

ANNUAL REPORT 2020

SEE BEYOND THE HORIZON TOGETHER







OUR MISSION

To help young people with cancer regain their well-being by taking part in an exceptional therapeutic adventure expedition, supervised by experts in health care and outdoor adventure intervention.

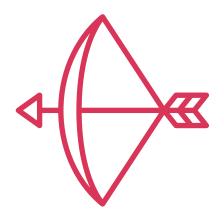
OUR GOAL

To provide young people living with cancer the opportunity to leave the hospital and to take a break from civilization and their usual routine. We create a situation which aims to rebuild self-esteem and to restore hope in life through the challenge and self-transcendence fostered by these therapeutic expeditions.

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WORD FROM THE PRESIDENT



Without a doubt, the past year has been very difficult. Dealing with the pandemic presented its share of challenges, both in the implementation of our programs and in terms of our fundraising activities.

As you will read in the following pages, creativity and good governance allowed us to get through this rather dark period with our heads held high!

This year has also allowed me to bring to fruition an idea that has been brewing for some time. After more than a year of reflection and several months of preparation, I now find myself on the dawn of a new day. It is with a feeling of accomplishment that I pass the torch. Please know that these years as President of the On the Tip of the Toes Foundation have allowed me to grow with all of you, my friends.

My generous donor friends who, year after year, were always there to support us. My precious friends who are members of the Board of Directors, who have always been rigorous in the management of the foundation. My indispensable volunteer friends who were always present both during our fundraising activities and in the hospitals. My dear friends young and old who I have indirectly helped in their quest for recovery. And of course, my hardworking friends at the foundation office.

I leave the chairmanship of the Board of Directors in the capable hands of my friend Justine Delisle. I am confident that, like me, she will take pride and pleasure in giving back.

I leave behind an organization full of ideas and potential. I am confident that the team of staff and volunteers will continue to work together around the common goal of bringing well-being to young people living with cancer.

I would be remiss to end without addressing a very special thank you to the founders for allowing me to take over as president of the foundation. Thank you also to the two general managers who accompanied me on this great adventure.

See you next time,

MARC-ANDRÉ BLAIS, CPA, CA President

WORD FROM THE GENERAL MANAGER



As for many people, the pandemic has hit us hard. More importantly, it has hit young people with cancer extremely hard. We felt this very strongly in March 2020 when we had to contact all the participants who had registered in our expeditions to let them know that there would be changes to the program.

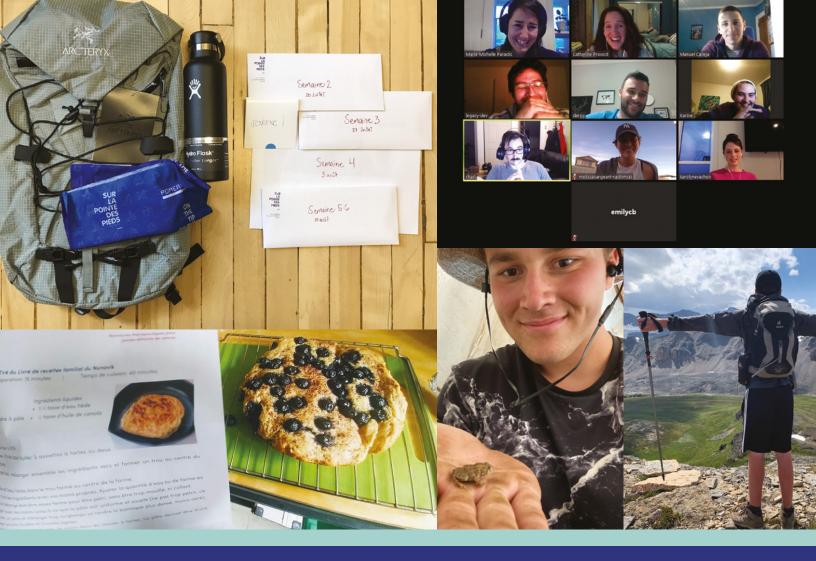
On the one hand, there was the intense distress felt by those who had started or completed their treatments and who had to deal with a deficient immune system in the middle of a global pandemic. On the other hand, there was the unimaginable anxiety on the part of those whose treatments were postponed for weeks or even months, allowing the disease to spread further. Faced with the impossibility of continuing with our therapeutic adventure expeditions, we simply could not stand by and do nothing.

