



## Saving lives

## Changing lives

2010-2011 Annual Report



Joshua  
5 years old

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“Be the change you want to see  
in the world.”

(Ghandi)



***Our world is the world of the children who come through the doors of The Montreal Children’s Hospital every day. It is also the world of devoted professionals who take care of these children. It is a world of tough struggles, victories both big and small, a world of hope that must be kept alive.***

**T**he mission of The Montreal Children’s Hospital Foundation is to mobilize the public behind the continuous efforts of the professionals at The Children’s to save lives and change lives. This is an arduous task because our needs are increasingly urgent from year to year. But it is also a gratifying task, thanks to the generosity of our donors.

Over the past 13 years, Louise Dery-Goldberg has plotted the path of change and through her efforts the Foundation has become one of the largest funders of pediatric healthcare and research in Canada. Our organization’s annual revenues have quadrupled and its assets tripled; it has become a philanthropic leader in Quebec and Canada. The Foundation is now a member of the Woodmark Group, an organization made up of the 25 leading pediatric hospital foundations in North America. All these achievements are the result of the leadership and vision of Louise who has decided that it is time for her to pass the torch and retire.

Over the last seven years, Marie-Josée Gariépy has had the privilege of being Louise’s second-in-command and has contributed enormously to the Foundation’s development. With the imminent move to The Children’s new facilities and under Marie-Josée’s leadership the Foundation will face new challenges. It will enter a new era of fundraising to increase its revenues and assets and continue to support ever-growing needs. The Foundation will strive to strengthen its good governance practices by working hand in hand with members of its Board of Directors to achieve its goals.

Thank you for your generosity and commitment. Thank you for helping to save lives and change lives.

A handwritten signature in black ink, appearing to read 'Louise Dery-Goldberg'.

Louise Dery-Goldberg  
Outgoing President

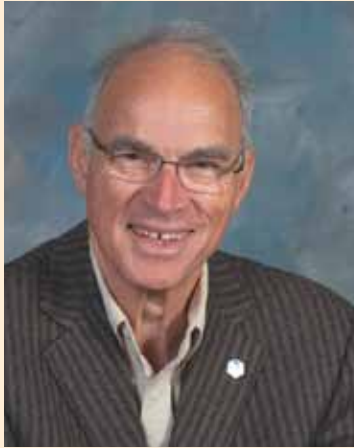
A handwritten signature in black ink, appearing to read 'Marie-Josée Gariépy'.

Marie-Josée Gariépy  
President



“The community’s support of our work has meant that more children are leading longer and healthier lives.”

Andréane Pharand, Head Nurse, Neonatal Intensive Care Unit



MESSAGE FROM THE CHAIRMAN OF THE BOARD



Mr. Greg Rokos  
Incoming Chairman

## *Sustainable heritage for the community*

***We all have experienced personal accomplishments that bring us great satisfaction. Success is its own reward. However, nothing beats the satisfaction that a successful collective effort can provide, especially in a long-term project that will leave a sustainable heritage for the community.***

**W**e have all heard the slogan *Think globally, act locally*. Generous leaders were the first to act by laying the foundation of this new venture on the Glen. They have made it possible for new and better approaches to care to become available to children from near and far, and have contributed to assure this well into the future. After many years of commitment to The Children’s and then to the Foundation, I feel proud to be living in a caring society that has mobilized so generously in supporting the cause of children’s health.

I have had the pleasure of meeting skilled health professionals, business leaders, citizens, well-to-do and less well-to-do men, women and children, each of whom, according to their means, has chosen to champion the cause of children’s health. These people have marked my life and made it possible to save and change the lives of countless children. I thank them from the bottom of my heart.

Today, the construction of the new Hospital is moving steadily forward, but there is still a lot of work to do. There are many new challenges for us to tackle collectively. I believe that now is a suitable time for me to hand over the reins as Chairman of the Board of the Foundation. Succession will be assured by my colleague Greg Rokos who will bring new energy to the position with the support of a strong and devoted team.

Thank you for maintaining your commitment to the cause of children’s health.

