Live Long, AGE WELL

2018 COMMUNITY REPORT

IN FONDATION *

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It's been a while since I've thought of aging as a fatality. I now see it a natural journey. And now that I've had the opportunity to be around senior citizens more often, I've learned that aging is nothing short of a privilege!

Starting from a profound desire to contribute to the well-being of these deserving individuals, I founded Groupe Maurice 20 years ago to build exceptional retirement homes for Quebecers. Being around these people has made me grow and learn. Seeing their passion for life has inspired me. I am extremely grateful. I will never say thank you enough to everyone who has helped me and who continues to help me turn this dream into reality.

I wanted to take this dream a step further: what if we could help improve the well-being of all senior citizens in Quebec? What if we could help every elderly person, wherever they are, to help them reach their full potential just like any other individual in our society? What if we could focus our efforts and generosity to support organizations and projects dedicated to the well-being of senior citizens?



Thus, the Luc Maurice Foundation was born a little over a year ago. It was a way for us to take more actions, be they big or small, **to have a positive impact on the health, socialization, and sense of self-worth of seniors throughout Quebec.**

When it comes to the elderly population, our societal values and institutional processes need to change. We are well aware that the Luc Maurice Foundation could not be the only vector of change for such an ambitious project, no matter how noble it is. But it can play a part by providing unwavering support to the organizations, groups, and individuals who have the audacity, courage, and tenacity required to turn their passion and ideas into innovative, significant, and tangible projects to improve the lives of the seniors.

During the first year for any foundation, a lot seems to happen and yet a lot remains to be done. We are only at the beginning stages of rallying our efforts around a single cause: helping seniors age well.

On the other hand, we reached milestones and we've undertaken actions that are taking shape every day. We've met numerous potential partners who share our vision. We all have one thing in common: to improve the lives of seniors by focusing on their health, recognition, self-worth and socialization. I want to highlight the contribution of exceptional people and organizations who have contributed to the Foundation, some of them are presented in this report. Like us, they are dedicated to the values of solidarity, sharing, and dignity. You are the pillars of our process and I thank you for your invaluable support.

At the Luc Maurice Foundation, we believe that aging is a privilege and we want a maximum of Quebecers to enjoy this phase of their lives. If the seniors are happy, our entire society benefits, and we can find inspiration in the experience of the elderly citizens.

I profoundly believe that it is possible to live long and age happily, and the Foundation will work to persuade as many people as possible of this.

Together, we can benefit from what senior citizens have to contribute to our society.

LUC MAURICE President

Before becoming the Director of the Luc Maurice Foundation, I thought I already knew Groupe Maurice pretty well since my grandmother lived at Ambiance Île-des-Sœurs for eight years. I was able to personally observe that the Groupe's values were much more than simple words: through their daily actions they created an environment where my grandmother was able to enjoy life to the fullest. Thanks to this, my family members and I felt reassured.

Over the past year, I learned what really defines Groupe Maurice. I was able to see first-hand how people dedicated to the well-being of senior citizens came together. I was able to witness the intricacy, rigour, and balance involved in bringing to life the Groupe's values, aspirations, and its mission which is much more than simply building residential facilities...

That's where the Foundation's actions begin. It was born from the desire to always do more to improve the lives of senior citizens and increase the Groupe's impact on the well-being of the elderly population.

The Foundation is new and 2018 was a year of learning. We needed to better understand the environment in which the Foundation was to operate. That obviously meant identifying the key actors dedicated to well-being of seniors and what their approaches and objectives are. It also meant understanding how the Foundation could carve a place for itself among the myriad organizations dedicated to the same cause.

Through the meetings we undertook, we first understood that we needed to build strong relationships and partnerships if we wanted to maximize our impact. The cause of helping senior citizens is such a wide-reaching one that on our own, we would not be able to make any significant changes.

