

2020–2021

ANNUAL REPORT

FONDATION
laclé
Pour la réussite des jeunes en HLM



Table of Contents

- 3 A word from the Chair of the Board and the Executive Director
 - 4 About us
 - 5 Growing up in OMHM housing
 - 9 The year 2020–2021 in numbers
 - 10 The Foundation in support of community organizations
 - 12 School perseverance scholarships to encourage our youth
 - 15 Some of the year’s highlights
 - 16 Our volunteers
 - 17 Donors’ Roll of Honour
-

***“Perseverance
leads to success”***

– Michel Dupuy

A word from the Chair of the Board and the Executive Director

Acquiring the means to succeed in the face of challenges

In March of 2020, a major disruption transformed our lives and those of billions of people around the world. Who would have thought that we would still be trying to find our bearings and hoping for a return to normalcy two years later?

In a crisis this big, all are not equal. Sadly, we can't help but observe the widening gap between the vulnerable and the more-privileged.

This past fiscal year was a defining one for the Foundation — a rebranding, the appointment of a new executive director, the launch of the silent phase of the Foundation's first-ever major campaign, a dynamic board of directors, and much more.

As with most community organizations, we've seen some of our revenue-generating activities curtailed or even cancelled, while the risk of youth in OMHM housing dropping out of school, increased.

A community more united than ever

In this uncertain context, the Foundation faced many challenges that forced it to reinvent itself!

We benefited from the support of our main partner, the *Office Municipal d'Habitation de Montréal* (OMHM), and the exceptional generosity of donors and businesses which continued to support us even when the pandemic hit its peak.

A new page in the Foundation's history is being written. We know that we will always be able to count on the network of community organizations working on site, and on all of our partners. We commend their extraordinary work with the youth who live there. Our goal is to continue working closely with them.

Optimism for the future

Although the pandemic persists and we do not yet know how it will affect vulnerable populations over the long term, we remain optimistic about the future.

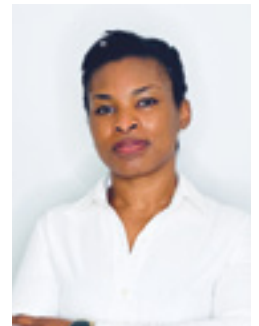
A wind of positive change is blowing through the Foundation. We will continue to support projects — which are more relevant than ever — to encourage these young people to persevere in their studies and develop their full potential.

Together, we will succeed in our bet for the future.

Happy reading!



Brigitte Samson,
Chair of the Board



Raïssa Épalè,
Executive Director



About us

Our mission

Helping young people living in Montréal's low-rent housing managed by the Office municipal d'habitation de Montréal to persevere in their studies and reach their full potential.

Our vision

The Foundation is a recognized actor known for its commitment to young people living in OMHM housing. It promotes school perseverance, increased self-esteem and the development of these young people's initiative.

Our values

The Foundation's values guide the actions it takes to accomplish its mission. They represent our moral contract with the youth who benefit from the Foundation's support, as well as with our partners, donors and volunteers, so that we can work together toward a common goal: helping these young people be successful.

- **Commitment**
- **Sustainability**
- **Transparency**



Our work

To accomplish its mission, the Foundation's actions are threefold:

1

SUPPORTING SCHOOL PERSEVERANCE:

We promote daily learning and help students make constant efforts until they earn their first diploma.

2

PROMOTING INITIATIVE AND CREATIVITY:

We encourage young people to develop their individual potential by finding or developing their passion and pursuing new and enriching experiences, factors that positively influence their lives.

3

INCREASING PRIDE AND SELF-ESTEEM:

We work to help young people improve their confidence, social skills and other qualities so that they can develop and strengthen their personal skills. This contributes to their success.



Growing up in OMHM housing

The pandemic crisis has had a devastating impact on school perseverance, especially for students from disadvantaged backgrounds.

