

PRESS RELEASE

For immediate release

The Association of Fundraising Professionals – Quebec Chapter is highlighting the commitment and generosity of exceptional people on National Philanthropy Day

MONTREAL, November 15, 2021 – The Association of Fundraising Professionals (AFP) – Quebec Chapter is celebrating **National Philanthropy Day** by presenting nine excellence awards to people who deserve our recognition for their outstanding generosity, commitment and leadership in philanthropy.

AFP Quebec and the selection jury for excellence awards are also delighted, on this National Philanthropy Day, to pay tribute to Louis Vachon, National Bank President and CEO, for the breadth of his exceptional contribution to philanthropy.

During an event on Monday, November 15, at noon, AFP Quebec will present the excellence in philanthropy awards in the virtual presence of our guests to celebrate the contribution of individuals and corporations on Quebec’s philanthropic landscape.

To kick off National Philanthropy Day, hosted by Michel Poulin, there will be a talk by Karel Mayrand, President and CEO of the Foundation of Greater Montréal, at 10:30 a.m., entitled “How the philanthropic sector is mobilizing around the climate crisis!” The climate crisis has become a crucial issue that affects every sector of society and all philanthropic causes. More and more, philanthropic players are taking concrete action through their investment strategies, their contributions and their advocacy work. Come take part in this discussion that will help participants better understand the climate challenge and how to make it part of their philanthropic activities.

QUOTE

“It’s both inspiring and reassuring to see so many of the leaders of today and tomorrow showing compassion and resilience in everything they do. Across the province, we’re seeing philanthropic initiatives that contribute, every day, to the wellbeing of communities. It’s only natural to recognize these exceptional people and organizations and to let them shine!” said Daniel H. Lanteigne, ASC, C. Dir., CFRE, CHRP, President

Winners of the 2021 edition of National Philanthropy Day:

- Award for Outstanding Youth in Philanthropy – under 18 years old: **Léandre Gaucher**, Ambassador, Montreal Children’s Hospital Foundation
- Award for Outstanding Youth in Philanthropy – 18 to 35 years old: **Gabrielle Phaneuf**, Entrepreneur, The Sound of CF
- Award for Outstanding Corporation – fewer than 500 employees: **Ingénia Technologies**
- Award for Outstanding Corporation – 500 or more employees: **Intact**
- Award for Outstanding Innovative Manager: **Nathalie Boudreau**, Executive Director, Fondation Hôpital Charles-LeMoine
- Award for Outstanding Career in Philanthropy: **Sophie Baillargeon**, Senior Director, Strategic Development, CHUM Foundation
- Award for Outstanding Volunteer: **François Rainville**, CEO of Averno and President of Fondation du Refuge des Jeunes
- Award for Outstanding Philanthropist: **Lino A. Saputo**, Chairman of the Board and CEO, Saputo Inc.
- Award for Jury’s Special Choice (awarded posthumously): **Alexe Gagnon**, Spokesperson, Opération Enfant Soleil and Fondation Charles-Bruneau

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, corporations 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 26,000 members internationally, including nearly 3,000 in Canada and 307 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.

The Association of Fundraising Professionals (AFP) wishes to thank its DIAMOND partners, without whom this day would not have been possible. We are grateful to PearTree Canada, BNP Philanthropic Performance, DonorPerfect, Global Philanthropic Canada, Metro, RBC, Unicause and Atypic for their generous contributions.

For the complete list of the 2021 winners, visit: <https://afpquebec.ca/en/national-philanthropy-day/event-program/>

Award for Outstanding Youth in Philanthropy, under 18 years old
Léandre Gaucher, Ambassador, Montreal Children’s Hospital Foundation



Léandre is a remarkable kid who overcomes challenges like no other. When he was diagnosed with a brain tumour in 2019, his life changed forever. Now 12, Léandre is dedicated to giving back to The Children’s, where he received specialized care he never imagined he would need.

To raise funds, he organizes community events with his mom’s support, such as an annual swim-a-thon. He also found creative ways to engage his peers during the pandemic, hosting an online guessing jar game and a virtual concert, and raising money through a read-a-thon. Léandre has made appearances on radio and television to share his story and promote his events.

As he grows into a fun-loving pre-teen, Léandre is becoming increasingly involved in philanthropy. Since his diagnosis, he has raised over \$25,000 to help young patients at The Children’s get back on their feet.

