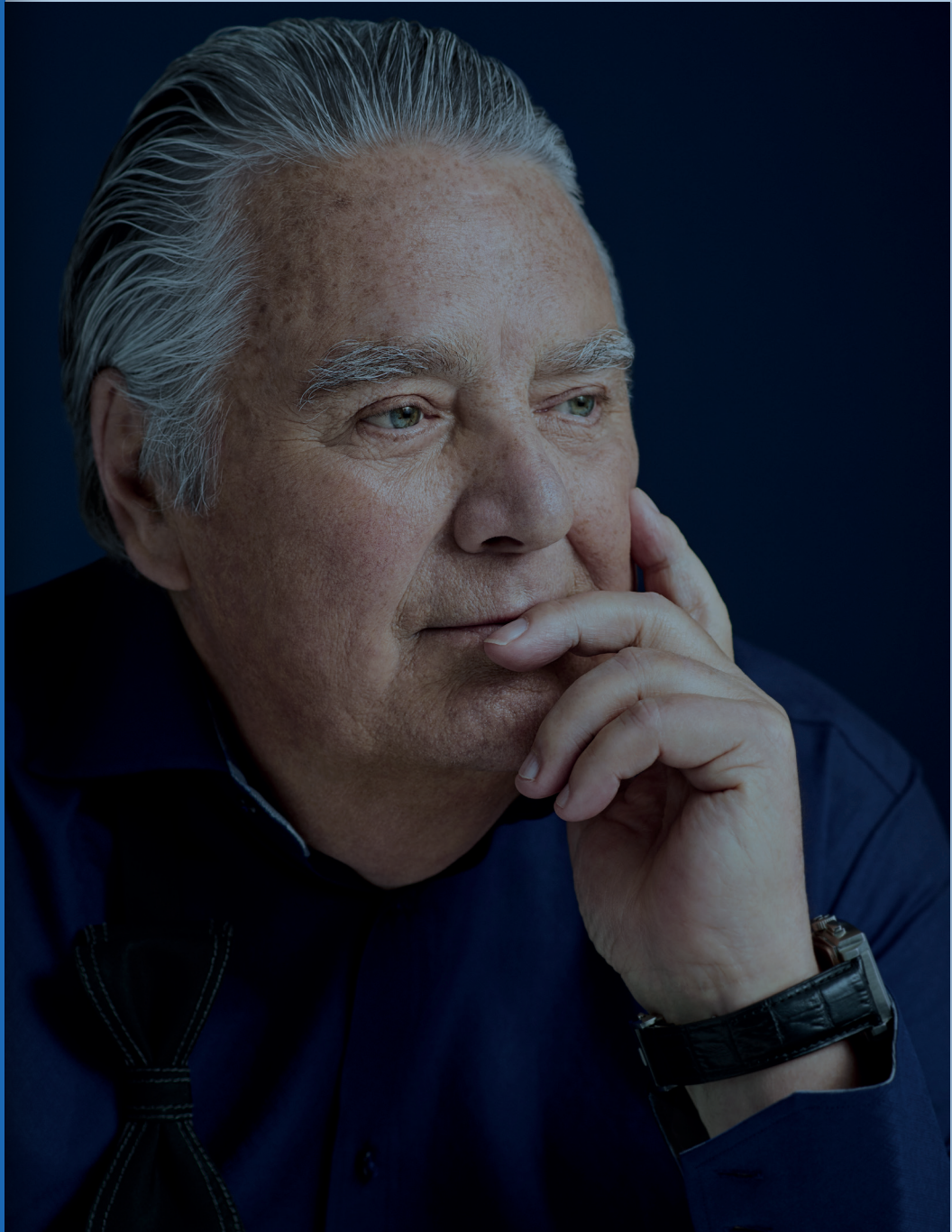


# 2019 ANNUAL REPORT



IN MEMORY OF JEAN PAGÉ  
AMBASSADOR EMERITUS OF **PROCURE**

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# PROCURE

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## OUR MISSION

PROCURE is a charitable organization in the fight against prostate cancer. It educates, supports, and informs people affected by this disease. It promotes and contributes to the financing of world-class research.

PROCURE brings together patients, families, donors, volunteers, medical staff. It provides everyone with the support needed, intending to make a difference in the quality of life of men with prostate cancer. The same desire binds all, that is to, one day, eradicate this disease.

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## OUR VISION

Become the essential reference in the fight against prostate cancer by providing education and support to patients across different programs of high human value. Also, actively participate in advancing research and setting up an ongoing dialogue with the scientific community, the public, and health professionals.

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## OUR VALUES

PROCURE's core values, including respect, kindness, solidarity, transparency, and neutrality, guide the actions taken by the team and the volunteers of the organization.

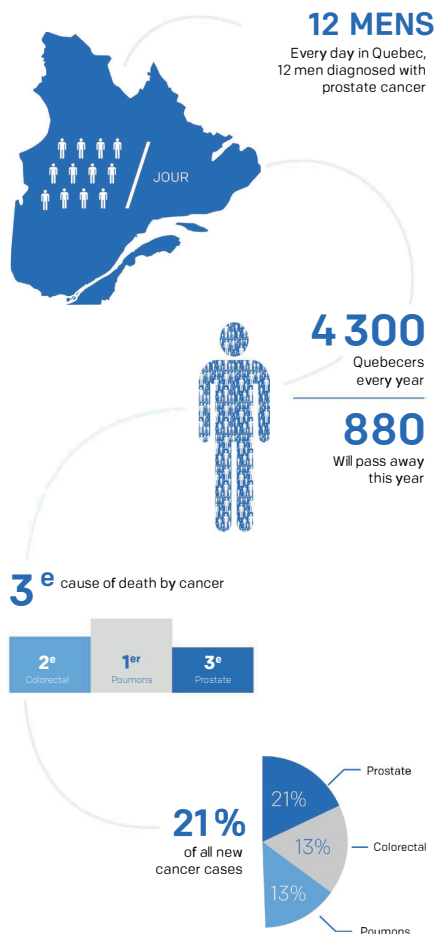
# PROSTATE CANCER

## PROSTATE CANCER IS THE MOST COMMON FORM OF CANCER IN MEN

It is sometimes indolent, sometimes mortal, but the majority is in between the two. Although it strikes on average around the age of 65, it sometimes affects men in their forties or fifties. It causes little or no symptoms at first. It is completely curable if it is discovered at an early stage, if it remains confined to the prostate and if it is treated on time. Nowadays, advanced techniques are used to produce an extremely accurate diagnosis.

Also, 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.

Thanks to research, early treatment, and more efficient methods, the survival rate is close to 100% five years after the date of diagnosis when there is no spread elsewhere in the body. This shows the importance of screening for older men.



Most cancers are caused by many risk factors, but sometimes prostate cancer develops in men who have none of the risk factors below.

Many studies are in progress and we will know more in the coming years. However, research has highlighted certain risk factors, the first three of which have been established.

### ESTABLISHED RISK FACTORS

- **Age:** From 50 years old
- **Family history:** Father, mother, brother, sister
- **Racial origin:** Black men

### POSSIBLE RISK FACTORS

- **Genetic mutations:** BRCA or others, in rare cases
- **Food:** Animal fat, red meat, processed foods
- **Excess weight or obesity:** Cancer more aggressive when diagnosed
- **Excess calcium and vitamin D deficiency:** Cancer progression, recurrence
- **Exposure:** Pesticides, chemical or toxic substances

# THE IMPORTANCE OF ACTION

- Talk to your doctor about a PSA screening test if you are over 50.
  - Do it at 40 if you have a family history of prostate cancer or are of African descent.
  - Encourage friends and colleagues to do so as well.
  - Contact our healthcare professionals if you have any concerns or questions.
  - Visit our website [procure.ca](http://procure.ca) and YouTube channel for timely and accurate information.
- 
- Donate to help with research. For every dollar donated, 85 cents go directly to the fight against this disease.
- 
- Join the PROCURE Day of Courage PROCURE on Father's Day.
  - Take part in our Bowvember Campaign; visit [noeuembre.ca](http://noeuembre.ca).
  - Wear the PROCURE's special bow tie on November 19.
- 
- Get involved by becoming a volunteer, an ambassador, or a partner.



# PROCURE AT A GLANCE

OVER THE YEARS, WITH THE SUPPORT OF ITS DONORS, PARTNERS AND LOYAL COLLABORATORS, PROCURE:

## **X 1,500**

Joined and educated more than 1,500 employees in companies in 2019

## **X 4,000**

Intervened with 4,000 patients or their loved ones following a diagnosis since 2015

## **X 10,000**

Responded to more than 10,000 calls/emails from men with prostate cancer and their relatives

## **X 39,500**

Welcomed nearly 39,500 participants to its conferences on prostate cancer and various related topic, led by experts

## **X 80,000**

Generated close to 80,000 views on its YouTube channel

## **X 1,000,000**

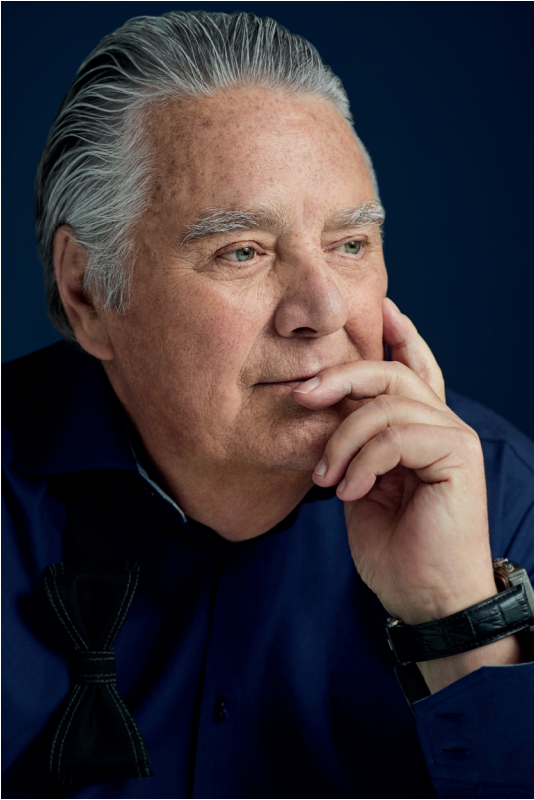
Generated 1,000,000 visits to its website in 2019

## **X 10,000,000**

Invested more than \$10 million in prostate cancer research through the four Quebec UHC affiliated with the PROCURE Biobank

# ENGAGED SPOKESPERSONS

## JEAN PAGÉ, AMBASSADOR EMERITUS



For over 15 years, Jean Pagé has been able to carry PROCURE's mission at arm's length. Diagnosed himself with prostate cancer at the age of 49, he transformed his fight into a united action to help all men and families burdened by this disease, by raising their awareness of the importance of screening and prevention.

