

# BRANCHÉS

SUR  
LEUR **AVENIR**

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**A CAMPAIGN  
TO HELP YOUNG  
PEOPLE SUCCEED**



| OBJECTIVE: \$2 M



FONDATION  
**laclé**  
Pour la réussite des jeunes en HLM



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## Connected to Jose's future... Now!

Jose is 15. He lives with his mother and two sisters in a low-rent apartment in LaSalle. As the eldest child, he is lucky to have his own room: living space is at a premium for this family of four. His mother works as a grocery store cashier but has a second job working most weekends for a catering company. It's the only way to make ends meet.

It's not always easy for Jose. He's had to pass up on a lot of opportunities. He would love to sign up for soccer or have a new pair of sneakers to replace the hand-me-down ones he's starting to outgrow. But his family just can't afford it, never mind finding money for a computer and an Internet connection.

When schools closed and switched to a hybrid learning model due to COVID-19 in the spring of 2020, Jose was unable to attend classes online with the other students. The school loaned him a computer, but he had no Internet connection at home. Though he sometimes used his mother's cell phone to connect, he couldn't always count on that option.

**“The school loaned him a computer,  
but he had no Internet connection  
at home.”**

Jose is not alone. Many young people living in subsidized housing face social, economic and technological challenges. They need our help to succeed.



– Jose

**In 2021, 18.3% of Montreal students dropped out of high school; in low-income neighbourhoods, that rate was 2.5 times higher.**

## A family like many others

There are many low-income families such as Jose's. On the Island of Montréal, nearly 4,500 families live in low-rent housing managed and administered by the Office municipal d'habitation de Montréal (OMHM). This includes some 10,000 young people under the age of 25, two-thirds of whom are school aged—32% in elementary school, 35% in high school.

Reducing the impact of poverty on school perseverance is an enormous challenge. Undertaking this challenge is the mission we've given ourselves at Fondation La Clé (formerly Fondation de l'Office municipal d'habitation de Montréal). We want to help young people like Jose stay in school and reach their full potential. Over the past 10 years, the Foundation has donated nearly one million dollars to fund both scholarships for high school students, to encourage them to stay in school and programs offered by organizations that work with these youth and encourage them to persevere at school.

# Growing up in housing managed by the OMHM

The average annual income of families living in this type of housing is less than \$20,000.

26%

rely on the wages of a single worker as their main source of income.

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68%

are single-parent households.

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76%

of single-parent families are headed by women.

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A significant majority of residents are allophones.

80%

of families experiencing financial difficulties say their income is not enough to cover living expenses, especially those related to school and child care.

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Nearly

75%

of residents are high school dropouts.

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School often takes a back seat to the family's more pressing, basic needs.

In Quebec, half of all students do not own a laptop computer. This lack of access to technology accentuates inequalities and prevents kids from participating in school activities.







THE FUNDS RAISED BY  
FONDATION LA CLÉ WILL BE  
INVESTED IN FOUR MAJOR,  
PRIORITY PROJECTS:

**Connected to  
their digital reality:**

*Reducing the digital divide*

**\$750,000**

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**Connected to  
the community:**

*Supporting organizations  
that work with our youth*

**\$750,000**

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**Connected to  
their success:**

*Helping students to  
continue their studies*

**\$400,000**

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**Connected to  
their passions:**

*Encouraging them to forge  
their own identities and  
develop their social skills*

**\$75,000**

BRANCHÉS  
SUR LEUR AVENIR

2021-2025  
MAJOR  
FUNDRAISING  
CAMPAIGN

\$2 M OBJECTIVE

Note: A maximum of 15% of the amounts mentioned above will go toward administrative costs.

# Our first major campaign:

# BRANCHÉS

*SUR LEUR* **AVENIR**

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For Jose, and for the nearly 10,000 other young people living in a similar situation, this is what the mission of Fondation La Clé is all about. We need to take action to ensure their success. The Foundation is committed to providing them with technological tools and basic computer literacy skills, to increasing the number of perseverance scholarships for high school students, to creating post-secondary scholarships, and to increasing the capacity of youth organizations to support these young people.

### **With needs exacerbated by the current pandemic, we must act now.**

In the more than 10 years since its inception, the Foundation has played an essential role in the lives of youth living in OMHM housing, helping them persevere in their studies and become active members of our society. Our first major campaign, which aims to raise \$2 million over 5 years, will be an effective means of achieving our goals.