We also came to another conclusion over the past year: we would have to continuously question ourselves and be open to exploring new approaches. When it comes to improving the well-being of senior citizens, there are large organizations that have been around for several years. Their experience and the strength of their programs make them optimal partners. But there are a lot of new players who are betting on innovative projects. And the full impact of these projects will only become apparent in the long-term. These organizations also need support. How do we assess the relevance of these new projects?



How much of our support should we dedicate to these new projects and how much should go to ones that have been around longer?

As the Foundation's Director, I look back at 2018 and am filled with hope for 2019 and the years to come. Internally, thanks to the immense dedication of our Board members and the constant support from the Groupe's many services, we have built a solid groundwork. From the outside, through our many meetings, we were able to observe that there are a lot of us with the same values and objectives. There are many stakeholders out there and mentalities are changing. Every day there are more of us who understand the challenges facing the aging population. Every day, there are more of us who realize that we need to improve living conditions for senior citizens and we need to change how we perceive aging. We need to understand how much seniors can contribute to society when the right conditions are in place.

MATIAS DUQUE

Executive Director

THE BOARD OF DIRECTORS

During its first year of existence, the Foundation had the privilege of counting on dedicated Board members. Thanks to them, the Board of Directors was able to benefit from a broad range of complementary skills.

We want to thank every member of the 2017-2018 Board of Directors for their flexibility, expertise, and resolution.



LUC MAURICE

Mr. Maurice had to be convinced to lend his name to the foundation he created. That's because the president of the Luc Maurice Foundation's Board of Directors is incredibly humble. He also has a profound desire to help others and possesses the willpower and determination to see his vision of improving the well-being of senior citizens through with the help of key players. Founding Groupe Maurice was a dream come true. And every year since then, thanks to the Groupe, we've been giving back to help senior citizens. The Foundation is the natural extension of what was already in place and it's a way to organize our efforts to improve the wellbeing of seniors in Quebec. I am grateful that my dream is shared by such a dedicated team."



RITA KATAROYAN

As Vice-President of Marketing and Sales at Groupe Maurice, Ms. Kataroyan has been familiar with the organization's culture of generosity for some time now. She is committed to pursuing this work with the Foundation. I am extremely proud to be involved with the Foundation and to help it in its mission. I hope that our innovative actions and sincere desire to help will rally everyone around our goal of providing a bright future for every senior citizen in Quebec."



ISABELLE NANTAIS

For Groupe Maurice's Vice-President of Legal Affairs, volunteering is nothing new. She is someone who is full of energy yet composed and deliberate. Ms. Nantais also contributes her reassuring expertise and balanced perspective to every project.

It is no secret that I am dedicated to helping senior citizens. It is a cause that is dear to my heart and this organization inspires and calls to me. Together, we have much to do."



JACQUES PEARSON

Mr. Pearson is Groupe Maurice's Vice-President of Finances. But just because he is a man of numbers, does not mean he does not embrace philanthropic causes. He is a kind and considerate person who contributes his indepth experience in operational management and financial accounting to the Foundation.

This cause is incredibly noble and it's impossible not to feel compelled to embark on this adventure, one that involves dedicated people like Luc, whom I trust to turn contributions into significant results."

MARIE-MICHÈLE DEL BALSO

Inspired every day by her own grandmother, Ms. Del Balso has worked with senior citizens for more than 25 years, including 15 with Groupe Maurice. She is indeed in a good position to attest to how fruitful relationships with senior citizens can be.

I've recently left Groupe Maurice to be able to spend more time with two of my own favourite 'old' people: my parents... but I'm happy and feel privileged to be involved with the Foundation and to be able to continue to contribute, in another way, to helping senior citizens in Quebec age well."

THE CONTEXT IN WHICH THE FOUNDATION WAS BORN

An inverted pyramid...

Quebec's aging population is a result of a decline in our birthrate, higher life expectancies, and the demographic weight of baby boomers. In fact, it is estimated that by 2021, the number of individuals aged 65 and more will exceed the number of individuals aged 19 and under.¹ In fact, the former currently outnumber those who are 14 and under.

