THE LIGHTHOUSE, CHILDREN AND FAMILIES: RESPITE, CARE, AND CONTINUOUS SUPPORT

2014–2015 Annual Report
Our Mission
Created in 1999, The Lighthouse, Children and Families is a CHARITABLE organization that contributes to the wellbeing of children whose lives are threatened by illnesses that require complex treatment, and provides respite and support to their families.

Our Values
COMMITMENT
RESPECT
CHARITY
SOLIDARITY

Our Services
To carry out its mission, The Lighthouse operates Maison André-Gratton, Quebec’s only pediatric palliative care home, which offers both respite stays and palliative care. It also offers in-home respite care and a family support program.

All services offered by The Lighthouse are free, thanks to financial support from Ministère de la Santé et des Services sociaux; the Montreal, Laval, and Montérégie area health and social services agencies; Centre hospitalier universitaire Sainte-Justine; the MUHC Montreal Children’s Hospital; and our many donors and partners.

Pediatric Palliative Care
Pediatric palliative care is active, comprehensive care encompassing the physical, psychological, social, and spiritual care dimensions. It helps provide children with the best possible quality of life and supports their families. This includes relieving children’s symptoms, providing a break for their families, and providing care up to death and through period of mourning.

– From Quebec Standards of Practice for Pediatric Palliative Care – a reference in the Quebec community

The Team
In order to care for the children and provide support for their families, The Lighthouse has a team of medical and psychosocial experts made up of doctors (on call 24/7), nurses (onsite 24/7), a care and services advisor, care attendants, a social worker, a special education worker, a family services coordinator, and a psychologist, as needed.

A second team organizes a variety of activities adapted to the age and physical and intellectual abilities of the children. This outstanding team also includes outside caregivers with complementary approaches (pet therapy, music therapy, massage therapy, and hospital clowns). Finally, The Lighthouse has management teams for administration and fundraising, cooks who go to great lengths to respect the diets and tastes of each child, and housekeeping staff who keep everything clean!

Because The Lighthouse also offers internships, interns from various academic disciplines occasionally join our team.

The Lighthouse has volunteers who help out on various levels: activities for the children, fundraising, administration, communications, cooking, and gardening. Those who work with the children receive 18 hours of training before they begin. These valuable volunteers, who give us their time, energy, talent, and dedication, support the Maison André-Gratton team and also offer at-home respite for the parents. They bring games, songs, crafts, fun, affection, and understanding, brightening the lives of children and parents alike.

Maison André-Gratton
Looking back on the accomplishments—both big and small—of The Lighthouse, Children and Families over the past few years, one fundamental value emerges: continuity. It has come to permeate The Lighthouse’s decisions and direction.

Continuity in the very values of the organization. Charity, commitment, solidarity, and respect have guided us at The Lighthouse since its inception. These values have also helped make The Lighthouse a true beacon in our field as we take the road less travelled of palliative pediatrics.

Continuity through each of the stages in a child’s illness, both for the child and the family. Providing continuity in our services while adapting to change is essential. It means we have to listen in earnest and be open to the changing needs of families at the different stages of an illness—upon diagnosis, as the disease progresses, and at the end of a child’s life.

From the moment we first contact a child and their family, The Lighthouse offers them a reassuring presence as well as support adapted to their specific needs, which can vary over time and as the child’s condition changes. The touching story of Marianne Brodeur and her family, which you’ll read in the following pages, is a testament to the kind of adaptive support that The Lighthouse offers each family.

The La face cachée des étoiles project, which we offered to families once again this year and discuss in our report, exemplifies how The Lighthouse celebrates the vivid passion these children have for life and memorializes their short time on earth with respect and sensitivity, at every stage of their illness.

Clearly, The Lighthouse couldn’t meet this great challenge of providing continuity without the dedication and loyalty of its donors, partners, and volunteers who bring their wholehearted support to the organization and give us the strength to drive our fundraising efforts forward and improve our services.

This focus on continuity also has us looking to the future and sharing The Lighthouse’s expertise in order to help more families throughout the province. A training program in pediatric palliative care implemented in 2014-2015 has already brought concrete results. So too has our collaboration with various community partners. And while staying true to The Lighthouse’s fundamental values, we have begun to make certain changes to ensure the continued advancement of our services, research, institutional excellence, and expertise. Our 2015-2020 Strategic Plan offers an overview of these changes and their projected implementation.

