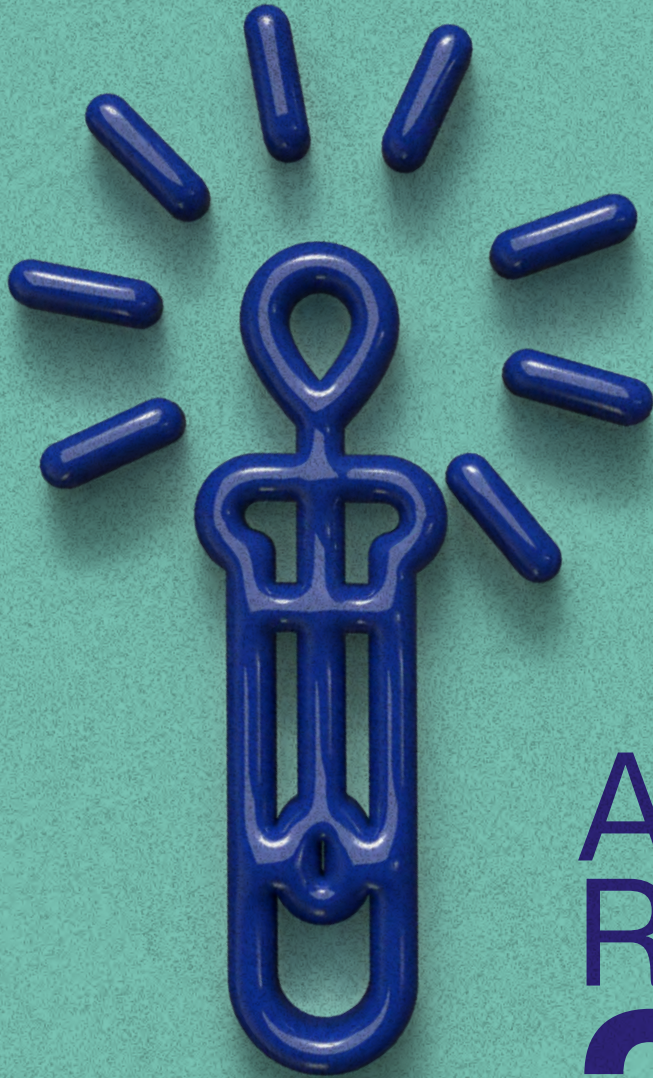


**SWAB THE
WORLD**

FAIR
FIGHT
FOR ALL



**ANNUAL
REPORT
2023**

swabtheworld.com

Fair **FIGHT** **FOR ALL**

Swab The World exists:

Because ethnicity matters when it comes to stem cell donation

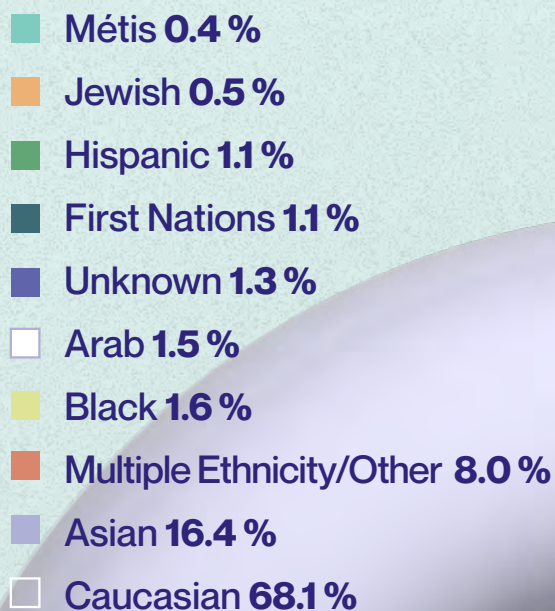
Because most people don't know about stem cell donation

Because the vast majority of donors in the worldwide donor database are white

Because patients looking for a stem cell donor often don't have the resources to build an effective recruitment campaign.

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

Through our platform, those looking for a match can share their story with others who get it, and connect qualified donors to their country's registry. We aim to boost ethnic diversity in the worldwide stem cell donor base and ensure a fair fight for all.

