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SUN YOUTH ORGANIZATION
ACTIVITY REPORT
2020-2021



A WORD FROM OUR EXECUTIVE DIRECTOR

The past year has been one of the most challenging years for Sun Youth. Dealing with the repercussions of the pandemic has required a tremendous amount of adaptation on our part. Fortunately, if there is one thing we have learned in over 65 years of existence, it is how to adapt to a changing reality. It is through changes in the community that our organization has evolved over the decades.

For the first time in our history, several of our regular activities were interrupted. However, we are happy to report that we maintained most of our emergency services throughout the year. We also helped other organizations that had to interrupt their services. When the curfew was put in place, we worked with organizations that serve homeless people to create a temporary shelter where people could spend the night.

As we managed through all changes imposed by the pandemic, we also focused on the organization's future. We created a solid foundation for building a new home for the organization and the community it serves. We found both the perfect location to build a new community centre and the partners to help us bring this project to fruition. Of course, we still need the support of our donors to complete this mission.

2020-2021 has given us a lot of confidence in this regard. Indeed, unprecedented needs have brought exceptional generosity. If there is one essential lesson that COVID has taught us, it is the importance of solidarity. We all felt vulnerable during the pandemic, but the smiles of some, the gestures of kindness from others warmed our hearts, gave us the strength to continue.

Some people live in insecurity every day, and if we can, we must offer them that same reassuring presence. By coming together, we form a strong community capable of ensuring a better future for all.

Johanne Saltarelli

Executive Director

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BOARD OF DIRECTORS

The members of our Board of Directors are respected figures from the private sector, many of whom are former participants in our programs. The sum of their individual experience is an undeniable asset in the world of philanthropy. Despite the pandemic, the Board was still able to meet virtually 8 times and we were able to hold our Annual General Meeting, also virtually, on July 29th.

Sid Stevens
Administrator

Robert Mironowicz
President

Nathan Weinstein
Vice-President

Peter Thompson
Administrator and Treasurer

Renzo Fraraccio
Administrator and Secretary

Dimitrios Manolopoulos
Administrator

Ron Wiebe
Administrator

MANAGEMENT TEAM

Our management team is made up of long-time employees who are wholeheartedly committed to the organization's mission. While they possess unique sets of skills that allow them to excel at the head of their department, their remarkable ability to work collaboratively makes for an exceptional management team.

Johanne Saltarelli
Executive Director

Daniel Rousseau
Vice-President, Finance

Soula Provias
Executive Assistant and Donor Relation

Ernest Rosa
Director, Property Management

Billy Provias
Director, Procurement

Ann St Arnaud
Director, Communications and Philanthropy

Eric Kingsley
Director, Emergency Services

Anthony De Francesco
Director, Sports & Community Services



JOHANNE SALTARELLI
Executive Director



ROBERT MIRONOWICZ
President



NATHAN WEINSTEIN
Vice-President



PETER THOMPSON
Administrator and
Treasurer



RENZO FRARACCIO
Administrator and
Secretary



SID STEVENS
Administrator



DIMITRIOS MANOLOPOULOS
Administrator



RON WIEBE
Administrator

DONORS & PARTNERS

Sun Youth is a registered organization incorporated under the Part III of the Companies Act (Quebec). Our revenue derives from many generous private and corporate donors. To be able to continue our work in the community, our organization relies on the faithful cooperation of community and humanitarian foundations, of municipalities and governmental agencies as well as that of media partners. We wish to thank them all for their generous support.

Montréal 

*We particularly wish
to thank the City
of Montreal for its
invaluable assistance.*

OUR MAIN DONORS & PARTNERS*

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FONDATION FAMILLE MONGEAU
CN EMPLOYEES' AND PENSIONERS' COMMUNITY FUND
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SECOND HARVEST CANADA
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THE ADAIR FAMILY FOUNDATION
THE HAY FOUNDATION
THE HOLT FOUNDATION
THE HYLKAN FOUNDATION
THE ROSSY FAMILY FOUNDATION
THE WILLIAM AND NANCY TURNER FOUNDATION

**The following institutions have donated
\$10,000 or more to Sun Youth in 2020-2021.*

OUR MISSION

We have been taking care of people for more than 65 years by providing individuals and families in difficulty with a range of emergency services that ensure their basic needs and maintain their integrity. We also contribute actively to crime prevention, and we promote the physical, social, and intellectual development of youth through education, sports, and recreation.

Aware of the challenges linked to poverty and crises, we provide emergency services such as food and clothing, medical, financial, and material assistance.

With the help of our municipal partners and police forces, we also help keep neighbourhoods safe by offering crime prevention activities in schools, on the streets, or in the community at large.

We contribute to young people's physical, social and intellectual development through sports programs preparing the young athletes for competitive levels while providing them help and guidance with their school curriculum. We also offer a recreation program, a day camp, and a senior social club.

Our main objectives are to alleviate poverty and promote inclusion.

OUR VALUES

- SOLIDARITY
- SHARING
- SOCIAL INCLUSION
- INTEGRITY
- LOYALTY
- RESPECT FOR OTHERS



EMERGENCY SERVICES

MAIN OBJECTIVES

- Improve or preserve the health of people through food security and access to healthcare and medication
- Improve access to healthy and nutritious food
- Improve access to transport/mobility
- Reduce financial pressure on families
- Increase social support for families
- Decrease people's feelings of loneliness
- Strengthen solidarity in the community
- Improve or preserve access to adequate housing
- Prevent homelessness
- Be a resource for the community sector and the health and social services sector
- Be a reliable source of information for low-income families
- Increase children's self-esteem

MAIN PROGRAMS

- Food assistance program
- Children and student assistance program
- Emergency relief and victims of crime assistance program
- Material and financial assistance program

FOOD ASSISTANCE

Our food programs are more than what they seem at first glance. Not only do they offer food security to thousands of Montrealers, but they are also often the first point of contact with our organization and give people access to all our other assistance services. They also help to break social isolation, not only for the beneficiaries but also for volunteers who come and help out. They gather people from all walks of life around the same cause.

Our food assistance started in the 1950s and 1960s and was primarily directed to families in the neighbourhood whose children participated in our sports activities. Things have changed a lot since then.

In 2020-2021, we helped 5,914 different families, representing 19,588 unique individuals served, 35% of whom were first-time visitors of our food bank. We provided 23,650 food assistance interventions, the cumulative equivalent of 75,000 people. Our food bank remained open year-round, despite the pandemic. Throughout the crisis, food assistance was provided almost exclusively through home deliveries. In April, we had 6 delivery vehicles on the road and the demand was very high. This demand decreased as the federal government introduced its emergency financial assistance program. The total value of food distributed was \$4,182,000, with an average value of \$180 per food basket.