In 2021, 18.3% of Montreal students dropped out of high school¹; in disadvantaged neighbourhoods, that rate was 2.5 times higher.²

Dropping out of school is associated with the socioeconomic vulnerability of students.³

6%

of respondents say that they never made it to high school.⁴

73%

of respondents dropped out of high school.⁴

Approximately 13%

of respondents reached CEGEP or university.⁴

Though similar to the rest of the school population, the percentage of students who do not receive a diploma is higher among students born outside of Canada (1st generation: 45,3%) as compared to students with one or more parent born outside of Canada (2nd generation: 29,8%).¹

4,328

families

The average annual income of families living in this type of housing is less than

\$20,000

26%

of families rely on wages as their main source of income

A significant majority of residents are

allophones

48%

of these families receive social welfare

26%

of these families receive government assistance from programs other than social welfare (SAAQ, CNESST, OPIP, Old age Security, Quebec Pension Plan, etc.)

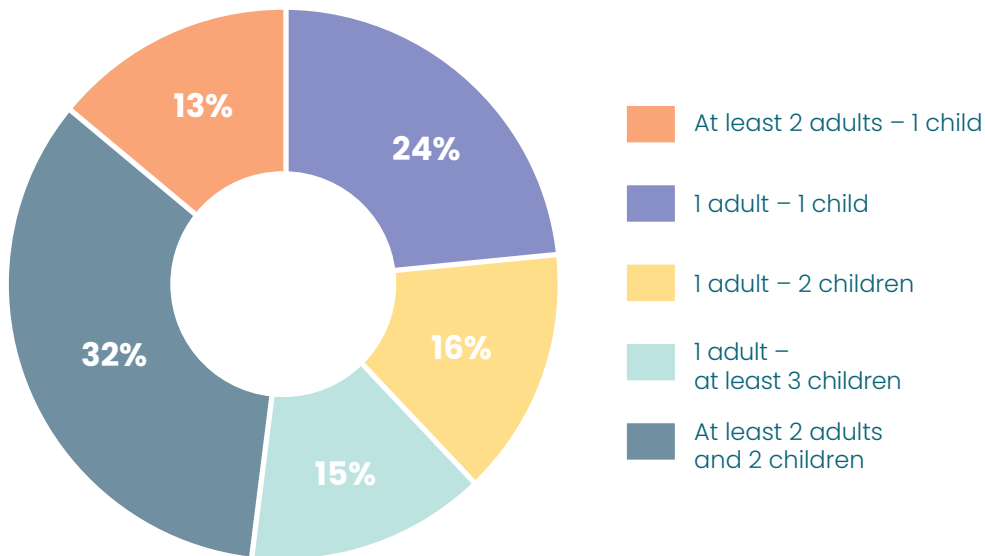
⁽¹⁾ Montreal Hooked on School (MHS)

⁽²⁾ Centraide of Greater Montreal

⁽³⁾ Quebec government, *portrait du décrochage scolaire chez les jeunes du secondaire du réseau public à Montréal*

⁽⁴⁾ Survey carried out among OMHM residents. (April 2009)

Distribution of families according to family composition

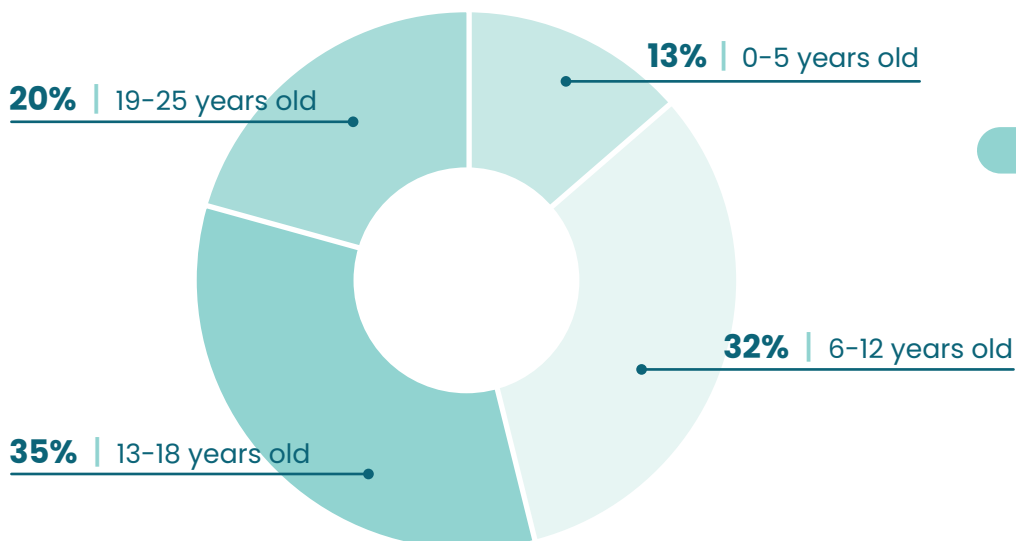


*Source: Office municipal d'habitation de Montréal (OMHM)

