

2024 Annual Report



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About PROCURE

Founded in 2003, PROCURE is a charitable organization fully dedicated to the fight against prostate cancer and the only one recognized by the urologists' associations of Quebec and Canada.

Our mission

Educate, support, and inform those affected by prostate cancer, and promote and contribute to the financing of world-class research.

Our vision

To provide leadership in Quebec in the fight against prostate cancer, to set the standard in the field, and accelerate research to cure the disease.

PROCURE is recognized by:



QUEBEC
UROLOGICAL
ASSOCIATION





Cédric Bisson

Message from the Chairman of the Board of Directors

As Chairman of PROCURE's Board of Directors, I am honoured to share a few reflections on 2024—a year once again marked by significant progress in our commitment to supporting research, patient services, and awareness initiatives related to prostate cancer.

One of the highlights of the year was the announcement of our strategic partnership with the Cancer Research Society (CRS) during Prostate Cancer Awareness Month in September. Together, we plan to invest \$2 million in 2025 to fund four innovative research projects aimed at improving the prevention, detection, and treatment of prostate cancer. This collaboration represents a major step forward for PROCURE, strengthening our leadership in scientific research support and reinforcing our commitment to men affected by this disease.

Looking to the future,
I'm convinced that
PROCURE will
continue to push
the boundaries
to offer a brighter
future for men with
prostate cancer.

In the coming year, we will intensify our efforts to promote the PROCURE Biobank within the scientific community across Canada. As a unique resource nationwide, the Biobank provides researchers with essential biological samples and clinical data to advance the understanding and treatment of prostate cancer. By strengthening our collaborations and expanding its use, we are actively contributing to discoveries that will have a direct impact on patients. Scientific progress depends on high-quality resources—and the PROCURE Biobank is at the heart of that progress.

I would also like to highlight the outstanding work of the PROCURE team, our many volunteers, and our ambassadors. Thanks to their expertise, dedication, and support, we continue to advance our mission with determination: driving research forward, supporting those affected, and

raising public awareness. We witnessed incredible community mobilization during our fundraising events, including Noeudvembre, which raised an impressive \$1,261,800. These gestures of solidarity are a powerful reminder that we are not alone in this fight—and together, we can make a lasting difference.

Looking ahead, I am confident that PROCURE will continue to push boundaries to create a better future for men living with prostate cancer. With your support, we can accelerate scientific discoveries, improve access to care, and transform lives. For this, I am deeply grateful.

Thank you for believing in our mission and for being such an essential part of this community of hope and progress.

Cédric Bisson, M.D. and LL.B.
Chairman of the Board of Directors



Laurent Proulx

Paving the way forward: Our 6 key objectives for 2025

- Understand the patient ecosystem to help define our service offerings
- Increase PROCURE's brand awareness through a multichannel advertising campaign combining traditional and digital media
- Review and update our strategic plan for the 2026–2028 period
- Evolve and optimize PROCURE's digital strategy to enhance reach and engagement
- Increase PROCURE's total revenue by 15%
- Optimize corporate donations to improve the balance between corporate and individual contributions

Message from the President and CEO

The year 2024 was a significant one for PROCURE. On behalf of our entire team, I want to extend my heartfelt thanks to our donors, partners, volunteers, and ambassadors. Thanks to your support, we've continued to fulfill our mission of raising awareness, educating, and supporting men affected by prostate cancer and their loved ones. Your commitment is essential to our work, and we are deeply grateful.

I would also like to sincerely thank the PROCURE team, whose dedication and professionalism are at the heart of everything we achieve. Every day, your passion and efforts make a real difference in the lives of those we support.

Looking ahead, 2025 will mark an important milestone for PROCURE. Our team will begin revisiting our three-year strategic plan to realign our objectives with the current reality of prostate cancer and better respond to the evolving needs of the men who are affected. This process will allow us to deepen our understanding of the patient's experience and refocus our efforts on a truly patient-centred approach.

Our work continues to be grounded in strategic collaborations with researchers, physicians, academic institutions, and committed corporate partners. PROCURE remains dedicated to investing alongside partner organizations—a model that not only accelerates scientific progress but also improves the overall care of men facing prostate cancer. We are proud to maintain strong partnerships with the Cancer Research Society (CRS), the Canadian Urological Association (CUA), the Quebec Urological Association, and the Cedars Cancer Foundation.

In the coming year, we also aim to expand PROCURE's reach and impact by optimizing our digital strategy. This includes evolving our website, diversifying our communication platforms, and launching a multi-channel advertising campaign. By combining digital and traditional efforts, this campaign will significantly increase awareness of PROCURE and strengthen public engagement around prostate cancer.

While there is still much to be done, we remain confident that—together—we will continue to advance research, improve access to information, and provide meaningful support to those affected by prostate cancer. Thank you for being part of this mission that is so close to our hearts.

With sincere appreciation,

Laurent Proulx
Chief Executive Officer of PROCURE



Marie-Claire Richer

Message from the Chair of the Nomination, Governance and Human Resources Committee

In 2024, PROCURE's Governance and Human Resources Committee remained committed to ensuring strong and sustainable governance practices. One of the year's key priorities was succession planning — both at the executive level and within the Board of Directors. We began a thoughtful process to assess the organization's future needs, define the skill sets required, and outline the foundations of a succession plan, along with the next steps.

As part of our ongoing commitment to continuous improvement, we also implemented formal evaluation mechanisms for the Board of Directors and its Chair. This initiative was designed to ensure that PROCURE remains a high-performing organization aligned with best governance practices.

Additionally, to better equip us in anticipating and managing risk, we delivered a training session on integrated risk management. This proactive approach helps strengthen our resilience and our ability to adapt in a rapidly changing environment.

We are proud of the progress made this year and will continue working to ensure PROCURE's long-term strength and stability in fulfilling its mission.

Marie-Claire Richer

Marie-Claire Richer inf., PhD, ASC

Chair of the Nomination, Governance and Human Resources Committee

Executive Director – Ordre des infirmières et infirmiers du Québec

Assistant Professor – Ingram School of Nursing – McGill University



Our Board of Directors

Our Board of Directors brings together a wide range of expertise, and we're fortunate to count on the support of such dedicated individuals. Their knowledge and experience play a key role in moving our mission forward. We're truly grateful for the time, energy, and generosity they've shared throughout the year. Their commitment is a driving force behind PROCURE's growth and impact.



Cédric Bisson, M.D. and LL.B.
Chairman of the Board
Partner, Teralys Capital



Salvatore Guerrera
Vice-president
*President and CEO,
SAJO*



Peter Mendell
Secretary
*Attorney and partner, Davies, Ward,
Phillips & Vineberg*



Pierre Vallerand, CPA auditor
Treasurer and Chair
of the Audit Committee
*Associé Conseil,
Raymond Chabot Grant Thornton*



Marie-Claire Richer inf., PhD, ASC
Chair of the Nomination, Governance and
Human Resources Committee
*Executive Director – OIIQ
Assistant Professor – Ingram School
of Nursing – McGill University*



Dr. Armen G. Aprikian
Board member
*Holder of the Research Chair in Urology
Professor, Department of Urology,
McGill (MUHC)*



Jean-Philippe Duchesneau
Board member
*Co-owner, Voiles en Voiles
and Écorécro Group*



Franco Niro
Board member
President, Franco Niro Holdings Inc.



