

IMPACT REPORT



To inspire and encourage all people to fulfill their potential, thrive, and contribute to their community.

Inclusion Respect Solidarity Boldness Caring erformance

Message from the President and Chairs





François Tremblay, Chair of the Board of Directors The YMCAs of Québec

Pascale Audette
President and CEO
The YMCAs of Québec

Mario Bédard
Chair of the Board
of Directors
The YMCAs of Québec
Foundation

United we stand.

These words aptly describe 2024, the year we saw the full-scale implementation of our 2020–2025 strategic plan. From the outset of the plan, we have been focused on our ability to **redefine ourselves** so that we can **tackle the challenges facing local communities more effectively**. Sedentary lifestyles, isolation, the rising cost of living, the lack of affordable housing, growing mental health problems, and declining school success rates are just some of the pressing social issues close to our hearts.

By looking at what has been accomplished to date, we can see that we have made great strides in **our transformation**, while keeping the communities we serve at the heart of our decisions. We have thus moved ahead with our real estate **transformation while maintaining our programming and built up our mission-driven investment fund.**

But visions like these are not achieved without a **strong, well-equipped,** and well-trained team to face each challenge and judiciously seize new opportunities for development. In 2024, we laid the foundations to better position ourselves for years to come. This includes the launch of the **Y's first awareness campaign** in more than 10 years, showing people that the Y is here—and will continue to be here—to help each person shine on.

Our Foundation, which is also undergoing a transformation, has been crucial in the deployment of our programs and services. This year, it will publish its own annual report for the first time as its fiscal year has changed and is now ending on March 31.

In fact, it is thanks to the fundraising efforts of our Foundation and the hard work and support of our donors, volunteers, partners, and teams that we were able to provide **\$740,000** in financial assistance this past year. It is this support that empowers us to pursue our mission—on the front lines and behind the scenes—to **ignite the potential in everyone**. With you by our side, we know that we can tackle the biggest challenges, and we are eager to start on our next strategic plan and move forward together.

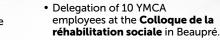


community and citizen mobilization, and for this we thank you! Without the volunteers, donors, partners, and key individuals who, year after year, rally behind us to support the communities we hold dear, the Y could not benefit from sound governance and forward-looking general meetings. Over the past year, the teams at the Y stepped up their awareness-raising and representation efforts. Among others, they made their voices heard at events and symposiums dealing with the big issues of our time, and we can only conclude that the path the organization has mapped out is leading us to an inspiring destination. Here are a few key moments from the past year.

- meeting (AGM).
 - Members of the board appoint François Tremblay as chair of the board of directors at the AGM.
 - signature.



· Launch of Shine On, the YMCA's new brand



· YMCA kiosk at the Ahuntsic-Cartierville borough celebration.

- Participation in a popular science podcast on the realities of homelessness.
- Completion of the Sandwich Challenge in our day camps, in partnership with Centre ÉPIC and Tremplin Santé.
- Opening of the Peter-McGill Community House in the Downtown YMCA in Montréal.

JULY

 Signing of a first agreement between the YMCA International Language School and ministère de l'Immigration, de la Francisation et de l'Intégration.



 Launch of the YMCAs of Québec's first brand awareness campaign in more than 10 years.

SEPTEMBER

• 130th anniversary of Camp Kanawana.

NOVEMBER

- The YMCAs of Québec delegation participates in the 2024 États généraux sur l'itinérance.
- Pascale Audette is appointed the new president and CEO of the YMCAs of Québec.

JANUARY

"Welcome back"

breakfast for our

eastern territory team.

FEBRUARY

MARCH

MAY

JUNE

- Distribution of bicycles, helmets, and locks to participants in the C-Vert program.
- Participation of the YMCAs of Québec at the National YMCA Conference in Halifax.



AUGUST

- Distribution of close to 1,000 backpacks to families in our communities as part of Opération Sac à dos.
- Presentation of the Y Mind program at the Cree Nation Youth Summit Building Bridges, Shaping Futures.

