



# LONG LIVE LIFE



HEART &  
STROKE  
FOUNDATION  
OF QUÉBEC

2009-2010 ACTIVITIES



More to learn. More to experience. More to see. More to enjoy. There's always more to live for. This is why the Heart and Stroke Foundation continues to work tirelessly to fund major research initiatives and targeted education programs to ensure that we all spend more time living, and less time battling disease. Long live healthy, rewarding lives. Long live making the most of the moments we have. Long live life.

# A WORD FROM THE CHAIR AND THE CEO



**Richard Légaré**  
Chair of the Board

Since its creation in 1955, the Heart and Stroke Foundation has made incredible progress in the field of research on heart disease and stroke. The last ten years have seen mortality rates from these diseases decrease by close to 25 percent. Yet, they are still leading causes of death in Québec, taking one life every thirty minutes. Much work remains to be done.

While years come and go, the Foundation's mission remains unchanged: to save lives. In addition to contributing to the advancement of research, the efforts undertaken by the Foundation in other areas have produced remarkable results, as highlighted by some of the data we proudly present in this report. For example, our awareness raising activities with vulnerable populations to reduce obesity and inactivity, major precursors of cardiovascular disease, are starting to bear fruit: several students in underprivileged neighbourhoods benefited from our *On the road to a happy heart* program. The Foundation is also paying particular attention to the workplace: thousands of workers have benefited, and will continue to benefit from our prevention and health promotion programs.

The Foundation plays a leading role and invests considerable effort in the fight against cardiovascular disease, but this year, it has truly distinguished itself through its work in the field of stroke. Our aging population will cause the expected number of strokes to double over the next ten years. That is why the Foundation is using all means at its disposal, including public interest messages and the dissemination of specific information, in order to convince individuals to modify certain behaviours, but more importantly to react quickly to the warning signs of stroke. Our greater understanding of the disease and its mechanisms now allows many victims to regain a normal quality of life after a stroke.

Cardiac arrests are also of concern to the Foundation, because they affect such a staggering number of people every year, and few victims survive. As the organization that sets the guidelines for cardiopulmonary resuscitation (CPR), the Heart and Stroke Foundation provides CPR training to the public at large as well as to health professionals, so that they can react quickly to sudden cardiac arrests, and save lives. Together, we can work on making these diseases a thing of the past.

When it comes to cardiovascular disease affecting women, the data currently available sounds an alarm that we can no longer ignore: women are at risk. Heart disease and stroke are the leading causes of death among women, taking more female lives than all forms of cancer combined. The Foundation will continue to raise the awareness of women so that they may adopt healthier lifestyle and nutrition habits.

These are just a few examples of the ongoing measures undertaken by the Foundation to find solutions that will help our fellow citizens live healthier, longer lives. The fight goes on every day, thanks to the collaboration of our volunteers, donors, partners as well as researchers and other health professionals. We salute them and thank them sincerely. Without them, the extraordinary progress we've made thus far would not have been possible.

Long live life!



**Jean Noël**  
President & CEO

*The 2010 Heart and Stroke Foundation Report on Canadians' Health exposed a perfect storm of risk factors and demographic changes that will occur in our society over the next ten years. In the following pages, you will see some of the ways the Heart and Stroke Foundation is addressing these threats while recognizing the vital role of volunteer, donor and partner investment.*

# DIFFERENT FACE, SAME THREAT

---

The very face of our communities is changing. Increasingly, heart disease and stroke are crossing age, gender and ethnic lines today, leaving no one unaffected. The challenges are numerous: an aging population, the tragic consequences of unhealthy eating, inactivity in our children and youth, and a new surge in at-risk groups. These factors have begun to inhibit the progress that has been made across the continuum of cardiovascular care.



# GIVING YEARS – EXTENDING LIVES

The Foundation is committed to protecting all Quebecers from having their lives cut short by heart disease and stroke. Our leadership and collaboration with government, partner organizations and industry stakeholders, as well as strategic investments in innovative research and education, keep this vision alive. Thank you for being part of this vital effort.

## A strategy for action

The *Canadian Heart Health Strategy and Action Plan* (CHHS-AP), released in February 2009, was created in partnership with the Heart and Stroke Foundation to decrease the growing burden of cardiovascular disease (CV) in Canada. This comprehensive strategy proposes six key recommendations to make Canada a heart healthy nation, through a strategic plan that is practical and sensitive to regional differences. In the January 2010 report, the team set numerous health goals for Canada, among them, to decrease the annual mortality rate from CV diseases by 25% and the number of hospitalizations per year for heart failure and stroke by 25%. The conservative estimate of savings from implementing this plan would be \$1 billion per year in direct costs and \$2 billion per year in indirect costs. The Foundation continues its advocacy work with the federal government in an effort to have its *Action Plan* adopted, in order to fight not only cardiovascular disease, but chronic diseases in general.

## Concrete actions for vulnerable populations

Once again this year, our organization has mobilized efforts to make underprivileged communities and vulnerable populations aware of the problems linked to heart disease and stroke. Thanks to the money raised through the *Entraide* campaign, many school children from underprivileged communities were introduced to the Foundation's *On the road to a happy heart* program, and benefited from advice and solutions aimed at adopting healthy lifestyles while fighting obesity and inactivity, health issues which are more prevalent within this particular group.

## Promoting heart health in the workplace

For over 17 years, the Foundation has been committed to prevention and the promotion of heart health in the workplace. Through its *Heart at Work* program, several

Québec companies are now encouraging their employees to maintain or adopt a healthier lifestyle. Some 50,000 workers from 94 companies were invited to participate in the *Heart Health Contest*. Learn more about this program by visiting [aucoeurdutravail.org](http://aucoeurdutravail.org)

## Heart health, one step at a time

Developed over the last year, the *Heart in Motion Implementation Guide* provides municipalities and urban planners with tools to help them incorporate safe, marked pedestrian paths within their communities. Twelve municipalities have joined the program and several more are expected to follow.

