

Annual Report

Youth in Mind Foundation — 2025

**YOUTH
IN MIND
FOUNDATION**



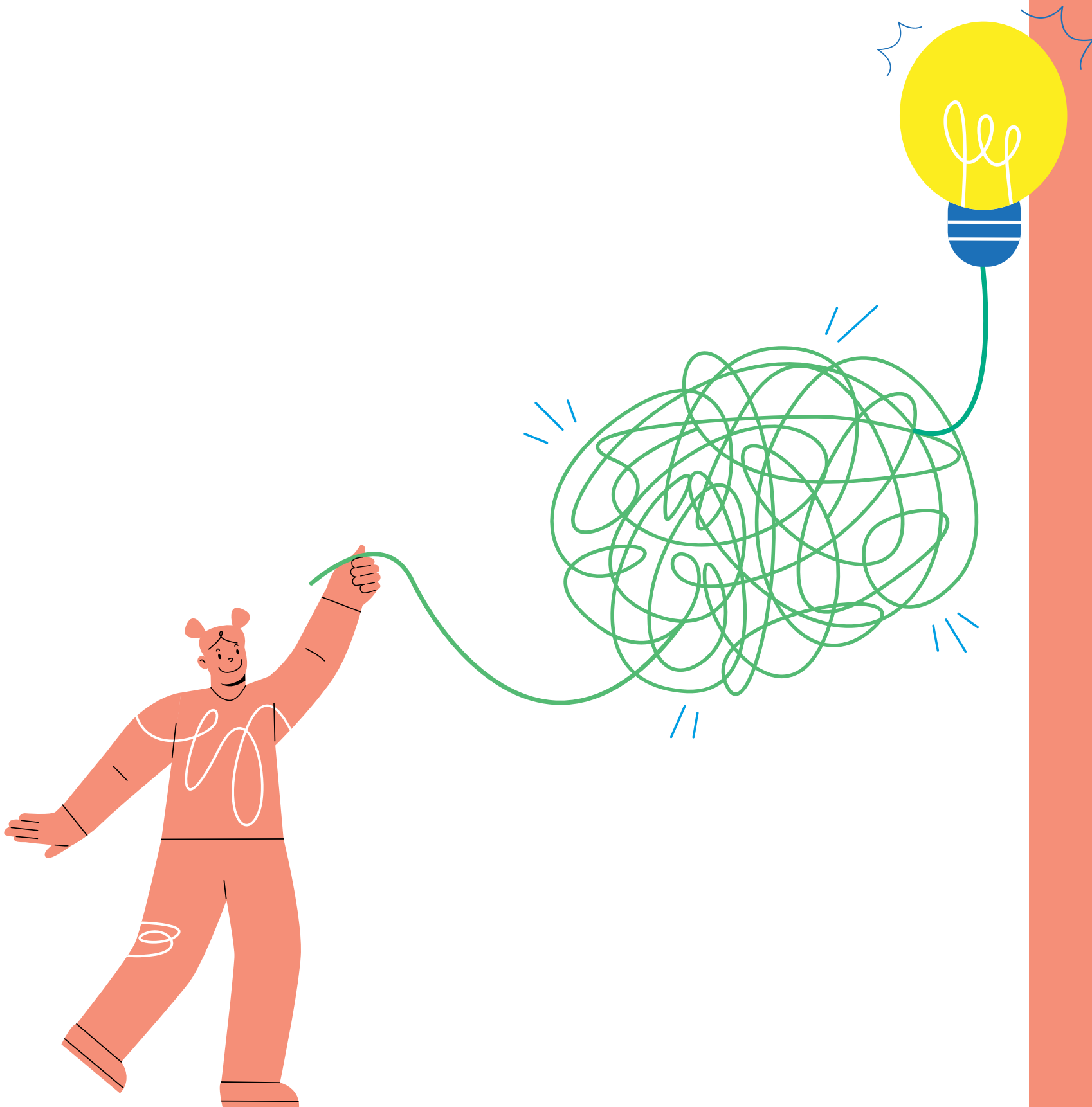


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Who we are From our Presidents

The year 2025 once again underscored the importance of supporting young people's mental health. At a time when so many teens are grappling with anxiety, performance pressure, hyperconnectivity, and major social changes, the need for support has never been greater.

In schools, community settings and through our work with parents, we see every day how much young people need spaces for dialogue, practical tools, and caring adults who can support them. Behind the numbers are human stories that remind us of the importance of taking action early.

This year, Youth in Mind Foundation furthered its mission by strengthening its prevention efforts and developing new tools for young people and those who care about them. We also continued to refine our approaches to ensure they remain accessible, relevant, and responsive to the realities young people experience today.

The year 2025 also marked several important steps forward for our Foundation: We developed new digital content, strengthened our partnerships with schools and community organizations, and launched new initiatives to improve the way we measure the impact of our work.

More than ever, prevention is essential to supporting mental health. And that means giving young people and the adults in their lives the knowledge and tools to recognize signs of vulnerability, encourage open conversations, and help create safer, more caring environments.

This mission would not be possible without the involvement of schools, parents, partners, volunteers, and donors who continue, year after year, to support young people across Quebec. Together, we can continue to support thousands of young people throughout the province and have a real impact on their well-being.

On behalf of the entire team, thank you for being part of this movement for prevention and hope.

Happy reading!

Mélanie Boucher
President & CEO

Éric Bujold
Board Chair

An *overview* of the Fondation



Our mission

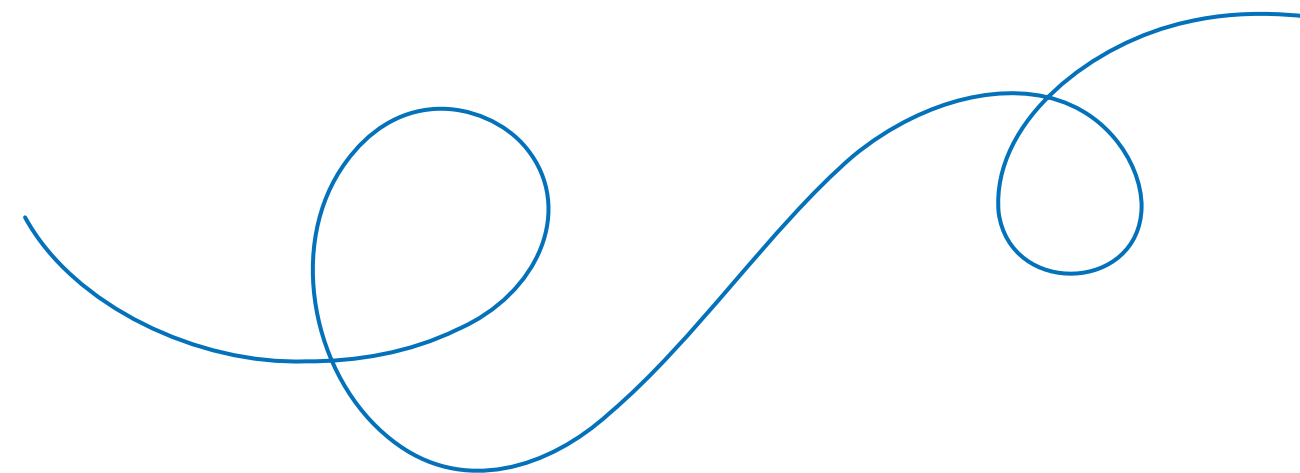
For more than 25 years, Youth in Mind Foundation has been dedicated to preventing psychological distress in teens and promoting positive mental health.

Our mission is to prevent psychological distress by raising awareness among young people and the adults who support them about mental health issues so they can strengthen protective factors and help to create more caring and supportive environments.

The Foundation supports young people ages 11 to 18 across Quebec by offering free prevention workshops in high schools, digital tools available online, and resources for parents, school staff, and community organizations.

Through prevention, active listening, and collaboration with schools and community organizations, **we aim to give young people and the adults around them practical tools to better understand mental health issues, recognize signs of distress, and support daily well-being.**

As the realities facing young people continue to evolve, our role remains essential: to act early, encourage open dialogue, and help build a strong support system around every young person—from school to home and throughout the community.



The Foundation *in numbers*

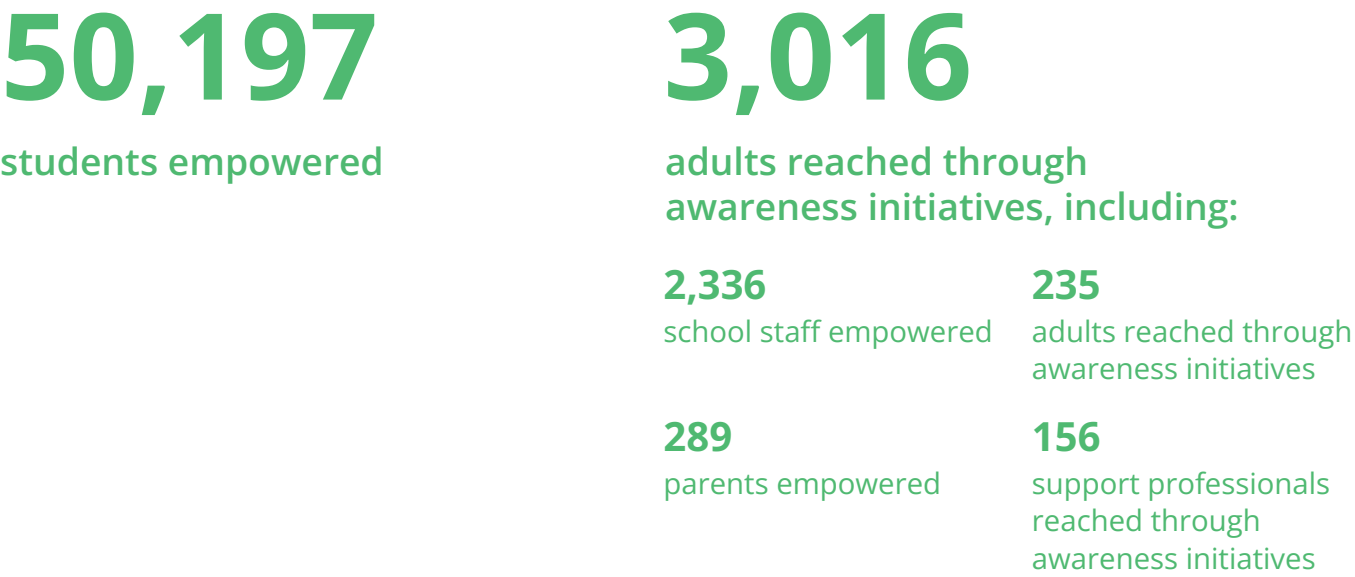
In 2025, Youth in Mind Foundation continued to expand its reach across Quebec. This year, we increased our presence in schools, reached many more adults through our awareness efforts, and expanded access via our digital resources.



Our presence in the field



People empowered and informed



Free prevention workshops offered in Quebec high schools to provide young people with practical tools and support the people and communities around them.

Our impact and investments



The Foundation *in numbers* (continued)

English-language division



A new initiative to make prevention more accessible to English-speaking youth and communities in Quebec.



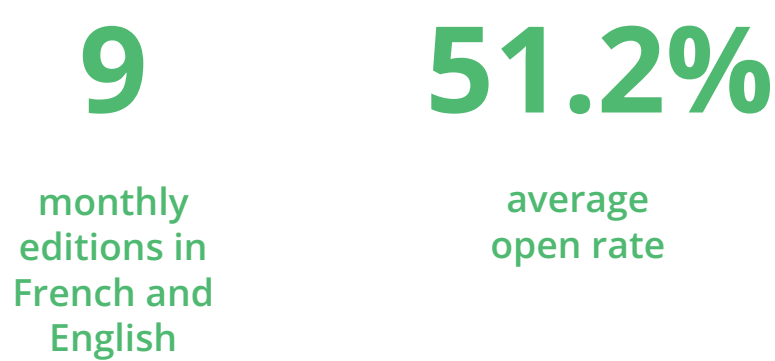
Regional presence in the Capitale-Nationale



Developing regional connections

A local presence that better responds to community needs by building a strong, collaborative support ecosystem for youth in the region.

Online



Regular communications to present our resources to schools and community organizations and support the adults who support young people across Quebec.

Testimonials *from schools*

"The workshop encouraged students to reflect on their own mental health and talk to an adult about what they were going through. It opened the door to conversations about their emotions and helped them better understand depression."

— Marie-Eve Matte-Gélinas, psychoeducator, Académie Sainte-Marie, Capitale-Nationale

"The examples were relevant and helped students better understand the concepts discussed. The topic resonated with students because it addressed situations they encounter in real life: how to recognize symptoms, what to do, and how to support a friend."

