

SWAB THE
WORLD

FAIR
FIGHT
FOR ALL



ANNUAL REPORT 2021

www.swabtheworld.com

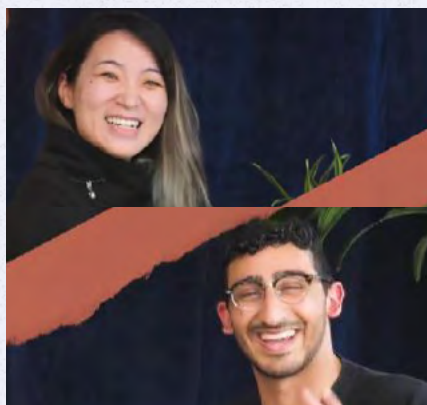


WELCOME

A YEAR OF FRESH PERSPECTIVES...

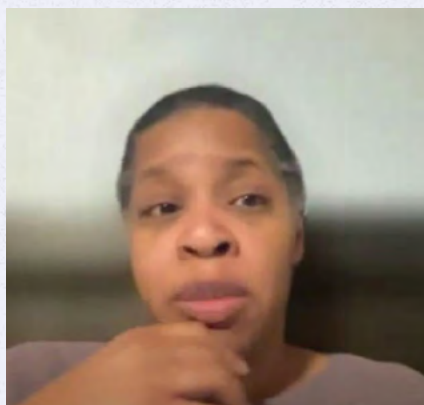
What's one silver lining of the world grinding to a halt because of a global pandemic? Everyone is raring to go when things start to open back up again.

As was the case for most organisations, Swab The World adopted a hybrid approach to doing things in 2021. This inspired us to think outside the box when it came to our education, fundraising and recruitment efforts. Here are just a few examples:



SWAB CHATS

These bite-size conversations between two Swab Ambassadors allowed us to combat the effects of Zoom fatigue by recreating the engaging dynamics of in-person discussions while allowing our audiences to watch safely from home.



STAND UP FOR DIVERSITY

As with most of our Swab Talks this year, we chose to make this conference series virtual. The upside is that we were able to welcome attendees and feature special guests from all over the world, rather than limit ourselves to those who could attend in person.



TIKTOK DANCE CHALLENGE

This turned out to be not only an effective fundraising campaign, but also a wonderful way to strengthen our sense of community and give people a fun way to get involved, while still being remote. The videos certainly put a smile on our faces.

In 2021, we also broadened the reach of our Swab Ambassador communities, opening new chapters at four more universities, including one in Ontario.

**...AND WE'RE STILL
JUST GETTING
STARTED.**





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HOW IT ALL BEGAN



“Without a stem cell transplant, I wouldn’t be here today, and neither would my youngest daughter.”

— Mai Duong, Swab The World co-founder

A LESSON LEARNED THE HARD WAY

When Mai Duong was diagnosed with leukemia for a second time, a stem cell transplant was her last chance. She’d never heard of the procedure, but she quickly learned that her odds of finding a compatible match in time were incredibly low. Why? Because she’s Vietnamese.

THE POWER OF ADVERTISING

Thanks to her connections in advertising, and a few determined friends (shout-out to Christiane Rochon), Mai’s story was shared widely on social media, billboard ads and radio spots. Her campaign was so successful that 20,000 new stem cell donors signed up with her local registry that year, compared to 3,000 in a normal year.

REBORN AND ON A MISSION

In 2014, Mai finally received a stem cell transplant from an umbilical cord and began the long road to recovery. Once in remission, together with her friend Christiane, Mai decided to combine her personal and professional experience to help other patients share their stories and get more people registered as donors.

In October 2018, Swab The World was born.



