

Annual Report

Youth in Mind Foundation — 2024

**YOUTH
IN MIND
FOUNDATION**





01. Who we are

A Word from Our President and Board Chair

Recent studies show that young people are more likely to experience high levels of anxiety and depression than older Canadians.

Their mental health is being negatively impacted by factors such as screen time, climate change and social issues. Though progress has been made, suicide remains one of the leading causes of death among young people in Canada today. To counter these trends, the Youth in Mind Foundation plays a crucial role in raising awareness among Quebec teens.

Treatment is of course essential, but we also know just how important prevention is as an effective and economical approach to mental health. It significantly reduces the social and human costs of issues that go untreated. Experts point out that young people with a better understanding of mental health are more likely to seek help. Their friends and family are also better prepared to recognize mental health issues and get them the help they need.

For 25 years, the Youth in Mind Foundation has proven itself. Our goal now is to expand access to these prevention

services in order to reach every young person in the province.

To support this ambition, we established a permanent office in Quebec City this year. Thanks to this satellite operation, the Foundation is expanding its presence in the community to ensure it has a lasting impact in the Capitale-Nationale and Eastern Quebec regions.

We are immensely grateful to all the schools, parents and communities for placing their trust in us. A big thank you to school staff who've welcomed us to their classrooms with open arms and are now using our tools on a daily basis.

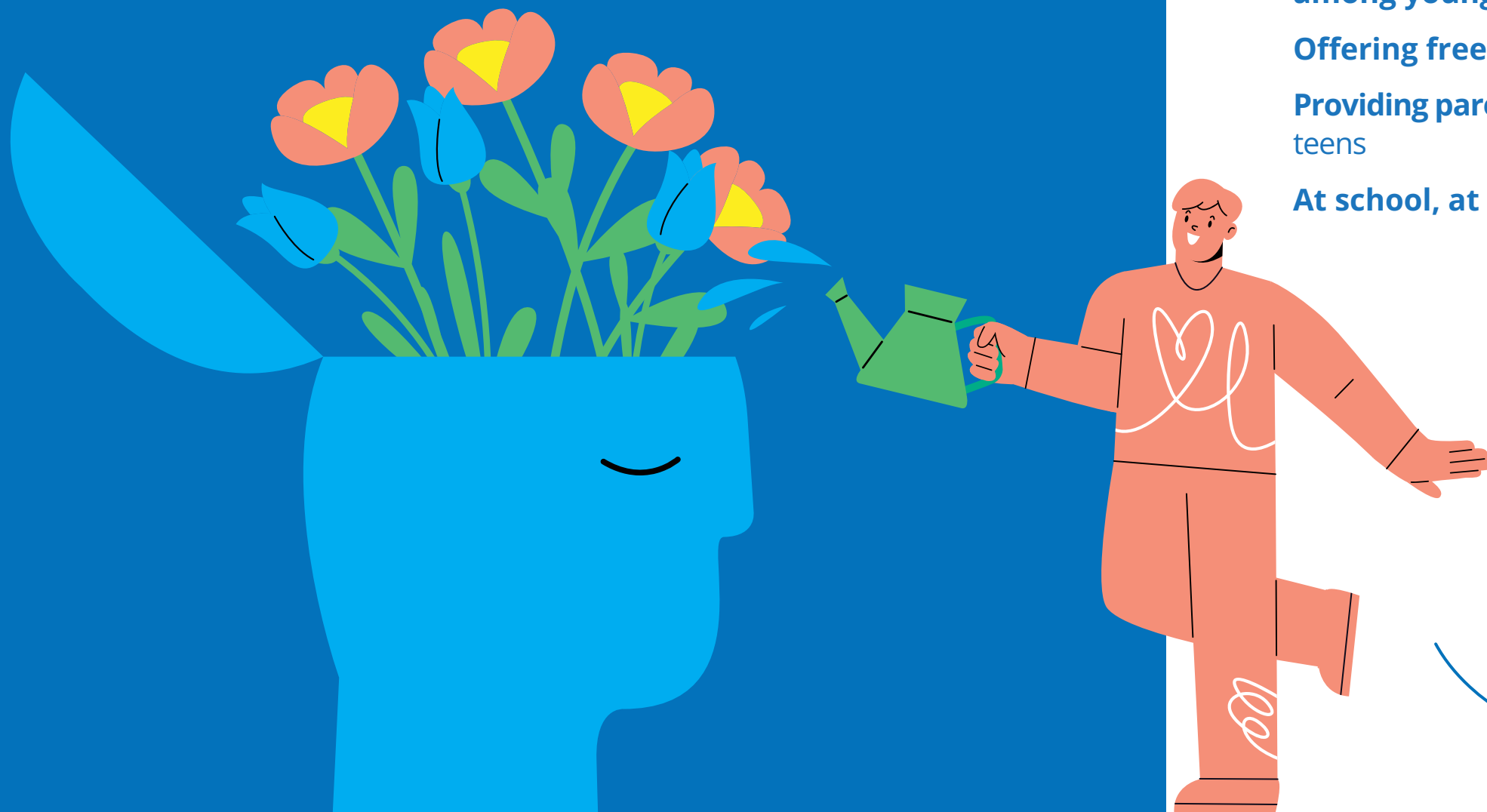
Finally, none of this would be possible without the support of our incredible partners and donors. On behalf of our team and the young people whose futures have been made brighter, a simple thank you can't fully convey the depth of our gratitude.

Please enjoy this review of our work and impact.

Mélanie Boucher
President & CEO

Éric Bujold
Board Chair

02. An overview of the Foundation



Our mission

For a quarter of a century, the Youth in Mind Foundation has been part of young people's lives.

By meeting them directly in the classroom, equipping school teams and providing tools to families and friends, the Foundation has established itself as a leader in the prevention and promotion of positive mental health.

The Youth in Mind Foundation helps **prevent psychological distress among young people aged 11 to 18** across Quebec by:

Offering free workshops at high schools

Providing parents and school teams with the tools they need to support teens

At school, at home and even at their extracurricular activities

03. FJET *in numbers*



\$2.2 million

invested in teen mental health



55,299

teens reached



270,000

people who have consulted our online tools



300

pieces of content available on a wide range of topics

Martine's Testimonial

"As a facilitator, I feel very privileged to be able to witness the sparkle in a young person's eyes during a workshop. When I was in Grade 10, the Foundation came to my classroom, and it had a huge impact on me. Now it is my turn to make a difference, and I couldn't be prouder."

Martine, employee of the Youth in Mind Foundation





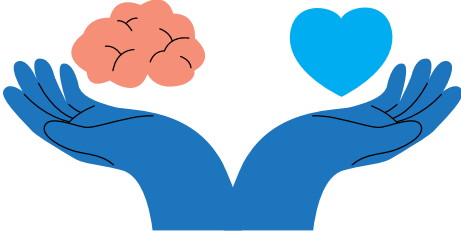
Our team

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

- 34 permanent staff members
- 18 field workers who visit teens at their schools
- 60+ volunteers dedicated to the cause

Our values

Openness



Audacity



Rigour



Collaboration



04. Our *board* of directors

The wonderful members of our board generously provide strategic direction to our organization. We are deeply grateful for their confidence in the Foundation and its mission.

