

SWAB THE
WORLD

FAIR
FIGHT
FOR ALL

2025

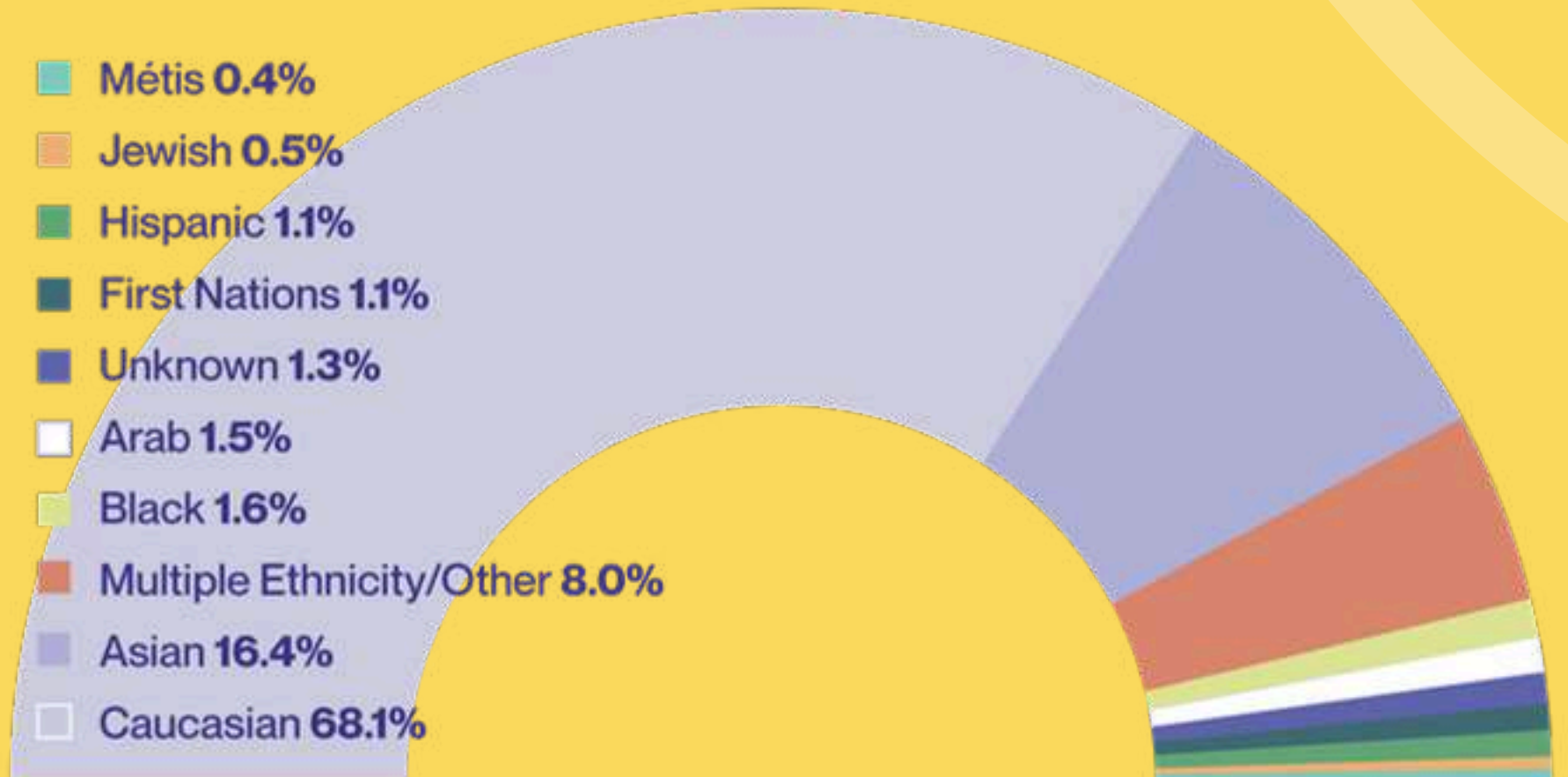
ANNUAL REPORT



www.swabtheworld.com

SWAB THE WORLD EXISTS BECAUSE:

- Ethnicity matters when it comes to stem cell donation.
- Most people don't know about stem cell donation.
- The majority of donors in the worldwide registry are white.
- Many patients don't have the resources to build an effective donor-recruitment campaign.



Composition of registered stem cell donors in Canada
(Canadian Blood Services and Héma-Québec, 2022)



2025 IN REVIEW

EXPANDING OUR PRESENCE

We strengthened our presence in Ontario and Winnipeg. Six new student chapters were launched at universities such as Western University and Toronto Metropolitan University, growing our impact across the country.



STORIES THAT RESONATE

Our patient Nassim's campaign demonstrated the power of social media when a story truly speaks to its community. His call was widely shared, sparking remarkable solidarity.



IMPACTFUL EVENTS

Carried by this wave, Swab The World increased its Stand Up For Diversity events to meet communities directly. In just one year, we increased the number of new donors registered at our events by 228%!



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A WORD FROM OUR FOUNDER

“2025 was a year of unprecedented growth for Swab the World.

Nassim’s story, that of a 9-year-old boy waiting for a compatible stem cell donor, galvanized our network and reminded us, powerfully, why we exist. It perfectly illustrates what our numbers confirm: 6,500 people reached, 210 events, 1,886 on-site registrations, 13 million Canadians touched through our patient campaigns, and six new student chapters launched in Ontario and Manitoba.”

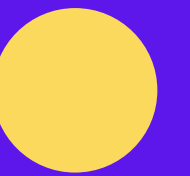


“None of this would have been possible without you. Your support drives every event, every campaign, every life we have the chance to impact. We are deeply grateful.”