A committed man, he has broken taboos around prostate cancer for years and has given many men the chance to break out of isolation and speak out about their disease. Associated as ambassador and spokesperson for PROCURE, he was able to promote this cause, which affects 12 Quebecers every day.

On January 29, 2019, PROCURE's Board of Directors awarded Jean Pagé, in recognition of the exemplary work he has done, and his commitment over the last 15 years, the most prestigious honorary title of PROCURE, the Ambassador Emeritus of PROCURE.

Even at the end of his life, Jean was there to support the cause. Even if he could not be physically present, he remotely followed the 13<sup>th</sup> edition of the Jean-Pagé Walk of Courage, thanks to his family and through the media and social networks. He showed an unwavering commitment that touched us all.

On December 9, 2019, it was with a heavy heart that his spouse Brigitte Bélanger and all children, Isabelle, Alexandra, Élisabeth, and William, announced the death of our dear Ambassador Emeritus. He died peacefully surrounded by his family in his house.

We cannot thank him enough for all that he has brought to PROCURE and to his battle in the fight against prostate cancer. His philanthropic involvement was out of the ordinary and we could not have done it without him. Today, his daughter Isabelle takes up the cause and together we will continue his fight and will honor his memory in each of our actions, because *«There is something about Jean in me, which is in us all and which will stay forever»* Cédric Bisson, Chairman of the PROCURE Board of Directors.

## ENGAGED SPOKESPERSONS

### WINSTON MCQUADE, A COMMITTED SPOKESPERSON



It is very hard to learn that you have cancer. Because of the shadow of the word «cancer», of course, but also because of the side effects and complications from the treatments. Being diagnosed remains a shock that is sometimes difficult to overcome. Having had cancer, and having experienced a recurrence, I know how strong the emotion can be and how you can sometimes feel your whole world is crumbling.

That is why I have been involved with PROCURE for so many years. [There was an urgent need to help the men receiving such a diagnosis, and above all, there was an urgent need to demystify this still tabooed disease for so many men to help them break out of isolation and let them know that resources and support exists.](#)

For that, we must raise awareness. Raise awareness, promote the cause as soon as possible, and show these men and families that they are not alone and that we are here to help them overcome these obstacles. It is at this precise moment that PROCURE plays an important role. Being able to speak to a specialized nurse in uro-oncology, 7 days a week, having access to informative content, being able to interact with different health professionals and having access to different events, allow men to find support at all times without being afraid of any judgment. The specialists in our prostate cancer support and awareness network are specially trained, take the time to answer your questions, and seek the information you need.

My long-time friend and PROCURE's Ambassador Emeritus Jean Pagé, left us on December 9<sup>th</sup>, dying of prostate cancer. His zest for life, his fight, and his determination remain an example for all of us and give us the strength to continue to live, to continue to fight, and to continue to raise awareness for a world where no man will have to live alone with this disease.

[We do not always come out of this disease a winner, but we can have a grip on how we live in this situation. PROCURE reminds us of this through its various campaigns that not only celebrate men and their families but also celebrate life.](#)



# THANK YOU FROM THE BOTTOM OF OUR HEARTS

In the fight against prostate cancer, every action counts and we could not do it without you! You are generous! You are engaged, committed! And our whole team wishes to show you the greatest gratitude.

To our generous patrons, foundations, and major donors: 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 for their support of the PROCURE Biobank. Their faith in research and their five-year commitment - since 2013 - means that we can meet the needs of those diagnosed with prostate cancer and respond to questions from their loved ones.

To our committed and passionate health professionals, who listen, support, and answer questions from patients, caregivers, and their families. Efficient and dedicated, calls are returned in less than 12 hours, in complete confidentiality.

To our collaborators and partners who fund our educational activities. Without their contribution, we would not be able to offer, those affected by this cancer, the support that is so important at every stage of the process.

To Philippe Dubuc, to the outstanding individuals who fully embraced their roles as ambassadors, and to Joey Basmaji. They all added real power to the reach of our messages and expressed their valuable support throughout the 2019 Bowvember campaign across Quebec.

To the donors, ambassadors, and companies who helped raise funds. And to all the volunteers who gave their time and energy to the cause during 2019.

**WITHOUT YOU, NONE OF IT WOULD HAVE BEEN POSSIBLE.**



Renowned Quebec designer Philippe Dubuc signed the elegant bow tie for the 6<sup>th</sup> edition of Bowvember.



The Antonopoulos Group has supported PROCURE since 2013 by organizing the famous benefit evening, the Bow Tie Affair.

# MESSAGE FROM THE CHAIR OF THE BOARD

## MOVING UP TO A HIGHER LEVEL

PROCURE has become over the years a recognized and influential player in the fight against prostate cancer in Quebec. In 2019, we launched a new strategic planning process. This step, necessary for the sustainability of our organization, allows us to project ourselves into the future and to define, with a clear mission and vision, our objectives, and the means to achieve them.

It is never easy to review the mission and vision of an organization, especially after several years of development and growth. This is why I cannot ignore the colossal work carried out by our experienced team who have this cause at heart. The result of such work has led to a clear consensus.

## A NEW MISSION AND A NEW VISION FOR THE BENEFIT OF RESEARCH AND PATIENTS

Our renewed mission and vision revolve around two main pillars. On the one hand, it is a question of reaffirming the central role of PROCURE in providing education and support to people affected by prostate cancer; on the other hand, PROCURE is also strengthening its involvement in the research component, to become the essential reference in the fight against prostate cancer.

In other words, for research, we are moving from an investment in infrastructure in the operations of the PROCURE Biobank to the funding of relevant research projects. These projects would not exist without the prior development of our biobank and the storage of biospecimens and data of high quality and high scientific value in it. This research will provide a better understanding of prostate cancer and its progression to discover new diagnostic tools, new molecules and, consequently, improve the quality of life and the prognosis of men suffering from this disease.

As for patient support, we position it at the heart of our mission to send a clear message: men, their families, and their loved ones can count on PROCURE in each stage of their care journey.

## THAT WAS THE WISH OF JEAN PAGÉ

Jean Pagé, a recipient of the Medal of Honor of the Quebec National Assembly and Ambassador Emeritus of PROCURE, represents for all of us a powerful symbol and our reason to be. We dedicate this report to him, to highlight the one who has represented our cause for many years.

A committed man, he broke the taboos around prostate cancer and gave courage to many men to break out of isolation and speak out about their disease. But above all, Jean was my friend and there will always be something of him in me and all of us.

Today, how can we thank Jean for all that he has brought to PROCURE?  
We must not give up and continue our fight.

# MESSAGE FROM THE CHAIR OF THE BOARD

## SOUND GOVERNANCE

At all times, every dollar donated must be used optimally. All of our processes and actions must meet the highest standards of governance.

Over the past year, we have reviewed PROCURE's governance framework to clarify roles and responsibilities, internal regulations, and the constitution of the board of directors and various committees.

For example, in the research component, we have implemented a new decision-making process allowing the evaluation of research projects independently. This will allow us to choose one or more promising, mobilizing, and scientifically validated projects.

Several elements shape our work agenda for 2020 and the years to come: moving from reflection to execution, innovating in our approaches, optimizing our organizational capacities, and stimulating our growth and knowledge. Obviously, we will have to go through the COVID crisis, but PROCURE is flexible and always keeps hope and will stay the course, at the service of its community.

Finally, I would like to thank our donors, our volunteers, and our loyal collaborators who encourage us to surpass ourselves daily. It is certainly thanks to your energy and your passion that we always reach new heights.

Thank you to the Board of Directors, Laurent Proulx, and the PROCURE team. Thank you for making a difference in the lives of men with prostate cancer, their families, and loved ones.



A handwritten signature in black ink, appearing to read 'C. Bisson', with a stylized flourish at the end.

**Cédric Bisson**  
Chairman of the Board of PROCURE

# MESSAGE FROM THE PRESIDENT AND CEO

## JEAN PAGÉ, THE MAN, WAS CONSTANTLY PART OF THE SCENE

On January 29, 2019, the PROCURE Board of Directors awarded Jean Pagé, in recognition of the exemplary nature of the work accomplished, and his commitment over the past 15 years, the most prestigious honorary title of PROCURE, the Ambassador Emeritus of PROCURE. In December of the same year, Jean left us.

The first time I met Jean was 10 years ago, in November 2009, when the Walk of Courage organizing committee met. I was 49 years old and had just been diagnosed with prostate cancer. During this meeting, I explained that if I wanted to raise funds for PROCURE, it was to ensure investments in prostate cancer research.

After the meeting, Jean came to see me, and he told me that he too had been diagnosed at the age of 49. He gave me his cell number, and said, «If you need help, call me!». Since I was well surrounded, I did not call him. However, knowing that I could have access to a man who went through the same thing as I, was very reassuring.