Dr. Nicolas Steinmetz  
Chairman of the Board



Sarah  
3 years old



INTERVIEW WITH THE  
ASSOCIATE EXECUTIVE  
DIRECTOR OF THE MONTREAL  
CHILDREN'S HOSPITAL

## *Great achievements... and more challenges to come*

***Thirty-eight years after its establishment, The Montreal Children's Hospital Foundation plays a greater role than ever in providing funding for The Children's most urgent needs and by leading The Best Care for Children Campaign to support the construction of the new Montreal Children's Hospital.***

**Dr. Harvey Guyda, Associate Executive Director of The Children's, answers a few key questions to explain why supporting the Foundation is crucial to the delivery of top quality health services to the children of greater Montreal and of all Quebec.**

### **What are the greatest challenges that The Montreal Children's Hospital will have to face in the coming years?**

Certainly, the transition from our current facilities to the new Children's will bring its share of challenges. We will do everything in our power to make the transition as smooth and as seamless as possible, but we are conscious that moving to a new environment with new equipment and different functionalities will require some getting used to. But we know that in time, the move will pay huge dividends.

Another challenge will be to fulfill the Hospital's financial needs. It is no secret that the Government's financial situation is such that they are looking at ways to cut spending to keep deficits in check. In the health sector, we are faced with increasing needs for funding, so even maintaining current service levels is like trying to square the circle.

That's why the Foundation is such a crucial partner - it provides financial support not only for our most urgent ongoing needs, but also for major projects like the Intraoperative MRI suite. We can't understate the importance of this unique project; this highly specialized equipment is a magnet not only for clinical specialists, but for advanced functional brain researchers as well. It also provides a valuable innovative resource to help us fulfill our role as a university teaching hospital.



“I am always touched by the way so many donors want to contribute to the emotional needs of sick children – they are making a major difference in the healing process.”

Marie-France Haineault, Professional Coordinator and Certified Child Life Specialist

### How would you describe the role played by the Foundation?

The Foundation is a tremendous enabler of actions. It brings together parents, clinicians and the public, giving them a common, shared vision of what needs to be done so that we can continue to provide the best possible care for all of our patients aged 0-18 years.

Over the years, the Foundation has been a great advocate for the cause of children’s health and has always found creative ways to take The Children’s message into the community. When people see that they can make a difference, they take action and these actions result in the fantastic level of support that we enjoy from our community.

### How do you see the future?

While I see many difficult challenges ahead, I also know that we have a worthy cause that everyone can identify with: helping children to achieve their optimal adult potential. This makes me very optimistic about the future.

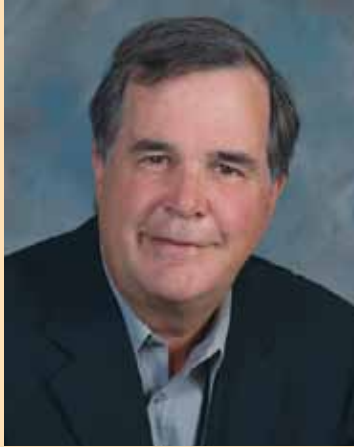
We have creative, innovative and resourceful staff, committed to providing exceptional service to our patients and their families. We have some of the world’s best clinical specialists and internationally recognized researchers; this represents an incredible intellectual capital that will be integrated into our new facilities at the Glen site. We could not do everything that we do without the generosity of a supportive community that believes so strongly in our mission. If the public continues to show such devoted support, which I fully expect, I have every reason to believe that the best is yet to come in our next one hundred years.



**“When people see that they can make a difference, they take action and these actions result in the fantastic level of support that we enjoy from our community.”**



Marilou  
4 years old



MESSAGE FROM THE CHAIRMAN  
OF THE BEST CARE FOR CHILDREN  
CAMPAIGN

## *We are building more than a hospital – we are building the future*

***The New Children’s is rising up quickly on the Glen site. What an incredible change since our groundbreaking in September 2010 when there was only a hole in the ground.***

I would like to thank all of you who have answered our call wholeheartedly and have enabled us to achieve so much success with *The Best Care for Children* Campaign. Because of your commitment and generosity, we are commencing the last stage of the campaign and the \$100 million goal is now well within reach.

