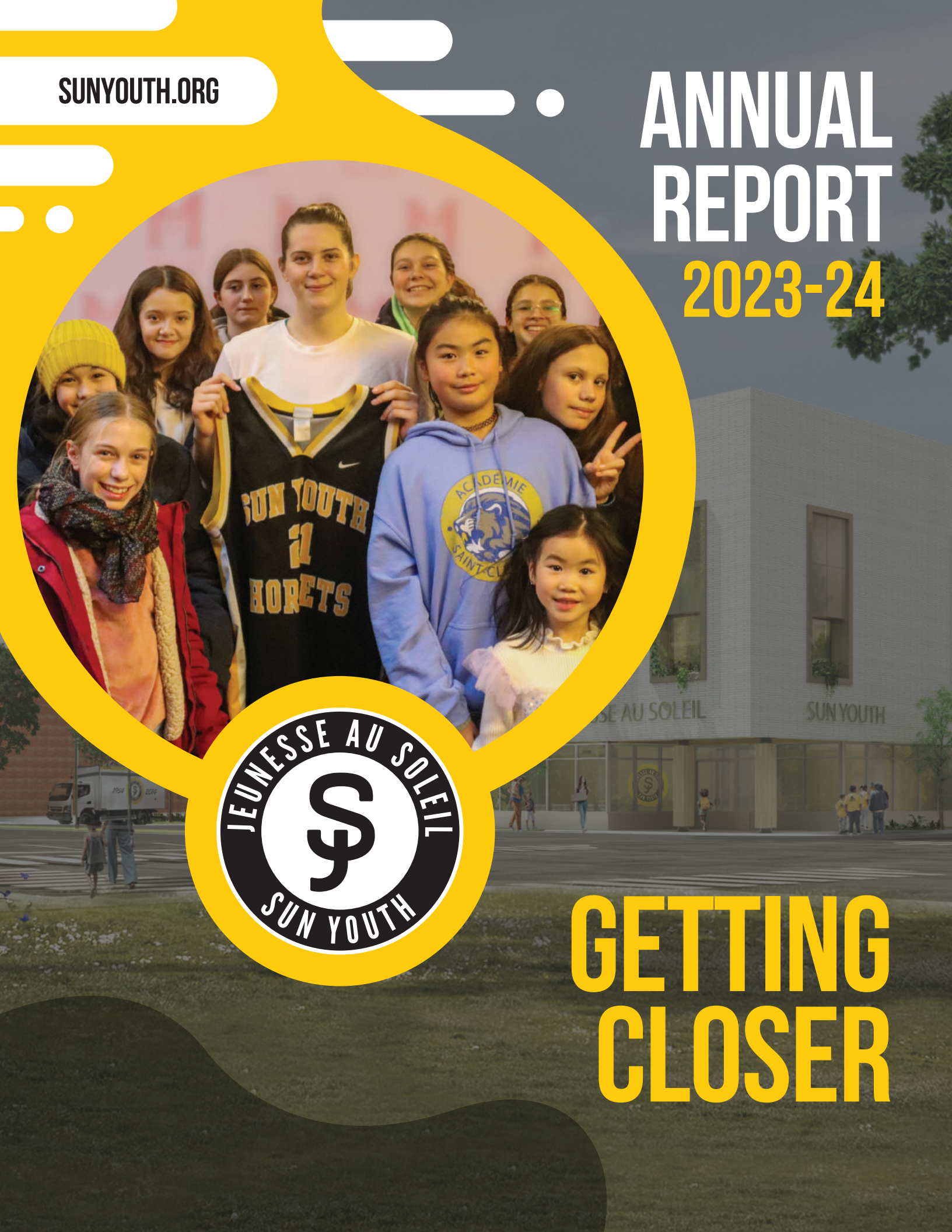


SUNYOUTH.ORG

# ANNUAL REPORT 2023-24



# GETTING CLOSER



SUN YOUTH

# ALWAYS GETTING CLOSER TO THE COMMUNITY

**Since 1954, Sun Youth has been alleviating poverty and preventing exclusion. Its mission is to help individuals and families needing emergency support that includes food, clothing, and medical and financial aid, among others. The organization's guiding principle is to ensure that those facing difficulty get the help they need without their dignity being compromised.**

Our services are designed to contribute to the physical, social and intellectual development of our clients. Through its programs, Sun Youth creates an environment that offers a sense of belonging and a place to develop confidence, where individuals are respected and have a fair chance of getting back on their feet—and shining.

We have been providing these services for 70 years—and our intention is to keep on going so that poverty and crisis situations can be averted or alleviated.

Join us as we walk you through how our multi-pronged mission translated into action in 2023-2024.



A MESSAGE FROM

# JOHANNE SALTARELLI

OUR EXECUTIVE DIRECTOR

Last year was full of exciting opportunities, starting with a capital campaign to build our first-ever very own home. Although our fundraising efforts are exceeding all our expectations to date, getting us much closer to our new location—we still have work to do.

I am deeply moved by the support we have received from our loyal and generous donors—they have continued to stand by us and have come through once again. Thanks to them, we will be even closer to the people we serve.

And while we work hard to raise the funds that sustain us, we will continue to optimize our operations, making us poised and ready for what's ahead.

