

HUMAN

HAPPINESS NEVER GROWS OLD.

2019 ANNUAL REPORT
LUC MAURICE FOUNDATION



“Mission”



The Luc Maurice Foundation is committed to supporting organizations and causes that contribute to the well-being and fulfillment of seniors from Quebec by promoting freedom to act and think. The Foundation will focus on the three factors that help seniors age well: **health**, **socialization** and **recognition/self-worth**.

The Foundation also has the 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.

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LUC MAURICE



Let's never give up
on each other

MESSAGE FROM THE PRESIDENT OF THE BOARD

LUC MAURICE

Becoming a standard bearer for societal issues is now an inherent part of Le Groupe Maurice. In fact, the Foundation's entire raison d'être is dedicated to this purpose alone. Since its mission has only just begun, we need allies; individuals who, like me, want to make a genuine difference in better-aging. My dear elders, you who represent the largest segment of our population, are among these valuable allies. You are part of the solution.

Believe me, I am in a good position to say that there are many better things to know about you than the usual dramas and hardships associated with your generation. It is high time for perceptions to change. And that means taking decisive action – all of us. Truth be told, the responsibility for these changes does not rest solely with businesses, politicians or the media. It is everyone's duty to be open and honest with one another to put an end to prejudices and judgments. Including yourselves.

Quite frankly, without your strong desire to remain relevant and respected in society, the changes that need to occur will not be as effective. Also be assured that I will always be the first to encourage and support initiatives which permit you to maintain or regain your power.

This is why we are convinced of the need to create more platforms which allow you to be seen and heard. We've made it a mission at The Luc Maurice Foundation to support those who desire to continue to contribute to the community. We are also eager to encourage organizations and projects that highlight the extraordinary aspects of the elderly. Aspects that are talked about far too little.

To succeed in “devictimizing” aging, takes agents of change. Young and old alike, it's up to all of us: we have the responsibility to never give up on each other!



2019. A year of collaboration and choice



Upon the launch of our Foundation, we were certain that what we would learn and discover would dot our path. We knew full well that our mission was expansive and that the philanthropic world was filled with intricacies, opportunities and challenges.

This second year of The Luc Maurice Foundation has once again confirmed that alone, it will be difficult for us to have a significant impact on better-aging. Consequently, 2019 served to prioritize the search for other dedicated partners who, just like us, devote resources and time to projects for improving the quality of life for seniors.

MESSAGE FROM THE EXECUTIVE DIRECTOR

MATIAS DUQUE

As the gap between the number of organizations in need and the quantity of donor foundations willing to help them is great, it is all the more important to highlight the essential involvement of foundations and people in the field. They are the ones who work every day to make a real difference in better-aging for seniors. These individuals remain a constant source of inspiration for me.

In 2019, two standout organizations were proven to be valuable collaborators for us: The Mirella & Lino Saputo Foundation, and the François Bourgeois Foundation. Combining our strengths, we have given meaningful support to the Fondation AGES and its seniors' health innovation laboratory. We are also participating in the *"Réfléchir autrement l'habitation"* project, overseen by the Mirella & Lino Saputo Foundation. The latter aims to formulate a series of recommendations to effectively develop the homes of tomorrow. And this is just the beginning. We'll continue our endeavours throughout 2020 and never stop getting our hands dirty!

In addition to our collaborations, the Foundation particularly worked to strengthen both the financial and human support offered to the organizations with which we are associated. To accomplish this, we decided to slightly decrease the number of organizations that were supported in 2019. So, while the total amount of our donations remained the same, we went from 120 organizations supported in 2018, to 68 supported in 2019. Decreasing this number enabled us to offer more financial resources to each of the supported organizations.

But beyond the monetary aspect, we also wanted to deepen our involvement with these organizations by offering them, among other things, our time and expertise. We also joined numerous committees where we could put our knowledge to good use and participate in promising projects such as *"Voisin-Âge"*, spearheaded by the Little Brothers and *"Bien vieillir chez soi"*. At the same time, The Luc Maurice Foundation has been quite active in helping to raise funds for organizations whose mission meets our values.

In closing, I cannot ignore the rich contribution and generosity of the wonderful Le Groupe Maurice employees. In 2019, the Foundation received three times more requests under the Employee Matching Gift Program than in the previous year!

