



PROCURE

2015 ANNUAL REPORT
OUR AMBASSADORS IN THE SPOTLIGHT





2015 ANNUAL REPORT

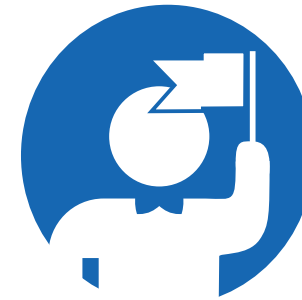
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Founded in 2003, PROCURE is the only charitable organization exclusively dedicated to the fight against prostate cancer through research, outreach, education and support for men affected by this disease and their families.

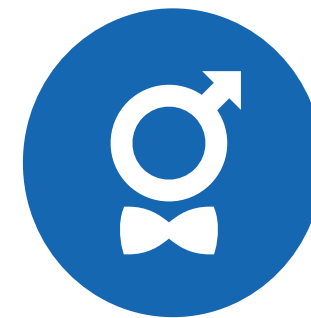
PROCURE

Haie au cancer de la prostate.
The Force Against Prostate Cancer



OUR MISSION

Provide scientists and the community with means to better prevent and cure prostate cancer.



OUR BRAND

A recognized and influential organization that is dedicated to real improvement in quality of life for men with prostate cancer, through research and various services.



OUR VALUES

PROCURE will actively participate in the advancement of research through an ongoing conversation with the public and health professions. Information and support will be provided through a variety of channels:

- Free access to health professionals via a toll-free line available 24|7
- An comprehensive Web site that is available in both official languages
- PROCURE's offerings – information, outreach, support and referrals to the most appropriate resources – for Quebecers affected by prostate cancer, their caregivers and their loved one, throughout their journey
- Conferences given by experts and other special events
- Free book on prostate cancer and various publications

PROCURE has also created the PROCURE Biobank, a collection of high-quality biological samples containing crucial data on men with prostate cancer.

EVERY DAY, **12 QUEBECERS** ARE DIAGNOSED WITH **PROSTATE CANCER**

PROSTATE CANCER

Prostate cancer is the most common form of cancer in men. It typically progresses at a fairly slow pace. When detected early, it is highly curable. Nowadays, advanced techniques are used to produce an extremely accurate diagnosis. In addition, new and more effective means of treatment make it possible to halt or slow the progression of the disease. In most cases, the prognosis is good. The exact causes of prostate cancer remain largely unknown, but research has highlighted certain risk factors.

Thanks to research and early treatment and more efficient methods, the survival rate for men with prostate cancer is 96% five years after the date of diagnosis. This shows the importance of screening for older men.

RISK FACTORS

- Aging
- Family history
- Genetic mutations
- Racial origin
- Lifestyle
- Diet and physical inactivity
- Various environmental factors

THE IMPORTANCE OF ACTION

- Talk to your doctor if you are over 50.
- Do it at 40 if you have a family history.
- Encourage friends and colleagues to do so as well.
- Contact our healthcare professionals if you have any concerns or questions.
- Visit our website and YouTube channel for appropriate and timely information.
- Make a donation to help with research.
- Join the PROCURE Walk of Courage on Father's Day.
- Take part in our Bowvember campaign.
- Wear the bow tie on November 19.
- Get involved by becoming a volunteer, an ambassador or a partner.



Shot Studio - Sandrine Castellan

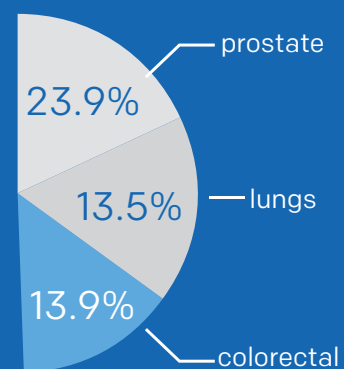


APPROXIMATELY
4,600
Quebecers **will be diagnosed**
with prostate cancer this year

APPROXIMATELY
890
men **will die** from
prostate cancer this year

40% of prostate cancer cases
are **diagnosed** in men **ages 60 to 69**

Distribution
of **new cancer**
cases in
2015



The **3rd**
most probable cause
of **death from cancer** | With a
probability
of **1 in 27**



Source: Canadian Cancer Society

A FEW WORDS ABOUT PROCURE

Since 2003, with the support of its partners and loyal employees, PROCURE has:



X 5,000

Responded to more than 5,000 calls/emails from men with prostate cancer and their relatives



X 300

Organized more than 300 general-public conferences throughout Quebec on the disease, the importance of screening, new treatments and treatment options



\$6.1 MILLIONS

Invested \$6.1 million in research on prostate cancer through its biobank



2015 RESEARCH PILLAR

- Providing 4,100 high quality biological samples in two major pilot projects
- In November 2015, publication of the results of the full analysis of the genome of prostate cancer – one of the pilot projects – in the prestigious scientific journal *Cell*
- Affiliation to the world biobank directory
- Registration with the certification program of the Canadian Network of Tumor Banks
- International recognition by researchers and prostate cancer specialists

2015 OUTREACH PILLAR

- Engagement of our ambassadors who have raised funds by organizing more than thirty fundraising events for PROCURE
- Interactive prostate cancer conference organized jointly by PROCURE and Prostate Cancer Canada as part of the National Conference of the Canadian Alliance for Research on Cancer
- The support of our ambassadors, major donors and generous foundations

2015 EDUCATION AND SUPPORT PILLAR

- Free access to specialist nurses through our 24|7 toll-free support line
- Over 410 people attending our two annual conferences given by renowned experts and webcast in English and French.
- On November 19, Quebec's Prostate Cancer Awareness Day
- Unparalleled engagement of the Bowvember movement thanks to our outstanding ambassadors who helped raise \$410,000

ONE MISSION **3** PILLARS



MESSAGE FROM THE CHAIRMAN

" We are here to stay. Together, we can beat prostate cancer. We are grateful to all of you: members of the Board of Directors, Laurent Proulx, the PROCURE team. Thank you for making a difference in the lives of men with prostate cancer, their families and their relatives. "

Cédric Bisson, Chairman of the Board of PROCURE

2015 – A YEAR FULL OF INSPIRING MOMENTS

It is with great pleasure that we present the 2015 annual report. We will remember 2015 as a year full of inspiring moments that helped our cause gain momentum. Among unforgettable events, let us mention the launch of our toll-free support line, multiple lectures by renowned experts, the Walk of Courage and Tour du Courage during Father's Day weekend, or the unparalleled engagement of exceptional ambassadors in the Bowvember movement.

You have all dazzled us by your engagement in the fight against prostate cancer, and for that, we thank you from the bottom of our hearts! THANK YOU to 21 outstanding individuals who fully endorsed their roles as ambassadors, added real power to the reach of our messages and expressed their valuable support throughout the Bowvember campaign. THANK YOU to the donors, the ambassadors who raised funds, and all the volunteers who gave their time and energy to the cause during 2015. Without you, none of it would have been possible.

The PROCURE Biobank: the biobank of hope

As you know, one of the jewels of PROCURE is without doubt the PROCURE Biobank. Founded in 2007 to meet an urgent need for biomedical research which lacked the proper materials to study the disease, the Biobank is now considered a major player in the provision of biological samples for high quality international research projects.

Nothing like this would have been possible without the partnership between the PROCURE Biobank and the Cancer Research Society and the contribution of generous patrons and foundations and major donors, including the Marvyn Kussner Memorial Fund, the Lemaire Family Foundation, the Roasters Foundation, the Mirella and Lino Saputo Foundation, the Antonopoulos Group, Carolyn and Richard Renaud, and André Desmarais and the Power Corporation.

Leur foi dans la recherche et leur engagement sur cinq ans – depuis 2013 – font en sorte que nous pouvons répondre aux besoins de ceux qui reçoivent un diagnostic de cancer de la prostate et aux questions de leurs proches.

Their faith in research and their commitment over five years – since 2013 – mean that we can meet the needs of those who receive a prostate cancer diagnosis and answer questions from their relatives. soutien représentent 93 p. cent de nos

These quantified commitments demonstrate that our

financial health and our strong governance policies continue to meet the expectations of our partners and donors. Our various outreach, education and support programs account for 93 percent of our annual expenses, of which more than half is dedicated to research. Such good practices are crucial for the sustainability of our organization and for our succession planning efforts.

Looking to the future: Quebec leadership, international benefits

Based on the recent years' cumulative achievements, we will endeavour to improve the three pillars of our mission, i.e. outreach, education and support, and cutting-edge research. With respect to research, our priority will be to make large investments by financially supporting a major research project over five years at the PROCURE Biobank. To pursue Marvin Kussner's vision and PROCURE's mission, we want to raise at least five million dollars to carry out this ambitious project, which will be conducted by renowned Quebec researchers and PROCURE's major partners since 2007: CHUM, MUHC, CHUS and CHU de Québec.

This project will not only highlight the leadership and expertise of our teams at four university centres in Quebec, but also put forward our understanding of prostate cancer and share this knowledge with the international scientific community.