I am delighted to present the highlights of this landmark year. Please come along with us on this journey.



“

**WE'RE GETTING CLOSER  
TO WHERE WE WANT TO BE:  
IN OUR NEW HOME.**

”

← Elsa Beker, Lisa Perrault and Anna Stabile

## GOVERNANCE

### SUN YOUTH BOARD OF DIRECTORS

#### PRESIDENT

##### **Renzo Fraraccio**

*CEO and Co-Owner  
Burovision and Falkbuilt*

#### VICE-PRESIDENT

##### **Ron Wiebe**

*President  
Ron Wiebe Realities*

#### TREASURER

##### **Peter D. Thompson**

*President  
National Bank Insurance &  
National Bank Insurance Firm Inc.*

#### SECRETARY

##### **Catherine Sinclair**

*Consultant*

#### ADMINISTRATORS

##### **Peter Goldman**

*(passed away during his term)  
Chartered Professional Accountant*

##### **Mariella Lo Papa**

*Partner & Co-Leader of the National  
Real Estate Law Practice Group  
Fasken*

##### **Nathan Weinstein**

*Sun Youth Alumnus  
Vice-President of Real Estate,  
Quebec and Eastern Canada  
Cushman and Wakefield*

#### EX OFFICIO MEMBER

#### FOUNDATION BOARD PRESIDENT

##### **Dimitri Manolopoulos**

*Sun Youth Alumnus  
Senior Director - Procurement  
Strategy, Innovation, Governance  
& Centre of Excellence  
National Bank of Canada*

#### HONORARY MEMBER

##### **Sid Stevens**

*Co-Founder*



A MESSAGE FROM

## RENZO FRARACCIO

### SUN YOUTH BOARD PRESIDENT

I have never been as proud as I am today to be Sun Youth's Board President. What a year! Our capital campaign is touching the hearts and minds of Montrealers, who are sharing our vision for the beautiful new space we will soon call home.

My deepest gratitude goes to our co-chairs, Lucy Riddell and Claude Mongeau, who are leading us on this amazing adventure. And because of our committee members, our loyal and generous donors— and you, Montreal—we're getting closer to the communities we serve, to the people who need us, and to being in our new home.

I am also pleased to report that over the past year, we have continued to help so many families—well over 90,000 people, a full 10% more than the year before. Our services are making a difference—you just have to look at this report to see how. And from an operations perspective, we have been working on streamlining activities to make us more efficient. Continuous improvement to what we do and how we do it remains a top priority.

Hopefully next year at this time, we'll be busy planning our move. But in the meantime, let's appreciate our progress while continuing to focus on helping as many families, individuals and young people as we can.



A MESSAGE FROM

## DIMITRIOS MANOLOPOULOS

**FOUNDATION BOARD PRESIDENT**

It has been a fantastic year for Sun Youth—we are getting closer to moving into our new home thanks to our ongoing hugely successful capital campaign. After nearly 38 years of being involved with this organization and seeing the various iterations of our home base, I can't begin to express my excitement about our future community centre—and this, as we move into our 70th year. What a way to celebrate!

Sun Youth's future has been in the great hands of our capital campaign committee. Lucy and Claude have managed it like the consummate pros they are. Their ability to fundraise and garner support validates what we already knew—that Sun Youth truly matters to Montrealers. I am extremely grateful to them, and to their campaign committee. I am also very proud of the Sun Youth Foundation Board members who have been rallying to help them raise these precious funds.

We have now crossed the threshold of our 70th anniversary with so much to look forward to. I can't wait to share our next steps with the Montreal community!

**I CAN'T BEGIN TO EXPRESS  
MY EXCITEMENT ABOUT OUR NEW  
COMMUNITY CENTRE—AND THIS,  
AS WE MOVE INTO OUR 70TH YEAR.**

### GOVERNANCE

#### FOUNDATION BOARD OF DIRECTORS

PRESIDENT

**Dimitri Manolopoulos**

*Sun Youth Alumnus*

*Senior Director - Procurement Strategy,  
Innovation, Governance & Centre  
of Excellence*

*National Bank of Canada*

TREASURER

**Tim Lefebvre**

*Managing Director*

*Accenture*

SECRETARY

**Manon Landry**

*National Account Executive*

*Postmedia Integrated Advertising*

ADMINISTRATORS

**Marwan Hage**

*Sun Youth Alumnus*

*President*

*Empire Québec Service Alimentaire*

**Mike Maurovich**

*Director of Athletics*

*Selwyn House*

HONORARY MEMBER

**Sid Stevens**

*Co-Founder*

EX OFFICIO MEMBERS

SUN YOUTH BOARD PRESIDENT

**Renzo Fraraccio**

*CEO and Co-Owner*

*Burovision and Falkbuilt*

**Johanne Saltarelli**

*Executive Director*

*Sun Youth Organization*

## SUN YOUTH'S MANAGEMENT TEAM

**Johanne Saltarelli**  
*Executive Director*

**Daniel Rousseau, CPA**  
*Vice-President - Finance*

**Marie-Anne Desjardins,**  
MBA  
*Senior Director - Communications  
and Philanthropy*

**Linda Bell, CFRE**  
*Director - Capital Campaign*

**Billy Provias**  
*Director - Procurement*

**Guinness Rider**  
*Director - Community  
Services and Sports*

**Ernest Rosa**  
*Director - Property Management*

**Ann St. Arnaud**  
*Director - Communications*

## MANAGEMENT HIGHLIGHTS

# 2023-24 KEY TEAM PRIORITIES

While looking to the future and continuing to provide the services our community counts on, we focused on a number of organizational priorities.

