



SOINS À DOMICILE ♦ HOME CARE

ANNUAL REPORT 2024-25



A Word from the **Executive Director**



Our society is evolving in a context that profoundly influences the health of its population. One of its greatest challenges is demographic aging, which is transforming the way we care for one another. With increasing life expectancy, more and more people will age alone, often with chronic illnesses, disabilities, and limited resources - making access to care and services even more crucial. All indicators point to an increasing demand for home care. We must prepare for this and continue advancing toward a future where every individual can age with dignity and support.

This is where Nova Home Care's mission takes on its full meaning. With immense pride, we offer much more than care: we bring dignity, expertise, humanity and support to more than a thousand people each year. The knowledge and compassion of our team transform daily lives and entire life journeys.

Over these past twelve months, we have worked to ensure the sustainability of the first government

funding received last year. At the same time, our visibility has increased tenfold - our reputation strengthened. Our team has grown, and we are expanding our horizons. Together, we can accomplish more and reflect on the best ways to support people who are ill and their caregivers.

We have also consolidated our partnerships and collaborations, implemented an operational optimization plan, and continued creating and developing philanthropic partnerships with visionary and committed donors. Private donations remain essential to maintain and further advance our programs.

We look toward tomorrow with hope, enthusiasm, and with the conviction that we are part of the solution for providing peaceful end-of-life experiences.

Thank you for your interest and solidarity with Nova!

Anne-Sophie Schlader
Executive Director of Nova Home Care

♦ **OUR MISSION** ♦

To provide free, personalized, high-quality home care delivered with compassion to individuals who are ill or at the end of life, as well as valuable support to the caregivers who accompany them.

♦ **OUR VALUES** ♦

Compassion
Quality
Respect
Collaboration



A Word from the President



Nova Home Care has achieved another year of significant success, including securing sustainable government funding for the foreseeable future, significantly increasing donations from foundations and businesses as well as gaining additional media attention. These accomplishments have strengthened Nova's long-term ability to fulfill its mission, allowing for the expansion of 24-hour end-of-life coverage, increased support for caregivers, and enhanced training development.

Looking ahead, Nova is, as of the time of writing this message, in the process of preparing a new strategic plan. Under the leadership of Executive Director Anne-Sophie Schlader and with the support of the board of directors, the plan will establish goals to guide the next three years. We will have more to say about this at this year's annual general meeting of members.

Nova's board continues to evolve as members retire, and new members join. I would like to highlight the retirement of a long-time Nova board member, Susan Magor. Susan is a retired nurse, who devoted 15 years to Nova, including as chair of the board's

clinical advisory committee and as immediate past-president, and we are very grateful for her significant contribution. I would also like to recognize two new board members, Anya Pogharian and Vanessa Simard, who bring to Nova expertise that will help in the clinical and finance areas.

Like all successful organizations, Nova is about its people. In closing, I take great pleasure in recognizing them and their ongoing dedication, enthusiasm and compassion. A huge thank you to Nova's administrative staff, nurses, home health aides, social workers, massage therapists and board members. Also tremendously important are Nova's many generous funding contributors, whose support is gratefully acknowledged in this annual report.

Stay tuned for our next endeavours!

Randy Witten

President of the Board of Directors
of Nova Home Care



Our Approach

Improving the living conditions of the most vulnerable is at the heart of our mission. By promoting the ability of people who are ill or at the end of life to remain at home with dignity, our holistic approach addresses the person as a whole, taking into account the impact of illness on every aspect of their life: physical, psychological, familial, social, cultural, and spiritual.



An Essential Solution to Preserve Human Dignity

Nova Home Care:

- ◆ Provides essential care to over a thousand of vulnerable people annually, allowing families to stay together at home despite illness.
- ◆ Provides psychosocial support to caregivers to prevent psychological distress and reduce their stress and anxiety.
- ◆ Improves care trajectories by enabling continuous follow-up at home.
- ◆ Helps reduce pressure on the healthcare system by avoiding unnecessary hospitalizations, while allowing people who are ill to maintain their comfort, familiar surroundings, and the reassuring presence of their loved ones.
- ◆ Helps address the challenges posed by an aging population by providing tailored care.
- ◆ Preserves human dignity by ensuring access to personalized, high-quality, free home healthcare that enhances the quality of life for people who are ill.



How We Work

Nova Home Care collaborates closely with the CLSCs of the CIUSSS du Centre-Sud-de-l'Île-de-Montréal, Centre-Ouest-de-l'Île-de-Montréal, and l'Ouest-de-l'Île-de-Montréal, which constitute our main sources of referrals. We act in complement to their service offerings by providing a wide range of free care accessible during the day, but also in the evening and on weekends.

Other referrals come from hospitals, ensuring a smooth transition for patients upon discharge. We also collaborate with various community

partners to expand our reach and better meet the population's needs.

