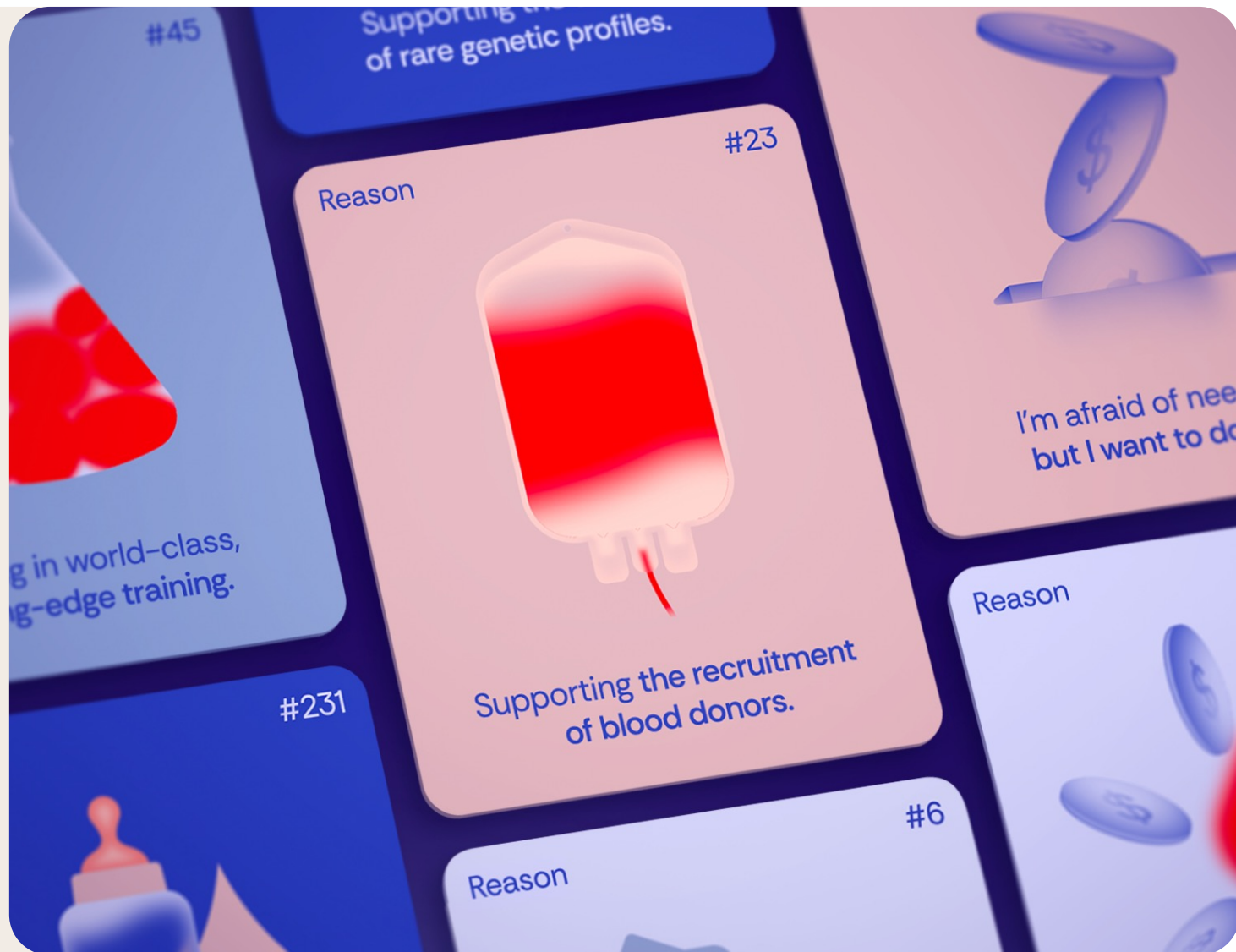


PARTNERSHIP PLAN 2026-2027

1,001 reasons to engage your organization



1,001 reasons to engage your organization.

The Héma-Québec Foundation sits at the heart of a vast chain of hope and generosity. Thanks to the support of our committed partners, we fund the development and rollout of strategic, innovative projects benefiting the broader network of Héma-Québec.