Throughout the pandemic, we also supported 250 families from the *Association de la communauté noire de Côte-des-Neiges*. We prepared food baskets once a month for their families and their volunteers would deliver the food.

FOOD BANK

Designed to meet emergency needs, our food bank helps families or individuals to access free quality food items. It serves approximately 2,000 families of the Greater Montreal area per month. Families can choose from a variety of fresh produce, including fruits and vegetables, meat or fish and dairy products. Hygiene and other products are added according to availability. Approximately 35% of our food bank users are under the age of 18. Another 15% are over the age of 60. The request for food assistance is made by appointment for the following day and we do not have a waiting list. The evaluation is done based on the person's income.

HOME DELIVERIES

Our home delivery service is aimed at people with limited mobility living in poverty and experiencing social isolation. In 2020-2021, we delivered 17,439 food baskets, and delivery has proven to be an essential system in the COVID-19 context. This has allowed us to meet health measures and prevented those living in poverty situations from putting their health at further risk.

This has allowed us to comply with health measures and prevented people living in precarious situations from further jeopardizing their health.



COLLECTIVE KITCHEN

Created in 2015, our collective kitchen is intended for anyone who wants to learn and keep healthy food habits, gain useful knowledge and get involved in the community by sharing values of solidarity, equity, mutual support while developing new skills. There is no charge to participate in this program. In 2020-2021, we were unable to hold group cooking sessions due to COVID.

BREAKING ISOLATION

We visit individuals with reduced mobility at their home, to assess their level of solitude. These visits allow our staff to gain a better understanding of each client's situation and needs, and to formulate concrete, personalized response plans to assist the individuals most affected by social exclusion. The year 2020-2021 saw an unprecedented level of isolation in the general population. Breaking Isolation took a different form. From April to July, as we delivered food to our client's homes, we met them on their doorsteps and were able to pursue the goals of the program in person. Throughout the fall and winter, we called our clients who expressed the need for longer conversations. More than 500 calls were made by our counsellors, volunteers and interns from a variety of backgrounds. The focus was on listening to what clients had to say. These conversations helped us identify needs for clothing or assistance in negotiating with Hydro-Québec.

PARTNERS

Moisson Montréal donated 215,123 kg (474,265 lb) of food to Sun Youth. This represents a value of \$1,241,262. The *Regroupement partage's* Cultivate Hope program also gave us 11,340 kg (25,000 lb) of vegetables, which represents a value of \$45,000.



URBAN GARDENS

Sun Youth has two community gardens: one located a few steps from our administrative offices, near University of Montreal's MIL Campus (as part of the wonderful project *Les Jardins éphémères*) and another, located near our warehouse in Ville Saint-Laurent (made possible through a partnership with the Foresters Financial). In the summer of 2020, our two urban vegetable gardens produced 545 kg (1,200 lb) of vegetables for food bank recipients. Since its inception, over 3,385 kg (7,462 lb) of fresh food has been harvested. The project also offers a great opportunity to seniors and children to develop new skills, gain useful knowledge and be physically active.

CHRISTMAS AND HANUKKAH BASKETS DISTRIBUTION

In December 2020, thanks to the support of Sun Youth, 11,300 people received food for the Holidays and some 7,600 new toys were given to children aged 12 and under. We made 3,280 home deliveries thanks to the City of Montreal's parking officers and Sun Youth volunteers. 125 Hanukkah baskets were also delivered to homes.

CHILDREN & STUDENT ASSISTANCE PROGRAM

We provide social workers with a quick and efficient response to their clients' emergencies, through food, clothes, medication, and financial assistance. We thus help families provide a response to their children's basic needs while letting professional workers from the health and social systems concentrate on their interventions.

It all started with social workers from Quebec's Youth Protection system (Batshaw Youth and family services and *Le Centre Jeunesse de Montréal—Institut universitaire*) and then followed by the Children's Hospitals (Sainte-Justine and Montreal Children's Hospital).

More recently, in the context of the *Politique de l'enfant* of the City of Montreal, school social workers, teachers and administration started referring families and children to us directly. We respond to families' basic needs and help increase children's self-esteem.

SCHOOL SUPPLIES DISTRIBUTION

For parents, August usually means getting their children ready to go back to school. They go around various stores, hoping to get the best deals on those essential items for their children's new school year. Depending on each school's requirements, the final bill may be hard to swallow, especially for low-income families. Fortunately, through our distribution, we offer a variety of donated essential items as well as new equipment purchased with the cash donations we receive. This year was no exception with some 1,206 school bags distributed to children throughout August.

CHILDREN HELP PROGRAM

In 2020-2021, 63 families were referred by the Centre hospitalier universitaire Sainte-Justine, the Montreal Children's Hospital, the Centre Jeunesse de Montréal-Institut universitaire and the Batshaw Youth and Family Centres. The value of the assistance we have given to these families is \$12,341. This program is made possible with the help of *La Fondation Marcelle et Jean Coutu*.

STUDENTS HELP PROGRAM

2020-2021 was marked by COVID and school closures. When schools closed, we focused on delivering food to the homes of families who requested it from our Emergency Services. With the schools no longer receiving food, many families were in even greater need of assistance than usual. Despite the upheavals, problems with suppliers and health measures, we were able to provide kindergarten kits, deliver bags of school supplies, food, toys and clothing to over 1,500 families. This program is made possible by the Jean Gaulin Foundation, by the City of Montreal, under its *Politique de l'enfant* and exceptionally this year by the Montreal Impact Foundation.



EMERGENCY RELIEF & CRIME VICTIMS ASSISTANCE

We are on call 24/7 to answer the needs of disaster and/or crime victims. In collaboration with the City of Montreal's fire department and the Canadian Red Cross, Quebec division, we help victims of fires, flooding and evictions immediately after the event with clothes, food, and accessories. We also provide them with guidance on moving forward and improving their situation. We follow families for weeks after the event along with the *Service d'aide de référence aux familles sans logis de l'Office municipal d'habitation* until they find a new apartment. In collaboration with the *Regroupement des organismes humanitaires et communautaires pour les mesures d'urgence à Montréal*, we increase the level of readiness and coordination between community organizations.

ASSISTANCE TO FIRE VICTIMS

Since the 1970s, we have been supporting people affected by a disaster or in emergency situations by offering them basic and personalized assistance. We assist victims immediately after the events by providing them with clothing, food, accessories and references. We also follow up with families for weeks after the event with the *Referral Service of the Office municipal d'habitation de Montréal* until they find a new apartment. In 2020-2021, our emergency teams were on scene for 120 interventions of the *Service de sécurité incendie de Montréal*, assisting 802 individuals. The assistance provided to these families is valued at \$54,000.

