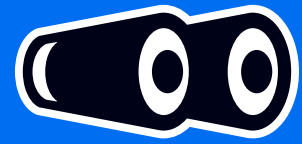


annual report 2023-2025



**saintlo
foundation**

Saintlo Youth Tourism Foundation





table of contents

Message from the President	3
Message from the Executive Director	4
The Foundation at a Glance	5
Governance and Team	6
2025-2026: The End of One Cycle and the Beginning of a New Chapter	8
What Schools Tell Us	10
Communications and Outreach	13
Philanthropic Development and Partnerships	14
Those Who Make Our Mission Possible	18

message from the president

Over the past year, the Board of Directors has continued its work to ensure strong governance, responsible management of the Foundation's resources, and coherent long-term development planning. The Board's work has focused in particular on the evolution of the Aide au voyage funding program for schools serving disadvantaged communities, the Foundation's philanthropic development, the allocation of financial assistance, and the strategic priorities that will guide its development in the years ahead.

This year also marks the conclusion of an important development cycle. Thanks to the work accomplished over the past several years, the Foundation now has a clear mission, structured programs, strong governance, and a sound financial position that will enable it to continue fulfilling its mission with young people.

On behalf of the Board of Directors, I would like to recognize the outstanding contribution of Jacques Perreault, who completed his final year as Executive Director and Secretary of the Board of Directors. His leadership played an important role in the revitalization and development of the Foundation.

I would also like to sincerely thank Jean-Pierre Tchang, who stepped down from his position as a board member in March 2026 after several years of commitment to the Foundation. His experience, advice, and involvement made a si-

gnificant contribution to the organization's development.

We are also delighted to welcome Marc-André Dandeneau, who assumed the role of Executive Director of the Foundation on June 1, 2026. The Board of Directors is pleased to benefit from his experience and leadership as the Foundation enters its next stage of development.

I warmly thank my fellow Board members, Carrie MacDonald, the Saintlo Hostels team, our partners, our donors, and everyone who supports our mission. Together, we share a common goal: to enable more young people to experience opportunities that foster openness to the world, independence, and personal growth.



Lorraine Banville,
President, Board of Directors
Fondation Saintlo Tourisme Jeunesse



message from the executive director

2025–2026 represents a pivotal year for Fondation Saintlo Tourisme Jeunesse. This year marks both the culmination of several years of development work and the beginning of a new stage in the Foundation’s evolution.

Over the past several years, the Foundation has established a clear mission, a structured program, a stronger public presence, and tools that provide concrete support to young people from disadvantaged communities. The Aide au voyage funding program is now a reality, enabling students to experience travel that fosters learning, discovery, and personal growth.

Since June 1, 2026, I have had the privilege of continuing the work already well underway alongside a committed team, an engaged Board of Directors, and partners who deeply believe in the benefits of youth travel.

The coming years will focus on increasing the impact of our programs, developing new partnerships, and diversifying our sources of funding so that more young people can benefit from these transformative experiences.

As we look to the future, we remain guided by a simple conviction: every young person deserves the opportunity to discover the world, develop their independence, and reach their full potential.



marc-andré dandeneau

Executive Director and Secretary of the Board of Directors



the foundation at a glance

mission

« Helping young people in vulnerable situations grow thanks to the benefits of youth travel. »

vision

The Foundation believes that travel contributes to the personal, educational, and social development of young people by allowing them to discover new realities, develop their independence, and broaden their horizons.

values



equal opportunity and solidarity

Enable young people to express themselves and grow.



welcoming spaces

Create safe spaces where differences are celebrated and exchanges are respectful.



resourcefulness

Encourage young people to manage on their own, take initiative, and make decisions.



leadership

Help every young person recognize their abilities and exert a positive influence.

governance and team

board of directors

During the 2025–2026 fiscal year, the composition of the Board of Directors changed with the resignation of Jean-Pierre Tchang in March 2026.