**Capacity building:** Despite programs running beyond comfortable capacity due to increased demand, we were able to expand our reach through optimization:

- Resources were reallocated to address immediate needs while we planned for long-term sustainability;
- Client surveys were conducted to offer foods that better match dietary preferences and requirements while also reducing waste and/or costs;
- To better serve clients, the Emergency Services workflow was redesigned and Slalom, an international IT consulting company with expertise customizing Salesforce deployment, helped us translate it into a new database under very favorable terms; and
- We streamlined truck shipments of food and other materials from our warehouse, thereby improving efficiencies and employee security.

**Staff development and retention:** In an economy in which organizations face recruitment and retention challenges like never before, we are blessed with loyal and dedicated staff. This said, we recognize we are not without risk. This is one of the reasons we are more invested than ever in equity, diversity and inclusion, as well as in ongoing enhancements to salary benchmarks, in formal employee development discussions, and in training.

**Equity, Diversity and Inclusion Initiatives (EDI):** As an organization that serves and employs people from a mosaic of cultures and backgrounds, we always welcome all those who come through our doors.

EDI can be an excellent tool to help us increase our awareness and we hope to become best-in-class students, and an example for other community organizations.

Last year, we offered interactive workshops and training sessions, providing opportunities for dialogue, reflection, and skills building. This helped employees deepen their understanding of diversity issues and explore practical strategies for fostering an inclusive culture, both as a workplace and as an organization serving its community.

We look forward to continuing to build on these skills for years to come.



**Upgrading IT systems:** At Sun Youth, cutting-edge IT is crucial for providing client services, tracking inventories, managing donations and stewarding donors, as well as for handling sports and recreation registrations, justifying important investments during the past year.

Following investments in hardware the previous year, we invested in software this year. For instance, we migrated to Office 365, outsourced our IT to a local company that serves us remotely, and are digitizing the vast majority of our work. We have customized our donor database, Prodon, to take full advantage of its incredible array of functions, notably for donor stewardship.

**Professionalizing fundraising:** The capital campaign has been an impetus for investing in all areas of fundraising. This past year, we brought in a seasoned and highly respected consultant, Gilles Roy, to work with our team, transferring knowledge to our staff and strengthening and enhancing our annual campaign.

In March 2024, we hired our very first permanent fundraising professional, Marie-Anne Desjardins, in the role of Senior Director - Philanthropy and Communications. Under her leadership, this department will become a strategic element of our organization, ensuring it can raise the necessary funds to help serve clients even better. Marie-Anne comes to us with more than 20 years of experience as a fundraiser for some of Montreal's most respected charities and has a special place in her heart for legacy giving.

# MESSAGES FROM OUR CAMPAIGN CO-PRESIDENTS

**Lucy Riddell,**  
*Chairperson, R. Howard  
Webster Foundation*



Many years ago, as I dropped off donations to Sun Youth, a woman asked, “Do you have boots in your bag?—I so need a pair of winter boots.” At that moment, I understood that a crucial and fundamental need was being met. Years later, I accompanied a friend and her twins who were seeking refuge in Montreal to Sun Youth, where they were greeted with warmth and genuine care.

In so many ways, Sun Youth is an exceptional organization—people, whether local or from afar, are welcomed with open arms, with sincere empathy and compassion.

It has been an honour to lead the campaign with Claude Mongeau. We are both humbled by the outpouring of generosity from the Montreal community. Raising \$15.9 million so far has been beyond our expectations—and a game changer for Sun Youth’s next chapter.

After 70 years, Sun Youth is finally getting the true home it both deserves and needs to support the communities it serves. This new building has been designed to promote inclusivity, which I hope will lead to less stigmatization of those in need.





**SUN YOUTH: NOT ONLY DOES IT CHANGE  
THE LIVES OF THOSE WHO RECEIVE, IT ALSO  
CHANGES THE LIVES OF THOSE WHO GIVE...**



**Claude Mongeau,**  
*Former CEO, CN*



When my children were young, every year at Christmas, we would go to Sun Youth so they could donate toys. They learned a lot from that experience, and that is why I believe that Sun Youth not only changes the lives of those who receive, it also changes the lives of those who give, forging compassion along the way. And it is this compassion that I witnessed every time I reached out to a donor to ask for support. Our very first Sun Youth capital campaign is taking us towards our goal. And out of it, our new home will finally be built. Securing a permanent location is a huge milestone and our profound gratitude goes out to all those who have made this possible.

In its new building, Sun Youth will be able to bring its many different activities under one roof, creating synergies and efficiencies throughout the organization's ecosystem.

We look forward to seeing Sun Youth continue to be a hub in the community, open to the future and all its possibilities.