Award for Outstanding Youth in Philanthropy, 18 to 35 years old
Gabrielle Phaneuf, Entrepreneur, The Sound of CF



Gabrielle Phaneuf is 28 years old. She is the Quebec Ambassador for Cystic Fibrosis Canada at the national level and has been involved in the organization since 2016.

In the midst of the pandemic, Gabrielle (who has cystic fibrosis), imagined and then held an incredible event: FK en musique / The Sound of CF. The initiative brought together dozens of DJs in 2020 and then in 2021, who agreed to provide “live” performances with the goal of raising awareness of the disease among new audiences and collecting donations across Quebec. Gabrielle was able to surround herself with volunteers and breathe life into a project that cost nothing and raised over \$10,000.

She is now working on an entirely new fundraising initiative with the support of volunteers from the Montreal Chapter. In 2021, Gabrielle launched a new project combining music and yoga, this time to raise money for the organization Living With Cystic Fibrosis. The disease does not hold her back—to the contrary, it’s what drives her! She is an inspiration for our amazing youth.

Award for Outstanding Corporation, fewer than 500 employees

Ingénia Technologies

ingénia[®] Ingénia Technologies and the Giuseppe Racanelli family are major contributors to the health sector, and mental health in particular. Their philanthropic impact has translated into significant support for several charitable organizations: \$30,000 was raised for the CHU Sainte-Justine Foundation in 2018, then \$60,000 for the Hôpital du Sacré-Cœur de Montréal Foundation the following year. In 2020 and 2021, three organizations each received \$500,000 as part of their major funding campaigns, namely, the Hôpital du Sacré-Cœur de Montréal Foundation, the Cité de la Santé Foundation and the Fondation Philou.

The company gave Hôpital Maisonneuve-Rosemont the equipment it needed to adapt part of its surgical unit so that the Hospital could receive COVID-19 patients. Ingénia and its 175 employees mobilized the necessary resources to deliver a ventilation unit in record time. Beyond the value of this \$45,000 donation, it was a challenge the company took up to contribute to the fight against COVID-19.

Award for Outstanding Corporation, 500 or more employees

Intact



Intact's desire to build a resilient society is fully expressed through its philanthropic commitments and its community action program. The program encourages its employees to support the causes they hold dear, by giving and getting involved in the community. Through its employees' donations, their hours of volunteer work and the company's matching donations, the big Intact family donated a total of \$880,000 to some 800 organizations across Canada in

2020.

Intact's support of the CHU Sainte-Justine Foundation is just as remarkable. Between 2014 and 2018, Intact gave \$500,000 to support Espace Transition in mental health, and contributed \$500,000 to the 2020 COVID-19 emergency fund.

Intact has also supported Centraide for several years. In 2021, the company contributed \$1,360,000 to youth success and access to healthy food and housing. In addition to financing promising projects, it used its corporate influence to maximize its impact. In 2020, Intact gave more than \$5 million to Centraide/United Way and \$1.1 million to the Breakfast Club of Canada.

Award for Outstanding Philanthropist

Lino A. Saputo, Chairman of the Board and CEO, Saputo Inc.



Businessman and exceptional leader, Lino A. Saputo places a lot of importance on social involvement and philanthropy. He proudly invests his time and money in support of society at large. He believes that being involved is key to having a real impact on the communities that helped develop the family business and allowed it to prosper. He also believes in giving back, and that involvement in charitable organizations should be an integral part of each and every person's life. Indeed, it is a Saputo family tradition. In 2011, Mr. Saputo pursued this tradition by creating, along with his wife, the Amelia and Lino A. Saputo Jr. Foundation.

Devoted to children living in disadvantaged communities, their Foundation promotes education, through homework support, coaching and physical activity. In addition to the Foundation's financial contributions, Mr. Saputo is involved in a variety of ways in several organizations in Quebec: the Montreal Heart Institute Foundation, Centraide of Greater Montreal and Concordia University. His driving motivation is to help change lives. Through his positive influence, he hopes to encourage others who are privileged to help their community.

