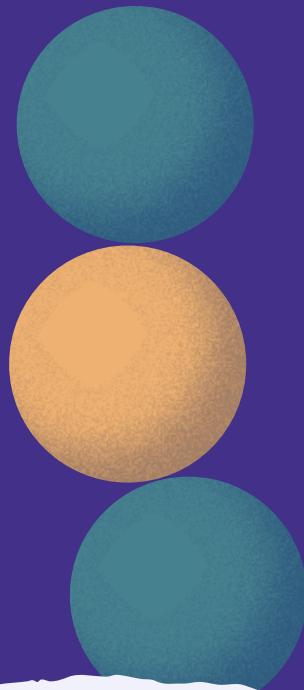


2024 ANNUAL REPORT

www.swabtheworld.com



SWAB THE
WORLD

SWAB THE WORLD FOUNDATION EXISTS:

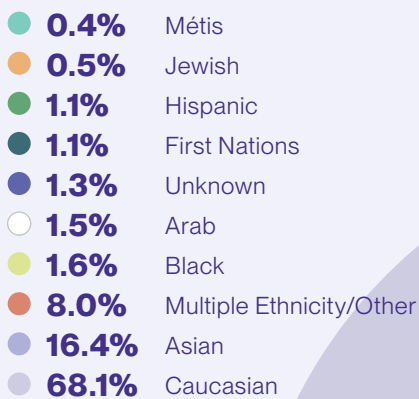
BECAUSE

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 donor database are white.

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



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



2024 IN REVIEW

This year was marked by unparalleled generosity and success. 2024 allowed us to strengthen our core and expand Swab The World's impact internationally.

Our efforts led to a record-breaking number of new stem cell donors registered.



10 YEARS IN REMISSION

Mai's 10 years in remission was cause for major celebration in 2024. An incredibly significant milestone for Mai, it led to her appearance on *Tout le monde en parle*, alongside Polytechnique Montreal President, Maud Cohen, and her son Raphaël Bots. This event sparked an important partnership between Swab The World and Polytechnique.

IMPACTFUL EVENTS

We focused on organizing numerous Stand Up For Diversity events. By engaging with diverse ethnic communities, we were able to share the importance of equal representation in the global donor registry.



Our patient Minh and her mother, Diem.

STORIES THAT RESONATE

Our patient campaigns continue to gain momentum, both on social media and through advertising. We amplified their stories more than ever through testimonials.

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A WORD FROM OUR FOUNDER

“During my second leukemia diagnosis, I was told that a stem cell transplant was the only cure. However, there were no compatible donors who shared my Vietnamese heritage. With the help of my family, my friend Christiane Rochon, and my network in the advertising industry, I launched a campaign to raise awareness about the importance of ethnic diversity in stem cell donor registries. Thanks to this campaign, I received an umbilical cord blood transplant and have been cancer-free since 2014.

I founded Swab The World to encourage people from diverse ethnic backgrounds to become stem cell donors. 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.

In 2024, with a full heart, I celebrate 10 years in remission. 2024 has been a spectacular year for Swab The World, and we will always keep moving forward to make sure no patient is left behind.”