All in all, it has been a busy year and one that I am especially proud of.







Foundation's launch in November 2017

BOARD OF DIRECTORS

BOARD MEMBER PROFILES



**RITA
KATAROYAN**

Vice-President

“For me, the most beautiful thing about giving is how “contagious” it is! If I make a donation today, it’s because I’m surrounded by generous people and I’m happy to set an example for those around me as well. Just imagine what would happen if everyone who donated encouraged six more people to do the same and if each of those people then encouraged six more... the result would be exponentially higher and our happiness would be enhanced too!



**MARIE-MICHÈLE
DEL BALSO**

Board member

“After being involved for more than 10 years, I was immensely proud to inaugurate the St. Raphael Palliative Care Home and Day Centre in 2019. The Luc Maurice Foundation is among the key donors that brought this project to completion. Among other things, the Foundation’s support contributes to softening end-of-life by providing patients with a warm environment where they can pass away with dignity in the company of their loved ones.

BOARD OF DIRECTORS

BOARD MEMBER PROFILES



**ISABELLE
NANTAIS**

Board member

Helping others and giving back to the community are two of my core values. When we give back, we quickly realize that our actions do more than just give wings to others. On Christmas Eve this year, for example, I had the privilege of serving a delicious meal to 100 or so underprivileged people. I had so many wonderful encounters there! I came away filled with love and gratitude, secure in the knowledge that these people had given me wings of my own!



**JACQUES
PEARSON**

Secretary/treasurer

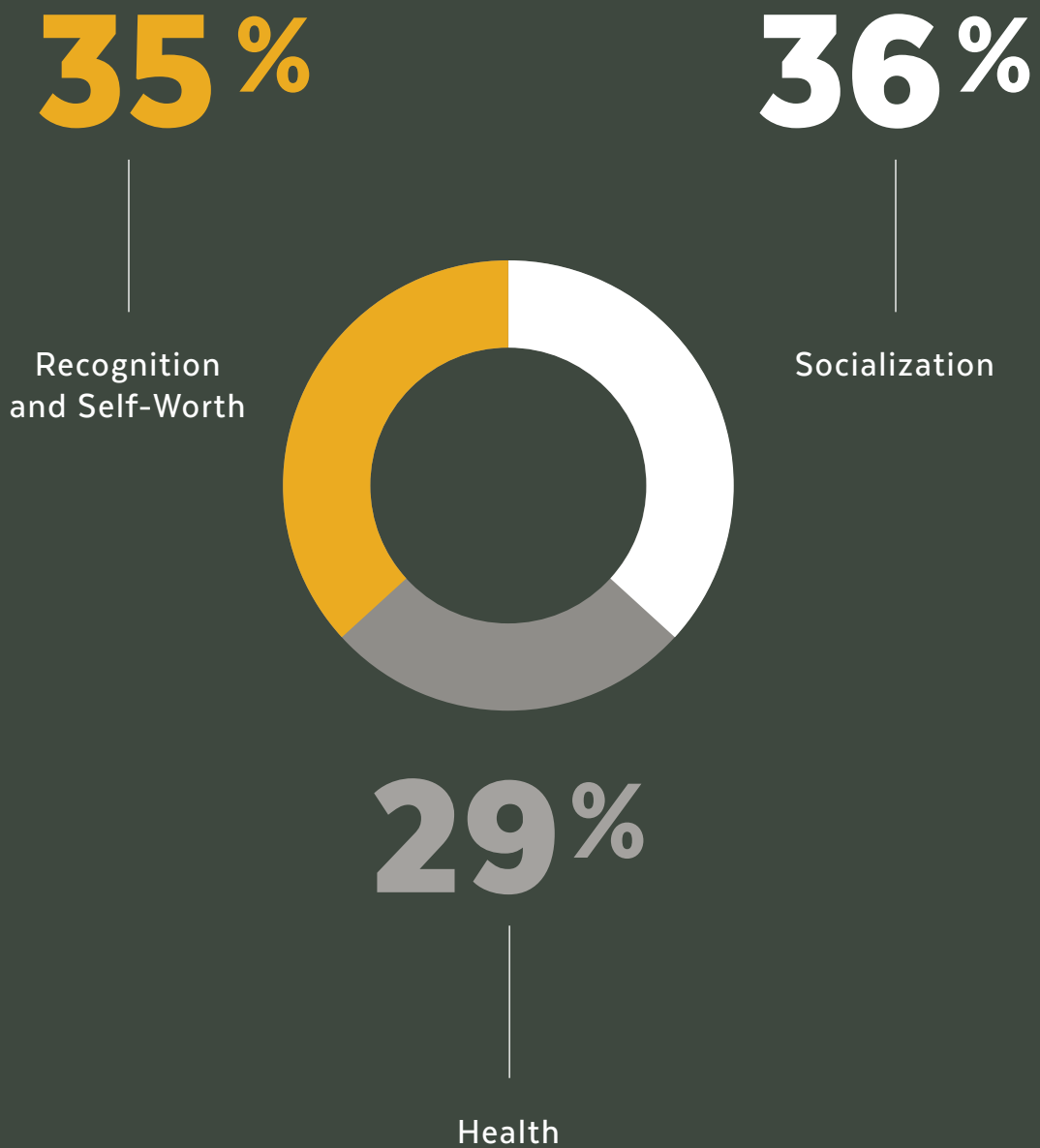
Helping, whether directly or indirectly, is a noble act. I'm pleased to contribute in my own way by giving back to my fellow men and women. I have cared deeply about the Luc Maurice Foundation ever since it was founded. Thanks to the assistance of various donors, we were able to help a number of organizations make a real difference in their communities once again this year, which makes me very pleased. We can definitely achieve great things working together!

