


HUMAN

HAPPINESS NEVER GROWS OLD.



2020 ANNUAL REPORT | LUC MAURICE FOUNDATION

“Mission”



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

The Foundation also seeks to contribute to the development of philanthropy in Quebec. In this regard, it encourages individuals and organizations to invest more in charitable organizations in Quebec and in their community.

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Making the elderly
proud of us

MESSAGE FROM THE PRESIDENT OF THE BOARD

LUC MAURICE

In 2020, the global health crisis has taught us, in an unfortunate and painful way, that our society is not equipped to meet the needs of the aging population. Furthermore, in the years to come, the number of seniors in Quebec will experience major growth. It goes without saying, that if no deliberate action is soon taken, we will be faced with – once the waves of the pandemic have subsided – a veritable tsunami of societal issues linked, directly or indirectly, to the elderly.

This year, I have seen our society grapple with the weaknesses of a system where gaps and oversights have been identified many times over in the past. This was to be expected, in large part, due to the persistent prejudices regarding older people and aging; one of the most accepted and commonplace forms of discrimination in our society. Fortunately, this was finally identified and called out. Truth be told, ageism is undoubtedly the main reason for the lack of resources and services dedicated to seniors.

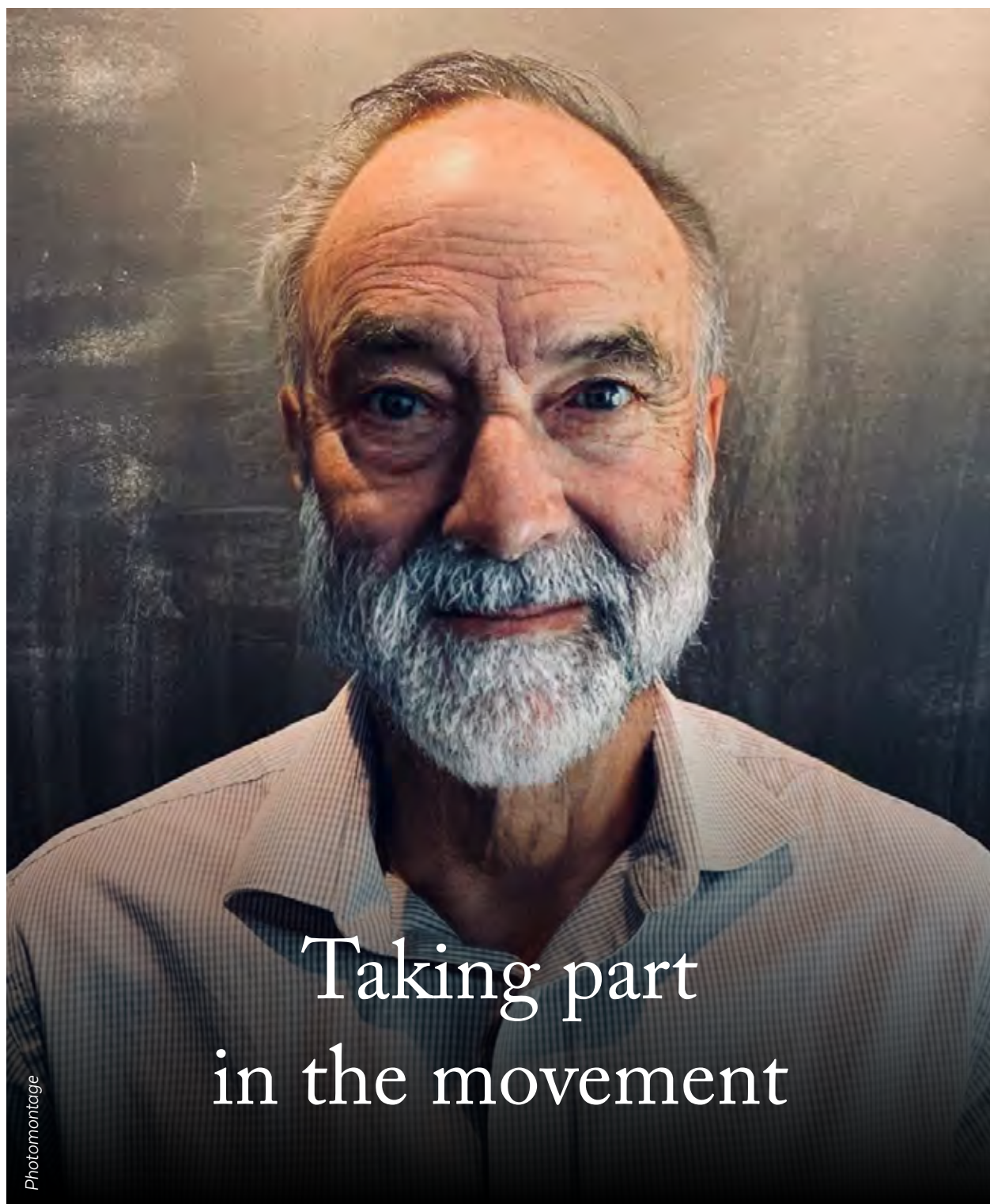
And so, we've hit a brick wall.

