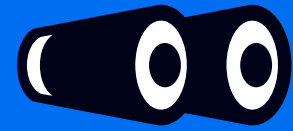


annual report 2022-2023



**saintlo
foundation**

Saintlo Youth Tourism Foundation





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saintlo foundation directors 2022–2023



jacques perreault, General Manager

Executive Director, St. Lawrence Youth Hostels inc.



lorraine banville, President

Science communicator and popularizer,
Université de Sherbrooke



jean-pierre tchang, Vice-President

Optometrist



julie allard, Secretary-Treasurer

Senior Director, KPMG Private Entreprise



gabrielle caron, Director

Assistant manager, Saintlo Montréal



nathalie brière, Director

Corporate Director

saintlo foundation mission

“Promote the full development of young people from disadvantaged backgrounds”.

We do this by promoting equal opportunity and the educational value of the youth hostel experience.

Values



equality of opportunity and solidarity

The Foundation’s wish is to enable young people from disadvantaged backgrounds to assert themselves and grow as individuals and to become engaged members of society.



kindness

With the right support, young people can reach their full potential. We create safe spaces in which differences are celebrated, and respectful exchanges are encouraged.



resourcefulness

Once they are away from home, young people learn to take care of themselves, use their initiative and make good decisions.



leadership

We help young people develop their abilities and use them to exert a positive influence on the world around them.

a word from the president

The Saintlo Youth Tourism Foundation can count 30 plus years of facilitating access to travel for young people.

The Foundation turned 30 in 2023, an important anniversary marked by considerable renewal. As you will remark in this annual report, and following a period of reflection, the Foundation has changed its mission, philanthropic approach and governance. I would like to stress that this transformation by no means represents a clean sweep of the Foundation's past. On the contrary, it allows us to reaffirm the importance of accessibility to youth travel, which is especially important – essential even – for young people from disadvantaged backgrounds.

Even though my involvement with the Board is very recent – as is my role as President of the Foundation –, I feel very strongly about Saintlo Youth Tourism Foundation's new mission. It became clear right away that the Foundation's mission of supporting young people learning through travel was closely connected to my own personal experience. As an oceanographer specializing in the marine fauna of the St. Lawrence and a science popularizer both at the Université de Sherbrooke and with organizations which offer educational resources and popularized

content for school-age children, youth education is particularly close to my heart. I believe, as do my colleagues on the Board of Directors, that the life experience gained through traveling and preparing for a trip is invaluable to a young person, opening up a whole new vista of possibilities for his or her future.

I am both delighted and proud to be a part of this new adventure, which will enable disadvantaged young people to develop new personal skills and discover a world of possibilities.

I would like to thank the Foundation's directors for their invaluable contribution to the cause of accessible travel for young people in difficulty, as well as the Foundation's working group, which has done a colossal amount of extremely important work and in such a short period of time too.

Thank you,

Iorraine banville,
President

**“30 plus years of
facilitating access to
travel for young people.”**

a word from the general manager

Reflection and reconstruction are the themes that marked 2022-2023 for the Saintlo Youth Tourism Foundation (SYTF). We have not yet resumed our activities after the pandemic-related shutdown in 2020 but this forced hiatus did enable us to take a step back, giving us the opportunity to re-examine our mission statement and explore new avenues to maximize our impact on young people and on society in general, as well as boost the amount of support we receive as a Foundation and that can be channeled back to the cause.

Since the Foundation had no salaried staff members after it temporarily ceased operations, the Auberges de jeunesse du St-Laurent inc. (Saintlo) generously made the expertise of its staff available, setting up a working group to restructure and overhaul the Foundation. With the help of consultants, we explored various possible innovative avenues and took the time to analyze potential directions around the following foundational issues:

1. Identity and positioning
2. Organizational structure
3. Reputation and outreach
4. Financing

This report is obviously an abridged version of what has been achieved over the 2022-2023 year. And it is quite the challenge to look back

and take stock of everything that's been accomplished when we are so focused on looking to the Foundation's future.

As you will see, despite there being no philanthropic activities during this fiscal year, the Foundation has been far from idle. This past year has set the stage for the Foundation's future, forging links with new partners, creating an innovative and congruent scholarship program, and mobilizing around fundraising activities. It is perhaps premature to present all of this in this report, as developing these latter actions will take place during the coming financial year. But we can assure you that though much remains to be accomplished, we are on the right track. We expect to resume our philanthropic activities in late autumn of 2023.