Donations are what keep us going!

The Foundation focuses on three areas that contribute to seniors' happiness and help them age well. With those factors in mind, the Foundation chooses which causes it will support.



DONATION DISTRIBUTION IN 2019



Preparing for the future begins today

It would be reasonable to expect the Luc Maurice Foundation to concentrate its donations on initiatives and projects with tangible and immediate on-the-ground impacts, and we certainly do so. However, we are also convinced that we need to reflect today on tomorrow's solutions. With this in mind, the Foundation decided to invest in the future of research and learning in 2019 by granting a portion of its resources to universities and institutes.

OUR AREAS OF ACTIVITY

LUC MAURICE FOUNDATION'S CONTRIBUTIONS



Support for the Steinberg Centre for Simulation and Interactive Learning and its dementia workshop program, geared towards caregivers. Through this contribution, the Luc Maurice Foundation hopes to make a real difference in caregivers' day-to-day lives. These dedicated individuals put in countless hours caring for seniors who have lost their autonomy.



Research funding for the UdeM's Faculty of Urban Planning seeking to foster seniors' inclusive aging and active community involvement. In particular, the Foundation supported two professors, Sébastien Lord and Paula Negron, who are studying elder residences and the impacts of senior housing on residential areas.

3-YEAR
COMMITMENT

4-YEAR
COMMITMENT



Support for engAGE, a multidisciplinary aging centre bringing together researchers known for their wide-ranging expertise, including, among others, fine arts, physics and psychology. In 2019, the Luc Maurice Foundation supported the *B/OLD: Aging in Our City* conference, in addition to the creation of an art hive where elderly people with developmental disorders can express themselves.



Support for the Research Chair on Aging and Civic Participation, which seeks to shed light on the complex phenomenon of aging while exploring innovative ways to raise awareness of the men and women who built the foundations of our society. The Chair's research is focused on seniors' empowerment, social inclusion and demystifying stereotypes concerning the elderly.

4-YEAR
COMMITMENT

4-YEAR
COMMITMENT

OUR AREAS OF ACTIVITY

LUC MAURICE FOUNDATION'S CONTRIBUTIONS



Funding for work carried out by the Interdisciplinary Laboratory for Gerontological Research (LIREG), particularly the importance for people to have projects in mind as a means of ensuring smoother life transitions (e.g. between working life and retirement). The Luc Maurice Foundation also supports the LIREG in connection with an impact study for the “Voisin-Âge” pilot project spearheaded by the Little Brothers organisation in Trois-Rivières.



Support for the Research Centre on Aging (CDRV) and for professor/researcher Mélanie Levasseur, whose “volet Audace” project is aimed at ending ageism. Le Groupe Maurice’s MARGO residence is also working closely with the CDRV and Prof. Levasseur on another project: Personalized Citizen Assistance for Social Participation.

