



EVERYONE SHOULD HAVE THE SAME CHANCE TO SUCCEED

# ANNUAL REPORT 2022-2023

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## Mission accomplished! Goal achieved!

These two expressions bear witness to what has been achieved over the past year at the Foundation! With its ongoing pursuit of its mission of encouraging school perseverance among young people living in low-income housing, the Foundation took off again this year **by closing its first major campaign, after having exceeded its goal of raising 2 million dollars over 5 years.** Thanks to these donations, we will be able to perpetuate and improve the offer of scholarships and support for the development of young people for the next five years.

The Foundation believes that the desire to study develops early in childhood and that local community settings are often the best places to support academic learning and child development. These organizations work directly in communities with young people to stimulate and strengthen their academic skills, develop learning methods and make parents aware of the success of their children. **In addition to providing children with healthy snacks, they promote their development through creative, cultural and sports activities.**

In addition, based on the strength of its major campaign, the Foundation wished to increase its initiatives to diminish social inequalities **by adding a brand new program** aimed at reducing the “digital divide” for families in low-income housing. Indeed, the recent pandemic has highlighted the great difficulties for these families to offer their children the optimal conditions for academic success, in particular through adequate technological means. **Thanks to the generous donations received during the major campaign, this program provides concrete access to free high-speed Internet to nearly 150 families.** The addition of this new program is well underway and will expand over the next year.

**It is with optimism that this last year ends and that we undertake the development of the next strategic plan which will take place in the coming months.**

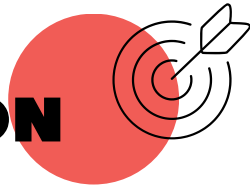
**We would like to express our gratitude to our donors who have generously responded to the call, otherwise we would not have been able to achieve such great strides for young people. Together, let's pursue the goal of giving young people the best chance of succeeding!**

*Brigitte Samson & Nathalie Thifault*



Nathalie Thifault, Executive director

## OUR MISSION

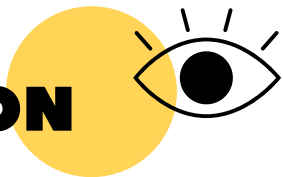


Help young people in low-rental housing to persevere in their studies and reach their full potential.

To this end, Fondation La Clé mobilizes community stakeholders and resources of the community to create the conditions that will have a positive and lasting impact on the educational success of these young people.

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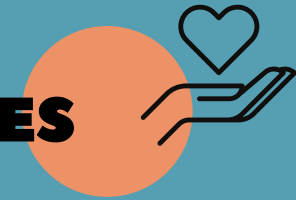
## OUR VISION



All young people can succeed, including those who face socio-economic challenges encountered in low-income housing. The whole community can create the conditions for success for these young people by offering them support. Encouraged by the mobilization around them and the importance given to them, young people are gaining confidence. Seeing themselves succeed increases their ability to influence their future.

The Foundation is a player recognized for its commitment to young people living in HLM in Montreal. It promotes school perseverance, increased self-esteem and the development of the spirit of initiative of these young people.

## OUR VALUES



### SUSTAINABILITY

TAKE SUSTAINED ACTIONS THAT WILL HAVE A POSITIVE IMPACT AND LEAVE A LASTING MARK IN THE LIVES OF YOUNG PEOPLE SUPPORTED BY THE FOUNDATION.

### TRANSPARENCY

ACT WITH RIGOUR, INTEGRITY AND PROBITY SO AS TO HAVE RULES OF GOVERNANCE THAT ARE RECOGNIZED AND VERIFIABLE AND TO PROMOTE THE SHARING OF INFORMATION.

### THE COMMITMENT

THE WILL TO ACT TO ACCOMPLISH THE MISSION OF THE FOUNDATION AND TO MAKE EVERY EFFORT TO ACHIEVE IT.

# TERRITORIAL DISTRIBUTION OF YOUNG PEOPLE AND ORGANIZATIONS

Nearly 10,000 young people under the age of 25 and their families live in low-income housing managed by the Office municipal d'habitation de Montréal, located in 16 boroughs. The Foundation could not carry out its mission without the help of several community organizations offering support and activities to young people, often in the very buildings where they live.