ASSISTANCE TO CRIME VICTIMS


In 2020-2021, 61 victims of crime, referred by the Montreal Police Department (SPVM) and the *Centre d'aide aux victimes d'actes criminels (CAVAC)*, were supported, with assistance totalling \$25,600. During COVID we saw a marked increase in domestic violence in the population. 90% of the people we helped were women in this situation. Special attention is given to the fight against human trafficking and sexual exploitation through an SPVM project entitled *Les Survivantes*.

MAJOR CRISIS SITUATIONS

Since the mid-1990s, we have responded to major disasters affecting populations here at home and abroad. This was the case during the floods in the Saguenay region (1996) and in Manitoba (1997), the Ice Storm (1998), the conflict in Lebanon (2005-2006), in the aftermath of the Haiti earthquake (2010), and, more recently, during flooding in the West Island (2017).

In 1999, we took part in the creation of what has become the *Regroupement des organismes humanitaires et communautaires pour les mesures d'urgence à Montréal*. The goal of this group is to improve the state of readiness of community organizations, should emergency measures be declared in Montreal. We've seen the importance for community organizations to have a well-formulated emergency measures plan, as many have had to close their doors temporarily in the past year



A man wearing a grey hoodie, a yellow beanie, and a white and yellow striped long-sleeved shirt is holding a large cardboard box. He is standing in a warehouse or storage area with many other boxes and a green metal cart visible in the background. The lighting is bright, and the overall tone is warm and grateful.

*"Thank you... our fridge was empty
as well as our hearts till you fed us."*

— A food bank client during COVID-19

HOMELESSNESS RELIEF

In the winter of 2020, when Quebec first went into confinement, the number of people in the downtown core was severely reduced, at the same time people living on the streets started to look for shelter in different boroughs. During the pandemic, Sun Youth was asked by the community on several different instances to bring material assistance to homeless populations.

Through our collaboration in the spring of 2020, we assisted *Innovations Jeunesse* at Cabot Square with hundreds of new blankets (the same quality of blankets that we provide to the *Service d'incendie de Montréal*) as well as hundreds of dollars worth of food. During the winter of 2021 we were requested to provide temporary shelter in the form of a warming centre (in collaboration with Pact de rue), we effectively loaned out our building at 7305 Saint-Laurent for the entire winter to make sure that the homeless population in Villeray had access to a warming centre. We were also contacted by the Canadien Red Cross to assist with clothing for homeless people who were COVID-19 positive but not hospitalized. These clients were in a temporary field hospital in the *Stade de soccer de Montréal* on Papineau. During February and March, we delivered over 100 individual kits of new clothes for the people admitted into the temporary field hospital.



MATERIAL & FINANCIAL ASSISTANCE

Material assistance at Sun Youth serves two main purposes. First of all, it helps low revenue families find affordable or free commodities. Secondly, our material assistance programs help the environment by giving used clothing, books, dishes, bikes and many other things a new life. Unfortunately, sometimes material assistance is not enough in itself to help a family, and that is where our financial assistance programs come in handy.

THE STORE

Our store enables us to help families who need it the most with clothing, dishes, bedding, books and small appliances. In 2020-2021, the store was closed to the public due to COVID. We were still able to assist the clients of our various programs (see other sections of the report).

GLASSES

For many years, thanks to Philippe Rochette (aka *Le Bonhomme à lunettes*) and other partners, we have offered our low-income clientele or those who are not covered by public or private insurance the possibility of obtaining eyeglasses at a reduced price, or free of charge.

LOAN OF BEDWETTING SYSTEM

In collaboration with the company Ledoux Réflexe, we can lend to low-income families, free of charge, a device that treats nocturnal enuresis, a problem that severely affects the self-esteem of children. The company offers a follow-up with the family.

DENTAL CLINIC

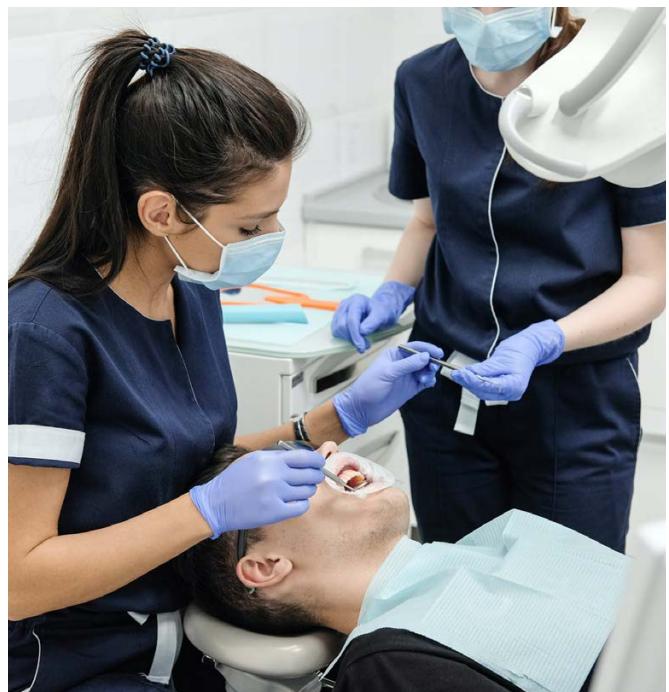
In partnership with the McGill dental clinic, we can offer free dental services to people who cannot afford them otherwise. There was no dental clinic this year because of COVID.

HEATING PROGRAM

We offer assistance to low-income individuals and families who are struggling to pay their electricity and heating bills. Our partners in the government's *Éconologis* program meet with our clientele to offer personalized advice and free renovation services. In 2020-2021, we referred about 50 families to *Éconologis* and helped about 10 families pay their heating and electricity bills, for a total value of \$3,448.

MEDICATION PROGRAM

The medication program is intended for low-income individuals covered by the Quebec Public Prescription Drug Insurance Plan. This service helps pay the bills for prescription medication and medical equipment not reimbursed by the Quebec Public Insurance Plan up to the maximum required monthly contribution. In 2020-2021, 304 people benefited from this program, for a total value of \$23,000. This program is made possible with the help of *La Fondation Marcelle et Jean Coutu*.



