

2019-2020

ACTIVITY REPORT

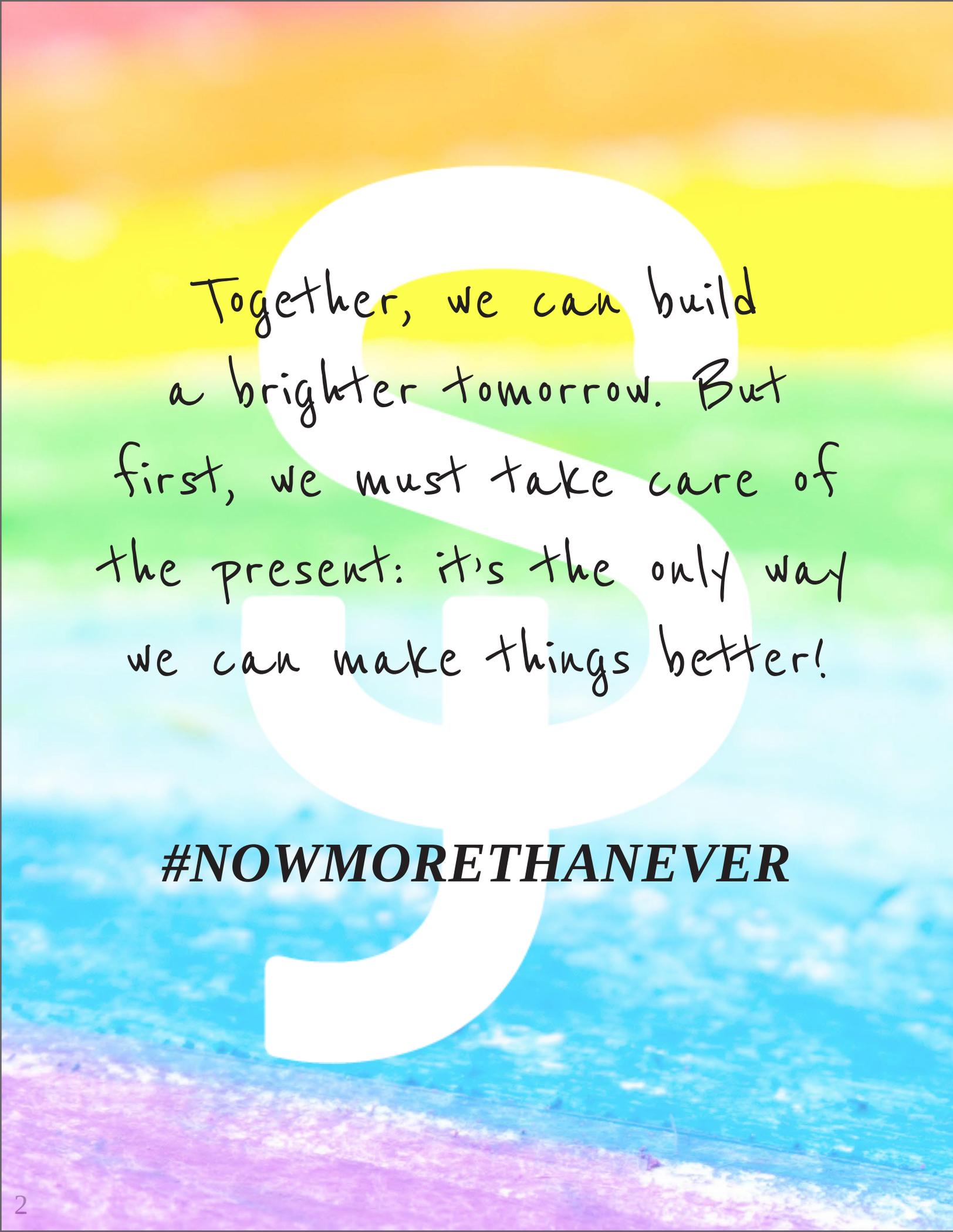
Sun Youth Organization

#NOWMORETHANEVER



www.sunyouth.org





Together, we can build
a brighter tomorrow. But
first, we must take care of
the present: it's the only way
we can make things better!

#NOWMORETHANEVER

A WORD FROM OUR EXECUTIVE DIRECTOR

2019 was an extraordinary year for our organization. It marked 65 years of Sun Youth's unwavering service to the people of Montreal.

Our dedicated staff, with the help of our loyal volunteers, has done an incredible job of maintaining the high standards of service, expanding our outreach, all the while strengthening our programs and services.

Our management team, a group of knowledgeable individuals, has worked in-depth on positioning the organization for the future. We have spent the year building solid relationships in multiple sectors, from the producers of fresh produce to the countless local community resources. We have worked on our new strategic plan and budgets, dedicated resources to digital transformation and secured our new home. We have revamped our Foundation to prepare for a capital campaign to come.

