

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, 2022 – 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.

On this National Philanthropy Day, AFP Quebec and the Excellence Awards jury are delighted to pay tribute to the Fondation J.A. DeSève for its exceptional overall contribution to philanthropy.

During the reception that will be held at the Centre Mont-Royal in Montreal, we will have an opportunity to hear the remarks of Nadine Raymond, CEO of Montreal's YWCA, who will address the following topics:

- Is the cause of women still current? Beyond the cases of femicide brought to light during the pandemic and the threat to abortion rights emerging south of the border, why does this cause still merit the attention of each and every one of us?
- When equality under law... is a different story in reality.
- How can philanthropy serve as a crucial pillar for the development of this cause?

QUOTE

"Philanthropy is a powerful vehicle that transforms our communities and plays a key role in reducing inequities. But without the sustained contribution of individual and corporate donors, foundations, volunteers and fundraising professionals, the impact would not be as substantial. Celebrating National Philanthropy Day is a meaningful moment in the year because it's an opportunity to take the pulse of this vibrant and impressive ecosystem, while paying tribute to exceptional people and organizations for their major contributions," says Daniel H. Lanteigne, ASC, C. Dir, CFRE, CHRP, President of the Board of Directors of AFP Quebec.

Winners of the 2022 edition of National Philanthropy Day:

- Award for Outstanding Volunteer in Philanthropy: **Benoît Lemieux**, President and Chief Operating Officer, BLC Group and Chairman of the Board of Directors of the Fondation Hôpital Charles-LeMoine
- Award for Outstanding Career in Philanthropy: **Anièle Lecoq**, directrice générale philanthropie, Le Neuro (Institut-hôpital neurologique de Montréal)
- Award for Outstanding Youth Committed to Philanthropy (ex-aequo): **Justin Roy**, ambassador, Opération Enfant Soleil and **Leilah Yadia Kelly Sory**, McGill Alumni, Master's Student at MIT Building Technology
- Award for Outstanding Corporate Citizen (fewer than 500 employees): **Flordecò**
- Award for Outstanding Corporate Citizen (500 or more employees): **IGA (Sobeys)**
- Award for Outstanding Major Donor: **P. Gina Cody**, Co-chair, The Campaign for Concordia | Benefactor, Gina Cody School of Engineering and Computer Science | 2020 Top 25 Women of Influence in Canada
- Award for Outstanding Major Corporate Donor: **iA Groupe financier**
- Tribute Award : **Fondation J.A. DeSève**

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 more than 3,000 in Canada and 347 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) would like to thank its generous DIAMOND partners for helping us make this day a great success! We are grateful to PearTree Canada, BNP Philanthropic Performance, DonorPerfect, Global Philanthropic Canada, RBC and Atypic for their generous contributions.

For the complete list of the 2022 winners, visit: <https://afpquebec.ca/en/national-philanthropy-day/event-program/#recipients>

Award for Outstanding Volunteer in Philanthropy

Benoit Lemieux, President and Chief Operating Officer, BLC Group | Chairman of the Board of Directors of the Fondation Hôpital Charles-LeMoyne



A man of heart, Benoit Lemieux firmly believes that privileged people have a duty to play a role in helping others. Mr. Lemieux is active in various causes including Accueil Bonneau, the CHUM, Source Bleue, the Montreal Museum of Fine Arts and UQAM, his alma mater. But his most significant involvement in terms of time and financial contribution has been with the Fondation Hôpital Charles-LeMoyne.

Mr. Lemieux played a pivotal role in the deployment of the Foundation's 2017-2020 strategic plan and its \$25-million major campaign in 2017, as co-president of the campaign cabinet. He was at the helm of this historic campaign that exceeded its objective by raising \$28 million.

As the Foundation's Chair, he also helps drive its flagship events: the Generations Challenge, an unprecedented solidarity movement in support of the most urgent needs of Quebec's hospitals, the Philanthropists' Wine Cellar in support of youth mental health, and the Classique de golf, which in 2012 became the Classique de golf Serge-Lemieux in memory of his father.

Award for Outstanding Career in Philanthropy

Anièle Lecoq, Executive Director, Philanthropy, Montreal Neurological Institute and Hospital



Anièle Lecoq has 25 years' experience in philanthropy under her belt. An exceptional leader, she has spearheaded many projects and rallied multiple teams in reaching bold objectives.

