60 Years of Solidarity: A Cause for Celebration!

ANNUAL REPORT 2021-2022



Little Embracing Brothers the Elderly



Embracing the Elderly

In September 2022, Little Brothers proudly unveiled its new branding, proclaiming once again its solidarity with the elderly. This change of image reflects a renewed commitment and determination to welcome a greater number of lonely seniors into our extended family.

Our Motto: Flowers Before Bread



"Bread nourishes the body – food, basic health care, and decent housing allow our Great Friends to survive. But flowers nourish the heart – sharing love and tenderness, making someone feel important, nurturing dreams, going on vacation, realizing one's full potential, this is what makes them feel alive until their final days."

Armand Marquiset, Founder of Les Petits Frères des Pauvres

Little Brothers has chosen a flower as its emblem to express love, care, and compassion.

The *seringat* flower (mock orange flower) in particular is a symbol of memory and remembrance. It represents our long-standing devotion to our Great Friends (the elders we support), illustrates our desire to bring them warmth and joy and signifies that they will never be forgotten.

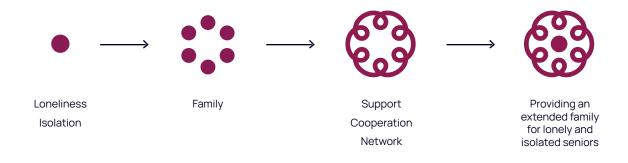


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This annual report presents the results for a 12-month period, from August 1, 2021, to July 31, 2022. It was published on October 26, 2022, on the occasion of the Annual General Meeting (AGM).

Message from the Administration

Renewed Friendships and New Challenges for Little Brothers' 60th Anniversary

Without a doubt, the last two years have been particularly difficult for seniors. After a slow but gradual return to our normal activities over the past few months, our Great Friends, volunteers, and teams in the field were overjoyed at the chance to get together again in person. At Little Brothers, we were delighted to see that the sense of belonging, caring and solidarity towards seniors was still alive and well within our organization. And that we continue to be inspired by these values, which have been at the heart of our mission for the past 60 years.

Many fruitful and enriching exchanges took place with our various partners over the past year, and this collaborative approach has clearly strengthened each of the organizations that offer support for the elderly. Little Brothers provides a voice for older citizens, particularly those suffering from social isolation, and it is encouraging to see that our message is being spread by the media and that efforts are being made to raise awareness about this issue. The pandemic has also given us the opportunity to reinvent ourselves, update our technology, and renew our branding.

As the population ages, we must adjust our strategies and adapt our methods. It is estimated that 55,000 elderly people in Quebec are currently suffering from social isolation. In the last year, Little Brothers had an impact on the lives of 2,636 isolated seniors; we are aiming to support 10,000 by the year 2030. The Little Brothers Foundation will play a crucial role in increasing the funding and outreach of our organization, to ensure the sustainability of our mission.

For 60 years, Little Brothers has provided a loving and caring community for seniors with important social and relational needs. But we want to do more. This means increasing the number of volunteers, getting them more involved and creating new partnerships. Maximizing work organization and efforts will enable us to welcome a greater number of Great Friends into our extended family. We also wish to obtain a more substantial involvement from the government. By working collectively and promoting solidarity, we will be able to deliver an effective response to this devastating social issue.

Seniors are an important pillar of our social structure. They must be loved and respected as they deserve to be, and as each of one of us would like to be. Tomorrow, each one of us could experience social isolation.

The Little Brothers family would like to take this opportunity to thank all those who have contributed in some way to our cause over the past year. A special mention goes out to our teams and volunteers who have shown admirable flexibility and dedication during the pandemic. We would like to thank you for your invaluable contribution and resilience during this difficult time. We hope that you will continue to work alongside Little Brothers for many years to come, offering the prospect of a warm and secure future to all seniors in Quebec.

It is our mission to keep solidarity and compassion in the spotlight for the next 60 years!



Caroline Sauriol Executive Director of the Little Brothers Foundation



Martin Goyette Executive Director of the Little Brothers Corporation



Luc Villeneuve Chair of the Board of Directors Little Brothers Foundation



Claude Leblanc Chair of the Board of Directors Little Brothers Corporation

Past, Present and Future: An Ongoing Commitment to the Elderly

After 60 years of dedication and solidarity, Little Brothers is preparing for the future with renewed enthusiasm and sense of purpose. Although the pandemic greatly disrupted our operations over the last two years, we remained true to our values and did our utmost to pursue our important mission with isolated seniors.

The past year has seen a gradual return to certain local activities and events. Teams and volunteers from our different regional offices were able to reconnect with our Great Friends, who needed them more than ever. It was truly gratifying to offer them a comforting presence and an opportunity to socialize. Not surprisingly, we found that confinement had had an extremely detrimental effect on our Great Friends' health and living conditions. The cancellation of outings and lack of stimulation, the decrease in various public services and spiralling inflation aggravated situations that were already precarious. Feelings of isolation and insecurity increased, and the cognitive abilities, physical and mental health of our aging population were considerably affected.

During this difficult period, Little Brothers never ceased its efforts to support isolated seniors. We did, however, face many challenges while attempting to fulfill our role. Evolving vaccine requirements, frequent changes in public health guidelines, and unpredictable conditions certainly made the job difficult. 2022 was also marked by a labor shortage and Little Brothers was not spared in this regard, both in terms of staff and volunteers. Despite these challenges, as soon as the public health situation improved, we put all our energy into meeting the immediate needs of our Great Friends. Driven by our desire to provide warmth and companionship, we resumed our visits and all social activities when circumstances allowed.

We are proud to have organized a beautiful virtual event in November in tribute to the elders who passed away during the year. And despite the confinement, we managed to distribute gifts that made eyes sparkle at Christmas. Vacation getaways and picnics in the park were additional highlights of 2021. Finally, we had the honor of inaugurating two new Little Brothers divisions in Granby and in Gatineau and are certain that they will contribute significantly to supporting the elderly in the Montérégie and Outaouais regions.

On behalf of Little Brothers, we would like to extend our warmest thanks to all the volunteers, field workers and teams who devoted themselves unconditionally to our Great Friends during the pandemic, as they have done for the past 60 years! Their involvement was essential in providing a breath of fresh air to those who needed it the most.

We hope you will be a part of our family for many years to come!



Joanne Parmenter Regional Director, Greater Montreal



Valérie Leblond Regional Director, Eastern Quebec



Jo Griffiths Director, National Programs and Innovation



Emmanuel Bulamatari Regional Director, Western Quebec

Little Brothers' 60th Anniversary Celebrations

A 60-Year Love Affair with Quebec Seniors

Little Brothers has grown up a lot since its beginnings. Over the years, we have developed our infrastructure to be closer to seniors throughout Quebec and to support an ever-increasing number of Great Friends. Our history of solidarity goes back a long way.



