



Nous marchons
pour
Grand-Papa!
gème
année!!!

Je Le FAIS
POUR
XX01
ET LES AUTRES

Je le fais pour
Mon papa

On le fait pour
MAMA
PAPA

I DO IT FOR
CDC

PROCURE 2016 ANNUAL REPORT

I'M DOING IT FOR IN THE SPOTLIGHT



2 TABLE OF CONTENT



PROCURE

Halte au cancer de la prostate.
The Force Against Prostate Cancer.

Founded in 2003 by Marvyn Kussner, PROCURE is the only charitable organization exclusively dedicated to the fight against prostate cancer through research, outreach, education and support for men affected by this disease and their families.

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PROCURE

OUR MISSION:

Provide scientists and the community with the means to better prevent and cure prostate cancer.

OUR BRAND:

A recognized and influential organization that is dedicated to real improvement in the quality of life for men with prostate cancer, through research and various services.

OUR VALUES:

PROCURE will actively participate in the advancement of research through an ongoing conversation with the public and health professions. Information and support will be provided through a variety of channels:

- Free access to health professionals via a toll-free line available 24|7
- A comprehensive Web site that is available in both official languages
- PROCURE's offerings – information, education, support and referrals to the most appropriate resources – for Quebecers affected by prostate cancer, their caregivers and their loved one, throughout their journey
- Conferences given by experts and other special events
- A free book on prostate cancer and various publications

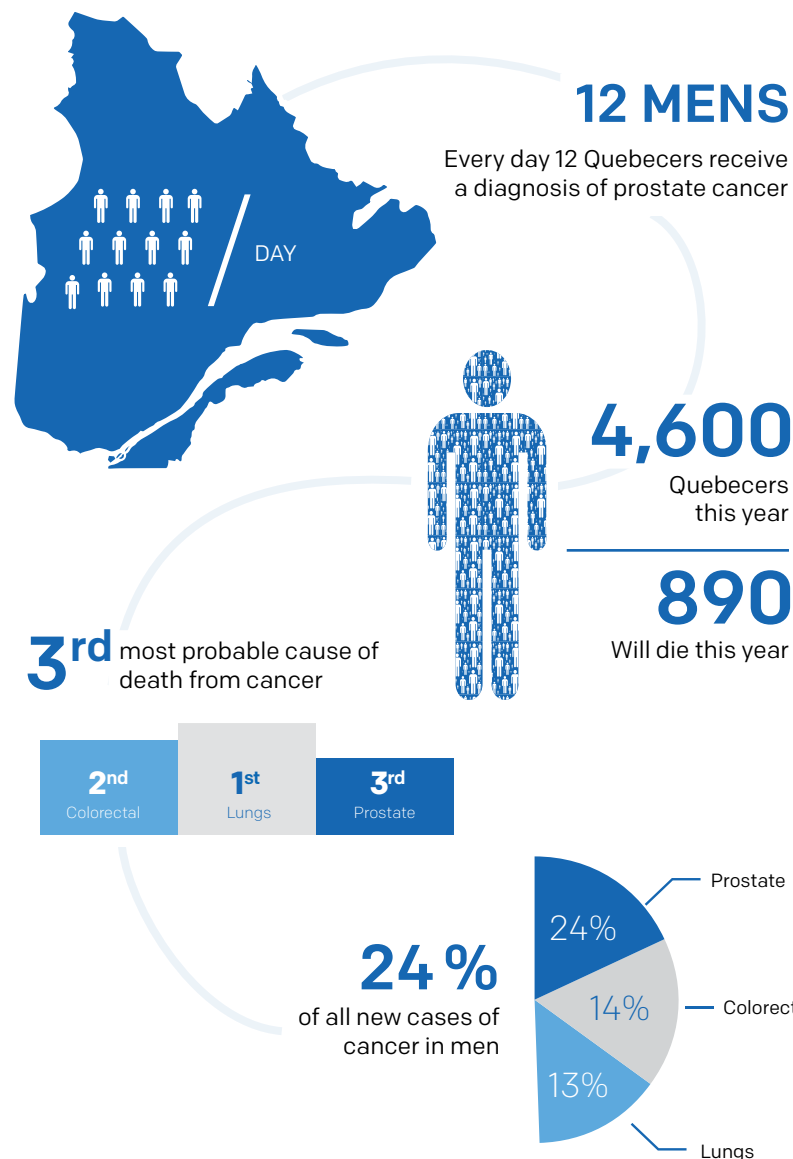
PROCURE has also created the PROCURE Biobank, a collection of high-quality biological samples containing crucial data on men with prostate cancer.

Prostate cancer is the most common form of cancer in men. It typically progresses at a fairly slow pace. When detected early, it is highly curable. Nowadays, advanced techniques are used to produce an extremely accurate diagnosis. In addition, new and more effective means of treatment make it possible to halt or slow the progression of the disease. In most cases, the prognosis is good. The exact causes of prostate cancer remain largely unknown, but research has highlighted certain risk factors.

Thanks to research, early treatment, and more efficient methods, the survival rate for men with prostate cancer is 96% five years after the date of diagnosis. This shows the importance of screening for older men.

RISK FACTORS

- Aging
- Family history
- Genetic mutations
- Racial origin
- Lifestyle
- Diet and physical inactivity
- Various environmental factors





In 2014, the Assemblée nationale du Québec unanimously adopted a resolution to designate November 19th as Quebec Prostate Cancer Awareness Day.

Since then, many cities in Quebec have followed suit. Several deputies of the Assemblée nationale wore the bow tie in the chamber while presenting the resolution, thus highlighting their commitment to the cause.



THE IMPORTANCE OF ACTION

- Talk to your doctor if you are over 50.
- Do it at 40 if you have a family history of prostate cancer.
- Encourage friends and colleagues to do so as well.
- Contact our healthcare professionals if you have any concerns or questions.
- Visit our website and YouTube channel for appropriate and timely information.
- Make a donation to help with research.
- Join the PROCURE Walk of Courage on Father's Day.
- Take part in our Bowvember campaign.
- Take part in our Pnevembre campaign.
- Wear the PROCURE's special bow tie on November 19.
- Get involved by becoming a volunteer, an ambassador, or a partner.