On the contrary, our team members rolled up their sleeves and got to work. The following pages are a testament to the ingenuity that they showed in 2020 to carry out a multitude of special projects and, especially, alternative programs for young people who really need them.

What is more, these alternative programs enabled us to win significant provincial recognition last December: the 'Coup de coeur' prize from the jury in the Innovation in times of Crisis category, awarded to us by Aventure Écotourisme Québec, an organization that has more than 150 members. We are immensely proud of this prize!

If you are reading these lines, it is because your support has fueled our work among young people living with cancer. And we are deeply grateful to you! Just like you, we don't know what the next months or years will be like. One thing is certain: young people will need us, just as we will need you. Young people and their families join us in thanking you from the bottom of our hearts for continuing to support us.

J-CHARLES FORTIN, MPM General Manager



THE SITUATION

End of March 2020: our team contacted the young people registered for our therapeutic adventure expedition scheduled for the end of April to tell them that it will not be possible to travel to Nunavik for our back-country ski program.

On the other end of the line, we heard disappointment and sadness.

Worse still: anguish and anxiety.

These young people had been preparing for this extraordinary experience since the fall; many saw it as a lifeline. Most importantly, they realized that they would have to spend the coming months in a pandemic universe ... with an immune system greatly weakened by chemotherapy treatments.

For others, the problem was different: the additional treatments that were scheduled in the near future were postponed a few months, giving the disease free rein to reappear or to continue to progress ...

We were deeply touched by this distress.

Beginning of April 2020: we rolled up our sleeves and got to work.

THE SOLUTION

Mid-April 2020: our therapeutic adventure expeditions were transformed into remote support groups.

More specifically, each participant who had registered for one of our therapeutic adventure expeditions planned for 2020 received a package at their home. This contained envelopes and boxes to open, one for each day of the expedition initially planned.

The contents: a few gifts and a host of proposed activities to do, sometimes alone, more often in a Zoom group, with the theme of their specific expedition as a common denominator: skiing and Inuit culture, hiking in the mountains, or fly fishing.

Activities? Ingredients and a recipe for bannock bread with blueberries, a guided mindfulness meditation session in nature, a photo rally, a private lecture on the Perseids directly from the Mont-Mégantic observatory, sports challenges, land art, a knot workshop, and many more. Of course, these weeks of support were interspersed with several discussion groups for participants to share their reaction to these activities as well as subjects specific to their disease.

OUR 2020 PROGRAMS

THE RESULTS

I really found this attention touching! The On the Tip of the Toes team is clearly very involved in the progress of their programs and they have the participants' best interests at heart. It was nice to have a preview of our trip!

- Marie-Claude M.

I especially enjoyed the activities that involved the notion of sharing, exchange with others (Zoom meetings, photos, etc.). This makes even more sense in the current context where we are all isolated in one way or another. A huge, huge, huge thank you for what you did for us. It was immensely appreciated.

- Karine B.

The project came at a difficult time for me with the end of treatments and the start of deconfinement. It let me take action and focus on something else, which did me a lot of good. I don't know anything about fishing, but I take real pleasure in trying new activities, acquiring new knowledge and exchanging on the subject (a BIG thank you to Mario for his participation ... I could have listened to him tell his adventures for hours!). I was so looking forward to the project, but I'm really not disappointed with the replacement project that you prepared.

- Catherine B.

It was such a creative idea. I loved all the activities and the book.

- Emily B.