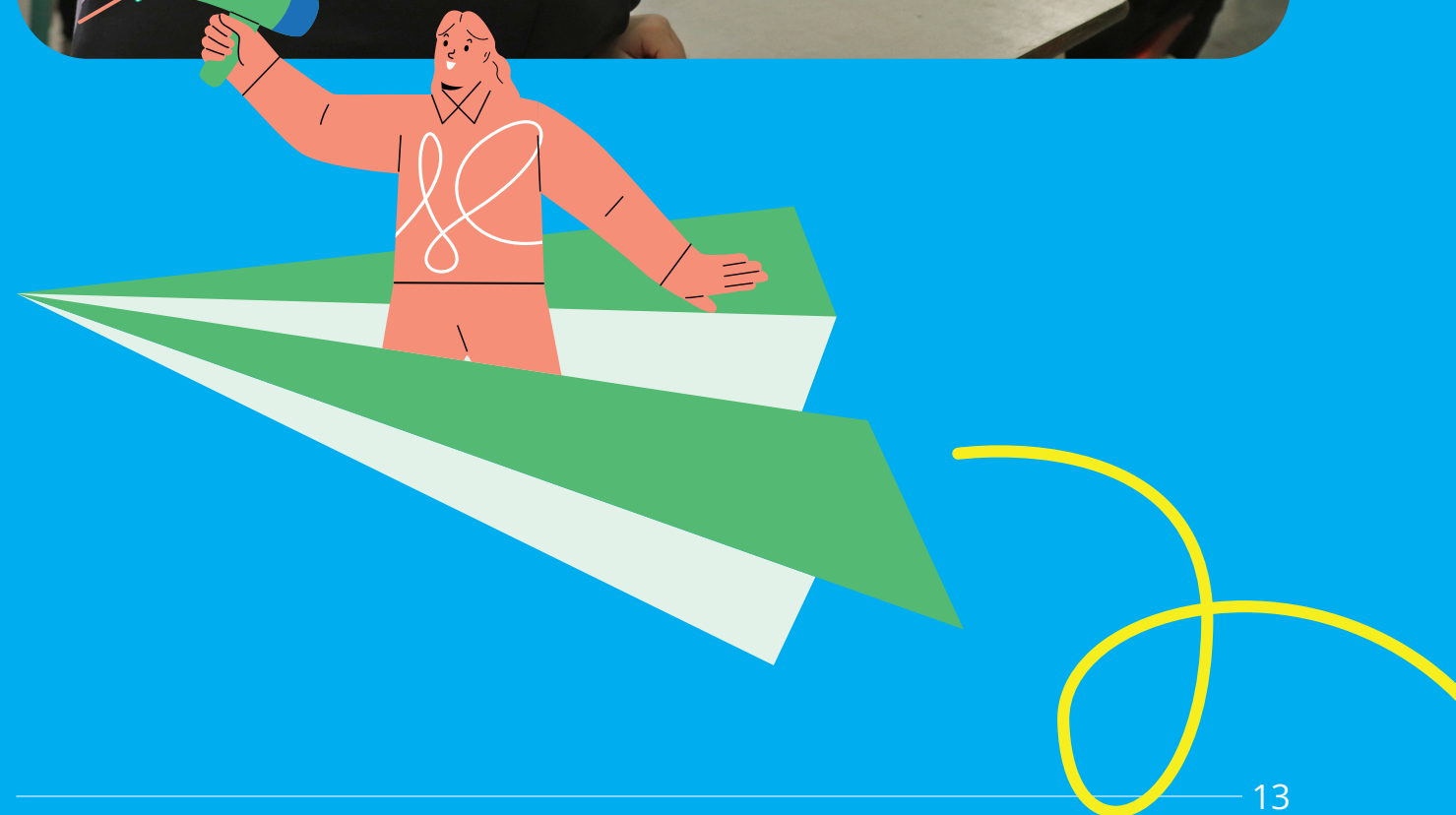
— Sarah Merlini, psychoeducator, Collège Jean de la Mennais, Montérégie

"The facilitators adapted really well to our students. The workshop dynamic was excellent: the facilitators' energy kept students' attention, the use of humour was appropriate, and the information was clear and interesting. Your work is extremely important. Thank you!"

— Marie-Pier, special education technician, École secondaire de l'Érablière, Lanaudière

"The workshops are full of practical strategies and good reminders about how to take care of ourselves and others. I believe they provided students with the confidence to seek support and know how."

— Anonymous, guidance counsellor, Miss Edgar's and Miss Cramp's School, Montreal



Expanding our reach

Free workshops offered in Quebec high schools have been at the heart of our mission from the beginning. They help open up dialogue, provide practical guidance, and help young people better understand their mental health.

Youth mental health continues to be a growing concern in Quebec. At a time when needs are rising and available resources are not always well known or easy to access, Youth in Mind Foundation remains committed to bringing its services to more young people, parents, and trusted adults across Quebec.

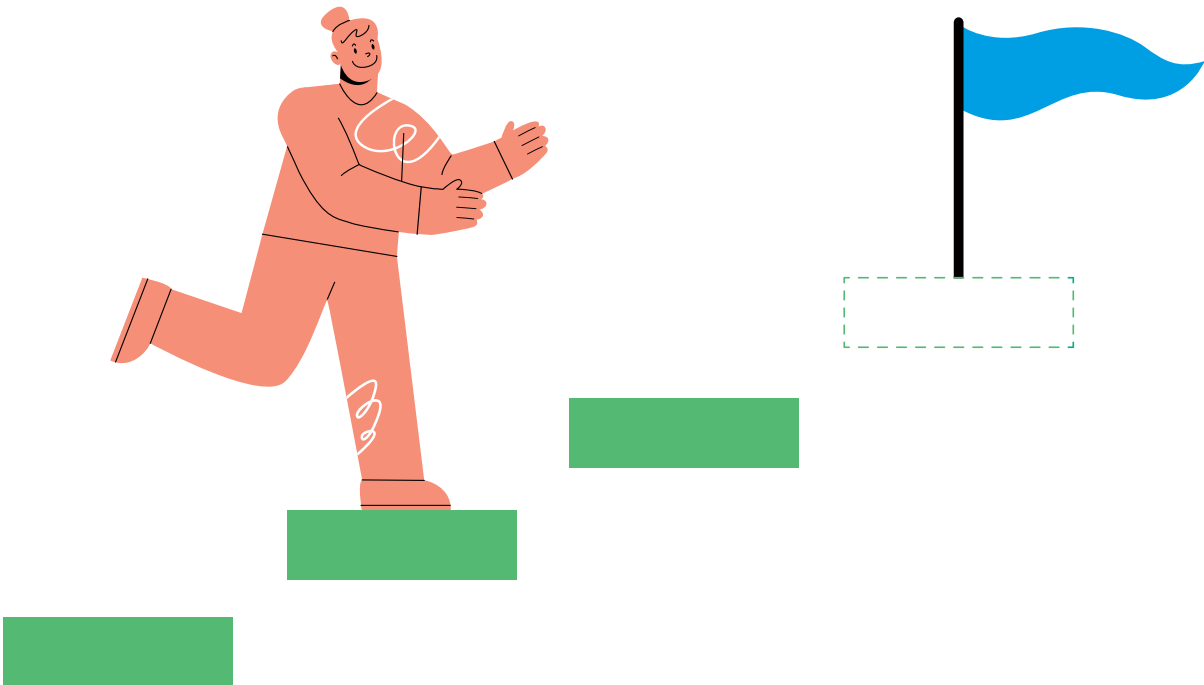
In 2025, we implemented several key initiatives to expand our reach in school and community settings while improving the experience of the populations we support.

These efforts stem from a clear vision: making youth mental health prevention more accessible, cohesive, and present in the various environments where young people live and grow.

2030 goal

85,000
people reached per year

Making schools *everyday partners*



In 2025, the Foundation strengthened its collaboration with schools by better structuring its processes and creating a user experience coordinator role.

This new approach helped us provide more consistent support to schools, including workshop follow-up, registration management, feedback analysis, and guidance for situations requiring additional support.

The evaluation tools used for school programs were also updated to standardize practices, better analyze feedback, and adapt content based on insights gathered from the field.

More than 15 observation sessions and school visits were coordinated throughout the year, notably to support the onboarding of new employees, welcome partners, host elected officials, and advance continuous improvement initiatives.

Together, these efforts helped streamline our operations, strengthen our relationships with schools, and make support more accessible within the support system around young people.

A better experience for schools

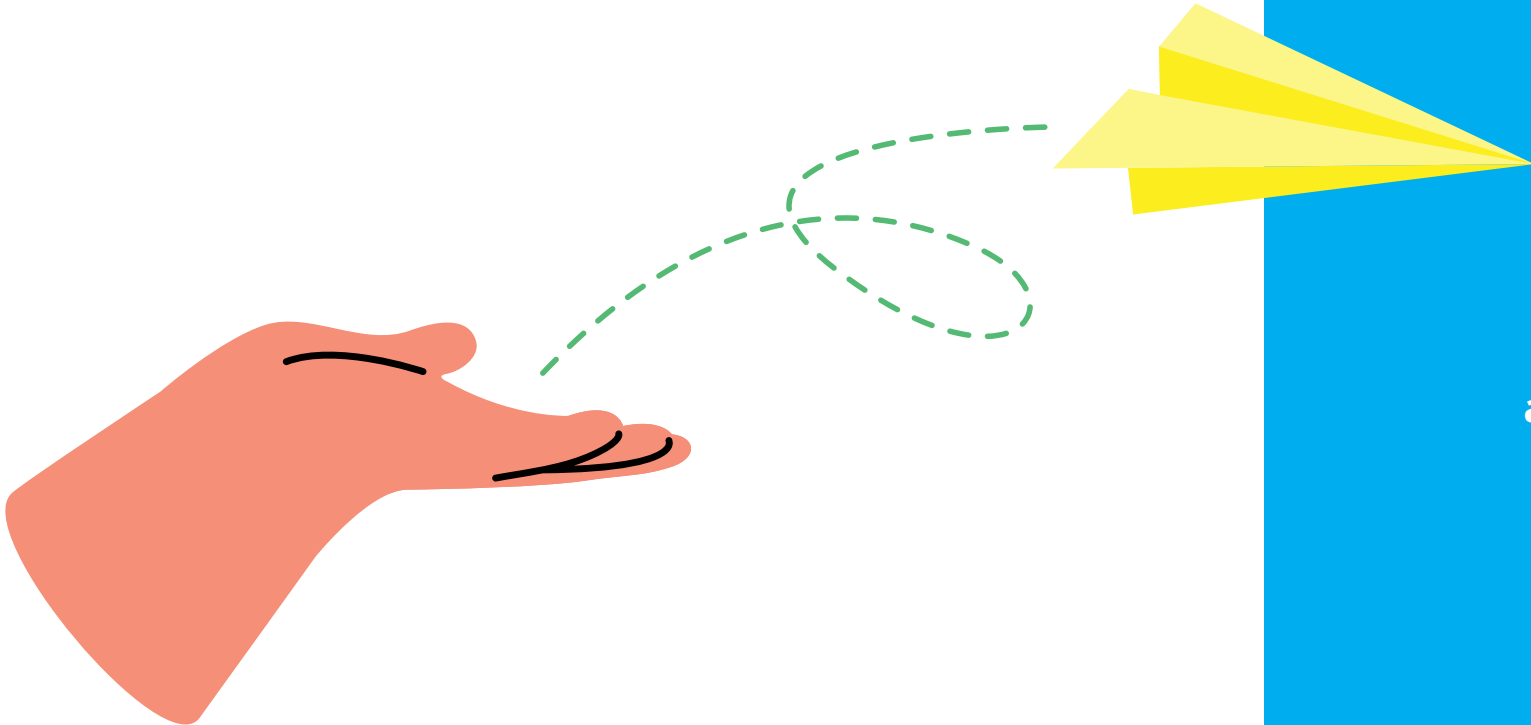
Analysis of in-the-field feedback

Streamlined booking process

More than 15 school observations and visits

Enhanced support for sensitive situations

Reaching more *young people at school*



2025 marked an important period of growth and organizational development for Youth Services. As the Foundation underwent organizational changes, expanded its English-language services, and consolidated its mobilization efforts, some outreach activities were temporarily scaled back.

Despite this, the Foundation continued to grow in several ways. In 2025, it expanded its presence to more schools, cities, and regions, while significantly increasing the number of adults reached by awareness activities.

This evolution reflects a commitment to growing in a sustainable way, staying closely aligned with the realities on the ground, and reaching more young people in the years ahead.