... and its consequences.

The trends illustrated in the inverted population pyramid are projected to continue. There are several challenges that we will need to face as a result of this, such as a shortage of labour to assist senior citizens. Moreover, the number of seniors who are living in isolation is expected to grow over the coming years.

 Parminder RAINA, Christina WOLFSON, Susan KIRKLAND and Lauren GRIFFITH, The Canadian Longitudinal Study on Aging (CLSA) Report on Health and Aging in Canada, Findings from Baseline Data Collection 2010-2015 (2010-2015), https://www.clsa-elcv.ca/doc/2639, p. 5.



Additionally, three-quarters of baby-boomers want to remain in their home as long as possible... but our health care and social services network is not currently equipped to meet this challenge. We believe the first step to fixing the lack of services for seniors is to place more emphasis on helping them feel included in society. Even though the rate of employment for seniors has doubled since 1988, from 6.7% to 13.2%², there is still a long way to go.

Unfortunately, we cannot deny there is a negative perception of aging in a society where too much importance is placed on beauty and youth. Quebec's senior citizens must overcome ageism and feelings of worthlessness which can lead to isolation and more severe health problems because there is a strong correlation between solitude and depression.

Furthermore, we know that thanks to modern medicine, life expectancy has increased significantly, but that does not necessarily translate into an increase in happiness. We believe that part of the solution rests on changing mentalities, fighting ageism, and recognizing how seniors contribute to society. The ideas we've come across on aging can be applied to every age group. In fact, *The Canadian Longitudinal Study on Aging* is unequivocal: "The potential ongoing contribution of older adults to society will be lost if a change in the perception of an inevitable negativity of aging does not take place."³

A source of motivation

The foundation views the current situation in Quebec as an opportunity for all of us, as a collective society, to roll up our sleeves, reflect on our restrictive beliefs, and support major changes. It's time to realize how much seniors can offer our society and give them their dues: dignity, recognition, and a place of honour within our community.

^{2.} Tamsin MCMAHON, "Seniors and the generation spending gap: Why are we doing so much to try to help seniors when they're already the wealthiest generation in history?", *Maclean's*, September 6, 2014, https://www.macleans.ca/society/life/seniors-and-the-generation-spending-gap/.

^{3.} Parminder RAINA, Christina WOLFSON, Susan KIRKLAND and Lauren GRIFFITH, The Canadian Longitudinal Study on Aging (CLSA) Report on Health and Aging in Canada, Findings from Baseline Data Collection 2010-2015 (2010-2015), https://www.clsa-elcv.ca/doc/2639, p. 7.



"Individuals who are positively perceived by the people in their entourage, their community, their society have a better chance of taking advantage of opportunities to learn and to selfactualize, benefit from various interpersonal relationships and from opportunities to contribute to their community, to enjoy their place in society and to enjoy "the good things in life" [...]"⁴



SOCIALIZATION

Socialization is about adapting to the demands of society. For Quebec's senior citizens, this concept goes hand in hand with the fight against social isolation to help the elderly population enjoy the many benefits of human contact. Recognition, self-worth and socialization are strongly intertwined.



HEALTH

"Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity."⁵

^{4.} Jacques PELLETIER, Le principe de la valorisation des rôles sociaux et les personnes handicapées, https://www.bcjpconsulting.com/fr/publications/publications/23le-principe-de-la-valorisation-des-roles-sociaux-et-son-application-pour-des-personnes-aux-prises-avec-des-deficiences-severes.

^{5.} Preamble of the Constitution of the World Health Organization, adopted by the International Health Conference held in New York from June 19 to July 22, 1946, signed on July 22, 1946 by the representatives of 61 States in the Official Records of the World Health Organization, number 2, page 100.



