

A black and white photograph of a woman with curly hair, smiling and speaking into a microphone. She is wearing a dark top and a necklace. The background is blurred, showing what appears to be an indoor setting with lights.

ANNUAL REPORT 2024-2025

Let's act **TOGETHER** for the future of
young people in social housing

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A YEAR RICH IN ACHIEVEMENTS

Foundation La Clé is pleased to release its annual report, which presents its main **achievements and activities for the year 2024-2025**. The year has unfolded at a frenetic pace, so don't be surprised by its content, rich in figures, testimonials, and photos.

For those who want to know more about the financial data, at the very end of the report, **you will find a link redirecting you to the audited financial statements** for the year 2024-2025.



WORD FROM THE PRESIDENT

The year 2024-2025 marked a new impetus for the Foundation with the arrival of a new general management and inspiring initiatives such as **the Recognition Gala, the ÉcoMaris expedition and the Camp for emerging entrepreneurs.**

These achievements were made possible thanks to the unwavering support of the Office municipal d'habitation de Montréal, the generosity of our donors and **the commitment of our administrators, employees, volunteers and partners.**

They all share the same goal: **to offer young people in social housing opportunities to flourish and believe in their future.**

I thank you from the bottom of my heart: it is a privilege to be so well supported to chair the Foundation.

Brigitte Samson

Chair of the Board of Directors of the La Clé Foundation

WORD FROM CORNEILLE

By getting involved with the La Clé Foundation, **I want to do my part to support the development of the full potential of young people in social housing.**

Of course, **school plays a central role**, but the arts can also be a powerful lever, I am living proof of that!

It is a privilege for me to be associated with the Foundation as an ambassador. I am proud to highlight its volunteers, its actions and its successes in order to offer young people in social housing **the same starting conditions as all other children.**

Corneille

Ambassador of Foundation La Clé





A sincere thank you to the Fondation du Collège de Montréal, which is paying the entire registration and tuition fees for the 28 young people in the social housing projects.

COLLEGE OF MONTREAL SCHOLARSHIPS

Context: They concern young people from social housing who continue their studies at the Collège de Montréal.

Objective: To financially support families so that students can participate in school trips and activities.

Number: 28 scholarship recipients (\$2,750 each over 5 years)



ENCOURAGE ACADEMIC PERSEVERANCE

PERSEVERA SCHOLARSHIPS

Context: These grants are aimed at young people living in social housing and attending very disadvantaged secondary schools (deprivation index 8 to 10).

Objective: To encourage academic perseverance and enable the purchase of school materials, computers, clothing, glasses, dental care, etc.

Number: 133 scholarship holders (\$1,650 each over 3 years)

Thanks to Éducaide and the school teams who make the distribution and management of scholarships possible.