This partnership plan invites you to join those who make this human chain possible. You will discover, among other things, the story of Charlie, a young recipient whose life was profoundly changed — tangible proof of the impact of our shared action.

Our philanthropic events also play a key role: they mobilize our community, build lasting connections and highlight the importance of your generosity. Every event becomes a living showcase of our mission and an opportunity to inspire new commitments.

By becoming a partner of the Héma-Québec Foundation, you become an essential agent of change. Together, let's grow this vital chain.

Lise Plante, MBA
Executive Director of the Foundation



1,001 reasons. A vital mission.

The Héma-Québec Foundation has accompanied us for more than 25 years in the great adventure of the gift of life.

I salute the sustained commitment and creative ideas of its team, as well as its immense generosity, which brings out the generosity of everyone. The most beautiful part of this picture is that all these qualities serve our shared, vital mission.



**Every partnership
saves lives.
Thank you.**

Nathalie Fagnan
M.S.M., FCPA, IAS.A
President and CEO,
Héma-Québec

At the heart of the 1,001 reasons: research.

Thanks to its financial partners, the Héma-Québec Foundation drives innovation and accelerates essential breakthroughs. By funding the feasibility study that led to the creation of the public human milk bank and by supporting plasma-donation awareness initiatives, the Foundation enables Héma-Québec to go further, faster, for the great benefit of Quebecers.



Your support is a powerful lever to transform the future of donation and save even more lives. Thank you for being a key player in this vital mission!

D^r Marc Germain
MD, Ph.D., FRCPC,
Vice-President, Medical Affairs
and Innovation, Héma-Québec

**Honorary member of
La Soirée de l'Exceptionnel**

At the heart of the 1,001 reasons: commitment.

I am proud to have been involved for more than 30 years alongside the Héma-Québec Foundation, supporting this essential mission that helps change and save lives.

As a board member of the Foundation and provincial president of the Association of Blood Donation Volunteers, I sincerely believe that every monetary donation helps raise awareness and recruit more donors of biological products, for the greater benefit of patients throughout Quebec.



Every financial contribution makes a difference.

Miville Mercier, BScA

Foundation board member and provincial president of the *Association des bénévoles du don de sang*

Honorary member of the Golf Tournament

At the heart of the 1,001 reasons: innovative projects.

The Foundation's role is essential in pursuing our scientific projects. These projects are inspiring, and they are made possible thanks to the Foundation and its generous partners—people like you!



**You make the rollout of
large-scale, innovative
projects possible.
Thank you!**

Dr Nancy Robitaille
M.D., FRCPC,
Vice-President,
Transfusion Medicine,
Héma-Québec

**Among the
1,001 reasons,
there is yours.**



The Héma-Québec Foundation is a vast human chain of hope, solidarity and generosity. That chain is you. It is me. It is all of us, united by our heart's intelligence and our desire to make a difference.

By becoming a partner of our Foundation, you help bring back the smiles and hope of thousands of recipients across Quebec—and their families.

Marie-Chantal Perron
Ambassador
Héma-Québec Foundation

One of the 1,001 reasons is named Charlie.

In late December 2014, Charlie's mother, worried about her daughter's health, took her to the hospital. Her immune system was so severely compromised that doctors held out little hope.

After just one week and several blood transfusions, Charlie had regained enough strength to undergo a lumbar puncture, which allowed her to go home.

One month later, at a follow-up appointment, she was diagnosed with leukemia. Fortunately, the blood transfusions had given her the strength she needed to start treatment.



Cured today, Charlie is fortunate to live a normal, happy and healthy life.

Becoming a partner of the Foundation means making a real difference in the lives of every little Charlie.

