GENEROUS HEARTS
HELPING HUMAN HEARTS

THE MONTREAL HEART INSTITUTE FOUNDATION

2012-2013 ANNUAL REPORT
MAKING HEARTS HAPPY

MISSION  The Montreal Heart Institute Foundation raises and administers funds to support research, care, prevention and teaching at the Montreal Heart Institute. We thereby encourage the excellence of a world-class institution at the service of Quebec’s community.

VISION  With our values and commitment, we foster the innovative approach and sustainability of the Montreal Heart Institute, a world-renowned, leading edge cardiology centre.

VALUES  We rely on commitment, integrity, openness and respect to ensure bold and effective results, as well as good stewardship, accountability and transparency when managing the funds entrusted to us by our donors and partners. We recognize and appreciate the great value and priceless contribution of our volunteers.
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HELP US TO KEEP HEARTS BEATING

In a clear show of confidence, the number of individuals and businesses that donated to the Montreal Heart Institute Foundation grew this year. We are very proud of our results, but especially of their implications. More and more people are suffering from cardiovascular disease; someone you know and love may even be affected. It’s thanks to you—partners and donors—that we can continue to excel and make a real difference in the lives of patients at the Montreal Heart Institute.

Once again this year, all of our efforts were focused on providing the Montreal Heart Institute, one of the world’s leading cardiovascular medicine facilities, with the vital financial support required to meet its priority needs and enable specialists, professionals and researchers to make advances, breakthroughs and strides in the areas of research, patient care, teaching, prevention, and ultra-specialized technologies.

And since it is our great hope that the Institute will continue to fulfill more dreams and implement more ambitious projects, we decided to get creative this year in identifying new opportunities for reaching out to the public and soliciting their financial support.

Your support is what keeps the Institute’s heart beating, and what motivates everyone whose mission it is to fight cardiovascular disease. You are one of the 31,525 donors who help to make sure that the 50,000 patients treated each year at the Institute receive top-notch care on a par with the best hospitals in the world.

In 2012-2013, all of our activities combined raised a total of $13.1 million. We make sure that every dollar collected is scrupulously managed, we keep our administrative costs as low as possible, and we ensure that all funds are allocated in line with our mission, in support of the Montreal Heart Institute’s key strategic projects.

This annual report outlines several of the Montreal Heart Institute’s priority projects aimed at better preventing, predicting and treating cardiovascular diseases. They are described from the perspective of the Institute’s patients and professionals, as well as our generous donors.

A foundation as loved and respected as ours owes a deep debt of gratitude to you, our cherished donors, partners and volunteers, who give so generously of yourselves to help us keep hearts beating. From the bottom of our hearts, thank you for giving us all hope!

Henri-Paul Rousseau
Chair, Board of Directors

Danielle Pagé
Executive Director
HELP SAVE LIVES WITH YOUR DONATION

AT THE HEART OF ALL OUR ACTIONS, ARE THE PATIENTS. THEY ARE YOUR PARENTS, YOUR FRIENDS, YOUR NEIGHBOURS AND YOUR COLLEAGUES. AND THEY NEED US.
THE BOARD OF DIRECTORS
AND COMMITTEES

Stéphane Achard 1
Yves Amyot 4* 
Pierre Anctil 4
Johanne Ardouin 1 7 8
Gilles Babin 1 2 4 7 8*
Guylaire Banville 1
André Bérard 1
Christiane Bergevin 1
Michel Bernier 1 2
Michel Boislard 1
Louis Boivin 1 2
Jean-François Bouchard 1
Michele Boutet 1 5 8
Marc Y. Bruneau 1 4
Marvin Carsley 1
Gabriel Chiniara 1
France Chrétien Desmarais 1 2 3 4
François Côté 4
André Courville 1 2 4 8
Josée Darche 1 2 4 5 9
Marc de Bellefeuille 1
Elsa Desjardins 1 7 9
Christiane Dubé 1
Robert Dutton 1
Santo A. Fata 1
Sylvie Fontaine 1 2 8 9
Raymond Fortier 1 2 4 8
Gaétan Frigon 1 2 6
Michel Gagnon 1
Julie Godin 1
Diane Hamel 1
Daniel Hertsberg 1 9
Mel Hoppenheim 1
Marin Juneau 1 4 9
Susan Kudznan 1 7 9
Mathieu L. L’Allier 1 2
Daniel Lamarre 1
Éric Lamarre 1 2
Jean-Claude Lauzon 1 2 3 9
Gilles Lefebvre 1
Alain Leliouche 1
Monique Léonard 1 5
Yves J. Leroux 1 6
Pierre-Elliott Levasseur 1 2 3 5
Elliot Lifson 1 6
Tom Little 1
Monette Malewski 1 6
Rémi Marcoux 1
Claude McMaster 1 6
Tony Meti 1
Avrum Morrow 1
Brian M. Mulroney 1
François Olivier 1
Danielle Page 1 2 3 4 5 6 7 8 9
Pierre Page 1 4
Luc Paiement 1
Claude Paquin 1 6
Robert Paré 1 2 3 5 9
Marc Poulin 1
John A. Rae 1
Jean Raymond 1 7
Henri-Paul Rousseau 1 2 3 4
Denis Roy 1 2 4
Guylaire Saucier 1 6
Guy Savard 1
Geneviève Tanguay 1 9
Louis A. Tanguay 1 2 4 5
Jean-Claude Tardif 1 4 5
François Veillet 1 2 4 8

* Invited Member

Committee mandates can be found at GIVEfortheHEART.org

REAL DYNAMISM

THERE ARE PEOPLE WHO ARE ALL HEART.
THANK YOU!

