

2018-2019 ANNUAL REPORT



Connections

THAT LAST FOREVER

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Thank you to our photographers: Charles Briand, Thibaut Caron, Geneviève Dufour, Gilles Pilette and Maude Touchette



Little Brothers is accredited under Imagine Canada's National Standards Program. The organization is one of more than 200 Canadian charities recognized for operational excellence by way of an extensive audit process. The

Imagine Canada Standards Program seal of confidence indicates that Little Brothers complies with 73 standards related to five categories:

- Board governance
- Financial accountability and transparency
- Ethical fundraising practices
- Staff management
- Volunteer involvement.

OUR MISSION

To welcome and provide support to lonely elders by creating a caring, committed extended family around them, dedicated to alleviating their isolation and being by their side throughout their remaining years.

BOARD OF DIRECTORS

Little Brothers' Board of Directors is made up of members from the business and health communities. Our annual general meeting on June 20, 2018, was attended by 67 people, 30 of whom were voting members. In addition to the AGM, there were seven board meetings held during the fiscal year, as well as more than 25 committee meetings. Our board members are:

CHAIR and ex officio member of all committees

LUC VILLENEUVE FCPA, FCA
Corporate Director

VICE-CHAIR

CLAUDE LEBLANC,^{1,3}
Corporate Director

VICE-CHAIR

PAUL NOISEUX,² CPA, CGA
Chief Financial Officer, La Coop fédérée

SECRETARY

MARIE-CLAUDE MAILLOUX,⁴
Lawyer, Hydro-Québec

DIRECTORS

SYLVIE DESROCHES,¹ CPA, CA
Vice-President, Internal Audit, Fonds de solidarité FTQ

LOUIS J. DUHAMEL,²
President, Louis J. Duhamel Conseil Inc.

ÉRIC GEMME,¹ CPA, CA (Quebec), CPA (Illinois), EEE, CGMA, CRM
Chief Financial Officer, Lassonde Pappas & Company
Senior Vice-President and Senior Advisor, Lassonde Industries Inc.

YVETTE LAJEUNESSE,⁴ MD
Associate Professor, Université de Montréal

ANATOLE POULIOT,³
Consultant, Communications Marketing

NICOLE ST-PIERRE,²
President, Ottima Solutions et Conseil Inc.

COMMITTEES

1. Audit
2. Human Resources and Internal Communications
3. Fundraising and External Communications
4. Governance and Nominating

MESSAGE FROM THE ADMINISTRATION

Rallying Together

TO FIND BETTER SOLUTIONS TO SUPPORT OUR MOST VULNERABLE SENIORS

Social isolation among our elderly is growing at an astounding rate. The Institut de la statistique du Québec found that one out of five seniors has no close family or friends in their lives, and the situation only gets worse as they grow older. The phenomenon is due in large part to our longer life expectancy, which in itself is a good thing. But it makes it more complex to meet the needs of our Great Friends, who are often exposed to one loss after another and become increasingly fragile with each passing year.

Without your help, it would be impossible for us to honour our pledge to be there by their side, to create meaningful connections with them and to support them throughout their remaining years, regardless of their condition. We are able to keep this promise every day because of the dedication of our 15 teams and over 2,000 volunteers who serve the more than 1,540 Great Friends in the Little Brothers family, an increase of 6% over last year.

In 2018–2019, we placed a high priority on the support we provide to our volunteers. We are particularly proud of the progress we have made with our *Complex Health Issues* program, with information packs and training to ensure our local teams are equipped to reach out to our Great Friends with cognitive or mental health problems. Spaces where our volunteers can interact with our staff have also been created so we can enjoy closer contact with the individuals who are the driving force behind our mission.

We were fortunate to benefit from the tremendous support of a number of foundations, corporate donors and the general public during the year. We are happy to report that revenue is up but, given the current demographic context, it remains a challenge for us to adequately address the critical needs of lonely, vulnerable seniors, of whom there are still far too many in the province.

That is why we are vigorously continuing our efforts to rally together as many people as we can to embrace our



cause. Our *1 ainé sur 5* awareness campaign featured some compelling statistics to shed light on the sheer magnitude of the situation we are up against. Many people felt moved to like and share our messages on various digital platforms. This represented a major step forward in breaking the taboo of social isolation and provided opportunities for the media to explore the topic in more depth.

On behalf of the Great Friends whose lives we are changing every day because of you, we thank you for your generosity and your commitment. Your contributions are essential to combining compassion with action, to alleviating the loneliness and suffering that plague so many in our elderly population, and to giving them the forever family they yearn to have.

Thank you for your support.

Luc Villeneuve, FCPA, FCA
Chair of the Board
of Directors

Caroline Sauriol, P.Eng., MSc
Executive Director

OUR GREAT FRIENDS

Caring Connections

FOR LIFE

We find endless inspiration in the stories and passions of the once-lonely seniors who make up the Little Brothers family. Our Great Friends, as we affectionately call them, are 75 and older and exposed to social isolation on a daily basis. This inevitably has a detrimental effect on their health and well-being. Yet it is difficult for them to ask for help. Working with our front-line partners, we can seek them out and start building a relationship with them so they are more comfortable turning to us.

This year, we were proud to welcome 390 new Great Friends to the fold. On average, our commitment to them lasts about seven years.

Many of them have nobody in their lives to help them cope with the loss of loved ones, changes in living conditions, and declining cognitive and motor abilities. Fortunately, our staff and volunteers are here to open their hearts to them and provide them with one-on-one support so they can continue to live their lives with dignity and joy.



Marie-Soleil Dauphinais, volunteer companion, and Gurdy Bischof, Great Friend

“ My life changed when I came across Little Brothers. All of a sudden, I had a family of my own. People who were there to listen, understand and support me. Now I know someone cares about what happens to me. The thought that I’m no longer alone, and never will be again, is a source of great comfort and consolation.