This reassuring hand has been extended to thousands of men with prostate cancer. With the support of his spouse, his children, grandchildren, and his outspokenness, Jean has instilled in our team an act of singular courage, the courage to break taboos, and speak openly about this disease. Jean played an active role, and constantly made well-spoken interventions at our Board of Directors' meetings, to not forget the outreach, education, and support components to the detriment of investments in research. Jean Pagé, the man, was always there. And that is exactly what PROCURE intends to do - Be there!

## FROM A STRATEGIC AND FINANCIAL POINT OF VIEW

To be there, we must continue to mobilize to fight this cancer that steals from us relatives and friends. It is imperative to focus our efforts on our three basic objectives, outreach, education, and support, in conjunction with cutting-edge research.

Playing an active role in funding research projects, optimizing our communication tools and support programs, maximizing the contribution of the corporate sector in our campaigns, and increasing our presence throughout Quebec and with major donors are directions at the heart of our planning.

Although this seems contradictory, to meet our basic objectives, sustain the PROCURE service offer and finance cutting-edge research, administrative costs must be paid. This includes salaries, rent, promotional material, and many other essential organization activities expenses.

Our priority and our efforts being to optimize the administrative expenses and the sums received, allowed us to increase our revenues while reducing our expenses with a revenue of \$1,614,699 in 2019, and to complete the year with a surplus \$375,559.

This sum will allow us to finance, among other things, a major research project in Quebec, among those which were under study by our allocation committee.

# MESSAGE FROM THE PRESIDENT AND CEO

## RESEARCH FOR THE BENEFIT OF PATIENTS

*«Researchers should stop looking and start finding».*

Jean Pagé was very much aware that advances in research had been significant in recent years, and even beneficial for him personally.

One of the big challenges in treating advanced prostate cancer is choosing the treatments most suitable for patients. Being able to predict by simple blood test whether a patient will develop resistance to castration quickly or not - that is to say, no longer responding to hormone therapy - is a step towards personalized medicine, which we all hear about. This is what the research project of Dr. Éric Lévesque, hemato-oncologist, and researcher at the CHU de Québec, and his team will address.

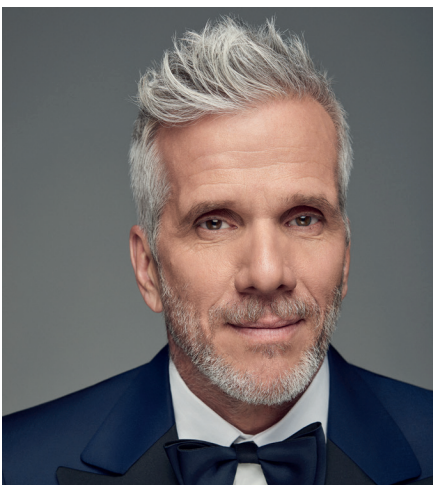
## IN TERMS OF EDUCATION AND SUPPORT

It is thanks to our donors and partners who finance our activities that we can improve our offer regularly, to better meet the needs patients and their loved ones. The validation of the medical content of our website by a committee of urologists, combined with the 800 interventions performed by our nurses, and our program in companies, which has taken off with more than 35 employee educational sessions in 2019, are eloquent examples.

## IN TERMS OF OUTREACH

2019 has been a year full of activities, all of which have been successful. This was particularly the case for the 1<sup>st</sup> edition of the Day of Courage Jean Pagé - grouping together our flagship events such as the our du Courage PROCURE, the Walk of Courage PROCURE, and the brand-new Run of Courage PROCURE - the Bowvember and PNEUVEMBRE® campaigns, as well as third-party events described later in this report. We must pay tribute to the extraordinary involvement of those who develop projects and organize fundraisers to support us, as well as to our dedicated ambassadors and that makes all the difference.

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, and to all our ambassadors and volunteers who support the cause and PROCURE. I hope you enjoy reading this report.



**Laurent Proulx**  
President and CEO of PROCURE

# OUR ACTIONS IN 2020

IN 2020, ACTIONS WILL BE GUIDED BY THE FOLLOWING PRIORITIES:

## RESEARCH

- After 10 years of investment in our Biobank, PROCURE wishes to finance fundamental, innovative, and clinically promising research projects, with great impact on biomedical science and patients. This would not have been possible without the prior development of the PROCURE Biobank which provides researchers with biospecimens and data that are not only of very high quality but also of high scientific value.
- Promote biospecimens, clinical-pathological as well as sociodemographic data to the scientific community at the provincial, national and international levels.

## OUTREACH

- Be an actor in promoting men's health and prostate health via vast outreach campaigns.
- Maximize the contribution of the Quebec corporate sector through participation in our four annual flagship events: Walk and Tour du Courage, Bowvember, and PNEUVEMBRE®.
- Strengthen the visibility and notoriety of PROCURE throughout Quebec and all French-speaking countries.
- Extend our awareness campaigns outside the Montreal region.
- Facilitate the creation of third-party events organized by our ambassadors.

## EDUCATION AND SUPPORT

- Optimize our communication tools, through educational capsules.
- Offer a new digital support model through the establishment of an online chat on our website.
- Develop a toolbox accessible to patients following diagnosis.
- Establishment of a twinning program for patients.
- Enrich the content in French and English offered on our various information platforms previously validated by a team of urologists.
- Increase the participation of patients, companies, and the public at PROCURE Conferences and Webinars.

# OUR ACTIONS IN 2020

## GOVERNANCE

Establish new governance, a modern and forward-looking foundation that ensures transparency, rigor, and neutrality. For this, different points are to be reviewed:

- Updating the internal regulations and the code of ethics of the Board of Directors and PROCURE's ad hoc committees.
- Define the roles and responsibilities of committees and directors.
- Define the skills required for each position.
- Define the necessary framework for each committee.
- Define succession processes.
- Define development processes.
- Define and analyze the performance of the Board of Directors' members.

A WARM THANK YOU TO OUR PRESIDENT  
OF THE NOMINATION AND GOVERNANCE COMMITTEE.



A handwritten signature in black ink, appearing to read 'Malvina Klag', written over a thin horizontal line.

**MALVINA KLAG**  
Member of the Board of Directors

# ONE MISSION, 3 PILLARS - RESEARCH

## THE PROCURE BIOBANK

Available to provincial, national and international researchers, the PROCURE Biobank has contributed for 10 years to the advancement of prostate cancer research in terms of prevention, diagnosis, prognosis, and treatments to meet clinician's needs to best help their patients. 2019 was a busy year and the highlights are as follows.

## THE FIRST RESEARCH PROJECT

To grow, prostate cancer depends on sex hormones, called androgens, the main one being testosterone. The treatment that deprives androgen production by chemical or surgical castration is the most effective basic treatment to stop the progression of this cancer. Unfortunately, after a while, cancer becomes «castration-resistant».

Dr. Lévesque and his team are interested in the mechanisms of synthesis of these hormones and in the enzymes, which produce them, as well as in the impact of the level of these hormones on the growth of prostate cancer.

The objective of this research project is to analyze the blood levels of these different hormones in the blood of patients before and after castration and during the progression of their cancer and to correlate these levels with the evolution of the disease and certain of its characteristics.

In this research project, Dr. Lévesque hopes to be able to demonstrate that the level in the blood of some of these hormones could predict whether patients will quickly develop resistance to castration. Such information could be used to choose more appropriate treatments for these patients.

A total of 1,929 biobank blood samples will be used for this project.



# ONE MISSION, 3 PILLARS - OUTREACH

## THE DAY OF COURAGE PROCURE

Among the various awareness-raising events by PROCURE, those organized each year on Father's Day for 13 years are essential for PROCURE supporters.

The 2019 edition was special and very emotional. After walking and cycling, a third activity was launched on Mount Royal in 2019, the Run of Courage PROCURE. The runners were able to walk the 5km course in running mode and for the bravest, they were able to dive into a 10km assault.

To pay tribute to its ambassador emeritus Jean Pagé who dedicated the last fifteen years of his life to the fight against prostate cancer, the Walk of Courage PROCURE was renamed in 2019, the Walk of Courage Jean Pagé for the benefit of PROCURE.

An emotional tribute took place on the stage when Bertrand Godin, honorary president of the march, was able to connect the participants via video conference to Jean Pagé. Our dear ambassador emeritus, physically diminished and who could not be there, was able to deliver his message to the families present and once again support the cause.

The family of Jean Pagé, present in support of their father since the launch of the walk many years ago, were invited to go on stage to receive a souvenir-picture frame marking the incredible involvement over the years of their father and grandfather.

Thank you to our honorary presidents of this 2019 edition who kicked off the various events, namely: Bertrand Godin, a friend of Jean Pagé and racing driver, as well as to François Lambert, entrepreneur, who sweated on his bike and gave his voice along the Camilien Houde road climb, to encourage participants in the Tour du Courage PROCURE.

We also extend our sincere thanks to our donors, sponsors, suppliers, and partners without whom these two annuals PROCURE events would be difficult to achieve. Without forgetting our precious volunteers.

Grand PROCURE Ambassador for his dedication, support, and exceptional contribution to the cause, Bruce Morrison received the 2019 «FOUNDING PRESIDENT» Award. Bruce and his committee have organized the Bruce Morrison OMNIUM for 2 years, a golf tournament that has raised nearly \$30,000 in support of the fight against prostate cancer.

Each year, we give this award to a volunteer for their exceptional contribution to PROCURE. Thank you, Bruce, for making a difference in the lives of those affected by this disease!

# ONE MISSION, 3 PILLARS - OUTREACH

## THE WALK OF COURAGE JEAN-PAGÉ



### WALK FOR THE CAUSE

On Sunday, June 16, 2019, was held the 13th edition of the Walk of Courage PROCURE renamed the Walk of Courage Jean-Pagé in honor of our dear ambassador emeritus and founder of the event 13 years ago. More than 600 people attended, a record attendance attended by all the players, administrative staff, and the Montreal Impact Academy under the leadership of its president Joey Saputo. Thank you to the cheerleaders of the Montreal Alouettes, as well as former Canadiens player Sergio Momesso and our honorary president, Bertrand Godin, for this important awareness day.