The Luc Maurice Foundation is committed to supporting organizations and causes that contribute to the well-being and fulfillment of seniors in Quebec by promoting freedom to act and think. The Foundation focuses on the three factors that help seniors age well: **HEALTH, SOCIALIZATION, AND RECOGNITION AND SELF-WORTH**. The Foundation also has as objective to contribute to the development of philanthropy in Quebec. It will encourage individuals and organizations to invest more in charitable organizations in Quebec and in their community.

We want to take part in an egalitarian society for everyone, where the well-being of senior citizens is a shared priority that is reflected in the daily realities of the elderly population, where every senior is an inexhaustible source of inspiration for the whole community.

A BRIEF OVERVIEW OF 2017-2018

We're off to a great start!

It goes without saying that during its first year of existence, the Foundation's efforts would go to analyzing the conditions and environment of the elderly population. We needed to take time to understand the realities of being a senior citizen today. We wanted to identify the various profiles of potential partners in our search for ways to improve the lives of seniors. We needed time to decide which partners would allow us to accomplish our goals in line with our values and aspirations.

In brief, we needed to establish a general protocol to get organized, rally around the cause, and ensure a coherence in our philanthropic activities.



OFFICIAL LAUNCH

of the Luc Maurice Foundation at the Sommet 2017 sur la culture philanthropique that took place at the Palais des congrès de Montréal

End of December

The Foundation makes its

FIRST DONATION to

the Fondation Institut de gériatrie de Montréal



The quarterly meetings of the **BOARD OF DIRECTORS** official begin Part of this past year was also dedicated to creating and implementing the internal processes and policies required for an organization such as ours. We now have a framework that allows us to manage the delicate process of making donations and ensuring the Foundation is governed appropriately. This internal framework is not definitive. Conditions change, organizations change, and senior citizens change too. The Foundation will always be able to adapt to these changes and will make sure its policies and processes can evolve to keep pace.

Thanks to the immense coordination that went into creating our philanthropic organization, we've been able to accomplish much over the past year. Here are some key milestones from 2017-2018.



Signature of an agreement for contributions spaced out over several years in order to **FINANCE INNOVATIVE UNIVERSITY RESEARCH PROJECTS** related to the well-being of seniors Donations reach **\$1 MILLION**



September **2018**

Creation of the DONATION PROGRAM FOR EMPLOYEES AT GROUPE MAURICE AND ITS RESIDENCES, in line with the Foundation's complementary mandate

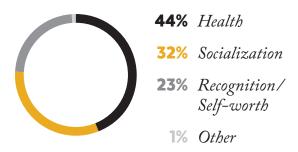
ACCOMPLISHMENTS

Donations: a question of priorities

The Foundation focuses on the three key factors that help seniors age well: **HEALTH, SOCIALIZATION, RECOGNITION AND SELF-WORTH**. With these three factors in mind, the Foundation chooses which organizations will receive its financial support.

The chart below provides a simplified overview^{*} of how the Foundation's donations were distributed in 2018 in line with its three priority goals.

Figure 1: Distribution of donations in 2018 in line with the Foundation's three priority goals



Many organizations presented projects to us that focused on one or more of the three elements of our main mission. Below you will find the full list of organizations the Foundation supported in 2018.

Examples of contribution

In 2018, the Foundation provided support to "traditional" projects that have been proven successful as well as innovative projects whose results will only be known in the long run.

In terms of "traditional" projects, we made several donations to hospital foundations. They have a real impact on the care provided by the public health network by, among

*Please note that some projects fall into more than one category. In these cases, they are classified in the category (health, recognition, self-worth and socialization) where they will have the most impact.

The Foundation acts in a completely transparent way and wants to provide comprehensive information to any reader who is interested in learning more. Please visit the section dedicated to charities on the Canada Revenue Agency's website for a full list of the Foundation's revenues and expenses: https://www.canada.ca/en/ services/taxes/charities.html.