## TERRITORIES

- 1 LaSalle
- 2 The South-West
- 3 Verdun
- 4 Westmount
- 5 Villeray-Saint-Michel-Parc-Extension
- 6 The Plateau-Mont-Royal
- 7 Ville-Marie
- 8 Rosemont-La Petite-Patrie
- 9 Montreal-North
- 10 Saint-Léonard
- 11 Mercier-Hochelaga-Maisonneuve
- 12 Rivière-des-Prairies-Pointe-aux-Trembles
- 13 Saint-Laurent
- 14 Ahuntsic-Cartierville
- 15 Lachine
- 16 Côte-des-Neiges-Notre-Dame-de-Grâce

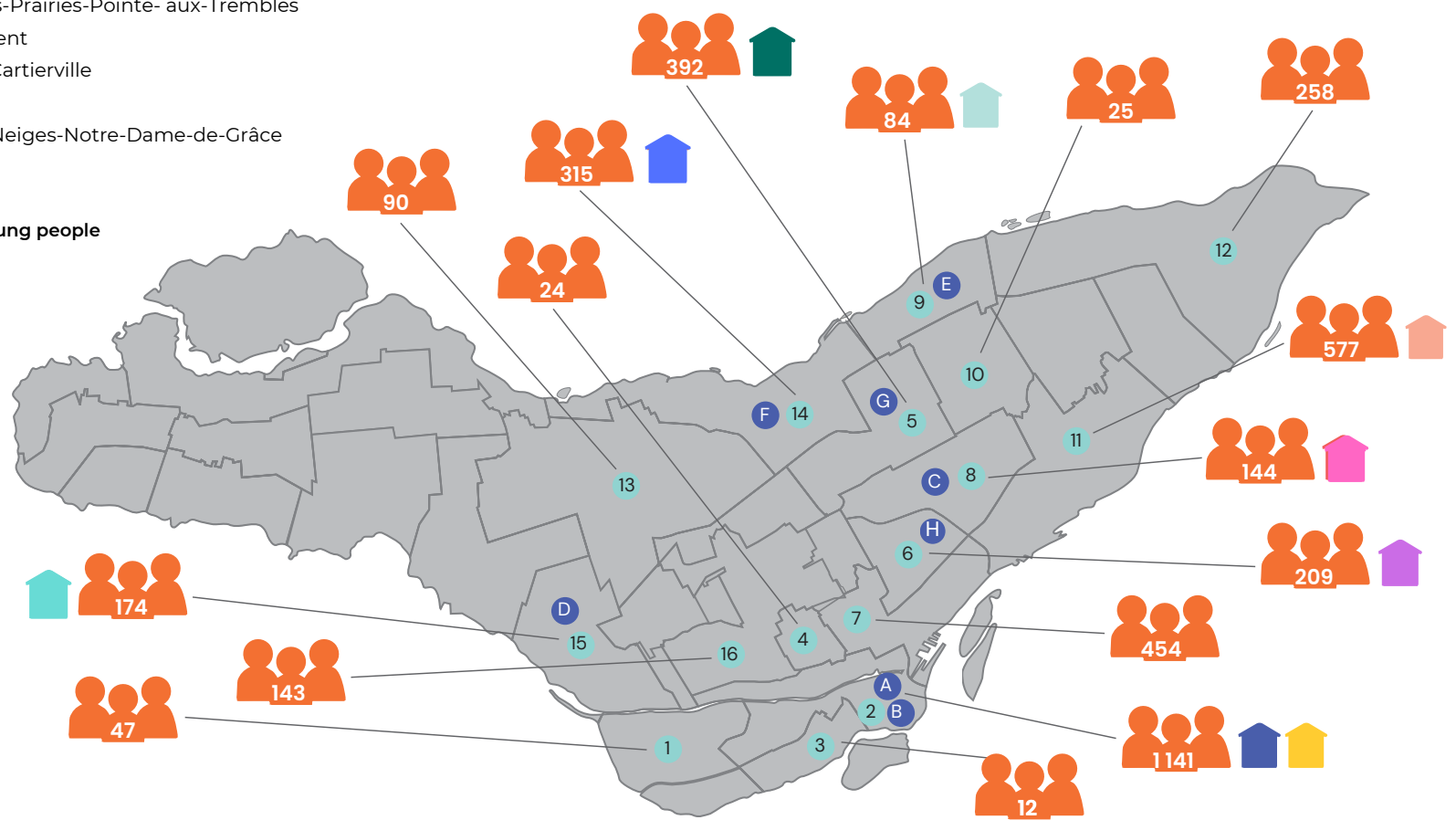
## NEIGHBOURHOODS

- A Petite-Bourgogne
- B Ville-Émard-Côte-Saint-Paul
- C Borough of Rosemont-Petite-Patrie
- D Borough of Lachine
- E Borough of Montreal-Nord
- F Ahuntsic
- G Borough of Villeray-Saint-Michel-Parc-Extension
- H Plateau Mont-Royal

