

SWAB THE
WORLD

FAIR
FIGHT
FOR ALL



ANNUAL REPORT 2022

www.swabtheworld.com

WELCOME



2022: A YEAR IN REVIEW

With things opening back up again, Swab The World was ready to make 2022 its most impactful year yet. This year we continued to think outside the box and strengthen our education, fundraising and recruitment efforts.



INTERNATIONAL IMPACT

Our young organization continued to make an international impact by redirecting thousands of potential donors to various registries around the world. We also created campaigns for patients living overseas and held swab drives with an organization in the UK.

Result: we sent 3,137 potential donors to international registries via our website.

CUTTING-EDGE BRAND CAMPAIGN

We teamed up with DDB Canada, PHD, and Frankie to build our innovative *Only We* brand campaign. This campaign cuts through the noise and highlights the need for more BIPOC representation in stem cell registries.

Result: we reached 80% of Canadians between 18 and 35 years old.

SWAB OUT LOUD WITH SUGAR SAMMY

We not only hosted the first edition of our annual fundraiser but also had the amazing Sugar Sammy as our special guest!

Result: we raised a whopping \$202,520.

MINH'S MEDIA TAKEOVER

Our campaign for Minh – a 4-year-old Asian mixed-race patient in Montreal – was covered by some of the biggest names in Canadian broadcasting. We made sure her story was front and center!

Result: we reached 58,846 people with Minh's campaign.

OUR PARTNERSHIPS

HÉMA-QUÉBEC

Swab The World and Héma-Québec teamed up for something that's never been done before. We developed a partnership with Héma-Québec which gave us permission to have Swab The World booths present at blood drives across Quebec. This means we've been able to open up a new avenue to educating people about stem cell donation and swabbing them in person.

CANADIAN BLOOD SERVICES

Swab The World has developed a strong partnership with Canadian Blood Services. Working with CBS means we can swab Canadians outside of Quebec and build campaigns for more patients all over Canada.

Result: we've held more swab drives in Canada than ever before.



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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

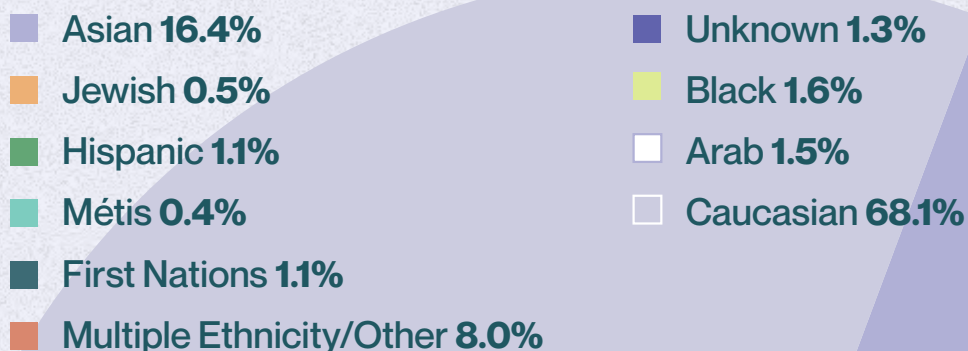
WE'RE ALL CREATED EQUAL... UNTIL BLOOD CANCER STRIKES

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 patient and 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 85% 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 registered stem cell donors in Canada
(Canadian Blood Services and Héma-Québec, 2022)



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 is a start-up charity working hard to fight racial inequality in the niche field of blood cancer and stem cell donation. Our mission is to educate people about stem cell donation, increase ethnic diversity in stem cell registries, and help patients find life-saving stem cell donors.

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.