1 Board of Directors
2 Executive Committee
3 Nominating Committee
4 MHIF – MHI Joint Committee
5 Communication, Marketing & Events Committee
6 Development Committee
7 Investment Committee
8 Audit & Finance Committee
9 Human Resources Committee

* Invited Member
ONE CAUSE, SEVENTEEN FACES: THE SAME GOAL

THE OFFICERS AND THE EXECUTIVE COMMITTEE

THE OFFICERS
Henri-Paul Rousseau - President
Jean-Claude Lauzon - Vice-president
François Veillet - Vice-president
André Courville - Treasurer
Robert Paré - Secretary
Danielle Pagé - Executive Director

THE EXECUTIVE COMMITTEE

Michel Bernier  Louis Boivin  France Christine Desmarais  André Courville  Sylvie Fontaine
Raymond Fortier  Gaétan Frigon  Mathieu L. L’Allier  Éric Lamarre  Jean-Claude Lauzon
Pierre-Elliott Levasseur  Tony Meti  Robert Paré  Henri-Paul Rousseau  Denis Roy
Louis A. Tanguay  François Veillet
Each person who gives makes a small difference for a great cause.
A WORD FROM THE BOARD OF THE MONTREAL HEART INSTITUTE

The Montreal Heart Institute (MHI) wishes to thank the Foundation’s loyal donors who from the outset, have supported it in achieving the four pillars of its mission: patient care, research, teaching, and prevention. This support has enabled the MHI to provide the best possible care to Quebeckers, earning it an enviable reputation as one of the world’s leading cardiology hospitals.

The Foundation is very fortunate to be able to rely on men and women who believe in the MHI, and who provide the funding needed to support its development and the continuation of its life-saving research. We wish to express our gratitude to each and every person who contributed to the innovative projects carried out at the MHI. Once again this year, we’ve made a number of breakthroughs in the field of cardiology—advances that would not have been possible without this generous support.

Finally, we would like to express our sincere thanks to the members of the Foundation’s Board of Directors, as well as the employees, volunteers, and generous benefactors, without whom the Institute could not have achieved national and international renown.

Thank you all from the bottom of our hearts.

Pierre Anctil
Chair of the Montreal Heart Institute Board of Directors

Dr. Denis Roy
Executive Director of the Montreal Heart Institute
A PROMISE FOR THE FUTURE

BIOBANK

WORLD'S FIRST BIOBANK: PROGRESS ROOTED IN THE GENES
JEAN LABERGE, PATIENT AND PARTICIPANT

“I was 55 and had no symptoms of heart disease—no tightness, no pain. My health was excellent, I didn't have diabetes or high cholesterol, I didn't smoke and I exercised regularly. When I was recruited to participate in the “Promise” program, I was selected to undergo an angiography which revealed severe arterial blockage. I also underwent a coronarography which confirmed that I needed three bypasses. The surgery was a success. Since then, the whole family has been recruited to take part in the Biobank to find out if heart disease runs in the family. This is something that could save lives.”

MAKING THE IMPOSSIBLE POSSIBLE: CREATING A BIOBANK TO EXPLORE THE LINK BETWEEN GENES AND CARDIOVASCULAR DISEASE

With an objective of 30,000 volunteer patients across Quebec giving access to their DNA samples, plasma, red blood cells, medical, personal and family history, and lifestyle habits, this cohort project will enable researchers to link genetic data and biomarkers to the participants’ clinical data.

Prior to its creation, nothing like the Biobank existed anywhere else in the world. And yet, we realized back in 2007 that just such a project was desperately needed to fully understand cardiovascular diseases and their risk factors; it all started from there, and the rest is history. The Montreal Heart Institute (MHI) started its Biobank, which will form one of the largest hospital cohorts in the world. With this innovation, the MHI hopes to make a significant contribution to the advancement of knowledge in this field and to the development of personalized medicine.

DR. JEAN-CLAUDE TARDF, CARDIOLOGIST AND DIRECTOR OF THE MHI RESEARCH CENTRE, PROFESSOR OF MEDICINE, AND HOLDER OF THE RESEARCH CHAIRS IN Atherosclerosis AND PERSONALIZED MEDICINE

“With more than 17,000 patients already involved in the Biobank project, our goal is to find even more effective ways to treat the right people at the right time, but also to better understand cardiovascular diseases like hypertension, and other conditions such as obesity and diabetes. Our patients are very enthusiastic about the project; without them, the Biobank would not be possible. I also owe a debt of gratitude to the Foundation, whose support has allowed us to build this innovative resource which is unlike any other in Canada or elsewhere in the world, positioning our internationally renowned researchers at the forefront of major research breakthroughs. With this Biobank, personalized medicine is on its way to becoming a reality at the MHI. Last but not least, we are grateful to our colleagues, our employees, and especially our participants; without their support and dedication, none of this would be possible.”

ANDRÉ DESMARIAIS, O.C., O.Q.
DONOR

“Each year, 17 million people worldwide succumb to heart attacks and strokes. When Dr. Jean-Claude Tardif asked me to make a financial contribution to the Biobank, I recognized that it was a pivotal project for the Institute. This large-scale specialized hospital cohort will help researchers, doctors and professionals to better identify the causes of cardiovascular diseases. The Biobank will also lead to the development of better diagnostic and preventive measures. Even more fascinating, it will help researchers find more effective treatments for these diseases, and that’s really the ultimate objective.”
Thanks to donations, the Montreal Heart Institute Foundation is always perfectly at the ready to support the advancement of the priority projects of the Institute.

- Funds granted by the Foundation to the Institute since 1977: $167M
- Annual average over the last 5 years: $13M
- Contributions granted in 2012-2013: $9M

Innovative projects funded by the Foundation have produced tangible results. They have improved the treatment of patients suffering from cardiovascular diseases, notably through less invasive and more preventive techniques that are always at the forefront of knowledge and technology.

One of the strengths of the Institute is the direct link between basic research and clinical research, both being housed under the same roof. With the creative vision and the quest for excellence of the researchers, doctors and professionals of the Institute, it is possible to achieve technological and medical breakthroughs that make a real difference in the lives of patients.
WHERE DO DONATIONS GO?

The Montreal Heart Institute Foundation is as essential to the Institute as a healthy aorta is to a patient. In 2012-2013, the Foundation allocated to the Institute $9.2 MILLION.