- Mai Duong

BUILDING A GLOBAL NETWORK

WHAT SETS
US APART



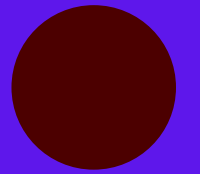
Swab The World educates, recruits new donors, and empowers patients by giving them the tools and support they need to run a successful recruitment campaign, **be it locally or internationally.**

With our platform, patients looking for a match can spread the word about stem cell donation, direct eligible donors to their country's registry, and connect with patients and families going through the same ordeal.



A ONE-STOP SHOP FOR SUPPORT

WHAT SETS US APART



WE'VE BEEN THERE:

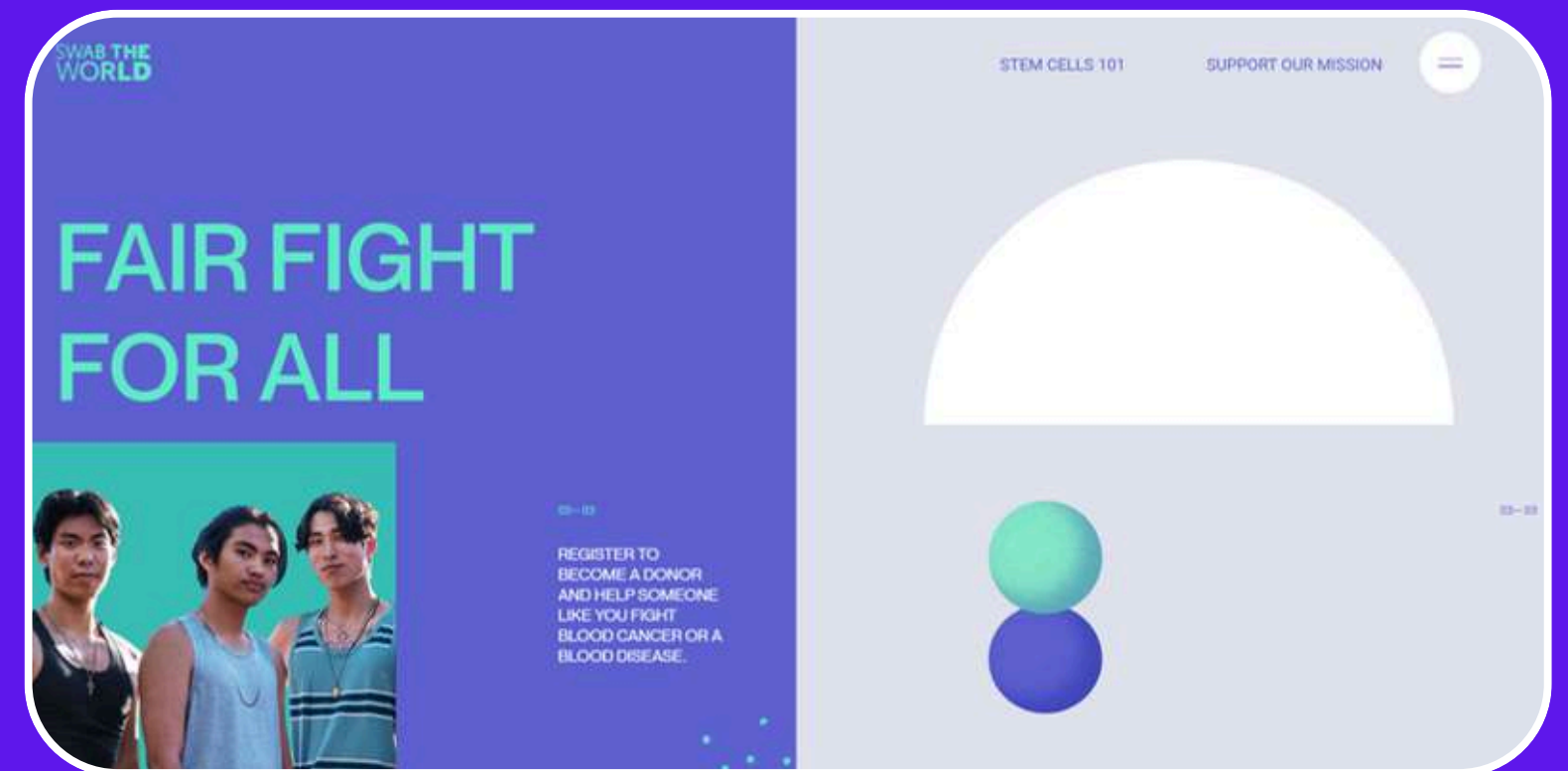
Mai Duong, our founder, knows firsthand the pain of not finding a match because of your ethnicity.

