



YOUTH TRAVEL FOUNDATION 2017-2018 annual report





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Executive Board

Bruno Bussi eres, president
 milie Rocheleau, vice president
Marie-Claude Racine, secretary/treasurer

Office Team Members

Jacques Perreault, general director
Arianne M ethot, philanthropy activity coordinator



MISSION STATEMENT

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

BUSINESS PLAN 2017-2020



COMMUNICATION PLAN 2017-2020



GIFT ACCEPTANCE POLICY 2017-2020



GRANTS AWARDED IN 2017



Olivier,
Solo Travel grant

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



Clara,
Solo Travel grant

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



Linda & Lexi,
Mary Barclay grant

Creation of a New Zealand
pet-friendly destinations travel
blog



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/month



125 followers
2 871 impressions/month



7 671 pageviews
223 unique visitors/month



100% organic progression
188 views on Google/month