There are of course challenges to face in the coming years. We need to renew and expand our fundraising activities to keep The Lighthouse, Children and Families on solid financial ground, consolidate our knowledge and expertise in the full spectrum of palliative pediatric care, strengthen The Lighthouse’s position within the health network, and build our reputation as a centre of expertise. The future is undoubtedly full of hope for The Lighthouse, its children, and their families.

Jean-Daniel Brisson
Chairman of the Board

Johanne Desrochers
Executive Director
Nicole Marcil-Gratton’s Vision

Without Nicole Marcil-Gratton, The Lighthouse’s Maison André-Gratton simply wouldn’t exist. This exceptional woman, mother, and Université de Montréal demographer, moved by the suffering and exhaustion of parents with terminally ill children and the lack of available resources, saw her most personal values reflected in this daunting project and embraced it from the outset.

Invaluable partner of The Lighthouse, Children and Families founder Michèle Viau-Chagnon, Nicole spent countless hours working in the field, lobbying the government, and soliciting private donors to bring to life what had become a personal mission. Armed with unquestionable integrity and an unshakeable faith in the project, she put her formidable powers of persuasion to work, knocking on door after door and taking every opportunity to further the project. Patient and strategic, she acted as a buffer between her passionate colleagues and the rest of the world, encouraging them to save their strength for the opportunities that would truly move the project forward and help them to reach their goal. Intelligent and disciplined, she prepared her public appearances with great care, convincing decision makers and company directors of the project’s credibility and viability with tact and grace. A passionate, petite, bright-eyed woman, she won over major government and industry players with her charisma and quiet strength.

When Nicole Marcil-Gratton received noncommittal, reluctant replies, she simply rolled up her sleeves. To her, such dismissals weren’t an affront—they were an opportunity to educate people about the cause, as well as a reminder to keep going. There were roadblocks over the years: finding a construction site for Maison André-Gratton, the change in government in 2003 at a time when the project was building steam and had already garnered numerous commitments, and the constant and ever-growing need for funding. But Nicole never gave up. Her tenacity heartened colleagues and partners when they grew discouraged at the sheer size of the task. Straightforward, discrete, and utterly humble, she tackled every challenge with a strength of character, vision, determination, and conviction that forged the very foundations of the organization.

The Lighthouse, Children and Families will remain forever linked to this formidable woman, who this year was named honorary chair of the board. Maison André-Gratton owes not only its existence, but its soul and values, to the extraordinary vision of this exceptional woman. The big and small accomplishments of The Lighthouse, Children and Families would not have been possible without her.
Guy Brodeur and Ginette Larose, a solid, caring couple, were already the proud parents of Guillaume, Élisabeth, and Xavier when little Marianne was born on October 21, 1994. A beautiful pink baby who was already smiling just an hour after being born, she nonetheless proved highly vulnerable to infection, gained little weight, and gradually displayed poor balance.

Marianne’s development was atypical, to be sure, but doctors weren’t overly concerned and reminded her worried parents that some kids just take longer to get going. But Ginette’s maternal instincts told her otherwise—she felt as though a dark cloud was hovering over their frail princess. But the doctors assured her it was merely delayed development and a few motor skill problems. Still, her condition was deemed serious enough to warrant a referral to the preschool and kindergarten program at Marie-Enfant Hospital. With close supervision and a few motor skill problems. Nonetheless proved highly vulnerable to infection, gained little weight, and gradually displayed poor balance.

Marianne was transferred to Victor-Doré, a school for children with disabilities, and soon declared that each case is unique and that each patient has their own story. From her lung tests. The verdict came in November 2001: at seven years old, this sweet child with angelic features and a candid smile was diagnosed with ataxia-telangiectasia, a degenerative disease so rare that her neurologist had only seen one other case in 30 years of practice. Very little was known about the condition, including its development, prognosis, and possible treatments. Guy and Ginette learned that each case is unique and that each patient has a different experience. But the multiple effects on Marianne’s immune system were clear, and explained her repeated infections.

As Marianne's need for physiotherapy, occupational therapy, and respiratory therapy grew, it became clear the little neighborhood school she loved so well was no longer suitable for her needs. With great dignity and surprising wisdom, Marianne explained that her education was atypical, to be sure, but doctors weren’t overly concerned and reminded her otherwise—she felt as though a dark cloud was hovering over their frail princess. But the doctors assured her it was merely delayed development and a few motor skill problems. Still, her condition was deemed serious enough to warrant a referral to the preschool and kindergarten program at Marie-Enfant Hospital. With close supervision and constant stimulation, Marianne developed by leaps and bounds and, when it was time to start grade 1, she was deemed ready to move to the neighborhood elementary school. An endearing student who got good grades and loved going to school, Marianne made an impression on teachers and classmates, despite feeling that everything was moving too fast—a secret she confided only to her Mom. Marianne’s Mission