## Helping those struck by tragedy

Regaining a sense of normalcy following major heart problems is never easy. In every region of Québec, our *Take Life to Heart* education and rehabilitation program is helping people affected by heart disease achieve a better quality of life while reducing the risk of recurrence.

## ABREAST OF NEW DEVELOPMENTS AND CONCERNS

*Les actualités du cœur*, published three times a year by the Foundation, provides over 17,000 healthcare professionals - including 12,000 physicians - with information on new issues and guidelines pertaining to cardiovascular and cerebrovascular health.



*Although our understanding of stroke has deepened over the past decade, it remains a very serious threat to our health. Stroke is the third leading cause of death and a major cause of disability in Canada. Moreover, the incidence of stroke is expected to double in the next 10 years as a result of our aging population.*

# A PREVENTABLE TRAGEDY

---

More than 50,000 strokes occur each year, leaving far too many people mentally and physically disabled. The tragedy is that 80% of strokes are preventable. The leading cause of stroke is high blood pressure, which affects six million Canadian adults. With a continued focus on reducing all risk factors, and by helping individuals adopt healthier lifestyle habits, we can stop strokes from robbing us of valuable years and life.



# MAKING STROKE A DISTANT MEMORY

Not long ago, the mechanics of stroke were a mystery. Today, the Foundation's increased investment in stroke research has sufficiently unravelled the mystery to deliver life-altering advances in treatment and prevention.

## Stopping stroke in its tracks

The Foundation strives to use every means at its disposal to decrease the number of strokes, which currently affect thousands of Quebecers every year, through initiatives such as raising public awareness on risk factors and the importance of reacting quickly to warning signs, being a catalyst with the scientific community, and actively collaborating with the government to implement a best practices strategy.

## Informing neurological health professionals about advances in stroke treatment

In the fall of 2010, the *Sommet québécois pour vaincre l'AVC* was held in Montréal for the third consecutive year. Close to 150 health professionals in the field of neurology from all regions of Québec accepted the Foundation's invitation to attend and discuss current and desired practices pertaining to stroke.

## The Canadian Stroke Congress

This year marked an extraordinary evolution in how we share the latest developments in stroke research, prevention, care and rehabilitation. The very first *Canadian Stroke Congress* was held last June in Québec City, where the best stroke specialists in Canada gathered to share their perspectives and discoveries on improving the quality of life of stroke survivors. Over 1,000 people involved in the fight against stroke participated in this Canadian first, co-organized by the Foundation.

## Warning signs, true life-savers

Stroke can lead to partial or permanent disability, and death. For many people however, the potential consequences of stroke may be eliminated if they can get to the hospital in time. Recognizing the warning signs of stroke is critical, which is why the Foundation broadcasts ads and distributes documentation right across Québec to raise awareness of these warning signs and of the importance of acting quickly.

## Irregular heartbeat, a warning sign of stroke

This year, a new risk factor has come to the Foundation's attention. Atrial fibrillation, also known as "arrhythmia", is a heart disorder which increases 3 to 5 times the risk of an ischemic stroke. During *Les Parlementaires*, a yearly event held in Québec City, the Foundation informed provincial elected officials of the importance of this risk factor, which causes nearly 15% of all strokes.

## A QUÉBEC STROKE STRATEGY

For several years, the Heart and Stroke Foundation of Québec has actively collaborated with the *ministère de la Santé et des Services sociaux* and other healthcare professionals in an effort to implement a Québec-wide vision covering intervention, care and rehabilitation, while helping stroke victims reintegrate their respective communities. Once in place, this continuum of care will save a considerable number of lives and will give patients and their loved ones the resources they need to return to normal life.



*Over the past year, in Québec,  
92 researchers working  
in 19 hospitals and universities  
benefited from grants-in-aid  
and personnel awards totalling  
\$2.7 million, which enabled them  
to pursue their work. In addition,  
14 research teams received  
\$1.5 million from our  
National Research Fund.*

# MAKING PROGRESS IN THE NAME OF LIFE

---

To date, the Foundation has donated over \$100 million to thousands of Québec researchers who have contributed in concrete ways to the advancement of knowledge and treatments that have helped save lives or improved the quality of life of cardiovascular disease patients. By funding world-class research, the Foundation remains a driving force behind Québec's scientific community.

# FINDING NEW SOLUTIONS

The Foundation is proud to actively contribute to the effort of Québec's eminent researchers. Renowned worldwide, these researchers are the stepping-stone of cardiovascular and vascular health.

## Supporting excellence in heart disease and stroke research.

Every year, the Foundation presents awards to researchers that supplement their grants-in-aid and recognize the excellence of their projects. Congratulations to all our recipients!

