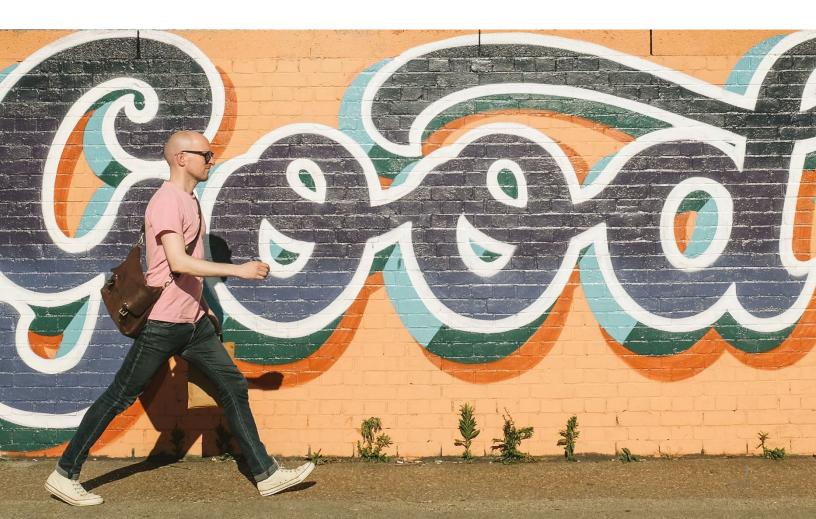


YOUTH TRAVEL FOUNDATION 2017-2018 annual report





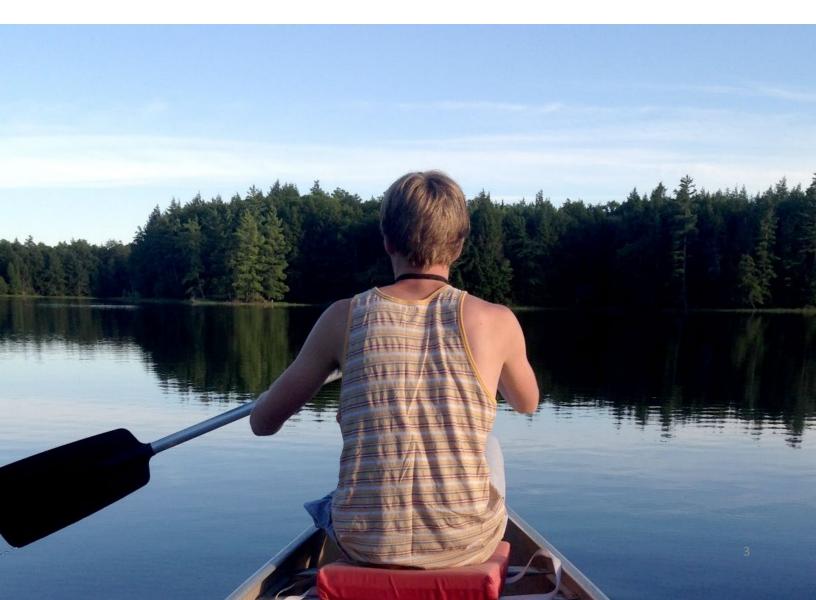
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Executive Board

Bruno Bussières, president Émilie Rocheleau, vice president Marie-Claude Racine, secretary/treasurer

Office Team Members

Jacques Perreault, general director Arianne Méthot, philanthropy activity coordinator



Mission

YTF's mission is to promote travel as an educational tool for personal and professional development of teenagers and young adults.

Vision

Create a generation of curious, respectful and committed young Canadians. Build a more tolerant world, one traveller at the time.

Values

- Open-mindedness
- Togetherness
- Mindfulness



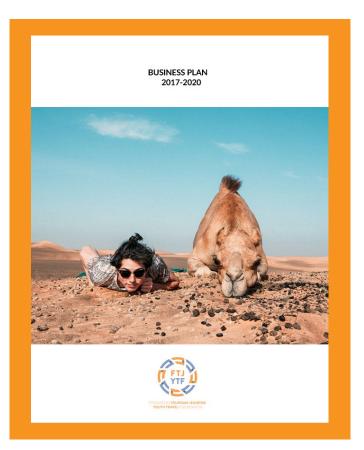


2017 IN A NUTSHELL

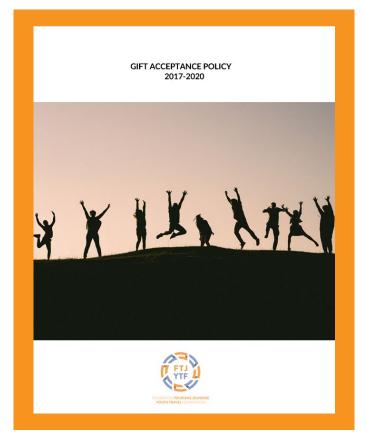
- Launch of a new website
- Increased presence on social media
- Membership to APGP and Imagine Canada
- Creation of a contact list of Canadian schools, influencers and youth clubs
- Hiring of a full-time employee



OFFICIAL DOCUMENTS CREATED THIS YEAR







GRANTS AWARDED IN 2017



Olivier, Solo Travel grant

Participation to the 19th World Festival of Youth & Students in Russia



Linda & Lexi, Mary Barclay grant

Creation of a New Zealand pet-friendly destinations travel blog



Clara, Solo Travel grant

Artistic direction of the play *kids* in Bosnia Herzegovina with local teenagers



Kevin & Billy, Sleep for Peace grant

Winners of the video contest, footage filmed during a road trip in the USA

STATE OF OUR COMMUNICATIONS

403 followers 5 335 impressions/mont



125 followers 2 871 impressions/month



7 671 pageviews 223 unique visitors/month



100% organic progression 188 views on Google/month