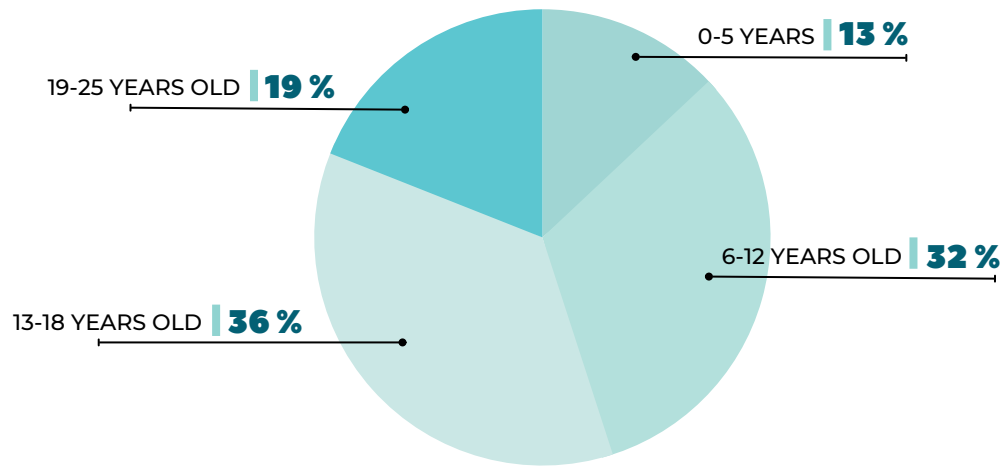
## COMMUNITY ORGANIZATIONS

- Atelier 850
- Centre d'Aide à la Réussite et au Développement (CARD)
- Centre Communautaire Petite-Côte (CCPC)
- Comité de vie de Quartier Duff-Court (COVIQ)
- Coup de pouce jeunesse
- Entre-Maisons Ahuntsic
- Corporation d'Éducation Jeunesse
- Centre des jeunes Boyce-Viau
- Centre le Beau Voyage