APPROXIMATELY **DONORS** who have supported the Foundation, FROM A VARIETY OF CATEGORIES: COMPANIES, GROUPS, GROUPE MAURICE RESIDENTS, GENERAL PUBLIC, etc. other things, financing the purchase of equipment and renovating residential centres. Another example is the Fondation Institut de gériatrie de Montréal (IUGM). Luc Maurice has been the president of its board of directors for six years. As a volunteer, he has been able to witness how the IUGM has improved the health of the senior population. The Luc Maurice Foundation will continue to support this specialized health care centre for seniors.

In terms of innovative projects, we'd like to mention our partnership with the Fondation Berthiaume-Du Tremblay. It is pioneer of philanthropy in Quebec and has been dedicated to improving the well-being of seniors for more than 60 years. Today, it relies on its in-depth experience to carry out innovative projects such as *Bien veillir chez soi*, which aims to integrate new technologies to help seniors remain living at home. Another example is *Mure pour entreprendre,* which seeks to support retired individuals who want to start their own business.

Another example of an innovative project is *Voisin-Âge*, a pilot project from Les Petits Frères in collaboration with Université du Québec à Trois-Rivières that builds bridges between neighbourhood residents and senior citizens by focusing on proximity, affinity, and reciprocity. The project's ultimate goal is to create opportunities for senior citizens to socialize and break out of their isolation.

During our first year of existence, we learned there are myriad opportunities to contribute to the betterment of the senior population!

\$1,700,000 IN DONATIONS *to organizations*

PERCENTAGE OF FUNDS RAISED converted into donations:

ACCOMPLISHMENTS

Here is the full list of organizations that have received donations from the Foundation in 2018:

Action Centre-Ville AFP- Quebec Chapter Alliance culturelle Amen Saint-Michel Association d'entraide Le Chaînon Association québécoise de gérontologie Atelier théâtral de Longueuil Audition Québec Baluchon Alzheimer Canadian Cancer Society Cancer Research Society Carrefour des proches aidants de Québec Centre de zoothérapie communautaire des Laurentides Centre RIRE 2000 Centre St-Pierre Club Rotary de Lévis Concordia University

Conseil pour la protection des malades Entraide Ahuntsic-Nord Étoile du Sud-Ouest de Montréal Fédération québécoise des Sociétés Alzheimer Fondation AGES Fondation Ahuntsic et Montréal-Nord Fondation Berthiaume-Du Tremblay Fondation Cap Diamant inc. Fondation Champlain et Manoir-de-Verdun Fondation Charles-Bruneau Fondation du Centre hospitalier de Granby Fondation de la Résidence de soins palliatifs de l'Ouest-de-l'Île

Fondation de la SSS de l'Énergie Fondation de l'Hôpital de Lachine Fondation de l'Hôpital de Verdun Fondation de l'Hôpital Maisonneuve-Rosemont Fondation de l'Hôpital du Sacré-Cœur de Montréal Fondation de l'Hôpital du Suroît Fondation de l'Hôpital LaSalle Fondation de l'Institut de Cardiologie de Montréal Fondation de l'Institut de recherches cliniques de Montréal Fondation d'Entraide de Brossard Fondation des Amis du Jeffery Hale Fondation des Résidences Mance-Décary

- Fondation Dr Clown Fondation Drapeau et Deschambault Fondation du Musée McCord Fondation Elisabeth et Roger Parent Fondation En Vue Institut Nazareth et Louis-Braille Fondation Gérard-Delage Fondation Hôpital Pierre-Boucher Fondation Hôpital Saint-Eustache Fondation Hôtel-Dieu de Lévis Fondation Institut de gériatrie de Montréal Fondation Jeunes en Tête Fondation La Mosaïque Fondation La rue des Femmes Fondation pour l'alphabétisation Fondation RÉA
- Fondation Santé Gatineau Fondation de la Société de soins palliatifs à domicile Fondation Teasdale-Corti Fondation de l'Université du Québec à Trois-Rivières **Fondation Vitae INCA** Montréal Intergénérations Québec La Fondation de l'Université de Sherbrooke La Fondation du Théâtre du Nouveau Monde La SAMS L'Archipel de l'avenir Le Groupe d'entraide de la Sclérose en plaques Le Papillon blanc Le Violon de Grand-mère Les Petits Frères