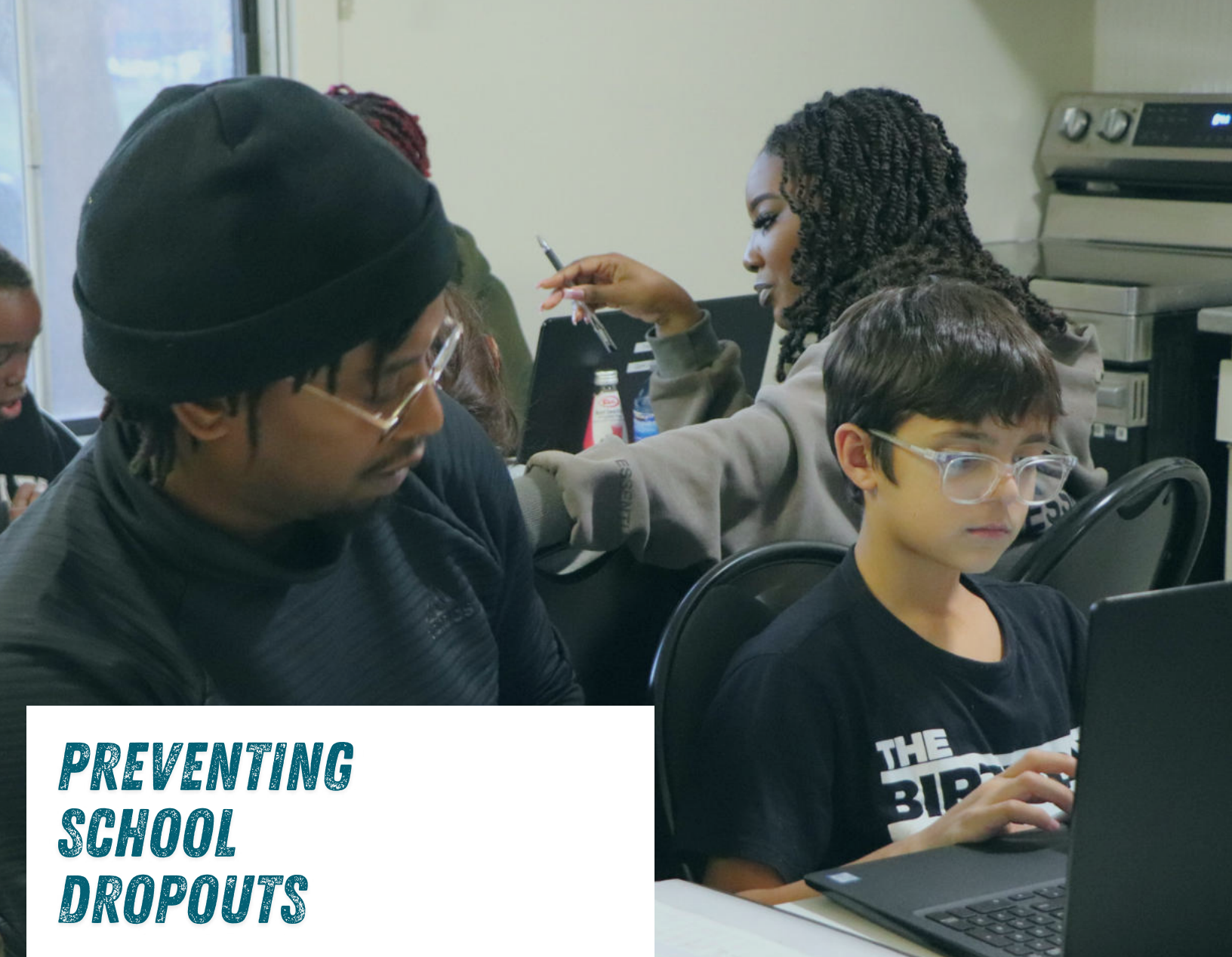
POST-SECONDARY SCHOLARSHIPS

Context: They target students living in social housing and enrolled in CEGEP or vocational training.

Objective: To contribute to study-related costs, including the purchase of books and school materials.

Number: 11 students (\$750/year)

Thanks to the Collège de Rosemont who collaborated in awarding scholarships to two of its students (pre-university DEC – technical DEC)



PREVENTING SCHOOL DROPOUTS

DONATION OF COMPUTER EQUIPMENT

Context: Many families in social housing do not have high-performance computer equipment to support their children's education.

Objective: To provide free complete sets including a laptop and its accessories.

Number: 15 families equipped



It is thanks to the generosity of the Industrial Alliance that these 15 families were able to benefit from a computer with accessories.