I don’t feel LONELY anymore! ”

Gurdy Bischof, Great Friend

PROFILE OF OUR GREAT FRIENDS

1,542

GREAT FRIENDS

390

NEW GREAT FRIENDS
DURING THE YEAR

84

AVERAGE AGE

73%

WOMEN

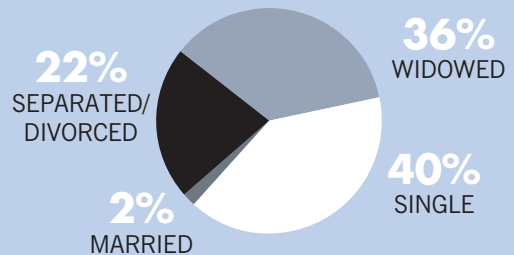
17

100+
YEARS OLD

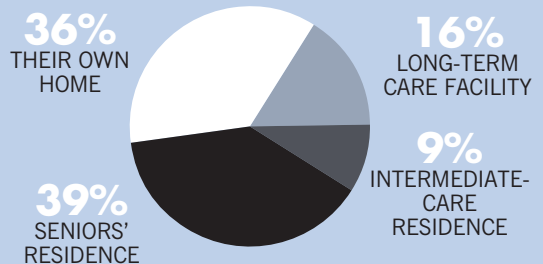
73%

PAIRED WITH
A VOLUNTEER
COMPANION

CIVIL STATUS



LIVING ARRANGEMENTS



OUR TEAMS

An Active Presence ACROSS QUEBEC

Our 15 teams each work at the local level to mobilize an engaged group of volunteers and staff. Together, they form a caring, compassionate family for our Great Friends and one that will be there for them for the rest of their lives, regardless of the circumstances.

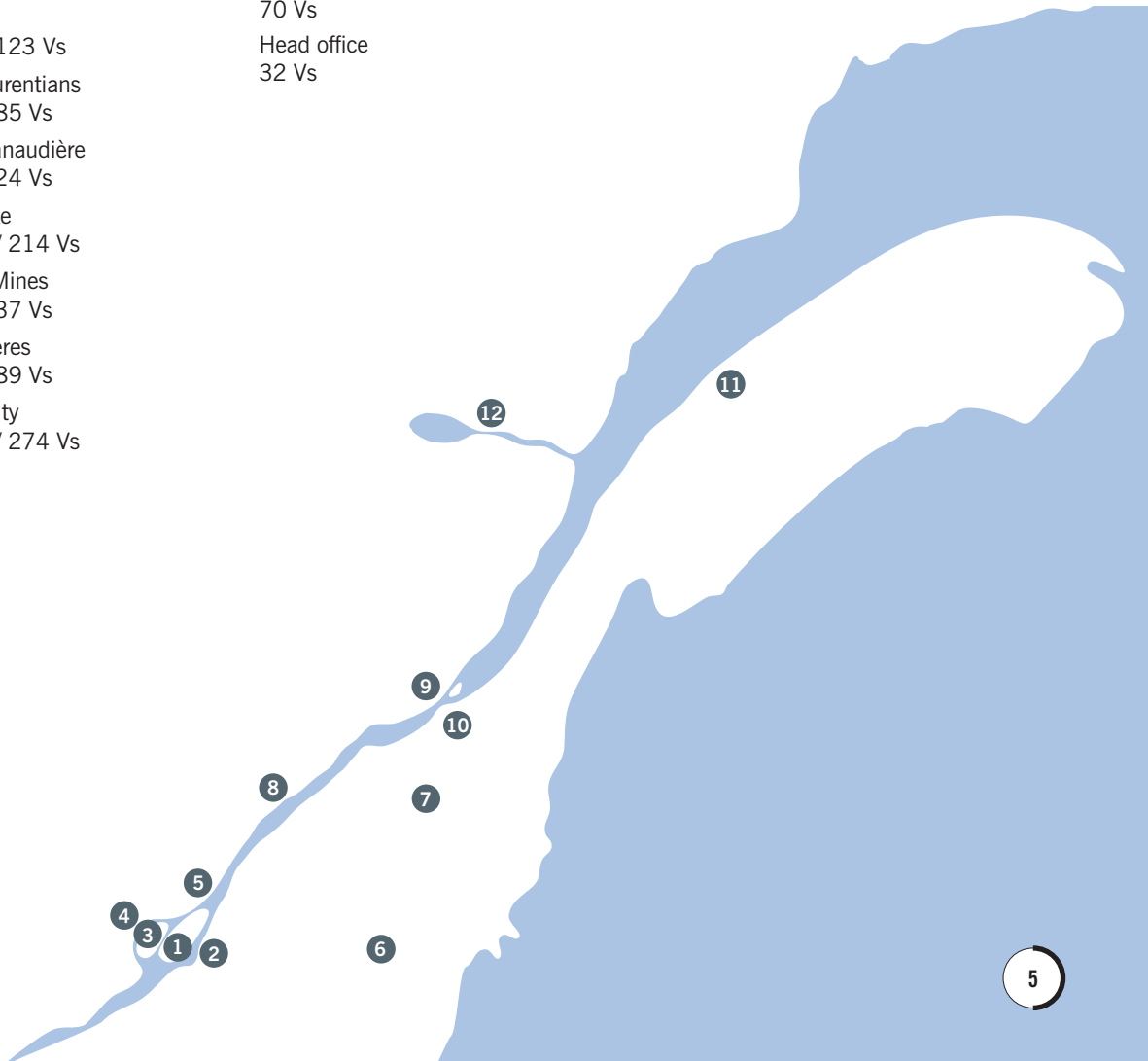
- 1 Montreal-Centre
478 GFs / 668 Vs
Sud-Ouest
48 GFs / 70 Vs
West Island
51 GFs / 52 Vs
Pointe-de-l'Île
41 GFs / 52 Vs
- 2 Longueuil
74 GFs / 121 Vs
- 3 Laval
91 GFs / 123 Vs
- 4 Lower Laurentians
84 GFs / 85 Vs
- 5 Sud-de-Lanaudière
27 GFs / 24 Vs
- 6 Sherbrooke
211 GFs / 214 Vs
- 7 Thetford Mines
40 GFs / 37 Vs
- 8 Trois-Rivières
77 GFs / 89 Vs
- 9 Quebec City
179 GFs / 274 Vs

