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MORE COMMITTED THAN EVER

A major change in the health network occurred on April 1, 2015, when the reforms of the Health and Social Services Minister, Dr. Gaétan Barrette, were put into action. That was the day Hôpital Maisonneuve-Rosemont (HMR) became part of the Centre intégré universitaire de santé et de services sociaux (CIUSSS) de l'Est-de-l'Île-de-Montréal, an integrated university health and social services centre serving east-end Montreal. That being said, the HMR Foundation is still the Foundation for HMR. And we now benefit from the outstanding collaboration of the CIUSSS's new President & CEO, Yvan Gendron, along with his team, in the pursuit of our vital mission.

Our commitment to the people served by HMR will not waver. And rightfully so.
According to the CIUSSS de l'Est-de-l'Île-deMontréal, life expectancy for those living in some east-end Montreal neighbourhoods is up to nine years lower than those living in the western part of the island. And needs are only multiplying: emergency room admissions are skyrocketing, cases are getting more serious and the incidence of new cancer cases is greater than the Montreal average. Also, a third of the population suffers from at least one chronic disease.

More than ever, the Foundation needs the unwavering commitment of its donors, the public and everyone who benefits from the high levels of care delivered at HMR. The facilities of this remarkable medical centre need major upgrades if HMR is to respond effectively to the needs of the people it serves. Through its solid commitment, the Foundation continues to support projects aimed at constantly improving patient care, developing teaching and expanding research.

In 2015, we remained focused on supporting HMR's strategic directions and better meeting patient needs. For the fifth year in a row, the HMR Foundation has ranked among the top 100 largest and best managed of Canada's 160,000 non-profits and charitable organizations, an analysis that includes the percentage of funds that go directly toward helping beneficiaries. (Source: MoneySense Magazine)

distinction, credit also must be given to our loyal donors, volunteers and partners who support us through their outstanding commitment. We must also thank our seasoned Board of Directors made up of people who ensure that the Foundation is managed properly, consistently and transparently.

As honoured as we are about receiving this

In the following pages, you will find inspiring examples of the impressive accomplishments made possible through everyone's active engagement over the past year.



Commitment means helping people.

The Foundation is privileged to be able to count on caring, results-oriented people like Dr. Julie Beaudet, spokesperson Dominique Michel, volunteer Martin Gauthier, major campaign co-chairs Christiane Germain and Denis Berthiaume, the Charron family, generous donors—the list goes on. In this annual report, we wanted to pay tribute to a few of these committed people who invest time and energy in improving the well-being of the population served by our hospital. These people are a representative sampling of the 146 volunteers who are invaluable members of the greater Foundation family. They enrich our daily lives and those of the patients who benefit from our work. Hats off to them for their generosity, dedication, determination and passion.

Let's stay committed to our Foundation, **together**. Let's stay committed to our hospital. For our own well-being and that of our loved ones and future generations.

Thanks a million for your support!

Lucie Drapeau

Lucie Trapeau.

Executive Director

Jean Laurin

Chairman of the Board

Message from the President & CEO of the CIUSSS

A LONG-STANDING COMMITMENT

Ever since it was founded, the HMR Foundation has been committed to supporting our hospital for the benefit

of our patients. Year after year, the Foundation has been proudly supporting the mission we set out to accomplish. Driven by an unwavering commitment to patients, the Foundation spares no effort in giving us the means to outdo ourselves. The generosity of the Foundation and its donors and partners is visible on a daily basis in the care patients, receive and in the work environment in which our teams work.

The Foundation's commitment inspires us to keep working at what we do. It has enabled us, and will continue enabling us, to acquire leading-edge equipment, create environments that foster the dissemination and sharing of knowledge, and develop technical platforms that promote research innovations. The Foundation's unfaltering support gives us the means to provide our patients with safe, top-notch care.

The HMR Foundation is, without the shadow of a doubt, a staunch ally of HMR and the CIUSSS de l'Est-de-l'Île-de-Montréal to which it now belongs. Building on its achievements, the Foundation will continue to play an essential role. On behalf of the hospital's staff, doctors, patients and their loved ones, I would like to send out a heartfelt thank-you to the HMR Foundation, its partners and its donors.

Thanks for being there for us and our patients!

Yvan Gendron

President & CEO

CIUSSS de l'Est-de-l'Île-de-Montréal

Luca Sadon





668,000 PEOPLE SERVED. THAT'S 1/3

OF MONTREAL'S POPULATION.