Cédric Bisson
Chairman of the Board of PROCURE



MESSAGE FROM THE EXECUTIVE DIRECTOR

"Each year, more than 4,600 Quebecers are diagnosed with prostate cancer, i.e. 12 Quebecers per day or one man every 120 minutes. This is why PROCURE strives to raise awareness. This is also why we have put forward several initiatives to meet the needs of those affected by prostate cancer. Together, we can help these people and support crucial research to prevent, detect and treat prostate cancer."

Laurent Proulx, Executive Director

YOU HELPED US PURSUE THE THREE PILLARS OF OUR MISSION IN 2015

Huge strides

The fight against prostate cancer has made huge strides in Quebec. In fact, your donations allowed us to pursue the three pillars of our mission – research, outreach, and education and support – while achieving ambitious goals. The 2015 highlights featured at the beginning of this report speak for themselves. Having myself fought prostate cancer, I can say that I am proud of these achievements.

While 2014 was successful, 2015 has indeed turned out to be a year full of inspiring moments.

Financially

PROCURE reported revenues of \$2,055,416. Our investments today account for 93 percent of our annual expenses, including 59 percent directly dedicated to research. We have also reduced our administrative expenses; they now amount to less than 7.1 percent of revenues.

For each dollar we receive, 93 cents go directly to the fight against prostate cancer. Our objective was to optimize the management of administrative expenses and monies received. I am proud to say that we have succeeded again in 2015.

In terms of research

the first biological tissue samples provided by the PROCURE Biobank to the National Human Genome Research Institute (USA) earned praise for their quality and an international recognition by researchers and specialists in the field of prostate cancer.

Very high quality biospecimens, combined with clinical and sociodemographic data from a large number of men with prostate cancer, give a new impetus for research into this disease. Quebec is a perfect place to conduct an innovative research project because of the world-class researchers working in Quebec's four university hospitals (CHUs)

With the support of our loyal partners, we have invested more than \$6.1 million over ten years in research on prostate cancer in Quebec's four CHUs through our biobank.

We have made significant strides, but investment in research on prostate cancer must continue. PROCURE has to continue its mission: provide scientists and the community with ways to better prevent and cure cancer.

Our objective will be to raise funds totalling over five million dollars to support a major research project in Quebec, using the expertise of our researchers, urologists and pathologists at our university centres. This is a very ambitious objective that depends on your support.

Education and support for men and their family

With respect to education and support for men with prostate cancer and their families, we acknowledge our partners in our education and support activities.

We are grateful to medical professionals who are passionate, who listen to, support and answer questions from patients, caregivers and families. They are efficient and dedicated, and return calls within 24 hours confidentially. For PROCURE, it was crucial to set up an access service to health professionals in 2015. And for good reason! Twelve men are diagnosed with prostate cancer every day.

We recognize those experts who take part in our annual information sessions on prostate cancer. They donate their time for the cause. In 2015, over 500 people attended our two conferences and our Mini Café session, demonstrating the urgent need for information on this disease.

Finally, we thank our donors and partners who fund our educational activities. Without them, we could not provide this crucial support to people affected by this type of cancer.



"In closing, I want to say THANK YOU. Your support is crucial, and we are very grateful for it. I also want to thank PROCURE's Board members and employees for their professionalism and dedication. I hope you will enjoy reading this report."

Thank you to our passionate support team that listens to, supports and answers questions from patients, caregivers and families. Thank you to radiation oncologist Daniel Tausky, urologists Geneviève Nadeau, Fred Saad and Luc Valiquette, physiotherapist Claudia Brown and survivors, to Victor Glazer, Jean Pagé and Winston McQuade, for their presentations and valuable advice for the benefit of patients and families. Thank you to our valued and loyal financial partners for providing support and scholarships.

We never forget that PROCURE's support for people affected by prostate cancer is central to our mission. That is why we are regularly strengthening our services to better meet your needs. Whether you are a man with a diagnosis of prostate cancer, a survivor, a partner or a loved one, we are here to inform you, educate you, support you, improve your quality of life or direct you to the best resources. We are here to help you!

With respect to awareness raising

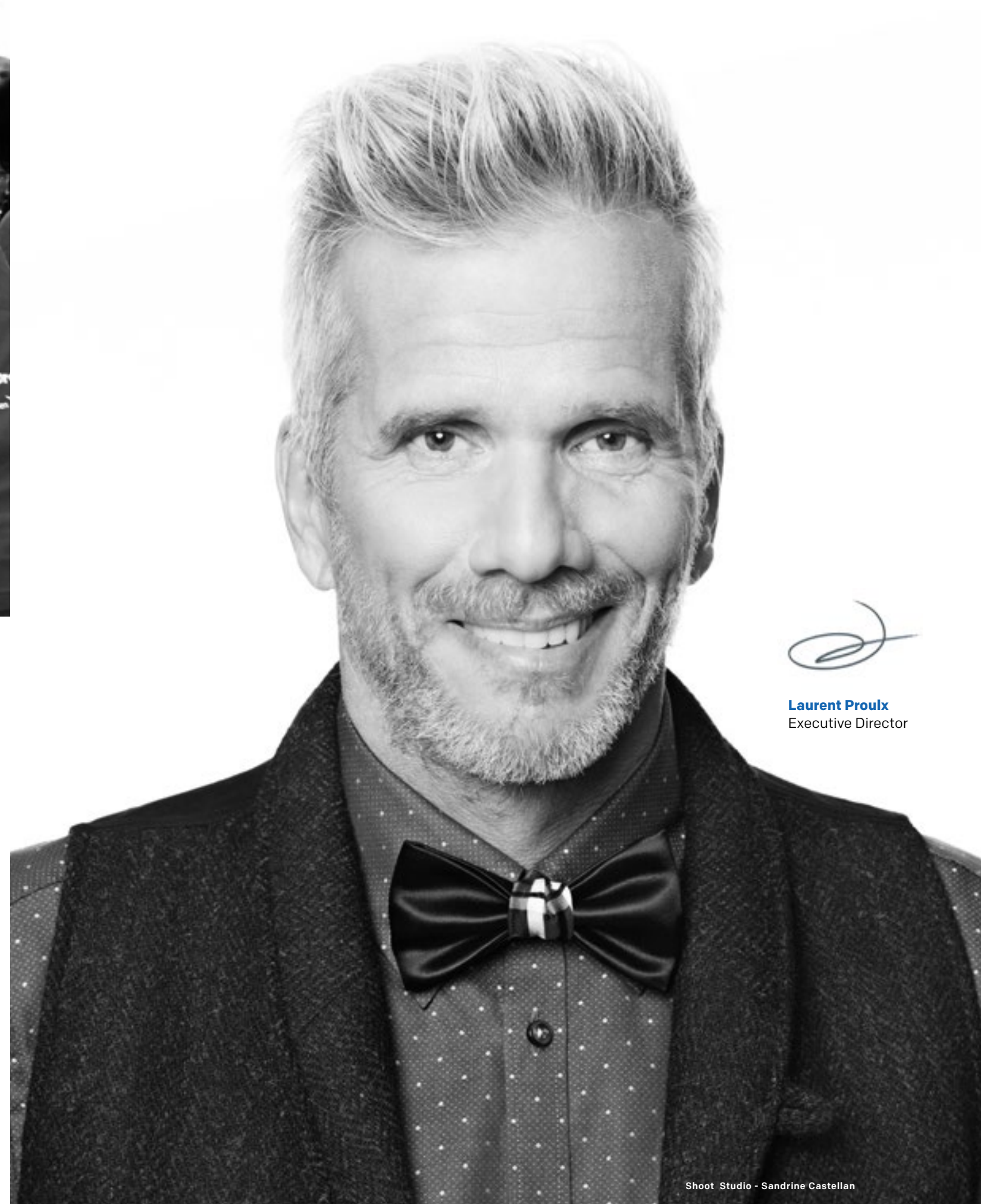
The year 2015 was full of activities, all of them successful. We held such signature events as the Tour du Courage, the Walk of Courage and Bowvember, as well as other events further described in this report.

In particular, we have ambassadors who are dedicated to the cause and who make a difference.

That is why we are indebted to the ambassadors and businesses who promote PROCURE through third-party events. We are always at your disposal to promote your events, but your involvement makes the difference. I know because I have been there. disposition pour promouvoir vos activités, c'est votre implication qui fait la différence. Je le sais, car je suis passé par là.

We cannot ignore the extraordinary involvement of those who are designing projects and organizing fundraising events in support of our cause: United Against Prostate Cancer, Women for the Lac-Saint-Jean race, the Bow Tie Affair, the Real Ice Challenge, the involvement of Quebec's turkey farmers and Junior Hockey League and many others. In 2015, over thirty events were organized in support of PROCURE. We are deeply moved by this commitment.

Therefore, we dedicate this annual report to all of our ambassadors, donors and partners who make a difference in the lives of people affected by prostate cancer.