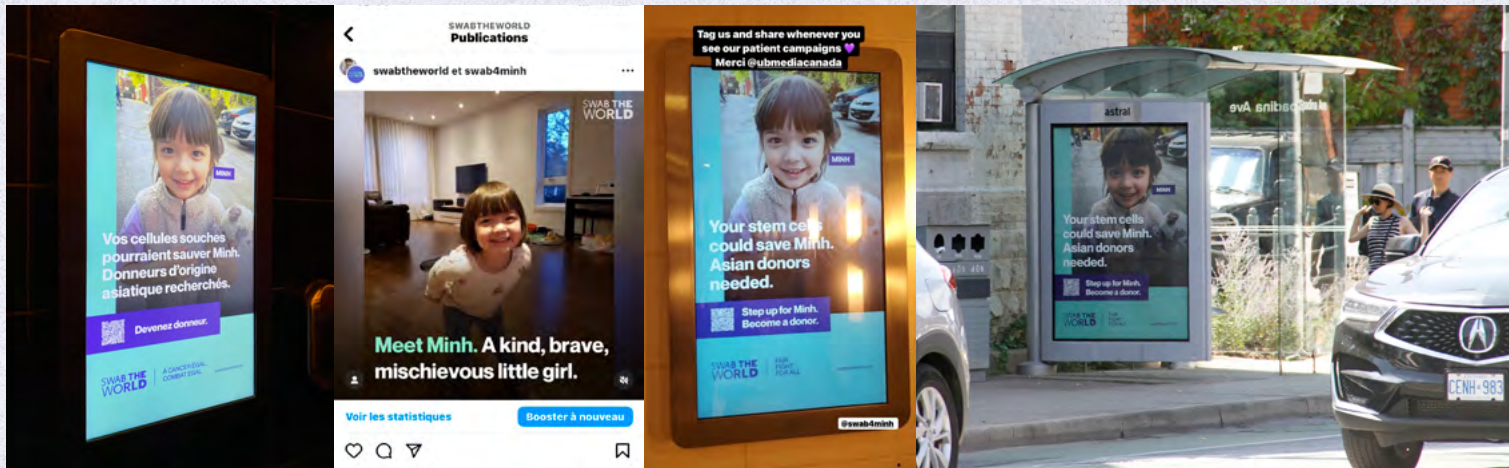
Real people, real impact, real change.

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.



OUR PROGRAMS: PATIENT EMPOWERMENT



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.

11 PATIENT CAMPAIGNS IN 2022

Arend has received a stem cell transplant!

PATIENT OUTREACH

We are constantly finding new patients. Between our social media following and our connections with hospitals and treatment centers, we have plenty of ears to the ground.

CAMPAIGN DESIGN & CREATION

Our team knows how to harness the power of storytelling and good design to create engaging donor recruitment campaigns. To meet the needs of each of our patients, we customize our campaigns through all media channels.

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.



Andrea
United States



Arend
Canada



Dom
Canada



Jiwan
United Kingdom



Jude
Canada



Maxine
France



Mel
Canada/Singapore



Minh
Canada



Misha and Zoey
Canada



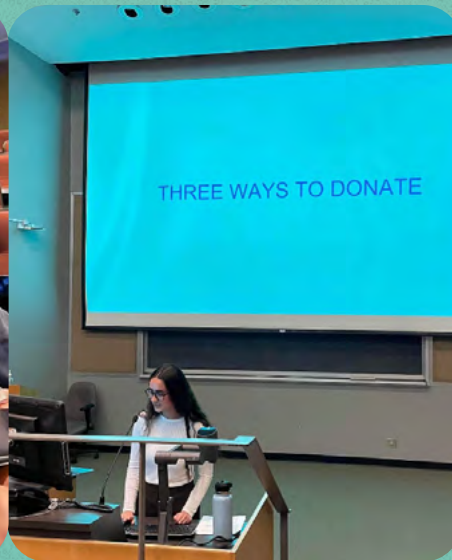
Yuan
United States



Yvette
United Kingdom



OUR PROGRAMS: EDUCATION & RECRUITMENT



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

SWAB TALKS

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 humor 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.



SWAB AMBASSADORS

THE SWAB FAMILY

100+ SWAB AMBASSADORS

Our 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.

NINE CHAPTERS

In 2022, our Swab Ambassadors were busy building awareness across campuses.

- Concordia University
- McGill University
- Université de Montréal
- Université de Montréal – Trois-Rivières
- HEC Montréal
- Université Laval
- Université de Sherbrooke
- University of Toronto Scarborough
- International Federation of Medical Students Associations



SWAB AMBASSADORS

OUR TRAINING PROGRAM

Each new ambassador who joins our team completes our five-part training program that teaches them the ins and outs of stem cell donation. In addition to providing them with tips for public speaking, conference planning, and event promotion, we also make sure they're fully equipped to host events and work with on-campus BIPOC student groups.

