



ANA

PAUL-EMILE

## Your Impact in Numbers



### Great Friends

**2,685** seniors whose lives were changed

- Newcomers: **506**
- Average age: **84 years old**
- Centenarians: **31**
- Widows, widowers or separated: **62 %**
- Live in their own home: **44 %**
- Are in a lasting relationship with a volunteer: **74 %**



### Volunteers

**3,041** people volunteered their time

- Newly committed: **803**
- Average age: **52 years old**
- Average length of involvement: **4 years**
- With us for more than 10 years: **199**
- Number of hours of training: **1,870**
- Number of training courses offered: **200**

**168 000** hours dedicated to providing companionship during the year

## 15 teams working in 12 administrative regions

### Basses-Laurentides

112 Great Friends  
98 volunteers

### Gatineau

31 Great Friends  
34 volunteers

### Granby

28 Great Friends  
29 volunteers

### Montreal and Longueuil

1 111 Great Friends  
1 360 volunteers

### Laval

144 Great Friends  
119 volunteers

### Québec

274 Great Friends  
292 volunteers

### Lévis

116 Great Friends  
146 volunteers

### Rimouski

56 Great Friends  
42 volunteers

### Saguenay

60 Great Friends  
60 volunteers

### Sherbrooke

176 Great Friends  
220 volunteers

### Saint-Jérôme

60 Great Friends  
62 volunteers

### Southern Lanaudière

111 Great Friends  
86 volunteers

### Thetford

50 Great Friends  
41 volunteers

### Trois-Rivières

164 Great Friends  
142 volunteers

This activity report presents the results for a 12-month period, from August 1, 2022 to July 31, 2023. It was published on December 4, 2023, on the occasion of the Annual General Meeting (AGM).

# Our concrete actions with seniors



## Improved access to essential goods and services

67 Great Friends saw their quality of life improve thanks to our **Wellness Program** that meets their basic and most pressing needs.

### Allocation of the \$25,000 budget

- 29 % – Purchase of goods (healthcare equipment, furniture, clothing)
- 26 % – Healthcare services (dental, hearing, vision)
- 16 % – Moving assistance (home cleaning, transportation)
- 13 % – Food aid (emergency food aid, food baskets)
- 12 % – Heatwave accommodations (air conditioners, fans)
- 4 % – Telephone packages (remote Internet service)

## Fighting loneliness in Côte-de-Beaupré

In the spring of 2023, we began working with the Côte-de-Beaupré Volunteer Association to provide friendship visits and calls. **8 elderly persons** in the area now benefit from the company of our volunteers. Our Great Friends from this region can also enjoy summer stays in Lac-Saint-Joseph, in the MRC of Portneuf, as well as delicious Christmas and Easter dinners.

## Reducing food insecurity

One in four older persons in Quebec does not eat three meals a day. The project to prevent food insecurity and undernutrition, conducted in collaboration with several entities, including the **City of Montreal**, the **Direction régionale de santé publique (DRSP)** and the **centre de recherche de l'Université de Sherbrooke**, is striving to find solutions to this critical health issue. **Three fact sheets** were distributed, and an **information session** was offered to over **twenty participants**, with the objective of facilitating access to a healthy and adequate diet for our Great Friends in need.

## By our Great Friends' side until the end of life

Last March, Little Brothers entered a partnership with the **Albatros** organization to improve support for older persons in **palliative and end-of-life care**. This collaboration strives to ensure continuity in the provision of services, as well as access to quality care and a presence adapted to each situation. As the first collaboration of this type in the **Lévis region**, it will no doubt inspire other local teams.

## Ensuring the proper treatment of seniors from the LGBTQ+ community

We are committed to offering a safe and welcoming environment as well as respectful companionship to all our Great Friends. In this regard, we have adhered to the **LGBTQ+ Elderly Care Charter** produced by the **Fondation Émergence**. The Aging gayfully program promotes the rights of LGBTQ+ seniors and provides tools and training to foster more inclusive services. **Diversity, equity and inclusion** are also highly valued within our volunteer teams.



## 9 dreams realized

Mr. Graham, a Great Friend, had the opportunity to fly over Montreal accompanied by his volunteer companion Rodrigo and his special educator Evelyne. Free as a bird, he was thrilled and awestruck by this adventure! In total, **9 Great Friends** saw their most cherished dreams come true, whether a fine meal in a restaurant or a pet therapy session, thanks to our **Senior's Wish program**.

## Providing support for older persons with complex needs

As part of a partnership with the **Fondation pour les Aînés et l'Innovation Sociale (FAIS)**, the **City of Quebec** and the **Municipalité amie des aîné.e.s (MADA)** program, Little Brothers support **23 older persons with complex medical and social needs**. More frequent house calls by our volunteers have already led to significant progress in terms of social autonomy and sense of well-being.





## Promoting active ageing and combating ageism

On May 18, 2023, in Quebec City, we participated in the *Vieillir et vivre ensemble* forum in the presence of the **Minister responsible for Seniors, Sonia Bélanger**. One of our main objectives was to make our voices heard regarding a **future Quebec policy on seniors**, particularly with respect to the fight against **ageism**. Little Brothers support the well-being of the elderly so that Quebec is a place where aging is respected.