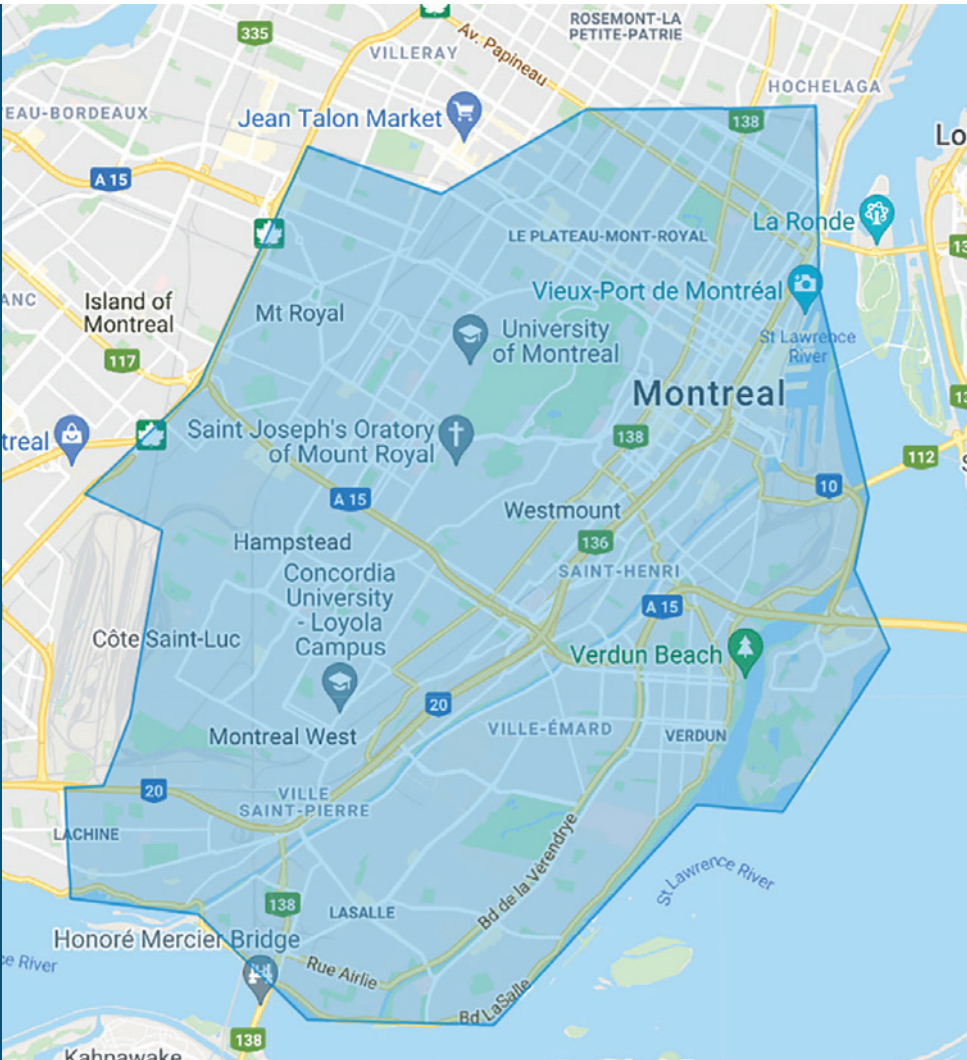
In 2024–2025, the proportion of individuals in our palliative and end-of-life care program who were able to live out their final moments in the comfort of their own home was seven times higher than the provincial average of 6.1%, according to the 2019–2024 report on the implementation of the Act Respecting End-of-Life Care.



TERRITORIES SERVED

Number of beneficiaries per territory

- 324** CIUSSS Centre-Ouest-de-l'Île-de-Montréal
- 167** CIUSSS Centre-Sud-de-l'Île-de-Montréal
- 58** CIUSSS de l'Ouest-de-l'Île-de-Montréal
- 4** Clinique communautaire de Pointe-Saint-Charles





Our Impact



99%

of beneficiaries say they are always satisfied with the care and services received.

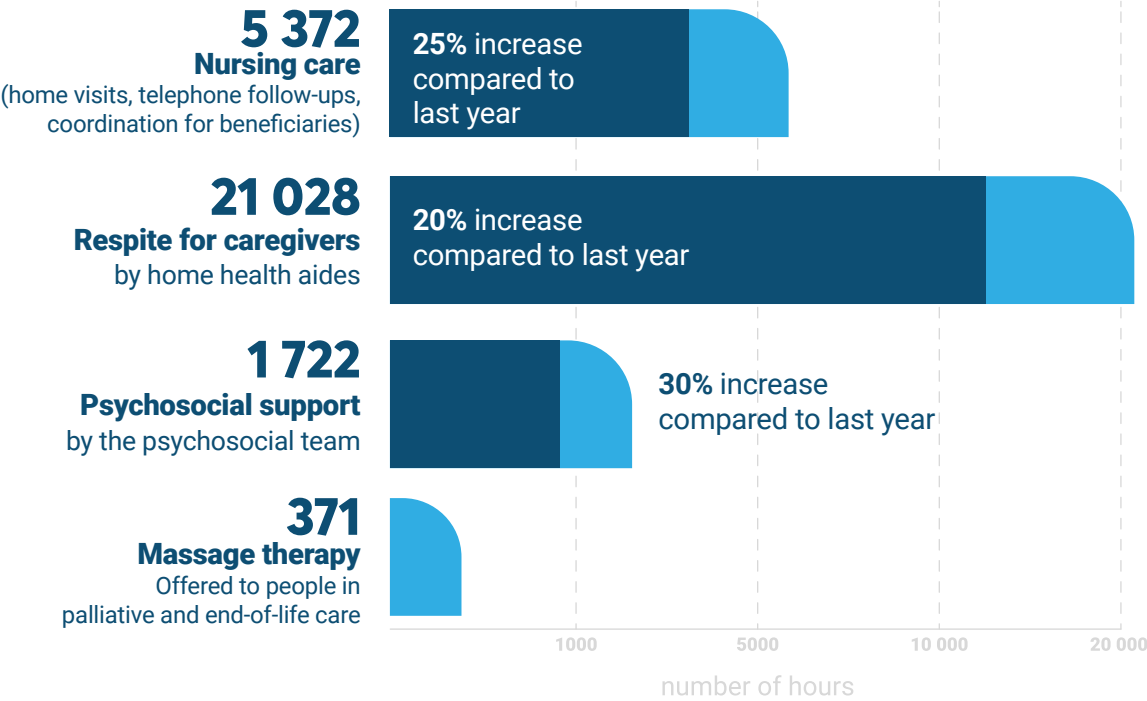


633

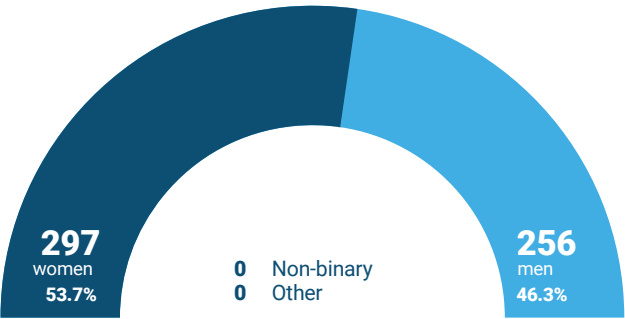
nurses trained since 2019 thanks to our free training in palliative care at home