Charlie, 15 years old
Student and leukemia survivor

Visibility Opportunities 2026-2027

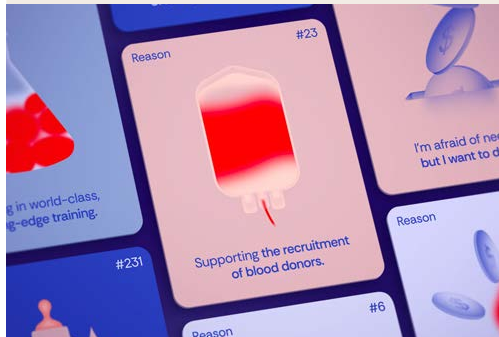


Saint-Raphaël Golf Club

Visibility Opportunities 2026-2027

Campaign *1 001 raisons de donner*

Created and conceived by Sid Lee
Powered by Tam-Tam\TBWA



**Digital campaign
2026-2027**

Golf Tournament

In support of education and
donor recruitment activities
for biological products



September 1st, 2026
Saint-Raphaël Golf Club

La Soirée de l'Exceptionnel

In support of
plasma donation



November 18, 2026
Restaurant Le 9^e

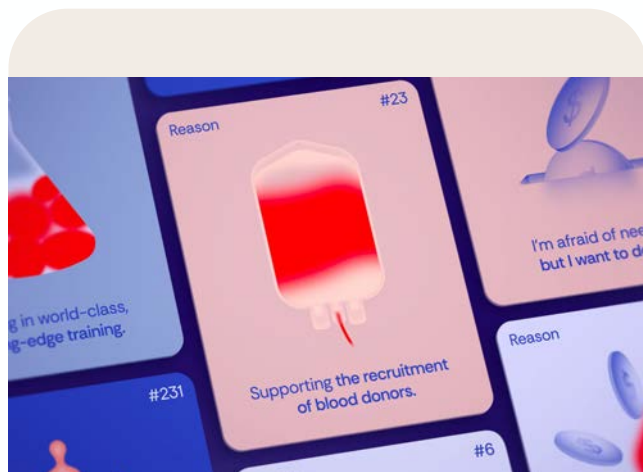
Cocktail Fundraiser

In support of an
innovative project



March 18, 2027
RBC Private Lounge

Benefit from the reach of our campaign.



Campaign

1 001 raisons de donner

Created and conceived by Sid Lee
Powered by Tam-Tam\TBWA



**Digital campaign
2026-2027**

The Héma-Québec Foundation: a committed brand, a vital impact.

Montréal-based creative agency Sid Lee, with offices around the world, has conceived and created a major brand campaign driven by a clear mission: to mobilize, raise awareness and inspire Quebecers around the Héma-Québec Foundation.

Through this initiative, the Foundation affirms its essential role in supporting the mission of Héma-Québec.

The Foundation offers its **Official Presenter as well as its Platinum and Gold partners** the opportunity to display their logo on its digital campaign **1 001 raisons de donner**.

This campaign will enjoy broad media reach, engaging a vast audience across digital platforms thanks to the media expertise of agency Tam-Tam\TBWA.

Join us in this great mobilization.
Because together, we have the power to act.

Aim true for the cause!



Golf Tournament

In support of education activities and donor for biological products recruitment



September 1st, 2026

Saint-Raphaël Golf Club

The Héma-Québec Foundation invites you to the very first edition of its Golf Tournament.

On September 1st, join us for a sporty and festive afternoon, in support of education and donor recruitment activities for biological products.



Mivile Mercier
Honorary member

Why become a partner?

- **An essential mission**
Support Héma-Québec in its mission to provide quality biological products of human origin.
- **Premium visibility**
Align your organization with an inspiring and ambitious mission that reaches thousands of recipients every year across Québec.
- **Real impact**
Take part by supporting the recruitment of biological product donors of tomorrow.

Don't miss this chance to mix purpose with pleasure!

Take part in a golden mission.



La Soirée de l'Exceptionnel

In support of
plasma donation



November 18, 2026

Restaurant Le 9^e

Shine for plasma.

The Héma-Québec Foundation invites you to play a key role in the **2nd edition** of *La Soirée de l'Exceptionnel*, a unique event celebrating commitment and generosity. It's an opportunity to enjoy an unforgettable evening in the legendary venue Le 9^e, in Montréal, with more than 200 guests!



Dr Marc Germain
Honorary member

Why become a partner?

- **An immersive experience**
Enjoy an evening rich in emotion and inspiring encounters.
- **Premium visibility**
Align your organization with an essential cause and benefit from strategic presence.
- **Real impact**
Actively help support the golden mission of Héma-Québec and transform lives.

United for plasma. A golden mission.

Support research.



Cocktail Fundraiser

In support of an innovative project



March 18, 2027
RBC Private Lounge

The Héma-Québec Foundation invites you to the 3rd edition of its Cocktail Fundraiser.