We have reached a point of no return, which now requires us to finally join forces to find lasting solutions and end generational inequalities. This is where the Luc Maurice Foundation takes on its full meaning, and we want to do our part to build the fundamentals of a society where aging is no longer seen as providence, but instead, as privilege.

The job of a foundation such as ours is to break down the barriers and obstacles which present so many challenges to aging well in our society. We tend to forget that by taking care of the elderly today, we are also taking care of all of us tomorrow. We are thus working to appreciate the valuable contributions of seniors and to encourage kindness towards all people, regardless of their age. Let's work together so that the seniors of today and tomorrow are proud of what Quebec can offer them. Let's show them that as a society we recognize them for their true worth, so that they are as proud of us, as we are of them.



Luc Maurice



Taking part
in the movement

Photomontage

MESSAGE FROM THE EXECUTIVE DIRECTOR

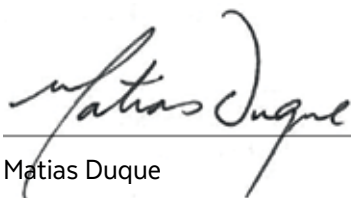
MATIAS DUQUE

Marked by a relentless pandemic, we know all too well that 2020 will leave an indelible mark in our history. We have witnessed our daily lives turned upside down, both personally and professionally. On top of that, as there have been major societal and economic challenges, the philanthropic world has had to deal with a reduction in donations and volunteer hours. So while in 2020 the needs had never been greater, the means had become that much scarcer.

But beyond all the negative consequences of the health crisis, COVID-19 will undoubtedly have cemented the *raison d'être* of what we at the Foundation do on a daily basis. If there were ever any questions about our role in this cause, I'm convinced that what we've been through in the past year will have answered them; the pandemic spotlight has illuminated the glaring omissions regarding the true reality of seniors living in Quebec.

Already, a significant mobilization is underway among numerous groups committed to aging and wellness of the elderly. What thrills me most is to see that the focus is now on collaboration. With challenges so daunting that no organization can tackle them alone, a genuine concerted effort is necessary between the various bodies. I believe that everyone is now aware that this is the only viable way to find lasting solutions.

It pleases me greatly to say that the Luc Maurice Foundation is actively taking part in this new collective movement – and with much enthusiasm. We seek to inject our energy, knowledge and positivity into this mobilization and are determined, as never before, to break down the barriers that hinder the development of the oldest members of our society. But we can't do it alone. Join us in this progressive campaign so that, together, we can change the course of history. In the end, I know it will be all that we desired.