From 2005 to 2014, as President & CEO of the CHU Sainte-Justine Foundation, Ms. Lecoq secured over \$300 million in investments in support of Québec's mothers and children, while raising the bar to over \$33 million in major donations and Grand public donations annually.

In 2015, Ms. Lecoq was recruited to Switzerland to create and launch the foundation for the Centre hospitalier universitaire Vaudois. The foundation is now successfully supporting research, patient care and education.

Since 2017, Ms. Lecoq has been the Executive Director of Philanthropy at The Neuro (Montreal Neurological Institute-Hospital). Thanks to her work and rallying spirit, she has managed to obtain several very major donations in various areas of neuroscience. In addition, she and her team took up the challenge of launching Brains Need Open Minds. In just two years, Ms. Lecoq and her team also raised \$150 million in direct support of global research and patient care in all of the neurological diseases on which The Neuro is conducting research.

Award for Outstanding Youth Committed to Philanthropy (ex-aequo)
Justin Roy, Opération Enfant Soleil



Justin Roy is a 17-year-old young man with a deep sense of humanity and community.

When he found out he had cancer in March 2020, Justin managed to overcome the challenges of the illness with resilience, by turning his experience into concrete action. While in hospital, he devised a plan to build a self-sufficient mobile chicken coop. This project came to fruition with the help of the Children’s Wish Foundation. Justin made very sure that, once a reality, the chicken coop was accessible to everyone in his community. This project would be the spark that would light his philanthropic flame—the beginning of an incredible commitment!

Then, Justin had another idea. He wanted to raise awareness among the students at his school of what the life of a sick child is like, and help them understand the impact of illness on a person’s daily life. With one of his school friends, Justin Maheux, he developed an educational tool.

Through his efforts to raise awareness and mobilize students and school staff, Justin organized a variety of fundraising activities for Opération Enfant Soleil. In just two years, they raised \$18,202 for the organization. Not only did Justin’s philanthropic engagement rally his community around a shared objective, it also allowed Opération Enfant Soleil to pursue its mission.

Award for Outstanding Youth Committed to Philanthropy (ex-aequo)
Leilah Yadia Kelly Sory, McGill Alumni, Master’s Student at MIT Building Technology



Leilah Sory stands out as an exceptional volunteer due to her passion and commitment to the causes and initiatives she supports both locally and globally.

Leilah arrived at McGill from Burkina-Faso in 2016, inspired to make a difference in her new community. Adhering to her values of optimism, perseverance, and kindness, she met like-minded students eager to solve global problems. In 2018, Leilah co-founded the inaugural student chapter of Engineers in Action (EIA) in Quebec, which increases access to essential services across the world through bridge building projects. Leilah also co-founded the McGill chapter of Student Energy, which aims to build the next generation of energy leaders and accelerate the transition to sustainable energy.

Leilah’s tireless work in the McGill chapters of EIA and Student Energy yielded greater engagement and financial stability for these groups. Her recruitment and retention of Engineering students and other creative and talented individuals across faculties speaks to her impact as a community leader at the University.

Award for Outstanding Corporate Citizen (fewer than 500 employees)

Flordeco



Flordeco began its partnership with Opération Enfant Soleil by joining the official sales network of the Passeport de rêve draw. The company rallied and motivated its employees to invest their energy and efforts in promoting the sale of tickets in stores and online. And it didn't stop there. The company also invested financially in promoting the draw through its sponsored posts on social media and it solicited its suppliers and partners during its annual convention by organizing a silent auction that alone raised \$90,000. During the last Telethon—the very first year it participated in this event—Flordeco raised \$150,000 for the organization, joining the ranks of its major partners.

Not content with lending financial support to Opération Enfant Soleil, the company graciously invited Enfant Soleil families to participate in the Illumi event and has a whole lot of other ideas in mind, including a golf tournament.

Flordeco's financial support is priceless for Opération Enfant Soleil, and the visibility of the company's promotion of the organization's mission among its clientele and community is equally invaluable!

Award for Outstanding Corporate Citizen (500 or more employees)

IGA (Sobeys)



IGA, owned by Sobeys, is one of the largest groups of independent grocers in Canada, with 300 supermarkets in Quebec and New Brunswick.