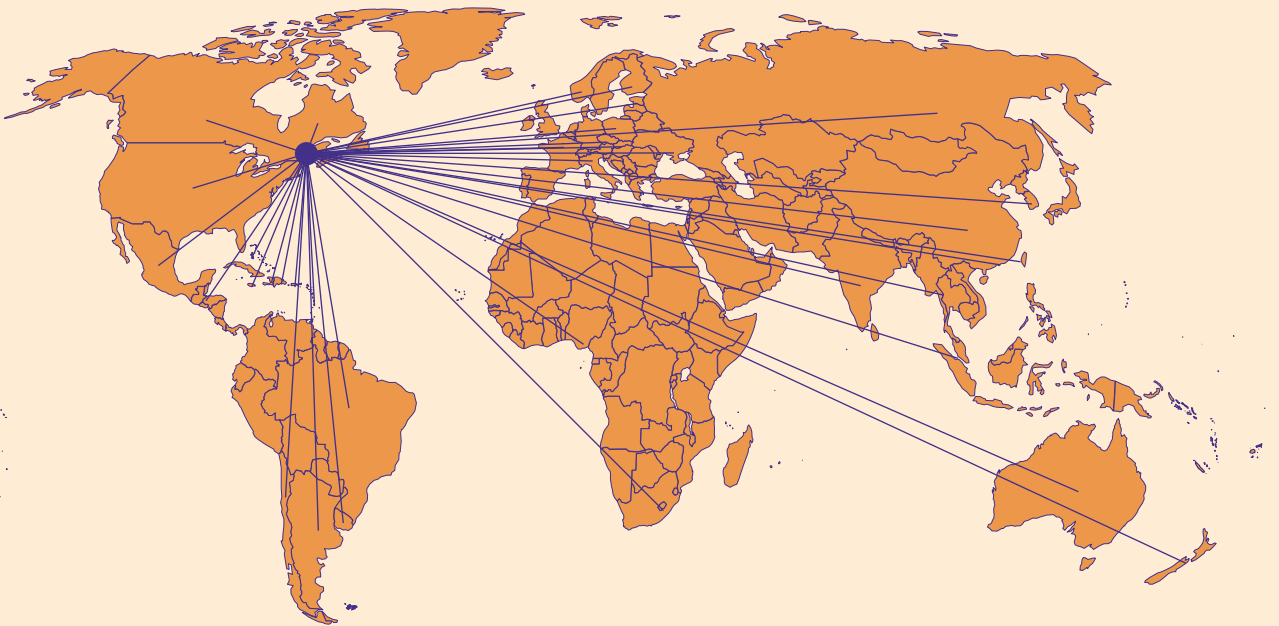
– Mai Duong



BUILDING A GLOBAL NETWORK

More than just a platform to educate and register potential donors, Swab The World was born 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.

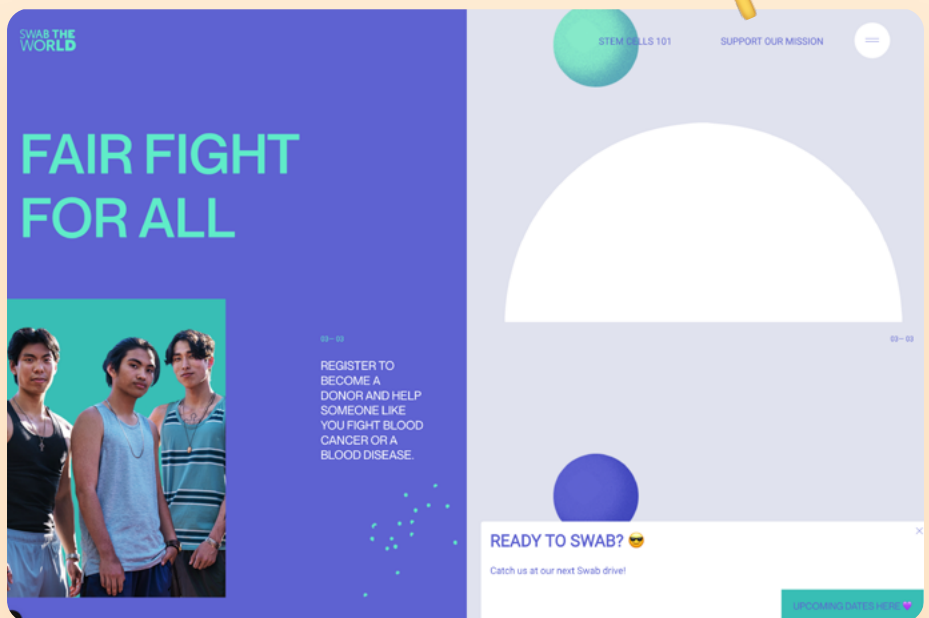
Mai Duong, one of our founders, is a leukemia survivor of Asian descent. We know firsthand the pain of not finding a match because of your ethnicity.

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.





“The compassion and dedication the Swab The World team has extended to me has given me hope that a future where blood cancer patients from all backgrounds have equitable access to treatment is not only possible, it’s only a matter of time.”

- Vivian, a leukemia survivor,
United States



“I cannot begin to explain what it is like to have a positive, supportive and friendly organization pulling out all the stops to search for a donor, a lifesaver, on my behalf at the lowest point in my life. What a wonderful bunch you are.”