At the end of the fiscal year, the Board of Directors was composed of :



lorraine banville
President



julie allard
Treasurer



nathalie brière
Member



danie jean
Member

changes in composition

In August 2026, Sophie Coriton joined the Board of Directors. Since this appointment took place after the end of the fiscal year, it is presented as an update at the time of publication of the annual report.

executive management and board secretariat

Until May 31, 2026, Jacques Perreault served as Executive Director and Secretary of the Board of Directors. Since June 1, 2026, Marc-André Dandeneau has held these roles.



marc-andré dandeneau
Executive Director and Secretary of the Board of Directors

team



carrie macdonald
Philanthropic Activities Coordinator, appointed on July 7, 2025



saintlo team
Administrative support and specialized expertise
+
Foundation collaborators and partners

2025-2026 in numbers

A year of consolidation, first results, and new horizons.

2
school trips completed

105
students sent on a trip

6
classes supported

3
schools participated

31 457 \$
in financial assistance granted

3 500 \$
in donations from individual
donors collected

35
new individual donors contributed

17
media articles and interviews published

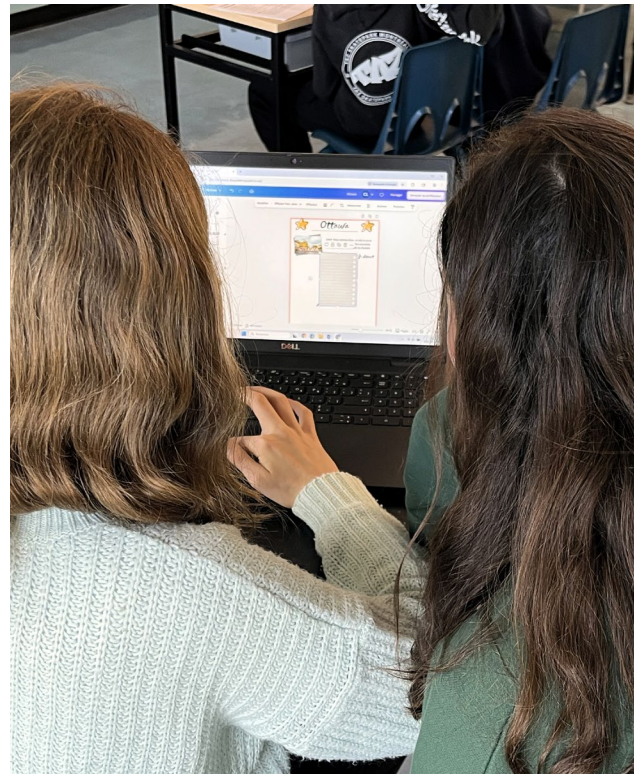
2025-2026: the end of one cycle and the beginning of a new chapter

The 2025-2026 fiscal year marks the conclusion of the Foundation's first major development cycle since its relaunch.

Over the past several years, the Foundation has undertaken significant transformation work to redefine its mission, clarify its philanthropic positioning, structure its governance, and develop programs capable of generating concrete impact for young people. Support tools have been created, permanent staffing has been established, and communication efforts have been strengthened.

The Aide au voyage funding program is one of the main results of this work. After an initial experimental phase, it evolved into a model combining financial assistance for school travel with a learning pathway completed before, during, and after the students' stay.

The Foundation now has a solid foundation to continue its growth, increase the number of young people supported, develop partnerships, and diversify its funding sources.



aide au voyage funding program

making school travel more accessible

The Aide au voyage program aims to make school trips more accessible to Grade 5 and 6 elementary students from disadvantaged communities in Québec. Eligible classes from schools with a deprivation index of 8, 9, or 10 may receive up to \$10,000 in financial assistance to carry out a school trip.

giving meaning to travel with the le monde et moi kit

Beneficiary groups are also supported by the Le monde et moi toolkit, which enables students to prepare for, experience, and reflect on their travel experience. Mandatory as part of the Aide

au voyage program, the kit is also offered free online to all schools.

from pilot project to rollout

The Aide au voyage funding program follows on from a pilot project carried out in Ottawa in May 2025, which enabled the Foundation to test its approach and adjust it for rollout.