To celebrate our 65th, we reminisced on old times. We created a timeline on the web, a #SunYouthSunday on social media and reunited First Generation Sun Youth kids. We planned to have activities to commemorate this incredible milestone, but, as the end of our fiscal year arrived, so did COVID-19. Sports activities were interrupted, emergency services increased. The future seems uncertain, but one thing is for sure, Sun Youth is needed now, more than ever.



Johanne Saltarelli

Executive Director

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PARTNERS

Sun Youth is a registered organization incorporated under the Part III of the Companies Act (Quebec). Our revenue derives from many generous private and corporate donors. To be able to continue our work in the community, our organization relies on the faithful co-operation of community and humanitarian foundations, of municipalities and governmental agencies as well as that of media partners. We wish to thank them all for their generous support.

We particularly wish to thank the City of Montreal for their exceptional support.

List of Our Major Donors & Partners

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The Lincolnshire Foundation
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DESSOURCES



mazon
CANADA



***A COMMITMENT TO SHARING
AND CARING SINCE 1954***

OUR MISSION

We have been taking care of people for more than 65 years by providing individuals and families in difficulty with a range of emergency services that ensure their basic needs and maintain their integrity. We also contribute actively to crime prevention and we promote physical, social and intellectual development of youth through education, sports and recreation.

Aware of the challenges linked to poverty and crises, we provide emergency services such as food as well as clothing, medical, financial and material assistance.

We also collaborate with municipal police forces and other partners to increase neighbourhood security through crime prevention activities in schools, in the streets and in the community at large.

We contribute to the physical, social and intellectual development of young people through sports programs preparing the young athletes for competitive levels while providing them help and guidance with their school curriculum. We also offer a recreation program, a day camp and a seniors club.

Our main objectives are to alleviate poverty and promote inclusion.



FOOD

URBA

EMERGENCY SERVICES

COLLECTIVE

BASKET AN GARDEN

Food Assistance

Our food programs are more than what they seem at first glance. The original goal of giving food to families was to help the kids engaged in our sports activities. From our humble beginnings, when we asked a can of food as an entrance fee for a movie night, to the *Guignolée des médias*, the community has always supported our activities. Our food programs offer more than food security to thousands of families, They are often the first step into our doors and give access to all our other assistance services. They also serve to break isolation, not only for the beneficiaries but also for volunteers who come and help out. They help gather people from all walks of life around the same cause.

KITCHEN

Emergency Food Assistance

Designed to meet emergency needs, our food bank helps families or individuals facing difficult situations by supplying them with fresh and non-perishable food items in quantities reflecting the number of family members. Baskets also contain hygiene products and cleaning supplies received from donors. Overall, 40% of our food bank users are children and teens aged 18 and younger. Of this group, 79% are under the age of 10.

In 2019-2020, 22,860 food baskets were distributed to 6,379 different families, 70% of which were new to our food bank, comprising 25,516 individuals. In addition, 4,695 Christmas baskets were distributed between December 16 and December 24, 2019. In total, during the whole year, we have distributed 27,555 food baskets. The food given away in 2019-2020 is valued at \$3,415,450 and the average value of a food basket at \$124. Moisson Montréal distributed 161,625 kilos of food to our food bank between April 1, 2019, and March 31, 2020, valued at \$921,623.

Monthly Food Supplements

The Food Supplement Program is designed to help a vulnerable clientele with specific needs: the elderly (including those requiring kosher food), pregnant women and HIV-positive individuals.

Home deliveries and breaking isolation

The program was designed to meet the emergency food needs of people living in poverty and facing reduced mobility and social isolation who are referred by a health professional. In 2019-2020, we delivered 5,115 food baskets.

Collective Kitchen

Started a few years ago, our collective kitchen is intended for anyone who wants to keep healthy food habits, gain useful knowledge and get involved in the community by sharing values of solidarity, equity, mutual support while developing new skills. In 2019-2020 we held 35 sessions with 100 clients participating and they produced 2,504 meal portions. Participants were not asked for a financial contribution to take part in the program.

Christmas & Chanukah Baskets Distribution

In 2019, 13,412 people received assistance from Sun Youth, with food for the Holiday period and with some 9,000 brand new toys given to children 12 and under. Out of these, 1,400 people with reduced mobility received a home delivery from the *Agents de Stationnement Montréal* from the *Service de Police de Montréal* (SPVM), from Loyal Transport and Sun Youth volunteers. 156 Hanukkah baskets were also distributed to a total of 232 people.



#FEEDBACK

"Thank you... our fridge was empty as well as our hearts till you fed us."