- Terry, leukemia survivor,
United Kingdom

The strength and perseverance of the patients we meet inspire us to continue doing our work. This year, we've reached:

8.8 MILLION CANADIANS (AGED 18–35) ENGAGED THROUGH PATIENT- DRIVEN CAMPAIGNS

This increase in visibility for our patients is possible thanks to our generous media partners, who provided us with ad space worth \$603,783 at a fraction of the cost.

BellMedia

QUÉBECOR

ub
MEDIA



IN 2024 WE HAD:

114

114 Swab Talk presentations in schools, businesses and cultural organizations.

5,427

5427 people reached.

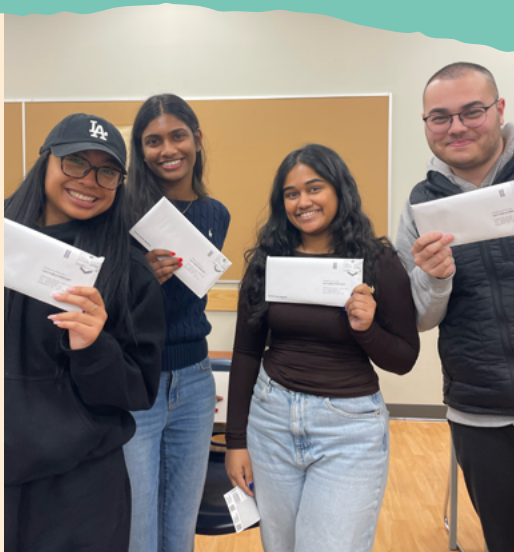
57

57 Swab Drives.

759

759 registered donors at our Swab Drives.

AND... 3,500 POTENTIAL DONORS REDIRECTED TO INTERNATIONAL REGISTRIES VIA OUR WEBSITE.



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.

SOME OF OUR PATIENTS IN 2024:



Robert

Arthur

Nahed

Shanna

PATIENT SUPPORT

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 AND 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.



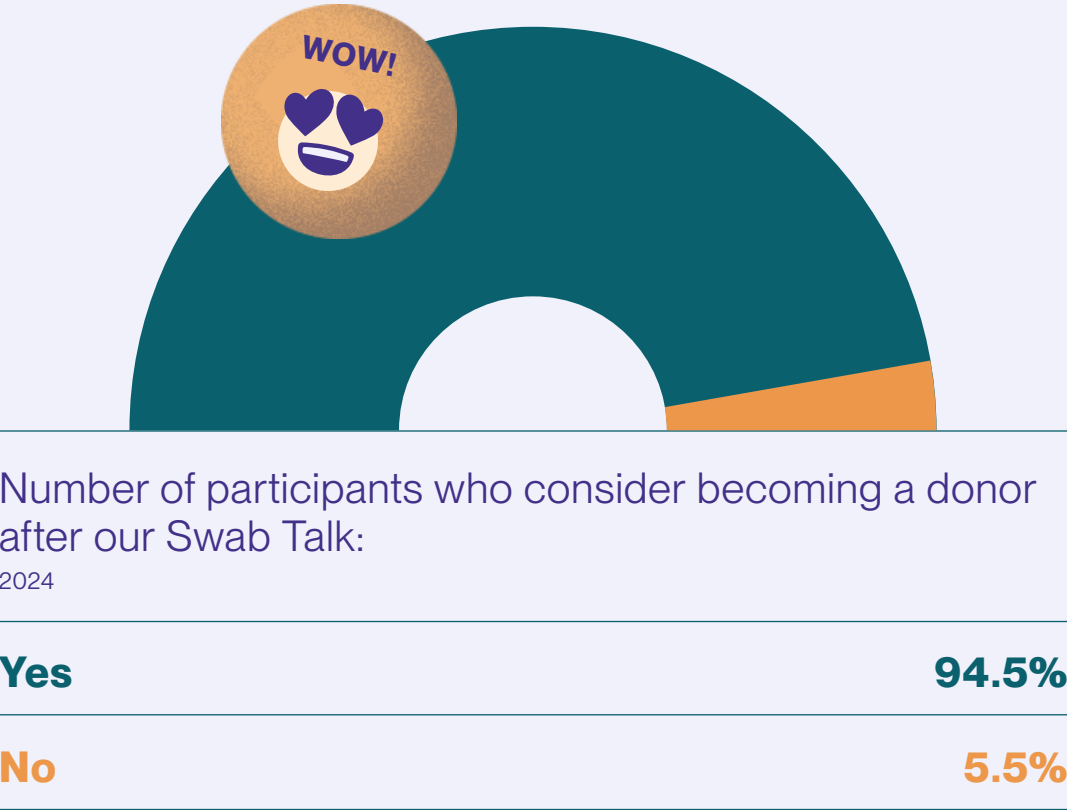
MEDIA OUTREACH

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, our patients can rest assured their stories will be heard far and wide.