- 1977-1998 $1.7 M
- 1998-2003 $5.1 M
- 2003-2008 $8.0 M
- 2008-2013 $13.0 M

CARE $2.0 M (21%)
TEACHING $3.0 M (33%)
RESEARCH $4.0 M (44%)
PREVENTION AND OTHER PRIORITIES $0.2 M (2%)

OUR CONTRIBUTION TO PROFESSIONAL DEVELOPMENT

The Foundation promotes the development of the professionals of the Montreal Heart Institute. Each year, it supports researchers in their clinical or basic research work and facilitates financially the academic or post-doctoral quests of doctors and nurses. Each member of the care or research teams is eligible to receive awards and scholarships granted by the Foundation.

In 2012-13, with the support of generous partners such as the TD Bank Financial Group, the Bal du Cœur Fund, the J.-Louis Lévesque Foundation, Mr. Jean-Pierre Themens and the Fondation familiale Jacques Landreville, the Montreal Heart Institute Foundation granted the following awards and scholarships:

- The Martial G. Bourassa Award to Dr. Guillaume Lettre
- The Bal du Cœur Award to Dr. Geneviève Giraldeau and Dr. Christine Henri
- The J.-Louis Lévesque Award to Émilie Richer-Séguin (1st prize clinical research), Fanny Vaillant (1st prize basic research) and Steve Poirier (2nd prize basic research)
- The Fondation familiale Jacques Landreville Award to Fanny Toussaint (Masters), George Vaniotis (Doctorate) and Steve Poirier (Post-doctorate)
- Scholarships for training and studies to six nurses, including Zeynep Yégin to study for her Masters
- Scholarships for training in Advanced Cardiac Life Support (ACLS) to 14 members of the nursing staff.
2012-2013
ACTIVITY REPORT
ACTIVITY REPORT

The Montreal Heart Institute Foundation has an unfailing, untiring and beneficial energy. The stamina to continue. In 2012-2013, it has collected $13.1 M; $9.0 M from its annual activities and $4.1 M from donor pledges to the major campaign Heart Beat for the Future (HBF).

REVENUES

Heart Beat for the Future capital campaign $4,130,710
Direct Mail $3,006,028
Bequests $663,292
Dedicated Gifts to specific projects $750,695

Events
Grand Bal des Vins-Cœurs $1,785,790
Kanawaki Golf $111,390
Soirée des Cœurs Universels $157,188
Other activities with a third party $147,207

Fundraising projects
MHI Parking lots $1,288,892
Gift Boutique $267,155
IGA Campaign: $2 Straight to the Heart $425,806
Travel Lottery $102,663
Lotomatique $147,870
Promotional objects $10,624
Other fundraising projects $61,007

Total: $2,304,017

Note
1: including $534,375 from bequests
2: excluding non-cashed donations and sponsorships of $637,500 $ for a total of $2,423,290.
THE GREAT ACHIEVEMENTS OF THE MHI CANNOT MAKE US FORGET THAT CARDIOVASCULAR DISEASE IS THE FIRST CAUSE OF MORTALITY IN THE WORLD, HENCE THE IMPORTANCE OF THIS CAMPAIGN FOR OUR WELL-BEING AND THAT OF FUTURE GENERATIONS.
HEART BEAT FOR THE FUTURE CAMPAIGN

LIST OF DONORS

$5 M AND OVER
Gisèle Beaulieu and Michel Saucier

FROM $2 M TO $5 M
Bell
Marissa and Francesco Bellini
BMO Groupe financier
Boston Scientific Ltd.
André Desmarais and France Chrétien Desmarais
Paul and Jacqueline Desmarais
Fondation J.-Louis Lévesque
Hydro-Québec
The J.W. McConnell Family Foundation
Power Corporation du Canada
St. Jude Medical Canada Inc.

FROM $1 M TO $2 M
Banque Nationale Groupe financier
Claudine and Stephen Bronfman
Family Foundation
CGI
CN
Paul and Hélène Desmarais
Fondation J.A. De Sève
Fondation Jeunesse-Vie
La Great-West, London Life et Canada-Vie
Michal & Renata Hornstein
Mouvement des caisses Desjardins
RBC Fondation
Richard J. and Carolyn Renaud
Saputo inc.

FROM $500 K TO $1 M
AstraZeneca Canada Inc.
Banque CIBC
Banque Scotia
Groupe financier Banque TD
Peter Munk Charitable Foundation
Rio Tinto Alcan
Rona inc.
Sanofi-Aventis Canada Inc.

FROM $100 K TO $500 K
Administration portuaire de Montréal
Dr. Andre and Mrs. Nussia Aisenstadt
Alimention Couche-Tard inc.
ATCO Group
Banque Laurentienne
CAE Inc.
Les Cardiologues Associés de l’ICM
Dalfen Family Foundation
Frances & Reuben Dubrofsky / Kaycan Ltd.
Financière Manuvie/Manulife Financial
The Aaron and Wally Fish Family Foundation
Fondation de la famille Lemaire
Fondation Fernand R. Bibeau
Gaz M étro
Groupe Canam Inc.
Groupe Cogeco Inc.
Jean-Guy Hamelin
Rosemary and Mel Hoppenheim
The Sandra and Leo Kolber Foundation
Maple Leaf Foods Inc.
Metro Inc.
Pratt & Whitney Canada
Succession Jean-Denis Laramée
Sun Life Financial
Transcontinental inc.