The project was a great solution to keeping my spirits up and positive at home even though I could not physically be in Kuujjuaq. I had a fun experience and got to connect and meet new people from the group. Looking forward to trying another expedition in the future. Thank you for doing this, I had a great time during the 10 days.

- Manuel C.

I really felt that we were not abandoned! I liked everything that we received so much as well as the meetings. I can't wait to spend a week in nature with the team!

- Monica B.

I found the activities to be very well thought out, very original and very different from each other! I also found that you both gave super-interesting and super relevant feedback, with your different experience and expertise. Very complete!

- Chloe L.

Great initiative to make us be patient! The idea of stretching the fun over a week was very pleasant. You are really dedicated! We were lucky to be part of one of your expeditions.

- Catherine A.

I loved being able to meet the group even if we were at home. To see that I was not the only one living with cancer made me feel better. Thank you very much for everything it was really fun to see everyone.

- Maxime L.

I have the feeling that the project was a great idea to keep us in a positive and optimistic state of mind at home even though we couldn't physically be in Kuujjuaq. It was a really pleasant experience, and I was able to meet and exchange with new people in the group. Thanks for doing that, I had a really good time during these 10 days.

- Manuel C.

Very nice plan B of the organizers. A beautiful mix of discovery of a culture that I did not know and discovery of people who shared my reality. Thank you a lot and I hope to go on an expedition with this beautiful gang.

- David R.

What a teaser! Everything to make us look forward to next year. People, activities... I sense that fishing is more accessible than I would have thought.

- Anik D.

MORE THAN JUST THE YOUNG PARTICIPANTS AND THEIR FAMILIES APPRECIATED OUR ALTERNATIVE PROGRAMS...

Mid-November 2020 : the Ministère de la Santé et des Services sociaux du Québec invited us to present our initiative during its annual cancerology conference; more than 400 oncologists and other health professionals applauded our approach.



Mid-December 2020: Aventure Écotourisme Québec, comprised of more than 150 organizations in the province, gives us its "Coup de coeur" prize from the jury in the category 'Innovation in times of Crisis'.



WITHOUT A DOUBT, THE PANDEMIC PREVENTED US FROM DOING MANY THINGS.

But what if, in the end, it allowed us to achieve just as much, if not more? What if, more than just a challenge, it was an opportunity?

Transforming our therapeutic adventure expeditions into remote support groups required a great deal of creativity and daring in a short period of time. But once the storm passed, we were able to put forward a host of projects that were whirling around in our heads ...



EVALUATION OF OUR INTERVENTION PROGRAMS

In less time than it takes to say KPI, we put together a working group made up of health professionals, academic researchers and former participants. They voluntarily accompanied us in an in-depth revision of objectives, activities and means of intervention. We were thus able to confirm certain practices and, above all, improve our approach in the preparatory phase, in the field, and during follow-ups. In the end, we ensured that our programs were consistent with reality and the current needs of the youth.



INVENTORY

The mere mention of the word "inventory" made us shudder ... Let's be frank: updating office contents and expedition equipment is an unpleasant task! Procrastination has never tasted so good ... Yet it was necessary to update everything, in order to properly plan material acquisitions, the eventual relocation of the expedition storage room ... and to satisfy our insurers. Closed case, in every sense of the term!



ANALYSIS OF OUR RISK MANAGEMENT PLANS

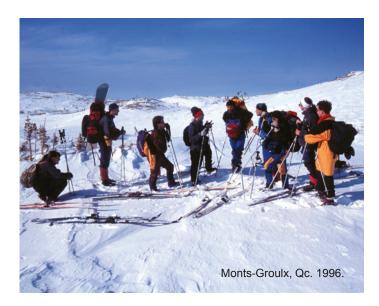
We believe that laurels are very good spices but they make very poor seats to rest on. In 2015, we received a provincial recognition for the quality of our risk management system. Nevertheless, five years later we started a project of analyzing the procedures in place as well as the tools we use, in collaboration with experts from the outdoor pursuits program of the University of Quebec at Chicoutimi.