IN 2017, OUR ACTIONS WILL BE GUIDED THE FOLLOWING PRIORITIES:

RESEARCH

- Promote the PROCURE Biobank's offer—high-quality samples and clinico-pathological data—to global researchers
- Complete the technological infrastructure of partner university hospitals
- Increase follow-ups and sample collections in men that have relapsed
- Optimize patient follow-up treatment

OUTREACH

- Increase business participation in our four flagship annual events: Walk and Tour of Courage and the Bowvember and Pnevembre Campaigns
- Increase the visibility and awareness of PROCURE throughout Quebec
- Facilitate the creation of events organized by our ambassadors

EDUCATION AND SUPPORT

- Enrich content offered on our various information platforms
- Deploy our new website
- Increase our methods of support and support programs for men and their loved ones, health professionals, and businesses
- Maintain the diversity of our publication methods in order to reach the population of Quebec

SINCE 2003, WITH THE SUPPORT OF ITS PARTNERS AND LOYAL EMPLOYEES, PROCURE:

X 1,000

Intervened with more than 1,000 patients or their relatives who have contacted our health professionals specialized in uro-oncology

X 6,000

Responded to more than 5,000 calls/emails from men with prostate cancer and their relatives

X 32,000

Welcomed nearly 32,000 participants in Quebec to its talks by experts about the disease, the importance of screening and treatment options

X 40,000

Generated close to 40,000 views on its YouTube channel

X 7,000,000

Invested \$7 million in research on prostate cancer through its Biobank



Sandrine Castellani, Shoot Studio

Jean Pagé Public figure and spokesman for PROCURE — The Force Against Prostate Cancer



Sandrine Castellani, Shoot Studio

Winston McQuade Public figure and spokesman for PROCURE — The Force Against Prostate Cancer

IT NEEDS TO BE SAID: SUPPORT CAN BE FOUND BY CALLING 1 855 899-2873

We must face the fact that every day, 12 Quebecers are diagnosed with prostate cancer. Despite the hype about this disease, it is clear that men living from cancer still tend to isolate themselves, compared to women.

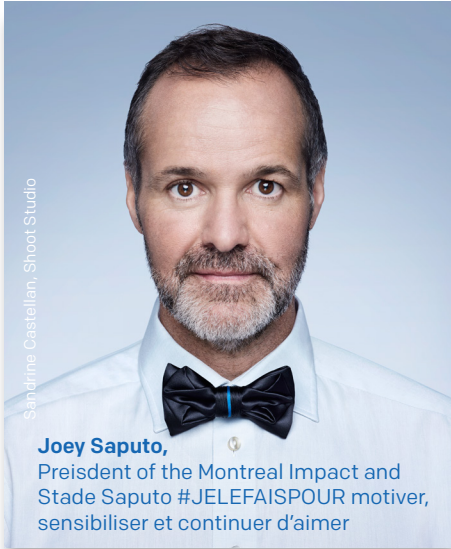
Receiving a prostate cancer diagnosis from our doctor is a shock that leaves us speechless and unable to express the questions that are jostling about in our head. Emotions are often so strong that we either hear only part of what is said or only the word cancer. We know it, because we've been there.

Today there is still an urgent and acute need to help those who receive this diagnosis. Once the initial shock has passed, the patient is in distress and is faced with a series of questions while resources are usually very limited. He can make another appointment with his doctor, but in such times of crisis, waiting times often become a challenge in and of itself.

At times like this, being able to talk to a health professional who is specialized in this field often helps to alleviate our fear of the unknown, to get answers to our concerns, to have a more objective view of our situation, and to be less worried about what is to come. At PROCURE, support is available and easily accessible by phone. Their role is to listen to you, reassure you, support you and answer all of your questions, in complete confidentiality.

The truth is that men need to work to support each other. This is why we are calling on the men and women from every region of Quebec to get involved and support your peers. Become a supporting ambassador. Giving of oneself does not always have to involve donating an organ—you can donate your time or lend an ear.

So why not join us and become a part of the beautiful family that is PROCURE?



YOU HAVE ALL DAZZLED US WITH YOUR ENGAGEMENT IN THE FIGHT AGAINST PROSTATE CANCER

To Dany Turcotte and the outstanding individuals who fully embraced their roles as ambassadors, added real power to the reach of our messages, and expressed their valuable support throughout the 2016 Bowvember campaign.

To all those who participated in our events throughout the year, who believed and joined the #I'MDOINGITFOR movement, which embodies PROCURE's leitmotif so well—we are here for you! To our generous patrons, foundations, and major donors: the Marvyn Kussner Memorial Fund, the Lemaire Family Foundation, the Roasters Foundation, the Mirella and Lino Saputo Foundation, the Antonopoulos Group, Carolyn and Richard Renaud, and André Desmarais and the Power Corporation for their support of the PROCURE Biobank. Their faith in research and their five-year commitment - since 2013 - means that we can meet the needs of those diagnosed with prostate cancer and respond to questions from their loved ones.

To our passionate medical professionals, who listen to, support, and answer questions from patients, caregivers, and families. They are efficient, dedicated, and return calls within 24 hours confidentially. To urologists Kevin Zorn and Luc Valiquette, sexologists Renée Pichette and Sharon Dugré, psychologist Karine Racicot and survivors Jean Pagé and Winston McQuade, for their presentations and valuable advice for patients and families.

To our collaborators and partners who fund our information activities. Without their contribution, we would not be able to offer, those affected by this cancer, the support that is so important at every stage of the process.

To the donors, ambassadors, and companies who helped raise funds. And to all the volunteers who gave their time and energy to the cause during 2016. Without them, none of it would have been possible.



Born of the Bowvember Campaign in 2015, the #I'MDOINGITFOR movement is vital to all men. Unlike female cancers, prostate cancer does not have the same level of commitment and investment despite advancements made over the last few years. Our collective efforts in continuing to fight and demystify this cancer are no less important.



Cédric Bisson
Chairman of the Board of PROCURE

EVERYTHING WE DO TOGETHER MAKES A DIFFERENCE

On behalf of the Board of Directors, we are pleased to present the annual report and highlights of 2016. Every day, 12 Quebecers are diagnosed with prostate cancer. This is why PROCURE strives to raise awareness. This is also why we have started several initiatives to meet the needs of those affected by prostate cancer. TOGETHER we can help these people and support research critical to the prevention, detection, and treatment of prostate cancer.

This is exactly what you help us do when you make a donation, organize a fundraising event, or participate in one of our events. Whether you do it for yourself, a friend, a colleague, or a relative, you allow us to pursue the three pillars of our mission every day for those 12 Quebecers. This is how the #I'MDOINGITFOR movement was born; it is a testimony of your precious support for them, their loved ones and, for us—PROCURE.

This movement, we hope, will carry a message of hope into the future for people, young and old, affected by prostate cancer.

We know that in these times of austerity, every dollar given is accountable and put to the best use. Our various outreach, education, and support programs represent 92 percent of our annual spending, with more than half going towards research. These are good practices fundamental to the sustainability of our organization and succession planning.

Over the next year, our actions will be guided by the following priorities: ensure the optimal management of operations for PROCURE's Biobank through promotion, increase corporate participation a tour four key annual events, facilitate events organized by our ambassadors, enrich content offered on our various information platforms—particularly our Website—and increase our methods of support and support programs for those affected by prostate cancer at a provincial level

We would like to thank our donors, volunteers, and loyal collaborators who encourage us to surpass ourselves each and every day. It is most certainly thanks to your energy and passion that we continue to reach higher peaks.

Thank you to the Board of Directors, Laurent, and the PROCURE team. Thank you for making a difference in the lives of men with prostate cancer, their families, and their loved ones.



Laurent Proulx
Executive Director

#I'MDOINGITFOR YOU AND ME

Knowing that every day 12 Quebec families are affected by prostate cancer is something to think about. At this rate, we can assume that we all know someone in our circle who fought or is fighting this disease.

