

2020 ANNUAL REPORT



WELCOME

OUR YEAR IN A NUTSHELL

2020 started with a bang. We were booking back-to-back weeks of talks, mobilizing our army of Swab Ambassadors to raise awareness about stem cell donation, and encouraging many people to become donors. However, when the COVID-19 pandemic hit, everything we were working on came to a screeching halt. All of a sudden, our talks were cancelled, and the plans for our first fundraising event were entirely scrapped.

THE IMPACT OF COVID-19

2020 was hard for everyone, especially for young charities like us with barely two years under our belt.

- We had to let go of our first full-time employee.
- We also had to cancel several in-person talks and recruitment events.
- The travel restrictions made it much more challenging for patients living in Canada to receive life-saving transplants from abroad.
 - 80%-90% of stem cell donations in Canada come from international donors. More than ever, Canadian patients rely on local donors, and we need our country's stem cell registries to reflect how ethnically diverse our country is.
- YES, we felt defeated.

However, the numerous obstacles the pandemic put in our way didn't stop us. If cancer couldn't stop us, then COVID-19 wasn't about to stop us either. In fact, the pressure of the pandemic fuelled our drive to make this year our most accomplished one yet.

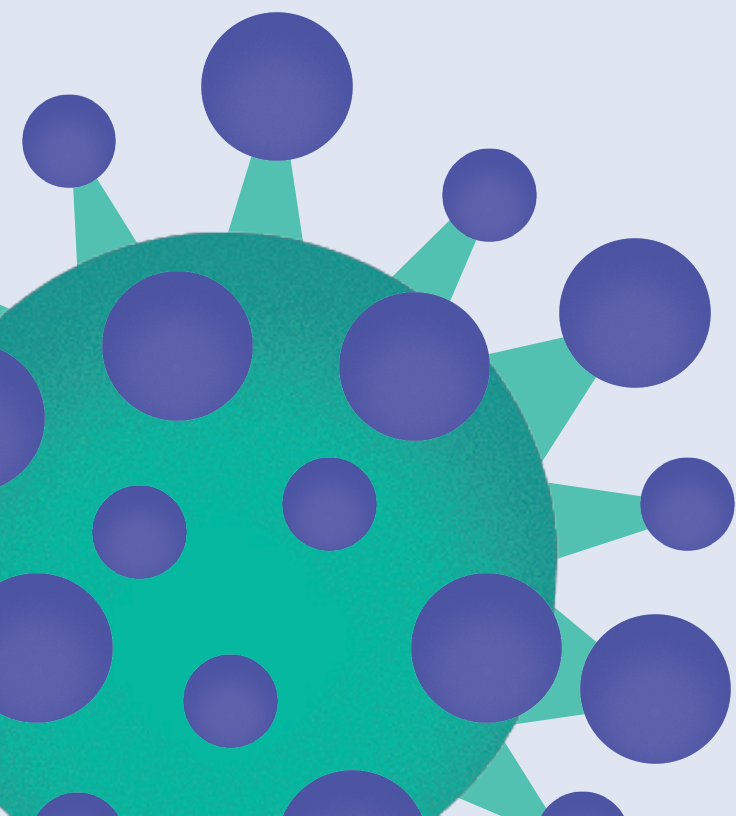


TABLE OF CONTENTS

3

HOW IT
ALL BEGAN

4

THE PROBLEM

5

OUR MISSION

6

WHAT SETS
US APART

7

PATIENT SERVICES

8

EDUCATION
& RECRUITMENT

9

SWAB
AMBASSADORS

10

SWAB AMBASSADOR
SPOTLIGHT

11

SWAB TALKS

12

OUR IMPACT

13

WHAT THEY SAY
ABOUT US

14

IN THE MEDIA

15

GETTING NOTICED

16

THANK YOU

17

THANK YOU,
CONT.