WE GET THE WORD OUT:

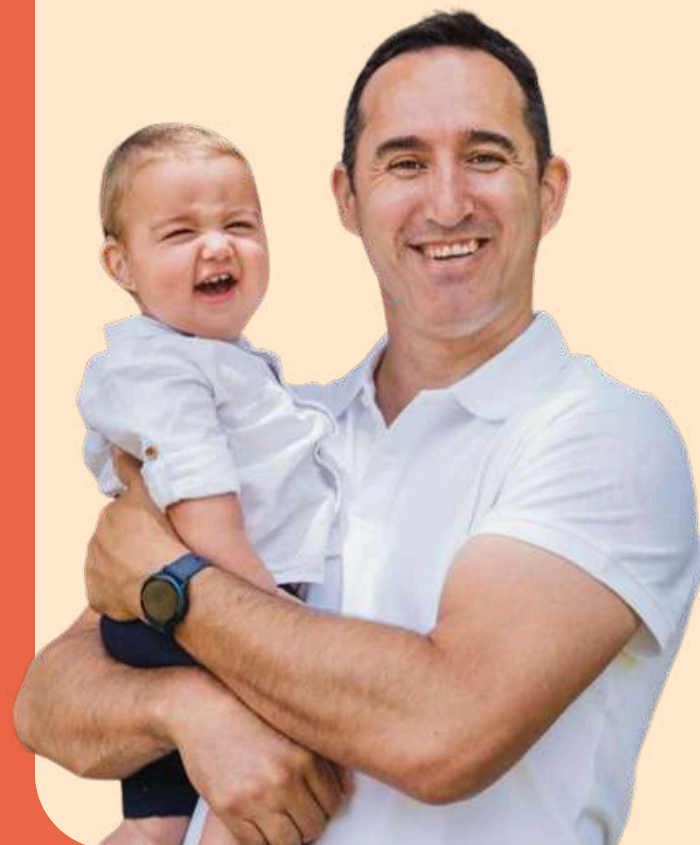
Our experience in advertising and our national media partnerships allow patients to connect with the people most likely to be their match.

WE MAKE IT EASY:

Our website is a hub for more than 50 of the world's largest registries, making it simple to check if you're eligible and sign up in just a few clicks.



EMPOWERED PATIENTS



**LEO'S
PARENTS,
TARRYN AND
ANDREW.**

LEO RECEIVED A
STEM CELL
TRANSPLANT IN
2025.

SOUTH AFRICA

“What you have done for us has been truly remarkable. We know that you guys have worked around the clock to get Leo’s story around the world and to get people to register to be donors. Our family is endlessly grateful for the support you’ve given us.”



NIM

LEUKEMIA
SURVIVOR AND
STEM CELL
RECIPIENT.

AUSTRALIA

“Swab The World does phenomenal work getting the message out and reaching potential donors who would otherwise never be aware of the process. It takes real effort to tap into those new communities, and you do it incredibly well.”

AN EXPLOSIVE MOVEMENT

PART 1.

THE POWER OF A STORY

It only took a few days for Nassim's story to spark a massive movement within Québec's Maghrebi community. His campaign sent our visibility on social media and in the press through the roof, and that momentum translated immediately on the ground: swab booths multiplied across university campuses and at the heart of the community, marking a turning point in our ability to recruit new donors.



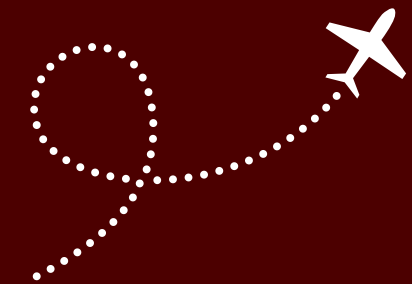
In Canada, only 1.5% of registered stem cell donors are of Maghrebi origin.

AN EXPLOSIVE MOVEMENT

PART 2.



GROWING BEYOND QUEBEC



This momentum only strengthened as we expanded into Ontario and Manitoba. Six new student chapters emerged at Toronto Metropolitan University, Western University, Trent University, University of Toronto Scarborough, and the University of Ottawa, as well as in Winnipeg at the University of Manitoba, extending our reach like never before!

OUR IMPACT

The strength and perseverance of the patients we meet inspire us to continue doing our work.

13 MILLION CANADIANS (AGED 18-35) WERE REACHED THROUGH PATIENT-DRIVEN CAMPAIGNS.

This visibility for our patients is possible thanks to our generous media partners, who provided us with ad space worth \$890,123 at a fraction of the cost.

THANK YOU!



PATIENT EMPOWERMENT

Every patient in need of a stem cell transplant deserves their own campaign to give them the best chance of finding a compatible donor.

Some of our patients in 2025:



Nassim



Kaia



Laylah

OUR PROGRAMS

PATIENT SUPPORT

Thanks to social media and our relationships with local and international registries, we are constantly finding new patients who need our help.

CAMPAIGN CREATION

We tailor each campaign to the patient, with messaging adapted to every media channel. Our call to action is clear: become a donor.



IN THE MEDIA

This year, our activities and patient campaigns were shared widely by Canadian media outlets such as Radio-Canada and TVA Nouvelles, reinforcing the reach of our mission.

OUR IMPACT

↘ **6,500** people reached

↘ **210** Swab events

↘ **1,886** donors registered on site

**3,000 POTENTIAL DONORS
REDIRECTED TO
INTERNATIONAL REGISTRIES
VIA OUR WEBSITE.**



OUR PROGRAMS

EDUCATION AND RECRUITMENT

WE DRIVE THE CONVERSATION

We go straight to the source with our Swab Talks: directly to students in their classrooms. We speak to them openly about blood cancer and stem cell donation. We demystify the process, answer questions, and, most importantly, we recruit as many new donors as possible, whether in high schools, colleges, or universities.

University Of Manitoba



Collège Bois-de-Boulogne



John Abbott College



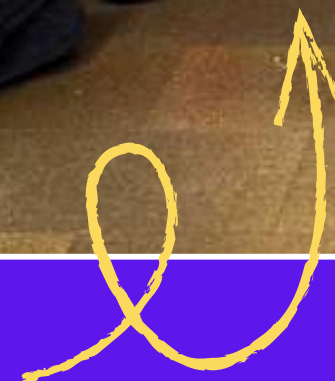
Sayaspora X Swab The World

SWAB AMBASSADORS

Our ambassadors were once again the face of Swab The World on social media and on campus. They raise awareness among students about stem cell donation, encourage them to register as potential donors, and empower them to get involved in their community.