— Food Bank Client during COVID-19



Food Services **2019-2020**

<i>Home deliveries</i>	5,115
<i>Meal portions produced at the Collective Kitchen</i>	2,504
<i>Garden vegetables harvested (lbs)</i>	1,962
<i>Christmas baskets distributed</i>	4,695
<i>Hanukkah baskets distributed</i>	156
<i>Total holiday baskets distributed</i>	4,851
<i>Baskets delivered during the holidays</i>	1,400
<i>Total annual food baskets distributed</i>	27,555
<i>Total value of food assistance</i>	\$3,415,450

SUN YOUTH URBAN GARDEN

Sun Youth has two community gardens: one located a few steps from our administrative offices, near University of Montreal's MIL Campus (as part of the wonderful project *Les Jardins éphémères*) and another, located near our warehouse in Ville Saint-Laurent (made possible through a partnership with the Foresters Financial). In 2019, Sun Youth grew a total of 1,962 lbs of vegetables for our food bank clients. Since the creation of these community gardens, more than 6,000 lbs of fresh food has been harvested for this purpose. The project also offers a great opportunity to seniors and children to develop new skills, gain useful knowledge and be physically active.



#COVID-19

Two weeks before the end of our fiscal year, we had to change our services radically due to COVID-19. In previous years, we had made a movement towards giving our clientele more and more choices in regards to the food they needed. With having to limit access to our building as much as possible to avoid transmission of the disease, we had to revert to pre-made bags and we implemented a delivery system for all families. Food requests are expected to rise exponentially in 2020-2021.

65
years



DISASTER

SOCIAL SUPPORT ASSISTANCE

Special Programs

Every program on the following page is intended for a specific clientele and has established agreements with organizations/partners whose social workers provide psychological and social support. The people referred by these workers are given material assistance (food, new clothing, glasses, furniture, etc.), financial help (payment of basic household expenses, gift cards, medication, dental services, medical equipment, public transit vouchers), referrals, and moral support.

Crime Victims Services

In 2019-2020, 60 victims of violent crimes referred by the SPVM and the Crime Victims Assistance Centres (CAVAC) received financial support for a total value of \$16,600. A special attention is given to fight human trafficking and sexual exploitation through a SPVM project named The Survivors.

Children Help Program

In 2019-2020, 84 families were referred to Sun Youth by Centre hospitalier universitaire Sainte-Justine, Montreal Children's Hospital, Centre Jeunesse de Montréal-Institut Universitaire, and Batshaw Youth and Family Services. The assistance provided to these families is valued at \$45,400.

Students Help Program

In 2019-2020, Sun Youth assisted 641 children from 42 different Montreal elementary and high schools. The assistance provided is valued at \$99,900, thanks to the Fondation Jean Gaulin and the "Politique de l'enfant" of the City of Montreal.

Assistance to Fire Victims

Since the 1970s, we have been working in collaboration with the Montreal Fire Department, caring for people affected by a disaster or an emergency by providing them with basic and personalized assistance for the time they need to regain a normal lifestyle. Since 2008, we have added the Quebec division of the Canadian Red Cross and the Office Municipal d'habitation de Montréal as partners. In 2019-2020, our

emergency teams were at the scene of 168 fires and other disasters and helped a total of 592 people. The assistance provided to these families is valued at \$54,000.

Assistance to Major Disaster Victims

Since the mid-1990s, we have responded to major disasters affecting the population here and abroad. This was the case during the floods in the Saguenay region (1996) and in Manitoba (1997), the Ice Storm (1998), the conflict in Lebanon (2005-2006), in the aftermath of the Haiti earthquake (2010), and, more recently, during flooding in the West Island (2017).

In 1999, we took part in the creation of what has become the ROHCMUM (*Regroupement des organismes humanitaires et communautaires pour les mesures d'urgence à Montréal*). The goal of this organization is to improve the state of readiness of community organizations, should emergency measures be declared in Montreal.

Breaking Isolation

We visit socially isolated individuals at their home, in order to assess their level of solitude. These visits allow our staff to gain a better understanding of each client's situation and needs, and to formulate concrete, personalized response plans to assist the individuals most affected by social exclusion. This year, we helped 61 people through our Breaking Isolation Program.



Special Programs 2019-2020

<i>Crime victims assisted</i>	60
<i>Value of the support to crime victims</i>	\$16,600
<i>Families helped with the Children Help Program</i>	84
<i>Value of the Children Help Program</i>	\$45,400
<i>Students helped with the Student Help Program</i>	641
<i>Value of the Students Help Program</i>	\$99,900
<i>Fires or disasters that Sun Youth Emergency teams were present</i>	168
<i>Fire victims assisted</i>	592
<i>Value of the Assistance to fire victims</i>	\$54,000
<i>Total value of the Special Programs</i>	<i>\$215,900</i>

HELP

**RELIEF
CLOTHING &**

FAMILIES

Material and Financial Assistance

Material assistance at Sun Youth serves two main purposes. First of all, it helps low revenue families find affordable or free commodities. Second of all, our material assistance programs help the environment by giving used clothing, books, dishes, bikes and many other things a new life. Unfortunately, sometimes material assistance is not enough to help a family, and that is where our financial assistance programs come in handy.