Matias Duque

➤ *Matias Duque, Executive Director of the Luc Maurice Foundation, took part in the “aging game” for Le Groupe Maurice’s “Senior of Tomorrow” campaign.*

BOARD OF DIRECTORS

BOARD MEMBER PROFILES



BOARD OF DIRECTORS

NEW BOARD MEMBERS

ANNE GRENIER

Board member

Vice President of Human Resources at Le Groupe Maurice, Anne Grenier places great importance on the values of sharing, equality and justice. In her eyes, these values are not only essential to her HR function, but also to the role she intends to play at the Foundation. Action-oriented, but also prone to reflection, Anne will be a valuable part of ongoing efforts to develop the Foundation's philanthropic strategy.



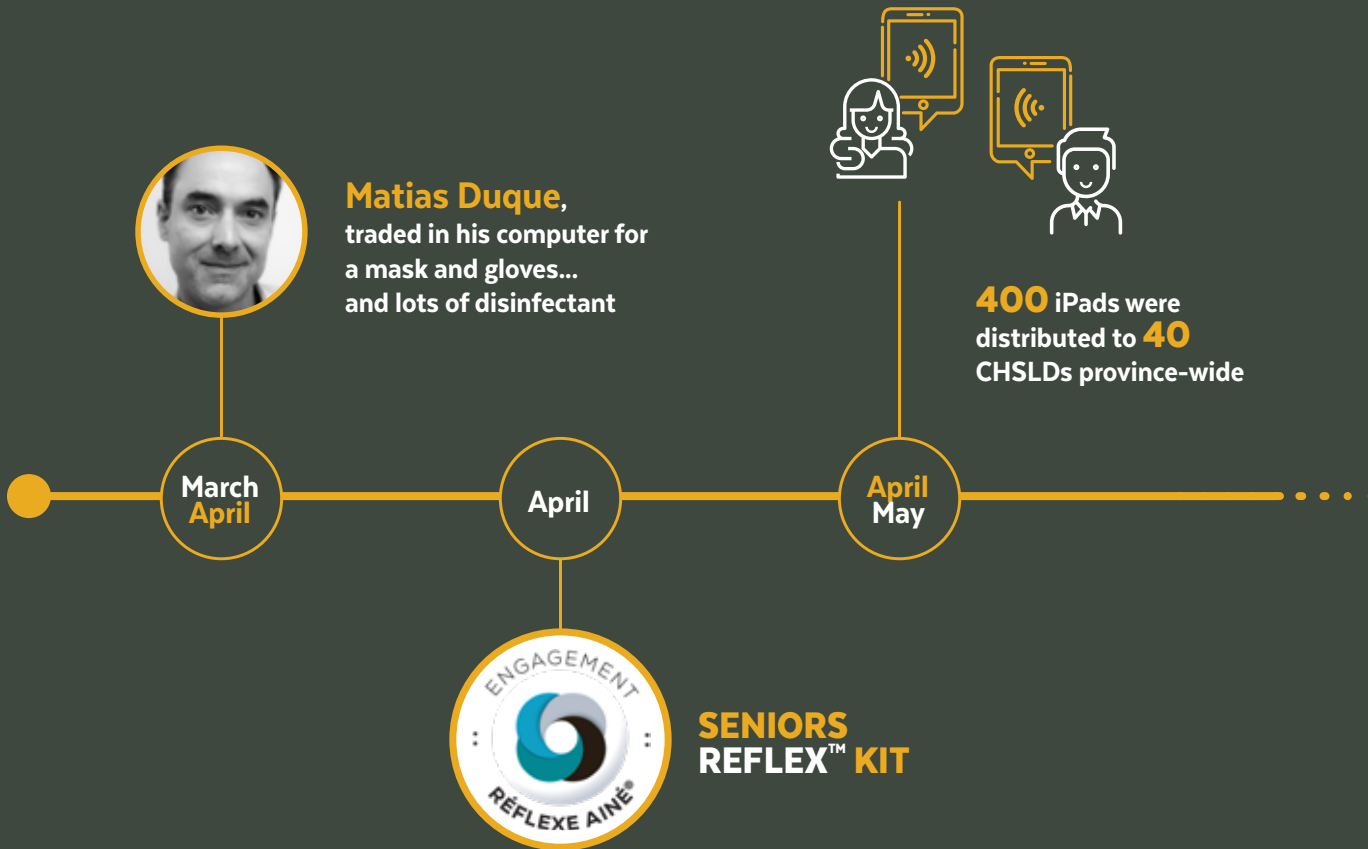
HUGUES JACQUIN

Treasurer



Good with numbers and big-hearted, Le Groupe Maurice's Chief Financial Officer has helped to support various charitable causes over the past 15 years. As the father of a disabled daughter, he is particularly sensitive to the inequalities and obstacles in our society. Sensitivity is one of the personal qualities that Hugues intends to bring to his work with the Foundation, where he will focus on enhancing seniors' lives.

A YEAR MARKED BY THE PANDEMIC



March/April

While volunteering in a seniors' residence for two months, **Matias Duque**, Executive Director of the Luc Maurice Foundation, **traded in his computer for a mask, gloves... and lots of disinfectant**. His goal was to receive, disinfect and safely distribute external packages sent to residents.

April

In association with Humano, we helped to design the **SENIORS REFLEX™ KIT**, including a directory and tools designed to help seniors make it through last spring's lockdown.

April/May

400 iPads were distributed to 40 CHSLDs province-wide in order to resolve residents' isolation and to enable them to contact their loved ones. This initiative was carried out in collaboration with the Claire and Jean-Pierre Léger, Godin Family and Sandra and Alain Bouchard Foundations, in addition to the Government of Quebec.

OUR AREAS OF ACTIVITY

LUC MAURICE FOUNDATION'S CONTRIBUTIONS

<post>
COVID

Post-COVID Challenge,
an initiative by Bonjour
Startup Montréal, Desjardins
and Google

May

June
to Dec.

July



Matias Duque hosted
a **virtual seminar** on
fundraising during a
pandemic



Over
\$100,000
was redistributed

May