I would like to thank the Auberges de jeunesse du St-Laurent and its staff for all the hours of work they have devoted to rebuilding the Saintlo Youth Tourism Foundation, as well as the members of the Board of Directors for their contribution to the new direction the SYTF is taking.

Jacques Perreault,
General Manager

the working group consists primarily of the following individuals:

- Jacques Perreault, Saintlo, Executive Director
- Isabelle Boyer, Saintlo Assistant Executive Director
- Kathleen Murphy, Saintlo, Marketing Director
- Sophie Labrecque, MAGNET Consultant

a forced interlude

The pandemic completely paralyzed the travel and tourism industry around the world, with travel restrictions and health concerns making travel risky. Concerned about the health and safety of the Foundation’s Fellows, our team had no choice but to face the facts: our Traveling Grant Program had to be put temporarily on hold. This interruption in activities which we had hoped would be short-lived, eventually turned into a 2-year hiatus. However, between 2020 and 2022 and in spite of the pandemic shutdown, our internal activities did not slack.



introspection and challenge

Anticipating a return to our activities, at the end of 2021 we embarked on a major introspection, thoroughly reviewing the Foundation’s mission, governance and model of intervention and financing.

The initial period of reflection was overseen by Episode, a philanthropy-specialized consulting firm. In the winter of 2022, the Episode team completed their mandate with a comprehensive report on the Foundation’s current situation. The report cited the Foundation’s low profile and lack of funding as major obstacles to its suc-

cess, while highlighting the opportunities inherent in the educational potential of youth hostels and travel as a vehicle for change.

It became clear at this point that in order to maximize the Foundation’s potential impact, we needed to embark on a serious repositioning exercise. To help us in this major undertaking, we hired the philanthropic coaching services of Sophie Labrecque, President of Magnet. There followed an enriching period of soul-searching that proved essential for the Foundation’s future.

The following four repositioning issues were identified over 2022-2023, all of which have been addressed to varying degrees during the year, and also inspired the drafting of the Foundation’s new strategic plan which was completed in the winter of 2022:

1. identity and positioning

3. reputation and outreach

2. organizational structure

4. financing

1. identity and strategic positioning

A huge amount of work has gone into addressing this particular issue, to which the Foundation's new brand image - presented in this annual report - attests.

Identity and positioning also speaks to the relevance of our new mission, to the endorsement of our philanthropic approach, to the clientele we wish to serve and to our positioning in relation to other foundations that support youth development.

2. organizational structure

The Saintlo Foundation's organizational structure and by-laws have been revised. As of June 2022, the Saintlo Foundation recognizes three categories of members:

a) active members

Individuals who are members of the Board of Directors of the Auberges de jeunesse du St-Laurent inc. (Saintlo). Active members receive notice of, speak at and vote at all member meetings. Active members may stand for election to the Board of Directors of the corporation.

b) guest members

Individuals interested in the mission of the legal entity and whose candidacy has been duly accepted by the Board of Directors of the legal entity. Guest members receive notice of all members' meetings, and may speak but not vote. They are also eligible to stand for election to the corporate body's board of directors.

c) honorary members

Individuals and legal entities whom the Board of Directors wishes to honour for services they have rendered or may render to the cause of the legal entity, and whose candidacy is accepted by resolution of its Board of Directors.

The Board of Directors now comprises five members who are elected at the Foundation's Annual General Meeting, two from the active members and three from the guest members.



3. notoriety and influence

Building a foundation's reputation takes time and effort. We believe that the mission and message we have chosen to convey, as well as our professional educational approach, will resonate with donors. Over the course of 2022–2023, the Foundation team has been working on ways to maximize the impact of its activities in terms of communications and, of course, donations. These different tactics will be put into action over the coming years.

4. financing

The Foundation's financial autonomy and sustainability were also at the heart of our discussions. In addition to Saintlo's generous financial contribution, and to have the greatest possible impact on the lives of more disadvantaged young people, the Foundation needs to explore other forms of donations, funding and sponsorships.