BUT we have not yet crossed the finish line. There is still much work to do to achieve success for our children and reach our \$100 million goal. Funds from *The Best Care for Children* Campaign have been used to maintain and improve our current hospital, to purchase and install the first Intraoperative MRI in Quebec, which will be moved to the new Children’s, and to meet our commitments in the construction of the new Children’s. Your investment will also be used to pay for changes to the new Children’s to improve the healing environment and to fund academic Chairs, research and other projects in order to provide the best possible healthcare in the best possible environment for our children.

In order to cross the finish line, I ask you once again to contact your friends, family and neighbours and to encourage them and yourselves to give as generously as possible for *The Best Care for Children*.

Marc A. Courtois  
Chairman of *The Best Care for Children* Campaign



“Every day I meet children and families facing seemingly insurmountable challenges. And every day I am inspired by their fighting spirit, as they find the courage within themselves to face each obstacle head on.”

Dr. Sharon Abish, Pediatric Hematologist-Oncologist



MESSAGE FROM THE TREASURER  
AND FINANCIAL REPORT

## Hope fosters generosity

**Similar to previous years, 2010-2011 was not without its share of economic uncertainty. Despite these somewhat troubled times generosity prevailed. The Foundation was able to equal its performance of previous years, raising almost \$20 million in donations.**

This is living proof of the unconditional support from our donors even in tough circumstances. Some of the credit belongs to the Foundation’s many extraordinary volunteers and its team of professionals. The Foundation has a special relationship with the community, which year after year mobilizes its efforts to support The Montreal Children’s Hospital. Thousands of volunteers in community groups act as ambassadors, promoting children’s health, and working relentlessly to create fundraising events some of which have become a tradition: The ABC Ball for The Children’s, the MCHF Golf Tournament, Pedal for Kids, Kilimanjaro for The Children’s, just to mention a few.

The Foundation recorded an unrealized gain on investment of over \$3 million making up for losses incurred in 2007-2008 and 2008-2009. This year the Foundation contributed almost \$12.5 million to The Children’s. This sum provided funding for new medical equipment, teaching support, pediatric research, a variety of therapeutic programs, and social and trauma prevention services. Furthermore, *The Best Care for Children* Campaign garnered \$4 million for the construction of the new Children’s.

We continue to pay special attention to administrative costs, which we have been able to maintain at approximately 20 cents per dollar raised, making us one of the most cost-effective philanthropic organizations.

Please join us in renewing your commitment to children’s health.

Timothy E. Price  
Treasurer





Liam  
3 years old

**THE FOLLOWING COMMITTEES SHARE FINANCIAL RESPONSIBILITIES:**

The Executive Committee, chaired by Dr. Nicolas Steinmetz, maintains control mechanisms to ensure that funds raised honour donors' requests and best serve the needs of our young patients.

The Budget Committee, chaired by Mr. Timothy E. Price, plays a key role in establishing the annual budget and in monitoring the Foundation's performance.

The Audit Committee, chaired by Mr. Claude Bédard, works with external auditors, Samson Bélair/Deloitte & Touche s.e.n.c.r.l., and is mandated to oversee the organization's financial statements, as well as to recommend appropriate accounting policies and practices.

The Investment Committee, chaired by Mr. David M. McEntyre, ensures that funds are prudently invested and well managed by providing advice on investments policies and making investment decisions on behalf of the Foundation.