258

schools served

+12%

131

cities visited

+19%

3,011

adults reached through awareness initiatives

+30%

16

regions served

+7%

289

parents reached

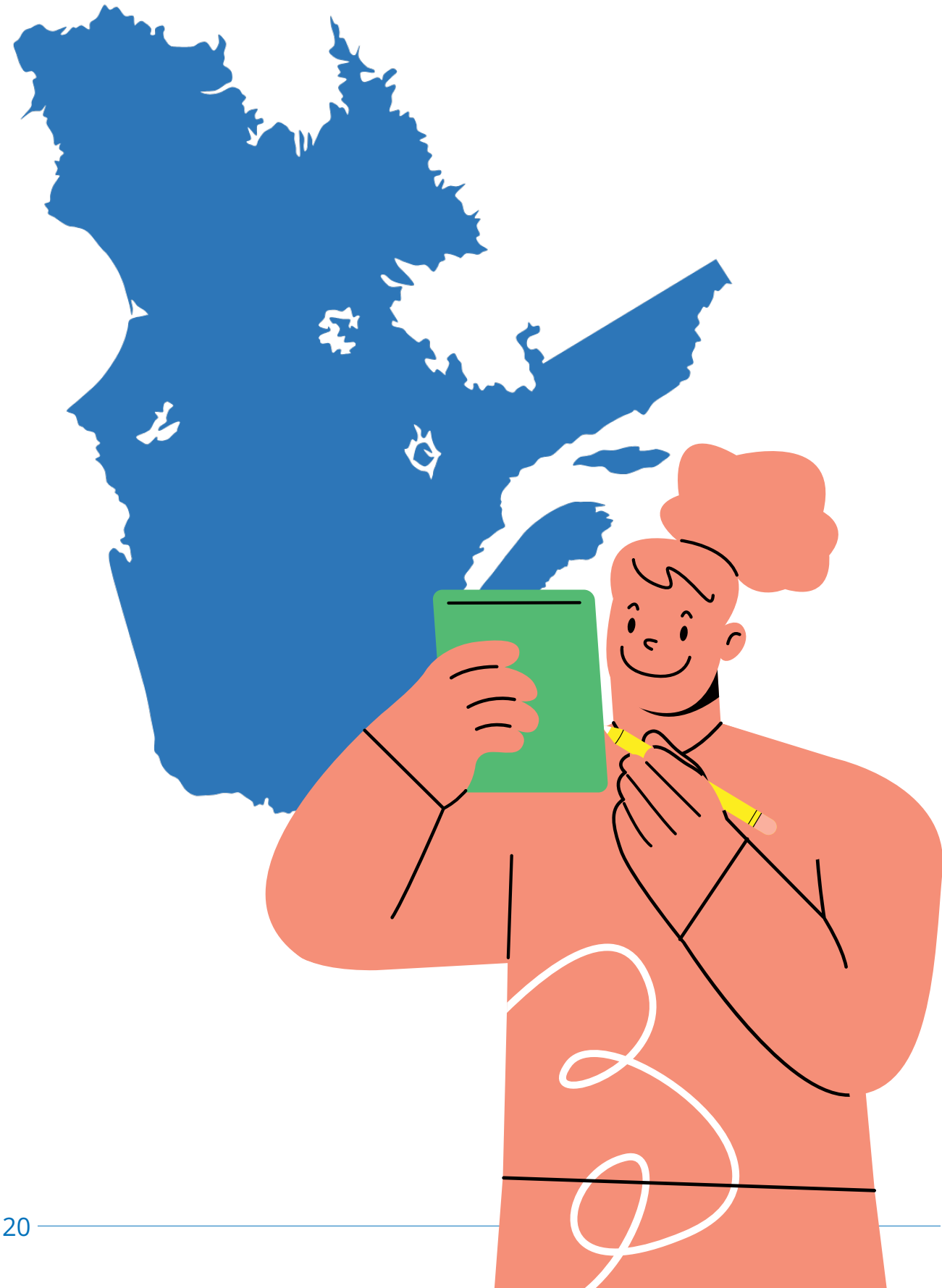
+69%

150

support professionals reached through awareness initiatives

+150%

* Percent change from 2024 to 2025.



Delivering impactful services *province-wide*

In 2025, the Foundation continued to expand its presence across Quebec while beginning the rollout of its English-language services.

This new offering enabled Youth in Mind Foundation to reach new schools and communities while building a more inclusive and accessible presence for English-speaking communities.

In total, our English-language division supported **2,291 people, including 2,015 students and 276 adults, across 25 schools, 17 cities, and 9 regions of Quebec.**

This expansion reflects the Foundation’s commitment to making youth mental health prevention accessible to more young people, regardless of their language or region.

2,015 students empowered	276 adults reached through awareness efforts	25 schools
17 cities	9 regions	92 workshops/ booths

* The 276 adults include parents, school staff, trusted adults, and support professionals reached through the English division’s activities. The 92 activities include Cycle 1 and Cycle 2 workshops as well as information booths. People reached through these activities are included in the total of 2,291 people.

Building recognition for our expertise *beyond our own channels*

In 2025, Youth in Mind Foundation was invited to contribute to several initiatives focused on raising awareness and advancing discussions around youth mental health. These collaborations reflect the growing recognition of our prevention expertise, both in athletic settings and in national forums.

Among the highlights, the Foundation participated in the Montreal Canadiens' first-ever **#HockeyTalks** youth event, in collaboration with Sport'Aide. Before an audience of more than **130 young athletes** from Collège Charles-Lemoyne, discussions explored stress, performance anxiety, and the importance of prioritizing mental health. Joint posts with the Montreal Canadiens also generated approximately **300 new social media followers** in a single week.

The Foundation also took part in a pan-Canadian panel organized by Mental Health Research Canada to discuss a report released as part of **Bell Let's Talk**. The discussion explored the state of youth mental health in Canada and brought together several organizations working to support young people. The Foundation's participation helped highlight its prevention and awareness approach on a national stage.

As part of Bell Let's Talk 2025, the Foundation also benefited from increased visibility as one of six Canadian organizations selected to receive support during the campaign's 15th edition. Along with having its logo featured in Bell's television advertisements, the Foundation was mentioned more than 70 times across Bell's digital platforms and promoted the campaign more than 40 times through its own channels.

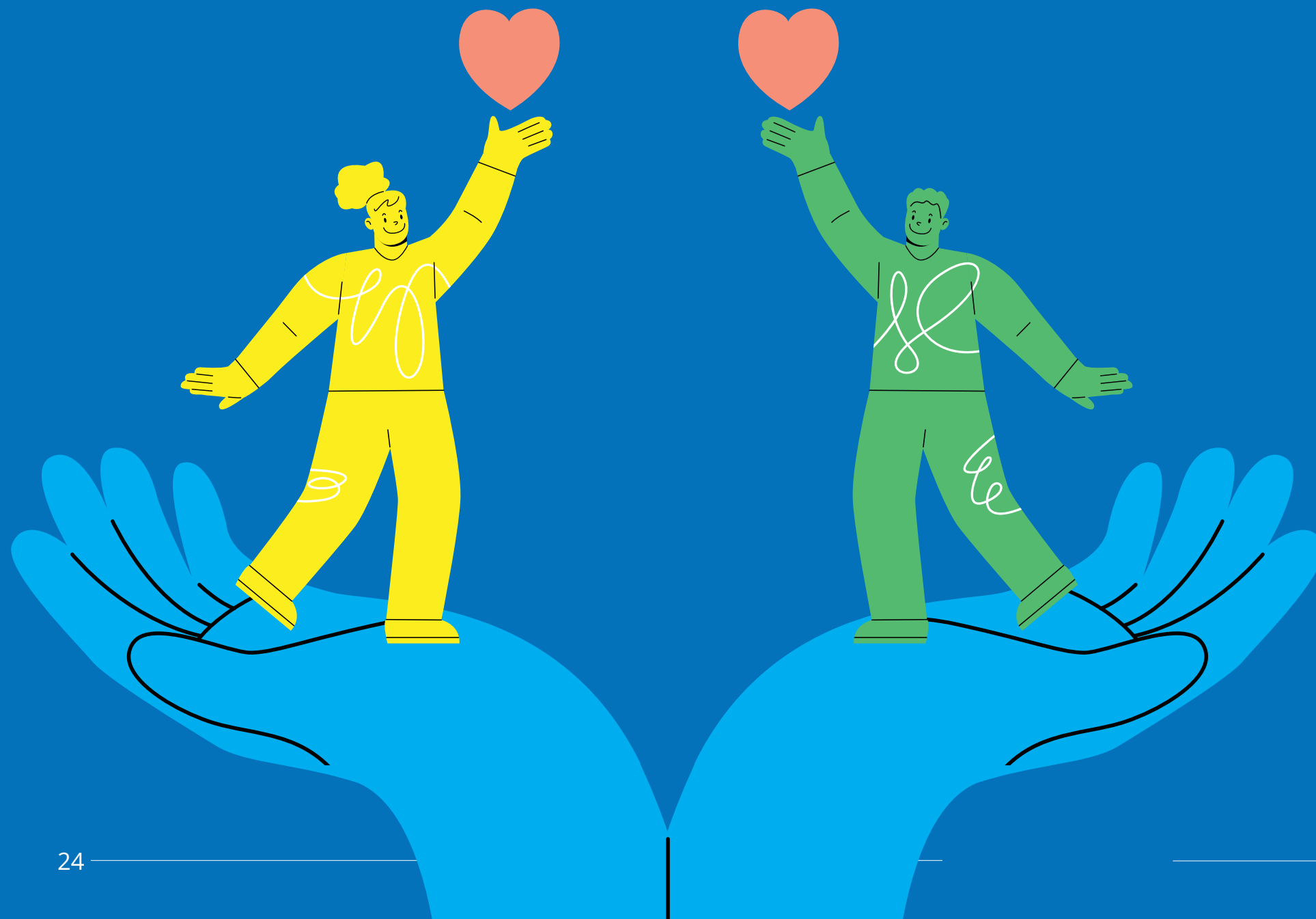
This visibility helped raise awareness of our mission among a broader audience and highlight our resources, including through an article published on our website and a newsletter distributed to school communities.

The Foundation also helped raise awareness among teens' support networks through presentations to Bell and LG2 employees. Our teams delivered the **Support System: responding to psychological distress in teens** workshop to more than 80 LG2 employees, and participated in a panel discussion for Bell parents and employees with more than 100 participants in person and online.



In parallel, the partnership with **CF Montréal** continued, guided by a shared commitment to promoting mental health in sports to support young people, their families, and sports communities. The partnership included a social media awareness campaign, workshops for young athletes at the CF Montréal academy, digital content highlighting the link between sports and mental health, and opportunities for engagement at sports events.

Together, these speaking engagements, partnerships, and initiatives help amplify our message: Youth mental health needs to be supported in every setting where young people learn, grow, and connect—at school, on the field, online, and in the community.



Innovating for better prevention

Continuously improving *our approaches*

Prevention that evolves alongside young people’s realities

The mental health challenges young people face are constantly evolving, as are the social, digital, and relational realities that shape their lives. For our prevention efforts to remain relevant and effective, we must continuously adapt, learn, and innovate.

In 2025, Youth in Mind Foundation continued to explore new ways to support young people, work more closely with experts and community partners, and create content that reflects the realities and concerns of young people and the adults around them.

From developing new educational tools and digital content to building partnerships with specialized organizations and finding better ways to assess the impact of our work, we continue to improve our ability to prevent psychological distress in Quebec teens.

Developing a monitoring process

To better identify and understand emerging mental health issues affecting young people, the Foundation developed a new internal trend-monitoring bulletin in 2025.

This tool compiles information from a variety of sources (research studies, media, and field observations) to provide insight into the concerns raised by young people, parents, school staff, and community organizations.

This process allows us to deepen our analysis, more precisely target our awareness initiatives, and foster a culture of learning and continuous improvement within the organization.

Rolling out an impact measurement process

In 2025, the Foundation began developing a structured approach to measuring the impact of its programs.

Phase 1 (September 2025 – June 2026)

Laying the foundations: defining the outcomes we aim to achieve, developing a theory of change, and identifying internal areas for improvement.

Phase 2 (July 2026 – ongoing)

Deploying evaluation tools: defining indicators, data collection methods, and initial data analyses.

By investing in impact measurement, we are strengthening our capacity to learn, innovate, and maximize the impact of our programs for young people.



Expert Committee

In 2025, the Expert Committee was given a specific mandate: reviewing and validating the Foundation’s content.

The members analyzed certain content in its existing form, issued evidence-based recommendations, and proposed improvements. Their multidisciplinary expertise from academic, clinical, and community settings helped bring scientific rigour to the process.

Marie-Pierre Gagnon-Girouard

Professor at the Université du Québec à Trois-Rivières and head of a research group on body image.

Morgane Gabet

Assistant Professor at the École de santé publique of Université de Montréal, and expert in mental healthcare organization.

Caroline Bolduc

Social worker, expert in supporting young people and families, and columnist for Radio-Canada.

Myriam Robitaille

Private consultant offering mental health services and support for businesses.

Giovanni Arcuri

Lecturer at McGill University, founder of the Vivago mental health clinic, and expert in the integration of vulnerable populations.

Alexie Kim

Doctoral student in public health and expert in community mental health organizations.



Developing content that addresses *young people's realities*



Just a Phase

3.5 MILLION IMPRESSIONS

1 MILLION PEOPLE REACHED



Created in collaboration with **GRIS-Montréal** and **Ensemble pour le respect de la diversité**, and produced by **À la trois média**, the bilingual documentary series “Just a Phase/C’est juste une phase,” powered by **Manulife**, was launched on October 10, 2025, to mark World Mental Health Day.

Through personal stories and accessible conversations, the series aims to foster dialogue around the experiences of LGBTQ+ youth and raise public awareness of mental health and inclusion.

Watch all the episodes [here](#).

Developing content that addresses young people’s realities (cont.)

Adolescence: It’s not a crisis. It’s a normal life stage.

In collaboration with Marie-Ève Caron, founder of the organization SantéFamille, the Foundation published content that challenges the myth of the “terrible teens” and reminds us that most young people go through adolescence without experiencing a major crisis.

The content was shared on social media and in the school newsletter as part of **Bell Let’s Talk Day**.

Read the article in [English](#)

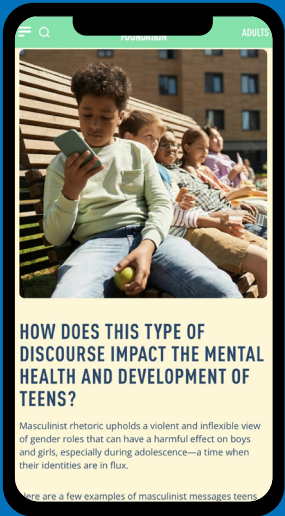
Teens and the manosphere

In collaboration with doctoral candidate François Gillardin and Professor Samuel Tanner of the École de criminologie de l’Université de Montréal, and the Centre pour l’intelligence émotionnelle en ligne (CIEL), the Foundation developed content to help adults better understand the impact of manosphere content on young people.

This content offers practical guidance on how to foster open conversations and support young people as they navigate hateful and polarizing content online.

“You don’t have to be an expert to help young people challenge masculinist rhetoric. You just need to be there for them, be ready to listen, and ask questions.”

Discover three practical ways to help young people critically assess masculinist rhetoric and understand its impact.