18

FINANCIAL
STATEMENTS

19

SWAB TEAM
& BOARD

20

CONTACT US

HOW IT ALL BEGAN

WHEN FRIENDSHIP SAVES LIVES



Christiane Rochon, Soraya Mamiche and Mai Duong

A POWER DUO IN THE MAKING

Mai Duong and Christiane Rochon met in 2005 at a top advertising agency in Montreal and quickly became friends.

TRAGEDY STRIKES

In 2013, Mai was diagnosed with acute myeloid leukemia, and only a stem cell transplant could save her. Her Vietnamese background made it extremely difficult to find a donor, so Christiane kickstarted a campaign to find Mai's match. A local initiative quickly turned into a coast-to-coast campaign, and Mai became the face of ethnic underrepresentation in stem cell registries. Due to their campaign's success, over 20,000 new donors were registered, compared to 3,000 in a typical year. In 2014, Mai received a stem cell transplant.

GIVING BACK... ON STEROIDS

In October 2018, Mai and Christiane launched Swab The World. Thanks to the unstoppable drive of two friends, what started as a terrible cancer story became a life-saving project, with lots of help from their incredible sidekick Soraya, hired in September 2019.

THE PROBLEM

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

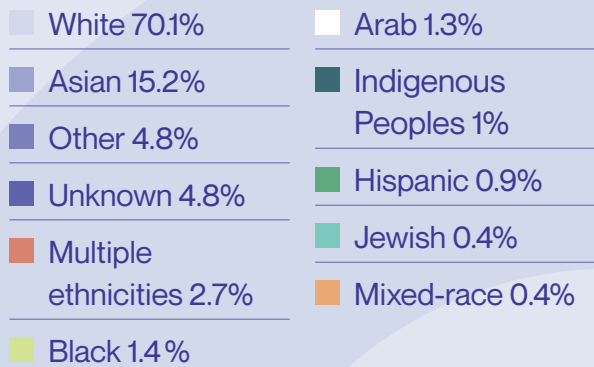
Anyone can get blood cancer, but not everyone has the same chances of surviving. That's because a stem cell transplant—often the only treatment option for many types of blood cancer and blood diseases—requires a donor with the same ethnicity. And currently, there's a huge shortage of non-white donors.

THE FATAL IMBALANCE

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

* Black, Indigenous and People of Colour

COMPOSITION OF STEM CELL DONOR REGISTRIES IN CANADA



Canadian Blood Services and Héma-Québec, 2017

OUR MISSION

DIVERSITY IS CRITICAL WHEN IT COMES TO TREATING BLOOD CANCER

Our mission is to increase awareness of stem cell donation and diversify the international database of registered stem cell donors. For transplants to work, patients and donors need to have the same ethnic background.

BIPOC communities need more representation in our stem cell registries. Join the fight for racial equality and help patients find the stem cell matches they desperately need. Every patient, no matter what their ethnic background is, deserves an equal fighting chance.

**FAIR FIGHT
FOR ALL**

WHAT SETS US APART

WE'RE BUILDING A GLOBAL NETWORK

We're living in an increasingly connected world. Consequently, we strive to be a resource for patients and prospective stem cell donors living anywhere around the globe. This is what makes Swab The World one of a kind.

- We're a hub for over 50 of the largest stem cell registries around the globe.
- We simplify the registration process so people can find their local registry, learn whether they're eligible to join, and sign up to become a lifesaving donor in just a few clicks.
- Patients and survivors also need a network. Our platform enables them to create profiles, share their stories, and connect with other people in similar situations.

WE'VE BEEN THERE

One of our cofounders, Mai Duong, has been through this before. We understand the pain of not being able to find a match because of one's ethnicity.

WE EMPOWER PATIENTS

With our ready-to-go donor recruitment platform, patients can reach out to the entire world and provide complete and accurate information about the match they need. What's more, we help patients share their stories and find stem cell donors by creating ad campaigns for them.



PATIENT SERVICES

To us, any patient in need of a donor is a patient that requires their own campaign.

PATIENT OUTREACH

We're always on the lookout for new patients to help. When we come across a patient in need of a stem cell donor, we contact them or their family. Hospitals and treatment centres also offer our services to patients in need.