FROM $50 K TO $100 K
Les Anesthésistes Associés de l’ICM
ArcelorMittal Montréal Inc.
Fondation Marcel and Rolande Gosselin
La Fondation Samson Belair / Deloitte & Touche Canada
Daniel Lamarre
Lieberman Tranchemontagne
G. Wallace F. McCain
Merck Frosst Canada Ltd.
Monitor Angelcare

FROM $25 K TO $50 K
Air Liquide Canada
Chirurgiens Cardiaques Associés de l’ICM
Construction Albert Jean Lée
Dessau Inc.
La Fondation Luigi Liberatore
Irma and Robert Fragman
Louis A Tanguay

WE WOULD ALSO LIKE TO THANK ALL DONORS WHO GENEROUSLY CONTRIBUTED AMOUNTS UNDER $25,000 TO THE HEART BEAT FOR THE FUTURE CAMPAIGN. YOUR SUPPORT IS ESSENTIAL.
A PROMISE FOR THE FUTURE

3D IMAGES

SEEING IS BELIEVING: 3D IMAGES TO BETTER DIAGNOSE HEART PROBLEMS AND REACT IN TIME
Imagine, if you will, watching 3D images of a beating heart on the screen of an IMAX theatre. That’s kind of what it’s like at the Montreal Heart Institute’s new Marvin Carsley Cardiovascular Magnetic Resonance Centre, where researchers use super-advanced echocardiography and magnetic resonance techniques to detect acute and chronic heart disease early on, with unprecedented accuracy. The MHI’s esteemed Dr. Matthias Friedrich, first holder of the Michal and Renata Hornstein Cardiovascular Imaging Chair, has developed a number of cutting-edge test protocols, notably for detecting acute inflammation of the heart, now one of the most common indications for cardiovascular magnetic resonance (CMR). And Dr. François Marcotte was one of the first cardiologists in Canada to launch a cardiac magnetic resonance imaging program.

PAULETTE CHARBONNEAU, PATIENT
“I was in so much pain that I could barely walk a full block. Even after administering a battery of tests, doctors couldn’t figure out what was wrong with me. But my body was exhausted and I felt awful. It was a magnetic resonance imaging (MRI) test that finally identified the problem: an inflamed heart. Now, I’m taking the right medication, I feel better, and I can enjoy the things I used to do at my own pace. It was the 3D images that made all the difference for me!”

MARVIN CARSLEY, DONOR
“I never thought twice about investing in the MHI’s Cardiovascular Magnetic Resonance Centre. Under the watchful eye of the very talented Dr. Matthias Friedrich, and with the support of the Foundation, patients at the Institute will benefit directly from the medical breakthroughs made at the Centre every day.”

MICHAL HORNSTEIN, O.C., O.Q., DONOR
“It was only natural for me to contribute to the creation of a Chair in Cardiovascular Imaging. I owe a debt of gratitude to the Institute, which took fantastic care of me during my stay there. The staff are amazing! In my opinion, the MHI is the best in its class, anywhere in the world.”
DO GOOD, EVEN AFTER
VISIONARIES

DONATIONS IN 2012-2013 THAT WE WILL RECOGNIZE IN PERPETUITY: $1,197,667

Will bequests are an exceptional way of ensuring that future generations benefit from progress in cardiovascular medicine. Once again this year, many donors have left their philanthropic footprint for a long time on the Montreal Heart Institute. We would like to pay tribute today to all these precious, touching and visionary persons who have graciously bequest by will $663,292 to the Foundation.

Germaine Dubuc
Blanche Ferland
Lucienne Gagnon
Denis Gareau
Gysèle Hébert
Normand Jolicoeur
Israel (Solly) Kaps
Mariette Lacasse
Liliane Lamer
Liette Languérand
Estelle LeBlanc Cormier
Madeleine Lorrain
Brian Mackey

Jeannette Marcil
Jeanne Marion Picard
André Messier
Annette Morency
Jeanne Painchaud
Yolande Philibert
Huguette Fernande Poitras
Maddalena Spinoso Varriano
Jeannette St-Onge
Gilberte St-Pierre
Jean-Reynald Tessier
A. Israel Wexler

The Foundation has also received three will bequests totalling $534,375 dedicated to specific research projects of the Montreal Heart Institute. We extend all our gratitude to:

Lucie Bellehumeur
Françoise Du Moulin
Shirley Orchard
GRAND BAL DES VINS-CŒURS

THE FOUNDATION’S HIGHLIGHTS

Record smashed
The 12th edition of the Foundation’s flagship event, the Grand Bal des Vins Cœurs, was a resounding success on all levels, raising $2,423,290 to support the innovative and important projects at the Montreal Heart Institute. The event, held at Windsor Station in September 2012 and attended by 850 people, was made especially magical thanks in large part to the SAQ and the Cirque du Soleil, two loyal partners, to BMO Financial Group, a major sponsor, and to numerous other sponsors and donors.

Magnetic appeal
For an extra special touch, the Foundation invited a number of well-known and widely respected guests to serve as honorary presidents of the event, including Mr. René Angélil, Mr. André Desmarais, Mrs. France Chrétien Desmarais, Maestro Kent Nagano, and pianist Mari Kodama. They were joined by co-presidents Mr. Aldo Bensadoun, Mr. Pierre Boivin, Mr. Jean-Guy Desjardins, Mr. Mathieu L. L’Allier, Mrs. Monique F. Leroux, Mr. John Parisella, Mr. Norman M. Steinberg, and Mr. Louis A Tanguay.

Medal of honour
During the Grand Bal, the Foundation honoured Mr. L. Jacques Ménard, O.C., O.Q., Chairman of BMO Nesbitt Burns and President of BMO Financial Group, Quebec, for his generosity, his support and his dedication to the Montreal Heart Institute and its Foundation.
THE FOUNDATION’S HIGHLIGHTS

ANNUAL CONFERENCE AND RECORD DIRECT MAIL

ANNUAL CONFERENCE
New developments and innovative projects featured
For the third edition of its annual conference, the Foundation brought together 235 guests, including members of the Fidelity Group and of the Dr. Paul-David Society, as well as volunteers, partners and members of the Board of Directors. During the conference, MHI Drs. Anique Ducharme, Raymond Cartier and Philippe L. L’Allier as well as Dr. Robert Béliveau of the Centre ÉPIC presented the results of their work and unveiled certain new projects of the MHI, including the mechanical heart, the new hybrid room, developments in hemodynamics and the management of stress. An event that was not short on interest.

DIRECT MAIL
An unparalleled success
Imagine: through direct mail soliciting letters we were able to raise in 2012-2013 no less than $3,006,028, surpassing last year’s results. Behind this great wave of generosity are the faces of 31,525 donors from across Quebec who made 54,569 donations. Who are they? Among them, we find 8,510 new benefactors and 8,617 loyal donors for at least five consecutive years.