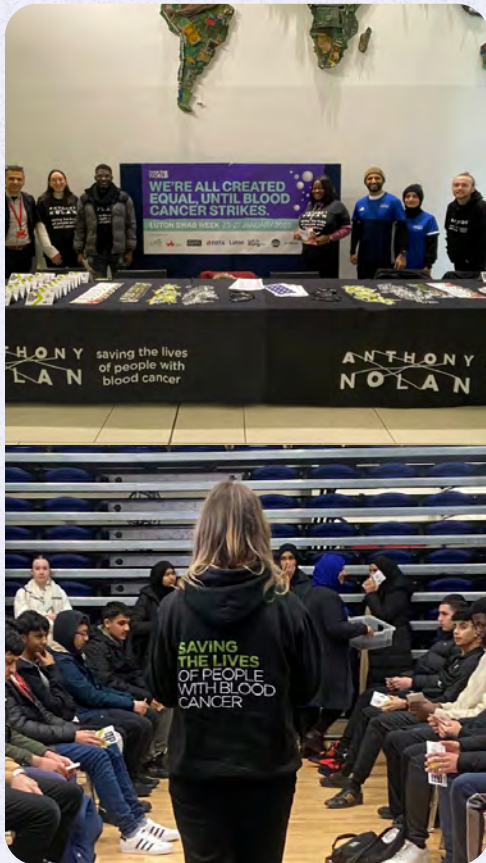


Composition of registered stem cell donors in Canada
(Canadian Blood Services and Héma-Québec, 2022)



2023: A YEAR IN REVIEW

True to form, Swab The World has set its sights on an impactful year in 2023. This year, we continued to shake things up and strengthen our efforts in education, fundraising and recruitment.



Stem cell donor recruitment in Luton, England



Fundraising event



Raising awareness in the Black community

INTERNATIONAL IMPACT

Our young organization continued to make an international impact by redirecting thousands of potential stem cell donors to various registries around the world via our website.

SWAB OUT LOUD WITH RACHID BADOURI

We held the second edition of our annual fundraising event this fall, made even more incredible by our special guest, Rachid Badouri!

The result: we raised an impressive \$218,379.

STAND UP FOR DIVERSITY 2023

This year, we focused our efforts on our Stand Up For Diversity events, aimed at reaching underrepresented and underserved communities. Our summer event with the Black community was a success, encouraging cross-cultural dialogue and highlighting the experience of a community member to recruit more diverse stem cell donors.

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A WORD FROM OUR CO-FOUNDER



**Mai Duong, co-founder
of Swab The World**

“When I was diagnosed with leukemia for a second time, I was informed that only a stem cell transplant could save me, and although I was nervous, I was ready to tackle this challenge. All this was turned upside down when I was told that there was no compatible donor sharing my Vietnamese ethnic background in the stem cell registry.

Ignoring these slim odds, I launched a campaign to find a donor, raising awareness of the importance of diversity when it comes to stem cell donation. Not only did this help people going through the same thing as me, it also enabled me to receive an umbilical cord stem cell transplant. Without that transplant, I wouldn’t be here today; neither would my youngest daughter.

Since my remission in 2014, I’ve made it my mission to encourage more people from diverse backgrounds to become donors, which is why I founded Swab The World. We share the foundation’s mission across the country and beyond, in the form of relayed patient stories in hopes to find compatible donors.

We’ve been welcomed into several organizations touched by our powerful message, but we aim to reach even more potential donors in the future. By using the power in our numbers to extend Swab The World’s impact worldwide, we’ll Swab The World!”

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.** Mai Duong, 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.



EMPOWERED PATIENTS



Misha and Zoey

We feel blessed to have so many wonderful people who are in the fight alongside us. Misha and Zoey are truly remarkable; as their parents, we are astounded by how resilient they have been through it all and how quickly they have bounced back from all their adversities. We are always appreciative of Swab The World and all those who have registered.

- Nipa and Sanjay about their daughter's journey and Swab The World



Carl and Nahed

I truly believe «World» is an amazing underrated point in Swab The World. Take a moment to picture every registered Swab - swabbing literally adds purpose in your life, to save another life, anywhere in the world. Take a moment to picture that family who gets a call about someone who's matched with their family member looking for a donor, and how their lives can turn around once again. That is a sense of love and purpose that knows no bounds!