**OVER 250 SWAB
AMBASSADORS**





SEVENTEEN CHAPTERS IN QUEBEC

- University of Montreal
- University of Montreal - Trois-Rivières
- Swab Talk Jr./International Federation of Medical Students' Associations (IFMSA)
- McGill University
- McGill University - Gatineau
- Concordia University
- Polytechnique Montreal
- Laval University
- University of Sherbrooke
- University of Sherbrooke - Montérégie
- University of Sherbrooke - Saguenay
- Cégep André-Grasset
- Cégep Marianopolis
- Cégep Maisonneuve
- Cégep Brébeuf
- John Abbott College
- Collège Bois-de-Boulogne



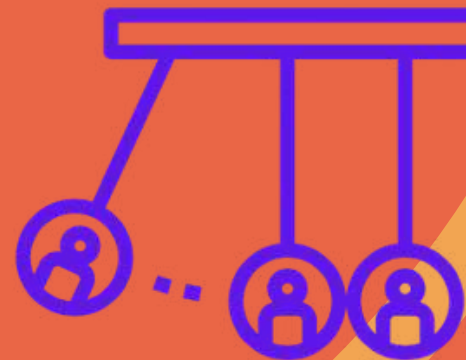
FIVE CHAPTERS IN ONTARIO

- University of Toronto Scarborough
- Trent University
- Toronto Metropolitan University
- Western University
- University of Ottawa



ONE CHAPTER IN MANITOBA

- University of Manitoba



THEIR EXPERIENCE

THARA

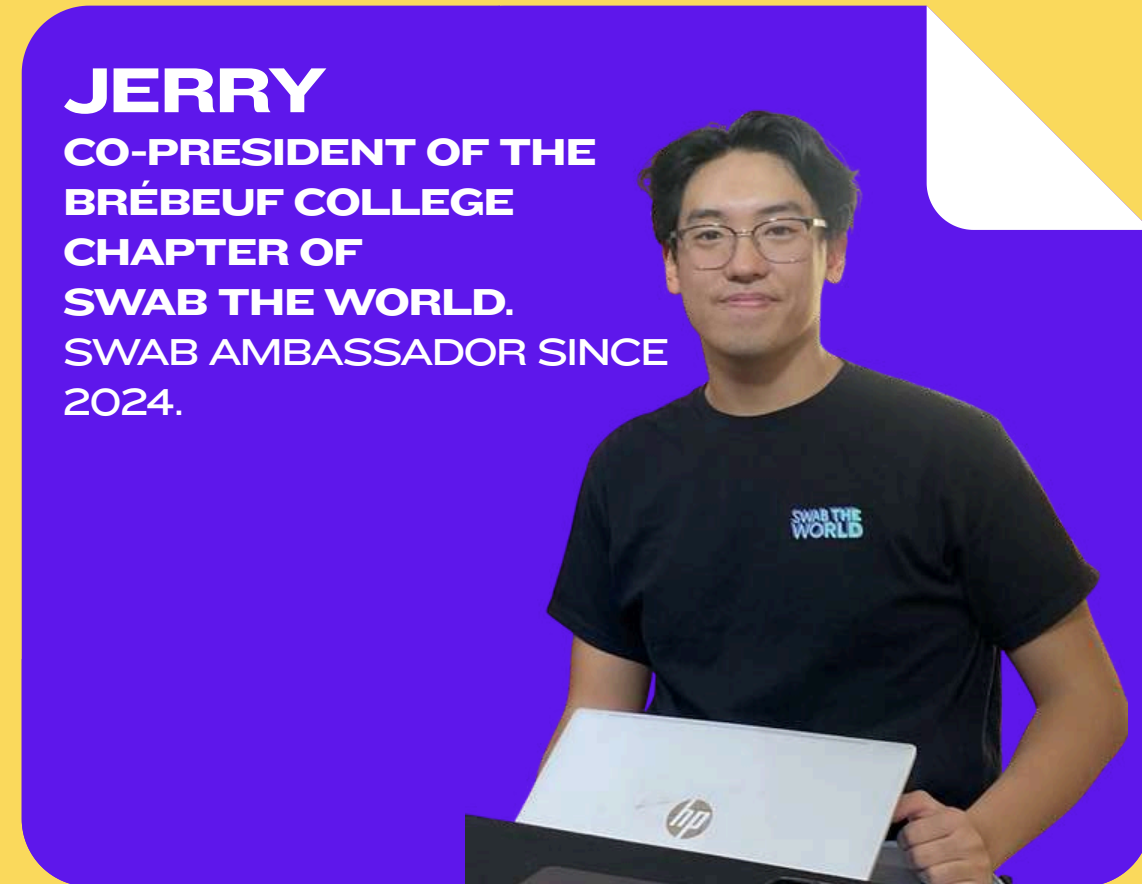
CO-PRESIDENT OF THE UNIVERSITY
OF MONTREAL CHAPTER OF
SWAB THE WORLD.
SWAB AMBASSADOR SINCE 2022.



“Swab The World embodies the essential change needed to reduce the inequalities faced by people from ethnic communities when confronted with illness. Whether through Swab Drives or Swab Talks, the foundation pours its heart into being the voice of countless patients and stands alongside them to champion a fundamental cause with incomparable impact: saving a life.”

JERRY

CO-PRESIDENT OF THE
BRÉBEUF COLLEGE
CHAPTER OF
SWAB THE WORLD.
SWAB AMBASSADOR SINCE
2024.