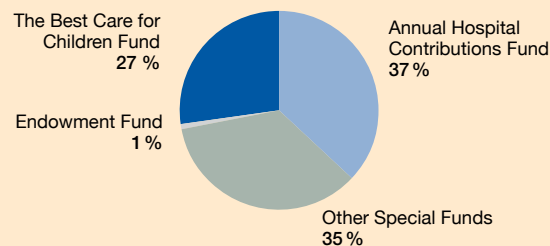
**FINANCIAL STATEMENT OF REVENUES, EXPENSES AND CONTRIBUTIONS (IN \$)**

For the 12-month period ended March 31, 2011

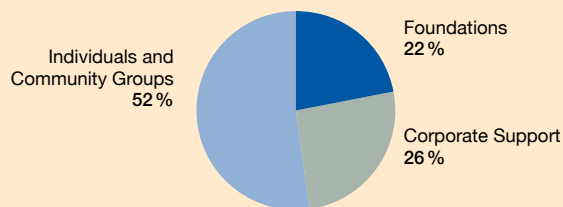
	2010-2011	2009-2010
Revenues		
Donations	<b>19,242,973</b>	19,547,591
Net Investment Income	<b>1,246,778</b>	1,003,301
Change in unrealized gain on investments	<b>3,067,018</b>	6,298,112
Total Revenues	<b>23,556,769</b>	26,849,004
Operating Expenses	<b>3,901,680</b>	3,763,891
Excess of Revenues over Expenses before Contributions	<b>19,655,089</b>	23,085,113
Contributions to The Montreal Children's Hospital		
Hospital Equipment and Services	<b>2,434,479</b>	3,470,562
Research Equipment and Services	<b>4,288,721</b>	3,913,868
Special Projects	<b>5,824,293</b>	10,853,879
Total Contributions	<b>12,547,493</b>	18,238,309
Revenues over Expenses and Contributions	<b>7,107,596</b>	4,846,804

Note: The complete set of audited financial statements are available upon request.

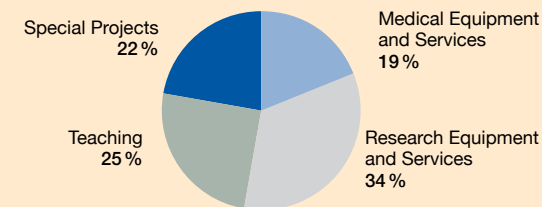
**BREAKDOWN OF DONATION REVENUES BY FUND**



**SOURCES OF REVENUES**



**HOW ARE DONATIONS DISTRIBUTED?**



# Overview of Activities

## *A hospital reflecting its society, its city, its community*

The Montreal Children's Hospital is truly a microcosm of Montreal and Quebec society and is recognized both in Quebec and internationally as a centre of excellence in pediatric research and innovation.

## *A community rallying behind The Children's*

The citizens of Montreal and Quebec understand the needs of their Children's Hospital and answer the Foundation's call with great generosity. With construction of the new Montreal Children's Hospital moving quickly and *The Best Care for Children* Campaign still in full swing, many new commitments for major donations have been made to the Foundation to help us attain our campaign goal of \$100 million.

With a \$15 million commitment, Opération Enfant Soleil is one of the largest contributors to *The Best Care for Children* Campaign. In addition to the \$5 million already contributed towards the purchase of an Intraoperative MRI, OES has also donated \$10 million to the construction of the new Children's Emergency Department, which will be twice the size of the current ER, and better suited to meet the needs of our young patients. With more than 80,000 patient visits per year, The Children's has one of the busiest ERs in North America.

Laurentian Bank, Mantoria, Charitel and Enertrak are some of the new donors to *The Best Care for Children* Campaign. Their large contributions rank them with other philanthropic leaders from the business sector, including Bell, Rio Tinto Alcan, National Bank, Hydro-Québec, CIBC, Scotiabank and Metro.

Many doctors from The Children's as well as families and individual donors have also made pledges to support the construction of our new Hospital. Their names appear in the accompanying document entitled *Our Donors*.



Ginette Charest, President and Executive Director of OES, with Dr. Harvey Guyda, Associate Executive Director of The Children's, Louise Dery-Goldberg, Foundation President, and Michel Pauzé, Vice-President of the OES Board of Directors.

## Supporting excellence in research

The Foundation of Stars is a long-time partner that provides valuable support for the important work of The Children's research teams.

Once again this year, the Foundation of Stars has demonstrated their commitment with a donation of \$810,000. This contribution will be devoted to advancing research in childhood diseases.

The Cole Foundation has been a dedicated supporter of leukemia research for many years. Founders of the Penny Cole Laboratory, the Cole Foundation has pledged a generous contribution of \$1.5 million to the work of Dr. Nada Jabado and Dr. Janusz Rak in the stem cell unit.

This year, the Children's Leukemia Foundation, another important partner in the promotion of leukemia research, completed its \$300,000 pledge to support the work of Dr. Jabado and Dr. Rak. Leucan is another long-time partner and major contributor to the Foundation in support of pediatric research. This year, Leucan's donation was allocated to Dr. Jabado's research on innate genetic disorders linked to brain tumours, the leading cause of cancer-related mortality in children.