EDUCATION AND RECRUITMENT

WE DRIVE THE CONVERSATION

Our Swab Talks allow us to educate and recruit committed stem cell 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.



OUR SWAB AMBASSADORS WERE ONCE AGAIN THE FACE OF SWAB THE WORLD ON SOCIAL MEDIA, UNIVERSITY CAMPUSES, AND CEGEPS IN QUEBEC AND ONTARIO.

They joined forces to raise awareness among as many students as possible about stem cell donation, encouraging them to register as potential donors, and empowering them to get involved in their community.

Over 100 Swab ambassadors



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

University of Toronto Scarborough

André-Grasset College

Marianopolis College

Maisonnette College

Brébeuf College

John Abbott College

AMBASSADOR PROFILE

Marwan Tamara



“What particularly touches me is the organization’s ability to act both at the individual level and to drive systemic change. Through initiatives such as the kiosks, Drive and Talk, Swab The World strives to improve the life of an individual in difficulty while working towards larger-scale transformations, both nationally and internationally, in a progressive but assured manner.”

AMBASSADOR PROFILE

Marilie Chalifoux



“Swab The World plays a key role in demystifying stem cell donation for the public and various communities. The organization highlights the inequalities between different ethnic groups in terms of stem cell donation while raising awareness about the donor registry.”

