

2023 IMPACT REPORT

Fondation 
Santé Urbaine



For Them. For You.
For Us All.





On behalf of the entire staff at the CIUSSS du Centre-Sud-de-l'Île-de-Montréal (CCSMTL), I would like to express my gratitude to the philanthropic community for its support throughout the year. The generosity of donors—whether individuals, families, or organizations—plays an important role in our mission and ensures we can provide care and services to every person who walks through our doors.

Fondation Santé Urbaine has an impressive track record once again this year. Thanks to its energetic and dynamic team, it has found new and original ways to raise funds to improve the physical and psychological health of the community. Covering a territory that stretches from the Verdun Hospital to the Notre-Dame Hospital, the foundation must deal with a socioeconomic reality that is among the most disadvantaged in Québec.

The money raised allows us to invest in specialized equipment, participate in research, finance innovative programs, and maintain the excellent level of care we provide to patients and their families. These projects have a direct impact on the people who benefit from them—from the moment they are born to the moment they take their last breath.

Your daily commitment is an inspiring show of solidarity and compassion that touches thousands of people. Thank you for being a part of this big community, we are so grateful for your support.

Vincent Lehouiller

President and CEO

CIUSSS du Centre-Sud-de-l'Île-de-Montréal

Dear Friends and Benefactors,

As Fondation Santé Urbaine's executive director and chair of the board of directors, we would like to express our deepest gratitude for the vital role you play in our mission.

Your donations are so much more than financial support. They are a dose of confidence for the teens in our youth programs. A comforting smile for our littlest pediatric patients. One less worry for the users of our oncology transportation service. And invaluable human contact for the older adults living in our residential and long-term care centres.

By not only providing high-quality care but also showing humanity and offering innovation and hope, you are helping over 300,000 people every year.

Your donations allow us to implement innovative programs, acquire high-performance medical equipment, and transform our care establishments into warm, comforting places. Thanks to you, our hospitals and clinics are more than just buildings; they are safe environments where every individual, regardless of their situation, can find comfort and be treated with dignity.

Our foundation is growing and looking back at everything we accomplished with you this past year fills us with optimism for the future. Your continued support inspires and motivates us to move forward, innovate, and broaden our impact. Together, we are building a strong and tightly knit community, driven by the common desire to ensure a healthy future for all.


From the bottom of our hearts, we thank you for your commitment to our cause. Your trust and support give wing to our mission. For this, we are eternally grateful!

Marie-Andrée Lefebvre
Executive Director



Alain Primeau
Chair of the Board of Directors



A photograph of three children in a brightly lit indoor setting. In the foreground, a young boy with short, light brown hair and freckles, wearing a red t-shirt, smiles warmly. Behind him, a girl with long blonde hair tied back, wearing a dark blue long-sleeved shirt, holds a red and yellow basketball with both hands. To the right, another girl with dark curly hair, wearing a white t-shirt, also smiles. The background is softly blurred, showing what appears to be a window with natural light.

Your donations allow us to implement innovative programs, acquire high-performance medical equipment, and transform our care establishments into warm, comforting places.

300,000

people benefitted from
our programs, including



2,240

older adults

are enjoying a better
quality of life



1,133

young people

participated in our
prevention initiatives



235

users

received urgent assistance
through our Fonds d'aide
à la population



31,465

meals served as part
of our care plan for
vulnerable users



450

people with cancer used
our free transportation service
to get to their treatments



In 2023, 2,347 donors made a
tangible difference in the lives
of all these people

