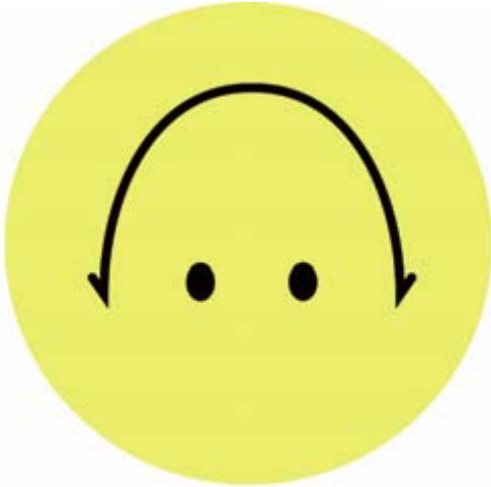


Annual Report

2008

Martin-Matte Foundation



A word from the President

I created the Martin-Matte Foundation in 2007 to help my brother, who suffered a head injury in a car accident in 1986. The Foundation, which supports all Quebecers who have suffered a cerebral trauma and have no place to live, satisfies my greatest ambition: to give them a home.

The Foundation works to raise funds that provide financial support for housing projects throughout the province of Québec. To achieve its mission, the Foundation is pleased to rely on a generous and devoted Board of Directors. Thank you, members of the Board; without you, this entire adventure would not have been possible.

I was very moved at the inauguration of the very first Maison Martin-Matte in the fall of 2008, in Laval. Eleven residents, including my brother, were finally given a chance to live in a home designed to fit their needs. Every day in Québec, there are 10 new head trauma victims. Soon they will be looking for a suitable place to live. They will have become too much of a burden for their families. To respond to this pressing need, we will launch the Martin-Matte Foundation's first major fund-raising campaign in the fall of 2009. Our goal is to raise \$3.7M, which will enable us to develop new housing projects in Trois-Rivières, Sherbrooke, Québec and Saint-Jérôme, and also to support assistance programs for head trauma victims and their families.

I hope that as many individuals and businesses as possible will join me in this adventure. Not because I am a well-known, intelligent, profound, charismatic, funny, generous, handsome and fit comedian, but to offer these people the quality of life they need so much.

Thank you,



Martin Matte



Mission

The Martin-Matte Foundation helps to enhance the quality of life for children and adults living with a head trauma or physical disability by providing them with entirely adapted homes, for life.

What is a head injury?

Head traumas or injuries are caused by accidents where the head and skull suffer a severe blow. The neuropsychological after-effects impact the futures of both victims and their families.

- Head injuries are the leading cause of death and severe disabilities occurring before the age of 45.
- The primary causes of head injuries are road accidents, sporting accidents, work accidents and assaults.
- Every year in Québec, there is 13,000 new head injury victims, 3,600 of whom will never regain their independence.



Message from the Executive Director

2008 has been a very busy year, starting with the fire in the Foundation's offices. The first few months of the year were spent reorganizing our activities and preparing our very first benefit. With the help of our valuable partners, we have raised \$150,000. We are very proud of this fact.

Our key goal for the Foundation in 2008 was to build an organizational structure that would set the stage for our first major fund-raising campaign in 2009.

While still very young, the Foundation owes its fame to its comedian spokesperson, Martin Matte. To this day, the 2008 benefit has been our primary source of funds, but to ensure the Foundation's longevity, we must secure medium-term financing. Our major fund-raising campaign will enhance our credibility and help build new relationships within the business community.

To achieve this, we expanded the Foundation's team of volunteers throughout the year, created various committees and welcomed two new directors: Fernand Deveau and Marco Vendramini. Furthermore, the Foundation hired two new employees: Éleine Myre, in Development, and Nancy McHugh, in Administration. Finally, with Julie Trudeau in charge of communications, our team is ready to take on any challenge relating to the development of the Foundation and its projects.

I would like to thank personally each of you who supported the Martin-Matte Foundation. Without its partners, the Foundation would not be able to accomplish its mission. Many thanks!



Vicky Pomerleau



Our achievements

Benefit

A successful evening for the Martin-Matte Foundation. The Foundation's first benefit was held Wednesday, March 19, 2008, and raised \$150,000, exceeding our goal by \$20,000. A great success for its first edition! All proceeds from the event went for the realization of our first housing project, the Maison Martin-Matte in Laval.

This intimate evening gathered 150 members of the Montréal business community, under honorary co-chairs Alain M. Bellemare, President, Pratt & Whitney Canada and Executive Vice-President, Pratt & Whitney Group Strategy & Development, and Robert Bastien, Vice-President PME at Fédération des caisses Desjardins du Québec.

We would like to thank the co-chairs Fédération des caisses Desjardins du Québec and Pratt & Whitney Canada as well as our major partners for this event: Sushi-Shop, BFI and Rôtisseries St-Hubert. Thanks are also due to France Beaudoin for hosting the event as well as Marc Déry and Sophie Coderre for their musical performance.

Donations from Martin Matte's fans

Last year, life-size posters of Martin Matte welcomed the public at entertainment venues, inviting them to make donations to the Foundation. We are pleased to announce that this has been a great source of funds for the Foundation and raised more than \$50,000 in 2008. This initiative will continue until December 2009.



The first Maison Martin-Matte

A year and a half after its creation, the Martin-Matte Foundation proudly announced the opening of its first home.

On September 22, 2008, it was with great pride that we announced the opening of the Maison Martin-Matte: a first in Québec. This unique project is a dream come true for Martin, as well as for many individuals and their families hoping for a better quality of life. This innovative project was made possible thanks to the help and expertise of Fondation IntégrACTION du Québec (FIQ) and the Hôpital juif de réadaptation de Laval. Eleven individuals living with a head injury or physical disability finally have a home adapted to their needs. Our wish is to open other adapted houses throughout Québec, as there is a significant need for such resources.