1946 Les Petits Frères des Pauvres founded in France by Armand Marquiset

1962

Les Petits Frères des Pauvres (Little Brothers of the Poor) founded in Montreal, Quebec by Maurice Ouellet and Hubert de Ravinel, rue Bleury

1968

Move to the head office on rue Garnier in Montreal

1986 New regional team in Sherbrooke City

1988

Purchase of the Juliette-Huot vacation facility in Oka





1959

First implantation of *Les Petits Frères des Pauvres* (Little Brothers of the Poor) in North America, in Chicago

1963

Actress Juliette Huot (1912-2001) joins the cause



1981

Opening of *La Boutique Les Petits Frères des Pauvres* in Montreal

1987

Les Petits Frères des Pauvres celebrates its 25th anniversary in Montreal, establishment of the Quebec City regional team

1991

Celebration of the first International Day of Older Persons





1997

Jean Doré (1944-2015), 39th mayor of Montreal, designates the *seringat* flower, known as the flower of friendship, the official emblem of Little Brothers

2006

Acquisition of the Lac St-Joseph vacation facility and establishment of the Rimouski and Thetford Mines regional teams

2012

New Laval regional team, name change (*Les Petits Frères des Pauvres* becomes *Les Petits Frères*) and an exhibition entitled *Visages et témoignages* marks the 50th anniversary

2020

Mobilization during the pandemic and creation of the Friendly Voice Phone Program

1998-2002

New regional teams in Saguenay and Trois-Rivières

2007

Actress Béatrice Picard is named spokesperson of the organization

2013-2019

Growth spurt and creation of new regional teams in Longueuil, Lévis, Lower Laurentians, West Island of Montreal and Southwest Montreal

2021

New regional teams in Granby and Gatineau

2022

60th anniversary and new branding



2021-2022 IN REVIEW

Our Impact



Little Brothers is Present Throughout Quebec

Thanks to the considerable efforts of **2,907 volunteers** and **95 employees** throughout 12 administrative regions in Quebec, Little Brothers extended family made a real difference in the lives of 2,636 elderly persons in 2021-2022.

Little Brothers was also present throughout the province through our telephone companionship program, which reached 356 Great Friends this year, thanks to the help of 324 volunteers.

Number of Great Friends and Active Volunteers by Region as of July 31, 2022



New and Renewed Friendships

Little Brothers' actions can change the course of a life. Every year, we try to reach a greater number of lonely elders to alleviate their isolation. We are very proud to have welcomed 500 new people into our extended family this year, for a total of 2,636 older persons whose lives were impacted in 2022.

We changed the lives of **2,636** seniors



"This year, I turned 101! I am fortunate to be able to count on Marjolaine, my companion at Little Brothers. We met eight years ago and developed an instant friendship. I hope all lonely and isolated seniors will have this chance."

Marie-Thérèse, Great Friend since 2011

73 %

are women

Our Great Friends at a Glance





83 average age

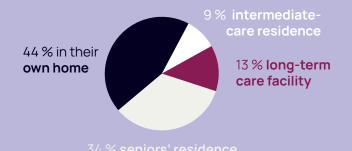
29 centenarians

- **500 people newly welcomed**, including 15 referred by Great Friends (3%)
- 23% have been with Little Brothers for **10 years or more**
- 61% have been married or had life partners and are now widowed or separated
- 40 % are referred by social workers

Types of Support

- 78 % are **paired** with a volunteer
- 21 % don't go out at all and receive visits from volunteers
- 44 % go on outings accompanied by a volunteer
- 6 years: average duration of support

Living Situations



2021-2022 IN REVIEW

This Year's Highlights

2021

August -

Post-COVID get together with our Great Friends

The easing of sanitary restrictions made many people happy at Little Brothers! In each region, our teams were delighted to be able to meet up with their Great Friends and volunteers for picnics and other summer activities. What a huge sigh of relief and a renewed sense of belonging!

November -

Tribute to our Great Friends who passed away

Throughout the month of November, Little Brothers paid tribute to the Great Friends who passed away during the year. Across Quebec, our teams and volunteers organized a number of events to honour the memory of those women and men who have crossed our paths.

December -

A heartfelt Christmas initiative

Our teams and volunteer squads busily delivered Advent calendars to our Great Friends throughout Quebec. Several initiatives were launched in December to show kindness, dignity, respect, and appreciation for the seniors we support during this significant but sometimes difficult time of year.







October

October 1st - International Day of Older Persons

As part of the International Day of Older Persons, Little Brothers organized a virtual show entitled *Avec vous jusqu'au bout*, presented by Quebecor in partnership with Desjardins. Many local artists joined with us to declare their appreciation for Quebec's seniors.

October 28 - Annual General Meeting (AGM) and tribute to our volunteers

Little Brothers AGM provided members of the administration with the opportunity to present the year's highlights, award the Juliette-Huot and Hubert de Ravinel awards and unveil the Annual Report.

2022

January

Phon-o-thon

For the 23rd consecutive year, Little Brothers staff took time to call donors and thank them for their generosity. While this Phon-o-thon certainly gave rise to many heartfelt and enriching conversations, above all, it allowed us to better get to know our benefactors and to take full measure of their affection for elders.

March -

May

March 11 - National Day of remembrance for victims of COVID-19

On the second anniversary of the pandemic, Little Brothers held a commemorative ceremony to honour the lives of elderly persons who died during the pandemic. It was a truly fitting way to highlight the last moments of their lives and to show that they will not be forgotten. Whereas 6 % of our Great Friends died from COVID-19 in 2021, only 1 % of deaths were attributable to the virus in 2022.

Volunteer appreciation

Each year, Little Brothers teams highlight the exceptional commitment of volunteers throughout Quebec who brighten up the lives of their Great Friends. During this special week, our teams mobilized to pay tribute to the volunteers who have been involved for many years or who have distinguished themselves in an exceptional way. Small gifts, treats and awards were distributed.





Easter

April

As we do every year, Little Brothers celebrated Easter with its extended family throughout Quebec. Since the pandemic protocols still prohibited large gatherings, our Little Brothers teams once again demonstrated their boundless creativity by delivering flowers, greeting cards and gift packages filled with small treats.

April 24-30 - Volunteer Week 2022

During this special week, we highlighted the extraordinary commitment of women and men who are the backbone of our organization: our beautiful community of volunteers. Their actions are changing the lives of lonely and isolated elderly persons across Quebec and inspired the Volunteer Bureau's theme for this year's edition: Volunteering changes lives!

July

Summer getaways with our Great Friends up and running once again!