A QUARTER CENTURY OF HISTORY

How time flies! The year 2021 will mark the 25th anniversary of the Foundation. With this in mind, we took advantage of the year 2020 to lay the foundation for an alumni association for expedition participants. This will be officially launched in the coming months as part of a unifying event taking place in Montreal, more precisely on Mont Royal.

We were able to take the time to develop a whole series of activities that highlight the passage of time and, more importantly, which will publicize our organization to the greatest possible audience. Notably on the program are a large-scale photo exhibition, a 60-minute documentary broadcast on ICI Radio-Canada (French CBC) and recording of a song. Stay tuned!



SUSTAINABLE DEVELOPMENT

A top priority for us has always been to ensure the sustainability of our organization while respecting people and the natural environment. We felt it was important to analyze our business practices to determine how we were performing with regard to the different pillars of sustainable development. Our stated objective was to have a policy and an action plan in place to further improve our CSR and the year 2020 afforded us the time to do this.

Thanks to the Eco-leader fund, we were able to team up with two seasoned eco-advisors who scrutinized our management methods and established our carbon footprint. Highly credible and recognized references were used in this exercise: the analysis grid (GADD) of the chair in Eco-consulting at UQAC, criterias from the Global Sustainable Tourism Council (GSTC), the tool for the evaluation of social practices (MEPS) from Évenements Attractions Québec as well as the BNQ Responsible Event Management standard.

The action plan and policy are under development and are expected to be deployed starting in fall 2021.

ACQUISITION AND ICT INTEGRATION

We will not go so far as to say that our organization is starting its revolution 4.0, but we have a new online donation platform and especially a CRM-type database, an initiative funded in part by the EDNET program. As a result, you may well receive more news from us ... Watch your email, mailboxes and newsfeeds!



TRIBUTE TO OUR VOLUNTEERS

Some get up before dawn, extricating themselves from their sleeping bag at -40C so that their companions will have hot coffee when they wake up. Others devote countless hours using their business network to obtain substantial sums of money. They are doctors, psychologists, social workers, nurses, accountants, graphic designers, translators, lawyers, and more.

Some put their legs to work, cycling thousands of kilometers to raise funds. Others turn their cognitive abilities to our benefit, reflecting on the strategies to be put in place to ensure the sustainability of our organization.

We have seen them facilitate meetings with key figures. Load trucks. Unload trucks. Welcome guests at an event. Drive a motorboat overflowing with the luggage of our young participants. Immortalize important moments with their camera. And much else.

No matter what their role, they all have great big hearts.

We want to pay a very humble tribute to all our volunteers. It's a cliché but nevertheless indisputably true: without them nothing would be possible.

Dear volunteers, we love you.

Lots.

Because, thanks to you.

We can.

See beyond the horizon.

Together.





HERE IS YOUR IMPACT...

It is you who make our therapeutic adventure expeditions possible. We are the transmission belt between you and the young people, but, in the end, it is you who are changing the lives of young people living with cancer ...

YOUR IMPACT - WHAT THE NUMBERS SAY

7500
HOURS
OF INTERVENTION PER YEAR

6000
VOLUNTEER HOURS
PER YEAR

GENERATEDBY A TEAM OF



DELIVERED IN AID
OF YOUNG PEOPLE FROM
17 DIFFERENT
REGIONS



4 PART-TIME OR CONTRACT WORKERS

YOUR IMPACT: WHAT THE SCIENCE SAYS

(...) the positive impact in the short and medium term observed in the present thesis highlights the full scope and clinical relevance of expeditions. Through these therapeutic expeditions, the organization unquestionably fulfills its mission of promoting the well-being of adolescents living with cancer.