Olie Éducation: Opening up conversations with young people

In collaboration with Olie Éducation, a platform specializing in social, emotional, and sexual health education, the Foundation co-created a series of resources for parents and trusted adults.

The resources explore topics that can be challenging to discuss at home, including:

- Sexuality in the digital age
- Gender stereotypes
- The basics of sexual health education

Through this partnership, the Foundation aims to give adults the tools and confidence to start open, supportive conversations that reflect the realities teens face.



Developing content that addresses young people’s realities (cont.)

Supporting the mental health of young athletes

In collaboration with **the Aléo Research Chair and CF Montréal**, the Foundation developed several resources for young athletes’ support networks.



These resources cover topics including:

- Performance pressure
- Balancing sports and well-being
- Recognizing the signs of psychological exhaustion
- Adults’ role in supporting young athletes

Content produced



Play on: The positive impact of sports on teens

[Read the article](#)



Teens and sports: When pressure takes the joy out of the game

[Read the article](#)



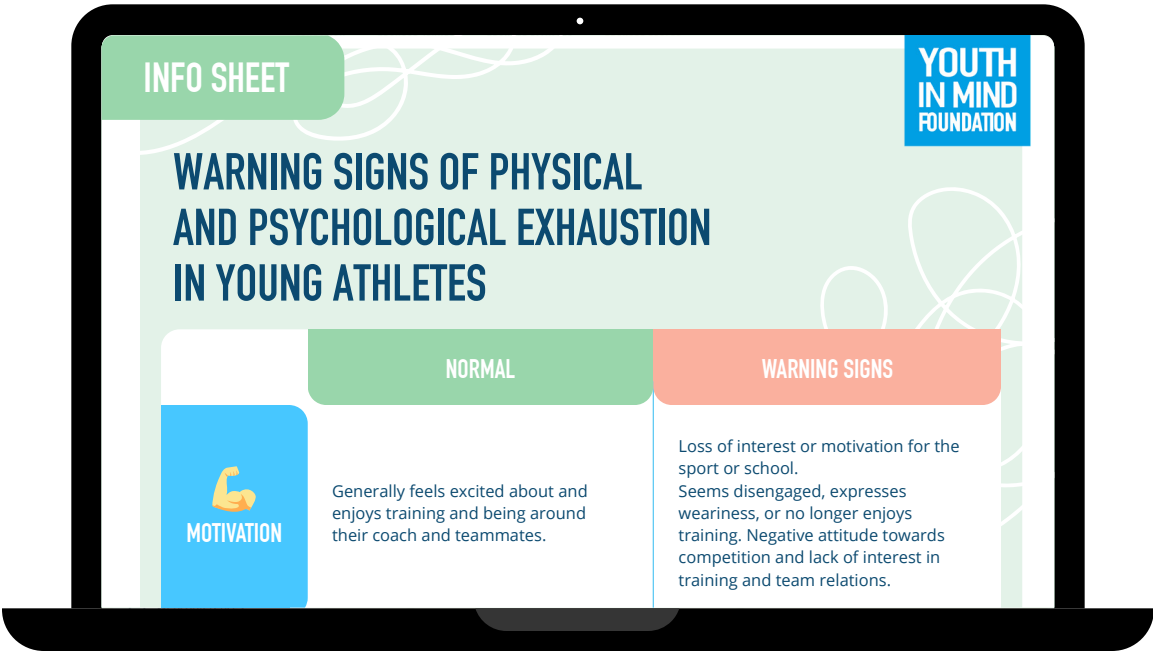
How to support mental health and balance in young athletes

[Read the article](#)

Info sheet

“Warning signs of physical and psychological exhaustion in young athletes.”

[View the info sheet](#)



Developing practical tools for *young people and those around them*

Your First Job: A ready-to-use educational game

In collaboration with psychologist Nathalie Parent, the Foundation developed a new educational activity focused on balancing work and studies.

The game explores several important topics:



Schedule management



Work environment



Healthy habits



Health and safety



Harassment prevention



The goal: to help young people develop a healthy relationship with their first job while supporting their mental well-being.

[Learn more](#)

New info sheet for parents

A new practical tool was also created to help parents and trusted adults encourage teens to open up.

[Download the info sheet](#)



Making our content *more accessible*

Adapting our content for the English-speaking community

With support from the Secrétariat aux relations avec les Québécois d’expression anglaise, the Foundation continued the linguistic review and cultural adaptation of its English-language toolkits and digital resources.

This initiative helps ensure that our content is more accessible and better reflects the realities of the English-speaking community.

Our tools in English



Mobilizing communities around young people

Youth mental health prevention is a collective responsibility. Families, schools, community organizations, public institutions, and local partners all play an essential role in supporting teens' well-being.

In 2025, the Foundation continued its efforts to **strengthen the support network around young people by building cross-sectoral partnerships and helping to create an ecosystem rooted in the realities teens face.**

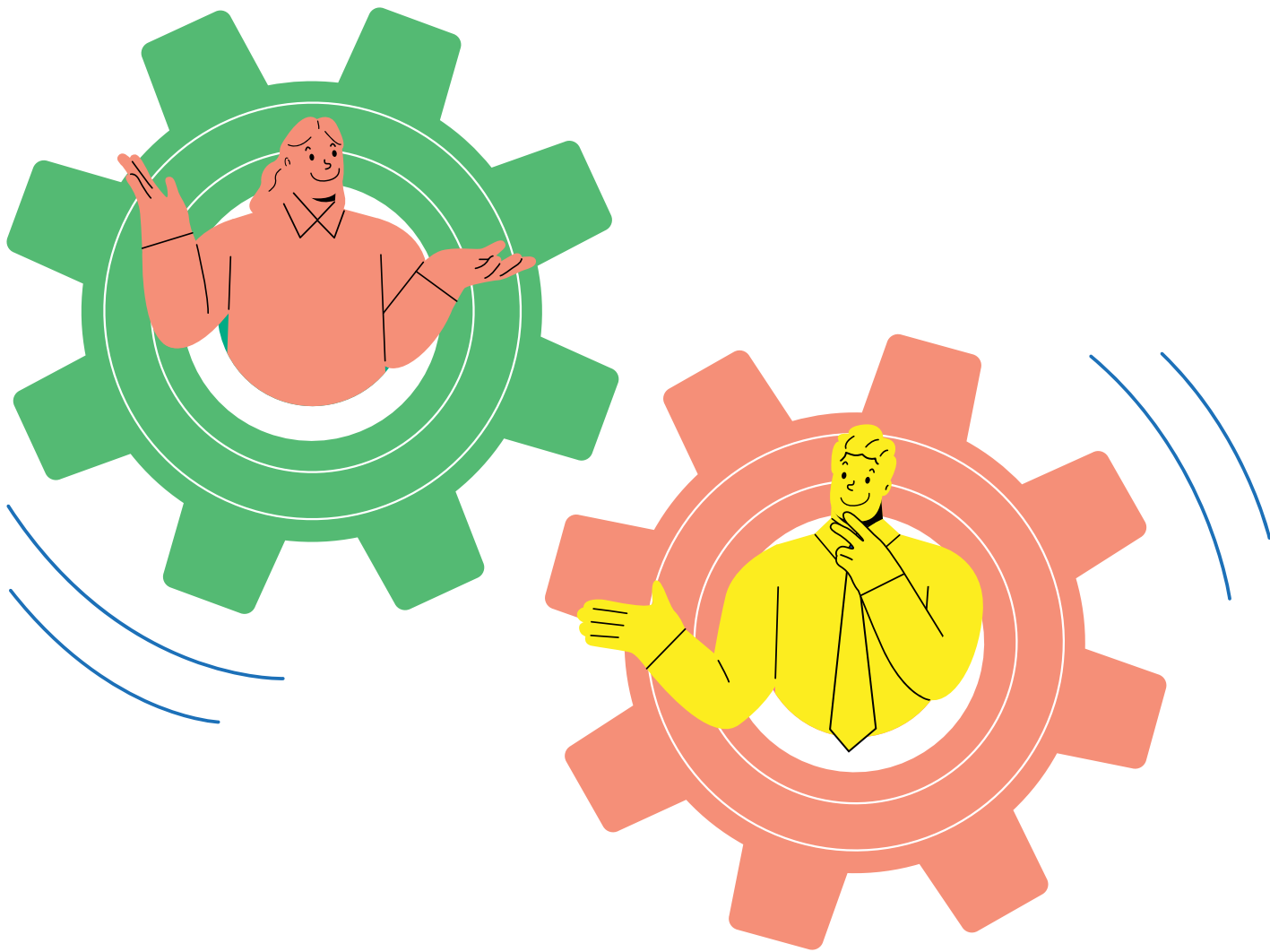
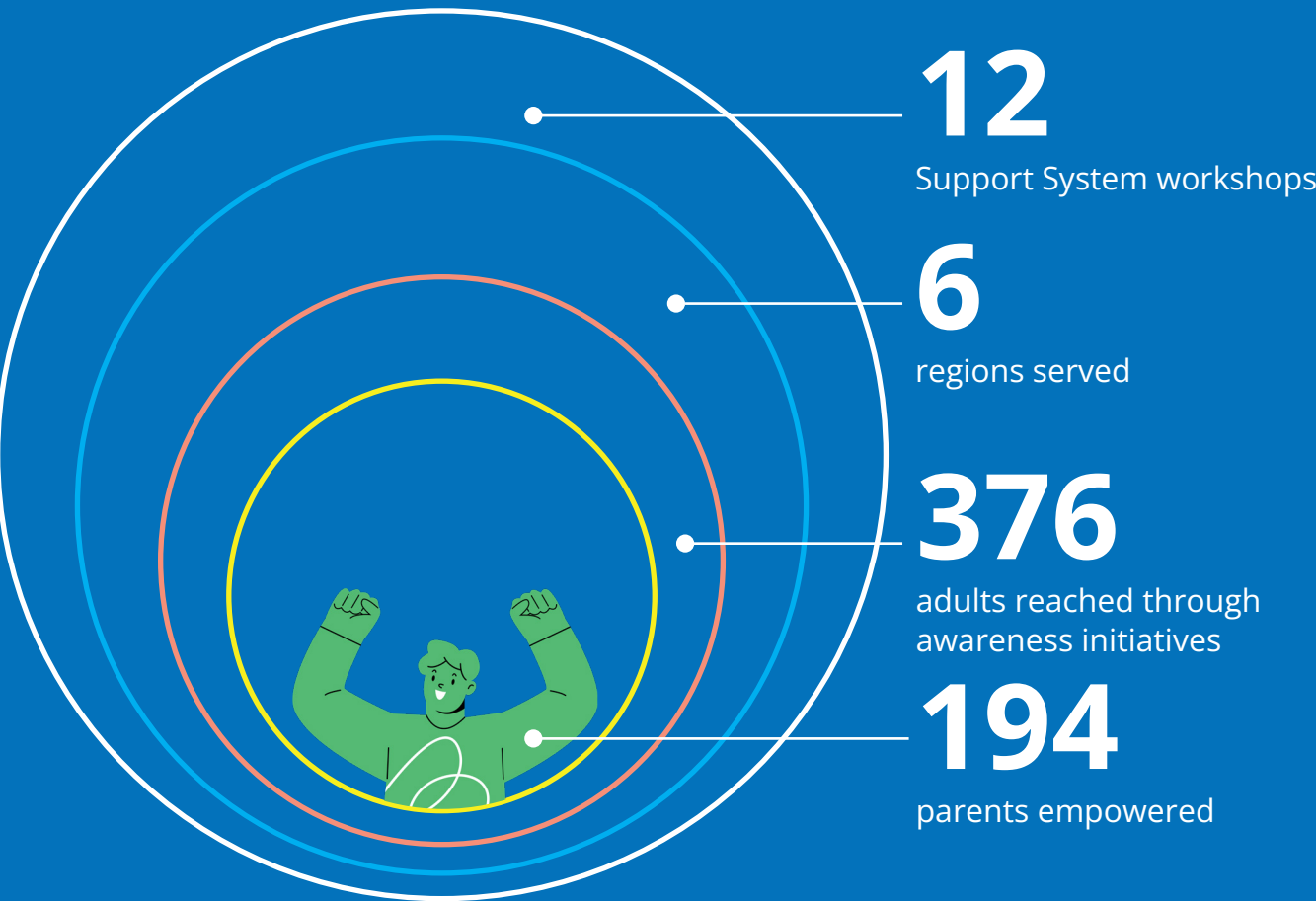
These initiatives contribute to **creating more connected, accessible, and compassionate environments** for young people and those who support them.



Empowering *parents*

Parents and trusted adults play a central role in the well-being of teens. In 2025, the Foundation continued its efforts to offer practical guidance to help adults better understand young people’s experiences and provide compassionate support.

The **Support System: responding to teen distress** workshop, along with various digital resources and awareness-raising tools, helped support families across Quebec.