OCTOBER

- Presentation of the YMCA-YUL project at the Canadian Alliance to End Homelessness Conference in Ottawa.
- Opening of the Coop Café at the Antoine-de-Saint-Exupéry high school.



• About 20 employees participate in organizing Nuit des sans-abris activities in Montréal and Québec City, which includes a march and a clothing and

CEO Stéphane Vaillancourt retires, after 22 years at the helm of the YMCAs of Québec.

Outgoing president and

DECEMBER

· Member Appreciation Day.

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• Voting members unanimously approve the sale of the Saint-Laurent building at a

• The YMCA for Peace event, organized by the Foundation. raises \$375,000.

• Hooked on School Days

and partners.

activities with our teams

• Employees from the West

Island YMCA participate in

the Plaisirs d'hiver event.

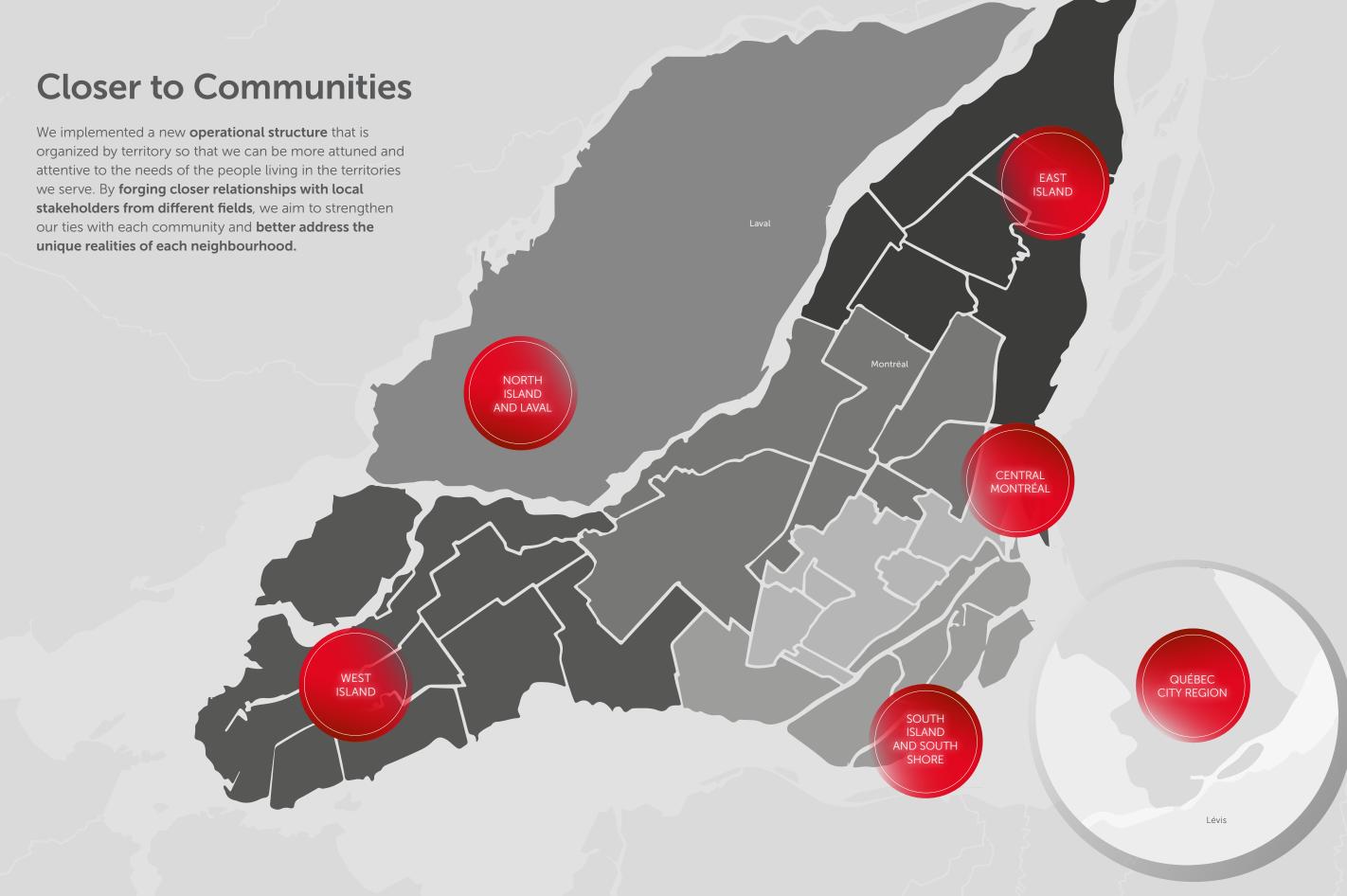
special meeting.