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

20 HIGH SCHOOLS

Villa-Maria

L'Assomption Regional College

Jean de Brébeuf College - Scientific Club

Villa Sainte-Marcelline

Laval International Education School

Félix-Leclerc High School

Sainte-Anne International College

Sacré-Coeur Day School

West Island College

Saint-Luc High School

Mont-Saint-Louis College

Maisonnette College

Selwyn House High School

Heritage High School

Pioneers High School

Keranna Secondary Institute

St-Joseph Seminary

Chicoutimi High School

LaFleche College

St-Lawrence College

3 CEGEPS

Marianopolis College

André-Grasset College

Trois-Rivières College

8 UNIVERSITIES

University of Montreal

McGill University

McGill University in Outaouais

Concordia University

University of Quebec in Trois-Rivières

University of Sherbrooke

HEC Montreal

University of Alberta

10 ORGANIZATIONS

Help with Integration in Mauricie

BMSAC

BDO

Bonbon Bon Don

Never Was Average

Omnicom Toronto

Publicis Montreal

Media Experts Montreal

Mediabrand Canada

DDB Toronto

SWAB TALKS



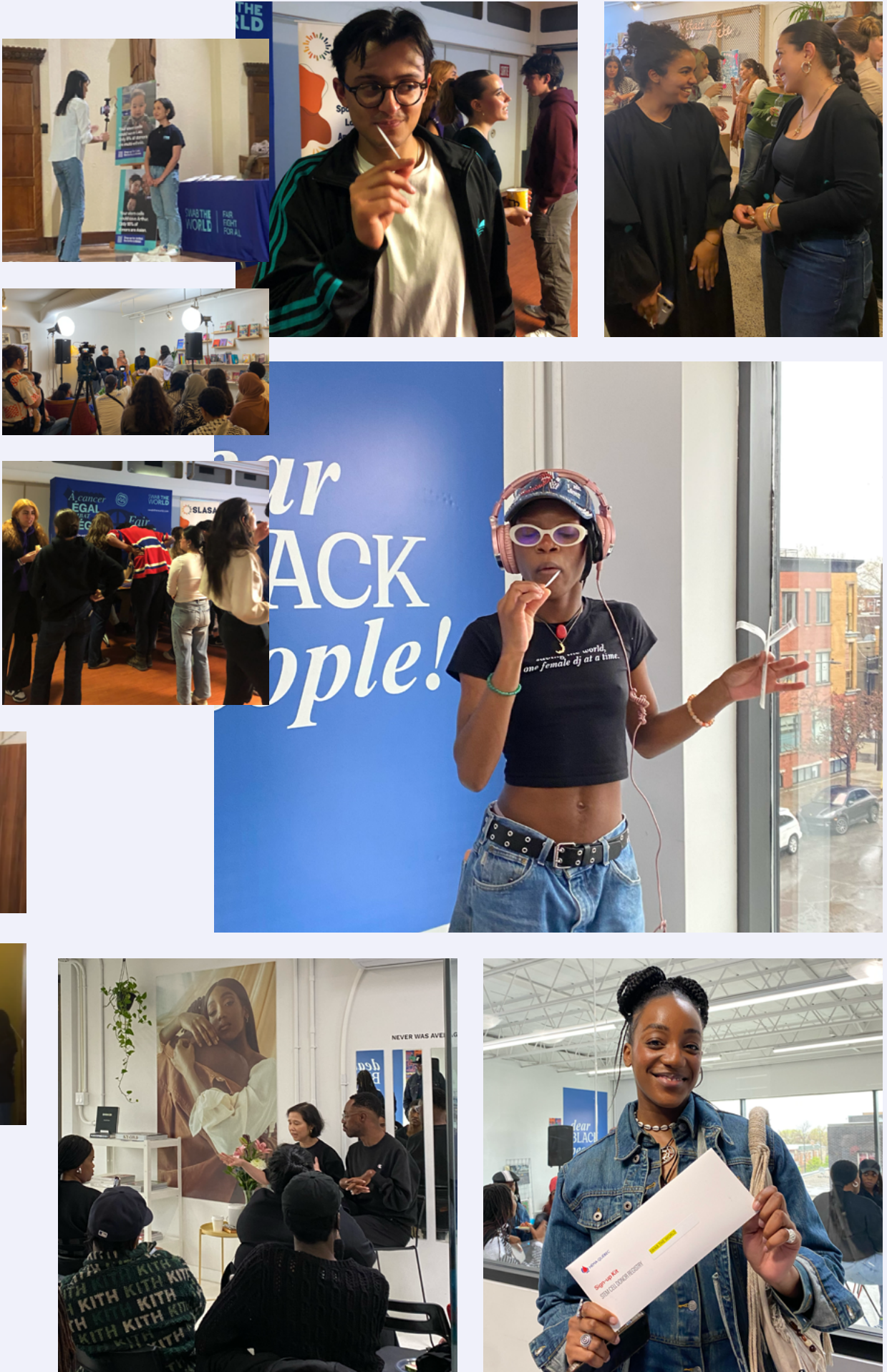
THE STAND UP FOR DIVERSITY WORKSHOPS AIM TO ENGAGE UNDERREPRESENTED COMMUNITIES BY FOSTERING INTERCULTURAL DIALOGUE.

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.



Never Was Average	Swab for the Black community
SLASA (Spanish & Latin American Students' Association at McGill University)	Swab for the Latinx community
Centre Binetna	Swab for the Maghrebian community
Black Medical Students Association Of Canada	Swab for the Black community
FOCUS Concordia X MUFASA McGill	Swab for Leo and the Filipino community
Virgin Mary Coptic Orthodox Church	Swab for Nahed and the Egyptian community
University of Sherbrooke Black Students in Law Association	Swab for the Black community

STAND UP FOR DIVERSITY



TOUT LE MONDE EN PARLE

Mai was invited to the set of *Tout le monde en parle*, for a second time. She was accompanied by Maud Cohen, the President of Polytechnique Montreal, and her son Raphaël Bots, who was also diagnosed with leukemia and received a stem cell transplant. Thanks to his moving story, Raphaël helped to forge an important partnership between Mai and Maud Cohen.

In front of nearly 1 million viewers across Canada, they shared their respective stories and raised awareness about the cause. The impact was tremendous: following the broadcast, Héma-Québec received over 600 new registrations on its donor registry.



Mai Duong, Maud Cohen, and Raphaël Bots on the set of *Tout le monde en parle*.



MAI AND MAUD ALSO TOOK THE OPPORTUNITY TO COLLABORATE ON ORGANIZING A SWAB DRIVE AT POLYTECHNIQUE. THE MESSAGE WAS HEARD LOUD AND CLEAR! A RECORD NUMBER OF NEARLY 100 STUDENTS SIGNED UP.



