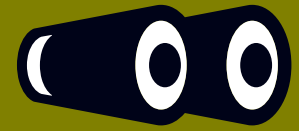


# annual report 2023-2025



**saintlo  
foundation**

Saintlo Youth Tourism Foundation





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# saintlo foundation directors 2023–2024 and 2024–2025



**lorraine banville**  
President

Scientific communicator,  
Université de Sherbrooke



**jean-pierre tchang**  
Vice-President

Optometrist



**julie allard**  
Secretary-Treasurer

Senior Director,  
KPMG Private Entreprise



**nathalie brière**  
Director

Corporate Director



**danie jean**  
Director (arrival 2025)

Audioprosthetist



**gabrielle caron**  
Director (departure 2024)

Assistant manager,  
Saintlo Montréal



**jacques perreault**  
Executive Director

St. Lawrence Youth Hostels inc.

# saintlo foundation mission

“Helping young people in vulnerable situations grow thanks to the benefits of youth travel.”

The Saintlo Foundation provides financial support to nourish the aspirations and ambitions of youth.

## values



### **equal 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.



### **welcoming spaces**

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**

Away from home, young people learn to manage on their own, take initiative, and make thoughtful decisions.



### **leadership**

We help each young person recognize their strengths and use them to have a positive impact.



# message from the president

It is with great enthusiasm that I present this annual report, covering the past two years of activities of the Saintlo Foundation. We have chosen to review this entire 24-month period in order to provide a clearer overall view of the developments and progress made. This retrospective highlights the continuity of our projects, including those spanning multiple phases, and offers a better understanding of the adjustments made along the way.

The involvement of the team, both on the board of directors and with the Saintlo staff and philanthropic coordination, has been decisive in achieving our goals. The work has been demanding but deeply rewarding, with a total commitment to offering disadvantaged youth opportunities for growth through Youth Travel experiences.

Strong governance helps guide the Foundation effectively, ensure transparency, and ensure that our actions align with the values we hold dear. In this spirit, the board established a Governance Committee in June 2023. This committee played a key role in reviewing our organizational policies. The revisions aim to ensure compliance and efficiency of our operations, and they reflect our commitment to continuous improvement to optimize our practices and better serve our mission.

There were also changes within the board of directors in 2023 and 2024. I warmly thank Gabrielle Caron for her work and wish her all the best with the arrival of her child. Following her departure, Danie Jean joined the board, bringing a new strategic perspective.

I also thank all the board members, who have dedicated an impressive amount of time and effort to advancing our mission. Your commitment and passion are the driving force of the Foundation.

The unwavering support of Saintlo must also be highlighted. This financial support and staff secondment are essential to our success and will allow many young people to experience travel that shapes their future. I also thank the donors, whether small or large contributions. Every gift, even modest, is of great importance to the Foundation. These acts of generosity, though often perceived as discreet, have a significant impact on the achievement of our mission.

A big thank you to you all. Together, we make a difference.

**Iorraine banville,**  
President



# message from the executive director

Since the relaunch of the Saintlo Youth Tourism Foundation in 2022, considerable work has been accomplished. Over the past three years, the Foundation has re-energized its actions directed at disadvantaged youth. These young people, confronted with various limitations due to a lack of resources, feel a strong need to expand their perspectives and broaden their horizons.

## the mission statement

One of the major changes implemented during the 2023 financial year was the revision of our mission statement. We opted for a formulation that is more concise and impactful: “Helping disadvantaged youth thrive through the benefits of youth travel.”

This new wording clearly reflects the essence of our commitment and directly expresses the Foundation’s main objective. It financially supports positive experiences to nourish the aspirations and ambitions of young people. Travel is a powerful lever enabling young people to thrive and reach their full potential.

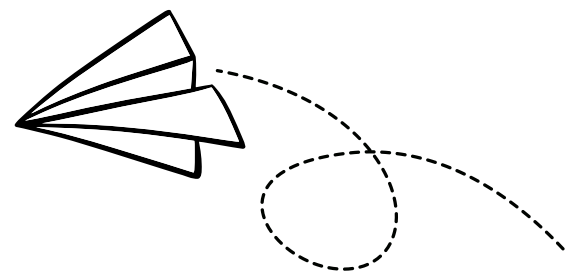
## the workshops

In 2022, I announced that the Foundation’s philanthropic activities would begin in fall 2023. However, due to various challenges encountered along the way, we encountered some delays. In fact, the pilot project The World and Me, designed as classroom workshops delivered by our partner Edu Gopro, did not prove as conclusive as expected. While the essence of the message—that travel opens horizons and deepens self-knowledge—was effectively communicated, the in-class format did not fully meet the expectations and needs of the students. The workshops, in their initial version, showed limitations in terms of interaction and engagement, which led to adapting the project into video capsules. Rather than simply delivering information in class, the objective is now to help young people concretely prepare for a school trip and to undertake it.