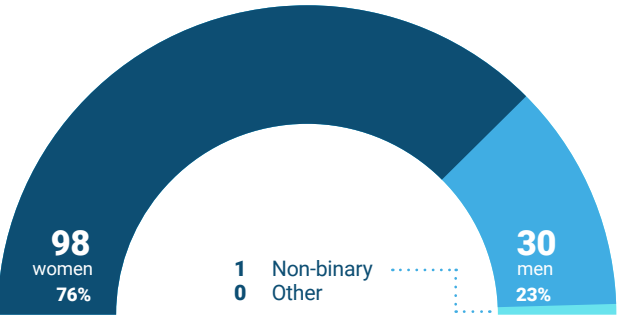
Hours of service



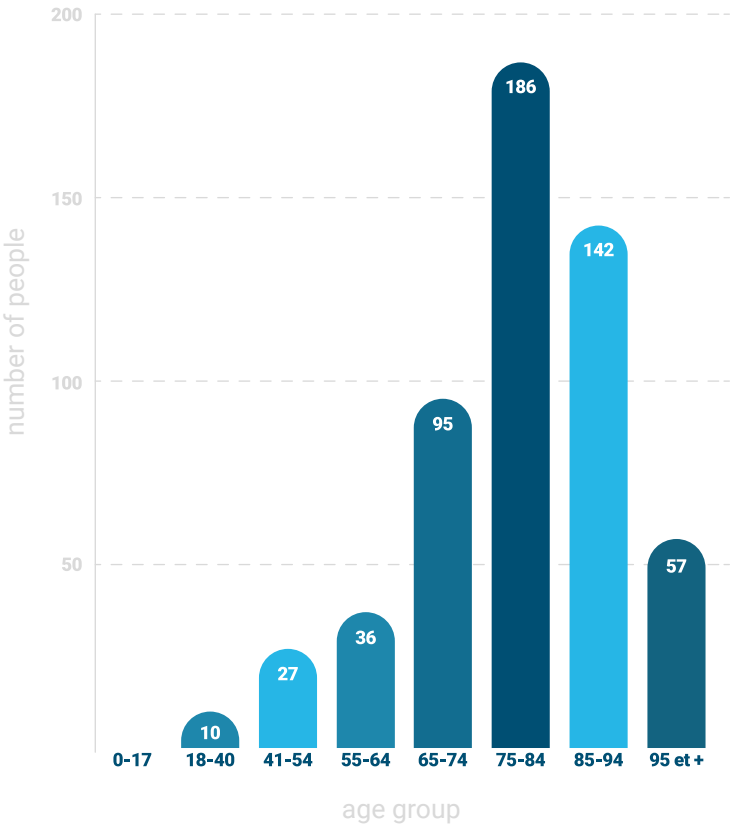
Number of beneficiaries by gender



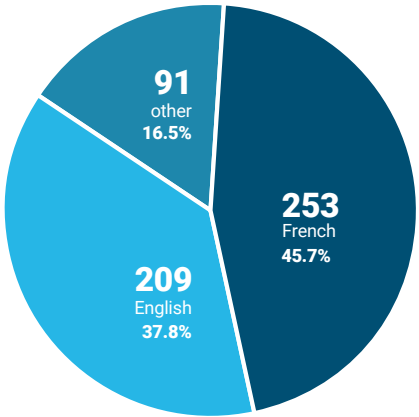
Number of caregivers by gender



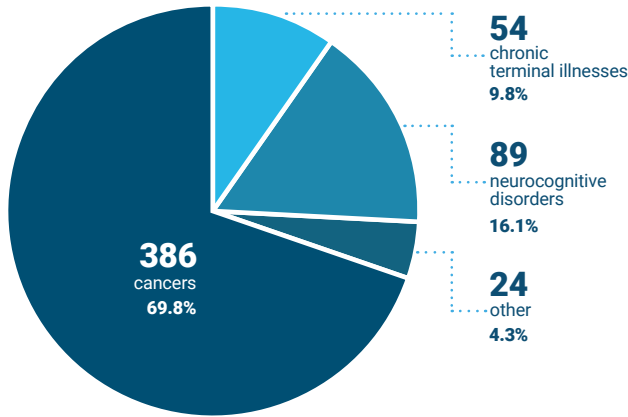
Number of beneficiaries by age



Number of beneficiaries by language



Number of beneficiaries by type of diagnosis





Our Programs

434

People who are ill supported

23

Caregivers supported

3 093

Nurse visits at home or by telephone

Palliative and End-of-Life Care at Home

To meet the needs of people who are ill and their families throughout their palliative and end-of-life care journey, we provide active and holistic home care.

Our nursing care, always free and offered 7 days a week, is provided by our specialized team of nurses in home palliative and end-of-life care.

This team collaborates with CLSC staff during the evaluation of the person who is ill, as well as for symptom management, psychosocial support, and education for the person and their loved ones.

Caregivers benefit from up to 12 hours of respite per week free of charge, thanks to our qualified home health aides and our psychosocial team.