### THANK YOU FOR YOUR PRESENCE AND YOUR SMILE

The Walk of Courage Jean Pagé concluded with another victory against prostate cancer with more than \$2.5 million raised since its creation 13 years ago. THANK YOU for being so many to participate in the Walk of Courage Jean-Pagé 2019. Your dedication makes a real difference in the lives of affected families while allowing us to continue our mission for the 4,300 Quebecers who suffer from prostate cancer each year, as well as their loved ones.

**SEE YOU NEXT YEAR** - The 14<sup>th</sup> edition of the Walk of Courage Jean-Pagé for the benefit of PROCURE will take place on Father's Day, Sunday, June 21, 2020.

# ONE MISSION, 3 PILLARS - OUTREACH

## THE RUN OF COURAGE PROCURE



After walking and cycling, a third activity was launched on Mount Royal in 2019... running! A hundred runners took up "La Montagne" trails for a 5 or 10km run.

### CONGRATULATIONS TO OUR WINNERS

The medals were awarded by Pénélope McQuade, TV host, and daughter of our spokesperson Winston McQuade.

- **Isabelle Talbot (56:18) and Charles Beaulne (36:12)** were the fastest on the 10km course.
- **Marie Laville (23:20) and Alex Blier (18:09)** were the first to cut the finish line for the 5 km from this first edition of the Race of Courage PROCURE.



**TOP 3 - 10KM WOMEN:**

1. Isabelle Talbot 2. Annik Parizeau 3. Sonia Bélanger

**TOP 3 - 10KM MEN:**

1. Charles Beaulne 2. Juan Azuara Duran 3. Julien Garneau-Proulx

**TOP 3 - 5KM WOMEN:**

1. Marie Laville 2. Nadia Boufaied 3. Mélanie Laberge

**TOP 3 - 5KM MEN:**

1. Alex Blier 2. David Blier 3. Petersky Petit-Frères

**SEE YOU NEXT YEAR** - The 2<sup>nd</sup> edition of the Run of Courage PROCURE will take place on Sunday, June 21, 2020, on Mont-Royal in Montreal.

# ONE MISSION, 3 PILLARS - OUTREACH

## THE TOUR DU COURAGE PROCURE



### GET INVOLVED BY RIDING

The Tour du Courage PROCURE celebrated its 10th edition in 2019. For 10 years the Tour du Courage has been the most important event for PROCURE, which has raised nearly \$3 million directly supporting our programs all year round: research, outreach and education, and support for the entire Quebec population.

For the 3rd consecutive year, the cyclists had to take up a major challenge: climb Mont-Royal up to 12 times by the Camillien-Houde route in recognition of the 12 men who receive a diagnosis of prostate cancer every day in Quebec. In three hours, the 170 cyclists at the start had the choice between four challenges: 3, 6, 9, or 12 climbs of Camillien-Houde, closed to all motorized traffic. It is the support, the team spirit, the friendship, and the mutual aid among the participants that make the Tour du Courage PROCURE the major event that we know. A huge thank you and congratulations to all the cyclists as well as to François Lambert for his participation as an honorary president of the event.

### THANKS TO OUR FAITHFUL AMBASSADORS OF THE TOUR DU COURAGE PROCURE

The faithful ambassadors for 8 years at the Tour du Courage PROCURE:

Andrew Adessky, Benoit Laforest, Carl Simon Valiquette, David Collier, Emmanuel Laurin, Gilles Dionne, Jean-François Michaud, JP Langlois, Laurent Proulx, Louis Potvin, Marc-André Roy, Peter Kalichman, Pierre Marin, René Lehoux, Simon Gauthier, Luc Ja son, Martin Clouatre, Michel Beaulieu, René Branchaud, Vincent Myre.

# ONE MISSION, 3 PILLARS - OUTREACH

## YELLOW JERSEY WINNER: SYLVAIN MATHIEU

In the Tour de France, there is a jersey that we remember year after year, and it is the yellow jersey.

At the Tour du Courage PROCURE, the yellow jersey is awarded to the biggest individual fundraiser. Congratulations to Sylvain Mathieu, member of Les Évadés/L'Empreinte team, who won the 3rd yellow jersey in the history of the Tour du Courage PROCURE with a total of \$14,115.



## BEST TEAM SPIRIT WINNER

The uro-Ing youth team shone with good humor and mutual assistance with all of the participants. The winners received a gift certificate graciously offered by Bicycles Quilicot.



## CANNONDALE BIKE WINNER

Congratulations to Luc Janson. Many thanks to our partner Cannondale who has been associated with the Tour du Courage PROCURE since the very first edition.



## THE 2019 TDC CUP WINNER - LES ÉVADÉS/L'EMPREINTE

Probably the most prestigious and most wanted prize of the Tour du Courage PROCURE. The TDC cup is awarded to the team that has achieved the biggest fundraising. Les Évadés/L'Empreinte team won this honorary trophy for the third year in a row with a total of \$42,698, a record in the history of the Tour du Courage PROCURE! We extend our sincere thanks to Captain Luc Janson as well as to the members of the team: Michel Beaulieu, Marc Bonin, Philippe Dallaire, Mathieu Delorme, Luc DesCôteaux, Patrice Lamy, Sylvain Mathieu, Michel Simard.



## THE TOP 6 BEST FUNDRAISERS: HIGHLIGHTING THE PERFORMANCE OF SIX TEAMS

Les Évadés/L'Empreinte	\$42,698
Wheels of Justice	\$24,938
Sotramont-Novabrik	\$20,330
Les architectes	\$16,622
Besoin de vélo	\$14,140
Les Évadés - Momentum	\$11,062



# ONE MISSION, 3 PILLARS - OUTREACH

## THE 2019 BOWVEMBER CAMPAIGN



### 2019, A RECORD YEAR, THANK YOU!

We sincerely thank each of our BOWVEMBER ambassadors for their extraordinary support and for their involvement that gives hope to the 4,300 Quebecers living with prostate cancer. We would also like to thank the Quebec population, businesses, partners, and friends who supported the BOWVEMBER campaign, which allowed us to sell all 6,000 bow ties and raise more than \$575,000. Thank you for making this year's campaign another success.

### THE IMPORTANCE OF THE BOW TIE

Thanks to the incredible support of its ambassadors, the BOWVEMBER campaign has undoubtedly been a great success since 2014, selling more than 34,500 bow ties and raising almost \$3 million for the cause. Since its first edition, the bow tie has become the emblem of prostate cancer in Quebec. The 6<sup>th</sup> edition of the BOWVEMBER campaign featured a brand new and elegant bow tie signed by renowned Quebec designer Philippe Dubuc. To underscore the involvement of our ambassador emeritus Jean Pagé for more than 10 years, PROCURE and Philippe Dubuc paid tribute to him with the design of a limited-edition box set of 4 bow ties.

### THE IMPORTANT ROLE OF WOMEN

Although this is a disease that affects men, women play a key role in helping men to learn about prostate cancer and in supporting them during treatment. This is why we invite women to wear the PROCURE bow tie in November as a symbol of support for the men in their lives.

# ONE MISSION, 3 PILLARS - OUTREACH

## UNPARALLELED MOBILIZATION OF THE BOWVEMBER MOVEMENT

### 24 OUTSTANDING INDIVIDUALS

THANK YOU to the 24 outstanding personalities who fully embraced their roles as ambassadors, added real power to the reach of our messages, and expressed their valuable support throughout the BOWVEMBER campaign.



# ONE MISSION, 3 PILLARS - OUTREACH

## THE 2019 PNEUVEMBRE® CAMPAIGN

### A 4<sup>th</sup> EDITION AT THE HEIGHT OF OUR AMBITIONS

For the fourth consecutive year, more than 300 tire and car dealers actively participated in the PNEUVEMBRE® campaign, raising more than \$85,000 that will advance the fight against prostate cancer in Quebec.

As a reminder, the PNEUVEMBRE® campaign is specifically dedicated to the automotive industry and aims to raise awareness among Quebecers about prostate cancer by collecting donations of \$1 per tire changed or purchased during the tire change period, from October 15 to December 1, 2019.

Pneus Unimax, the largest network of tire retailers in Quebec and a partner since 2016, also inspired PROCURE to collect donations through the sale of blue valve tire plugs. The plugs were available at all 200 points of sale in the POINT-S network.

THANKS to Leif Ellefsen, Executive Vice-President and Chief Operating Officer and a special mention to Dominic Lafrenière, Regional Sales Director of Distribution Stox for his commitment and the mobilization of his sales team.

We are extremely mobilized by the success of raising awareness from this campaign, and we are proud to announce that the 5th edition of PNEUVEMBRE® will take place from October 15, 2020, to December 1, 2020.

### CONGRATULATIONS TO OUR CONTEST WINNERS:

- **West Island Ford Lincoln:** Winner of a suite for 12 people when attending one of the Montreal Impact matches in 2020.
  - Prize valued at \$2,760, courtesy of the Montreal Impact.
- **Point S - Pneus G.B.M. SENC (Val D'or):** Winner of a suite for 12 people when attending one of the Montreal Alouettes matches in 2020.
  - Prize valued at \$3,289, courtesy of the Montreal Alouettes.
- **Pneus Métro:** Winner of a suite for 10 people when attending one of the Montreal Canadiens matches in 2019-20.
  - Prize valued at \$8,000, courtesy of SNC Lavalin.
- **Boucherville Mitsubishi:** Winner of a suite for 12 people when attending one of the Laval Rocket matches in 2019-20.
  - Prize valued at \$1,300, courtesy of Jaguar Laval.
- **Pneus Ratté Hamel:** Winner of a suite for 12 people when attending one of the Quebec Remparts matches in 2019-20.
  - Prize valued at more than \$1,000, courtesy of the Quebec Remparts.