Number of young people



DISTRIBUTION OF YOUNG PEOPLE BY AGE



SOCIO-ECONOMIC PORTRAIT

29% OF FAMILIES HAVE A JOB AS THEIR MAIN SOURCE OF INCOME

56% OF FAMILIES ARE SINGLE-PARENT

LESS THAN

\$ 20 000

AVERAGE ANNUAL INCOME

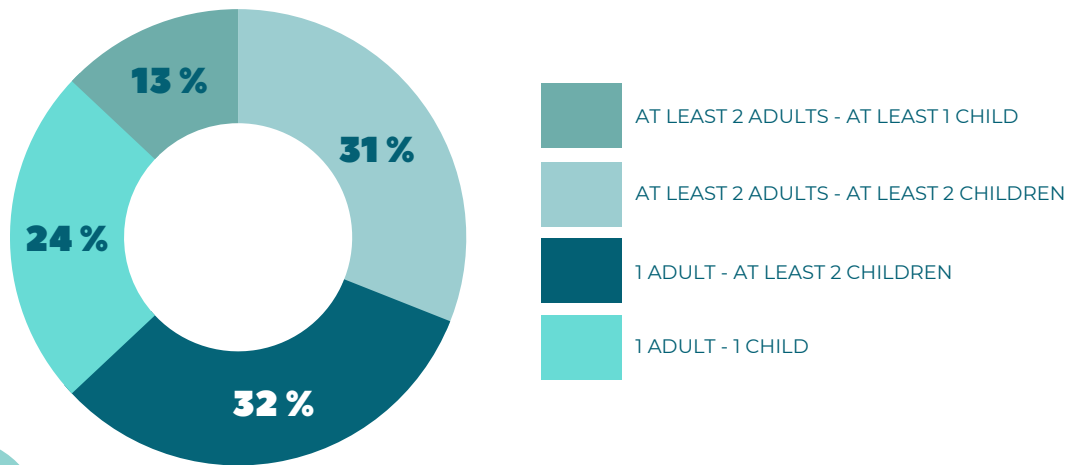
94% OF SINGLE-PARENT FAMILIES HAVE A FEMALE HEAD OF HOUSEHOLD

16 BOROUGHES

4 089 FAMILIES

8 529 YOUTH FROM 0 TO 25 YEARS OLD

DISTRIBUTION OF FAMILIES BY FAMILY COMPOSITION



16.3% In 2021, 16.3% of young Montreal students dropped out before obtaining a first diploma\*

Source: Réseau Réussite Montréal  
Statistics on families and young people from the Office municipal d'habitation de Montréal



**I have always dreamed of becoming an architect in life.**

**Despite the difficulties that I may have encountered in my path, I have always persevered and stood up.**

**Today, I am half living this dream since I was accepted into my dream CEGEP in the program I wanted.**

**I think having a scholarship made me realize that my efforts were paying off and that persevering was the key to success. Today, I am grateful for the chance that was given to me. Thanks to this scholarship, I learned not to give up!**

**Thank you for this immense opportunity!**



Chomedey-de-Maisonnette High School Scholarship  
Graduate 2022 – currently at Cégep



# OUR PROGRAMS



One of the programs funded by the major campaign, **“Connected to their digital reality”**, aims to connect hundreds of families to Internet in order to reduce the digital divide. The objective is to reduce inequalities in the use and access to information and communication technologies between disadvantaged and privileged backgrounds.

At the Foundation, we believe that to succeed, young people need to have the right tools.

**We are happy to announce that this new program has taken.**

Thanks to its generous donors, the Foundation was able to connect **144 families this year, allowing nearly 500 young people to have free Internet access.**

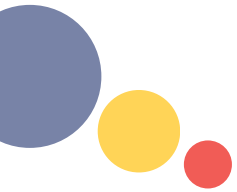
Eventually, **450 families** will be able to benefit from this free service.

The program allows families to have **quality high-speed Internet access**, thereby offering students the opportunity to study **in better conditions** and to reduce the **financial burden** of parents.

**With four children at home, several of whom are still in school, it is important that we have access to the Internet, for homework, for entertainment, to talk to our family, friends, etc. But with the increase in prices, for example, at the grocery store, it is increasingly difficult to afford an Internet connection. We would therefore like to thank Fondation la Clé for supporting us and allowing us to continue to benefit from the Internet by removing this financial burden.**

**THANKS!**

Single mother and her 4 children, Saint-Henri district



# COGIR FOUNDATION - COMPUTER DONATION



With an ongoing objective of reducing the gap in access to digital technologies, the Foundation was able, **thanks to the generosity of the Cogir Foundation**, to offer **100 families** a computer free of charge.

It is due to the collaboration of **Insertech**, a social integration company, **which trains unemployed young adults and gives a second life to recovered equipment**, that families have had the chance to have access to this quality material. They also have the possibility of participating in introductory courses in the use of certain software or regarding cybersecurity.

Family benefiting from a computer, the eldest in the family and 2022 graduating scholarship holder, Chomedey-de-Maisonneuve high school

## PORTRAIT OF OUR CONNECTED FAMILIES

**144**  
CONNECTED  
FAMILIES



**56 %**  
FAMILIES ARE SINGLE  
PARENTS

**66 %**

FAMILIES HAVE 3 OR  
MORE CHILDREN




**465**

CHILDREN



**30 %**

CHILDREN  
BETWEEN 12  
AND 17 YEARS



**Mom of 3 boys, all at different stages of their school career, I want my children to be able to fully develop, but sometimes the financial aspect can get in the way. Receiving this help is such a gift for parents that it is difficult to put into words the recognition we have. As for the children, they may not understand today exactly what it means, but what I tell them is that the best way to say thank you to you is to give back the day they will be able to.**

**Thank you for helping our family and many others.**



**Long live the Foundation!!!**

**Mom of 3 boys, 5, 9 and 11 years old**

Graduating from high school considered a milestone for success and a critical step in **“breaking the vicious cycle of poverty.”** This is why the Foundation aims to contribute to reducing the school dropout rate. Scholarships are often the boost that makes all the difference for the pursuit of studies.