## BUILDING A BRIGHTER FUTURE CAMPAIGN CABINET

### HONORARY COMMITTEE

Sid Stevens

David Laidley  
& Ellen Wallace

Peter Letko &  
Dr. Deborah Josephson

Elizabeth Wirth

### CAMPAIGN CO-PRESIDENTS

**Lucy Riddell**

Chairperson, R. Howard  
Webster Foundation

**Claude Mongeau**

Former CEO of CN

### CABINET MEMBERS

**Marie Auger**

Jacques & Michel Auger  
Foundation

**David Birnbaum**

Retired

**Gene Beauchamp**

Lofts Mtl

**Hal Hannaford**

Retired

**Peter Kerr**

The Montrealer

**Manon Landry**

Postmedia

**Renault Lortie**

Énergir

**Dimitri Manolopoulos**

National Bank of Canada

**François Morin**

BLG

### SPOKESPERSONS

**Anthony Calvillo**

**Terry DiMonte**

**Meeker Guerrier**

**Tania Kontoyanni**

# “BUILDING A BRIGHTER FUTURE” CAMPAIGN A STRONG SUCCESS

In February 2023, we kicked off our “Building a Brighter Future campaign”, hoping that our first-ever such undertaking would make our new home at 7501 Boulevard St-Laurent a reality. The results are beyond our wildest dreams with \$15.9 million raised to date. And the campaign is still going strong.

In our new home, this will mean more smiles and more full bellies, increased self-esteem and new friendships—all of which ultimately break down isolation.

Led by Lucy Riddell, Chair of the R. Howard Webster Foundation, and Claude Mongeau, former CEO of CN, the campaign aims to raise the funds needed in addition to the federal government’s Green and Inclusive Community Buildings Program grant of \$10.7 million.

↓ The Saputo family





The Sun Youth Capital Campaign Committee 

These funds will be used to build our new state-of-the-art community hub that will house a grocery store-style food bank; meeting rooms; community spaces; a gymnasium and locker rooms; multipurpose rooms

(for dance, martial arts, music and art); a computer lab and a study/ tutoring room; a purpose-designed clothing dispensary; and a cafeteria and community kitchen.

To recognize their exceptional contribution, the new building will be named after Mirella and Lino Saputo, whose foundation donated \$3 million.

Other very generous gifts were made by the Mongeau Family Foundation, which, with the CN Helping Hand program founded by Mr. Mongeau and his wife, pledged \$1.5 million; and the R. Howard Webster Foundation and the Hewitt Foundation, which each contributed \$1 million. A donation of \$750,000 was also made by CN.

Additional \$500,000 contributions each came from the Molson Foundation, the McConnell Foundation, the J.A. DeSève Foundation, and the Rossy Foundation. National Bank of Canada, Desjardins and Québecor all pledged between a quarter and half a million dollars each.



Everything Sun Youth does is designed to get closer to the communities we serve. These sections explore the numbers.

## EMERGENCY SERVICES AND FOOD SECURITY

Being able to help more people is great news, but the flip side of this is that demand for our crucial services has never been greater. For the first time in our history, for a few weeks, we had to turn down new clients while we found solutions. This situation forced us to take a serious look at our operations, and we learned a great deal.

Realizing we had to make changes to the food we offered, we took things further and decided to forego pre-made baskets and to allow our clients to make their own food selections. This not only ensures that what we give will be eaten, but it also decreases our purchase costs as we now order much less meat. But perhaps most important of all, this preserves the dignity of our clients as they are empowered to make their own decisions about their basic needs.

### Some of the numbers:

Total value of the food distributed	<b>\$6,552,184</b>
Number of interventions	<b>34,144</b> ↑ <small>23% increase over last year</small>
Total number of people receiving assistance	<b>95,894</b>
Number of home deliveries	<b>9,085</b>



“

**SINCE I REACHED OUT FOR HELP, YOU'VE NEVER STOPPED ENCOURAGING ME TO GET BACK ON MY FEET WITH YOUR KIND WORDS, FOOD AND EVERYTHING ELSE! I WAS DESPERATE, VERY SICK, AND MY CHILDREN WERE HUNGRY. YOU FED US, GIVING US HOPE AGAIN! BUT ABOVE ALL, FOR THE FIRST TIME IN A LONG TIME, I'VE BEEN ABLE TO SLEEP THROUGH THE NIGHT WITHOUT WONDERING HOW I'M GOING TO FILL THEIR LITTLE TUMMIES.**

”

**ASMA, A MOTHER WHO BENEFITED FROM OUR EMERGENCY SERVICES**

Our food assistance program depends on food donations, and also gets a terrific boost from what we grow in our gardens. Last summer, we harvested 1,400 pounds of vegetables, enabling the addition of fresh, seasonal, local produce to our food bank. We could not do this without the thousands of hours donated by so many volunteers who prepare the garden beds, remove weeds, plant seedlings, and water and harvest our gardens. A huge shout out to them!

For traditional year-end festivities, special baskets make celebrations possible for all.

More than 5,000 families—or almost 15,000 people—received aid from Sun Youth in December 2023. Volunteers distributed food worth nearly \$1 million and toys worth more than \$130,000 to kids aged 12 and under.

While the impact of this activity is seen during a few short weeks, the work behind the scenes starts early in the new year: our procurement team is always on the lookout for items we can store throughout the year; they make calls and put in orders to secure turkeys and toys at the best possible prices.