- 10 Lévis
45 GFs / 35 Vs
- 11 Rimouski
44 GFs / 44 Vs
- 12 Saguenay
52 GFs / 52 Vs

Juliette Huot Lodge
8 Vs
La Boutique thrift shop
70 Vs
Head office
32 Vs

15 TEAMS SERVING
11 COMMUNITIES
IN QUEBEC

1,542 Great Friends (GFs)
2,050 Volunteers (Vs)



OUR TEAMS

Highlights

FROM THE PAST YEAR



Marie-Thérèse Fortin, spokesperson for Little Brothers, in her homage to French singer Barbara

MONTREAL-CENTRE

The Montreal-Centre team won over some new supporters at a benefit concert entitled *Marie-Thérèse Fortin chante Barbara*. Benoit Sauvé, general manager of the Caisse Desjardins du Plateau-Mont-Royal, served as the honorary chair for the event, which raised over \$17,500. Later in the year, a cocktail party catered by the talented students at the Institut de tourisme et d'hôtellerie du Québec (ITHQ) brought in the tidy sum of \$3,720.

At our 33rd annual holiday celebration at Le Centre Sheraton Montreal, 450 of our Great Friends and volunteers were given the VIP treatment by the hotel's ever-jolly and ever-generous management and staff. The Choquette family, who has been involved in this annual tradition for more than 20 years, was honoured with the Group Volunteering Award by the Volunteer Bureau of Montreal for their enduring commitment and their one-of-a-kind approach to volunteering as a family.

SUD-OUEST

Riding the wave of the *On sort-tu?* campaign, the Sud-Ouest team brought together close to 100 Great Friends and volunteers, in collaboration with Ressource intermédiaire Notre-Dame-de-la-Paix, to sit down for a chat, a cup of coffee and a concert. The chapter also celebrated 2018 National Volunteer Week with a happy hour gathering to honour the people who generously give of themselves to make a difference in our Great Friends' lives.

WEST ISLAND

To help mobility-impaired seniors take part in our full range of programs, the Mopar group in Pointe-Claire has generously donated a wheelchair to the chapter.

POINTE-DE-L'ÎLE

At 97%, the pairing rate in the Pointe-de-l'Île chapter is nothing less than exceptional, and volunteers are also active on a number of committees. Partnerships with the Centre des femmes de Rivière-des-Prairies and the Centre Sainte-Germaine-Cousin also make it possible to reach out to even more socially isolated women and men.

LOWER LAURENTIANS

Based in Saint-Eustache, Little Brothers–Lower Laurentians welcomed a new coordinator during the year. She succeeded in instilling a new sense of energy in the team's interactions with our Great Friends.

LAVAL

The synergy and community spirit in our Laval chapter prompted the team to take part in a number of promotional activities. They made and sold Christmas ornaments as part of the *Une famille tricotée serrée* campaign. They also brought in 150 seniors from four local residences to enjoy the *Chansons immortelles* show with singer Roxanne Potvin. Last but not least, their annual bowl-a-thon was well attended and raised \$10,653.

LONGUEUIL

The team marked their fifth anniversary with Longueuil chapter spokesperson and actor Henri Chassé and 80 special guests. The celebration was timed to coincide with the International Day of Older Persons and featured musical performances and refreshments galore. Henri also joined Marie-Thérèse Fortin and Béatrice Picard for a reading of romantic poems and letters, accompanied by live music and dancing, as part of the fourth annual *Éperdument Aimé* benefit concert. Chaired by Sébastien Laliberté, general manager of the Caisse Desjardins du Vieux-Longueuil, the event raised \$18,500.

SUD-DE-LANAUDIÈRE

Little Brothers–Sud-de-Lanaudière, formerly Little Brothers–Terrebonne, celebrated the International Day of Older Persons in style, with a wonderful meal and a percussion workshop. The experience was a tonic for our Great Friends and volunteers alike. Everyone was able to participate, regardless of their age or state of health.

SHERBROOKE

Little Brothers–Sherbrooke succeeded in finding volunteer companions to pair with 88% of their high-priority Great Friends, thus enabling them to forge lasting bonds with someone who cares. A few volunteers who are also avid hockey fans made a point of catching local and league games with our Great Friends as a way of spending some quality time together and helping them alleviate their loneliness. In addition, over a dozen of our Great Friends in this community knit up a storm during the year to donate warm winter wear to newly arrived immigrants, young single mothers and children from low-income families.



To top it off, the 14th annual *Cyclomarche Jean-Besré* was a resounding success, with 105 participants and numerous donors banding together to raise more than \$28,200.

THETFORD MINES

The Little Brothers brunch fundraiser in Thetford Mines was attended by more than 200 people, including Mayor Marc-Alexandre Brousseau, generating \$639. This team is the only one in the Little Brothers family to hold a New Year's celebration as well as a traditional Christmas get-together. This year's festivities included an accordion player, a buffet meal and lots of games – what a wonderful and joyful way to ring in 2019 and overcome the loneliness that too often accompanies this time of year.

TROIS-RIVIÈRES

The Trois-Rivières team moved to a new location better suited to the needs of the Great Friends they serve. They once again took part in the *Une famille tricotée serrée* campaign, which saw the handiwork of a group of kind-hearted and fleet-fingered knitters put up for sale at various holiday craft fairs to help raise money for this chapter.