SUPPORT MEDICINE

Material Assistance

The Boutique

Our boutique enables us to help families who need it the most with clothing, dishes, bedding, books and small appliances. Families in dire situations get a credit in our boutique and hence use this service for free. In 2019-2020, we gave out the equivalent of \$24,000 worth of these items. On the other hand, people that can afford shopping at Sun Youth help finance our other programs. Finally, it gives work experience to dozens of people in insertion programs.

Glasses

For the last several years, we have offered our low-income clientele or those who are not covered by public or private insurance (newly arrived immigrants, new social assistance beneficiaries) the possibility of obtaining eyeglasses at a reduced price, or free of charge. In 2019-2020, we helped 645 people. This would not have been possible without the support of Lunetterie Greiche & Scaff and Philippe Rochette, aka *le Bonhomme à lunettes*.

Loan of Bedwetting System

Together with Ledoux-Reflexe, we lend an apparatus to counter nocturnal bedwetting to low-income families and individuals. Ledoux-Reflexe Co. suggests to its clients who no longer require their bedwetting treatment device to donate it to Sun Youth, thus allowing us to make the device available, free of charge, to families in need. The company offers follow-up service to these families.

Financial Assistance

Heating Program

Sun Youth provides assistance and financial help to low-income families and individuals having difficulty paying their utility bills (electricity and heat). For 2019-2020, we assisted 40 families in their negotiation with Hydro-Québec. During the 2019-2020 winter, 4 families received heating oil thanks to the support of the community. Also in 2019-2020, \$1,700 in heating bills were paid for families in emergency situations. For many years now, our partners from Transition énergétique Québec meet with our clientele at Sun Youth, both on site and in their own homes, to help them improve their home energy efficiency through the Éconologis program. Éconologis is a governmental energy efficiency program for low-income households. This allows them to benefit from personalized advice and free renovation services.

Medication Program

The medication program is intended for low-income individuals covered by the Quebec Public Prescription Drug Insurance Plan. This service helps pay the bills for prescription medication and medical equipment not reimbursed by the Quebec Public Insurance Plan up to the maximum required monthly contribution. In 2019-2020, 464 people benefited from this program for a total value of \$32,000. This program is made available with the help of *Fondation Marcelle et Jean Coutu*.

Dental Clinic

In partnership with the McGill dental clinic, we can offer free dental services to people who cannot afford it otherwise. We serve around 20 people annually.



Material and Financial Assistance 2019-2020

<i>Value of clothing given</i>	\$24,000
<i>Amount paid for housing</i>	\$59,000
<i>Medication Program beneficiaries</i>	464
<i>Amount paid in medication</i>	\$32,000
<i>Amount paid in medical equipment</i>	\$6,700
<i>Amount paid in grocery/pharmacy coupons</i>	\$21,000
<i>Amount paid in heating</i>	\$1,700
<i>Amount paid for transport</i>	\$22,000
<i>Child care and other services</i>	\$5,500
<i>Total value of the material and financial assistance</i>	\$171,900

A photograph of a man and a young boy walking away from the camera down a school hallway. The man is wearing a white long-sleeved shirt, blue pants, and a blue baseball cap. He is carrying several boxes under his arm. The boy is wearing a light blue t-shirt, white shorts, and a red backpack. They are holding hands. The hallway has white walls, a tiled floor, and fluorescent lights. Other people are visible in the background.

SOCIAL

COMMUNITY SERVICES

RELIEF

CLOTHING

MENTORS

Education and Prevention

Education and prevention have always been important for us at Sun Youth. As early as 1956, we organized our first bicycle safety test. In 1964, we started to bring our promising athletes to American tournaments in the hopes of getting them scholarships to American universities. In 1987, we even hosted the International Crime Prevention Practitioners Conference. It was the first time it was held outside the United States and the first time it had a Canadian president (Earl De La Perralle). For Sun Youth, education has always been and remains the best way for kids to better themselves and enjoy a bright future.

SUPPORT MEDICINE

Education

Social Mentors in Schools

For 17 years now, Sun Youth's Prevention against intimidation and Resolution of conflicts Program provides schools with additional human resources. The social mentors work hand-in-hand with the school staff and share their expertise in order to foster positive relationships between students. They give advice and also organize recreational extracurricular activities. In the short term, every student benefits from the program as it helps counter bullying and intimidation, strengthens social ties and develops team spirit. This year, 2 of our mentors worked in the following schools: LaurenHill Academy Senior Campus and Bancroft Elementary School. These schools provide education to 587 students in the Montreal area.

School Supplies Distribution

For parents, August usually means getting their children ready to go back to school. They go around the various stores, hoping to get the best deals on those essential items for their children's new school year. Depending on each school's requirements, the final bill may be hard to swallow, especially for low-income families. Thankfully, through our distribution, free school supplies are given each year in August to hundreds of children before they go back to school. For this occasion, bags are prepared with product donations from the public and companies or with products purchased with monetary donations. This year was no exception with some 1,519 school bags given to children throughout the month of August, worth \$77,000. We also gave out 3,000 new clothing items.