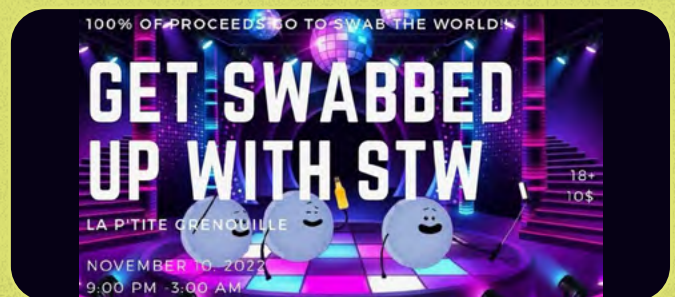
ACTIVITIES

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, universities, and community settings.



ORGANIZING FUNDRAISERS

This year, our Swab Ambassadors organized a variety of fundraisers to support Swab The World.



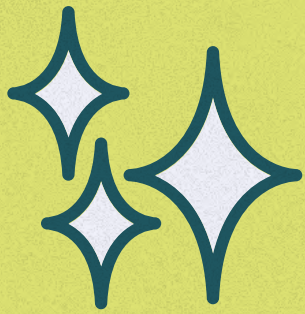
HOSTING STAND UP FOR DIVERSITY CONFERENCES

In 2022, our ambassadors continued to reach ethnic and cultural communities on campus. Each Stand Up For Diversity conference focuses on a specific underrepresented ethnic group and features a special guest from that community to share their experiences and help recruit more diverse stem cell donors.



PRODUCING CONTENT

TikToks, reels, memes, infographics, blog posts – the list is endless. Our talented ambassadors produce content that raises awareness about stem cell donation in a variety of educational, fun, and accessible ways.



LET'S HEAR FROM A FEW AMBASSADORS

Why did you become a Swab Ambassador?



Théodine Jacques

“I decided to become a swab ambassador because, as a Black person, it was important for me to participate in diversifying the stem cell registry in order to give everyone an equal chance to be cured. My skin color should not be a barrier to my chances of recovering from an illness.”



Sophie Zhu

“I became a swab ambassador because swabbing is a simple gesture that can potentially save the life of someone else!”



Yahya Zejli

“I became a swab ambassador and swabbed because I want to help anyone, anywhere!”

SWAB TALKS



IN 2022, WE TOOK OUR SWAB TALKS ACROSS THE REGION TO A TOTAL OF 26 DIVERSE AUDIENCES.



6 HIGH SCHOOLS

- École secondaire Ozias-Leduc
- École secondaire Les Pionniers
- Selwyn House School
- École Edu2
- Institut Secondaire Keranna
- École Triolet

3 COLLEGES (CÉGEP)

- Cégep de Trois-Rivières
- Collège Jean-de-Brébeuf
- Collège Lafèche

9 UNIVERSITIES

- McGill University
- University of Toronto Scarborough
- Université de Montréal
- Université de Montréal – Trois-Rivières
- Université de Sherbrooke
- Concordia University
- HEC Montréal
- Université du Québec à Trois-Rivières
- Polytechnique

6 ORGANIZATIONS

- ChainMyne
- Adviso
- Agir
- Montreal Tamil Health Initiative
- Young Asian Health Professional Association

2 PATIENT-CENTERED EVENTS

- Swab for Minh
- Swab for Dom

SWAB TALK SPOTLIGHT: UTSC



1,800 STUDENTS

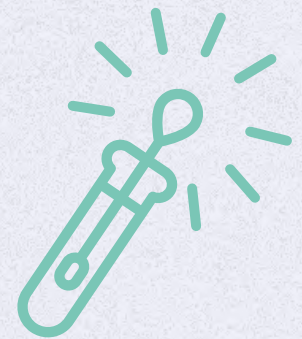
IN 2022, WE HOSTED OUR BIGGEST SWAB TALK YET!

When Dr. Steve Joordens, a psychology professor at the University of Toronto Scarborough, heard about Swab The World, he was struck with a great idea. How can we get as many young people as possible to learn about the dire need for more BIPOC stem cell donors? Dr. Joordens decided to pick Swab The World for a project where

all of his students would create public service announcements (PSAs) highlighting the need for more BIPOC stem cell donors.