This rallying event supports research carried out by the team of seasoned scientists and researchers at Héma-Québec.

Why become a partner?

- **A cause that carries hope**
Support innovation and medical research.
- **Premium visibility**
Align your organization with the breakthroughs of Héma-Québec.
- **Real impact**
Help bring to life forward-looking projects for Québec.

Join us for this exclusive evening bringing together business leaders in a one-of-a-kind venue!

Partnership Plan 2026-2027



Official Presenter
\$75,000

Official Presenter (\$75,000)

Exclusive privileges

- Tour of one of the Héma-Québec laboratories, in Montréal or Québec City, and lunch with a member of Héma-Québec and the Foundation for 4 people from your organization
- Invitation to the Foundation's private cocktail with Héma-Québec executive committee members and HQF directors for 6 people from your organization
- Feature of your commitment to the Foundation in our newsletter
- Virtual info session by HQF for your employees about your philanthropic impact with HQF

Digital campaign *1 001 raisons de donner*

- Your logo will appear in our digital campaign on the theme of **1 001 raisons de donner**
- Broadcast of a filmed interview between a representative of your organization and HQF on our digital platforms about your involvement
- Our partnership promoted on our social media after the agreement is signed
- Our partnership promoted in the Foundation's newsletter after the agreement is signed
- Your logo will appear in our **1 001 raisons de donner** ad broadcast in the 12 permanent Héma-Québec centers twice during the fiscal year
- Mention of our partnership in the HQF 2026-2027 annual report

Signature events of the Héma-Québec Foundation

Golf Tournament:

- 2 foursomes

La Soirée de l'Exceptionnel:

- 1 VIP table for 10 people

Cocktail Fundraiser:

- 10 tickets

At each of our Signature Events:

- Honorary Chair (VIP table and participation on the event's organizing committee)
- Welcome address (2 min) from a representative of your organization at the start of each event
- Mention of your company at the start of each event
- Your logo in the HQF newsletter announcing each event
- Your logo on all communication materials for each event
- Your partnership promoted on the social media of HQF
- Your logo in the events and partners section of the HQF website
- Your logo projected at each event
- Mention in the HQF 2026-2027 annual report
- Your logo in the thank-you letter sent to participants of each event



Thank you for their trust and their commitment to our mission!

Platinum Partner
\$30,000

Platinum Partner (\$30,000)

Exclusive privileges

- Tour of one of the Héma-Québec laboratories, in Montreal or Quebec City, and lunch with a member of Héma-Québec and the Foundation for 3 people from your organization
- Invitation to the Foundation's private cocktail with Héma-Québec executive committee members and HQF directors for 2 people from your organization
- Virtual info session by HQF for your employees about your philanthropic impact with HQF

Digital campaign *1 001 raisons de donner*

- Your logo will appear in our digital campaign on the theme of *1 001 raisons de donner*
- Broadcast of a filmed interview between a representative of your organization and HQF on our digital platforms about your involvement
- Our partnership promoted on our social media after the agreement is signed
- Our partnership promoted in the Foundation's newsletter after the agreement is signed
- Your logo will appear in our *1 001 raisons de donner* ad broadcast in the 12 permanent Héma-Québec centers twice during the fiscal year
- Mention of our partnership in the HQF 2026-2027 annual report

Signature events of the Héma-Québec Foundation

Golf Tournament:

- 2 foursomes

La Soirée de l'Exceptionnel:

- 1 table for 8 people

Cocktail Fundraiser:

- 6 tickets

At each of our Signature Events:

- Mention of your company at the start of each event
- Your logo in the FHQ newsletter announcing each event
- Your logo on all communications materials for each event
- Your partnership promoted on the social media of HQF
- Your logo in the events and partners section of the HQF website
- Your logo projected at each event
- Mention in the HQF 2026-2027 annual report
- Your logo in the thank-you letter sent to participants of each event



Commit for 3 years!