### The 2010-2011 recipients are:

**The 4<sup>th</sup> International Conference on Preventive Cardiology Award – \$20,000**

**Dr. Éric Larose**

*Institut universitaire de cardiologie et pneumologie de Québec*

**The Desjardins Financial Security Award for Research on Women and Heart Disease – \$10,000**

**Dr. Anne-Monique Nuyt**

*CHU Sainte-Justine*

**The John J. Day Award – \$10,000**

**Dr. Ellen Rosenberg**

*McGill University*

**The Jonathan-Ballon Award – \$10,000**

**Dr. Luigi Bouchard**

*University of Montréal*

**The Pfizer Canada Award for Research on Cholesterol, Fats and Nutrition – \$10,000**

**Dr. Guy Rousseau**

*Hôpital du Sacré-Cœur de Montréal*

**The RBC Royal Bank Award for Research on Stroke – \$10,000**

**Dr. Alexander Thiel**

*Sir Mortimer B. Davis – Jewish General Hospital*

**The sanofi-aventis Award for Research on Atrial Fibrillation – \$10,000**

**Dr. Pierre Pagé**

*Hôpital du Sacré-Cœur de Montréal*

**The Alfred B. Grossman of the EJLB Foundation Award for Research on Depression and Stroke – \$5,000**

**Dr. Yves Joannette**

*Institut universitaire de gériatrie de Montréal*

**The Birks Family Foundation Award – \$5,000**

**Dr. Damien Garcia**

*CHUM - Hôpital Notre-Dame*

## GRANTS-IN-AID AND PERSONNEL AWARDS BY FIELD OF STUDY:

Mother/child cardiology: **7**

Cardiac and vascular surgery/angioplasty: **7**

Cholesterol, lipids, nutrition: **10**

Cerebral circulation and heart interactions – nervous system: **4**

Coronary circulation and myocardium: **19**

Clinical research – stroke: **8**

Clinical research – cardiology: **7**

Cardiac rhythm: **17**

Blood – coagulation: **1**

Blood pressure: **21**

Fundamental research – stroke: **3**

Population health research and risk factors: **5**

*NOTE: A researcher can receive a grant-in-aid and a personnel award for the same research project.*

*Our nation's women are at risk. Heart disease and stroke are the leading causes of death for women in Canada, taking more female lives than all forms of cancer combined – yet too many women remain unaware.*

*Together, we can create the necessary changes to give these women more life to live.*

## AN EQUAL-OPPORTUNITY KILLER

---

For many years, it was thought that cardiovascular disease affected mostly men. We now know it does not discriminate. Every year, more Canadian women than men die of heart disease and stroke. Unhealthy diets and lifestyles are now placing even young women at risk: about 1.7 million women between the ages of 20 and 34 are inactive, almost one million are overweight and more than 800,000 are smokers. But despite the serious dangers these risk factors pose, too many women are still not taking action to reduce their risks.



# SUPPORTING WOMEN IN THE FIGHT

While estrogen provides some natural protection against heart disease until menopause, unhealthy lifestyle habits are putting younger women at risk. More work needs to be done to educate and help women – young and old – prevent their No. 1 cause of death.



## The Heart Truth

This dynamic campaign saw female public figures, as well as women survivors of cardiovascular disease, share the stage to raise awareness of the threat cardiovascular disease and stroke pose to all women, and provide them with the tools they will need to keep their hearts healthy. Combining joy, fashion and awareness, *The Heart Truth* fashion show featured, among others, Olympic figure skating champion Joannie Rochette, who tragically lost her own mother to a heart attack just as she prepared to compete in Vancouver's Winter Olympics. The campaign's web site, [thehearttruth.ca](http://thehearttruth.ca), is another valuable resource offering women extensive information on risk factors, prevention and the active role they can play within their own communities.



## Using humour to advance women's heart health

For a third consecutive year, the *Red Dress Gala* in Sherbrooke helped raise awareness among women of the region with regard to their risk of cardiovascular disease. Over 550 people heard emotional testimonials from several ambassadors, and were entertained by the inimitable André-Philippe Gagnon.

## Helping women through research

It is still not known why men and women experience cardiovascular disease differently. Dr. Simone Lemieux of Laval University, winner of the 2009-2010 Desjardins Financial Security Award for Research on Women and Heart Disease, is studying Mediterranean diets and the benefits they provide women and men. She is trying to determine whether such diets should be adapted to each gender, to better guide dietitians in their approaches.

Dr. Louise Pilote, Associate Professor of Medicine and Director of the Division of General Internal Medicine at McGill University, is one of the foremost researchers in the field of women and heart disease. Dr. Pilote heads up a multi-provincial study known as GENESIS involving researchers from Vancouver to Halifax. They are exploring key gender differences by pinpointing the precise genetic, behavioural, psychosocial, biological and environmental factors that play out in heart disease progression in women and men. The study is also examining differences in available health services and quality of life.

The knowledge gained from these two studies will improve accurate diagnosis of heart disease in women as well as prevent heart attacks in young adults.

*We hear about it and see it every day: our children are not as healthy as they should be and this is putting them at risk. Over the past 15 years, we have seen significant increases in obesity, high blood pressure and diabetes in younger patients. By working with communities, governments and families, we are sparking change and giving today's children their best chance at the life they were meant to live.*



## WELLNESS FROM THE GROUND UP

---

Our kids do not have sufficient opportunity to lead active, healthy lives. The lack of sidewalks, poor access to healthy foods and barriers to sport and recreation activities can make healthy living a challenge for some children. We have made it a priority to address these threats to our younger population whose lives – both in years and quality – are at stake.

# CHANGING THE FUTURE FOR AN ENTIRE GENERATION

Only 50% of Canadian children between the ages of 5 and 17 are getting the minimum number of daily servings of vegetables and fruit. More than half aren't active enough to help them grow up healthy. In response, the Foundation is actively creating solutions to keep our kids healthy for years to come.