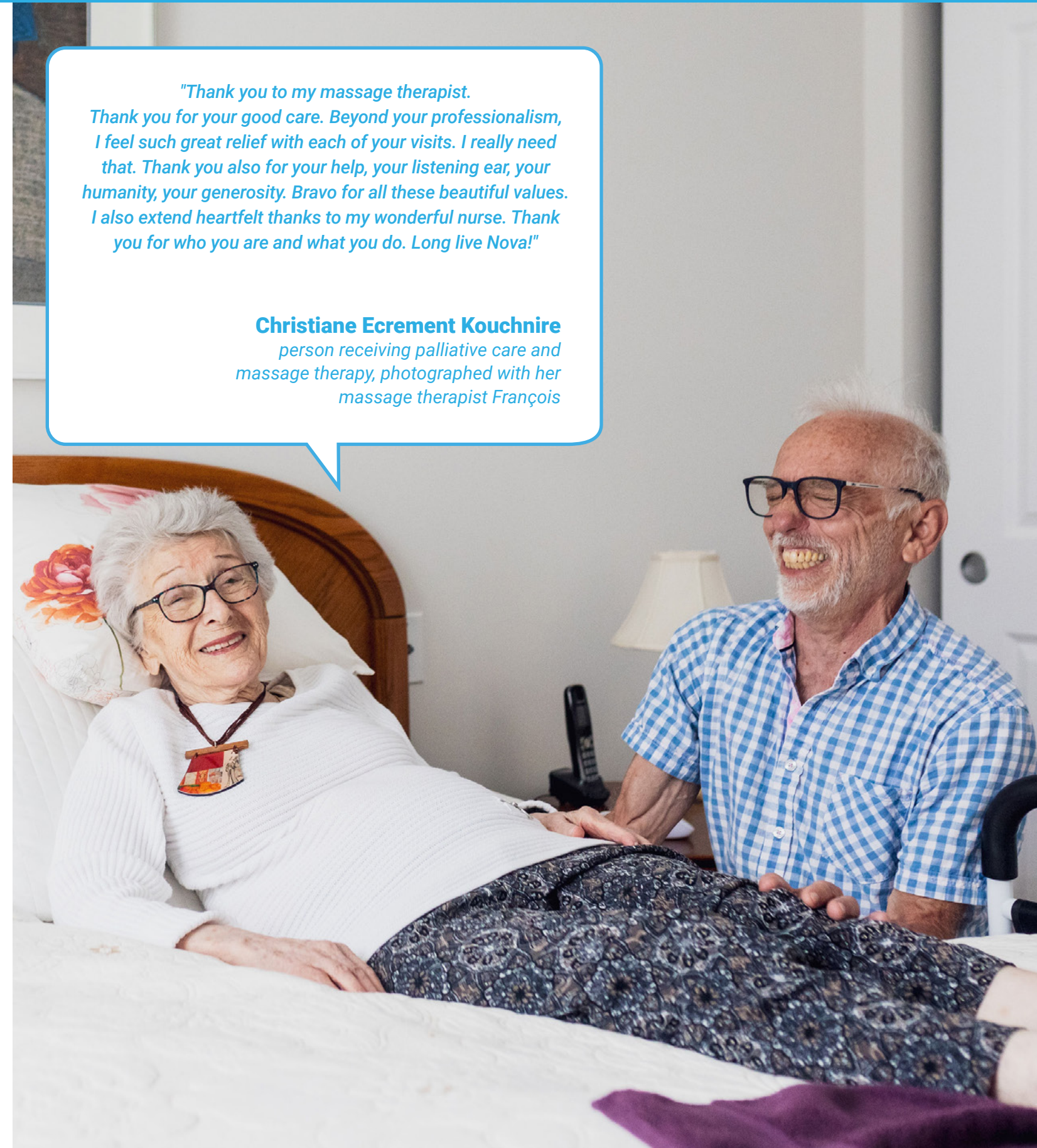
Our massage therapists can also provide relief to people who are ill and caregivers, according to their needs.

To request care coordination, a loved one or a health or social services professional can contact us by phone or email. The person who is ill must reside in the territory we serve* and be followed by a CLSC. Active participation from a physician is also required.

Thanks to private donations and a grant from the Ministry of Health, Nova Home Care offers free, quality care.

"Thank you to my massage therapist. Thank you for your good care. Beyond your professionalism, I feel such great relief with each of your visits. I really need that. Thank you also for your help, your listening ear, your humanity, your generosity. Bravo for all these beautiful values. I also extend heartfelt thanks to my wonderful nurse. Thank you for who you are and what you do. Long live Nova!"

Christiane Ecrement Kouchnire
person receiving palliative care and massage therapy, photographed with her massage therapist François





Our Programs

119

People who are ill supported

105

Caregivers supported

6 279

Visits from home health aides

887

Visits from the psychosocial team

Home Support

Complementing the work of CLSCs, we offer psychosocial support and respite to caregivers. This service also addresses people living alone without an adequate support network - **particularly those whose health is fragile, who live with loss of autonomy or chronic illness.**

Always free, our psychosocial support can be offered individually, as a family, in groups, or as a couple. Our experienced team ensures the evaluation and follow-up of needs, both for the person who is ill and for caregivers and home health aides. A nurse can also intervene.

Based on our capacity, our beneficiaries can receive up to six hours of respite or home support services per week free of charge.

These services are offered in blocks of at least three hours and may include, for example, assistance with hygiene care, simple meals, transportation and mobility, or cognitive and physical stimulation activities. Whenever possible, we ensure that the same person provides care and services each week, to guarantee continuity and personalized support.

To access our home support program, the person who is ill must reside in the territory we serve*. No medical referral is required.

*To learn about our territory, see page 10 of this report.

"When we discovered Nova and met Lea, Mom had just returned from the hospital and was considered as needing palliative care. Her condition was serious.

It's been almost a year since she's been at home and she's doing better, despite being 101 years old. We surround her as best we can and Nova is there to provide us with the respite we need. Lea has been able to create a beautiful bond of trust with all of us and gives us peace of mind. Over time, she has been able to adapt activities according to our mother's abilities, who is losing her sight due to macular degeneration.

The respite offered by Nova is a blessing. It brings us relief and a break in our routine that isn't always joyful. It's also a beautiful recreational period for Mom."