On September 21, 2022, Dr. Joordens invited Mai Duong to share her story with his class. With over 1,800 students in attendance, this was our largest Swab Talk to date!

STAND UP FOR DIVERSITY 2022



SWAB THE WORLD | FIGHT FOR ALL

STAND UP FOR DIVERSITY
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STAND UP FOR DIVERSITY
STAND UP FOR DIVERSITY
FAIR FIGHT FOR ALL

FEB 2ND 2022 AT 6PM
VIRTUAL CONFERENCE

Our goal is to raise awareness about ethnic underrepresentation among stem cell donors.

ONLY 1% OF REGISTERED STEM CELL DONORS IN CANADA ARE BLACK.

HOSTED BY BILQISOU
STEM CELL AMBASSADOR

STAND UP FOR DIVERSITY: 2022

- Stand Up for the Asian Community
- Stand Up for the Black Community
- Stand Up for the Latinx Community
- Stand Up for the Middle Eastern and North African (MENA) Community

TOTAL REACH:
44,851 people

ONLINE VIEWS:
24,899 people

Our Stand Up For Diversity conferences help us reach underrepresented and underserved communities. These conferences create spaces for us to directly engage with and promote intercultural dialogue with BIPOC communities. 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.



OUR IMPACT

PATIENT EMPOWERMENT

89%

OF 18-34 YEAR-OLD CANADIANS REACHED THROUGH PATIENT CAMPAIGNS

8.2 MILLION

POTENTIAL DONORS

This is a significant increase in visibility for our patients compared with the previous year, in large part because of our media partners who provided us with ad space worth

\$4,893,445

at a fraction of the cost.

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

108 SWAB TALKS

5,957 PEOPLE

REACHED AT SWAB TALKS

3,137 POTENTIAL DONORS

SENT TO INTERNATIONAL REGISTRIES VIA SWAB THE WORLD'S WEBSITE

Additionally, our website continued to serve as an international hub for potential donors, redirecting people to their local registries.

BLOOD DRIVES

Our new partnership with Héma-Québec allows us to swab people at blood drives across Quebec. This initiative is the first of its kind and serves as an amazing way for us to reach potential donors.

BellMedia



OUTFRONT/

QUÉBECOR



SWAB FOR MINH



When we heard about this 4-year-old Montrealer's search for a stem cell donor, we immediately sprung into action. Our team made sure Minh's search for a mixed-race Asian donor was spread far and wide.

WHAT WE DID IN MONTREAL

We created and shared a campaign video, billboards, and social media posts to amplify Minh's search as much as possible.

- Campaign Video: **13,096 views**
- Online Asian reach: **58,846 people**
- Partner: Vietnamese Instagram influencer, Tiffany Lai with **300K followers**



We collaborated with Asian community organizations Local 88 and Marché Asiatique and had in person swabbing booths in Montreal's Chinatown.

We utilized media placements worth **\$163,676** near universities and locations most likely to reach Asian populations.

We redirected **607 potential donors** to various registries around the world.



ONLY WE BRAND CAMPAIGN



In 2022, we launched a brand campaign in collaboration with the amazing DDB Canada and reached 80% of our target audience! The *Only We* brand campaign represents our core mission to promote diversity and increase BIPOC representation in stem cell registries around the world. At the end of the day, **only we** can stand up for diversity and help patients, of all ethnic backgrounds, find the donors they desperately need to survive.

DDB Canada, Bell Media, PHD, and Frankie created a brand campaign for us – worth \$680,981 – at a fraction of the cost. Thank you so much for your incredible work and generosity.



Only We (video):

<https://www.youtube.com/watch?v=M0YvG3KzXps&t=29s>

FUNDRAISERS: SWAB OUT LOUD

OUR FIRST EDITION OF SWAB OUT LOUD

A dream come true – Sugar Sammy was this year’s special guest!