# ONE MISSION, 3 PILLARS - OUTREACH

## AMBASSADORS IN ACTION

### THE STRENGTH OF AN ORGANIZATION LIES IN ITS DEEPEST ROOTS.

These roots are the PROCURE donors, ambassadors, partners, and volunteers who help us complete our mission year after year by contributing their time, money, or expertise. It is thanks to them that PROCURE exists.



# ONE MISSION, 3 PILLARS - OUTREACH

11<sup>E</sup>

## PETIT DÉJEUNER-BÉNÉFICE À SHERBROOKE



## AN INSPIRATIONAL ANNUAL MEETING

The 11th edition of Le Petit Déjeuner de Sherbrooke, which welcomed more than 180 people on November 23, 2019, was a great success, raising \$30,373! BRAVO and THANK YOU to the 180 on-site participants and guest speaker Simon DuBois, a Sherbrooke resident who participated in The Clipper Round the World Yacht Race.

Many thanks to Elsie Morneau, our outstanding ambassador who organized this 11<sup>th</sup> edition and the volunteers who make this event a real success year after year.



## OMNIUM BRUCE MORRISON

The 2<sup>nd</sup> edition of the Bruce Morrison Open at the Venice Golf Club took place on Wednesday, June 5, 2019. The goal of \$10,000 was largely exceeded since all players, who took part in the tournament and then at the evening supper and auction, raised more than \$ 15,000 to help research against prostate cancer. Thank you, 15,000 times, to the organizing committee led by Bruce Morrison with Carol Duquette, Jacques Dufresne, Denis Lefebvre, and Sylvain Chabot.



## OMNIUM GREG MESSIER

190 players were at the start of the Greg Messier Open, Saturday, September 7, 2019, at the 2000 International Golf Club in Lacolle. Huge thanks to Jerry Messier and Greg's family for the entire organization, to the participants and partners who raised \$22,000 for PROCURE.



## OMNIUM JEAN PAGÉ

Formerly known as the LKQ Golf Tournament, the event was renamed Omnimium Jean Pagé in 2019 in tribute to Jean Pagé, Ambassador Emeritus of PROCURE. The weather, fantastic on that Friday, June 7 in Saint-Hyacinthe, welcomed this golf tournament edition organized by LKQ and 3M, long-time partners. The tournament and closing evening dinner were successfully sold out, and a record amount of \$73,000 was raised for the benefit of PROCURE. This was made possible thanks to the incredible involvement of Sylvain Lavallée and his wife Manon, as well as Luc Dupont Hébert.

# ONE MISSION, 3 PILLARS - OUTREACH

## EXTRAORDINARY AMBASSADORS

Publicly acknowledging the outstanding contributions of individuals allows PROCURE to highlight the wonderful involvement of those we call ambassadors. The following ambassadors have distinguished themselves over the years with their dedication to the prostate cancer cause. We thank them warmly for their loyalty and inspiring stories.

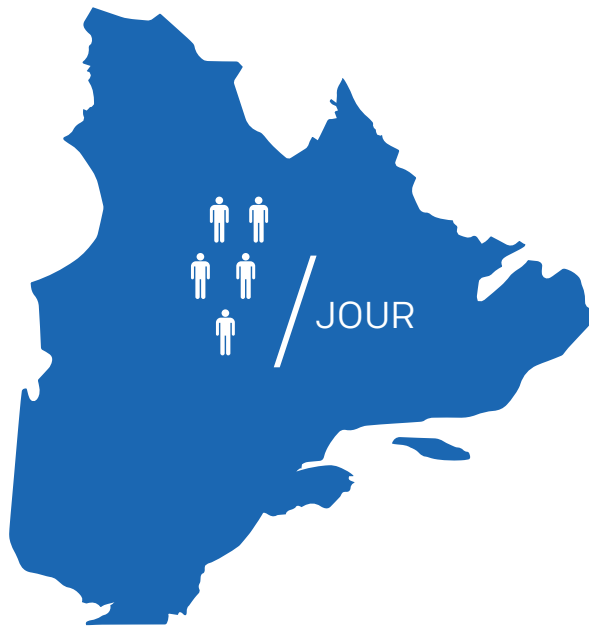
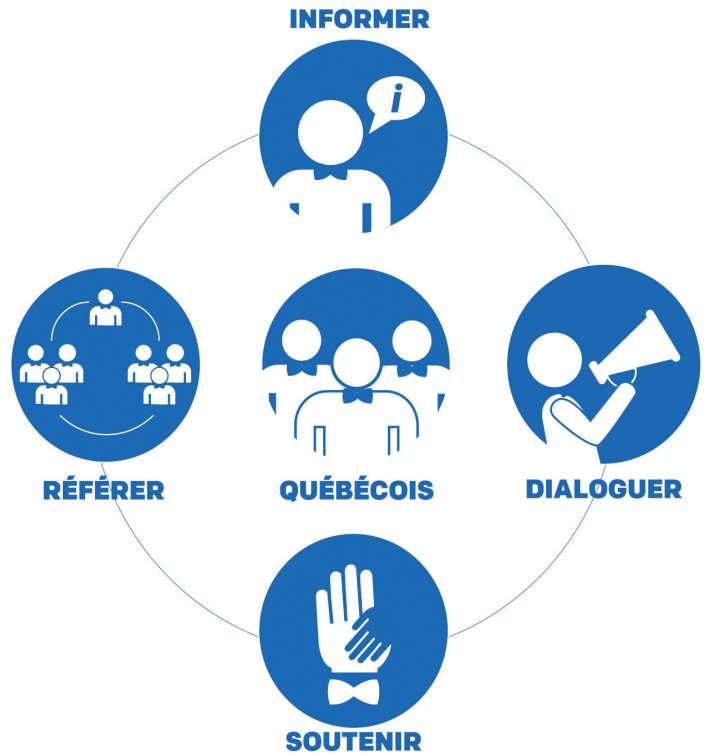
EVENTS	PLACE	MONTH	SPECIAL THANKS TO
Omnium Greg Messier	Saint-Bernard-de Lacolle	September	Jerry Messier and his committee
Omnium Bruce Morrison	Magog	June	Bruce Morrison and his committee
Petit-Déjeuner de Sherbrooke	Sherbrooke	October	To the organization of the CHUS, the committee United Against Prostate Cancer, volunteers and the 250 participants.
A Bowtie Affair	Montreal	November	To Groupe Antonopoulos and the 400 participants
Let's Kick Prostate Cancer Where it Hurts	Laval	November	To the organizers Gabrielle Hornstein, Maria Angurias, Susie Saltarelli, Eleni Karatzas, Nick Karatza and Christos Karatzas
LKQ Annual Golf Tournament	Belœil	June	Sylvain Lavallée and Luc Dupont-Hébert of Multi Concepts Média, LKQ associates, collaborators, partners and to all the golfers
Support from the Quebec Junior Hockey League	Quebec	November	Thank you to the 2 participating teams: Quebec Remparts and the Saguenéens from Chicoutimi
Festirib	Mont Saint-Grégoire	September	Luc Dupont-Hébert and his team
5@7 Kinessor	Montreal	November	Marie-José Lalande and Marilou Monette and all of Kinessor's staff
5@7 Health Optics	Chicoutimi	November	Christine Michaud and her employees

# ONE MISSION, 3 PILLARS - EDUCATION AND SUPPORT

## SERVICE OFFER AND COMMITMENT

### SERVICES WE OFFER

Inform, educate, support, and refer Quebecers affected by prostate cancer, their caregivers and loved ones to the best resources during every step of their journey



### OUR COMMITMENT TO YOU

Reaching the 12 Quebecers who are diagnosed with prostate cancer each day remains one of our top priorities. There are many good reasons to use PROCURE's support services, just as there are many good reasons to remain hopeful.

## ONE MISSION, 3 PILLARS - EDUCATION AND SUPPORT

### CREDIBLE SOURCE OF INFORMATION

#### PROCURE.CA - EVERYTHING YOU NEED TO KNOW

Rich in information and available in French and English, procure.ca is not only a credible source of information but also the number 1 site in Quebec, France, and countries of the Francophonie. In addition to the 4 blog articles published on average each month on its website in 2019, PROCURE set up a committee of urologists whose responsibility was, among other things, to validate the medical content related to prostate cancer. Mission accomplished!

*«Wow! Lots of info on your site. I am the spouse of a man with prostate cancer and I found a lot of answers to my questions by browsing your site. I wanted to congratulate you! Don't give up on your great work.» Kim.*



#### OUR LINE 7/7

#### TALK TO A NURSE OR A PEER AT 1 855 899-2873

Thank you to our health professionals, who, passionate about their work, listen, support, and answer questions from patients, caregivers, and their loved ones. Efficient and dedicated, calls are returned in less than 6 hours, free of charge, in complete confidentiality. In 2019, nearly 1,000 interventions were carried out.

*«I cried for almost the entire call, telling my story, without understanding why I was feeling so sad and without knowing what I was looking for exactly. She listened to me, filled with compassion. Once this emotional session ended and the person at the end of the line started to speak, I felt free and I understood something important: that my recurrence was not my death, far from there, but another stage in my life. I wish I had known that the PROCURE 1 855 support line existed...» Pierre.*

## ONE MISSION, 3 PILLARS - EDUCATION AND SUPPORT

### CREDIBLE SOURCE OF INFORMATION

#### COMPANY WORKPLACE CONFERENCES

Information and support for employees, managers, and employers is an all-included free program for companies. Thank you to the 28 Departments of Human Resources and Health and Safety for a warm welcome and their support in coordinating these conferences, thus reaching more than 1,000 employees in 2019.