“What struck me about Swab The World was its ability to bring together and mobilize entire communities of young people around an essential cause: reducing the glaring injustice within donor registries. As ambassadors with Swab, we don’t just raise awareness, we take concrete action that can translate into lives potentially saved, giving profound meaning to our commitment.”

WE HAVE ORGANIZED SWAB TALKS IN FRONT OF MANY DIFFERENT AUDIENCES.

10 | UNIVERSITIES

- University of Sherbrooke - Montérégie
- University of Ottawa
- McGill University
- Concordia University
- Laval University
- University of Montreal - Trois-Rivières
- University of Montreal
- Toronto Metropolitan University
- University of Manitoba

6 | HIGH SCHOOLS

- École secondaire Félix-Leclerc
- Collège Notre-Dame
- Collégial Sainte-Anne
- École secondaire des Pionniers
- École secondaire Jean-Baptiste-Meilleur (Repentigny)
- Villa St-Marcelline

7 | CEGEPS

- Collège Ahuntsic
- Collège Brébeuf
- John Abbott College
- Cégep de Trois-Rivières
- Collège de Maisonneuve
- Cégep André-Grasset
- Collège Bois-de-Boulogne

12 | ORGANIZATIONS

- Bonbons Bons Dons
- Hôpital de Gatineau
- Publicis/Starcom Toronto
- CN
- CancerCare Winnipeg
- Elle Québec/Ko Média
- Zinnia
- Sayaspora
- Omnicom
- Église Évangélique Philadelphie
- Dallas Advanced Therapies 2025
- The French Shop

STAND UP FOR DIVERSITY

The Stand Up For Diversity workshops aim to engage underrepresented communities by fostering intercultural dialogue. Each event focuses on a specific ethnic group, featuring a special guest who shares their experience and encourages the recruitment of diverse stem cell donors.



Cho Dem Festival. Swab for the Vietnamese community.



SLASA x McGill x UdeM. Swab for the Latinx community.



Swab for the LGBTQIA+ community.
Montréal Pride.



Swab for Nassim.
Swab for the Maghrebi community.



Black Beauty Day McGill. Swab for the Black community.

THE EXCLUSIVE DINNER PREMIERE

FUNDRAISER
\$21,690

In April, we brought together 30 leaders from the marketing and tech industries for an intimate dinner designed as a true business-development experience. No forced pitches... just real conversations and a shared desire to build differently.

A very special thank-you to Manœuvre, whose commitment and sensitivity to our mission gave the evening its warm energy. Their team helped create a human, authentic moment deeply aligned with Swab The World's values.

And above all, thank you to everyone who joined us and showed their support for our mission!

Participants :

L'Oréal, Hydro-Québec, Bixi, Nesto, BRP, IG Wealth Management, Air Transat, Groupe CH, SEG Products, Cogeco, Bell Media, La Presse, Artika, Insider, m&h, adviso, LG2, Dialekta, Publicis, BBR, Touché, Cardigan, Panoply, Optable, Google, Glowtify, IMilk2Sugars Inc.



SWAB LOTTO & SWAB AWARDS

FUNDRAISER
\$27,285

Thanks to our amazing sponsors, our Young Professionals fundraising committee, and everyone who purchased tickets, we raised \$27,285!



There's no better time than Swab Lotto to celebrate our hardworking ambassadors. Ten awards were presented to highlight their initiative, commitment, and achievements!

SWAB LOTTO & SWAB AWARDS

This year, these incredible sponsors supported us during our event:

AIRFRANCE

Elixir

maxi

LEMÉAC

THE PERFECT SNACK
malyna
LA PARFAITE COLLATION

SOLUTIONS
MEDIA

ALAMBIKA

Alain Choquette

yahoo!
dsp

BDO

shakti

HANGAR 20

SWAB LOTTO & SWAB AWARDS

A huge thank you to our incredible committee:

Committee president: **BENJAMIN FERREIRA**, Vice President, Strategy, Omnicom Media Group Montréal
SANDRA HUYNH, Marketing Consultant
SCHEHRAZED HAMIDI, Account Director, The French Shop
CRESLEY COOCHANAH, Director of Business Services, BDO Canada LLP



CLAUDIA BERTUCCINI, Commercial Platforms Engineer at Google

SAMUEL SASSINE, Pediatric Resident Physician, CHU Sainte-Justine

VINCENT BALWIN, Associate Director at Roynat

KARINE BALÉ, Senior Advisor, Responsible Investment at National Bank Investments

NAMIR TELLERIA, Technical Staff Member I at MDA

JOHANNA BECK, Consultant in Sustainable Development, Climate, and ESG



SWAB OUT LOUD: A NIGHT TO REMEMBER

We took the opportunity to celebrate Carmel's five years in remission in a big way! And that's not even counting our special guest, **Alexandre Barrette**, who had us laughing out loud all evening.

Thanks to the tremendous generosity of our corporate sponsors and individual donors, we raised a total of **\$265,026**, a new record!

FUNDRAISER
\$265,026



Photo credit: Annie Bigras

SWAB OUT LOUD: A NIGHT TO REMEMBER

We extend our warmest thanks to everyone who helped bring this event to life.