Joey Saputo
Board member
*Owner, CF Montréal and
Saputo Stadium*



Jean-Luc Trahan
Board member
*Consultant, Strategy
and Communication*



Dr. Vincent Trudeau
Board member
*Surgeon-Urologist,
(CHAUR – CIUSSS MCQ)*



Laurent Proulx
Board member
*President and Chief Executive
Officer of PROCURE*



Our spokespersons

Three voices, one shared commitment

We are proud and deeply grateful to once again count on the caring presence of our spokespersons **Isabelle Pagé**, **Winston McQuade** and **Bertrand Godin**. They carry our mission with passion and conviction.

Each in their own way, they inform, inspire, and help break down the taboos surrounding prostate cancer. Their compassion and unwavering commitment reflect the strength of our community—one that is human, united, and driven to make a difference.

Our founding president, Marvyn Kussner



A vision that still guides us

PROCURE was born from the vision and courage of an exceptional man, **Marvyn Kussner** (1930-2013), who turned his personal battle with prostate cancer into a collective mission. His goal was to provide information, support, and hope to all those affected by the disease. More than twenty years later, his legacy continues to guide us as we innovate to better support patients and their loved ones, and drive progress in research.

A vision that still guides us

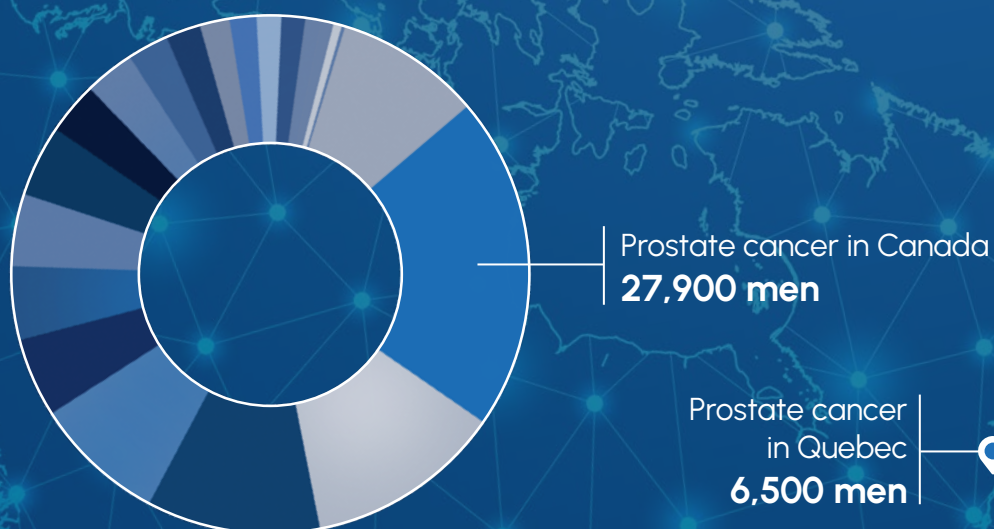
Sheila Kussner, who passed away in August, was an early supporter of PROCURE alongside her husband Marvyn. Through her remarkable commitment, she generously and wholeheartedly supported the causes close to her heart for many years. Her dedication and compassion will continue to inspire our mission.

Our Ambassadors and Directors Emeritus

Behind PROCURE's strength are individuals with generous hearts whose loyalty and dedication have left a lasting mark on our organization. By naming them Ambassadors and Directors Emeritus, we pay tribute to their exceptional contributions and unwavering support. Through their leadership and commitment, they've helped us grow, be heard, and better support those who need us.

Jean Pagé - Michel Côté - Jean de Grandpré - Stephen Jarislowsky - Éric Lamarre
Alain Lemaire - Malvina Klag - Richard Renaud - Dr Fred Saad - Dr Luc Valiquette

Distribution of projected cancer cases in 2024



18
/day

18 Quebecers
are diagnosed
with **prostate cancer**
every day

Prostate cancer in numbers

In Quebec, there are an average of **6,500** new cases of prostate cancer each year. Nationally, the numbers are even more concerning, with **27,900** new cases reported annually.

Main risk factors



Family history

A family history of prostate cancer increases the risk, particularly if the cancer was diagnosed in close male relatives at an early age. Risks are also higher for those with a family history of breast, ovarian, or pancreatic cancer.



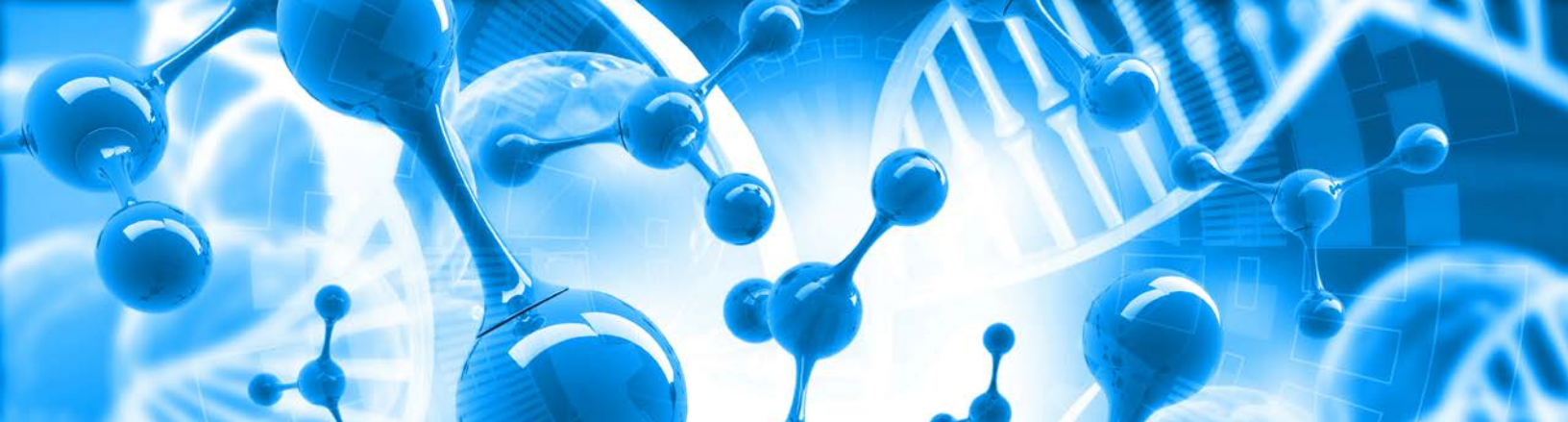
Age

Prostate cancer is mainly diagnosed in men over 50, and its prevalence increases with age. Cases before the age of 50 are rare and often linked to genetics.