It is when we interact with these people that we realize our involvement is not limited to 12 men alone. Rather, we are actually talking about a much larger circle that includes their partner, children, grandchildren, employers, colleagues, and friends; we are talking about a quasi-community.

At PROCURE, we sincerely believe that our role is to support precisely these communities in Quebec. In this sense, our flagship events and those organized by ambassadors, combined with our fundraising campaigns suddenly take on a whole new dimension. This money is used directly for information, support, and research programs throughout Quebec.

When you give, who are you doing it for? The movement #I'MDOINGITFOR touches a chord to which no one can be indifferent. Rest assured that each of your contributions has a tremendous impact in helping to restore hope to people affected by prostate cancer—for every dollar we receive, 92 cents is used to directly fight this disease. If 2015 was ripe with accomplishment, 2016 has shown itself to be ripe with innovation.

FINANCIALLY

PROCURE reported revenues of \$2,011,170. Our investments today account for 92 percent of our annual expenses, 58 percent of which is directly dedicated to research. We have also kept our administrative expenses, which amount to 8.2 percent of revenues.

IN TERMS OF RESEARCH

The major asset of a biobank is to offer a wide variety of sample choices for major national and international prostate cancer projects. This is the role of the PROCURE Biobank, which will celebrate its 10th anniversary in 2017.

Now recognized worldwide for its high-value scientific samples, we are focusing on the next phase of development and promotion to benefit researchers. For example, we have appointed a Director of Operations for the PROCURE Biobank, whose role is to coordinate multiple internal and external projects and to ensure, among other things, the supervision and optimization of all operations through the efficient management of attached multidisciplinary teams.

EDUCATION AND SUPPORT FOR MEN AND THEIR FAMILY

We never lose sight of the fact that the support PROCURE offers to people affected by prostate cancer is central to our mission. Thanks to our donors and partners who fund our activities we can improve these activities on a regular basis to better meet their needs. Our new corporate program—in the Information and Support section of the report—is an eloquent example of this.

Whether you are diagnosed with prostate cancer, a survivor, a partner, a loved one, a health care professional, or an employer, we are there to inform, advise, support, and direct you to the best references.

WITH RESPECT TO RAISING AWARENESS

The year 2016 was full of activities, all of which were successful. We held such signature events as the Tour du Courage, the Walk of Courage, our Bowvember and Pnevembre campaigns, as well as other events further described in this report. In particular, we have ambassadors who are dedicated to the cause and who make a difference.

This is why we are indebted to the ambassadors and companies that make PROCURE stand out in Quebec. If we are always at your disposal to promote your activities, it is your involvement that makes an event the successful fundraiser that it is.

In closing, I want to say THANK YOU. Your support is crucial and we are very grateful for it. I also want to thank PROCURE's Board members and employees for their professionalism and dedication. I hope you enjoy reading this report.



PROCURE QUEBEC PROSTATE CANCER



Made possible by patients, the major benefit of a biobank is that it offers a wide variety of reliable and high-quality samples for major national and international research projects on cancer. In addition, the development of procedures and rigorous control methods to obtain prime samples for research is critical. This is the role of the PROCURE Biobank, which will celebrate its 10th anniversary in 2017.

BIOBANQUE PROCURE

PROCURE

Valérie Thibodeau, Director of Operations

CHUM

Dr Fred Saad, Principal Investigator
Dre Anne-Marie Mes-Masson, Co-Investigator
Dr Mathieu Latour, Pathologist
Dre Dominique Trudel, Pathologist
Dre Euridice Carmona, Coordinator

Chantale Auger, Geneviève Cormier, Théodora Yaneva,
Claudia Syed

CHU DE QUÉBEC

Dr Louis Lacombe, Principal Investigator
Dr Alain Bergeron, Co-Investigator
Claire Ménard, Coordinator

Marie-Josée Bilodeau

CHUS

Dr Michel Carmel, Principal Investigator
Dr Alain Piché, Co-Investigator
Dre Nadia Ekindi-Ndongo, Pathologist
Benoît Pouliot, Coordinator

Elsie Morneau

CUSM

Dr Arman Aprikian, Principal Investigator
Dre Simone Chevalier, Co-Investigator
Dr Fadi Brimo, Pathologist
Dre Lucie Hamel, Coordinator

Nathalie Côté, Ellen Kucharski

YEARS OF MATURITY AND READY TO SERVE RESEARCH

Since 2007, a cohort of 2,000 men with localized prostate cancer and who have undergone a prostatectomy have agreed to the Biobank housing samples of their prostatic tissues and body fluids, data from their clinico-pathological record and, by way of a questionnaire, socio-demographic and lifestyle information.

What makes the PROCURE Biobank so unique is the longitudinal follow-up of each participant throughout his life, through the accurate and timely maintenance of his personal information. This extremely valuable data, coupled with more than 150,000 high-quality biospecimens, will give new impetus to research on this disease. The PROCURE Biobank is finally ready to proceed with research to benefit patients.

SUSTAINABILITY AND NEW HEAD OF OPERATIONS

Certified by the Canadian Tissue Repository Network (www.ctrnet.ca) and internationally recognized by prostate cancer researchers and specialists, PROCURE has appointed a Director of Operations. Her role is to coordinate multiple internal and external projects and to ensure the supervision and optimization of all operations through the efficient management of attached multidisciplinary teams. Her role is to also ensure the promotion of what the Biobank has to offer the global scientific community in order to optimize the allocation of samples.

For the next phase of its development and sustainability, the Biobank is being carefully guided by a team of urologists, pathologists, scientists, nurses and technicians from four major university hospitals located in Montreal (MUHC, CHUM), Quebec City (CHU) and Sherbrooke (CHUS). This team, in conjunction with the Head of Operations, ensures a high degree of rigor in terms of patient follow-up and the management of sample collection and clinical-pathological data.

LOOKING FORWARD

The PROCURE Biobank will continue to grow over time. We have made significant progress, but investments in research on prostate cancer should be maintained. PROCURE must continue its mission by providing scientists and the community with ways to better prevent and cure cancer.

Through the partnership between the PROCURE Biobank and the Cancer Research Society, and thanks to generous patrons and foundations and major donors, we have invested \$7 million over the past ten years in research on prostate cancer conducted at the four Quebec CHUs through our biobank.



We acknowledge our Honorary Chairs, Mayor Denis Coderre for the 2016 Walk of Courage and Pascal Dupuis, former Pittsburgh Penguins hockey player, for the Tour du Courage, our donors, sponsors, suppliers, and partners, without whom these two annual events would not happen. Many thanks to our precious volunteers.

CONGRATULATIONS TO GHISLAIN LAPOINTE, WINNER OF THE 2016 "FOUNDING PRESIDENT AWARD"

Each year, the Founding President award is given to a volunteer for their outstanding contribution to PROCURE.

We would like to acknowledge the invaluable support and generosity of Ghislain Lapointe for the prostate cancer cause. Thank you Ghislain for making a difference in the lives of people affected by this disease!



Ghislain Lapointe, 2016 winner of the Founding President Award

Founded in 2007 by Jean Pagé, Robin Burns, and Father John Walsh, the PROCURE Walk of Courage has brought together men who are diagnosed and their families in a festive atmosphere to celebrate the miracle of life and to spread the message about prostate cancer among Quebecers.



