



LA MARCHÉ  
DU COURAGE  
PROÇURE

# PROÇURE

## 2013 ANNUAL REPORT

A SUCCESSFUL FIRST 10 YEARS  
A PROMISING FUTURE

*"It is my firm conviction that PROCURE, with the support of our donors, will make a profound difference to the many men and their family members who have to face the ordeal of prostate cancer."*

**Marvyn Kussner 1920–2013**

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**Founded in 2003, PROCURE is the only charitable organization in Quebec to be exclusively dedicated to the fight against prostate cancer through research, awareness, education and support for men who have this disease and their families.**

**OUR MISSION:** To provide scientists and the worldwide community with the means to contribute to the prevention and cure of prostate cancer.

**OUR BRAND:** To be a recognized and influential organization that actually improves the quality of life of men with prostate cancer through research and services.

**OUR VALUES:** PROCURE strives to redefine the boundaries of research and knowledge through an ongoing dialogue with the public and healthcare community by providing the information and support needed through means such as:

- a rich and comprehensive website, available in French and in English
- a Prostate Cancer Support & Awareness Network across the province of Quebec
- conferences and special events
- publications and a free book on prostate cancer

PROCURE has also established a biobank of biological samples and data on men with prostate cancer.

## A FEW WORDS ABOUT PROSTATE CANCER

### PROSTATE CANCER

Prostate cancer is the most common form of cancer in men. It generally progresses at a fairly slow pace. When detected early, it is highly curable. Nowadays, advanced

**Thanks to research, diagnosis and early treatment of the disease, as well as the availability of more effective treatments, the five-year relative survival of prostate cancer is 96%. It's up to you to take action!**

techniques are used to produce an extremely accurate diagnosis. In addition, new and more effective means of treatment make it possible to halt or slow the progression of the disease.

In most cases, the prognosis is good. The exact causes of prostate cancer remain largely unknown, but research has highlighted certain risk factors.

### RISK FACTORS

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

### A FEW STATISTICS

- One in seven men will be diagnosed during his lifetime
- 4,600 Quebecers are diagnosed each year
- 880 die each year
- 40% of cases are diagnosed in men aged 60 to 69
- The five-year relative survival rate is 96%
- Mortality rates have decreased significantly since 2001
- Prostate cancer accounts for 24.5% of all cancers in men

### TAKE ACTION!

- Talk to your doctor if you are over 50
- Talk to your doctor right away if you are concerned by your family history
- Encourage your peers to do the same
- Contact us with any questions
- Visit our website and YouTube channel
- Make a donation to help with research
- Get involved! Become a volunteer, an ambassador or a partner

## A FEW WORDS ABOUT PROCURE

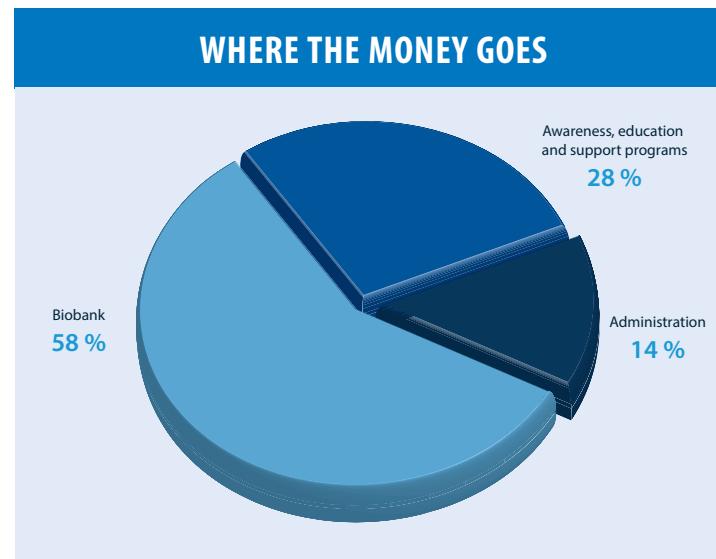
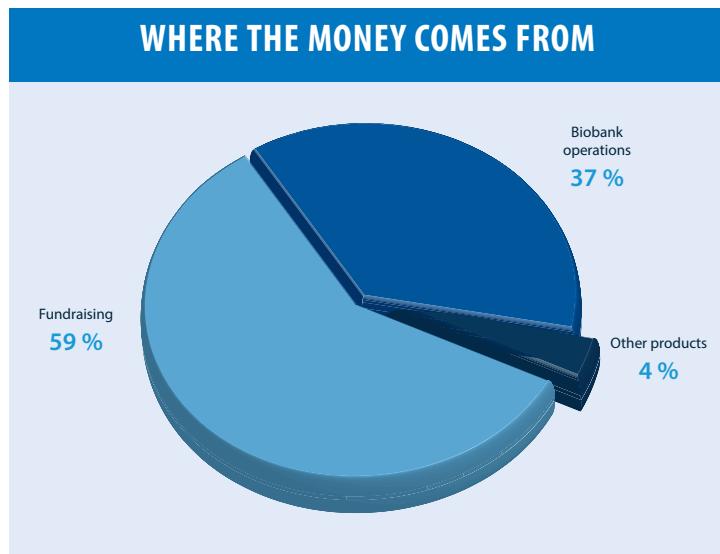
### MAKING A DIFFERENCE

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

- invested \$4 million in research on prostate cancer through its biobank
- responded to over 5,000 calls and emails from men with prostate cancer and their families
- organized over 300 conferences for the general public across Quebec about the disease, the importance of screening and the forms of treatment.

### HIGHLIGHTS OF 2013

- The creation of the Marvyn Kussner Memorial Fund following the death of the Chairman and Founder of PROCURE Marvyn Kussner in June 2013; this was a major financial boost for the biobank.
- The beginning of the distribution of biobank samples for two pilot projects in Quebec and the United States: the characterization and complete genome analysis of prostate cancer, and research of new cancer recurrence markers.
- The PROCURE Biobank/Cancer Research Society Partnership, an investment of \$4.5 million over five years made possible by the generous support of major donors and foundations: Lemaire Family Foundation, Roasters Foundation, Mirella and Lino Saputo Foundation, Antonopoulos Group, Carolyn and Richard Renaud and the Marvyn Kussner Memorial Fund.



## MESSAGE FROM THE CHAIRMAN

Dear survivors, caregivers, volunteers, donors, Board members and loyal partners of our cause, I am greatly honoured to present PROCURE's 2013 Annual Report.

PROCURE has its roots in the vision of one man, Marvyn Kussner, who fought prostate cancer and wanted to establish an organization to educate and support those concerned with this diagnosis and to advance scientific research in this area. As a result, Montréal leaders involved in this cause and engaged in the fight against prostate cancer, with the assistance of exceptional business and scientific leaders and consultants, created PROCURE together with Marvyn Kussner.

Sadly, Marvyn Kussner passed away in 2013, but he was able to infuse energy and determination to PROCURE, an organization that I have had the honour to lead over the past five years. PROCURE is the main province-wide organization involved in the fight against prostate cancer. Its mission is founded on three main pillars: supporting scientific research using the biobank, reaching out to men and their families, and offering patient education and support.