Laurent Proulx
Executive Director



ENGAGED

SPOKESPERSONS

Jean Pagé

Broadcaster and spokesman for PROCURE:
The Force Against Prostate Cancer



SUPPORT IS
AVAILABLE BY DIALLING
1-855-899-2873

If your doctor diagnoses you with prostate cancer, you may be left in shock, unable to ask any of the questions that are racing through your head. The emotion may be so strong that you only hear part of what is said, mostly the word "cancer." I know because I have been there.

Since I became involved with PROCURE, I've realized that there is an urgent and acute need to help those who receive this diagnosis. Once past the initial shock, the patient is in distress and faced with a series of questions while resources are usually very limited. He can ask for another appointment with his doctor, but in such times of crisis, waiting times often become a challenge.

At that moment, PROCURE may become a second line provider – after the doctor and healthcare team – to accompany the patient on the journey toward the treatment proposed and throughout this challenge.

This is why we set up a new 24/7 support line, to help men overcome the fear of the unknown and make informed decisions with the support of specialist nurses in urology. The information provided to men does not replace professional medical advice but makes them feel listened to, reassured and supported while answering their questions.

In closing, since 1996 I have helped dozens of men with prostate cancer who were referred to me by doctors, friends or acquaintances. I strongly believe in this service and I was able to see how helpful it can be, since I too was accompanied during such difficult times in my personal experience.

"We are thrilled to offer a new 24/7 support line, unique in Quebec, for men with prostate cancer and their families and friends. If one of the men in your life has been diagnosed with or has concerns about prostate cancer, he can now talk to our nurses who are there to listen to him, support him and answer all of his questions."

Winston McQuade

Lecturer, artist and spokesman for PROCURE:
The Force Against Prostate Cancer



JOIN ME, JEAN PAGÉ,
AND PROCURE'S
BEAUTIFUL FAMILY

I remember being shocked when I found out that, according to a survey conducted by Léger Marketing in 2012, only 56% of respondents realized that only men can have prostate cancer. Other respondents, whether men or women, were unsure.

In fact, 14% of respondents of either gender thought that a woman could be diagnosed with prostate cancer, and 20% did not know. In other words, 34% of people suspected that prostate cancer can affect both women and men. Does this surprise you?

And so it may, especially since prostate cancer is the most common form of cancer in men. Also, there has been a lot of talk about prostate cancer in the media these past few years.

But we must face the facts. Every day, 12 Quebecers are diagnosed with prostate cancer, one man each 120 minutes. If my calculations are correct, we are talking about 4,600 Quebecers who receive such news from their urologist every year. Despite the hype about this disease, it is clear that men living from cancer still tend to withdraw, compared to women.

When I became affiliated with PROCURE, it was and still is in order to break the silence and taboos surrounding this virility breaker. The truth is that prostate cancer does not change the male gender. We are still men. And the support offered by PROCURE is available for the 12 Quebecers who receive this diagnosis each and every day throughout Quebec, and to the survivors, caregivers and family members.

Another truth is that men must close ranks and support each other.

That is why I appeal to men and women from all regions of Quebec. Get involved with us in supporting your peers. Become a supporting ambassador. Giving of oneself does not always involve being an organ donor, but also donating one's time and listening.

So will you join me, Jean Pagé, and PROCURE'S beautiful family?

ONE MISSION **3** PILLARS

RESEARCH



BUT WHY HAVE A BIOBANK?

While very little known to the general public, biobanks are a key resource for medical research. They are crucial to the advancement of academic and clinical research. Made possible by patients, biobanks are one of the finest examples of self-giving to the community.

The major benefit of a biobank for research is that it offers a wide variety of reliable and high-quality samples. The development of major international research projects on cancer was often limited by the low quality of samples. The development of procedures and rigorous control methods to obtain prime samples for research is critical. And that is the role of PROCURE's biobank.

A QUEBEC JEWEL FOR INTERNATIONAL RESEARCH

The first provision of biological tissue samples from the PROCURE Biobank to the National Human Genome Research Institute (USA) has made it possible to carry out a project on the characterization and complete analysis of the prostate cancer genome.

Published in the prestigious scientific journal *Cell* on November, 5 2015, the analysis of 333 prostate cancer samples identified key genetic alterations that may help in the classification and treatment of the disease.

Of the 26 large institutions who provided 333 samples of biological tissues (Harvard, MD Anderson, Memorial Sloan Kettering Cancer Center), the PROCURE Biobank was sixth in the number of samples provided for the project and received praise for the quality of its material. Quite an achievement for our biobank!

The PROCURE model

In 2005, a sense of urgency pushed PROCURE to adopt an extremely promising research tool, the PROCURE Biobank for prostate cancer in Quebec.

The Biobank was born of a partnership with urologists, pathologists and scientists from four major university hospital centres in Montreal (MUHC, CHUM), Quebec City (CHU de Québec) and Sherbrooke (CHUS). PROCURE regarded Quebec as the place to establish such biobank: the genetic characteristics of its original population, its ethnically diverse strata and the relative stability of Quebecers make it possible to ensure long-term monitoring of participants and are important factors for research on prostate cancer. Finally, Quebec's long tradition of collaboration and research excellence guarantees our ability to establish and run a biobank of international standing.

Since 2007, a cohort of 2,000 men with localized prostate cancer having undergone prostatectomy have accepted to send the Biobank samples of their prostate tissue and body fluids, data from their clinical records, and data on their sociodemographic characteristics and their lifestyle collected through a survey.

A global vision

Rigorous studies confirming the high quality of the collected specimens were presented at national and international conferences. The PROCURE Biobank has become a renowned global directory and is registered with the Canadian Tissue Repository Network, a consortium of pioneering provincial programs and banks in this field (www.ctrnet.ca).

Through the partnership between the PROCURE Biobank and the Cancer Research Society, and thanks to generous patrons and foundations and major donors, we have invested more than \$6.1 million over ten years in research on prostate cancer conducted at the four Quebec CHUs through our biobank.

The huge strides made in biotechnology, including genome and protein sequencing, gene modifications, and the discovery of multiple molecules and DNA signatures (on the resistance of cancer cells), open new avenues for researchers to validate their findings while having access to multiple samples from many patients or from a single patient, from the preoperative period up to several years after surgery.

The PROCURE Biobank:

A revolution in research on prostate cancer

The term "biomarker" designates a molecule identified in tissues and body fluids that is used to report an illness, measure its progress, or assess the impact of different forms of treatment. For example, prostate specific antigen (PSA) is a common blood biomarker for prostate cancer. The identification of biomarkers that are more reliable than PSA will make it possible to quantify tumor virulence, develop treatments to prevent tumor progression and ultimately reduce mortality from prostate cancer.

Testing such material and relating it to known results will allow researchers to predict the effects of different treatments, as well as tumor activity over time, and specifically find out why one tumor progresses slowly while another progresses at lightning speed, or why cancer recurs in patient X but not in patient Y. The end result will be that one day, cancer patients will receive optimal treatment, at the right time, avoiding unnecessary interventions: this the premise of customized medicine.

How about the future?

The biobank will grow over time. High quality biospecimens, combined with clinical and sociodemographic data from a large number of men with prostate cancer, give new impetus to research into this disease.

We have made significant progress, but investment in research on prostate cancer should be maintained. PROCURE must continue its mission by providing scientists and the community with ways to better prevent and cure cancer.

Our objective will be to raise funds totaling over five million dollars to fund a major research project in Quebec, using the expertise of our researchers, urologists and pathologists at our university centres. This is a very bold objective that can only be achieved with your support.

ONE MISSION **3** PILLARS

OUTREACH





THE WALK OF COURAGE PROCURE

WALK OF COURAGE

"For the past 10 years, The PROCURE Walk of Courage has brought together men who are diagnosed and their families in a festive atmosphere to celebrate the miracle of life and spread the message about prostate cancer among Quebecers."



WALK TO CELEBRATE LIFE

That is why men and their families have joined Impact president Joey Saputo and his group of 200 people, including all team members and their families, Alouettes president Mark Weightman and the team's cheerleaders, former Canadiens player Gilbert Delorme and the co-creators of the PROCURE's Bowvember bow tie – Penelope McQuade, Winston McQuade and designer Luko Marion – for this major awareness-raising day.

A MEMORABLE DAY THANKS TO ALL OF YOU!

On behalf of the founders of the Walk and the PROCURE team, we are grateful to the many participants in the 2015 Walk of Courage for supporting men with prostate cancer and their families. Your support makes a real difference in the lives of these people.



The fact that many public figures are engaged with this cause contributes to public awareness.

"With PROCURE, a chain of solidarity and strong and effective friendships has developed in recent years. Prostate cancer is everyone's concern – not just those affected, but also their families and loved ones. I thank all participants for their dedication to this cause, because together, we will beat prostate cancer," said Montreal Mayor Denis Coderre.

A MESSAGE OF HOPE

Jean Pagé, Robin Burns and Father John Walsh – co-founders of the Walk of Courage – emphasized that every year, more men make an effort to go to the doctor to get screened for cancer prostate.

"Fortunately, the survival rate is now 96%. We are proud to see how PROCURE's efforts at research and awareness have had an impact on human health in Quebec."