In addition, thanks to the generous support of donors such as Mr. Shahab Kamali, the Foundation for Fighting Blindness and the Foundation for Retinal Research, The Children's is revolutionizing research in congenital diseases that can cause childhood blindness.



Mr. Jean Sylvain Labbé, Executive Director of the Foundation of Stars, presented a cheque for \$810,000, in support of child health research at The Children's, to Mr. Matthew MacIntosh, researcher, Dr. Charles Rohlicek, Cardiologist at The Children's and Dr. Robert Brouillette, Interim Chair of the Department of Pediatrics, Faculty of Medicine, McGill University.



Dr. Nada Jabado, world-class researcher and oncologist at The Children's.

# Overview of Activities (continued)

## *Meeting the urgent needs of The Children's*

We are constantly striving to do more to save lives and change the lives of as many sick children as possible. To achieve this, we must work together to meet multiple challenges, and above all respond to our Hospital's most urgent needs.

We wish to thank all of our generous donors for heeding our call, and stepping forward to help us provide the best quality care possible for our young patients.

## *Making a difference*

Each year, thousands of caring individuals and companies demonstrate their unfailing commitment to ensure that sick children receive the best possible care. This level of commitment has translated into \$3.46 million raised through annual and monthly donations, enabling the Foundation to help The Montreal Children's Hospital in many ways, including:

- Financing construction of the new Children's;
- Funding research to save lives and discover new treatments for childhood diseases;
- Financing assistance programs for less fortunate families, such as the Tiny Tim Fund, and other Child Life service programs such as Dr. Clown, music therapy, art therapy, etc;
- Providing education, support and training to the medical staff;
- Purchasing medical equipment on the Hospital's priority needs list.

## *Investing in the future*

By contributing through planned giving, donors affirm their commitment to the future of The Montreal Children's Hospital. It is their way of showing that our young patients' future and current needs are of equal importance.

Bequests, endowment funds, life insurance and charitable gift annuities are some of the ways to plan and support the future care of our children. In 2010-11, the Foundation received planned donations from the estates of more than 40 generous donors. Over the years, numerous endowment funds have been established by the Foundation (see the list in the accompanying document entitled *Our Donors*). Each fund addresses specific needs of the Hospital, and will continue to do so indefinitely.



Christelle Jacquet, Music Therapist at The Children's, with one-year-old patient Kaitlin.

## *A community in tune with special events*

The Children's inspires our community to such an extent that hundreds of groups and individuals show great creativity in organizing fundraising events that generate considerable contributions for the Hospital. These events are added to those already organized by the Foundation itself, such as *The Caring for Kids Radiothon*, *Pedal for Kids*, *The ABC Ball for the Children's*, and the MCHF Golf Tournament. In total, close to 300 special events and community activities are held each year for the benefit of the Foundation. They help fund many programs and projects, as well as the purchase of specialized medical equipment. State-of-the-art equipment provides our professionals with the tools they need for efficient treatment of our young patients, and ensures that The Children's remains at the forefront of pediatric care.

Examples of medical equipment purchased thanks to our donors' generosity:

- Colonoscopes
- Video Gastrosopes
- Pulsed dye laser
- Infusion pumps
- Blood analyzer

Purchases of non-medical equipment that enhances the healing environment, thanks to the generosity of our donors:

- Music system for the MRI
- Parent beds for inpatient wards
- Refrigerator and freezer for storing breast milk

We extend our sincere gratitude to the entire community for its constant willingness to help support and sustain the goals of The Children's.



Ms. Michèle Dionne, Dr. Harvey Guyda, Associate Executive Director of The Children's, Mr. John Coleman, and Premier Jean Charest, with Louise Dery-Goldberg and Dr. Nicolas Steinmetz of the Foundation. Two young patients, Émilie and Adam, presented the Premier with a symbolic gift during the 2010 ABC Awards Ball.

“We are building a hospital complex that will shape the future of children’s healthcare.”

Marc A. Courtois  
Chairman of *The Best Care of Children Campaign*



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