After two years of sanitary restrictions, we couldn't wait to meet up with our Great Friends again and share good times in person. And our wish came true: vacation getaways at our holiday facilities in Oka and Lac Saint-Joseph, picnics and major gatherings were organized throughout the province!



Tribute to Hubert de Ravinel

On February 14, a pillar of our organization passed away. Co-founder of Les Petits Frères du Québec, Hubert de Ravinel died at the age of 88 surrounded by his loved ones.

Born in Fontainebleau, France, Hubert de Ravinel first joined *Les Petits Frères des Pauvres* in Paris. A disciple of Armand Marquiset (founder of the organization), he left France for Chicago to bring Little Brothers' mission to North America and pursue his desire to restore dignity and joy to elderly people suffering from loneliness. In 1963, he arrived in Quebec and co-founded Les Petits Frères de Montréal, serving as its director until 1977.

Little Brothers would never have come into existence in Québec without the commitment of Hubert de Ravinel, who devoted his whole life to bringing joy to older persons with humanity, consistency, courage, dedication, and discretion. We would like to express our eternal gratitude on behalf of all those he touched during his lifetime.

2021-2022 IN REVIEW

Companionship Programs and Projects

The Wellness Program

The Little Brothers Wellness Program improves the quality of life for Great Friends by allowing them to purchase items and equipment that affect everyday life, such as glasses, a prosthesis, a hearing aid, a dental device, a wheelchair, a mechanical bed, an air conditioner, household appliances, etc.

In 2021-2022

58 seniors saw their quality of life improve thanks to this program, for which \$32,863 were allocated as follows:

- 34 % dental care
- 23 % purchase of equipment and specialized care
- 9 % food aid

Isolation due to Covid-19, the rising cost of living, the lack of workers and volunteers have severely affected vulnerable organizations and seniors, and all of these factors have led to a higher demand for basic needs such as food aid.

Dreams Come True for our Great Friends

Just like all of us, our Great Friends have long nourished dreams they would like to fulfill. Without a doubt, offering them the possibility to realize a major project brings hope and joy. As their extended family, we take an interest in their dreams and do all we can to make them come true.

Madame Thérèse, 86 years of age, completed a **pilgrimage to the Ermitage in Saint-Antoine du Lac Bouchette** this year. Accompanied by a volunteer, she was able to enjoy an excursion that she had wanted to realize for many years.

Our Great Friend Gilles-Florent, 75 years old, attended a **Laval Rocket's hockey game** during the spring playoffs. As a strong supporter of the team, he was delighted to be able to cheer them on at that crucial time of the year.

Accompanied by his Little Brothers companion, Mr. Gérard, 86 years of age, was finally able to **visit his sister-in-law in Val-Alain**. Because they live so far from one another, this long-awaited reunion was indeed quite emotional.

Food Insecurity Project

The Food Insecurity Project, which aims to prevent malnutrition among seniors, has five objectives: inform, identify, support, strengthen connections between organizations and prevent food insecurity and undernutrition. This project has become an integral part of our support for our Great Friends and is carried out in collaboration with local institutions and organizations.

Launched in 2020, this initiative, supported by La Ville de Montréal and developed with the help of several important partners, including the Direction régionale de santé publique (DRSP) and the Université de Sherbrooke's research center, is being carried out in several stages:

- Creation of an advisory committee made up of experts in the field, including Paule Lebel, MD at the DRSP and Nancy Presse, Dietitian-Nutritionist and professor at the Université de Sherbrooke;
- Survey developed and approved by the DRSP, and carried out by volunteers to gather accurate information regarding malnutrition among our Great Friends;
- Creation of an information kit, which will be distributed to over 60 employees, 950 volunteers and 1,960 Great Friends;
- Training and conference in collaboration with the Université de Sherbrooke.





Les troubles complexes de santé

RABQ Tip Sheets: Getting Informed to Provide Better Support for Seniors

In collaboration with the *Réseau de l'action bénévole du Québec* (RABQ), we published 20 new Tip Sheets last April to better equip volunteers and caregivers who provide support for vulnerable seniors. These information sheets address certain challenges and problems they may encounter in their interactions with the elderly.

In particular, they improve our companions' ability to:

- support gains, losses and transitions related to ageing;
- understand the difference between mental health disorders and cognitive deficits;
- identify situations of abuse.

This project was made possible thanks to the valuable contribution and financial support of the *Réseau de l'action bénévole du Québec* (RABQ), which represents 36 provincial organizations, 7 local organizations and a total of 1.6 million volunteers across Quebec.

The Tip Sheets are available on our website littlebrothers.ca.

Friendly Voice Program

Friendly Voice is a simple and secure telephone companionship program that pairs lonely seniors over 75 with volunteers who are specially trained in active listening and support for the elderly. The elderly partner can converse with the same volunteer on a regular basis, once a week.

As of July 31, 2022, 356 Great Friends were actively supported through this program. Next year, it will be redesigned and enhanced and will take the name *Near You*. Although the program will continue to provide seniors in remote areas with the opportunity to talk on the telephone, it will also aim to offer in-person and correspondence options.



356 Grest Friends actively supported

Our Partners in the Field

The aging of the population brings enormous challenges that Little Brothers cannot meet alone: only by acting collectively will we be able to meet the needs of socially isolated seniors and contribute to their well-being. It is essential for Little Brothers to work closely with partners to extend the scope of our action across the province.

Active partners in the field throughout the year

- Volunteer centres;
- · Community centres for seniors;
- Meals on Wheels;
- La cantine pour tous;
- The Canadian Red Cross, Quebec Branch;
- La Fondation Âges;
- Un et un font mille;
- Le Conseil Système Alimentaire montréalais (CSA) I Montréal-Métropole en santé;
- Le Carrefour des proches aidants du Québec;
- Le Curateur public du Québec;
- Municipal and regional task forces;
- The Fadoq network and regional Fadoq groups;
- 211 and 311 phone services;
- Le Comité sectoriel de main-d'œuvre de l'économie sociale et de l'action communautaire (CSMO-ÉSAC);
- Secours Amitiés Estrie;
- Direction Régionale de Santé Publique (DRSP);
- Le Bel Âge;
- Les Résidences du Groupe Maurice Greater Montreal;
- Fondation Émergence;
- Centers intégrés de santé et de services sociaux (CISSS) and Centres intégrés universitaires de santé et de services sociaux (CIUSSS);
- Service amical Basse-Ville;
- Albatros Lanaudière;
- Albatros Lévis;
- Nancy Presse, Dt.P., PhD, Professor in the Faculty of Medicine and Health Sciences at the Université de Sherbrooke and Director of the Laboratoire sur l'alimentation des aînés et la nutrition gériatrique at the Centre de recherche sur le vieillissement (Sherbrooke, QC):
- Research Centre of the Institut universitaire de gériatrie de Montréal.