DE NOMBREUX APPUIS DES MARCHEURS

Ian McJannet, his wife and three children participate each year in the Walk of Courage in memory of his father Bill, who died of prostate cancer.

"It's not just to raise money. We have collected several donations, but I would also encourage my friends to walk with me. It is important to support all the efforts put forth to beat prostate cancer."

Quote from JDM

Murielle Lapierre is supporting her spouse who has prostate cancer, and this is why she is taking part in the Walk of Courage for the first time.

"While walking, I met people who share our realities. Prostate cancer is real and must be taken seriously. A man can have it even if he has a healthy lifestyle."

Quote from JDM



SEE YOU AT OUR NEXT EVENT!

The 10th edition of the PROCURE Walk of Courage will be held on Sunday, June 19, 2016.



LE TOUR DU COURAGE PROCURE

PEDALLING FOR THE CAUSE

“Before reaching the finish line, cyclists had to face a major challenge which was somehow reminiscent of the struggle faced by men with prostate cancer and their families, said Laurent Proulx, Executive Director of PROCURE, instigator of the Tour du Courage in 2010 and prostate cancer survivor.”

250 COURAGEOUS CYCLISTS

With unwavering determination, more than 250 male and female cyclists embarked on the 6th edition of the PROCURE Tour du Courage.

It was truly a challenge, as the race was spread over two days for a total distance of 100 km: a prologue followed by a mountain stage in the Laurentians, with climbs and breathtaking descents, and then a team time trial stage on the Circuit Gilles Villeneuve in Montreal. Through their involvement in and support for PROCURE, teams and cyclists wanted to give an example of courage and perseverance to the survivors of prostate cancer.

Louis-Joseph Papineau and Marc Lavoie, two major ambassadors for PROCURE, expressed this intention quite well.

“I have not had prostate cancer, but I have relatives who did. If the Tour du Courage can help me make a difference, however small, in the lives of others, my efforts will have been worthwhile,” said Louis-Joseph Papineau, Vice President of Proment.

“We are fortunate to have an inspiring team of generous donors and loved ones who believe in us. But our greatest victory is to know that all donations will go to a cause that is dear to us,” said Marc Lavoie, founder of the Cogela Construction Inc.

THIS IS WHY WE WANT TO CONGRATULATE

all the teams in the PROCURE Tour du Courage who turned it yet again into the major event that we all know and love.



The honorary president of the Tour, Jean-Philippe Wauthier, joined the teams that cycled along the Nordet from Lake Superior to St. Donat and on the of Gilles Villeneuve circuit over two days.

“I am happy to be affiliated with PROCURE this year as honorary chair of the Tour du Courage 2015,” said Jean-Philippe Wauthier, host of Deux hommes en Or. *“I am very proud to have completed this challenge alongside 250 cyclists for a cause that is important to all of us.”*

CONGRATULATIONS TO THE WINNING TEAM OF THE 2015 TOUR DU COURAGE CUP

The TDC Cup, awarded to the team that raises the most funds for PROCURE, goes this year to the Cogela Inc. Construction team, including cyclists Philippe Boursier, Pierre Dufour, Stephen Gauthier, Louis-Joseph Papineau, Lucie Rochon, Charles Philip Warren and their captain, Marc Lavoie.

AS FOR THE TOP 6 BEST FUNDRAISERS, THE FOLLOWING TEAMS HAVE PERFORMED EXCEPTIONALLY WELL:

Construction Cogela Inc.
(\$28,531)

BBBL Architectes
(\$24,535)

Stream Team
(\$16,243)

Les Évadés|L'Empreinte
(\$14,536)

Équipe LMT 2015
(\$13,295)

Les Courageuses
(\$12,665)



The Top 6 fundraising teams represented by their respective captains: from left to right, Marie Josée Lemaire (Les Courageuses), Luc Janson (Les Évadés|L'Empreinte), David Eiley (Stream Team), Éric Potvin (Équipe LMT 2015), Clément Bastien (BBBL Architectes) and Marc Lavoie (Construction Cogela Inc.)



2015 WINNER OF THE FOUNDING PRESIDENT AWARD

CONGRATULATIONS TO GASPARD FAUTEUX, WINNER OF THE "FOUNDING PRESIDENT AWARD"

The Founding President award is given to a volunteer for outstanding contribution to PROCURE. In 2015, it was awarded to Gaspard Fauteux for his tireless dedication in obtaining a vote at the National Assembly making November 19 Quebec's prostate cancer awareness day. Thank you, Gaspard, for this invaluable support to the cause of prostate cancer

CRUCIAL SUPPORT

We acknowledge our Honorary Chairs, Mayor Denis Coderre for the 2015 Walk of Courage and Jean-Philippe Wauthier, TV host, for the Tour du Courage, and our donors, sponsors, suppliers and partners, without whom these two annual events could not be staged. We also acknowledge our precious volunteers.



INSPIRATION ET SOLIDARITY ON FATHER'S DAY WEEKEND!

COURAGE IN THE SPOTLIGHT FOR FATHER'S DAY!

The PROCURE Walk of Courage and Tour du Courage have resulted in another victory against prostate cancer, with \$415,000 raised to fund research and support programs for Quebecers affected by this disease. Added to the inspiration, solidarity and courage shown by the participants, these were two exceptional events.

More than 700 men and their families joined Montreal Mayor Denis Coderre, the Impact, the Alouettes, former Canadiens players and PROCURE ambassadors Penelope McQuade, Winston McQuade and Jean-Philippe Wauthier for the Walk of Courage and Tour du Courage during Father's Day weekend. Such support warms the hearts of prostate cancer survivors, their caregivers and their loved ones.



2015 BOWVEMBER CAMPAIGN

Shoot Studio - Sandrine Castellan



THANK YOU

We sincerely thank each of our BOWVEMBER ambassadors for their extraordinary support and for their personal involvement that gives hope to the 4,600 Quebecers living with prostate cancer," said Laurent Proulx. "I would also like to thank the Quebec population, businesses, partners and friends who supported the BOWVEMBER campaign, allowing us to sell 6,000 bow ties and raise more than \$410,000. Thank you for making this campaign a success again this year.

21 OUTSTANDING INDIVIDUAL

They fully endorsed their roles as ambassadors, added real power to the reach of our messages and expressed their valuable support throughout the Bowvember campaign.

OBVIOUSLY, **QUEBEC'S PROSTATE CANCER AWARENESS DAY**, HELD FOR THE SECOND TIME ONLY, IS AN INDICATOR OF THE PROGRESS MADE IN TERMS OF AWARENESS.



Shoot Studio - Sandrine Castellan

2015 BOWVEMBER CAMPAIGN

The whole PROCURE'S team wishes to highlight your efforts in the fight against prostate cancer.



"I was delighted to participate in the BOWVEMBER campaign, especially to support a cause that is dear to my heart, since my family has been intimately touched by cancer, including prostate cancer, on several occasions. I encourage my family and the public to wear the PROCURE bow tie in solidarity and support for the cause."

Pénélope McQuade, TV host and the 2015 bow tie codesigner

"As a prostate cancer survivor who benefited from the services of PROCURE, it was quite natural for me to become involved in this wonderful campaign,"

Winston McQuade, Lecturer, artist and spokesman for PROCURE

\$410,000
Raised
for PROCURE

41 millions
Media Impressions
in Quebec

775,000
Views
on Facebook, Twitter and Instagram

6,000
Bow Ties
Sold



THE IMPORTANCE OF THE BOW TIE

After the overwhelming success of the 2014 BOWVEMBER campaign, the bow tie has become the symbol of prostate cancer in Quebec. More importantly, the money raised goes directly to support programs and research.

"I'm proud to be part of this year's BOWVEMBER campaign and give my support to PROCURE. I believe it's crucial to raise awareness among Quebecers to encourage them to get tested in order to increase the chances of survival. Through my participation, I hope to create a butterfly effect and send a huge dose of courage to everyone touched by prostate cancer, as well as lend my support to their families."

Jean Michel Anctil, stand-up comedian

Shoot Studio - Sandrine Castellan



THE ROLE OF WOMEN

Although this is a disease that affects men, women play a key role in helping to learn about prostate cancer and in supporting them during treatment. That's why PROCURE has decided to involve women

"I'm joining the BOWVEMBER campaign this year in honour of my grandfather, who had prostate cancer, and all men fighting this disease. I invite women to wear the PROCURE bow tie in November as a symbol of support for the men in their lives."

Maripier Morin, TV host

Shoot Studio - Sandrine Castellan



THE BOW TIE: IN FOR HER AND FOR HIM

"I loved working with Penelope McQuade and Winston to create the 2015 bow tie. Penelope inspired the modern design of the bow tie, while Winston has brought his love of prints and art. I am very proud of the result and I sincerely hope that the bow tie will become a woman's accessory, just as jewellery."

Luko Marion, creator of the 2015 PROCURE bow tie

Shoot Studio - Sandrine Castellan

AMBASSADORS IN ACTION



EXTRAORDINARY AMBASSADORS

The strength of an organization lies in its deepest roots. These roots are the donors, ambassadors, partners and volunteers of PROCURE who, year after year, help us achieve our mission. Their contribution may be in money, time or expertise. It is thanks to them that PROCURE exists.