Strengthening the community support network

Mental health prevention relies on the involvement of multiple actors: community organizations, **the health and social services network, support professionals, parents, municipalities, and local, regional, and national partners.**

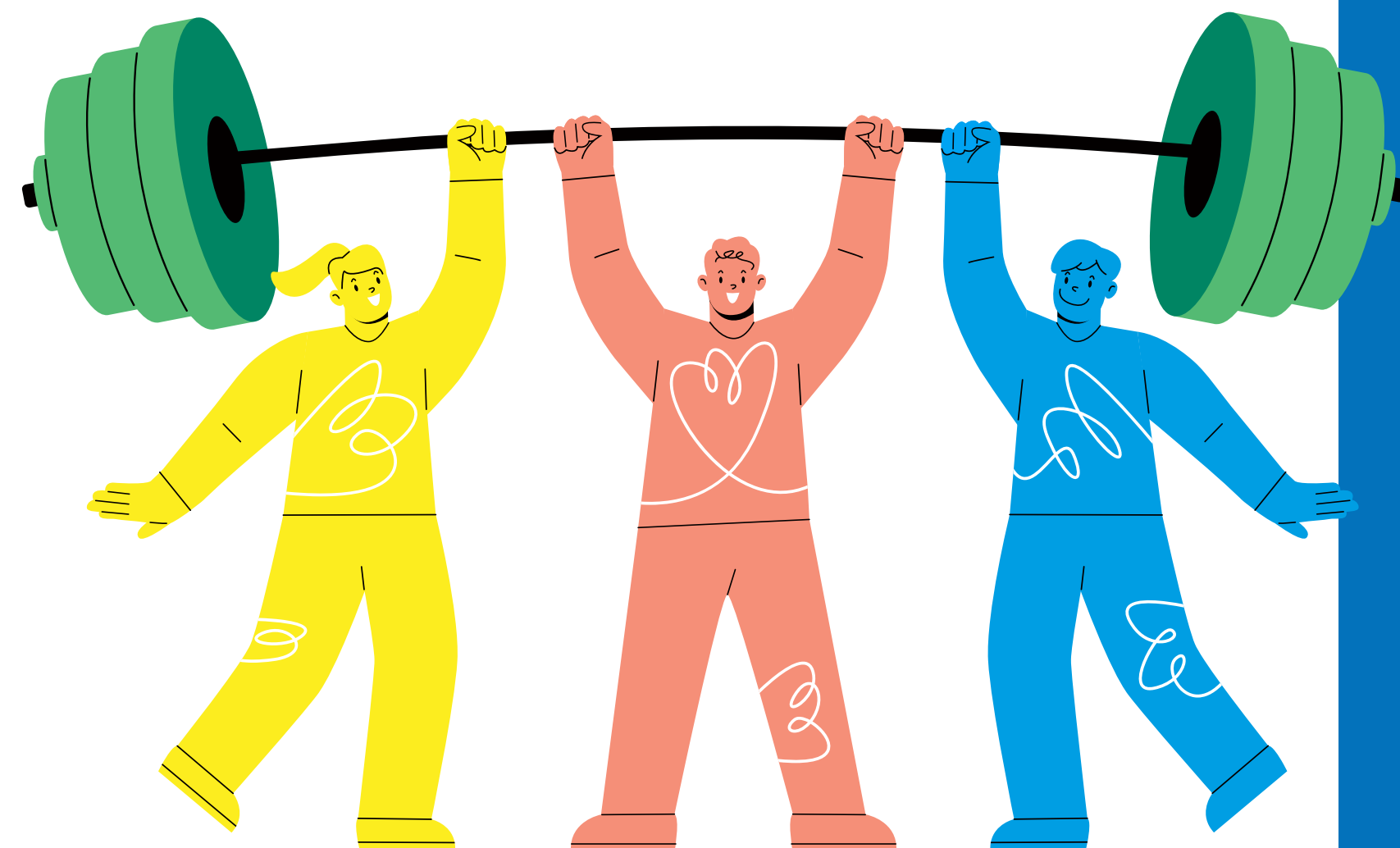
In 2025, the Foundation continued developing partnerships with various sectors to **strengthen how available resources work together to youth and those who support them.**

Meetings were held with the public health departments of Quebec City and Bas-Saint-Laurent to **better align our services with the realities of school and community settings and highlight the connections between the Foundation's content and the competencies outlined in the ÉKIP framework.**

The collaboration undertaken with the Direction de la protection de la jeunesse (DPJ) de la Capitale-Nationale also helped **raise awareness among young people and improve content designed to address a range of youth experiences and realities.**

Finally, the partnerships developed with several organizations supported through the Quebec City Bal du maire helped **enhance collaboration among organizations working with young people.**

Together, these collaborations help **build a more connected, accessible, and safe environment for teens and those around them.**



Supporting young people *beyond the school setting*

Young people's mental health is shaped by much more than what happens at school. That is why the Foundation also develops tools and resources that are accessible to teens, parents, and trusted adults in other settings where they live and grow.

In 2025, a number of digital resources and awareness tools were created to help families address a variety of tough topics, including:

- Performance pressure in sports
- Manosphere rhetoric
- Sexuality in the digital age
- Interpersonal relationships
- Parent-teen communication

The Foundation also continued to develop accessible online resources to complement its in-person workshops. These resources provide young people and those around them with practical guidance, strategies, and tools tailored to their realities, both at home and in their communities.

By taking a complementary approach that involves schools, families, and communities, the Foundation helps strengthen the support network around teens and makes prevention more accessible across Quebec.

Testimonial



Teacher

"Such a great presentation. I really loved Séraphin and Thy. They are two incredibly caring people who make a real difference in young people's lives. Thank you. :) Thank you for your energy and for sharing examples from daily life. Thanks for your dedication. I'm so grateful to have you in our schools."

– Anonymous



Governance, team, and culture

Governance

The Board of Directors met four times during the year to provide ongoing oversight of strategic priorities, financial matters, and organizational changes. **Comprising 20 members from diverse professional backgrounds**, the Board continued to play a key role in oversight, providing guidance and strategic reflection throughout the year.

The addition of Di-Thai Hua to the Board in 2025 further enhanced the collective expertise and diversity of perspectives at the table. The Board also supported several key decisions to strengthen governance, build internal capacity, and ensure the long-term sustainability of operations, while remaining aligned with the Foundation's mission of preventing distress and promoting positive mental health in teens.



Our *Board of Directors*

The year 2025 was marked by active, rigorous, and mission-driven governance as Youth in Mind Foundation continued to grow and improve its organizational structure.

Executive Committee

Éric Bujold
Board Chair, FJET
Vice Chairman and Chief Client Relationship Officer, National Bank of Canada

Nathalie Gagnon
Vice-President, FJET
Partner, Lawyer, Head of the Montreal Business Law Group, BCF Business Law

Geneviève Deschamps
Treasurer, FJET
Chief Financial and Technology Officer, CSL Group Inc.

Luc Bachand
Member of multiple boards

Donald Bastien
Member of multiple boards

Jean-François Chalifoux
President and CEO, Beneva

Stéphane Lavigne
Executive Vice President of Groupe RHR

Jean-Sébastien Monty
Senior Partner, President, Humanise Collective

Patrick Palerme
Managing Director, North America, Global Change Leaders

Board members

Réal Bellemare
Director and Advisor

Sonia Boisvert
Partner, Assurance, and Human Resources Leader, PwC Canada

Geneviève Brouillard
Senior Vice-President, Quebec and Eastern Ontario, Scotiabank

Catherine Bureau-Lavallée
Senior Director, Strategic Alignment and Performance, Life and Health Insurance, Desjardins

Marie-France Gagnon
President, Scanmeg Inc.

Simon Gauthier
Partner and Lawyer, Dentons Canada

Di-Thai Hua
Executive Vice-President, Operations, Desjardins

Marjolaine Hudon
Regional President, Quebec Headquarters, RBC Royal Bank

Jean Mongeau
Professional Coach, Double Impact Coaching

Sophie Ouellet
Vice-President, Business Development, Group Benefits, Sun Life

Érik Ryan
Special Advisor

Ex officio members

Paul Gaulin
President, Paul Gaulin Management Inc. / PG Immobilier S.E.C. / PG Aviation S.E.C.

Dr. Yves Lamontagne
Psychiatrist and founder





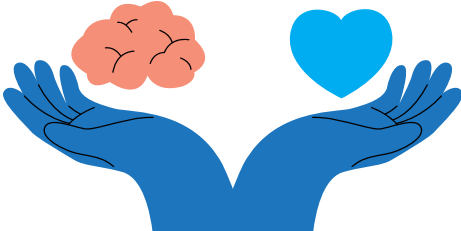
Our team

Youth in Mind Foundation is first and foremost a team of people who are passionate about a collective project: helping our future generations to thrive.

- 36 permanent staff members
- 23 field workers who meet with teens in person
- 60+ dedicated volunteers

Our values

Openness



Boldness



Rigour



Collaboration



Organizational *highlights*

Consolidating our foundations to make a greater impact

Organizational evolution and team structuring

From an organizational and human resources perspective, 2025 represented a pivotal year for the Foundation. The Communications and Fundraising teams were combined to improve message alignment, optimize practices, and increase the impact of outreach and fundraising initiatives.

In this context, **Chantal Raymond was appointed Vice-President, Fundraising, Communications and Marketing.** This new structure has fostered greater collaboration between teams and strengthened the Foundation's development and outreach strategies.

Catherine Burrows also joined the Foundation as Philanthropic Development Director. Her arrival supports the Foundation's continued growth in philanthropic partnerships and strengthens efforts to build new relationships and mobilize support for the mission.

The leadership team was also strengthened with the arrival of Sarah Zonzolo as Corporate Communications Manager. Her role helps enhance the structure of institutional communications and strengthen the Foundation's strategic positioning with key audiences.

In addition, **Claudia Cojal joined the Foundation as Administrative and Financial Director.** Her expertise has helped strengthen financial practices, advance organizational processes, and support the leadership team in key aspects of financial management and governance.

Transformation of Youth Services

The year 2025 also marked a significant transformation within Youth Services. The arrival of **Marc-André Delorme**, first as Director of Programs and later appointed **Vice-President, Youth Services**, helped initiate a major restructuring of teams and operations.

Youth Services now operates within a structure built around **three complementary pillars:** school programs, community engagement, and knowledge management. This reorganization aims to support the growth of our service offer, improve operational efficiency, and enhance the quality of interventions with young people, schools, and communities.

Modernization of tools and practices

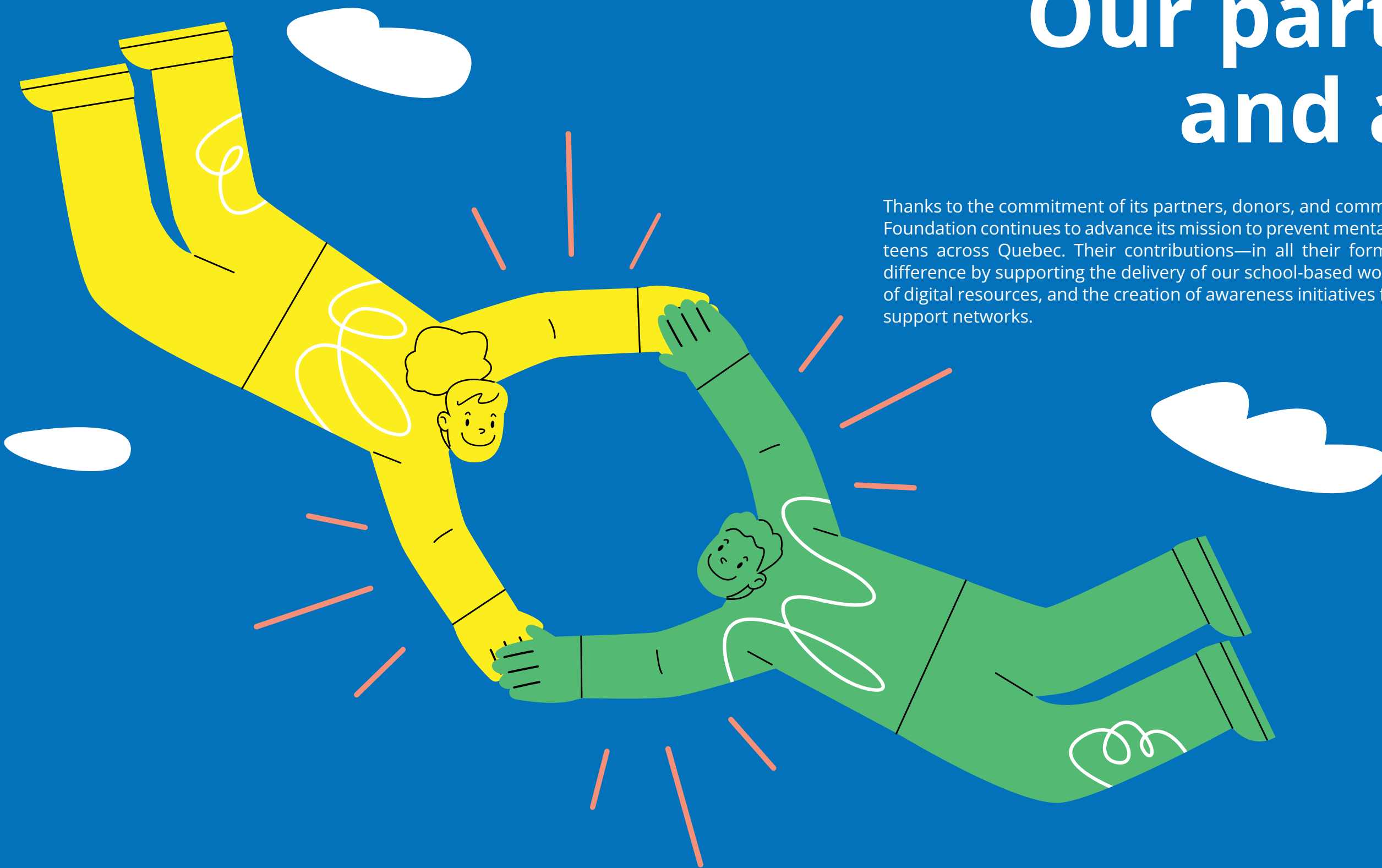
On the financial and administrative front, the Foundation began transitioning to a **new accounting firm** in 2025 to support sound governance and continuous improvement. This transition led to the review of financial monitoring tools and improved the clarity and accessibility of information available to the leadership team and Board of Directors.