In connection with the **Post-COVID Challenge contest**, an initiative of **Bonjour Startup Montréal, Desjardins and Google**, Matias Duque, Executive Director of the Luc Maurice Foundation, drew on his expertise to help five startups. The advice he provided enabled them to refine their business projects and, as much as possible, tailor them to seniors' realities.

June to December

Over \$100,000 was redistributed to help various organizations that we support by meeting their specific occasional needs. The financial resources earmarked for projects that were postponed due to the pandemic were used to support other highly important initiatives under the circumstances.

July

The Executive Director of the Luc Maurice Foundation hosted a **virtual seminar on fundraising during a pandemic**. Entitled "How to approach the major foundations in times of COVID", the event was organized for the Association of Fundraising Professionals (AFP) and was attended by some 100 fundraising professionals.

A YEAR MARKED BY THE PANDEMIC



HABITATS, a three-year artistic, scientific and civic forum, will provide opportunities to reflect on aging-related issues



4,500 meal boxes were distributed to some **20 organizations** province-wide

Nov.
Dec.

1

2

3



The Luc Maurice Foundation also continues to participate in initiatives launched by the **Mirella and Lino Saputo Foundation**

November/December

1) The Luc Maurice Foundation is taking part in **HABITATS**, a three-year artistic, scientific and civic forum that will provide opportunities to reflect on aging-related issues. This safe and welcoming space will provide a window onto the realities of aging, thus changing how we see this issue and how it relates to us.

2) The Luc Maurice Foundation also continues to participate in initiatives launched by the **Mirella and Lino Saputo Foundation** aimed at assessing aging issues in Quebec in 2020 and addressing the challenges that lie ahead. These initiatives are designed to foster dialogue and to bring various social stakeholders together in order to devise a coherent aging plan for Quebec.

3) Ever since it was founded, the **Luc Maurice Foundation** has organized various Christmas volunteer activities in collaboration with Le Groupe Maurice aimed at assisting the disadvantaged. This year, the Foundation and employees of Le Groupe Maurice and its residences joined forces to prepare over **4,500 meal boxes that were distributed to some 20 organizations** province-wide.