Firmly rooted in Montreal's east end since 1954, Hôpital Maisonneuve-Rosemont (HMR) has passionately pursued its mission—delivering quality healthcare to patients via innovative and collaborative clinical practices combining knowledge sharing, teaching and research.

Growing needs1:

- An aging population: people 65 and up account for 16.7% of east-end Montreal's population, versus 15.7% for Montreal in general
- 36% of the population suffer from at least one chronic illness
- 38% of the population have at least two lifestyle behaviours linked to the onset of a chronic illness
- 31% are single-parent families with children aged 17 or under

- 29% of the area's population are recent immigrants
- The population's average revenue is lower than that of the whole area of Montréal
- Life expectancy for those living in some east-end Montreal neighbourhoods is up to nine years lower than those living in the western part of the island

HMR in **numbers**



5 068 employees



413 physicians



158 researchers



595 resident physicians



4 000 trainees



439 volunteers



18 481 surgeries

HMR's

fields of excellence



OPHTHALMOLOGY

Vision health: Home to Quebec's largest group of ophthalmologists, HMR has some of North America's most well-equipped labs and **world-renowned expertise**.

- 75,540 ophthalmology visits last year
- 2,218 cataract surgeries
- 32 ophthalmologists
- Nearly 80 health professionals





617 beds



23 248

visits to the Family Medicine Unit



The Immunology-Oncology research focus seeks to better understand the mechanisms that regulate genomic instability, the development of cancers, immune reconstitution and T. lymphocyte response. HMR's excellence in this area has enabled the hospital to build **the largest body of expertise in stem cell transplantation in Quebec**. Furthermore, HMR is home to a Centre of Excellence in Cellular Therapy, where this promising field's top doctors and researchers work side by side.

- 66 564 oncology visits
- 7 326 cared patients
- 254 health professionals



NEPHROLOGY

The HMR is home to the largest single-site dialysis centre in Quebec. **The centre is the fourth-largest** in the world, coming just behind New York's. HMR's nephrology professionals are renowned for the many research projects they are carrying out in the search for treatments that could cure kidney failure and related illnesses, including diabetes and high blood pressure.

- 66 dialysis stations, 450 patients treated each year
- 14 nephrologists, 50 professionals
- Nearly 76,500 treatments a year
- 60 kidney transplants a year

YOUR DONATIONS AT WORK

Many projects are carried out every year thanks to our generous donors. As you peruse the 2015 Annual Report, you will read about the year's accomplishments both big and small.







NEONATAL UNIT

OmniBed Giraffe Carestation, an advanced dome-type incubator for premature babies. It gives members of the care team easy access to preemies in order to safely carry out procedures including central catheter placement, intubation and resuscitation. These procedures would be impossible to perform with a standard incubator.

\$63,192

550 to 650 premature babies hospitalized in the neonatal unit each year.

NEPHROLOGY

Four hemodialysis machines and a mobile water treatment machine: used mainly to purify the blood of patients suffering from kidney failure, these machines have become increasingly necessary as the old ones were outdated and had been used well beyond their useful life. Moreover, with the opening of the new HMR emergency department, the nursing staff needed more machines to keep up with patient needs.

\$90,000

Largest dialysis centre in Quebec . **76,500** treatments a year.

PEDIATRICS

Expansion of the pediatric outpatient unit: The creation of Unit 8CD provided a suitable environment offering greater access to services and enhanced management of pediatric patients from Montreal's east end. Equipment including stretchers, treatment chairs, an examination table, a precision infant scale and a pulse oximeter was purchased to improve the quality of the care children receive (from birth to 17 years of age).

\$50,000

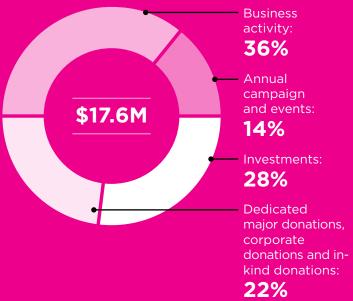
2,732 deliveries at HMR in 2015.

