenerational solidarity has formed to promote leukemia research, particularly through the training of specialized staff. The initiative has already raised **\$163,829**. Thank you, Dr. Loranger: your motivation is an example for everyone to follow.

www.fondsantoineloranger.org

LE DÉFI CYCLO-MYÉLOME & the Myeloma Canada Chair

While still in their 40s, Francine and Maryse were both diagnosed with multiple myeloma. And even though new treatments are extending patients' lives, multiple myeloma remains a deadly, incurable disease. Advancing research into this cancer and eradicating it once and for all remains a pressing need. To raise public awareness about this disease and raise funds for the Myeloma Canada Chair, these two fighters decided in 2013 to create the Défi Cyclo-Myélome challenge. Accompanied by patients, doctors and supporters, they travelled hundreds of kilometres by bike. To date, they have raised **\$59,476**, which they have donated to the HMR Foundation to support research. Together, they are reaching for a goal and outdoing themselves in the process. The 2015 edition is already underway! A big thank-you to Francine and Maryse for their incredible strength!

www.cyclomyelome.org

Feeding Knowledge

Grants to train tomorrow's professionals

The HMR Foundation supports the development of teaching in a hospital setting at HMR. Every year, thanks to the support of generous donors, the Foundation awards a range of training and professional development grants for various specializations.

The Whitearn Foundation

A research grant for ophthalmology

The Whitearn Foundation principally concentrates its efforts in Canada on promoting and supporting the development of ophthalmology, research into and the study of disease and disorders affecting the human eye, and the education and rehabilitation of people suffering from such diseases and disorders. The grant gives one Bachelor's student a chance to conduct ophthalmology research at the HMR Research Centre.

In 2014, **Félix Beaudoin**, a student working in **Dr. Mike Sapieha's** laboratory, was awarded **\$5,000**.



Conseil des médecins, dentistes et pharmaciens Fellowships

Every year, the CMDP and HMR Foundation offer fellowships aimed at promoting the recruitment of excellent candidates by the departments and programs. For the 2014 edition, **four \$25,000 fellowships** were awarded to medical residents planning to pursue a career at HMR once they have completed their subspecialty training.

The Department of Medicine's 2014 fellowship recipients are: **Dr. Catherine Adam** and **Dr. Louis Bondaz**, Endocrinology Department; **Dr. Charles Alexandre Filion**, Immuno-Oncology Department, and **Dr. Jonathan Noujaim**, Hematology Department.



An Endowment Fund for Hematology Staff Development



Thanks to a major donation received in 2011, the Foundation was able to create an endowment fund for the ongoing training of hematology personnel. Every year, revenue from the endowment fund is split evenly between the Hematology Department and HMR's hematology labs.

For the second year in a row, the Hematology Department has awarded a scholarship to **Dr. Vincent-Philippe Lavallée** for his three years of postgraduate training in hematology, specifically his research into the genetics of leukemia. The hematology laboratories used their award to create a **training program for their technicians** with three components: lunch and learn events, a scholarship program and a symposium.

The Research Centre

Summer scholarships, MSc/PhD interns and postdoctoral fellows

This scholarship program's objective is to raise the HMR Research Centre's profile and to recruit very high-calibre students seeking to continue their studies at HMR. This annual program **provides four \$6,500 scholarships** for 16-week summer research internships, **two Master's or PhD research scholarships** worth up to **\$45,000** each and a **\$35,000** postdoctoral fellowship.

This year, the recipients were **Andy Gao** of McGill University, who joined the laboratory of Dr. Gilbert Bernier; **Karin Lypka** of the University of Alberta, who joined the laboratory run by Dr. Santiago Costantino; **Tiffany Burger** of McGill University, who joined Dr. Frédérick-Antoine Mallette's laboratory; and **Dominick Scott** of Université de Montréal, who joined the laboratory of Dr. Stéphane Lefrançois.

The doctoral award for 2014 went to Samin Sabouhi Zarafshan of Iran's Guilan University, who joined the laboratory of Dr. Puttaswamy Manjunath.

Dr. Malika Oubaha received the postdoctoral fellowship and will work under the supervision of Dr. Mike Sapieha, whose research focus is vision health.