# OTHER ASSISTANCE DURING TIMES OF NEED

People who need food baskets typically need so much more. After in-depth conversations with each client, we are often able to identify other needs that we can also meet.

Paying a month's rent to avoid an eviction, or a month's worth of life-saving medications, or even negotiating a payment plan or debt forgiveness with Hydro-Québec, are all things we do.



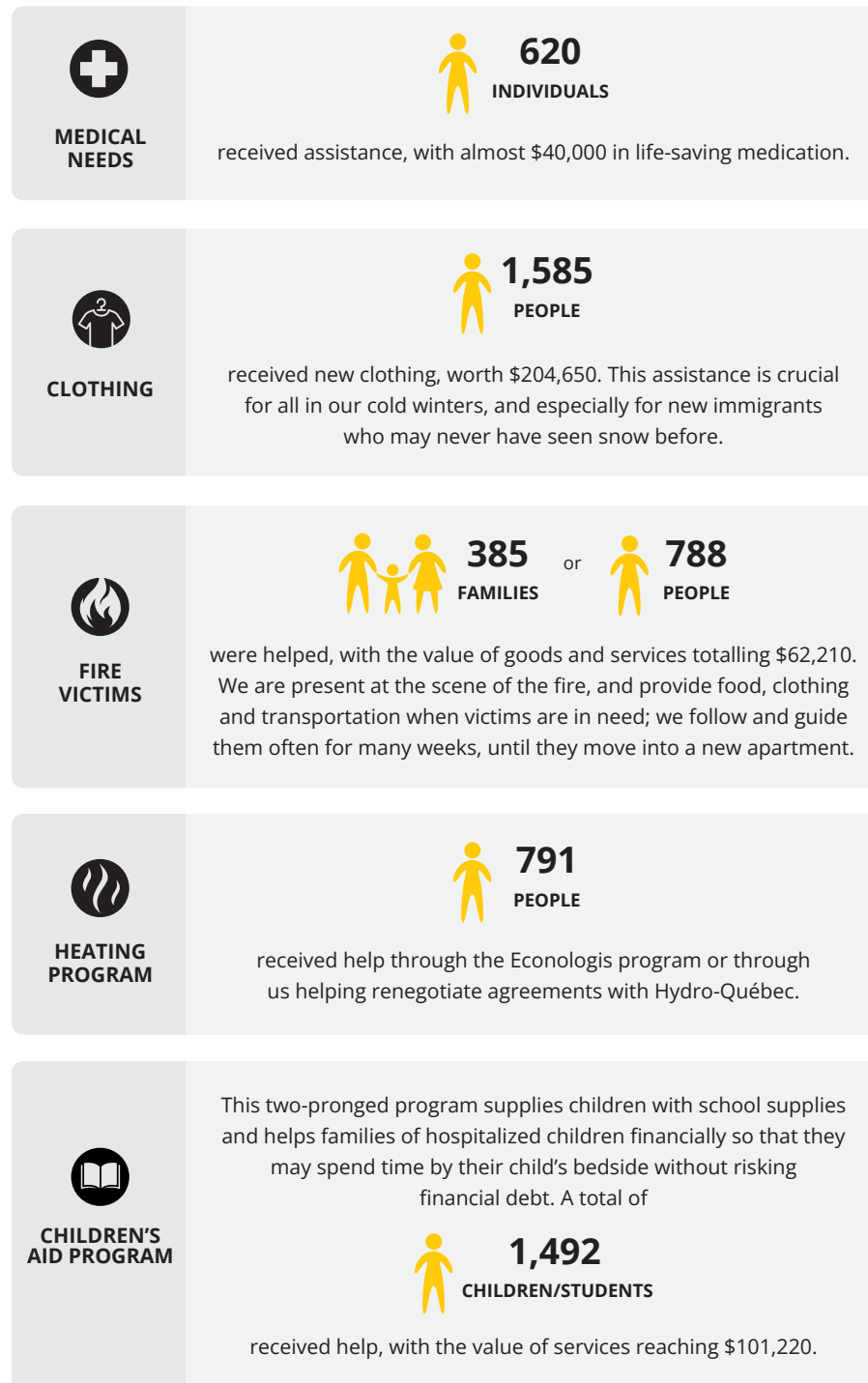
“

**BECAUSE OF YOU, WE WERE ABLE TO GIVE 53 STUDENTS BEAUTIFUL BACKPACKS FILLED WITH SCHOOL SUPPLIES. WHAT A DELIGHT TO SEE THEIR EYES LIGHT UP WHEN THEY RECEIVED THIS GIFT. BELONGING IS SO IMPORTANT TO A KID'S SELF ESTEEM, AND HAVING BACKPACKS JUST LIKE THE OTHER CHILDREN CHANGES THEIR WHOLE ATTITUDE TOWARDS SCHOOL. THIS IN TURN INCREASES THEIR CHANCES OF ACADEMIC SUCCESS.**

**FRANCINE GOYETTE,  
ASSISTANT DIRECTOR, L'ÉCOLE DE LA MOSAÏQUE**

”

Here is an overview of the help that was provided in 2023-24:



## IN-KIND GIFTS ESSENTIAL TO SUN YOUTH'S EMERGENCY SERVICES PROGRAM

Monetary donations and in-kind gifts from the companies listed below make our Emergency Services program possible—the value of which was just over \$6 million in 2023-24. Thank you so much!