(Boucher-Marcuri, 2016)



PSYCHOLOGICAL WELL-BEING

Participants' needs

(...) the difficulties in psychological well-being of the participants who received a childhood cancer diagnosis persisted in adult life and affected other areas such as relationships, education and employability. (Zelter et al, 2009)



IMPACTS of our programs

(...) a significant improvement in psychological well-being scale on the part of the adolescents following their participation in a therapeutic expedition. (...) the adolescents benefit from their participation in the expedition in a very important area. (Fortin, 2019)

(...) discovered and developed certain strengths of character like perseverance because of their participation and success in various proposed activities. (Crête, 2017)

(...) an opportunity to discover their strengths and to fulfill themselves in a context which does not include competition between participants, and which is conducive to contemplation and introspection. (Boucher-Marcuri, 2016)



SELF-PERCEPTION

Participants' needs

Self-perception has been identified as an important factor influencing quality of life and well-being, allowing cancer survivors to continue to flourish after diagnosis and treatment. (Awick et al, 2017)



IMPACTS of our programs

(...) a significant improvement in the adolescents' self-perception as a result of their participation in an expedition. (Fortin, 2019)

The results reveal a significant increase in level of the adolescents' self-esteem following their participation in a therapeutic expedition.
(Boucher-Marcuri, 2016)





AUTONOMY

Participants' needs

The level of autonomy of young people with cancer is **significantly lower** (...). This is one of the important developmental challenges associated with adolescence which is compromised by the disease. (Van Riel et al, 2014)



IMPACTS of our programs

The results of this study revealed a significant amelioration on the autonomy scale.
(Fortin, 2019)

(...) underscores the feeling of accomplishment and pride felt by young people who have overcome obstacles, faced challenges and achieved goals. Thus, young people say that they discovered an internal force and were surprised by the extent of their capabilities. (Boucher-Marcuri, 2016)



INTERRELATIONS

Participants' needs

Peer identification is a central developmental task of the teenage years. (Ellis, 1991; Lewis, 1996)



IMPACTS of our programs

(...) the **new relationships** created by participants during the expedition were more meaningful than those they have with their peers who have not lived with cancer. They explain this by **feeling better understood** and feeling like they have a more mature outlook on life in general. The expedition therefore allowed them **to bond with other young people with whom they identify more easily.** (Crête, 2017)

Participants' needs

Social support, defined as the nature of the adolescent's relationships with other young people of the same age, is **significantly lower** among young patients. (Van Riel et al, 2014)



IMPACTS of our programs

O Young people felt they were more accepted, supported and included in their group of friends as a result of their participation in the expedition. (Fortin, 2019)

Participants' needs

The component of **feeling isolated** from their peers who do not have cancer is **often reported** in this population. (Elad et al., 2003)



IMPACTS of our programs

The expedition helps to lessen the isolation felt by young people suffering from cancer.
(Crête, 2017)

Adversity met during this type of expedition facilitates an improvement of positive self-perception and promotes socialization.

(Crête, 2017)

O The component of peer support and sense of connection with other participants in the expedition is a positive point reported by all of the respondents. (Crête, 2017)

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Julie Fortin. Étude de l'impact d'une expédition thérapeutique sur la qualité de vie liée à la santé d'adolescents et adolescentes atteints(es) d'un cancer. Doctoral essay, 2019.

Louis-Richard Parent. L'impact d'une expédition thérapeutique sur la motivation et le temps consacré à l'activité physique chez des adolescents atteints de cancer. Doctoral essay, 2018.

Alexandre Crête. Étude qualitative du lien entre les attentes préalables et les retombées de la participation à une expédition thérapeutique chez les adolescents atteints de cancer. Doctoral essay, 2017.

Kristell Boucher–Marcuri. Impact de la participation à une expédition thérapeutique sur l'estime de soi et la détresse psychologique d'adolescents atteints de cancer. Doctoral essay, 2016.

HEARTWARMING WORDS

Many people know that we lead therapeutic adventure expeditions. But very few really know how these experiences unfold ...