APRIL

· Official opening of the Coop Café at the Anjou high school, giving students the opportunity to develop their social and professional skills.

coat drive. 4 | Moving Forward Together



Our Transformation Continues

In 2024, our desire to do things right fuelled many of our discussions: the shape our services should take, thinking beyond the bricks and mortar of our buildings, and opportunities to create collaborative groups to support the well-being of communities. We focused on our relationships with the stakeholders of our different sites.

This included choosing a real estate broker to help us put our **downtown Montréal** building—located on Drummond and Stanley streets—up for sale, and to help us find a **new site for our programs**.

We also participated in **the creation of a multi-service community centre** in Saint-Laurent's **Norgate neighbourhood**. This project concretely demonstrates our collaborative vision for the future transformation of our site in Pointe-Saint-Charles and Notre-Dame-de-Grâce.

"This project will help maintain the range of community services offered in the Norgate neighbourhood, develop the autonomy of the organizations involved by pooling certain costs, and strengthen the social fabric of the community by building synergy and fostering mutual assistance with the different players in the field."

- Christine Durocher, President, Collectif 1745.

The creation of Saint-Laurent's multi-service community centre—the fruit of a collaboration between the YMCAs of Québec, Collectif 1745, and technical resource group Atelier habitation Montréal—has ensured residents can continue accessing high-quality family educational services, addressed the lack of space and accessibility to community facilities, and allowed the community kitchen to stay open. It has also enabled the Y to continue offering our youth programs, including Alternative Suspension, our academic perseverance program, C-Vert and C-Vert+, our environmental leadership programs, and our TeenZone. We are proud to note that the sale of the Saint-Laurent building, ratified unanimously at the Special General Meeting on February 20, 2024, and finalized on April 10, 2024, has truly reinforced the social fabric of the community and allowed the site to maintain its social vocation while offering a continuity of services to the community.





Better Known, Bigger Impact

In 2024, the YMCA made big strides to raise awareness about its impact. Part of a national strategy bringing together most of the YMCAs in the country, the organization's first awareness campaign was launched in the fall and aims to make the Y's mission shine even brighter.

"By showing what is possible at the Y, we want people to discover who we really are: a charitable organization that puts human beings at the centre of its approach and that firmly believes every person should have the opportunity to let their potential shine," explains Stacey Masson, Vice President of Marketing and Communications. "At the Y, we know that every step, no matter how small, can be a big victory and that we can accomplish greater things when we work together."

The campaign and "Let Your Potential Shine" slogan emphasize how, with the help of the YMCA, people can discover all the things they can accomplish and the ways they can exceed their own expectations. At the Y, they can learn a new language, make friends at camp and stay active at the gym, find a group where they fit in, and get involved in the community as engaged citizens. Regardless of the obstacles along the way, the Y is there to support, guide, and help them fulfill their potential.

Discover the campaign 🔼





Youth Success

SELF-DISCOVERY, PERSONAL DEVELOPMENT, AND PAYING IT FORWARD

Alexandre started participating in the Gatineau chapter of the **C-Vert** program, our **environmental leadership** program, in 2017. At the time, he was in high school and having problems socially, personally, and at school. He was looking for a new circle of friends and a place to spend his time.