*«I wanted to thank you because this is the first time that someone has touched on a delicate subject with humor and frankness. You have, in a way, broken many taboos. I know something about it because I, myself, was diagnosed a year ago...» An employee at IBM.*



#### OUR CONFERENCES AND WEBINARS

##### A PRIME EXAMPLE OF THE NEED FOR INFORMATION

With more than 5,000 participants in 2019 on-site and/or online during the live webcast on procure.ca or our on our Facebook page, our 2 conferences and 5 webinars, led by experts, were very successful. Thanks to Dr. Peter Vavassis from HMR, Dr. Carole Lambert from CHUM, Dr. Rabi Tiguert from the CHU de Québec, Dr. Antonio Vigano from MUHC, as well as Benoit Morin-pharmacist, Éric Piché-financial advisor and Denis Jolicoeur-kinesiologist for their precious collaboration.

*«Thank you for being here for us, thank you for organizing these information activities. Your professionalism is always up to my expectations, as is the choice of subjects and speakers...»*  
Conferences and webinars survey comments.

# ONE MISSION, 3 PILLARS - EDUCATION AND SUPPORT

## ADDITIONAL TOOLS



[PROCURE.CA](http://PROCURE.CA)  
our website

[OUR YOUTUBE CHANNEL](#)  
our videos of courage and advice



[LET'S TALK PROSTATE!](#)  
our information blogs

[PROACTION!](#)  
our newsletter



[OUR PUBLICATIONS](#)  
our free book, our brochures,  
and our posters

[NOTEPAD FOR UROLOGISTS](#)  
to help their patients understand







## MESSAGE FROM THE TREASURER

### PAVING THE WAY FOR THE FUTURE

Responsible management of our financial resources has - since its creation in 2003 - been an intrinsic value of PROCURE and a constant priority that we consider essential for the long-term profitability of our organization and the creation of added value to our initiatives for the benefit of people affected by prostate cancer. Finding the right balance between this management and the costs necessary to carry out our mission is part of our daily life. This is how in 2019 we accumulated a **surplus of \$375,559**, an indication of sound management.

The work of our ambassadors, our volunteers, and our employees, combined with the generosity of our donors, our partners, and our sponsors enabled the organization to reach **\$1,614,699 in revenue** for the year 2019. When you give, you can rest assured that your contribution is having a tremendous impact and bringing hope to those affected by this disease.

PROCURE continues to be committed to act transparently and ensure accountability. Our efforts have made it possible to maintain our administrative costs at 15 percent of our reported revenues. For every dollar donated to PROCURE, 85 cents go directly to support the fight against prostate cancer. This is a good indicator of our sound financial health.

We take pride in the rigorous, respectful, and responsible manner with which we administer every dollar donated. Nevertheless, we will have to look at new ways to raise funds and expand our partnerships with the business community

and donors, as well as ensuring that each of our initiatives meets the needs of the 12 Quebecers who are diagnosed with prostate cancer every day. This is where strategic planning exercise comes into play.

*There is no better time for an organization, when its finances are solid and in order and its notoriety increases each year, to initiate planning to pave the way for the future.*

We are pleased to present data from PROCURE's financial statements for the year ended December 31, 2019, as well as comparative results for the previous fiscal year. Our financial statements have been prepared following the Canadian Accounting Standards for Not-for-Profit Organizations (ASNPO).

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



**Pierre Vallerand**  
Treasurer, PROCURE

# INDEPENDENT AUDITOR'S REPORT

## TO THE MEMBERS OF PROCURE ALLIANCE

### QUALIFIED OPINION

We have audited the accompanying financial statements of PROCURE ALLIANCE, which comprise the balance sheet as at December 31, 2019, the income statement, the changes in net assets and the cash flows statement for the year then ended, as well as notes to the financial statements, including a summary of significant accounting policies.

In our opinion, except for the possible effects of the matter described in the «Basis of qualified opinion» these financial statements present fairly, in all material respects, the financial position of PROCURE ALLIANCE as at December 31, 2019, and the result of its operations and its cash flow for the year then ended in accordance with Canadian accounting standards for non profit organizations.

### BASIS FOR QUALIFIED OPINION

As like many charitable organizations, PROCURE ALLIANCE derives revenue from donations for which it is not possible to ensure completeness with reasonable assurance. Accordingly, the audit of these revenues was limited to the amounts recorded in the books of PROCURE ALLIANCE. Therefore, we were not able to determine whether any adjustments might be necessary to recorded donations, excess of revenues over expenses, cash flow from operations for the years ended December 31, 2019 and 2018, current assets as at December 31, 2019 and 2018, and net assets as at January 1, 2019 and December 31, 2019 and 2018. Nor both the 2019 and 2018 years. Our audit opinion on the financial statements for the year ended December 31, 2019 was modified accordingly because of the possible effects of this scope limitation.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the «Auditor's Responsibilities for the Audit of the Financial Statements» section of our report. We are independent of the organization in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified opinion.»

### OTHER INFORMATION

Management is responsible for the other information. The other information comprises the Management's Discussion and Analysis, which we obtained prior to the date of this auditor's report and the information, other than the financial statements and our auditor's report thereon, included in the annual report, which is expected to be made available to us after that date.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance on this other information.

In connection with our audit of the financial statements, our responsibility is to read the other information identified above and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated.

If, based on the work we have performed on the other information that we obtained prior to the date of this auditor's report, we conclude that there is a material misstatement, we are required to report that fact. We have nothing to report in this regard.»

### RESPONSIBILITIES OF MANAGEMENT AND THOSE CHARGED WITH GOVERNANCE FOR THE FINANCIAL STATEMENTS

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for non 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.

In preparing the financial statements, management is responsible for assessing the organization ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the organization or to cease operations, or has no realistic alternative but to do so. Those charged with governance are responsible for overseeing the organization financial reporting process.

# INDEPENDENT AUDITOR'S REPORT

## AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

Our objectives are to obtain reasonable assurance on whether the financial statements as a whole are free from material misstatements, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit 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 organization internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the organization ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.



**CLOUTIER LONGTIN INC.**  
By Chantal Longtin, CPA auditor, CA  
Saint-Eustache, May 26, 2020

**CLOUTIER+LONGTIN** INC.  
SERVICES COMPTABLES ET FINANCIERS

# FINANCIAL RESULTS

	<b>2019</b>	2018
	<b>\$</b>	<b>\$</b>
<b>PRODUITS</b>		
<b>Fundraising activities</b>		
Donations from individuals	472 870	371 687
Donations from companies	337 432	320 091
Donations from foundations	64 525	53 534
Sponsorships	178 296	132 572
	<b>1 053 123</b>	<b>877 884</b>
<b>Biobank activities</b>		
Biobank revenues	334 992	459 272
<b>Other revenues</b>		
Promotional items	184 979	219 960
Other revenues	27 516	16 829
Investment income	14 089	9 454
Subsidies	-	2 471
	<b>226 584</b>	<b>248 714</b>
<b>TOTAL REVENUES</b>	<b>1 614 699</b>	<b>1 585 870</b>
<b>EXPENSES</b>		
Awareness, education and support programs	778 874	733 418
Biobank	275 215	478 010
Administrative	185 051	141 720
<b>TOTAL EXPENSES</b>	<b>1 239 140</b>	<b>1 353 148</b>
<b>EXCESS OF EXPENSES OVER REVENUES</b>	<b>375 559</b>	<b>232 722</b>

# FINANCIAL POSITION STATEMENT

	<b>2019</b>	2018
	<b>\$</b>	<b>\$</b>
<b>ASSETS</b>		
<b>Short term</b>		
Cash	536 035	97 230
Short-term investements	809 575	876 041
Accounts receivable and sale taxes receivable	173 290	138 343
Prepaid expenses	25 773	16 055
	<b>1 554 673</b>	<b>1 127 669</b>
<b>Fixed assets</b>	<b>15 616</b>	<b>18 410</b>
<b>TOTAL ASSETS</b>	<b>1 560 289</b>	<b>1 146 079</b>
<b>LIABILITIES</b>		
<b>Short term</b>		
Accounts payable and accrued liabilities	110 092	71 441
<b>TOTAL LIABILITIES</b>	<b>110 092</b>	<b>71 441</b>
<b>NET ASSETS</b>		
Restricted net assets	450 000	450 000
Unrestricted	984 581	606 228
Invested in capital assets	15 616	18 410
	<b>1 450 197</b>	<b>1 074 638</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>1 560 289</b>	<b>1 146 079</b>

# NET ASSETS CHANGES

	RESTRICTED NET ASSETS	UNRESTRICTED NET ASSETS	INVESTED IN FIXED ASSETS	2019	2018
	\$	\$	\$	\$	\$
Net Assets <b>at the beginning of the year</b>	450 000	606 228	18 410	<b>1 074 638</b>	841 916
Excess of expenses <b>on products</b>	-	383 408	(7 849)	<b>375 559</b>	232 722
	450 000	989 636	10 561	<b>1 450 197</b>	1 074 638
Excess of expenses overrevenue	-	(5 055)	5 055	-	-
<b>CHANGE IN NET ASSETS, END OF YEAR</b>	450 000	984 581	15 616	<b>1 450 197</b>	1 074 638

# THANK YOU

## THANKS TO OUR DONORS

PROCURE is deeply indebted to those individuals, businesses, foundations, and philanthropic societies that have shown their support to our cause by donating \$1,000 or more in 2019. Thank you for making sure our awareness-raising programs and services remain sustainable and for believing in our mission

### \$25,000 AND MORE

Astellas Pharma Canada Inc.  
Fondation Norman Fortier  
Industrielle Alliance Groupe Financier

### \$10,000 TO \$25,000

Association des Pompiers de  
Montréal  
Fondation Carmie et Joëly Saputo  
Groupe Geysler  
Janssen Inc.  
La Maison Simons  
Michelin North America (Canada) Inc.