The Foundation works with communities to increase the effectiveness of their actions, reduce the impact of poverty on school dropout rates, and make a real difference in the lives of these youth.



– Brigitte Samson, Chair of Fondation La Clé's Board of Directors

### **LET'S GIVE OURSELVES THE MEANS TO SUPPORT OUR YOUTH**

"I am always so touched and impressed to see the positive impact the Foundation has on our youth and on the organizations that work with them. Our Foundation is the only organization in Quebec exclusively dedicated to supporting youth living in low-rent housing (managed by the Office municipal d'habitation de Montréal) and encouraging them to stay in school. Even with the modest resources at our disposal, the Foundation has managed to help nearly 25% of these young people to stay in school. But this is only the beginning! Despite the devastating effect the pandemic has had on student dropout rates, we will continue to support their social and educational development so they can truly reach their full potential. This is why we are so proud to launch our first-ever major fundraising campaign, with a goal of raising \$2 million over 5 years."

# Our donations change their future!



- Maxime Boissonneault,  
co-CEO, Moov AI



- Wayne Heuff,  
Executive Vice-President and  
Managing Director, Claridge



- Pierre Pomerleau,  
President and CEO,  
Pomerleau

## A FIRM COMMITMENT FROM OUR CO-CHAIRS

Helping children succeed in school is the best way to break the cycle of poverty. Staying in school and earning a high school diploma is a lifeline for children from disadvantaged neighbourhoods. Join us in Fondation La Clé's first major fundraising campaign and help close the growing gap between less-privileged youth and those from more affluent backgrounds.

Education is the key to solving the majority of today's societal issues. Depriving certain children of a good education and the necessary tools for their development places them—and the future of society at large—at a huge disadvantage.

Every child has the potential to succeed, and we are convinced that together, we can give them the help they need to truly shine.

The choice is obvious. Working together, we can provide children from disadvantaged neighbourhoods with the tools they need for a brighter future—society's future. *Let's make it possible. Show your support for Montreal youth by donating generously to Fondation La Clé.*

## Connected to their digital reality: *Reducing the digital divide*

Major urban centres like Montreal are not immune to internet inequality. It isn't the lack of a high-speed network that creates the divide, it's poverty.

In today's world, **not having decent access to the Web contributes to the social exclusion and is one of the reasons why children fall behind in school**

**and may drop out.** With this in mind, Fondation La Clé will invest **\$750,000 over 5 years to mitigate inequalities due to the digital divide** for students living in OMHM housing by funding the installation of a high-speed Internet network dedicated to families with school-aged children.

"Whether it's to watch a video one of my teachers has suggested or do research for an oral presentation, it really helps to have access to a computer and the internet when I need it. It's encouraging to know that, just like my friends, I have everything I need to get good grades!"

- Saphia, aged 15, Rosemont



Internet connection  
for roughly

**525 families**  
and

**1,500 kids**

over 5 years

**\$750,000**

## Connected to the community: Supporting organizations that work with our youth

Every year, Fondation La Clé funds organizations working in low-rent housing communities so they may offer projects and programs to encourage students to stay in school. These include homework support, extracurricular sports and cultural activities, tutoring and mentoring, psychosocial support and family activities.

Since its creation, the Foundation has awarded some \$800,000 in funding for nearly 20 projects. We've reached out to some 2,231 kids, which represents 25% of young people living in these communities. **What's more, 96% of these students have said that participating in school tutoring activities and homework support programs has helped them improve or maintain their grades.**

The Foundation currently supports 7 organizations annually and has committed to giving each organization \$45,000 over 3 years. This investment means that about 130 students are receiving help with homework. To date, Fondation La Clé has concentrated its support in the following boroughs: Petite-Bourgogne, Rosemont, Montréal-Nord, Lachine, and Ville-Émard/Côte-Saint-Paul.

With the Foundation's first major fundraising campaign, we hope to work together with organizations to **optimize our investment strategy and successfully mobilize our resources.** Our goal is to bring about lasting change for these youth by keeping them in school.

"I'm in Grade 4 and I've signed up for a homework help program offered by Coup de pouce jeunesse. Their help really pushes me to do my school work. At home, I'm not very motivated and no one can help me when I don't understand. Their support helps me to keep going and succeed in school."