"I'd just mind my business and not really talk a lot to others, but by the end of the year, I was developing projects with other participants and I was feeling good. I learned to set a framework and plan things well, and today I still use some of the things I learned in C-Vert at university."

- Alexandre, University Student and C-Vert Youth Worker

Alexandre continued in **C-Vert+**, the permanent arm of the program, which aims to develop participants' interests, skills, and networks through **individual and collective avenues of engagement**—turning them into the environmental leaders of tomorrow. In **C-Vert+**, he had access to a stimulating, dynamic environment and got to know a friendly, caring youth worker. Having someone there who gives you sound advice but also lets you find solutions on your own so you can bring a project to fruition is priceless.

Today, Alexandre embodies the very value he was exposed to most in the program: **caring**. As a youth worker, it is now his turn to offer high school students **leadership advice**. And according to him, the students have as much of an impact on him as he does on them.

In 2024, 28,550 young people participated in programs to help them succeed.



- 264 participants in the C-Vert program.
- 4,591 young people came into our TeenZones for a total of 69,830 participations, including 52 young people in our Diversion Zone for youth with autism spectrum disorder.
- In total, 3,200 students participated in the Alternative Suspension program.
- **117 young people** were supported by the Y Mind program which aims to reduce the negative effects of anxiety and stress.

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Camps and Outdoor Education

In 2024, our day camp family grew with the addition of two new camps: the YMCA Concordia Science and Engineering Camp and the Adventure at Kanawana Camp. Through a range of different programs, the science and engineering camp offers participants opportunities to explore chemistry, space, artificial intelligence, and even the environment. As for Adventure at Kanawana, it offers participants all the benefits of fully immersing themselves in the great outdoors on our gorgeous summer camp site in Saint-Sauveur, but in a day camp format.

Our current camp programming was also enhanced in 2024. The YMCA Concordia Fine Arts Camp continues to unlock artistic talent while the Pierrefonds-Roxboro camp offered participants aged 12 to 17 a place to fully expend their energy with the Passion for Sports program. Whether through outdoor activities, artistic activities, or science experiments, campers can discover what they truly love and shine bright.

"I make sure campers have an unforgettable experience, a place where they belong, and a person they can trust."

- Soraya, Day Camp Counsellor

In 2024, **3,556 kids and teens** participated in the Y's various camps.



- 2,774 participants in our day camps, including
 93 campers in our Companion program.
- 782 kids and teens enjoyed a stay in the great outdoors at Camp Kanawana.



Welcome and Temporary Housing Services

For people in transitory situations—whether they are new to Canada or are in a situation that requires temporary housing—finding your bearings and adapting to a new way of life can feel daunting. But with the Y, it is easier to envision a bright future. Through our welcome programs and temporary housing services, these people receive key services in a safe environment, in addition to growing their social support network so they can engage in active citizenship.

EXPLORING AND STARTING A NEW LIFE IN CANADA

For eight weeks, the du Parc YMCA **TeenZone** is home to the **Welcome** and Discovery Zone, a supervised day program for young newcomers to Canada aged 12 to 17, which offers free activities led by experienced youth workers.

For teens such as Bhava, who came to Canada from India at the age of 13, the Zone is a place to discover life in Montréal.

Going on organized outings, learning French through a full and interactive immersion into the local culture, and spending time with a group that welcomed him with open arms—these were just some of the things that filled up his summer. At **the Zone**, he met teens from all over the world who were going through the same thing as him, and he got a preview of everything the Y had to offer. Perhaps next summer, Bhava will sign up for other youth programs such as a day camp. It goes without saying that Bhava can return to the Y year after year, to experience other firsts and create memorable moments throughout every stage of his life.

In 2024, the Y welcomed **7,155 people** in its programs.



- **174 young people** participated in the Welcome and Discovery Zone program. This record number of participants required the opening of two new points of service, for a total of 5.
- The YMCA Residences welcome and house peoplein transitory situations. 6,981 asylum seekers, including 840 children, were housed in our residences. Thank you to our partner: Programme régional d'accueil et d'intégration des demandeurs d'asile (PRAIDA).