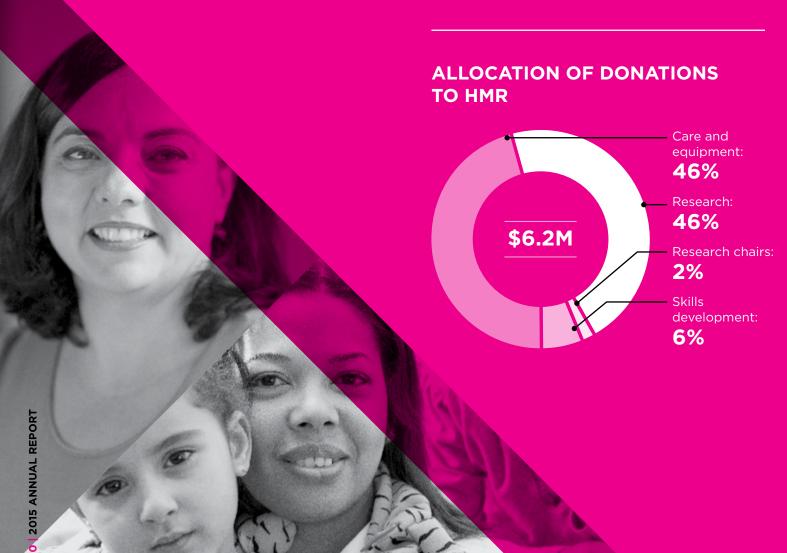
Financial statements 2015

STATEMENT OF FINANCIAL HEALTH

Since 2008, the HMR Foundation has handed over \$57.4M to HMR to support its three-part mission. In 2015, the Foundation was proud to have given HMR: \$2.8M for healthcare and equipment, \$3M to support research and Chairs, and \$400K for skill development and teaching.

SOURCES OF REVENUE IN 2015





2015 FINANCIAL STATEMENTS

Excerpt from the audited financial statements

(in thousands of dollars)

Fiscal year ended December 31, 2015

BALANCE SHEET	2015	2014
ASSETS		
Current assets	5 581	3 639
Investments	52 944	46 648
Property and equipment and other assets	5 544	5 605
Total - Assets	64 069	55 892
LIABILITIES		
Current liabilities	413	664
Total - Liabilities	413	664
NET EQUITY		
General revenue fund	29 516	23 713
Soeur-Jeanne-Laporte fund	31 514	29 456
Endowments	2 626	2 059
Total - Net equity	63 656	55 228
Total - Net equity and liabilities	64 069	55 892

RESULTS OF OPERATIONS	2015	2014
REVENUE		
Investment income	4 922	1 945
Campaigns, events and donations	6 429	7 916
Business activity	6 278	6 433
Total - Revenue	17 629	16 294
EXPENSES Administration	1 804	1 583
EXCESS OF REVENUE OVER EXPENSES BEFORE DONATIONS	15 825	14 711
DONATIONS TO HÔPITAL MAISONNEUVE-ROSEMONT	6 182	9 344
EXCESS OF REVENUE OVER EXPENSES BEFORE CHANGE IN FAIR VALUE OF INVESTMENTS	9 643	5 367
CHANGE IN FAIR VALUE OF INVESTMENTS	(1 215)	1 220
EXCESS OF REVENUE OVER EXPENSES	8 428	6 587

Research

The Foundation is pleased to support research projects that bolster HMR's leadership position and contribute to the ongoing improvement of care and advances in medicine.



ARGUS® II PROSTHESIS:

A MAJOR BREAKTHROUGH IN VISION SCIENCE

In 2015, Hôpital Maisonneuve-Rosemont was selected by medical technology firm Secondsight to become the first medical centre in Quebec to be able to implant the Argus® II Retinal Prosthesis System. The HMR Foundation is proud to have contributed to this major breakthrough in the field of vision science by making the procedure available to the first patient for \$250,000.

Cause for hope, Argus® II represents the technology of the future and opens the door to yet-unseen possibilities. Thanks to a chip implanted in the retina, a miniature video camera mounted on the patient's glasses and small pulses of electricity that create the perception of patterns of light, this prosthesis gives people who are blind a chance to recover some of their sight.

The Argus® II prosthesis allows people suffering from a degenerative eye disease to recognize shapes or large objects, locate people, determine where doorways are, or to follow lines or curbs. This device provides invaluable aid to greatly facilitate daily activities.

\$250,000

In Canada, some **13,000** people suffer from Retinitis Pigmentosa (RP), a major cause of external retinal degeneration. Worldwide, the condition affects **1.2** million people.

ONCOLOGY:

UNDERSTANDING DISTRESS BETTER

In 2015, the HMR Foundation helped improve the care provided to patients by supporting advances in nursing research at HMR's Centre of Excellence in Nursing Care (CESI). Since 2006, CESI has been Canada's only centre of excellence in nursing care recognized by Accreditation Canada as a best practice. In collaboration with the Canadian Association of Nurses in Oncology (CANO), the Foundation supported a study on the processes involved in systematically screening for distress in patients diagnosed with blood cancer or breast cancer.