CAMPAIGN PRODUCTION & DESIGN

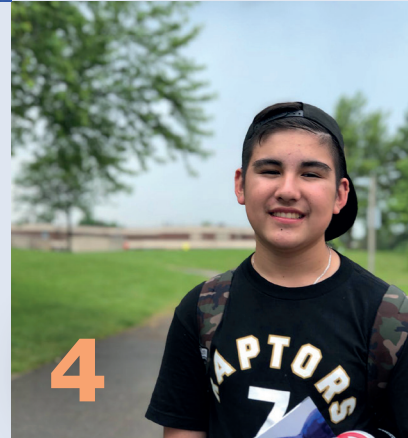
Every patient campaign requires design elements and content. We customize each campaign according to the patient's needs. We create social media posts, ads, and video campaigns for each patient.

MEDIA OUTREACH

With our media partnerships, we're able to generate greater value for every dollar invested.



1. Shahera Khan, United Kingdom
2. Erik Jaime, Sweden
3. Julian Morales, United States
4. Aaryan Dinh-Ali, Canada
5. Jakob Guziak, Canada



EDUCATION & RECRUITMENT



We give Swab Talks to make sure everyone we swab is committed to saving lives. Due to COVID-19 restrictions, we started hosting virtual Swab Talks in March.



BETTER THAN TED TALKS: SWAB TALKS

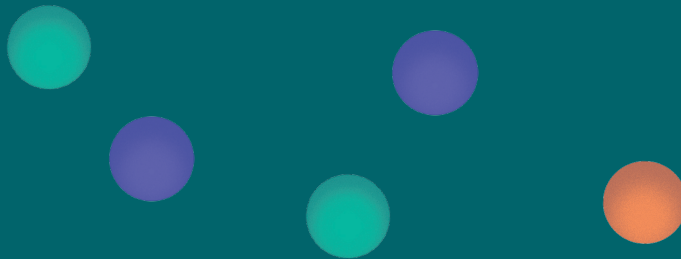


YOUTH EMPOWERMENT

- We've created a network of over 100 university student volunteers who help us spread the swab gospel.
- Our Swab Ambassadors are our driving force! They play an essential role in achieving Swab The World's mission.

- We share our experience with blood cancer in a fun and honest manner, and we debunk common myths about stem cell donation. Straight talk + swabbing = highly qualified donors.
- We give Swab Talks at universities, schools, businesses, organizations, and communities to raise awareness and recruit donors.

SWAB AMBASSADORS



OUR SWAB FAMILY

Swab The World has built an army of Swab Ambassadors who are on a mission to correct the shortage of non-white donors.

Despite COVID-19 restrictions, our Swab Ambassadors doubled in size and took on more initiatives than ever before. By the end of 2020, Swab The World was represented by over 100 Swab Ambassadors from:

- International Federation of Medical Students' Associations
- Université de Montréal
- McGill University
- Université de Sherbrooke

TRAINING PROGRAM

This year, we launched Swab The World's training program, which covers everything from the ins and outs of stem cell donation to tips related to public speaking and communications.

WHAT THEY DO

Our Swab Ambassadors give engaging Swab Talks, fundraise, and create captivating content!

- SWAB TALKS
 - High schools, colleges, and universities
- FUNDRAISING
 - 2020 Purple Run
- CONTENT
 - TikToks, infographics, blog articles, and memes

INTERNATIONAL OUTREACH

Our medical student ambassadors give Swab Talks not only in Montreal but also abroad, thanks to a partnership they've built with the International Federation of Medical Students' Associations.

In the past year, they've presented at the IFMSA's conferences in Rwanda and Brazil. By speaking at these conferences, they've encouraged other medical students overseas to give Swab Talks to people in their own countries!

SWAB AMBASSADOR SPOTLIGHT

WHY DID YOU BECOME A SWAB AMBASSADOR?



SAMUEL SASSINE

“I became a Swab Ambassador because no one should die because of the colour of their skin.”