### \$5,000 TO \$10,000

Arconic  
Entreprises Émile Crevier Inc.  
Ernest  
Évaluation Concept  
Ferring Canada  
Fix Auto Canada  
Fondation CCAM  
Fonds de bienfaisance des employés de Rheinmetall  
Canada  
Franco Niro Holdings  
Greiche & Scaff  
Groupe Beaucage Carrossier  
Kinessor  
Ligue de Hockey Dépression  
LKQ - Keystone  
Pneus Metro Inc.  
Pneus Unimax Ltée  
Richard Renaud  
Sanofi  
The Niro Family Foundation

### \$1,000 TO \$5,000

Administration portuaire de QC

Alexandre Lajoie  
Alnoor Manji  
AMGEN  
André Simard  
ArcelorMittal-Produits longs Canada  
Association Lega Agnonese  
Audi West-Island  
Brecks International Inc.  
Brunet Vincent Landry et Mélina Tsoumis  
Caleçons Vos Goûts/Bodyskin  
Cascades Centre du Développement des  
Compétences Alain Lemaire (CDCAL)  
Centre de Collision Montréal Est Inc. / Fix Auto  
Montréal Est  
Centre de recherche du CHUS  
Centre hospitalier universitaire de Sherbrooke  
Charles David Janson  
Chevaliers de Colomb  
Claude Turcotte  
Codet Inc.  
Consortium M.R. Canada Ltée  
Construction Alfid Ltée  
Daniel Boisvert  
Daniel Deschênes  
Daniel Mercier  
De Grandpré Chait  
Denis Barriault  
Denis Petitclerc  
Desharnais Pneus & Mécanique  
Dupro Ltée  
Fenplast inc.  
Fidelity Investments Canada ULC  
Filo Import / Filo Sport Pro  
Fondation Familles Lauzon et Provencher  
Fondation Normand Brie  
Fondation Richelieu St-Bruno  
Fonds de solidarité FTQ  
Fonds pour la prévention du cancer et des maladies  
du cœur FGM

# THANK YOU

Free 2 Play LP / Impact de Montréal  
 Gestion Jacques J, Fortier  
 Gilles Beaucage  
 Gilles Ducharme  
 Giovanni Clothes  
 Global Excel Management Inc.  
 Groupe GLP Hi-Tech Inc.  
 Groupe Leclair  
 Groupe Lessard  
 Groupe Rivest CarrXpert l'Assomption  
 Guylaine Sylvain  
 Hôtel & Spa Le Germain Charlevoix  
 Hôtel Le Crystal  
 Hôtel Sheraton Laval  
 Howard Stotland  
 Jacques Fortier  
 Jason Massa  
 Jean Claude Menn  
 Jean Lussier  
 Jean Samson  
 Jean-Pierre Cadrin & Ass Inc.  
 Jodion Lamarre Pratte architectes  
 John Broccolini Construction Inc.  
 La Banque Toronto-Dominion  
 L'Empreinte  
 Les Gicleurs ACME Ltée  
 Les meubles Saint-Damase Inc.  
 Ligue de Hockey Dépression  
 Louis Potvin  
 Luc Janson  
 Luc Valiquette  
 Magnus Produits Chimiques  
 Malvina Klag  
 Mantra Pharma Inc.  
 Marc De Wever  
 Marcel Vaillancour  
 Marie Mayrand  
 Marie-Claire Richer  
 Martine Lavergne  
 MDG Fog Les générateurs de brouillard MDG  
 Michael Fortier  
 Michel Murray  
 Ministère à Bras ouverts  
 Multi Concept Média  
 Multi Services GSTJ Inc.  
 Nawar Hanna  
 Nick Tedeschi  
 Nicola Mathieu  
 Pneus Lavoie Outaouais Inc.

Pneus Ratté  
 Raymond Chabot Grant Thornton  
 Raymond Gref  
 RBC Foundation  
 Régulvar  
 Résidence Riviera  
 Richard Adam  
 Robert Valiquette  
 Romeo J. Inc.  
 Sajo Inc.  
 Salvatore Guerrera  
 Samson Groupe Conseil  
 Sandra Filopoulos  
 Serge Noël  
 Service Urologie CHUS  
 Services Immobiliers Félix Jasmin Inc.  
 Services OR LP/SEC  
 Simon DuBois  
 Stéfan Bodnar  
 Struckturack  
 Sylvain Dumont  
 Sylvain Lavallée  
 The Jewish Community Foundation of Montreal  
 Thérèse Surprenant  
 Thibault Chevrolet Cadillac Buick GMC  
 TLA Architectes  
 Trust Banque Nationale  
 Uniprix Gaétan Couillard et Nathalie Mercier  
 Universal Forest Procduts of Canada Inc.  
 Valérie Huynh-Trudeau  
 West Island Ford Lincoln  
 XRM Vision  
 Youville Haussmann Park  
 Romeo J. Inc.  
 Sajo Inc.  
 Salvatore Guerrera  
 Structurack  
 The Charitable Gift Funds Canada Foundation  
 The Jewish Community Foundation of  
 Montreal  
 Thibault Chevrolet Cadillac Buick GMC  
 Tisseur Inc.  
 Uni-Sélect  
 UPS Canada  
 Volkswagen St-Hyacinthe  
 West Island Ford Lincoln  
 XRM Vision  
 Yanick Peloquin  
 Youville Haussmann Park



# THANK YOU

## THANKS TO OUR AMBASSADORS

Each year, men and women work to raise awareness about the reality of prostate cancer by organizing their 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 \$1,000 or more in 2019.**

Alain Lacasse	Eric Therrien	Kevin Doucette	Nathalie Lambert
Alain Servant	Francis Paré	Laurent Proulx	Nawar Hanna
Alain Turgeon	François Allaire	Louis Potvin	Nick Karatzas
Alexandre Lajoie	François Leclair	Louise René de Cotret	Nick Tedeschi
Alnoor Manji	François Tobin	Louis-Philippe Fortier	Nicko Bernier
André Dubois	François Valiquette	Luc DesCôteaux	Nicola Mathieu
André Simard	Fred Saad	Luc Dupont-Hébert	Olivier Cartier Racicot
Andrew Adessky	Frédéric Plante	Luc Janson	Patrice Lamy
Anne Sophie Valiquette	Gabriel Bélanger	Luc Janson	Paul Dubois
Armen Aprikian	Gabriel Ostiguy	Luc Valiquette	Peter Kalichman
Avrum Jacobson	Gaspard Fauteux	Luc Valiquette	Philip Belec
Benoit Meunier	Georges Karam	Mahmoud Nachabe	Philippe Toupin
Bruce Morrison	Gilles Beaucage	Malvina Klag	Pierre Hotte
Bruno Cabana	Gilles Ducharme	Marc Bonin	Pierre Marin
Carl Simon Valiquette	Gordon Halliday	Marc De Wever	Rabih Sebaaly
Caroline Jeannot	Guy Laurin	Marc Montreuil	Raymond Gref
Chantal Corriveau	Guylaine Sylvain	Marc Thibeault	Rene Lehoux
Charles David Janson	Harold Stotland	Marc-André Roy	Robert Laforest
Christopher Ross	Howard Stotland	Marcel Vaillancour	Robert Valiquette
Christine Michaud	Isabelle Toupin	Marie Mayrand	Salvatore Guerrero
Claude Foisy	Jacques Fortier	Marie-Claire Richer	Sandra Filopoulos
Claude Turcotte	Jason Massa	Marie-Eve Roy	Sébastien Pouliot
Clément Bastien	Jean Bisson	Marie-José Lalande	Serge Noël
Cristelle Basmaji	Jean Claude Menn	Marilou Monette	Simon Gauthier
Dan Lewinshtein	Jean Lussier	Mario Girard	Stefan Bodnar
Daniel Boisvert	Jean Samson	Martin Desrosiers	Stéphane Bolduc
Daniel Deschênes	Jean Ste-Marie	Martin Roux	Stéphane de Varennes
Daniel Hawry	Jean-Didier Bussières	Martin Vigeant	Sylvain Coutlee
Daniel Lefort	Jean-François Beaulieu	Martine Lavergne	Sylvain Daoust
Daniel Mercier	Jean-François Michaud	Matthieu Delorme	Sylvain Dumont
Daniel Tardif	Jean-Luc Trahan	Maxime Rodrigue	Sylvain Lavallée
David Brochu	Jean-Marc Gagnon	Michael Fortier	Sylvain Mathieu
David Bryson	Jean-Pierre Riverin	Michel Beaulieu	Terry Soucy
David Collier	Jérôme Dufour	Michel Geoffroy	Thérèse Surprenant
David Eiley	Jerry Messier	Michel Jeannot	Vincent Levesque
Denis Barriault	Jessica Hargrove	Michel Murray	Vincent RICHER
Denis Petitclerc	Jocelyn Beaulac	Michel Rafie	Yanick Larochelle
Dominique Desjardins	Josée Garneau	Michel St-Onge	Yannick Péloquin
Elise Vaillancourt	Julien Letendre	Mitchell Shell	Yves Boucher
Emmanuel Laurin	Justine Dion Raymond	Nathalie Drolet	Yves-André Bureau

# MERCI

## THANKS TO OUR CORPORATE AMBASSADORS

Each year, businesses work to raise awareness about the reality of prostate cancer by organizing their fundraising activities for PROCURE, or by participating in our annual events. We call them our corporate ambassadors, and we thank them for their support and dedication.