OUR FUNDRAISING COMMITTEE

Carolyn Cartier-Hawrish - Quebec Regional Administration Director - ScotiaMcLeod

Elsa Vilarinho - Director of Marketing for International Markets and Marketing Director

Can-Am ONRD

Elizabeth Henry - CEO, Partner - adviso

Uros Milekic - Partner - BDO Canada

Maude Issopé Ofoé - Executive Account Manager, National Sales – Bell Media

Isabelle Audette - VP, Marketing and Communications - Inovia Capital

Marion Desnoyers - Marketing Director - Lassonde

Trinh Nguyen - Business Project Manager - Rona

Marylyna Larrivée-Petrucci - Senior Digital Director - Manoeuvre, Numérique Manoeuvre

Isabèle Richer - Sales Director – iA Financial Group



Presenting sponsor



Gold sponsors



Silver sponsors



Bronze sponsors



Products sponsors

le Bungalow, SAQ, WILLS, McDonald's Restaurants of Canada Limited, Air Canada Foundation

Media partner

L'Atelier La Presse

Auctions sponsors

Bell Media, BMO, Boutique Tozzi, Fairmont Hotel The Queen Elizabeth, Humaniti Hotel Montréal, Nick Suzuki, Point S, Momiji Restaurant, Pubjelly Restaurant, Tuck Shop Restaurant, RICARDO Media Inc., Radio-Canada, Construction Coreteq, Förena Cité thermale, Touché!, Melanie x Boutiques, Chalets-Village Mont-Sainte-Anne, Joa Arts, The Keg Steakhouse, KO MÉDIA - KO ÉDITIONS, L'Alliance de Montréal, W Montreal Hotel.

Swab The World made headlines and we're always grateful for these opportunities to share our mission and amplify our patient campaigns.

- Swab the World is saving lives
- Son fils atteint d'une maladie rare: «Ma vie est arrêtée, tournée au cauchemar», témoigne la mère de Nassim
- La communauté maghrébine, unique espoir de survie de Nassim
- La communauté maghrébine du Québec appelée à l'aide pour guérir le petit Nassim
- Des donneurs maghrébins recherchés pour sauver la vie d'un jeune garçon
- « Une chance sur un million » : un appel pour Raphaël, 19 ans, qui a besoin d'un don de moelle osseuse
- Charitable Choices: Kareem Hamid of Swab the World

Son fils atteint d'une maladie rare: «Ma vie est arrêtée, tournée au cauchemar», témoigne la mère de Nassim

Son fils atteint d'une maladie rare: «Ma vie est arrêtée, tournée au cauchemar», témoigne la mère de Nassim - Entrevue, ...
 Son fils atteint d'une maladie rare: «Ma vie est arrêtée, tournée au cauchemar», témoigne la mère de Nassim - Entrevue, 20h30



En région, Haute-Garonne

« Une chance sur un million » : un appel pour Raphaël, 19 ans, qui a besoin d'un don de moelle osseuse

Ce jeune Toulousain d'origine vietnamienne est atteint d'une leucémie aiguë. Sa mère lance une alerte pour son fils, dont elle ne connaît pas les parents biologiques ni les éventuels frères et sœurs.

Par Paul Périé
 Le 15 août 2025 à 16h26



(Drea Avila Garcia / The Tribune)

CAMPUS SPOTLIGHT, STUDENT LIFE

Swab the World is saving lives

by Bianca Tri — on February 11, 2025



Bianca Tri
 Author

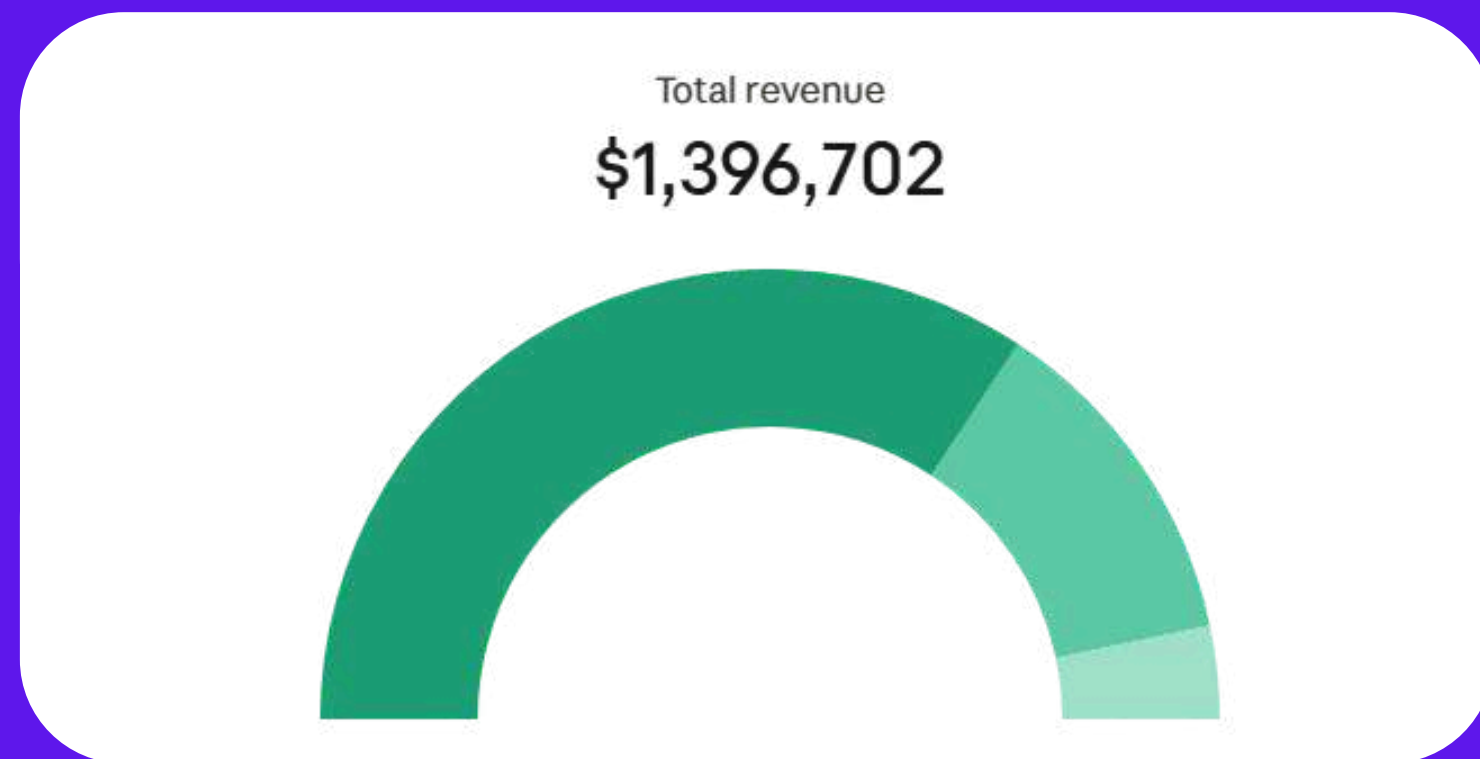
Swab the World is a non-profit organization that helps patients locate STEM cell donors easily and quickly. They provide a platform for individuals seeking matches to launch an effective recruitment campaign as well as a space for them to "connect, share, love, and grieve," according to their website.