OWEN LUO

“I became a Swab Ambassador to give hope to patients with blood cancer and an equal chance for a second chance at life regardless of the colour of their skin.”



AMÉLIA LAMONTAGNE

“By making stem cells sexy and convincing people to get swabbed, I believe Swab The World can not only save many lives, but also take a powerful stand against racial injustice!”

SWAB TALKS

WHERE WE WERE IN 2020

HIGH SCHOOLS

- École secondaire du Chêne-Bleu
- Collège Notre-Dame
- Collège Regina Assumpta
- Pensionnat Saint-Nom-de-Marie
- École secondaire des Pionniers

COLLEGES

- Marianopolis College
- Cégep de Trois-Rivières
- Collège Ahuntsic
- Collège Sainte-Anne
- Collège Jean-de-Brébeuf

UNIVERSITIES

- McGill University
- Polytechnique Montréal
- Université de Montréal
- University of British Columbia
- Université de Sherbrooke
- Université du Québec à Trois-Rivières

IFMSA

- Brazil
- Rwanda

CORPORATIONS & ORGANIZATIONS

- Regroupement des jeunes chambres de commerce du Québec
 - LaSalle Hospital
-

OUR IMPACT

COVID-19 didn't stop us from fighting ethnic inequality and helping patients find the donors they need.

PATIENT SERVICES

- We reached **230,000** potential donors with our patient campaigns.
- Meet a few of the patients we helped in 2020:
 - Aaryan: a Canadian boy of Afghani-Vietnamese descent.
 - Erik: an Angolan-Swede patient.
 - Estella: an American of Korean descent.
 - Shahera: a little English girl of Bangladeshi descent.



EDUCATION & RECRUITMENT

With our medical students' help, we've hosted **90** Swab Talks in Canada and abroad in 2020! In the past year, our Swab Ambassadors have spoken to **more than 2,100** students in high schools, colleges, and universities. After each of their Swab Talks, they asked students to fill out a survey—here are the results.

- **93%** of participants say they didn't know non-white patients face more challenges when looking for stem cell donors.
- **95%** of participants think students should be taught about this issue in school.



WHAT THEY SAY ABOUT US

“Every student should know about Swab The World. They use powerful, authentic first-hand accounts to raise awareness about the importance of stem cell donation in the context of genetic diversity.”

DR. ANNE-MARIE VINCENT

Pediatric Hematologist/Oncologist and Clinical Instructor in Hematology at Université de Montréal

“I became a swab ambassador because race and ethnicity should not be a barrier to fighting cancer. Everyone deserves a chance at life.”

ALICE CHEN

Swab Ambassador

“This [Swab Talk] has encouraged me to become a donor once I turn 18. More students should be exposed to Swab Talks so they can learn more about stem cell donation.”

STUDENT AT ÉCOLE SECONDAIRE SAINT-LUC

“I swabbed because I watched Swab The World’s presentation in class and want to help!”

KATRINA TRAN

Student at Université de Montréal

“I am pleased to support the Swab The World Foundation. The mission of the Foundation fills a large gap in the scientific community as well as in the clinical setting: to have more ethnic donors. Diversity in stem cell donors will ensure greater accessibility to cell therapies for all Canadian and international patients.”

DR. DENIS-CLAUDE ROY

Hematologist, Director of the Cellular Therapy Laboratory and the Scientific Director of the Centre de recherche Hôpital Maisonneuve-Rosemont, Full Professor at the Université de Montréal and Director of Research at the CIUSSS Est-de-l’Île-de-Montréal

IN THE MEDIA

Several articles, interviews, and reports on Swab The World were published in 2020.

And you might have seen the most feel-good story of the year, with Mai's miracle baby.

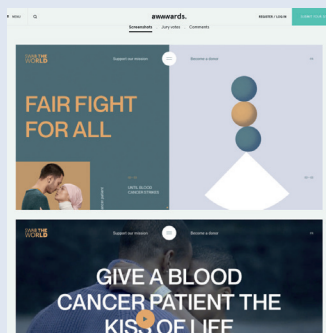
Now if Oprah could give us a call...