Jeffrey Michael Cherbaka Scholarships

Support for leukemia research

This program was established with the help of donations the HMR Foundation received following the death of Jeffrey Michael Cherbaka. His parents, Michèle and Normand G. Cherbaka, decided to use the donations to establish an endowment fund that provides grants annually in their son's name. **Worth \$2,500 each**, these scholarships for graduate students and MDs or PhDs have two goals: to provide researchers with high-level clinical training to improve diagnostics and enhance care for leukemia patients, and to dispense research training to foster the development of new and innovative leukemia therapies.

The 2014 award recipients, **Haithem Barbour** and **Nadine Sen Nkwe**, will attend an international conference in order to enhance their knowledge and connect with other leukemia researchers.

Supporting the Foundation

takes planning!

.....

This year, 16,719 people donated to the HMR Foundation in a variety of ways and for many, often very personal, reasons. Whether donating online, by cheque or via preauthorized debits, all donors give within their means and on a schedule they themselves determine.

To present the many options for planning a major donation and raise awareness among donors about how to plan their support, the HMR Foundation created a series of short videos. Featuring Alain Lévesque, President of Groupe DeVimy Inc., the videos provide an overview of the various types of planned donations. Mr. Lévesque also hosted information sessions to explain how estates can be planned to support a cause such as the HMR Foundation, while still benefiting the donor's family.

Visit the **YOUR DONATION** section
to watch the videos on planned
giving at: www.fondationhmr.ca/en

Planned
giving

Bequests

Donation of a
life insurance
policy

Donation of
an RRSP or
RRIF





Art, Providing Comforting Support

The HMR Foundation has an outstanding collection of contemporary artworks that help bring art to Hôpital Maisonneuve-Rosemont. Through their beauty, the works provide patients, their families and the hospital's caregiving staff with hope and peace of mind. People who donate works of art help create a warm and welcoming environment for patients.

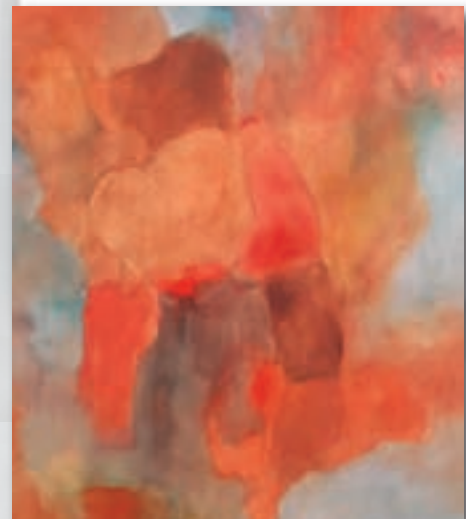
All works in the collection were donated by an artist, collector or gallery owner. To analyze proposals, the Foundation formed a committee of visual arts specialists and representatives of HMR and the Foundation. The collection currently consists of over 600 works, including 28 new items accepted in 2014.



Geneviève Cadieux
Petite fleur, 2001



Peter Krausz
(No) Man's Land, 2008



Suzelle Levasseur
No. 430, 2000

Donation of
shares

Endowment
fund

Hôpital Maisonneuve - Rosemont

in Numbers

An established presence in Montreal's east end for the past 60 years, Hôpital Maisonneuve-Rosemont (HMR) has passionately pursued its threefold mission—healthcare, teaching and research. Carried by a tradition of innovation, the teams that make up the HMR community show professionalism and determination in delivering high-quality services and healthcare.

Annual
budget
\$400M

HMR serves a population of around **668,000 east-end Montreal residents**, as well as a clientele from the neighbouring North and South Shore communities and other parts of Quebec who come to receive care in certain medical subspecialties.