PROCURE's prostate cancer biobank marks the implementation of a comprehensive plan developed between 2003 and 2006 and a partnership with the four major Quebec university hospitals (CHUM, MUHC, CHUS, and CHU de Québec). Fully operational

since 2007, it complies with high-level standard operating procedures.

In 2013, PROCURE partnered with the Cancer Research Society, providing an investment of \$4.5 million over five years and additional support for research initiatives on prostate cancer. This partnership was made possible through the support of major donors, including the Marvyn Kussner Memorial Fund – a major legacy to the biobank – and the Lemaire Family Foundation, Roasters Foundation, Mirella and Lino Saputo Foundation, Antonopoulos Group and Carolyn and Richard Renaud.

Reaching out to men and their families, as well as educating and supporting patients: these are PROCURE's two main goals. We have developed several tools to help us achieve these goals – a fully bilingual website, a first-line telephone service, education and information lectures, screening activities, and of course events targeting different groups such as the PROCURE Walk of Courage, the PROCURE Tour of Courage, the PROCURE Challenges, and various fundraising events. PROCURE has also expanded its scope in 2014 by supporting the first support group for people with prostate cancer.

PROCURE's first ten years were great. I must pay tribute to all those who contributed to this cause. They include the late Luc Beauregard, who was an active member of the Board and its

committees from the very first. Also, Malvina Klag, who was our Executive Director for several years and whose energy and perseverance have helped implement PROCURE's vision. Today, PROCURE is under the leadership of Laurent Proulx, its current Executive Director, who will support the organization over the coming years.

Achievements arising from several years of intensive work, an overall increase in our business activities, a healthy financial position, a common vision and recognition for our high quality standards in research are among the factors behind the growth of PROCURE.

Along with Laurent Proulx and his team, our spokesmen Jean Pagé and Winston McQuade, our partners, ambassadors and volunteers, and the medical community, in the coming years we will try to improve the three pillars of our mission, in particular our support for men, survivors, caregivers and their families.

Thanks to your support, the coming years will be rich in achievements, and we are confident that our efforts of the first ten years will fuel PROCURE's growth in the future.



**Cédric Bisson**

Chairman, PROCURE

**During the celebrations held for PROCURE's 10th anniversary in 2013, we were saddened by the death of its founder, Marvyn Kussner. Marvyn leaves us with an extraordinary legacy: he supported thousands of Quebecers fighting prostate cancer, and he called on the scientific community to carry out the research required to better understand and treat this disease. As a determined leader and the leading force at PROCURE, he fought tirelessly to enact real change in the lives of those affected by the disease. Nowadays, PROCURE is recognized as the force against prostate cancer. His wife, Sheila Kussner, has perpetuated his legacy by creating the Marvyn Kussner Memorial Fund in 2013, providing a significant financial contribution to the biobank.**

## MESSAGE FROM THE EXECUTIVE DIRECTOR

Over the next decade, thanks to an energetic Board of Directors and a well-grounded mission, we will advance on our three key objectives – awareness, education and support – while leading in cutting-edge research. Over the next two years, our priorities will be to invest significantly in projects that improve the range of our services for Quebecers affected by this disease, enhance the investment made through the PROCURE Biobank/Cancer Research Society partnership, develop our information and grant management technology, and optimize the allocation of our funds and our administrative expenses.

The achievements of 2013 continued to strengthen PROCURE's positioning as a provincial organization dedicated to prostate cancer. Financially, PROCURE generated revenues of \$1,863,753 million, while investments in our research biobank and in our awareness, education and support programs accounted for 58% and 28% of expenditures over the year, respectively.

The world-wide scientific community now has access to the biobank – our innovative research tool bringing together a wide range of samples and data from over 2,000 Quebecers affected by prostate cancer. The biobank began the process of distributing samples between two pilot projects: a project

in Quebec on new cancer recurrence markers, and a project at the US National Human Genome Research Institute for the characterization and full genome analysis of prostate cancer. In addition, a data and biospecimen allocation and quality control committee has been created to review future requests. The impact of this work will lead to advances that will help achieve a better understanding of cancer and find new treatments.

In terms of education and support, let us not forget our partners, employees and urologists and their support teams, who strengthened PROCURE's educational and outreach activities. Their contribution helped PROCURE increase its visibility through activities such as power breakfasts in Sherbrooke featuring information on men's health, an information centre at FADOQ's trade show, the annual urologists' conference and other seminars and taking part in symposiums and major conferences on cancer.

Also, our fully overhauled website and our new YouTube channel make it possible for all those affected by prostate cancer to browse the latest news about the disease and its treatments, read testimonies from brave men and women, ask questions or view our information such as the *Cancer de la prostate – une affaire d'hommes et de femmes* presentation by

Dr. Fred Saad in the fall of 2013; this included the testimony of three women who spoke of their role in supporting loved ones who have this form of cancer.

In addition, the region of Brome-Missisquoi has become affiliated with PROCURE as a prostate cancer support and awareness group, a major step in the development of our network across the province over the next few years. This reinforces our mission to deploy our services to survivors and the 4,600 men who are newly diagnosed each year in Quebec. We are determined to continue working with our ambassadors and other health professionals and organizations in the fight against cancer.

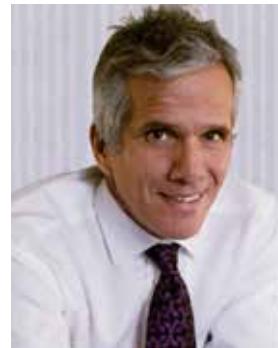
In closing, 2013 was certainly a hectic year that brought some new projects. The success of PROCURE's flagship events such as the Tour of Courage PROCURE, the Walk of Courage PROCURE and the PROCURE Challenges, of third party events described in this report such as Les Femmes de course, the St-Jean-sur-Richelieu Walk and the Bowtie Affair, combined with the generosity of donors in our fundraising campaigns, has raised awareness among thousands of people with respect to prostate cancer and generated donations exceeding \$1.1 million.

Those results would not have been possible without your

precious support for which we are deeply grateful. Our thanks also go to our directors who, throughout the year, have given us their tireless support and valuable assistance. I also want to honour the crucial contribution of volunteers and participants to the success of our events.

This annual report highlights the significant events of 2013 and shows how they relate to our strategic planning.

I hope you will enjoy reading it.