Between 2002 and 2007, life took on a certain normality for the Brodeur family. Marianne received monthly antibody injections and showed great strength in processing and grieving her successive losses. As the insidious disease progressed, Marianne gradually transitioned from a walker to a wheelchair—painful steps for Guy and Ginette, who had also to deal with the reactions of their three elder children and help them process the emotions that came with their little sister’s illness. But the family stayed united. Guillaume, Élisabeth, and Xavier each pitched in, in their own way, to see to Marianne’s well-being. With kindness and generosity, they helped with minding, homework, meals, bedtimes, and medication. Utterly devoted to their family, Guy and Ginette managed to provide a life as normal as possible for their children, with sports, trips, and social activities. As they put it, “Life goes on.”

Despite Marianne’s unstable condition, the doctors gave the Brodeur clan the green light to head to Walt Disney World, a trip made possible by the Children’s Wish Foundation. With an arsenal of medication, oxygen tanks, and a private nurse in tow, the whole family took off for the magic kingdom. When they got back, Marianne asked to be able to sleep at home before returning to the hospital. She was in for a big surprise. Her room had been completely transformed and was now decked out in one of her favorite themes: butterflies. As she marveled at the walls, furniture, and accessories, Marianne felt as though she was wrapped in a warm, soft cocoon. But the special moment was cut short by her illness, which forced her back to the hospital.

At the beginning of 2007, Marianne’s lungs grew significantly worse. After several tests that provided little insight, her doctor decided to try an open lung biopsy—a risky surgery for someone in Marianne’s condition. She spent the next 11 days in intensive care with a breathing tube. With extraordinary patience and courage, she stayed positive as she fought for her life. The medical staff were touched by her sweetness and the unspoken gratitude that she managed to convey every time she looked at them. Unfortunately, the diagnosis was devastating and definitive: Marianne had pulmonary fibrosis, a disease associated with ataxia-telangiectasia that affects only 25% of sufferers. The prognosis was bad. And to make matters worse, the cortisone injections—her only hope for treatment—failed to have any effect.

It was a major blow for Ginette and Guy, who then knew that their daughter’s days were numbered. With her lungs in critical condition, Marianne spent the following months at the hospital. Life at home took a sharp turn as Ginette began a permanent watch by her daughter’s bedside. With speech growing increasingly tiring and difficult, Marianne had a hard time communicating with hospital staff. For both parents, leaving her alone was not an option. So Guy, a general contractor, had to run his business as well as his household of three teenagers—with all their schoolwork and extracurricular activities—between hospital visits. Looking back on those tumultuous months of strain, worry, and sleepless nights, today Guy has only these soft, tender words for his wife: “We were a really good team.”

Marianne’s Mission
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The holidays came and went and Marianne kept family lasting memories together—special moments that children and their families experience those who would follow. She embodied the vivid magic, unforgettable moments that The Lighthouse made possible.

Guy, Ginette, and the children slept steps away from Marianne’s bed. One by one, they lay beside her, stroking her hair, singing her lullabies, and whispering their love. The days and nights passed, leaving only a few days to live. Marianne’s mission—to keep the candle she lit shining brightly into our lives for a reason.”

Marianne’s Mission
La Face Cachée des Étoiles

Among the many services The Lighthouse offers families is Cultiver la mémoire, a program designed to create a lasting memory of the terminally ill child through a special experience shared with the whole family. La face cachée des étoiles is part of that program. It’s a way of offering The Lighthouse children and their families an amazing adventure—one that lets a sick child become someone else for a short while and live out their dreams and fantasies. Using a little photomontage magic, this unique project makes the impossible possible, allowing children to travel through a fantasy land without limits, suffering, or sickness—a place where anything is possible. La face cachée des étoiles offers The Lighthouse children a spellbinding experience that taps into their passion and creativity to allow them to embark on an imaginative journey to live out their wildest dreams. It also leaves families with a timeless keepsake of their child and the things he or she loved.

This unique, unifying project was created in 2009 with a view to transforming the often negative perceptions people have of those who don’t meet social norms and are somewhat marginalized from society. The project provides a platform for children who, despite their illness, have never stopped dreaming. With La face cachée des étoiles, children can use their imagination to create funny, moving stories—to dream big dreams and explore untapped passions.

Thanks to the generosity of an anonymous donor, this year The Lighthouse was able to offer this amazing adventure for the third time. The Lighthouse team, children, and families wish to express their deepest gratitude for this wonderful gift.