SWAB LOTTO

Thanks to our amazing sponsors, our FUNdraising committee, and everyone who purchased tickets, we raised \$22,015!

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

Adviso, Big Jaw Agency, BDO, BMO, Lassonde, LG2, Air Canada Foundation, M&H, Germain Hotels, and Tessera Creations.



SWAB AWARDS

There’s no better time than Swab Lotto to celebrate our hardworking ambassadors. Their actions today will forever make an impact.

Ten awards were presented to highlight their initiative, commitment, and achievements. The night overflowed with joy.



SWAB OUT LOUD

SWAB OUT LOUD WAS A NIGHT TO REMEMBER



Our special guest was none other than Arnaud Soly! Can you believe it?

Thanks to the boundless generosity of our corporate sponsors and individual donors, we reached a new record, raising a total of \$242,237!

\$242,237



We owe a huge thank you to everyone who helped us create such an event.

PRESENTING SPONSORS

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Scotiabank



Gestion
financière MD

Banque Scotia

GOLD SPONSOR

OASIS Canada



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SILVER SPONSORS

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Bristol Myers Squibb



AUCTION SPONSORS

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Boutique Tozzi	Nick Suzuki
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CH Montréal	Tessera Creations
Fairmont The Queen Elizabeth	Touché
Förena Cité thermale	W Montréal

BRONZE SPONSORS

BDO
Incyte
Dialekta
Cogeco Media
Cossette
M&H
Pfizer



cossette



SWAB OUT LOUD



THIS YEAR, SWAB THE WORLD WAS FORTUNATE TO MAKE HEADLINES.

We're always grateful for these opportunities to raise awareness, share our mission, and amplify our patient campaigns.

Entrevue avec Mai Duong, 10e anniversaire depuis son diagnostic

<https://ici.radio-canada.ca/ohdio/premiere/emissions/dessine-moi-un-matin/segments/rattrapage/1541473/entrevue-avec-mai-duong-10e-anniversaire-depuis-son-diagnostic>

Greffes de cellules souches : à la recherche de donneuses et de donateurs.

<https://ici.radio-canada.ca/tele/tout-le-monde-en-parle/site/segments/entrevue/1882705/mai-duong-greffe-cellules-souches>

« La greffe de moelle osseuse était obligatoire pour une guérison complète »

<https://www.985fm.ca/audio/654883/la-greffe-de-moelle-osseuse-etait-obligatoire-pour-une-guerison-complete>

Stand Up for Diversity: Swab the World x Centre Binetna. Mobiliser la communauté maghrébine pour la santé

<https://www.taammedia.com/stand-up-for-diversity-swab-the-world-x-centre-binetna/>

Succès du Sommet des chefs du marketing: 12 000\$ pour Swab The World.

<https://www.grenier.qc.ca/actualites/45509/succes-du-sommet-des-chefs-du-marketing-12-000-pour-swab-the-world>

Little boy in desperate need of stem cell donation hopes to find match in Montreal.

<https://www.ctvnews.ca/montreal/article/little-boy-in-desperate-need-of-stem-cell-donation-hopes-to-find-match-in-montreal/>

Diversifying the Worldwide Stem Cell Registry: McGill's Swab the World chapter leads the way.

<https://healthnews.mcgill.ca/diversifying-the-worldwide-stem-cell-registry-mcgills-swab-the-world-chapter-leads-the-way/>

Stem cell campaign aims to recruit donors from all ethnic backgrounds.

<https://www.montrealgazette.com/news/article560167.html>

Héma-Québec wants its stem cell registry to be more ethnically diverse.

<https://montreal.citynews.ca/2024/10/28/hema-quebec-diversify-stem-cell-registry/>

Swab the World: Why We Need YOU (Yes, You!) to Join the Stem Cell Registry.