**Laurent Proulx**  
Executive Director

# THANK YOU PROCURE

*Right away, we saw how committed you are to the cause of prostate cancer. You gave us invaluable information and moral support that helped us achieve the desired results...*

Georges Ouellet et Monique

*I am proud of my husband Normand... he has chosen life! Thank you, PROCURE. The testimony of brave men and women made me feel so good. I was no longer alone – my husband and I were no longer alone...*

Claudine Vallières

*Do not be afraid to admit that you are suffering from prostate cancer and to remind people around you that they must be tested. In PROCURE, I knew I had a partner that would help me manage my many emotions...*

Gaspard Fauteux

*When cancer broke into our lives, we were lucky enough to find at PROCURE the human support we needed to overcome this trial. We also found that prostate cancer is not just an issue for men. It also affects their spouses. Thanks to PROCURE, we received specific answers to our questions and, above all, activities that encouraged us to break out of our shell and become involved in the cause. Thank you, PROCURE, for working so hard to raise awareness on the issue of prostate cancer among OUR men in Quebec. Thanks to you, our relationship is stronger than ever. Life is still beautiful, but we see it differently now..*

Mélanie Monette

## COMMITTED SPOKESMEN

In 1995, when I was diagnosed with prostate cancer, I received support and encouragement, and people around me have really helped me overcome this dark period in my life. The support that helped me the most came from my two young children, who were 10 months and 3 years old at the time. They were too young to understand what was happening. They just remained who they were: affectionate, playful children, maybe a little more loving, but nothing really changed. Without realizing it, they became wonderful caregivers. I also received valuable advice from men who had gone through prostate cancer and who told me exactly

**There is still much to be done in the fight against prostate cancer in Quebec, but there is hope. It is still a human challenge first and foremost.**

what would happen to me. They were also a great help to me in my distress. Today, 18 years after the operation, I try to do the same – help people understand what is happening to them and how their lives will change after treatment. I have been the spokesman for PROCURE, the force against prostate cancer, for the past 13 years, and I can tell you that we have come a long way in fighting this disease and educating men about prostate cancer.



**Jean Pagé**

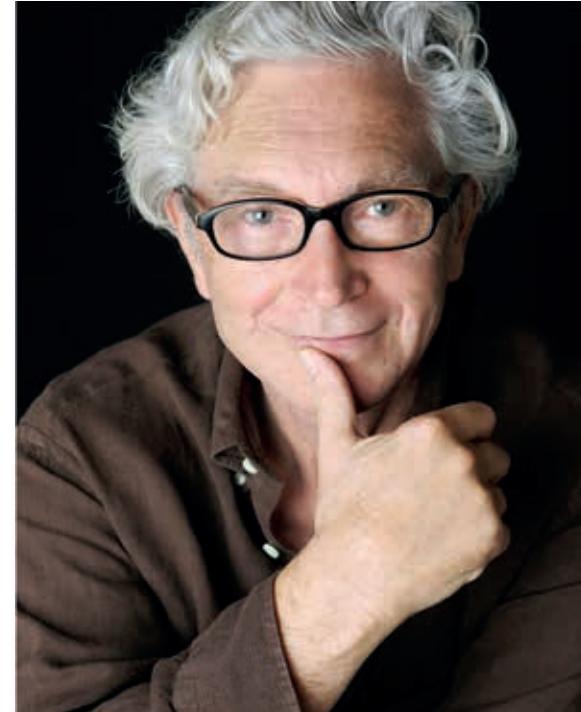
*Radio and television host, spokesman for PROCURE:  
The force against prostate cancer*

After radical prostatectomy aimed at halting progressive prostate cancer in 2003 and a recurrence two years later that was treated with radiotherapy, I proudly claim the status of cancer survivor.

As a survivor of prostate cancer, I recommend true communication between patients, survivors and caregivers in order to demystify this despair-inducing disease. We have a duty to be attentive to each other and to speak at the appropriate time, such as in the communications industry where I have worked all my life.

**I proudly claim the status of prostate cancer survivor.**

I invite all cancer patients and survivors to become actively involved in the fight against prostate cancer in Quebec, because every story is worth being told and has the potential of advancing the cause.



**Winston McQuade**

*Sponsor of the cancer patients and survivors committee at the Coalition Priorité Cancer in Quebec, broadcaster, artist and spokesman for PROCURE : Halte au cancer de la prostate*



PROCURE’s biobank knows that its samples and data will strengthen research, increase the quality of results, and ultimately improve care for patients. It wants to foster the advancement of knowledge on issues such as risk factors or factors that contribute to the development of the disease.

**The PROCURE Biobank/Cancer Research Society Partnership was made possible through the support of major donors, including the Marvyn Kussner Memorial Fund – a major legacy to the biobank – and the Lemaire Family Foundation, Roasters Foundation, Mirella and Lino Saputo Foundation, Antonopoulos Group and Carolyn and Richard Renaud.**

The potential for scientific research to impact the process from laboratory discovery to clinical practice is far greater when based on repeated biological sampling and information gathering over time, allowing for the standardized collection of data. Matching samples with regularly updated clinical information will make it possible to obtain significant

results and accelerate breakthroughs in this field. PROCURE wants researchers’ findings to have their full impact by being quickly implemented in clinical settings.

In 2013, PROCURE and the Cancer Research Society established the PROCURE Biobank/Cancer Research Society Partnership to properly support the biobank. This partnership represents an investment of \$4.5 million over five years and will provide additional support for prostate cancer research initiatives.

## NEXT STEP FOR THE BIOBANK

As a prelude to its sample allocation process, the biobank has accepted two pilot projects: one in Quebec on new cancer recurrence markers, and one in the United States on the characterization and complete genome analysis of prostate cancer. The biobank has created an awards committee made up of urologists, pathologists and researchers in prostate cancer.

After six years of intensive work, our biobank has reached a state of maturity that allows it to analyze several factors with respect to the development, progress and treatment of prostate cancer.

## THE FUTURE

PROCURE’s biobank keeps samples collected from over 2,000 men treated for prostate cancer across Quebec. The biobank wants to provide the worldwide scientific community with equipment and high-quality clinical, medical, demographic and analytical data in order to facilitate projects covering the largest possible number of areas relevant to prostate cancer.

All participating patients can be very proud of their donation and the excellent tool they have created!

**More than ever, we are convinced that the biobank will position PROCURE as a world leader in advanced research that will have a significant impact on preventing and curing this cancer.**



## THE WALK OF COURAGE PROCURE

### A MEMORABLE EVENT THANKS TO ALL OF YOU!

Held annually since 2006, the PROCURE Walk of Courage is an education and awareness building fundraiser that has seen thousands of men and their families join PROCURE to break the silence surrounding prostate cancer and pay tribute to all those who have fought or who are still fighting this illness.

The Walk of Courage has raised a significant amount of funds since its first edition, and each year Jean Pagé, Robin Burns and Father John Walsh gather well-known figures from the Quebec sports community and lead them in a 5-km tour of Montreal's Saint Helen's Island.

The list of renowned former Walk of Courage Honorary Presidents includes NHL luminaries Pat Burns (2007), Henri Richard (2008), Dickie Moore (2009), Yvan Cournoyer (2010) and Guy Lafleur (2013). It also includes Lino Saputo Sr., of Saputo Inc. (2011) and the popular Montreal radio and television host Pénélope McQuade (2012). Other illustrious participants such as all the mayors of Montreal since 2008 including current mayor Denis Coderre, and several members of the Montreal Impact team, the Montreal Impact Academy and the Alouettes Cheerleaders have helped make this event a memorable one year after year.





On behalf of the founding members and the entire PROCURE team, THANK YOU for having turned out in such large numbers at the 7th annual PROCURE Walk of Courage on September 15, 2013 and for supporting the survivors of prostate cancer and their families. Over 550 people made a difference by walking through the idyllic setting of the Jean Drapeau Park. Thanks to honorary presidents Guy Lafleur and others, and celebrities such as the Montreal Impact team and its Academy, the Alouettes Cheerleaders, and the Tac-Tik and Touché mascots, the Procure Walk of Courage was a memorable event. Thank you!