Thérèse Sokolnicka,

daughter of Mrs. Opiola, person receiving palliative care

In the photo, Stanislaw Opiola is surrounded by her family and her home health aide Heraclea (Lea).





Coffee Get Togethers

10 +

Coffee get togethers for caregivers supported by our two programs (Palliative and End-of-Life Care at Home + Home Support)

A Dedicated Space for Caregivers

To support caregivers, whether current or former, our coffee meetings address essential themes such as available resources, priority management, emotional challenges, emergencies, the importance of taking time for oneself, and grief. They also offer a caring, non-judgmental space where it's possible to share one's experience, meet people living through similar situations, receive advice, and benefit from appropriate support.





Testimonials

"We would like to express our deepest gratitude to the incredible team at Nova Home Care for the compassionate and unwavering care they provide for my parents. In one of life's most difficult journeys, you offer not only professional expertise but also warmth, empathy, and humanity that bring comfort beyond words.

You don't just take care of my parents — you hold the rest of the family, too. Your presence brings peace in moments of uncertainty and strength when it's needed most.

A very special thank you to Pamela, Joanie, Dawn, Gifty, and Line. Each of them has made an indelible mark on our hearts through their kindness, dedication, and gentle care. You have been a light in a dark time, and our family owes so much to Nova Home Care. Thank you!"

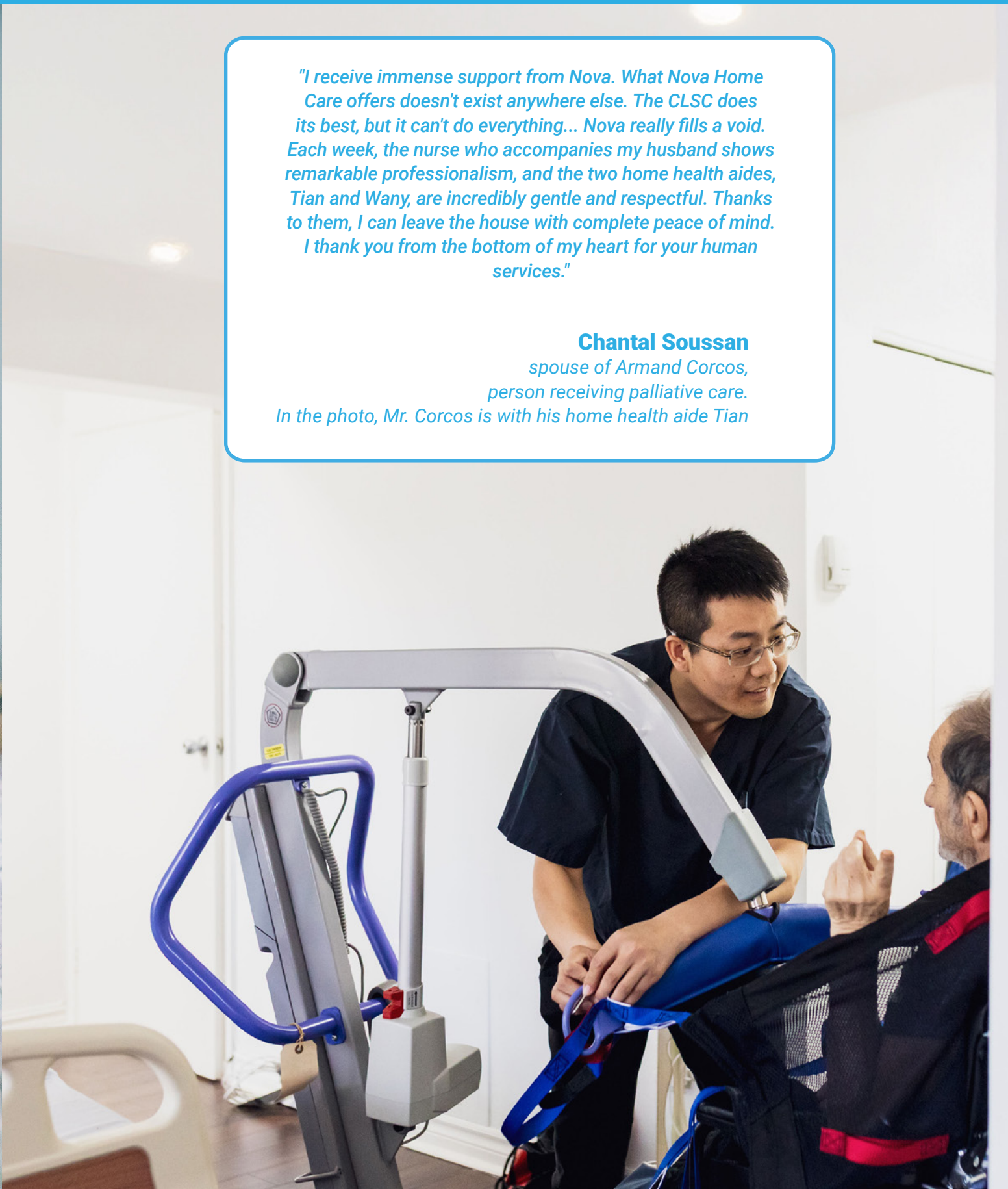
Eunice Esteban

*daughter of Benita Medina, who receives palliative care
In the photo, Mrs. Medina is with her massage therapist Line*

"I receive immense support from Nova. What Nova Home Care offers doesn't exist anywhere else. The CLSC does its best, but it can't do everything... Nova really fills a void. Each week, the nurse who accompanies my husband shows remarkable professionalism, and the two home health aides, Tian and Wany, are incredibly gentle and respectful. Thanks to them, I can leave the house with complete peace of mind. I thank you from the bottom of my heart for your human services."

Chantal Soussan

*spouse of Armand Corcos,
person receiving palliative care.
In the photo, Mr. Corcos is with his home health aide Tian*





Our Home Palliative Care Mentorship Program

Nova's team is wholeheartedly committed to improving access to palliative and end-of-life care at home throughout Quebec, particularly by sharing its vast expertise.