WALK TO CELEBRATE LIFE

It is why men and their families have joined Impact President Joey Saputo and his group of 200 people, including all team members and their families,—from Alouettes president Mark Weightman and the team’s cheerleaders to former Canadiens player Steeve Bégin and the honorary president, Montreal Mayor Denis Coderre—for this major awareness-raising day.

A MEMORABLE DAY THANKS TO ALL OF YOU

The PROCURE Walk of Courage ended in another victory against prostate cancer thanks to the more than \$1.8 million raised since it was founded 10 years ago.



THANK YOU for coming out in such great numbers to participate in the 2016 Walk of Courage. Your dedication makes a real difference in the lives of affected families while allowing us to continue our mission for the 4,600 Quebecers suffering from prostate cancer each year, as well as their loved ones.

SEE YOU AT OUR NEXT EVENT

The 11th edition of the PROCURE Walk of Courage will be held on Sunday, June 18th, 2017, at the beautiful Beaver Lake.

It is the support, team spirit, friendship, and cooperation amongst the PROCURE Tour du Courage participants that have made it the huge event it is today. A big thank you to Pascal Dupuis for his participation as honorary president.



EXCEPTIONAL TEAMS AND CYCLISTS AT THE PROCURE TOUR DU COURAGE

Congratulations to all the teams and cyclists — women and men — who participated in the 7th edition of this challenge pedalling under the summer sun for Quebecers and families affected by prostate cancer.

EXCEPTIONAL TEAMS AND CYCLISTS AT THE PROCURE TOUR DU COURAGE

Congratulations to Les Évadés L'Empreinte's team—winners of the Cup of Courage (TDC), who raised \$23,370—to our Top 6 fundraising teams, to our top individual fundraisers, and to our loyal ambassadors for seven years with the Tour du Courage. Thanks to you we are able to continue our fight against prostate cancer and support the 12 Quebecers who are diagnosed every day.

CONGRATULATIONS TO THE 2016 CUP OF COURAGE (TDC) WINNING TEAM

This year the TDC Cup—awarded to the team that raises the most funds for PROCURE — goes to Les Évadés L'Empreinte team: Michel Beaulieu, Marc Bonin, Patrice Lamy, Sylvain Mathieu, Michel Simard, and their captain, Luc Janson. With the Tour's Honorary President Pascal Dupuis.





THE TOP 6 BEST FUNDRAISERS: HIGHLIGHTING THE PERFORMANCE OF SIX TEAMS

Les Évadés L'Empreinte	\$29,570
Les architectes	\$18,415
Construction Cogela Inc.	\$16,050
Uro-Ing	\$15,100
Pour mes hommes	\$12,775
RévoloRétro	\$10,693

The Top 6 fundraising teams represented by their respective captains: Luc Janson (Les Évadés L'Empreinte), Clément Bastien (Les architectes), Carl Simon Valiquette (Uro-Ing), Sophie Lacoste (Pour mes hommes), Nicholas Frenette—absent (RévoloRétro) et Marc Lavoie—absent (Construction Cogela Inc.). With the Tour's Honorary President Pascal Dupuis.

THANK YOU TO OUR LOYAL PROCURE TOUR OF COURAGE AMBASSADORS

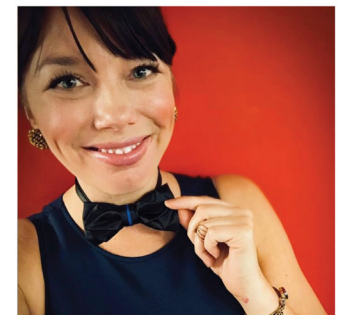
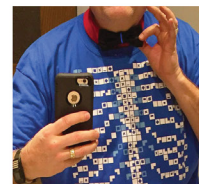
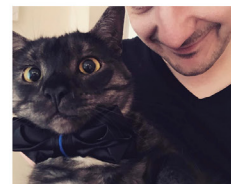
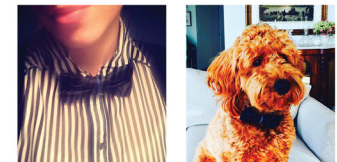
Loyal ambassadors of the PROCURE Tour of Courage for over 7 years:

Benoit Laforest, Carl Simon Valiquette, Clément Bastien, David Collier, Eric Wiseman, Francis Beausoleil, François Préfontaine, Louis-Joseph Papineau, Luc Turcot, Marc Lavoie, Marco Savoie, Nicholas Frenette, and Philippe Bastien. With the Tour's Honorary President Pascal Dupuis



18 2016 BOWVEMBER CAMPAIGN

We sincerely thank each of our BOWVEMBER ambassadors for their extraordinary support and for their personal involvement that gives hope to the 4,600 Quebecers living with prostate cancer. We would also like to thank the Quebec population, businesses, partners, and friends who supported the BOWVEMBER campaign. We sold 6,500 bow ties and raised more than \$500,000. Thank you for making this year's campaign another success.





Sandrine Castellan, Shoot Studio

Dany Turcotte, Bowvember Ambassador

In November, proudly wear the PROCURE bow tie as a sign of support for men with prostate cancer



THE IMPORTANCE OF THE BOW TIE

After the overwhelming success of the 2014 BOWVEMBER campaign, the bow tie has become the symbol of prostate cancer in Quebec. More importantly, the money raised goes directly to support and research programs.

Unlike the moustache, everyone can wear a bow tie. It is important for men affected by prostate cancer to know that all their loved ones are with them. The bow tie is therefore quite in for her and for him.

THE ROLE OF WOMEN

Although this is a disease that affects men, women play a key role in helping to learn about prostate cancer and in giving supporting during treatment. This is why we invite women to wear the PROCURE bow tie in November as a symbol of support for the men in their lives.

20 UNPARALLELED MOBILIZATION OF THE MOVEMENT #BOWVEMBER

24 OUTSTANDING INDIVIDUALS

THANK YOU to the 24 outstanding individuals who fully embraced their roles as ambassadors, added real power to the reach of our messages, and expressed their valuable support throughout the Bowvember campaign.



Sandrine Castellan, Shoot Studio



BOWVEMBER

2016

\$500,000
raised
for PROCURE

35 millions
impressions
in Quebec media

1.6 millions
impressions
on Facebook, Twitter
and Instagram

6,500
bow ties
sold

More than 250 retailers and dealerships have mobilized to raise awareness and funds to advance the fight against prostate cancer in Quebec during the tire change period. Thanks to the Quebec automotive industry, we raised more than \$50,000. THANK YOU to all those who participated in the 1st edition of our PNEUEMBRE Campaign. Next year it's a date!

Des pneus
ça se change.

Une prostate?
Plus difficile.

Achetez à la lutte contre
PNEUEMBRE
le cancer de la prostate

Faites un don **1\$** par pneu

Au Québec, **12 hommes par jour** reçoivent un diagnostic de cancer de la prostate.

Soutenez **PROCURE** dans sa lutte, un pneu à la fois.