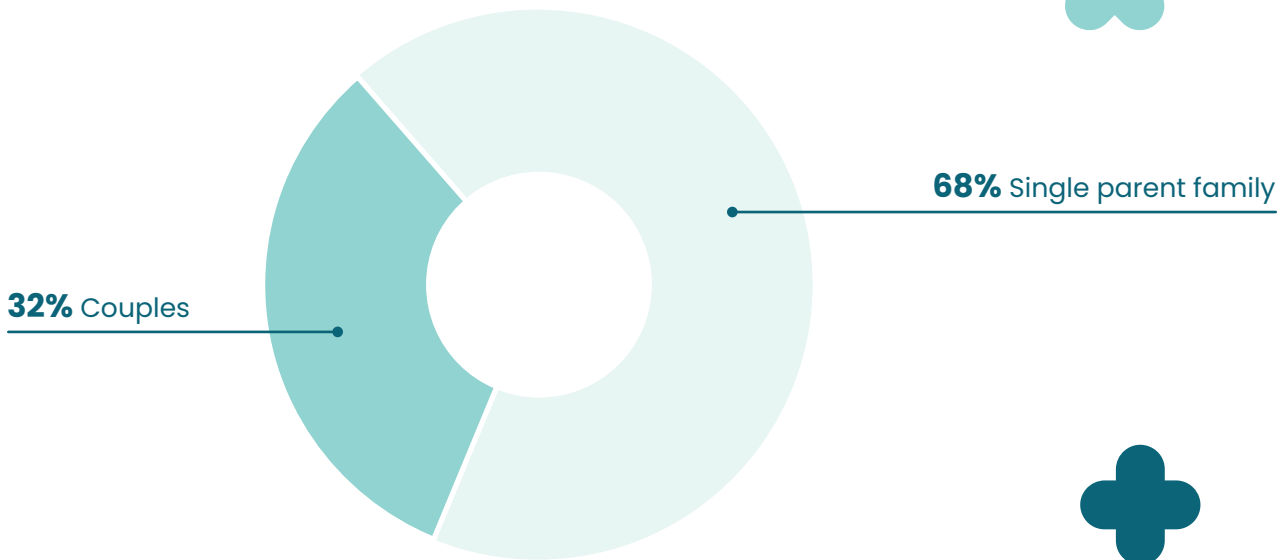
Who are these young people?

Despite the help that subsidized housing may provide, the vast majority of families in OMHM communities live in extreme poverty and social exclusion. In some neighbourhoods, more than half of the students leave school without obtaining their high school diploma. Nearly **10,000 young people under 25** live in OMHM housing, of which more than two thirds are of school age, with **32% being in elementary school** and **35% in high school**.

Number of children according to age group



Composition of families with children



52%

are single-parent families with a woman as head of the family

15%

are young families (one of the two parents is under 35 years old)

45%

are families with dependent children (18–25 years old)

In these difficult, pandemic times, Chanceline-Rebe is a student who is always present at school whether it be in person or at a distance. She is a serious student and very perseverant. Her mother, who is a single parent, works hard as a careworker in a private residence for the elderly. In order to be able to offer her 6 kids everything they need, she works long hours. Chanceline-Rebe would like to become a doctor, helping others is an important value for her. It would be easy for this young adolescent to give up, but Chanceline-Rebe is doing everything to the contrary.

Chancelne-Rebe, student at l'école Saint-Henri, received her secondary school diploma on June 30, 2021



Where the families are located.



The year 2020–2021 in numbers

277 donors



\$392,708
raised



\$75,000

invested in **five**
on-site organizations

195 young people assisted
(educational support, etc.)