By publicly acknowledging, for a second year, the outstanding contributions of individuals, PROCURE can highlight the wonderful involvement of those people we call ambassadors. The following ambassadors have distinguished themselves by their year-long support to the cause of prostate cancer. We thank them warmly for their loyalty and their inspiring stories.

**Some of our volunteers who made the 2015 Walk of Courage a success!
From left to right: Edouard, Marion, Philippe Le Marchand and our fabulous driver.**



**Some of our volunteers who made the 2015 Walk of Courage a success!
From left to right: Gaby Hornstein, Daniel Cournoyer, Christo Karatzas.**

YOUNG AMBASSADORS

When youth is involved, the outcomes are as impressive as they are touching...

Niko and Christo Karatzas, Maria Angurias, Susie Saltarelli and Gaby Hornstein

"Unlike breast cancer, prostate cancer does not enjoy a high profile. It was therefore quite natural for us to organize an event for men and their families and loved ones. They all need of our collective support. This is the cause that we have chosen and we are really proud of the outcome."

Thanks to the generous contributions of participants in the event, the Let's Kick Prostate Cancer Where It Hurts benefit dinner, entirely run by students, was a resounding success with a \$6,470 donation to PROCURE.

Anna Mihaltchev

"In honor my grandfathers, survivors of prostate cancer, I decided to turn my dream into reality. In addition to contributing to the fight against prostate cancer, I was able to meet my own challenge: to participate in the Alaska marathon in June 2015. I'm sure they were with me throughout my race, and this gave me an unforgettable sense of happiness."

Anna amassed more than \$5,000 for the cause.

CORPORATIVE AMBASSADORS

We are indebted to the ambassadors from businesses who promote PROCURE through third-party events.

The Kev & Max challenge organized by Kevin Doucette and Maxime Rodrigue, employees of Cascades

"We wanted to raise awareness about men's health right from the start. But with the help of Alain Lemaire, we realized that men with prostate cancer were hiding because of taboos surrounding their manhood. So we chose to come out big time. We wanted to find creative ways to raise money and to put a particular emphasis on awareness. Our employer, Cascades, supported us. In fact, Cascades has supported us for five years now. Their support has turned us into ambassadors, a title that makes us proud. Knowing that Cascades is supporting the Kev & Max challenge, gives us the means and motivation required to become committed and to excel. We believe that the gift of self is a collective gift that makes a difference. We will be back next year, say the winners of the Bowvember contest, a VIP evening for 10 people in the world of the Impact, Alouettes and Montreal Canadiens."

The 2015 Kev & Max Challenge succeeded once again in raising funds for PROCURE in November. They have helped raise \$9,570 for the cause.



AMABASSADOR AND YOUNG ENTREPRENEUR

Nod to a young successful entrepreneur and Bowvember campaign ambassador: Olivier Primeau, owner of the Beachclub.

"Last fall, the bow tie became much more than a fashion accessory. It's a symbol of determination, courage and support in the face of cancer—a terrible disease. I am more than honoured to join the PROCURE campaign and, in doing so, to do my part to help fight prostate cancer. It's a disease that touches everyone in some way, and I felt it was my duty to get involved."

Olivier Primeau

Shoot Studio - Sandrine Castellan



SURVIVOR AND GREAT PROCURE AMBASSADOR

MICHEL BEAULIEU

for his dedication, support and outstanding contribution to the cause. Basically, my involvement was to support all those who are affected by this disease in their rehabilitation efforts, while helping to support PROCURE in its mission, a cause that was close to my heart, since I have known men affected by prostate cancer. It's true that "cancer" is a frightening word. We often hear and we know that prostate cancer affects one Quebecer in 7, but I never thought I would have it too. At age 49 and very fit, I must admit that I had a hard time concentrating as I travelled through Montreal after hearing this awful word, "cancer".

This event made me realize how important support can be. My mates in the Les Évadés/L'Empreinte team who have taken part in the PROCURE Tour du Courage since 2013, as well as PROCURE's Laurent Proulx, were there for me when I needed it most. They are still there for me today. I now understand the courage and determination shown by survivors and their loved ones. I know that my commitment to the cause will make a real difference in the lives of people affected by this disease. And knowing that I can bring a ray of hope to my peers touches me deeply. This is why I will continue to be involved in a cause that is now also mine.

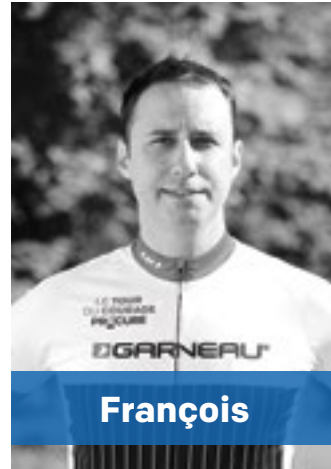
**Michel Beaulieu,
Les Évadés/L'Empreinte Team Captain**

AMBASSADORS OF THE TOUR DU COURAGE

Since the very beginning of this signature event for PROCURE, these loyal ambassadors of the Tour du Courage wish, by their involvement and support, to show an example of courage and perseverance to survivors of prostate cancer.



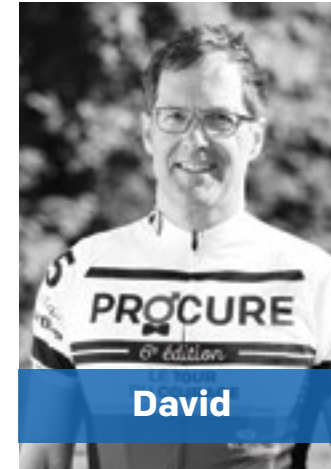
Éric



François

Éric Wiseman and François Préfontaine of the Valeant/Louis Garneau team

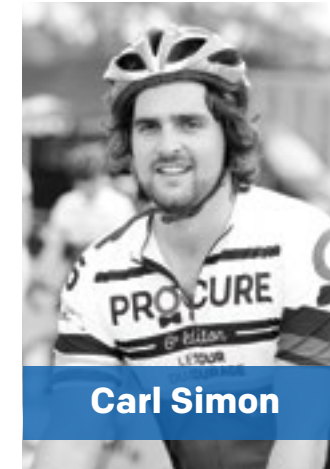
"In our families, we encounter men who had or have prostate cancer. It was therefore natural for us to join forces with PROCURE and meet its Tour du Courage challenge. We are worried by the statistical prevalence of this disease and as ambassadors, we want to show our determination to those who need to keep fighting."



David

David Collier of the Wheels of Justice team

"Prostate cancer is the most common form of cancer among men in Quebec. We all know someone in our circle who has been affected directly or indirectly by this disease. That is why I readily accepted PROCURE's invitation to be an ambassador and participate in the Tour du Courage cycling challenge. I'm so proud of it!"



Carl Simon

Carl Simon Valiquette of Uro-Ing team

"It is an honor for me to participate in PROCURE'S Tour du Courage and have the opportunity to support such an important cause. Being an ambassador for 6 years means to open dialogue and participate in raising the awareness among all Quebecers as to the importance of screening in order to increase survival rates for prostate cancer. So let's talk about it, without taboos, among men, with doctors and also with the women in our lives, for the sake of everybody's health."



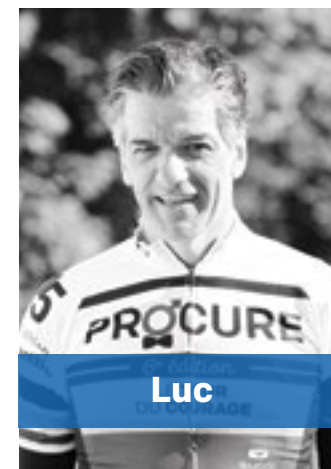
Marco



Francis

Marco Savoie and Francis Beausoleil of the Les Machines team

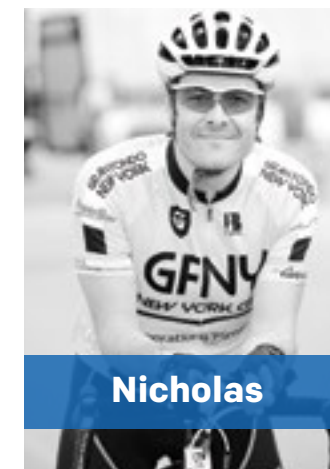
«The Tour du Courage is our concrete way of educating all Quebecers about prostate cancer screening in order to increase chances of survival. Having had few close friends affected, we are proud to have taken part in the Tour du Courage since the beginning and to bring our support to PROCURE as ambassadors. Through this commitment, we want to send a shot of courage to men and families affected by this disease.»



Luc

Luc Turcot of the BBBL Architectes team

"Thinking about my sons, I chose to become an ambassador for the PROCURE Tour du Courage to help with the outreach, prevention and engagement work that is needed to defeat prostate cancer. I believe that thanks to the donations collected and dedicated to research, it is possible to envision great strides and better care for men who are fighting this disease."