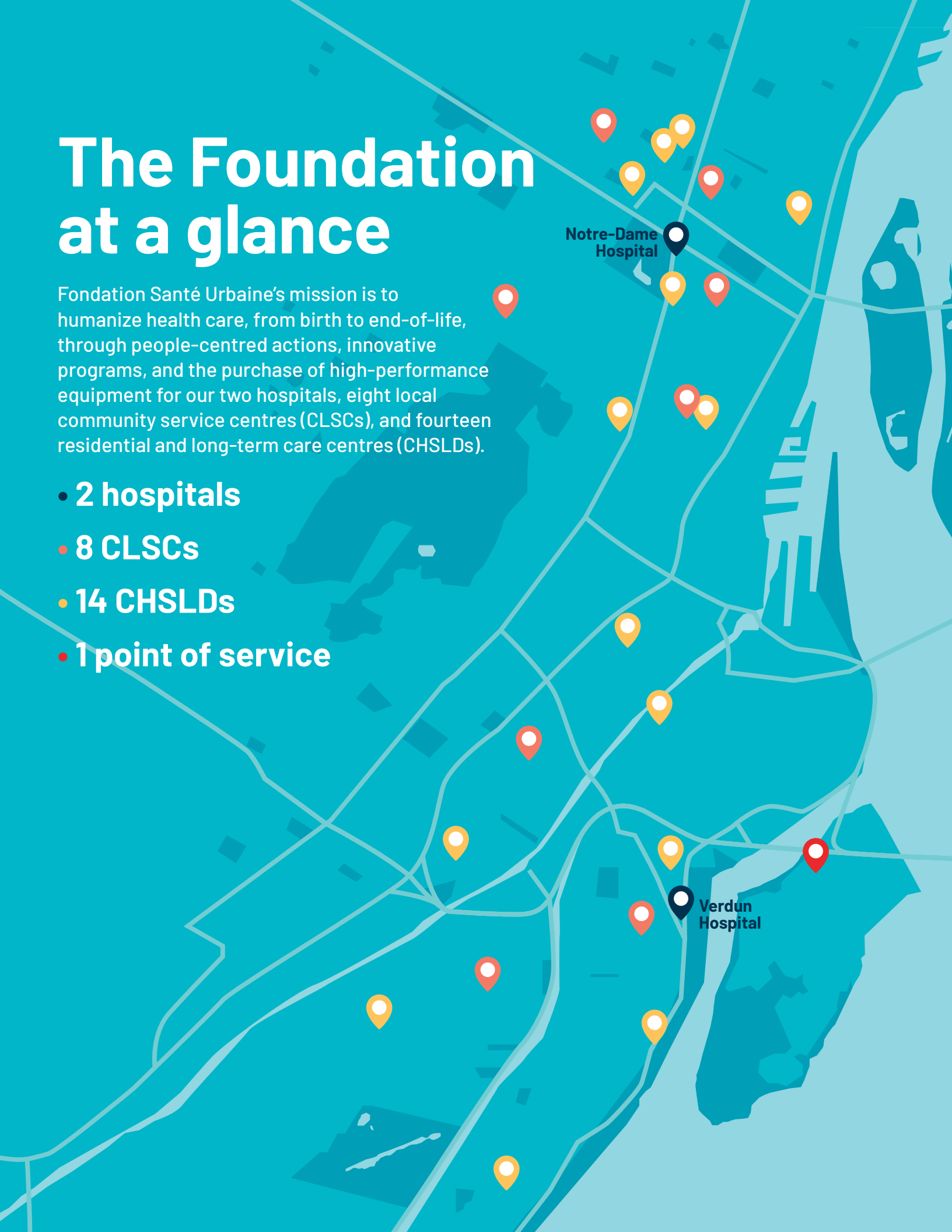
The Foundation at a glance

Fondation Santé Urbaine's mission is to humanize health care, from birth to end-of-life, through people-centred actions, innovative programs, and the purchase of high-performance equipment for our two hospitals, eight local community service centres (CLSCs), and fourteen residential and long-term care centres (CHSLDs).

- **2 hospitals**
- **8 CLSCs**
- **14 CHSLDs**
- **1 point of service**

Notre-Dame
Hospital

Verdun
Hospital





Our Approach

At Fondation Santé Urbaine, we work closely with the teams from the CIUSSS to humanize health care, from birth to end-of-life. Our mission rests on three key principles that define and guide our daily work.

1. People-centred actions

We firmly believe that every action and interaction matters. We support initiatives that create environments where every person feels respected and understood. By improving care and living settings and paying specific attention to the most vulnerable among us, we put people at the heart of our priorities.

2. Innovative programs

The second principle driving our engagement is innovation. We develop and support forward-thinking programs that meet the evolving needs of the community. By promoting prevention initiatives and innovative health care practices, we help clinical teams provide services that always live up to the expectations of the population.