## From *Jump* kids to *Jump* adults

Created in 1981, *Jump Rope for Heart* is celebrating its 29<sup>th</sup> anniversary this year and remains the Foundation's oldest and most popular national program. Children who participate in *Jump Rope for Heart* learn to become socially responsible adults and are encouraged to adopt healthy lifestyle habits through good nutrition and physical activity. Mr. Walter Makowski, a former teacher at Northview and Jubilee Elementary Schools in Pointe-Claire, strongly believes in our program: he has participated in *Jump Rope for Heart* every year for the past 29! Last year, close to 50,000 Québec children took part in *Jump Rope for Heart*, raising thousands of dollars which will be invested in cardiovascular research, prevention and health promotion programs. Jump on board by visiting [jumpropeforheart.ca](http://jumpropeforheart.ca)

## Hitting the road for heart health

Adapted for all three elementary school cycles, the *On the road to a happy heart* program offers original and dynamic activities in accordance with the guidelines set

forth by the *ministère de l'Éducation, du Loisir et du Sport*. This virtual educational journey, with nutrition and physical activity components, includes activities that are simple to organize while also integrating academic, social skills and self-esteem concepts. Over the past year, more than 300 teachers participated in the *On the road to a happy heart* program, reaching over 10,000 children and their family members. Discover this program by visiting [roadtohappyheart.ca](http://roadtohappyheart.ca)

## A healthy community, a healthy child

Given Canada's high obesity rates, it is more important than ever to build active, healthy communities. Well-maintained parks and safe, efficient walking and cycling networks make it easier for youngsters to get the physical activity they require to stay healthy. The Foundation has developed a toolkit, *Heart & Stroke Shaping Healthy Active Communities*, to support individuals and organizations in their efforts to create healthy change. Read more at [heartandstroke.ca/healthycommunities](http://heartandstroke.ca/healthycommunities)



## Sip Smart!

The importance of reducing the consumption of sugar-laden drinks in the fight against childhood obesity is well documented, which is why the Foundation has launched the *Sip Smart!* program over the past few months, to mobilize grade 4 to 6 educators to help children make healthier drink choices. The project is currently in its pilot phase and should be widely available for the start of the 2011 school year.

*Sudden cardiac arrest can happen to people of any age – at any time. With immediate CPR and early defibrillation, the victim's chance of surviving a sudden cardiac arrest is significantly increased. The Foundation has been playing a leadership role in promoting resuscitation since the 1970s, and continues to call on Quebecers to learn how to save lives.*



## **LIFE IS IN YOUR HANDS**

---

In Québec, between 15,000 and 20,000 cardiac arrests are reported every year; fewer than 5% of victims survive. The good news is that we now know how to improve survival rates. A person is four times more likely to survive a cardiac arrest if CPR is administered while awaiting the arrival of emergency medical staff. Furthermore, supplementing CPR with the administration of defibrillation using an AED in the minutes following a cardiac arrest increases the chance of survival by 75%. The Heart and Stroke Foundation is working to increase the number of people who survive cardiac arrest through education, awareness and funding.

# CPR FOR ALL

Fifty years ago, researchers discovered the life-saving practice of cardiopulmonary resuscitation (CPR). Since then, the technique has evolved with new scientific breakthroughs designed to improve success rates. The Foundation has played a critical role by ensuring these changes are incorporated into resuscitation awareness and training programs to stop cardiac arrest from taking its next life. This past year alone, over 200,000 Quebecers were trained to act quickly in order to save lives.

## Learn how to save a life in four hours

As the organization that sets guidelines for cardiopulmonary resuscitation, each year the Heart and Stroke Foundation trains and certifies all its instructor-trainers, who then share their knowledge with instructors who, in turn, train health professionals and the general public.

Through the *Foundation's HeartSaver (CPR/AED)* course, participants learn and practice CPR and AED techniques. In addition, participants can also learn how to help victims of haemorrhages, fractures, heat stroke and burns.

## Ready to react in the workplace

Thanks to a new partnership with the *Commission de la santé et de la sécurité du travail du Québec*, the Foundation issues the certificate *Secouriste en milieu de travail* to the 100,000 workers who receive the appropriate training every year.

## Full training adapted for health professionals

This year, some 2,800 physicians, nurses and paramedical ambulance technicians attended advanced emergency cardiac care courses which include comprehensive resuscitation training for health professionals. In addition, 955 doctors and nursing staff specialized in paediatrics were trained in advanced techniques specifically adapted for child patients.

## A first in North America

The Foundation, in collaboration with *Victoriaville en santé* and the *Comité consultatif de la politique d'accessibilité universelle de Victoriaville*, has developed CPR training specifically adapted for people who are visually, hearing, mentally or physically-impaired. These individuals are now links in the chain of intervention, and are ready to help save lives.



## LEARN CPR IN THE COMFORT OF YOUR OWN HOME

The *Heart & Stroke CPR Anytime Family & Friends™* Kit allows anyone to learn the core skills of CPR for adults and children in just 22 minutes. Visit [heartandstroke.ca/cpranytime](http://heartandstroke.ca/cpranytime) to order your kit today.

# DEDICATED VOLUNTEERS

Our fight against heart disease and stroke requires the support of thousands of volunteers, men and women of all ages. Their participation has allowed the Foundation to be present in every region in the province for the past 50 years. Each person's contribution is precious, but some volunteers stand out through their enthusiasm, dedication and loyalty. We wish to recognize their incredible involvement by awarding them our highest honorary distinction: the *Québec Heart Award*. Thank you to all our volunteers and congratulations to our *Québec Heart* recipients!

## Québec Heart SILVER

### Martin Bérubé

As a volunteer with a profound attachment to the Foundation, Mr. Bérubé has invested countless hours to the reorganization of Eastern Québec's vast territory, first by convincing the Foundation's administrators of the importance of having a regional office and management team in the region. In his capacity as Regional President, he has not only been involved in every aspect of the Foundation's work, but he has also been an outstanding spokesperson with the media, the business community and the people of Bas-Saint-Laurent, Gaspésie and Îles-de-la-Madeleine.

### Georgette Côté Bernier

Involved with the Daughters of Isabella, Ms. Côté has participated in the Foundation's door-to-door campaign in the Bas-Saint-Laurent region for more than 30 years. In addition, she has rallied hundreds of people to the cause over the years, raising \$150,000 in the process. Despite her years, she continues to support the Foundation. Her generosity, tenacity and energy make her an outstanding volunteer.