5 157
employees



560
doctors



158
researchers



475
volunteers



4 000
interns



588
beds



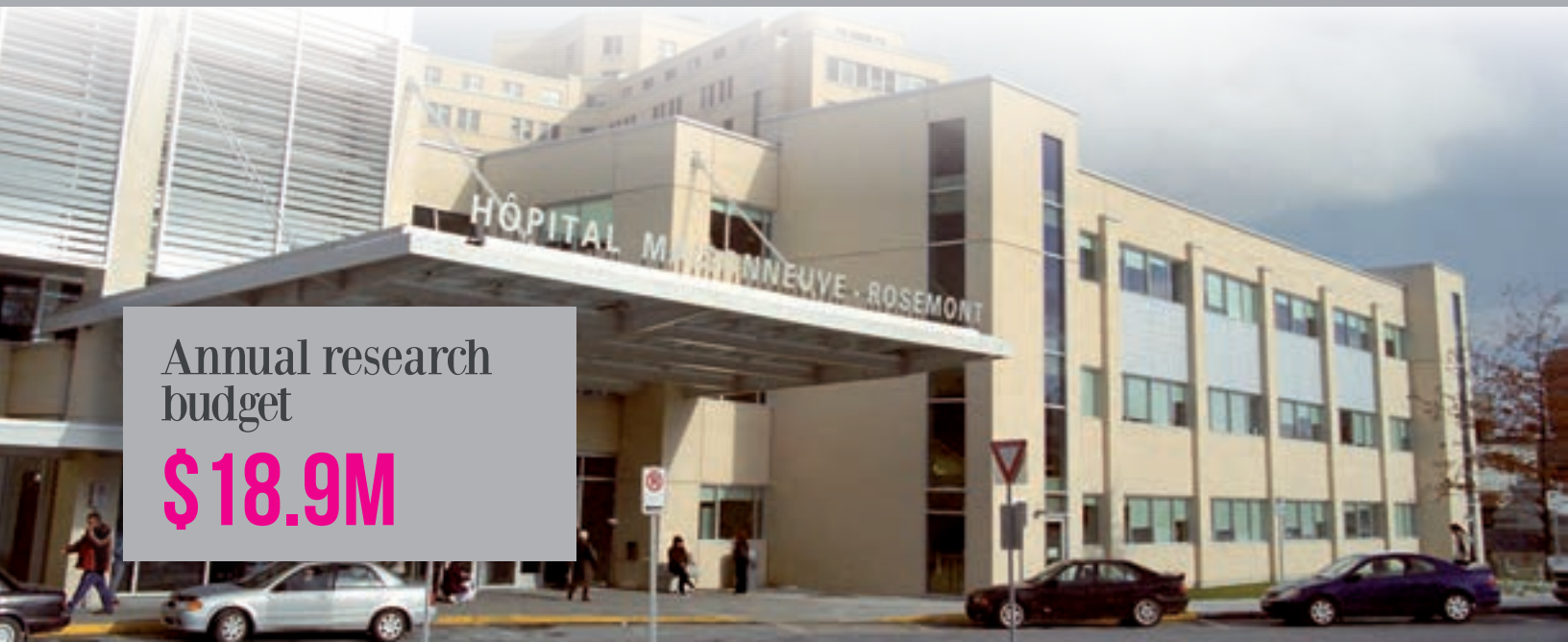
18 236
surgeries



77 734
visits to
Ophthalmology



68 394
to the ER



Annual research
budget

\$18.9M

"At HMR, projects abound. Backed by the HMR Foundation, major projects are constantly being launched for the benefit of the entire population served by the CIUSSS de l'Est-de-l'Île-de-Montréal, east-end Montreal's integrated university health and social services centre. The projects we are already working on include creating an Integrated Cancer Centre so that oncology patients can receive all their treatments under the same roof, building a new Research Centre, and making the Knowledge Centre a reality.

The HMR Foundation has been Hôpital Maisonneuve-Rosemont's invaluable and faithful ally for nearly 30 years. In addition to its outstanding work, HMR's qualities include the generosity of its staff, who contribute each year to the HMR Family Campaign, a joint project involving all of the hospital's personnel. And of course, we cannot forget the undeniable support of our physicians.

Developing HMR as part of the CIUSSS de l'Est-de-l'Île-de-Montréal is a community project, because as we all know, there is strength in numbers. Every donation big or small gives us the means to make advances in research and teaching, innovate, grow as an institution and showcase our assets. Funds raised collectively are used to enable our professionals and physicians to do their work, which consists in delivering high-quality healthcare and services.

On behalf of all our patients and their loved ones, thank you, dear donors, for your unwavering support".

Yvan Gendron

Executive Director
CIUSSS de l'Est-de-l'Île-de-Montréal



Foundation's Contribution to HMR in 2014

Patient
care and
equipment

\$2.6M

Research

\$3.7M

Skills
development

\$0.2M

Research
chairs

\$2.8M



**Thank you,
dearest donors!**

**16,719
donors
in 2014**

The HMR Foundation wishes to thank each and every one of its donors. Every single day, they make a difference, helping us pursue our mission of supporting patient care, research and teaching. Although we are unable to present an exhaustive list of our new benefactors for 2014, we would like to welcome them all. Our thanks go out to our regular monthly donors and the 58 generous donors who have been supporting us for over a decade. This year, the Foundation will highlight the loyalty of those who have supported us. The number next to each name represents the number of consecutive years they have done so.