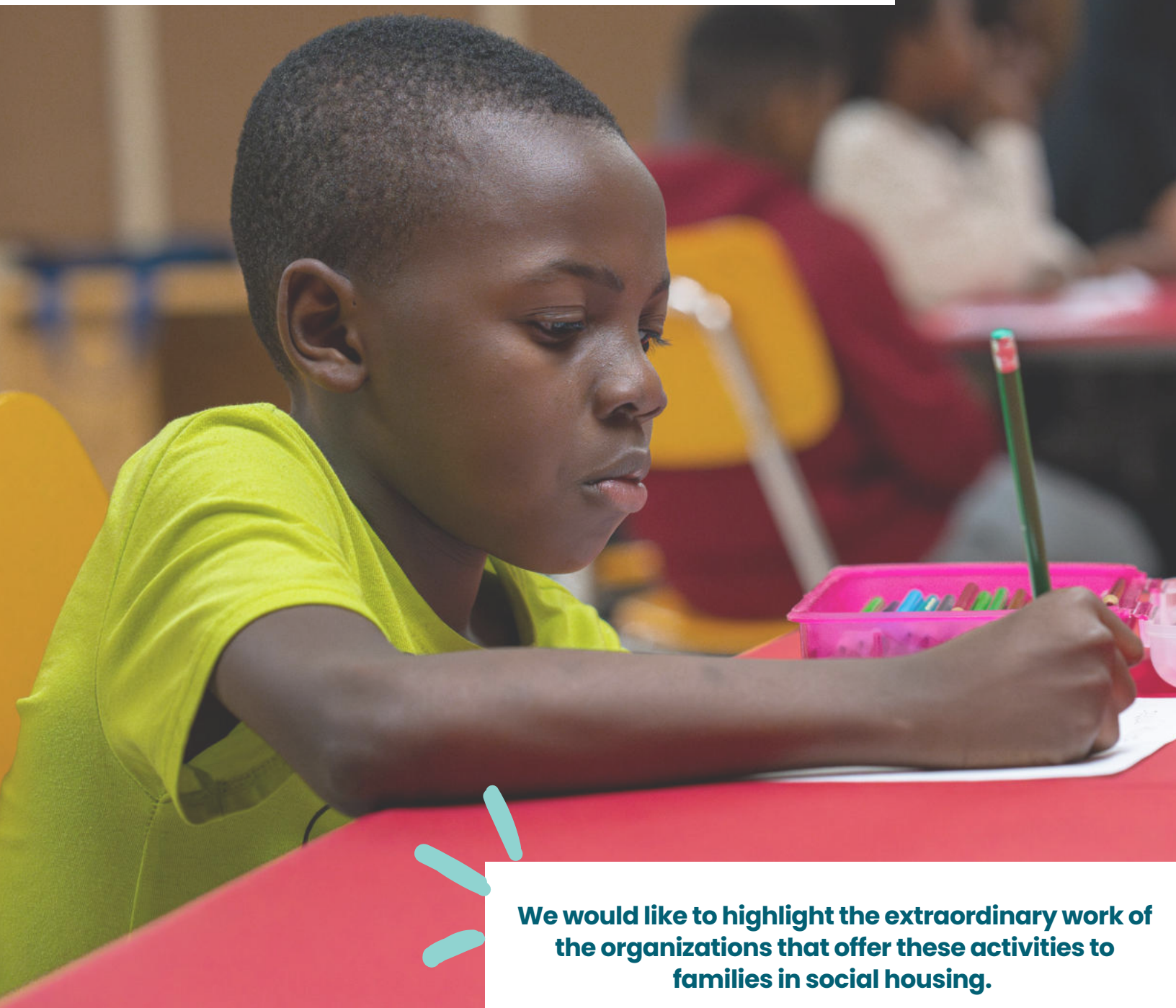


HOMEWORKSHOP HELP, SPORTS, CULTURAL AND CULINARY ACTIVITIES

Context: These workshops are offered to elementary school children and their parents in nine low-income housing projects in Montreal.

Objective: To develop key skills for academic success (communication, emotional management, teamwork) through homework help, workshops (French, mathematics, arts, cooking) and sports and cultural activities.

Number: 348 young people and 60 parents participating.



We would like to highlight the extraordinary work of the organizations that offer these activities to families in social housing.



FREE HIGH-SPEED INTERNET ACCESS

Context: This program is aimed at families living in social housing with several school-age children.

Objective: To provide a reliable and free internet service to promote educational success.

Number: 410 connected families (until 2028).

Thank you to the Videotron team who work closely with the Foundation to implement family services.



DONATION OF SPORTS EQUIPMENT

Context: Community organizations in eight social housing projects have few material resources to support youth sports activities.

Objective: To provide suitable equipment to encourage the practice of diverse physical activities.

Number: \$4,500 worth of material distributed.



Special thanks to the Canadian Tire Jumpstart Foundation and the owner and staff of the Canadian Tire store on St-Laurent Boulevard in Montreal for facilitating this donation.

DEVELOPING FULL POTENTIAL

Thanks to the team at the Centre Beau-Voyage and the ÉcoMaris crew who allowed these young people to leave Montreal, some of them for the first time in their lives.

SAILING EXCURSION

Context: Young people from the Mentana HLM participated in an educational experience outside their usual living environment.

Objective: To promote personal development, a sense of belonging and equal opportunities through a sailing trip on the St. Lawrence River.