The year 2025 also marked the **launch of information technology projects** in collaboration with **Solulan.** These initiatives aim to modernize internal tools, optimize certain organizational processes, and support the growth of operations with a focus on long-term efficiency and performance.

Together, these decisions and transformations helped build on the Foundation's achievements and position Youth in Mind Foundation to continue advancing its mission with efficiency, agility, and reach.

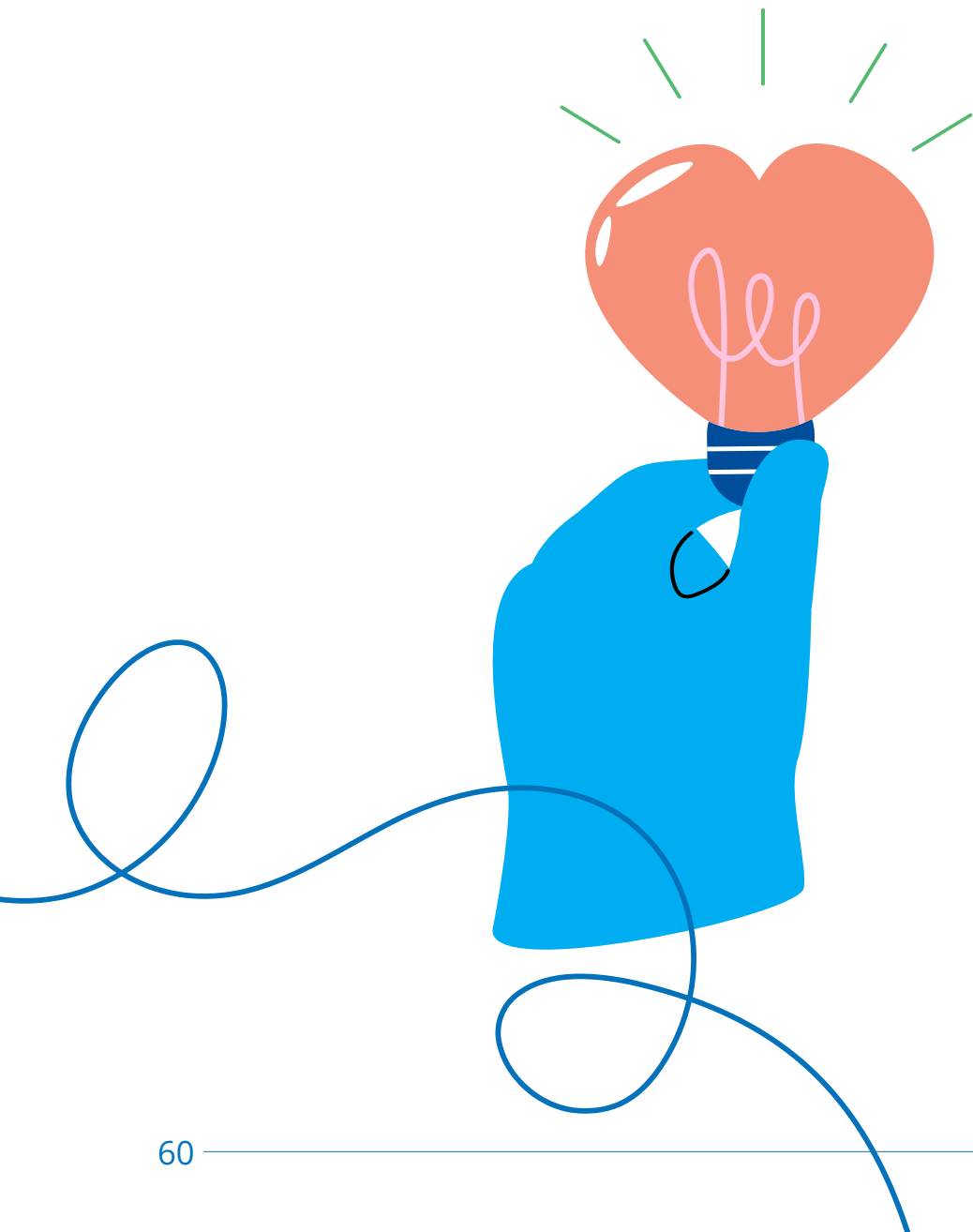
Our partners and allies

Thanks to the commitment of its partners, donors, and community allies, Youth in Mind Foundation continues to advance its mission to prevent mental health challenges among teens across Quebec. Their contributions—in all their forms—help make a tangible difference by supporting the delivery of our school-based workshops, the development of digital resources, and the creation of awareness initiatives for young people and their support networks.



Spotlight on *our donors*

Youth in Mind Foundation would like to thank its partners for their commitment to youth mental health and their support of its prevention mission. This support allows us to continue our work with teens in Quebec, expand the reach of our resources, and make mental health prevention more accessible to young people and those who support them.



“Manulife is helping build a future where every generation can thrive. Through our Longevity Institute, we are committed to helping people live longer, healthier lives.”

– Alexis Gerbeau, head of Manulife Quebec



“At Bell, we believe in taking meaningful action to give young people the tools they need to navigate mental health challenges. Our collaboration with Youth in Mind Foundation reflects our commitment to supporting initiatives that create a lasting impact in the community.”

– Mary Deacon, Chair, Bell Let’s Talk initiative



“Young people’s mental health is essential, and knowing that concrete tools and resources exist and have a real impact is vitally important, and the entire community benefits.”

– Maxime Ménard, Global President and CEO, Fiera Capital



Funding

Individual donations and direct mail campaigns

Once again this year, individual donations and direct mail campaigns played an essential role in advancing our mission.

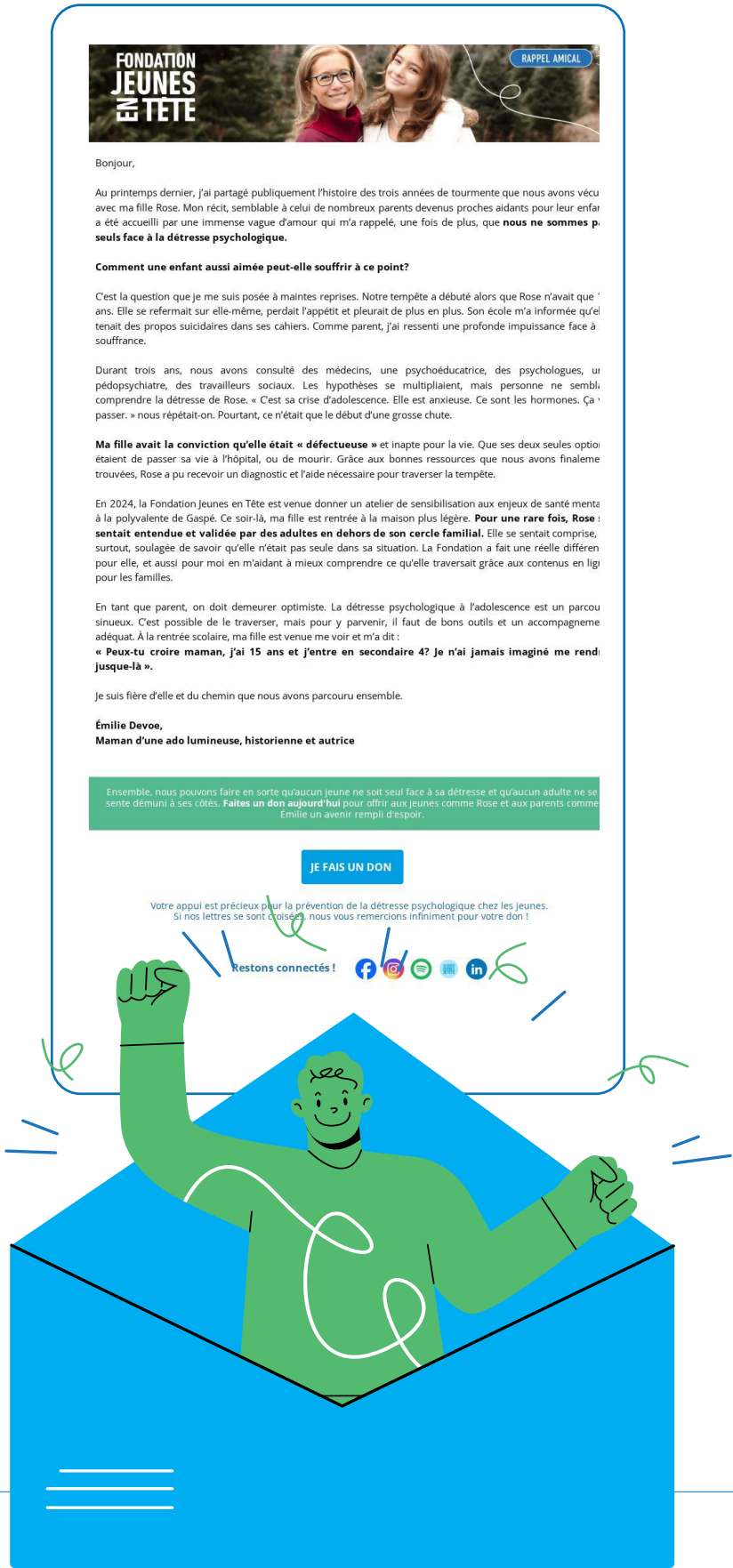
Through deeply human stories like that of Émilie and her daughter Rose, our community was reminded of the importance of acting early and ensuring prevention resources are accessible across Quebec. Their story is a powerful reminder that behind every act of generosity are young people, parents, and families seeking support, tools, and hope.

At a time when needs remain great, we are fortunate to count on a loyal and committed community that continues, year after year, to support teen mental health.

In 2025, direct mail campaigns, one-time donations, and monthly and annual contributions accounted for nearly \$190,000 raised in support of teen mental health.

Planned giving and bequests

In 2025, Youth in Mind Foundation joined the national Will Power campaign to raise awareness about the importance of planned giving and its lasting benefits for future generations. This effort paid off: Over the course of the year, more than \$130,000 was received through bequests, a testament to the community's trust in and commitment to our mission.



A powerful story of *hope*

A mother-daughter story of love and resilience

(Testimonial used as part of the fall 2025 direct mail campaign.)

Behind every workshop, resource, and awareness initiative are real stories of young people, parents, and loved ones navigating difficult times. With the right support, they find guidance, understanding, and hope.

Émilie and her daughter Rose’s story is a powerful reminder of the importance of prevention, support, and access to the right resources.

Émilie and Rose: Weathering the storm together

“How could a child who is so loved be suffering so much?”

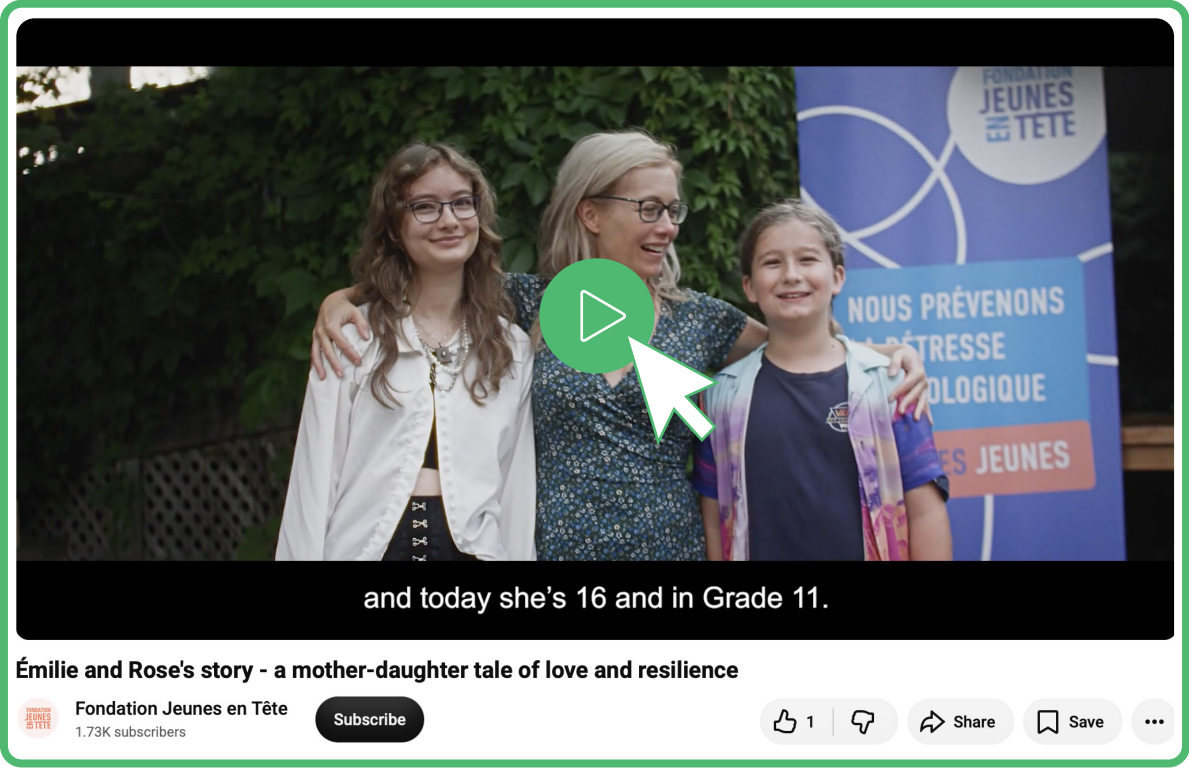
This is the question Émilie asked herself throughout the three-year ordeal she faced alongside her daughter Rose, who was experiencing intense psychological distress.