Tutoring

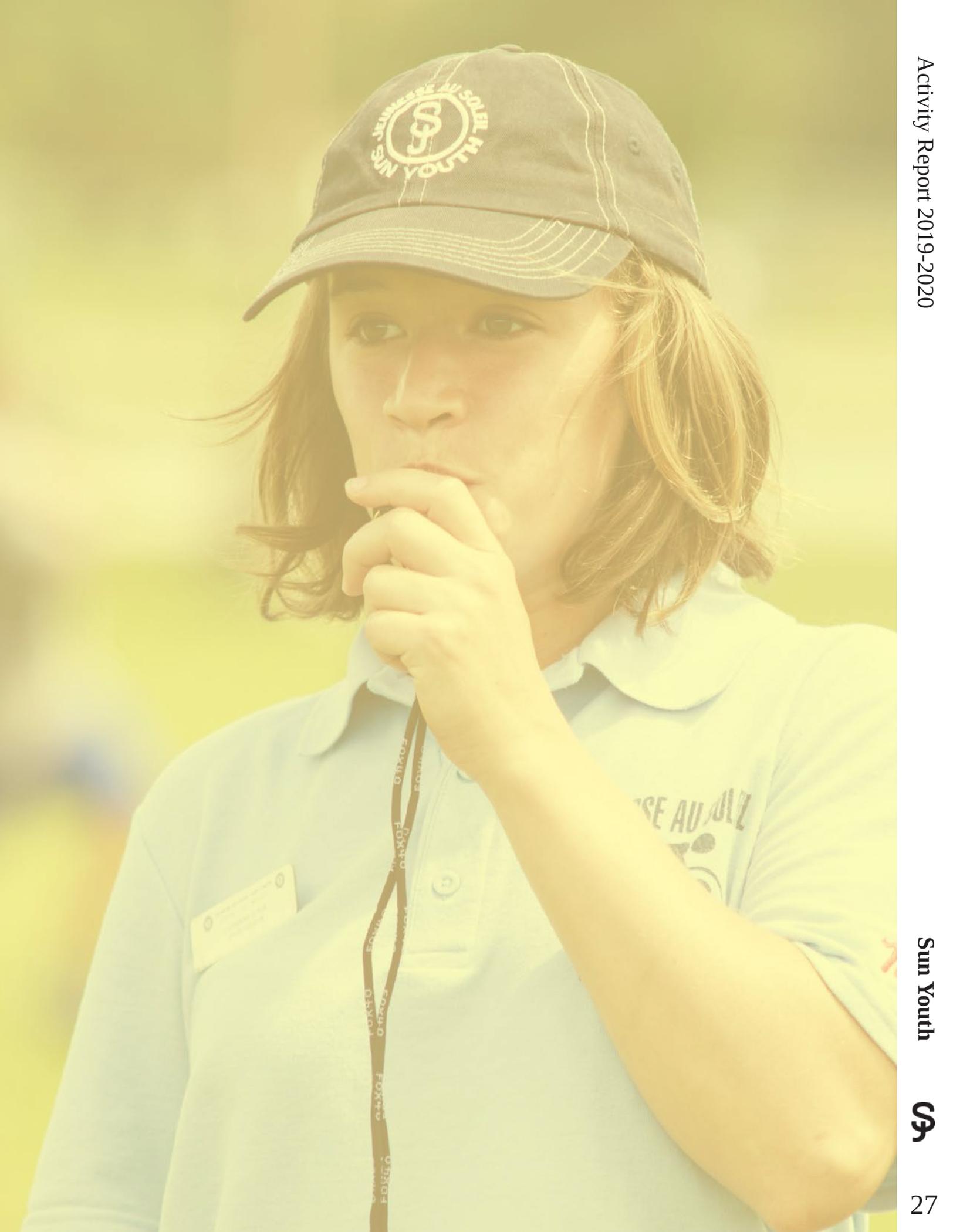
For our organization, academic success is as important as athletic success. Children who want to be part of our sports teams must do well in school. Every day after school, our young athletes are invited to come to do their homework at our facilities, and volunteer tutors offer their support to those that need it.

Scholarships

Sun Youth has always been there to help the athletes get an education and, if possible, a scholarship. Through its sports programs, Sun Youth has helped hundreds of youths to go to college and university, and those who do are showcased on our Wall of Fame available on our website.

Internships

Every year, we provide CEGEP and university students quality internships in social work and correctional intervention. These internships allow students to receive school credits and gain hands-on experience and proper evaluation of their abilities. Often, these internships translate into summer or part-time jobs. (Read more in the Human Resources section.)