Number: 8 young people (July 2 to 7).





RECOGNITION GALA

Background: The Foundation organized a gala to highlight the successes of young people in high school housing.

Objective: To celebrate their academic perseverance and their commitment to the community.

Number: 47 young people rewarded (November 28, 2024) in front of 44 guests (donors, partners and relatives).

The Recognition Gala was born from a **collective idea** involving **MOUV** – an organization by and for young people in social housing – **the Office municipal de Montreal** and **Foundation La Clé**.

CAMP CEED – BEAUCE ENTREPRENEURSHIP SCHOOL

Context: Young people from social housing aged 16 to 20 were invited to experience an entrepreneurial immersion.

Objective: To enable them to develop their interest in entrepreneurship through a unique experience at Camp CEED.

Number: 14 young people (June 23 to 27, 2025).

This project would not have been possible without the valuable contribution of the Triomph Foundation, Scelltech, La Ruche crowdfunding platform and the Beauce School of Entrepreneurship.



I THANK THE DONORS BECAUSE THEY ALLOWED US TO DO SOMETHING GOOD, TO BOOST OUR MORALE, TO SEE THAT THERE ARE POSSIBILITIES EVEN IF WE COME FROM "DISADVANTAGED" PLACES.



MAIN FINANCING ACTIVITIES

EVENING OF POSSIBILITIES **87 000 \$**

132 people gathered on **May 29, 2025** to participate in the 2nd edition of the Soirée des Possibles, which raised more than **\$ 87,000 net**.

Families, scholarship recipients and young artists were invited **to share the benefits of the Foundation's initiatives and to surprise our guests.**

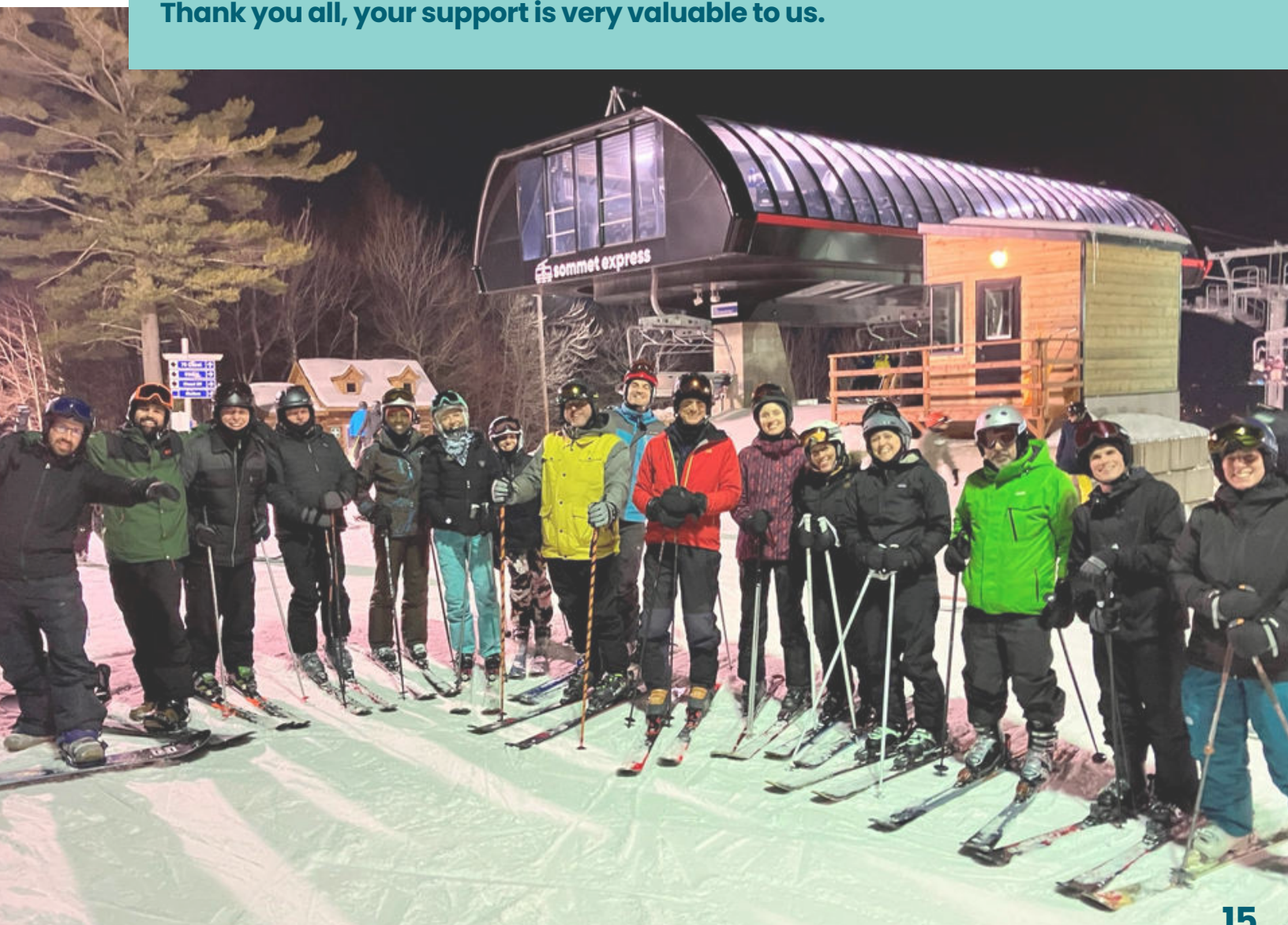
Partners, donors, friends, volunteers, sponsors, and of course, our ambassador Corneille, **were present for the occasion.**