Sanuvox Technologies President Louis Garceau said after donating 20 state-of-the-art air purification units to Sun Youth to improve the organization's indoor air quality and ensure the safety and well-being of employees, volunteers, and clientele:

“ WE ARE PROUD TO SUPPORT SUN YOUTH IN THEIR NOBLE EFFORTS TO SERVE THE MONTREAL COMMUNITY. BY DONATING THESE AIR PURIFICATION UNITS, WE HOPE TO MAKE A POSITIVE IMPACT AND CONTRIBUTE TO THE WELL-BEING OF THOSE IN NEED. ”

- Brands Unlimited
- Coopérative Exceldor
- CMA CGM Group
- Danawares Corp
- Distribution Dude
- Giant Tiger
- La Fédération des producteurs de lait du Québec
- Mega Bloks
- Moisson Montréal
- Sanuvox Technologies
- Société de gestion Jacques Gatién Ltée

# ATHLETICS AND COMMUNITY SERVICES



**581**  
CHILDREN

2023-24 was a stellar year for our sports and recreation program, with a 40% increase in registrations. This translates to a record of 581 children registered in at least one of our activities (including football, basketball, hockey or day camp). We will very soon reach parity between boys and girls in these programs. There was also a significant increase in recreational basketball participation: we went from one group to six groups.



**2**  
GROUPS

Our "Introduction to Hockey" program doubled in size, with two mixed groups now regularly on the ice.



**2**  
CITY CHAMPIONSHIPS

In boys' competitive basketball, we won two city championships at the youngest levels, as well as the mini-AA Coach of the Year.



**COACHING & STAFF OF THE YEAR**  
**ORGANIZATION OF THE YEAR**

Our football teams won Coaching & Staff of the Year and Organization of the Year for both Bantams and Midgets.



**100+**  
KIDS

Day campers totalled more than 100 kids aged 5-12 for the first time ever. Activities included swimming daily at Parc Jarry, indoor tennis with Tennis Montréal, a weekly excursion to a beach, dance class, and arts and crafts. The campers also worked in our garden alongside volunteers, learning about the nutritional value of fresh vegetables and how to grow them. Day camp runs eight weeks; children must be registered for a minimum of three weeks.



### Alumni Success Stories

Sports at Sun Youth are much more than fun and exercise: education and alleviating poverty drive every program. Statistics show the alarming rates at which boys are dropping out of school or taking longer to graduate from high school, and that is where sports and our other recreational activities make a concrete difference.

Regis Cibusu, who played football at Sun Youth, now a wide receiver with the Montreal Alouettes since 2022, helped the team win the 2023 Grey Cup.

Harold Miessan is currently a linebacker with the Université de Montréal Carabins, which won the 2023 Vanier Cup.



“

**EVEN THOUGH MAX WAS ANXIOUS EVERY MORNING BEFORE HEADING OUT TO DAY CAMP, THE MINUTE HE GOT THERE AND WAS GREETED WITH SMILES AND HUGS, ALL THOSE FEELINGS DISAPPEARED. WITHIN SECONDS, HIS SHYNESS EVAPORATED. HE TRULY ENJOYED EACH DAY... AND I SAW HIM FLOURISH IN HIS CONFIDENCE. HE ALSO DISCOVERED A REAL LOVE OF SPORTS... THE FRIENDS HE MADE HE STILL TALKS TO AT SCHOOL. I WAS BLOWN AWAY BY THE NUMBER OF COOL ACTIVITIES AND TRIPS YOU GUYS WENT ON. JUST ALL AROUND AWESOME.**

”

**AMANDA CHURCH,  
MOTHER OF MAX**

## EDUCATION AND PREVENTION

# SUPPORTING EDUCATIONAL PURSUITS



To encourage young people to pursue their education, Sun Youth offers annual scholarships and bursaries. Financed by generous individuals, including our own alumni and corporations like Ultra Forensic Technologies, we awarded Earl De La Perralle scholarships to two female athletes this year.

Katerina Stoupas and Deborah Aboagye played together while at Sun Youth, and again during their undergraduate degrees at Bishop's University. Today, they are still playing for their university: Deborah is at the University of Prince Edward while pursuing a Master's degree in Teaching & Learning, and Katerina is at McGill working on her MBA.



## Recognizing Courage and Compassion with Bikes

Some people have left an indelible mark on Sun Youth, and that is exactly what the late Avi Morrow did 39 years ago when he made a donation to support our very first Bike Giveaway. Today, his family is keeping his memory alive by funding this celebration of good deeds and courage. On June 3, during a festive ceremony, 100 boys and girls received brand new bicycles, helmets and locks. Some kids had raised funds for a good cause, others had helped an elderly person, while others had courageously battled an illness or started a new life here after leaving their war-torn home.



# AN OUNCE OF PREVENTION...



## **Sun Youth Bike Patrol—A Sentinel for the Community**

Known for keeping an eye on the streets to ensure the safety of Montrealers, especially on bike paths and in parks, our Bike Patrol also helped with food deliveries this year. With one in five Quebecers over the age of 75 not having a single person in their lives (a statistic from Les petits frères), this was much more than just delivering goods: it was a way to keep an eye on the vulnerable, and to connect generations.