Our closest collaborators on many projects

Tip Sheet Project

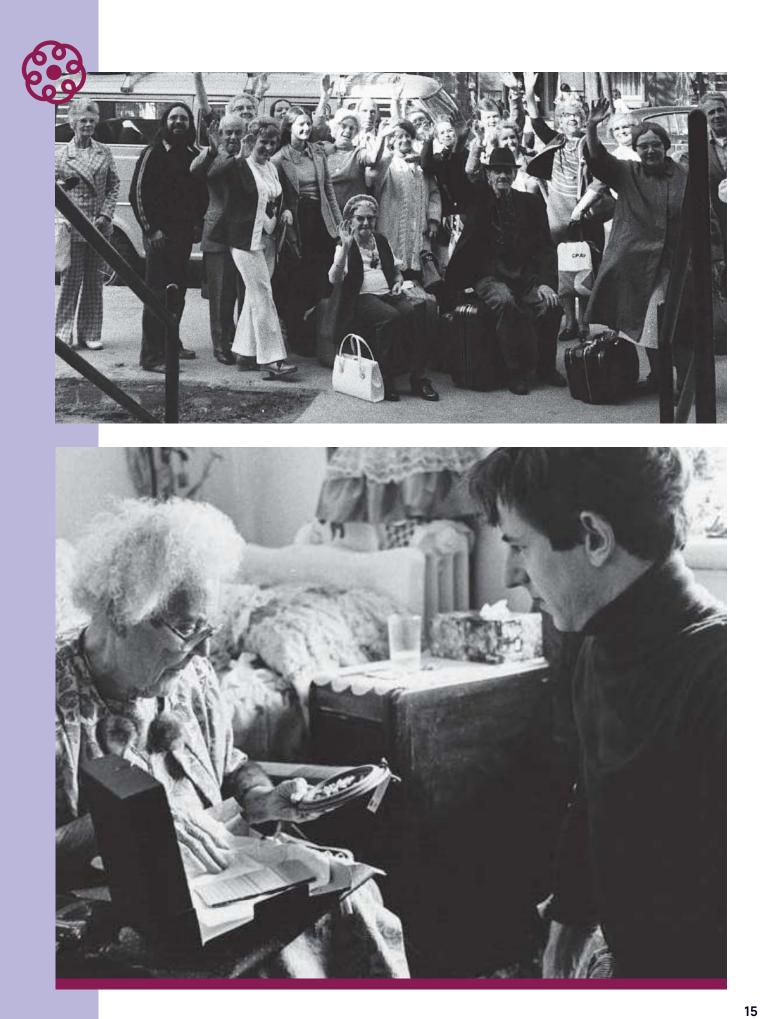
- Le Réseau de l'action bénévole du Québec (RABQ);
- Centre d'action bénévole du Contrefort;
- Le Carrefour des proches aidants du Québec;
- L'Appui pour les proches aidants.

Food Insecurity and Undernutrition in Older Adults Project

- Public Health Montreal;
- Montreal Food Policy Council;
- 211 phone service Information and Referral Center of Greater Montreal;
- The Department of Nutrition and the Faculty of Medicine, Université de Montréal.

Projects and Research Chairs

- Le Centre de recherche sur le vieillissement, CIUSSS de l'Estrie-CHUS – Projet Accompagnement-citoyen personnalisé d'intégration communautaire (APIC) for seniors living at home;
- L'Institut sur le vieillissement et la participation sociale des aînés (IVPSA);
- Université de Montréal (Department of Anthropology);
- Institut universitaire de gériatrie de Montréal Project VIEs GE (Living without Anxiety for the Elderly);
- Laboratoire sur l'alimentation des aînés et la nutrition gériatrique;
- Centre de recherche de l'Institut universitaire de gériatrie de Montréal;
- Université de Sherbrooke (Faculty of Medicine and Health Sciences);
- Université du Québec à Montréal (Departments of Social and Public Communication; Department of Psychology; Department of Sociology of Education);
- Université du Québec à Trois-Rivières (Department of Occupational Therapy);
- Inclusive Communities for Older Immigrants (ICOI)
 project.



Our Volunteers: The Pillars of our Mission



Our compassionate and thoughtful volunteers from across Québec are generous with their smiles, their actions, and their talent, not to mention the time they devote to supporting the elderly living in isolation and loneliness. Their unfailing presence allowed Little Brothers to offer quality support - without interruption, and in the best possible conditions - despite constraints imposed by the pandemic. Much creativity was deployed to provide our Great Friends with continuous and heartfelt support.

We would like to express our gratitude to each and every one of our volunteers for their invaluable contribution to our important mission!





"The first time I entered Little Brothers' house on rue Garnier, in October 1982, I was impressed by our founder Armand Marquiset's motto, Flowers before bread. It expresses something I truly believe, that love, dignity and beauty in life are as essential as food, clothing and shelter. It has been a privilege for me to consider myself a small link in this great chain of love for the past 40 years. I am also delighted to see so many volunteers carry on this mission and surround lonely seniors with a loving and life-long extended family."

Lise Beaudoin, employed with the Little Brothers since 1982



40 Years of Commitment: Tribute to Réal Longpré

Réal Longpré has been involved with Little Brothers since 1981, and it gives us great pleasure to acknowledge his immense contribution. For more than 40 years, Réal made visits, helped with errands, and accompanied our Great Friends on outings and getaways. He also served on the Board of Directors, where his wisdom and experience were valued and appreciated. He was an inspiration to our Great Friends with his ideas and suggestions and truly helped to create a sense of belonging. His initiatives have been instrumental in developing better support strategies.

Réal Longpré brightened up the lives of many of our Great Friends. His commitment, his conviviality and his contagious energy were significant assets for Little Brothers over the years. On behalf of the whole team and all our Great Friends, and from the bottom of our hearts, a big thank you Real for your unfailing devotion to isolated seniors!

Tribute to our Volunteers

Each year, Little Brothers presents several awards to thank volunteers who have distinguished themselves through their involvement and their desire to improve the lives of isolated seniors.



Juliette Huot Award for exemplary commitment

Little Brothers has chosen to present the Juliette Huot Award to **Andrée Ruel**. A volunteer in Quebec City for 10 years, she was paired with six Great Friends simultaneously during the pandemic. She also took on the role of driver and companion, in addition to being involved in various committees and celebrations and participating in our 2022-2023 strategic plan. Her kindness and constructive input are always appreciated and make everyone's work lighter.

Hubert de Ravinel Award for youth commitment

Two young volunteers stood out this year:



Pénélope Côté has been with Little Brothers in Lévis for 2 years and sits on the coordinating committee. She is also involved in the logistics and delivery of gifts at our events and was the organizer of the Volunteer Recognition Evening. Her dynamic personality and dedication bring joy to our Great Friends and make a huge difference for the team.