## Breaking isolation and surviving the heatwave

During the summer heatwaves, our volunteers increased the frequency of their visits and calls to **reduce the risk of dehydration and hyperthermia**. Air conditioners and electric fans were distributed when possible. Country getaways and holidays were organized at **Domaine Juliette-Huot** and **Chalet Paul-Garneau**. In summer 2022, **371 Great Friends** took advantage of these getaways and picnics, thanks to the involvement of **193 volunteers**.



## Recognizing the impact of our volunteer network

Each year, we honour our volunteers from across Quebec for their exceptional commitment to isolated older persons. Thank you to all those dedicated individuals who so proudly embody Little Brothers' values!



**Congratulations to the 2023 winners**



**Juliette-Huot Award**  
**Christiane Bégin**, for her exemplary dedication.



**Hubert-de-Ravinel Award**  
**Laura Camila Alvarez Gomez**, for her outstanding involvement as a young volunteer.

## Raising awareness among the general public

Last fall, Little Brothers carried out an extensive publicity campaign that ran across multiple platforms such as the Internet, television, posters, magazines and newspapers. Thanks to a partnership with **Québecor**, we were able to reach out to hundreds of new supporters and nearly 500 volunteer applications were received between November and December 2022. Our spokesperson, actress **Marie-Thérèse Fortin**, lent her voice to our campaign slogan: **"Bridging the gap with the elderly puts an end to their isolation."**

## Implementing innovative technology

We have replaced our **database** with a more efficient system, a CRM that integrates applications allowing us to increase our ability to track indicators of our actions, while simplifying our team members' work. We also unveiled a new, more modern, and dynamic **website (littlebrothers.ca)** featuring a multitude of articles and materials on the issue of social isolation among the elderly.



## Contributing to the international fight against the social isolation of seniors

As a member of the **International Federation of Little Brothers of the Poor**, we contribute to discussions aimed at fighting the social isolation of older persons in Europe (France, Germany, Spain, Ireland, Poland, Romania, and Switzerland) and North America (United States, Canada, Mexico). Thus, **11 team members and volunteers** of the Little Brothers of Quebec participated in symposiums in Barcelona and Paris last spring. These rich exchanges and learning opportunities led to the implementation of new **models for mobilizing volunteers and new creative methods for financing**.

## Highlighting special times of the year

This year, we resumed our festive Christmas and Easter gatherings. Little Brothers volunteers organized small celebrations in their respective localities. In December, **more than 2,200 Great Friends** enjoyed a traditional meal, complete with singing and dancing, and those who were unable to attend received sweets and home visits. These special moments bring our volunteers together, uniting them in concrete actions that **reduce social isolation** during periods of **extreme loneliness**.



# Your generosity, an essential component of our mission

Thank you to the donors (general public, philanthropists, foundations and corporations) who offered support or made a pledge this year.

It is thanks to your generosity that we were able to reach and support a greater number of socially isolated seniors, given that about 15 % of our 2022-2023 budget came from government sources.

## A fundraising dinner in the Quebec City region

On October 18, 2022, the Quebec City team held their **8<sup>th</sup> annual seven-course fundraising dinner** at La Scala restaurant, bringing together **130 guests** and raising **\$32,350** for the Little Brothers Foundation. We are grateful to the participants and our valued sponsors for their presence and support in the fight against the social isolation of older persons.



## A successful 2022 edition for Giving Tuesday

At the end of November, **815 people** made donations on this **Global Day of Giving**, for a total of **\$74,168**. We extend a warm thank-you to the **Luc Maurice Foundation** for their matched donation of **\$50,000**.

## Circle of Distinction

On June 8, 2023 we honored our **generous donors** at an evening chaired by **Louis Garneau**, in the company of our spokesperson Marie-Thérèse Fortin. We then presented the "**Circle of Distinction**" which includes foundations, companies and other organizations that have made a cumulative donation of \$250,000 or more over the years, as well as people who have contributed \$100,000 or more. Once again, thank you!



## Shopping at the Boutique, a good deed for the elderly

The funds raised by the sale of second-hand items and clothing at the **Little Brothers Boutique** are entirely donated to the **Little Brothers Foundation** to support its actions and break the social isolation of the elderly. On average, nearly **15,000 bags**, or 312 tons of goods, are donated each year. With the support of its employees and volunteers, the Boutique, located in the heart of the Plateau Mont-Royal, made sales totalling approximately **\$750,000** during the year.

## You're part of the family!

Our Great Friends who have broken out of isolation will testify: your actions are essential. Every gift, big or small, changes lives. Every gesture, every hour you give, makes a difference.

Would you like to **volunteer**?

Would you like to make **a regular** or **one-time donation**?

Find out how to get involved: [littlebrothers.ca](http://littlebrothers.ca)

Find your name among our list of donors



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View our 2022-2023 financial statements  
[littlebrothers.ca/reports](http://littlebrothers.ca/reports)

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