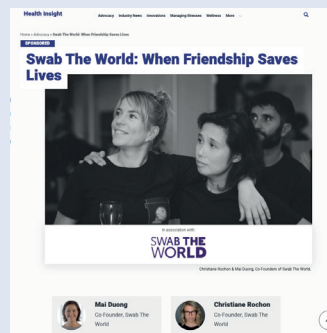
[TVA nouvelles ↗](#)



[La Presse ↗](#)



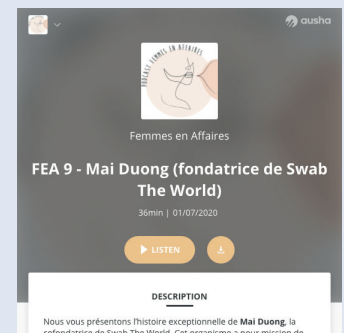
[Awwwards ↗](#)



[Health insight ↗](#)



[McGill ↗](#)



[Le podcast Femmes en Affaires ↗](#)

GETTING NOTICED

Swab The World and our Swab Ambassadors received accolades over the past year.

INTERNATIONAL FEDERATION OF MEDICAL STUDENTS' ASSOCIATIONS

Our medical student ambassadors have been recognized as official members of the IFMSA's Ethics and Human Rights in Health program and have given presentations on Swab The World at international conferences. These amazing future doctors have put a huge amount of effort into boosting Swab The World's global presence.

AWWWARDS

On February 11, 2020, our website was named Site of the Day by Awwwards, a professional web design and development competition body headquartered in Spain. Aside from recognizing the months of grueling work that went into creating our platform, this award brings awareness to stem cell donation at a global level.

THANK YOU

SUPPORTING SWAB THE WORLD

Our donors have contributed to our success, and there aren't enough words to express our gratitude. Your donations make diversifying stem cell registries and helping patients find the donors they desperately need all the more possible.

OUR FIRST FUNDRAISING CROWDFUNDING CAMPAIGN

In November 2020, we launched our first fundraising campaign and greatly surpassed our fundraising goal! We teamed up with La Ruche (a non-profit that facilitates crowdfunding initiatives for innovative projects in Quebec), and the provincial government matched donations up to \$50,000. Thanks to our donors' incredibly generous donations and the Gouvernement du Québec's 1:1 match, **we exceeded our original goal of \$50,000 and raised \$211,497!**

GOUVERNEMENT DU QUÉBEC

Secrétariat à la jeunesse du Québec

IN-KIND DONATIONS

Adviso, Facebook, Publicis

CORPORATIONS & ORGANIZATIONS

Oasis, Cole Foundation, Designstripe, Dialekta, SAQ, Ontime Onboard Courier GmbH, Fido, Tam-Tam\TBWA, Jewish Community Foundation of Montreal, Capinabel, Mathieu Sabourin Foundation, Manon and Paul Balthazard Foundation, TELUS Friendly Future Foundation, BMO Bank of Montreal

THANK YOU

INDIVIDUALS

\$100 - \$199

Alexandra Hicks	Élise Desaulniers	Julie Bergeron	Marion Desnoyers	Stéphanie Richard
Alexandra McKay	Émilie Forget	Kumi Cardinal	Maxime Desrochers	Suzanne Fournier
André Lamontagne	Émilie McAllister	Leslie Crawford	Mey Merchak	Thi Be Nguyen
Anna Patricia	Geneviève Bleau	Lise Lefebvre	Mike Nguyen	Valérie Wells
Baghdassarian	Geneviève Guay	Louis Gabriel	Patricia Gardere	William Brock
Annie Desjardins	Gérald Cadieux	Marie Duong	Sandra Wells	
Barbara Vadnais	Ingrid Enriquez-	Marie-José Filion	Sophie Fournier-	
Christian Cyr	Donissaint	Marie-Josée Dupuis	Marcoux	