THE PROBLEM

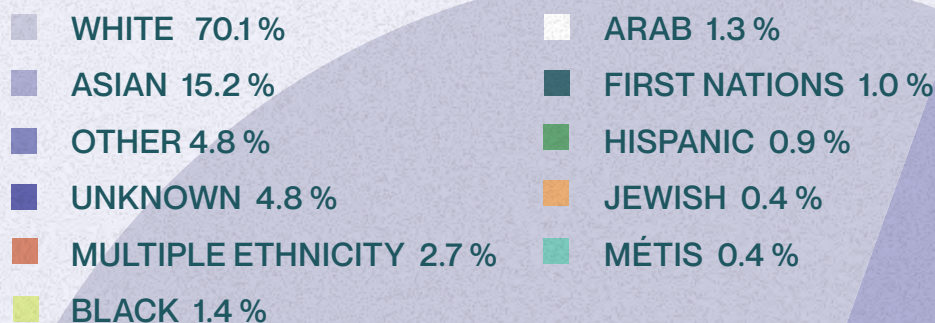
WE'RE ALL CREATED EQUAL... UNTIL BLOOD CANCER STRIKES

Anyone can get blood cancer or a blood disorder, but not everyone has the same chance of survival. That's because a stem cell transplant — often the only treatment option — requires the donor to be of the same ethnicity. And currently, there's a huge shortage of non-white donors.

A FATAL IMBALANCE

Right now, 70% of all registered stem cell donors are white, even though roughly 88% of the world's population is not. Let's change the odds for BIPOC* communities, one donor at a time.

**Black, Indigenous and People of Colour*



COMPOSITION OF CANADIAN STEM CELL DONOR REGISTRIES
(HEMA-QUEBEC AND CANADIAN BLOOD SERVICES, 2017)



OUR MISSION

ACCESS TO TREATMENT SHOULD NEVER DEPEND ON YOUR ETHNICITY

For a stem cell transplant to be successful, the patient and donor must share the same ethnicity. But since BIPOC communities are severely underrepresented among the world's donor registries, a patient's chance of surviving blood cancer or a blood disease can be heavily dependent on whether or not they're white.

Swab The World's mission is to educate people about stem cell donation and give everyone, regardless of their ethnicity, an equal chance of finding a life-saving match.

FAIR FIGHT FOR ALL



WHAT SETS US APART

BUILDING A GLOBAL NETWORK

More than just a platform to educate and register potential donors, Swab The World was born out of a desire to empower patients by giving them the tools and support they need to run a successful recruitment campaign, be it locally or internationally.

With the help of Swab The World, those 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.

Real people, real impact, real change.

A ONE-STOP SHOP FOR SUPPORT

We've been there. One of our founders is a leukemia survivor of Asian descent. We know firsthand the pain of not finding a match because of your ethnicity.

We know how to get the word out. Our experience in advertising, our national media partnerships and our eye-catching campaign designs allow patients to connect with the people most likely to be their match.

We make it easy to save lives. Our website serves as a hub for more than 50 of the world's largest stem cell registries, making it simple to find your local registry, check if you're eligible to donate and sign up in just a few clicks.



PATIENT SERVICES



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

PATIENT OUTREACH

We're always on the lookout for new patients to help. Between our social media following, our community of other patients and our connections with hospitals and treatment centres, we have plenty of ears to the ground. When we hear about a patient in need, we're quick to reach out to them or their loved ones.

CAMPAIGN DESIGN & CREATION

Our team knows how to harness the power of storytelling and good design to create engaging donor recruitment campaigns that will move people to action. From billboard ads to social media posts and videos, we customise each campaign according to the patient's needs.

MEDIA OUTREACH

Between our army of Swab Ambassadors sharing patient videos and posts on social media, and our media partners helping us get the best ad spots for the best price — special thanks to Bell Media and UB Media — our patients can rest assured their stories will be heard far and wide.