QUEBEC CITY AND PAUL GARNEAU VILLA

The sixth annual Little Brothers benefit dinner at Restaurant La Scala, with honorary chair Jack Lavoie of Les Artisans du paysage, raised \$30,100, a record-breaking 30% higher than last year. The annual golf tournament organized by Groupe Humaco brought in \$9,745 to help deliver a selection of activities adapted to socially isolated seniors. Not only will they enjoy time at Paul Garneau Villa, but they will also attend public events and commemorative celebrations to honour Great Friends who are no longer with us but whose memories live on in our hearts.



OUR TEAMS (CONTINUED)

LÉVIS

A new coordinator was added to the warm, caring team of volunteers who make life better for Great Friends in the Lévis community all year long. And the Elizabeth and Roger Parent Foundation once again hosted a delicious Easter feast and generously picked up the tab.

RIMOUSKI

A number of activities lent visibility to the Rimouski team's activities during the year. *Le Grand Bercethon* raised awareness across the region, from Rivière-du-Loup to the Magdalen Islands (\$200). A retro dance party was attended by 335 people and raised \$5,500. For the third year in a row, a local team of cyclists took part in the Granfondo event, contributing \$2,400. And it was also the first year that a group of Great Friends from our Rimouski chapter were treated to stays at Juliette Huot Lodge.

SAGUENAY

The past year marked the Saguenay team's 20th anniversary. This milestone was celebrated with joy and gratitude toward everyone who has helped to nurture the Little Brothers–Saguenay family over the years.

LAC-MÉGANTIC

It was with a heavy heart, but a tremendous feeling of pride in a job well done, that the volunteers of Little Brothers–Lac-Mégantic celebrated one last Christmas together after 18 years of devoted service. Led by the volunteer coordination committee, the team wrapped up the chapter's operations, but not before individual volunteers reiterated their promise to stay by their Great Friends' side for as long as they were needed.

WISHES COME TRUE PROGRAM

Helping Them

ACHIEVE THEIR DREAMS

Mr. Vallières, 94, is a veteran of the Korean War and a one-time parachutist with the Canadian Army. He has long dreamed of going back to the Valcartier base where his military career began. The *Wishes Come True* program made this happen as part of an emotion- and surprise-packed day.

He was greeted warmly upon his arrival and given a personalized tour of the base, which made him feel special and important. As he talked to warrant officer Yannick Piché, Mr. Vallières explained the meaning of each of the medals he had been awarded. He was then escorted outside where he had a front-row view of a parachute jump by four soldiers and went to the runway to meet them. A picture of the five of them was taken and mounted on a commemorative plaque. Mr. Vallières was also interviewed about his experience by a local journalist.

At the end of this very touching visit, a bugle fanfare could be heard in the distance as he left for his stay at Paul Gameau Villa, where he could reminisce about the events of the day while gazing out at Lac Saint-Joseph.

“The other residents are going to bombard me with tons of questions about my day... and I can't wait to tell them all about it!”

Mr. Vallières, Great Friend, on the way back from making his *Wishes Come True*



VACATION PROGRAM

WARM AND WELCOMING a Vacation to Remember!

Everyone needs a break from their regular routine from time to time – a place where they can relax and breathe in the fresh country air. Our Great Friends are no exception. That is where Little Brothers comes in: we give them the chance to escape the loneliness of their everyday lives and bask in the beauty of nature. Thanks to the contributions of our partners in philanthropy, hundreds of seniors are treated to a vacation getaway every year at Juliette Huot Lodge in Oka or Paul Garneau Villa overlooking Lac Saint-Joseph. Both properties are owned by Little Brothers.



135

GREAT FRIENDS
VISITED PAUL
GARNEAU VILLA



416

GREAT FRIENDS
VISITED JULIETTE
HUOT LODGE

Every experience is organized with care by the on-site volunteers, with support from Little Brothers staff. All of the accommodations, transportation, meals and entertainment are arranged with our Great Friends' comfort and safety in mind. And the benefits are felt long after they leave. The happy memories they make during their vacation are a great morale booster and something to make them smile when they are feeling down.

Thank you to the Marcelle and Jean Coutu Foundation, the Fondation Marcel et Rolande Gosselin, the Fonds Louis Garneau, everyone who attended our IMAX fundraiser and one anonymous donor for giving to the *Vacation* program.

LA BOUTIQUE

GIVING VINTAGE TREASURES

a New Life

Helped by a team of 70 volunteers, La Boutique sells second-hand clothing, books, home furnishings and vintage items donated to Little Brothers. Customer traffic at the thrift shop, which is now open seven days a week, was up during the year, and revenue grew by over 6%. This increase is also partially attributable to the use of Kijiji to post select items up for sale.

La Boutique reached several new agreements with community partners during the year, including *Projet Jeunesse d'Accès bénévolat*, which brought in local teenagers on Thursdays to help sort through donated goods.

Not only does La Boutique help raise money for Little Brothers, but our Great Friends are also entitled to shop there for free for clothing, small pieces of furniture, kitchenware, books and other useful items for the home, or even a suitcase full of necessities for an upcoming trip to Juliette Huot Lodge!



PROGRAMS AND INNOVATIONS

Evolving

TO BETTER SERVE OUR GREAT FRIENDS

As life expectancies rise and society changes, the needs of our elderly population are no longer what they once were. We are committed to making sure our volunteers have what it takes and to adapting to these new realities. But there is one thing that will always be the same: our pledge to be there for our Great Friends to provide them with comfort and companionship throughout their twilight years.



EMBRACING CULTURAL DIVERSITY

Thanks to funding from the Molson Foundation, we introduced our new *Inclusion and Diversity Promotion* initiative in 2018–2019. In the years to come, this will help us improve how we reach out to people from various cultural communities and integrate them into the Little Brothers family.