- Raphaël, aged 10, Montréal-Nord



**Support for youth  
organizations  
working in low-rent  
housing communities**

**\$750,000**

# Connected to their success: Helping students to continue their studies

Since 2014, Fondation La Clé, through a partnership agreement with Educaid, has been sponsoring Persevera scholarships to encourage students to stay in school. We've funded a total of \$126,000 in scholarships to more than 130 students in Secondary 3 to Secondary 5. Out of all the students sponsored by the Foundation, **94% have obtained their high school diplomas, compared to the Montreal average of 82.8%. These perseverance scholarships support individual students as they progress from year to year.**

## SECONDARY SCHOOL SCHOLARSHIPS

Dropout rates begin to rise significantly in the third year of high school. Given this, the Foundation encourages students to stay in school by awarding them scholarships worth \$500. They are given out each year, from Secondary 3 to Secondary 5, for a total of \$1,500 per student.

The Foundation has sponsored over 130 students in seven Montreal schools through this scholarship program. That's an average of 21 students per year!

**Our goal is to increase the yearly number of new scholarship recipients by 20%, from 21 to 25 students.**

## NEW POST-SECONDARY SCHOLARSHIP PROGRAM

**Nearly 75% of residents living in OMHM housing drop out of school by Secondary 5.** Yet college and university graduates generally have better job prospects. **We must reverse this trend if we're to break the cycle of poverty.** Fondation La Clé wishes to establish a new scholarship program to encourage students to pursue post-secondary education.

**The fundraising campaign will allow the Foundation to grant scholarships worth \$750 per year to 70 Cégep students, and \$1,000 per year to 50 university students.**

"Receiving a scholarship made me realize that I wasn't alone, that my efforts were being recognized. For some people, \$500 may not seem like a lot, but it meant I could buy new glasses, a winter coat, and a few other school supplies. It made a big difference in my life."

- Tamika, aged 15, Saint-Henri



### Secondary school scholarships

125 high school students

\$500/student

**\$155,000**

### Post-secondary scholarships

70 Cégep students and  
50 university students

\$750/Cégep student and  
\$1,000/university student

**\$245,000**

## Connected to their passions: *Encouraging them to forge their own identities and develop their social skills*

Participating in extracurricular activities can benefit students in many ways, including improving their academic performance and mental health, and developing good peer relationships. These activities have a positive effect because they offer children the opportunity to explore their identity, develop initiative, learn to control their emotions, and acquire social skills.

Unfortunately, many families living in low-rent housing cannot afford to sign up their children for recreational activities.

These activities have recognized benefits for both mental health and motivation in school. This is why the Foundation wants to increase its funding for sports and cultural initiatives for these young people.

"In 2017, I participated in a fund-raising trip to Morocco organized by the Foundation. During our 12-day trek, we climbed Mount Toubkal which, at 4,167 metres, is the highest peak in North Africa. I trained for six months to prepare for the trek. It was a challenging experience, but doing it gave me a lot of confidence. What inspired me most was how much the members of our team helped each other."

- Ismaël, Trek 2017 participant



**Projects to help them  
reach their full potential**

**\$75,000**



# BRANCHÉS

## SUR LEUR Avenir



- **Patrice Bernier**,  
sports analyst at TVA Sports,  
Fondation La Clé spokesperson

"When we encourage students to stay in school, we also create a brighter future for our communities. When I think of all those students who, through a simple twist of fate, grow up in less stimulating environments, or live in poverty, it just breaks my heart. These young people have as much potential as anyone else. They just need a little extra encouragement, a leg up to help them have more confidence in themselves. Fondation La Clé gives kids a chance to flourish, fulfil their dreams, and become active citizens. The whole of society benefits."

### CAMPAIGN CABINET

#### Co-chairs

**Maxime Boissonneault**,  
Co-CEO, Moov AI

**Wayne Heuff**,  
Executive Vice-President and  
Managing Director, Claridge

**Pierre Pomerleau**,  
President, Pomerleau

#### Ambassadors

**Fondation Famille Godin**

**Fondation Famille Léger**

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BRANCHÉS  
*SUR*  
LEUR **AVENIR**

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**MAJOR  
FUNDRAISING  
CAMPAIGN**

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**\$2 M OBJECTIVE**

FONDATION  
**laclé**

Pour la réussite des jeunes en HLM

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