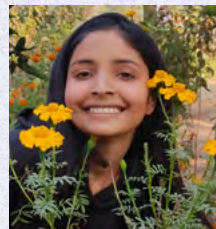
Natasha Chen
United States



Leia Fallico
Canada



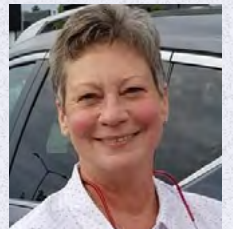
Yun Keun Lee
United States



Kriti Kumari
India



Laura Laycock Collard
Canada



Lucy Monette
Canada



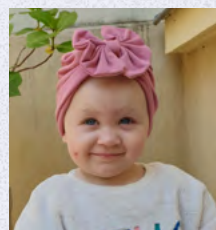
Esha Nadeswaran
United Kingdom



Xavier Pesito
Canada



Keanu Tews
Japan



Romane Vidal
France



EDUCATION & RECRUITMENT

Donating stem cells is a relatively simple way to save another person's life, and yet too often those who can make a difference have never heard of it. That's where we come in.

WE GET PEOPLE TALKING

Swab Talks allow us to share our experience with blood cancer, debunk myths about stem cell donation and ensure potential donors understand what they're signing up for. Our signature blend of straight talk and humour allows us to engage with our audiences while ensuring everyone is truly committed to saving lives.

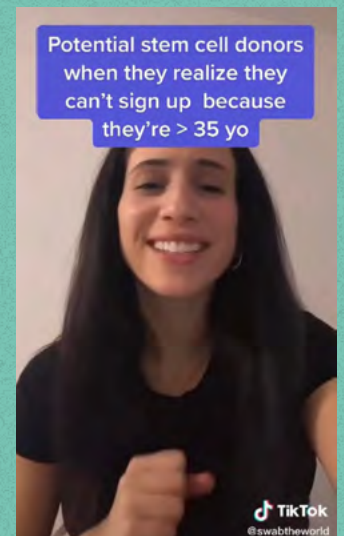
We use Swab Talks to educate and recruit potential donors in schools, businesses and community groups, as well as online through virtual conferences.



WE GET PEOPLE TIKTOKING

A patient's perfect match can be anywhere in the world, which means our message needs to spread beyond our borders. Using social media as a means to raise awareness is also an effective way to connect with young people ages 18 to 35, which is the age requirement set by many of the world's registries to sign up as a stem cell donor.

With the help of our Swab Ambassadors, we post fun educational content on Facebook, Instagram and TikTok.



@SWABTHEWORLD

SWAB AMBASSADORS



THE SWAB FAMILY

Swab Ambassadors are the face of Swab The World on social media and university campuses across Quebec and Ontario. These ambitious student volunteers are on a mission to teach people about stem cell donation, encourage them to register as donors and empower them to show up for their communities.

By the end of 2021, Swab The World was represented by more than 100 Swab Ambassadors from:

- HEC Montréal
- International Federation of Medical Students Associations
- McGill University
- Université de Montréal
- Université de Sherbrooke
- Université Laval
- University of Toronto



OUR TRAINING PROGRAM

For each new ambassador who joins our team, Swab The World offers a five-part training program to teach them the ins and outs of stem cell donation. We also break down how our on-campus committees work (and how students can get involved), as well as provide tips for public speaking, conference planning and event promotion.



SWAB AMBASSADORS

THEIR TIRELESS WORK

Swab Ambassadors can choose from a range of activities that help support our cause. These include:



GIVING SWAB TALKS

These conferences are an effective way to connect directly with potential donors in high schools, colleges and universities, as well as through virtual events.

At the end of 2021, our ambassadors helped us kick off the Stand Up For Diversity Project. Each conference in this series targets a specific minority group and features a special guest from that community to share their experiences and help recruit more diverse stem cell donors.



ORGANISING FUNDRAISERS

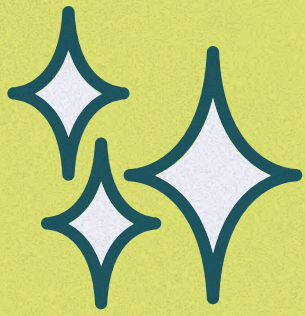
This year, our Swab Ambassadors focused their fundraising efforts largely on bake sales. Get a cupcake and support a good cause — who could say no to that?