In the spring of 2023, we identified a donation program we felt was appropriate for relaunching the Foundation with. For the time being, the Foundation will primarily accept one-time, monthly or annual donations. Other ways of giving will be added in the coming year. Fundraising activities are also in the Foundation's plans but are at an embryonic stage in 2022–2023.



saintlo

financial support from saintlo

Like the Saintlo Foundation, Saintlo firmly believes that travel shapes youth. To support the Foundation in achieving its goals and mission with young people, Saintlo donates the equivalent of one dollar (\$1) per overnight stay at its hostels in Montreal, Toronto and Ottawa. **This contribution amounts to a total of \$150,000 per year and is expected to continue until 2027.**

Saintlo has also contributed to the Foundation's operations in other ways. Since the Foundation has no salaried employees, Saintlo has made the head office management team available to the Foundation. This gift of resources and expertise demonstrates Saintlo's commitment to the Foundation's mission. Without this loan of resources, the Foundation's existence, at least in its early days, would have been jeopardized.

a change in clientele

Since its creation in 1993, the Foundation has focused on supporting young people aged 18 to 35. Reflecting on our intervention in the field of youth education through travel is now leading us towards supporting young people aged 10 to 17. Travelling at an early age can have a major impact on an individual's personal growth, and this experience, far from their usual social environment, opens them to new cultures and ways of thinking, challenging them in their daily lives. These key elements foster the development of many important life skills: independence, adaptability, resilience, self-confidence and communication. Travel can even have a positive influence on career prospects.



14% of young people live on low incomes

According to the Observatoire Jeunes et Société, 14% of young people live in low-income households in Quebec*.

**Source: Observatoire Jeunes et Société, 2019, "Proportion d'adolescents de 11 à 17 ans vivant dans des ménages à faible revenu selon la mesure du faible revenu (MFR), 2006 à 2016 (en pourcentages)", table produced at INRS for OJS, based on custom data produced by Statistics Canada, from the 2006 and 2016 Censuses and the 2011 National Household Survey (NHS).*

According to the Rosenberg Index, 1/4 of high school students have self-esteem issues*.

**Observatoire Jeunes et Société, 2019, "Proportion des élèves du secondaire ayant un niveau d'estime de soi faible, selon l'indice de Rosenberg, 2016-2017 (en pourcentages)", table produced at INRS for OJS, based on public data from the Enquête québécoise sur la santé des jeunes du secondaire (EQSJS), Institut de la statistique du Québec (ISQ), 2016-2017 edition.*

our new approach

Based on the premise that travel encourages young people to think differently, to chart their own course and to open their eyes to new possibilities, the Foundation decided last year to set up educational pathways (primary and secondary levels) aimed at developing essential life skills through travel-based themes. These workshops will enable us to better target the target clientele, finance the trainers and subsidize the bursaries. It is from these workshops that scholarships will be offered to young people or school groups. This is our new approach, which differs from the travel bursary program of previous years in terms of its educational aspect and clientele (younger and disadvantaged).

In the spring of 2023, these workshops evolved further and were analyzed for their feasibility. Many elements remain to be fine-tuned, but we can already confirm that they will be developed further and led by qualified teachers and other education specialists, and they will be integrated into the apprenticeships provided for in the ministerial program. Next year will see the launch of this program, at which time we will be able to present them in greater detail and announce our official partners.

Donations will enable us to offer free educational workshops in schools as well as travel grants to disadvantaged young people.

the foundation turns 30

30 years of facilitating access to youth travel.

1993

The Youth Travel Foundation was born. Under the guidance of the Youth Travel group, the Foundation developed bursary programs to make travel accessible to young people aged 18 to 35 and to school groups.

2022

The Youth Travel Foundation, now the Saintlo Youth Tourism Foundation, still believes that travel is a right, and wants to ensure that everyone, even young people in difficulty, has the chance to explore new horizons.