It began when Rose was just 12 years old. She became increasingly withdrawn, lost her appetite, and started crying frequently. When staff at her school discovered suicidal thoughts written in her notebooks, they reached out to Émilie.

Like many parents, Émilie felt helpless in the face of her child’s suffering. For years, they sought help, attended countless appointments, and searched for answers.

In 2024, Youth in Mind Foundation delivered a mental health awareness workshop at the Gaspé Polyvalent School. That evening, Rose came home feeling lighter. For the first time in a long time, she felt understood, heard, and less alone.

The Foundation’s tools and resources also helped Émilie better understand what her daughter was going through and find the guidance she needed to support her.



Today, Rose continues to move forward in her life with courage. At the start of the most recent school year, she turned to her mother and said:

“Can you believe it, Mom? I’m 15, and I’m starting Secondary IV. I never thought I’d make it this far.”

Her story is a powerful reminder of the importance of providing young people and those around them with resources that are accessible, compassionate, and tailored to their realities.

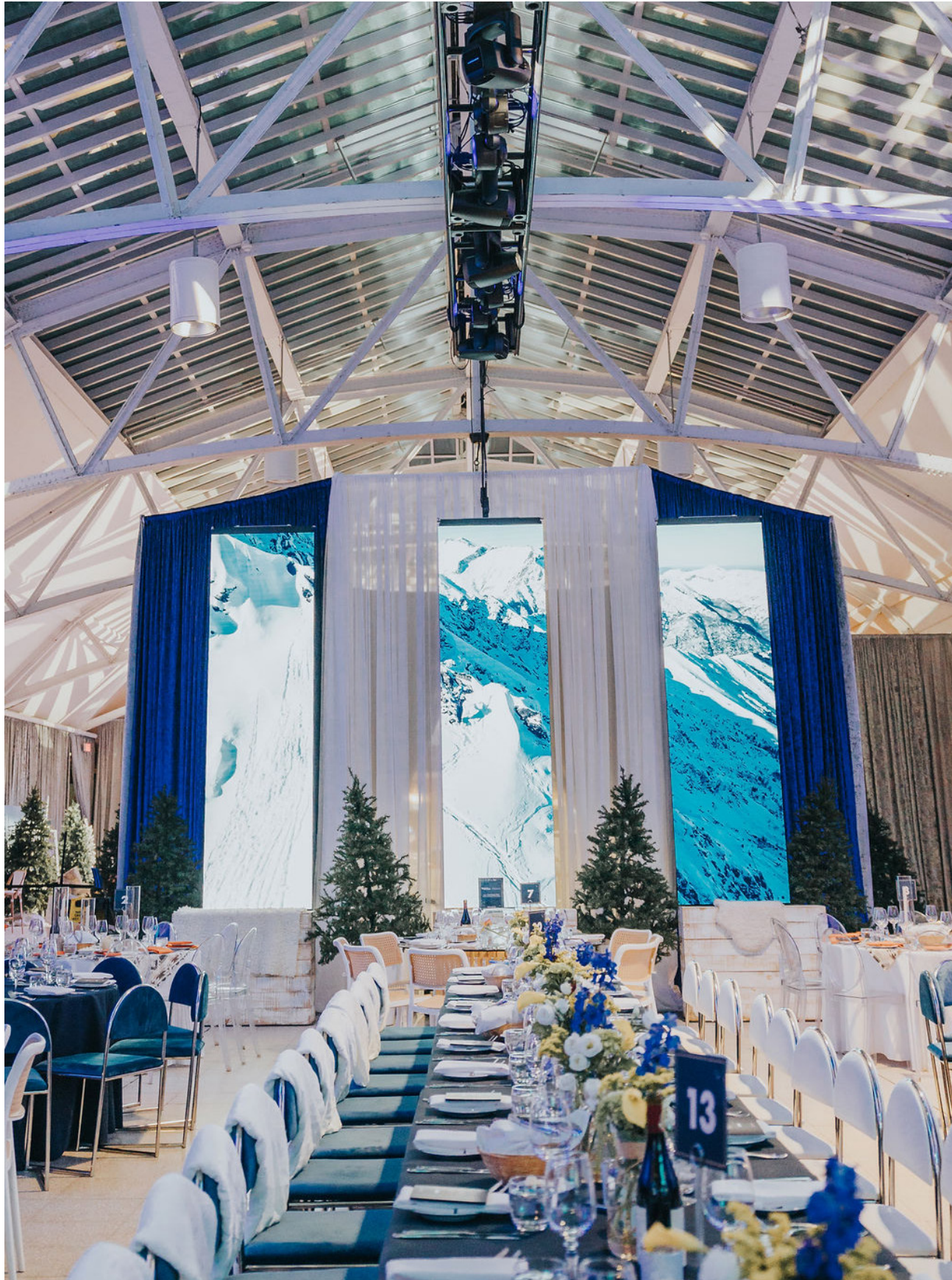
Government *support*

Youth in Mind Foundation gratefully acknowledges the financial support of the **Secrétariat à la Jeunesse** and the **Secrétariat aux relations avec les Québécois d’expression anglaise**, both of which contribute to the development of initiatives designed to make mental health prevention more accessible to young people, families, and the communities around them.





Our fundraising events



The Valentine's Day Ball – \$860,000 raised to support Quebec youth

Après-ski

On Thursday, February 13, 2025, Windsor Station hosted the **21st edition of the Valentine's Day Ball**, with Éric Fortin, representative of Fondation Lise et Richard Fortin and President of Kastello Immobilier, as honorary chair. As a father of three, Éric brought a deeply personal commitment to the event: to help teens develop the tools they need to face life's challenges.

More than **650 members of the Greater Montreal business community** attended the event, helping raise a **record net total of \$860,000**.

These funds **directly support free workshops offered in Quebec high schools**, as well as digital resources for young people, parents, and school staff.

A special thank you to Cava Rose for bringing the Après-ski theme to life and to Bob Agency for creating the visual identity that helped make the evening truly stand out.

For more than two decades, the Valentine's Day Ball has been a can't-miss philanthropic event for Montreal's business community.



Thank you to our partners

Honorary Chair*

Éric Fortin, representative of Fondation Lise et Richard Fortin and President of Castello Immobilier

Justine Delisle, Richter
Pierre Desjardins, Chades & Associés
Paule Labelle, Cava Rose

Chair of the Governors’ Circle

Nathalie Gagnon, Chair of the Governors’ Circle, BCF Business Law

Catherine Parent, Roynat Capital / Scotiabank
Nancy Tavoukdjian, Richter

Governors’ Circle*

Éric Bujold, National Bank
Sonia Boisvert, PwC

* Company representatives during this period

Gold Partners: Manulife and RBC Royal Bank

Silver Partners: Agropur, National Bank, Scotiabank, Beneva, Béton Provincial, Blakes, BMO, Bombardier, Cain Lamarre, La Caisse, Cascades, Groupe Climater, Medavie Blue Cross, Dentons, Desjardins, Famille Bessette, Fasken, FORT Assurances & Avantages sociaux, FTM Group – Oaklins Canada, GDI Integrated Facility Services, Groupe Conseil Stratégis, Groupe HD, Groupe Leclair, iA Financial Group, Intelcom, the Franco & Lina Reda family, Luc Bertrand, Mercor Lighting, Montrusco Bolton, the Nutrition Consortium, Substance-Radiance, Tempo, Sun Life, the Valsef Dream Big Foundation, Walter Capital Partners.

Golf Tournament – A day on the greens in support of prevention

On Monday, June 9, 2025, **more than 250 members of the business community** gathered on the fairways of the prestigious Club Laval-sur-le-Lac for the 34th edition of the Golf Tournament. Participants enjoyed a day of friendly competition, solidarity, and a shared commitment to an essential cause: **preventing psychological distress in Quebec teens.**

Chaired by Jean-Yves Bourgeois, Executive Vice-President of Business Services at Desjardins Group, this fundraising event raised a net total of **\$566,000** in support of youth mental health in Quebec. This achievement reflects the generosity and steadfast commitment of our partners and the attendees.

Through this collective effort, the Foundation continues to advance its mission by **strengthening the support system around young people** and equipping the people and communities who support them every day.



Thank you to our partners

Honorary Chair*

Jean-Yves Bourgeois, Executive Vice-President, Business Services, Desjardins Group

Co-Chairs of the Organizing Committee
Stéphane Lavigne, Groupe RHR

Martin Robitaille, National Bank

Organizing Committee*

Donald Bastien, Member of multiple boards

Martin Belhumeur, Raymond Chabot Grant Thornton

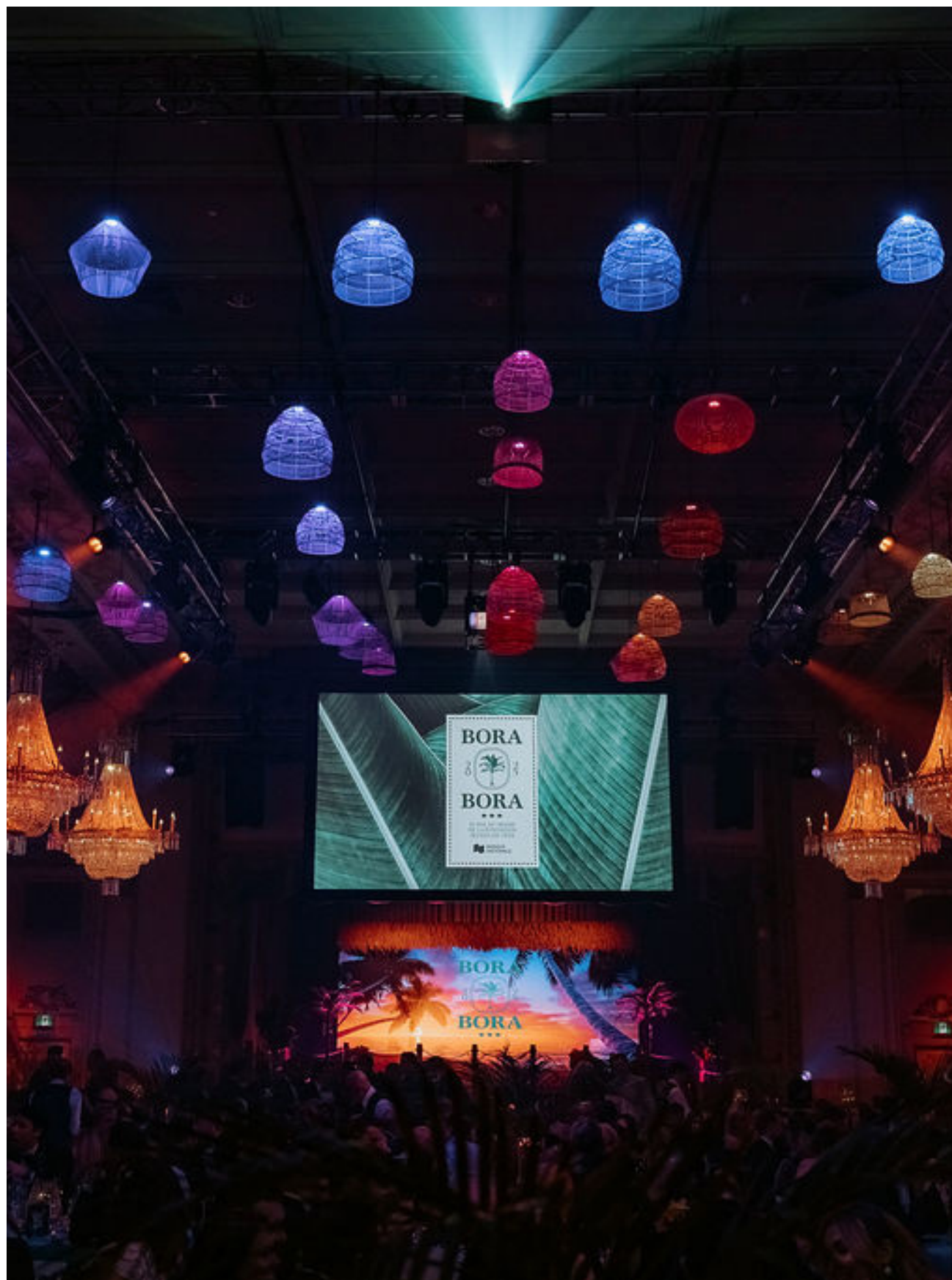
Réal Bellemare, Desjardins Group
Christian Boivin, JLR, an Equifax Company

Jean-Sébastien Monty, Humanise Collective

* Company representatives during this period



Platinum Partners: ADF, National Bank, CGI, Equifax, Fiera Capital, Air Canada Foundation, Givisco, Harnois Énergies, KPMG, Kyndryl, La Presse, Metro Supply Chain, and Valsoft.



The Quebec City Bal du maire – *The Quebec City region comes together for mental health*

Bora Bora

On Friday, December 5, 2025, **nearly 750 individuals** from the business and political communities gathered at the Fairmont Le Château Frontenac for the 14th edition of the Quebec City Bal du maire.

Presided over by honorary chair Laurent Ferreira, President and Chief Executive Officer of National Bank, and sponsored by Bruno Marchand, Mayor of Quebec City, the evening raised **net proceeds of \$1,075,000**. This impressive sum reflects the region's commitment to the cause of youth mental health.