The children of The Lighthouse held a second art show

Once again this year, thanks to our special partnership with Studio Locomotion, The Lighthouse Children and Families presented the second edition of our art show where people could admire and purchase paintings by The Lighthouse children.

Our young artists gave shape to their feelings, and created ten wonderful group canvases that offer lasting impressions of their time at The Lighthouse. The activities team was brimming with amazing ideas for special tools that would allow the children to make full use of their artistic abilities. Medical supplies became art supplies: syringes created thin streams of coloured paint, eyedroppers squirted ink. Long sticks were attached to the children’s arms and fitted with paint brushes or pieces of fabric. These new appendages allowed them to hold their tools with or without physical effort, extending their natural movements onto the canvas. Even children confined to a bed or wheelchair got the chance to express their inner artist. Small and big kids alike worked hard on their creations over the course of several months, and the results became a real source of pride and happiness. The smiles and fits of laughter emanating from the art room told us that this type of project is an overwhelmingly positive experience for the children. As for the project organizers, well, it was a bona fide “Mission accomplished!”
The Lighthouse and the dissemination of knowledge in palliative pediatric care

In addition to the support we provide, The Lighthouse, Children and Families has another mission: to share knowledge and transfer skills in palliative pediatric care. That’s why we develop tools to pass the expertise we have gained on to others, especially frontline caregivers, families, and natural caregivers. Quebec’s Ministère de la Santé et des Services sociaux has asked The Lighthouse to develop an online training program in palliative pediatric care. This Web-based training program is intended for CLSC caregivers and their colleagues within local community service networks. Although primarily designed for CLSCs, the 36 modules can also be used to train regular hospital and adult hospice attendants where there is a need to care for a terminally ill child. It’s a way of improving the access, quality, and continuity of support available to families of sick children in their area—a growing challenge for families of children whose lives are prolonged beyond previous expectations.

The training program focuses on updating the attitudes, knowledge, and organization of services as observed in eight partner regions during a volunteer home respite program that ran for The Lighthouse from 2011 to 2014. One of the key contributors on the project is Carole Tétreault, a healthcare e-learning specialist, who is optimizing the program for online distribution through various learning activities. Reviewing the clinical content we have Marie-Claude Proulx, a management-level consultant in pediatric palliative nursing at the Montreal Children’s Hospital.

The online program is designed to be interactive, dynamic, and visual. The goal is to offer a reliable and enjoyable course that can be adapted according to the learner’s prior experience and the caregiving situation. Since pediatric palliative care can be a highly emotional topic, awareness and interpersonal skills are an important focus of the program.

The training program has five sections:

1. Pediatric palliative care in Quebec: particularities and practices
2. New ideas on the organization of pediatric services in Quebec
3. An itemized care guide for children dying at home
4. Modules to be shared with outside professionals who may have little experience with end-of-life pediatric care (pharmacists, doctors, spiritual caregivers, etc.), as a primer for working with CLSC caregivers
5. Long-term family support
### 2014–2015 AT A GLANCE

**Maison André-Gratton**

- **3,657** nights offered to children
- **12** rooms
- **4** days (average length of stays)
- **85%** occupancy rate

**In-Home Respite Services**

- **41** families supported,
  - 23 of which are through partnership agreements with local organizations (Albatros Québec, Pali-Aide, and Pallia-Vie)
- **8** regions served,
  - 4 of which are through the same partnership agreements (Capitale-Nationale, Chaudière-Appalaches, Lanaudière, Laurentides, Laval, Montérégie, Montreal, and Saguenay-Lac-Saint-Jean)

**Respite at Hôtel Monfort and La Persillère**

- **63** families (93 adults and 20 children) benefited from a respite stay at Hôtel Monfort de Nicolet (thanks to a partnership agreement with the organization Aid to Children of the World) and at the La Persillère vacation retreat (thanks to the generosity of Gestion Les Ensembliers).