Nicholas

Nicholas Frenette of the RévolôRétro team

"I joined the Tour du Courage 6 years ago in honour of my father in law who was diagnosed with prostate cancer and of all men who are fighting against this disease. I'm also doing it because I am grateful for PROCURE's work and passion, and its support and messages of hope for men, women and families affected. Being an ambassador for a cause close to my heart gives me a burst of pride and compassion."



The BBBL Architectes team has much to be proud of. With nearly \$86,500 raised for the fight against prostate cancer in six years, the BBBL team has distinguished itself by repeatedly becoming one of the top fundraisers for the PROCURE Tour du Courage.

AN EXCEPTIONAL TEAM

The motto of BBBL Architectes:

Architecture is striking a balance between our wildest dreams and the realities of a sustainable world!

First established in Terrebonne, then in Montreal, St-Jérôme and Mirabel, the Birtz Bastien Beaudoin Laforest Architectes firm, with a staff of about 50 employees, has planned and implemented large-scale architectural projects throughout Quebec for 30 years. The firm's mission is to define an optimal built environment, respectful of their clients' expectations and requirements.

BBBL
BIRTZ BASTIEN BEAUDOIN LAFOREST
ARCHITECTES (BBBL) inc.

PROFILE OF A DEDICATED AND COMMITTED COMPANY

Working particularly in the institutional field, in health and education, the BBBL Architectes firm is well-known in the world of architecture for its innovative projects and enjoys an excellent reputation for its commitment, team spirit and passion. Over the years, this passion has been manifest through its significant support for PROCURE and the cause of prostate cancer.



Philippe Bastien
BBBL Architectes

"Knowing that every day 12 Quebec families are affected by prostate cancer is something to think about. At this rate, we can conclude that we will all know someone in our circle who fought or is fighting this disease. That is why I have been involved for several years in this important cause," said Clément Bastien, founding partner of BBBL Architectes and captain of the Les Architectes cycling team at the PROCURE Tour du Courage.

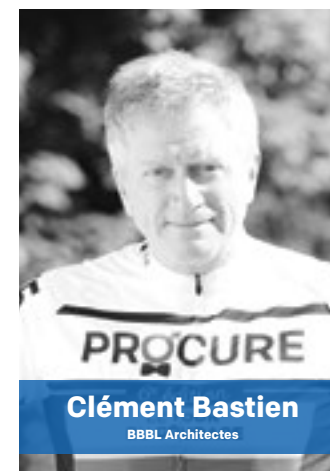
Three of the firm's seven partners – Clément Bastien, Philippe Bastien and Benoit Laforest – all cycling enthusiasts, want to show courage and perseverance to those affected by prostate cancer. Since 2010, BBBL has participated in six editions of the Tour du Courage, while encouraging several other companies to form their own teams to support PROCURE.

"Corporate involvement is one of the ways to promote an important cause and its organization. With strong backing and networking, awareness raising and fundraising for the disease will have greater impact. Involving staff around common goals is a source of pride and motivation at BBBL, and making a difference in people's lives gives us a sense of well-being and meaning," he added.

For Philippe Bastien and Benoit Laforest, prostate cancer does not upset just the one life, but also the lives of everyone around the person affected.

"When we interact with these people, we realize that our involvement is not limited to 4,600 Quebecers who receive a prostate cancer diagnosis each year. We are talking about a much larger circle that includes the partner, children, grandchildren, employers, colleagues, friends; we are talking about a community," emphasized Philippe Bastien, founding partner of BBBL and Benoit Laforest, partner in the firm.

"We truly believe that our role is precisely to support these communities in Quebec. Pedalling for the cause or wearing a bow tie in November suddenly has a greater meaning: being open to life and improving others' quality of life," they added.



Clément Bastien
BBBL Architectes



Benoit Laforest
BBBL Architectes

ADDITIONAL AMBASSADORS IN ACTION

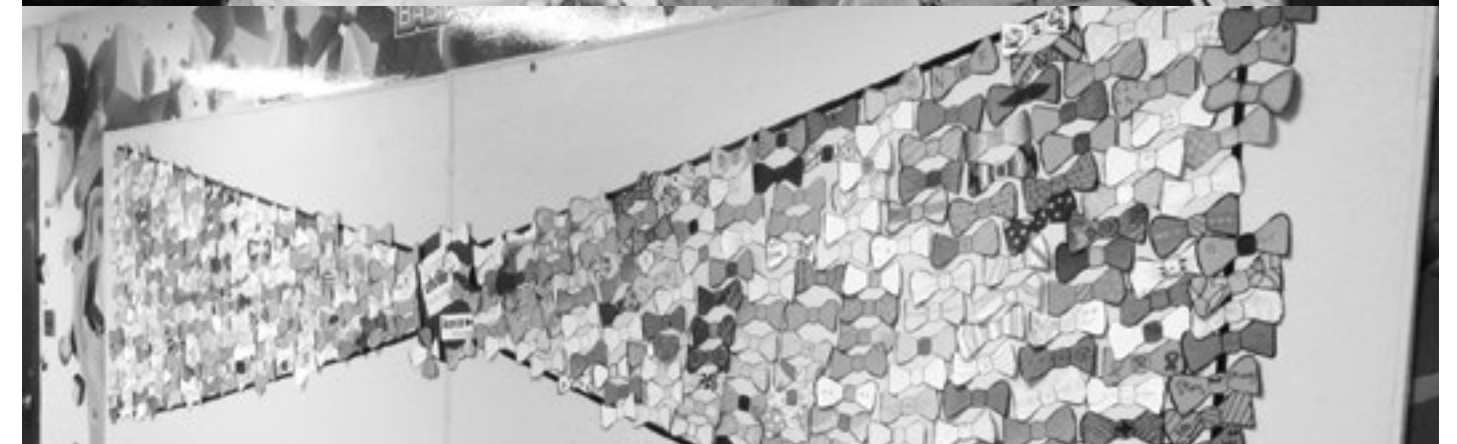
We would like to thank all the individuals and businesses who support PROCURE in fighting prostate cancer. Every year we are pleasantly surprised by the events organized by volunteers to support PROCURE. We now consider them to be our PROCURE ambassadors, and we want them to know how grateful we are.

ORGANIZED EVENTS	PLACE	DATE	A SPECIAL THANK YOU
Dundeas Magical Musical Evening	Dundeas, Pointe-Claire	December	Rick Keene from RickKeeneMusicScene and Peter Kandiolotis, owner of Dundeas
A Bowtie Affair	Hôtel Nelligan, Montreal	November	Groupe Antonopoulos
Party Lottery and Bow Tie for the cause	Le North End, Montreal	November	Maxime and Anthony Ligot
Hockey Team Cobras de Terrebonne for the cause	Terrebonne	November	Marino Fabbrie, Mayor Jean-Marc Robitaille and the hockey fans
The Quebec Junior Hockey League	Province	November	the Quebec Junior Hockey League teams, the exceptional hockey players as well as the hockey fans
Soccer Tournament by KAN Football Club	Montreal	November	Players and participating teams and to Sydney Fowo, Réginald Joseph and Sofiane Benzaza from the organizing committee
Collège Sans Frontières supports PROCURE	Montreal	November	Véronique Lapointe and all Student Board Members
The FMSS Fashion Show for the cause	Sherbrooke	November	Gabrielle Patenaude and Chloé St-Pierre
The BartCoaching Celebration for PROCURE	Montreal	November	Bart Rolet and Broken7 Team
CFPT's Wine and Cheese Tasting Event	Longueuil	November	Members of the staff and students from the Centre de formation professionnelle (CFP) Charlotte-Tassé
The HELM's Happy Hour Event for PROCURE	Montreal	November	HELM microbrewery
I Walk for PROCURE	Saint-Jean-sur-Richelieu	November	André Vidal, Pierre Lussier, and the organizing committee
Le retour de la saison de hockey	Montreal	November	Les brasseurs Stéphane Pilon from Broken7 and Pol Brisset de Bières Brisset
Les Femmes de course	Lac-Saint-Jean	September	Denise and Diane Marcoux, and the organizing committee
The Real Ice Challenge	Sherbrooke	September	Denis Petitclerc and the 22 hockey players from the Estrie region
The Distinguished Gentleman's Ride	North Shore	August	The organizing committee and the 60 motocyclists participants
The Golf Tournament LKQ Pintendre Auto	Beloil	June	Sylvain Lavallée, LKQ partners and to all participants
The Moe's Pros team supports PROCURE	Pointe Claire	June	Shannon and Pearl Wilensky from the Wilensky's Light Lunch
Véronique Marques supports PROCURE	Saint-Catherine	June	Véronique Marques and her supporters
Expo Corvette from Brossard Chevrolet	Brossard	May	Gabriel Dallaire and Monique Bédard, owners
The Knights of Columbus supports PROCURE	Saint-Eustache	May	Officers and Members of Council 1813
The challenge JUST BET/PROCURE by CFMOTO	La Tuque	May	Piero Manzini and his team
Les Hommes de Cœur supports PROCURE	Montreal	April	Luc Lacroix
Le Dindon du Québec supports PROCURE	Montreal	April	Les Éleveurs de volailles du Québec