IMPROVING OUR SKILLS TO BETTER DEAL WITH COMPLEX HEALTH ISSUES

The *Complex Health Issues* program is designed to address a growing concern, i.e., how to best help our Great Friends with cognitive and mental health impairments. To date, more than 300 volunteers in the 15 communities we serve throughout Quebec have been trained in how to support these vulnerable individuals who are in desperate need of a reassuring presence in their lives.

Supported by the Ministère de la Famille (through *Québec Ami des Aînés*), this training program is the result of the hard work of a committee of volunteers and outreach workers. It takes a humanistic approach to aging, communication and declining health. The program includes online activity packs and model workshops, along with theme-based fact sheets that have proven very popular with our participants.



KEEPING OUR PROMISE TO BE THERE UNTIL THE VERY END

“What is particularly reassuring to the seniors who join Little Brothers is knowing that we promise to be there for them, right up until their last moments.” — Diane Breton, Regional Director

The creation of a network-wide advisory committee on end-of-life support, made up of a group of volunteers and staff members, enables us to share and promote our best practices. In addition, we develop and disseminate training programs and tools adapted to the needs of our various teams.

PARTNERS in Action

Nothing we do here at Little Brothers would be possible without the support of a whole network of community groups and organizations.

Here are some of our valued partners:

- Alliance des communautés culturelles pour l'égalité dans la santé et les services sociaux (ACCÉSSS)
- Association québécoise de défense des droits des personnes retraitées et préretraitées
- Canadian Mental Health Association
- Cedar Park Church, which provides free space for Little Brothers–West Island activities
- Coopérative funéraire de l'Estrie et Coopérative funéraire des Deux Rives
- Curateur public du Québec
- Elizabeth and Roger Parent Foundation and Fondation Cap Diamant
- Jardin botanique de Montréal
- Knights of Columbus, which supports our teams in several communities across the province
- Maisons des grands-parents
- Meals on Wheels

- Municipalities and task forces
- Regional Alzheimer Societies, especially the Alzheimer Society of Montreal, which helps with the Alzheimer Cafés, and Carpe Diem in Trois-Rivières
- Réseau de l'action bénévole du Québec
- Réseau FADOQ and local FADOQ groups
- Volunteer and senior centres

We actively participate in a number of research projects and chairs:

- Institut sur le vieillissement et la participation sociale des aînés (IVPSA)
- Université du Québec à Montréal (UQAM) research chair on aging and population diversity, which is currently involved in research on “aging alone”
- Université du Québec à Trois-Rivières, nursing services faculty
- Université of Sherbrooke, social services faculty



INTERNATIONAL FEDERATION OF THE LITTLE BROTHERS OF THE POOR

Focus on the Future

In May 2018, we sent a delegation to Nouan-le-Fuzelier, France, to attend the annual convention of the International Federation of the Little Brothers of the Poor. The theme of this year's event was fighting isolation and loneliness in 2040. A total of 115 participants from 12 countries were on hand to discuss the major social changes on the horizon for the elderly and how Little Brothers plans to address these issues in the years to come.

One of the highlights of the convention was a presentation by Yvette Lajeunesse, one of our board members, as part of a workshop on senior inclusion and empowerment. Dr. Lajeunesse gave the audience food for thought with regard to involving our Great Friends in the planning, development and implementation of our activities. It was a unique opportunity for everyone gathered to take a moment to focus on the future.

OUR VOLUNTEERS

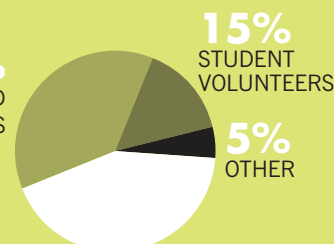
Meaningful Ties

Our strength lies in the commitment of the 2,050 caring, compassionate volunteers who give of themselves throughout the year. Their involvement can take a variety of forms, depending on their individual interests, talents and availability. It is our responsibility to provide them with the best possible conditions to volunteer in – and we take this responsibility to heart.

2,050
VOLUNTEERS

583
NEW
RECRUITS

37%
RETIRED
VOLUNTEERS



54
AVERAGE AGE

73%
WOMEN

4.8
YEARS WITH
LITTLE BROTHERS,
ON AVERAGE

43%
VOLUNTEERS IN THE
WORKFORCE

186,000
HOURS VOLUNTEERED

15,000
VISITS WITH
GREAT FRIENDS

3,553
HOURS
OF TRAINING

Recognition

We are proud to acknowledge the long-term commitment of 116 incredible volunteers who have been faithful companions to our Great Friends for 15 years or longer. This year marked the 15- and 20-year service milestones for the following individuals:

15 YEARS: Suzie Bard (Longueuil), André Bourget (Montreal), Louise Cinq-Mars (Sherbrooke), Huguette Clément (Sherbrooke), Réjeanne Dupont (Trois-Rivières), Francine Gagné (Lower Laurentians), Françoise Laplante (La Boutique),

Yvon Maltais (Sherbrooke), Hélène Ouellet (Quebec City), Colombe Pelletier (Quebec City), Claude Samuel (Montreal), Lise Ste-Marie (Sherbrooke)

20 YEARS: Serge Bercier (Quebec City), Micheline Bercier (Quebec City), Hector Brito (La Boutique), Marthe Ferron (Trois-Rivières), Jean-Charles Frenette (Montreal), Colombe Laflamme (Montreal), Lyse Perreault (Montreal), Jocelyne Perreault (Quebec City), Richard Raïche (Sherbrooke)



Volunteers and staff who have been with Little Brothers for 25 years or more have developed a unique perspective on the needs of our Great Friends. Our Loyalty Circle honours these stalwart defenders of our mission for their vital contributions and their dedication to forging lasting ties with other people who share their passion for giving back to the community.