Thus, the three classroom workshops proposed in the 2023 pilot project, namely:

- “Backpack” workshop, which helped students better understand themselves by comparing their lifestyle with that of other young people around the world;
- “Travel Journal” workshop, which allowed students to discover different types of tourism, choose one, and envision their next trip;
- “Tell Your Story” workshop, which allowed students to share and better understand their travel-related interests; were replaced by video capsules presenting challenges to be completed before, during, and after the trip, in order to strengthen the practical aspect and stimulate active engagement among students and raise awareness of the transformative nature of travel.

These new video capsules go beyond the in-class academic approach by offering students real preparation for their future trip, with concrete issues to tackle. In 2025, two volunteer schools located in Montreal participated in this new version of the World and Me program. Students participated in a trip to Ottawa, fostering cultural openness, team spirit, and the development of social skills. The positive reception by students and teachers confirms the effectiveness of the approach, and forthcoming adjustments will be detailed in the next annual report.



## the website

On a different note, the Foundation's website required several tweaks and adaptations over the past two years. In 2024, significant improvements were made to our website, particularly regarding ease of navigation. We redesigned and restructured the various menus to better reflect the Foundation's philanthropic mission and to facilitate the experience for users and donors. Each section was reorganized to make access to information more intuitive, highlighting our projects, initiatives, and mission.

## internal resources

It is important to recall that the Foundation's continuity and work are supported by the Saintlo team. This secondment of specialized staff for key tasks, such as administrative management, site development, and graphic design, has limits in terms of availability and continuity. To address this, the Foundation hired a philanthropic coordinator in October 2024, ensuring daily management and project follow-up while continuing to benefit from Saintlo's support.

I would like to take this opportunity to thank the members of the Saintlo team who have dedicated time and energy to the reconstruction of the Saintlo Youth Tourism Foundation, as well as Saintlo for its staff secondment and financial support.

Thanks also to the Foundation's board members for the time and enthusiasm they demonstrate despite ongoing development.

And finally, thanks to our partners Sophie Labrecque from Magnet, Judith Cajelais from Edu Gopro, and Eva Milko from Good Vibe Strategy for their various professional contributions to philanthropic development.

**jacques perreault,**  
Executive director





# two years of progress

The past two years (2023-2024 / 2024-2025) have been transitional years marked by progress for our Foundation. Several strategic initiatives have been implemented to strengthen our digital presence and create partnerships, thereby expanding our opportunities to receive donations in support of our mission.

This annual report showcases the major projects completed, the goals achieved, and the challenges overcome throughout the past year. It also sheds light on the areas where we will focus our efforts to continue evolving and to meet the needs of our stakeholders.

## **governance**

### **changes in the board of directors**

The Foundation's Board of Directors underwent some changes in 2024. Gabrielle Caron resigned from the Board in May 2024 due to her parental leave. Her position as an "active member" was immediately filled by Julie Allard in July 2024. Julie, who had previously served on the Board as an «invited member», transitioned to the "active member" category. As a result, Julie also joined the Board of Saintlo. This dual involvement strengthens the ties between the two organizations and fosters increased synergy in their respective missions.

To maintain balance and diversity of perspectives within the Board, the Nominations Committee was tasked with filling the vacant position for invited members. A recruitment process was initiated, and Danie Jean, a businesswoman from La Pocatière, joined the Board of Directors in November 2024. The Board is now complete with five members, including two elected from the active members and three invited members.

#### **active member category:**

“Active members of the legal entity are individuals who serve on the Board of Directors of the Auberges de jeunesse du St-Laurent corporation.”

#### **invited member category:**

“Invited members are individuals interested in the mission of the legal entity, whose candidacy has been duly accepted.”

(General Bylaws of the Saintlo Foundation)



## **governance committee**

In June 2023, the board established a Governance Committee consisting of Nathalie Brière and Jean-Pierre Tchang, together with the Foundation's executive director, Jacques Perreault, to review and update the Foundation's organizational policies. This committee is part of an ongoing governance improvement and updating the documents that frame the Foundation's activities.