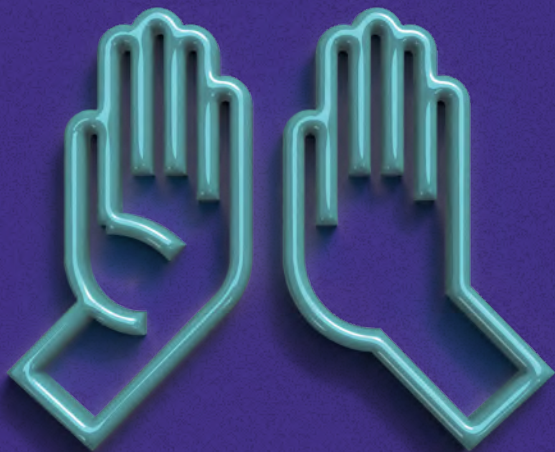
- Carl, about Swab The World's purpose and help for his mom, Nahed



Charles and Candice

I admire how positive Charles has stayed throughout his entire 15 year battle with cancer. Charles now lives his life on the premise of doing at least one good deed a day no matter how big or small. It may be no coincidence that we received the biggest act of kindness that we have ever experienced in our lives when a complete stranger donated their stem cells to save his life. We will be forever grateful to him and all organizations like Swab The World that support this beautiful cause!

- Candice, regarding her husband and patient Charles, and Swab The World's assistance



PATIENT IMPOWERMENT



The strength and perseverance of the patients we meet are what inspires us to continue doing the work we do. This year, we've reached:

4.1 MILLION
18-34 YEAR-OLD
CANADIANS
REACHED
THROUGH PATIENT
CAMPAIGNS

This increase in visibility for our patients is largely possible thanks to our media partners who provided us with ad space worth **\$559,531** at a fraction of the cost.

BellMedia

UB
MEDIA

QUÉBECOR

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.

PATIENT OUTREACH

We are constantly finding new patients to help. 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, Quebecor and UB Media — our patients can rest assured their stories will be heard far and wide.



Zoe



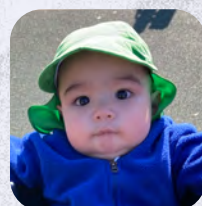
David



Charles



Trish



Leo

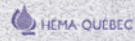


Nahed



Charles and David have each found a compatible stem cell donor! They are now recovering and making the absolute most of their second chance at life.





Trousse d'inscription

SWAB THE WORLD

REGISTRE DES DONNEURS
DE CELLULES SOUCHES

#5



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.

**WE
DRIVE
THE
CONVERSATION**



More specifically, in 2023, we reached:

**5,427
PEOPLE WITH
OUR SWAB
TALKS**

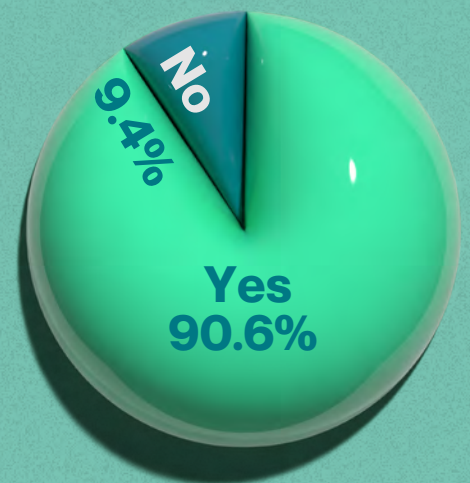
Swab Talks allow us to share our experience with blood cancer. They also help ensure potential donors understand what they're signing up for, all of this with our signature blend of straight talk and humor.

This allows us to educate and recruit committed donors in schools, businesses and community groups. After every talk, we have our attendees

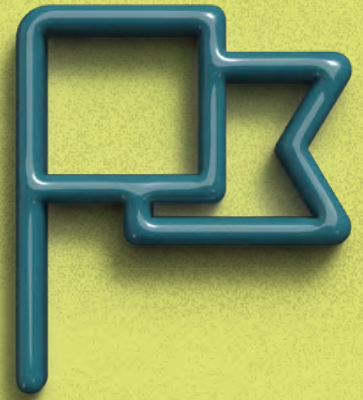


answer our survey, so we get to know our audience and what they respond to in our presentation.

Amount of presentation attendees who would consider becoming a donor after our Swab Talk



SWAB AMBASSADORS



THE SWAB FAMILY

In 2023, our Swab Ambassadors were busy building awareness across campuses, and being the face of Swab The World on social media and university campuses across Quebec and Ontario.