Ethnicity

The frequency of prostate cancer varies among populations, being higher in black men, who are also more likely to be diagnosed at an advanced stage and at a younger age compared to white men. Men of Asian descent have the lowest incidence rate.



Research and innovation

At PROCURE, we strongly believe that research is the key to transforming the future of prostate cancer. That's why we are committed to supporting innovative and promising research initiatives that have the potential to improve prevention, diagnosis, and treatment.



PROCURE Biobank

Established in 2007, the PROCURE Biobank is one of Canada's leading resources for prostate cancer research. It contains a vast collection of biological samples and clinical data provided by over 2,000 men who underwent prostatectomy at four major university hospital centres in Quebec between 2006 and 2013.

These participants generously agreed to provide blood and urine samples during follow-up visits. Thanks to this rich, long-term dataset, the PROCURE Biobank is a unique and invaluable tool for advancing research, particularly in longitudinal studies focused on diagnosis, treatment, and a deeper understanding of the disease.

Building bridges for collaborative research

The strength of our commitment lies in our ability to forge meaningful connections. To achieve this, we work closely with strategic partners, academic institutions, and renowned research centres. These alliances allow us to broaden our impact and provide researchers with the resources they need to pursue innovative avenues.

By joining forces with a diverse network of partners, we are helping to create an ecosystem that fosters innovation. This collaborative approach accelerates translational research, bridging the gap between laboratory discoveries and clinical applications.

Because every discovery matters, PROCURE is proud to be a catalyst for scientific progress in service of patients.

Ongoing prostate cancer genome research project

In November 2022, we announced our partnership with the Cedars Cancer Foundation and the Marathon of Hope Cancer Centres Network, along with a \$2.6 million investment—one of our most significant research initiatives to date. The project is ongoing and focuses on an in-depth analysis of the genetic profile of 100 patients who passed away from prostate cancer, using samples from the PROCURE Biobank.

PROCURE
CANCER – PROSTATE



Two research grants of \$75,000 were awarded in partnership with the Canadian Urological Association Scholarship Foundation (CUASF), for a total commitment of \$150,000.



Dr. Louis Lacombe (CHU de Québec)

Project title: "Metabolomics and Lipidomics of Prostate Cancer Progression Using the PROCURE Biobank".



Dr. Adam Kinnaird (University of Alberta)

Project title: "PSMA-Guided Ablation of the Prostate (P-GAP): A Multicentre Feasibility Study for a Randomized Controlled Trial".

PROCURE
CANCER – PROSTATE



Two research grants of \$50,000 were awarded in partnership with the Foundation of the Quebec Urological Association, for a total commitment of \$100,000.



Dr. Frédéric Pouliot (CHU de Québec – Université Laval)

Project objective: To expand and validate a personalized outcome prediction model for newly diagnosed prostate cancer patients by integrating clinicopathological data and multi-task machine learning using artificial intelligence.



Dr. Alexis Rompré-Brodeur (McGill University Health Centre – MUHC)

Project objective: To develop a multimodal predictor of the risk of extraprostatic extension (EPE) following prostate biopsy in patients with localized prostate cancer scheduled for primary treatment.



Our dedicated healthcare professionals

We would like to acknowledge the invaluable contribution of several healthcare professionals who, in 2024, generously shared their time and expertise by joining our Content Validation Committee. Their volunteer commitment plays a key role in ensuring the quality and rigour of our patient information program.

Thanks to their meaningful involvement, PROCURE provides accurate, relevant medical content and tools tailored to today's challenges. We are deeply grateful for their dedication, which strengthens the impact of our mission. Their exemplary collaboration is a powerful example of how partnerships between the medical field and the community can drive meaningful change.

Members of PROCURE's content validation committee:



Dr. Armen Aprikian
Surgeon-Urologist



Dr. Thierry Dujardin
Uro-Oncologist



Dr. Nawar Hanna
Uro-Oncologist



Dr. Marie-Paule Jammal
Urologist



Dr. Marie-Lyssa Lafontaine
Physician, Urology Resident



Dr. Thierry Lebeau
Surgeon-Urologist



Dr. Malek Meskawi
Endo-Urologist



Dr. Geneviève Nadeau
Urologist



Dr. Paul Toren
Clinician-Researcher
in Urology



Dr. Vincent Trudeau
Surgeon-Urologist



Dr. Peter Vavassis
Radio-Oncologist



Accessible, essential support—7 days a week

Receiving a prostate cancer diagnosis is a life-altering experience, both for the individual and their loved ones. From the moment the news is delivered, a wave of emotions can arise—confusion, worry, and fear of the unknown. The journey that follows is marked by ups and downs, with each phase of treatment—whether it be surgery, radiation, hormone therapy, or other approaches—bringing its own set of physical and emotional challenges. Understanding treatment options, managing side effects, and facing

uncertainty require ongoing, compassionate guidance.

At PROCURE, we understand just how critical it is to have access to trustworthy support at every stage of this journey. That's why we offer a free, confidential medical assistance line, available seven days a week, including holidays, and accessible from anywhere in North America. Staffed by nurses specialized in uro-oncology, this service provides a reliable, reassuring point of contact for anyone in need of answers,

information, or simply someone who will listen.

Whether at the time of diagnosis, during treatment, or throughout recovery, this service offers personalized support tailored to the unique needs of each individual. It's a cornerstone of our mission and a reflection of our unwavering commitment to being by the side of patients and their families every step of the way.

This service is more than just a resource—it's a lifeline during moments of doubt and uncertainty.



Jean-Denis D., 66 ans

"I was told that I had prostate cancer and had to choose between 2 treatments. The doctor was great in explaining but somehow once I got home, I had so many more questions, and so did my wife. Having access to a specialized nurse to re-explain and help us understand what to expect was such a relief. The nurse at PROCURE gave us the guidance we needed and the answers to our many questions. Thanks to her, I was able to make the right decision for me. I'm very grateful for this free and confidential service."



Resources tailored to patients' needs

Because every health journey is unique, we are committed to developing a wide range of accessible tools to meet the concerns of individuals affected by prostate cancer. From understanding the diagnosis to managing treatment side effects, our resources cover every aspect of the disease and its impact on daily life. Whether it's medically validated information or practical tips for living better with prostate cancer, our goal is to offer relevant, trustworthy content.

All our resources undergo a rigorous review and approval process by PROCURE's Validation Committee to ensure the quality and accuracy of the information we provide. This standard ensures that patients and their loved ones have access to precise, up-to-date knowledge—essential for making informed decisions. We remain dedicated to expanding our offerings and innovating to better support our community and respond to the growing challenges associated with prostate cancer.