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Preventing Exclusion

LOSING HIS WAY AND FINDING IT AGAIN WITH OUR PLANNING FOR PRISON RELEASE PROGRAM

A serious road accident can turn everything upside down. For Martin,* it sent him on a downward spiral: he lost his bearings, started having insomnia, began using, lost his job, and eventually committed a crime. This all led to his incarceration at the Montréal Detention Centre (Bordeaux Prison), where he spent eight months before serving the remainder of his sentence in the community.

To avoid ending up on the streets, he turned to the **Planning for Prison Release program**, where he met Isabel, his caseworker. Together, they came up with a plan for his reintegration. However, when he was released, he surrounded himself with people from his past and his bad habits caught up with him. It was not until he had lost everything and was living on the streets, that he set out to find Isabel through the YMCA.

What followed was a process to access temporary housing, complete a residential detoxification program, find a new social circle, get his finances in order, and move into subsidized housing, not to mention the difficulty of navigating the various levels of courthouse bureaucracy.

"Isabel was really at the heart of my rehabilitation. She's at the heart of my entire support network since I got out of prison."

- Martin, on his journey and the help he received from his caseworker

As for Isabel, she is so proud of Martin. He hit rock bottom and climbed out with determination and by using the resources available to him. "Martin agreed to let the caseworkers from the different support services share information. That way, we could build a stronger network around him and ensure he didn't have to repeat his story or relive his trauma every time."

Today, Martin is often asked to speak about his experience to raise awareness and help organizations develop projects that align with the needs of formerly incarcerated people and people experiencing homelessness.

In 2024:



6,192 people received support through our social reintegration and homelessness assistance programs, including 270 in the Planning for

Prison Release program.

*The name Martin is a fictitious name intended to protect the participant's identity at his request



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Adopting Healthy Lifestyle Habits

At the age of 42, Anne-Laurence needed a change. She knew she had to do something. But rather than go on a diet, she decided to get active. From all the options out there, she decided to sign up for private training with Geneviève at the Cartierville YMCA, a centre she was familiar with through her son's swim lessons but also one that gives back to the community.

"I got really lucky with Geneviève, because we started off slowly. She told me all I had to do was show up and she would handle the rest."

- Anne-Laurence, Mother and Member

This collaborative approach between staff and participants in our fitness and aquatic activities is something that permeates all our programs. But it is especially present in our private training, where our personalized support is tailored to the specific needs of each person. So when Anne-Laurence progresses to a new stage in her training, Geneviève is right by her side to celebrate with her.

For Anne-Laurence, the **Y**'s intergenerational environment is what makes her feel at ease moving forward in her fitness journey, whether at the gym or in the pool. She sees it in her son's swim lessons, where instructors focus on safe swim progressions, as the sounds of laughter from kids and older swimmers alike echo off the bright walls around them.

As for private training, Geneviève's holistic approach has helped Anne-Laurence achieve her first goal: to feel good about herself. Now that is something to be proud of!

In 2024, 30,660 people got moving with the Y!



Fitness and Aquatic Activities

- 5,100 hours of private training.
- 14,156 POLY, MULTY and OMNY members.
- 5,654 kids learned to swim.

Integrated Recreation Program

 The Y ensured 160 people with intellectual or physical disabilities could participate in recreational activities thanks to the support of Centraide.

Seniors in Action

 More than 700 older adults participated in this program, which is tailored to their needs and offers opportunities to socialize, help one another, volunteer, and meet people of all ages.



To unlock their full potential, people need a place where they feel comfortable learning a new language, perfecting professional skills, or obtaining a certification for their own pleasure or to advance their career, all at a pace that matches their needs. We offer a wide range of language courses and swim instruction, first aid, fitness, and camp counsellor certifications and training, all recognized in their respective fields.