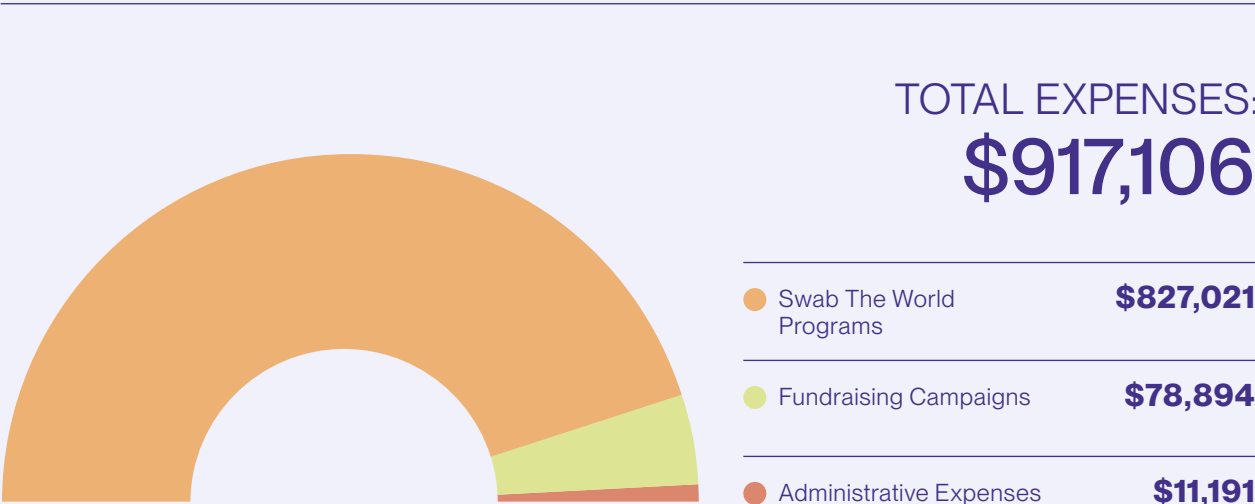
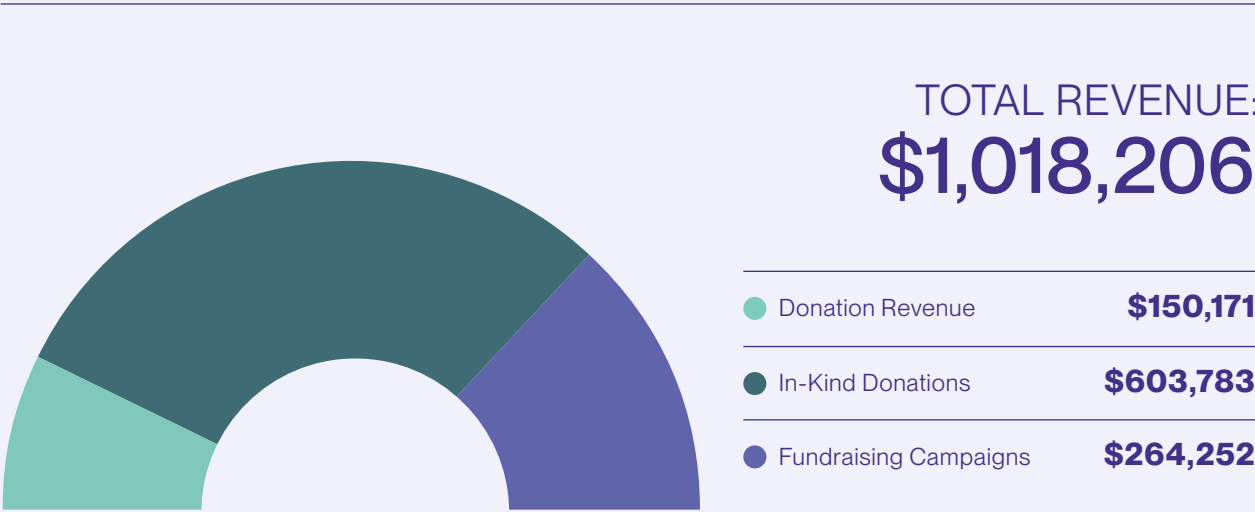
<https://sayaspora.com/en/swab-the-world-why-we-need-you-yes-you-to-join-the-stem-cell-registry/>

Concordia calls on the whole community to help diversify stem cell registries.

<https://www.concordia.ca/cunews/main/stories/2024/11/12/concordia-calls-on-the-whole-community-to-help-diversify-stem-cell-registries.html>



THE DATA IN THESE CHARTS IS TAKEN FROM THE AUDITED FINANCIAL STATEMENTS OF SWAB THE WORLD FOUNDATION AS OF DECEMBER 31, 2024. THE FULL REPORT IS AVAILABLE ONLINE ON THE FOUNDATION’S WEBSITE.