This year, three volunteers were inducted into our Loyalty Circle: Agathe Laliberté (Laval), Claude Moquin (La Boutique) and Monique Perron (Sherbrooke)

VOLUNTEER OF THE YEAR

André Demers

A REMARKABLE VOLUNTEER



André Demers, Little Brothers–Quebec City volunteer; Caroline Sauriol, Little Brothers' Executive Director; Pascal Fournier, Regional Director, Eastern Quebec; Luc Villeneuve, Chair of the Little Brothers' Board of Directors

André Demers's involvement with one of our Great Friends living with cognitive decline and other seniors with complex health issues is nothing less than admirable. Since 2012, he has been a faithful companion to his Great Friend, visiting weekly and becoming a veritable member of the family. He even made arrangements through the *Wishes Come True* program for his Great Friend's sister to travel to come see him.

"Lots of people tell me I'm a natural when it comes to working with our Great Friends and establishing a rapport with them. I think it's because I had polio when I was little, and the love and care I got made such a difference in my own life. It just makes sense for me now to return the favour to those in need."

André wears several hats at Little Brothers: he drives and accompanies seniors to various outings and activities, he is a mentor for new volunteers, and he is an on-call substitute in case of scheduling conflicts.

He also helps seek out sponsors for fundraising activities and sits on the recruiting committee. And he is happy to belt out a ditty or two with the Little Brothers choir in his spare time.

Thank you, André, from the bottom of our hearts!

"I think just by being there we make our Great Friends feel a little younger. We spark a whole range of positive emotions."

André Demers,
recipient of the Juliette Huot Award
for outstanding volunteer achievement

OUTREACH

BUILDING

Awareness

The social isolation of the elderly is a major issue for our society. At Little Brothers, we feel it is important to speak up for those who do not have a voice. This year, with the help of a number of partners who are sympathetic to our cause, we were able to garner additional attention in the media and from the general public concerning the plight of too many of our older people who are living in loneliness.

8 MILLION VIEWS FOR THE 1 AÎNÉ SUR 5 CAMPAIGN

The suffering that comes from social isolation should be something that concerns us all. Through our *1 aîné sur 5* campaign, we were able to bring our message to a broader audience. The initiative was even recognized with a CREA award for outstanding creativity, an honour we share with the **Ig2** creative agency (concept and strategy), **Touché!** (media placement) and **Raphaël Ouellet** (photography).

The poignant visuals of the realities facing our Great Friends resonated deeply with viewers. And the novel media placement strategy in conjunction with Du Proprio greatly contributed to the 2,000 shares and 8 million views that were generated as a result – a record for Little Brothers.

Numerous outlets across the media spectrum covered the campaign, including *Salut Bonjour!*, Canal M, *TVA Nouvelles*, Radio-Canada International and *Journal Métro*.

We are sincerely grateful for every effort made to rally more people around our cause.



We were one of the partners in the intergenerational initiative known as *On sort-tu?* organized by **Le Bel Âge** on May 12, 2018. **Marie-Claude Barrette** and her mother, Doris, urged members of the public to join them in fighting the social isolation of the elderly by inviting a lonely senior out for coffee. The activity was held simultaneously across the province and in each of our chapters, with the goal of beating the world record of the most people having a cup of coffee at the same time. A series of fun activities in various communities and a public rally at Complexe Desjardins were also held to underscore the importance of intergenerational relationships in fending off isolation.

The purpose of this movement was to rekindle a sense of community, increase awareness of ageism, combat social isolation and raise funds for Little Brothers through the sale of a themed coffee mug.

PHILANTHROPY

INITIATIVES IN THE

Community

The business world is doing more and more to help address the issue of senior isolation. During the year, our corporate supporters came up with a number of original fundraising ideas to support our work.



THE CMEQ'S CORPOACTIF PROGRAM

Every year, the Corporation of Master Electricians of Quebec (CMEQ) lends its support to a selected charity through its *CorpoActif* program. This year, they opened their hearts to the fight against senior isolation, raising \$13,000 during a friendly bowling tournament.

LUC MAURICE FOUNDATION DONATES \$1 PER E-CARD

To mark the International Day of Older Persons (October 1) in 2018, the Luc Maurice Foundation supported an e-card and Facebook promotional campaign. For every e-card sent or personalized profile photo posted, the Foundation donated \$1. Not only did the initiative bring in \$10,500, but it also represented an emotionally stirring tribute to our senior citizens.



INTERGENERATIONAL MEMORIES AT LA RONDE

Keenly aware of the role it plays in creating memories that bring generations together, La Ronde hosted Grandparents Day in June 2018, with special deals and discounts for visitors. This helped make the public more appreciative of the value of intergenerational relationships and brought in \$564 in partial proceeds from the day's festivities.

PHILANTHROPY

NETWORK-WIDE Fundraisers



Thank you to the organizing committee (L-R): Luc Villeneuve (Little Brothers), Marie-Claude Boisvert (Desjardins Group), Catherine Jean (Stikeman Elliott), Paul Noiseux (La Coop fédérée), Jean-Sébastien Girard (columnist, *La soirée est [encore] jeune*), Luc Lacroix (Rekruti Solutions Inc.), Caroline Sauriol (Little Brothers), Michel Rioux (Deloitte), Lynda Coache (Desjardins), Christian Trudeau (Optimista Consulting Services) and Ray Junior Courtemanche (La Cité de Mirabel)

AN EVENING IN SUPPORT OF OUR VACATION PROGRAM

Our 21st annual Little Brothers fundraiser at IMAX took place on March 18, 2019, with 275 guests raising \$113,000, all of which went toward Little Brothers' Vacation program.

Co-chaired by Marie-Claude Boisvert, Executive Vice President, Business Services, Desjardins Group, and Ray Junior Courtemanche, President, La Cité de Mirabel, the organizing committee mobilized a number of companies and individuals, all of whom contributed to the success of the event.