Since 2019, its home palliative care training has enabled more than 600 nurses across the province to acquire valuable know-how.

Accredited by the Faculty of Nursing Sciences at the University of Montreal, this training is free and unique in Quebec.

It is primarily intended for nurses wishing to develop their knowledge and strengthen their skills in home palliative care but is also accessible to all healthcare professionals.

The theoretical portion is offered via videoconference or in-person, depending on the territory, and includes **three modules totaling 8.25 accredited training hours (ATH)**. A practical component of 5.5 ATH is also offered: it provides the opportunity to spend a day alongside a Nova Home Care nurse, thus deepening various aspects of clinical practice.

"I had the privilege of attending the training offered by Nova Home Care on palliative care in March 2025. With the growing demand from people who wish to live at home until their final moments, this training is a necessity for all nurses providing home care. The solid experience of the teaching staff, the rich content of the training, and the recent knowledge transmitted in the field are captivating and essential to ensure quality care, respecting the person and their dignity.

Hoping that many other organizations like Nova will emerge throughout Quebec, to give the population tools to accompany their loved ones and experience unforgettable moments through the ordeal of losing a loved one.

Wishing you productive continuity in your work, which is of great importance for the future of home care. Long live Nova!"

Julie Joubert

nurse who took the Home Palliative Care Training in March 2025

"What I liked most about shadowing a Nova Home Care nurse was I was able to get a better sense of the day-to-day work of a home palliative care nurse. The mentor was engaging, open to sharing her knowledge and experience, and a pleasure to engage with.

It was also wonderful to see the nurse work with other care providers, including doctors and nurses at the CLSC, to provide compassionate care as a team to the vulnerable population in our community. Thank you for the opportunity!"

Emiko Ishigami

nurse clinician who received the Home Palliative Care Training in February 2025





Our Team

Nova Home Care's mission rests on an exceptional team, composed of committed and dedicated professionals. Through their expertise and humanity, they compassionately support some of the most vulnerable people in our society - transforming their daily lives through attentive care, support, and a comforting and attentive presence.

Each member of our staff is an immense source of pride for us. Beyond their technical skills, what makes all the difference is their ability to forge authentic relationships, rooted in compassion, with our beneficiaries and their loved ones.



Administrative Team



Anne-Sophie Schlader
Executive Director



Hélène Rioux
Payroll Consultant and
Clinical Coordinator



Marianne Simoneau
Director, Philanthropic
Development

Clinical Team



Dominique Gohier
Clinical Director



Paula Habib
Nurse and Home Health
Aide Supervisor



Audrey Thérien
Clinical Nurse



Pamela Hoyos
Clinical Nurse



Lietty Perez
Clinical Nurse



Marylène Héту
Clinical Nurse



Annie Gagnon
Clinical Nurse



**Joanie
Deslongchamps**
Nurse



Our Team

Clinical Team



Vanessa Molony
Social Worker



Lisa Maria Villani
Social Worker



Fanny Leprince
Social Worker



François Guay
Massage Therapist



Lourdes Buchhalter
Home Health Aide



Christine Hazel Sumangil
Home Health Aide



Dawn Jones
Home Health Aide



Naïma El Korchi
Home Health Aide



Line Brabant
Massage Therapist



Magalie Chartrand
Home Health Aide



Heraclea Cueco-Lopez
Home Health Aide



Gifty Rose Owusu
Home Health Aide



Wani Osee
Home Health Aide



Maria Alcansare
Home Health Aide



Sophia Remplet
Home Health Aide



Emmanuel Betema
Home Health Aide



Valérie Martineau
Home Health Aide



Sophia Shan Zhao
Home Health Aide



Emilia Giroux-Grancharoff
Home Health Aide



Tian Rongzhen
Home Health Aide



Vanessa Leon
Home Health Aide



Blessing Vhembo
Home Health Aide

700 + hours

of training completed by our team
in 2024-25

Our Board of Directors

Randy Witten
President

Elisa Mazzoccone
Vice-president

Susan Magor
Past President

Nova Home Care is fortunate to benefit from the remarkable expertise and commitment of its Board of Directors. These leaders from diverse professional backgrounds generously share their knowledge, experience, and networks, actively contributing to the governance and strategic direction of our nonprofit organization — in close collaboration with the management team.

Thanks to their involvement and the quality of their support, Nova continues to advance its mission, expand its impact, and strengthen its capacity to serve the community sustainably and effectively.

Directors

Dr. Patricia Riley

Guy Archambault

Sophie Baillargeon

Dr. Geneviève Dechêne

Zelda Freitas

Marie Christine Le Bourdais

Judith Marchessault

Mathieu Sirois

Catherine Bellemare

Anya Pogharian

Vanessa Simard

Our Volunteers



500 + hours

were carried out by
20 volunteers in 2024-25

We are extremely grateful every year to be able to count on the commitment and dedication of our volunteers. These generous individuals play an important role in supporting our office operations and administrative tasks. Their contribution, carried out with generosity and professionalism, helps ensure the smooth running of our organization.

THANK YOU





Community Partners



Because promoting universal access to high-quality palliative care is at the heart of our mission, we actively engage with the **AQSP**. Our clinical team benefits from continuous and comprehensive training through this collaboration.

Furthermore, as an active member of the Quebec Coalition for Access to Palliative Care, under the leadership of the AQSP, Nova is resolutely committed to the mission of improving the well-being of Quebecers facing serious illnesses, as well as that of their loved ones.



Since March 2021, Nova Home Care has been working closely with the **Quebec Cancer Foundation**. The objective of this partnership is to strengthen and optimize the support we provide to people affected by cancer.



Since 2021, Nova Home Care has been collaborating with the **Jeanne-Mance Foundation** with the goal of improving services for people at the end of life. The Jeanne-Mance Foundation specializes in home support, focusing particularly on the spiritual needs of persons receiving care and their loved ones.