Prevention

Bike Patrol

Since 1984, every summer between early June and mid-August, our Bike Patrol bikes through the streets of Montreal. Its role is to promote safety and prevent crime, giving the community a feeling of security. For this year, the team was composed of 19 young adults and 4 teenagers, all trained in first aid, who work in collaboration with police officers from 9 local police stations. As usual, the patrollers brought assistance to people who were facing problematic situations and patrolled at festivals and community events, such as the MURAL Festival, and the Saint-Jean-Baptiste and Canada Day celebrations. They also participated in police operations such as bike engraving to prevent theft and an awareness campaign on pedestrian safety. The patrollers also organized activities for senior citizens on rainy days and many sports tournaments for children from various day camps including our own day camp.

Good Samaritan

Since September 2001, we reward individuals who demonstrate exceptional bravery by rescuing people in danger, sometimes risking their own lives. Since the beginning of this program, 68 heroes have been rewarded with gift certificates to stores of their choice and sometimes free meals at various restaurants. The youngest heroes were rewarded with bicycles and helmets, windbreakers or computers. By recognizing caring and courageous citizens, our program encourages altruism and promotes mutual assistance. On August 24, 2019, 11 year-old Shana-Maude Curadeau and 10 year-old Elylla Jennings were honoured by Sun Youth as part of the organization's Good Samaritan program for helping save a young boy from drowning on August 4th at the pool of Michel-Ménard Park in Lachine.

Rewards

Created in 1991, our Rewards Program is funded by citizens interested in the solving of certain criminal investigations. The money donated is to be offered by police forces as rewards to individuals providing information leading to the arrest and conviction of wanted criminals or to the location of a missing person. All rewards are first approved by the police force in charge of the investigation. They are offered for a limited period of time, after which, as decided by the donor, they are renewed, or the funds are given back to the donor or used in other crime prevention activities like providing assistance to victims of criminal acts.

We have written agreements with the City of Montreal Police Department (SPVM), the Quebec Provincial Police (*Sûreté du Québec*), the City of Laval Police Department, the Longueuil Area Police Department and the Ontario Provincial Police. Since its creation, our rewards program has helped solve 30 criminal investigations and cases of missing persons, which corresponds to 26% of all investigations that lead to a cash reward. As of March 31, 2020, the rewards offered amounted to \$57,000.

New Bikes Distribution

New bicycles are distributed to young people whose actions have had a positive influence in their community or who have shown exceptional courage in difficult situations. In 2019, we gave out 102 new bicycles, helmets and locks to these extraordinary young people. Since 1984, this initiative was made possible thanks to the financial support of businessman and great philanthropist Avrum (Avi) Morrow, who sadly passed away in January 2019.



Education and Prevention 2019-2020

<i>Students helped by social mentors</i>	587
<i>School supply bags distributed</i>	1519
<i>Rewards given out in criminal investigations</i>	\$57,000
<i>New bikes distributed</i>	102

#COVID-19

When elementary schools closed due to COVID, they were left with a lot of snacks and fresh milk from their daily milk distribution program. We contacted the schools we work with through the city of Montreal's "Politique de l'enfant" and picked up the milk, which was immediately distributed to our clientele. In total, 25 schools gave their milk to Sun Youth.



TEAM

COMMUNITY SERVICES



HEALTHY

65
years

30

WORK

Sports

Since our creation in 1954, we have been active in the community, providing youth sports programs accessible to children, regardless of their family's financial situation.

At Sun Youth, we consider sports to be beneficial on several levels. It allows young people to develop their athletic abilities, helps them foster better social skills, creates lasting friendships and a sense of belonging, and helps develop a network of support that our youth can rely on. Our wish is to greatly improve the quality of life of our young people and ensure that we give them the tools they need to reach their full potential.

For us, what surrounds the sport is as important as the sporting activity itself. Our organization advocates a healthy lifestyle among young people and contributes to it by providing athletes nutritious snacks before the training sessions and by offering them educational workshops with a nutritionist. Education of young people is also tremendously important to us; we offer to tutor kids who need it before their practices during weeknights to ensure they succeed in the classroom.

LIFESTYLE

FRIENDSHIP

Just before COVID-19 struck and put an abrupt end to the basketball season, all of our teams made the playoffs. Our Midget and Mini lost in the quarterfinals. The rest of the teams advanced but did not have a chance to compete due to COVID-19.

#COVID-19

Basketball

The Hornets Basketball Program has been one of Sun Youth's longest-running services, allowing thousands of youths over the years to mature and compete, learning lessons of discipline, hard work, teamwork and respect, while moving on to higher levels of education and gaining better chances of leading successful lives.

Our year-round basketball program is for youth ages 7 to 17. It allows them to play the sport and to gain precious life lessons. We have six teams that compete provincially: Novice, Mini AAA, two Bantam level teams, Midget and Juvenile, all members of the Montreal Basketball League (MBL). In 2019-2020, 102 kids played basketball in the regular season and 13 coaches gave of their time transmitting their passion for basketball. Overall, this season, 975 participants took part in Sun Youth's basketball activities (including players from visiting teams).