Léa Frédérique Boa Wolff is this year's second recipient: she has been combining her law studies with her volunteer work in Montreal for the past two years. As a member of the social committee, she is responsible for sending birthday cards to our Great Friends. She is the instigator of many initiatives that make a genuine difference for our Great Friends and our organization.

Congratulations to Andrée, Pénélope and Léa for your immense contribution to the cause of isolated seniors. Your exemplary commitment helps make our Great Friends feel appreciated. Thank you for sharing the Little Brothers values in such a beautiful way.

We would like to congratulate all our volunteers for their involvement - whether they have been with us for several years or only a few weeks - and we thank them for their availability, their support, their generosity, their savoir-faire and their sincere show of love for our Great Friends.

Speaking Up for the Elderly

Little Brothers has been speaking up for older persons since 1962. In this capacity, we attend various events related to geriatrics each year. These conferences and forums are important for sharing our expertise, engaging with partners, learning from others, and building a strong network. They also provide the opportunity to raise awareness about the elderly and improve the way they are viewed by society.



États généraux de la Coalition pour la dignité des aînés (3 May 2022)

Little Brothers is determined to speak up for the elderly so that their voices may be heard.

On May 3, Caroline Sauriol, Executive Director of the Little Brothers Foundation, took part in the *États généraux de la Coalition pour la dignité des aînés.*

This event, a first in Quebec, brought together more than 90 people representing 40 organizations concerned with issues affecting the well-being and dignity of seniors. The purpose of the forum was to establish ties between the government and various community organizations and associations, with the expectation that this will lead to more concrete decision-making and action.

These events are essential for strengthening relations with our partners. They allow us to speak with a strong, united voice that accurately reflects the reality of vulnerable seniors. By combining our efforts, we can influence society's perception of the elderly and reiterate the urgent need to fight against social isolation.

Vivre et vieillir à Québec (8 june 2022, UN ET UN FONT MILLE)

For Little Brothers, it is essential to ensure lifelong support for the elderly, regardless of their situation or their physical, psychological, or social condition.

In this vein, Caroline Sauriol joined panellists for an event entitled *Vivre et vieillir à Québec*, in Quebec City. This pertinent initiative by the collective Un et un font mille focused on the theme "*How do we want to age?*" (*Comment voulons-nous habiter notre vieillesse?*)

By looking at three different types of spaces - intimate spaces (body, health, intimacy), living spaces (housing, accommodation) and social spaces (community, society, environment) - participants were able to examine and analyze already existing approaches. But more importantly, they were able to shed light on what strategies still need to be developed to meet the growing challenges of an ageing population.

It is by taking part in such events that we can raise awareness about the specific experience of older persons, find solutions to better protect them and build an inclusive society in which life is enjoyable at every stage.

\$15,000 emergency fund to help Ukrainian seniors

Our solidarity with the elderly goes beyond borders. In Ukraine, millions of people over the age of 60 are currently living in a state of war. Our Foundation has decided to join forces with the International Federation of the Little Brothers of the Poor to support them. It is imperative for us to show support for Ukrainian seniors in these trying times.

True to its and mission and values, Little Brothers made a \$15,000 emergency relief fund donation to the International Federation in support of the Starenki Foundation, a charitable organization dedicated to helping isolated and vulnerable seniors in the Ukraine. This exceptional emergency contribution comes from surplus internal funds that the Little Brothers Foundation Board of Directors had previously set aside.







The Community Mobilizes

Aware of the challenges and difficulties experienced by seniors during the pandemic, several businesses and groups of individuals joined forces with us to alleviate social isolation among older persons. Despite the many sanitary constraints imposed by the pandemic, they showed their incredible creativity and unwavering solidarity by organizing a multitude of activities in support of Little Brothers.

Thank you for this significant and heartfelt mobilization for our elders!



Minifondo Garneau-Québecor

Due to the sanitary restrictions in place at the time, a smaller event - the Minifondo - replaced the traditional Granfondo Garneau-Québecor this year. To avoid overly large gatherings, the activity was open to members of the Garneau-Québec Cycling Club and employees of Louis Garneau Sports only.

More than 100 cyclists met on Sunday, August 8, 2021, at 9 a.m. to ride for the cause. 30, 80 and 100 km routes were created for the event.

\$45,868 was raised in support of the Little Brothers and this sum will be added to the more than \$700,000 already collected over the past 12 years.

I am Tomorrows' Elder Campaign - Luc Maurice Foundation

Le Groupe Maurice unveiled its campaign to combat ageism, starring actress Julie Lebreton. The Quebec actress also committed to the fight against ageism by donating **\$1,500** to Little Brothers. Additional donations were made by Grégory Charles (\$500) and the Luc Maurice Foundation (\$2,000).

Christmas Activities

As part of the Christmas 2021 operations, **Intact Insurance** reached out to its staff who contributed generously to ensure a great holiday season for isolated seniors. Thanks to their donation of **\$25,000**, more than 2,400 chocolate advent calendars were distributed to our Great Friends across the province.



Wawanesa Assurance also supported our mission at this important and critical time of year! Their donation of **\$6,000** helped us provide gift bags and treats for each and every Great Friend across the province.

Giving Tuesday 2021 - Fondation Santé

On Giving Tuesday, the national day of giving that precedes the holiday season, Fondation Santé launched an initiative to double donations collected for our organization. A total of 585 donors and friends took part in Giving Tuesday, raising \$51,700 in support of isolated seniors in Quebec, to which *Fondation Santé* added its contribution of **\$25,000**, for a total of \$76,700. This precious gift enabled us to make a concrete difference, in particular through the Wellness Program and birthday celebrations.



Maillon VERT et Fondation AGES Vieillir Mieux

In November 2021, seven pharmacies joined forces with Maillon Vert to alleviate seniors' isolation. Thanks to their mobilization and the generosity of their clients and partners, a donation of **\$7,125** was made to Little Brothers. In addition, training was provided for staff, in partnership with the Fondation Ages, to sensitize them to issues related to aging and the diverse realities of seniors.

On jase-tu? event in partnership with Bel Âge magazine

On June 4, Little Brothers participated in several activities as part of the *On jase-tu?* event. Our teams mobilized this year in Montreal and Quebec City and organized events in Laval, Trois-Rivières, Gatineau and Sherbrooke. The goal of this event was to bring people of all ages together for a cup of coffee, generously donated by Tim Hortons. More than 6,000 people gathered across Quebec for the 2022 edition and **\$7,500** was raised for Little Brothers through the sale of reusable coffee cups.

We would also like to thank the following for their valuable contribution:

- Marco Poulin, who walked 500 km (\$4,712);
- A group of employees from La Presse (\$1,998);
- L'industrie alimentaire du Grand Montréal (annual golf tournament, \$7,950).