Uncompromising commitment

PROCURE is firmly committed to maintaining complete transparency and impartiality in all its educational materials. We are deeply grateful to our partners who, through their educational grants, enable us to broaden our mission while ensuring that reliable, accessible content is available to all who need it.

Thank you to our partners

Astellas - AstraZeneca
Bayer - Janssen
Novartis - Pfizer - Tolmar

Pierre L., 60 ans

"A few months after my prostatectomy, I wasn't sure if some of the side effects I was having were normal. The nurse I spoke to on the PROCURE medical support line was kind and attentive to my concerns. He provided practical advice and was reassuring. I was happy not to have to go to the emergency to get an answer or to wait for my next medical appointment. This is a precious service that I greatly appreciated."

Prostate Cancer Awareness

September - Prostate Cancer Awareness Month

In September, PROCURE intensified its efforts to inform, educate, and mobilize the public around this disease. The awareness month aimed to break taboos, encourage open dialogue, and encourage men to talk to their doctor about their health.

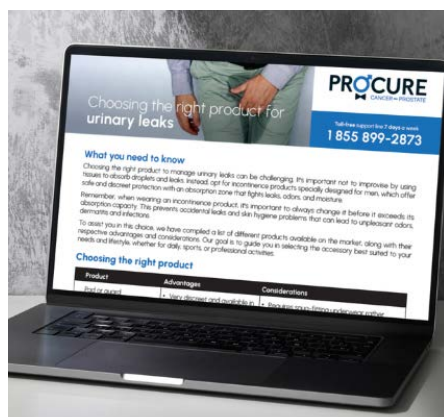
8 Educational video capsules

We released a new series of informative video capsules that address various aspects of care and recovery following radical surgery, focusing on practical and beneficial approaches for physical health.

4 Patient information sheets

The patient information sheets presented last month cover a variety of topics related to care and recovery, providing practical tips and essential information. You can find the sheets in the list below:

- Understanding Fiber for Optimal Digestion
- Choosing the Right Product for Urinary Leaks
- How to Manage My Fluids to Reduce Urinary Leaks
- How to Maximize Stool Evacuation



The content provided during Prostate Cancer Awareness Month was made possible by an educational grant from our following partners

Astellas - AstraZeneca - Cigonia - Janssen - Merck

November 19 - Quebec Prostate Cancer Awareness Day

This day was established by a unanimous resolution of the National Assembly in 2014, with a new motion tabled in 2024. Each year, on this occasion, PROCURE invites municipalities across Quebec to demonstrate their commitment and play an active role in the fight against prostate cancer by adopting a resolution to recognize November 19 as Quebec Prostate Cancer Awareness Day in their municipality.

Many answered our call by passing a resolution or by supporting the Bowvember campaign through the purchase of bow ties.

Together, let's move, create, share, wear, and dare... to support the cause!

PROCURE is deeply committed to raising awareness about prostate cancer. That's why we organize a wide range of initiatives throughout the year, across Quebec. These activities also play a vital role in funding the programs and services we provide to support patients and their loved ones.

Together, the following four activities raised over \$450,000 for the cause in 2024.

HOCKEY NIGHTS PROCURE

CANCER - PROSTATE

Each year, in January and February, hockey teams of all kinds—ice, cosom, and dek—come together to dedicate a regular season game in support of PROCURE. From garage leagues to municipal and recreational teams, players from all backgrounds rally around the cause. Since 2023, we've also welcomed under-18 teams and school leagues. A promising next generation is already taking part in this campaign, now in its fifth edition!

We also extend our thanks to Dany Dubé and Martin McGuire for once again accepting the roles of co-chairs of this campaign.

Funds raised: \$87,424



Thank you to our partners and sponsors

Captodor - Blue Sports - CN Employees' and Pensioners' Community Fund - Cogeco Média
Distribution Stox - Golf Matha - Hockey Québec - IG Wealth Management - Rockets de Laval - Spordl

THE WALK OF COURAGE PROCURE

CANCER - PROSTATE

For its 18th edition, the Walk of Courage PROCURE, held in memory of Jean Pagé, continued to bring together families and communities across Quebec over a period of 30 days. This heartfelt, family-friendly event has become a meaningful tradition for those affected by prostate cancer. On Father's Day, walkers of all ages came together on Mount Royal—in person and in spirit—to honour a loved one and to support the cause.

Funds raised: \$56,267



THE TOUR OF COURAGE PROCURE

CANCER - PROSTATE

The PROCURE Tour du Courage, which marked its 15th edition this year, is a major fundraising event that has raised over \$3 million over the years—thanks to the dedication and incredible commitment of countless cyclists who pour their hearts into a cause they deeply care about.

Funds raised: \$286,565

Thank you to our partners and sponsors

AON - Bicycles Quilicot - Biemme
Bottecchia - Brix - Fondation
Groupe MTY - Jean Coutu - Guru
Les Grands Prix Cyclistes de
Québec et de Montréal (GPCQM)
Néo Chips - St-Hubert Express
Beloeil - Tim Hortons - Vélo Mag



THE RIDE OF COURAGE PROCURE CANCER - PROSTATE

From September 1 to 30, during Prostate Cancer Awareness Month, the PROCURE Ride of Courage connected motorcycle enthusiasts across Quebec. Thanks to the dedication of our committed partners, this initiative continues to gain momentum year after year, rallying a loyal and growing community of donors who ride for the cause!

Funds raised: \$22,778



Thank you to our partners and sponsors

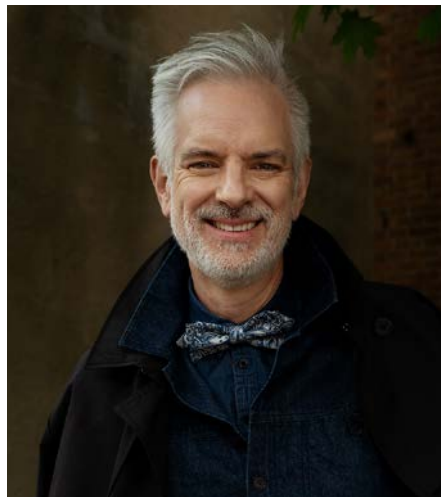
Fédération Motocycliste du Québec - Intact Insurance - Moto Journal - Moto Québec - TECNIC



An iconic campaign

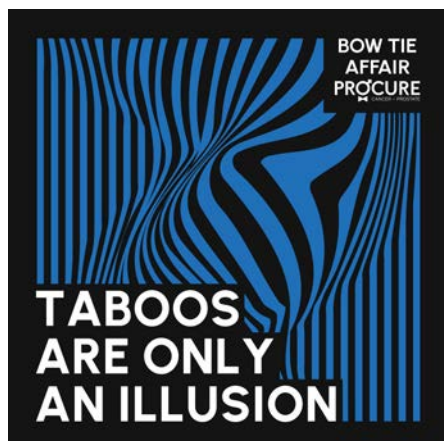
The 11th edition of our signature Bowvember campaign, under the theme “Dare to wear it, dare to talk about it,” once again rallied the public around prostate cancer awareness. Thanks to the remarkable involvement of more than 40 public figures from the worlds of sports, culture, and politics, the cause gained exceptional visibility—and this year, the message was heard loud and clear thanks to our dedicated ambassadors!