- Invitation to the Foundation's private cocktail with Héma-Québec executive committee members and HQF directors for 3 people from your organization
- Welcome address (1 min) from a representative of your organization at the start of each event

Golf Tournament:

- 2 foursomes + 4 tickets for the post-tournament cocktail

La Soirée de l'Exceptionnel:

- 1 VIP table for 8 people

Cocktail Fundraiser:

- 8 tickets

Gold Partner
\$25,000

Gold Partner (\$25,000)

Exclusive privileges

- Tour of one of the Héma-Québec laboratories, in Montreal or Quebec City, and lunch with a member of Héma-Québec and the Foundation for 2 people from your organization

Digital campaign *1 001 raisons de donner*

- Our partnership promoted on our social media after the agreement is signed
- Our partnership promoted in the Foundation's newsletter after the agreement is signed
- Your logo will appear in our *1 001 raisons de donner* ad broadcast in the 12 permanent Héma-Québec centers twice during the fiscal year
- Mention of our partnership in the HQF 2026-2027 annual report

Signature events of the Héma-Québec Foundation

Golf Tournament:

- 2 foursomes

La Soirée de l'Exceptionnel:

- 4 tickets

Cocktail Fundraiser:

- 4 tickets

At each of our Signature Events:

- Mention of your company at the start of each event
- Your logo in the HQF newsletter announcing each event
- Your logo on all communications materials for each event
- Your partnership promoted on the social media of HQF
- Your logo in the events and partners section of the HQF website
- Your logo projected at each event
- Mention in the HQF 2026-2027 annual report
- Your logo in the thank-you letter sent to participants of each event



Commit for 3 years!

- Invitation to the Foundation's private cocktail with Héma-Québec executive committee members and HQF directors for 2 people from your organization

Golf Tournament:

- 2 foursomes + 2 tickets for the post-tournament cocktail

La Soirée de l'Exceptionnel:

- 6 tickets

Cocktail Fundraiser:

- 6 tickets



Silver Partner
\$15,000

Silver Partner (\$15,000)

Signature Events of the Héma-Québec Foundation

Golf Tournament:

- 1 foursome

La Soirée de l'Exceptionnel:

- 2 tickets

Cocktail Fundraiser:

- 3 tickets

At each of our Signature Events:

- Your logo in the HQF newsletter announcing each event
- Your logo on all communication materials for each event
- Your partnership promoted on the social media of HQF
- Your logo in the events and partners section of the HQF website
- Your logo projected at each event
- Mention in the HQF 2026-2027 annual report
- Your logo in the thank-you letter sent to participants of each event



Commit for 3 years!

Golf Tournament:

- 1 foursome +
2 tickets for the
post-tournament
cocktail

La Soirée de l'Exceptionnel:

- 3 tickets

Cocktail Fundraiser:

- 3 tickets

Bronze Partner
\$10,000

Bronze Partner (\$10,000)

Signature Events of the Héma-Québec Foundation

Golf Tournament:

- 1 foursome

La Soirée de l'Exceptionnel:

- 2 tickets

Cocktail Fundraiser:

- 2 tickets

At each of our Signature Events:

- Your logo in the HQF newsletter announcing each event
- Your logo on all communication materials for each event
- Your partnership promoted on the social media of HQF
- Your logo in the events and partners section of the HQF website
- Your logo projected at each event
- Mention in the HQF 2026-2027 annual report
- Your logo in the thank-you letter sent to participants of each event



Commit for 3 years!

Golf Tournament:

- 1 foursome +
2 tickets for the
post-tournament
cocktail

La Soirée de l'Exceptionnel:

- 3 tickets

Cocktail Fundraiser:

- 3 tickets



Travel Partner

The travel partner commits to offering a pair of round-trip airline tickets to Europe or North America at each of the Foundation's three Signature events:

- 1. Golf Tournament** – September 1st, 2026
- 2. La Soirée de l'Exceptionnel** – November 18, 2026
- 3. Cocktail Fundraiser** – March 18, 2027

Travel Partner

Signature Events of the Héma-Québec Foundation

Golf Tournament:

- 1 ticket for the post-tournament cocktail

La Soirée de l'Exceptionnel:

- 1 ticket

Cocktail Fundraiser:

- 1 ticket

At each of our Signature Events:

- Your logo on all communication materials for each event
- Your partnership promoted on the social media of HQF
- Your logo in the events and partners section of the HQF website
- Your logo projected at each event
- Mention in the HQF 2026-2027 annual report
- Your logo in the thank-you letter sent to participants of each event