Executive Committee

Éric Bujold
Board Chair
Head of Client Relations
National Bank of Canada

Luc Bachand
Vice-Chair
Corporation Director

Donald Bastien
Corporate Director

Jean-François Chalifoux
President and CEO
Beneva

Geneviève Deschamps **
Vice-présidence
Finance
Port of Montreal

Nathalie Gagnon
Partner, Lawyer
BCF Business Law

Stéphane Lavigne **
Senior Vice-President
and CFO
GDI

Jean-Sébastien Monty
Senior Partner, President
Humanise Collective

Patrick Palerme
Managing Director – North America
Global Change Leaders

Directors

Réal Bellemare
Senior Executive Vice-President
and COO
Desjardins Group

Sonia Boisvert
Partner, Assurance,
and Chief People Officer
PWC Canada

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

Caroline Bourdon *
Vice-President Administration
and CFO
*Paul Gaulin Management Inc., PG
Real Estate L.P. and PG Aviation L.P.*

Marjolaine Hudon
President, Quebec Headquarters,
RBC Royal Bank

Catherine Bureau-Lavallée
Let's Bond representative and
Senior Director, Strategic Alignment and
Performance, Wealth Management,
Desjardins

Marie-France Gagnon **
Lawyer, Business Law

Simon Gauthier
Partner, Lawyer,
Dentons Canada S.E.N.C.R.L.

Jean Mongeau
Professional Coach
Double Impact Coaching

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

Nadine Renaud Tinker *
National Head, Career Sales,
RBC Royal Bank

Isabelle Richard *
Chief of Legal Affairs,
Lune Rouge

Érik Ryan **
Executive Vice-President,
Strategy, Marketing and External Relations
AtkinsRéalis

Oona Stock *
Head of Executive Coaching,
KPMG

Ex Officio Members

Paul Gaulin
Président
*Paul Gaulin Management Inc.,
PG Immobilier L.P. and PG Aviation L.P.*

Dr Yves Lamontagne
Psychiatrist and Founder,
Fondation des maladies mentales

**Left the board in 2024. We thank them for their
commitment and contribution to Quebec's youth.*

***Representatives of these companies during this period*



05. *Expert Committee*

The Youth in Mind Foundation has relaunched its Expert Committee to forge links with the scientific, academic, educational and community sectors.

Its mandate is to analyze our practices and the themes we explore to issue evidence-based recommendations. The committee will evolve to reflect the Foundation's priorities.

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.

Rodney Knight

Professor at the Université de Montréal and expert in teen health with a focus on sexual health, substance use and mental health.

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.



Teens at a turning point

Adolescence is a tumultuous time, marked by countless discoveries and great vulnerability. The start of high school is accompanied by a wide spectrum of emotions.

Around the world, stress and anxiety are on the rise among young people, and Quebec is no exception. The causes are complex and varied. Teens undergo many changes in terms of physical growth and cognitive and psychological development. They are also searching for personal identity, navigating romantic relationships for the first time, dealing with a social context that can trigger anxiety and spending time on social media, where they are often exposed to a distorted version of reality.

1 in 3 young people experience moderate to severe symptoms of anxiety and depression

Half of all mental health problems begin before the age of 14

Not just teenage angst

A recent study by Dr. MéliSSa Généreux suggests that 6 out of 10 high-school students experience few issues related to anxiety or depression while 4 experience a combination of anxiety and/or depressive symptoms consistent with a mental health disorder that can undermine their quality of life.

This is where the Youth in Mind Foundation comes in

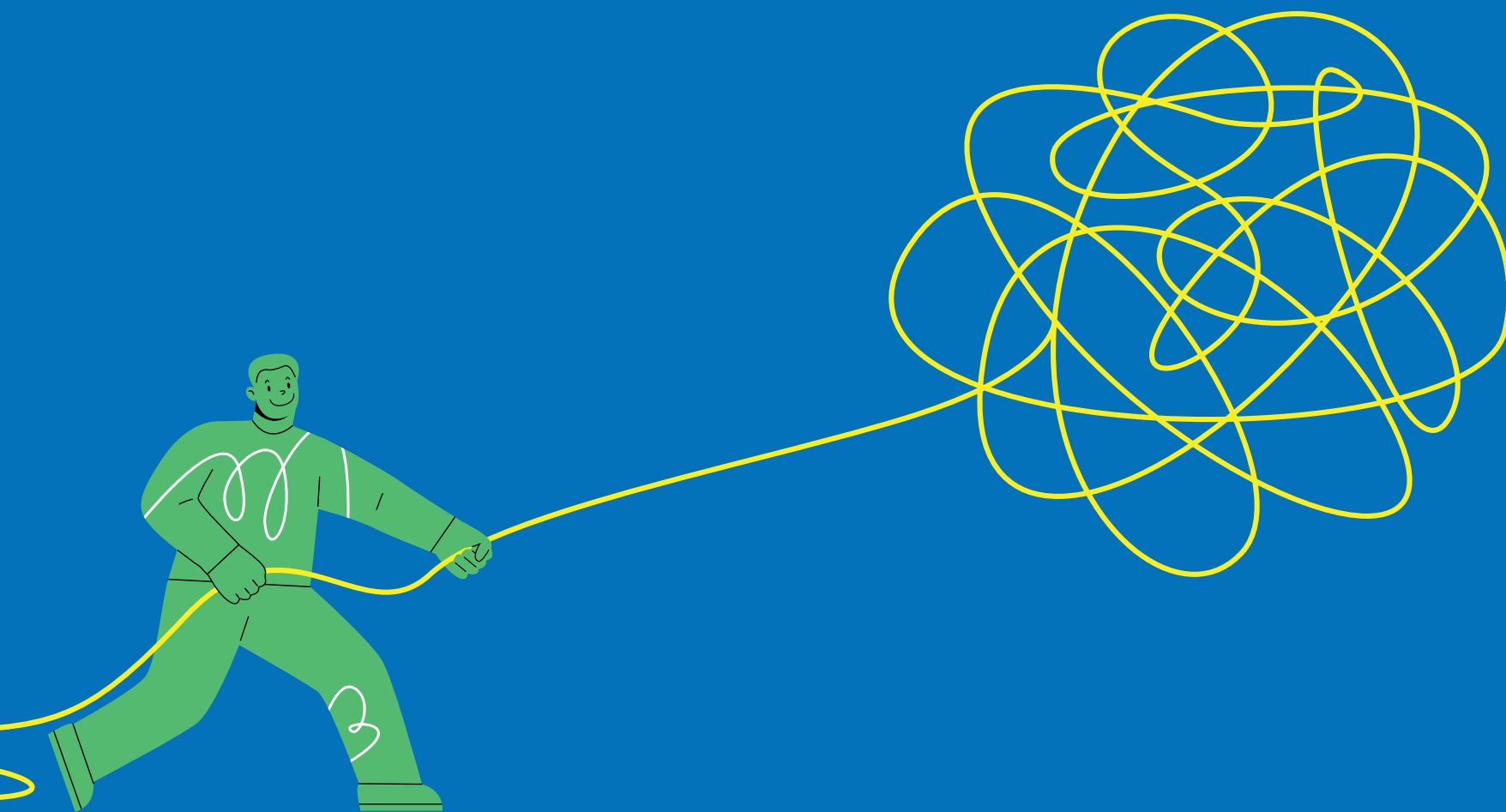
From classrooms to homes, we provide guidance to tomorrow's adults. We give them simple, practical tips and advice to help them stay on track during this challenging period of life.