# LE TOUR DU COURAGE PROCURE

## EXCEPTIONAL TEAMS AND CYCLISTS!

PROCURE's Tour of Courage is a two-day cycling event started in 2010 by Laurent Proulx, the current Executive Director of PROCURE. Traditionally held over Fathers' Day weekend, it is made up of three stages, culminating with the Team Time Trial stage held at the Gilles-Villeneuve F1 racing circuit in Montreal.

In its fourth edition and still going strong, the Tour of Courage has managed to attract a host of personalities including Freestyle Skiing World and Olympic Gold Medallist Alexandre Bilodeau biking for PROCURE in 2011, Justin Trudeau, Leader of the Canadian Liberal Party riding in 2012, and World and Olympic Diving medallist Alexandre Despatie joining as honorary president of the 2013 event.

The funds raised from this event, together with those from the Walk of Courage, go towards supporting the biobank, a Quebec-wide research initiative, as well as PROCURE's education and awareness building activities.





In 2013, nearly 190 cyclists were gathered under a bright sun for a great weekend of endurance and competition brimming with testosterone and courage! Kudos to all the teams that took part in the 4th edition of the PROCURE Tour of Courage. Once again, you have succeeded in making this a magnificent cycling event. Thanks to your generosity and involvement, we were able to raise over \$320,000 for the cause! Also thank you to our volunteers, sponsors, suppliers and partners, without whom this event would not have been so successful.



## A FIRST FOR PROCURE!

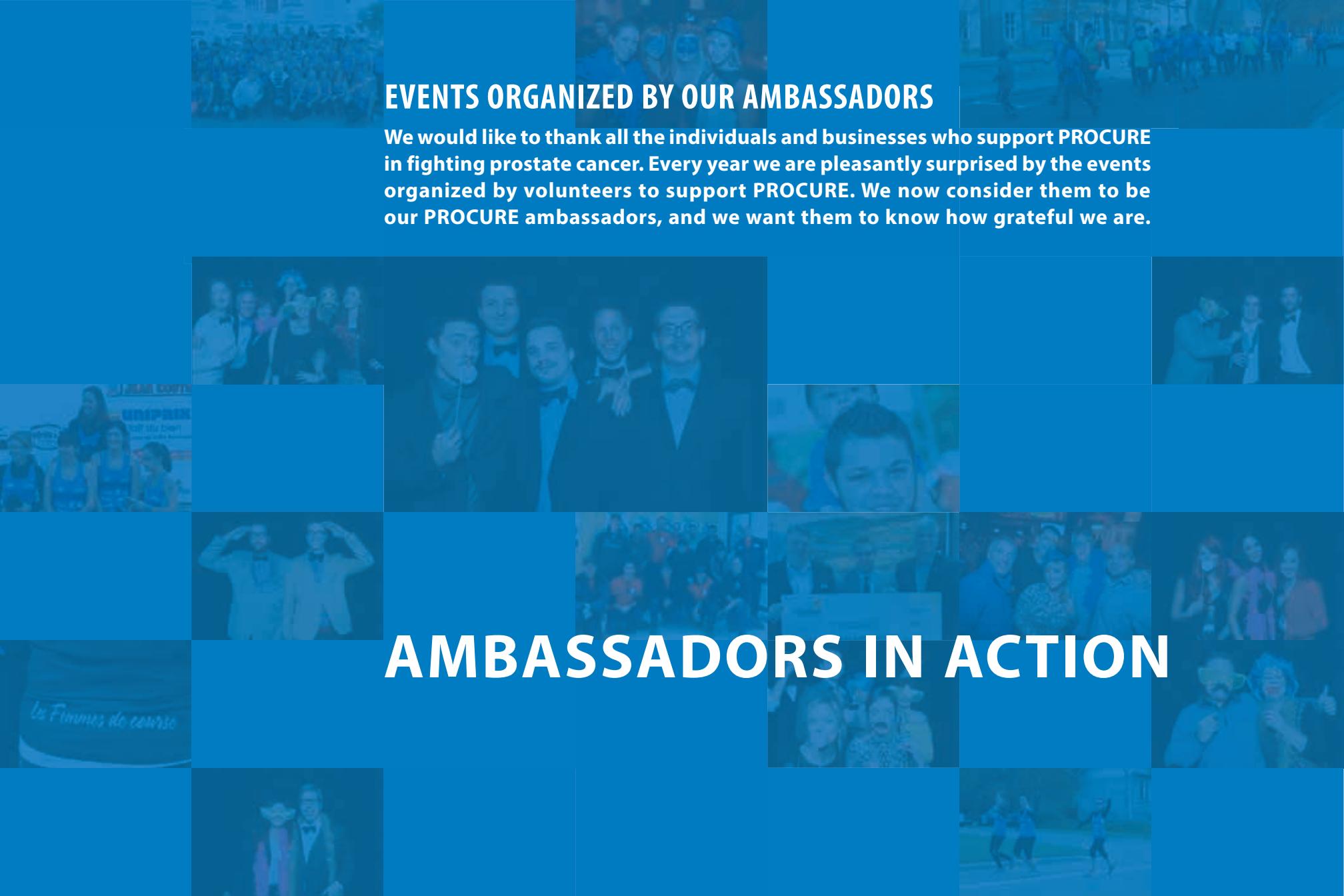
In the fall of 2013, PROCURE decided to no longer take part in the Movember campaign, but to launch its own fundraising event and celebrate the prostate cancer awareness month in its own way. At that time, the first edition of PROCURE Challenges was held. Men and women were invited to wear something blue to highlight the important role our organization plays in Quebec.

This helped us find a new source of funds, including the fall fundraising campaign. Over \$350,000 were thus raised thanks to generous donations by the people of Quebec.





350,000 CHEERS for a successful fall campaign!



## EVENTS ORGANIZED BY OUR AMBASSADORS

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

## AMBASSADORS IN ACTION

Ambassador-organized events	Place	Date	A special THANK YOU
A Bowtie Affair	Nelligan Hotel, Montreal	November	Antonopoulos Group
I walk for PROCURE	Saint-Jean-sur-Richelieu	November	André Vidal, Pierre Lussier and the organizing committee
Le Dindon du Québec supports PROCURE	Montreal	November	Les Éleveurs de volailles du Québec
Broken 7 and Rachel Rachel	Montreal	November	Stéphane Pilon, Cindy Simard and the team at Brasserie Rachel Rachel
The Government of Canada Workplace Charitable Campaign (GCWCC)	Gatineau	November	Réjean Poitras and staff of the Innovation, Information and Technology Branch (IITB) of Employment and Social Development Canada.
PROCURE Challenges in Terrebonne	Terrebonne	November	Employees of the City of Terrebonne
Sherbrooke Power Breakfast	Sherbrooke	October	Dr. Richard Béliveau and the organizing committee <i>United against prostate cancer</i>
Les Femmes de Course	Lake Saint-Jean	September	Denise and Diane Marcoux and the organizing committee
Rasons-Lui la Moustache	Montreal	August	Cédric Bisson and the employees of Teralys Capital Inc.
Le Golf des Célébrités	Gaspésie	July	Luc Dupont-Hébert of Multi Concepts Média
OuiStampede	Montreal	July	Clare McWilliams and her spouse Kerry
Bicycle Tour in Victoriaville	Victoriaville	June	Dave Harris
The Canadian Men's Basketball Championships	Pointe-Claire	March	John Abbott College



## IF YOU ARE DIAGNOSED

CANCER... we all know what this word means: a patient, sitting in front of an uncomfortable-looking doctor who must deliver the dreaded diagnosis. The patient returns home despondently, wracked with a full gamut of emotions ranging from disbelief and confusion to anger, sadness and fear.