Au profit de **PROCURE**
Habitat au cancer de la prostate
The Home Against Prostate Cancer

Partenaire officiel
ASPMQ

Courez la chance de gagner votre changement de pneus du printemps!
Inscrivez-vous au tirage sur pneuembre.ca

THE FIRST EDITION OF PNEUEMBRE WAS A SUCCESS

In 2016, PROCURE launched the first ever PNEUEMBRE campaign and invited the automotive industry to join the fight against prostate cancer. Dedicated to the automotive industry, this campaign aimed to educate Quebecers about prostate cancer and collect donations of \$1 per tire during the tire change period.

MEETING INGENUITY

We would like to acknowledge the support and ingenuity of Distribution STOX during the campaign as well as their associated banners—Signature Tire Center and Tirecraft Québec—which have distinguished themselves by collecting donations through the sale of blue valve tire plugs to their customers. This initiative alone made it possible to reap the impressive sum of \$26,525!

Building on this success, the 2nd edition of the PNEUEMBRE campaign will run from October 15 to December 15, 2017.

23 EXTRAORDINARY AMBASSADORS

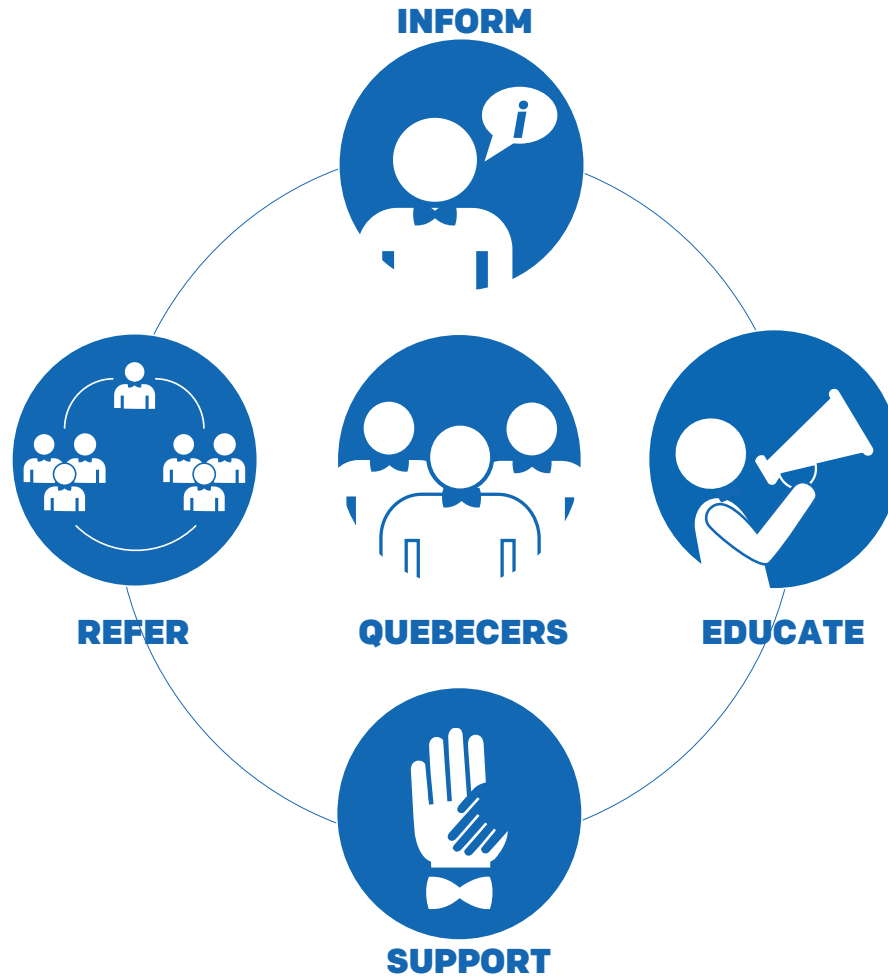
Publicly acknowledging the outstanding contributions of individuals allows PROCURE to highlight the wonderful involvement of those we call ambassadors. The following ambassadors have distinguished themselves over the years with their dedication to the prostate cancer cause. We thank them warmly for their loyalty and inspiring stories.

EVENTS	PLACE	DATE	A SPECIAL THANK YOU
Fundraising by Pfizer employees	Montreal	November	To Pfizer employees for their commitment
Fundraising by SOGEFI GROUP, Montreal	Montreal	November	To SOGEFI employees for their solidarity
Charity evening by 3 Brewers Canada	Montreal	November	To 3 Brewers Canada and their new beer creation, the PROSTATCHE
Let's Kick Prostate Cancer Where It Hurts	Montreal	November	To the organizers Nicolaos Karatzas, Christos Karatzas, Maria Angurias, Susie Saltarelli and Gabrielle Hornstein for their exceptional work
A Bowtie Affair	Montreal	November	To Groupe Antonopoulos for a beautiful evening and mobilization
Yanic Parent's marathon fundraiser	Montreal	September	To Yanic Parent and to his donors for their valuable support
The Real Ice Challenge	Sherbrooke	September	To Denis Petitclerc, the 44 hockey players and all the volunteers
Les Femmes de course	Lac-Saint-Jean	September	To Denise Marcoux, Anne-Marie Bélisle, Véronique Laflamme and to all the volunteers
Golf Tournament by LKQ Pintendre Auto	Beloeil	June	To Sylvain Lavallée, Multi Concepts Média's Luc Dupont-Hébert, LKQ associates, collaborators, partners and to all the golfers
Golf Tournament by The Corporation des maîtres électriciens du Québec (CMEQ)	Île Bizard	June	To the CMEQ organizing committee, their partners and to all the golfers
Benefit cocktail by Les Éleveurs de dindon du Québec	Quebec	April	To Les Éleveurs de dindon du Québec and all participants at the event for their generosity
Fund Raising by LOCKWELD	Candiac	April	To the 163 employees of the LOCKWELD Worker's Union

24 SERVICES WE OFFER

OUR COMMITMENT TO YOU

Inform, educate, support, and direct Quebecers affected by prostate cancer, their caregivers and loved ones to the best resources during every step of their journey.



Reaching the 12 Quebecers who are diagnosed with prostate cancer each day remains one of our top priorities. There are many good reasons to use PROCURE's support services, just as there many good reasons to remain hopeful.



YOUR SUPPORT FOLLOWING MY DIAGNOSIS WAS SO HELPFUL...

"Your support was very important to me after I got the news about my prostate cancer. I was stunned and completely lost. I thank you not only for your patience with me, but also for all the answers I have received. THANK YOU, THANK YOU, THANK YOU."

- Daniel



HAD I KNOWN THAT THE PROCURE HELP LINE EXISTED...

"I cried for almost the entire call—telling my story, not understanding why I felt so sad and without knowing what I was looking for exactly. He listened to me, filled with compassion. Once the emotions were over and the person at the end of the line began to speak, I felt free and understood something important: that my recurrence was not my death, far from it, but another stage of my life."

- Bernard



YOUR ADVICE HELPED ME TO MANAGE MY INCONTINENCE AND FRUSTRATION...