Many of our young volunteers also contributed their time, energy and killer dance moves to our TikTok Dance Challenge fundraiser in October.



PRODUCING CONTENT

In addition to recording TikTok videos to raise money or increase awareness about stem cell donation, many Swab Ambassadors support our education efforts by creating everything from blog posts to memes to infographics.



SWAB AMBASSADOR SPOTLIGHT

Why did you become a Swab Ambassador?



Tatiana Tuccinardi

“I became a Swab Ambassador because I want to increase people’s chances at winning their battle against cancer.”



Rayanne Ghamraouit

“I swabbed to give back, save lives and create a fair fight for all!”



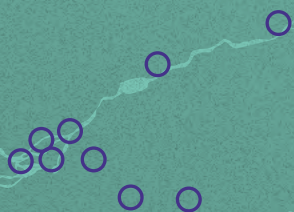
Richard Fattouh

“I mean, how could I not have become an ambassador? The solution to saving thousands of lives with equal access to stem cell transplants is so simple, yet not enough people know about it! I just knew I had to be a part of Swab The World’s mission of spreading awareness and getting people to SWAB!”

SWAB TALKS



Getting the word out: where we were in 2021



HIGH SCHOOLS

- Selwyn House School
- École Secondaire Charlemagne
- École Secondaire Karanna Trois-Rivières
- École Secondaire Ozias Leduc
- École Secondaire des Pionniers

COLLEGES (CEGEP)

- Hilel CEGEP
- John Abbott College
- John Abbott College (Mauricie)
- West Island College
- CÉGEP de Thedford Mines (Mauricie)
- CÉGEP André-Grasset
- Collège Charlemagne

UNIVERSITIES

- McGill University
- Université de Montréal
- Université de Montréal Trois-Rivières
- Université de Sherbrooke
- Université de Laval

CORPORATIONS & ORGANISATIONS

- East Side Mario's (Bromont)



OUR IMPACT

In 2021, we continued to make major strides in our efforts to educate people about stem cell donation, combat ethnic inequality and help patients find compatible donors.

PATIENT SERVICES

We reached **4.32 million** potential donors in Canada with our patient ad campaigns.

This is a significant increase in visibility for our patients compared with the previous year, in large part because of our partnerships with Bell Media and UB Media, who provided us with ad space worth \$692,725 at a fraction of the cost.

What's more, four of the patients we helped in 2021 have since received a stem cell transplant!

Meet:

Esha — A young South Asian patient

Keanu — A Chinese-German baby

Natasha — A Hakka Chinese woman

Romane — A little girl of European-Middle Eastern descent

The strength, courage and perseverance of these patients, and their loved ones, are what inspire us to continue doing the work we do.

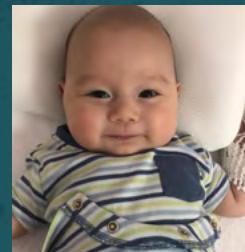
EDUCATION & RECRUITMENT

With the help of our ambassadors, we hosted 57 Swab Talks in person and online. This allowed us to connect with **more than 2,300 students** in high schools, colleges and universities in Canada.

Additionally, our website continued to serve as an international hub for potential donors, redirecting **5,000** people to the website of their country's stem cell donor registry.



Esha



Keanu



Natasha



Romane



WHAT THEY SAY ABOUT US

“ Thank you Swab The World for helping us spread awareness and finding Jude his match! ”

Brennan, patient's father

“ Thank you so much Swab The World for helping us publicize the need for donors of all ethnicities! ”

Yun, patient

“ If you are not a stem cell donor yet, go to Swab The World and get yourself registered! Also support Swab The World with a financial donation. They are a nonprofit and selflessly trying hard to find a matching donor for every patient, no matter where and which ethnicity! ”

Wasili, patient's father



IN THE MEDIA

The story of Mai's journey and her mission with Swab The World were still making headlines in 2021.