Partenaires principaux
Hôpital Juif de Réadaptation de Laval
Fondation Martin-Matte

maison Martin-Matte

Projet réalisé par:
La Fondation **IntégrACTION** du Québec



Donors

Our projects

A first fund-raising campaign in 2009-2014

\$3.7M over five years

The Foundation wishes to support different projects:

60%	25%	15%
Adapted housing projects throughout Québec	Supporting development of programs for head injury victims in Québec	Endowment fund

Following the opening of the Maison Martin-Matte in Laval, we plan to open new houses in Québec, Estrie, the Laurentians and Mauricie. Several thousand physically disabled persons and head injury victims in Québec are currently waiting for adapted homes.



Great initiatives

We have created a page for the Martin-Matte Foundation on **Facebook** that now counts more than 10,000 members. The Facebook page provides a showcase for the Foundation as well as an opportunity for people to talk with Martin and the Martin-Matte Foundation team.

Dog handlers from the Ville de Laval's police force organized a fund-raising event featuring their dogs. For an entire day they solicited customers from IGA Crevier in Laval, and all the money they raised went to the Martin-Matte Foundation.

The Martin-Matte Foundation is one of the 25 non-profit organizations supported on line by Desjardins. Desjardins members can now make donations to the Foundation directly on line via **Accès D**.

For a second year in a row, the advertising agency **Bos** is offering free coffee to its employees. In exchange, Bos employees are asked to donate whatever they can in a piggy bank next to the coffee machine.

Again this year, employees at the **National Bank**, International Commerce Import-Export, can wear jeans every Thursday in exchange for a small donation to the Martin-Matte Foundation.



Board of Directors

Martin Matte

Chairman

Comedian

Éric Tranchemontagne

Vice-President

Consultant

Vicky Pomerleau

Secretary-treasurer

Director, Martin-Matte Foundation

Dominic Bujold

Member of the Board

Founder of Ian Perreault Prêts-à-Manger

Nicole Desjardins

Member of the Board

Fernand Deveau

Member of the Board

Lawyer

Deveau, Bourgeois, Gagné, Hébert et associés

Claude Forget

Member of the Board

President

Entreprise Sanitaire FA



Jean-Pierre Léger

Member of the Board
President and CEO
Rôtisseries St-Hubert

Michel Ostiguy

Member of the Board
President
Bos, advertizing agency

Marco Vendramini

Member of the Board
Financial planner
Investors Group

Congratulations to the Volunteer of the year!

Again this year, volunteers have made considerable contributions to the Foundation. **Michel Ostiguy** was presented with the 2008 Volunteer of the year Award. Devoted, available and generous, he opened his network to the Foundation, contributing greatly to our communications and to the success of the Foundation's benefit show.



Members of the Organizing Committee

To organize an event of such magnitude, the Foundation's team has to rely on people who believe in the cause. Here are, for 2008, those who invested time and energy to help us organize the benefit show.

Pascale Charest

François Lavigneur

Brigitte Matte

Christiane Paquet

Guyline Paul

Chantal Vignola

Foundation team

Vicky Pomerleau

Executive Director

Élaine Myre

Director of Development

Nancy McHugh

Customer Service Representative

Julie Trudeau

Project Manager



INCOME STATEMENT
FINANCIAL YEAR ENDING DECEMBER 31, 2008

Revenue

Donations	\$154,126
Fund-raising activities	\$183,308
Sponsorships	\$60,000
Interest and others	\$1, 551
	\$398,985

Expenses

Activities	\$56,515
Administration	\$94,967
	\$151,482

Net profit before donations **\$247,503**

Donations

Fondation IntégrACTION du Québec	\$80,000
Fondation Marie-Robert	\$390
	\$80,390

Excess of revenue over expenses and donations **\$167,113**



BALANCE SHEET AS AT DECEMBER 31, 2008

Assets

Cash	\$73,060
Temporary investment	\$50,000
Sales taxes receivable	\$7,616
Prepaid expenses	\$85,444
Fixed assets	\$3,083
	\$219,203

Liabilities

Accounts payable	\$6,771
Deferred revenue	\$8,000
	\$14,771

Fund balance

Balance at beginning of year	\$37,319
Excess of revenue over expenses and donations	\$167,113
Balance at end of year	\$204,432
	\$219,203



Our donors

Platinum Partners

Businesses and Foundations

Abitibi-Géophysique

ASMAVERMEQ

BFI

Bos

Casino de Montréal

Desjardins

Fondation J.A. De Sève

Fondation de la Corporation des concessionnaires automobiles du Québec

Gestions Cholette Inc.

Pratt & Whitney Canada

RenLogik

Sushi-Shop

St-Hubert

Individuals

François Avard

Nicole Desjardins

Martin Matte

Ghislain Taschereau

Éric Tranchemontagne

Friends of the Foundation

Bos

Deveau, Bourgeois, Gagné, Hébert et associés

Encore

Entreprise Sanitaire FA

Fondation IntégrACTION du Québec

Garda

Hôpital juif de réadaptation de Laval



2008 Benefit guests

NVI Solutions

Roy et Turner Communications

SAQ

Sortimage

Martin Matte tour spectators

Zen, le pouvoir des fleurs

The paper used was manufactured with the utmost respect for the environment.

Martin-Matte Foundation

425, Place Jean-Coutu, Laval H7H 3C8

450.628.8310

www.fondationmartinmatte.com