\$200 - \$499

Anne-Sophie Lemay	Jacques Drolet	Patrick Lacelle
Claude Lamoureux	Karine Desrochers	Rémy Therrien
Duy Quynh Huong	Luc Gagnon	Renée Brunet
Nguyen	Marie-Claude Elie	Simon St-Germain
Eugénie Fradette	Mina Naguib	Stéphanie Rioux

\$500 - \$999

Andrée Brunet	Claude Brunet	Luc Vachon
Bosko Milekic	Claude Perreault	Mohamad Barakat
Charles-Antoine	François Veillet	Philippe Desjardins
Péladeau	Jean-Sébastien	Ramzy Wahhab
Christiane Rochon	Delisle	

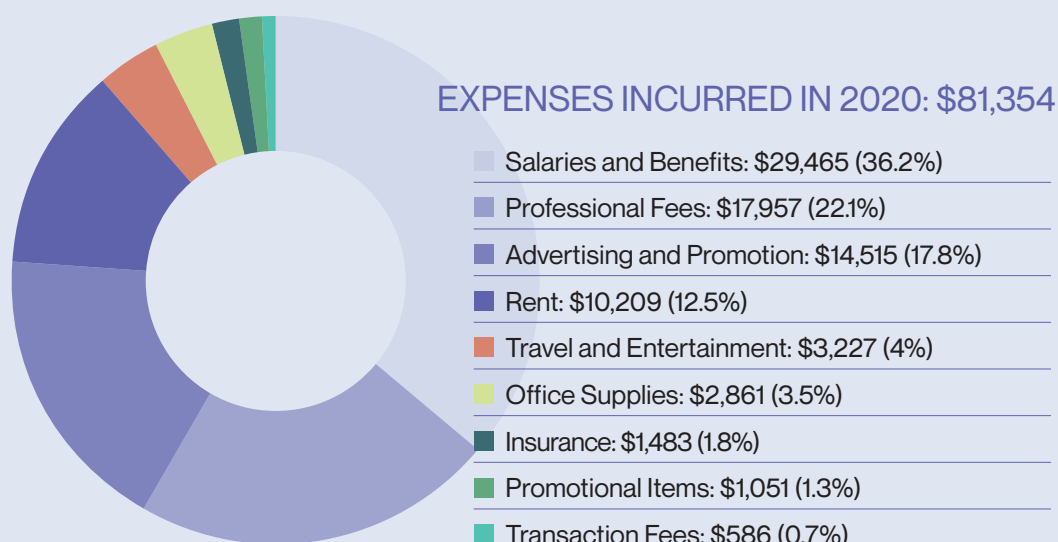
\$1000 +

Cesar Cesaratto	Rémi Marcoux
Mai Duong	Sébastien Delvecchio
Marlène Hins	Yves Poiré
Nadia Cesaratto	
Olivier Fleury-	
Bellavance	

FINANCIAL STATEMENTS

2020 RESULTS

Here is an overview of our revenue and expenses calculated as of December 31, 2020.



SWAB TEAM & BOARD

THE SWAB TEAM



MAI DUONG
Cofounder



CHRISTIANE ROCHON
Co-founder



SORAYA MAMICHE
Coordinator

BOARD OF DIRECTORS

VLAD STESIN

Optable Inc.
Chair

CHRISTIANE ROCHON

Advertising professional
Vice-Chair

NADIA CESARATTO

Director, Fund Investments, Claridge Inc.
Treasurer

JEAN-SÉBASTIEN DELISLE

Hematologist and Principal Investigator, Assistant Medical
Director at the Centre of Excellence for Cellular Therapy,
Maisonneuve-Rosemont Hospital - CIUSSS EMTL
Director

SUSIE JORON

Manager, Stem Cell Donor and Cord Blood Registry,
Héma-Québec
Director

CHARLES-ANTOINE PÉLADEAU

Associate, Norton Rose Fulbright Canada LLP -
S.E.N.C.R.L, S.R.L
Secretary

YVES POIRÉ

Optable Inc.
Director

QILI

Medical student, Université de Montréal
Director

MAI DUONG

Media Strategy Consultant
Director

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