These funds will help advance our mission of preventing psychological distress in teens while supporting **youth organizations in the region** whose work complements our own. **Over the past 14 years, more than \$8.5 M has been raised** to support young people in the Capitale-Nationale and Est-du-Québec regions.

Produced by Go Productions and hosted by Marieme and Thomas, a Foundation ambassador, the evening featured several memorable highlights. Attendees were deeply moved by youth ambassador Romane's personal story, and chef Fernando De Almeida's Polynesian-inspired menu brought the Bora Bora theme to life.

A special thank you to LG2 for the visual identity, the Fairmont Le Château Frontenac for its valued partnership, and Dandurand-Galleon for providing the evening's exceptional wines.



Thank you to our partners

Honorary Chair*

Laurent Ferreira, President and Chief Executive Officer of National Bank

Sponsored by Bruno Marchand, Mayor of Quebec City

Chair of the Governors’ Circle*

Alex Harvey, BCF Business Law

Governors’ Circle*

Julie Bédard, BFL CANADA

Marina Binotto, Valero Energy

Martin Coulombe, Pomerleau

Pascale Côté, Beneva

Martine Dessureault, National Bank

Jean-François Dufour, Béton Provincial

Pierre-Olivier Dumas, Stein Monast

Marc-André Gravel, GBV Avocats

Natacha Jean, Micrologic

Britta Kröger, La Maison Simons

Suzie Labbé, Sun Life

Marie-Ève Lamontagne, RBC

Royal Bank

Donald Larose, JLL

Jean Quenneville, Rio Tinto

François Santerre, Englobe

Catherine Simard, RBC Royal Bank

Philippe Tardif, Eterna Financial Group

Marc Villeneuve, Desjardins Group

Ambassadors’ Circle*

Denis Lefrançois, Chair of the Circle, Groupe VRSB arpenteurs-géomètres

Jean Gagnon, National Bank
Serge LeBel, BCF Business Law

Myriam Robitaille, Wellness Consultant

Claude Tessier, iA Financial Group

* Company representatives during this period



Thank you to our partners (continued)

Presidential Partners

Laurentian Bank, Beneva, Desjardins, iA Financial Group, Intact, RBC Royal Bank, and Sun Life.

Supporting Partner

Garoy Construction

Platinum Partners

BN Groupe Financier Brunet Gilbert Paquet, Scotiabank, Bell, Cain Lamarre, Cromwell, Davie, Deloitte, Desjardins Business, Desjardins Wealth Management, EY, Eximm + Constrobourg + GSE, Fasken, Desjardins Auto Group, KPMG, La Caisse, Langlois Avocats, Mallette, Manulife, Norton Rose Fulbright, PwC, Pomerleau, Promutuel, Port de Québec, Quebecor, Revenco, St-Amant & Vien Avocats d'Affaires, TD, and Vantage Data Centers.

Silver Partners

Galleries de la Capitale, MNP, and RBC Groupe Deblois.

Bronze Partners

Québec City Jean Lesage International Airport, CN, Catapulte communication, Labbé & Fils Construction, Morency Avocats, Poulin & Pluze, and Sika.



THE STRENGTH OF THE COMMUNITY

Once again this year, we were fortunate to count on the support of valued long-time partners. Through their unwavering commitment to the cause, they made a significant contribution to advancing our mission.

Community events

Let's Bond

In 2025, Let's Bond brought people together through three major events and donated a generous **\$250,000** to Youth in Mind Foundation. Mental health, which is central to the organization's mission, was highlighted at signature events such as The Derby, the Let's Bond challenge, and the Urban Ball.

Défi Challenge Québec 800

Once again, Réjean Fournier, his team, and the challenge participants exceeded expectations, raising a record **\$147,800** thanks to their commitment and collective efforts.



National Bank

The 13th edition of the NB Grand Tour took place from June 26 to 29, for the very first time in Toronto, Ontario. More than 280 runners, cyclists, and volunteers participated in support of several organizations that work with young people.

The event raised a total of **\$250,000**, of which **\$60,000** was donated to Youth in Mind Foundation in support of its mission of preventing mental health challenges in teens across Quebec.



Scotiabank

For the third consecutive year, Scotiabank employees came together on July 27 for a softball tournament. A total of **\$20,380** was raised in support of the Foundation.



RBC

RBC’s commitment continued in 2025 through two signature initiatives: the Casino Royal night and the RBC Golf Tournament. Together, these events raised a total of **\$655,130** in support of several youth-focused causes.

As a partner and administrative facilitator, Youth in Mind Foundation helped bring these initiatives to life. Of the total amount raised, **\$100,000** from the Casino Royal event and **\$30,330** from the RBC Golf Tournament were donated to the Foundation to support its mission of preventing mental health challenges in teens across Quebec.



© PHOTO CREDITS: NB Grand Tour (photo courtesy of National Bank, photo credit: Maxime Côté), Let’s Bond (photo credit: Vincent Noël)

Teens *supporting teens*

Youth engagement in mental health is truly inspiring. By taking part in meaningful projects, young people become powerful agents of change within their communities.

Getting involved in initiatives that matter helps break down stigma, open up dialogue, and strengthen connections between generations. Through events, campaigns, and creative projects, young people show that they have the power to make a positive impact in their communities and to help advance the cause of mental health.

Youth-led initiatives

Alexia St-Maurice (Académie St-Louis, Montreal): \$2,081

At just 16 years old, Alexia organized her second solo show, showcasing her original compositions and unique musical sensibility. Through her sensitivity and creativity, she inspired her audience to support the cause of mental health.

CPA students (Université Laval): \$2,500

The Université Laval CPA Committee organized the second edition of its Casino night in support of Youth in Mind Foundation. This event brought the student community together to support the cause.

Students at Séminaire Saint-François (Saint-Augustin-de-Desmaures): \$320

As part of Bell Let's Talk Day, students organized a fundraiser by selling pastries. This initiative helped raise awareness within their school community about the importance of youth mental health.

"Dans ma tête" fashion show (Collège des Compagnons): \$4,632

Secondary V students organized a benefit evening featuring dance, music, singing, and an eco-friendly fashion show. Their project helped promote mental health while bringing their community together through a creative and meaningful initiative.

Beyond the funds raised, these initiatives demonstrate young people's ability to use their voices, inspire others to take action, and play an active role in building a more open and compassionate culture around mental health.



Émilie Bédard: recognized for her youth engagement by AFP Quebec

In 2025, Émilie Bédard received the **Award for Outstanding Youth in Philanthropy**, presented by the Association of Fundraising Professionals (AFP Quebec). The award recognizes the commitment, leadership, and generosity of a young person aged 25 or under who has made an exceptional contribution to advancing a cause.

Through her "One Step at a Time" challenge, Émilie ran more than 600 km between Thetford Mines and Ottawa to raise awareness about the importance of youth mental health. Thanks to her determination and the support of her community, she raised more than **\$22,000** in support of Youth in Mind Foundation.

Her journey is a powerful reminder that young people have the capacity to create change, open dialogue, and inspire their communities—one step at a time.

Coming together *for* mental health

Invincible Boutique: a streetwear brand with a big heart

Founded in 2014, Invincible Boutique partnered with Youth in Mind Foundation to help further its mission in support of teens. The boutique donates \$2 for every purchase made on its website.

Allo Simonne: spreading hope

Committed to several causes, the gourmet treats company Allo Simonne supported the Foundation for a third year by donating \$1 for every Hazelnut, Chocolate & Bliss box sold.

Prof Pastel: promoting authentic connections

In 2025, Youth in Mind Foundation benefited from the support of Prof Pastel, a teacher and content creator, through a meaningful initiative centred around the Connexion t-shirt. Drawing on her experience in the classroom, Prof Pastel wanted to highlight the importance of authentic human connections in young people's well-being.

At a time when cyberbullying and the constant presence of screens can affect teens' confidence and mental health, this collaboration helped raise awareness of the importance of supporting young people every day.

The Montreal Alouettes: teaming up for youth

Since becoming partners of Youth in Mind Foundation in 2023, the Montreal Alouettes have continued their commitment to teen mental health in Quebec in 2025.

Throughout the season, fans could support the Foundation by purchasing their tickets through a dedicated link, receiving a 15% discount while 15% of ticket sales were donated to the Foundation to support its mental health prevention programs.

Through this initiative, the Alouettes helped demonstrate that sports can also be a platform for raising awareness, fostering solidarity, and supporting teen mental health.



Community

in support of the mission

We would like to extend our heartfelt thanks to all of the groups and individuals who took the initiative to organize fundraisers in support of Youth in Mind Foundation this year. Through their creativity, dedication, and generosity, they have made a meaningful contribution to advancing our mission of preventing mental health challenges in teens.

Whether through sports events, workplace campaigns, local initiatives, or projects led by engaged community members, every action reflects a genuine commitment to supporting the well-being of Quebec teens and strengthening the support system around them.

Community initiatives

- | | |
|---|----------|
| • Atelier du Vieux Corbeau, Ébénisterie Gravures 2D 3D, and Chez Biceps BBQ: | \$2,960 |
| • Alithya: | \$235 |
| • Hôtel Saint-Sulpice: | \$1,325 |
| • Authentique CrossFit: | \$4,175 |
| • PSB BOISJOLI: | \$65,210 |
| • Maude Cyr: | \$385 |
| • Fondation Anthony Sans Limites: | \$2,727 |
| • Mirelle St-Pierre: | \$1,500 |
| • Judith Lavoie: | \$3,800 |

Beyond the funds raised, these initiatives highlight the power of a community coming together in support of an essential cause.





Looking ahead

Continuing our work *together*

The need for youth mental health support remains significant, and the years ahead will continue to challenge us all. More than ever, prevention must be a key part of long-term solutions for teens and the people around them.

In recent years, Youth in Mind Foundation has boosted its presence in schools, developed new resources for families and communities, expanded its partnerships, and extended its reach across Quebec. We will continue this work with the same commitment: to deliver accessible, compassionate initiatives that reflect the realities young people face each day.

The years ahead will be guided by several priorities: expanding our prevention services, improving access to our content, and enhancing our ability to measure the impact of our work. We also want to continue supporting the adults who play a vital role in teens' lives—including parents, school staff, support professionals, and local organizations—to strengthen the support system around young people.

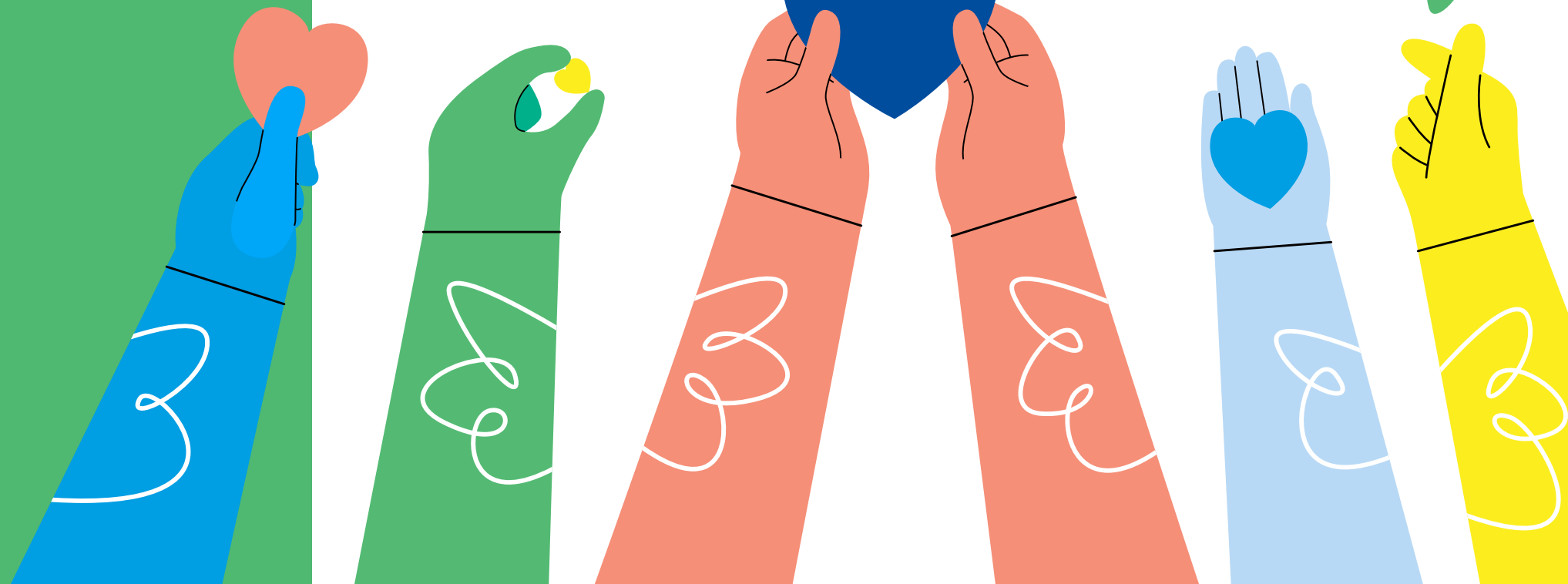
Achieving these ambitions will require a collective effort. It depends on the commitment of schools, families, partners, donors, volunteers, and everyone who believes in the importance of acting early.

Every workshop, every resource provided, every conversation started, and every act of support helps build a more caring environment for young people in Quebec.

Together, let's continue making prevention a force for lasting change.

Thank you to everyone who makes our mission possible. Your support allows us to continue offering free resources and workshops to young people in Quebec and those who support them.

To view the list of our donors, [click here](#).



Thank you!

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