After completing the review of the Privacy Policy and the Website Use Policy, the committee focused its efforts on two essential documents: the 2017 Donor Acceptance Policy and the Donor, Program, and Scholarship Allocation Procedures Policy. This in-depth review aims to ensure regulatory compliance and operational efficiency for the Foundation.

The committee reviewed the Donor Acceptance Policy as well as the Foundation's Donor Management Procedures Policy.

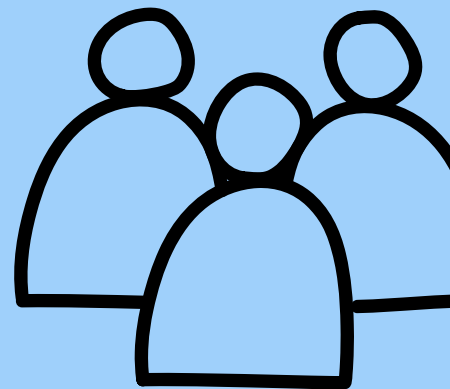
## **internal resources**

### **internal resources staff secondment and the need for permanence**

In addition to its financial contribution, Saintlo continued to provide operational support to the Foundation through staff secondment. Six head office employees were mobilized, each contributing 10 hours per month, totaling 60 hours of monthly work dedicated to Foundation activities. These human resources enabled the completion of key mandates: website development, accounting, administrative coordination, and management of philanthropic activities.

However, this solution has its limits: intermittent availability and potential lack of continuity in files. Therefore, the Foundation hired a philanthropic coordinator in October 2024. This hire became necessary to ensure daily presence, develop an in-depth understanding of the Foundation's specific issues, and guarantee rigorous project follow-up. It allows the Foundation to develop its own culture and optimize its operations according to its particular needs.

Saintlo continues to lend its specialized personnel, creating a hybrid approach that optimizes operational efficiency. The coordinator facilitates collaboration with the seconded teams and provides immediate availability to address urgent needs, while preserving the specialized expertise brought by Saintlo.





## projects and achievements

### the world and me program (phase I)

During the 2023-2024 year, the Foundation developed the “World and Me” program, designed to demonstrate the positive impacts of travel on students from disadvantaged backgrounds. The program was delivered through three classroom workshops developed by Edu Gopro, commissioned by the Foundation for this initiative. Edu Gopro specializes in educational animations and training.

The first workshop, “Backpack”, aimed to promote self-knowledge by helping students discover their interests and aptitudes through video capsules. The second workshop, “Travel Journal,” aimed to help students envision their futures by imagining meaningful moments from their future travels. The third workshop, “Tell Your Story”, offered students the opportunity to create team podcasts where they introduced themselves and shared their experiences. However, students had difficulty visualizing these future travel moments and experiences, making the activity less engaging and, above all, less authentic. Students struggled to project themselves into the future. Overall, while the workshops had some positives, the results of Phase I did not meet the expectations set. The team learned valuable lessons about adjustments needed to improve the impact of the workshops going forward.



## the world and me program (phase II)

In fall 2024, the Foundation relaunched the “World and Me” program after a complete revision based on lessons learned from the first phase. This new version better reflects the realities of young people by giving them the opportunity to concretely experience a school trip, going beyond mere theoretical reflection. The revised program now funds school trips for primary-school students from Quebec who come from disadvantaged backgrounds. Targeting Grade 5 and 6 classes in schools with a deprivation index of 8 to 10, it promotes inclusion, cultural openness, and personal development. Participating schools receive a scholarship of up to C\$455 per student to stay at a Saintlo Collective member hostel and experience a meaningful stay outside the traditional classroom setting. To bring this project to life, the Foundation developed a series of support resources. While these tools may seem simple on the surface, they required substantial conceptualization, drafting, and production work. Fall 2024 and winter 2025 were dedicated to their creation, with a significant investment of time, energy, and expertise. These resources were developed to fully support the program’s objectives and ensure its success.

In preparation for the school trip, participating classes will view video capsules specially designed by the Foundation for the program. They present challenges to be completed before, during, and after the trip. These challenges, also described in a student journal, will accompany the young people throughout their journey, encouraging them to step out of their comfort zone, get to know themselves better, and develop skills

such as autonomy, self-confidence, and curiosity. Each student will also complete a travel diary assessment. Participants will view three educational capsules and fill out trip journals before, during, and after their stay, ensuring structured learning and ongoing reflection on their experience.