THIRD PARTY EVENTS



Party Lottery and Bow Tie for the cause
A special thank you to Maxime and Anthony Ligot



Collège Sans Frontières supports PROCURE
A special thank you to Véronique Lapointe and all Student Board Members



The Real Ice Challenge
A special thank you to Denis Petitclerc and the 22 hockey players from the Estrie region

ONE MISSION **3** PILLARS

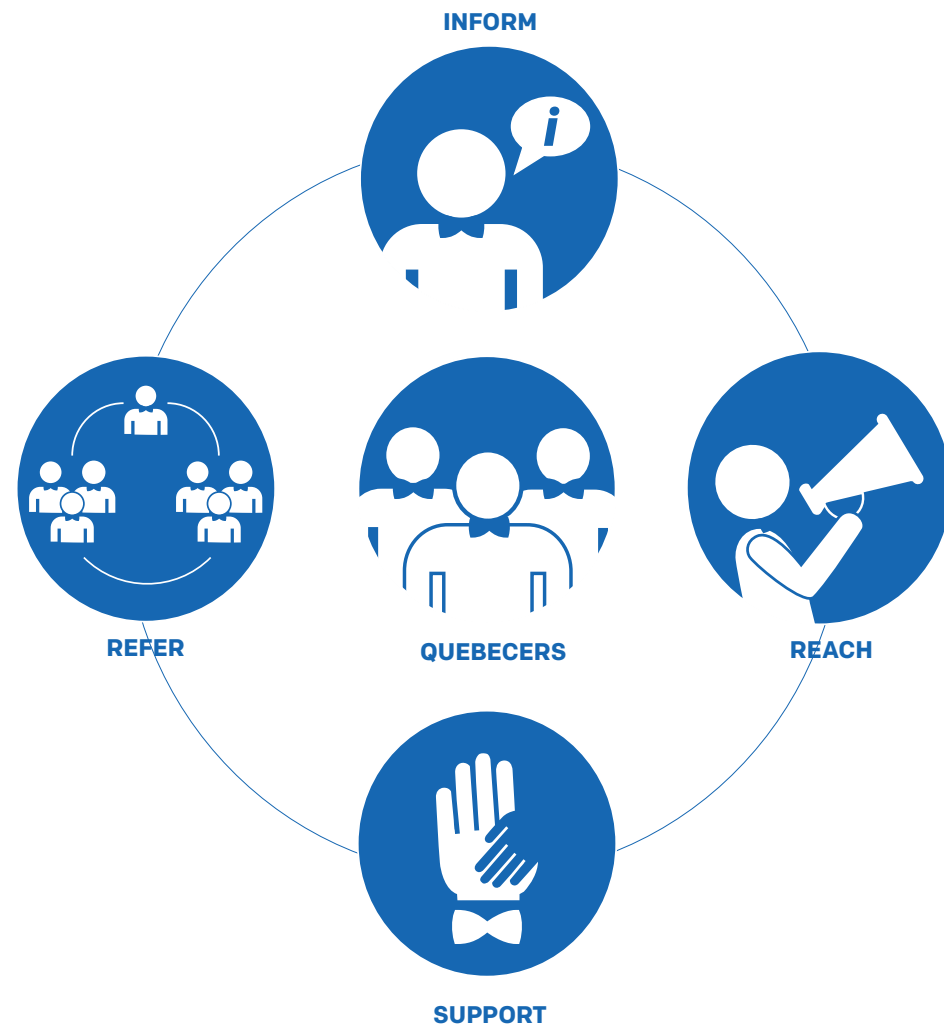
EDUCATION AND SUPPORT



INFORMATION AND SUPPORT

OUR SERVICE OFFERINGS

Inform, educate, support and refer to the best resources, Quebecers affected by prostate cancer, their caregivers and their families throughout their journey.



OUR COMMITMENT TO YOU

One of our priorities is outreach to Quebecers diagnosed with prostate cancer, whose numbers increase by 4,600 annually. There are good reasons to use PROCURE's support services, as there are very good reasons for hope.

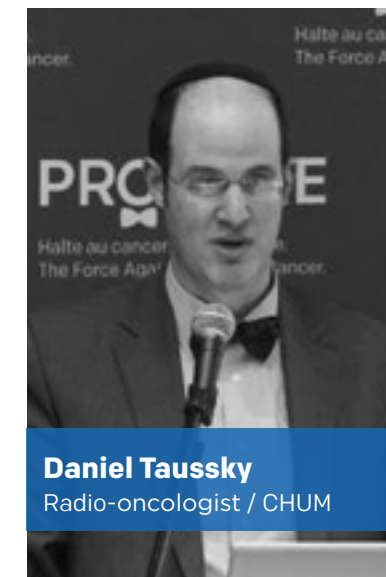
HEALTH PROFESSIONALS WITHIN YOUR IMMEDIATE REACH



A NEW 24/7 SUPPORT LINE FOR QUEBECERS WITH PROSTATE CANCER: 1-855-899-2873

We are excited to offer this new service, which is unique in Quebec, to help men free themselves from the fear of the unknown and make informed decisions. Our health professionals, specialized in urology, are available to listen to and support callers and answer any questions. Our support line is a provincial bilingual service that is free of charge for people with prostate cancer, their families, the general public and healthcare professionals.

We are grateful to medical professionals who listen to, support and answer questions from patients, caregivers and families. They are efficient and dedicated, and return calls within 24 hours confidentially. Do not hesitate to contact them at 1-855-899-2873.



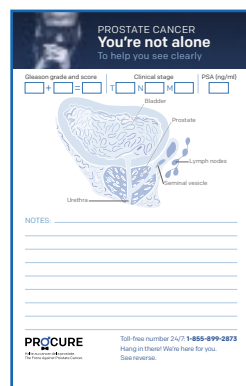
OUR CONFERENCES: A PRIME EXAMPLE OF THE NEED FOR INFORMATION

One of PROCURE's missions is to educate people about prostate cancer. To do this, we organize two conferences per year, one in Montreal in April and another in Quebec City in October. Broadcast live with simultaneous translation on our website, these conferences can also be viewed on our YouTube channel from the comfort of your home and in the language of your choice.

The level of participation of people affected by prostate cancer in PROCURE's conferences provides us with a most valuable indicator. The various topics addressed in 2015 included radiation therapy, incontinence, treatment options and management of side effects, and attracted over 410 participants who listened to five experts.

We acknowledge urologists Geneviève Nadeau, Fred Saad and Luc Valiquette, radio-oncologist Daniel Taussky and physiotherapist Claudia Brown for presentations full of humanity and hope using everyday language. We also wish to thank all participants, Jean Pagé for his role as facilitator and Victor Glazer, a survivor of prostate cancer, for his moving testimony.

INFORMATION RESOURCES FOR PATIENTS



A NEW TOOL FOR UROLOGISTS... TO HELP THEIR PATIENTS SEE CLEARLY

In 2015, PROCURE offered Quebec's urologists a follow-up tool (a loose-leaf notebook) allowing them to enter the patient's cancer data and offer him to speak to one of our medical professionals after leaving the doctor's office. Patients and their relatives can contact us if questions arise after the consultation. We thank the urologists and all those who participated in the development of this tool

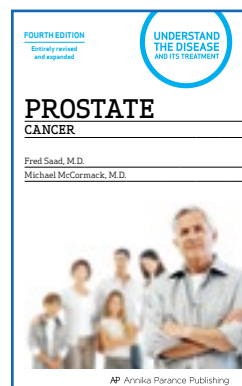


OUR VIDEOS OF COURAGE AND ADVICE

A cancer diagnosis often brings with it a full range of emotions and uncertainties, forcing you to make choices. As such, it is sometimes useful to learn how other people have managed to cope with this disease. Feel free to check out the PROCURE YouTube channel which features our videos – conferences, testimonials, TV interviews and advice videos – from the comfort of your home.

PROCURE ON REQUEST

The year 2015 was very busy. PROCURE took part in ten events, whether corporate events, conventions, symposia or fairs such as FADOQ Expo in Quebec City which drew over 15,000 visitors.



TOOLS FOR HOSPITAL CENTRES AND CLINICS

In the same vein, we have provided urology clinics and hospitals with promotional posters featuring our 24/7 support line to be used in their waiting rooms, as well as copies of our flyers, brochure and book *Prostate Cancer – Understand the Disease and its Treatment*. Full of great information and written by leading experts in prostate cancer, this 206-page book is available free of charge upon request. Contact us for a copy in English or in French.



LET'S TALK PROSTATE INFORMATION BLOG

In 2015, more than 45 blog posts were published on our procure.ca website regarding various current topics related to prostate cancer, men's health, privacy, prevention and life after cancer, in plain language and accessible to all. You can access our blog through the PROCURE website or our Facebook page.