INTERNAL CAMPAIGN - MONTREAL MUNICIPAL HOUSING OFFICE 22 860\$

Many activities took place during the year 2024-2025 to encourage OMHM employees and managers to contribute to the La Clé Foundation.

Under the leadership of Marc Sédillot, **a team of dedicated volunteers worked** throughout the year to organize a bowling evening, a ski outing, a BBQ and several other activities, including donations at source, raising **\$ 22,860** for the Foundation.

Thank you all, your support is very valuable to us.





MONTREAL 21K CHALLENGE

17 000 \$

Runners from the OMHM, Scelltech and the Foundation braved the cold and wind on April 27, 2025 to take to the Gilles-Villeneuve circuit for a 5, 10 or 21 km race.

They took on quite a challenge, and we are extremely grateful. With the support of their supporters, they raised **\$17,000**.

Well done to all the runners.

Let's hope that in 2026, Mother Nature will be kinder to them!



MONTHLY DONATION CAMPAIGN 2 000 \$

Foundation La Clé is fortunate **to be able to count on 6 donors** who have agreed to commit to making monthly donations.

Ranging from \$10 to \$50, **these donations allow the Foundation to raise funds in a simple and inexpensive way.**

Thank you to these generous donors who make a real difference for young people in social housing.



“I donate to the La Clé Foundation because I believe that all young people should have the same chances to succeed, regardless of their background.”

Anonymous donor.



SOCIOFINANCING CAMPAIGN LA RUCHE

52 500 \$

To carry out **the project initiated by Stéphane Paquette, president of Scelltech**, who wanted to provide the experience of the **Camp for Emerging Entrepreneurs (CEED) of the Beauce School of Entrepreneurship (EEB)** to young people from social housing, a crowdfunding campaign was set up on the La Ruche platform.

89 donors contributed, thus obtaining an additional sum of **\$ 21,100** from the Quebec government.

Note that **a major donation of \$ 17,000 from the Trioomph Foundation as well as a donation of \$ 4,220 from Scelltech** completed the financial package.

Thanks to all these contributors, at the end of June 2025, 14 young people from social housing had a wonderful stay at the EEB CEED Camp.

6

MAKE WAY FOR THE FOUNDATION'S ACTORS

Foundation La Clé would like to **sincerely thank its donors**, volunteers, and partners. **Thanks to your time**, ideas, and contributions, we can accomplish far more than our small team could achieve alone. **Your donations and commitment make it possible to provide real support to hundreds of young people living in social housing each year.**