The program is structured around three major phases:

1. Preparing for my trip
2. Enjoying my trip
3. Sharing my trip experiences

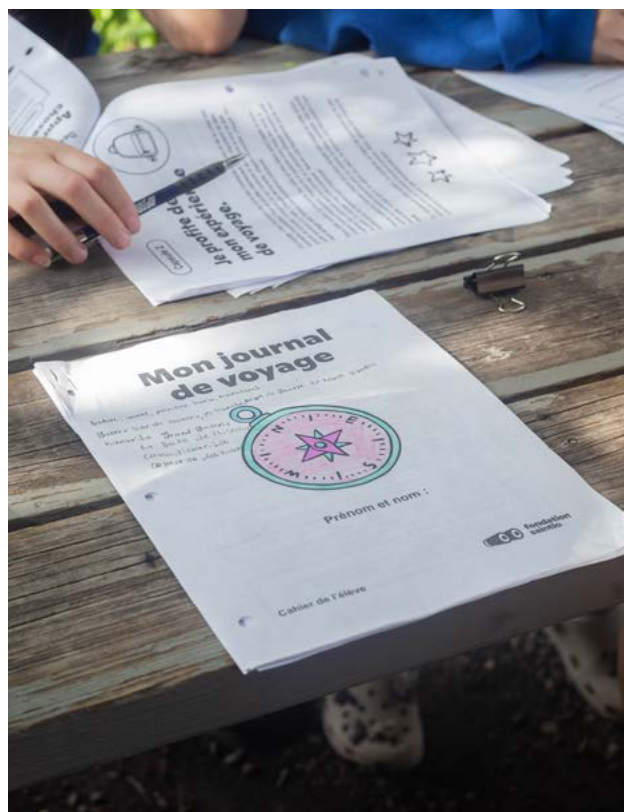
This approach emphasizes the active, personal involvement of students in preparing for their trip—both logistically and emotionally. It aims to equip them for a meaningful experience that contributes to their personal growth. The activities offered promote the discovery of Quebec culture, social interaction, and the development of awareness around sustainable tourism. Although this program is not part of the official school curriculum, teachers are free to integrate it into their assessments if they wish—for example, by using the travel journal as a written production tool.





## pilot project

At the beginning of 2025, the second version of the “World and Me” program was deployed as a pilot project. Two volunteering schools from the Foundation’s initial program were selected for this pilot project. This continuity proved strategic: the initial experience enabled the Foundation to build trust with school teams and observe the first tangible impacts of the project in familiar environments. St. Claire School and St. Clement School, located in the Mercier-Hochelaga-Maisonneuve borough of Montreal, each enrolled two classes to participate in this joint project. The trip, planned in collaboration between the two institutions and approved by the Foundation, consisted of a trip to Ottawa with a one-night stay at Saintlo Ottawa Jail hostel. This experience allowed students to step away from their daily routine, discover a new cultural and historical environment, and strengthen their teamwork. Through this pairing, students had the opportunity to develop social skills by interacting with new peers, thus promoting openness and tolerance.

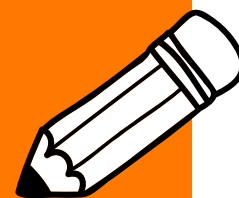


### School 1

- Level of disadvantage: 10
- 1 Grade 5 group and 1 Grade 6 group
- 2 groups: total 40 participants (36 students / 4 participants)
- Total per class: \$6,476
- Stay at Saintlo Ottawa on May 15, 2025

### School 2

- Level of disadvantage: 9
- 2 Grade 6 groups
- 32 participants (29 students / 3 participants)
- Total per group: \$5,211
- Stay at Saintlo Ottawa on May 15, 2025