### Oswaldo D'Ippolito

Mr. D'Ippolito has encouraged his school's children to jump rope for over 25 years. A teacher at the St-Augustine school in the Lower North Shore, he has always encouraged friends, colleagues and students to donate. As a physical education teacher, he has made the *Jump Rope for Heart* program one of his school's priorities every year.

### Jacques Fortin

One of the Foundation's most loyal volunteers, Mr. Jacques Fortin has been committed to the cause for the past 20 years. As President of the La Tuque division of the Mauricie/Centre-du-Québec region, Mr. Fortin participates in all fundraising activities. Not only is he a pillar of La Tuque's committee, he is also its heart and soul. Himself affected by heart problems, he possesses a genuine ability to rally people and raise their awareness of the cause.

### Daniel Laguë

A volunteer organizer for *Jump Rope for Heart* for the past 18 years, Mr. Laguë is an exceptional role model for his students. He is constantly on the lookout for new ways to educate and entertain students and expertly puts the Foundation's tools to good use. He continuously strives to inspire youth to get moving and to adopt healthy lifestyle habits, which makes him a true ambassador of the *Jump Rope for Heart* program.

### Chantal Lavallée

A dynamic volunteer with outstanding leadership skills, Ms. Chantal Lavallée is a member of the *Marjolaine II benefit-cocktail* organizing committee and has been Regional President of the Saguenay/Lac-Saint-Jean region since 2002. She is the glue that binds the business community and the regional office, and also sits on the Foundation's Board of Directors. Active, committed and sensitive, Ms. Lavallée champions the Foundation's cause with vigour and enthusiasm year after year.

## Jo-Anne Swanson

The Foundation is pleased to recognize the work of Ms. Jo-Anne Swanson. Involved in many activities in the Outaouais region for several years, this enthusiastic volunteer was named Regional President in 2009. Ms. Swanson constantly seeks innovative ways to raise funds and promote the Foundation's mission, and her engaging personality is inspiring to everyone around her.

## Ruth Wilensky

Owner of Wilensky's Light Lunch, Ms. Ruth Wilensky is an exceptionally generous volunteer. Surrounded by her family and loyal employees, she has worked in her restaurant for over 50 years, making it a true Montréal institution. The Foundation's mission remains close to her heart and, for over half a century, she has donated all tips collected at her restaurant to the Foundation.

## QUÉBEC HEART GOLD

### Lise Richard

At the tender age of 78, Ms. Lise Richard has boundless energy and enthusiasm! For over 25 years, she has participated in the Foundation's scheduled fundraising activities, collecting more than \$450,000. She resolutely prepares her annual solicitation campaign, distributing over 500 letters in the Lanaudière region. Shrugging off past accolades, including a *Québec Heart Silver Award* in 2000, Ms. Richard is a model of determination to her peers and to future generations alike.



# THE GENEROSITY AND LOYALTY OF THOUSANDS OF DONORS

The previous pages provided an overview of some of the Foundation's accomplishments. However, many of these would have been impossible were it not for the unfailing support of donors, corporations and partners, each of whom plays a vital role in the Foundation's mission: contributing to research, continuing its advocacy work and educating the public so that we may all live healthy lives. Thank you for being at the heart of the solution!



## A HOUSE FOR LIFE

The Foundation is pleased to have launched its very first edition of the *Loterie du Cœur*. This campaign allowed us to provide financial support to many Québec researchers so they might continue their work and find new ways to eliminate heart disease and stroke.

We wish to thank everyone who participated in the *Loterie du Cœur* as well as our valued partners: les Industries Bonneville, National Bank Financial Group and Quebecor Media.

## Feats for Heart

During the past year, 17 Quebecers undertook *Feats for Heart*, a series of remarkable achievements in the name of our cause. It all began in November 2009, when a group of 13 volunteers climbed Mount Kilimanjaro. The expedition was led by sisters Carole and Julie Boucher from Lévis, who participated in the climb in memory of their parents, who had died of heart disease. In the spring of 2010, Jack Alexander Lee sailed around the British Isles, and Eytan Bensoussian undertook a solo 2,500 km bicycle trek from the State of Georgia to Albany, NY. This summer, Johanne Audy biked across Canada, leaving from Vancouver and ending in Québec City. And finally, Josiane Babin trained for a good part of the year to run a 10 km race during the Montréal Marathon. All of these *Feats for Heart* helped raise a combined total of more than \$120,000 for the Foundation.

## Citizen involvement and the dedication of thousands of volunteers

Every year, the Foundation organizes a multitude of events and activities through its regional offices to collect the funds necessary to achieve its mission. Here is an overview of some activities.



## LA CAPITALE – Biting into life

Thanks to the involvement of Mr. Jean-Michel Carpentier of Servier Canada, the 4<sup>th</sup> edition of the *Journée des pommes* on Île d'Orléans helped raise \$3,500. Since its inception, this activity has collected over \$12,000 for the Foundation. It is truly the apple of our eye!

In September 2009, at the Club de golf de Saint-Gilles, over 115 golf enthusiasts took up the challenge issued by Nancy Grégoire, one of the Kilimanjaro climbers, and raised more than \$15,500 to turn this dream expedition into reality. In all, 13 climbers, most of them from the Québec region, collected over \$83,000, exceeding their fundraising goal by \$7,000.

## CÔTE-NORD – An inaugural event

The very first *Barrage du cœur* took place on August 19<sup>th</sup> in Baie-Comeau. Many volunteers, drivers and sponsors contributed to the event's success, raising close to \$4,000.

## ESTRIE – Artists with heart

For over 10 years, the Coaticook region has presented the *Cœurdialement vôtre* show to benefit the Foundation. This event features 25 outstanding local artists of all ages, who each take the stage by storm. Over the years, this event has raised some \$100,000. Also noteworthy: 150 golfers participate in the *RBC Golf Classic*, collecting approximately \$20,000 every year.