EMERGENCY SERVICES STATS	2019-2020	2020-2021
NUMBER OF UNIQUE PEOPLE HELPED	26,500	29,100
FOOD INTERVENTIONS	27,555	23,650
HOME DELIVERIES	5,115	17,439
CUMULATIVE NUMBER OF PEOPLE ASSISTED	68,200	74,800
VALUE OF FOOD ASSISTANCE	\$3, 415,450	\$4,182,000
VALUE OF MATERIAL ASSISTANCE	\$24,000	17,000 \$
AMOUNT PAID FOR HOUSING	\$59,000	\$22,540
AMOUNT PAID IN MEDICATION	\$32,000	\$23,000
AMOUNT PAID IN MEDICAL EQUIPMENT	\$6,700	\$1,333
AMOUNT PAID IN GROCERY/PHARMACY COUPONS	\$21,000	\$34,205
AMOUNT PAID IN HEATING	\$1,700	\$3,448
AMOUNT PAID FOR TRANSPORTATION	\$22,000	\$11,000
AMOUNT PAID FOR CHILD CARE AND OTHER SERVICES	\$ 5,500	\$7,000

COMMUNITY SERVICES

MAIN OBJECTIVES

- Improve young people's health (mental and physical)
- Contribute to the adoption of healthy lifestyle habits in young people and seniors
- Improve cognitive and social skills
- Improve school performance/perseverance
- Contribute to people's safety
- Offer opportunities to disadvantaged young people
- Offer assistance to disadvantaged young people
- Contribute to families' cultural/social Integration
- Prevent delinquency, bullying, theft, and other criminal acts
- Preserve the physical and psychological integrity of people
- Improve the sense of security in communities
- Strengthen solidarity in the community
- Promote civics in society

MAIN PROGRAMS

- Sports
- Recreation
- Education
- Prevention

SPORTS

Since our creation in 1954, we have been active in the community, providing youth sports programs accessible to children, regardless of their family's financial situation.

At Sun Youth, we consider sports to be beneficial on several levels. It allows young people to develop their athletic abilities, helps them foster better social skills, creates lasting friendships and a sense of belonging, and helps develop a network of support that our youth can rely on. Our wish is to greatly improve the quality of life of young people and ensure that we give them the tools they need to reach their full potential.

For us, what surrounds sports is as important as the activity itself. Our organization advocates a healthy lifestyle among young people and contributes to it

by providing athletes nutritious snacks before the training sessions and by offering them educational workshops with a nutritionist. The education of young people is also tremendously important to us; thus, young people who want to be part of our sports teams must have good academic results.

COVID has greatly affected our sports and recreation programs in 2020-2021. Practices, games and entire sports seasons had to be cancelled due to COVID and the sanitary measures required to address it. However, as outlined in our Emergency Preparedness Plan, our Community services employees were called upon to assist in the organization's COVID relief effort. Whether by taking in calls for help, preparing food baskets or making home deliveries, everyone, including our volunteer coaches, was called upon to help.



BASKETBALL

The Hornets Basketball Program has been one of Sun Youth's longest-running activities. It has allowed thousands of youths over the years to mature and compete, learning lessons of discipline, hard work, teamwork and respect. They can then move on to higher levels of education and gain better chances of leading successful lives.

Our year-round basketball program is for youth ages 5 to 17. It allows them to play the sport and to gain precious life lessons. We have seven teams competing in the Montreal Basketball League (MBL): Novice, Mini, two teams at the Benjamin level, two teams at the Midget level and a Juvenile team. We also offer a development program for children 5 to 7 called the Little Hoopers.

The 2019-2020 season has been cancelled entirely due to the pandemic. In the fall of 2020, over 200 youth participated in tryouts for the 2020-2021 season, but as the health situation worsened in the province, none of the hoped-for basketball activities were able to take place afterwards.

In addition to the regular winter program, we also offer a summer program where our kids have the opportunity to compete in high-level tournaments across Canada and the United States. Using this platform, our athletes can attract the attention of coaches and scouts as they work towards their goal of playing University Basketball. All our teams benefit from the passion and experience of our dedicated volunteer coaches, many of whom are Sun Youth alumni.

For the first time in our history, one of our players, Wilguens Exacte Jr., was offered a scholarship to study at an American university while he was still in high school. Wilguens then joined the NBA Academy (see picture on p. 18).

FOOTBALL

The Sun Youth Football Program is for players aged 7 to 17, allowing them to get the year-round benefits of participation in sports, team membership, and the academic assistance and success that Sun Youth emphasizes in its football programs. During the 2020 season, 162 children played football at Sun Youth and 25 volunteers offered their time to properly mentor and coach them. Although the football season was shortened due to COVID, most of our teams were able to play 4 games, in addition to the practices that took place in July.

Our three younger teams (Atom, Mosquito and Pee-Wee) play in the Montreal Regional Football League (MRFL), while our two older teams play in the Quebec Bantam Football League (QBFL) and the Quebec Midget Football League (QMFL). All our teams benefit from the experience of our dedicated volunteer coaches, many of whom are Sun Youth alumni.

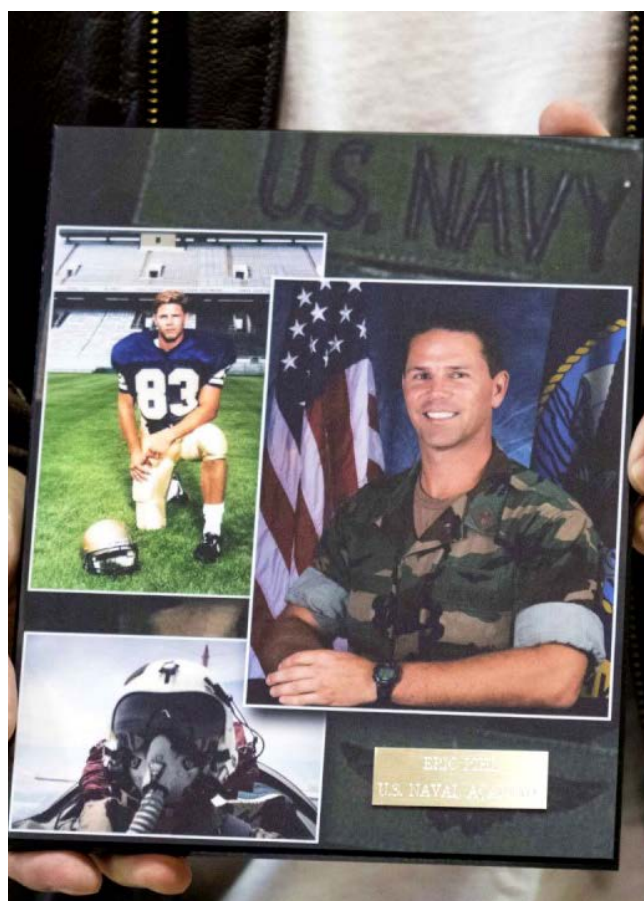
All our football coaches have received training recognized by the Quebec Amateur Football Federation. In addition to this training, they also attend workshops and clinics that teach them about safe practices and behaviours to adopt, while raising awareness about injury prevention. Following a strict protocol, our coaches ensure daily compliance with safety rules and can count on the presence of RTP performance athletic therapists on the field.