Nature and adventure intervention programs (NIA) such as ours are first and foremost based on scientific knowledge. Consequently, we have recourse to validated intervention approaches and tools which are used at different times before, during and after the expedition.

Central among these is the sharing circle.

As the name suggests, this is a time when participants are invited to discuss a particular topic, in the context of a semi-structured interview in a group.

The sharing circle at the end of our expeditions is always a strong emotional moment. Participants are invited to share a word that represents what they have felt and experienced over the previous days.

These words allow us to better understand our participants and to appreciate the impact of our interventions.

Over the past 25 years, we have heard hundreds of words. Different words, which often overlap and sometimes are repeated. But above all, words that warm the heart.

Here they are...







Double Défi

Presented by Rio Tinto at the very beginning of February 2020, the twelfth edition of the Double Challenge of the two Marios was a great success!

This unique event allows participants to experience the physical and internal challenge that is experienced by young people when they go on an expedition with the On the Tip of the Toes Foundation To accomplish this, several teams make a dead-of-winter crossing of Lac St-Jean; they strap on skis or snowshoes, load their luggage on a sled and trek across the ice surrounded by spectacular scenery.

The Double Challenge of the two Marios was born from the meeting of two adventurers, Mario Bilodeau and Mario Cantin. These two men with hearts of gold had the idea of this innovative way to raise funds to allow young people with cancer to participate in a therapeutic adventure.

All told, 94 people crossed Lac St-Jean in February 2020 and raised just over \$264,000 for the On the Tip of the Toes Foundation.

RioTinto

FUNDRAISING EVENTS







CRYO Races is a truly unique event in which running enthusiasts complete a winter crossing of Lac St-Jean in the dark. Under a starry sky, hearing only the sound of their footsteps in the snow, the participants live a most exotic experience on one of the two proposed distances: either 10km or the classic crossing of 32 km.

For the second edition, which took place on February 22, 2020, the adventure of 32 km started just before the sun set on the beach of Vauvert, an enchanting site within the town of Dolbeau-Mistassini. The participants then ran on a maintained and marked track, interspersed with several refueling points, all the way to the 'Village on the Ice' at Roberval.

Each participant agrees to raise funds for the foundation and the runners are supported by a team of volunteers who facilitate the supervision and risk management of ice racing. The synergy of all this enabled us to reach the magnificent sum of \$187,000 for this second edition.



Rase -OThon

Marie-Hélène Côté

Historically held at the beginning of May, the Marie-Hélène Côté Shave-a-thon took a virtual turn to celebrate its twentieth anniversary in 2020!

In total, over forty people put a price on their heads for the On the Tip of the Toes Foundation. They were shaved at home, in compliance with the socio-sanitary rules in force in the spring 2020. All together, they managed to raise over \$82,000.

We recognize the dynamic participation of the honorary president of the event, Marc Maltais, FTQ regional advisor. The singer Marc-André Fortin, winner of the 2005 edition of Star Académie and childhood friend of Marie-Hélène Côté, also generously put his shoulder to the wheel and his hair under the razor.

This event happens year after year through the strength and energy of its organizing committee and the many returning volunteers who support the cause every spring. The foundation would like to sincerely thank the generous event sponsors and partners, as well as the honorary president and his organization for their involvement, their energy and their availability throughout the year.

Célébrons da VIE

Much to our regret, the pandemic forced us to cancel our long-awaited fall event, Celebrate Life. Nevertheless, many donors were at the fall 2020 rendezvous, generously responding to the appeal launched by our courageous ambassadors! Their combined efforts raised a little over \$154,000, an impressive sum considering the scale of the financial challenges that marked the year 2020.

As you read these lines, the team at On the Tip of the Toes and ambassadors are hard at work preparing a 2021 campaign that will change the lives of young people with cancer.

Stay tuned!

Club 3A

adventurers _ athletes _ ambassadors _

In recent years, we have had the pleasure of receiving proposals from experienced athletes and adventurers who wish to combine exploits and fundraising. So we took advantage of the pause in some of 2020 our activities to create Club 3A: Adventurers and Athletes Ambassadors!