The \$500/year scholarships offered to high school students are awarded **thanks to the collaboration of Éducaide, a non-profit organization whose objective is to promote school perseverance in young people.** The scholarship recipients living in OMHM housing come from a dozen Montreal schools selected because of their concentration of students that are socio-economically disadvantaged.

The bursary makes it possible to meet certain specific needs of each student, such as school supplies, clothing, glasses, computer equipment, registration for extracurricular activities or participation in school outings. **The scholarship is granted to a student from the third year of secondary school and is renewable until their first diploma is obtained.**

The Foundation awarded **\$49,468** in scholarships through its various programs. This has enabled **102 young people** from different levels of secondary school to benefit from a scholarship over the last year, **which is 42% more than the previous year.**

**\$49 468**

IN SCHOLARSHIPS

**102**

SCHOLARSHIP STUDENTS\*



\*Including the 85 scholarship recipients managed by Éducaide and the 17 attending the Collège de Montréal

9

SECONDARY SCHOOLS

85

SCHOLARSHIP STUDENTS\*

\*Including the 22 Deschênes Group scholarship recipients

43 3rd secondary

21 4th secondary

21 5th secondary

95 %

AVERAGE GRADUATION RATE\*\*

\*\* Between 2014 and 2022

## EDUCAIDE - A PARTNER OF CHOICE

The Foundation believes in the synergy of actors to work on school perseverance among young people. **Since 2014, it has been able to count on a valuable partnership with Éducaide**, which works closely with school teams to enable the recruitment of young scholarship candidates. **This complementarity** makes it possible to reach young people who need this boost to persevere in school.



**What pride for Éducaide to join forces with Fondation La Clé in order to give hope to young teenagers in need and allow them to have a better life thanks, among other things, to obtaining their high school diploma and receiving encouragement showing them that, for them too, success is possible!**

Mélanie Kéroack, Executive Director of Éducaide



## THE DESCHÊNES SCHOLARSHIPS

School perseverance scholarships have several objectives, including **recognizing the merit and determination of young people despite the precariousness of their situation and stimulating their motivation and self-esteem.**

Moved by these aspirations, one of our donors wanted to dedicate his contribution to scholarships awarded to secondary school students. Thanks to the generosity of Groupe Deschênes and the collaboration of Éducaide, the Foundation awarded **22 scholarships to Secondary 3 students in 7 Montreal schools.**

**« Education was always extremely important in my family. We try to encourage the people in our organization to participate in various programs that we offer to them as well as to their children. Consequently, it is natural for us to support Fondation La Clé in its mission to encourage perseverance at school for young people living in low-income households, and make available the means to succeed. »**

François Deschênes, président et chef de la direction – Groupe Deschênes Inc.

**When I learned that I had been selected for the scholarship, I was surprised and happy. It has helped me gain self-confidence, study more and get good grades.  
I will describe my year with the words: EXCEPTIONAL, REWARDING AND CHALLENGING.  
My greatest wish is to succeed in secondary school.  
Many thanks to Groupe Deschênes for your support.**



# A FRUITFUL COLLABORATION WITH THE COLLÈGE DE MONTRÉAL AND ITS FOUNDATION

Since 2020, the Foundation has been collaborating with the Collège de Montréal and its Foundation to offer young people living in OMHM housing a scholarship to pursue their secondary studies within the Collège. **This year, there were 17 scholarship recipients, 4 students in Secondary 3, 5 in Secondary 2 and 8 in Secondary 1.** We are proud to be able to contribute to the success of these students.