"My frustration was reaching a tipping point when I contacted PROCURE after my surgery. I could not manage my incontinence or see the day when I would return to normal. It was only by talking to one of your professionals that I realized that I was actually making progress every day and that I needed to be patient. After twelve months, everything is finally back in order."

- Robert



THIS IS THE FIRST TIME I HAVE SPOKEN ABOUT MY ERECTILE DYSFUNCTION WITHOUT BLUSHING...

"After my prostate cancer, I was so stressed of failing to perform during sexual intercourse that I preferred to abstain. It was my wife who called PROCURE. Your nurse took the time to ask us the right questions and then reassured us. She explained to us that there were different approaches to managing my ED and that my spouse had to be present at my future appointments. I made an appointment on the spot with my urologist."

- Pierre

I WAS CONCERNED FOR MY FATHER AND LACKED INFORMATION...

"When I learned that my father had to start treatment for his prostate cancer, I scoured the Web. I became even more worried as the published information was often contradictory and even frightening. By calling PROCURE, I got the right information on hormone therapy, side effects of the treatment, and my dad's follow-up appointments. I was ready to go with him."

- Sophie



OUR 24/7 SUPPORT LINE A BILINGUAL, FREE, AND CONFIDENTIAL SERVICE AT 1 855 899-287

We are excited to offer this new service, unique to Quebec, to help men free themselves from their fear of the unknown and make informed decisions. Our health professionals, specializing in urology, are available to listen to and support callers. They are there to answer any questions from men with prostate cancer, their families, the general public, or healthcare professionals. Do not hesitate to contact them.



OUR CONFERENCES: A PRIME EXAMPLE OF THE NEED FOR INFORMATION

We organize two conferences each year for this reason, one in Montreal in April and the other in Quebec City in October. With more than 400 participants in 2016—onsite and via live webcast on procure.ca in French and English—our conferences, led by experts, were a great success. The conferences, as well as our helpful tips, can also be viewed on our YouTube channel in the comfort of your home and in the language of your choice.



OUR COMPANY PROGRAM SUPPORT FOR EMPLOYEES, MANAGERS, AND EMPLOYERS

During Health and Safety Week PROCURE launched its new business initiative, a conference hosted by a nurse specializing in uro-oncology on prevention, screening for prostate cancer, and reintegration into the work environment. Many thanks to the Departments of Human Resources and Health and Safety of the Sureté du Québec, the Montreal Firefighters Association and the Société de transport de Laval for a warm welcome and their support in coordinating these meetings.



UNITED AGAINST PROSTATE CANCER AN INSPIRATIONAL ANNUAL MEETING

More than 150 people attended the annual benefit breakfast organized by the United Against Prostate Cancer committee on October 28th, 2016. Under Honorary Chair Pierre Vercheval, the first Francophone inductee into the Canadian Football Hall of Fame and now a football analyst at RDS, the event - under the theme of The Winning Spirit - raised \$20,843 for PROCURE. A huge thank you to the organizing committee and volunteers who have made this event a resounding success year after year.

EDUCATIONAL TOOLS FOR PATIENTS
AND HEALTH PROFESSIONALS

PROCURE.CA...
our website

OUR YOUTUBE CHANNEL
our videos of courage and advice

LET'S TALK PROSTATE!
our information blog

PROACTION!
our newsletter

OUR PUBLICATIONS
our free book, our brochures, and our posters

A NOTEBOOK FOR UROLOGISTS...
to help their patients find clarity

CONTACT US
INFO@PROCURE.CA • 1 855 899-2873



WE ARE HERE TO HELP YOU!

If you are worried about prostate cancer, we can help. We offer a wide range of reliable and timely information that you can read, view or download from our website, procure.ca.

If you have any questions or just want to talk, our health care team, survivors of prostate cancer and support groups are here for you. All our services are free and open to both yourself and your loved ones.




Pierre Vallerand
Treasurer, PROCURE

FINANCIAL RESULTS

At PROCURE, we strive to exercise good judgment and caution in seeking a balance between the management of our financial resources and those costs that are required to fulfill our mission.

The hard work of our ambassadors, volunteers, and employees, combined with the generosity of our donors, partners, and sponsors have enabled the organization to maintain its revenues at \$2,011,170 in 2016. These funds will be invested in programs and services that meet the needs of people affected by prostate cancer and to support a crucial research tool, the PROCURE Biobank.

It would have been impossible to achieve these results without the contribution, time, and money of our donors, ambassadors, volunteers, employees, and of course, our loyal business partners. Together, we are stronger. Together, we can make a difference. That is why we would like to thank them today for their active involvement and loyalty to the cause.

We take pride in the rigorous, respectful, and responsible manner with which we administer every dollar donated.

PROCURE continues to be committed to act transparently and ensure accountability. Our efforts have made it possible to maintain our administrative costs at 8.2 percent of our reported revenues. For every dollar donated to PROCURE, 92 cents go directly to support the fight against prostate cancer. This is a good indicator of our sound financial health.

We are pleased to present data from PROCURE's financial statements for the year ended December 31, 2016 as well as comparative results for the previous fiscal year. Our financial statements have been prepared in accordance with the Canadian Accounting Standards for Not-for-Profit Organizations (ASNPO).

On behalf of all those affected by prostate cancer, thank you for your generosity!

To the directors of PROCURE ALLIANCE

We have audited the accompanying financial statements of the organization PROCURE ALLIANCE, which comprise the balance sheet as at December 31, 2016, and the statements of income, changes in net assets and the cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's responsibility for the financial statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by

management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion with reserve.

Basis of opinion with reserve

In common with many not-for-profit organizations, PROCURE ALLIANCE derives revenue from fundraising activities, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, our audit of these revenues was limited to amounts recorded in the records and we could not determine if any adjustments might be necessary to the amounts of donations received, net results, the assets and net assets.

Opinion with reserve

In our opinion, except for the effects of the matter described in the «Basis of opinion with reserve», these financial statements present fairly, in all material respects, the financial position of PROCURE ALLIANCE as at December 31, 2016, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.



Cloutier Longtin Inc.

By Chantal Longtin, CPA auditeur, CA
Saint-Eustache, April 19, 2017

30 INCOME STATEMENT

REVENUES	2016	2015
	\$	\$
Fundraising activities		
Donations from individuals	343,868	326,549
Donations from companies	513,233	417,273
Sponsorships	84,700	152,000
	941,801	895,822
Biobank activities		
Biobank revenues	849,558	877,640
Contributions related - sample sharing	-	69,370
	849,558	947,010
Other revenues		
Promotional items	196,309	197,334
Investment income	21,477	15,250
Subsidies	2,025	-
	219,811	212,584
Total revenues	2,011,170	2,055,416
EXPENSES		
Awareness, education and support programs	714,668	718,893
Biobank	1,248,198	1,269,515
Administrative	174,578	151,061
Total expenses	2,137,444	2,139,469
EXCESS OF REVENUES OVER EXPENSES	(126,274)	(84,053)

31 BALANCE SHEET

ASSETS	2016	2015
	\$	\$
Short term		
Cash	130,851	143,932
Short-term investments	632,913	765,977
Accounts receivable	100,540	92,617
Inventory	-	26,320
Prepaid expenses	11,542	12,866
	875,846	1,041,712
Fixed assets	5,498	8,611
Total assets	881,344	1,050,323
LIABILITIES		
Short term		
Accounts payable and accrued liabilities	27,209	66,854
Deferred contributions	-	3,060
Total liabilities	27,209	69,914
NET ASSETS		
Restricted net assets	450,000	450,000
Unrestricted	404,135	530,409
	854,135	980,409
Total liabilities and net assets	881,344	1,050,323
CHANGES IN NET ASSETS, BEGINNING OF YEAR		
Excess of expenses over revenues	(126,274)	(84,053)
Changes in resources, end of the year	404,135	530,409

THANKS TO OUR DONORS

PROCURE is deeply indebted to those individuals, businesses, foundations and philanthropic societies that have shown their support to our cause by donating \$1,000 or more in 2016. Thank you for making sure our awareness raising programs and services remain sustainable and for believing in our mission.

