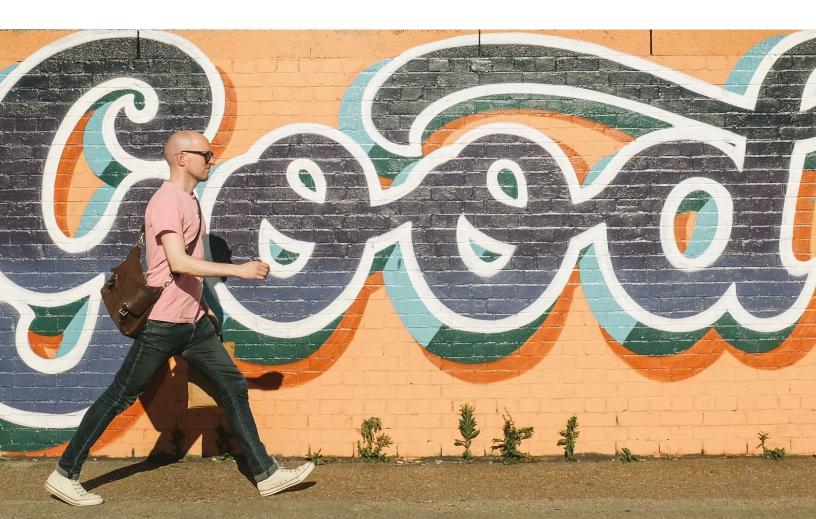


# YOUTH TRAVEL FOUNDATION 2017-2018 annual report





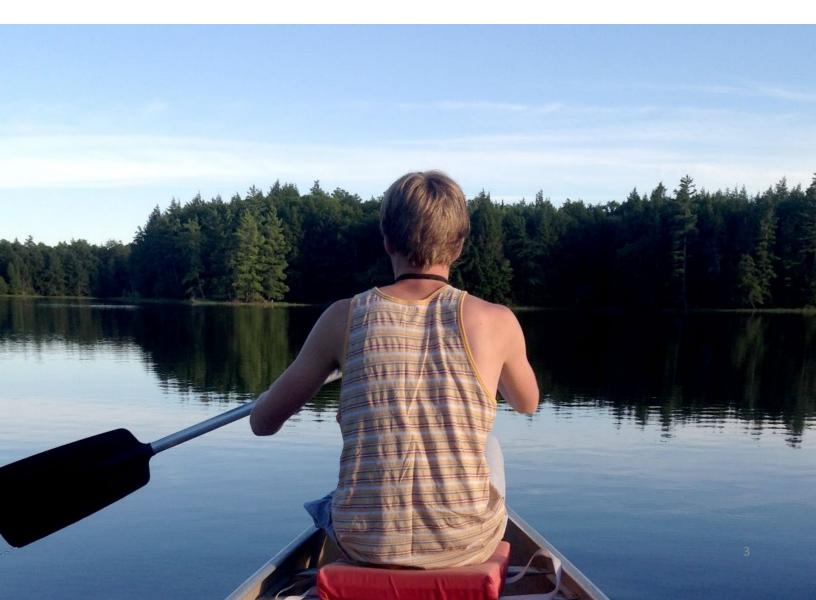
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#### Executive Board

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



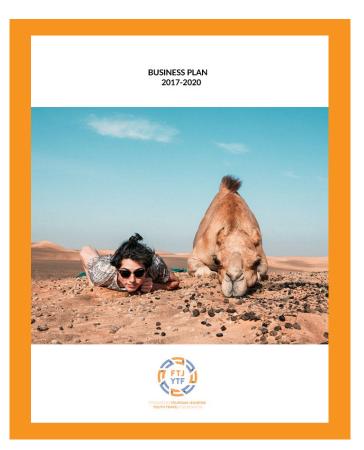


# 2017 IN A NUTSHELL

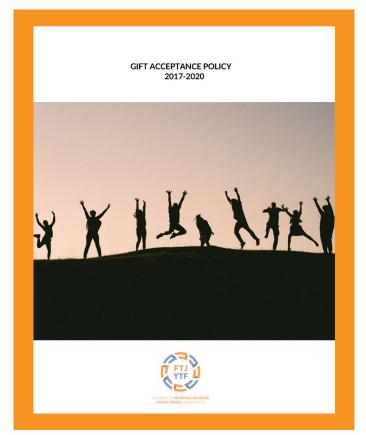
- Launch of a new website
- Increased presence on social media
- Membership to APGP and Imagine Canada
- Creation of a contact list of Canadian schools, influencers and youth clubs
- Hiring of a full-time employee



## OFFICIAL DOCUMENTS CREATED THIS YEAR







## GRANTS AWARDED IN 2017



Olivier, Solo Travel grant

Participation to the 19<sup>th</sup> 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