WE ARE ALL THE SENIORS OF TOMORROW

Dec. 31
...



web

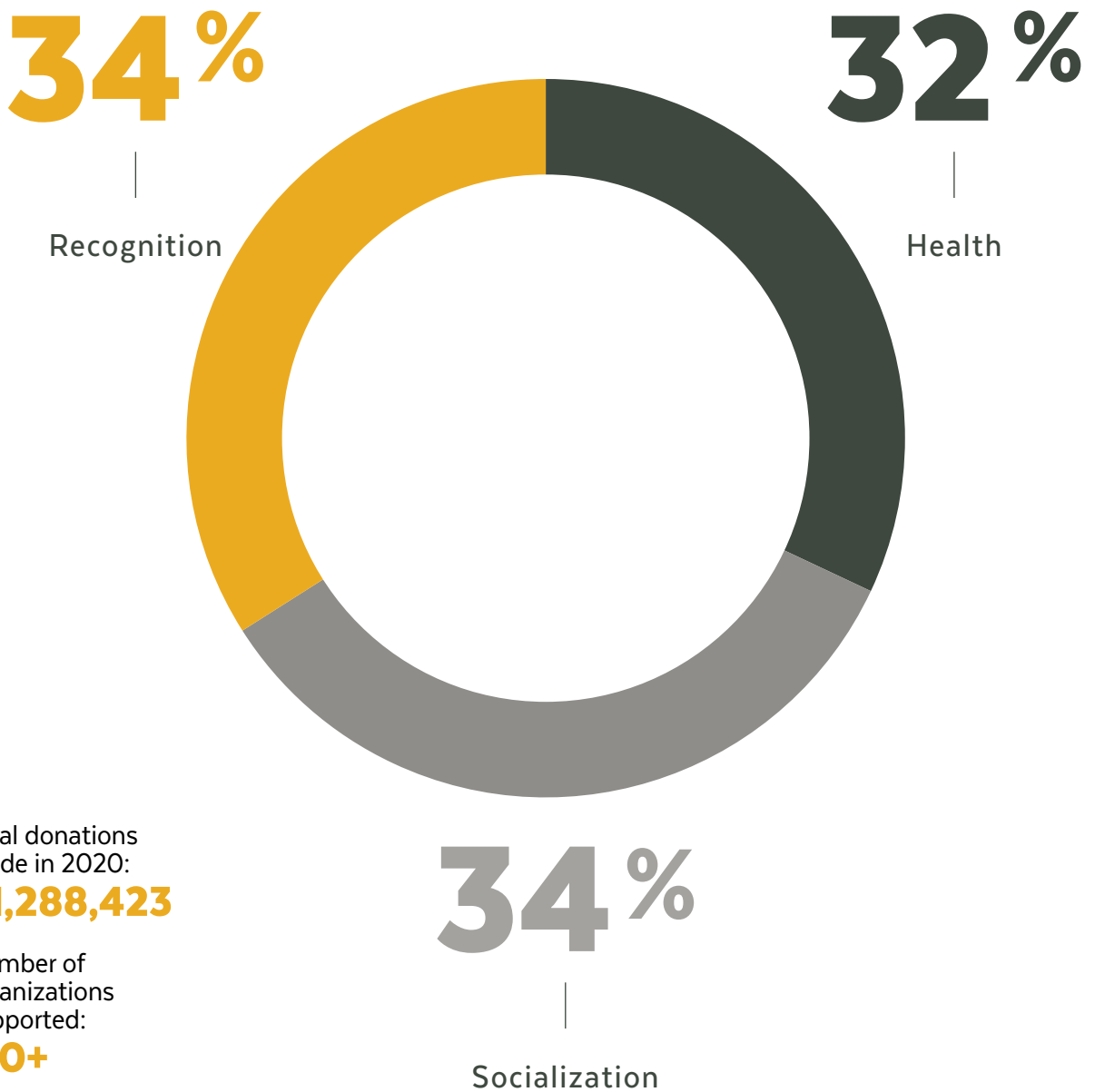


TV

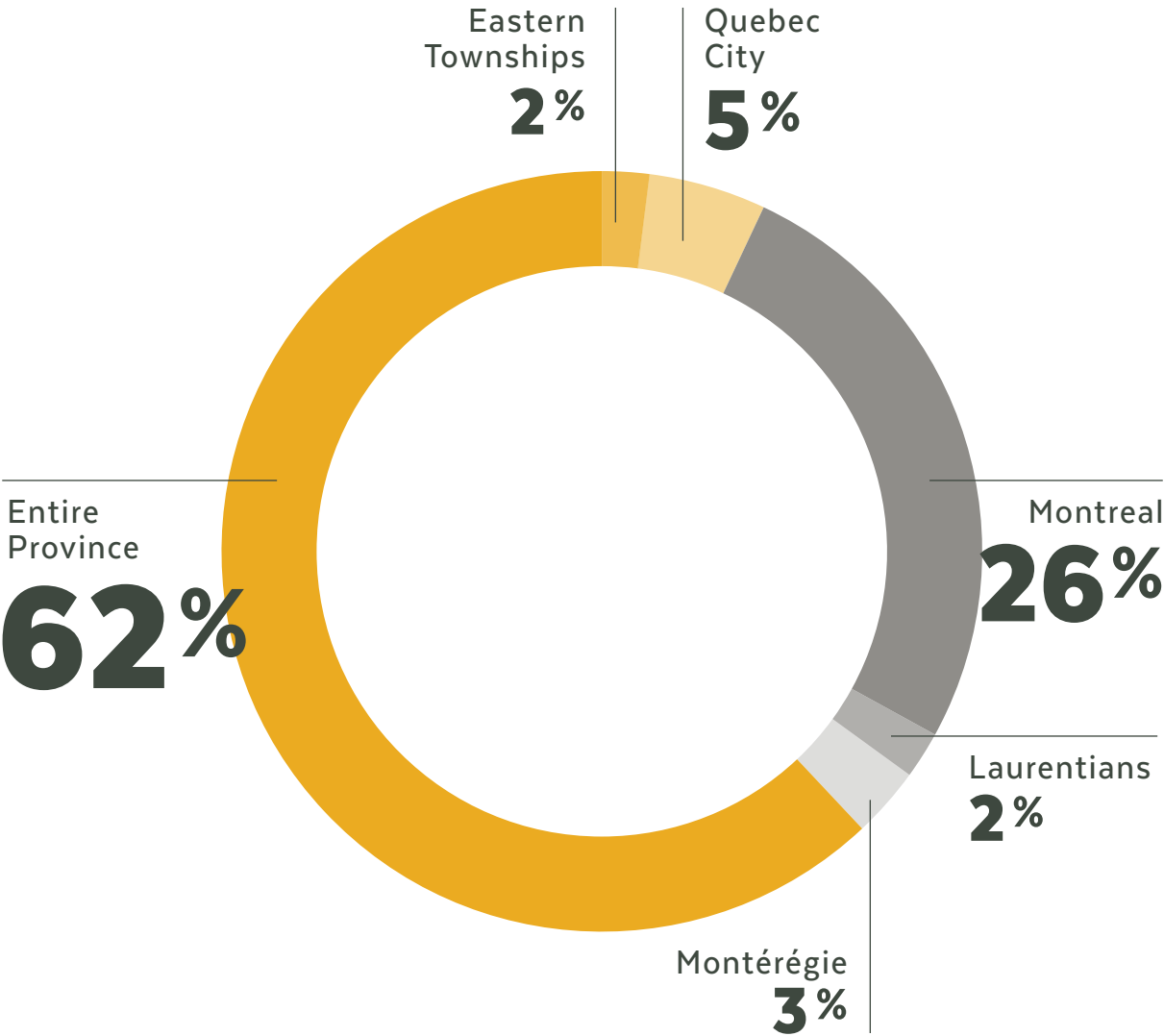
November/December

Ever since it was founded, **Le Groupe Maurice** has championed ways for **Quebecers** to age better. December 31, 2020, marked the launch of a high-impact advertising campaign reminding us that “we are all the seniors of tomorrow”. Four leading public figures took part in Le Groupe Maurice’s message, which aims to denounce the ageism that plagues Western society. In addition to lending their faces to this worthy cause, the participants made donations to an aging-related organization. For its part, the Luc Maurice Foundation doubled each of the donations made in order to increase the overall impact.