In October 2022, we launched the first edition of our annual fundraising event, Swab Out Loud. This year’s special guest was the one and only Sugar Sammy. Yes, you read that right – THE Sugar Sammy performed at Swab Out Loud. Our goal was to raise \$150,000. However, thanks to the incredible generosity of our corporate sponsors and individual donors, we exceeded our goal, raising a total of **\$202,520!**

OUR PARTNER

Sid Lee

PRESENTING SPONSORS

Fido and ChainMyne

SILVER SPONSORS

Intact Financial Corporation, National Bank Investments, Oasis, Raymond Chabot Grant Thornton, and TSADIK Foundation

BRONZE SPONSORS

De Grandpré Chait, FL Fuller Landau LLP, Jammers, RBC Foundation, and Slalom



FUNDRAISERS: LOTTO SWAB



LOTTO SWAB 2022

In June 2022, we hosted the very first edition of Lotto Swab. By buying one or more tickets for this raffle, participants had a chance not only to win one of 12 incredible prizes but also support our fantastic initiatives. Let's face it – it's a win-win situation!

With the support of our amazing sponsors and everyone who bought raffle tickets, we were able to raise **\$18,246**.

OUR SPONSORS

Air Canada, BigJaw Agency, C&M Textiles, De Grandpré Chait, FL Fuller Landau, Galeries d'art Beauchamp, Germain Hotels, Mr. W Montreal, Suite Spot, Terra Perma, and Vet Chez Vous

C'EST PARTI POUR LA
LOTTERIE !



WHAT THEY SAY ABOUT US



“I highly recommend that other educators consider creating class projects around Swab The World. I have taught for over 25 years. This is the most powerful and important project my students have done during that time and I assure other educators that your students will resonate and be transformed.”

**Dr. Steve Joordens,
University of Toronto Scarborough**

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

Yun, patient

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

Brennan, patient's father

“I joined Swab The World because I wanted to get involved with a good cause, and Swab The World's focus on both improving the healthcare system and, at the same time, solving a social issue resonated with me. I never knew about how low BIPOC representation was on the registry. I'm so glad I can share this with others now.”

Morgan, Swab Ambassador at McGill University



IN THE MEDIA

Swab The World's mission and patient campaigns continued to make headlines in 2022.

CBC

<https://www.cbc.ca/news/canada/montreal/stem-cell-donation-needed-asian-child-1.6503428>

<https://www.cbc.ca/listen/live-radio/1-383-lets-go/clip/15924829-swab-minh>

CTV

https://beta.ctvnews.ca/local/montreal/2022/6/29/1_5968749.amp.html

Global News

https://globalnews.ca/news/8956224/montreal-toddler-life-saving-stem-cell-donation/?fbclid=IwAR1UCNRsBc4e-VF1X-iznAKXz9EmhtELriksgwsU_gvhg4hRiN-2vTwLIDO10

City News

<https://montreal.citynews.ca/2022/06/29/four-year-old-montrealer-in-need-of-stem-cell-donation-are-you-her-life-saving-match/>

TVA Nouvelles

<https://www.tvanouvelles.ca/2022/06/24/un-donneur-recherche-pour-sauver-la-vie-dune-petite-fille?fbclid=IwAR3-50m65tuWqymczlA55Rr-fLDK1ZC51jXPPI3ILwZ2pHjuYTXNoCZthOul>

University of Toronto Scarborough News

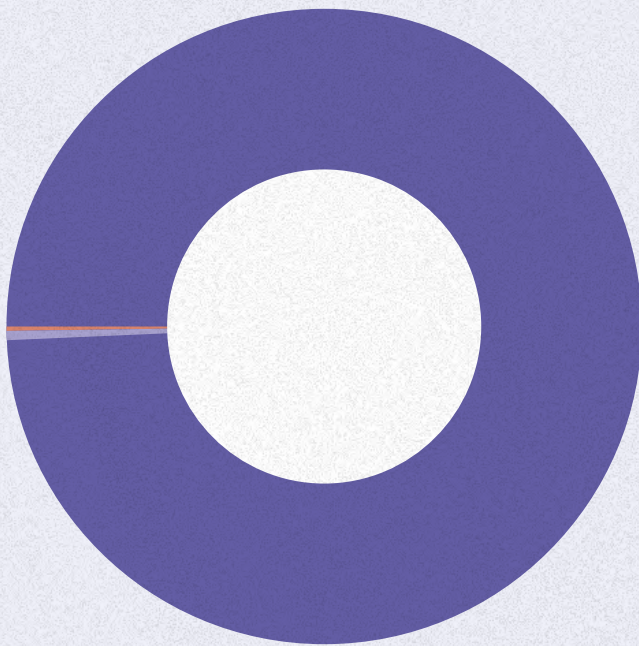
<https://utsc.utoronto.ca/news-events/undergraduate-experience/canada-has-shortage-bipoc-stem-cell-donors-thousands-students-are-raising>