3. High-performance medical equipment

We invest in high-performance medical equipment to ensure clinical teams have the best tools to provide high-quality care. These investments help reduce wait times, facilitate convalescence, and improve the quality of interventions, while always striving to offer the best level of care to the greatest number of people.

We take pride in our widespread presence in the community, which includes **two hospitals, eight local community service centres (CLSCs), and fourteen residential and long-term care centres (CHSLDs)**. This diversity and reach is what sets us apart and allows us to have a substantial impact on the health and well-being of community members, at every stage of their life.

People-Centred Actions

Putting Quality of Life First

“What do you want to do with the time you have left?” is often one of the first questions Andrée Méthot, head of recreational activities in our residential and long-term care centres, asks new residents.

The question may seem trivial, but it is at the heart of our approach. An approach that transforms these care centres into real homes rather than just living facilities.

With help from Fondation Santé Urbaine and its many donors, thematic days, massage therapy, interactive Tovertafel games, rides on adapted e-bikes, meditation workshops, visits from La Belle Visite clowns, and a host of other activities ensure residents have fun and feel comforted and reassured every day. Regardless of a person’s physical limitations, there is always an activity they can participate in.

“We look at a person as a whole, not just their illness or disability. This entirely changes our approach. As long as our centres have people living in them, there will be fun to be had,” explains Méthot. And when you see the smile on our residents’ faces, it is hard to disagree.