TOGETHER WE MAKE A REAL DIFFERENCE

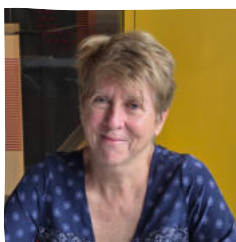
THE BOARD OF DIRECTORS



BRIGITTE SAMSON



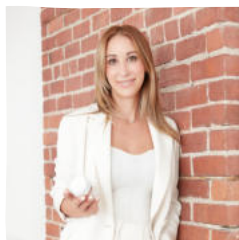
GUILLAUME PETITCLERC



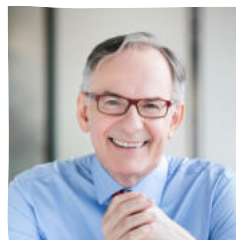
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KARINE PARÉ



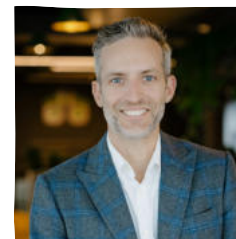
FABIEN COURNOYER



DENIS GUERTIN



NATHALIE GODBOUT



CHARLES-ANTOINE LUSSIER



FRANK-ÉMILE SAINT-PHARD



STEPHEN GAUTHIER



AASHIHA BABU

THE PERMANENT TEAM

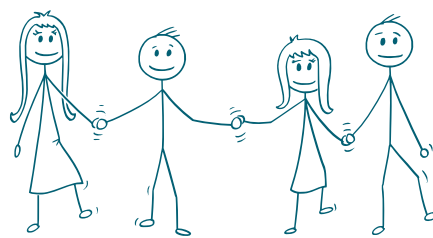


PATSY JONCAS

Executive Director of the Foundation

JULIA FRAYSSE

Programs and Operations Manager



MAJOR CAMPAIGN DONORS

We express **our deep gratitude to our donors**, whose trust and support were instrumental in the success of our major fundraising campaign.

DIAMOND (\$100,000 AND UP)



Desjardins

Banque Scotia^{MD}



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POMERLEAU

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GPL Assurances Inc.
Ivanhoé Cambridge
MSDL Architects Inc.
Pembroke Management
Santco Formwork
SCV Group Inc.

SPONSORS OF THE EVENING OF POSSIBILITIES

Thank you from the bottom of our hearts! Your support during our annual event has allowed us, for a second year, to exceed our objectives and continue to support young people in their journey.

IDEAL PARTNER (\$10,000)



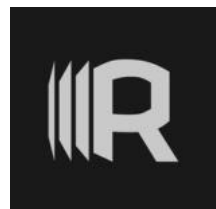
CHOICE PARTNER (\$5,000)



MÉDISPA VICTORIA PARK



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SPÉCIALISTES EN COMBUSTION
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FUTURE PARTNER (\$1,000)

Dupuis and Sons Petroleum
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KEY PARTNER

Montreal Municipal Housing Office

CORPORATE DONORS

Silver Partner (\$10,000 to \$20,000)

Fondation d'Amours
J.A. DeSève
Foundation Lucie and André Chagnon
Foundation Triomph
Industrielle Alliance Foundation
Scelltech Inc.

Bronze Partner (\$5,000)

Lise and Richard Fortin
Stikeman Elliott Foundation

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More than \$1,000

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Fabien Cournoyer
Isabelle Pépin
Julia Davies
McCarthy Tétrault
Nathalie Godbout
Nicolas Fontaine
Robert Labelle

Lisette Thibodeau
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Luc Barriault
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Luc Genier
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Marc Villeneuve
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\$200 to \$999

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Sylvain Mallette
Sylvie Leduc
Thierry Gibson-Fortier
Violaine Paquette
Yvon Paquette





LOOKING TO THE FUTURE...

Foundation La Cle team and board of directors are **proud of their accomplishments**, which have helped **mobilize and raise awareness among new partners and donors**. We express **our sincere gratitude** to them.

Over the next year, **the focus will be on fundraising**, as commitments from our first major campaign come to an end while **the needs of families in social housing continue to grow**.

To adapt our actions to the realities on the ground, **a broad consultation will be conducted in 2025-2026 with young people, families, schools and organizations**. It will guide our projects and services to concretely support academic perseverance and success.

This exercise will also allow us **to collect testimonials** illustrating the impact of donations and **to better understand our partners' interest** in new projects.

Together, we will be able to continue **to promote the educational success of young people** in social housing, so that they can continue their school career **with success and dignity**.

[Click to download our financial report](#)





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