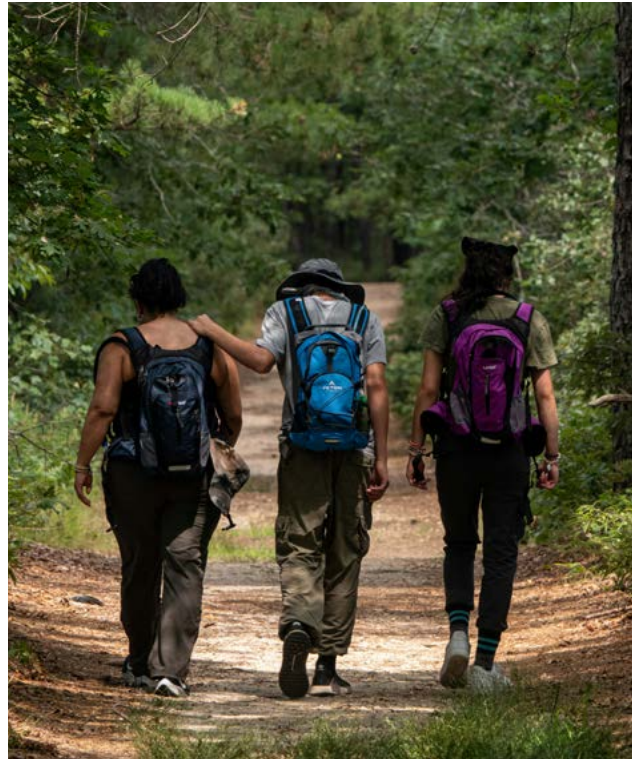
It is important to note that Saintlo Foundation is not responsible for the logistical organization of trips or activities. Its role is to provide financial support according to established terms. Preliminary results of this pilot are encouraging. The positive reception by students and teachers confirms the relevance of the approach adopted. A full analysis of the data collected will identify the adjustments needed and guide future developments of the program. The detailed conclusions and recommendations for the project’s next steps will be presented in the next annual report.



### **beauce entrepreneurship school and “walk your saintlo”**

The Beauce Entrepreneurship School (EEB) is built on a core value: the principle of solidarity and commitment to the community. This philosophy guides the training of future entrepreneurs and instills in them the importance of contributing positively to society. Each cohort is asked to take on a community challenge during the year. This project is designed to allow participants to actively invest in social initiatives. Among several projects proposed by various organizations and foundations, the EEB selects one to carry out during the year. By invitation, the Foundation presented a fundraising campaign project in collaboration with Québec Compostelle, a social-purpose organization whose mission is to bring joy to people through community-based hiking along the Québec trail.

The fundraising campaign for the Saintlo Foundation consisted of a walking challenge, called “Walk Your Saintlo,” lasting 7 days (150–175 km) along the river, on the Chemin du Québec, from Rivière-du-Loup to La Pocatière. The 31 participants of the EEB cohort would mobilize their networks to raise each 6,500 dollars, with all donations going to the Foundation’s program “The World and Me.” Although the Foundation’s proposal was not selected in the face of established and influential causes, we achieved 6th place out of 51 proposals submitted, demonstrating the quality and impact of the proposed initiative. This participation nonetheless generated positive outcomes: it increased the Foundation’s visibility with partners and companies, broadened its network, and created new opportunities for future initiatives. This experience thus represents an important strategic lever for its development.



## **quebec compostelle and “walk your saintlo,” for the general public**

Although the Beauce Entrepreneurship School (E.E.B.) did not adopt the Foundation’s proposal for their community project, the Saintlo Foundation decided to pursue this initiative by launching a public program under the name “Walk Your Saintlo.” This program, currently under study, will be carried out in collaboration with Quebec Compostelle. This project, inspired by the initial concept, aims to raise funds for the Foundation’s scholarship programs and to offer an individual package allowing participants to explore the Chemin du Québec. This initiative responds to growing demand for immersive and personalized experiences, while representing a unique opportunity for spiritual and cultural enrichment.

The agreement between the Foundation and Quebec Compostelle will clearly define responsibilities: Quebec Compostelle will manage the logistical aspects of the walking challenge, while the Foundation will handle fundraising. The official launch of the “Walk Your Saintlo” challenge is planned for 2026, with two start dates scheduled.

This partnership represents a promising initiative to mobilize the community while concretely supporting young people from underprivileged backgrounds.