HOCKEY

Our Hockey Development Program allows 5 to 13-year-old children from low-income families to get an introduction to this sport. The participants are first taught basic skating skills and eventually progress to proficiency in team concepts while focusing on their education. Through this program, the young players have two training sessions a week, during which they compete in intra-team matches. The objective is to provide them with a positive, enjoyable and safe experience in a structured and non-stressful environment under the supervision of 10 highly qualified trainers.

The 2020-2021 season was completely cancelled because of the pandemic.



WALL OF FAME

It has always been important to Sun Youth that athletes perform both on the field and in the classroom. Those young people who have distinguished themselves with the Hornets and became successful in their respective sports, whether at the university or the professional level, now find themselves on the organization's Wall of Fame, which you can visit on our Website.

RECREATION

SENIOR SOCIAL CLUB

Our Seniors Club offers a variety of activities to help maintain and improve the health and overall well-being of seniors. Weekly activities include bingo, bowling, knitting sessions and exercise programs. Cultural outings are regularly organized. Due to the pandemic, the seniors club was unable to meet in 2020-2021.

SUMMER DAY CAMP

For 28 years now, our Summer Day Camp has provided children aged 5 to 12, with a safe environment to enjoy an exciting program of indoor and outdoor fun-filled and educational activities. Led by a team of qualified counsellors, young campers are offered activities such as excursions, sports, urban agriculture, swimming, games and outings (amusement parks, museums, water parks), arts and crafts, and theatre. Unfortunately, there was no day camp in 2020 due to COVID.

SUMMER BASKETBALL CAMP

Each summer, during the summer basketball camp, beginners have the opportunity to learn the basics of basketball. The basketball day camp was unfortunately cancelled this summer. On the other hand, around thirty outdoor practices were organized by our coaches in the parks of a few boroughs of Montreal.

Also, 18 of our basketball players were able to participate for free in the Sphere Basketball camp, an organization created in 2009 with the goal of allowing young basketball enthusiasts to develop their technical skills during the summer season.

ART CLUB

To continue to offer recreational activities despite the pandemic, we formed a virtual art group. 20 kids aged 9 to 13 took part in weekly online art classes animated by a university art student. Classes were free of charge and those who registered received all the needed supplies. The continuation and growth of this program will happen this summer in a hybrid format having kids work outdoors and online, depending on the weather.



EDUCATION

Education and prevention have always been important for us at Sun Youth. As early as 1956, we organized our first bicycle safety test. In 1964, we started to bring our promising athletes to American tournaments in the hopes of getting them scholarships to American universities. In 1987, we even hosted the International Crime Prevention Practitioners Conference. It was the first time it was held outside the United States and the first time it had a Canadian president, co-founder Earl De La Perralle. For Sun Youth, education has always been and remains the best way for kids to better themselves and enjoy a bright future.

THE EARL DE LA PERRALLE SCHOLARSHIP

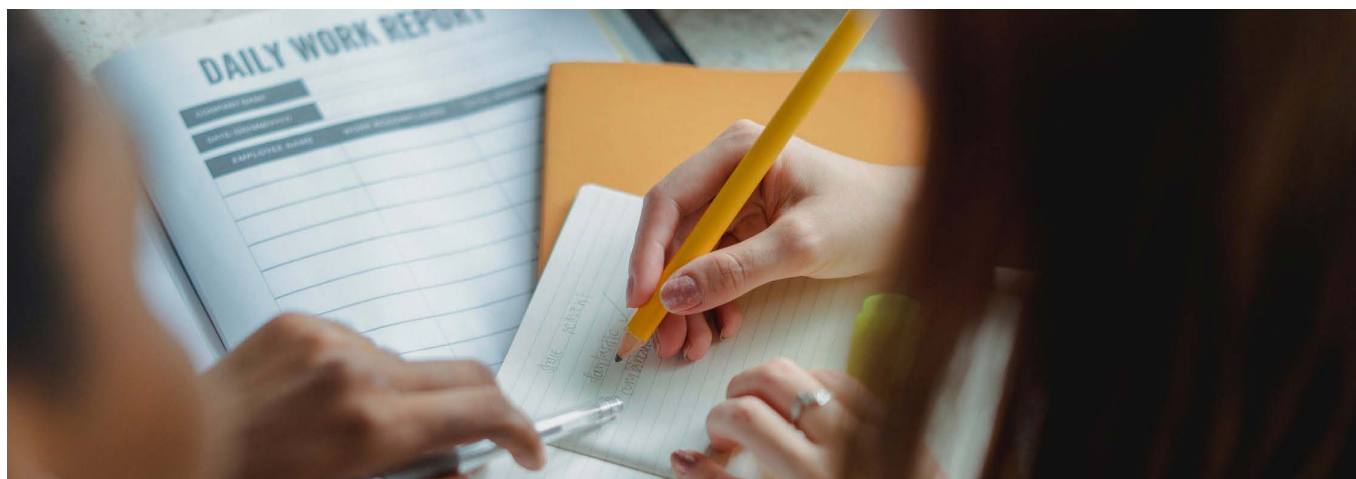
Following the passing away of our co-founder, we created the Earl De La Perralle Scholarship. The first recipient was alumnus Joshua Britton-Bailey, who plays for the University of Ottawa Gee-Gees. The scholarship allowed Josh to focus solely on his studies and his sport during soccer season. Josh will be graduating this year and we wish to congratulate him for his perseverance and determination. From now on, every Sun Youth player will have a chance to receive a scholarship that will allow him/her to pursue post-secondary education.

TUTORING

For us, academic success is as important as athletic success. Therefore, young people who want to be part of our sports teams must obtain good academic results. Every day after school, young athletes are invited to do their homework in our facilities. Volunteer tutors are present to offer support. Of course, in 2020-2021, our youth did not have access to our facilities. However, a significant donation from Hyundai Canada has allowed us to plan for a strong return of the tutoring program with new equipment and work tools.