APPROXIMATE DISTRIBUTION OF
DONATIONS BASED ON THE THREE
AREAS OF FOCUS:



GEOGRAPHIC DISTRIBUTION
OF DONATIONS:



DONATION RECIPIENTS

ORGANIZATIONS SUPPORTED

24 ORGANIZATIONS SUPPORTED BY LE GROUPE MAURICE EMPLOYEES UNDER THE MATCHING DONATION PROGRAM AND FOR WHICH THE FOUNDATION DOUBLED THE DONATION MADE

40 CENTRES D'HÉBERGEMENT ET DE SOINS DE LONGUE DURÉE (CHSLD/ LONG-TERM CARE CENTRES) ACROSS QUEBEC (400 IPADS PROJECT)

4,500 CHRISTMAS MEALS DISTRIBUTED TO OVER 20 LOCAL ORGANIZATIONS BY LE GROUPE MAURICE RESIDENCES

Amen St-Michel

Défi Canderel

Fondation AGES

Fondation Baluchon Alzheimer

Berthiaume-Du Tremblay Foundation

Fondation Cap Diamant

Lachine Hospital Foundation

Montréal Sacré-Cœur Hospital Foundation

Montreal Heart Institute Foundation

Fondation de l'Université de Sherbrooke

Fondation de l'Université du Québec à Montréal

Fondation de l'Université du Québec à Trois-Rivières

Fondation de la Maison de soins palliatifs de Vaudreuil-Soulanges

Palliative Home-Care Society Foundation

Fondation Élisabeth et Roger Parent

DONATION RECIPIENTS

ORGANIZATIONS SUPPORTED

Fondation Hôtel-Dieu de Lévis

Fondation Institut de gériatrie de Montréal

La rue des Femmes Foundation

Literacy Foundation

Quebec Cancer Foundation

Fondation Santé Urbaine

Teasdale-Corti Foundation

Intergénérations Québec

Little Brothers

Maison Aline-Chrétien

Maison des Grands-Parents de Sherbrooke

St. Raphael's Palliative Care Home and Day Centre

Moisson Laurentides

Observatoire Vieillissement et Société

Parkinson Québec

Service de nutrition et d'action communautaire (SNAC)

La Société Alzheimer de Québec

Huntington Society of Quebec

Un et un font mille

Concordia University

Université de Montréal

McGill University

WHERE ARE WE HEADED?

2021

The reasons fuelling discrimination against the elderly are numerous and becoming increasingly more obvious: the lack of knowledge and interest in this segment of the population as well as inadequate quality interactions, to name but two. As long as this intergenerational distance and stereotypes surrounding aging persist, lasting solutions to counter ageism will remain elusive.

It is therefore paramount that we collectively realize that we are all the elderly of tomorrow. By not treating the elderly with care and respect today, we are in effect neglecting ourselves for tomorrow. As a result, over the next few years, the Luc Maurice Foundation

intends to allocate a growing share of its resources to projects aimed at fighting against discrimination, neglect and ignorance toward the elderly. It will do so by supporting organizations that encourage ties between generations and by breaking down stubborn myths about aging. Our foundation hopes to bring people together and ultimately create conditions where everyone, young and old alike, will understand each other's differences and grow closer as a result.

To accomplish this, we believe that ageism must be addressed, explained and denounced early on in schools, families and communities. The involvement of numerous groups, organizations and influencers will be crucial if we are to change the mindsets and paradigms that have governed our society for so many years. So let's be open to change to lay the foundations for a future where collaboration and caring will dictate the way!

LET'S CHERISH
TODAY WHAT
WE WILL ALL ONE
DAY BECOME...



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