As a society, taking preventive action is critical.

Mental health prevention is a key factor for the overall well-being of young people. The earlier they are made aware of mental health issues, the better they are prepared to take action to improve their own mental health.

Mental health inaction costs Quebec society **\$18 billion annually.**

Prevention **reduces public spending** on mental health by 25%.



06. Present for teens, *from school to home*

Our two turnkey mental health awareness workshops are offered free of charge to teenagers. For over 25 years, the Foundation's team has been visiting high schools across Quebec to reach them.

Mental Health Basics workshop

Designed for students in Grades 7 and 8, this workshop empowers young people by equipping them with the tools they need for positive mental health.

These tools can help young people:

- Reduce the risk of developing symptoms of psychological distress
- Accept and manage anxiety
- Develop their ability for self-reflection
- Foster healthy relationships with others
- Maintain good mental health on a daily basis

Partners for Life workshop

Designed for Grades 9, 10 and 11, this workshop demystifies psychological distress for young people, so they are better prepared to respond if they experience it.

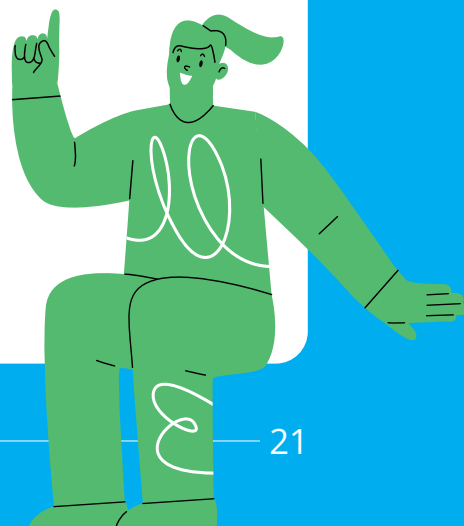
These tools can help young people:

- Recognize the signs and symptoms of depression
- Consult local resources in their area in a timely manner
- Learn how to respond to a friend in distress



In numbers

230 schools
110 cities visited across 15 administrative regions
131 200 km travelled by our dedicated teams
2 207 workshops
55 299 teens reached
2 310 adults





At age 19, I suffered two episodes of depression.

“When the Youth in Mind Foundation team came to my school, I immediately connected with what they said. I finally understood how to tell my story, and now it has been heard by thousands of people.”

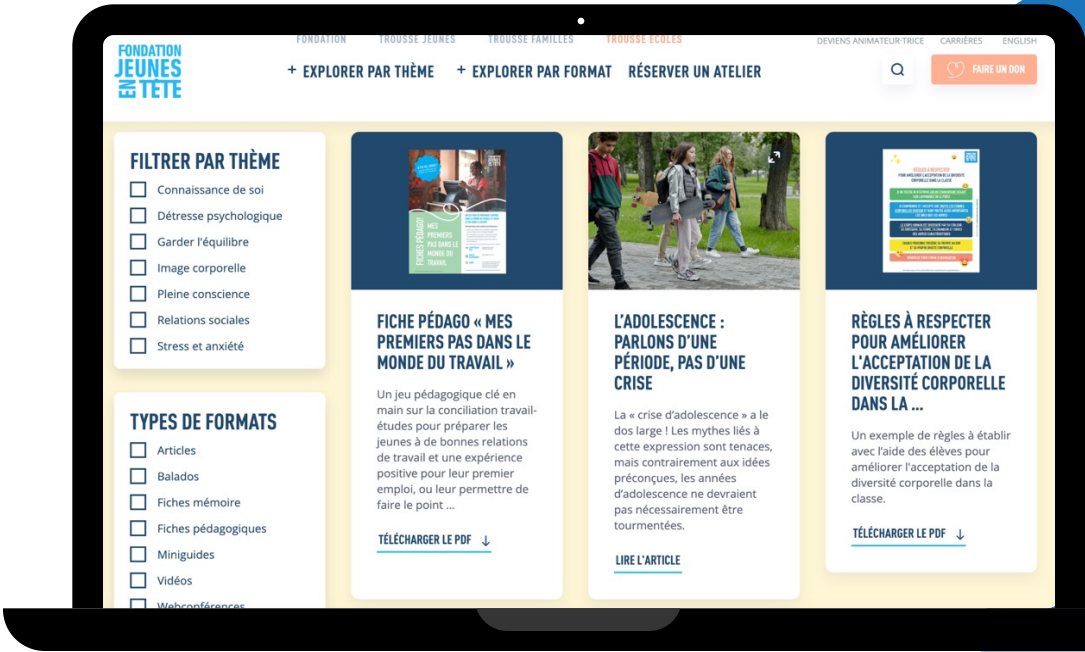
Lou-Raphaël

07. Supporting teens *beyond the classroom*

370 000 people used our resources in 2024.

Over 300 online tools to help teens, their families and school teams.

- Self-esteem
- Stress and anxiety
- Body image
- Relationships and social life



Content continuously being adapted

Screens and social media: A mini-guide to healthy digital habits

In collaboration with the *Centre pour l'intelligence émotionnelle en ligne (CIEL)*, a new tool is now available to help parents manage their child's screen time and social media in a healthy way.

Body image: Tips to help students

Brand-new content promoting a positive body image, developed with a research team looking at attitudes and perceptions related to body image at the *Université du Québec à Trois-Rivières*.

Food autonomy and mental health

For the third year, *La Tablee des Chefs'* "Culinary Kits" initiative provided more than 6,000 young people with a Culinary Kit to help them develop food autonomy. The Foundation teamed up with the initiative to include tools to raise awareness about positive mental health.

School agendas with a positive vibe

Thanks to the partnership with *Laurentien*, which specializes in the production of school planners, nearly 8,000 high-school students received an agenda packed with practical tools and tips from the Youth in Mind Foundation.

A simplified School Toolkit: Content in a single click

New search filters have been added to the School Toolkit page to allow users to rapidly locate content they are looking for in the format of their choice: podcasts, videos, info sheets and more.

All our tools are developed with mental health and education experts.

08. A new office in Quebec City to increase our impact among teens

In 2024, Fondation Jeunes en Tête opened its very first satellite office in Quebec City.

Our goal?

To become part of the community and have a lasting impact in the Capitale-Nationale and Eastern Quebec regions.

Create a strong safety net for teens in these regions by developing a partner network of community organizations and schools.

The new team is tasked with building local ties with stakeholders, community organizations and school teams, in addition to reaching out to young people at high schools through the Foundation's core awareness workshops.



09. 360-degree coverage

More than 20 youth organizations in the Capitale-Nationale and Eastern Quebec regions have received support thanks to the Quebec City Mayor’s Ball. Their missions complement our own, ensuring that we are helping to meet all the needs of our youth.

Among the areas of intervention: dropping out of school, drug addiction, abuse, violence, mental health, poverty and social exclusion, etc.