1380 Gilford Street Open from 1:00 p.m. to 6:00 p.m. Monday to Sunday



La Boutique Les Petits Frères, located in the heart of the Plateau Mont-Royal, in Montreal, offers a vast array of second-hand - but first-class - items and objects, at bargain prices. Clothing, jewellery, toys, books, furniture, and more...there is something for everyone and for every budget.

The funds raised are donated entirely to Little Brothers to support their endeavors and relieve the isolation of the elderly.

La Boutique at a glance:

- Annual sales: \$755 403;
- 8 members;
- 45 to 60 volunteers who offer a minimum of 4 hours per week;
- 4 departments: thrift store, bookstore, treasures and online sales;
- Nearly 45,000 bags or nearly 312 tons of second-hand clothing and accessories are received each year;
- 100 % of the benefits are donated to Little Brothers to support their mission.

La Boutique makes a real difference on many levels, by:

- creating a sense of belonging for seniors who come to the shop;
- **valuing** the volunteer commitment and participation of those involved;
- offering affordable goods to its customers;
- offering free items and clothing to seniors supported by Little Brothers;
- contributing to Little Brothers' mission across Quebec with its profits;
- giving new life to second hand objects;
- limiting waste.

www.petitsfreres.ca/boutiquepetitsfreres/



Fundraising Activity

Benefit Performance: Avec vous, jusqu'au bout

On October 1, 2021, a benefit performance, entitled *Avec vous, jusqu'au bout*, was organized by Little Brothers and presented by Quebecor to raise funds in support of older people suffering from social isolation.

Hosted by France Castel, this concert was held on the International Day of Older Persons and brought together wellknown Quebec artists such as Michel Rivard, Véronic DiCaire and Guylaine Tremblay.

A total of \$116,000 was raised to support Little Brothers and their mission.

Residents of 80 seniors' residences and long-term care facilities (CHSLD) throughout Quebec were able to watch the concert free of charge, thanks to our partners Quebecor and Desjardins.



"Sharing and community support have always been part of Quebecor's core values. It is an honour for us to team up with Little Brothers, an organization dedicated to the well-being of seniors. Little Brothers' role within our community has proven to be all the more important in the context of the pandemic. It was important for us to support this benefit concert, *Avec vous, jusqu'au bout*, to help prevent and combat the isolation of the elderly."

Pierre Karl Péladeau, President and CEO of Quebecor, official event spokesperson



"Because of the nature of the services we provide and the relationships we have with our members and clients, we are all too often witness to the isolation and financial abuse faced by seniors living alone. We wanted to be there for them and support them at these crucial moments. We know how a benefit show like this can lift the spirits of seniors who must cope with loneliness."

Sylvain Marcoux, Senior Director, Marketing, Donations, Sponsorships and Brand for Desjardins, main partner of the event

"This fantastic initiative provides comfort to seniors living in isolation. Thank you to all the people behind this benefit concert, as well as all the artists who shared their talent. October 1, the International Day of Older Persons, is a great opportunity to acknowledge and celebrate elders in our community, and show them our affection."

Christian Dubé, Minister of Health and Social Services



Thank You to our Donors

The fulfilment of our mission depends on the generosity of individuals, companies and foundations who provide us with financial support. Thanks to their commitment and trust, we can honour our promise to the elderly every day and bring joy and serenity to their remaining years.

A warm thank you to the donors who are part of our extended family!

Donations of \$100 000 and over

Fondation Grace Dart Fondation J.A. DeSève Monsieur Paul Leblanc

Donations between \$50 000 and \$99 999

Fondation Claire et Jean-Pierre Léger Fondation Marcelle et Jean Coutu Les Soeurs de la Providence Province Émilie-Gamelin

Donations between \$25 000 and \$49 999

Caisse de dépôt et placement du Québec Énergie Valéro inc* Fédération des caisses Desjardins du Québec Fondation Blain Favreau Fondation Joly-Messier Fondation Santé Fondation Suzanne et J-Robert Leclerc

Donations between \$10 000 and \$24 999

Fondation Choquette Legault Fondation du Grand Montréal Fondation Famille Marc Theriault Fondation Jacques et Michel Auger Fondation La Capitale Fondation Lise et Richard Fortin Fondation Maria Houde Galibois Fondation Véromyka Industrielle Alliance Intact Insurance La Fondation Tenaguip Madame Pierrette Kerr Dugas Madame Raymonde Allaire Tremblay Monsieur Benoit Jutras Monsieur Luc Villeneuve Oeuvres Régis-Vernet Pfizer Global Financial Solutions Americas Québecor A&W Food Services Canada Inc.

Donations between \$5 000 and \$9 999

Banque Nationale du Canada Congrégation des Filles de la Providence Fondation Blanche Fondation Donat Grenier Fondation Enfanti/ Age d'Or Fondation Jean-Dupéré Fondation Luc Maurice Fondation Québec Philanthrope Fondation Sibylla Hesse Fonds de bienfaisance des employés de Montréal, Bombardier aéronautique Groupe Era* Industrie Alimentaire Wawanesa Mutual Insurance Company Legs Frères-Saint-Gabriel Monsieur Jean Saucier Monsieur Richard Rivard, Prêtre Ordre fraternel des aigles Publications Sénior inc. Raymond Chabot Grant Thornton Société en commandite services S et ES Services The Benevity Community Impact Fund

Donations between \$1 000 and \$4 999

Dutran CAE électronique Caisse Desjardins du Mont-Saint-Bruno Christ the Redeemer Lutheran Church Comptoir Familial Thetford Congrégation des Soeurs des Saints Noms de Jésus et de Marie Coopérative Funéraire des Deux Rives Corbeil Électroménager Corporation des Pères Maristes Étoiles Du Ballroom-Aînés Fédération Autonome de l'Enseignement (FAE) Fiducie Jacqueline Lallemand **Fiera** Capital Financière Manuvie Financière Sun Life Fondation de Philanthropie Stratégique Mackenzie Fondation Denise et Robert Gibelleau Fondation Drummond Fondation Familles Lauzon et Provencher Fondation Laure-Gaudreault (Québec) Fondation Léo Brossard Fondation Linoit Fondation Marie-Anna B. Pratt Fondation PMT Roy Fondation Raymond James Canada Fondation St-Germain Kavanagh Fondation Yvon Boulanger Fonds de charité des employés de la Ville de Montréal Groupe Gecko Alliance Groupe Humaco Groupe JPA inc. Howick Foundation Industries Nrc Institut pour la promotion de communautés chrétiennes Les Fonds de Dotation Desjardins