\$25,000 AND MORE

Filiale de Power Corporation Canada
Fondation de la Famille Lemaire
Fondation Mirella & Lino Saputo
Fondation Roasters
Industrielle Alliance, Assurance et services financiers
Jewish Community
Foundation of Montreal
La Fondation Norman Fortier
Flink's Administration Inc.
Power Corporation du Canada
Société de recherche sur le cancer

\$10,000 TO \$25,000

3 Brasseurs Canada
9229-6425 QC Inc
Breakthru Beverage Canada
CMEQ Section Montréal
Fondation Carmie et Joey Saputo
Groupe Antonopoulos
Groupe Geysler inc.
Groupe Montoni (1995)
Division Construction Inc.

\$5,000 TO \$10,000

ArcelorMittal Exploitation minière Canada s.e.n.c.
Carrossier Procolor
COLO-D
CUSM (service d'urologie)
Fondation Sibylla Hesse
Groupe Leclair

Les Éleveurs de volailles du Québec
Ligue de Hockey Junior A du Québec
PNEUS METRO
PSB Boisjoli S.E.N.C.R.L.
Union des travailleurs de Locweld
Valeant

\$1,000 À \$5,000

157209 Canada Inc
9066-5720 Québec Inc.
9204-2233 QUÉBEC INC.
A & R Belley
Andre Azzi
Andrew Plimer
April Joa
Ardène
Artotech Intégration
AstraZeneca Canada
Banque Scotia
Bergeron Dorais notaires, senc
Bjorn Martin
Brecks International Inc.
Canderel Management Inc.
CI INVESTMENT
Claude Desrochers
Collège Nouvelles Frontières
Commission Scolaire Marie-Victorin
Consortium M.R. Canada Ltée
Costas Karatzas
Dan Klimas
Daniel Lalonde
Daniel Perreault
Denis Petitclerc

Diane Legault
Dic Ann's Foundation
Dunton Rainville
Emmanuel Laurin
Encadrement des Cèdres (EDC ART)
Eric La Flèche Fund
Exceldor
Fidelity Investments Canada Limited
Fix Auto Verdun
Fondation Familles Lauzon et Provencher
Fondation Roland Beaulieu
Francis Beausoleil
Free 2 Play, Impact de Montreal
Gary Goodman
Global Excel Management
Groupe Denis Barriault
Groupe Lessard Inc.
Jean-Serge Daoust
Joey Basmaji
KinEssor Groupe-Conseils inc.
Lafarge Canada
Les Services exp inc.
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Luc Janson
Luc Valiquette
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Marc De Wever
Maxime Rodrigue
Michael Flinker
Michael Rosenfeld
Michel Beaulieu

Michel Côté
Micro Logic
Morris & Rosalind Goodman Family Foundation
Morris Shiveck
Norman Zavalkoff Family Foundation
OACIQ
Patrick Dubois
Patrick Fréchette
Pfizer Canada Inc.
Pierre Boivin Fund
Pointe-Claire Oldtimers Hockey Club
Productions KOTV III Inc.
Raymond Chabot Grant Thornton
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RBC Foundation
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Sandrine Castellan
Société des médecins de l'université de Sherbrooke
Sylvain Rigaud
The Norman Zavalkoff Family Foundation
Thibault GM de Sherbrooke
Transport Richard Boulay Inc.
Ville de Longueuil
Ville de Sherbrooke
Voyage Regence
Yves Lamirande

THANKS TO OUR AMBASSADORS

Each and every year, men and women work to raise awareness about the reality of prostate cancer by organizing their own fundraising activities for PROCURE, or by participating in our annual events. We call them our ambassadors, and we thank them for their support and dedication. Here is the list of those who raised \$1,000 or more in 2016.

Alan MacIntosh
Alexandre Delayre
Andrew Adessky
Anne-Marie Bélisle
Benoit Laforest
Brian Daley
Brian Gordon
Bruno Des Rosiers
Bruno Landry
Carl Simon Valiquette
Chantal Pilotte
Christos Karatzas
Clément Bastien
Daniel Mercier
Daniel Sarrazin
David Collier
Denis Grondin
Denis Lajeunesse
Denis Petitclerc
Denise Marcoux
Dominique Choquette
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Éric Leduc
Éric Morin
Éric Tremblay
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Eugénie Ouellet
Francis Beausoleil
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François Bastien
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Gordon Halliday
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Guy Laurin
Hedi Kenani
Hélène Madeville
Hugues Rocheleau
Ian McJannet
Jean-François Dallaire
Jean-François Michaud
Jean-Pierre Langlois
Jocelyn Beaulac
Jocelyn Thibault
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Marc-André Roy
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Mario Lampron
Martin Clouatre
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Maxime Daneau
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Michel Simard
Nelson Correia
Nicholas Frenette
Nick Karatzas
Norma Hurens
Norman Hurens
Pascal Verdy
Patrick Alder
Pearl Wilensky
Phil Belec
Philippe Bastien
Pierre Coté
Pierre D'Amour
Pierre Dufour
Pierre Jacques

Pierre Marin
Pierre Skaff
Pierre Vercheval
Rene Lehoux
Richard Hebert
Robert Laforest
Sebastien McQuade
Sharon Wilensky
Simon Gauthier
Simon Martin
Sophie Lacoste
Stefan Bodnar
Stephen Cabana
Susie Saltarelli
Sylvain Coullée
Sylvain Lavallée
Sylvain Mathieu
Véronique Laflamme
Vincent Jetté
Vincent Myre
Warren Levine
Yanick Gaudet
Yanic Parent
Yohan Belval
Yvan Juneau
Yves Beauchemin
Yves Boucher
Yves Ferland

THANKS TO OUR CORPORATE AMBASSADORS

Each and every year, businesses work to raise awareness about the reality of prostate cancer by organizing their own fundraising activities for PROCURE, or by participating in our annual events. We call them our corporate ambassadors, and we thank them for their support and dedication. Here is the list of those who raised \$1,000 or more in 2016.