Our partners

Accès Psy, Adaptavie, Au Trait d’Union Québec, Bien avec mon corps, CALACS-Saguenay, Centre de pédiatrie sociale de Québec, Centre Jacques-Cartier, Centre Le S.P.O.T, Centre Multi-services Manuk, CJE-Capitale-Nationale, CJE-Chauveau, Comité Québécois pour les jeunes en difficulté de comportement (CQJDC), Deuil-Jeunesse, Diplôme avant la Médaille (DAM), Entraide Jeunesse Québec, Exeko, Fondation Ancrage Jeunesse, Fondation Maison Dauphine, Gestion Jeunesse, Groupe Action Jeunesse de Charlevoix, Intègr’action jeunesse (CJE-Montmorency), Jeunes musiciens du monde (JMM), Maison Marie-Frédéric, monREPERE.ca, Motivaction Jeunesse, Programme de Réhabilitation Fraser, Pro-Jeune-Est Rimouski-Neigette, Rencontre, Sport’aide, SQUAT Basse-Ville and the Théâtre jeunesse Les Gros Becs.



“Since the age of 2, I’ve lived with 18 foster families and been through hardships that no young person should have to face. In 2022, after a suicide attempt, I realized it was time to take care of my mental health. I got help from an organization funded by the Foundation. Since then, my life has turned around for the better.”

Thomas, psychosocial worker and clinical counsellor

10. Growing *visibility*

In the media

Media interest in teen mental health and the Foundation grew in 2024. Thanks to our awareness-raising efforts and the team's dedication, we enjoyed strong visibility in both traditional and digital media:

- Nearly 40 media mentions, including 15 interviews with our spokespersons
- More than 20 exclusive features on the Foundation

An estimated 4.9 million people were reached through this exposure.

This media attention underscores the relevance of our mission and strengthens our ability to mobilize the public around teen mental health.

URBANIA leNouvelliste qub

LE JOURNAL
DE MONTRÉAL

ICI  RADIO-CANADA

leSoleil

LA
PRESSE

LE JOURNAL
DE QUÉBEC

LCN

noovo

TVA

leDroit



10. Growing *visibility* (continued)

Our social networks

Our digital presence brings people together and spurs them to action. This year, our social media campaign strengthened ties with parents and school teams by providing them with practical tools for addressing mental health with teens on a daily basis.

We have also seen the emergence and growth of a committed and dynamic community of people who are inspired by our mission and choose to get involved and support the cause in a variety of different ways.

The Youth in Mind Foundation has redoubled its efforts to highlight the work of our field team and ambassadors, who are passionate advocates for mental health prevention.

Our clear and accessible online content covers a wide range of topics related to psychological well-being. It is designed to empower our community each day, with simple, relevant and easy-to-share publications.

Strong results

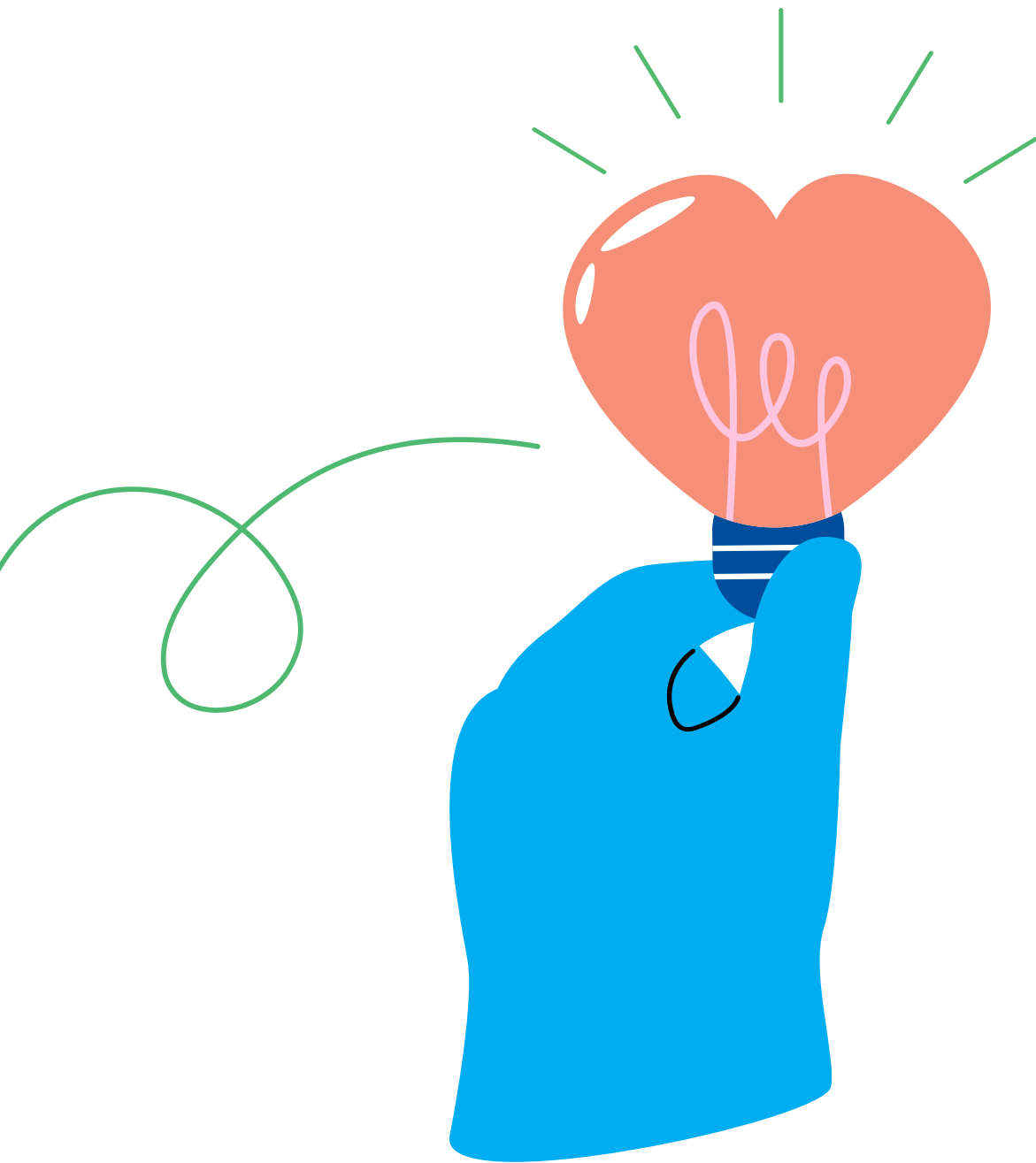
- A marked increase in our visibility on LinkedIn, Facebook and Instagram
- A higher number of interactions on our posts
- More than 2,700 new followers in one year, across all platforms
- A community that now exceeds 30,000 followers





Our partners and allies

11. Spotlight *on our donors*



"By working together with people on the ground, Scotiabank is helping to build a better future.

Preventing depression in teens is a big part of promoting positive mental health and keeping them in school. The mission of the Youth in Mind Foundation inspires us. It aligns with Scotiabank's values and our focus on education through ScotialNSPIRE, an initiative that allows us to make the biggest difference possible."

