

## **PRESS RELEASE**

For immediate release

### **On National Philanthropy Day, the Association of Fundraising Professionals – Quebec Chapter would like to highlight the commitment and generosity of some exceptional people**

**MONTREAL, Friday, November 15, 2019** – The Association of Fundraising Professionals (AFP) – Quebec Chapter is celebrating National Philanthropy Day by presenting nine awards of excellence to individuals who are committed to a cause and businesses that support a culture of philanthropy and stand out for their generosity.

The reception was held at the DoubleTree Hotel by Hilton in Montreal, in the presence of Pierre Bruneau, member of the Board of Directors of the Fondation Charles-Bruneau, who facilitated a panel on **Philanthropic cooperation for greater impact** with Laura Fish (*Bal des lumières*), Executive Director of the Douglas Foundation, Myriam Bérubé (Collective Impact Project), Director of Experimental Projects and Learning at Centraide Greater Montreal, Matias Duque, CFRE (*Collaboration avec un S*), Director of the Fondation Luc Maurice, and Lise Roche (*Collaboration avec un S*), advisor at the Mirella & Lino Saputo Foundation. We should also acknowledge the presence of Nadine Girault, Minister of International Relations and La Francophonie and Member for Bertrand.

During the event, the Quebec Chapter of the AFP presented nine awards of excellence in philanthropy in the presence of 300 guests who came together to celebrate the contribution of individuals and businesses on the Quebec philanthropic landscape.

#### **CITATION**

“On this national day of philanthropy, the Quebec Chapter of the AFP celebrates the winners; individuals and corporate citizens who contribute to shaping our philanthropic landscape. Together, we have a tangible impact on society. This year’s theme is philanthropic collaboration for greater impact. Why work together? So that we can have the greatest impact possible, by pooling our resources. This may seem intuitive, but it’s not so easy to achieve. We hope to inspire our members and the general public with a very inspiring group who represent collaborative philanthropic success stories. They are the tangible proof that together, around common interests and goals, we become forces for high-level change. As the saying goes: If you want to go fast, go alone. If you want to go far, go together.” Elsa Desjardins, President of the Board of Directors of AFP – Quebec Chapter.

#### **Winners of the 2019 edition of National Philanthropy Day:**

- Award for Outstanding Youth in Philanthropy, under 18 years old: **Samuel P. Moreau**
- Award for Outstanding Youth in Philanthropy, 18 to 35 years old: **Sophie Berriault**, Event and community manager, communication & marketing specialist
- Award for Outstanding Corporation, fewer than 250 employees: **Innocap**
- Award for Outstanding Corporation, 250 or more employees: **METRO**
- Award for Outstanding Philanthropist: **Molson Family**
- Award for Outstanding Volunteer: **Marilyn Bouchard**, Photographer, Pigment B
- Award for Outstanding Career in Philanthropy: **Chantal Gélinas, CFRE**, Director of Principal Gifts and Special Advisor to the Rector, Université de Montréal
- Award for Outstanding Philanthropic Commitment: **L. Jacques Ménard**, CC, GOQ, COM, LLD, President Emeritus, BMO Financial Group

- Award for Jury's Special Choice: **Simone Phaneuf**

### ***About National Philanthropy Day***

Established in 1986, November 15 is designated across Canada as National Philanthropy Day. This day celebrates the daily commitment of individuals, businesses and organizations. Each year, more than a hundred AFP chapters in North America organize events as part of this day.

### ***About the Association of Fundraising Professionals***

The Association of Fundraising Professionals (AFP) is the largest association of its kind in the world. The AFP has more than 31,000 members internationally, including near 3500 in Canada and 277 in the Quebec Chapter. The AFP promotes the importance and value of philanthropy and provides individuals and organizations with a framework for ethical and effective fundraising.

**Official photos are available on the AFP website:** <https://www.afpquebec.ca/en/national-philanthropy-day/event-program/>

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### **Award for OUTSTANDING YOUTH IN PHILANTHROPY, UNDER 18 YEARS OLD**

**Samuel P. Moreau**



Despite his daily treatments, which can take up to two-and-a-half hours, and his multiple follow-ups at the hospital, Samuel, who is 16 years old and living with cystic fibrosis, devotes 5 to 6 hours a week to fundraising, for about 6 months out of the year. He approaches schools and businesses in his region and encourages them to organize fundraising activities and to make donations. For the last four years, Samuel has been participating in Juritour, a sports challenge involving both biking and running, that brings together Quebec's legal community to raise money for Cystic Fibrosis Canada. In September 2018, during the 6th edition of Juritour, Samuel Moreau participated in the 50-km bike circuit and broke the fundraising record by raising over \$9,800 on his own. Over the last three years, he has personally collected close to

\$30,000 in donations for Cystic Fibrosis Canada.