**We are satisfied and proud of the progress of these young people who have been among us for three years. I firmly believe that they will blossom during their stay at Collège de Montréal while being providing with a solid foundation for the future.**

**I would like to warmly thank the Collège de Montréal Foundation for its constant support as well as the team at Fondation La Clé for their collaboration in the success of this partnership.**

Patricia Steben, Director General of the College of Montreal

## COHORT 1

GENERAL AVERAGE BETWEEN

**70% and 82%**

**1** STUDENT WON A FRENCH PRIZE AT THE MERITAS GALA

## COHORT 2

GENERAL AVERAGE BETWEEN

**74% and 91%**

**2** STUDENTS WON PRIZES FOR ACADEMIC AND BEHAVIORAL EXCELLENCE DURING THE MERITAS GALA

## COHORT 3

GENERAL AVERAGE BETWEEN

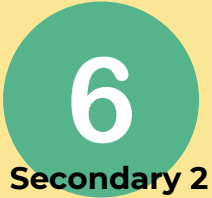
**70% and 89%**

**1** STUDENT WON THE PRIZE FOR EFFORT AND PERSEVERANCE AT THE MERITAS GALA

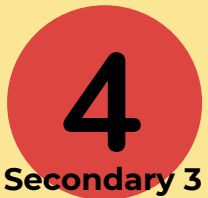


Survey to determine satisfaction of scholarship recipients

Number of respondents



Secondary 2



Secondary 3

What helped them the most when they arrived?

- The kindness and patience of the teachers
- Making new friends
- The initiation camp

The PLUSes of the Collège de Montréal?

- The pleasant environment of the facilities
- The cafeteria
- The teaching methods of several teachers
- The Multimedia Resource Center
- physical education classes
- The library

What careers later on..

- NURSE
- DENTIST
- DOCTOR
- BUILDING ENGINEER
- PEDIATRICIAN AT THE MONTREAL CHILDREN'S HOSPITAL
- DEVELOP A CAR BRAND
- JUDGE
- IN FINANCE

"My days at the Collège are filled with laughter and I wish it would stay that way."

"I really like mystery cases. Resolving and discussing serious and very complex crimes and above all reveal the truth."

"I like it here so I'm very happy to spend another 4 years in college, the students have a good state of mind and are very welcoming. The school has many qualities and the teachers are very kind."

"The teachers are really nice, thanks to them I was able to find my classes."



70 %

of scholarship recipients decided by themselves to attend the Collège de Montréal



40 %

acknowledge having had concerns when they arrived at Collège de Montréal

What concerns?

- They miss their friends
- The commuting time is long
- Stress and fear of the unknown
- Transition from primary to secondary school



70 %

of scholarship recipients did not find it difficult to make new friends upon arrival



**” I am proud to be a graduate, since I have completed a big stage in my life. In addition, the fact of having finished my primary studies and being a graduate gives me a feeling of satisfaction, but also of success.**

**Getting a scholarship surprised me, but made me happy. The scholarship gives me more motivation to work harder on my studies.**



College of Montreal scholarship holder

# SUPPORT FOR ORGANIZATIONS

The projects supported by the Foundation target school perseverance and, more generally, the development of the full potential of young people. These community initiatives make accessible homework assistance, cultural or sports activities, free of charge, to families in a precarious socio-economic situation. They also offer educational support to students with learning difficulties in addition to equipping families support the educational progress of their children.

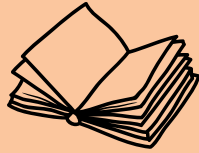
**The Foundation is proud to have added 2 organizations to the 7 organizations already supported. 217 young people** benefited from approximately **46,370 hours of activities and school support.**

**\$135,000** GIVEN TO **9** ORGANIZATIONS



# THE ACTIVITIES AND THEIR IMPACTS

## HOMework HELP/TUTORING



**These young people** received some **30,190 hours** of help with school work. This supervised activity allows students to have a safe place and a calm atmosphere to study and do their homework in addition to receiving help and support.

These individual and group sessions make it possible to revise the basic notions learned at school, **to minimize the risks of repeating a year and dropping out of school among the young people most at risk, to develop greater autonomy** in carrying out their work and a better work methodology.

We observe among these young people an improvement in **their motivation, self-esteem and self-confidence and better school results.**

## DISTRIBUTION OF SNACKS, GAMES AND CULTURAL AND SPORTING ACTIVITIES



In order to allow young people to be in better physical condition for learning and listening, **organizations distribute healthy snacks during activities.**

Also, the discovery of new board games aims to encourage **collaboration, communication and fair play.**

Group sports activities develop **a collective spirit, better self-esteem while promoting their well-being and healthy lifestyles.**

The fun activities after each snack are an opportunity **to motivate young people to participate in new games/exercises and to promote exchanges between them.**



### ARTISTIC AND CULINARY WORKSHOPS

Through these playful and creative activities such as: **Bracelet-making workshops, painting workshops, preparation of snacks** and many others, young people are encouraged to discover themselves and develop.