\$855,000

reinvested since 2011



20 projects

supported since 2011

\$33,927

awarded in
perseverance
scholarships



63 scholarship
recipients

\$191,000

invested in our
scholarship
recipients since 2011

178 young
people encouraged
since 2014



The Foundation in support of community organizations

Motivated and dedicated young people, involved parents, improving and stabilized academic performances

Being there where and when it counts and supporting projects that aim to assist and encourage young people in OMHM housing to pursue their studies are the objectives that Fondation La Clé has set itself.

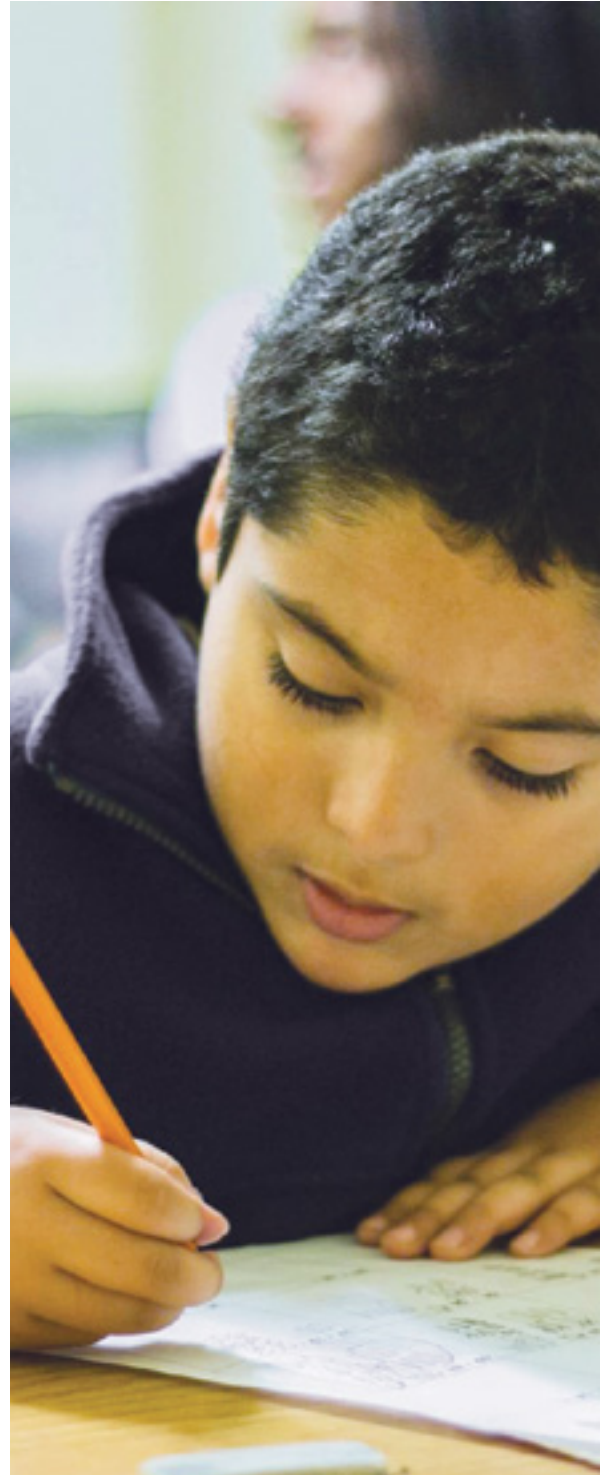
People in vulnerable situations, who were already fragile, have seen their social problems intensify.

Of those living in this type of housing, 73% say they did not graduate from high school. A large proportion of tenants are Allophones. In addition, 68% of families are single-parent of which 76% have a woman as head of the family.

This is the reality that on-site community-based organizations deal with.

Community organizations play a vital role. They offer young people and their families a place to meet, discuss and be heard, in addition to helping them academically and to develop their well-being. These organizations have received an increasing number of requests for academic support, in particular for distance-learning, which makes providing assistance more complex. Many of them have had to reinvent themselves and adapt.

This year, the Foundation continued to support these organizations by renewing its funding for five of them. Funding of **\$15,000** per organization helped to implement projects that meet the needs of these kids.





Services provided included access to technology, distance-learning and homework support and tutoring services. This financial support helped the organizations keep their human resources stable, and, in many cases, create a significant connection between workers and the young people they work with.

The impacts of these projects on these students were positive and many. More than **90%** of them said they had improved or stabilized their academic performance as a result of participating in the organizations' activities. The development of positive relationships with teachers and parents, along with greater academic independence and resourcefulness in the majority of these young people, was also observed.