Maison Aline-Chrétien Maison de soins palliatifs et centre de jour St-Raphaël Maison des Tournesols (1981) inc. Opéra bouffe du Québec Orchestre symphonique de Montréal Parkinson Québec RésOlidaire Service de nutrition et d'action communautaire Société Alzheimer de Granby et Région inc. Société Alzheimer de l'Estrie Société Alzheimer de Montréal Société Alzheimer de Québec Société Alzheimer Rive-Sud Tel-Écoute Théâtre du Rideau Vert



THE FUTURE IS BRIGHT

The past year has been a busy one for the Foundation. First and foremost, we've been able to focus our efforts to provide tangible aid that has had a significant impact on the health, socialization, recognition and self-worth of senior citizens in Quebec.

We must pursue these efforts while continuously re-examining ourselves so we can react, if needed, and adapt in order to find better ways to reach our goal.

Our allies

The Foundation is fully aware that to achieve its objective, it needs to rely on the support of partners. By contributing to various organizations, we can accomplish our work and improve the well-being of the senior citizens. We also believe that a calendar outlining a timeline of financial contributions requires a good deal of audacity and patience to achieve notable results. That's why over the next year, we will continue to pursue several partnerships that are already underway. For instance, through agreements detailing contributions over the next several years, we will be supporting a variety of gerontology research projects (with Université de Sherbrooke, Université du Québec à Montréal, Concordia University's engAGE research centre, and the Laboratoire interdisciplinaire de recherche en gérontologie at Université du Québec à Trois-Rivières) as well as urban planning projects (in partnership with Université de Montréal).

We are also interested in new technologies and their potential to help senior citizens remain at home. This is a path we will continue to explore with the *Bien vieillir chez soi* project involving several organizations including Université de Sherbrooke, Université de Montréal, Hospitalis, Domus laboratory, Accreon, Ubios, CEFRIO, MEDTEQ, and the Fondation Berthiaume-Du Tremblay.



The Foundation will also focus on innovation by providing support to the most promising projects. For example, we are currently collaborating with Desjardins Lab in order to study the viability and potential impact of hydroponic gardens in retirement homes. We are also evaluating a project from the Fondation Jasmin Roy, recognized for its efforts to reduce bullying in schools, that aims to tackle a similar problem in senior citizens. This specific project will use virtual reality as a way to raise awareness and effect change.

For us, 2019 will be about finding a balance between what we've already begun and the new processes and projects that provide new opportunities to improve the well-being of senior citizens in Quebec.



The Luc Maurice Foundation would like to recognize the support of numerous people who have contributed to its growth. We would especially like to thank François Lagarde (Fondation Chagnon) and Nicole Ouellet (Fondation Berthiaume-Du Tremblay) for their generosity and for sharing their experiences and precious advice about the challenges and opportunities for foundations like ours.

We also want to thank the 150 donors who believe in our mission and who have supported our actions by donating to our cause. Thanks to your support, we have made a difference. We are grateful for your confidence and you have helped us become even more determined in our pursuit to making a better world for the senior citizens. Finally, we would like to thank all the organizations that work hard to turn our dreams of helping seniors into reality. Without you, nothing would be possible. THANK YOU!

After this first year, the support we've been able to benefit from has made us confident that the future looks bright for senior citizens, which warms our hearts.

THANK YOU TO EVERYONE WHO BELIEVES IN OUR MISSION OF BETTERING THE LIVES OF THE ELDERLY POPULATION.

THANK YOU FOR CONTRIBUTING TO IT.

IN FONDATION " LUC MAURICE

2400 Des Nations Street, suite 137 Ville Saint-Laurent, Quebec H4R 3G4 514-331-2788, ext. 20320

fondationlucmaurice.org