**Training**

- **901** hours of training for employees
- **732** hours of training for volunteers

**The Lighthouse Team**

- **9** physicians
- **68** employees
- **200** active volunteers (13,300 hours volunteered)

### Family Support

- **1,436**
- **85%** occupancy rate
- **41** families supported,
  - 23 of which are through partnership agreements with local organizations (Albatros Québec, Pali-Aide, and Pallia-Vie)

### Clientele Profile

- **By Age Group**
  - Age 0-2: 11%
  - Age 3-5: 27.5%
  - Age 6-12: 41%
  - Age 13-18: 20%
  - Age 19-21: 0.5%

- **By Source of Referral**
  - Hospitals: 11%
  - The Lighthouse, Children and Families: 27.5%
  - Other health organizations: 41%
  - For- and not-for-profit organizations: 20%
  - For- and not-for-profit organizations: 0.5%

- **By Region**
  - Montreal: 37%
  - Montérégie: 26%
  - Lanaudière: 20%
  - Laval: 8%
  - Eastern Townships: 5%
  - Quebec City area: 3%
  - Laurentides: 2%
  - Saguenay-Lac-Saint-Jean: 2%
  - Mauricie: 1%
  - Abitibi-Témiscamingue: 1%
  - Centre-du-Québec: 1%
  - Chaudière-Appalaches: 1%
  - Côte-Nord: 1%
  - Nord-du-Québec: 4%

### Other Services

- **Pour les parents et la fratrie des enfants malades**

- **The Lighthouse Team Training**
  - **200** hours of training for employees
  - **13,300** hours volunteered by active volunteers

- **Familial support clientele profile**

- **Psychosocial interventions** for families by the social worker and special education team (during stays, prevention, transition, adaptation, complex decision making, symptom management, end-of-life care, bereavement, and the Cultiver la mémoire program)
We would like to recognize the members of our many committees for their commitment and dedication, and for generously sharing their in-depth expertise with our organization. With the help of our volunteers and partners from every walk of life, we are able to maintain the highest quality standards. Thank you for your dedicated support of The Lighthouse.
Throughout 2014–2015, many of our dedicated supporters donated to The Lighthouse, Children and Families to help brighten the lives of seriously ill children. We would like to thank these supporters for their great generosity and for joining our cause to help hundreds of children in palliative care get the most out of life.

Dedicated Supporters and a Wide Range of Fundraising Initiatives

UNIVERSITY FOR THE LIGHTHOUSE: ORIGINAL AND INSPIRING INITIATIVES

2015 Cocktail Reception: An Unforgettable Night

The Lighthouse, Children and Families raised $601,000 this year at its 14th annual cocktail reception held on March 17 at the Centre CDP Capital Parquet. Led by honorary president Sophie Desmarais, the reception was a boisterous and unique interactive experience. In keeping with The Lighthouse’s mission to help children get the most out of life, guests got the most out of their evening by jumping back into the festive swing of the Roaring Twenties. Silent and live auctions, photo booths, fortune tellers, and touch-screen games of skill all helped make the evening a resounding success. In addition to hors d’oeuvres whipped up by Maître et chef Traiteurs, guests could stop by the many food counters to sample a variety of treats ranging from whiskey to ice cream, cotton candy, popcorn, candy, and cupcakes.

We would like to thank our partners Diamond Power Corporation, Platine, the Montréal Exchange, Caisse de dépôt et placement du Québec, Les Ensembliers, Gaz Métro, TD Wealth Management, Investors Group, Oxygène, TELUS, and all our other partners for their help in making this evening a success.

We would also like to thank Sophie Desmarais and our 18 other honorary patrons:


Together they sold over 640 tickets for the event to make the evening a financial success and, above all, to bring a lot of happiness to The Lighthouse children.

DANSONS TOUTE LA NUIT Dance-A-Thon

Événements Prima Danse held the Dansons toute la nuit dance-a-thon on January 31, 2015, inviting dance schools and the general public to take up the double challenge of dancing all night long and raising a lot of money. Dancers of all ages came out to strut their stuff to their favorite hits, from disco to hip-hop and country. With surprises, special guests, mini-challenges, and more, dancers young and old had a great time all night long! This fundraiser waltzed in an impressive $25,927.

BOWLING NIGHT, PSYCHIC CAFÉ, AND SPAGHETTI DINNER

The Perrault, Loyer, and Bourgeois families organized a number of activities to support sick children and their families. In 2014 they put together a bowling night, a psychic café, and a spaghetti dinner for The Lighthouse, Children and Families. With help from coworkers, employers, and sponsors such as La Belle Époque, Déco Tendance, Adam & Frère, and Bella Pasta, they raised a total of $3,628. Spurred on by their initial success, the families now plan to host these events again in the coming years.

UNITED FOR THE LIGHTHOUSE

UNITED for The Lighthouse brings together individuals, businesses, and organizations to coordinate fundraising activities for The Lighthouse, Children and Families. It’s a big campaign that aims to raise funds and promote awareness and support for seriously ill children and their families.

Here are some examples of the kind of highly original and impactful fundraising activities that have helped us support numerous families and extend our reach across Quebec.

www.unispourlephare.com
An Unforgettable Kilimanjaro Adventure

From December 28, 2014, to January 10, 2015, Carole, Estelle, Marie-Josée, and Julie set out on a once-in-a-lifetime adventure to the peak of Mount Kilimanjaro.