Co-President Matthew Homa, an MDCM Candidate at McGill, wrote to *The Tribune* to discuss the club's activities. Homa explained how the chapter, which is under the *Medical Students Society*, was founded and why he joined the organization.

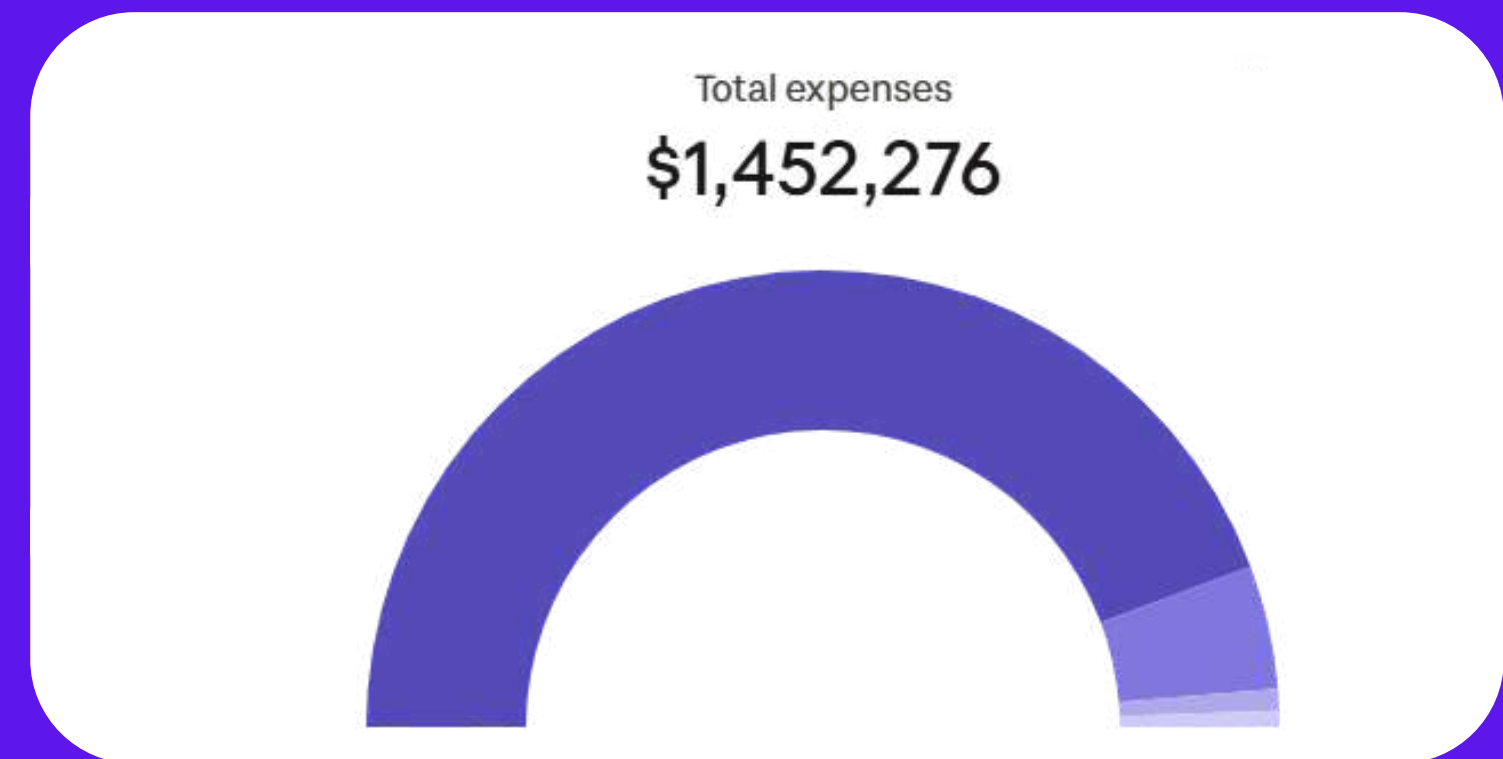
"Our founder, *Mai Duong*, was diagnosed with acute myeloid leukemia in 2013, and after beating it once and having it return, she learned that a stem cell transplant was the only treatment that could save her

OUR FINANCES

The data in these charts is taken from the audited financial statements of Swab The World Foundation as of December 31, 2025.