SOCIAL MENTORS IN SCHOOLS

For 17 years now, this program provides schools with additional human resources. The social mentors work hand-in-hand with the school staff and share their expertise to foster positive relationships between students. They give advice and also organize recreational extracurricular activities. In the short term, every student benefits from the program as it helps counter bullying and intimidation, strengthens social ties and develops team spirit. This year, 1 of our social mentors worked at the Bancroft Elementary School. This school offers elementary education to nearly 353 Montreal students.



PREVENTION

BIKE PATROL

Since 1984, every summer between early June and mid-August, our Bike Patrol cycles through the streets of Montreal. This year, the team consisted of 18 young adults and 4 teenagers, all of whom had first aid training and worked closely with 9 local stations of the Montreal Police Department (SPVM).

It was especially important for us to maintain the Bike Patrol activities during the summer of 2020, as the youth were left to their own devices in the absence of the camps.



NEW BIKES DISTRIBUTION

Every year, new bicycles are distributed to young people whose actions have had a positive influence on their community or who have shown exceptional courage in difficult situations. In 2020, we distributed 83 new bikes, helmets and locks to these amazing kids. All were delivered to the children's homes over the summer, given the pandemic. Since 1984, this initiative has been made possible thanks to the financial support of businessman and great philanthropist Avrum (Avi) Morrow, who sadly passed away in January 2019.

GOOD SAMARITAN

Since September 2001, we have been rewarding individuals who demonstrate exceptional bravery by rescuing people in danger, sometimes risking their own lives. Since the beginning of this program, 70 heroes have been rewarded with gift certificates from stores of their choice and restaurant meals. By rewarding supportive and courageous citizens, our Good Samaritan program encourages everyone to be altruistic and promotes mutual aid. On January 28, 2021, we recognized Gurmit Singh and Santokh Kour, an Indian refugee couple living in Montreal, who assisted an SPVM police officer who had just been assaulted.



Une récompense de 10 000 \$ pour élucider trois crimes violents dans le Vieux-Montréal



PARTAGEZ SUR FACEBOOK



PARTAGEZ SUR TWITTER



AUTRES

MAXIME DELAND

Mise à jour, 24 septembre 2020 12:13

L'organisme Jeunesse au Soleil offre une récompense de 10 000 \$ à toute personne qui fournira des informations menant à l'arrestation et la condamnation des individus impliqués dans une série d'incidents violents survenus au cours des dernières semaines dans le Vieux-Montréal.

«Afin de recueillir le maximum d'informations auprès des citoyens, les policiers feront du porte-à-porte dans le secteur et y installeront le poste de commandement mobile du SPVM», a indiqué le corps policier montréalais dans un communiqué.



CBC.CA News CAN · May 26, 2020 · 8:23 pm

Quebec woman missing for nearly 2 years found

that's what helped her stay undetected. Last fall, the **Sun Youth** with information that could help

3 more articles · Reach 13M · Social Echo ▼

TESTIMONIAL

"Let's talk about RESILIENCE for a minute. Studies demonstrate that children facing complex vulnerabilities (toxic home environment, malnutrition, mental health issues, etc.) benefit a HUGE way from community sports and recreation programs, especially owing to the type of mentorship opportunities that these social relationships provide. Coaches, mentors and interventionists help children build resilience to face real challenges and increase their tendency to avail themselves of other community support. Today, more families than ever are facing hunger, anxiety and conflicts at home. As a child, my relationship with those benevolent mentors at Sun Youth changed my worldview and helped me become the strong resilient woman that I am today."

— Lisa Mel, former Sun Youth camper

REWARDS

Created in 1991, our Rewards Program is funded by citizens interested in solving certain ongoing criminal investigations. The money donated is to be offered by police forces as rewards to individuals providing information leading to the arrest and conviction of wanted criminals or the location of a missing person. All rewards are first approved by the police force in charge of the investigation. They are offered for a limited time, after which, as decided by the donor, they are renewed, or the funds are given back to the donor or used in other crime prevention activities like assisting victims of criminal acts.

We have written agreements with the City of Montreal Police Department (SPVM), the Quebec Provincial Police (*Sûreté du Québec*), the City of Laval Police Department (SPL), the Longueuil Area Police Department (SPAL) and the Ontario Provincial Police (OPP). 2020-2021 has seen an explosion of gun crimes in Montreal. The SPVM used our program following three incidents that took place in Montreal North, Ahuntsic and Old Montreal. In all, 5 rewards were offered and one person for whom we had issued a reward in 2019 was found.

COMMUNICATIONS

From the very beginning of our history, the young founders valued communications with the community by publishing the handwritten newspaper The Clark Street Sun. The organization always wanted to report the success stories, achievements and good deeds of the young people in the neighbourhood. Six and a half decades later, we still believe in the importance of communication, both so that people can learn about the services we offer and support our activities. We understand the importance of getting the word out about what we do so that people can support our activities. We also realize that we have to let people know what services are available to them. We communicate in English and French on all platforms available, which have multiplied over the last decades.

SOCIAL MEDIA

Since 2012, Sun Youth has been increasing its presence on Facebook, Twitter, Instagram, LinkedIn and TikTok. Our use of social media is fully integrated into our communications strategy of using each specific platform to reach a particular audience, including: clients, volunteers, athletes, parents, donors and Montrealers in general. Early in the pandemic, we saw a spike in our social media reach. In April 2020, we had an aggregate reach of 3.87 million across all platforms (excluding Instagram). This spike in social media reach was due primarily to increased interest in our services, which were a lifeline for low-income Montrealers in the early months of the pandemic.

OUR WEBSITE

Our website informs the community about our programs and services offered to the population, about annual distributions and major events such as sports tournaments and fundraising campaigns. It is an important communication tool, accessible to almost all of our clientele.

At the end of 2019, we launched a brand new website that is more accessible with its user-friendly interface. With this new site, the initial goal was to simplify the donation process. People can now donate with one click, via their smartphone or tablet. They immediately receive their receipt for tax purposes. In 2021, we changed our web address URL to a .org extension to conform with the non-profit standards.