In addition to tackling a personal challenge to push their limits, the women wanted their adventure to benefit The Lighthouse Children and Families—a cause near and dear to their hearts. In the months of intense physical training leading up to the climb, the women asked family and friends to pledge donations to The Lighthouse as a way of supporting them on their adventure. We would like to extend special thanks to Passion Adventure Voyages, which also helped make this Kilimanjaro expedition possible. At 5,985 meters, Kilimanjaro is the highest summit in Africa. Thanks also to Liliane and Pascale who, though unable to join in on the climb, were integral to the fundraising process. The women raised $19,499 in support of The Lighthouse.

Scratch-A-Thon

As part of their class on organizing recreational projects, students from Cégep du Vieux-Montréal had the clever idea to organize a Scratch-A-Thon in support of The Lighthouse. Each scratch card made by the students had scratch-off boxes with donation amounts hidden underneath ranging from ten cents to three dollars, which the player then had to donate to The Lighthouse. This brilliant initiative raised $1,200.

The same group of students also helped find sponsors for the art show at Studio Locomotion.

Haut en couleur Dance Showcase

PureGlam Production and Zoom Academy hosted Haut en couleur, a dance showcase featuring traditional Caribbean, Asian, and Latin dancing. Members of the dance troupe delighted the audience with a colorful lineup of light-hearted and festive performances. Through the raffle, photo booth, and bake sale, the troupe raised $344 for The Lighthouse.

Studio Locomotion Art Show

In the 2014 Locomotion art show, ten marine-themed paintings by The Lighthouse children were exhibited at Studio Locomotion. The paintings were auctioned off at a happy hour event in April and brought in $8,528. We would like to thank Studio Locomotion owners Julie Bernard and Yan Caron for their initiative and unparalleled dedication in organizing this fundraiser.

The Lighthouse's Santa Claus

For the third year running, we captured the spirit of Christmas with our Santa Claus activity, organized by UNITED for The Lighthouse. The 2014 edition was brought to life by a new batch of Santa Clauses played by theater students at Cégep Lionel-Groulx. These future actors put their training to good use to delight and amaze the children by giving each child an actual personalized phone call from Santa. Using the information provided by parents on the children's registration forms, the Santas made sure each call was a magical moment for every child, whether big or small, chatty or shy, believer or skeptic.

Video Testimonials Launch

In September 2014, The Lighthouse posted online videos of inspiring birthday girls and boys who participated in My Birthday as a Gift. The videos were produced and directed by Blue Storm Media.

The video testimonials campaign, which was promoted in The Lighthouse newsletter and on social media, included 11 short videos (in French or English) that talk about the participants’ experiences, explain the campaign, and encourage the public to take part.

My Birthday as a Gift Awarded a Flèche d’Or

The Lighthouse, Children and Families won the 2014 Flèche d’Or in the multichannel relationship marketing category for the My Birthday as a Gift campaign. Presented by AMR, these awards go to the best relationship marketing projects and campaigns each year.
Tapeo transforms its 10th anniversary celebration into a gift

In April 2014, the restaurant Tapeo celebrated its 10th anniversary in style by gifting it to the children of Lighthouse as part of the My Birthday as a Gift fundraising campaign. By the end of the night—during which a delicious meal was prepared by head chef Marie-Fleur Saint-Pierre and her guest—owners Victor Afonso and Sébastien Muniz had raised an astonishing $15,000 for The Lighthouse.

“The evening was a great success thanks to honorary sponsor Jean-François Ouellet, Inferno chef Ashley Thornton’s contribution as guest chef, and the generosity of donors like Alexandre Despatie, Maripier Morin and Brandon Prust.”

— Voir Montréal

Stars share their light

Since 2014, numerous public figures have stepped up to help Lighthouse children by promoting My Birthday as a Gift. By sponsoring their birthday month and giving their own birthdays as a gift, these celebrities lend their voices to the campaign. Through their contributions, they foster awareness and encourage more and more people to get involved in the public fundraising campaign each year.

“Every year, I’m lucky enough to have my two wonderful, healthy children and loved ones to celebrate with, which is why the idea of inviting them to donate to the Lighthouse was so appealing. It’s easy to inspire other people to also give their birthday. It’s a step in the right direction for all of us!”

— Pascale Wilhelmy, television/radio host and author

“What an experience! Every time someone donated, it was like getting a present. My friends and family were thrilled by the idea. Health and respite aren’t something money can buy, but the Lighthouse is there to help families get through a difficult experience.”