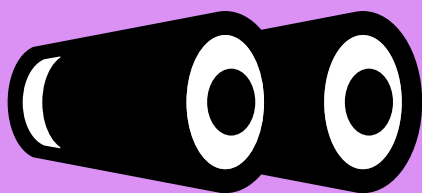
new name

Prior to 2022, the Foundation's full name was the Hostelling International Youth Travel Foundation. Since the Foundation's main financial partner, *Auberges de jeunesse du St-Laurent inc. (ASL)*, left the Hostelling International Canada group in 2022, the Foundation needed to change its name. And since the *Auberges de jeunesse du St-Laurent inc.* changed its name to Saintlo, we opted for the Saintlo Youth Tourism Foundation as a new name (*Fondation Saintlo Tourisme Jeunesse* in French), intentionally connecting back to our ASL roots. The short version of the Foundation's name, Fondation Saintlo, will be used for simplicity and visual dynamism.

new visual identity

Once our mission was reimagined and our approach decided upon, we needed a new logo as the foundation of our visual identity. Graphic design agency Caserne supported us in this quest, and in the winter of 2023, we settled on a logo featuring a friendly pair of binoculars. More evocative than its predecessor, this new logo is directly linked to our mission: binoculars symbolize discovery, openness to the world, a new point of view, an almost infinite vision, a world of possibilities. This logo is a reminder that goals that can seem hard for a young person with difficulties to achieve can suddenly become more accessible and within their reach, once they are better equipped to achieve their goals thanks to the Foundation's support.

The new website, proudly displaying this new visual identity and our new mission, is due to be launched in the summer of 2023.



**saintlo
foundation**

a revealing léger survey

At the end of 2022 and to ensure that we were on the right track in terms of our mission, we commissioned the market research firm Léger to survey respondents in Quebec and Ontario regarding their opinions on travel and their openness to contributing to the Foundation's mission. It's not enough for the Foundation's team to believe in its mission and in the serious issue of inequality of opportunity: donors and the public also need to be on board, and through their donations, help us achieve our mission and raise our profile.

survey highlights*

In the eyes of Quebecers, it's clear that travel at an early age is beneficial in many ways. Among other benefits associated with youth travel, its educational value and positive impact on young people's lives, particularly in terms of increasing their adaptability and self-confidence, are widely recognized, especially by those who have themselves had the chance to travel between the ages of 11 and 25. Quebecers are largely in favour of equal opportunities for young people when it comes to access to travel: all young people, regardless of their socio-economic background, deserve a chance to travel and to benefit from the enrichment it offers.

Ontarians, like Quebecers, also recognize the important educational value of travel and the positive impact it has on young people's lives, particularly in developing their self-confidence and adaptability. These perceptions are more widely shared by those who have had the chance to travel between the ages of 11 and 25.

In terms of awareness, the survey shows that our Foundation is a little-known organization, but one whose mission is widely supported. Its recognition rate stands at 3% among the Quebec

and Ontario populations. On both sides, the lack of awareness of the Foundation's existence seems to be the biggest obstacle to giving.

When respondents were informed of the Foundation's new mission, 70% of Ontarians considered it to be positive and relevant and an even higher 75% of Quebec respondents. What's more, most felt that the Saintlo Youth Travel Foundation's initiative could make an important, if not very important, contribution to strengthening the ability of young people experiencing difficulties to have the leverage they need to realize their dreams and achieve personal fulfillment.

We are reassured by these results, which reflect and support the direction we have chosen with the Saintlo Foundation. We are well on the way to fulfilling our mission of providing access to travel for young people experiencing difficulties.

* Web survey conducted among a representative sample of 1,001 Quebecers and 501 Ontarians aged 18 and over.



foundation partners

Our foundation has had need of, and will continue to need, donors and financial partnerships, as well as partners with expertise in philanthropy, education and youth psychology.

Our new incarnation is still in its infancy, but already in the spring of 2023, we have begun to forge links with a number of experienced partners in these fields. These connections should enable the Foundation to increase its impact not only with its target clientele, but also with potential donors.

Much of the groundwork which is essential to securing future donations and the Foundation's future, has been completed this past year. We expect to resume our philanthropic activities in late autumn of 2023.

It is important to remember that the donations we receive enable us to offer free educational workshops in schools and travel grants to disadvantaged young people. The Saintlo Foundation aspires to create a world in which travel helps break the cycle of social exclusion. Together, we can multiply inspiring and positive experiences for young people and create a supportive next generation driven by strong values.

We look forward to seeing you next year, when we will no doubt be able to paint a positive picture of the first educational workshops we've given.