Anyone who knows someone fighting cancer quickly realizes that both the patient and his or her loved ones are forced to make many adjustments to their lives throughout the entire treatment period. Distress, which usually takes the form of anxiety, insomnia, fear and sadness, is a major problem among cancer patients.

In addition to shedding new light on the phenomenon, this study gathered invaluable information on the perception of nurses and patients in what can only be described as a delicate situation. More importantly, the study's findings will be used to better adapt the available resources to the needs expressed by patients.

\$69,000

The results are already indicating major benefits, both in terms of nurses' intervention processes and patient experiences.



Healthcare

Improving patient care quality is a central part of the HMR Foundation's priorities.

MORE SCREENINGS, FASTER

In 2015, with help from Fondation J.-Louis Lévesque and Jean Turmel, the HMR Foundation supported the creation of a program to train clinical nurses to screen for diabetic retinopathy.

The program, developed by HMR retinologist and researcher Dr. Marie-Carole Boucher, provides diabetic patients with easier access to high-quality screening for the early signs of diabetic retinopathy. This makes it easier to give affected patients the treatment and care they require.

Thanks to improved training and state-of-theart equipment, nurses carry out an initial reading of triage results, identify cases that indicate a pathology, and work closely with retinologists to increase the efficiency of the screening process.

This bold and innovative initiative has had nothing but a positive impact on patient care and has helped streamline resource management to better meet the needs of the population, increase the number of patients in care and prevent many cases of blindness.





\$220,000

Diabetes is the leading cause of blindness in Quebec. It attacks
the retina, causing diabetic retinopathy,
a potentially devastating condition affecting
elderly people such as those served by HMR.

SUPPORT



\$13,000

ALS is a neuromuscular disease

that damages nerve cells in the brain and the spine, leading to a progressive paralysis of the body.

MEDICINE FOCUSED ON PATIENT NEEDS

The HMR Foundation supported the creation of a teaching clinic at HMR aimed at patients with amyotrophic lateral sclerosis (ALS), also known as Lou Gehrig's disease. The disease progresses rapidly: once diagnosed, patients live less than five years. To date, no effective treatment has been found.

In the past few years, HMR has seen a marked increase in the number of ALS cases. Improving the care and services available to patients and their loved ones called for a specially designed meeting space. With the support of the HMR Foundation, medical staff received special upgrade training. Furthermore, the hospital acquired furniture and equipment designed specifically to meet these patients' needs. The clinic acquired a range of devices including one to measure respiratory strength and a folding scale for patients using a wheelchair.

Since 2013, HMR's medical staff has spared no effort or ingenuity in order to better meet these patients' needs. Evaluation tools, information leaflets, interdisciplinary working groups and patient support meetings were all introduced. In 2015, the teaching clinic was set up to add to the various projects implemented to improve care.

Teaching

The HMR Foundation believes strongly in sharing knowledge, expertise and teaching excellence at HMR.

SHOOKINGE

5 YEARS OF COMMITMENT TO RESEARCH

In 2015, HMR's and the HMR Foundation's Council of Physicians, Dentists and Pharmacists (CPDP) Fellowship Program turned five. Aimed primarily at medical residents, the Program seeks not only to support recipients during their subspecialization training, but also to recruit the cream of the crop to practice at HMR. Thanks to these fellowships, future physicians can get solid training and return to HMR with their newly acquired expertise, which is often unique in Quebec. After all, it's no secret that having the top physicians means being able to deliver the best patient care.

HMR nephrologist Dr. Louis-Philippe Laurin is a prime example of this idea. In 2011,

he received a grant that provided the financial leverage he needed to undergo complementary training at a highly specialized learning institution in the United States. There, he honed his knowledge in a leading-edge field of his area of expertise, glomerular diseases. Today, thanks to the training he received, he is able to conduct research and convey his knowledge to residents, while advising other doctors on the best treatments for their patients.

\$550,000

Awarded in the last five years to support future physicians

GRATEFUL ANATOMOPATHOLOGY RESIDENTS

In 2015, the Foundation funded the **enhancement** of the Anatomopathology Department's classroom to the tune of **\$60,000**.

Pathologists play a crucial role in diagnosing disease. Using tissue samples taken from patients, they can identify a medical condition and even its severity. Given that most of their work is done using a microscope, the quality of the optics and ergonomics has to be of highest quality. As the following testimonials demonstrate, the Foundation's support has had a marked impact on residents' learning.

"The department acquired a microscope with a co-observation head that allows me to see what's under the microscope at the same time as the lead physician. What's more, a camera was affixed to the microscope to project high-definition images onto a screen. This allows pathologists to explain and demonstrate the reasoning behind their diagnosis for the benefit of a number of residents at the same time."

