



# 2025 PHILANTHROPIC IMPACT REPORT





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# OUR MISSION

Since 1942, Blue Cross has played an active role in supporting communities across Quebec and Ontario. Guided by a deep commitment to people, we believe that contributing to collective well-being is both a responsibility and a lasting promise.

Our philanthropic efforts are driven by a clear vision: **to protect, promote and improve the health and well-being of children and adolescents**. Every initiative we support is designed to create meaningful, measurable and lasting impact, where needs are greatest.

Guided by compassion and fueled by employee engagement, Blue Cross acts with purpose to support initiatives that restore hope, ease life's challenges, and build stronger, more resilient communities, today and for generations to come.

## Our Philanthropic Contribution

Blue Cross acts as a catalyst for hope. Beyond financial support, we leverage our insurance expertise, the engagement of our employees and our ability to build strong, lasting partnerships with organizations that share our vision of overall health.





# OUR COMMITMENT ACROSS CANADA

## Making Life-Changing Wishes Come True

**Make-A-Wish Canada** grants wishes to children living with serious illnesses. Since 1989, Blue Cross has played a unique role by helping protect the health of children and their caregivers during their wish trips, removing exclusions related to pre-existing conditions.

This support goes far beyond insurance coverage. It allows each child to fully experience their wish and contributes to their long-term physical and psychological well-being.

**In 2025, 1,232 children were able to travel thanks to this partnership.**

## Travel as a Source of Hope

Since 2014, Blue Cross has provided free travel insurance, without exclusions related to pre-existing conditions, to young patients receiving care in hematology, neurology and oncology at CHU Sainte Justine.

For these children, travel is much more than a trip: it offers a moment of hope, normalcy and freedom.

**In 2025, 17 children were able to travel with the support of Blue Cross travel insurance.**

# BLUE CROSS EMPLOYEES IN ACTION

## 48-HOUR RIDE

Each year, this event brings together more than 500 teams of dedicated cyclists. In 2025, four Blue Cross teams rode continuously for 48 hours to raise funds for Make-A-Wish Canada, while many employees also volunteered their time.

This collective effort reflects our culture: one pedal stroke at a time, we help transform lives.

## Group Wish Trip

Blue Cross volunteers accompanied families to Walt Disney World in Orlando, sharing meaningful moments alongside children and their loved ones. These direct interactions foster strong bonds and add deeper meaning to our teams' commitment.

## Trees of Joy

Teams across Quebec and Ontario sponsored a child through the Trees of Joys event, decorating a Christmas tree in their honour. These heartfelt experiences strengthen employee engagement and create a deep sense of pride and belonging.

For the **34<sup>th</sup> consecutive year**, Blue Cross has reaffirmed its commitment to the United Way – HealthPartners campaign. The generosity and engagement of our employees directly contribute to:

- Improving access to essential community services
- Driving lasting social change
- Supporting individuals living with chronic illnesses
- Promoting prevention and healthy lifestyle



# CHILDREN'S HEALTH – A CORNERSTONE OF OUR COMMITMENT

## CHU Sainte-Justine Foundation

The **Tout doux** program, focused on reducing pain and anxiety, is now fully implemented across CHU Sainte-Justine. To ensure a consistent and sustainable integration, nurses, physicians and a pediatric counsellor (Child Life Specialist) delivered three-hour training sessions across all hospital departments. This training equips care teams to combine pharmacological and non-pharmacological approaches to better support children and their families. By reaching all staff, the program establishes a shared set of practices and supports a culture of continuous improvement in patient-centred care at CHU Sainte-Justine. Two multisensory rooms have also been set up to meet the various needs of children, including those with neurodiverse conditions. These spaces were created with the support of the EAU committee, which we are proud to support through the Tout doux program.

As a longstanding partner of the iconic **Sainte-Justine's Tree of Lights** campaign, Blue Cross proudly renews its commitment year after year. **In 2025, more than 649,000 lights were illuminated**, each one symbolizing a gesture of solidarity toward hospitalized children, their families and care teams. This initiative brings comfort during the holiday season while providing tangible support for the hospital's social services, allowing parents to focus on what matters most: their child's recovery.

For the first time, Québec Blue Cross also took part in the **Sainte-Justine Winter Triathlon**, a sports event dedicated to supporting sick children. Two teams of four employees participated in this winter challenge combining skating, cross-country skiing and running to make a meaningful difference.

## Dr. Clown Foundation

Thanks to the support of Blue Cross, Dr. Clown artists have maintained a consistent presence at CHU Sainte-Justine. **Our contribution funded the equivalent of approximately 60 days of visits**, resulting in **more than 5,000 meaningful interactions** with hospitalized children, their parents and even members of the healthcare staff. Each encounter becomes a moment where time stands still, where laughter brings a sense of lightness and renewed strength. Through this initiative, Blue Cross brings joy where it is needed most, a simple gesture, yet profoundly transformative.



# ACROSS EVERY STAGE OF LIFE

## A Healthy Start for Families

Fondation Olo works to ensure that all families have an equal opportunity to welcome healthy babies and adopt good eating habits from the very beginning. Through our ongoing support, Fondation Olo continues to deliver concrete initiatives that benefit vulnerable families across Quebec.

In 2025, more than 500,000 Olo coupons were distributed, improving access to nutritious food and helping reduce inequalities from the earliest days of life.



## The Power of Peer Support

In 2025, Blue Cross supported **The Leucan Navigators** pilot project—a peer-help program for parents of children with cancer and for bereaved parents. Through shared experiences, children feel supported and families feel less alone.

- **10 parents trained, with individual pairings established**
- **6 informational video clips produced**
- **3 support groups** held, reaching **37 participants**

These initiatives help reduce isolation for children during and after treatment, while fostering greater understanding of their reality within their school and social environments.

## An Investment in Compassionate Palliative Care

In response to the challenges of an aging population, and the desire of many to spend their final moments at home, Québec Blue Cross has chosen to support Aux trois sentiers, an organization advancing an innovative and patient-centred approach to palliative care.

Through this partnership, the Rapid Response Unit (RRU) has enabled **58 patients** to receive end-of-life care at home, supported more than 200 family caregivers and helped avoid 422 days of hospitalization and 150 ambulance transports, with no emergency room visits during care. This initiative offers compassionate, dignified end-of-life support while easing pressure on the healthcare system fully reflecting Blue Cross's values of care and respect.





Jewish  
General  
Hospital  
Foundation

## STANDING BY ADOLESCENTS AND THEIR MENTAL HEALTH

In 2025, Blue Cross partnered with the **Jewish General Hospital Foundation** to raise awareness of key adolescent mental health issues, with a focus on prevention, education and access to expert care.

This collaboration led to a webinar for all employees, hosted by hospital specialists, with the goal of:

- fostering a better understanding of mental health challenges
- providing practical tools to support psychological well-being
- helping reduce the stigma surrounding mental health conditions

## MUSIC AS A FORCE FOR INCLUSION

Since 2006, Blue Cross has provided insurance coverage for musicians of the **Orchestre symphonique de Montréal** during their international tours. This support helps broaden access to classical music while showcasing local culture on the global stage.



ORCHESTRE SYMPHONIQUE  
DE MONTRÉAL

At Blue Cross, philanthropy is a natural extension of our mission.

Through the dedication of our employees and the strength of our partnerships, we create meaningful, sustainable and measurable impact, **for today and for generations to come.**