Les Résidences du Manoir Les Soeurs de la Charité de Montréal Madame Andrée Blouin Madame Andrée De Montigny Madame Anne Morisset Madame Carole Frenette Madame Catherine Lavigne Madame Cécile Touzin St-Pierre Madame Céline Morin Madame Claire Labelle Madame Claire Léger Madame Danielle Deslauriers Madame Denise C. Angers Madame Diane Bouchard Madame Diane Boyer Madame Elise T. Ricard Madame Evangéline Caldwell Madame Fernande Perreault Madame France De La Fontaine Madame Francine Saint-Pierre Lemieux Madame Georgette Desjardins Madame Gisèle Baril Madame Gisele Doucet Madame Isabelle Gauthier Madame Isabelle Michaud Madame Julie Le Breton Madame Lise Bissonnette Madame Lise Juneau Madame Louise Coupal Madame Louise Maguss Madame Louise Marchand Madame Louise Sicotte Madame Monique Arduini Madame Monique Vallée Madame Nicole Massé Madame Paule Lebel Madame Roxane St-Jean Madame Susan Lacoste Madame Véronique Tousignant Madame Yolande Blackburn Monsieur Alain Potteck Monsieur André Gaudreault Monsieur André Lesage Monsieur Bernard Morin Monsieur Claude Leblanc Monsieur Claude Lemire Monsieur Daniel Beaulieu Monsieur Daniel Champagne Monsieur Denys Audet Monsieur Éric Chabot Monsieur Guillaume Tremblay Monsieur Jacques Foisy Monsieur Jean Alary Monsieur John LeBoutillier Monsieur Jules Charette Monsieur Lorne Giroux Monsieur Marc Bouchard Monsieur Mathieu Raynault

Donations between \$1000 and \$4999

Monsieur Mathieu Sirois Monsieur Matthieu Asselin Monsieur Michel Kirouac Monsieur Michel Léveillé Monsieur Michel Paradis Monsieur Paul Bisaillon Monsieur Réal Parent Monsieur Réjean Délisle Monsieur Richard Casaubon Monsieur Roger Laporte Monsieur Yvan Miron Monsieur Yves Cournoyer Monsieur Yves Falardeau Norton Rose Fulbright Regulvar Inc. Toshiba TVA Productions II inc. United Way of Greater Toronto Ville de Kirkland Ville de Sherbrooke

We would also like to thank the Norton Rose and National law firms for their pro bono services throughout the year.

Government Support and Funding

- Le Ministère de la santé et des services sociaux (MSSS) (\$902 194) under the Programme de soutien aux organismes communautaires (PSOC) and the Programme Québec ami des aînés (QADA);
- The government of Canada (\$13 487) with support from Summer Jobs Canada;
- La city of Montreal (\$70 757) for the Mural project and the Food Insecurity projet;
- MLAs have also shown their support through the Soutien à l'action bénévole program. Collectively, they donated \$35,275. Special recognition is given to the members of Parliament for St-Jérôme, Vimont, Deux-Montagnes, Maurice-Richard, Mille-Îles, Terrebonne, Vanier-Les Rivières, Berthier, Fabre, Marie-Victorin, Mirabel, Saint-François, Saint-Henri-Sainte-Anne and Sherbrooke who contributed between \$1,000 and \$5,000.

The Cercle Héritage pays tribute to those who have included Little Brothers in their estate planning. To commemorate the lasting commitment of these donors, a perennial flower garden has been created at Domaine Juliette-Huot, a vacation facility for our Great Friends.

Estates received in 2021-2022

- Fernande Auger
- Gérard Jarry
- Jacques Mayrand
- Jean-Pierre Malo
- Jeannine Bousquet
- Joseph Pouliot
- Léonce Drapeau
- Lucien Levesque

- Marielle Trempe
- Paulette Gagné
- Pauline Théorêt
- Pierrette Roy
- Raoul C, Buser
- Raymond Mainville
 Rhéa Hould Archambai
 - Rhéa Hould Archambault And 6 anonymous donors



"When my spouse was hospitalized, he was there for quite a long time, and I visited him every day. Once or twice a week, the person who shared his room received visits from a very kind lady who made sure he had everything he needed.

Upon enquiry, I discovered, to my surprise, that she was not a sister or a friend, but a volunteer with Little Brothers. I also discovered that these two people had been paired and that this was a form of lifelong companionship provided to elderly people without a family.

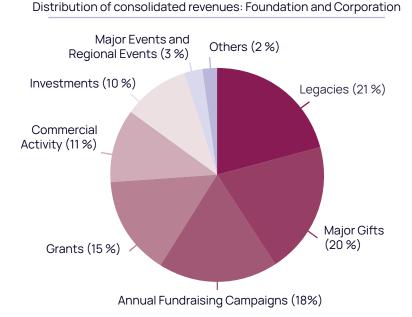
I was touched by this organization's mission and am now pleased to offer my support through my estate planning. This allows me to make a larger contribution during my own lifetime, while benefitting from a tax credit."

Louise, Legacy Circle donor

Source and Use of Donations

Our Donors' Generosity: The Foundation of our Mission

The public's generosity is what has allowed Little Brothers to carry out its mission for the past 60 years, as only 15 % of its budget comes from the government. It is thanks to the help of generous donors (general public, philanthropists, foundations and corporations) that we can support isolated seniors in Quebec each year. These diverse sources of income are essential to providing financial stability for Little Brothers.



What are your donations used for?

Providing life-long companionship for isolated seniors

Your donations provide seniors with a trustworthy and committed companion and the guarantee they will be listened to. Thanks to you, we can offer our Great Friends the opportunity to create lasting and meaningful bonds for the rest of their lives.

Offering activities that create a sense of connection

Your donations allow us to organize celebrations, a variety of workshops and vacation getaways for seniors. These activities spark social interaction, meaningful exchanges, and a renewed joie de vivre, and of course, the desire to remain active.

Supporting seniors experiencing vulnerability and changes in life situations

Your donations help seniors who are going through difficult life situations. They also support those who are struggling with cognitive deficits, mental health problems or any other form of vulnerability. Thanks to you, our organization can provide them with equipment that is often expensive, but absolutely essential - to facilitate their socialization: glasses, prostheses, hearing or dental aids, wheelchairs, appliances, etc.

Speaking up for seniors and raising public awareness about our mission

Your donations support our initiatives to raise awareness about the situation of seniors in Quebec. Ultimately, we hope to be able to change the way the elderly are viewed by society.

An Effective Alliance for the Cause

Last February, Little Brothers announced the establishment of a new executive management team led by two inspiring individuals: Caroline Sauriol, Executive Director of the Little Brothers Foundation and Martin Goyette, Executive Director of the Little Brothers Corporation. We look forward to their guidance and leadership in helping us achieve our objectives.