FOURTEEN CHAPTERS

- Université de Montréal
- Université de Montréal - Trois-Rivières
- Swab Talk Jr./International Federation of Medical Students Associations (IFMSA)
- McGill University
- McGill University - Gatineau

- Concordia University
- HEC Montreal
- Université Laval
- Université de Sherbrooke
- University of Toronto Scarborough
- Andre-Grasset CEGEP
- Marianopolis CEGEP
- Brébeuf CEGEP
- John Abbott CEGEP

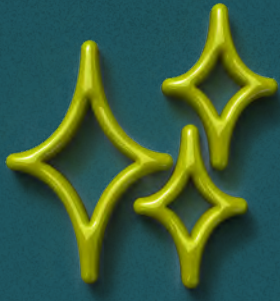
These ambitious student volunteers are on a mission to teach people about stem cell donation, encourage them to register as donors, and empower them to show up for their communities.

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 new recruits with tips for public speaking, and conference and event planning, we also make sure they're fully equipped to host events and work with on-campus BIPOC student groups.

100+ SWAB AMBASSADORS





THEIR WAY TO SUPPORT OUR CAUSE

AMBASSADOR PROFILE:

PAMELA NEHME



What I find most rewarding about my role: Being able to work with motivated people who have the same cause at heart.

What I've learned through my involvement with Swab The World: The organization of Swab drives and the strategies needed to make a booth a success (having a good opening line, being several ambassadors, having small rewards, etc.) so that I can explain to more people the importance of becoming a stem cell donor.

What I find important in Swab The World's mission: The desire to give EVERYONE, regardless of ethnicity, the chance to find a donor, and therefore to diversify stem cell registries. It's also raising public awareness of stem cell donation and its necessity for certain conditions, given that many people still don't understand the cause.



FANEL YUWENSKY JOSEPH

What I find most rewarding about my role: Being able to help my community by speaking out about the lack of diversity among stem cell donors and how it can impact so many patients.

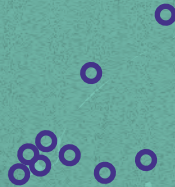
What I've learned through my involvement with Swab The World: I have learned a lot about the inequities related to stem cell donation, and how this problem isn't really known, especially since it's not a topic discussed in my community.

What I find important in Swab The World's mission: I understand that as a minority, it can be difficult to get help; the first time I saw a presentation from Swab The World, I was immediately interested because I strongly believe that everyone deserves an equal chance to overcome cancer or a blood disease. I think that if I were in a patient's shoes, I would want a compatible stem cell match, and that others would make this gesture for me.



SWAB TALKS

IN 2023, WE TOOK OUR SWAB TALKS ACROSS THE REGION TO A TOTAL OF 43 DIFFERENT AUDIENCES.



13 HIGH SCHOOLS

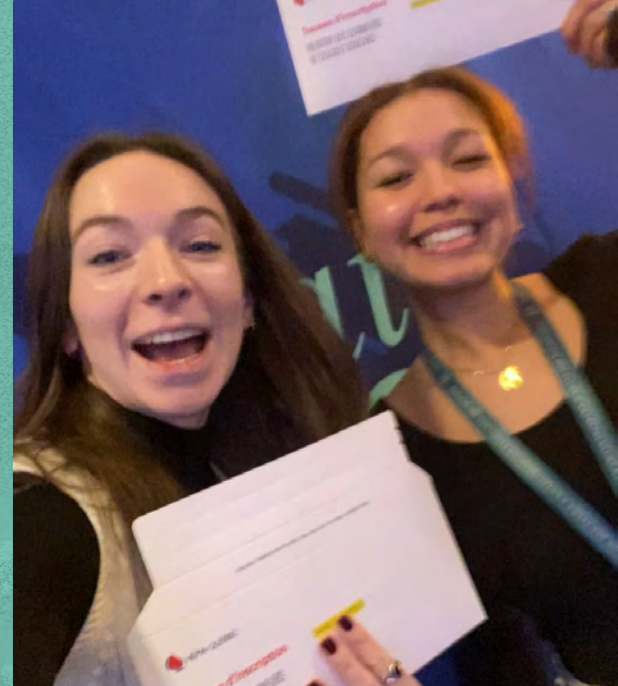
- Clarétain College in Victoriaville
- Notre-Dame de Lourdes College
- The Study High School
- Marie de France International College
- Saint-Sacrement College
- Heritage Regional High School
- Félix-Leclerc High School
- Jean XXIII High School
- Mont-Saint-Louis High School
- Externat Sacré-Coeur
- Saint-Luc High School
- Sainte-Marcelline College
- ECS School