## EST DU QUÉBEC – Boundless generosity

Once again, the Coulombe family beat its own record, raising \$8,289 during the *12 heures pour le cœur* event that took place in Petite-Vallée in the Gaspé region. This is the most profitable event in Eastern Québec.





### LAVAL/LAURENTIDES/ LANAUDIÈRE – A nonagenarian with a youthful heart

Last April 23<sup>rd</sup>, a nonagenarian organized a fundraiser to coincide with a vernissage of his paintings in Mont Tremblant. At 96 years of age, Mr. Léo Samson, founder of the *Circuit Mont-Tremblant*, previous owner of the *Chalet des Chutes* and extraordinary heart valve recipient at age 93, decided to give back to the organization which supports the research that allows him to live a full life. What a wonderful example of determination!

### MAURICIE/CENTRE-DU-QUÉBEC – Flowers for the heart

For several years, the first Thursday in June in the Mauricie region has been known as the *Journée de la rose*, when locals and business people can buy beautiful roses. This unique and original activity's 2010 edition delighted volunteers and organizers alike by raising a record \$12,000.

### MONTRÉAL – Two men with hearts of gold

The STM's employee committee, *L'Amicale des opérateurs*, raised over \$1,150 in honour of a colleague who passed away from cardiovascular disease. In addition, students from Zoom Académie raised more than \$3,000 during a cabaret-casino evening. Finally, Mr. Tony Pamitano's family organized a fundraising evening in his honour, attended by some 100 people. Over \$5,000 was donated to the Foundation.

### WEST ISLAND OF MONTRÉAL – A record for Walk for Heart

For ten years now, the Foundation's West Island region has organized the *Walk for Heart*. Some 400 people participated in the event, raising over \$50,000 for research and the promotion of healthy lifestyles.



### OUTAOUAIS – Pedaling for heart in the Outaouais

The 5<sup>th</sup> edition of *Heart & Stroke Big Bike* was held June 11<sup>th</sup>, 2010 in Gatineau with a record number of participants! Seven teams hopped on the gigantic bike on this beautiful day. A record \$21,281 was raised, thanks notably to the Curves Gréber team which collected \$6,290.



## RIVE-SUD/MONTÉRÉGIE – An exceptional year

Two must-see events took place this year: the *Banquet du cœur* and the *Salon des vins de la Montérégie*. Also noteworthy are the extremely successful first editions of the *Elco Rally* and the *Cœur Show*, as well as the 5<sup>th</sup> edition of the *Quillethon Dany Trottier*. These activities truly exemplify the devotion of extraordinary individuals.

## When the heart looks ahead...

The heart has no boundaries. Just ask Mr. Carl Lee, who made a personal \$16,000 donation to the Heart and Stroke Foundation of Québec. Thank you sincerely Mr. Lee.

Furthermore, many donors make an ultimate gesture to benefit future generations by bequeathing a portion of their estate to support the advancement of research and the promotion of heart health into the future. This year, 47 people demonstrated their profound attachment to the Foundation through bequests totalling \$1,960,000.

## SAGUENAY/LAC-SAINT-JEAN – A resounding success on the *Marjolaine II*

June 2<sup>nd</sup> marked the 30<sup>th</sup> edition of the very popular benefit-cocktail on the cruise ship *La Marjolaine II*. This year, the event's team of dedicated volunteers helped raise an incredible \$40,000, which is \$8,000 more than their stated goal. A new record!



We also thank the corporations, institutions and organizations who, through donations, sponsorships or partnerships, provide invaluable assistance to help the Foundation achieve its mission.

A. & D. Prévost	CHEQ 101.3 - FM Beauce
ACCI	Club d'Athlétisme Coubertin de Rimouski
Acier Wirth Steel	Club de coureurs sur route La Cavale
Agence de la santé et des services sociaux du Québec	Club de golf Sherbrooke
Agropur Cooperative	Club de hockey Canadien inc.
Allegro Residences	Club de hockey l'Océanic
American & Efrd Canada Inc.	Club Piscine Super Fitness
APCHQ	CN Employees' and Pensioners' Community Fund
Astral Media	Complexe Claude Marcoux Ltée
AstraZeneca	Coop d'Électricité de Saint-Jean-Baptiste
Aviva Community Fund	Coopérative des consommateurs de Lorette
Bank of America Merrill Lynch	Cooptel
Bayer	CSST
Bell Canada (Employees Donation)	Dale Parizeau Morris Mackenzie
BMO Employees Charitable Fund	Danone Inc.
Borden Ladner Gervais	Daughters of Isabella - Est du Québec
BRP	Daughters of Isabella - Victoriaville
Buckingham Lions Club	Daughters of Isabella - Mgr-Poissant
Cadril Fleuriste	Circle of Boucherville
Caisse Desjardins de Rimouski	Davies Ward Phillips & Vineberg
Canal V Rimouski	Desjardins Business Centres
Casa Grecque Restaurants	Desjardins Financial Security
CFER TV Est du Québec	Desjardins Securities
CFOM 102.9 FM - Québec	Diabsolut Inc.
CFYX 93 - Rimouski	



Domaine Fleurimont	Fraser Milner Casgrain
EJLB Foundation	Fromages d'ici
Enterprise Rent-A-Car Foundation	FX Productions
ETFS	G.S.S. Consultants
Familiprix Plaza Arthur-Buies	Gestion Rosaire Dubé
Fasken Martineau Dumoulin	Gîte L'entre-lacs
Fondation de Bienfaisance T.A. St-Germain	Goodman Private Wealth Management
Fondation Denise & Robert Gibelleau	Gowling Lafleur Henderson
Fondation Groupe Fleury et Associés	Hamilton Beach Canada
Fondation Paul A. Fournier	Heenan Blaikie
Fondation Sibylla Hesse	ICLT Solution Impressions
Fonds de Charité des employés de la CUM	Impression Martineau
Fonds Succession Claude-Gauvreau/ Fondation communautaire du grand Québec	Industries Bonneville
Fonds Yvon Roy à la Fondation du Grand Montréal	Investissements René St-Pierre Ltée
	Johnson & Johnson Inc. (Employees Donation and Matching Program)
	Journal L'Avantage