Geneviève Brouillard

Senior Vice President, Québec & Eastern Ontario Region, Scotiabank



Scotiabank®

"Beneva has chosen anxiety as its philanthropic focus, a social issue that affects more than a third of the Canadian population. That's why we are so proud to partner with the Youth in Mind Foundation to help it pursue its mission of prevention among young people in Quebec high schools. As the father of three boys, I'm also personally delighted to be involved in a cause that is so important to our collective future."

Jean-François Chalifoux

President and CEO, Beneva



beneva

11. Spotlight on our donors (continued)

"For the Desjardins Foundation, supporting young people means enabling initiatives that allow each one to develop their full potential. Investing in teen mental health is one of the cornerstones of academic perseverance and well-being. We are pleased to join Fondation Jeunes en Tête in pursuing this mission."

Nancy Lee
Executive Director, Desjardins Foundation



"Together with our partners, our philanthropic commitments aim to promote a sustainable quality of life for Quebec and its regions. As a loyal partner of the Youth in Mind Foundation since 2001, Rio Tinto firmly believes in the importance of supporting education and academic persistence programs to reduce dropout rates and give our young people a promising future. We are proud to partner with organizations like yours that demonstrate clear benefits for communities."

Claudine Gagnon
General Manager, Community & Social Performance, Rio Tinto



Rio Tinto

"Building on a tradition of social responsibility since its beginning, Metro is committed to contributing to the well-being of communities and generating sustainable benefits. The work of Fondation Jeunes en Tête with teens resonates with our desire to empower members of the communities we serve to live healthy lives."

Marie-Claude Bacon
Vice President, Public Affairs and Communications, Metro



metro

"At Sun Life, we are big advocates of the power of philanthropic partnerships to positively transform the lives of young people and build healthy communities. As long-time collaborators of Fondation Jeunes en Tête, we've witnessed the profound and lasting impact the organization has had on the lives of our teenagers."

Robert Dumas
President & CEO, Sun Life Quebec



Sun Life

Funding

Individual donations and postal campaigns

Featuring testimonials from young people who have benefited from our work, the direct mail campaigns reached thousands of people loyal to the cause and reminded them of the real difference they've helped make in teens’ lives.

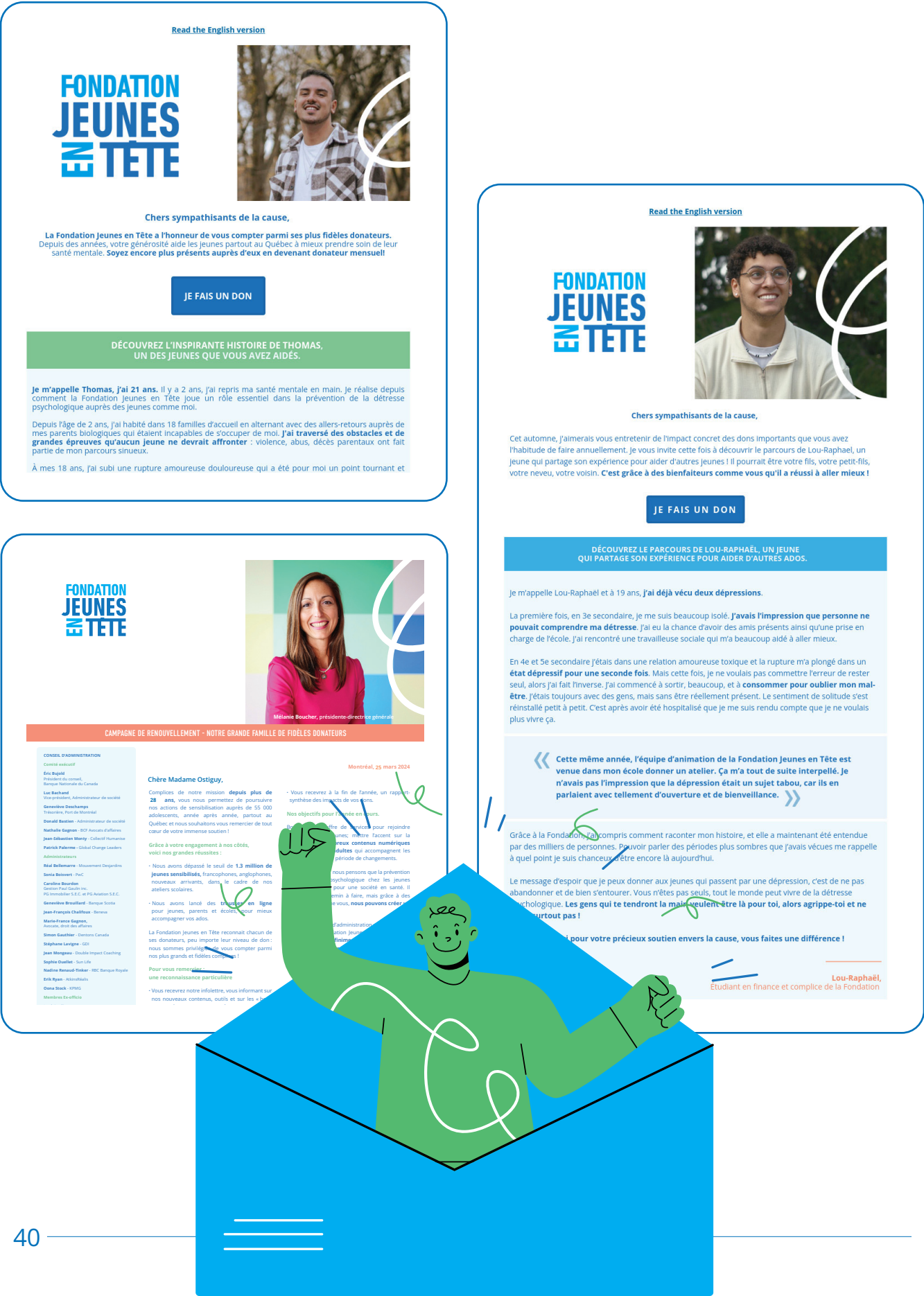
We are blessed to be able to count on a community of donors who generously give more each year!

This year alone, **\$190,000 was raised through postal campaigns**, donations in shares and monthly and annual recurring donations..

Planned giving campaign

The Youth in Mind Foundation has joined forces with the national “Will Power” campaign to raise public awareness of planned giving. And what a success it has been! It has led to widespread participation among the population, which is increasingly aware of the importance and added value of planned giving.

In one year, we have received over **\$130,000 in bequests**.



The indelible legacy of Jocelyne Monty

Jocelyne Monty, pioneer and first female board chair of the Fondation des maladies mentales, which eventually became the Youth in Mind Foundation, passed away this year.

Mental illness was heavily stigmatized at the time, and Ms. Monty embraced the cause with ease and enthusiasm, using her influence to effect change.

She was a visionary leader for the Foundation, playing a key role in adopting a preventative approach with young people through the launch of the Partners for Life workshop 25 years ago. She was also behind the Family Toolkit, funded through her family's private charity, the Libermont Foundation. It was her desire that family members should have the knowledge and tools to support their children's mental health.