In addition, parents reported that their children are more disciplined, leading to healthier family dynamics and an eagerness to be involved in their children's education.

Visit our website to learn more about the projects we support.



5 organizations
supported

\$75,000

invested in
organizations working
in OMHM communities



195 young
people
reached

An average
investment of

\$385

per youth



School perseverance scholarships to encourage our youth

One of the key factors in academic perseverance and success is the value given to education.

By partnering with Educaid through its Persevera scholarship program, the Foundation once again awarded **\$500** per year to **21 scholarship recipients** from their third year in high school until obtaining their first diploma. As such, the recipients receive tangible encouragement from our donors, who believe in them.

In 2021, **18.3%** of Montreal students did not graduate from high school. Although the graduation rate is on the rise, a significant proportion of dropouts are among the nearly **10,000 young people** living in OMHM housing. During the imposed school closures, many of these students did not have the computer equipment necessary for distance-learning. The school perseverance scholarships helped some of them resolve this problem.

This year, we sponsored **63 students** through the partnership, bringing the total number of scholarship recipients, since 2014, to **168**. We operate in seven secondary schools in highly disadvantaged areas. According to Educaid's recent scholarship recipient progress report, the average graduation rate is **88%**. The year 2020 had the lowest percentage since the program began which may in part be due to the effects of the pandemic on school perseverance.

Nevertheless, these young people are excellent examples of perseverance and resilience.

Adriany is in Secondary 4 at École secondaire Chomedey-de-Maisonnette. Her group had to self-isolate five times during the school year, resulting in 50 days of distance-learning which has been very difficult for her. Despite the situation, she stayed the course.

Thanks to her scholarship, she was able to buy a computer and pay her school fees. With the computer, she was able to search for information and use resources such as Alloprof.

This year, she plans to pay her school fees and, most importantly, to purchase the Antidote software to better perform in French.



A word about our scholarship recipients...

All of our recipients in ongoing or nearly finished cohorts at a glance.

Progress report : Éducaide Scholarship Fund – Fondation La Clé

| | Cohort 2017 | Cohort 2018 | Cohort 2019 | Cohort 2020 | Total |
|---|-----------------|-----------------|-----------------|-----------------|------------------|
| Number of recipients funded | 18 | 21 | 21 | 21 | 81 |
| Amount contributed by Fondation la Clé | | | | | |
| Year 1 | \$9,000 | \$10,500 | \$10,500 | \$10,500 | 40 500 \$ |
| Year 2 | \$8,750 | \$10,500 | \$9,500 | \$0 | 28 750 \$ |
| Year 3 | \$8,750 | \$10,000 | \$0* | – | 18 750 \$ |
| Year 4 | \$500 | – | – | – | 500 \$ |
| Total scholarships awarded | \$27,000 | \$31,000 | \$20,000 | \$10,500 | 88,500 \$ |

Follow-up of recipients

| | Cohort 2017 | Cohort 2018 | Cohort 2019 | Cohort 2020 | Total |
|-----------------------|-------------|-------------|-------------|-------------|-----------|
| Not located | – | 1 | 2 | – | 3 |
| Waiting for a diploma | 1 | 7 | – | 21 | 29 |
| Graduated (DSS) | 17 | 13 | 19 | – | 49 |
| Total | 18 | 21 | 21 | 21 | 81 |

Kelly is an involved and perseverant young girl and we are proud of her many achievements. Though she's had some tough personal and family challenges to face, she has succeeded brilliantly. Always punctual and diligent, she continually strives for self-improvement.

"I think that I would be a good candidate for this scholarship because I am doing everything I can to get ahead. If it's more difficult, I do what's asked of me to succeed. I do my homework and follow the advice given. I'm on the right path."

Kelly, secondary 4 student, École Pierre-Dupuis

Fondation La Clé and the Fondation du Collège de Montréal are committed to the success of students living in OMHM housing

Scholarships that make a difference...

The scholarships are offered in recognition of the perseverance and resiliency of young people, especially in the context of the COVID-19 pandemic. Scholarships allow families to feel a little less financial pressure because the money can be used to purchase basic necessities.