Journal le Rimouskois  
Journal Progrès Écho  
Knights of Colombus  
KPMG  
KPMG Foundation  
La Toque Rouge  
Laerdal  
Lana Lee Fashions Inc.  
Lavery, de Billy  
Le Journal de Montréal  
Le Journal de Québec  
Le Nouvelliste  
Le Soleil de Québec  
Les Banquets Fine Gueule  
Les Croisières du Fjord  
Les Forges de Sorel Inc. (Employees Donation)  
Les Frères Castonguay  
Les Sœurs des Saints-Noms-de-Jésus-et-de-Marie du Québec  
Lespacs.com  
LKQ  
McCarthy Tétrault  
McCarthy Tétrault Foundation  
Métro Sirois Rimouski  
Mitsubishi  
Molson Coors  
Mont-Roy l'imprimeur  
Moto Vanier  
Napa Auto Parts  
National Bank Financial  
National Bank Financial Group

National Defense Department (Valcartier Employees Donation)  
Novirtus Transport Inc  
Œuvres Caritatives des Filles de Jésus de Trois-Rivières  
Ogilvy Renault  
Oliveraies Stavropoulos  
Optimum Relations publiques  
Pfizer Canada Inc.  
Phillips  
Physio-control  
Pica communications graphiques  
Pneus Unimax  
Port of Montréal  
Power Corporation of Canada  
Précisions Acura  
Procam Construction  
Public Health Agency of Canada  
Quebecor Media inc.  
Radio Classique CJSQ 92.7 - Québec  
Radio NRJ 98.7 - Est du Québec  
Radio NRJ 98.9 - Québec  
Radio-Canada  
Radio-Gaspésie  
Raymond Chabot Grant Thornton  
RBC Financial Group  
RBC Foundation  
RBC Royal Bank  
RDS  
Remax Équipe Lapointe-Fortin  
Rock Détente 107.5 - Québec  
Rock Détente 102.9 - Rimouski

Rock Détente 99.9 - Amqui  
Roses of Hope Foundation  
Rythme FM 98.1 - Sherbrooke  
Rythme FM 91.9 - Québec  
Samson Bélair Deloitte & Touche  
Sandoz Canada  
Sanimax  
Sanofi-aventis Canada Inc.  
SAP Canada  
SAQ  
SécuriGroupe Inc.  
Servier Canada  
Seven Brothers Construction  
Shah Trading Company Ltd  
Stadacona S.E.C.  
Standard Life (Employees Donation)  
Standard Life of Canada  
Stikeman Elliott  
Subtile  
Sushi Shop  
Télébec Ltd (Charitable Fund)  
Télé-Sourire Gaspésie  
The A. Pizzagalli Family Foundation  
The Birks Family Foundation  
The Gazette Employee Charity Trust  
The Guarantee, Company of North America  
The Gustav Levinschi Foundation  
The Henry & Berenice Kaufmann Foundation  
The Richter Charitable Foundation  
TNM Global

Transcontinental - The Chronicle  
Transcontinental Media  
Trudeau Corporation 1889  
TVA  
Uni-Select  
Vasilios Tsiolis Foundation  
Ville de Laval (Employees Donation)  
Ville de Montréal - Arrondissement de Saint-Laurent (Employees Donation)  
Ville de Rimouski  
Ville de Saguenay  
Voyages Escapade 2000  
Voyages Orientation  
VR St-Cyr  
Walmart Rimouski and Rivière-du-Loup  
West Island Cardiovascular Prevention Center  
XL 2000 Rodac  
Zoll  
Zone 3 XXII

*We thank Mont-Roy l'imprimeur for their contribution to the production of this activity report.*

# OUR MISSION FOR A LONG HEALTHY LIFE

The Heart and Stroke Foundation of Québec, a volunteer-based health charity, leads in eliminating heart disease and stroke and reducing their impact through the advancement of research and its application, the promotion of healthy living, and advocacy.

## Board of Directors and Management Team

### Honorary patron

**The Honourable Pierre Duchesne**

*Lieutenant-Governor of Québec*

### Board of Directors 2009-2010

*Chair*

**Mr. Richard Légaré**

*RBC Royal Bank*

*Vice-Chair*

**Mr. Eric Champagne**

*Vidéotron*

*Secretary*

**Mr. François Armand**

*RBC Royal Bank*

### Directors

**Mr. Michel Brunet**, *Consultant*

**Mr. Serge Charbonneau**, *Raymond Chabot Grant Thornton*

**Ms. Diane Elsliger**, *KPMG*

**Mr. Marc Filion**, *TELUS Health Solutions*

**Ms. Madeleine Gagnon**, *SAQ*

**Mr. Patrice Lacoste**, *Transcontinental*

**Ms. Chantal Lavallée**, *Cain Lamarre Casgrain Wells*

**Dr. Louise-Hélène Lebrun**, *CHUM - Hôpital Notre-Dame*

**Mr. Donald Lizotte**, *Quebecor Media*

**Mr. Ronald Martineau**, *TAO Design & Marketing*

**Dr. Martine Montmigny**, *Hôpital de la Cité-de-la-Santé*

**Mr. Robert Wiseman**, *Econo-Malls Management Corp*

### Management Team

*President & CEO*

**Mr. Jean Noël**

*Director, Finance and Operations*

**Ms. Louise Saucier**

*Director, Health Promotion and Research*

**Ms. Francine Forget Marin**

*Director, Fundraising*

**Ms. Lucille Grimard**

*Director, Marketing-Communications*

**Mr. Serge Breton**

*Director, Community Development*

**Mr. Normand Tanguay**



## CONGRATULATIONS LUCILLE AND ENJOY A WELL-DESERVED REST

With heavy hearts, yet happy for her, we bid farewell to Ms. Lucille Grimard, our Fundraising Director, who will soon be retiring. Throughout her 29 years with the Foundation, Lucille has demonstrated her dedication, passion and commitment to the Foundation's mission.