(Left to right) Dr. Robert Béliveau, Mrs. Danielle Pagé, Dr. Philippe L. L’Allier and Dr. Anique Ducharme.
THE FOUNDATION’S HIGHLIGHTS

AMARO, IGA AND OUR COOKBOOK

AMARO MY SWEETHEART

Contest and golf tournament
From February 2012 to February 2013, Amaro ran the sympathetic contest Amaro my Sweetheart. To participate, people only had to locate the participation code printed on the cap of each identified 1.8L bottle of natural spring water and register online on the Amaro site. At the end of the contest, the Foundation received $10,000. This year, Amaro also organized the first Amaro my Sweetheart golf tournament which raised another $8,000 for the Foundation.

IGA – $2 STRAIGHT TO THE HEART

A harvest that has not disappointed!
There is a direct link between the heart and the grocery cart. One piece of evidence: IGA repeated for a 27th year, the $2 Straight to the Heart event, in February 2013, and asked its clients, employees and suppliers to be as generous as possible. The message was heard loud and clear: they were able to raise $425,806.

Won an award as one of the six best cookbooks in the category Charity & Fundraising - North America.
“THINK OF YOUR HEART” COLUMNS

Sound advice every month
More than a million Quebec residents will be able to read, for a second year, the Think of your Heart columns that TC Media weeklies have accepted to run, free of charge, thanks to a partnership with Transcontinental. Written in cooperation with professionals from the Institute and the Centre ÉPIC, these columns, under the byline of Dr. Martin Juneau, cardiologist and Director of Prevention at the Montreal Heart Institute, will raise 12 new topics related to cardiology and the prevention of heart disease. Good readers, better hearts.

SOIRÉE DES CŒURS UNIVERSELS
A record, a nice adrenaline rush
As popular as ever, the 11th edition of the Soirée des Cœurs Universels was a resounding success. More than 350 guests gathered for this grand happening which resulted in a superb collective donation of $157,000. As the highlight of the evening, the Foundation paid tribute to Mr. Jean Gravel who received a heart transplant at the Institute ten years ago, when a deadly virus was lodged in his heart and after “having died seven times”, according to this survivor. By honouring Mr. Gravel, the Foundation wanted to underline his great generosity as an ambassador and to praise his ability to promote the Institute and its professionals. The success of the evening is attributable to its Honourary Chairman Mme Carmine Mercadante and the members of his organizing committee Messrs. Paul Durocher, Ron Deschênes, Alex Pacetti, Vittorio DiVito, Gerry Guy and Salvatore Migliara.

The members of the organizing committee of the Soirée des Cœurs Universels present the cheque to Mrs. Danielle Pagé, Executive Director, and Mrs. Elsa Desjardins, Director, Events and Fundraising Projects of the Foundation.
The Foundation relies on the support and the enthusiasm of countless volunteers who, in all corners of Quebec, organize benefit-activities to support the mission of the Montreal Heart Institute. In 2012-2013, these generous collaborators raised $147,207 in various fundraisers, sparing no time or energy. Their involvement is both essential and noteworthy. The following are some of the activities organized.

Roland-Beaulieu Omnium
Claude Roy’s anniversary
Thérèse Robinson’s anniversary
L’Arbre de l’espoir
Monaco Group Golf Classic
Fundraising – Easter chocolate (IBM logic test)
Collège Mont-Royal Fundraising
Fundraising – Canadian Royal Legion
Fundraising – lampions sale – Denis Jubinville
Amaro my Sweetheart Contest
Défi 2012 pour vaincre les maladies du coeur
Tribute to Gabriel Cipriano
Lilly Runs – Oasis Montreal Marathon
Love is in the air
Polo avec Coeur
Dr. Michel Pellerin – Ironman Mont-Tremblant
Joannie Rochette’s participation to Le Tricheur TVA
Amaro my Sweetheart Golf Tournament
Sobeys – Friday jeans
Collège Ahuntsic benefit show
Quilt draw, Jeannine Hébert
Town of Pointe-Claire - employees BBQ draw
Clément-Phaneuf Golf Tournament
Val-d’Or Agnico-Eagle Triathlon
Cupcake sale – Isabelle Desmarchais
A PROMISE FOR THE FUTURE

PREVENTION

WORKING ON ADOPTING HEALTHY HABITS
FOR BETTER HEART HEALTH
GIORGIO SERAFIN, PARTICIPANT IN THE CARDIAC REHABILITATION PROGRAM

“In 2008, I had a heart attack. Since then, I’ve been working out five times a week at the Centre ÉPIC, where I received invaluable advice from a kinesiologist and a nutritionist. At first, I couldn’t even climb a flight of stairs. Now, I can play badminton and run! Only 35% of my heart muscle is still alive; I know my limits, even though I feel like I’m still 25! The Montreal Heart Institute really made a difference for me. I owe them my life...”

FULL SPEED AHEAD FOR PREVENTION

When it comes to prevention, the real champions at the Montreal Heart Institute are all the people we never see: everyone who eats well, exercises regularly, and manages stress levels to maintain a healthy heart. Spreading this important message is in fact the mission of the Prevention team at the Centre ÉPIC, the largest prevention and rehabilitation centre in Canada and in North America. Today, more than ever, this Centre affiliated with the Institute has a critical role to play. In addition to being a fitness centre, it is a place where professionals, such as nutritionists, kinesiologists, nurses and psychologists, can teach, conduct research, and run primary and secondary prevention programs. It’s hardly surprising, then, that the Montreal Heart Institute was the first hospital in Canada to be recognized by the World Health Organization as a Health Promoting Hospital.

DR. MARTIN JUNEAU, CARDIOLOGIST, RESEARCHER, AND DIRECTOR OF PREVENTION AT THE MONTREAL HEART INSTITUTE

“The prevention of cardiovascular diseases is a pillar of the Institute’s mission, alongside patient care, research, teaching, and the assessment of new technologies. The Centre ÉPIC is a veritable prevention laboratory, with more than 5,000 members, 2,000 of whom have heart problems, more than 300,000 visits annually, and more than 12,000 medical evaluations performed each year. Quebeckers clued in to the importance of prevention a few years ago, and their awareness continues to grow. It’s the donations that help us to keep spreading the word, hence the importance of the Foundation’s support for the Prevention team.”