Training and Skills Development

LEARNING FRENCH TO BETTER INTEGRATE

When Anant was learning French at the **YMCA International Language School**, he remembers a key moment—as he progressed from level 1 to level 2, things suddenly clicked for him in terms of **understanding and speaking**. His teacher Julius, whose pedagogical approach focuses on teaching the basics and takes into account the differences between standard French and Québécois, really helped him learn and progress.

"Through the Y's courses, I feel more confident in my ability to communicate in French, which means I can integrate better in Québec. Learning French helps me better understand the local culture and allows me to interact more easily with the people around me."

- Anant, Student and Newcomer

For him, his integration into the Province of Québec starts in the classroom: "Classes at the **Y** welcome people from all walks of life, with varying levels of French and different experiences. That creates this **rich environment** where you don't just learn the language but also come to **understand the culture and perspectives**."

Anant really felt that the teachers at the Y care and appreciated that students help one another. And that left him feeling motivated, as he knows that others, whether from a similar background to his or not, can access this service. Learning a new language is challenging but when you are surrounded by a committed and united community, the future appears brighter. His words sum it up nicely: "You can't progress on your own; you need the help of others and a rich, motivating learning environment."

In 2024, **6,781 people** learned new skills through training at the Y.



- 6,411 registrations in our language courses for youth and adults, representing a total of 4,096 students.
- Signing of a first agreement with the ministère de l'Immigration, de la Francisation et de l'Intégration. Thank you to our partner.
- 2,230 participants were certified through our fitness, first aid, and CPR training programs.

Moving Forward Together

Moving Forward Together

At the Y, You Can Be the Spark

To take care of others, you first need to take care of yourself. At the Y, we feel that it is important that staff and volunteers can fulfill their own potential, so that they can then better support the community.

Luce Boulianne, a kinesiologist by training, knows a little something about this. She has been working at the **Y** for 16 years now, starting as a conditioning room and gymnasium coordinator. As a single parent, she appreciates **the work-life balance** the **Y** offers: flexible hours, the opportunity to put her daughter in day camp during the summer or in swim lessons at the very centre where she works, and being able to bring her to class on the weekends where she can sit at the back and draw while Luce teaches the next generation of fitness instructors.

"The organization has always listened to my needs. I've had the chance to grow in challenging positions, while staying connected to what motivates me: making a difference."

- Luce Boulianne, Mother and Assistant Director, Territories Operations

After working as a coordinator and then an **assistant director** at the Hochelaga-Maisonneuve, Cartierville, Westmount, and Notre-Dame-de-Grâce YMCAs, Luce is now the **assistant director of territory operations** and is happy to have found an employer whose values reflect her own.

MENTORING PROGRAM

Our mentoring program is a testament to our commitment to the next generation. The program pairs employees aged 18 to 30 with more senior and experienced staff members at the **Y**. Mentors can share their expertise with an employee who is eager to learn, while mentees view this as an opportunity to excel.

In 2024:



62% of our employees took the employee engagement survey and awarded an overall score of **79%** to the organization, placing the Y in the "Healthy Organization" category according to WorkWell.



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THANK YOU DEAR Y!

When I started at the Y in 2002, I never imagined the profound and transformative impact the YMCA would have on me. The values and people who shape this exceptional organization became a part of me, bit by bit, and have made me the best person I could hope to become.

The **Y** opened my eyes. I met extraordinary and dedicated people here, all driven by a single goal: to **change people's lives**. What a privilege it was for me to support these outstanding teams for 22 years!

These teams are the architects of the **Y's impact in the community**. They are the employees and volunteers who work directly with youth, people in vulnerable situations, or people looking to acquire news skills. They are the people who work behind the scenes or who sit on the board of directors or on our advisory committees. And all of them have made my second career at the YMCA deeply meaningful.

I consider myself extremely lucky to have found an organization whose mission perfectly matched my passion for contributing to people's development. I have fulfilled the role entrusted to me to the best of my ability: that of **developing our YMCA to its full potential and ensuring its longevity.**

The **Y** is driven by **resilient**, **competent people**, who fully deserve your **unwavering support**, dear donors, volunteers, and partners. Your YMCA is in good hands, and will remain so for a long time to come.