This year, our Hornets Bantam AAA and Bantam AA teams won the Montreal Basketball League Championship and Coach of the Year awards went to Bantam head coach Rodney Skerritt and Bantam AA Head Coach Afreyah Boateng.

In addition to the regular winter program, we also offer a summer program where our kids have the opportunity to compete in high-level tournaments across Canada and the United States. Using this platform, our athletes are able to attract the attention of coaches and scouts as they work towards their goal of playing University Basketball. All our teams benefit from the passion and experience of our dedicated volunteer coaches, many of whom are Sun Youth alumni.

65
years



Basketball **2019-2020**

<i>Teams</i>	6
<i>Volunteer coaches</i>	13
<i>Players</i>	102
<i>Participants</i>	975

Before COVID-19 struck, our winter sessions at the Concordia Dome were becoming very popular. The very early weekend morning practices attracted 80 players overall.

#COVID-19

Football

The Sun Youth Football Program is for players aged 7 to 17, allowing them to get the year-round benefits of participation in sports, team membership, and the academic assistance and success that Sun Youth emphasizes in its football programs. In the 2019 season, 140 kids played football at Sun Youth and 25 volunteer coaches gave of their time transmitting their passion for the sport.

Our two teams with the youngest players (Mosquito and Peewee) play in the Montreal Regional Football League (MRFL) while our two teams with the oldest players compete in the Quebec Bantam Football League (QBFL) and the Quebec Midget Football League (QMFL). All our teams benefit from the experience of our dedicated volunteer coaches, many of whom are Sun Youth alumni.

All our football coaches have received training recognized by the Quebec Amateur Football Federation. In addition to this training, they also attend workshops and clinics that teach them about safe practices and behaviours to adopt, while raising awareness about injury prevention. Following a strict protocol, our coaches ensure daily compliance with sports rules and encourage our players to be more active by providing a safe and healthy environment where they feel supported.

Fresh off of a municipal and provincial championship, quarterback Eloa Latendresse-Regimbald and linebacker Liam Masley represented the Hornets for Team Quebec in the Canada Cup. While the team claimed the silver medal, they earned major respect after a four overtime victory over Alberta in the semi finals. It was no surprise that Eloa brought home top honours as tournament MVP (offence) after the impressive performance. To top it off, the quarterback's talents and hard work have earned him a spot on Team Canada for the 2020 IFAF World Junior Championship! Big congratulations, Eloa!



Football

2019-2020

Teams	4
Volunteer coaches	25
Players	140
Participants	1,360

“Liam played for Sun Youth, and I know that he has created unforgettable memories while playing for the Hornets over the last six beautiful years. His experience with the coaches and the organization’s spirit will be useful for the rest of his life. #sunityouthforever”

— Sébastien Bergeron, Liam’s father





OUR PETITION TO HONOUR COACH EARL DE LA PERRALLE

In early March, just weeks before COVID-19 shocked the world, we had launched a petition to get the football field in Jeanne-Mance Park named after M. Earl De La Perralle, our co-founder. The football field in Parc Jeanne-Mance is where Earl did a lot of his work. In fact, in the late sixties, he worked with the City of Montreal to have the football field improved to its current modern form. It was a home away from home for him and for so many kids that he brought there throughout the decades.

Over 1,100 people have already signed the petition, and the list is growing.

Hockey

The Hockey Development Program allows 5 to 13-year-old children from low-income families to get an introduction to this sport. The participants are first taught basic skating skills and eventually progress to proficiency in team concepts while focusing on their education. Through this program, the young players have two training sessions a week, during which they compete in intra-team matches. The objective is to provide them with a positive, enjoyable and safe experience in a structured and non-stressful environment under the supervision of 8 coaches.

From September 2019 to March 2020, 46 young players laced up their skates and jumped on the ice at the Dollard-des-Ormeaux arena and the Pierrefonds Sportsplexe. We had the privilege of welcoming International figure skater Mark Bardei as skating coach. This year, the hockey season, which normally should have lasted until April, was interrupted in March due to the COVID pandemic.

Activities Club

After receiving a \$10,000 grant from PepsiCo, we were tasked with finding ways to get kids active who otherwise weren't. Through our activities club, we partnered with 6 organizations last summer: Tennis Canada, McGill's Redpath Museum, Y4Y Quebec, Skateboard for Hope, RAW soccer and MTL Activity.

To further understand our clients, we conducted a survey of the Sun Youth sports community. Gaining a deeper understanding of Sun Youth families will give us a

better ability to offer them more diverse programming and help less active kids.

Wall of fame

It has always been important to Sun Youth that athletes perform both on the field and in the classroom. Those young people who have distinguished themselves with the Hornets before becoming successful in their respective sports, whether at the university or at the professional level, now find themselves on the organization's Wall of Fame.