Following this pilot project, the Foundation launched its first application process under the Aide au voyage funding program. The selected projects enabled six classes, across three schools, to take a trip to Ottawa in spring 2026.

	pilot project - 2025	aide au voyage funding program - 2026
schools	2	3
groups	4	6
students	65	105
financial assistance	23 374 \$	31 457 \$
destination	Ottawa	Ottawa

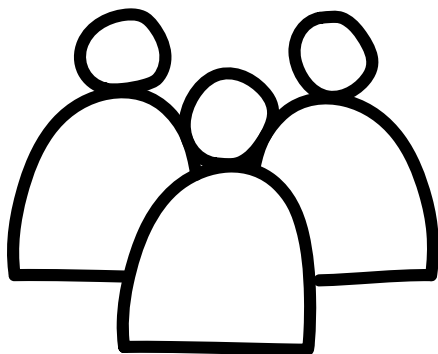
improvements to facilitate participation

an established application period

To make project planning easier for schools, the Board established an annual application period for the Aide au voyage funding program from September 1 to November 30. This period will make it possible to announce recurring dates, give school teams more time to communicate decisions at the beginning of the following year.

reusable administrative tools

A task and deadline checklist was developed for teaching staff to bring together the steps related to financial assistance agreements, trip preparation, and submission of required documents. This tool can be reused for future cohorts..

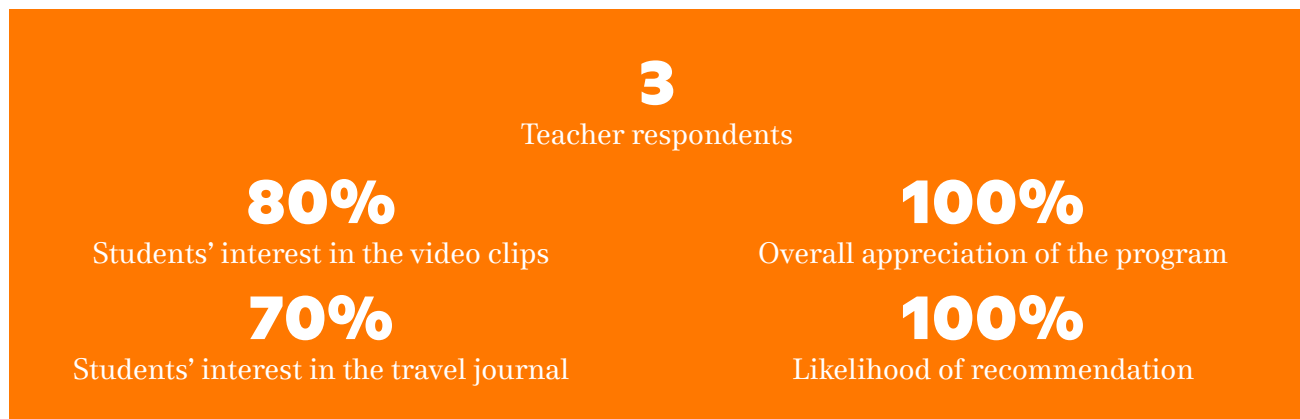


what schools tell us

survey

To continue improving the Aide au voyage funding program and the Le monde et moi toolkit, the Foundation invites teaching staff from beneficiary groups to complete a survey after their trip. This questionnaire gathers their assessment of the application process and the kit tools, as well as their observations of the students' experiences.

Some survey results:



The three participants felt that the content of the video clips, the travel journal, and the information in the teacher guide were appropriate for their class. All three also indicated that the information in the guide was sufficient to carry out the activities with their students.

The responses collected also help identify areas for improvement for future editions, particularly regarding preparation timelines and certain requirements related to documents to be submitted.



what we learned

- The video clips and travel journal were considered appropriate for the students' level.
- The teacher guide was considered clear and complete.
- Students were able to reflect on their personal growth following the trip.
- The document requirements and payment timelines were considered realistic by the respondents.

teachers' voices

In addition to the survey, each beneficiary group is invited to submit a trip report after its stay. These reports allow teaching staff to share their observations of the students' experiences and on the learning or changes observed during the project.

The reports received in 2025-2026 highlight several dimensions of the experience.

discovery and learning

The trips enabled students to discover new places, institutions, museums, and elements of Canadian history and culture. Several teaching staff members emphasized the opportunity to make concrete connections between lived experiences and classroom learning.