Maryam Razmpoosh, resident

"The new equipment is ergonomic. That makes a big difference when you spend over 40 hours a week leaning over a microscope."

Jérémie Berdugo, resident

"Thanks to the Foundation's support, HMR can maintain its leading position as a hospital that delivers high-quality care to the community. This brand-new equipment is a real asset that few hospital departments can boast having, not to mention an excellent magnet for a hospital looking to recruit only the best."

Marie-Christine Guilbert, resident



\$60,000

Anatomopathology is the study of organic alterations

of the tissues and cells caused by disease.

Cuiting, edge

THE CHARRON FAMILY

Over the past 30 years, the Charron family has required a great deal of orthopedic care: their mother, Louise Charron, had four hip replacements, each at a different hospital. Five years ago, they heard great things about the HMR Orthopedics Department and got first-hand experience of the team's expertise and great skill.

The dedication of the members of the arthroplasty unit enables HMR to provide care of exceptional quality that serves as a model for this field in Quebec. "Our family wanted to support this sector's development, in particular the work of doctors Martin Lavigne, Pascal-André Vendittoli, Vincent Massé and their colleagues."

Since 2012, the Charron family has contributed regularly to the HMR Foundation in order to support the growth of orthopedic care and research. "We have developed a great interest in research projects that will help or already are helping improve surgical intervention methods in the orthopedics field, especially with respect to hip replacements."

Among other things, their support has led to the acquisition in 2014 of a radiostereometry analysis device, a state-of-the-art instrument that improves follow-up for patients who have undergone knee or hip replacement surgery.

Solidani,

A number of projects underway are seeking to improve post-operative analgesia approaches, various skin incisions and new implants that foster a prompter return to normal activities. Furthermore, new minimally invasive surgical techniques are being developed that will lead to more effective patient rehabilitation. "It is with great pleasure that we wish to associate the family of Louise and André Charron with the excellence of the great institution that is HMR for years to come."



METRO

With annual sales of over \$11 billion and more than 65,000 employees, Metro is a leader in Quebec's and Ontario's food and pharmaceutical distribution sector. In 2015, the Quebec-based company made a generous \$150,000 donation to the HMR Foundation for the creation of the new Family Medicine Unit (FMU) at Hôpital Maisonneuve-Rosemont.

"For over 65 years, we have been contributing to the economic and social wellbeing of the communities we operate in. To us, this initiative was a unique opportunity to make a real difference," explained Marie-Claude Bacon, Senior Director, Corporate Affairs, at Metro.

A veritable crossroads between general and specialized medicine, the Family Medicine Unit plays an important role in east-end Montreal. In 2014, over 25,000 people received care there. As part of its teaching mission, the FMU has hosted 26 interns and 56 externs. "Our financial support has led to the enhancement of healthcare and teaching and research infrastructures, leading

Metro's generosity toward the HMR Foundation is nothing new. To date, the company and a few of its directors have donated nearly \$400,000 to the Foundation. "Through our actions, we hope to have a positive impact and increase the scope of care and the spin-offs for these communities. Helping make Metro a more responsible company is an exciting challenge!"

to improved services for patients."

\$150,000

Committed

doctors

DR. JULIE BEAUDET

Having served as chief medical officer of the Oncology Program at HMR until 2015, Julie deemed it essential to be involved with the HMR Foundation in order to support the hospital in its mission of **excellence.** But there was one project in particular that she really wanted to participate in: the future Integrated Cancer Centre (ICC). Julie has dedicated her heart and her vision to the cause over the past three years. Despite a very busy schedule, she set aside at least five hours a month to her volunteering. She was a member of the organizing committees of both the À Votre Santé! event and the Golf Tournament. Sharing the Foundation's innovative vision, Julie played a vital role in promoting the future ICC by introducing potential major donors to HMR.

Julie is proud to have contributed to the advancement of important causes at HMR: high-quality patient care, teaching and

research. "Each year, the Foundation makes it possible to improve patient quality of life and simplify the work of health professionals. The purchase of new chemotherapy treatment chairs for the Oncology Centre is a good example."

This dedicated physician believes that through her volunteer work, she has been able to meet some extraordinary people from both the business world and the arts. "These people were kind enough to share their experiences with me. Spending time with them has given me so much."



Thanks to its doctors, Hôpital Maisonneuve-Rosemont benefits from internationally recognized expertise. Day after day, they give of their time to provide patients with the best possible care, to make medical advances through research and to share their knowledge through teaching. Their boundless dedication also takes the form of their personal involvement with the HMR Foundation, whose vision of healthcare excellence they share.