Since 2004, when Pierre Saint-Laurent, Executive Vice-President and Chief Operating Officer, Services Banner at Sobeys, joined the ranks of Fondation Charles-Bruneau's Board of Directors, IGA has raised over \$10 million in support of the Foundation's mission—to give children with cancer the best chance of recovery by funding research. Since its inception, IGA's commitment has been channeled into original fundraising initiatives.

Every year, IGA merchants kick into gear to raise awareness among their employees and the community through their volunteer participation in the Foundation's various events and by creating their own initiatives.

The Tough Cookies initiative alone rallied a large community. But the IGA team did not content themselves with creating a campaign in support of children with cancer. They took the time to listen to these children and involve them in the process, while also involving the Foundation from start to finish. This brought a human face to a unique campaign.

Thanks to its fundraising success, Fondation Charles-Bruneau was able to finance Projet VIE, a project designed to help reduce the significant after-effects of chemotherapy among cancer survivors.

Award for Outstanding Major Donor

P. Gina Cody C.M., FCAE, Co-chair, The Campaign for Concordia | Benefactor, Gina Cody School of Engineering and Computer Science | Top 25 Women of Influence in Canada



As the first woman to receive a PhD in Building Engineering in Canada from Concordia University, Gina Cody spent three decades as president and principal shareholder of a major Canadian engineering firm.

In 2018, Cody made a historic \$15-million gift to her alma mater: Concordia's Faculty of Engineering and Computer Science. Now the Gina Cody School of Engineering and Computer Science, she made the gift to help promote equity, diversity and inclusion among future engineers and computer scientists. Cody's gift has had — and will continue to have — a tremendous impact on Concordia. Her support has helped the university recruit and retain a more diverse community of students, faculty, and researchers; supported inclusive teaching, learning and research; and fostered a more equitable, diverse, and inclusive campus.

More broadly, Cody's gift drew and continues to garner attention to the role women can play in philanthropy. As one of the most significant donors to date to the Campaign for Concordia: Next-Gen Now, Cody leads by example to encourage her 250,000 fellow alumni to support their shared alma mater.

Award for Outstanding Major Corporate Donor

iA Groupe financier



Founded in 1892, iA Financial Group (iA), an insurance and wealth management group, is one of the largest public companies in Canada. It also has operations in the United States.

iA is a company committed to the wellbeing of individuals and the community, so that everyone becomes a catalyst for wellbeing, today and for future generations. Its commitment to the community is a critical part of its corporate strategy in terms of sustainable development.

iA was a visionary by engaging, from its early stages, in the project Bénévoles d'Expertise (BE). Professionals, who are expert volunteers, transfer their knowledge to the directors of organizations to help them meet their organizational challenges.

Jean-François Boulet, then Executive Vice-President/Client and Employee Experience, since retired, was part of their task force in 2011. By making a significant donation to launch BE, iA helped turn a dream into reality. In addition to recurrent financial donations in support of BE's lasting services, iA encourages executives and employees to invest time in this innovative cause.

iA has believed in BE's mission for over 10 years. It played a key role in its creation and was the first company to include skills-based volunteering in corporate social responsibility.

Tribute Award
Fondation J.A. DeSève

Fondation J.A. DeSève In Quebec, Joseph Alexandre DeSève was among the very first committed and visionary donors in the health sector. The Fondation J.A. DeSève was the fruit of his desire to actively contribute to the development of the society to which he was deeply attached.

Mr. DeSève was one of the first French Canadians to establish a large charitable institution devoted to providing financial support to the community in several sectors. Each year, across Quebec, some 200 organizations receive funding from his Foundation. He has left Quebecers with a unique heritage.

By providing exceptional support to two leading institutions—the CHUM and the CHUSJ—the Fondation J.A. DeSève, through its innovative and caring vision, is helping to improve the health of Quebecers. The Fondation J.A. DeSève was one of the first—and most faithful—donors to support these two hospital foundations. It has actively participated in the success of each of their major campaigns, and has an integral place in its history.

Fifty-four years of exemplary and transformational generosity is the best way to describe the exceptional commitment of the Fondation J.A. DeSève. It has donated more than \$342 million all across the province to transform the lives of Quebecers.

To plan an interview with one of the winners:

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