Samuel Moreau is an inspiration for young people and for the entire cystic fibrosis community! His courage, efforts, dynamism and outstanding results make him the ideal winner of the Award for Outstanding Youth in Philanthropy!

### **Award for OUTSTANDING YOUTH IN PHILANTHROPY, 18-35 YEARS OLD**

**Sophie Berriault, Event and community manager, communication & marketing specialist**



Despite the fatigue caused by multiple sclerosis, Sophie Berriault is always bursting with enthusiasm and creativity. A young, dynamic woman, she had to abandon her career as an artist manager and booker following her diagnosis. She has nevertheless kept close ties with the network and, wishing to contribute concretely to the MS Society's mission, she decided to put her talents and contacts to work to organize a concert, the MS Show, to showcase Quebec's young artists. The concert not only generated \$25,000 in profits, it raised popular awareness about the disease, which affects over 77 000 people in Canada, including about 20 000 in Quebec. Following the success of the MS Show, a research fund was created in Sophie Berriault's name. The purpose of the fund is not only to finance research, but to provide programs and services for youth with MS. Dedicated to seeing the fund grow, she has committed to raising \$20,000 a year, for three years.

**Award for OUTSTANDING CORPORATION, FEWER THAN 250 EMPLOYEES**

**Innocap**



At Innocap, when it's time to join forces to bring new energy to causes they hold dear to their hearts, the team steps up to the plate. The employees devote their time and energy to many charitable organizations. And the results speak volumes: Innocap employees have participated in several fundraising campaigns since 2013, raising over \$500,000 for various causes. This organizational culture committed to making a social impact originates with Innocap's president and CEO, François Rivard, a philanthropist through and through. In 2011, Mr. Rivard and some of his friends from the business community created the Urban Duathlon, a relay race to raise money for the CHU Sainte-Justine Foundation, involving runners and BIXI riders. Since its first edition in 2012, the event has raised almost \$3 million for CHU Sainte-Justine.

**Award for OUTSTANDING CORPORATION, 250 OR MORE EMPLOYEES**

**METRO**



Through its actions, METRO seeks to make a positive contribution to the economic and social well-being of the communities where it is present. Each year, METRO engages actively through significant money and food contributions, in addition to supporting local suppliers in Québec and Ontario. METRO supports causes related to access to food and a healthy diet, and participates in major fundraising campaigns around health, education, culture and the fight against poverty and social exclusion. On a yearly basis, METRO redistributes an average of close to \$11 million to different organizations, in money or goods, in the form of donations and sponsorships, in various sectors of interest. METRO has also been a partner of the CHU Sainte-Justine Foundation for several years, in particular through Sainte-Justine's Tree of Lights campaign, and is also a partner of Centraide, which it has been supporting for 22 years.

**Award for OUTSTANDING PHILANTHROPIST**

**Molson Family**



If there's a family in Quebec that's known for its generosity, it's the Molson family. A major builder of this city, the Molsons' philanthropic history dates back over two centuries. For John Molson, who started it all, it was important to give back to his community, to share his success. He integrated philanthropy into his family values, which has been sustained ever since. Seven generations later, the Molson family continues to embody the philanthropic spirit of their ancestors by getting involved in several causes they hold dear to their hearts. Put simply, giving back is in their DNA!

### **Award for OUTSTANDING VOLUNTEER**

**Marilyn Bouchard, Photographer, Pigment B**



In 2017, Marilyn Bouchard, a professional photographer in Jonquière, created the event “A pose for a rose,” inviting women to have their photograph taken by a professional as a fundraiser for the Canadian Cancer Society for breast cancer research. During a local radio interview, Marilyn Bouchard called on other photographers to join her in this endeavour. Inspired, 80 photographers jumped on board. The \$3,000 objective was quickly surpassed to attain \$70,000 in the very first year. In three years, more than 25 000 women participated and over \$800,000 was raised for the cause. In 2021, Marilyn Bouchard plans to export the event outside Quebec. Coordinating several hundred volunteers, with expenses of less than 5%, “A pose for a rose” is an event that brings happiness to all the participating women, photographers and volunteers, who are already prepping for next year. She is an example of resilience for us all, but particularly of hope for all the women who live for their families to their own detriment. Her guiding principle: The beauty hidden in each and every one of us should be revealed and appreciated.