- Dr. Julie Beaudet
- Dr. Alain Bonnardeaux
- · Dr. Marie-Carole Boucher
- · Dr. Christian Boukaram
- Dr. Lambert Busque
- Dr. Gabriel Chan
- Dr. Michel Dubé
- Dr. Robert Filion
- Dr. Rafik Ghali
- Dr. Nicole Gougeon
- Dr. Isabelle Hardy
- Dr. Louis-Philippe Laurin
- Dr. Richard LeBlanc
- Dr. Martin Légaré
- Dr. Éric Milot
- Dr. Vincent Pichette
- Dr. Louis-Charles Rioux
- Dr. Denis-Claude Roy
- Dr. Lynne Senécal
- Dr. Jean-François Tremblay

• Dr. Pascal-André Vendittoli





RESEARCH CENTRE **CYCLING CHALLENGE**

For the fourth consecutive year, the employees of the HMR Research Centre gave their time to organize the Défi Vélo - Roulons pour la thérapie cellulaire cycling challenge.

On September 12, 2015, 63 cycling enthusiasts accepted the challenge launched by the team at the Research Centre. In addition to the thousands of kilometres they rode together, they raised \$48,590 to support cellular therapy research. The funds will go toward recruiting young researchers, awarding excellence grants, improving current treatments and purchasing state-of-the-art equipment, all in the name of developing innovative treatments to improve public health.

For the Research Centre team, Mai Duong was the perfect spokesperson to represent its benefit event. An energetic young mother, Mai Duong was 32 when the doctors at HMR diagnosed her with acute myeloid leukemia. After suffering a relapse in 2014, she was able to benefit from an umbilical cord stem cell transplant.

Today, she's in remission and is very grateful to her medical team. More than anything, she wants to support cellular therapy, the medicine of tomorrow saving lives today. She also wants to support all the other patients who, like her, will receive devastating diagnoses.

\$48,590

THIRD-PARTY EVENTS

Like Mai Duong and the staff at the HMR Research Centre, many other people are involved in organizing activities to raise funds to improve care at HMR, and they have all made invaluable efforts to support HMR.

The Foundation is proud to mention that in 2015, more people than ever committed to its mission. Together, they raised \$335,055, a 45% increase over 2014.

Philanthropists of note in 2015:

- Club d'Âge d'Or Notre-Dame des Victoires
- · Collecte de goupilles de Raynald Arsenault
- Défi Cyclo-Myélome
- Défi Pierre Brise-Bois

Défi pour la dégénérescence maculaire liée à l'âge

- Défi vélo Roulons pour la thérapie cellulaire
- Déjeuners en rose
- Demi-marathon de Dominic Cliche
- · Douceur de la laine pour les bébés
- Émission « C'est ma toune » Patrice L'Écuyer
- Émission « Le Tricheur » Patrice L'Écuyer et Dominic Phillie
- Fonds Antoine Loranger 24 heures de ski et Leçon de golf
- L'allaitement en néonatologie de Cynthia Gibeau
- Les Amis de Jean-François Tournoi de golf et Zumbathon
- Le 281 Annie Delisle
- · Metro Beaubien appuie Dodo
- Pour une 2e vie
- Sauvons Mai Duong
- · Soirée de peinture en direct de Corno
- Souper bénéfice et tirelires
- Souris Mini
- · Spin-O-Thon de Line Lessard
- Tournoi de golf Arbre généalogique enr.
- Tournoi de golf de Patrick Ouellet

Committed community





CHRISTIANE GERMAIN

During her first visit to Hôpital
Maisonneuve-Rosemont, Christiane
Germain identified with the values reflected
by the establishment and the medical staff.
Christiane, an energetic businesswoman, jumped
right into action by agreeing to co-chair the HMR

"I immediately felt a strong connection with this hospital and its foundation. At Groupe Germain Hôtels, respect for people, be they customers, employees or partners, is deeply rooted in our company philosophy. HMR shares this idea of hospitality: its staff goes beyond care to provide every patient with attentive, individualized care."

Foundation's major fundraising campaign.

The greatest motivator for the person who leads one of the 50 best-managed businesses in Canada is a desire to give back to the community. "My role is to open doors in the business community by turning to my network and mobilizing the members of the campaign cabinet. Supported by the Foundation's dedicated team of true professionals, I present the HMR's projects and needs for advancing research and continuously improving care."