Inspired by the “Pop Art” artistic movement and the Western, the famous Quebec designer Philippe Dubuc, who has been partnering with PROCURE for many years, imagined a fun and modern bow tie, offered in a denim-style fabric for a “Canadian Tuxedo” look, which encourages you to get out of your comfort zone, dare to get noticed, spark conversation, and break the silence and taboos surrounding this often-overlooked disease.



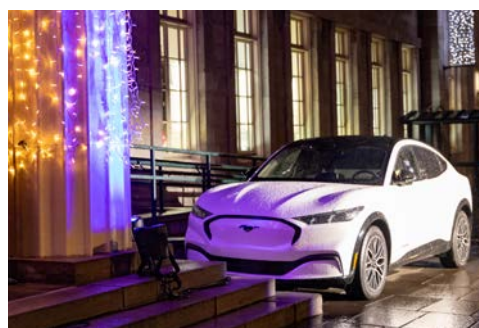
BOW TIE AFFAIR PROCURE

CANCER - PROSTATE



Illusion was at the heart of this year's theme for the Bow Tie Affair PROCURE. Through an immersive experience, all the senses were engaged — wonder, surprise, and even a touch of discomfort — to create unforgettable moments and meaningful opportunities for exchange among guests.

A heartfelt thank you to everyone who helped make this evening so memorable, and who continue to support our cause with dedication and heart.



AUCTION PROCURE

CANCER - PROSTATE



Each year, as part of our Bowtievember campaign, our team hosts a one-of-a-kind auction made possible by the support and generosity of numerous partners and corporate donors. Once again this year, we offered a wide selection of exclusive items, unique experiences, and rare collectibles.

The PROCURE Auction is a perfect opportunity to treat yourself while making a real difference in the fight against prostate cancer.

Thank you to our partners and sponsors

Association des Pompiers de Montréal - AURAY - Bayer - Broccolini - Club Med - Ernest - Gray Collection
Mantra Pharma Novartis - Pfizer - Point S Canada - RBC Marchés des Capitaux - SAQ - Simons
Solutions d'eau Bourgelas inc. - Structurack - Ticketmaster - Tolmar

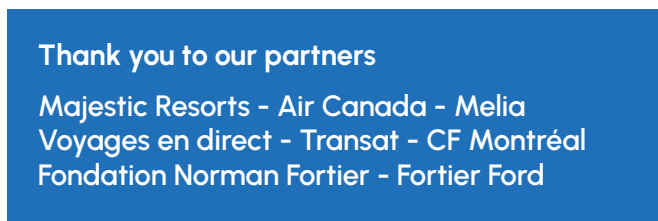


The goal was ambitious, and we were proud to announce a record-breaking amount of \$1,261,800 raised for the 2024 Bowvember campaign during our flagship benefit evening, the PROCURE Bow Tie Affair, held on November 28 at Marché Bonsecours.



Launched in 2023, our PROCURE lotteries once again generated excitement in 2024. This year's prizes included a VIP trip for two to Paris to attend a Taylor Swift concert (winner: Jean Vallée), a getaway for two to Cancún, Mexico (winner: Naila Dubé), and, as part of a second lottery, a brand-new 2024 Ford Mustang Mach-E electric vehicle (winner: Gilbert Vallée).

Thanks to the enthusiasm of our participants and the invaluable support of our partners, these lotteries raised a total of \$407,433. Every dollar collected went directly toward our mission, significantly strengthening our ability to fund innovative research and provide essential information and support programs for patients and their loved ones.



From left to right: Laurent Proulx, CEO of PROCURE; comedian and 2024 PROCURE ambassador Mathieu Dufour; the grand prize winner of the trip to Paris, Jean Tardif, and his guest.



A wave of generosity

Every year, we are deeply touched by the creativity, commitment, and generosity of the many individuals who come together to organize events and initiatives that raise awareness about prostate cancer and help fund our mission. To all those individuals and organizations who stand by our side—thank you. Our PROCURE ambassadors and friends are an essential part of our journey, and we are truly grateful for their continued support. Here's a snapshot of the inspiring initiatives carried out in 2024, which raised over \$110,000 for the cause.



Thank you to our third-party event organizers

Anthony and Vincent Messier (Greg Messier Open) - Bradley Ogier (Bradley Ogier Open)
 Marjorie Carey (Poker Night) - Maurice Piché (Battle of the Sexes) - Michel Carmel, Richard Adam,
 Richard Millette, and the entire organizing committee (Petit-déjeuner bénéfice - Sherbrooke)
 Pierre-Olivier and Richard Nadeau (Éric Papineau Classic) - Rob Hamilton (CUA Concert)
 Sylvain Patry (Balmoral Golf Tournament)

Our volunteers

To each and every volunteer who dedicated their time and energy to our cause in 2024, we extend our heartfelt thanks. Your commitment is truly inspiring, and we are grateful to be able to count on such exceptional individuals.





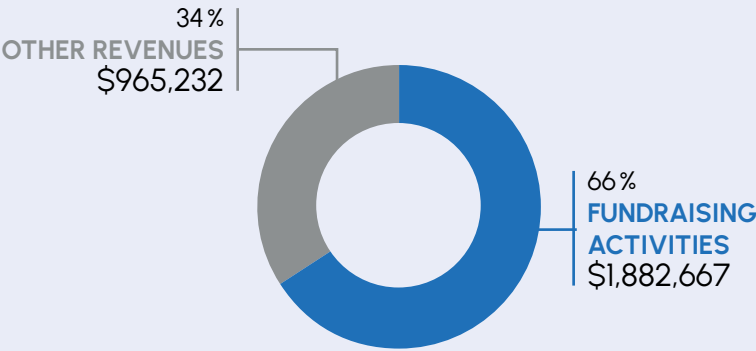
The impact of your donation

PROCURE is an organization that depends on the generosity of its donors to accomplish its mission. This is why we have the responsibility to see to sound financial management, the judicious use of sums, transparency, and long-term profitability. You can therefore be assured that your donation has a concrete impact on people affected by prostate cancer.