ONE STROKE AT A TIME

An Inspiring conference With Mylène Paquette

More than 168 people attended the annual benefit breakfast organized by the United Against Prostate Cancer committee in the fall of 2015. Under honorary chair Denis Bourque, owner of Tim Hortons Sherbrooke and Lac-Mégantic, **the event raised \$35,330** for PROCURE.

A huge thank you to the organizing committee and volunteers who have made this event a success year after year.

FINANCIAL

RESULTS



A WORD FROM THE TREASURER

PROCURE continues to be committed to act transparently and ensure accountability. The hard work of our ambassadors, volunteers, and employees, combined with the generosity of our donors, partners, and sponsors have enabled the organization to maintain its revenues at \$2,055,416 in 2015. These funds will be invested in programs and services that meet the needs of people affected by prostate cancer and to support a crucial research tool, the PROCURE Biobank. We take this opportunity to thank them warmly for their active involvement and loyalty to the cause.

We strive to exercise good judgment and caution in seeking a balance between the management of our financial resources and those costs that are required to fulfill our mission. We take pride in the rigorous, respectful, and responsible manner with which we administer every dollar donated.

Our efforts have made it possible to reduce our administrative costs by 2% compared to 2014, and they now total 7.1% of our reported revenues. For every dollar donated to PROCURE, more than 92 cents go directly to support the fight against prostate cancer. This is a good indicator of our sound financial health.

Our continued growth makes it possible for us to do even more.

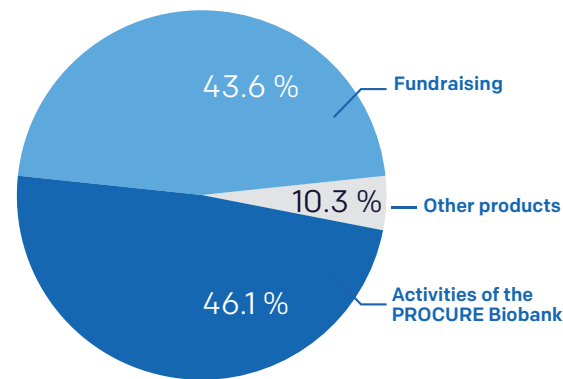
We are pleased to present data from PROCURE's financial statements for the year ended December 31, 2015 as well as comparative results for the previous fiscal year. Our financial statements have been prepared in accordance with the Canadian Accounting Standards for Not-for-Profit Organizations (ASNPO).

It would have been impossible to achieve these results without the contribution, time, and money of our donors, ambassadors, volunteers, employees, and of course, our loyal business partners. Together, we are stronger. Together, we can make a difference.

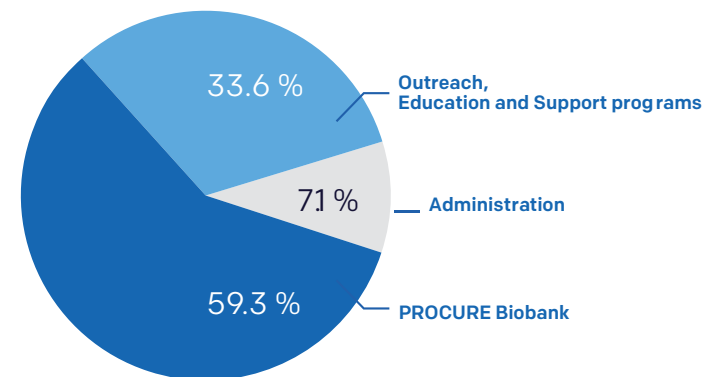
On behalf of all those affected by prostate cancer, thank you for your generosity!

Pierre Vallerand
Trésorier de PROCURE

WHERE DOES THE MONEY? COME FROM?



WHERE DOES YOU'RE MONEY GO?



A INDEPENDENT AUDITOR'S REPORT

TO THE DIRECTORS OF PROCURE ALLIANCE

We have audited the accompanying financial statements of the organization PROCURE ALLIANCE, which comprise the balance sheet as at December 31, 2015, and the statements of income, changes in net assets and the cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

MANAGEMENT'S RESPONSIBILITY FOR THE FINANCIAL STATEMENTS

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

AUDITOR'S RESPONSIBILITY

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion with reserve.

BASIS OF OPINION WITH RESERVE

In common with many not-for-profit organizations, PROCURE ALLIANCE derives revenue from fundraising activities, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, our audit of these revenues was limited to amounts recorded in the records and we could not determine if any adjustments might be necessary to the amounts of donations received, net results, the assets and net assets.

OPINION WITH RESERVE

In our opinion, except for the effects of the matter described in the «Basis of opinion with reserve», these financial statements present fairly, in all material respects, the financial position of PROCURE ALLIANCE as at December 31, 2015, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

By Chantal Longtin CPA auditor, CA, Saint-Eustache, April 12, 2016



	2015	2014
REVENUES		
Fundraising activities		
Donations from individuals	\$326,549	\$345,861
Donations from companies	\$417,273	\$516,190
Sponsorships	\$152,000	\$145,500
	\$895,822	\$1,007,551
Biobank activities		
Biobank revenues	\$877,640	\$766,763
Contributions related - sample sharing	\$69,370	\$284,760
	\$947,010	\$1,051,523
Other revenues		
Promotional items	\$197,334	\$93,282
Investment income	\$15,250	\$8,907
	\$212,584	\$102,189
Total revenues	\$2,055,416	\$2,161,263
EXPENSES		
Awareness, education and support programs	\$718,893	\$609,108
Biobank	\$1,269,515	\$1,127,331
Administrative	\$151,061	\$186,543
Total expenses	\$2,139,469	\$1,922,982
Excess of revenues over expenses (Excess of expenses over revenues)	(\$84,053)	\$238,281
Changes in net assets, beginning of year	\$614,462	\$826,181
	\$530,409	\$1,064,462
Transfer to restricted net assets	-	(\$450,000)
Changes in resources, unrestricted, end of year	\$530,409	\$614,462

	2015	2014
ASSETS		
Short term		
Cash	\$143,932	\$517,512
Short-term investments	\$765,977	\$505,000
Accounts receivable	\$92,617	\$95,109
Inventory	\$26,320	\$3,876
Prepaid expenses	\$12,866	\$9,186
	\$1,041,712	\$1,130,683
Fixed assets		
	\$8,611	\$4,507
Total assets	\$1,050,323	\$1,135,190
LIABILITIES		
Short term		
Accounts payable and accrued liabilities	\$66,854	\$30,358
Deferred contributions	\$3,060	\$40,370
	\$69,914	\$70,728
Total liabilities	\$69,914	\$70,728
NET ASSETS		
Restricted net assets	\$450,000	\$450,000
Unrestricted	\$530,409	\$614,462
	\$980,09	\$1,064,462
Total liabilities and net assets	\$1,050,323	\$1,135,190

THANKS TO OUR DONORS

PROCURE is deeply indebted to those individuals, businesses, foundations and service clubs that have shown their support to our cause by donating \$1,000 or more in 2015. Thank you for making sure our awareness raising programs and services remain sustainable and for believing in our mission.

\$25,000 and more

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Marvyn Kussner Memorial Fund
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THANKS TO OUR AMBASSADORS

Each and every year, men and women work to raise awareness about the reality of prostate cancer by organizing their own fundraising activities for PROCURE, or by participating in our annual events. We call them our ambassadors, and we thank them for their support and dedication. Here is the list of those who raised \$500 or more in 2015.

AMT (Agence Métropolitaine de Transport)
Andrew Adessky
Maria Angurias
ArcelorMittal Mines Canada
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Raphaelle Asselin

Association des urologues du Québec
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Michel Brouillette
Julia Brown
Caleçons vos goûts
Charles Camiré
Cascades Canada
Sandrine Castellan
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THANKS TO OUR PARTNERS

Our gratitude to all our volunteers for the time, energy and passion they dedicate to our cause. Thank you for your tireless efforts! Your involvement makes a real difference for those affected by prostate cancer and inspires us.

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THANKS TO OUR VOLUNTEERS

Our gratitude to all our volunteers for the time, energy and passion they dedicate to our cause. Thank you for your tireless efforts! Your involvement makes a real difference for those affected by prostate cancer and inspires us.

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Lucy Baunay	Mia Flinker	Marion Le Marchand	Elisabeth Pagé
Brigitte Beaudoin	Rachel Fortier	Philippe Le Marchand	William Pagé
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THANKS TO THE PARTNERSHIP BIOBANK PROCURE/CANCER RESEARCH SOCIETY

And a well-deserved recognition to the following major donors:

André Desmarais	Groupe Antonopoulos	Fondation Mirella et Lino Saputo	Marvyn Kussner Memorial Fund
Carolyn et Richard Renaud	Fondation Famille Lemaire	Fondation Roasters	Power Corporation



Halte au cancer de la prostate.
The Force Against Prostate Cancer.

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*deceased in June 2013

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THANKS TO YOU ALL!

"We want to express our gratitude to our donors, ambassadors, business partners and all those who supported us in 2015, enabling us to attain our goals. None of our achievements would have been possible without them. Their contribution will remain just as necessary in the coming years."



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