ASPMQ
BMW Mini Laval
Caleçons Vos Goûts
Cascades Canada
Centre du Pneu
Rosemont & Mécanique

Corporation des concessionnaires
automobiles de Montréal
Distribution STOX
Greiche & Scaff
Groupe Antonopoulos
Groupe Park Avenue

Hachem
Harry Rosen
Il Martini
Jaf Prêt à Porter
La Maison Simons
LKQ Pintendre Auto

Monsieur Muffler
Unis contre le cancer de la prostate

THANKS TO OUR PARTNERS

We thank our funding partners and the institutions and companies that have chosen to support our cause. Their generous contributions allow us to plan for the future.

Arbonne, Joy Adessky et Debi
Rosenthal
Astellas Pharma Canada
Bayer
BBQ Québec
Bicycles Quilicot
Broken 7
Cannondale
Cieslok media
Complexe Sportif Thibault GM
Costco (magasin)

Fondation de la CCAM
Impact de Montréal
Industries Lassonde Inc.
Janssen Canada
Le Canadien de Montréal
Le Dindon du Québec
L'Empreinte
Les Alouettes de Montréal
Les Fruits et Légumes CAN-AM
M Styliste, Mélanie Larivière
MC Sports

Métro Inc.
Radio Circulation 730 AM
Radio CKOI 96.9 FM
Radio Rythme 98.5 FM
Radio Sport 91.9 FM
Radio The Beat of Montreal 92.5 FM
Regionex
Saputo
Sartorialto
Shoot Studio,
Sandrine Castellan, photographer

Sports Chrono 2013 Inc.
Studio Powerwatts Nord
Sugoi
Taxi Téo
Technicomm
Uniprix, Athanasios Kouremenos
Vélo mag
Xpresspharm
Youville

THANKS TO OUR VOLUNTEERS

Our gratitude to all our volunteers for the time, energy and passion they dedicate to our cause. Thank you for your tireless efforts! Your involvement makes a real difference for those affected by prostate cancer and inspires us.

Anna Mihaltchev
Alain Bergeron
Annie-Claude Langlois
Bergeron Guylaine
Bianca Albino-Correia
Brigitte Archambault
Brigitte Beaudoin
Camille Garneau-Proulx
Carole Boyer
Carole Simard
Celine Pelletier
Claude Levesque
Daniel Beaulieu
Danye Tousignant
Dominique Simard-Dunn
Elena Sun

Elsie Morneau
Eric Flinker
Ethan Tufford
France Leblanc
Francis Roy
François Lemaire
Gabrielle Hornstein
Gaspard Fauteux
Gratien Bérubé
Guylaine Bergeron
Isabelle Rathé
Jerry Arruda
Joaquim Albino
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Manon Sevigny
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Marc-Antoine Belley
Marie-Eve Gibault
Marilou Bodnar
Maryse Larose
Meenu Sriranjjan
Melissa Mattia
Mia Flinker
Nadia Slimani
Nancy Brassard
Nick Karatzas

Olivier Garneau-Proulx
Paul Laplante
Pierre Morin
Pierre St-Amour
Rachel Fortier
Safia Mouffi
Samuel Martin
Sara Hervouet
Shuang-Ning Cao
Stéphanie Ryan
Suzanne Boulanger
Suzanne Paquet
Valérie Desjardins
Vincent Meslage
Yves Beauchemin

THANKS TO THE BOWMEMBER AMBASSADORS

Alain Chantelois
Andréanne Marquis
Anthony Jackson-Hamel
Bruny Surim
Camille Dg
Dany Turcotte

Denis Coderre
Jean Pagé
Jeff Petry
Jo Roberge
Joey Saputo
Julie Bélanger

Katherine Levac
Luko Marion
Marc-Olivier Brouillette
Marianne St-Gelais
Mark Weightman
Priscilla Ventura

Régis Labeaume
Sarah Couture
Steve Bégin
Vinny Barucco
Winston McQuade
Yvon Charest

THANKS TO THE PARTNERSHIP BIOBANK PROCURE/CANCER RESEARCH SOCIETY

And a well-deserved recognition to the following major donors:

André Desmarais
Carolyne et Richard Renaud
Flink's Administration Inc.

Fondation Famille Lemaire
Fondation Mirella et Lino Saputo
Fondation Roasters

Groupe Antonopoulos
Jewish Community
Foundation of Montreal

Marvyn Kussner Memorial Fund
Power Corporation



MARVYN KUSSNER
FOUNDING CHAIRMAN

*DECEASED IN JUNE 2013



Halte au cancer de la prostate.
The Force Against Prostate Cancer.

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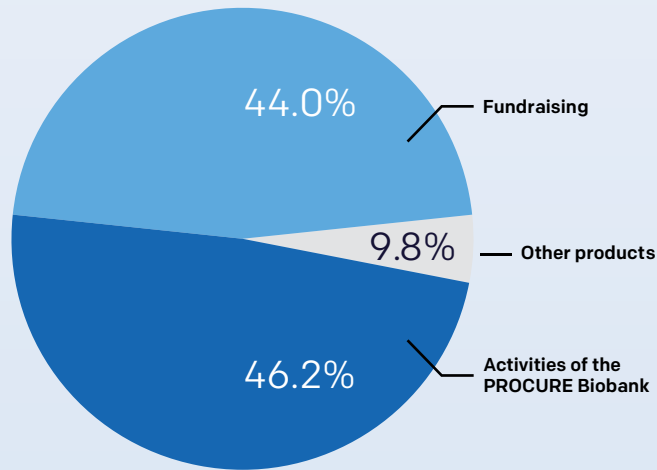
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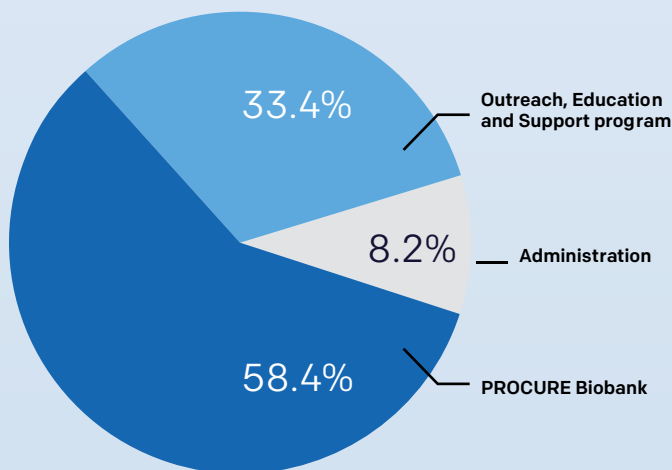
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Laurent Proulx, Executive Director
Celina Albino
Marie-Christine Beauchemin
Trycia Lavigne
Valérie Thibodeau, Ph.D.

WHERE DOES THE MONEY? COME FROM?



WHERE DOES YOUR MONEY GO?



THANKS TO YOU ALL!

"We want to express our gratitude to our donors, ambassadors, business partners and all those who supported us in 2016, enabling us to attain our goals. None of our achievements would have been possible without them. Their contribution will remain just as necessary in the coming years."

Bow tie of our
2017 Bowvember Campaign

Philippe Dubuc, Designer
Sandrine Castellan, Shoot Studio



PROCURE

Halte au cancer de la prostate.
The Force Against Prostate Cancer.

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