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



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Air Canada Foundation
Atelier Prosthodontics
BDO
Bell Media
BigJaw Agency
BMO
Boutique Tozzi
Bristol-Myers Squibb
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Fairmont The Queen Elizabeth
Fard Investments Limited
Fillion Electronic
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Héma-Québec

Hôtel Le Germain Montréal
Humaniti Montréal
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nesto
Nick Suzuki
Optable Technologies Inc.

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Publicis Montréal
Québecor
Renoir Restaurant
Rouge marketing
Services juridiques SAS Inc.
Sid Lee
Société de recherche sur le cancer
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Technologies Optable
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Touché
Troop Inc.
Vietnamese Montreal
Tennis Tournaments
W Montréal
William Brock Professional Corporation Inc.

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Limited

M&H
Quebecor Media
SAQ
Sid Lee

INDIVIDUALS

From \$100 to \$199

Adrien Quesnel
Andrew Pimentel
Ata Teimoori
Azi Vaziri
Claude Lamoureux
Claudie Gervais
Cristina Sanchini
Eric Lefrancois
François La Roche
Gregory Cloutier
Issna Fazel
Joe Root
Karine Alloul
Katherine Ruiz
Katia Quenneville
Lambert Busque
Linda Tchombé
Lise Bergeron
Louis Marcotte
Maya Duhême
Melissa Lam
Mina Naguib
Nour El Mohri
Pelra Azondekon
Sandra Wells
Stephanie Grammond
Suzanne Grondin
Suzanne Mainville
Swab The World John Abbott
College

From \$200 to \$499

Anne-Sophie Lemay
Brigitte Viel
Christiane Rochon
Claude Perreault
Emilie McAllister-Lapierre
Humberto Valencia
Imen Zitouni
Imran Ahmad
Jean Hugo Filion
Jean-Paul Sclapari
Julie Carbone
Karine Desrochers
Kelly Emery
Lambert Busque
Laura Nhem
Marc Sodoyer
Martine Larouche
Patrick Lacelle
Pascal Hebert
Patrice Martin
Pierre Laboursodiere
Renée Brunet
Sean Cullen

From \$500 to \$999

Alexandra McKay
Bosko Milekic
Chris Arsenault
Genevieve Veilleux-Boulanger
Jean-Sébastien Delisle
Julie Provençal
Luc Gagnon
Martin Deziel
Natalie Szytk
Paul Balthazard
Pelra Azondekon
Silvy Lachance
Sophie Forest
Sophie Labarre
Stephen Solomon

\$1,000 and up

Mai Duong

THE SWAB TEAM



Mai Duong
Founder, General Manager



Carmel Cicéron
Communications Coordinator



Camélia Bakouri
Social Media Coordinator

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

Susie Joron

Head of Department, Stem Cell Donor
Search and Distribution at Héma-Québec
- Secretary

Uros Milekic

Partner at BDO Canada; CPA, CA -
Treasurer

Vlad Stesin

Co-Founder and Chief Strategy Officer of
Optable Inc. - President

Yves Poiré

Co-founder and CEO of Optable Inc -
Director

Sébastien Delvecchio

Entrepreneur – Director



IN LOVING MEMORY OF **SÉBASTIEN DELVECCHIO**, OUR DEAR FRIEND AND DEDICATED ADMINISTRATOR. REST IN PEACE. YOUR KINDNESS AND COMMITMENT TO THE FOUNDATION WILL NEVER BE FORGOTTEN. YOU WERE TRULY AN EXCEPTIONAL HUMAN BEING.

IN MEMORY OF **SHANNA**, OUR BELOVED PATIENT. YOUR STRENGTH AND COURAGE WERE EXTRAORDINARY. THROUGH EVERY CHALLENGE, YOU CARRIED A BEAUTIFUL SMILE AND FOUND JOY IN THE WORLD AROUND YOU. REST IN PEACE, SHANNA. YOUR BEAUTY, INSIDE AND OUT, WILL LIVE ON IN OUR HEARTS FOREVER.

WE HOLD YOU BOTH IN OUR THOUGHTS, ALWAYS.



Thank you to our event photographers,
Annie Bigras (Swab Awards)
Nina Gibelin Souchon (Swab Out Loud)

CONTACT US

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info@swabtheworld.com
swabtheworld.com

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