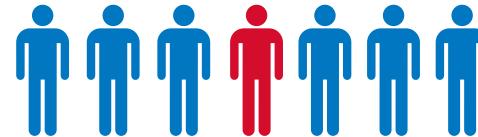
**We are here to help him. To support his family, friends, loved ones. We are here for anyone who is concerned or worried about prostate cancer.**

For the patient's family and friends, the news will come as a shock.

This patient is a man: uncle, neighbour, colleague; a rock singer; an executive. Just about anyone, actually.

Perhaps you. This man has just been told that he has contracted prostate cancer. Beyond the initial shock, he worries about his self-worth as a man, and about his sex life and intimate relationship with his loved one. He realizes that from now on, nothing will be the same. He might want to be alone, bury his emotions and forgo any help outside of the medical context. Yet, there is help – in particular at PROCURE – and very good reasons to remain hopeful.

# 1 IN 7 MEN WILL BE DIAGNOSED WITH PROSTATE CANCER



**This terrible statistic shows how much information and support are needed. Since its inception, PROCURE has believed in the importance of an accessible, comprehensive, bilingual source of information and support network, and it has made this a priority for its service offering.**

## PROCURE.CA – OUR BILINGUAL INFORMATION WEBSITE

PROCURE's website is the preferred Internet resource for prostate cancer in Quebec. Our bilingual French-English site (procure.ca) includes a wealth of information about the disease that can guide you to the resources and support you need. It will help you find answers to your questions through our medical professionals and PROCURE's prostate cancer support and outreach network, or thanks to a man who fought the disease.

## 1-855-899-CURE (2873) – OUR 24/7 TOLL-FREE NUMBER

We are getting an increasing number of calls to our toll free number from men who need our support after having been diagnosed with prostate cancer. More importantly, we are able to help these people: we can provide them with our free book, Prostate Cancer – Understand the Disease and Its Treatment – and direct them to our website, and we offer them the opportunity to talk to a health care professional, or to someone who has gone through the same ordeal. Our growing network of prostate cancer survivors is ready to respond, and their efforts have already had a positive impact. In 2014, we will be able to make the public aware of this service and will continue to grow the number of survivors in our "Brotherhood of courage" – volunteers who help those affected by the disease.

## OUR CONFERENCES

Throughout the year, PROCURE organizes lectures by experts in order to raise awareness about prostate cancer, making them available for viewing on its YouTube channel.

We are grateful to all the participants and to our speaker, Dr. Fred Saad, for the exciting and educational presentation he gave on October 22, 2013: *Cancer de la prostate – une affaire d'hommes et de femmes*. The conference was followed by a discussion featuring three women, Mélanie Monette, Ginette McKercher and Isabelle Pagé, who talked about their experience in supporting loved ones with cancer.



**PROCURE**  
Halte au cancer de la prostate.

Présente

**22 octobre 2013, 19h30 - 21h**

**Cancer prostate**  
une affaire d'homme et de femme

**Conférence Dr Fred Saad**



M.D., FRCSC,  
Chef du service d'urologie, C.É.M.M.,  
Professeur titulaire, Département de chirurgie, Université de Montréal,  
Titulaire de la Chaire en cancer de la prostate de l'Université de Montréal.

**Discussion**  
Quel est le rôle des femmes dans l'entourage d'un patient atteint du cancer de la prostate?

Entrée gratuite  
Information et inscription obligatoire  
514-341-3000 ou info@procure.ca

Centre de Congrès Palace  
Salle Versailles  
1717, boulevard Carrefour  
Laval QC H7S 2K7

**janssen**  
Cette séance d'information est financée par Janssen Inc.

## UNITED AGAINST PROSTATE CANCER

The annual Power Breakfast in Sherbrooke is dedicated to men's health for the fight against prostate cancer. It is organized by the United Against Prostate Cancer Committee. This year, speaker and author Dr. Richard Béliveau gave a conference on cancer prevention and food. The conference was chaired by Réal Létourneau, Vice-President, Eastern Townships Region, at Raymond Chabot Grant Thornton. Dr. Michel Carmel, chair of the United Against Prostate Cancer Committee, also gave warm thanks to the members of the organizing committee who all contributed to this successful event.



## OUR VIDEOS OF COURAGE

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



## OUR PROSTATE CANCER SUPPORT AND AWARENESS GROUP NETWORK

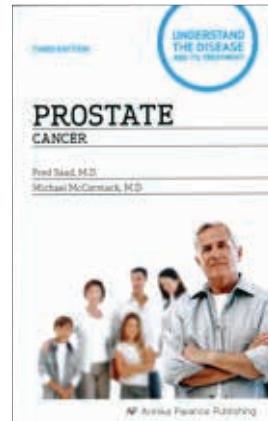
PROCURE's prostate cancer support and awareness network aims at providing information, services and free and easily accessible resources, as well as assistance to prostate cancer survivors and their families through support groups and community awareness. In 2013, 75 % of interactions were by phone, 73% benefited new patients and half were inquiries concerning treatments, examinations and presurgery procedures.

The region of Brome-Missisquoi has become affiliated to PROCURE as a prostate cancer support and awareness group, a major step in the development of our network across the province over the next few years. This reinforces our mission to deploy our services to survivors and the 4,600 men who are newly diagnosed each year in Quebec.

To find your local support group, look up our list, write to [info@procure.ca](mailto:info@procure.ca), or dial **1-855-899-CURE (2873)**.



## OUR FREE BOOK – "PROSTATE CANCER – UNDERSTAND THE DISEASE AND ITS TREATMENT"



Full of great information and written by leading experts in prostate cancer, this 206-page book is available free of charge upon request. Contact us for a copy in English or in French.

**Any questions? Want to share your experience? Want to become involved? Want to start a prostate cancer support group in your area? Visit our website and Facebook page, email us at [info@procure.ca](mailto:info@procure.ca), or call 1-855-899-CURE (2873). We will be happy to guide you.**

# FINANCIAL RESULTS

procure actifs charges bilans dépenses résultats biobanque échantillons placement ressources commandes gain et soutien

## FINANCIAL RESULTS

We are pleased to present PROCURE's financial statements for the year ended December 31, 2013 together with the comparative results for the previous year.

We are committed to transparency and accountability. Our management team warrants for the objectivity and fairness of the financial statements and other information contained in this report. These financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations.

We strive to exercise judgement and caution when seeking the right balance between managing our financial resources and those costs that are necessary to carry out our mission.

Our financial position and the large number of our fundraising activities are a guarantee of our ability to subsidize PROCURE's biobank, our tool for innovative prostate cancer research, to develop and deliver programs and services that meet the needs of people affected by this disease.