		Official Presenter \$75,000	Platinum \$30,000	Gold \$25,000	Silver \$15,000	Bronze \$10,000	Travel
Exclusive privileges	Tour of one of the Héma-Québec laboratories, in Montreal or Quebec City, and lunch with a member of Héma-Québec and the Foundation	4 people	3 people	2 people			
	Invitation to the Foundation's private cocktail with Héma-Québec executive committee members and HQF directors	6 people	2 people 3-year commitment: 4 people	3-year commitment: 2 people			
	Feature of your commitment to the Foundation in our newsletter	✓					
	Virtual info session by HQF for your employees about your philanthropic impact with HQF	✓	✓				
Awareness campaign	Your logo will appear in our digital campaign on the theme of 1 001 raisons de donner	✓	✓				
	Broadcast of a filmed interview between a representative of your organization and HQF on our digital platforms about your involvement	✓	✓				
	Our partnership promoted on our social media	✓	✓	✓			
	Our partnership promoted in the Foundation's newsletter	✓	✓	✓			
	Your logo will appear in our 1 001 raisons de donner ad broadcast in the 12 permanent Héma-Québec centers twice during the fiscal year	✓	✓	✓			
	Mention of our partnership in the HQF 2026-2027 annual report	✓	✓	✓			
Signature events	Golf Tournament	2 foursomes	2 foursomes 3-year commitment: + 4 tickets for the cocktail	2 foursomes 3-year commitment: + 2 tickets for the cocktail	1 foursome 3-year commitment: + 2 tickets for the cocktail	1 foursome 3-year commitment: + 2 tickets for the cocktail	1 ticket for the cocktail
	La Soirée de l'Exceptionnel	1 VIP table for 10 people	1 table for 8 people 3-year commitment: 1 VIP table for 8 people	4 tickets 3-year commitment: 6 tickets	2 tickets 3-year commitment: 3 tickets	2 tickets 3-year commitment: 3 tickets	1 ticket
	Cocktail Fundraiser	10 tickets	6 tickets 3-year commitment: 8 tickets	4 tickets 3-year commitment: 6 tickets	3 tickets	2 tickets 3-year commitment: 3 tickets	1 ticket
	Honorary Chair (VIP table and participation on the event's organizing committee)	✓					
	Welcome address from a representative of your organization at the start of each event	3 min	3-year commitment: 1 min				
	Mention of your company at the start of each event	✓	✓	✓			
	Your logo in the HQF newsletter announcing each event	✓	✓	✓	✓	✓	
	Your logo on all communication materials for each event	✓	✓	✓	✓	✓	✓
	Your partnership promoted on the social media of HQF	✓	✓	✓	✓	✓	✓
	Your logo in the events and partners section of the HQF website	✓	✓	✓	✓	✓	✓
	Your logo projected at each event	✓	✓	✓	✓	✓	✓
	Mention in the HQF 2026-2027 annual report	✓	✓	✓	✓	✓	✓
Your logo in the thank-you letter sent to participants of each event	✓	✓	✓	✓	✓	✓	

The Héma-Québec Foundation



Our reach is vast. Your impact, immense.

Join us as a partner of the Foundation.

How will the funds be used?

The funds raised will help strengthen the human chain that Héma-Québec relies on, by funding education and recruitment activities for biological-product donors, as well as special projects and the purchase of leading-edge equipment.



A few projects currently being funded

- Plasma donor education and recruitment program
- Recruitment activities for biological-product donors
- Fetal RhD project
- Training in serum studies
- HLA study for First Nations



A few projects funded over the past 25 years

- Public human milk bank
- Chair in transfusion medicine
- Mobile collection units
- Specular microscopes
- Trousse Rouge Sang

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B. Eng., MBA, PMP, ASC

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Practice Leader, Executive Search,
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Cain Lamarre Casgrain Wells LLP,
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Marjorie Pena

Executive Assistant
and Operations Coordinator

Marine Chevanne

Advisor, Communications, Philanthropic
Development and Partnerships

Émilie Dumas

Advisor, Annual Campaign,
Mid-Level and Major Gifts

Ambassador

Marie-Chantal Perron

Foundation Ambassador

Your contribution as a partner is essential.
Together, let's innovate for the health of future generations.

There are **1,001 reasons**
to donate.

Thank you.



Foundati^on
HémaQuébec