### Crime Prevention in 2023-24

Over the years, with donations from members of the community, Sun Youth has offered rewards for information leading to the arrest of criminals.

In 2023, we rewarded someone for having provided information that led to the arrest of a man now convicted in the death of Patricia Ferguson, a young mother of 23 at the time of her disappearance in 1996.



We also managed the reward funds for the BOLO program, a breakthrough initiative leveraging social media and technology to encourage citizens to be on the lookout for Canada's most wanted. This program is the brainchild of Garda founder Stephan Crétier, whom we thank for entrusting us with this mission.

## VOLUNTEERS

# MAKING THE WORLD GO ROUND



The song goes “love makes the world go round,” and volunteers make Sun Youth go round. Their compassion and real desire to make a difference allow Sun Youth to do all that it does.

**TENDING** OUR GARDENS  
**COACHING** SPORTS **SORTING** SCHOOL SUPPLIES  
**WORKING IN THE FOOD BANK** **HELPING** WITH TEAM PRACTICES  
**ORGANIZING** **MANAGING AND DELIVERING**  
**AND DISTRIBUTING** CLOTHES **CHRISTMAS BASKETS**  
VOLUNTEERS ARE **OUR SUPER STARS!**

“

**I WAS A NURSE AND I LOVED WHAT I DID,  
BUT IT WAS STILL A JOB. VOLUNTEERING  
IS DIFFERENT. NO ONE IS PUSHING ME TO DO IT,  
OTHER THAN MY VERY OWN HEART.**

”

**ANNA STABILE, VOLUNTEER**

In 2023-2024, more than 2,100 volunteers gave 32,400 hours to the organization. Considering that we have approximately 40 staff, and the fact that these hours represent 18 full-time jobs, it is clear that these volunteers are invaluable to our organization.



## STANDING WITH US IN 2023-2024

The community has our back! Year after year, members put on what we call “third-party events”—the profits of which are donated to Sun Youth. Here are a few that took place this year.

- Slalom Consulting hosted basketball tournaments and a BBQ, raising a total of \$16,390. And that is on top of its almost pro bono help with our new database!
- Choice Properties' Choice Care campaign to empower children in low-income communities raised \$22,815.
- Altitude Sports encouraged its clients to make a \$15 charitable donation in exchange for a \$30 gift certificate. This netted \$32,475 for Sun Youth!
- The LFA - Ligue Fédérale des As du hockey raised \$4,555 for our food bank and our hockey development program.

## PHILANTHROPY

# COUNTING ON LOYAL AND GENEROUS DONORS

One thing that makes Sun Youth donors stand out is their incredible dedication to the people we serve. It is amazing that more than 1,245 donors have been supporting us for more than 10 years without interruption. Not many organizations can say this, and we are truly honoured and humbled by it. Here are a few ways in which they contributed to our cause this year.

### 1. Annual Campaign

The average gift received from donors responding to our direct mail campaigns was just over \$200, raising a total of \$981,678.

### 2. Events

We have longstanding signature events such as our golf tournament and our cyclothon. And we are also blessed to have countless individuals and groups who organize fundraising events for our benefit.

The Guignolée des médias, the Matthew Salsa Memorial Golf Tournament, the CLV GROUP Golf Tournament, the Altitude Sports Alti Action Campaign, the Brotherhood Hockey Tournament and the Montreal Model Train Exposition are among these third-party events.

The year 2023 marked 10 years since the Salsa family started organizing a golf tournament in memory of their son Matthew, who died tragically on a golf course. We are incredibly grateful and hope that all we do with these funds makes them proud.

Established in 2001 to help food banks, La Guignolée des médias is one of Quebec's signature charity events. Sun Youth was selected by organizers as one of three charities to benefit from monies raised on the island of Montreal. Thanks to this event, hundreds of volunteers collecting money and canned goods on street corners was once a familiar sight for almost a quarter of a century. While today food donations are no longer possible, online donations have skyrocketed and media coverage gives food banks unparalleled visibility, shining a light on the needs of the community and how organizations like Sun Youth help remedy them.



Donations on the island of Montreal last December totalled \$335,421, which we split three ways with Moisson Montréal and the Société de Saint-Vincent de Paul.

### 3. Visionary and Transformational Giving: The Rossy Foundation

The Rossy Foundation created its Strengthening Montreal Fund as it sought to support organizations that contribute to a more vibrant and equitable Montreal, notably in the food security area. Its purpose is to advance the efforts of impactful organizations, thereby ensuring that people have access to the support they need to flourish. The Rossy Foundation pledged \$750,000 to Sun Youth over three years starting in 2022.

It is well known that community organizations know how to stretch a penny, but there comes a time when they need to hire, train and retain the staff they want and need. And this staff needs the tools to perform and deliver

to be able to serve the community.

This is what this support from the Rossy Foundation is allowing us to do—and shows how truly visionary the foundation is.

With the Foundation's support, we invested in:

- **Professional Development:** Staff can take advantage of training opportunities that can help them work more efficiently and effectively, and follow best practices to benefit our clients and ensure every donated penny goes even further.
- **IT:** We made investments in hardware and software to improve productivity and efficiency; investments were also made in an IT support team and an HR support team.