As part of this collaboration, Nova integrates the care offered by the Foundation into its palliative care program. In return, the Jeanne-Mance Foundation refers people at the end of life from its network to Nova, allowing them to benefit from our palliative care program.



The training of Nova Home Care's clinical team is enhanced by resources from **McGill University's Dementia Education Program**. Among these resources, the guide "Dementia, Your Companion Guide" is widely used by our clinical staff and is also distributed to caregivers who need it.

Société Alzheimer

Our partnership with the **Alzheimer Society** significantly strengthens our service delivery and fills us with great pride. As part of this collaboration, members of Nova Home Care staff have had the privilege of taking the comprehensive training "Better Intervention Can Be Learned" – specially designed to provide a more complete and nuanced understanding of the various neurocognitive disorders affecting our beneficiaries.

Our relationship with the Alzheimer Society goes beyond training and is a valuable source of referrals for Nova. Thanks to this partnership, we can more effectively connect with people and families affected by neurocognitive disorders, offering them our specialized support and empathetic care.



The **SSPAD** is an organization that shares our dedication to providing quality palliative care at home. One of the elements that distinguishes us is the territory we serve, but together, we exchange our innovative ideas, knowledge and experiences, and discuss best practices in the field. This synergy guides us toward excellence and allows us to push the boundaries of what we can offer, ensuring that every person in our care receives the most compassionate and individualized care.



Since 2024, Nova Home Care has been a member of **Proche aide Québec**, an organization committed to improving the quality of life of caregivers through advocacy, awareness-raising, and the promotion of knowledge and expertise sharing.

As a member, Nova has access to tools, committees, training, as well as communities of practice.

On November 19th, our social workers participated in the Members' Day on Diversity in Caregiving. The event addressed major issues, such as young caregivers, the needs of ethnocultural minority and anglophone communities, the organization of services among First Nations and its impacts, as well as LGBTQ+ realities.



Financial Overview

Grants

\$1 293 400
Ministry of Health and
Social Services

\$52 500
Discretionary
Budget

\$309 687
L'Appui

\$147 228
Agreement with the
CIUSSS

Donations

\$901 509
Foundations

\$141 201
Corporations

\$186 874
Individuals
(including planned giving)

\$3 032 399 TOTAL REVENUE

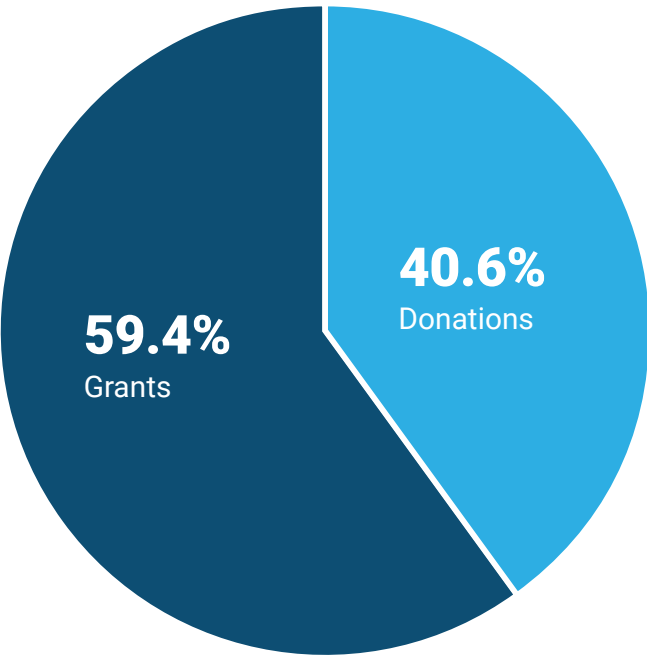
Expenses

\$2 001 375
Clinical Services
and Special Projects

\$512 305
Other Expenses (general administration,
staff training and support, organizational
and philanthropic development, commu-
nications, occupancy costs, technology
and work tools)

\$2 513 680
Total Expenses

Total Revenue





Our Financial Partners



Thank you to the ministère de la Santé et des Services sociaux for its financial support of our direct care services, which greatly enhances our ability to provide free, personalized services to individuals who are ill or at the end of life.

Since 2013, Nova Home Care has received financial support from L'Appui. Thanks to this funding, caregivers participating in our programs benefit from free respite care services (day, evening, and night), provided by our specially trained home health aides.



Between April 2024 and March 2025,
a total of

21 028 hours

of respite care were delivered by our team
of home health aides —representing
a 20% increase compared to
the previous year.





Tribute to the Fondation Marcelle et Jean Coutu

We acknowledge the admirable generosity of the Fondation Marcelle et Jean Coutu. They demonstrate immense interest in the common good, particularly toward disadvantaged people, those affected by illness, disability, or difficult social conditions. Their generosity is a source of inspiration.

Special thanks to Marie-Josée Coutu who stands out for her commitment to giving back to the community and contributing to its well-being. The Fondation Marcelle et Jean Coutu's financial commitment enables an infinitely positive and lasting impact, particularly for isolated and vulnerable seniors helped by Nova Home Care.

"The Grace Dart Foundation is dedicated to enhancing the well-being of seniors in the Greater Montreal Area. We understand the challenges and growing needs of the elderly and are devoted to making a meaningful difference."

Nova Home Care has a long history in Montreal, and we commend their ability to adapt and meet evolving needs, especially through their inspirational Home Support program which offers free and compassionate assistance with daily activities, allowing seniors to stay comfortably in their homes, and maintain dignity and independence."

Community Collaborative Care is at the heart of our mission. Together, we can ensure that every senior has access to respectful, professional and loving care."

Elise Nesbitt

*President & Chair of the Board of Directors,
Grace Dart Foundation*



Your Generosity Transforms Lives

The team at Nova Home Care is privileged to rely on a dedicated and growing community. Our free services are primarily funded by your donations. Each one has a tangible impact and supports much more than health care: it upholds time, comfort, dignity, and quality of life for the most vulnerable among us.