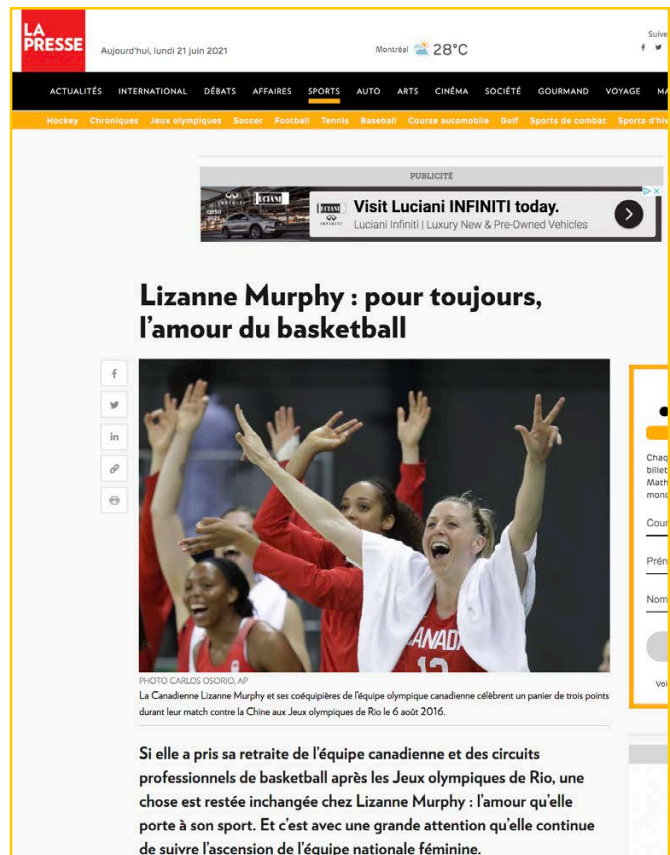
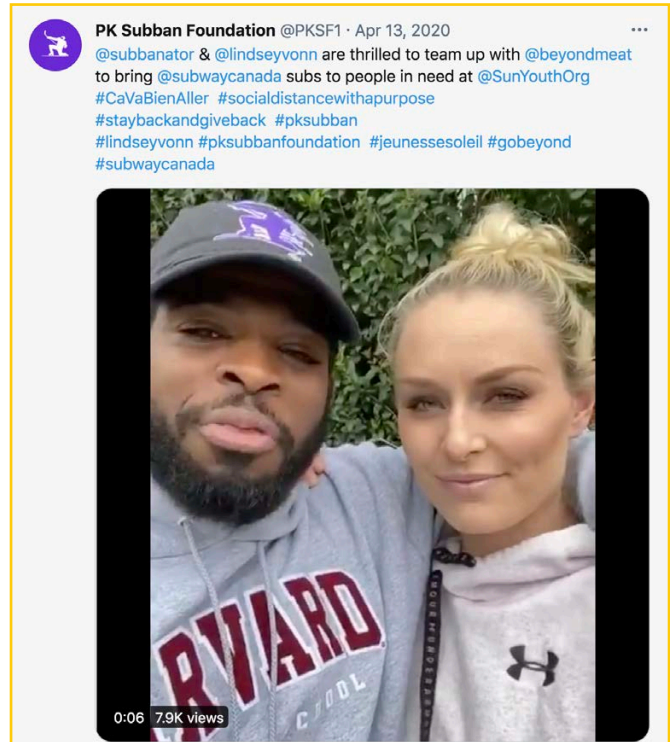
In 2020-2021, 84.6% of users were visiting our site for the first time. Of all annual visitors, 56.6% were male, 43.4% were female. On average, each user spent 2 min 13 sec on our site. 60% of users found their way there by organic referral, 19.6% by direct referral, 10.7% by recommendation from other users and 9.7% by some other way. During the year, the number of page views on our site was 218,389, in 96,970 online sessions.

SOCIAL MEDIA	2019-2020	2020-2021
FACEBOOK	6 500	7 173
TWITTER	1 894	1 918
INSTAGRAM	2 400	2 513
LINKEDIN	646	1 064

SUN YOUTH IN THE NEWS

TRADITIONAL MEDIA

The traditional Montreal media (radio, television, newspapers) have always given good coverage to Sun Youth activities. Their influence is invaluable in promoting our mission and services. Traditional media inform and reach diverse audiences.



HUMAN RESOURCES

Thanks to the invaluable contribution of our staff and volunteers, we can provide our help to thousands of people in the Montreal community. Whatever the role they play in the organization, all people at Sun Youth share one common interest: a commitment to the values of sharing and caring. These individuals are from different nationalities and all walks of life, and it is not uncommon for someone who has benefited from our services to become a volunteer within the organization or to be hired on as an employee. This helps to make Sun Youth an inclusive and diversified environment. COVID has dramatically reduced the number of people in work integration programs this year. Also, like many other companies, we have had to develop telecommuting to comply with government regulations.

OUR STAFF

Sun Youth employs about 40 people and up to 61 during summertime when students on vacation are hired to work in our summer programs and activities. Other people also work at Sun Youth as part of training or an employment integration program. Every year, students join our team for summer jobs or internships. These students get solid community outreach training and practical experience under excellent supervision.

This year, we welcomed a few new colleagues, including Eduardo Carvalho. This 44-year-old Brazilian, who had come to Quebec to visit but had to stay because of the pandemic, first contacted our organization because he needed help. After volunteering with us, he wanted to join our team as an employee. We saw that he had excellent skills and welcomed him to our team in the Finance Department.

INSERTION PROGRAMS

Sun Youth integrates among its staff about 40 participants from social integration programs such as the Centre de réadaptation en déficience intellectuelle et en troubles envahissants du développement or the Centre de réadaptation de l'Ouest de Montréal. Some of them work in groups with on-site educators and others are completely integrated into their work team and are visited once a week by their educator. The goal is for them to gain work experience and develop skills that will lead them into the workforce.

PAAS-Action is a government program whose objective is to integrate people into the labour market.



COMMUNITY SERVICE

There are three different categories of community service: compensatory, community service and court-ordered community service.

Compensatory work hours are usually done to repay unpaid tickets. Community service hours are when individuals choose to volunteer in their community before an upcoming court date to demonstrate that they acknowledge the harm they have caused. Court-ordered community service hours are part of the judgment delivered by the courts or are part of the conditions for one's release.



OUR FANTASTIC TEAM OF VOLUNTEERS!

Volunteers are at the heart of Sun Youth's activities. In 2020-2021, we were, unfortunately, unable to accommodate as many of our valued volunteers as usual due to COVID. Since few of our athletic events were held, the number of volunteer hours given by coaches was also greatly reduced.

However, 266 people assisted us during the year, completing 61,620 volunteer hours, which is equivalent to 30 full-time positions at 35 hours per week. During the holiday season alone, approximately 50 people, including public figures, and 120 businesses volunteered 510 hours, helping with fundraising, collecting and sorting food, delivering food baskets, and packing and distributing toys.

Thank you to all our volunteers for their exceptional dedication, especially under these circumstances!

In 2020-2021, **266 volunteers** donated a total of **61,620 hours** of work to Sun Youth.

FINANCES

Sun Youth is a registered organization incorporated under Part III of the Companies Act (Quebec). Its financial situation relies primarily on the generosity of private and corporate donors and foundations. Governmental grants account for 8.9% of Sun Youth's funding.