- In-Kind Donations — \$958,498 (68 %)
- Fundraising Campaigns — \$345,115 (25 %)
- Donation Revenue — \$93,089 (7%)



- STW Programs — \$1,286,257 (88 %)
- Fundraising Campaigns — \$127,221 (9 %)
- Administrative Expenses — \$22,187 (2 %)
- Other activities — \$16,611 (1%)

A NETWORK OF SUPPORT

The selfless generosity of stem cell donors quite literally saves lives. And it's thanks to our generous financial donors that we can run our patient, education and recruitment programs without this type of support.

From all of us here at Swab The World and all the patients who benefit from your generosity, thank you!

COMPANIES AND ORGANIZATIONS

- IMilk2Sugars
- 916 Stories Inc.
- adviso conseil
- Agence Dialekta Inc.
- BDO Canada LLP
- Bell Media Inc.
- Bellini Foundation
- Bristol Myers Squibb
- Brousseau & Gauthier Orthodontistes Inc.
- Cardigan
- Centre dentaire Dagenais Lachapelle
- Canadian National Railway Company
- Conseil exécutif
- Cossette Communication Inc.
- Courage Inc.
- Fauve
- Fondation Dario Mazzarello
- Fondation Famille Borsellino
- Fondation Famille Drori
- Fondation Manon Robitaille et Paul Balthazard
- Fondation RBC
- Fondation Rossy
- Fondation Telus
- Fondation Tsadik
- Gareau & Associés Notaires Inc.
- Gestion de patrimoine Scotia™ | ScotiaMcLeod®
- Glassroom
- Groupe CH
- Groupe Manoeuvre
- Héma-Québec
- Hydro-Québec
- IA
- IG Gestion de patrimoine
- Insider
- Intact Assurance
- Klever
- La Presse
- Lamajeure
- Lapierre Services Financiers
- Larivière et Massicotte, Pharmaciennes Inc.

- Lassonde
- Laurentien Électrique
- LG2
- Lysandre
- M&H
- Magellan Labs
- MD Financial Management Inc.
- Microfluidx Ltd
- Omnicom Media Group Montréal
- Optable
- Panoply Media
- Pfizer
- Planit Construction Inc.
- Produktionsk
- Publicis Montréal
- Québecor Média
- Rethink Communications LP
- Slalom Consulting
- Starcom

IN-KIND DONATIONS, ADVERTISING AGENCIES AND MEDIA

- Bell Media Inc
- le Bungalow
- Publicis Montréal
- Publicis Toronto
- McDonald's Restaurants of Canada Limited
- Météo Média
- Quebecor Media
- CBC/Radio-Canada
- SAQ
- Sid Lee
- UB Media

INDIVIDUAL DONATIONS

\$100 to \$199

- Adrien Quesnel
- Alexandre Allard
- Andreas Giannakis
- Anthony Pringle
- Ariane Bissonnette
- Benjamin Ferreira
- Brigitte Viel
- Carlo De Rose
- Catherine Flintoff
- Emilien Hiraclides
- Genevieve Guay
- Jean-Francois Larouche
- Jean-François Monfette
- John Sime
- Karine Cloutier
- Martin Aubut
- Maxime Tourangeau
- Micheline Sassine
- Michelle Setlakwe
- Morris Shipper
- Nour El-Mohri
- Oleksandra Bobyak
- Omar Wazir
- Sabrina Bambara
- Sandra Huynh
- Vincent Baldwin
- Vincent Szeto

\$200 to \$499

- Alain Mainville
- Christiane Rochon
- Cyril Chaib
- Denis-Claude Roy
- Diane Fournier
- Emilie McAllister-Lapierre
- Elsa Vilarinho
- Helene Roger
- Isabelle Audette
- Julie Carbone
- Luke Westfall
- Marylyna Larrivée
- Patrick Lacelle
- Renée Brunet
- Suzanne Mainville

\$500 to \$999

- Bosko Milekic
- Claude Perreault
- Francois Rainville
- Geneviève Duquette
- Jean-Sebastien Delisle
- Stéphanie Rioux

\$1,000 and above

- Khoi Truong
- Mina Naguib
- Ngoc Mai Duong
- Sébastien Delvecchio

THE SWAB TEAM

Mai Duong
Founder, General
Manager



Carmel Cicéron
Program Supervisor



Camélia Bakouri
Community Outreach
Coordinator



Lou Andrysiak
Social Media Manager



Kareem Hamid
Ontario Community Outreach
Manager

THE BOARD

Mai Duong

Founder of Swab The World, Media Strategy Consultant - Director

Élizabeth Henry

CEO and Partner at Adviso - Director

Jean-Sébastien Delisle

Hematologist and Principal Investigator, Medical Director at the Centre of Excellence in Cellular Therapy, Hôpital Maisonneuve-Rosemont CIUSSS de l'Est-de-l'Île-de-Montréal and Full Professor in the Department of Medicine at the Université de Montréal - Director

Humberto Valencia

Vice-President, Business Development, Intact Insurance Québec - Director

Samuel Sassine

Pediatric Resident Physician, CHU Ste-Justine - Director

Uros Milekic

Partner at BDO Canada; CPA, CA - Treasurer

Vlad Stesin

CEO of Optable Inc. - President

Yves Poiré

Chairman of Optable Inc - Director





**In memory of Shehnaz, our patient.
She loved gardening and spending time with her
granddaughter.
We are thinking of her and her loved ones.**

Rest in peace.

CONTACT US

Swab The World Foundation

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Montreal, Quebec H2V 4S6

info@swabtheworld.com

swabtheworld.com

Canada Revenue Agency

Registration Number:

73966 4084 RR 0001



Instagram

LinkedIn

Facebook

TikTok