The major campaign has been gaining strength. Christiane expects to meet her \$50 million objective by 2018. "Committing is about donating your time. Sure, everyone would like to do more. But when my day is over, I feel as though I've helped, in my own way, to support the researchers, doctors and patients, and that's all that matters for me. Volunteering does me a world of good!"





DENIS BERTHIAUME

Denis Berthiaume was born at Hôpital Maisonneuve-Rosemont. Years later, while visiting the hospital, he witnessed one of the little miracles that happen on a daily basis. From that moment on, he was won over by the staff's dedication and the high quality of the work they do. As a director at Desjardins, he is leveraging his organization's reputation for the benefit of the Foundation and HMR to help raise awareness of this little-known gem and the essential role it plays for the substantial population base of east-end Montreal.

Since 2013, Denis has co-chaired the Foundation's major fundraising campaign, whose objective is to raise \$50 million over five years. "As co-chair, I established the fundraising campaign cabinet and I solicit donations from various key players in Montreal. These are opportunities to praise the accomplishments of the Foundation and the hospital, not to mention the inspiring projects that will come to life thanks to the funds raised by the major campaign."

Denis dedicates a few hours a week to his volunteer work. **He describes the experience as deeply human, rich and stimulating.** "The Foundation's team is so supportive. Its energy

"The Foundation's team is so supportive. Its energy and capacity for action make my experience extremely gratifying."

"My personal commitment to the Foundation and HMR strengthens the values of sharing and caring that I hold dear. My volunteer work reflects the social values I want to promote, both on a personal level and in my work at Desjardins."

Committed

spokesperson



hub for oncology, not to mention one of Canada's leading integrated cancer centres.

DOMINIQUE **MICHEL**

At 83, singer, actor and comedian Dominique "Dodo" Michel will soon be celebrating five years of remission from the colorectal cancer that brought her to HMR in 2010. After being treated successfully and observing the hospital's colossal needs, Dodo immediately offered to serve as volunteer spokesperson for the **HMR** Foundation.

Dodo made the construction of the future Integrated Cancer Centre (ICC) her main driving force. "I've gotten involved for all the patients I spent time with and for everyone faced with the same kind of earthshattering diagnosis. There aren't enough resources. Building the ICC is an absolute necessity. I should know!"

With images of the ground-breaking ceremony dancing in her mind, Dodo is giving it all she's got and co-chairing the À Votre Santé! event. "My reward will be to see us reach our \$8 million goal this year, one \$20 donation at a time. In the first four years, we've already reached 65% of our objective!"

An inspiration to us all, the "grande dame" of laughter has rallied performing artists, businesspeople and the public around her cause. In addition to raising the Foundation's profile on every front, Dodo knows how to bring out the generosity in **people.** Many well known personalities including Guy A. Lepage, Patrice L'Écuyer, René Simard, Boucar Diouf, Pénélope McQuade, Marc Hervieux and Olympian Annie Pelletier have agreed to contribute to the J'appuie Dodo campaign.

"Cancer is an unpredictable and ferocious enemy, and we don't fight on an equal footing. Giving voice to all those who don't have one is the defining role of my career."

MARTIN GAUTHIER

Committed volunteer

Martin considers that he really won life's jackpot. And that's why he feels the need to give back to others. He knows HMR well because that's where his father Jean-Pierre was hospitalized. While visiting his father, Martin became acutely aware of the hospital's glaring needs.

Passionate about wine... and people! Five years ago, Martin became chair of the prestigious Montréal Passion Vin event. He spends eight hours a week volunteering: making calls, creating the graphic platform, brainstorming, soliciting, coordinating... the list goes on.

As the head of a seasoned organizing committee, Martin wonderfully fulfils his role as leader and motivator. "I love working with the Foundation's team. They're outstanding people who support me and make me better at what I do. And they always do it with determination and a big smile."

Not surprisingly, Martin gets results: Year after hear, he and his team raise an average of \$1 million for the construction of HMR's future Integrated Cancer Centre!

"Despite the difficulties and government cutbacks, the number of patients continues to rise at a mind-boggling pace. But no one gives up. Everyone uses their philanthropic creativity to implement ambitious projects to help sick people. It's so inspiring to be part of this movement."



À VOTRE SANTÉ!

\$208,157, a record year!

In 2015, the fourth annual **À Votre Santé!** event was nothing short of electrifying, raising a record **\$208,157** in net proceeds. Everyone responded to the invitation of the event's co-chairs Dominique Michel and Manon Brouillette, President & CEO at Vidéotron, to come pop open some champagne.