MAIN PARTNERS: Desjardins Group, La Cité de Mirabel, Jean Coutu Group

FILM PARTNERS: La Coop fédérée, Garda World

REFRESHMENT PARTNERS: Groupe Sélection, Rabobank, Beyond Technologies

SECTION PARTNERS: Desjardins Business, Résidences Soleil – Groupe Savoie, Optimista, McCarthy Tétrault, Lassonde, NATIONAL, Olymel, National Bank, KPMG, Deloitte



GRANFONDO GARNEAU-QUEBECOR, BREAKING THE "CYCLE" OF SOCIAL ISOLATION

Philanthropist Louis Garneau, a long-time advocate of Little Brothers, once again reached out to the cycling community for their support in 2018. As a result, more than 2,000 participants came together to bike the full Granfondo (118 kilometres) or the Minifondo (25 kilometres). At the end of the day, Mr. Garneau was proud to present us with a cheque for \$60,036, to which cyclists contributed an additional \$4,045 in direct donations.

PHILANTHROPY

THANK YOU TO OUR Donors

We are proud and humbled by the commitment of the thousands of donors in the Little Brothers family and by the trust they place in us. We count on your moral and financial support to be able to keep our promise to the Great Friends we serve.

Fondation Léo Brossard
Fondation Louise et Jean-Paul Fontaine
Fondation Marie-Anna B. Pratt
Fondation St-Germain Kavanagh
Fondation Yvon Boulanger
Fonds de charité des employés de la Ville de Montréal
Fonds de solidarité FTQ
Foundation of Greater Montréal
Frères de Saint-Gabriel
Gagné, Roland G.
Galipeau, Marcel
Garceau, Monsieur & Madame
Gilles Mercille Inc.
Gilles Poulin – Avocat Inc.
Huot, André
Institute for Christian Communities
Landry, Jacques
Laporte, Isabelle
Laporte, Roger
Legault, Éric – Livre d'Or
LP Sarrazin & Fils
Masse, Francis
McCarthy Tétrault Foundation
Mike & Valeria Rosenbloom Foundation
Miron, Yvan
Montreal Port Authority
Noiseux, Paul
OACIQ
Pelletier, Jean
Picard, Béatrice
Pigeon, Paul
R&S Julien Services Financiers Inc.
Saint-Pierre Lemieux, Francine
Sibylla Hesse Foundation
Sicotte, Louise
St-Germain, Pierre
The Benevity Community Impact Fund
Town of Kirkland
Turmel, André
Ville de Sherbrooke
Ville de Thetford Mines
44 anonymous donors

Heartfelt thanks to everyone in the Cercle de Sherbrooke, chaired by Denis Robert, for a total contribution of \$35,160 during the year.

\$100,000 OR MORE

Fondation J.A. DeSève
Little Brothers Foundation
Luc Maurice Foundation

\$50,000 TO \$99,999

Fondation J.-Louis Lévesque
Fonds Louis Garneau
Marcelle and Jean Coutu Foundation
Molson Foundation

\$25,000 TO \$49,999

Fondation Blain Favreau
Fondation Marcel et Rolande Gosselin
La Capitale Foundation
Sisters of Providence, Émilie Gamelin Province
St-Hubert Foundation
3 anonymous donors

\$10,000 TO \$24,999

Fondation Carmand Normand
Fondation Lise et Richard Fortin
Fondation Véromyka
Hydro-Québec
Joly-Messier Foundation
Jutras, Benoit
Oeuvres Régis-Vernet
Tenaquip Foundation
Zeller Family Foundation
3 anonymous donors

\$5,000 TO \$9,999

Comtois, Pierre
Desjardins – Services, Gestion financière et comptable du Centre de services
Fondation Jacques et Michel Auger
Fondation Québec Philanthrope
Fonds d'aide des bingos de Trois-Rivières

Rivard, Richard, priest
2 anonymous donors

\$1,000 TO \$4,999

Arduini, Monique
Beaulieu, Daniel
Bergeron Beaudet, Madeleine
Bingo Loisirs Marie-Reine
Bissonnette, Lise
Blouin, Daniel
Bouchard, Marc
Bruderlein, François
Bruneau International
Caisse Desjardins Saint Eustache-Deux Montagnes
Caisse Populaire Les Grands Boulevards
Chambre de Commerce de Lévis
Charette, Jules
Christ the Redeemer Lutheran Church
Coiteux, Pierre
Comptoir Familial Thetford Mines
Congrégation des Filles de la Providence
Congregation of the Sisters of the Holy Names of Jesus and Mary
Corporation des Pères Maristes
Côté, Georges A.
Delisle, Réjean
Desjardins General Insurance
Diversico Assurances et Investissements
Drummond Foundation
Église Catholique de Québec
Elie, Catherine
Fondation Claude Beaulieu
Fondation Famille Marc Thériault
Fondation Familles Lauzon et Provencher
Fondation J.M. Lacasse Merci Mon Dieu
Fondation Jean-Dupéré
Fondation Laure-Gaudreault



The Little Brothers Legacy Circle pays tribute to all those who include us in their planned giving. A garden in their honour stands at Juliette Huot Lodge as a symbol of their unwavering support, adding a beautiful touch to the vacation facilities provided to our Great Friends

The following were added to our Legacy Circle during the year:

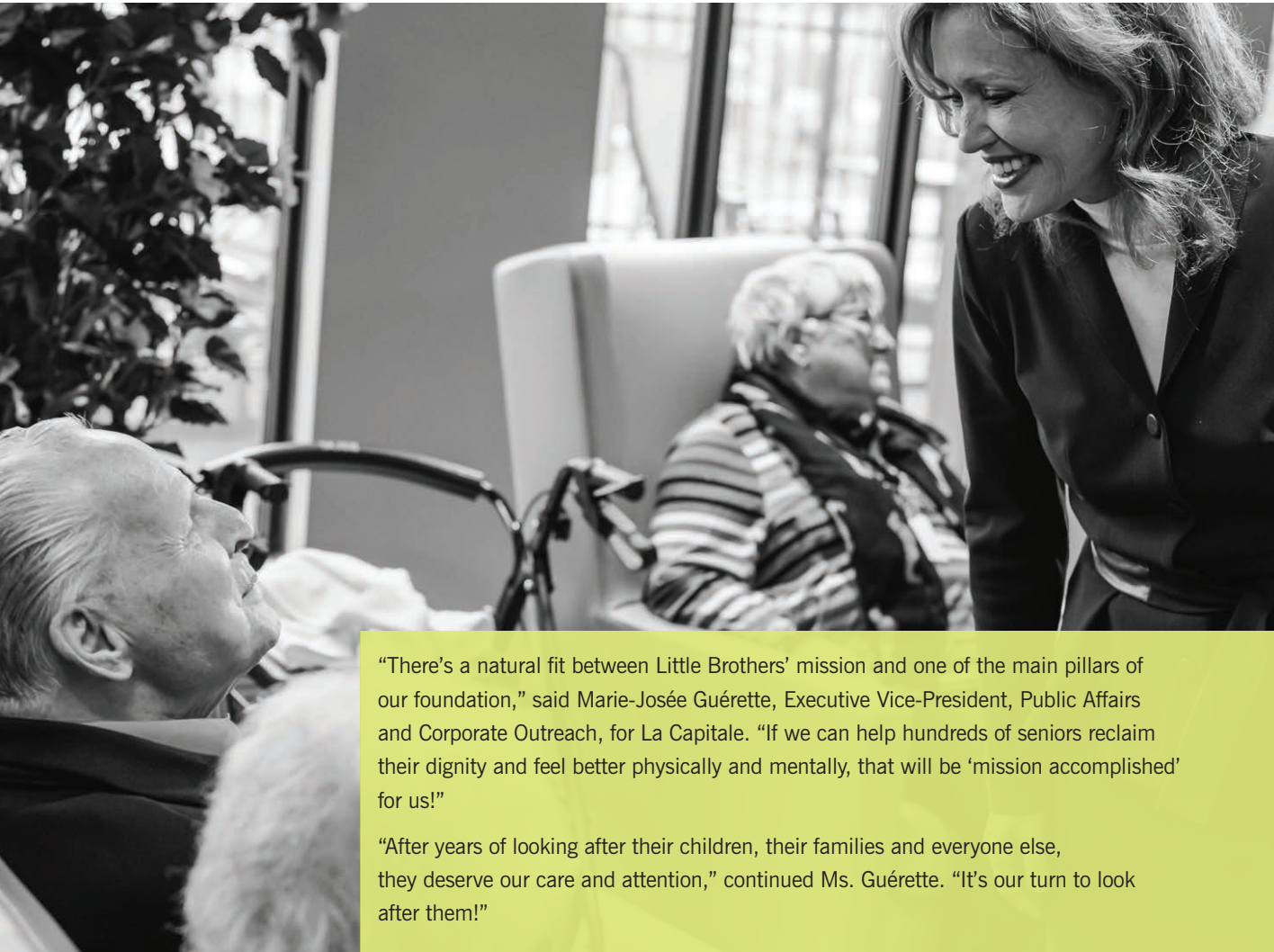
Estate of Denise Blain
Estate of Philippe Lamarche
Estate of Madeleine Sylvestre
Estate of Bruyère Trépanier
Estate of Jeannine Tremblay St-Aubin
Estate of Thérèse Vermette
Trust of Benoite de Gail
18 anonymous donors

PHILANTHROPY

Spotlight

ON GIVING WITH HEART

We are proud to be able to count on the La Capitale Foundation as we strive to fulfill our mission. The three-year agreement we have in place with the Foundation helps us reach out to vulnerable seniors and make a real and lasting difference in their living conditions.



“There’s a natural fit between Little Brothers’ mission and one of the main pillars of our foundation,” said Marie-Josée Guérette, Executive Vice-President, Public Affairs and Corporate Outreach, for La Capitale. “If we can help hundreds of seniors reclaim their dignity and feel better physically and mentally, that will be ‘mission accomplished’ for us!”

“After years of looking after their children, their families and everyone else, they deserve our care and attention,” continued Ms. Guérette. “It’s our turn to look after them!”

 NORTON ROSE FULBRIGHT

N | A | T | I | O | N | A | L

We were very privileged to benefit from the guidance and support of two highly respected firms throughout the year. Both partners donated their talent and their expertise to help us work toward our mission. Our sincere thanks go out to NATIONAL Public Relations for their media insights and Norton Rose Fulbright for their valued legal advice.

Year-End Results

YEAR ENDED MARCH 31, 2019

	2018–2019	2017–2018
REVENUE		
Bequests	\$594,692	\$410,930
Major and planned donations	\$784,740	\$640,399
Fundraising campaigns	\$866,118	\$942,740
National and regional events	\$485,472	\$616,016
Complementary business activities	\$583,547	\$550,562
Government subsidies	\$195,188	\$192,619
Amortization of deferred contributions related to capital assets	\$17,899	\$11,367
Rental and other revenue	\$101,545	\$84,994
Contribution from the Little Brothers of the Poor Foundation	\$983,876	\$1,227,696
	<u>\$4,613,077</u>	<u>\$4,677,323</u>
EXPENSES		
Programs and innovations dedicated to the mission	\$2,936,276	\$2,722,302
Funding of the mission	\$761,242	\$1,019,464
Communications and outreach of the mission	\$213,145	\$120,053
General administration	\$459,100	\$533,985
Complementary business activities	\$290,257	\$266,057
Amortization of capital assets	\$28,057	\$22,261
	<u>\$4,688,077</u>	<u>\$4,684,122</u>
Deficiency of revenue over expenses	\$(75,000)	\$(6,799)



LITTLE
BROTHERS

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for Lonely Elders

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