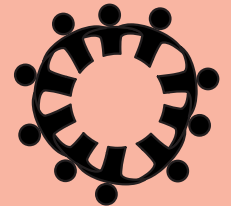
This year, **these young people** were able to benefit from various workshops in a stimulating and safe environment.

**Stimulating creativity allows them to open up and experiment while acquiring new knowledge and skills** related to the practice of art (development of motor skills, concentration, etc.) and cooking .

### EDUCATIONAL SUPPORT

Some students encounter behavioral and interaction difficulties with their peers, or need more support to do their schoolwork.

**Communication and collaboration with parents and teachers make it possible to better support and accompany students with learning difficulties.**



### SCHOOL-BASED LEARNING WORKSHOPS: TRANSITION FROM PRIMARY TO SECONDARY SCHOOL

Young people experience **various psychosocial realities** and to better equip them to deal with them, workshops have been put in place. Produced with the collaboration of the schools, several young people were able to participate in **workshops offered by stakeholders on the challenges of the transition from elementary to secondary school, a period that is often anxiety-provoking for many students.**

At the end of these workshops, the participants say they feel **better prepared and better equipped to experience their entry into high school** and also feel **less anxious about this important stage in their academic journey and in their lives.**

**1,145 students from 18 primary schools** took part in various workshops on **the transition from primary to secondary, stress and anxiety, managing emotions, comparison and social pressure, among which several live in OMHM housing.**

**Thank you to Fondation La Clé for supporting educational projects and school perseverance projects at Habitations Rosemont since 2018. Its contribution over these many years has made it possible to anchor expertise, stabilize funding and provide intensive support, year after year, to some fifteen children who really need it. We hope to continue to work hand in hand with the Foundation for a long time so we can offer the necessary boost to the success of our young people, who have learning difficulties and who live in low-income housing.**



**Afifa Karama, Director General of the Cardinal Point, formerly the Petite-Côte Educational Services**



# OUR ACTIVITIES

**In 2022, the Foundation closed its major campaign which had started in the midst of a pandemic. The ambitious goal of raising \$2M for the next 5 years has been achieved! The major donations collected have made it possible to set up new services for the benefit of young people and their families.**







**Education is the key to solving the majority of today's societal problems. Depriving some children of a good education and the tools necessary for their development places them, and the future of society at large, at a huge disadvantage. It is therefore natural and motivating to collaborate with Fondation La Clé so as to offer as many tools as possible to children from disadvantaged backgrounds in order to contribute to their future as well as to the society of tomorrow.**

**MAXIME BOISSONNEAULT  
CAMPAIGN CO-CHAIR,  
CO-FOUNDER MOOV AI**

Each year, employees from the Office municipal d'habitation de Montréal (OMHM) and members of the Foundation's Board of Directors form teams and **join forces to participate in the charity challenge organized by Canada Running Series, at Parc Jean-Drapeau.**

It is an opportunity to mobilize those around them for the cause and continue their commitment to young people living in OMHM housing. They generously gave their time, energy and donations. On the day of the event, April 22, 2023, some were accompanied by their children, their spouse or their friends, with their smiles and joy, to complete the challenge. They **succeeded in raising a total of \$7,300, which will be added to the Foundation's funding in 2023.**



**« When I was approached to take part in the event for the benefit of Fondation La Clé, I did not hesitate for a second, it is a way to combine business with pleasure, or rather pleasure with being useful! Fundraising for the event allows each participant to solicit their respective networks, outside of the employees of OMHM, so the pool of donors is greatly expanded. It also helps to raise awareness of the Foundation, as well as the reality of the living environments in low-income housing, an important issue for me who was a community organizer for 12 years. Thanks to the participation of the 14 runners, including 8 OMHM employees, we raised more than \$4,000. What an accomplishment! »**

France Vallières-Director of consultation and tenant participation, leader of the charity challenge for the OMHM



# OUR VOLUNTEERS

# THE BOARD OF DIRECTORS OF THE FOUNDATION

The Foundation can count on **generous and committed** members on its Board of Directors. Each of them was involved in the major campaign launched to continue the development and ensure the sustainability of the Foundation.