During this difficult time, more than \$30,000 in donations in her memory was raised from a large community of dedicated Foundation supporters.

A woman of action and conviction, Ms. Monty leaves behind a lasting legacy for which we will always be grateful. She will be remembered for her great kindness and dedication. Her family continues to support the mission that meant so much to her. We offer the Monty family our deepest condolences and thank them for carrying on her legacy.



1946 — 2024



Our fundraising events



12. The Valentine's Day Ball *20 years of festivities for the cause*

The Wild Odyssey

On Thursday, February 15, 2024, the **20th Valentine's Day Ball** was held, presided over by **Nadine Renaud-Tinker**, then President of RBC, Quebec Headquarters.

With the theme for a **Wild Odyssey**, nearly 625 guests gathered in solidarity to support the critical cause of teen mental health. Thanks to their generosity, the evening raised **\$605,000** in net proceeds.

Year over year, for the past 20 years, the Valentine's Day Ball has shown the **remarkable commitment of the Greater Montreal business community**. The Ball illustrates how solidarity can make a real difference in the lives of young people by raising awareness of positive mental health.

A special thank you to **Cava Rose** for the **exceptional organization** and creativity that went into bringing the Wild Odyssey to life at the Gare Windsor. Another special thank you goes to **Bob Agence**, who **brilliantly designed the event's visual identity**, adding a distinctive touch to this memorable evening.



Thank you to our partners

Honorary Chair *

Nadine Renaud-Tinker, President, Quebec Headquarters, RBC Royal Bank

Governor's Circle *

Nathalie Gagnon, Committee President Partner, Lawyer, BCF Business Law

Sonia Boisvert, PwC Canada

Caroline Bourdon, Gestion Paul Gaulin

Éric Bujold, National Bank of Canada

Sylvain Corbeil, Scotiabank

Geneviève Deschamps, Port of Montreal

Justine Delisle, Richter

Pierre Desjardins, Chades & Associés

Paul Gaulin, Gestion Paul Gaulin

Paule Labelle, Cava Rose

Sherine Morsi, RBC Royal Bank

Catherine Parent, Roynat Capital/ Scotiabank

**Representatives of these companies during this period*

GOLD PARTNERS: Manuvie and Montrusco Bolton Investments

SILVER PARTNERS: Agropur, Banque Nationale, Banque Scotia/Roynat Capital, BCF Avocats d'affaires, Beneva, Béton Provincial, BMO, Bob Agence, Bombardier, C2V Architecture, St-Denis Thompson, Chades & associés, Caisse de dépôt et placement du Québec, Croix Bleue du Québec, Deloitte, Dentons, Desjardins, Fasken, Fondation Lise et Richard Fortin, Fonds de solidarité FTQ, FTM Group, La famille Franco & Lina Reda, GDI Services aux Immeubles, Groupe conseil Strategis, Gestion Paul Gaulin, Fort Assurances, Groupe Leclair, iA, KPMG, KRB Avocats, McCarthy Tétrault, PBC, PwC, RBC, Richter, Substance, Tempo, Sun Life, Valsoft Corporation and Gestion Walter Capital.

13. Golf Tournament

\$660 000 for mental health

The 33rd Youth in Mind Foundation Golf Tournament took place on Monday, June 10, 2024.

More than **260 leading figures from the business community** gathered on the greens of the renowned Club Laval-sur-le-Lac for a day of friendly competition and philanthropy.

Co-chaired by **Jean-Yves Bourgeois, Executive Vice-President, Business Services, Desjardins Group**, and **Martin Brassard, President and CEO, Héroux-Devtek**, this year's tournament was a great success. Thanks to the contribution and hard work of our co-chairs and our fantastic Organizing Committee, the event netted **\$660,000** for Quebec youth!



Thank you to our partners

Honorary Co-chairs *

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

Martin Brassard, President and CEO, Héroux-Devtek

Organizing Committee *

Stéphane Lavigne, Committee Chair, GDI

Nada Assi, KPMG

Donald Bastien, member of multiple boards

Réal Bellemare, Desjardins Group

Caroline Bourdon, Gestion Paul Gaulin

Tracy Felton, Carbonleo

Nathan Lapointe, Lapointe & Co

Jean-Sébastien Monty, Humanise Collective

Martin Robitaille, National Bank Financial

Vincent Sauvé, Hitachi Energy

**Representatives of these companies during this period*

PLATINUM QUATUOR: Banque Scotia, Banque Nationale, CGI, EY, Givisco, Harnois Énergies, HCLTech, La Presse, Metro Chaîne d'approvisionnement, Raymond Chabot Grant Thornton, Stingray, UKG et Valsoft





14. Quebec City Mayor's Ball *\$1 million for our youth!*

On Friday, November 29, 2024, the **13th Quebec City Mayor's Ball** delighted guests with a festive, Lisbon-inspired theme. With honorary Co-chairs **Lisa Giannone, President and CEO of BFL CANADA**, and **Stéphane Garneau, President of Micrologic**, this stellar evening **raised the bar with record net proceeds of \$1 million**. Nearly 700 people from the business community and representatives from various levels of government came together for this memorable evening.

This unprecedented funding will **allow our Quebec City team to have a lasting impact on young people** in the Capitale-Nationale and Eastern Quebec regions. We will also be **supporting organizations in the region** whose missions complement our own.

The charity event, produced by **Go Productions** and hosted by Marieme and Foundation spokesperson Thomas Lebel, was full of moving moments, including an inspiring video about the journey of Rose and her mother, Émilie.

We would also like to highlight the contribution of **Chef Helena Loureiro**, who skilfully crafted the evening's Portuguese menu, with assistance provided by Chef Frédéric Cyr and his team.



Thank you to our partners

Honorary Co-Chairs *

Lisa Giannone, President and CEO,
BFL CANADA

Stéphane Garneau, President,
Micrologic

Under the patronage of Bruno
Marchand, mayor of Quebec City.

Governors' Circle *

Chair

Alex Harvey, BCF Business Law

Members

Julie Bédard, BFL CANADA
Marina Binotto, Valero Energy
Pascale Côté, Beneva
Martine Dessureault, National Bank
Jean-François Dufour, Béton Provincial
Carole Gherlenda, RBC Royal Bank
Marc-André Gravel, GBV Lawyers
Natacha Jean, Micrologic
Britta Kröger, La Maison Simons
Suzie Labbé, Sun Life

Marie-Ève Lamontagne, RBC Royal Bank
Donald Larose, JLL
Jérôme Marcoux, Pomerleau
Jean Quenneville, Rio Tinto
François Santerre, Englobe
Catherine Simard, RBC Royal Bank
Philippe Tardif, Eterna
Marc Villeneuve, Desjardins Group

Ambassadors' Circle *

Chair

Denis Lefrançois, Groupe VRSB
arpenteurs- géomètres

Members

Jean Gagnon, National Bank
Serge Lebel, BCF Business Law
Myriam Robitaille
Claude Tessier, iA Financial Group

**Representatives of these companies
during this period*

Thank you to our partners (continued)

PLATINUM PARTNERS: Banque Laurentienne, Banque Nationale, Banque Scotia, Bell, Cain Lamarre, Caisse de dépôt et placement du Québec, Cromwell, Groupe Automobile Desjardins, Desjardins Capital, Desjardins Entreprises, Desjardins Gestion de patrimoine, EY, Fairmont Le Château Frontenac, Eximm +GSE, Fasken, Fonds de solidarité FTQ, iAAH / Prysme, Intact Assurance, Norton Rose Fulbright, PwC, Promutuel Assurance, Port de Québec, Québecor, RBC Banque Royale, Sun Life et TD.