# DONORS

## SPOTLIGHT ON DONORS OF \$10,000 OR MORE BETWEEN APRIL 1, 2023 AND MARCH 31, 2024

*Sun Youth gratefully acknowledges significant donations received during the past year from all its donors and wishes it could list every single one of them. Please know there is no such thing as a small gift; there are only gifts of the heart.*



Note that only those who have given us their written permission have their names appear below.

### DONORS TO OUR ONGOING OPERATIONS

- Anonymous (16)
- Altitude Sports
- Altru Foundation Inc.
- Amazon Web Services Canada Inc.
- Azrieli Foundation
- Caldwell Foundation
- Charlotte & Leo Karassik Foundation
- Choice Properties
- CLV group and InterRent Reit
- Dollarama L.P.
- Fiducie JAB
- Fondation Jacques et Michel Auger
- Fondation Jeanne Esther
- Geo. A. Hall Inc.
- George Hogg Family Foundation
- Green Shield Canada
- GSC
- Gustav Levinschi Foundation
- Paul Hicks
- Hydro-Québec
- Jean Gaulin Foundation
- KSP Holdings Inc.
- La guignolée des médias
- Pearl Lighter
- Marjorie Hazel Murdoch Pike Estate
- Merle Wertheimer and Sam Hornstein Fund
- Mirella & Lino Saputo Foundation
- Montreal Canadiens Children's Foundation
- Pomerantz Foundation
- Protech Foundation
- Power Corporation du Canada
- R. Howard Webster Foundation
- Rio Tinto Alcan
- Leonard Sanders Family Foundation
- The Dundi and Lyon Sachs Family Foundation
- The Hay Foundation
- The Holt Foundation
- The Lincolnshire Foundation
- The Mary & Ben Zukierman Legacy Fund
- The Rossy Foundation
- The Tenaquip Foundation
- The William and Nancy Turner Foundation
- Velan Foundation
- WHC Solutions en ligne Inc.
- Worlee Produits Naturels
- Zeller Family Foundation

### CAPITAL CAMPAIGN DONATIONS

- Anonymous (10)
- Atkinsréalis Canada Inc.
- CAE Inc.
- Cenovus
- Claudine and Stephen Bronfman Family Foundation
- CN
- David Laidley and Ellen Wallace Echo Foundation
- Énergir
- Eric T. Webster Foundation
- Fondation J.A. DeSève
- R. Howard Webster Foundation Hyundai
- Mirella & Lino Saputo Foundation
- National Bank of Canada
- Power Corporation du Canada
- The Adair Family Foundation
- The Molson Foundation
- The Mongeau Family Foundation in partnership with CN Helping Hand
- The Rossy Foundation
- Velan Foundation
- Québecor
- Transcontinental Inc.





# FINANCIAL HIGHLIGHTS

In 2023-2024, Sun Youth received 6,598 monetary donations towards its operations, as well as a significant number of in-kind gifts. The cumulative effect of these sources of revenues, along with gifts to the capital campaign and governmental grants represented over \$13 million. The independent accounting firm of Raymond Chabot Grant Thornton performed the annual audit of Sun Youth's financial statements.



# SUN YOUTH ORGANIZATION

## Operations

(Years ended March 31st)

	2024	2023
	\$	\$
<b>REVENUES</b>		
Contributions		
Government grants	870,486	885,075
Donations	5,215,735	4,096,244
Emergency services	6,005,347	6,869,993
Fundraising events	355,421	388,092
Community services	159,413	107,910
Interest income	443,376	99,218
Miscellaneous income	319,802	314,160
	13,369,580	12,760,692
<b>EXPENSES</b>		
Emergency services	9,658,990	10,254,327
Camp operations	118,334	135,450
Community services	768,299	637,704
Commercial activities	287,423	290,537
Administration	716,728	616,348
Fundraising events	93,255	86,182
Interest expense	409,762	280,058
	12,052,791	12,300,606
Excess of revenues over expenses before amortization of tangible capital assets	1,316,789	460,086
Amortization of tangible capital assets	1,311,473	208,582
<b>EXCESS OF REVENUES OVER EXPENSES</b>	5,316	251,504

CLOSING WORD FROM

## SID STEVENS

CO-FOUNDER, SUN YOUTH

Since I co-founded Sun Youth with Earl De La Perralle 70 years ago, its evolution has been dramatic. What a point of pride to see this organization continue to grow—and shine. And the best is clearly yet to come.

I continue to be humbled by the longstanding commitment and generosity of all those who stand behind Sun Youth—volunteers, individuals, companies and organizations supporting us with donations and with their time. These efforts make a huge difference in the lives of so many, whether their needs be temporary or more sustained. I am proud to be able to say that Sun Youth is really “there” for those who face adversity, struggle and who may be without hope—and even prouder that this will continue far into the future.



“




**WHAT A POINT OF PRIDE  
TO SEE THIS ORGANIZATION  
CONTINUE TO GROW—  
AND SHINE.**

”



## SUN YOUTH

6700, av. du Parc, Bureau 100, Montreal QC H2V 4H9

 (514) 842-6822    [sunyouth.org](http://sunyouth.org)    [infoejas-sy.org](mailto:infoejas-sy.org)