They now have a dedicated personal page on our website to promote their project and raise funds, as well as raise visibility on our various social media.

Do you think you have the soul of a member of our Club 3A? Do not hesitate to tell us about it! For more information and to see the names of the current members: www.tipoftoes.com/club-3a/.



PRINCIPAL DONORS AND SPONSORS

\$10,000	Fondation famille Godin	25 000 \$	BETWEEN	Centre du Sport Lac St-Jean	4 250 \$
	Pomerleau	25 000 \$		Fonds d'action québecois	3 250 \$
AND	Power Corporation	25 000 \$	\$2,000	pour le développement durable La Piazzetta	3 100 \$
MORE	Cogeco	22 700 \$	AND	Elkem	3 000 \$
WOLKE	CN	20 000 \$			
	Fondation J.Armand Bombardier	20 000 \$	\$4,999	Fondation Henrichon-Goulet	3 000 \$
	Arc' teryx	19 350 \$	+ 1,000	Cole Foundation	2 500 \$
	Rio Tinto	15 000 \$		FTQ	2 500 \$
	Le Quotidien	13 850 \$		Antoine Godbout	2 000 \$
	Produits forestiers Résolu	12 750 \$		Famille Richard Boucher	2 000 \$
	Fondation Lise et Richard Fortin	11 000 \$		Fondation Linoit	2 000 \$
	Clarins	10 000 \$		Microbrasserie Le Coureur Des Bois	2 000 \$
	Francis Pomerleau et Sophie Dagenais	10 000 \$		Mike Elrick Tribute	2 000 \$
	MRC Domaine du Roy	10 000 \$		Yves St-Laurent	2 000 \$
	MRC Maria Chapedelaine	10 000 \$			
	Polycor	10 000 \$			
	Ville de Dolbeau-Mistassini	10 000 \$	BETWEEN	Famille Wisenthal	1 500 \$
	Ville de Roberval	10 000 \$	¢1 000	Orangetheory Fitness Somerled	1 500 \$
			\$1,000	Le Tricheur	1 400 \$
			AND	Best Buy	1 300 \$
BETWEEN	Fondation Bon Départ	0.500.0		Prospek	1 300 \$
	de Canadian Tire du Québec	8 500 \$	\$1,999	Sepaq	1 200 \$
\$5,000	Fiera Capital	7 000 \$		Ann-Sophie Lainesse	1 000 \$
AND	KOA Care Camps	6 700 \$		David H. Laidley Foundation	1 000 \$
AND	CIBC	6 000 \$		Fondation Céline Dion	1 000 \$
\$9,999	Capinabel	5 000 \$		Fondation Pierre et Gisèle Laberge	1 000 \$
φο,σσσ	Conam Charitable Foundation	5 000 \$		Gabriel Gagnon	1 000 \$
	Groupe Contex	5 000 \$		Héritage Faune	1 000 \$
	Stingray	5 000 \$		Isabelle Chotard	1 000 \$
	Symbiose par Excellence	5 000 \$	(Leila Yahyaoui	1 000 \$
	TFI International	5 000 \$		Luc Jobin	1 000 \$
				Michel Johnson	1 000 \$
				René Malo	1 000 \$
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WORD FROM THE TREASURER

For the fiscal year ending December 31, 2020, the On the Tip of the Toes Foundation reported income over expenses of \$288,105. This exceptional surplus is partly due to the transformation of our therapeutic adventure expeditions into virtual alternative programs.

I am particularly proud that we have achieved this level of financial security in the context of a pandemic. This demonstrates the sincere dedication of our donors to our organization. This sum will allow us to continue our work and resume our activities with a satisfactory level of confidence, knowing that the economy could falter over the next few months, thus affecting the philanthropic activities of our donors.

I conclude by sincerely thanking the volunteers, donors, employees and partners for supporting us in achieving our mission.

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