**We have also integrated 3 new members** : Guillaume Petitclerc, Hugo Sigouin-Plasse and Karine Paré whose skills and experience will contribute to the pursuit of the Foundation's mission.



**BRIGITTE SAMSON**



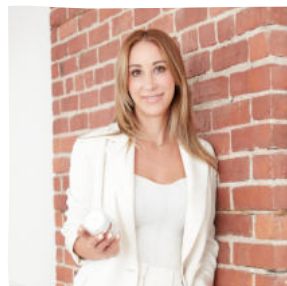
**GUILLAUME PETITCLERC**



**JULIA DAVIES**



**HUGO SIGOUIN-PLASSE**



**KARINE PARÉ**



**FABIEN COURNOYER**



**NATHALIE SANON**



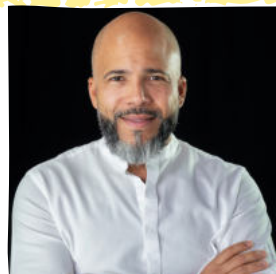
**DENIS GUERTIN**



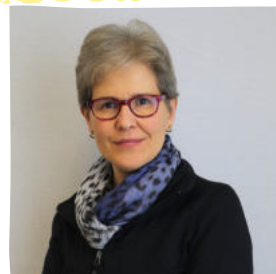
**NATHALIE GODBOUT**



**CHARLES-ANTOINE LUSSIER**



**FRANK-ÉMILE SAINT-PHARD**



**ISABELLE PARIZEAU**



**STEPHEN GAUTHIER**

**We would like to thank 3 outgoing members:** Denis Robitaille, Herbert Nunes and Sandrine Debbané for their time, their generosity and their commitment over the past few years to young people living in OMHM housing.



**HERBERT NUNES**



**SANDRINE DEBBANÉ**



**DENIS ROBITAILLE**

*THANKS!*

**It is now almost 4 years since I joined the Foundation, initially to invest myself in a different way within my community, but mainly because the well-being of our young people has always been important to me. Fondation la Clé seemed to unite all of my interests.**

**Today, I see more than ever the importance of our Foundation. After meeting these young people from disadvantaged backgrounds and observing the difference and the impact that simple gestures, words of encouragement and financial aid can make, I am more motivated than ever to spread awareness of our cause. I believe that it is our duty, beyond the Foundation, to ensure the full development of our young people and ensure that everyone has the chance to complete their studies and reach their full potential.**

**The pandemic has brought into sharp relief the disparities in terms of access to education, as many young people did not have access to the Internet at home. The pandemic is behind us, but this problem is still very present for many families living in OMHM housing.**

**We are probably experiencing one of the greatest labor shortages in our history, so more than ever we must invest in our young people, for their good and that of our society of tomorrow. I invite you to get to know our Foundation and see how you too can contribute to the success of our youth.**

**FRANK-ÉMILE SAINT-PHARD-MEMBER OF THE BOARD OF DIRECTORS**





**The Foundation could not accomplish all of this work without the unfailing support of the Office municipal d'habitation de Montréal which, since the beginning of the Foundation, has provided administrative and financial support for its activities.**

**The Foundation is grateful to be able to count on the involvement of OMHM employees** in communication, IT services, accounting and program management, in addition to their commitment to fundraising.

Supported by the OMHM campaign director, the employees deploy all sorts of initiatives to solicit the generosity of their colleagues and their network.

**And it's a win-win situation for everyone, as evidenced by Marc Sédillot!**




**“In 2017, I raised \$10,000 for the OMHM Foundation, which is now Fondation La Clé. There were more than ten of us pooling our strengths to approach \$100,000. This experience gave me a good understanding of the issues and challenges related to fundraising.**

**As a campaign manager, it is important to me to be able to guide and support the various people who wish to get involved in the organization and carrying out of charitable activities.**

**The 2022 campaign was an opportunity to come together again through various activities. As with every campaign, it is the strength of the group that delivers results.**

**Helping a cause takes different forms. Whether by organizing, participating and of course giving, all these actions help us achieve our goals.”**



**Marc Sédillot, Housing Director, Western Territory, OMHM and Director of the 2022 campaign**

We would like to thank our donors for their support and generosity.

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