This year, **550 donors** contributed a total of **\$1 229 584** to support Nova’s mission. This meaningful support makes a difference—day after day—in the lives of those we care for.

A heartfelt thank-you to our major donors:

Mirella and Lino Saputo Foundation
Fondation Marcelle et Jean Coutu
Louise and Alan Edwards Foundation
Grace Dart Foundation
The Eakin Family Foundation
George Hogg Family Foundation
The Birks Family Foundation

Many foundations and companies have also honored us with multi-year commitments. This long-term vision ensures the continuity of our services and helps our non-profit organization grow sustainably.

Altruistic and committed individuals choose to give a deeply human dimension to their legacy by planning a gift to Nova—an act full of meaning that carries forward their values and dedication to the community. Thanks to your planned gifts, we look to the future with ambition, confidence, and hope.

On behalf of the people who are ill and families we serve, our clinical team, administrative staff, and board of directors—**THANK YOU!**

Your presence by our side is essential. Because of you, we move forward uplifted by a community whose humanity is our greatest strength.

"I give to Nova every month because I see concretely the impact of your care on the well-being of people in the community. With this monthly donation, I sustainably support a charitable organization that is dear to me. Nova has surrounded itself with a competent and dedicated team that offers free care and services essential to very many people who wish to remain at home. We can only say thank you to them!"

Suzie Goyer,
longtime monthly
donor to Nova

"I had the privilege of receiving the testimony of my friend Denise Roussel, who died at home after a long period of illness and home care. She was fortunate to be accompanied by Nova Home Care's dedicated staff.

Her testimony was so convincing and sincere, her gratitude so complete, that I immediately felt deep sympathy for Home Home Care. So I decided to support it within my means.

I am very impressed by the diversity and quality of services offered to the population needing home care, as well as by the diversity and competence of the team members. I reiterate my wishes that your work may continue under fine and good conditions, and that it be an inspiring example throughout the province."

Suzanne David,
planned giving donor

Tribute to Boyd Whittall The mark of an exceptional man

Mr. Whittall was a pillar of Nova Home Care. A dedicated member of our board of directors for many years, he also served as a patron of our nonprofit organization until his passing in 2024. He deeply believed in our mission, and thanks to his charisma and extensive network, he was able to mobilize valuable support, opening many doors for Nova.

He was part of a group of committed individuals — often from the anglophone medical community — who played a key role in the

history of our community organization. His commitment inspired many people to follow in his footsteps, including Susan Magor, whom he personally invited to join the board.

Mr. Whittall leaves behind an invaluable legacy for Nova. Beyond his active involvement during his lifetime, he made a deeply significant gesture by ensuring the continuation of his support through a bequest. We are immensely grateful to him.



Celebrating 125 Years of Community Support

\$52 000

was raised thanks to a benefit concert, which has been entirely reinvested in the community to offer quality home care services that accessible, free of charge and rooted in compassion.

Nova Home Care celebrated its 125 years of community support on November 15th, 2024 during an unforgettable fundraising evening. **Doc Show - an energetic and dedicated Big Band composed of 14 physicians from the Saguenay region** - delivered an electrifying performance, putting their passion for music at the service of our cause.

A heartfelt thank you to our official sponsor, Desjardins, whose support made this event possible, as well as to the incredible talents of Doc Show for their commitment and generosity.





Nova in the Media Spotlight

Hyperlinks

Click on the name below to access the link

- ♦ [Pénélope](#)
- ♦ [Patrick Lagacé](#)
- ♦ [Le Doc Show](#)

This year, we seized multiple opportunities to share our mission and ideas across various media outlets.

Whether during our interview on the **Pénélope show**, our conversation with **Patrick Lagacé** in the presence of Dr. Geneviève Dechêne, member of our Board of Directors, or to **promote our benefit concert with Le Doc Show**, these exchanges strengthened our reputation and highlighted the challenges our organization and community face.

Other significant media coverage also increased our visibility:

MON CARNET

A discussion with **Bruno Guglielminetti** about our fundraising campaign

Global NEWS

A touching report aired on **Global News**

CBC LIFE

An article on **CBC Life** produced with valuable input from our team

The Suburban

An article celebrating our 125 years in the Montreal weekly **The Suburban**

A detailed feature on Nova's service offerings in La Gérontoise, the journal of the Quebec Association of Nurses in Gerontology.

What a privilege to have had the opportunity to discuss the vital role of home care in advancing our cause, which affects all of society!



Annual Campaign: AI at the Service of Memories

Because every moment spent at home with loved ones is worth immortalizing, our bold annual campaign — designed by Publicis — offered grieving families an unprecedented way to rekindle the memory of precious moments. Between December 1st and January 24, 2025, people were invited to visit Nova Home Care’s website and use a powerful artificial intelligence tool to recreate the image of a memory with a loved one.

This special edition of our annual campaign received a very positive response, helping to increase awareness of Nova and allowing us to secure new donations.

A heartfelt **thank you to Publicis agency** for their pro bono commitment to this project, as well as **special thanks to Kelly Taylor, Johan Vakidis, Toma Nantel, Éliane Leclerc, Laurie-Anne Côté, Camille Fortier-Jordan, and Yves Gougoux.**

In total, they invested over **300 hours** of their time. Additionally, all media placements were generously donated to us.



"I remember the mornings when my son would go to the living room, join my father in his hospital bed to read him made-up stories. Of course, death is part of life. But those moments, that's life until the very end."

Solange
Caregiver





Donors who Change Lives

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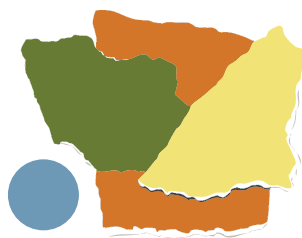
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**With heartfelt thanks
from our team.**

**Together,
we ensure dignity
at every step,
all the way to the end.**



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