MARIELLE JETTÉ, DONOR

“My husband had a heart attack when he was just 37 years old. He wasn’t given any medication or told to follow any prevention program. Ten years later, he had quintuple bypass surgery to prevent a second heart attack, which most likely would have killed him. Afterwards, with close follow-up, he was able to lead an active life with no heart problems up until his death from another disease. As they say, an ounce of prevention is worth a pound of cure, and that’s why I donate to the Montreal Heart Institute.”
NEW PARTNERSHIPS

POLO AVEC CŒUR EVENT

Don and Carol Pennycook
The event Polo avec Cœur was organized in August 2012 by Mr. Don and Mrs. Carol Pennycook, to benefit the Montreal Heart Institute Foundation and the Peter Munk Cardiac Centre of Toronto. Some 300 guests were able to enjoy polo matches between amateur players from Montreal and Toronto as well as between Argentine and American professional players. The riders and their magnificent horses showed off their dexterity to make Polo avec Cœur a unique attraction. The event raised $40,100 for the Foundation.

SALON MIEUX-VIVRE 50+
Prevention of cardiovascular disease
More than 17,000 persons visited in November last year, the Salon Mieux-Vivre 50+ at the Palais des congrès de Montréal. This great gathering allowed to Foundation to provide to visitors an interactive area dedicated to the prevention of cardiovascular disease. Many of our collaborators were very popular with the visitors. Dr. Martin Juneau gave a lecture on “Exercise, Nutrition and Health, Dr. Robert Béliveau spoke about the “Effects of Stress on the Heart” and Mr. Jacques Aubin told visitors about his journey from “Obese to Athlete”. For his part, kinesiologist Jean-François Larouche raised the topic of “Healthy Living and the Role of Physical Activity”, while nutritionist-dietician Karine Lamoureux gave a lecture on what constitutes a “Balanced Meal”.

SHARED GENEROSITY
**Ironman Mont-Tremblant**

Dr. Michel Pellerin of the Montreal Heart Institute participated in August of last year, in the Ironman Mont-Tremblant, a first on Quebec soil. A good partner, this 51-year old cardiac surgeon added to his sporting adventure a fundraiser to benefit the MHI Foundation. Numerous donors joined Dr. Pellerin’s team and made it possible to raise an amount of $22,600, which represents $100 per kilometre covered. As stated by Dr. Pellerin: “Ironman is not for everyone, but this competition symbolizes the ultimate surpassing of oneself. For me, it is a way of life, a pleasure, not a rigid constraint. My health rests on three pillars that I promote actively to my patients: a healthy and balanced diet, a good control of the stress level, and daily physical exercise. I love what I do, and I do what I say”.

**OASIS MONTREAL MARATHON**

Promoting heart health

Thanks to a partnership with the sponsor Oasis, the Montreal Heart Institute Foundation was able to set up a kiosk on September 23, 2012, in the charity area of the Oasis Montreal Marathon, an event that attracted 27,000 runners. Visitors on site were able to have their cholesterol level tested and to participate in a draw for recipe books as well a health day at the Centre ÉPIC of the Montreal Heart Institute. “GIVEfortheHEART.org” bracelets of the Foundation were given to numerous runners. The Marathon provided a wonderful window for the Foundation as well as for the Montreal Heart Institute which sent to the starting line a team of 170 runners recruited among its employees.
Any activity of the Montreal Heart Institute is in itself a human adventure and relies on involvement. Close to 140 volunteers worked more than 10,000 hours to support the efforts of the Foundation. To this number, we must add the volunteer work done by the members of the Board, its committees and of event partners.

<table>
<thead>
<tr>
<th>Name</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laurent Aubin</td>
<td>Rita Corbeil</td>
</tr>
<tr>
<td>André Auclair</td>
<td>Denise Cornellier</td>
</tr>
<tr>
<td>Corinne Babin</td>
<td>Hélène Couillard</td>
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<tr>
<td>Carmen Bau</td>
<td>Thérèse Coutu</td>
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<tr>
<td>Jean-Marc Béland</td>
<td>Ana Milena Cruz</td>
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<tr>
<td>Chantal Béliveau</td>
<td>Christine Darche</td>
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<tr>
<td>Georges Bergeron</td>
<td>Nina Darche Bouchard</td>
</tr>
<tr>
<td>Ghislaine Bergeron</td>
<td>Karla Dekkers</td>
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<td>Jean-Guy Bernard</td>
<td>Daniel Desfossés</td>
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<td>Josée Bertrand</td>
<td>Nicole Desgagnés</td>
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<td>Claudette Bilodeau</td>
<td>Hélène Désilets</td>
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<tr>
<td>Louise Blanchard</td>
<td>Normand Désilets</td>
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<td>Raymond Boily</td>
<td>Chantal Desmarais</td>
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<td>Pierre Boudreau</td>
<td>James Desmarchais</td>
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<tr>
<td>Ann Marie Boulanger</td>
<td>Claudette Desrosiers</td>
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<td>Raymonde Bourque</td>
<td>Mary Di Rosa</td>
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<tr>
<td>Jeanne Bouvier</td>
<td>Marcelle Dubreuil</td>
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<tr>
<td>Francine Brassier</td>
<td>Carl Dumas</td>
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<tr>
<td>Michel Brouillet</td>
<td>Délia Dunn</td>
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<tr>
<td>Guy Bujold</td>
<td>Florent Dupuis</td>
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<tr>
<td>Jeannette Bujold</td>
<td>Carole Dussault</td>
</tr>
<tr>
<td>Pierre Cadieux</td>
<td>Eduardo Fernandez</td>
</tr>
<tr>
<td>Marie Carignan</td>
<td>André Florant</td>
</tr>
<tr>
<td>Patricia Carronza</td>
<td>Lise Forest</td>
</tr>
<tr>
<td>Denise Cayer</td>
<td>Guy Fortier</td>
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<tr>
<td>Jeannette Chabot</td>
<td>Pierrette Fortin</td>
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<tr>
<td>Francine Cholette</td>
<td>Mireille Fournel</td>
</tr>
<tr>
<td>Micheline Clermont</td>
<td>Yolande Fraser</td>
</tr>
<tr>
<td>Cécile Collard</td>
<td>Paul Fréchette</td>
</tr>
<tr>
<td>Micheline Corbeil</td>
<td>Nycol Gariépy</td>
</tr>
</tbody>
</table>
OUR Devoted Volunteers

Our hearts warmed with gratitude, we say thank you to all our benefactors for contributing to our cause.