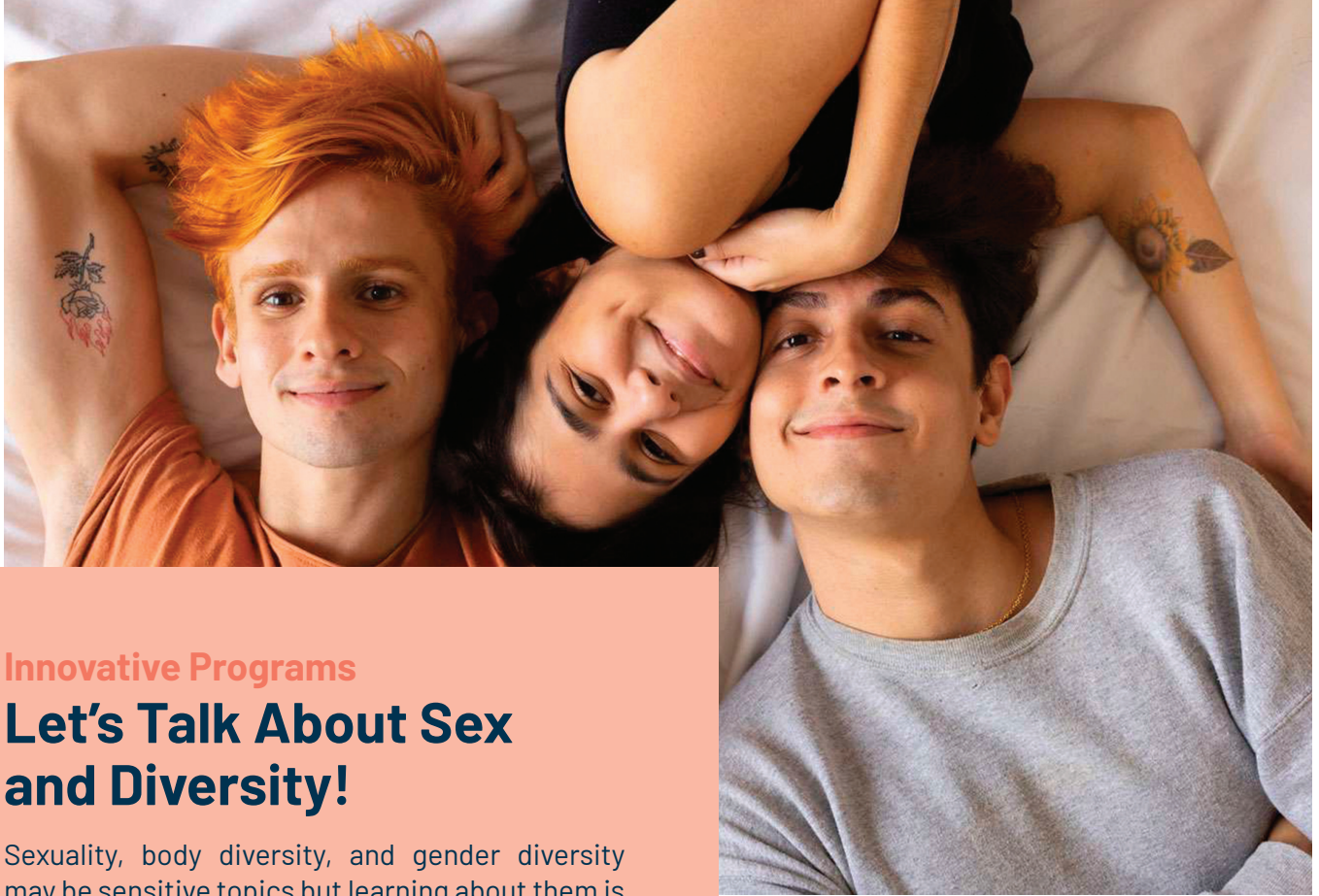
©Andrea Calderón Stephens



Ms. Beaulieu told us about how she tried to ride a bicycle when she was a child but never got the hang of it. Today, in her nineties, she is extremely proud that she went on her first ride with one of the activity leaders from the Manoir-de-Verdun Residential Centre.

Watch the video:
*Adapted electric bikes
for our residents*





Innovative Programs

Let's Talk About Sex and Diversity!

Sexuality, body diversity, and gender diversity may be sensitive topics but learning about them is essential, both to protect young people and to promote mutual respect.

It is for this reason that we joined forces with the CIUSSS to support its sex education kits project. Full of informative posters and natural-looking silicone models of male, female, and intersex sexual organs in bright colours, these kits help demystify and normalize differences in a fun and taboo-free way.

With this project, young people who are questioning their bodies or identity and asking themselves, "am I normal?" learn that the answer to that question is almost always "yes!"

Thanks to the generosity of our partners and donors, these teaching and awareness-raising tools, which provide youth with a better understanding of themselves, others, and important notions of respect and mutual consent,, also promote a more inclusive and caring society that respects diversity.





High-Performance Medical Equipment

Offering the Best Care Possible to Everyone

Thanks to the generosity of our donors, the Verdun Hospital acquired a mini C-arm machine, further improving patient care. This new portable X-ray and fluoroscopic device allows physicians to take medical images of the hands, wrists, ankles, and feet in real time, which means faster diagnoses right in the emergency room.

Additionally, the device can be used to guide certain surgeries, increasing procedure precision and quality without requiring the constant presence of a radiologist, thus freeing up resources for other patients.

Imagine someone slips and falls on ice and breaks their wrist. With the mini C-arm, our doctors can now set the patient's bones more precisely, reducing the need for additional procedures and thus decreasing the patient's exposure to radiation

But the device goes beyond enhanced clinical outcomes : it also helps reduce wait times and increase the number of surgeries performed.

Your support is key in helping us acquire this type of equipment and enabling us to provide high-quality care. Together, we can continue to improve our community's health and well-being, one patient at a time. From the bottom of our hearts, thank you for your engagement and generosity.

Looking to the Future: 2024–2025 Projects

Two Big CIUSSS Projects

Two large projects will require substantial financial support from the foundation in the coming year.

Expansion and Modernization of the Verdun Hospital

The Verdun Hospital expansion project is in full swing and construction of the new wing will be completed soon. While the ministère de la Santé et des Services sociaux will cover development and construction costs, the foundation will be the one financing a considerable part of the equipment that will ensure the comfort and quality of user experiences. Whether it is portable, efficient computer equipment to reduce paperwork and allow staff to spend more time with patients, more comfortable and welcoming furniture, or people-centred initiatives carried out in collaboration with volunteers, the foundation will be present at every turn to support the project with a planned investment of several million dollars.