Sports and cultural activities are very beneficial for school perseverance. With these scholarships, young people can also sign up for such activities and purchase necessary equipment.

The scholarships contribute to the success of these young people.

Teachers and parents have noted a significant increase in these students' motivation, as well as in their self-esteem and pride.

Promoting diversity in classes and institutions is a means to improve social inequalities in academic success.

Thanks to a five-year agreement between Fondation La Clé and the Fondation du Collège de Montréal, students in OMHM housing have the opportunity to pursue all of their high school studies at the city's oldest high school, an institution with 250 years of history and expertise in education.

This year, a total of ten students began to attend this prestigious institution. Each student receives a scholarship from the Fondation du Collège de Montréal to cover, among other things, tuition fees, school supplies and uniform expenses. In addition, Fondation La Clé provides an annual allowance of **\$500** for various study-related purchases, such as school supplies, shoes, clothing or a public transit pass (OPUS).

Kim Chau Marie is a student at École Saint-Henri. She's a bit shy, but she's an amazing kid. She takes care of her sick mother and manages to do very well in school in order to have a good career later on.

"I think that I deserve this scholarship because I have learning difficulties. I don't have the best conditions for studying, but I improved my grades with effort and time. I also listen carefully in class." She continues to work hard and hopes to go to CEGEP.



Some of the year's highlights

We have been agile in times of uncertainty

Despite the effects of the pandemic on our fundraising activities, the Foundation was able to make it through thanks to the exceptional generosity of its donors. Additional funds were generated through our fourth participation in the Scotiabank Charity Challenge. The Foundation was therefore able to continue to provide financial assistance to young people and community organizations.

We acquired the means to achieve our ambitions

A wind of change has blown through the Foundation. We changed our name to Fondation La Clé. We began the silent phase of the Foundation's first-ever major fundraising campaign, officially launched in November 2021, with the goal of raising \$2 million over five years to support school perseverance among our youth.

The Foundation recruited a new executive director who intends to spare no effort to ensure the Foundation's continuity.

Patrice Bernier, our faithful ally

We would like to thank Patrice Bernier, the Foundation's spokesperson, who, through his involvement, has supported the Foundation's mission for many years, and makes heard the voices and hopes of young people in OMHM housing.

"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."



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

Our volunteers

Committed and motivated volunteers

The Board of Directors remains deeply committed. Charged with the Foundation's good governance, its members have ensured sound management through various committees. We would especially like to thank all the members of the Board of Directors for their continuing support during this difficult time.



- Brigitte Samson, Chair
Datech Group Director, Sales & Market Development—Énergir



- Me Isabelle Parizeau, ASC, LL.L, LL.M
Commissioner, Refugee Appeal Division
— Immigration and Refugee Board of Canada



- Sandrine Debbané, Vice-Chair
Chief Financial Officer — Sidlee



- Denis Robitaille
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- Frank-Émile Saint-Phard, MBA
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- Charles Antoine Lussier
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- Stephen Gauthier, CFA
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— CEOS Family Office



- Nathalie Godbout, B.A.A, FICVM, Pl. Fin.
Vice President — IG Wealth Management



- Julia Davies
Project manager, City of Montréal,
Housing Department — Retired



- Herbert Nunes, MPM
Vice President Development — SmartCentres REIT

Donor's Roll of Honour

Fondation La Clé is proud to have been supported throughout the years by loyal and committed donors which allows us to carry out our mission.

An exceptional partnership

Fondation La Clé would not be able to do its work without the administrative support of the **Office municipal d'habitation de Montréal** (OMHM). In addition, every year OMHM employees collect donations for the Foundation as part of an internal fund raising campaign. We express our heartfelt gratitude to all OMHM employees for their solidarity

FOUNDERS

Office Municipal d'Habitation de Montréal

CORPORATE DONORS

Visionaries

(50 000 \$ – 99 999 \$)

Fondation Lucie et André Chagnon
Har-Di Consultants inc.

Ambassadors

(20 000 \$ – 49 999 \$)

Fondation de Claire
et Jean-Pierre Léger
Fondation Famille Godin

Major builders

(5 000 \$ – 19 999 \$)

| | |
|---------------|-----------------------|
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| Groupe Geyser | |
| Métaux Dépôt | Rachel Julien |

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| | | | |
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