**Here is the list of those who raised \$1,000 or more in 2019.**

Audi Blainville	Honda Longueuil	MDG Fog Les	Sotramont-Novabrik
Audi West-Island	Hotel Le Crystal	générateurs de	Subaru St-Hyacinthe
BBBL Architectes	Hôtels Alt	brouillard MDG	SUGOi
Bodyskin Par Caleçons	Impact de Montréal	Musée national des	Talent Recrutement
Vos Gouts?	Kinessor	beaux-arts du Québec	Thibault Chevrolet
Cartier et Lelarge	La Maison Simons	Optique Santé	Cadillac Buick GMC
Filo Sport Pro	Laurin, Laurin (1991) inc	Pneus Metro Inc.	Tisseur Inc
GLP Hi-Tech	Industrielle Alliance	Pneus Unimax Ltée	TLA Architectes
Greiche & Scaff	L'Empreinte	Point S	West-Island Ford
Groupe Antonopoulos	LKQ Pintendre Auto	Raymond Chabot Grant	Lincoln
Groupe Geysier	Mantra Pharma	Thornton	XRM Vision
Groupe Leclair	Magnus Produits	Rheinmetall Canada	
Groupe Lessard	Chimiques	Sheraton Laval	

## THANKS TO THE BOWMEMBER AMBASSADORS

Laurent Proulx	Charles Hudon	Kim Sullivan	Maxime Dufour-Lapointe
Winston McQuade	Lysanne Richard	Frédéric Plante	Justine Dufour-Lapointe
Maripier Morin	Sébastien Benoît	Isabelle Pagé	Mathieu Dufour
Patrick Langlois	Philippe Dubuc	Jean-Charles Lajoie	Patrick Boivin
Ève-Marie Lortie	Sabrina Cournoyer	Régis Labeaume	Christophe Normand
Saskia Thuot	Elias Makos	Chloé Dufour-Lapointe	Bacary Sagna

# MERCI

## THANKS TO OUR PARTNERS

Amaro	Club de golf Venise	Laiterie Coaticook	Radio Circulation 730 AM
Antoine Olivier Traiteur	Club Sportif MAA	Le Canadien de Montréal	Radio CKOI 96.9 FM
Artic Glacier	Cogeco Média	Les Alouettes de Montréal	Radio Rythme 98.5 FM
Association des urologues du Québec	David's Tea	Les Remparts de Québec	Radio Sport 91.9 FM
Astellas Pharma Canada Inc.	Eventec	Les Saguenéens de Chicoutimi	Radio The Beat of Montreal 92.5 FM
Balnéa	Flamingo	M Styliste, Mélanie Larivière	Rain Spa
Bayer	Franco Niro Holdings	Mantra Pharma	Rocket de Laval
Bi Pro	Gestion Global Excel Inc.	Meubles Saint-Damase	Romeo J
Bicycles Quilicot	Groupe Crevier	Michelin North America Canada Inc.	Sandrine Castellan, photographe
Boutique Endurance	Groupe Geysier	Nero Bottle	Sanofi Canada
Broken 7	Hôtels Alt	Nespresso	Saputo
Cannondale	Industrielle Alliance	Outfront Média	Shoot Studio
Casa M Pizza	Impact de Montréal	Peroni	Sofa to go Spa
Centre hospitalier universitaire de Sherbrooke	Industries Lassonde Inc.	Point S	Sugoi
Club de golf International 2000	Isabelle Huot	Québecor Média	The Niro Family Foundation
	ITHQ		Youville Haussmann Park
	Janssen Canada		
	L'Empreinte		
	La Cage - Brasserie Sportive		

## THANKS TO OUR VOLUNTEERS

Anas Idbibane	Israel Kanyinda	Michelle Cheng	Sarah Rabei
Camille Fontaine	Jade Tessier	Moktar Bileoma Adebo	Shaden Awad
Catherine Lord	Jean Guy Girard	My Ton	Sophie Boisvert
Christos Karatzas	Jean-Francois Erlem	Myriam Dandache	Suicex Semete
Danyelle Anctil	Jérémy Sauvageau	Nancy Dénomée	Susan .
David Lopez	Jess Pepin-Martin	Narimane Hajjar	Sylvain Collin
Dia Rashid	Joseph Carcamo	Nathalie Dubois	Sylvette Morissette
Eddie Liang	Juan Azuara Duran	Nick Karatzas	Tamara Lesiuk
Eleni Karatzas	Katrine Lalonde	Olivier Garneau-Proulx	Thao do
Farouk Akkawi	Léneus Myjesline	Reina Garcon	Véronique Marin
France Boudreau	Mahtab Mirza	Rodrigo Lopez Palacios	Vikram Mudhar
Gabrielle Hornstein	Marie Noël Barfalou	Rosaly Saint-Jean	Wilfried Gbeuly
Gaspard Fauteux	Marielle Houde	Sandra Lalancette	Marion Le Marchand
Homa Jamshidi	Marilou Bodnar	Sarah Dufour	Philippe Le Marchand
Ismail Laassassy	Mathilde Lebrun		

## WHO ARE WE?



### FOUNDING CHAIRMAN

Marvyn Kussner

\*Deceased in June 2013

### AMBASSADOR EMERITUS

Jean Pagé

\*Deceased in December 2019

### DIRECTORS EMERITUS

Michel Côté

Jean de Grandpré

Stephen Jarislowsky, O.C.

Eric Lamarre

Alain Lemaire O.C.

### PROCURE TEAM

Laurent Proulx, President and CEO

Anthony Lamour, Director of Development, Partnerships and Strategic Alliances

Marie-Christine Beauchemin, Coordinator, Information and Support Services and Programs

Bena Ashraf, Accountant

Karl Sauv , Graphic Designer

Maxime Chaudier, Business Development Advisor

Val rie Thibodeau, Director of Biobank Operations

### BOARD OF DIRECTORS

C dric Bisson, Pr sident

Armen Aprikian, M.D.

Jean-Philippe Duchesneau

Michael Flinker

Salvatore Guerrera

Malvina Klag, Ph.D

Peter Mendell, LLP

Franco Niro

Laurent Proulx

Richard Renaud

Fred Saad, M.D.

J y Saputo

Rabih Sebaaly

Jean-Luc Trahan

Luc Valiquette, M.D.

Pierre Vallerand

### NOMINATION AND GOVERNANCE COMMITTEE

Malvina Klag, Pr sidente

C dric Bisson

Alain Gosselin, externe

Salvatore Guerrera

Peter Mendell

Laurent Proulx

Marie-Claire Richer, externe

Jean-Luc Trahan

### AUDIT COMMITTEE

Jean-Luc Trahan, Pr sident

Salvatore Guerrera,

Luc Vaquiquette

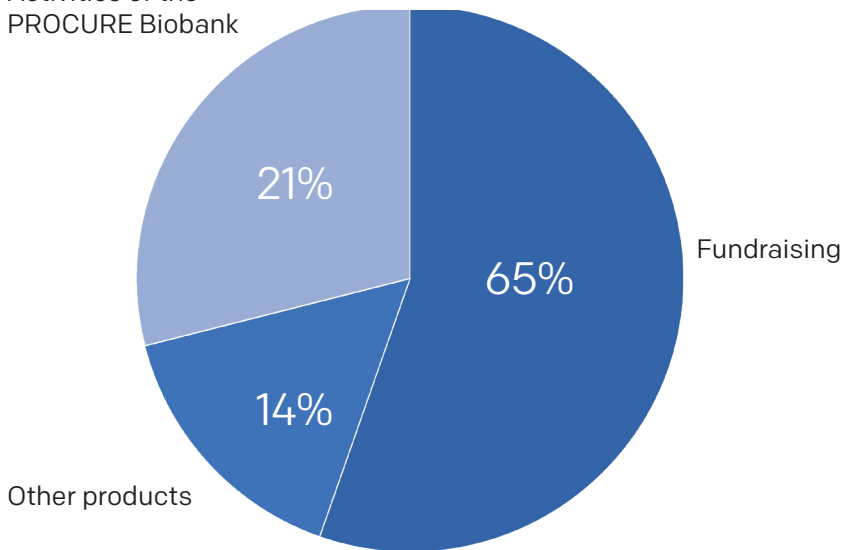
# EACH OF YOUR CONTRIBUTIONS

## THANKS TO YOU ALL!

We want to express our gratitude to our donors, ambassadors, business partners, and all those who supported us in 2019, 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.

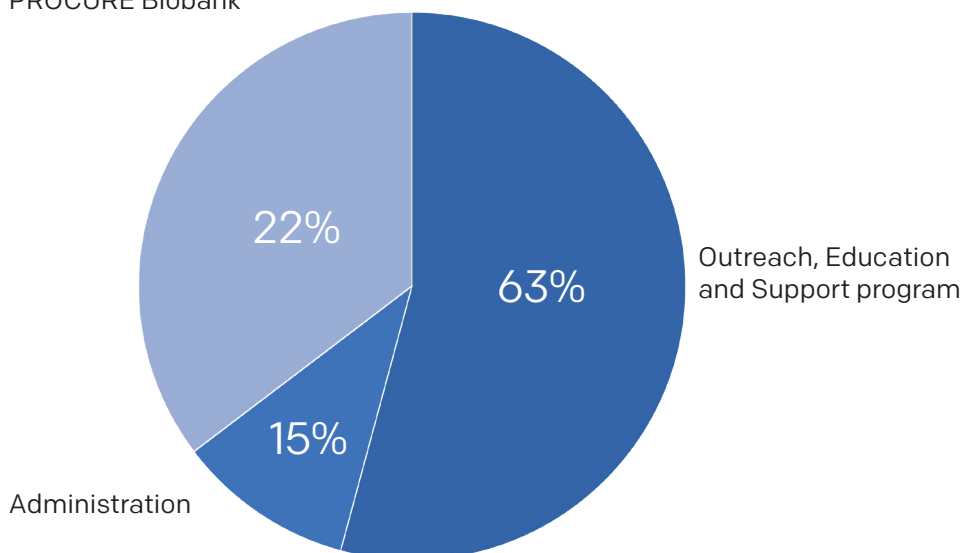
## WHERE DOES THE MONEY COME FROM?

Activities of the  
PROCURE Biobank



## WHERE DOES YOUR MONEY GO?

PROCURE Biobank





**PROCURE**

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