9 CEGEPS

- Trois-Rivières CEGEP
- Limoilou CEGEP
- Lafèche College
- Ahuntsic College
- Maisonneuve CEGEP
- John Abbott College
- Marianopolis CEGEP
- Brébeuf CEGEP
- André-Grasset CEGEP

11 UNIVERSITIES

- McGill University
- McGill University - Gatineau
- University of Toronto Scarborough
- University of Montreal
- University of Montréal - Trois-Rivières



- University of Sherbrooke
- Concordia University
- University of Alberta
- University of Québec in Trois-Rivières
- Polytechnique
- University of Ottawa

9 ORGANIZATIONS

- Intact Insurance
- Deloitte
- Sid Lee
- Behavior
- Adviso
- YAHPA
- CLQ
- CODA
- EFFERVESCENCE 2023

STAND UP FOR DIVERSITY 2023



STAND UP FOR DIVERSITY

- Stand Up for the Tamil Community
- Stand Up for the Black Community
- Stand Up for the Jewish Community
- Stand Up for the Asian Community

TOTAL REACH:

6,618+ people

ONLINE VIEWS:

11,373 people

Our Stand Up For Diversity talks help us reach underrepresented and underserved communities. These events 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.



FUNDRAISERS : LOTTO SWAB

LOTTO SWAB 2023

In May 2023, we brought back another event (and crowd-pleaser): Lotto Swab. Now in its second edition, we hosted it alongside our Swab Awards, which celebrated our ambassadors' excellent work during their last term.

Thanks to our amazing sponsors, our fierce FUNdraising committee and everyone who bought raffle tickets, we were able to raise **\$22,421!**

OUR SPONSORS

Adviso, Air Canada Foundation, BDO, BigJaw Agency, BMO, Cirque du Soleil, Empire Jewelry, Germain Hotels, M&H, and Vinealis.



FUNDRAISERS: SWAB OUT LOUD

SWAB OUT LOUD IS BACK FOR ANOTHER EDITION

This year, we were extremely lucky to have a performance by Rachid Badouri!

In October 2023, we held our second annual fundraising event, Swab Out Loud. This year's special guest was the incredible Rachid Badouri; yes, THE Rachid

Badouri! Thanks to the boundless generosity of our corporate sponsors and individual donors, we exceeded expectations and raised a total of **\$218.379!**

We owe a big thank you to everyone who helped us make this great event a reality:

PRESENTING SPONSOR

Fido



GOLD SPONSOR

OASIS Canada



SILVER SPONSORS

Intact Insurance and Raymond Chabot Grant Thornton.



Raymond Chabot Grant Thornton

BRONZE SPONSORS

Adviso, BDO Canada, Cogeco, Tsadik Foundation, Incyte and Jammers.



PRODUCT SPONSORS:

Dialekta, La Presse, Les Marchands, McDonald's Canada, M&H, SAQ, SB Design et Sid Lee.



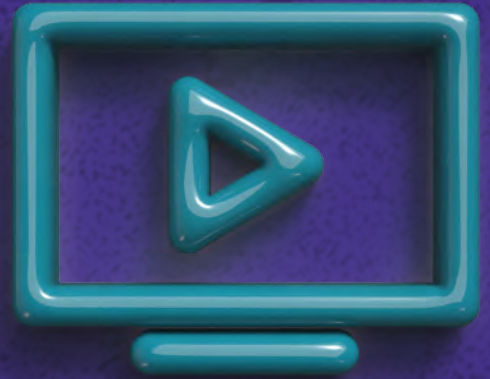
SWAB OUT LOUD SILENT AUCTION SPONSORS:

Adviso
Air Transat
Bell Media
Bellini Foundation
Fairmont The Queen Elizabeth

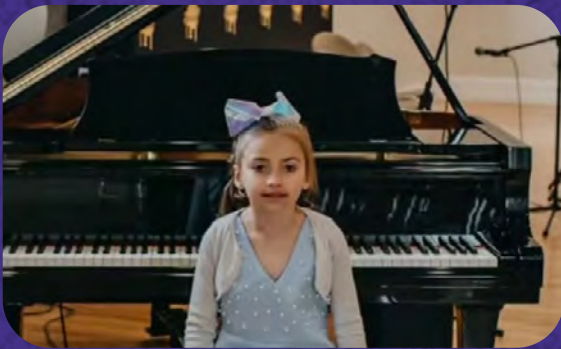
Förena Spa
Humaniti
Nick Suzuki
W Montreal