In fact, while our annual fundraising campaign was well underway, the lifestyle website Noovo Moi ran a feature on Mai and Swab The World. Definitely not a bad time for some good publicity!

Plus, we got a shoutout in the Journal de Québec thanks to Minister André Lamontagne and his daughters, who posted a dance on TikTok to help us raise money.

Noovo Moi:

<https://www.noovomoi.ca/vivre/sante/initiative-swab-the-world.html>



Le Journal de Québec:

<https://www.journaldequebec.com/2021/10/30/les-bulletins-de-la-semaine-a-lassemblee-nationale>

Un vrai Travolta !

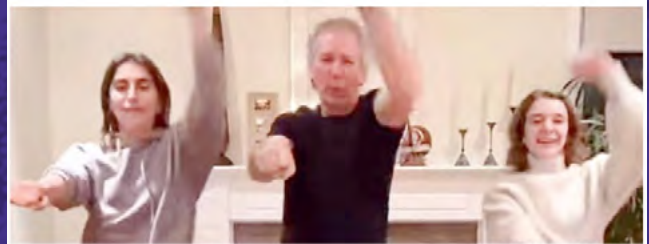


PHOTO TIRÉE DE FACEBOOK

Afin d'appuyer ses filles Amélia et Sabrina, le ministre André Lamontagne a accepté de se déhancher avec elles dans une vidéo pour amasser des dons



THANK YOU

A NETWORK OF SUPPORT

Generosity is at the heart of our mission. After all, the selfless generosity of stem cell donors quite literally saves lives. And Swab The World certainly wouldn't be where it is today without the financial contributions of our donors. It would be impossible for us to continue to 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!

CORPORATIONS & ORGANISATIONS

Agence Dialekta, Cole Foundation, De Grandpré Chait, Fido, FL Fuller Landau, Intact Insurance, National Bank of Canada, Oasis, Pfizer Canada, Raymond Chabot Grant Thornton, SAQ.



OUR FIRST TIKTOK DANCE CHALLENGE FUNDRAISER

In October 2021, we launched our annual fundraising campaign with a bit of a twist — well, a twist or a spin or a one-two step. When we kicked off our first TikTok Dance Challenge, our hope was to raise **\$70,000**, and our presenting sponsor, Fido, agreed to match donations up to \$50,000. Thanks to the incredible generosity of our corporate sponsors and individual donors (many of whom stepped out of their comfort zone and posted a TikTok dance), we exceeded our goal, raising a total of **\$150,752**.

IN-KIND DONATIONS, ADVERTISING AGENCIES AND MEDIA

Bell Media

Groupe Publicis

UB Media

INDIVIDUALS

\$100 - \$199

Anonymous Donor
Nancy Audette
Paco Awissi
Genevieve Barrette
Guillaume Bédard
Matthew Bilmes
David Bluteau
Sophie Bourbeau
Andrée Brunet
Gérald Cadieux
Robert Castonguay
Melanie Chaput
David Christianson
Julie Cournoyer
Christian Cyr
Marc Dadour
Lyndsay Daudier
Tiffany Davey
Matie-Georges-
De Fabrique
Laura Dessureault

Marvin Epstein
Sophie Fournier
Josee Frechette
Evelyne Gauvin
Mathieu Girard
Maxime Gravel
Abraham Guzman
Rodriguez
Max Joseph
Vanessa Jourdain
Marc Knuepp
Frederic Labelle
André Lamontagne
Richard Langevin
Analia Lapichino
France Laplante
Martin Lavigne
Lise Lefebvre
J-F Léger
Anaïs Lesne
Alex Levy
Duc Thang Lieu