In 2020-2021, Sun Youth received close to 9,000 monetary donations for which a receipt was delivered. Each donation is vital and allows Sun Youth to continue its work in the community. We also wish to thank our partners in the private sector, the City of Montreal and the media community for their ongoing and generous support.

The independent accounting firm of Raymond Chabot Grant Thornton is appointed to perform the annual audit of Sun Youth's financial statements. Revenues for 2020-2021 were a little over \$10,000,000. Sun Youth's administration fees are less than 10%.

FUNDRAISING CAMPAIGNS

Sun Youth organizes two annual fundraising campaigns, one during the summer and the other during the Holiday Season. Both campaigns are meant to finance its activities. Sun Youth also receives financing from foundations and private donors who wish to bring their financial support to programs or activities as part of their company's social commitment. For Sun Youth to receive such funding, foundations require regular follow-up reports on the expenses and activities related to their contributions.

VIRTUAL CAMPAIGNS

Due to COVID, our major fundraising events (the Mordy Gordon Golf Tournament and Cyclothon, the Brotherhood Hockey League, Matthew Salsa Golf Tournament, and the Model Train Show) had to be cancelled in 2020-2021. Fortunately, we were able to offset these losses through virtual initiatives: the #donnéesàmanger Operation allowed members of Fizz mobile operator to raise donations for us by exchanging their cellular data; the Alti Action campaign offered a \$30 credit at Altitude Sports to anyone who donated \$15 to Sun Youth; and on the La Ruche platform, every donation made to support our sports programs was matched by the Quebec government's *Fonds Mille et UN pour la jeunesse*, which was created to help organizations affected by COVID-19. The amounts received are detailed below.

THE MEDIA FOOD DRIVE

In its 20th year, the Media Food Drive was able to hold two virtual campaigns, raising more than \$4 million throughout Quebec. We received more than \$460,000 in donations from the Media Food Drive (and its partners Provigo, Maxi, Jean-Coutu and Via Capitale), making it once again our largest donor. New this year, during the end-of-year television show "*Tout le monde ensemble*", the Desjardins group, in collaboration with the platform La Ruche, as part of the *Du cœur en double* initiative, doubled the donations received.

FUNDRAISERS 2020-2021	2020-2021
THE MEDIA FOOD DRIVE	460 000 \$
LA RUCHE (FONDS MILLE ET UN POUR LA JEUNESSE)	32 054 \$
OPÉRATION #DONNÉESÀMANGER (FIZZ)	25 000 \$
ALTI ACTION (ALTITUDE SPORTS)	19 000 \$

COVID EMERGENCY FUND

In 2020-2021, we also received additional funds from private and public donors to build a Relief Fund to cover our specific pandemic-related expenses. This additional support totals \$804,000.

We would like to thank the following donors for their support, as well as the Government of Canada which, through some of these institutions, provided financial support to community organizations during the pandemic:

- The Media Food Drive (*La guignolée des médias*)
- Food Banks Canada
- *Moisson Montréal*
- The Trottier Family Foundation
- Centraide of Greater Montreal
- Programme de soutien aux organismes communautaires (Government of Quebec)
- The Morris and Rosalind Goodman Family Foundation
- Canada Emergency Commercial Rent Assistance (CECRA)
- Second Harvest
- Foundation of Greater Montreal (FGM)
- Breakfast Club of Canada
- City of Montreal
- Mongeau Family Foundation
- The McConnell Foundation
- Dollarama
- The Holt Foundation



SUN YOUTH IN THE COMMUNITY

Sun Youth is a founding member of the *Regroupement des organismes humanitaires et communautaires pour les mesures d'urgence à Montréal* (ROHCMUM). We are members of *Moisson Montréal*, the *Groupe de réflexion et d'action en sécurité alimentaire à Parc-Extension* (GRASAPE), the *Place Commune*, *Cultiver Montréal*, and the *Comité permanent du service de référence aux familles sans logis de l'office municipal de l'habitation* and of the *Comité de gestion de l'entente sur les services aux personnes sinistrées du Service d'incendie de Montréal*. We are also members of several sports leagues such as the Montreal Regional Football League (MRFL), the Quebec Midget Football League (QMFL), the Quebec Bantam Football League (QBFL) and the Montreal Basketball League (MBL). We have been invited to join the *Table de concertation de Villeray-Saint-Michel-Parc-Extension* and the *Table de concertation des aînés de Parc-Extension* as soon as the COVID is over.

THE NEW BUILDING PROJECT

As mentioned in the last activity report, we have found the ideal location to establish our organization and our services for the next decades. All the details will be revealed next year.

All we can say for now is that we have spent a lot of time and energy on this project and that some of our major donors are already accompanying us in the development of this endeavour. Thanks to their financial support, we were able to hire the architectural firm KANVA and the engineering firm Legico to begin the tests and studies necessary to carry out the project. We have also formed an organizing committee for the major fundraising campaign that will take place in the next few years in collaboration with the BNP Performance firm.

Follow us on social media to learn more and visit our website in the coming year!

A WORD FROM OUR COFOUNDER

I never thought I would live to see my 80th year in these conditions. The pandemic was hard on everyone, and I experienced difficult moments myself, but luckily, I was well surrounded. Over the past year, I pursued my professional activities from home, knowing that the organization was in good hands.

I am proud of the incredible efficiency with which our teams quickly mobilized to maintain our assistance to the community during this unprecedented period. Since the beginning of the pandemic in March 2020, tens of thousands of individuals in precarious situations have called on our services. Despite the many constraints we have faced, most of our emergency services were maintained. In the last year, we helped more than 50,000 people: this is an incredible achievement! Congratulations and thank you to all our employees, volunteers and partners!

I would also like to express my sincere gratitude to Montrealers who, all through this crisis, demonstrated great social solidarity and showed their unwavering support to our organization. Thanks to the generosity of thousands of donors and volunteers, we have been able to maintain the commitment to sharing and caring that has been at the heart of our values since Earl and I founded this organization in the 1950s.

By the time you read this, the health situation may have stabilized in the city. Please know that even if most of us return to the green zone, low-income people will not leave their "red zone": without resources, they won't be able to go enjoy leisure activities, go to the restaurant or the movies, or afford a gym membership. Without your support, these people will not get the break that we now know is necessary for mental health. That is why we are asking you to please help us continue our mission: your donations will allow us to provide food, services and recreation programs to the people who need it most in these difficult times.

Take good care of yourself and your close ones, and stay safe.

Sid Stevens

Cofounder

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