Ghislaine Gélinas Cossette
Serge Gingras
Marguerite Girard
Amélie Gontero
Aline Gosselin
Thérèse Gratton
Consiglia Graziani
Souat Guernina
Luigino Guerrera
Fazia Haddad
Josée Iaricci
Mona Koussa-Debay
Denise Lacombe
Yolande Ladouceur
Lorraine Lake
Lorraine Lamontagne
Fleurette Lamoureux
Mariette Landry
Marie-Claude Lanthier
Marthe Lapensée
André Lapointe
Marlène Laurennaza
Louise Lebrun
Ginette Lefebvre
Thérèse Legros
Monique Lemieux
Marguerite Leporé
Philippe Leporé
Luigi Longo
Michelle Loranger
Lucie Magnan
Ghislaine Meilleur
Marcel Moretti
Joseph Mormina
Raymond Myre
Aldo Navea Pina
Bruno Navea Pina
Maureen Orrico
Jairo Ortega
Diana Carolina Ortiz Lopez

Filomena Pacetti
Jacynthe Pagé-Bérard
Denise Pambrun
Dolorès Parayre
Serge Paré
Gaston Pelletier
Pierrette Pelletier
Christiane Perreault
Dr Robert S. Pincott
Laura Pirro
Françoise Poirier
Gisèle Provost
Elena Ana Racoveanu
Ganna Raieva
Louise Raquer
Jean-Marie Rivard
Diane Savard
Monic Sicard
Lina Simard
Audrey Sirois
Dany Sirois
Ginette St-Hilaire
Micheline St-Pierre
Nicole St-Pierre
Roch St-Pierre
Sonia Teolis
Claudette Thibault
Wallace Thompson
Thérèse Tousignant
Michel Tremblay
Pauline Trottier
Françoise Vaillancourt Girard
Claire Vanasse
Lise Venne
Carole Villani
Robert Villemure
Patricia Joao Wa Khifiat
Hélène Wojciechowski
Lucién Zeballos Caballero

Montreal Heart Institute Foundation
AN AFFIRMED COMMITMENT

OUR SPONSORS AND PARTNERS

Air France
ALDO
Amaro
Astral Média – Radio
Autobus Idéal
Famille Beaulieu
Bell
BMO Groupe financier
Laurent Cayla, photographer
CBC
CBS affichage
Gérald Charest
Château Vaudreuil
Suite Hôtel
CIBC Marchés Mondiaux
Cirque du Soleil
Collège Ahuntsic
Collège Mont-Royal
Comité organisateur du Triathlon de Val d’Or
Littorio Del Signore
Tony De Risi
Isabelle Desmarchais
Mena Di Iorio
Eli Lilly
William Feldzamen
Fleuriste San Remo
Garda
Viviana Giuliani
Global
Groupe Beaudet
Groupe Monaco
Jeannine Hébert
Hôtel Espresso
Hôtel Le Bristol Paris
Hôtel Universel Montréal
Hôtel Universel Québec
Christian Houle
IBM
IGA
Imprimerie Dumaine
Italvine Ltée
Denis Jubinville
La Presse
Le Club Privilège Mont-Tremblant
Légion royale canadienne
Le Groupe Bentley
Lotomatique
Loto-Québec
IGA Michel Poirier
Suzie Lévesque
and Mario Cipriano
Merlicom
Moment Factory
Linda Morin
Mouvement Desjardins
Multibox inc.
Danielle Pagé
Lili Pedneault
Dr. Michel Pellerin
Don and Carol Pennycook
Petit Manoir du Casino
Claudia Phaneuf
Power Corporation du Canada
Productions Feeling
Publicis
Québecor Media inc.
Radio-Canada
Reader’s Digest
Résidence au fil de l’eau
Resto Bar Le Toit Rouge
Thérèse Robinson
Joannie Rochette
Claude Roy

Dr. Denis Roy
Saputo Inc.
SAQ
Services financiers
Groupe Investors
Sobeys
TC Transcontinental
Télé-Québec
TELUS
TVA
Howard Vechsler
Ville de Pointe-Claire
Vinitor Inc.
Voyage Bergeron
V Télé
Yoko sushi lounge
HUMAN ENERGY

THE FOUNDATION TEAM

Danielle Pagé
Executive Director

Christine Plantier
Assistant to the Executive Director

Gilles Babin
Director of Finance

Michèle Boyer
Accounting and Human Resources Technician

Josée Darche
Director, Development and Communications

Guylaire Banville
Director, Direct Mail and Database Management

Jean Alexandre
Development Officer

Geneviève Aubé
Data Entry Operator

Gilles Spinelli
Planned Giving Officer

Anne-Marie Bessette
Data Entry Operator

Édith St-Arnault
Administrative Assistant, Development and Communications

Sylvie Bonneville
Clerk-Receptionist

Isabelle Tremblay
Communications Officer

Kellie Ann MacDonald
Direct Mail Coordinator

Elsa Desjardins
Director, Events and Fundraising Projects

Carole Gray
Events Coordinator, Events and Fundraising Projects

Isabelle Rousseau
Administrative Assistant, Events and Fundraising Projects

Chantal Molloy
Administrative Assistant, Events and Fundraising Projects
A PROMISE FOR THE FUTURE

NURSING CARE

EXCELLENCE IN NURSING CARE: SCHOLARSHIPS TO ENCOURAGE TRAINING AND PROFESSIONAL DEVELOPMENT
CLAUDETTE MATTE, PATIENT

“I can’t thank the Institute enough! Not only were the nurses extremely skilled, they were also very kind. Many thanks to my nurse Zeynep Yégin, who knew exactly what to do to put me at ease. Her gentle, soothing voice and her songs were a pleasant distraction from everything that was happening to me. Thanks to Bertha for her empathy and kindness, and thanks to the young intern for showing such compassion. You will always be in my heart.”