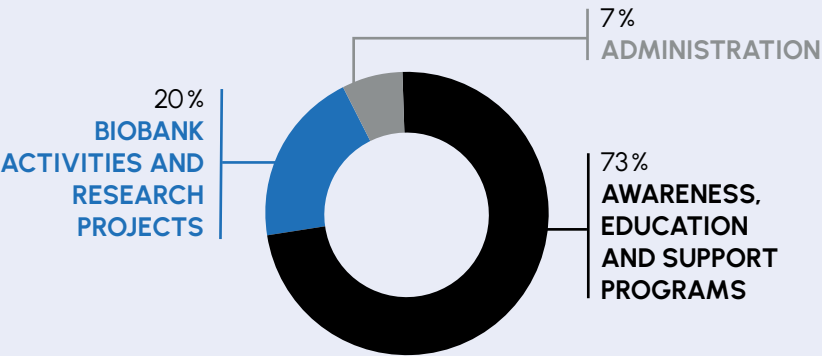
PROCURE makes every effort to reduce its administrative costs to keep them at a maximum of 10%. For the 2024 fiscal year, PROCURE minimized its administrative cost to only 7%.

That means that at least \$0.93 of every dollar donated directly supports the fight against prostate cancer.

Where does the money come from?



Where does your donation go?



Our corporate and individual donors

Thanks to the generosity of our donors, we continue our daily efforts to enhance our support services and advance prostate cancer research.

\$25,000 and more

Caisse de bienfaisance des
employés et retraités du CN
Fondation Norman Fortier
iA Groupe Financier
LoPresti Robert
Raymond Chabot Grant Thornton
Société de Gestion Hac

\$10,000 - \$24,999

Aon Canada Inc.
Association des Pompiers
de Montréal
Auray
Broccolini Construction Inc.
Centrale des syndicats du Québec
Ernest
Fondation Carmie et Joey Saputo
Fondation Germaine et Émile Crevier
Fondation St-Hubert
HVAC Inc
Leonard Sanders Family Foundation
Marcotte Louis
Philhobar Design Canada Ltd
SAQ
Services Financiers BMA Inc.
The Jewish Community Foundation
TLA Architectes Inc
Unimax Ltée

\$5,000 - \$9,999

Association de la construction
du Québec
Carrosserie Deschênes
Cayouette Donald
Elopak
Exp Services Inc
Fondation Lise et Richard Fortin
Fondation MTY
Fondation RBC
Fortin Richard
Gervais Stéphane
Global Excel
Groupe Jean Coutu Inc.
Intact Assurances
Kinatex
La Maison Simons Inc.
Legault Richard
Les Placements Richard Adam Inc
MDA Space
RBC Banque Royale

Solutions d'eau Bourgelas Inc
The Niro Family Foundation

\$1,000 - \$4,999

2733 1172 Québec Inc
9314-5738 Québec Inc
A & R Belley
Agro Roberto
Alex Leclerc Inc
Ancil Pierre
ArcelorMittal Produits longs Canada
Association Moto Tourisme
Baie Des Chaleurs
Association Unie Local 144
B.O.H.A
Beauregard Claude
Belley Inc.
Belmaral Management
et Consultants Inc
Benisti Olivier
Bisaillon Sébastien
Bitumar
Black David
BMW Sainte-Julie
BMW Sherbrooke
Boston Pizza de Rouyn-Noranda
BU Monday / Thursday Hockey
Camps De Santé Bruchési
Cardinal Marc
Carmel Michel
Carrier Enterprise Canada, Lp
Carrière Justin
Carrière Louis-Philippe
Centre de recherche du CHUS
Centre de Villégiature et
de Congrès Lanaudière Inc
Centura Québec
Chabot René
Club de Golf Victoriaville
Club de hockey Canadien
CMEQ Section Montréal
Construction Dacéli
Coopérative funéraire de l'Outaouais
Côté Michel
CVC-Lanaudière
Descair
Desjardins Pierre
Desrosiers Bruno
Dr Valiquette Inc
Duchesne Rachel
Duquette Donald
Elem Group

Energie
Enertrak Inc.
Espace Houblon Inc
Excel Climatisation
Exp
Fairmont Le Reine Elizabeth
Fidelity Investments Canada
Fondation Des Canadiens
Fondation Desjardins
Fondation Famille Basmaji
Fondation Famille Crépeau
Fondation MB Capital
Fondation Papillon Bleu
Fortin Dansereau Inc.
Gagnon Martin
Garage Patenaude Inc
GE Aérospatial
Gestion Immobilière Fleurimont
Gestion Privée 1859
GLP Hi-Tech Inc.
Grillage Bolar (Canada) Inc
Grimard Franque
Groupe À L'Infini
Groupe Artea
Groupe Cirtech Inc.
Groupe Panorama Inc
Groupe Tecnic Canada
Handfield Stéphane
Hayes Redmond
Hinchliffe David
Houle Stéphane
Imprimerie L'Empreinte
Invesco Canada Ltd
Investissements Manuvie
ITC Montréal Inc.
Joly Richard
Joyal Dominique
Kinessor
La Fondation Familles Samara
Laboratoire Riva
Lacoursière Louis
Lajoie Alexandre
Laurin, Laurin
Laverdure Jacques
Le Groupe Cibs
Lebel-Grenier Sébastien
Leclerc Roger
Lemaire Donald
Lemire Éric
Les Constructions Julien Duhaime
Les Isolations Caron Inc
Lessard Martine

Mayrand Marie
Mica Cabinets de Services Financiers
Michaud Sébastien
Michel Guimont Entrepreneur
Électricien Ltée
Millette Richard
National Process Equipment Inc.
Octave Assurances
Ogier Cory
Ostiguy Raynald
Paquin Marilou Monette et Alexandre
Petitclerc Denis
Poisson Yves
Productions Plakett
Produits Forestiers Arbec Inc.
Proteau Frédérick
Quasimodo Ltée

Résidence Funéraire Steve L. Elkas
Rheinmetall Canada
Rivest Martin
Romeo J. Inc
Sarah Pacini Canada
Simard Pierre
SMUS - Société des Médecins
de l'Université de Sherbrooke
Spicers
STL Construction
Studios Spark Factory Inc
Superbowl du Boston Pizza
Syndicat des Métallos
Syndicat d'Ikea Montréal (CSN)
Tardif Marie-Hélène
Telus

The Central National Gottesman
Canada Foundation
Tremblay Jimmy
Trudeau Vincent
Turcotte Stéphane
TVA Productions
Université de Montréal
Vaillancourt Benoit
Vallerand Pierre
Ville de Delson
Ville de Laval
Ville de Longueuil
Ville de Québec
Ville de Sherbrooke
Villeneuve Luc
Weldon Robert
Yargeau Christian

Our ambassadors (\$1,000 and more)

Albert Jean Pierre
Archambault Jean-Francis
Bastien François
Beaulac Jocelyn
Beaulieu François
Bernard Jean-Philippe
Bibeau-Villiard Philippe
Bigras Stéphane
Bodnar Stefan
Bouchard Norm
Bureau Yves-André
Calixte Serge
Chabot Luc
Collier David
Costom Suzanne
Côté Marc-Éric
Dallaire Mathieu
Dansereau Maxime
De Varennes Stéphane
Delisle Serge
Delorme François
Des Rosiers Bruno
Descôteaux Luc
Drouin Marie-Pierre
Ducharme Gilles
Duchesne François
Fafard François
Ferretti Dan
Forest Denis