The following pages feature the names of donors by category:

- \$1,000 and up
- Estate donations
- Deferred planned gifts – RRSP, life insurance policies and more
- Major multi-year commitments
- Partners of the HMR Foundation

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Consecutive years supporting
the Foundation

Category: \$500,000 to \$999,999

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 Stryker Canada 13



Category: \$100 000 to \$499 999

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 Fondation Paul A. Fournier 6
 Groupe Banque TD 10
 Janssen inc. 7
 Lorraine et Jean Turmel 2
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Jacquie Gold 1
Banque Nationale 14
Boislard, Michel 8
Sandra et Alain Bouchard 2
Conseil des médecins, dentistes
et pharmaciens de l'HMR 14
Corporation Fiera Capital 6
Défi vélo
Centre de recherche HMR 3
Eli Lilly Canada inc. 1

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Famille Louise et
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Fasken Martineau DuMoulin 8
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Fonds Antoine Loranger 3
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Les Néphrologues
Maisonneuve 9
Levasseur, Dr André 8
Monk, Peter 2
Opération Enfant Soleil 3

Paquet, Me Pierre 1
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Pellegrino 18
Phaneuf, Michel 12
Produits Alimentaires Viau inc. 7
Provencher Roy Associés
Architectes 6
Sanofi Canada 18
Segal, Alvin, O.C., O.Q. 3
Smith & Nephew 2
Standard Life 15
Tyringham Investments Ltd. 1
Vidéotron 2

.....



Category: \$5,000 to \$14,999

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Agropur 7
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Canada 2
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BMO Groupe financier 23
Boisvert, Marie-Claude 1
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Cohen Gagnon, Prina 1
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Duval, Richard 7
EMC Corporation of Canada 1
Événement YPO 2
Fenergic inc. 7
Ferrari Maserati Québec 2
Fidelity Investments Canada 2
Filice, Linda 5
Filice, Mirella 1
Filice, Patrick 5

Foisy, Jacques 12
Fondation Communautaire
Canadienne-Italienne
du Québec 10
Fondation de bienfaisance
T.A. Saint-Germain 1
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Fondation Samcon 1
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Foundation 3
Fonds de solidarité FTQ 9
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Canada 7
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Godbout, François 1
Golf Patrick Ouellet 9
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Groupe Constantineau RBC 2
Hélie, Dr Pierre 1
Hélie, Marie-Claire 4
Hoffmann-La Roche ltée 7
Ivanhoé Cambridge inc. 2
Jarry, Gilles 21
Jodoin, Rita 1
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Le Club chasse et pêche 2
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Société des casinos du Québec 3
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SYSTEMATIX
Services-conseils TI 3
TELUS 3
Témoin Production 2
TJMB Capital inc. 1
Touché! 1
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Vendittoli, Dr Pascal-André 6
Verreault inc. 9
Xerox Canada inc. 2

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 4133480 Canada inc. 1
 9102-0453 Québec inc. 2
 9187-7787 Québec inc. 2
 92468883 Québec inc. 1
 9290-0786 Québec inc. 1
 A & A Démolition 1
 Aetios Production 1
 Agence Normand Yelle 1
 Alfa Capital inc. 1
 Alfid services immobiliers ltée 2
 Aliments Fontaine Santé inc. 1
 Alliance Prével inc. 1
 ArcelorMittal Montréal inc. 3
 ARD inc. 6
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 Artopex inc. 3
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 AstraZeneca Canada inc. 1
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 Bazin, Jean 6
 Beauchesne, Pierre 6
 Beaulieu, Yannick 8
 Beauregard, Alain 1
 Bégin, Claire 6
 Bélanger, Jean 2
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 Bell Média Québec 1
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 Bertrand, Louis 6
 BHC Medical 7
 Billabong Canada 1
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 Borgeat, Étienne 3
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 Rosemont-La Petite-Patrie 1
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 Canderel Management Inc. 1
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 Dr Réjean Labrie inc. 7
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 Dubé, Bernard 2
 Dunberry, Michel 11
 Dyade 11