4-YEAR
COMMITMENT

3-YEAR
COMMITMENT



Le Groupe Maurice and its Foundation have been involved for many years with IUGM, the #1 aging research centre in the French-speaking world. The Luc Maurice Foundation, meanwhile, supports Centre AvantÂge, which publishes the latest research findings of IUGM’s health professionals and researchers. The Foundation also supports the Montreal Heart Institute (ICM) through a five-year commitment where half of the funds are reserved for research projects led by Dr. Louis Bhérer, and the other half for the ICM’s mission.



4-YEAR
COMMITMENT

5-YEAR
COMMITMENT



Photo 1: Prof. Mélanie Levasseur and her team at Sherbrooke's Research Centre on Aging (CDRV)
 Photo 2: Simulated apartment - Steinberg Centre for Simulation and Interactive Learning (McGill University)
 Photo 3: Université de Montréal's Faculty of Planning (Faculté d'aménagement)
 Photo 4: EngAGE centre art hive (Concordia University)





We can never be over-equipped!

Supporting the healthcare network, including hospitals and long-term care facilities (CHSLD), has always been a top priority. In 2019, our support for hospital foundations took the form of major investments involving constructing and outfitting specialized facilities, as well as purchasing state-of-the-art equipment. In total, we supported 10 healthcare establishments, covering a significant portion of the province.




Dignity above all!

Through its contributions, the Foundation provided major support for palliative care, including to the Palliative home-care Society of greater Montreal Foundation. In collaboration with other key donors, we also financed the construction of St. Raphael Palliative Care Home and Day Centre. Two other major contributions were made to palliative homes in Vaudreuil and Mauricie.



Sometimes help just can't wait!

Volunteer centres, Alzheimer societies, Little Brothers, Baluchon Alzheimer, Moisson Laurentides, Maison des grands-parents, Conseil pour la protection des malades, Fondation Cap Diamant... We supported over 40 organizations fighting day in, day out for a better quality of life for Quebec's seniors. These organizations work tirelessly to provide essential services to people who unfortunately cannot wait.



Talk is good.
Action is even better!

Through its Matching Gift Program, the Luc Maurice Foundation doubles the amount of contributions made by Le Groupe Maurice employees. More than 40 donations were matched in 2019. To encourage the development of philanthropy in Quebec, the Foundation matches gifts regardless of the cause chosen by the employees.

Mélanie Martel, resident attendant, SEVÄ retirement home

THE FOUNDATION WAS THERE IN 2019!

LOCAL INITIATIVES



Alliance culturelle's 40th anniversary



Launch of the Voisin-Âge pilot project



UQAM panel



National Philanthropy Day

We were there!

ALLIANCE CULTURELLE
40TH ANNIVERSARY

Matias Duque, honorary president

CONCORDIA UNIVERSITY
B/OLD CONFERENCE

Matias Duque took part in the workshops and seminars

UQÀM
**PANEL ON THE POSITIVE
ASPECTS OF AGING**

Pierre Desmarteaux, former manager of recreational services
of Le Groupe Maurice, panellist