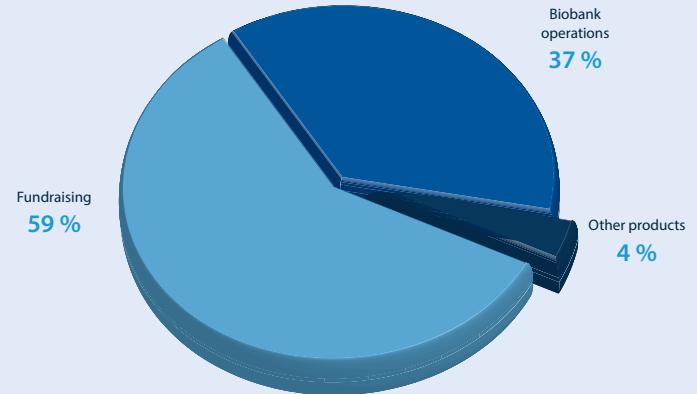
The financial statements for the year ended December 31, 2013, including notes and auditor's report, are available on [procure.ca](http://procure.ca), PROCURE'S website.

In conclusion, I give all my thanks to the volunteers and donors, and to our employees and partners, without whom this result would not have been possible.

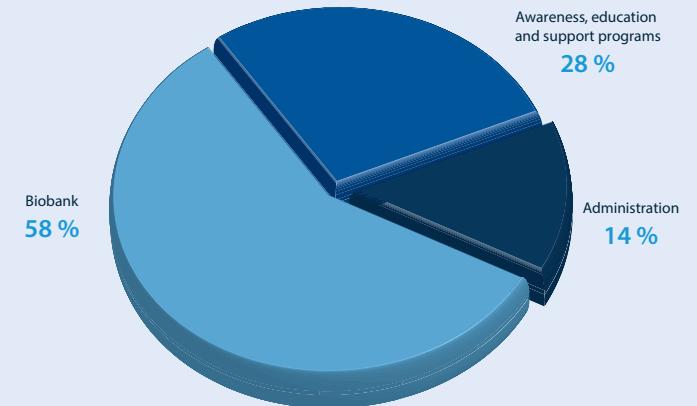


**Pierre Vallerand**  
Treasurer, PROCURE

### WHERE THE MONEY COMES FROM



### WHERE THE MONEY GOES



## **INDEPENDENT AUDITOR'S REPORT**

### **TO THE DIRECTORS OF PROCURE ALLIANCE**

We have audited the accompanying financial statements of the organization PROCURE ALLIANCE, which comprise the statements of resources as at December 31, 2013, and the statements of financial activities and changes in resources, of resources and cash flows for the year ended at December 31, 2013, and a summary of significant accounting policies and other explanatory information.

### **MANAGEMENT'S RESPONSIBILITY FOR THE FINANCIAL STATEMENTS**

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

### **AUDITOR'S RESPONSIBILITY**

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing

standard. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

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

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

### **BASIS OF OPINION WITH RESERVE**

As is the case in many charities, the organization has income for which it is not possible to audit satisfactorily if they were all accounted for. Accordingly, our audit of these revenues was limited to amounts recorded in the ledger and we could not determine if any adjustments might be necessary to the amounts of donations received, net results, the asset and net assets.

### **OPINION WITH RESERVE**

In our opinion, except for the effect of adjustments that we might have determined necessary had we been able to audit all the donations mentioned in the paragraph "basis of opinion with reserve", the financial statements give, in all material respects, fairly the financial condition of PROCURE ALLIANCE as at December 31, 2013, and its results of operations and its cash flows for the year ended December 31, 2013 in accordance with Canadian accounting standards for not-for-profit organizations.

(1) 

Greenfield Park, May 20, 2014

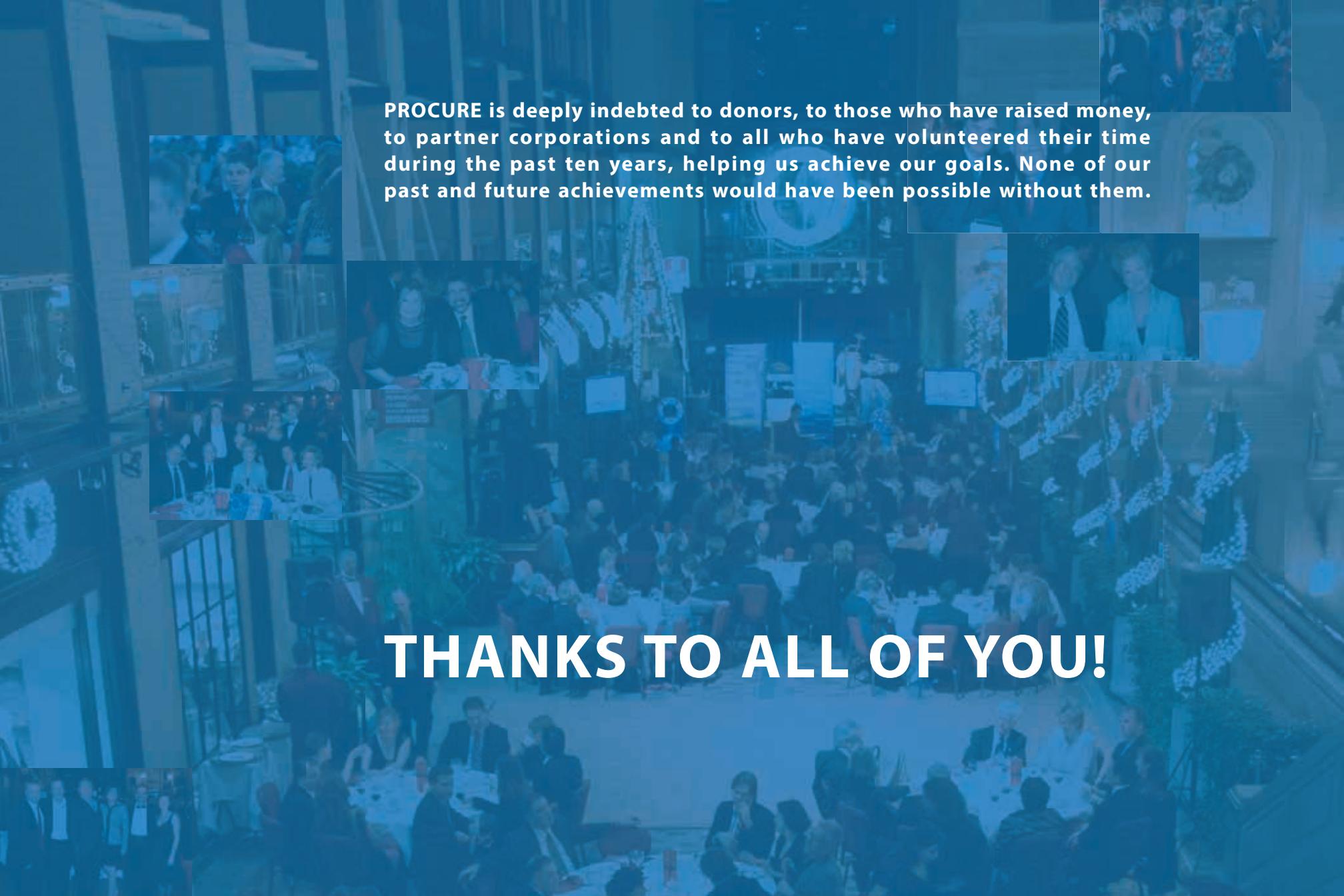
(1) CPA auditor, CA, public accountancy permit number A114136