Redevelopment of the Pediatric Wing at the Notre-Dame Hospital

When a child comes into the hospital, it is a terrifying experience. Both for the child and the parents, who are extremely anxious over the fate of their child. For this reason, it is critical that our pediatric units are bright, soothing, and reassuring spaces adapted to the needs of our young patients and their families.

The pediatric wing at the Notre-Dame Hospital was originally designed for adults. But thanks to support from the community, a large expansion and revitalization project is underway and soon the pediatric wing will be able to welcome children in an appropriate, colourful environment, specifically designed for them.

It will allow for better care while contributing to ease the strain on large pediatric hospitals.



“Our deepest wish is simply to be able to give all our attention to the kids in our community. We want to help promote pediatrics to emphasize that kids deserve the very best.”

**– Dr. Julien Roy-Lavallée,
Chief of Pediatrics,
Notre-Dame Hospital**

To ensure these two big projects are a success while continuing to financially support our many other initiatives, we began implementing different strategies in 2023 to facilitate the foundation’s growth. We added fundraising and communications resources to help us launch an advertising campaign to promote the foundation and its impact in the area. We are also migrating our computer systems to more efficient and better performing solutions. These initiatives will allow the team to dedicate more time to developing partnerships, building relationships with new donors, and capitalizing on engagement opportunities in



The Organizing Committee

Simon Berthiaume, Chloé Soucy, Alexina Zummo-Latreille, Mathieu St-Jean, and Guillaume Tremblay.

Exceptional Events 6@Huîtres

To celebrate the 2023 edition of National Philanthropy Day held on November 15, over 200 guests gathered at McKiernan restaurant for our 6@Huîtres fundraising event. This convivial, festive evening specifically raised money for the Fonds d'aide à la population, a community assistance fund. One of Fondation Santé Urbaine's signature programs, this fund provides urgent assistance to the most vulnerable users of our services.

We are extremely grateful to our partners, donors, guests, and volunteers. Thanks to your generosity, the fund can offer critical and urgent help to community members by reimbursing the cost of medication and specialized equipment not covered under the public system.

Thank you to everyone who contributed to the success of this exceptional evening!



Exceptional Events

Bal urbain

The 5th edition of Bal urbain, held on May 4, 2023, at Maison Principale, raised over \$117,000, a new record! The evening, set to a rock n' roll theme, attracted a large and enthusiastic crowd, made up mainly of CIUSSS physicians and leaders from the business community.

We would like to thank our partners, particularly RBC Royal Bank and Regional Vice-President Michel Béland, as well as our donors, hosts, volunteers, and talented artists. Your support and generosity were key to ensuring this important event was a success.

A heartfelt thanks to our partners and everyone who contributed to making this evening an incredible one. Together, we showed the strength of our community and our commitment to humanizing health care at the CIUSSS du Centre-Sud-de-l'Île-de-Montréal.



The 2023 Bal urbain hosts

Dr. Andrès, Dr. Ayoub, Dr. Bell, Dr. Farmer, Dr. Fortin, Dr. Gaillardetz, Dr. Girard, Dr. Goyer, Dr. Lemieux, Dr. Murphy, Dr. Poulin, Dr. Tohmé, Mr. Visal Uon, Dr. Vo, Dr. Vollant, and Dr. Wittmer.

– COMPANIES AND FOUNDATIONS –

Builders Circle (\$100,000 and up)

Fondation J.A. DeSève
Fondation KMP Folla
Fondation Sandra & Alain Bouchard
Trottier Family Foundation

Ambassadors Circle (\$50,000 to \$99,999)

Centre de services scolaire de Montréal
Ministère de la Sécurité publique
Molson Foundation

Leaders Circle (\$25,000 to \$49,999)

Apotex Inc.
The Birks Family Foundation
Canadian Parks and Recreation Association
Fondation Regain
Power Corporation of Canada

Circle of Friends of the Foundation (\$5,000 to \$24,999)

Behaviour Interactive
Fondation J.B.J. Fortin
Fondation Jeanne-Esther
Fondation Luc Maurice
Government of Canada
Janssen Inc.
Mirella & Lino Saputo Foundation
Mylan Pharmaceuticals ULC
Sibylla Hesse Foundation
Sphere Basketball Inc.
Telus Friendly Future Foundation
And a donor who wishes to remain anonymous.