The purpose of the Little Brothers Foundation is to support the organization in its mission and to increase funding for the Corporation. The foundation manages and grows the long-term assets of the organization to ensure its sustainability. Our management and board of directors focus on finding new support for our mission and outreach in order to increase our actions and make them known to the public.



Board of Directors

Board Of Directors Of The Corporation

As of July 31, 2022, the board of directors of the Little Brothers Corporation is composed of 13 highly respected members from the business and health sector, with diverse profiles. The last general meeting was held on October 28, 2021, before 89 people, 33 of whom were voting members. In addition, 6 council meetings as well as several committee meetings were held during the 2021-2022 fiscal year.

PRESIDENT

Claude Leblanc Corporate Director

VICE PRESIDENT

Paul Noiseux¹, CPA, CGA

SECRETARY

Ryan Hillier² President, Novalex

DIRECTORS

Ben Marc Diendéré⁴ Corporate Director, Philanthropy

Sylvie Des Roches¹, CPA, CA

Louis Douville⁴ Coach personnel et professionnel, LGD Coaching

Patricia Jasmin¹, CPA, CA

Paule Lebel³, MD, M. Sc. Doctor specializing in public health and preventative medicine and associate professor of the Faculty of Medicine at Université de Montréal

Anatole Pouliot⁴ Marketing Communication Consultant

Nicole St-Pierre³ President, Ottima Solutions and Consulting Inc.

Patrick Turcotte³

Senior Director, Compensation Strategy and Governance - Business Sectors, National Bank of Canada

Delphine Persouyre

Partner – Global operational infrastructure at Caisse de dépôt et placement du Québec

Jacques Carrière Retired psychiatrist

Board Of Directors Of The Foundation

As of July 31, 2022, the Board of Directors of the Little Brothers Foundation is composed of 8 highly respected members from the business and philanthropy sectors, with diverse profiles. In addition, 6 council meetings as well as several committee meetings were held during the 2021-2022 fiscal year.

PRESIDENT

Luc Villeneuve, FCPA Corporate Director

VICE PRESIDENT ET SECRETARY

Claude Leblanc² Corporate Director

VICE-PRÉSIDENT

Paul Noiseux^{1.3}, CPA, CGA

DIRECTORS

Louis J. Duhamel, President, LJD Conseils inc.

Éric Gemme, CA-CPA (Québec), CPA (Illinois), CGMA, CBV et CRM Chief Financial Officer, Lassonde Industries Inc.

Ben Marc Diendéré⁴ Corporate Director, Philanthropist

Patricia Jasmin¹, CPA, CA

Charles Pépin-Clément Director and Owner of Clément Ltd.

COMMITTEES*

The chair is an ex-officio member of all committees

- 1. Audit
- 2. Governance
- 3. Human Resources
- 4. Communications & Public Relations

Year-End Results

Year ending July 31, 2022

Little Brothers Corporation

Revenues increased this year with a greater contribution from testamentary bequests and government grants. Spending on our seniors' programs increased with the resumption and expansion of our work in the field. The overall increase in expenditures is attributable to continued investments in technology and communications. We were able to pursue our main activities despite this year's financial uncertainty, thanks to a significant donation from the Little Brothers Foundation.

	2022	2021
Revenue	(in \$)	(in \$)
Bequests	1 304 799	748 026
Major and planned donations	1 313 345	1 293 033
Fundraising campaigns	1 171 666	1 176 015
National and regional events	210 550	135 517
Complementary business activities	755 403	633 376
Government subsidies	996 438	729 523
Amortization of deferred contributions related to capital assets	26 985	19 649
Rental and other revenue	86 878	70 899
Contribution from the Little Brothers Foundation		
Global mission	336 989	267 011
IT infrastructure	45 287	62 989
	6 248 340	5 136 038
Expenses		
Programs and innovations dedicated to the mission	3 820 024	2 953 050
Funding of the mission	858 879	746 226
Communications and outreach of the mission	255 044	256 660
General administration	754 533	669 443
IT infrastructure expenses	45 287	62 989
Complementary business activities	423 772	364 206
Amortization of capital assets	65 186	51 283
	6 222 725	5 103 877
Contribution to the Little Brothers Foundation		
New Horizons for Seniors Program (NHPS)	_	23 800
·	_	23 800
	6 222 725	5 127 677
Excess of revenue over expenses before change in fair value	25 615	8 361
Change in fair value investments	13 073	-
Excess of revenue over expenses	38 688	8 361
Net assets unrestricted at beginning of year	235 062	226 701
Net assets unrestricted at end of year	273 750	235 062

Little Brothers Foundation

The Foundation's financial situation was mainly affected by a decline in the market and the value of its investments. Other elements were similar to the previous year. The Foundation's contribution to the Corporation was higher than the previous year, due to continued investments in technology and increased programming. The Foundation will pursue the philanthropic transition initiated in 2022 and further support the Corporation in achieving its mission.

	2022	2021
Revenue	(in \$)	(in \$)
Bequests and other gifts	79 473	117 591
Income distributions	220 838	185 515
Investment gains	417 740	85 657
Other revenue	564	679
Amortization of deferred contributions related to tangible assets	10 857	11 916
	729 472	401 358
Contribution from Little Brothers of the Poor		
New Horizons for Seniors Program (NHPS)	_	23 800
	729 472	425 158
Expenses		
Investment management fees	39763	40 284
Professional fees	36 746	27 024
Insurance	6 861	3 049
Maintenance and repairs	28 350	58 581
Donation to the International Federation of Little Brothers of the Poor (Ukraine emergency fund)	15 000	-
Bank charges and miscellaneous	253	104
Amortization of tangible assets	69 990	74 611
	196 963	203 653
Excess of revenue over expenses before the following	532 509	221 505
Contribution to Little Brothers of the Poor		
Global mission	(336 989)	(267 011)
IT infrastructure	(107 011)	(62 989)
	(444 000)	(330 000)
Excess of revenue over expenses before change in fair value	88 509	(108 495)
Change in fair value investments	(836 279)	894 923
Excess (deficiency) of revenue over expenses	(747 770)	786 428

"I am well placed to say that in the past 60 years, we have accomplished a lot. I am proud to be a spokesperson for this organization, which has been able to renew itself constantly and support some of the most disadvantaged members of our society. Soon, we will be able to say that Little Brothers itself has reached old age! A most venerable and memorable age at that! A warm thank you to each of the people - volunteers, employees, and donors who are committed to Little Brothers and who share their love for socially isolated seniors."

Béatrice Picard, spokesperson for the Little Brothers

International Federation of Little Brothers of the Poor

Our organization is a member of the International Federation of Little Brothers of the Poor, which brings together associations located in 10 countries around the world. Together, we are fighting the isolation and loneliness of older adults in our communities.









CONTACT US

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