Lionel Lopez
Gaetane Madou
Alain Mainville
Benoit Mainville
Gisele Mainville
Julie Malenfant
Matthew Maloley
Claire-Isabelle Mauffette
Emilie McAllister
Alexandra McKay
Said Metaich
Dominique Meunier
Jean-Francois Monfette
Mike Nguyen
To Anh Nguyen
Paul Pagé
Kaysy Paolucci
Sophie Paquet
Marie-Lucie Paradis
Scott Parker
France Pelletier
Francois Pintal

Emmanuel Pirsch
Andre Racicot
Chris Reid
Stéphanie Richard
Jean-Pascal Rignault
Claude-Frederic Robert
Jonathan Rosenberg
Stephen Rothstein
Sassine Samia
Valérie Sauvé
Jean Savoie
Martin Soubeyran
Vincent Szeto
Julie Tremblay
Barbara Vadnais
Azi Vaziri
Mario Venditti
Jeremy Wallace
Faith Williamson
Suet Bing Yee
Anthony Zara

\$200 - \$499

Nadine Bajal
Marie-Laurence Blais
Marie-Claude Bouchard
Julie Carbone
Richard Carlile
Gaelle Cayrol
Michel Dahan
Annie Desjardins
Marie Duong-Schelling
Luc Gagnon

Yohan Gaumont
Denis Gauthier
Marie Gingras
Isabelle Girard
Alexandre Guertin-Aird
David Hambly
Patrick Lacelle
Andre Lafond
Patrick Leclerc
Anne-Sophie Lemay
Simon Lemay

Philip Liang
Cassandre Louis
Nicolas Milette
Mina Naguib
Roger Nasrallah
Charles-Antoine-
Peladeau
Karine Penot
Lionel Pimpin
Joerg Plate
Mario Proulx

Nigel Robertson
Eric-Olivier Savoie
Marc Sodoyer
Stephen Solomon
Laetitia Sorribes
Simon St-Germain
William Syms
Susanne Tews
Mediatrice Uwimpuhwe
Erick Vadeboncoeur

\$500 - \$999

Rami Boraie
Claude Brunet
Jean-Sébastien Delisle
Karine Desrochers

Lidia Fallico
Chelsea Hearty
Ligeo Kattackal
Luc Lacombe
Benjamin Lamberg

Suzanne Mainville
Uros Milekic
Claude Perreault
Christian Quenneville
Valérie Sauvé

Annamaria Testani
Arvin Thomas
Francois Veillet
Imen Zitouni

\$1000 +

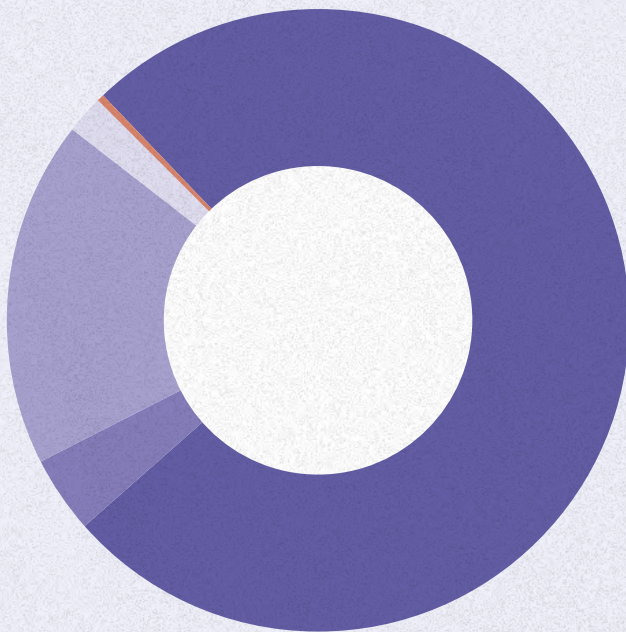
François Arbour
Cesar Cesaratto
Nadia Cesaratto