# ALWAYS CLOSER TO YOU

The Foundation recognizes the importance of its relationship with donors. Without your support, achieving our mission would be impossible. We thank you for your loyalty.

We are certain of the fundamental roles that transparency and financial accountability play in our organization's success. This is why, over the past year, we have adhered to Imagine Canada's *Code of Ethics*.

This code provides charitable organizations with a set of standards to manage and report their financial affairs

responsibly. Our respect of these standards confirms that our fundraising and donation management practices are in compliance with those widely recognized within our sector. In exchange for your generosity, we are deeply committed to acting transparently and ensuring the most effective use of your donations.



# Statement of revenue and expenditures

year ending August 31, 2010

	2010	(in thousands of dollars)	2009
	\$		\$
<b>Revenue</b>			
Fundraising activities			
Community activities	4,758		3,830
Direct marketing	1,753		1,801
In memoriam donations	723		729
Bequests	1,959		1,490
	<hr/> 9,193		<hr/> 7,850
Less: direct costs	(2,488)		(1,852)
	<hr/> 6,705		<hr/> 5,998
Other			
Governmental subsidies and special projects	365		218
Investment income	271		165
Other income	1,269		1,454
	<hr/> 8,610		<hr/> 7,835
<b>Expenditures</b>			
Research	2,655		2,650
Information and prevention	3,456		3,300
Fundraising	1,084		1,048
Administration	840		758
	<hr/> 8,035		<hr/> 7,756
<b>Excess of revenue over expenditures</b>	<hr/> 575		<hr/> 79

The information on these two pages has been extracted from the audited financial statements of the Heart and Stroke Foundation of Québec. To obtain a copy of these financial statements, please contact the Foundation's Head Office.

# Statement of financial position

as at August 31, 2010

	2010	(in thousands of dollars)	2009
	\$		\$
<b>Assets</b>			
Current assets			
Cash	232		112
Accounts receivable	1,392		417
Investments	790		1,688
Prepaid expenses and supplies inventories	260		309
	<u>2,674</u>		<u>2,526</u>
Investments	4,495		3,996
Capital assets	118		131
	<u>7,287</u>		<u>6,653</u>
<b>Liabilities</b>			
Current liabilities			
Accounts payable and accrued liabilities	584		512
Deferred contributions	423		403
Current portion of obligation under capital lease	9		9
	<u>1,016</u>		<u>924</u>
Long-term portion of obligation under capital lease	26		35
Deferred contributions related to relocation	14		38
	<u>1,056</u>		<u>997</u>
<b>Net assets</b>			
Invested in capital assets	83		87
Restricted for endowment purposes	531		531
Internally restricted for Grants-in-aid for research	2,368		2,065
Unrestricted	3,249		2,973
	<u>6,231</u>		<u>5,656</u>
	<u>7,287</u>		<u>6,653</u>

Approved by the board

  
Serge Charbonneau, Director

  
Richard Légaré, Director



**HEART &  
STROKE  
FOUNDATION  
OF QUÉBEC**

# THE ONLY HEART HEALTH ORGANIZATION INVOLVED IN BOTH RESEARCH AND PREVENTION THROUGHOUT QUÉBEC.

---

## **Head Office**

1434, rue Sainte-Catherine Ouest  
Bureau 500  
Montréal (Québec) H3G 1R4  
Telephone : 514-871-1551  
1-800-567-8563

## **La Capitale**

4715, avenue des Replats  
Bureau 261  
Québec (Québec) G2J 1B8  
Telephone : 418-682-6387  
Jocelyn Thémens

## **Côte-Nord**

1, rue Arnaud  
Les Escoumins (Québec) G0T 1K0  
Telephone : 418-233-2119  
Liliane Larouche

## **Est du Québec**

125, rue de l'Évêché Ouest  
Bureau 204  
Rimouski (Québec) G5L 4H4  
Telephone : 418-869-1022  
Louiselle Bérubé

## **Estrie**

2630, rue King Ouest  
Bureau 100  
Sherbrooke (Québec) J1J 2H1  
Telephone : 819-562-7942  
Manon Thibodeau

## **Laval/Laurentides/Lanaudière**

1600, boul. Saint-Martin Est  
Tour A, bureau 410  
Laval (Québec) H7G 4R8  
Telephone : 450-669-6909  
Carol Pincox

## **Mauricie/Centre-du-Québec**

137, rue Radisson  
Trois-Rivières (Québec) G9A 2C5  
Telephone : 819-375-9565  
Lysette Boivin

## **West Island of Montréal**

795, avenue Carson  
Bureau 18  
Dorval (Québec) H9S 1L7  
Telephone : 514-636-4599  
Dalia Sodo

## **Outaouais**

109, rue Wright  
Bureau 007  
Gatineau (Québec) J8X 2G7  
Telephone : 819-771-8595  
Gabrielle Ouzilleau

## **Rive-Sud/Montérégie**

1194, chemin de Chambly  
Bureau 200  
Longueuil (Québec) J4J 3W6  
Telephone : 450-442-6387  
Hélène Gagné

## **Saguenay/Lac-Saint-Jean**

152, rue Racine Est, C.P. 251  
Chicoutimi (Québec) G7H 5B7  
Telephone : 418-543-8959  
Martine Paradis