**We would like to thank all our philanthropists
and partners for their support in 2023.**

– INDIVIDUALS –

Builders Circle (\$25,000 and up)

Jerry Krauel
Raymond Laurendeau Estate
Lise Portelance Delage
And a donor who wishes to remain anonymous.

Ambassadors Circle (\$10,000 to \$24,999)

Hélène Giasson
Dr. Luong Nguyen
Andrée Préville Estate

Leaders Circle (\$5,000 to \$9,999)

Dr. Stéphane Barette
Gérard Besner
Jeanne Boisclair
Diane and Michel Drouin
Michel Lapalme
Pierre Laporte
Charles-F. Lasnier
Denise Marcotte
Luc Maurice
And two donors who wish to remain anonymous.

Circle of Friends of the Foundation (\$1,000 to \$4,999)

Michel Amyot
Dr. Nicole Beaudry
Herb Bossardt
Catherine Britt
Pierre Cardinal
Antoine Chahrouri
Jamil Cheaib
Dr. Geneviève Côté
Yves Couchoud
Dr. Olivier Farmer
Claudio Gardonio
André Gervais
Geneviève Guay
Dominique Joyal
Céline Lachapelle
Jean-François Lacroix
Marie-Andrée Lefebvre
Dr. François Lespérance
Jian Yu Lin
John and Suzanne Mackinnon
Jay Mann
Dr. Albert Moghrabi
Alain Primeau
Jean-Pierre Provencher
Serge Saintonge
Florence Simard
Marie-Andrée St-Onge
Ginette Surprenant
Dr. Serge Tohmé
Dr. Jean-Pierre Villeneuve
Dr. Stanley Vollant
And 16 donors who wish to remain anonymous.



Our Team

Marie-Andrée Lefebvre
Executive Director

Lisa Lafargue
Assistant Executive Director

Catherine Britt
Director, Major Gifts

Lise Proulx
Director, Major Gifts

Sadjia Rebah
Advisor, Philanthropic
Development

Karine Chateauneuf
Director, Communications and Events

Sophie Colin
Advisor, Communications,
Marketing, and Events

Marianne Sawadogo
Agent, Accounting and Administration

Diane Côté
Agent, Database

Ginette Allaire
Administrative Assistant

Members of the Board of Directors

Alain Primeau
Chair

Florence Simard
Vice-Chair

Isabelle Martin
Treasurer

Geneviève Guay
Secretary

Régine Angers

Dr. Paul Ayoub

Michel Béland

Monica Benedyczak

Simon Berthiaume

Nathalie Charbonneau

Karine Côté

Claudio Gardonio

Sarah Kingsley

Pierre Laporte

Statement of Financial Position

For the year ending December 31, 2023

	Externally restricted funds \$	Unrestricted funds \$	2023 Total \$	2022 Total \$
Assets				
Donations	1,070,359	107,993	1,178,352	1,281,424
Annual campaigns	192,440	104,844	297,284	312,676
Donations in kind	115,139	-	115,139	133,622
Snack bar rental income	-	11,360	11,360	-
Other revenues	-	319	319	276
	1,377,938	224,516	1,602,454	1,727,998
Fundraising activities				
Revenues	82,434	304,168	386,602	88,760
Expenses	(45,984)	(138,234)	(184,218)	(55,188)
	36,450	165,934	202,384	33,572
Investing activities	-	297,675	297,675	(277,005)
Excess of revenues over expenses before administrative fees	1,414,388	688,125	2,102,513	1,484,565
Administrative fees	-	984,503	984,503	741,484
Excess of revenues over expenses before contributions	1,414,388	(296,378)	1,118,010	743,081
Contributions to the Centre intégré universitaire de santé et de services sociaux du Centre-Sud-de-l'Île-de-Montréal	1,646,844	451,656	2,098,500	805,995
Excess (deficiency) of revenues over expenses	(232,456)	(748,034)	(980,490)	(62,914)

Thank you!

Working together to humanize health care, from birth to end-of-life, through people-centred actions, the purchase of high-performance medical equipment, and innovative projects.



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