## **communication plan and social media**

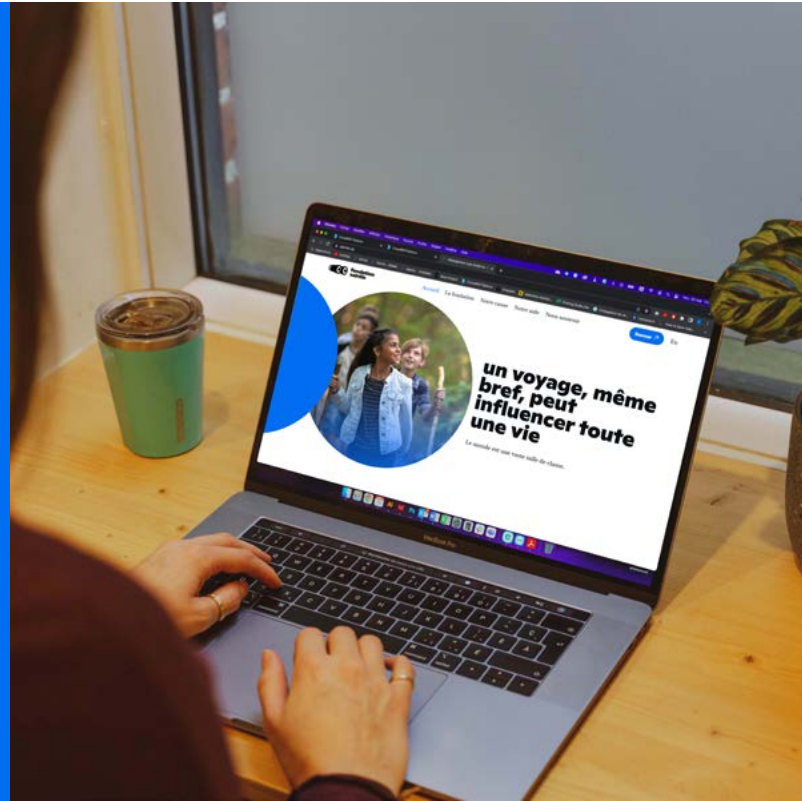
In spring 2025, the Foundation deployed a digital communication strategy to optimize its presence on social media and to stimulate philanthropic engagement. This approach responds to a need to increase visibility, notoriety, and diversify funding sources.

The strategy centers on LinkedIn and Facebook, two complementary tools allowing outreach to different types of donors. The positioning adopts an educational, professional, and inspiring tone, designed to demonstrate the transformative impact of the journey on the development of youth from disadvantaged backgrounds.

The content published draws on the expertise of psycho-educators and psychologists who have collaborated with the Foundation, ensuring the scientific quality of the messages. This approach reinforces the legitimacy of our mission and meets donors’ rightful expectations for rigor and transparency. The Foundation thus aims to develop a lasting, trust-based relationship with donors by concretely demonstrating the impact of their contributions on the lives of beneficiaries.

## foundation website

Since August 2024, the Foundation's website has undergone a near-complete redesign. This project aimed to improve user experience, make information more accessible, and optimize the Foundation's digital presence. The new site structure better reflects the journey of someone looking to make a donation and provides space for future information about the Le Monde et Moi program, which will be added following the success of the pilot project.



## donations

The Foundation has integrated the Yapla platform to facilitate and secure online donations. This new solution allows donors to contribute easily and quickly while guaranteeing transparency and security of transactions. On the website [www.fondationsaintlo.org](http://www.fondationsaintlo.org), several donation types are offered: one-time gifts, ideal for those wishing to support a specific project; and monthly gifts, enabling regular and sustained support.

In accordance with the five-year contribution agreement, Auberges Saintlo renewed their financial commitment to the Saintlo Foundation for a second consecutive year. In April 2024, a payment of \$150,000 was made, providing essential support for continuing organizational restructuring and achieving the mission for youth from underprivileged backgrounds.

For 2023-2024 and 2024-2025, the Foundation also received a little over \$2,000 in one-time donations across its various platforms. A big thank you to the donors.





The 2024–2025 year was marked by the completion of ambitious projects, including revisions to governance policies, the launch of the “World and Me” program, the development of the “Walk Your Saintlo” campaign, the enhancement of our digital presence, and the recruitment of a new team member.

These initiatives have helped consolidate organizational foundations while developing concrete actions that demonstrate the positive impact of travel on the lives of youth from disadvantaged backgrounds. None of these initiatives could have happened without the ongoing support of Saintlo hostels and the dedicated commitment of the Foundation’s board of directors. As the Foundation continues to develop its philanthropic activities, it aims to broaden its circle of support and welcome new partners and donors who share its vision of a brighter future for young people.

Looking ahead, the Foundation is positioning itself as a leading player in social youth tourism in Quebec, and eventually in Ontario. It looks forward to tackling upcoming challenges while remaining true to its mission and values.