Thank you for the trust you placed in me and long live the YMCAs of Québec!

Stephane Variancourt

Stéphane Vaillancourt
Outgoing President and CEO
2002-2024

Discover the Foundation

Since 1984, the YMCAs of Québec's Foundation has been supporting the work of our organization by providing concrete ways for us to achieve our goals.

With values rooted in **engagement**, **solidarity**, **and inclusion**, the Foundation plays a key role in the organization's philanthropic development and helps thousands of families and children access a host of community programs.

Every year, the Foundation acts as a vehicle of change, implementing initiatives that aim to reduce inequalities in communities because everyone deserves to shine.

Thanks to the generosity of our loyal donors, our Foundation supports many key programs in the communities we serve, notably:

- Alternative Suspension, our academic perseverance program
- Our day camps
- Camp Kanawana, our summer camp in Saint-Sauveur
- Our **financial assistance** program, to improve access to our paid services

Transform a Life

Give everyone the opportunity to access our programs.

Donate to the Foundation today 🗷





Volunteer Leadership

Thank you to our board and committee members who donate countless hours to giving back to their community. A big thank-you to the local advisory committees, which present an opportunity for members and local organizations to offer their unique perspective on local and community needs and contribute to our decisionmaking processes. We would like to highlight their exceptional commitment. Together, let's build a brighter tomorrow for our communities!

The YMCAs of Québec **Board of Directors**

Jean-Charles ANGERS

(Company Administrator) Board member

Nancy AUDETTE

(Cogeco) Board member

Denis BLACKBURN

(Financial Horizons) Board member

Lise BRISEBOIS

(Kruger) Board member

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(Centre de pédiatrie sociale Laval) Board member

Anne DUPRAT, CPA, CFA, CIA

(KDC/ONE)

Board member

Christine DUPUIS

(Caribou) Board member

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Éric Boulay

Pierre-Olivier Brassard

Mario Côté

Lynda Verret

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Nadine Ishak

Shiela Larson

Peter Warren

Honorary Members

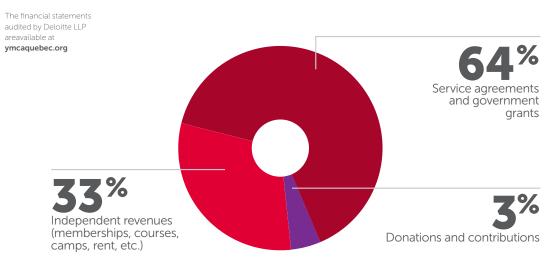
Nicole Brennan (2009)

Feu Marcel Côté (2010)

Michael Novak (2012)

Financial statements 2024





Statement of operations For the year ended December 31, 2024	2024	2023
	\$	\$
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Revenue	72,787,575	69,981,371
Expenses	71,032,658	64,336,828
Excess of revenue over expenses before amortization, interest and financing costs	1,754,917	5,644,543
Amortization, interest and financing costs	(1,148,074)	(1,437,032)
Excess of revenue over expenses before extraordinary items	606,843	4,207,511
Disposal and write-off of capital assets	3,284,583	504,295
Excess of revenue over expenses	3,891,426	4,711,806

Statement of financial position As at December 31, 2024	2024	2023
	\$	\$
Total assets	69,322,688	69,715,180
Total liabilities	27,181,364	31,465,282
Net assets	42,141,324	38,249,898
Total liabilities and net assets	69,322,688	69,715,180

IMPORTANT INFORMATION:

In 2024, The YMCAs of Québec reached and supported 80,100 people, including 41,830 young people.

\$740,153 in financial assistance provided to 3,402 kids, teens and adults right here at home.











1,260 employees

370 volunteers

\$36,477 assistance provided to the Haiti YMCA











183 intervention sites in total

144 intervention sites in Québec

intervention sites in Canada

intervention sites abroad



ymcaquebec.org