FROM EAR TO EAR



Swab The World makes it a point to make its mission and patient campaign known, shared, and relayed. Here are a few of the headlines we got the chance to make in 2023:



Zoe

[More diverse stem cell donors needed as Tecumseh 9-year-old awaits match](#)



Entrevue Radio Canada

[Iniquités dans le traitement du cancer](#)



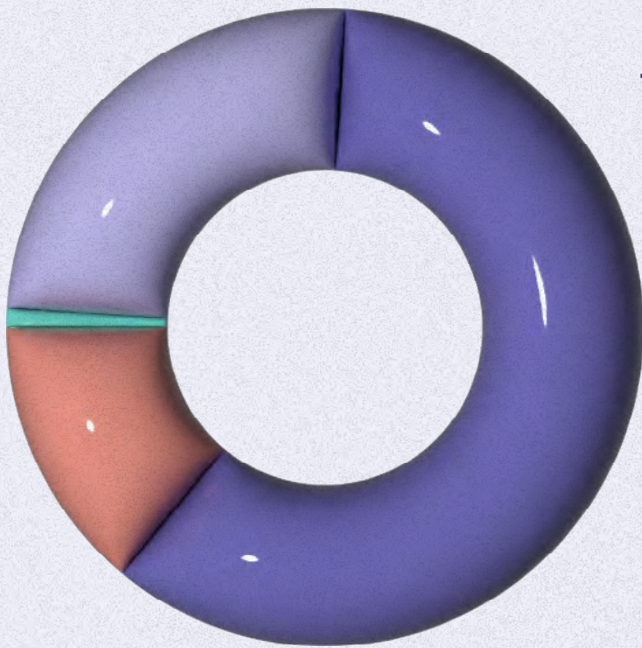
“ Working with Swab The World has been very fulfilling, for me as much as for the students in my marketing class. The foundation’s vital mission and what Mai went through (and what many patients are going through right now) made this project a powerful experience. I highly recommend that other teachers include Swab The World in their curriculum. This is sure to leave a mark on students’ minds and allow them to use their creativity and knowledge for a good cause! ”

**- Mouna Sebri, Professor of Marketing
at the University of Sherbrooke**



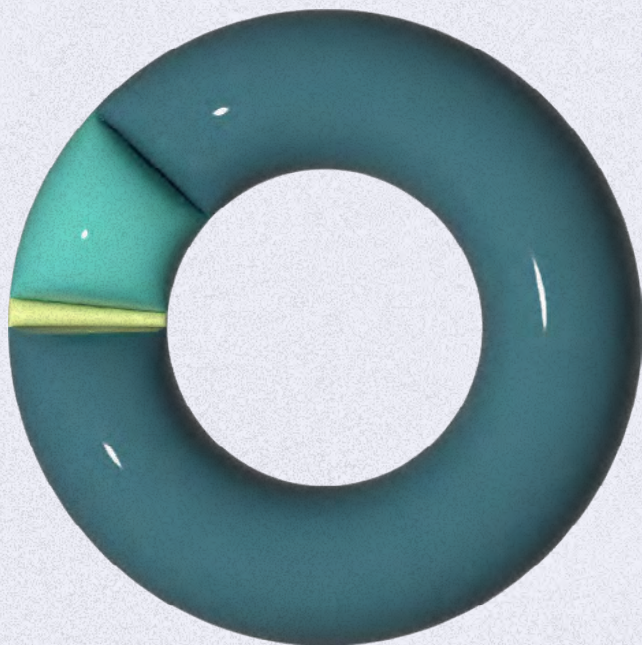
OUR FINANCES

Data from these graphs are extracted from the audited financial statements of Swab The World Foundation, December 31, 2023. The full report is available online on Swab The World's website.