SILVER PARTNERS: CN, Davie, Les Galeries de la Capitale et MNP.

BONZE PARTNERS: Aéroport Jean-Lesage de Québec, Bleufeu, Direktion, INRS, Langlois Avocats et Stantec.

PRESIDENTIAL PARTNERS: Banque Laurentienne, Banque Nationale, iA Groupe financier, Intact Assurance Promutuel Assurance, RBC Banque Royale et Sun Life.

Special thanks to **LG2** for the visual identity, to **Fairmont Le Château Frontenac** for their seamless collaboration and to **Dandurand/Galleon** for the evening's excellent wines.





Community events

Citizens taking action for the cause

\$675 000 raised

36 fundraising events

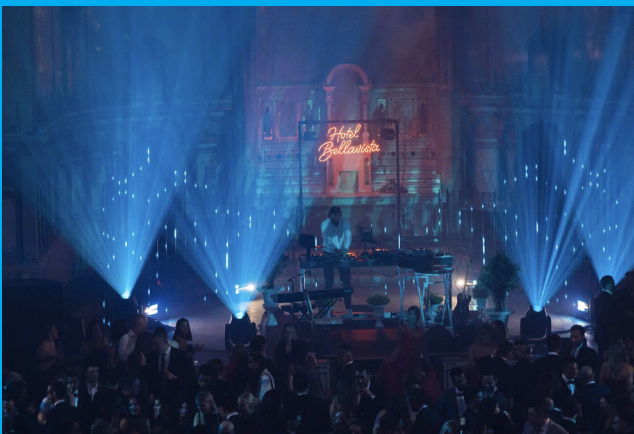
15. Community events

Let's Bond

The *Let's Bond collective* organizes one-of-a-kind events to spark dialogue about mental health and support organizations working in the field.

This year, through The Derby, Holt, Challenge Rassembleur and Urban Ball fundraisers, *Let's Bond* donated \$240,000 to the Youth in Mind Foundation.

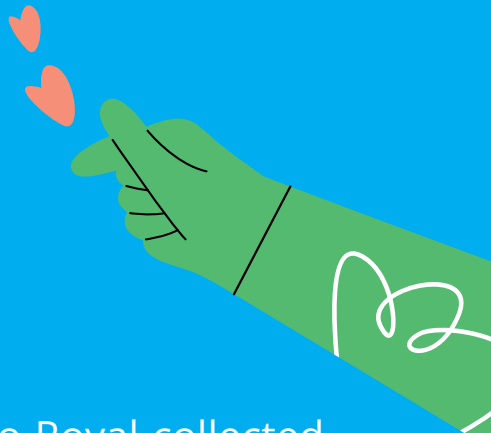
Since 2011, Let's Bond has donated a total of \$2 million to the Foundation.



RBC — Casino Royal and golf

The second edition of *RBC Financial Services' Casino Royal* collected \$92,000 for the Youth in Mind Foundation.

The annual golf tournament raised a net amount of \$25,000.



Défi Entreprises

The Foundation received a total of \$70,960 in the third year of this partnership.

Some 19,000 runners from over 500 companies took part in the event in four cities across Quebec to support teen mental health.



Défi Challenge Québec 800

The 6th *Défi Challenge Québec 800* raised a record \$104,000. The 4-day Défi relay race and team-building challenge sees teams of runners cover a distance of 800 km.

Huge thanks goes to Réjean Fournier, OnSide, Deloitte and all the other participants who trained for months to take on this athletic challenge in support of the cause.



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National Bank — NB Grand Tour

Last July, more than 400 *National Bank* employees took part in the 12th NB Grand Tour, which was held this year in Estrie.

The event raised \$240,000 to support the Youth in Mind Foundation and 12 other organizations working with young people from Estrie.





16. *Teens supporting teens*

Several fundraising events were organized by teens on behalf of their peers. In total, 16 amazing teens raised nearly \$50,000 for the cause! We are pleased to feature them here.

Fanny and Alexia

These two motivated students at *Collège international Sainte-Anne* organized a benefit cocktail dinner for the Foundation. An enjoyable moment, for a world of good.

Samuel, Charles, Antoine, Émile, Médéric, Frédérick and Louane

A group of motivated friends in Grade 11 walked a distance of 43 km from their high school, *Mitchell-Montcalm*, in Sherbrooke, to downtown Valcourt to help break the stigma surrounding mental health.

Ambre, Sarah, Roxane and Laurence

These four students at the *Pensionnat du Saint-Nom-de-Marie* threw a fun DJ party, entitled Fall-in.

Emma

An industrious 16-year-old at *Collège Notre-Dame-de-Lourdes* who organized a fundraiser by selling cards and bookmarks she made herself.

Ethan Hernandez

A Grade 10 student in the PEI program at *École Dorval Jean-XXIII* sold baked goods to raise funds for the Foundation.



A heartfelt thank you to all these other initiatives!

AQCH, Banque Scotia, BC2, Caroline Berthiaume, Christine Boudreau, Dek Nation, École Pointe-Lévis, Fondation Anthony sans Limites, Fondation Groupe AGF, Fondation St- Hubert, Fasken, Jean-François Lacasse, Judith Alain, La Fondation Anthony sans Limites, Les Canadiens de Montréal, Marie-Pierre Bellefeuille, The Reunion, Villa Sainte-Marcelline and X2O Média.

Running for mental health

Émilie Bédard

This 16-year-old girl ran a half marathon every day for an entire month to raise awareness among young people and all levels of government about the importance of good mental health. Starting out from her hometown of Thetford Mines, she travelled to Quebec City and Montreal on her way to her final destination, Ottawa.

An estimated 4,900,000 people knew about Émilie Bédard's run to benefit the Youth in Mind Foundation, with 35 media mentions and 15 interviews.

Recognition at the National Assembly

The Member of Parliament for Thetford Mines and Parliamentary Assistant to the Minister of Education, Isabelle Lecours, invited Émilie Bédard to the National Assembly and called attention to her run for mental health in a member's statement in the Blue Hall.



"I've suffered from anxiety ever since I was young. I needed psychological help in my early teens, and I have loved ones who have gone through similar experiences. At my high school, I know there are lots of people around me who would benefit from talking about mental health. We would be so much stronger together if we supported each other. By doing this challenge, I wanted to break down some of the taboos surrounding mental health and get people talking about it more."

Émilie Bédard

17. United for mental health: *Joining forces with top sports teams*

The Montreal Alouettes

The *Montreal Alouettes* helped tackle teen mental health by organizing a game to benefit the Foundation. For every ticket sold, \$5 was donated to the cause. At the end of the game, a 50/50 draw topped up the amount raised.