## STATEMENTS OF FINANCIAL ACTIVITIES AND CHANGES IN RESOURCES

	2013	2012
<b>REVENUES</b>		
<b>Fundraising activities</b>		
Donations from individuals	\$ 434,462	\$ 445,428
Donations from companies	\$ 523,128	\$ 713,587
Sponsorships	\$ 152,450	\$ 102,739
	<b>\$ 1,110,040</b>	<b>\$ 1,261,754</b>
<b>Biobank activities</b>		
Biobank revenues	\$ 472,020	-
Contributions related - samples sharing	\$ 211,299	-
	<b>\$ 683,319</b>	-
<b>Other revenues</b>		
Promotional items (net)	\$ 1,911	\$ 1,160
Gain on settlement of debt	\$ 63,578	-
Investment income	\$ 4,726	\$ 4,992
	\$ 70,215	\$ 6,152
<b>Total of revenues</b>	<b>\$ 1,863,574</b>	<b>\$ 1,267,906</b>
<b>EXPENSES</b>		
Awareness, education and support programs	\$ 454,474	\$ 385,704
Biobank	\$ 924,106	\$ 565,608
Administrative	\$ 216,495	\$ 317,993
<b>Total of expenses</b>	<b>\$ 1,595,075</b>	<b>\$ 1,269,305</b>
<b>RESOURCES INCREASE (DECREASE)</b>	\$ 268,499	(\$ 1,399)
<b>CHANGES IN RESOURCES, BEGINNING OF YEAR</b>	\$ 557,680	\$ 559,079
<b>Changes in resources, end of year</b>	<b>\$ 826,179</b>	<b>\$ 557,680</b>

## STATEMENT OF RESOURCES

	2013	2012
<b>ASSETS</b>		
<b>Short term</b>		
Cash and cash equivalents	\$ 289,955	\$ 195,406
Short-term investments (rates varying between 1,15 and 1,30 %)	\$ 355,000	\$ 555,000
Accounts receivable	\$ 258,551	\$ 100,008
Prepaid expenses	\$ 7,337	\$ 1,733
	<b>\$ 910,843</b>	<b>\$ 852,147</b>
<b>Long term</b>		
Computer hardware	\$ 690	\$ 1,491
<b>Total assets</b>	<b>\$ 911,533</b>	<b>\$ 853,638</b>
<b>LIABILITIES</b>		
<b>Short term</b>		
Accounts payable and accrued liabilities	\$ 80,194	\$ 232,380
Deferred contributions	\$ 5,160	--
Note payable to Montreal University Health Centre	--	\$ 63,578
<b>Total liabilities</b>	<b>\$ 85,354</b>	<b>\$ 295,958</b>
<b>RESOURCES</b>	\$ 826,179	\$ 557,680
<b>Total liabilities and resources</b>	<b>\$ 911,533</b>	<b>\$ 853,638</b>



**PROCURE is deeply indebted to donors, to those who have raised money, to partner corporations and to all who have volunteered their time during the past ten years, helping us achieve our goals. None of our past and future achievements would have been possible without them.**

**THANKS TO ALL OF YOU!**

## THANKS TO OUR DONORS

PROCURE wishes to recognize all the people, businesses, foundations and service clubs that have demonstrated their commitment to the cause by donating \$1,000 or more in 2013. Thank you for ensuring the continuity of our services and outreach programs and for believing in our mission.

### \$25,000 AND MORE

Carolyn et Richard Renaud  
Fondation de la Famille Lemaire  
Fondation Mirella & Lino Saputo  
Fondation Roasters  
Marvyn Kussner Memorial Fund

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

Banque Nationale du Canada  
Fondation Carmie et Joey Saputo  
Fondation Norman Fortier  
Groupe Geysler  
Jeff Segel Consulting Fund  
Jewish Community Foundation Of Montreal  
Kia Canada Inc.  
Mike Rosenbloom Foundation  
Norman Zavalkoff Family Foundation  
Sotramont  
William Lassner

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

3249531 Canada Inc.  
39991920 Canada Inc.

92098 Canada Inc.  
Abe Stern Family Foundation  
Alvin Segal Family Foundation  
Centre universitaire de santé McGill  
Chastell Foundation  
Construction Broccolini Inc.  
Cyril & Dorothy, Joel & Jill Reitman Family Foundation  
Fondation Sibylla Hesse  
Herschel Segal Family Foundation  
J.W. McConnell Family Foundation  
Jean Henri Picard  
Leo Stroll  
Leonard Sanders Family Foundation  
Louis Potvin  
Marvin & Rhoda Rosenbloom Family Foundation  
Morris & Rosalind Goodman Family Foundation  
O.A.C.I.Q.

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

9146-6896 Québec Inc.  
Administration Portuaire de Québec  
AIM Holdings LP  
Amelia Saputo  
Antonio Pilot  
Artmetco Inc.  
Association de la Construction du Québec  
Azrieli Foundation  
Banque Scotia  
Baton Rouge Saint-Sauveur  
Beaconsfield Oldtimers Hockey Association  
Benny BBQ St-Hubert Inc.  
Blema & Arnold Steinberg Family Foundation  
Bombardier Inc.

Brasserie Rachel Rachel  
Brecks International Inc.  
Canam Fruits & Vegetables  
Canderel Management Inc.  
Cascades  
Centraide du Grand Montréal  
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Maurice Wechsler  
Maxime Rodrigue  
MDB Healthcare Inc.  
Michael Flinker

Michael Rosenfeld  
Michel Carmel  
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Produits de piscine CPA Inc.  
Qualité Habitation  
Raymond Chabot Grant Thornton  
RBC Banque Royale  
RBC Fondation  
Réjean Rochette  
Renbar Holdings Inc.  
Renée Simard  
Richard Adam  
Richard Cruess  
Robert Roy  
SAJO Inc.  
Selwyn House Association  
Sheila R. Kussner  
Simon Lambert  
Société des Médecins de l'Université de Sherbrooke  
Stéphan Brizard  
Sylvain Lévesque  
Teamsters Canada  
Téléystème Ltée  
Thomas Velan  
Tomy Hadjis  
Ville de Montréal  
Vincent Staub  
ZONE 3 XXXI Inc.

## THANKS TO OUR AMBASSADORS

Each and every year, men and women endeavour to make their friends and family members aware of the cause of prostate cancer, by organizing their own fundraising event for PROCURE or by taking part in our celebrated annual team events. We extend to them all our appreciation for their support and invaluable dedication. Here are the ambassadors who raised \$500 or more in 2013.