ASSOCIATION OF FUNDRAISING PROFESSIONALS (AFP QUEBEC)
NATIONAL PHILANTHROPY DAY

Matias Duque, panellist

LITTLE BROTHERS
**LAUNCH OF THE VOISIN-ÂGE
PILOT PROJECT**

Matias Duque, implementation committee member

MIRELLA & LINO SAPUTO FOUNDATION
NEW PERSPECTIVES ON HOUSING

Matias Duque, task force member

DONATION RECIPIENTS

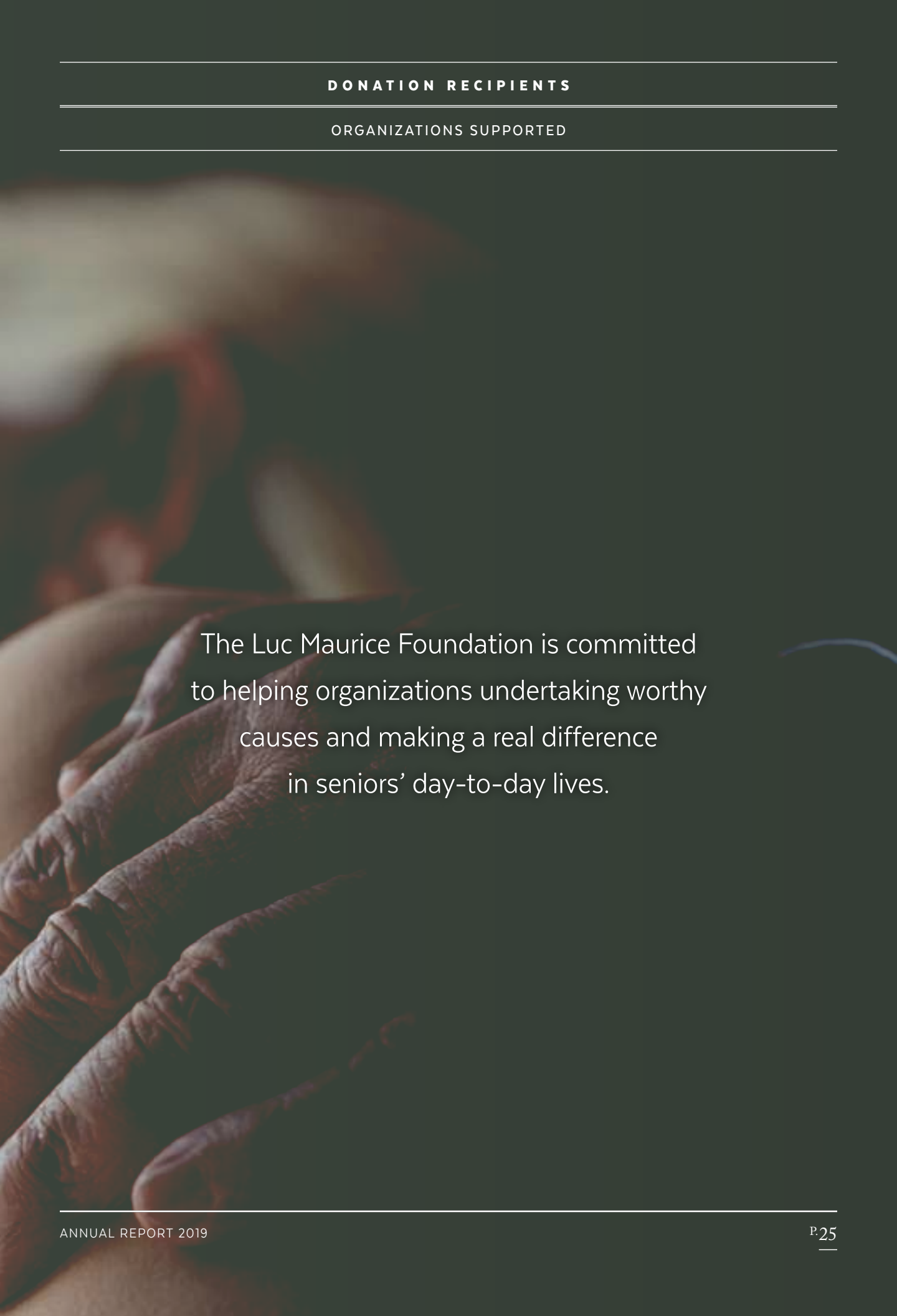
ORGANIZATIONS SUPPORTED



List of organizations that have received donations from the Foundation

DONATION RECIPIENTS

ORGANIZATIONS SUPPORTED



The Luc Maurice Foundation is committed to helping organizations undertaking worthy causes and making a real difference in seniors' day-to-day lives.