Passion MTL

<https://passionmtl.com/don-de-cellules-souches-ce-samedi-on-se-mobilise-pour-minh>

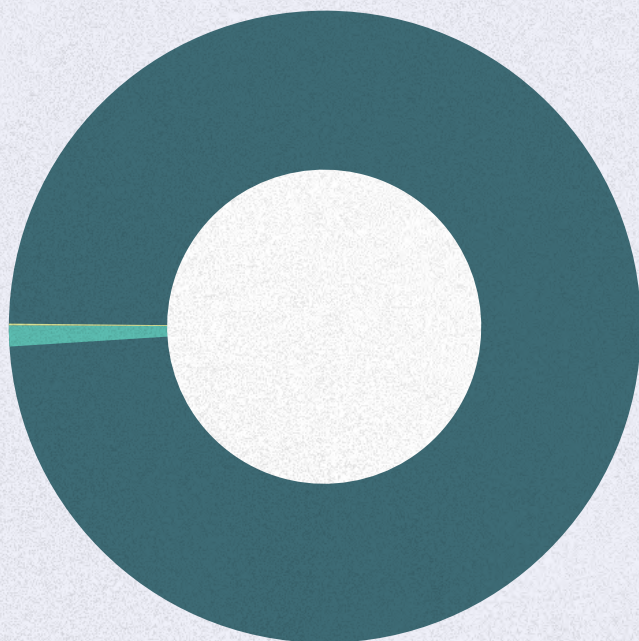
OUR FINANCES

Data from these graphs are extracted from the audited financial statements of Swab The World Foundation, December 31, 2022. The full report is available online on Swab The World's website.



TOTAL REVENUE: \$ 5,428,050

■ Donation Revenue	\$127,034
■ Donations In Kind	\$5,080,250
■ Fundraising Campaigns	\$220,766



TOTAL EXPENDITURES: \$5,428,050

■ Swab The World Programs	\$5,306,284
■ Fundraising Campaigns	\$113,299
■ Administration Fees	\$8,467



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

Adviso

Air Canada

Air Transat

Bristol Myers Squibb

Bell Media

Bellini Foundation

BigJaw Agency

C&M Textiles

ChainMyne

Cole Foundation

De Grandpré Chait

Dialekta

Empire Jewelry Creations

Fido

FL Fuller Landau LLP

Fondation Mathieu Sabourin

Galleries d'art Beauchamp

Germain Hotels

Hema-Quebec

Innocap

Intact Financial Corporation

Jammers

M&H

Mr. W Montreal

National Bank

National Bank Investments

Nventive

Oasis

Pfizer Canada

Quebecor

Raymond Chabot Grant Thornton

Rosy Family Foundation

Royal Bank of Canada Foundation

Sid Lee

Slalom Consulting

Suite Spot

Terra Perma

TSADIK Foundation

Vet Chez Vous

DIALEKTA

Fondation
Cole
Foundation

DEGRANDPRÉ
CHAIT

fido

FL

[intact]
ASSURANCE

NATIONAL
BANK

OASIS

Pfizer

Raymond Chabot
Grant Thornton

SAO

IN-KIND DONATIONS, ADVERTISING AGENCIES AND MEDIA

Bell Media, Groupe Publicis, UB Media, DDB Canada, PHD, Frankie, Sid Lee, Quebecor, Outfront, LaPresse