Alan MacIntosh  
Amélie Kretz  
André Vidal  
Andrew Adessky  
Armen Aprikian  
Benoit Laforest  
Benoit Lapierre  
Benoit Sabourin  
Bernard Praw  
Brasserie Rachel Rachel  
Bruno Caron  
Cédric Bisson  
CEGEP John Abbott  
Charles Mousseau  
Charles Wagner  
Charles-Olivier Simard  
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Claude Bordeleau  
Claude Pratte  
Clément Bastien  
Cindy Simard

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Diane Marcoux  
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Emmanuel Laurin-Légaré  
Eric Panet-Raymond  
Eric Wiseman  
Evan Kovac  
Francis Beausoleil  
Francis Boulet  
François Aird  
François Barbin  
François Bastien  
François Duchesne  
François Garneau  
François Préfontaine  
Frank Descoteaux  
Fred Saad  
Gaétan Dessureault  
Gale Yanofsky  
Gaspard Fauteux  
Gilles Dionne  
Gilles-Marie Perron  
Groupe Antonopoulos

Groupe Pfizer St-Laurent  
Guy Motard  
Guy Normandeau  
Harold Stotland  
Hugo Vaillancourt  
Ian Jeffrey  
Igal Amir  
Isabelle Bouchard  
Jean Bisson  
Jean Dion  
Jean Leblanc  
Jean-Francois Michaud  
Jean-Michel Viau  
Joey Saputo  
Jonathan Cohen-Domanus  
Jonathan Dionne  
Josée Bertholet  
Josée Garneau  
Jean-Pierre Langlois  
JS Cournoyer  
Julien Dorais  
Julien G. Proulx  
Justin Trudel  
Karl Désy  
Ken Adessky  
Kerry McWilliams  
Laurent Giérula  
Laurent Proulx  
Léha Thai  
Leon Arabian  
L'Équipe PowerWatts Nord  
Les Éleveurs de volailles du Québec  
Les employés de la ville de Terrebonne

Les Femmes de course  
Lorne Bienstock  
Louis Potvin  
Louis Rainville  
Louise Segal  
Louis-Joseph Papineau  
Louis-Philippe Borduas  
Luc Dupont-Hébert  
Luc Janson  
Luc Turcot  
Luc Valiquette  
Luis Nasim  
Marc André Roy  
Marc Bisaillon  
Marc Lavoie  
Marc Rodger  
Marc Yedid  
Marc-André Larose  
Marco Savoie  
Marie-Josée Lemaire  
Mario Deschamps  
Martin Clouatre  
Martin Evangeliste  
Martin Pinel  
Martin Robillard  
Mathieu Toulouse  
Maxime Despres  
Maxime Massé  
Maxime St-Jean Bergeron  
McGILL Urology  
Michael Hier  
Michel St-Onge  
Michel Beaulieu  
Michel Brouillette

Michel Gatineau  
Michel M. Simard  
Michel Nadon  
Michel Simard  
Multi Concepts Média  
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Nicolas Bélanger  
Normand Chartrand  
Pascal Verdy  
Patrick Lacroix  
Paul Fischlin  
Pearl Wilensky  
Peter Kalichman  
Philippe Boursier  
Philippe de Villers  
Philippe Morel  
Pier-Luc Gaudet  
Pierre Donaldson  
Pierre Laramée  
Pierre Lussier  
Pierre Marin  
Pierre Tessier  
Pierre Vallerand  
Rami Faour  
Réjean Poitras  
Réjean Rochette  
Renaud Plante-Grandbois  
René Amyot  
René Branchaud  
René Lehoux  
Richard Therriault  
Robert Hémond  
Robin Burns  
Sébastien Dion

Segal Family  
Selwyn House  
Serge Lajeunesse  
Sharon Wilensky  
Simon Gauthier  
Simon Martin  
Simon Ricard  
Simone Chevalier  
Sophie Latendresse  
Stéphane Desrochers  
Stéphane Pilon  
Stéphane Pilon  
Stéphane St-Laurent  
Stephen Gauthier  
Steven Lanthier  
Steven Miller  
Sylvain Giroux  
Sylvain Lévesque  
Teralys Capital Inc.  
Thierry Lebeau  
Tony Lee  
Unis contre le cancer de la prostate  
Vincent Boulanger  
Vincent Côté  
Vincent Landry  
Vincent Myre  
Warren Levine  
Yan Tousignant-Levesque  
Yanick Gaudet  
Yannick Arbour  
Yves Bilodeau  
Yves Ferland  
Yves Poiré

## THANKS TO OUR PARTNERS

We thank our valued corporate partners, whether financial firms, businesses or institutions, for choosing to support our cause. Your generosity makes it possible for us to look into the future.

Agence de Communication Youville  
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Bicycles Quilicot  
Broken7  
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Cannondale Sports Unlimited  
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Le Canadien de Montréal  
Le Groupe Jean Coutu (PJC) Inc.  
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Multi Concepts Média  
Omnipub  
Outdoors Media Works  
Parc Jean Drapeau  
Rivière du Chêne  
Sanofi Canada  
Ski Morin Heights  
V Interactions inc.

## THANKS TO OUR VOLUNTEERS

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

Alexandra Pagé  
Alexia Dupras  
André Brisset  
Anna Mihaltchev  
Anne Proulx  
Atanas Mihaltchev  
Cameron Anderson  
Camille Fortier  
Camille Garneau-Proulx  
Carole Simard  
Catherine Allard  
Catherine Roch-Hansen  
Chantal Lavoie  
Christine Prus  
Clara MacIntosh  
Corinne Ethier  
David Côtes  
Denis P. Lessard  
Dominique Boivin  
Dominique Simard-Dunn  
Elizabeth Bilodeau  
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Francis Bilodeau  
Gaspard Fauteux  
Geneviève Proulx  
Ghislain Lapointe  
Ginette Labarre  
Isabelle Lipari  
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Josée Garneau  
Julien Garneau-Proulx  
Lars Hansen  
Leha Thai  
Lê Ngo  
Liette Nadeau  
Lilian Mihaltchev  
Line Bélair  
Louise Ferland  
Louise Auclair  
Luc Turcot  
Manon Demétre  
Manon Lemire  
Marie-Christine Roch-Hansen  
Marie-Pierre Bastien  
Marjolaine Cloutier-Proulx  
Martin Langlois  
Mehdi Kazemian  
Michel Pinard  
Michèle Letellier  
Nik de Stefano

Olivier Garneau-Proulx  
Oscar Ledon  
Patrick Fréchette  
Paul-André Bisson  
Pierre Couture  
Rachel Viain  
Richard Millette  
Ryan Adessky  
Salma Guendoul  
Sam Elkas  
Serge Forest  
Stéphanie Roch-Hansen  
Suzanne Gasse  
Sylvain Foucart  
Thanh Do  
Yves Dupras



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Marvyn Kussner \*

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## PROCURE TEAM

Laurent Proulx, Executive Director

Marie-Christine Beauchemin

Nathalie Labelle

Ginette McKercher

Nicole Paradis

Maria Valkova

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\*deceased in June 2013

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\*\*deceased in July 2013

## CONTACT INFORMATION

1320, Graham Blvd., Suite 110, Town of Mount-Royal, QC H3P 3C8 | 1-855-899-(CURE) 2873 | [info@procure.ca](mailto:info@procure.ca) | [procure.ca](http://procure.ca)

*"It is my firm conviction that PROCURE, with the support of our donors, will make a profound difference to the many men and their family members who have to face the ordeal of prostate cancer."*

**Marvyn Kussner 1920–2013**



LA MARCHÉ  
DU COURAGE  
PROcURE

# PROcURE

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

ÉVÉNEMENTS VIP PROcURE

À MOTO

À PIED

À PIED

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