— Catherine Perrin, musician and author

“I gave my birthday as a gift last June because it felt like the right thing to do. My family and friends have a big heart, and I knew they would give generously to the children and families of the Lighthouse. We can all make a difference, sometimes it just takes some birthday candles and a campaign like this one to prove that together we can make a difference.”

— Josée Boudreault, television/radio host and keynote speaker

FoliFola, a festive partner

We are fortunate to count FoliFola among our supporters. Since the start of 2015, FoliFola has emailed a personalized song to each My Birthday as a Gift celebrant on their birthday. Founders Pascale Séguin and Guy Porlier composed a custom song for each My Birthday as a Gift celebrant on their birthday. Founders Pascale Séguin and Guy Porlier composed a custom song for each My Birthday as a Gift celebrant. It’s a step in the right direction for all of us!”

— Pascale Wilhelmy, television/radio host and author

By giving my birthday as a gift, I got something huge in return: pride knowing that I helped seriously ill children spend some wonderful moments at the Lighthouse, even in their fragile condition. Donating your birthday is easy AND very gratifying.

— Sylvie Bernier, Olympic medalist and keynote speaker

“My wife and I lost a little girl to a degenerative illness. If she had survived, we would’ve come to the Lighthouse and its devoted staff for help. Life gave us another little girl, who is fully healthy, so what else could a guy ask for? I asked my loved ones to donate for my birthday—it’s the best gift I could’ve imagined!”

— Alex Sereno, motivational speaker

“I gave my birthday as a gift, because I have everything I need to be happy—especially my health. By donating my birthday, I helped children who won’t have the opportunity to blow out as many candles as I did.”

— Marie-Annick Boisvert, PR agent

“Sponsoring My Birthday as a Gift brought great joy and happiness to my birthday. I was deeply moved by the generosity of my loved ones, and far more grateful for this than a pair of shoes! I made a contribution for a friend’s birthday two years ago without knowing that a little while later, I would be asking the Lighthouse to help my family. Thank you for everything, because you never know where life can take you.”

— Marie-Josée Gauvin, radio host

www.mafeteneCadeau.com

“Giving my birthday as a gift! Wow! Helping people whose everyday life is a struggle, helping them breathe a little makes everyone feel good.”

— Jorane, musician and singer

“It was a privilege for me to be chosen as the spokesperson for the month of July. No one can disregard children’s suffering and each gesture counts. I felt really useful on my birthday for the first time in my life and I know what my loved ones felt the same way.”

— Maripier Morin, television host

“Some causes are very easy to support, because they bring humanity to the unbearable. By donating my birthday, I gave my loved ones the chance to make a difference in the life of Lighthouse children and families. It’s a win-win-win situation for everyone!”

— Michèle Sirois, comedian, author and Dr. Clown

“The Lighthouse does everything it can to help sick children have fun right until the very end. By giving my birthday as a gift, I also had the chance to bring some happiness to their lives. Each donation brings a little magic in a place where music plays such an important role.”

— Chuck Comeau, Simple Plan drummer

“By giving my birthday as a gift, I got something huge in return: pride knowing that I helped seriously ill children spend some wonderful moments at the Lighthouse, even in their fragile condition. Donating your birthday is easy AND very gratifying.

— Sylvie Bernier, Olympic medalist and keynote speaker

“My wife and I lost a little girl to a degenerative illness. If she had survived, we would’ve come to the Lighthouse and its devoted staff for help. Life gave us another little girl, who is fully healthy, so what else could a guy ask for? I asked my loved ones to donate for my birthday—it’s the best gift I could’ve imagined!”

— Alex Sereno, motivational speaker

“I gave my birthday as a gift, because I have everything I need to be happy—especially my health. By donating my birthday, I helped children who won’t have the opportunity to

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Total Revenues: $5.6 million

Thanks to our generous donors, partners and volunteers, and to the amazing work of the Lighthouse, Children and Families team, our total revenues exceeded $5 million for the second year in a row.

The task of diversifying our income continues, and remains a daily challenge. This year, as expected, the winding down of two major campaigns reduced self-financing from major, regular donations by 5% over last year. However, donated goods and services increased 10%, largely due to advertising for the public fundraising campaign My Birthday as a Gift.

Total revenues stood at $5.6 million, thanks to a $2 million grant from Ministère de la Santé et des Services sociaux; Montreal, Laval, and Montérégie area health and social services agencies; Centre hospitalier universitaire Sainte-Justine, and the MUHC Montreal Children’s Hospital, as well as an additional one-time donation of $91,000 from the same organizations.