The activities also sparked students' curiosity and, in some cases, continued to fuel discussions and learning after their return.

independence and self-confidence

The trips placed students in new situations that required them to manage their personal belongings, follow schedules, adapt to a new environment, and take on various challenges.

The reports notably mention students who gained confidence, took a more active place in the group, or discovered a heightened level of independence.

relationships and group life

Travelling together outside the usual classroom setting created new opportunities for collaboration, mutual support, and exchange.

Several teachers observed increased camaraderie, better listening, and stronger bonds among students upon their return. Some also noticed that students who were usually more reserved were more inclined to participate and take their place within the group.

« When they arrived this morning, a particular calm filled our classrooms. A calm full of emotion, gentleness, and gratitude. »

Comment from a teacher

an experience that continues beyond the trip

Finally, the reports show that the travel experience is not limited to the two days spent at the destination. The memories, discoveries, and experiences can serve as reference points for future learning and continue to enrich classroom discussions.

students' voices

As part of the Aide au voyage program, beneficiary students complete various activities from the Le monde et moi toolkit before, during, and after their stay. The excerpts presented here are taken from travel journals and work completed by students during the 2025-2026 year. In their own words, they share their discoveries, apprehensions, learning, and the bonds created during the trip.

« Before leaving, I was full of fear and anxiety. The expedition was an unforgettable experience. »

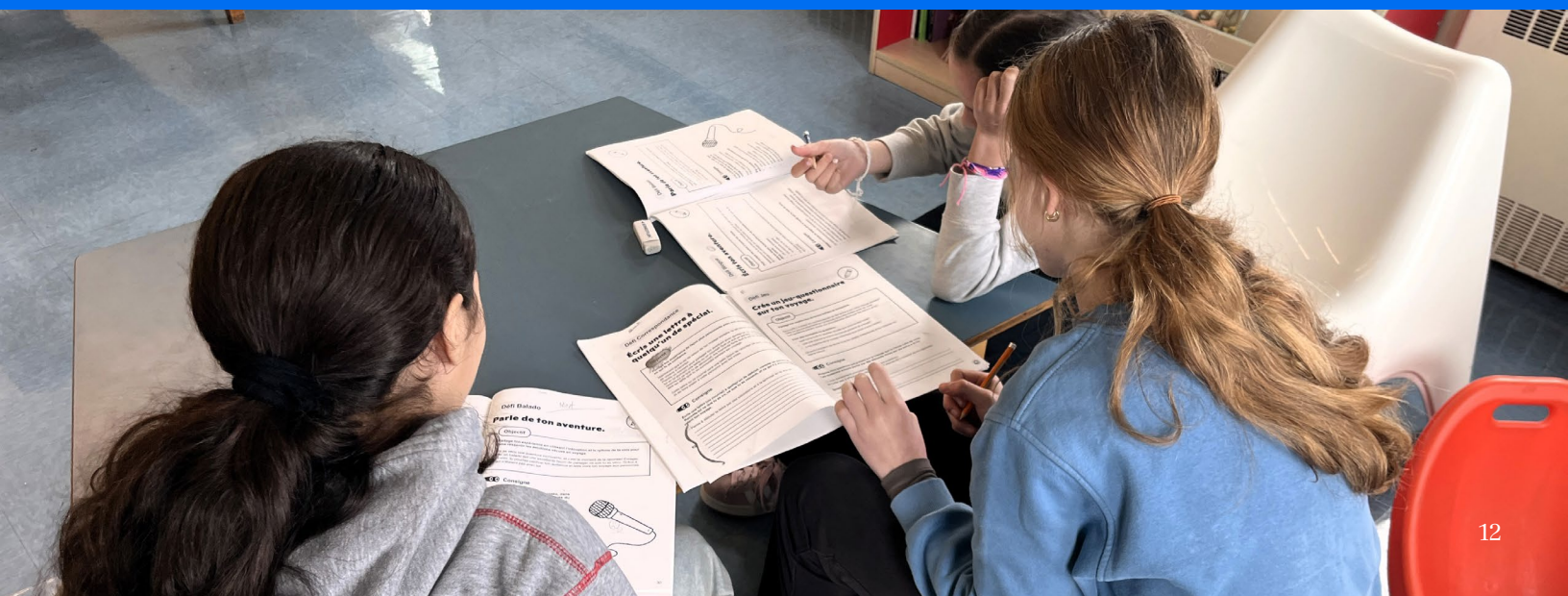
Excerpt from a student journal

« The video clips helped me reduce my stress. »