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EnGlobe Corp. 1	Groupe Deschênes inc. 3
Équation Groupe conseil inc. 5	Groupe Europea 1
Ericsson Canada inc. 1	Groupe Germain Hospitalité 2
Ernst & Young s.r.l. 3	Groupe Jean Coutu (PJC) inc. 12
Essence Workshop 1	Groupe Pixcom inc. 7
Excavations Payette inc. 3	Groupe restaurants Imvescor inc. 1
Événements au profit de J'appuie Dodo 2	Hamelin, Babalou 2
Exceldor Coopérative 8	Hébert, Dre Josée 2
Expertise Ortho-Conseil 1	Hogue, Louis-François 1
Fallaha, Michel 1	Holiday Group inc. 2
Famille Paul Néron 3	Hôpital Maisonneuve-Rosemont 23
Famille Troli 3	Huguet Latour, Claire 3
Farley, Jean-Marc 8	IBM Canada Ltée 1
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Hum Femme Zagar 1	Institut de Physiatrie du Québec 1
Fédération des caisses	Inventiv Health Clinique 1
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Fondation Charitable Richter 1	Jetté, Lucienne 2
Fondation Denise et Robert Gibelleau 13	Jodoin Lamarre Pratte Architectes inc. 5
Fondation Martineau	Kuryluk, Lucie 1
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Fondation Sibylla Hesse 1	Lacombe, François 6
Fourgons Leclair inc. 6	Lacouture, Éric 5
Fournier, Nadia 6	Lacroix, Michel 1
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Fréchette, René 3	Lalande, Dr Raymond 1
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Gagliardi, Claude 5	Lambert, François 7
Galerie Simon Blais 1	Laporte, Réal 6
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Gexel Télécom	L'Enoteca di Moreno de Marchi 3
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Goyer, Charles 9	Les Productions Télé-Génik inc. 1
Graphie 222 inc. 2	Les publicités A. Campeau Itée 1
Graphiques M&H 3	Les viandes Central Bernard inc. 2
Groupe Adonis inc. 1	

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 Lessard, Jacques 4
 Lima, Jean-Charles 4
 Location Daniel Leblanc inc. 1
 Location Universelle Itée 11
 Logibec 5
 Lor ophtalmologiste 1
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 Lumenpulse 1
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 Marcogliese, Michel 1
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 2014 donors

Result
231 071 \$

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Courtois, Marthe

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Planned and deferred gifts

Planned donations are an incredible way to give future generations the opportunity to make medical advances at HMR. We are particularly grateful to the inspiring people who have made the magnanimous decision to include us in their estate plan.

Albert, Danielle
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Cloutier, Pierre
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The Foundation extends its sincere thanks to all donors, our loyal and generous partners, for their multi-year commitments.

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Groupe Banque TD **10**
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Myélome Canada **4**
Otsuka Canada Pharmaceutical inc. **3**
Paquet, Me Pierre **1**
Poissant, Marc **1**
Provencher Roy Associés Architectes **6**
Lorraine et Jean Turmel **2**
Stryker Canada **13**

Many thanks to our partners

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Many thanks to our volunteers

A big thanks goes out to the 146 volunteers named here, including the companions and members of the Major Campaign Cabinet. A big thank-you goes out to you, the members of the Board of Directors and the fundraiser organizing committees, for so generously volunteering your time. Your support is invaluable!

5,496 hours volunteered: worth a minimum
\$131,904

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Bacon, Anne-Claude
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Battat, Erin
Baudinet, Jean Claude
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Compagna, Louise
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Delisle, Charlotte
Desrosiers, Mélanie
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Durocher, Pauline

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For information regarding the Hôpital Maisonneuve-
Rosemont Foundation, please contact Executive
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Objective: \$50 million

Looking to the future

Between 2015 and 2018, over and above meeting the HMR's yearly needs, the Foundation will be backing three major mobilizing and structuring projects to meet the key challenges in HMR's priority areas: Integrated Cancer Centre, Research Centre and Knowledge Centre.

The Foundation has recruited women and men from the local business community to form the major cabinet campaign. Together, they will forge a vision focused on achieving excellence in the care offered to patients and their loved ones in an environment adapted to advanced medicine.

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