Helping children and families

Our expenditures for child and family services totaled $2.7 million, accounting for 64% of our total expenditures. We continuously streamline our operations to ensure we can provide quality services with the limited resources we have. For the 2014-2015 year, we maintained our expenditures at the same level as the previous year, notably by reducing our administrative costs.

FUNDING BREAKDOWN

| Fundraising events and goods and services donations | 23% |
| Major campaigns | 47% |
| General donations and foundations | 20% |
| Other products | 8% |

Note: audited financial statements are available upon request.
Invaluable partners who increase the Lighthouse’s visibility

Thanks to the hard work and dedication of our loyal partners, The Lighthouse’s visibility continued to increase this year, ensuring us a strong media presence. This year, the monetary value of the visibility generously provided by our partners is estimated at $901,775.

The My Birthday as a Gift ad campaign was the main beneficiary of partner contributions, generating $861,196 worth of donated goods and services, primarily in the form of advertising on major TV channels, in print and online newspapers, in movie theatres, on major indoor and outdoor ad networks and more recently, on leading radio stations.


Thanks to Zip Communication, Michèle Sirous and Audio Z for creating and producing the radio ad.

Thanks also to Blue Storm Media for creating the web videos of My Birthday as a Gift participants. An expert in corporate video, Blue Storm has produced The Lighthouse: Children and Families corporate video for several years. They offered their expertise again this year to help terminally ill children and their families.

“Major corporations are no longer the only ones who can support a cause. It’s only a question of knowing how to ask the right questions to invite people to donate within their means,” says Alain Girard, President and Executive Producer at Blue Storm Media.

We’d also like to thank Défi Marketing, DoubleV, and Vortex who created the Lighthouse’s many websites and continue to maintain them.

Finally, thank you to all our other partners who help us in whatever way they can to improve Lighthouse communications and promote the cause of Lighthouse children and families across Quebec.
We would like to thank our donors for their commitment to the cause and their efforts to raise awareness within our community of what children who require palliative care really go through. Their donations allow us to offer free services to families touched by illness so sick children can live out their lives to the fullest.

**$100,000 and up**

Bell Media
Gestion Robert
Great West Life Insurance Company
Hydro-Québec
Les Soeurs des Saints Nom de Jésus et Marie

**$50,000 to $99,999**

Alfred Dallaire Mémoire
BAB Corporation
Atrium Innovations
Atelier Stone Age
ARTV
Aquarium Art
Avison Young

**$10,000 to $49,999**

BlackBook Asset Management
Canada Limited
Blue Storm Media Inc.
BMO Bank of Montreal
Borden Ladner Gervais LLP

**$1,000 to $9,999**

Air Canada
Air Canada Foundation
Alibert, Estelle
Alfred Dallaire Memory
Alphaphil Capital Inc.
Amgen Canada Inc.
Anglophone Agency Construction Inc.
Aglas Canada
Aquarium Art
Ariberg

**In Memoriam Donation**

Thank you to those who chose to honor the memory of a loved one by donating to The Lighthouse, Children and Families.

In memory of:

Aryella Ashken
Bibi Kpakpo
Christopher Roy
Colin Meunier
Cyrille Tremblay
Dorina Dumas
Edouard St-Louis
Enrica Andru
Estelle Trachy
Fiona Gareau
Francois Lalande
Geoffroy Mungr
Giles Cochrane
Guillermo Ponce
Ilsa Sala
Isabelle Viollette
Jean-Katrine Massingham
Jean-Marie Eliecer
Jonathan Chaper
Laurence Tremblay
Lise Roy
Louis Ray
Marc Morin
Marcel Baffant
Marcelle Gerard Gilbert
Marie-Laurence Morin
Marthe Girard
Mezzine Quilla Ait-Allame
Michel Metras
Olivier Danon
Olivier Doin
Olivier Legault
Pierre Dagle
Rachel Desbien
Roland Paré
Sasha Di
Sophie Charbonneau
Suzanne Distozy
Vincent Charpentier
Vincent St-Pierre
Xavier Poirier
Yvette Tort

**For more information:**

Visit our website at www.phare-lighthouse.com

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**Note:**

This list includes the 2014-2015 payments for donations spread over several years. The Lighthouse also has a recognition program for cumulative donations over the years. See our website at www.phare-lighthouse.com

All efforts were made to ensure the accuracy of this list. However, if your name or company name was omitted or misspelled, please accept our apologies and let us know so we can make the necessary corrections to our records.