Excerpt from a student journal

« Enjoy the moment while traveling before it is over. »

Excerpt from a student journal



communications and outreach

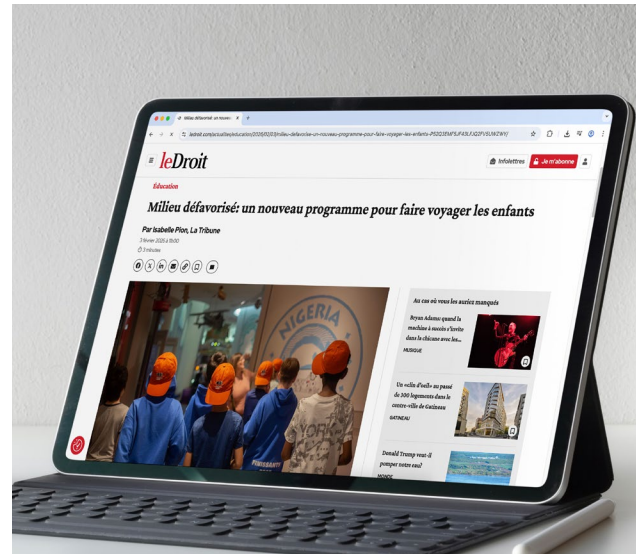
The Foundation intensified its communications activities to better promote its mission, its Aide au voyage funding program, and the outcomes of the student travel experiences. Efforts combined social media, Saintlo communications, community events, and a media relations campaign.

media campaign

A media relations mandate was entrusted to Kim Martel and Marie-Andrée Boucher. The campaign culminated in an event held on February 3, 2026, at MT Lab, featuring a round table bringing together management, a teacher, students, and stakeholders within tourism and social innovation. A press release was issued the same day.

The campaign generated 17 media mentions, including articles and interviews on Radio-Canada, Le Devoir and La Presse.

Among these results, the article Aide au voyage grâce à la Fondation Saintlo - Le voyage, une question d'égalité des chances, by Rose-Aimée Automne T. Morin in La Presse, generated particularly strong interest.



observed results

17

Media mentions, including articles and interviews on Radio-Canada, Le Devoir and La Presse

≈2 800 \$

In donations received following media visibility

40

New donors

↑ 255 %

Increase in LinkedIn followers between February 1 and March 17, 2026



Significant increase in interactions on LinkedIn and Facebook



New monthly donors following the campaign

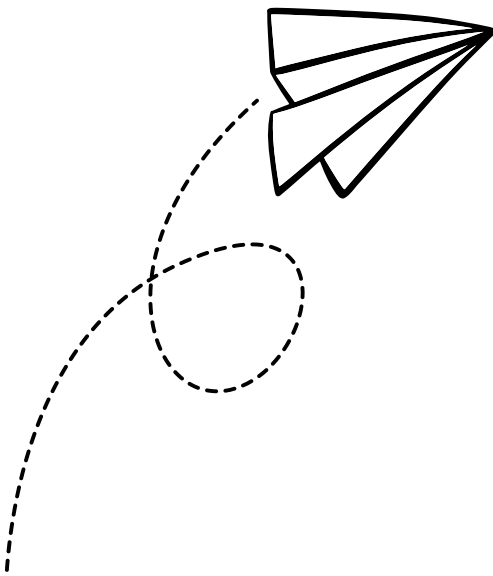
presence in the community

The Foundation participated in the Grand Rassemblement des Auberges de Jeunesse du Québec with an information booth, photos from the pilot project, stickers, a QR code, and a newsletter sign-up contest. This presence generated 24 new newsletter subscriptions and 30 new LinkedIn followers.