Award for Outstanding Volunteer

François Rainville, CEO of Averno and President of Fondation du Refuge des Jeunes



Twelve years ago, François Rainville, CEO of Averno, decided to give his time as a volunteer at the Refuge des jeunes on New Year's Eve. At the time, François had no idea that he would go down in the history of the organization. He went from volunteering in the kitchen to becoming a member of the Board of Directors, then president of the organization. He helped to build and carry out several fundraising campaigns and benefit events, including the SOIRÉE des CIO, the SOIRÉE des VP RH and the "Show du Refuge." François Rainville's first campaign allowed the Refuge to move out of the church basement it had been renting and purchase its own building! In 2019, the Refuge decided to create a Foundation in order to ensure the organization's future, with François Rainville as the Chair of the Board of Directors. He brought the Refuge to a whole other level of funding, while remaining humble and remarkably compassionate, which had a major

impact on the organization's capacity to offer services to the 600 homeless young men who come to the Refuge every year.

Award for Outstanding Career in Philanthropy

Sophie Baillargeon, Senior Director, Strategic Development, CHUM Foundation



Sophie Baillargeon's love for philanthropy is only equalled by the passion and determination she has shown throughout her career in advocating for causes that she has made her own. She began her career in 1991 at the Sainte-Justine Foundation. She is recognized for her commitment and strategic vision, geared towards the development and sustainability of the philanthropic organizations she supports.

Working for Centraide of Greater Montreal from 1995 to 2002, she actively contributed to the creation of the first department dedicated to major individual donations and the implementation of donor solicitation and loyalty strategies. When she returned to the Sainte-Justine Foundation, she played a vital role in the deployment of three major campaigns, including Growing Up Healthy and Healing More Better. Ms. Baillargeon has held a number of strategic positions within this organization related to major donations and planned giving, donations from the general public and corporate partnerships. She is currently the Senior Director of Strategic Development at the CHUM Foundation. With her acute cross-cutting vision, Ms. Baillargeon plays an important role in the advancement of her profession.

Award for Jury's Special Choice

Alexe Gagnon, Spokesperson for Opération Enfant Soleil and Fondation Charles-Bruneau



In 2014, when she was 11, Alexe Gagnon learned that she had a form of bone cancer known as Ewing Sarcoma. With her ardour and her big heart, despite the disease, she got involved in her community and divided her time between the various paediatric foundations she cared about. In 2015, she became the spokesperson for the Fondation Charles-Bruneau, an ambassador of Opération Enfant Soleil in 2018, and Champion Child of the Children's Miracle Network in 2019. She participated in many campaigns, events and interviews with the goal of raising awareness of children's health among Quebecers. Over the last year, despite the pandemic and her fragile health, Alexe ardently pursued her involvement. She has made an incalculable contribution to Opération Enfant Soleil and the Fondation Charles-Bruneau.

After five relapses in seven years and a constant battle, Alexe Gagnon passed away this summer. Her impact lives on. She is and will remain a great source of inspiration for all children and families affected by the disease and for all those who were drawn, from near and far, to her beautiful universe. Alexe firmly believed in the power of commitment, and her eloquence naturally moved people to action. All those who had the opportunity to cross paths with her at the Fondation Charles-Bruneau, Opération Enfant Soleil or Leucan can testify to the extent to which Alexe was a unique young woman who left no one indifferent. Her legacy is boundless.



Award for Outstanding Innovative Manager

Nathalie Boudreau, Executive Director, Fondation Hôpital Charles-LeMoyne

Nathalie Boudreau's exemplary trajectory is filled with remarkable accomplishments. Among them, she took the bold initiative, in spring 2020, of bringing together several hospital foundations into an unprecedented solidarity movement around a shared virtual event.

Determined to do things differently in a changing world, and persuaded that there is strength in unity, Ms. Boudreau inspired three other executive directors of CISSS de la Montérégie hospital foundations to join her flagship event, traditionally the in-person Generations Challenge against cancer. The result was the Generations Challenge against COVID—an unprecedented collaboration to join forces in the fight against the pandemic! Ms. Boudreau generously made available to them a strong brand, built over many years, in the hopes creating a greater impact for the health of the community. And she succeeded, raising five times more money than in years past and over \$1 million in only two editions!

Ms. Boudreau doesn't plan to stop there—her ambition far surpasses the boundaries of the Montérégie. Her dream? For all of Quebec's hospitals to join forces around the Generations Challenge.

– 30 –

To plan an interview with one of the winners:

Simon Falardeau

514-755-5831

falardeausimon@hotmail.com