Fortier Bruno
Fortier Éric
Fortin Richard
Gagnon Clément
Gagnon Rémi
Garneau Josée
Gendron Yves
Halliday Gordon
Hawry Daniel
Hayes Redmond
Hinchliffe David
Janson Luc
Kalichman Peter
Krause Eric
La Roche François
Laforest Robert
Landry Robert
Langlois Jean-Pierre
Lanthier Francis
Lapierre Benoît
Laroche Martin
Lavoie Daniel
Leclerc Josiane
Lehoux René
Lemaire Marie-Josée
Macintosh Alan
Mailloux Alexandre
Marin Pierre
Marquis Réjean

Mathieu Sylvain
Melki Jonatan et Simon
Michaud Jean-François
Moisan Éric
Monet Philippe
Montreuil Marc
Morasse Richard
Morel Philippe
Morton Forbes
Mouton André
Ostiguy Gabriel
Papillon Louis
Parent Mario
Petitclerc Denis
Rioux James
Sevigny Pascal
Simon Valiquette Carl
Skelling Jean-Pierre
Stotland Harold
St-Pierre Julien
Sullivan Kim
Tardif Daniel
Tremblay Denis
Tremblay Yves
Trépanier Éric
Trudeau Sylvain
Urbain François
Vachon Jimmy
Vallée Bernard
Vallières Éric

2024 Financial Results





Pierre Vallerand

Message from the Treasurer

I am pleased to share PROCURE's 2024 financial results for 2024—a reflection of the care and commitment we bring to everything we do. Thanks to the incredible generosity of our donors, we have been able to carry out our mission with impact—supporting both research and individuals affected by prostate cancer.

We continue our collaboration with the auditing firm MNP to oversee our financial review, reaffirming our commitment to transparency and the responsible management of the funds entrusted to us.

We make every effort to optimize each dollar received, ensuring that the majority of our resources are directly invested in our support programs and research initiatives. The financial statements for the fiscal year ending December 31, 2024—prepared in accordance with Canadian accounting standards for not-for-profit organizations—reflect our dedication to maintaining rigorous and ethical financial practices.

Your support is both meaningful and vital to our mission. On behalf of the entire team and the many individuals and families we support, I extend my sincere thanks. Together, we are making a real difference.

A handwritten signature in blue ink that reads "Pierre Vallerand".

Pierre Vallerand, CPA auditor
Treasurer and Chair of the Audit Committee
Associé Conseil, Raymond Chabot Grant Thornton LLP

Independent Auditor's Report

Qualified opinion

We have audited the accompanying financial statements of ALLIANCE PROCURE (the "Organization"), which comprise the balance sheet as at December 31, 2024, and the statements of operations, changes in net assets and cash flows for the year then ended, and the related notes to the financial statements, including a summary of significant accounting policies.

In our opinion, except for the effects of the matter described in the "Basis for Qualified Opinion" section of our report, the accompanying financial statements present fairly, in all material respects, the financial position of the Organization as at December 31, 2024 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.

Basis for qualified opinion

Like many not-for-profit organizations, the organization derives income from fundraising activities, the completeness of which it is not possible to audit satisfactorily. Consequently, our audit of these revenues was limited to the amounts recorded in the organization's accounts, and we were unable to determine whether any adjustments might need to be made to the amounts of fundraising revenues, excess of revenues over expenses and cash flows from operating activities for the year ended December 31, 2024 and 2023, current assets and current liabilities as at December 31, 2024 and 2023, and net assets as at January 1 and December 31, 2024 and 2023. We therefore expressed a qualified audit opinion on the financial statements for the year ended December 31, 2023 due to the possible effects of this limitation in the scope of our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under these standards are more fully described in the section of this report entitled "Auditor's Responsibilities for the Audit of the Financial Statements". We are independent of the Organization in accordance with the rules of professional conduct applicable to the audit of financial statements in Canada, and have fulfilled our other ethical responsibilities under those rules. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified opinion.

Other matter

Without modifying our opinion, we draw attention to Note 3 to the financial statements, which explains that certain comparative information for the year ended December 31, 2023 has been restated.

Responsibilities of management and those charged with governance with respect to the financial statements

Management is responsible for the preparation and fair presentation of the 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.

In preparing the financial statements, management is responsible for assessing the Organization's ability to continue as a going concern, disclosing any going concern issues and applying the going concern basis of accounting, unless management intends to liquidate the Organization or cease operations, or if there is no realistic alternative.

Those charged with governance are responsible for overseeing the organization's financial reporting process.

Auditor's responsibilities for the audit of financial statements

Our objectives are to obtain reasonable assurance that the financial statements taken as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report containing our opinion. Reasonable assurance represents a high level of assurance, but does not guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect all material misstatements. Misstatements may result from fraud or error and are considered material when it is reasonable to expect that, individually or in aggregate, they could influence the economic decisions that users of the financial statements make in reliance on them.

In an audit conducted in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and critical thinking throughout the audit. In addition:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures in response to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our audit opinion. The risk of not detecting a material misstatement resulting from fraud is higher than that of a material misstatement resulting from error, as fraud may involve collusion, falsification, deliberate omission, misrepresentation or circumvention of internal control.
- Obtain an understanding of the 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's internal control.
- Evaluate the appropriateness of the accounting policies used and the reasonableness of accounting estimates made by management, as well as the related disclosures made.

- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether there is any material uncertainty related to events or circumstances that may cast significant doubt on the entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw the attention of the readers of our report to the disclosures in the financial statements about that uncertainty or, if those disclosures are not adequate, to express a modified opinion. Our conclusions are based on evidence obtained up to the date of our report. Future events or circumstances could cause the Organization to cease operations.
- Evaluate the overall presentation, structure and content of the financial statements, including the information provided in the notes, and assess whether the financial statements give a true and fair view of the underlying transactions and events.

In particular, we communicate to those charged with governance the planned scope and timing of the audit work and our significant findings, including any material weaknesses in internal control that we may have identified during the course of the audit.



Montreal, Quebec, April 23, 2025

S.E.N.C.R.L., s.r.l./LLP
 8200 Décarie Blvd., Suite 190, Montreal, Quebec H4P 2P5
 Tel.: 514.933.8611 Fax: 514.933.1142 MNP.ca

Income statement

	2024	2023
		(redressed)
REVENUES	\$	\$
Fundraising Activities		
Donations from individuals	569,440	617,884
Donations from companies	420,652	433,311
Donations from foundations	424,988	320,200
Sponsorships	467,587	358,150
	1,882,667	1,729,545
Other Revenues		
Merchandise sold	548,890	509,391
Lottery revenues	345,890	205,234
Investment revenues	70,452	52,071
	965,232	766,696
Total revenues	2,847,899	2,496,241
EXPENSES (Appendix A)		
Awareness, education and support programs	1,454,561	1,178,352
Material for resale	285,672	261,799
Biobank	468,924	372,810
Administration	165,270	100,340
Total expenses	2,374,427	1,913,301
Excess of revenues over expenses	473,472	582,940

The complementary notes are an integral part of the financial statements.