Participation in the Les Grands Remous and Bourse des médias events made it possible to present the mission to new partners, meet several journalists and content creators, and identify opportunities for collaboration. About fifteen meetings were held during the Bourse des médias.

within saintflo

The Foundation was integrated more regularly into Saintlo newsletters. A presentation was also made to the teams at the Montréal and Ottawa hostels to share the Foundation's history, impact, and role, and to better equip staff to answer travelers' questions.



philanthropic development and partnerships

development of donors and partners

The results of the media campaign helped generate new donations and add one monthly donor. An initial internal campaign had also raised \$270 since November 2025 from three employees making monthly donations.

New discussions with potential partners, including the Air Canada Foundation, made it possible to explore new funding avenues for the coming years.



diversification of fundraising activities

During the fiscal year, the Foundation tested different approaches to diversify its revenue sources and reach new audiences. These pilot initiatives helped clarify the strategies to prioritize going forward.

A philanthropic hiking pilot project, Marche ton Saintlo, was developed with Québec Compostelle. Despite preparation and promotion efforts, the project did not generate the expected registrations and its implementation was discontinued. This experience allowed the Foundation to better understand the conditions needed for a successful fundraising initiative and to refine its priorities for 2026–2027.

toward an overall strategy

The Board emphasized the importance of developing an overall funding strategy to diversify revenue, retain donors, and focus resources on initiatives with the greatest potential for participation, impact, and philanthropic return.

philanthropic priorities 2026-2027

As the Foundation begins a new stage in its evolution, the Board of Directors has identified priorities aimed at increasing the impact of the Aide au voyage funding program, strengthening the Foundation's reach in Québec, and continuing to develop its philanthropic capacity.

1.

regional expansion of the aide au voyage funding program

After several years devoted to designing, testing, and consolidating the Aide au voyage funding program, the Foundation now wishes to gradually expand its reach across the different regions of Québec. Projects completed to date have mainly involved schools in the Montréal metropolitan area and have demonstrated the relevance of the program for young people from disadvantaged communities.

During 2026-2027, the Foundation intends to increase its promotional efforts among schools located outside major urban centres in order to reach new school communities facing similar socioeconomic realities. This direction aims to offer more young people the opportunity to experience educational travel that fosters independence, openness to the world, self-confidence, and personal development.

The Board of Directors considers it a priority to continue developing the program in Québec's regions before considering any potential rollout outside the province. Translation and rollout in Ontario will therefore be reassessed within a one- to two-year horizon.

2.

consolidate the aide au voyage funding program

The Foundation will continue improving the Aide au voyage funding program to provide a stable, accessible, and predictable process. The annual application period from September 1 to November 30 will allow schools to better plan their projects and will facilitate application review.

3.

develop new philanthropic partnerships

The Foundation will continue its outreach to financial, institutional, tourism, educational, and community partners. Particular attention will be given to collaborations that can directly support programs for young people and increase the Foundation's visibility.

4.

diversify funding sources

In light of the experiences carried out, the Foundation will review its philanthropic strategy to focus its efforts on the most promising initiatives. The goal is to gradually build a diversified and sustainable revenue base.

5.

better measure social impact

The Foundation wishes to better document the effects of travel on independence, self-confidence, openness to the world, collaboration, and personal development. Monitoring tools will need to be simple for schools and coherent enough to support communications and outreach to partners.

6.

strengthen philanthropic autonomy

The Board will continue reflecting on the Foundation's future, its role within the Saintlo ecosystem, and its progressive autonomy. This process will aim to strengthen its funding capacity and ensure the sustainability of its mission for the benefit of young people.



those who make our mission possible

Fondation Saintlo Tourisme Jeunesse warmly thanks all the individuals and organizations that helped make 2025-2026 a year of consolidation, outreach, and transition.

- The participating students, families, and school teams
- The teachers and school administrators of Saint-Clément, Sainte-Claire, Baril, and l'Oasis schools
- Carrie MacDonald, Philanthropic Activities Coordinator
- The members of the Board of Directors
- The donors
- The Saintlo teams who contributed their expertise and time
- The professional, media, tourism, and community partners
- The hostels that welcomed the groups
- Jacques Perreault, for his leadership in the Foundation's relaunch and development



Together, we make travel a lever for equal opportunity, openness, and fulfillment for young people.