WORKING RELENTLESSLY TO RELIEVE PATIENTS’ PAIN

Pain is a complex phenomenon that is not always visible to the outside observer, and yet pain sufferers can attest to its very real physical and mental effects, which is why the Montreal Heart Institute created the innovative Acute Pain Service (APS) for patients who undergo heart surgery. The Foundation places great stock in its nursing scholarship program, and for this reason awarded a fellowship scholarship to Zeynep Yégin to help her expand her knowledge of pain relief—just one of the ways the Foundation can contribute to the advancement of nursing care.

MARIE-HÉLÈNE CARBONNEAU, DIRECTOR OF NURSING

“We’re very lucky to be able to rely on the Foundation’s nursing scholarships. Thanks to the APS, we now have a dedicated nurse clinician who can offer our patients personalized pain relief, which goes a long way to improving the quality of care we provide. The APS has definitely made a name for itself as a reference centre for acute pain relief.”

JEAN-PIERRE THEMENS, DONOR AND PATIENT AT THE INSTITUTE

“When you end up at the Montreal Heart Institute with a heart problem, there’s only one thing on your mind: receiving the best possible care from professionals who know exactly what to say and do to reassure you and support you through your ordeal. I was so impressed with the care I received at the MHI that I decided to make annual donations dedicated specifically to the nursing scholarships. Wanting to learn how to take better care of your patients is an ambition that’s worth supporting.”
# FINANCIAL SUMMARY

**BALANCE SHEET AT MARCH 31, 2013**

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investments</td>
<td>$107,166,127</td>
<td>$98,290,990</td>
</tr>
<tr>
<td>Cash</td>
<td>$596,938</td>
<td>$371,689</td>
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<tr>
<td>Receivables</td>
<td>$1,290,483</td>
<td>$1,280,860</td>
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<tr>
<td>Stocks</td>
<td>$39,817</td>
<td>$20,768</td>
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<tr>
<td>Prepaid expenses</td>
<td>$55,932</td>
<td>$104,391</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$109,149,297</strong></td>
<td><strong>$100,068,698</strong></td>
</tr>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable and accrued liabilities</td>
<td>$2,413,983</td>
<td>$2,063,626</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$2,413,983</strong></td>
<td><strong>$2,063,626</strong></td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restricted</td>
<td>$93,140,524</td>
<td>$84,579,712</td>
</tr>
<tr>
<td>Unrestricted</td>
<td>$13,594,790</td>
<td>$13,425,360</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>$106,735,314</strong></td>
<td><strong>$98,005,072</strong></td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td><strong>$109,149,297</strong></td>
<td><strong>$100,068,698</strong></td>
</tr>
</tbody>
</table>

*Note: Copies of the financial summary are available from:*

*The Secretary, Montreal Heart Institute Foundation*
*5000 Bélanger Street*
*Montreal, Quebec H1T 1C8*
### STATEMENT OF REVENUES AND EXPENSES FOR THE YEAR ENDED MARCH 31, 2013

<table>
<thead>
<tr>
<th>Description</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations</td>
<td>$7,877,349</td>
<td>$9,061,407</td>
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<tr>
<td>Fundraising activities</td>
<td>$3,942,691</td>
<td>$4,798,065</td>
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<tr>
<td>Bequests</td>
<td>$1,197,667</td>
<td>$868,390</td>
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<tr>
<td>Investment income</td>
<td>$10,057,114</td>
<td>$5,660,119</td>
</tr>
<tr>
<td>Variation on realized and unrealized gains on investments</td>
<td>$(1,594,104)</td>
<td>$(5,222,244)</td>
</tr>
<tr>
<td><strong>Gross Operating Revenues</strong></td>
<td>$21,480,717</td>
<td>$15,165,737</td>
</tr>
<tr>
<td>Direct and semi-direct fundraising costs</td>
<td>$2,687,073</td>
<td>$2,917,926</td>
</tr>
<tr>
<td><strong>Net Operating Revenues</strong></td>
<td>$18,793,644</td>
<td>$12,247,811</td>
</tr>
<tr>
<td>Administration Costs</td>
<td>$1,406,013</td>
<td>$1,249,731</td>
</tr>
<tr>
<td><strong>Excess of revenues over expenses before contributions</strong></td>
<td>$17,387,631</td>
<td>$10,998,080</td>
</tr>
<tr>
<td>Contributions to the MHI - Research, Technological Development and other</td>
<td>$8,657,389</td>
<td>$19,902,643</td>
</tr>
<tr>
<td><strong>Excess of revenues over expenses</strong></td>
<td>$8,730,242</td>
<td>$(8,904,563)</td>
</tr>
<tr>
<td>Balance, beginning of year</td>
<td>$98,005,072</td>
<td>$106,909,635</td>
</tr>
<tr>
<td>Balance, end of year</td>
<td>$106,735,314</td>
<td>$98,005,072</td>
</tr>
</tbody>
</table>

### CONTRIBUTION POLICY

The MHI Foundation’s 2012-13 contributions to the Montreal Heart Institute totalled $8.7 M, most of which funded research and technological development. Contributions are expensed when funds are transferred to the Institute.

### REDUCING COSTS

In 2012-13, careful management enabled the Foundation to streamline its regular administrative costs to 6.6% of gross revenues.
HELP US KEEP HEARTS BEATING!

GIVEfortheHEART.org
5000 Bélanger Street
Montreal, Quebec
H1T 1C8

telephone: 514.593.2525
toll free: 1.877.518.2525
fax: 514.376.5400
email: ficmdon@icm-mhi.org

Concept/Design
Merlicom

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