Balance sheet

	2024	2023
		(redressed)
ASSETS	\$	\$
Short term		
Cash	1,494,442	1,258,064
Investments	1,015,795	647,317
Accounts receivable	313,885	131,211
Prepaid expenses	6,883	-
	2,831,005	2,036,592
Long-term investments	743,128	703,493
Tangible and intangible fixed assets	7,167	1,862
Guarantee deposit	5,000	17,500
Total assets	3,586,300	2,759,447
LIABILITIES	\$	\$
Short term		
Accounts payable	448,505	105,124
Deferred income	75,000	25,000
	523,505	130,124
Long term debt	-	40,000
Total liabilities	523,505	170,124
NET ASSETS	\$	\$
Internal assignments (research funds) - See note 1	2,000,000	1,500,000
Unrestricted net assets	7,167	1,862
Invested in assets	1,055,628	1,087,461
	3,062,795	2,589,323
Total liabilities and net assets	3,586,300	2,759,447

Complementary note

Note 9 - Internal Assignment

The Board of Directors has resolved to establish internal restrictions with the objective of setting aside funds to cover the organization's anticipated future expenditures. These internally restricted amounts may not be used for other purposes without the prior approval of the Board of Directors. Changes in internally restricted funds during the year were as follows::

	Balance December 31 2023	Assignment during year	Use during year	Balance December 31 2024
	\$	\$	\$	\$
Research fund*	1,500,000	500,000	-	2,000,000
	1,500,000	500,000	-	2,000,000

*Committed investments

During the fiscal year ended December 31, 2024, the organization reassessed its internally restricted funds to support the planning and implementation of medium-term research projects. As a result, an additional internal restriction of \$500,000 was approved by the Board of Directors, bringing the total internally restricted net assets to \$2,000,000 as of December 31, 2024.

This amount is specifically reserved for the funding of research projects over a three-year period, from 2025 to 2027, in accordance with commitments made with various partners. These investments are primarily aimed at the genetic characterization of prostate cancers, supporting scholarships in collaboration with medical foundations, and funding projects reviewed by peer evaluation committees.

According to current projections, a total of \$1,355,000 will be used over the next three years for these targeted initiatives. The remaining balance of \$645,000 in internally restricted net assets as of December 31, 2027, will remain allocated to future initiatives, subject to Board approval for any reallocation.

Research Project	2025	2026	2027	Total
	\$	\$	\$	\$
MOHC Project	250,000			250,000
AUQ Project	50,000			50,000
CUA Project	55,000			55,000
SRC Project	333,334	333,333	333,333	1,000,000
Total	688,334	333,333	333,333	1,355,000
		Affected net assets		2,000,000
		Available balance		645,000

Note 9 - Internal Assignment (continued)

MOHCCN PROJECT

In 2022, PROCURE signed a four-year agreement with the Marathon of Hope Cancer Centres Network (MOHCCN) and the Cedars Cancer Foundation for a total amount of \$1 million, or \$250,000 per year, extending through December 31, 2025. This funding supports the characterization of genetic alterations in 100 prostate cancer patients, using samples from the PROCURE Biobank, to conduct large-scale genomic analysis of the lethal form of prostate cancer. The outstanding commitment as of December 31, 2024, is \$250,000.

QUA PROJECT

In 2023, PROCURE announced the launch of a \$300,000 research grant in partnership with the Quebec Urological Association (QUA) Foundation, an organization dedicated to improving the prevention, diagnosis, and treatment of urological diseases, including prostate cancer. This grant will fund two prostate cancer research projects, each with a maximum of \$50,000, for a total of \$100,000 per year over three years. The outstanding commitment for the PROCURE-QUA partnership as of December 31, 2024, is \$50,000.

CUA PROJECT

Also in 2023, PROCURE announced the launch of a new research grant in partnership with the Canadian Urological Association Scholarship Foundation (CUASF), an organization devoted to advancing the prevention, diagnosis, and treatment of urological diseases, including prostate cancer. PROCURE will contribute \$55,000, which will be matched by CUASF for a total commitment of \$110,000. The outstanding commitment for the PROCURE-CUASF partnership as of December 31, 2024, is \$55,000.

CRS PROJECT

In 2025, PROCURE and the Cancer Research Society (CRS) will jointly invest a total of \$2 million at a 1:1 ratio (\$1 million from PROCURE and \$1 million from CRS) to fund proposals selected through peer-review panel recommendations, over a three-year grant period (fiscal years 2025–2026 through 2027–2028). PROCURE and CRS aim to fund up to four prostate cancer research projects. The outstanding commitment for the PROCURE-CRS partnership as of December 31, 2024, is \$1,000,000.

Research contributions

During the fiscal year, the organization disbursed \$382,500 in accordance with its commitments to research projects.

The content of this Complementary note is a translation of the original French version. In case of doubt, the French version takes precedence.

Annexe A

2024 **2023**

(redressed)

	Awareness, education and support programs	Material for resale	Biobank	Administration		
Expenses	\$		\$	\$	\$	\$
Salaries and social charges	707,784		56,924	14,032	778,740	684,906
Logistics services	89,886		-	803	90,689	72,512
Merchandise for resale	-	227,958	-	-	227,958	213,254
Postal charges	-	38,410	-	-	38,410	35,425
Printing expenses	12,692	19,304	-	-	31,996	21,746
Event expenses	441,493		-	10,911	452,404	277,436
Office expenses	991		-	18,062	19,053	14,561
Frais de déplacement	37,881			5,300	43,111	15,838
Professional services	35,263		-	39,249	74,512	65,602
Consultants	84,878		-	-	84,878	93,145
Recruitment expenses	-		-	60,193	60,193	5,052
Rental expenses	-		-	-	-	46,577
Transaction costs	17,678		-	2,245	19,923	20,620
Telecommunications	-		-	8,810	8,810	12,270
IT development	26,084		-	842	26,926	5,901
Insurance	-		-	1,464	1,464	3,726
Training and development	-		-	63	63	4,422
Amortization of tangible fixed assets	-		-	3,296	3,296	5,441
Amortization of intangible assets	-		-	-	-	2,241
	1,454,561	285,672	56,924	165,270	1,962,427	1,600,675
Research project contributions	-	-	382,500	-	382,500	250,000
Contributions to hospital centers	-	-	29,500	-	29,500	62,626
	1,454,561	285,672	468,924	165,270	2,374,427	1,990,570



PROCURE
CANCER — PROSTATE

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