### **Award for OUTSTANDING CAREER IN PHILANTHROPY**

**Chantal Gélinas, CFRE, Director of Principal Gifts and Special Advisor to the Rector, Université de Montréal**



Chantal Gélinas has devoted her entire career to philanthropy, having worked in the field for over 30 years, first in the health sector, then in the Higher Education community. She has shown strong leadership, exceptional organizational skills and unwavering loyalty. A relentless worker, she has participated in several initiatives for various philanthropic chairs with a powerful social impact and major university campaigns that have the capacity to change society. A certified fundraising executive (CFRE), Chantal Gélinas is a manager who has shown unparalleled community and professional involvement. She is presently a member of the Committee on Directorship of AFP Canada, and previously sat on the Board of Directors of AFP’s Quebec Chapter, where she served as chair, on the AFP Canadian Council, the AFP Foundation for Philanthropy – Canada, the Diversity and Inclusion

Committee, the Canadian Government Relations Committee, the CFRE Committee and the AFP’s Education Committee (Quebec). Her involvement has led her to play an active role on several other committees and professional associations, including the Association des professionnels en gestion philanthropique (APGP), where she served as vice-chair from 1999 to 2001, the Conseil québécois de la philanthropie, and the Council for Advancement and Support of Education (CASE) – District 1.

## **Award for JURY'S SPECIAL CHOICE**

### **Simone Phaneuf**



On the eve of her 9th birthday, Simone Phaneuf heard that she could offer her birthday as a gift. With her mother's help, she researched various foundations. When she discovered the Children's Wish Foundation and its mission, her choice was made. She wanted to help very ill children have their biggest wish granted. She asked her friends to trade in their gifts for donations. She raised \$150. Little did she know, this gesture would get her hooked on philanthropy.

The young girl also had a wish of becoming an actor. When she was 10 and found out that she would be paid for her first television appearances, she told her parents she did not need the money and instead donated all of her earnings the first year to the Children's Wish Foundation, totaling \$10,000. Following this gesture—the largest donation ever made by a child to the Foundation—Simone Phaneuf had the opportunity to meet the team, see the magical path that leads to making a wish come true and even had two meetings with Amélie, the young girl who would have her childhood wish of going to Disneyland come true, despite her cystic fibrosis.

Her generosity still resonates in the Foundation's offices and has been a breath of fresh air and hope for all those who have heard about it!

## **Award for OUTSTANDING PHILANTHROPIC COMMITMENT**

### **L. Jacques Ménard, C.C., G.O.Q., C.O.M., LLD., President Emeritus, BMO Financial Group**



A man with a big heart, Mr. L. Jacques Ménard places a great deal of importance on his social involvement and philanthropy. Committed to Centraide since 1991, he was a member of the Board of Directors, Co-Chair of the Centraide campaign, Chair of the Leaders' Circle, and a member of the campaign cabinets and the Major Donors Circle. His remarkable commitment to Centraide and his community garnered him the Michèle Thibodeau-DeGuire Award in December 2018. Mr. Ménard has also contributed to several other philanthropic organizations, to great effect. He was the founding president of the Groupe d'action sur la persévérance scolaire, and was a driving force behind the creation of the Je vois MTL citizen movement. In addition, he devotes his energies to area hospitals, through his involvement in the CHU Sainte-Justine Foundation and the CHUM campaign, among others. A supporter of the arts, Mr. Ménard has worked with the OSM Foundation, the Grands Ballets Canadiens and Le Diamant in Quebec City, to name just a few. His inspiring path is difficult to summarize in just a few words. However, it is clear that through his exemplary commitment, Mr. Ménard has encouraged and continues to encourage the involvement of an entire generation of leaders in the business community

and to raise awareness around issues that affect our society, particularly with respect to youth.

### **2019 EXCELLENCE AWARDS JURY**

The 2019 Excellence Awards Jury was made up of renowned individuals from the business community and charities.

The Chairperson of the jury is **Marjolaine Lachance**, Senior Manager, Community Investment, Bell Canada and past recipient of the AFP Outstanding Corporation Award (2015).

The other members who participated in the deliberations are:

**Myer Bick**, President Emeritus, Jewish General Hospital Foundation and AFP Award for Outstanding Career in Philanthropy (2017)

**Sandra Chartrand**, president, Sandra Chartrand et Alain Bouchard Foundation and AFP Award for Outstanding Philanthropist (2015)

**Marie-Andrée Farmer**, Corporate Responsibility Manager at METRO

**John Rae**, Consultant and former Executive Vice-President, Power Corporation of Canada and AFP Award for Outstanding Volunteer (2016)

**Lucie Rémillard**, President, LR Strategies and AFP Award for Outstanding Career in Philanthropy (2016)

**Catherine Rowe**, Consultant Strategic initiatives, Fondation CHU Sainte-Justine and AFP Award for Outstanding Career in Philanthropy (2018)

**Stéphanie Roy**, Senior Advisor, Community Relations at Saputo and AFP Award for Outstanding Corporation (2018)

**Fabrice Vil**, Co-Founder and President, Pour 3 Points and AFP Award for Outstanding Youth in Philanthropy (2015)

**Jonathan Wener**, Chairman & CEO, Canderel, AFP Award for Outstanding Corporation (2016)