The 2015 À Votre Santé! event at a glance

- The kick-off of the big Montréal Passion Vin weekend
- A cocktail buffet benefiting the HMR Oncology Department
- Record proceeds of \$208,157
- 400 committed guests
- So much more than a gala: a support movement benefiting the Foundation
- 288 bottles of champagne popped open in the name of health
- 1 organizing committee made up of 16 devoted women

sovié À VOTU Santé!





OBJECTIF: \$12M

Joining forces for HMR's future

Integrated Cancer Centre, a promising, essential project for the 668,000



MONTRÉAL **PASSION VIN**

\$1,041,907 for oncology at HMR

The 14th annual *Montréal Passion Vin* weekend ended on a most positive note, the announcement that the event had raised a net profit of \$1,041,907 for HMR's future Integrated Cancer Centre.

Montréal Passion Vin 2015 at a glance

- North America's number one wine event
 - 2 days of tastings
 - 7 prestigious wineries
 - 1 breathtaking grand banquet
 - 18,000 glasses raised to good health
- Net profits of over \$1M for the 2nd year in a row
- The \$8M mark was reached. The Foundation is inching closer to its \$12M goal for the future Integrated Cancer Centre.
- 2,000 philanthropists joining forces for the cause
- 14 years of positive impact on patient well-being
- 14 members of the organizing committee devoted to the cause



MONTRÉAL PASSION



GOLF TOURNAMENT THE BEAUCHAMP FAMILY'S OUTSTANDING COMMITMENT

\$213,681

The 20th annual HMR Golf Tournament was dedicated to the memory of Normand Beauchamp, one of the pillars of French-language radio in Quebec. For many years, he supported oncology at HMR, where he was treated for cancer. The event was a huge success, raising **\$213,681**.

The 2015 Annual Tournament at a glance

- \$213,681 worth of hope
- A spontaneous \$30,000 donation from the Beauchamp family
- 150 people joining forces for the individualization of oncology care
- Announcement of the Beauchamp family's 3-year involvement in the tournament
- Over **3,000 shots** for the cause
- An organizing committee of 8 people devoted to the cause close to their hearts



Mobilitation



ALTION OF THE BUTTER

NEPHROLOGY AND ITS IMPACT 2015 SPORTS AND HEALTH TEAM UP

\$382,000

In 2015, sports and health, embodied by the Montreal Impact and the HMR Foundation, teamed up for a perfect match! The Nephrology and Its Impact benefit event raised \$382,000 in net proceeds for kidney disease research at HMR.

Nephrology and Its Impact 2015 at a glance

- \$382,000 scored in a single match!
- 8 years of partnership between the Montreal Impact and the HMR Foundation
- 250 guests scoring goals against disease
- \$2,412,805 raised to date
- 8 members of the organizing committee working for research

A big thank-you to our **donors**

AN ESSENTIAL CONTRIBUTION

It is with the deepest gratitude that the HMR Foundation wishes to highlight the mission-critical contributions of its many donors. Thanks to their generosity and loyalty, the people of east-end Montreal can count on the availability of constantly improving, high-quality healthcare.

Thank you!

17 423 donors in 2015



\$1M+ CATEGORY

Anonymous donor **7** Ronald et Herbert Black **8**

Consecutive years supporting the Foundation

\$500,000 TO \$999,999 CATEGORY

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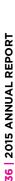
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COMMITTED
TO THE FUTURE

Focus on **2016**

The coming months look promising for the HMR Foundation. In the works since 2013, the "Tomorrow's Medicine, Today" major fundraising campaign is set to take off and will call on everyone's generosity to help raise \$50 million by 2018.

Firmly committed to tomorrow's physicians and the people of east-end Montreal, the Foundation will fund three projects that promise excellence in health and quality of life: the creation of the Integrated Cancer Centre, the expansion of the Research Centre and the modernization of the HMR Knowledge Centre.

By December 31, 2015, \$28 million had been raised to support these innovative projects. The Foundation wishes to thank its major donors and the members of the campaign cabinet for their deep commitment to teaching, research and innovation, and to HMR's patients and their loved ones. Thanks to the sustained efforts of the campaign's co-chairs, Christiane Germain, Co-President of Groupe Germain Hôtels, and Denis Berthiaume, President and COO at Desjardins Insurance, the Foundation remains confident that it will reach its objective in order to support the hospital's development.

And now more than ever, the HMR Foundation is counting on the solidarity and commitment of all those concerned by the health needs of the people of east-end Montreal and the immense possibilities that this hospital, Hôpital Maisonneuve-Rosemont, has to offer.

Because every patient today deserves the best medicine tomorrow can deliver.