Cyril Chaib
Sebastien Delvecchio
Mai Duong
Elias El Hayek

Bosko Milekic
Yves Poiré
Marc Rochon
Vlad Stesin

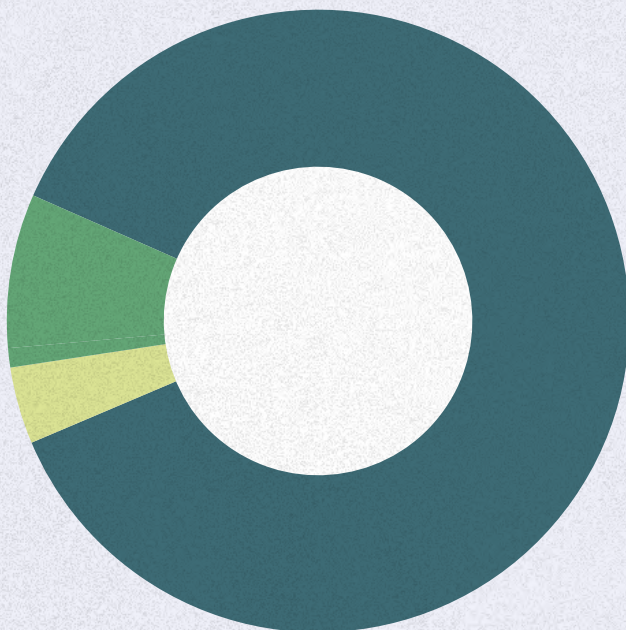
OUR FINANCES

Data from these graphs are extracted from the audited financial statements of Swab The World Foundation, December 31, 2021. The full report is available online on Swab The World Foundation's website.



TOTAL REVENUE: \$921,338

| | |
|-----------------------|-----------|
| Grant/Subsidy | \$17,412 |
| Fundraising Campaigns | \$165,631 |
| Donation Revenue | \$33,883 |
| Donations in Kind | \$702,725 |
| Other Revenue | \$1,687 |



TOTAL EXPENDITURES: \$845,192

| | |
|-----------------------------------|-----------|
| Administration | \$17,372 |
| Patient Services Program | \$760,452 |
| Education and Recruitment Program | \$67,368 |

\$76,146 Excess of revenue over expenditures for the year before unrealized gains on investments.

SWAB TEAM & BOARD



THE SWAB TEAM

Mai Duong
Co-founder

Carmel Ciceron
Coordinator

BOARD OF DIRECTORS

Sabrina Bambara
Marketing Director, Rogers Communications
Director

Nadia Cesaratto
Senior Director, Fund Investments, Claridge Inc.
Vice-chair

Jean-Sébastien Delisle
Hematologist and Principal Investigator, Assistant
Medical Director at the Centre of Excellence in
Cellular Therapy, Maisonneuve-Rosemont Hospital
- CIUSSS de l'Est-de-l'Île-de-Montréal
Director

Sebastien Delvecchio
Vice-President, Business Intelligence, National
Bank Financial
Secretary

Mai Duong
Media Strategy Consultant
Director

Susie Joron
Manager, Donor Search Strategies
and Stem Cell Distribution,
Héma-Québec Director

Uros Milekic
Partner, FL Fuller Landau;
CPA, Treasurer

Samuel Sassine
Medical Student, Université de Montréal
Director

Stephen Solomon
Tax Lawyer and Partner, De Grandpré Chait LLP

Yves Poiré
Co-founder and CEO, Optable Inc.
Director

Vlad Stesin
Co-founder and Chief Strategy Officer,
Optable Inc.
Chair



CONTACT US

Swab The World Foundation

358 Beaubien Street West, 5th floor
Montreal QC H2V 4S6
514-984-2227
info@swabtheworld.com
swabtheworld.com



Canada Revenue Agency registration number: 73966
4084 RR 0001