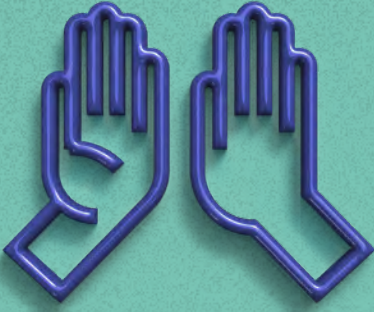
TOTAL REVENUE: \$948,787

| | |
|-------------------------|-----------|
| ■ Donation Revenue | \$133,356 |
| ■ Donations In Kind | \$569,531 |
| ■ Fundraising Campaigns | \$240,800 |
| ■ Government Grants | \$5,100 |



TOTAL EXPENDITURES: \$848,826

| | |
|---------------------------|-----------|
| ■ Swab The World Programs | \$748,615 |
| ■ Fundraising Campaigns | \$89,818 |
| ■ Administration Fees | \$10,393 |



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 BigJaw
Adviso
Air Canada Foundation
Air Transat
Altitude C
BDO Canada
Bhumi Medical Clinic
BigJaw Agency
BMO
Bristol Myers Squibb
ChainMyne
Cirque du Soleil Entertainment Group
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Rossy Family Foundation
Slalom Consulting
TAMTAM Media
The Bellini Foundation
The Molson Foundation
Touché
TSADIK Foundation
Vinealis
W Montreal

IN-KIND DONATIONS, ADVERTISING AGENCIES AND MEDIA

Bell Media, Groupe Publicis, Les Marchands, M&H, McDonald's Restaurants of Canada, Limited, Quebecor, SAQ, SB Design, Sid Lee, UB Media

INDIVIDUALS

\$100 - \$199

Alana Testolina
Alexander Pavelich
Anouk Trudel
Athanasio Destounis
Benjamin Ferreira
Bobby Destounis
Carolyn Cartier-Hawrith
Chantal Parent
Clara Gosselin
Cyril Chaib
Daniele Papazian
Dave Thomas

David Lavigne-Masse
Déborah Azevedo Coutinho
Diana Tertzakian
Emilien Hiraclides
Fadjiah Collin
Francois Canuel
François La Roche
Genevieve Roy
Jean Francois Plourde
Jean-Sébastien Delisle
Julie Nguyen Minh
Karine Cloutier
Karine Huard

Leonard Primeau
Lise Bergeron
Majorie Perreault
Malik Idrissi
Marc-Antoine Grenier
Marie Duong-Schelling
Marie Di Maso
Marie-Claude Lizée
Marie-Eve Sasseville
Marie-Lee Brault
Marion Desnoyers
Martine Bouthillier
Michel Chioini

Michelle Setlakwe
Nour Hanna
Rachel Letellier
Rina Syauta
Robert Lulelaru
Roger Nasrallah
Sabrina Bambara
Sandra Siciliano
Suzanne Grondin
Vincent Dufault-Bédard

\$200 - \$499

Alexe Del Degan
Anna Bruna
Anne-Sophie Lemay
Carolyn Cartier-Hawrith
Christiane Rochon
Claude Perreault
Duc Thang Lieu

Emilie McAllister
Genevieve Bleau
Humberto Valencia
Jean-Sebastien Delisle
Julia Scala
Julie Carbone
Julie Haldd
Karine Huard

Karine Pénot
Lambert Busque
Luc Gagnon
Marc Sodoyer
Melissa Hains
Michelle Setlakwe
Pelra Azondekon
Pierre-Luc Camirand

Renée Brunet
Suzanne Mainville
Thane Calder
William Brock
Yvon Gosselin

\$500 - \$999

Alexandre Renaud
Christian Quenneville
David Perugini

Denis Claude Roy
EVLV Recruitment Salim
Haddad
Gene Kim

Ian Jeffrey
Jean-François Joyal
Laura Nhem
Maya Chammas

Sandra Cohen
Sophie Labarre
Uros Milekic
Vincent Szeto

\$1,000 +

Geoffrey Bernard
Guillaume Bédard

Jean-Francois Renaud
Johanne Kucey
Mai Duong

Swab The World McGill
Vladislav Stesin
Vu Pham

Yasotha Sasitharan
Yves Poiré

SWAB TEAM & BOARD



THE SWAB TEAM

Mai Duong
Co-founder,
General Manager

Carmel Ciceron
Communications
Coordinator

THE BOARD

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

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

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

Uros Milekic
Partner at BDO Canada LLP; CPA – Treasurer

Yves Poiré
Co-founder and CEO of Optable Inc. – Director

Samuel Sassine
Resident, CHU Ste-Justine – Director

Vlad Stesin
Co-founder and Chief Strategy Officer
of Optable Inc. – Chairman

Sébastien Delvecchio
Entrepreneur – Director

Fondation —
**SWAB THE
WORLD**





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Montreal, Qc H2V 4S6

514 984-2227

info@swabtheworld.com

swabtheworld.com



Canada Revenue Agency registration number:
73966 4084 RR 0001