The Montréal Canadiens

As part of the Habs “Le Hockey en parle” event, program manager Antoine Morin joined *Montréal Canadiens* players Paul Byron and Patrick Laine for a panel discussion on performance anxiety in front of an audience of young athletes. A few lucky teens from the Foundation family also had a chance to watch a home game from a Habs Suite.



CF Montréal

The Foundation and *CF Montréal* teamed up for World Mental Health Day, with a new partnership to further support teen mental health. The goal is to mobilize and drive awareness among more teens and their families about mental health issues.



Montréal Victoire

With the Foundation as the sole partner, the first professional female hockey team dedicated a game to teen mental health. Players took to the ice wearing messages to raise awareness about mental health. We were able to promote our mission and cause during the exciting event.



18. Coming together for mental health

A comedy show for a good cause'

Comedian and member of the Youth in Mind team, Max Périard donated \$1 from each ticket sold for his show "Humour au Siboire" to the cause.

The power of poetry for teen mental health

In 2024, historian and author Émilie Devoe published *L'étoile taillée*, a collection of poetry describing the tumultuous journey of a mentally distressed child and her mother. She chose to donate her royalties to the Foundation to help other children like her daughter, Rose.

Lysane Leroux's generosity speaks volumes

Author Lysane Leroux partnered with the Foundation, donating 50% of the proceeds from her first novel. A passionate voice for teen mental health.

Invincible Boutique: a streetwear brand with a big heart

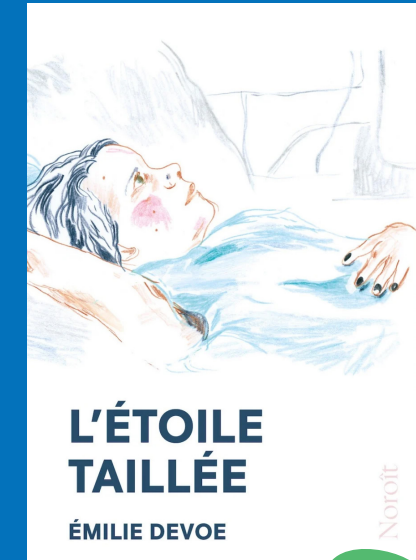
Invincible Boutique, a streetwear brand founded in 2014 that knows a thing or two about inner strength, partnered with the Foundation to help us pursue our mission. For every purchase made on their online store, \$2 goes to the cause.

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 Chocolate, Hazelnut & Pleasure Box sold.

A bracelet with hearth

As a loyal partner, *Horace* created a three-heart bracelet engraved with the Foundation's name. For each bracelet sold, \$5 was donated to the Foundation. During their Ho-Ho-Horace week, the owners also donated \$5 per online purchase made that day.

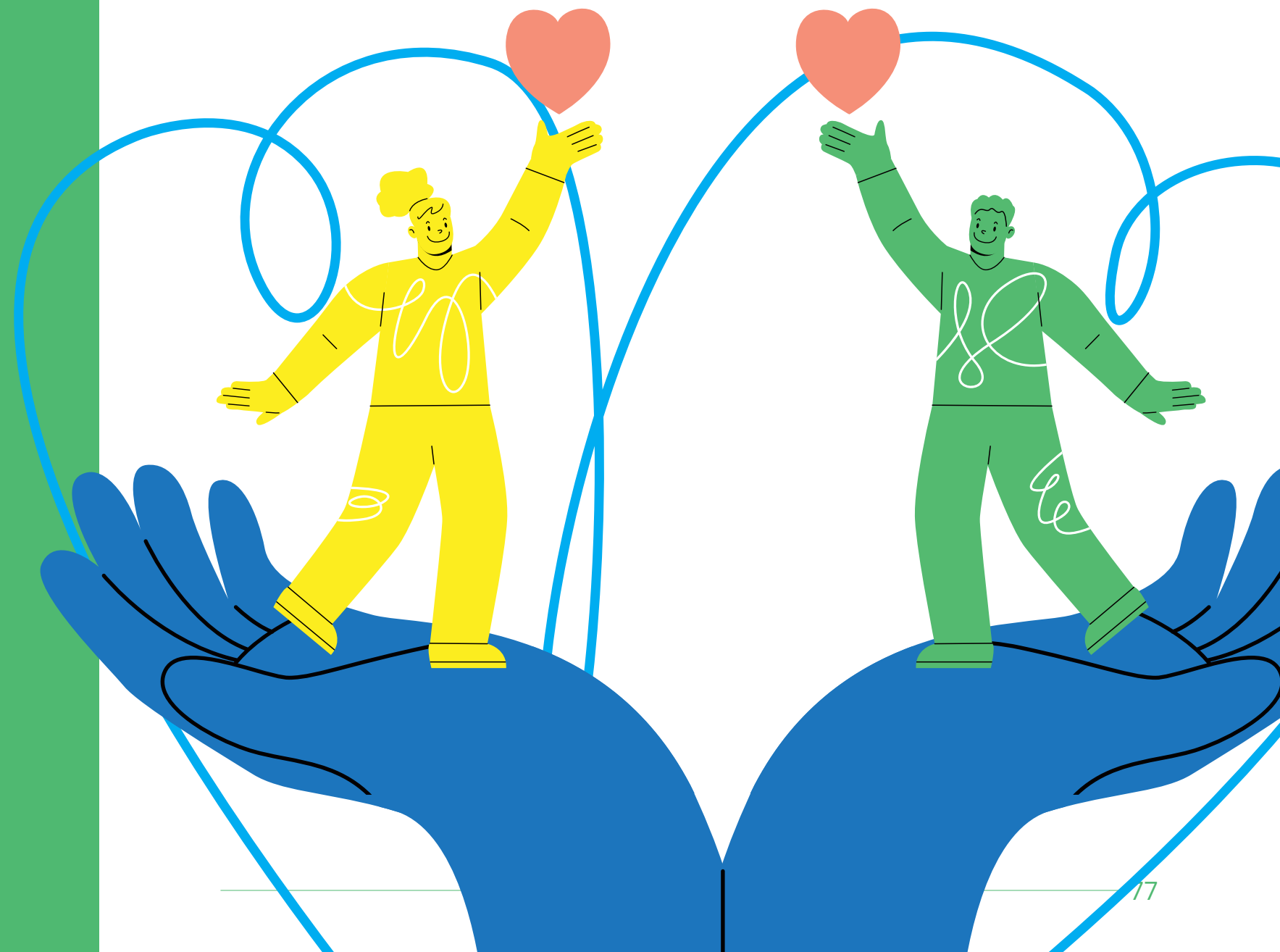


19. List of *donors*

For a quarter of a century, we have been able to offer tools and workshops to young people free of charge thanks to the generosity of thousands of individuals and countless companies, who literally give us wings. Their loyal support allows us to pursue our mission with passion and determination. Every dollar donated to the Youth in Mind Foundation is carefully invested to ensure we make a tangible and lasting difference in the lives of Quebec's young people and those around them.

We would like to extend our warmest thanks to those who have made donations to support the critical cause of teen mental health, particularly our new partner, *Manulife*, who generously contributed \$100,000 to help fund the development of LGBTQ+ content. This partnership marks an important milestone in our commitment to inclusion and diversity.

You can view our 2024 donor list [here](#).



Thank you!

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