DONATION RECIPIENTS

ORGANIZATIONS SUPPORTED

ALLIANCE CULTURELLE
ALZHEIMER SOCIETY OF MONTREAL
BERTHIAUME-DU TREMBLAY FOUNDATION
BIENHEUREUSE-DINA-BÉLANGER PARISH
CANCER RESEARCH SOCIETY
CENTRE D'ACTION BÉNÉVOLE DE ST-JEAN-SUR-RICHELIEU
CENTRE DE ZOTHÉRAPIE COMMUNAUTAIRE DES LAURENTIDES
CENTRE R.I.R.E. 2000
CLUB ROTARY DE LÉVIS
CONCORDIA UNIVERSITY
CONSEIL POUR LA PROTECTION DES MALADES
DÉFI CANDEREL
DR. CLOWN FOUNDATION
ÉCOLE JARDIN-BIENVILLE
ENTRAIDE AHUNTSIC-NORD
ÉTOILE DU SUD-OUEST DE MONTRÉAL
FONDATION AGES
FONDATION BALUCHON ALZHEIMER
FONDATION CAP DIAMANT
FONDATION DE L'UNIVERSITÉ DU QUÉBEC À MONTRÉAL
FONDATION DE L'UNIVERSITÉ DU QUÉBEC À TROIS-RIVIÈRES
FONDATION DES CLSC DE DORVAL-LACHINE ET DE LASALLE
FONDATION DRAPEAU ET DESCHAMBAULT
FONDATION DU CENTRE HOSPITALIER DE GRANBY
FONDATION DU CSSS LUCILLE-TEASDALE
FONDATION ELIZABETH ET ROGER PARENT
FONDATION EN VUE
FONDATION HÔTEL-DIEU DE LÉVIS
FONDATION INSTITUT DE GÉRIATRIE DE MONTRÉAL
FONDATION JASMIN ROY SOPHIE DESMARAIS
FONDATION LA MOSAÏQUE
FONDATION LE CHAÎNON
FONDATION SANTÉ URBAINE
FONDATION SSS DE L'ÉNERGIE
INTERGÉNÉRATIONS QUÉBEC
LA RUE DES FEMMES FOUNDATION

DONATION RECIPIENTS

ORGANIZATIONS SUPPORTED

LACHINE HOSPITAL FOUNDATION
LASALLE HOSPITAL FOUNDATION
LAURENTIANS ALZHEIMER SOCIETY
LE PAPILLON BLANC, DANSE
LITERACY FOUNDATION
LITTLE BROTHERS
MAISON ALINE-CHRÉTIEN
MAISON DES GRANDS-PARENTS DE SAINTE-FOY
MAISON DES GRANDS-PARENTS DE SHERBROOKE
MAISON DES JEUNES DE LABELLE
MCGILL UNIVERSITY
MOISSON LAURENTIDES
MONTREAL HEART INSTITUTE FOUNDATION
MONTREAL SACRÉ-CŒUR HOSPITAL FOUNDATION
OBSERVATORY ON AGING & SOCIETY
PALLIATIVE HOME-CARE SOCIETY FOUNDATION
PARKINSON QUÉBEC
PAS DE LA RUE
RÉSOLIDAIRE
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SAINT-LOUIS-DE-FRANCE PARISH
SERVICE DE NUTRITION ET D'ACTION COMMUNAUTAIRE (SNAC)
SOUTH SHORE ALZHEIMER SOCIETY
ST. JOSEPH'S ORATORY
ST. RAPHAEL PALLIATIVE CARE HOME AND DAY CARE
TEASDALE-CORTI FOUNDATION
THE FOUNDATION OF THE « UNIVERSITÉ DE SHERBROOKE »
THÉÂTRE DU NOUVEAU MONDE
THÉÂTRE DU RIDEAU VERT
UN VÉLO UNE VILLE
UNIVERSITÉ DE MONTRÉAL
VAUDREUIL-SOULANGES PALLIATIVE CARE RESIDENCE FOUNDATION



Your  are
in the right place!

THANKS TO ALL OF
OUR DONORS *

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** Since the Foundation was launched in November 2017.*

Plans for 2020

|

FORGING STRONGER TIES WITH OUR PARTNERS

Keep on working with various stakeholders and elected officials as we continue to build a community of people involved in the cause of better aging.

|

CONTINUING TO PROMOTE OUR VISION AND OUR MESSAGES

Give back to elders the place they deserve, end ageism and raise awareness so better aging is an issue for society as a whole.



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For more information or to support
the Foundation:

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LUC MAURICE

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8 metric tons of wood
(50 trees saved)



14,000 l of water
(148 10-minute showers
in North America)



3,226 kg of CO₂
(12,854 km driven
by car)



86 GJ of energy
(399,266 60-W light
bulbs for one hour)



16 kg de COVNM
(15,863 km driven
by car)