INDIVIDUALS

\$100 - \$199

Marie-France Allaire	Angela D'Angelo	Christina Greschner	Brian Moulaison
Jaimie Auger	Eric Dahan	Nathalie Haccoun	Patricia Myszak
Lise Bergeron	Annie Desjardins	Thomas (Quoc thong) Hoang	Doan Capricorn Nguyen
Marc Bissell	Alain Desormiers	Sophie Jodoin	Clifford Noonoo
Louis-Alexandre Bouchard	Mathieu Duffar	François La Roche	Giovanni Paoletti
Sophie Bourbeau	Lise Dupont	Sophie Labarre	Brad Raymond
Eric Bourret	Thanh Duong	Kristine Lalonde	Melissa Raymond
Marie Brault	Marvin Epstein	Martin Lavigne	Manon Robitaille
William Brock	Howard Epstein	Julie Lefebvre	Aaron Rodgers
Jules Brossard	Ronnie Fine	Kristina Lipscombe	Katherine Ruiz
Danny Cabral	Jeff Fixman	Marie-Claude Lizée	Frank Scanzano
Estelle Champagne	Antoine Flavien	Danielle MacMillan	Jonathan Schacter
Natasha Chen	Rowan Fletcher	Jajube Mandiela	Shaun Selcer
Kyriakos Chronopoulos	Martin Gagnon	Emilie McAllister	Leslie Solomon
Karine Cloutier	Evelyne Gauvin	Abimaël-Thadorah	Gilles Soulières
Misa D	Annie-Claude Gingras	Michel	Andriy Tsoy
	Natalie Gingras	Josephine Mina	Ron Waxman
	Renée Greenberg		Suet Fan Wong

\$200 - \$499

Isabelle Baillargeon	Jean-Marc Fradette	Stéphanie Latour	Francois Rainville
Hugo Boutet	Luc Gagnon	Thi Xuan Mai Le	Stéphanie Richard
Andrée Brunet	John Galambos	Philippe Leclerc	Matthew Rodier
Renée Brunet	Clarah Germain	Simon Lemay	Jonathan Rosenberg
Patrick The Truc Bui	Marie Chantal Gingras	Duc Thang Lieu	Maury Simms
Nadia Cesaratto	Maurice Goldberger	Cassandra Louis	Audrey Slater
Maxime Corriveau	Alexandre Guertin-Aird	Alexandra McKay	Martin Soubeyran
Michel Dahan	Michele Guzzo	Jean-Francois Monfette	Simon St-Germain
Thanh Duong	David Inzlicht	Mina Naguib	Armand Tannous
Ilana Edery	Vanessa Jourdain	Roger Nasrallah	Julie Tremblay
Diane Fournier	Harminder Kaur	Michael Newton	Mediatrice Uwimpuhwe
Eugénie Fradette	Katherine Kopytov	Claude Perreault	Mario Venditti
	France Laplante	Joerg Plate	Francine Wiseman

\$500 - \$999

Raaf Adams	Gaelle Cayrol	Arie Koifman	Andrew Molson
Imran Ahmad	Danna Dahan	Patrick Lacelle	Annie Nguyen
Derev Antikacioglu	Sebastien Delvecchio	Claude Lamoureux	Laura Nhem
Serge Assayag	Karine Desrochers	Félix Laurence	Karine Penot
Paul Balthazard	Francis Devoy	Brigitte Mack	Fred Shahrabani
Vincent Beauchamp	Valerie Filion	Suzanne Mainville	François Veillet
Francis Huot	Sophie Forest	Eric Martin	Edouard Williams Brunet
Thane Calder	Eric Fournier	Jaymie Martinez	
	Luc Gagnon	Alexandra McKay	

\$1000 +

Titouan Barbier	Mai Duong	Yves Poiré	Kimberly Rosales
Jean-Sebastien Delisle	Jack Dworkind	Christian Quenneville	Clifford Sacks
Myah Drori	Chantal Gauthier	Christiane Rochon	Nikolas Perrault
	Alexandra Kau	Marc Rochon	

SWAB TEAM & BOARD



THE SWAB TEAM

Mai Duong

Co-founder, General Manager

Carmel Ciceron

Communications Coordinator

THE BOARD

Sabrina Bambara

Marketing Director, Rogers Communications
Director

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

Entrepreneur – Director

Mai Duong

Co-founder of Swab The World, Media Strategist
Consultant – Director

Megan Hardisty

Managing Director at McCann Canada – Director

Susie Joron

Manager of Donor Search Strategies and Stem Cell
Distribution at Héma-Québec – Director

Uros Milekic

Partner at FL Fuller Landau; CPA – Treasurer

Yves Poiré

Co-founder and CEO of Optable Inc. – Director

Samuel Sassine

Resident, CHU Ste-Justine – Director

Stephen Solomon

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