The Earl De La Perralle scholarship

Following the passing away of our co-founder, we created the Earl De La Perralle Scholarship. The 1st recipient was alumnus Josh Bailey, who plays for the University of Ottawa Gee-gees. The scholarship allowed Josh to concentrate solely on his studies and his sport during the football season. From now on, every Sun Youth player will have a chance to receive a scholarship that will allow him/her to pursue post-secondary education. 3 scholarships of \$1,000 were added to the Earl De La Perralle Scholarship to the basketball players Malakai Whittaker, Philip Bou Khalil and Devawn White, who went to join their former teammate Elijah Roye at Carmel School in Virginia



Four of our former basketball players are now playing varsity basketball at The Carmel School in Virginia.





Recreation

Our final move from Baron Byng High School where we had been located for 38 years was done in the Spring of 2019. It was quite a challenge to relocate all our activities which ended up all in different places. We were able to rent the gym at Pensionnat Saint-Nom-de-Marie. We had fewer hours available but a bigger gym so we were able to maintain our existing basketball teams. The CSDM rented us a space on Laval Street, on the Plateau, where our football kids were able to meet and our Seniors Club was able to continue its activities. These rentals were made possible through a grant from the city of Montreal. The Portuguese community was also able to help with space for the football refs and end of the football season gala. As far as day camp is concerned, we were able to rent part of Bancroft Elementary school. Although this was confirmed late in the Spring (which affected our registration), it turned out to be the perfect location for us and the families.

Senior Social Club

Our Seniors Club offers a variety of activities to help maintain and improve the health and overall well-being of seniors. Weekly activities include bingo, bowling, knitting sessions and exercise programs. Cultural outings are regularly organized. The club currently has about fifty active members from the community.



Summer Day Camp

For 27 years now, our Summer Day Camp provides children aged 5 to 12, to have a safe environment to enjoy an exciting program of indoor and outdoor activities both educational and fun-filled. Led by a team of qualified animators who come back year after year, young campers are offered activities such as excursions, sports, urban agriculture, swimming, games and outings (amusement parks, museums, water parks), arts and crafts, and theatre. In summer 2019, Sun Youth successfully helped 45 young Montrealers aged 5 to 12 years old have a wonderful summer of discovery within its Day Camp.

Summer Basketball Camp

Every summer, during our Summer Basketball Camp, beginners have the chance to learn the basics of basketball while those with more experience can perfect their game for the winter tryouts. 45 boys and girls aged 8 to 12 play friendly basketball games and get physical training aimed at improving their skills, their strength and their stamina, all under the supervision of volunteer coaches and special guests such as Shakeel Phinn, the "Jamaican Juggernaut".

The two summer camps were held at Bancroft school and for the first time they both finished at the same time which meant we were able to have the end of the year party together. Basketball kids gave a lasting impression on that night demonstrating skills, moves and stamina in their wild performance on stage.

GOOD

ADMINISTRATION



HUMAN

DEEDS

Communications

Started as a handwritten newspaper, *The Clark Street Sun*, communicating was the basis of our organization. Our founders always wanted for us to report success stories, achievements and good deeds of the young people in the neighbourhood and inform the readers of the activities available at Sun Youth. We understood then and still do now the importance of communicating what we do so that people can support our activities. We also realize that we have to let people know what services are available to them. We communicate in English and French on all platforms available, which have multiplied over the last decades.

RESOURCES

Communications

Traditional Media Outlets

For several years, Sun Youth has continued to interest Montreal's legacy media outlets (radio, television, newspaper). Their influence is invaluable in promoting our mission and services. Legacy media inform and reach diverse audiences. In particular, they are accessible to economically disadvantaged families and older people who stand to benefit from our services.

Some donors allow Sun Youth to purchase media space in newspapers to issue important messages through ads or columns. These appear every month in *the Senior Times* and *The Montrealer* newspapers. For special events, columns are published in the *24H* and *The Montreal Gazette* newspapers. Additionally, publications like *The Montreal Times*, *The Montrealer*, *The Montreal Gazette* and *The Suburban* offer Sun Youth free space to publish news of interest and upcoming events. Our annual campaign with *The Montreal Gazette* was once again a great success with the public, helping us raise awareness and raise funds to continue our operations.

Social Media

Since 2012, Sun Youth has been gradually increasing its use of social media on platforms such as Facebook, Twitter, Instagram and LinkedIn. The number of Sun Youth's Facebook subscribers is currently over 6,500. Through our social media we have been able to reach millions of people.

We aim to speak to our different audiences through our various platforms through different mediums, with Facebook serving as the primary outlet for our announcements and where showcase all of Sun Youth's services. Twitter (1,894 followers) is where we connect with journalists, and broadcast positive articles about Sun Youth. Our Instagram account (2.4k followers) focuses on showcasing and speaking to youth, our athletes and alumni directly. Members of our community (players, parents, donors, etc.) often take pictures of themselves using the hashtags #sunityouth, #sunityouthornets, #sunityouthbasketball and #sunityouthfootball.

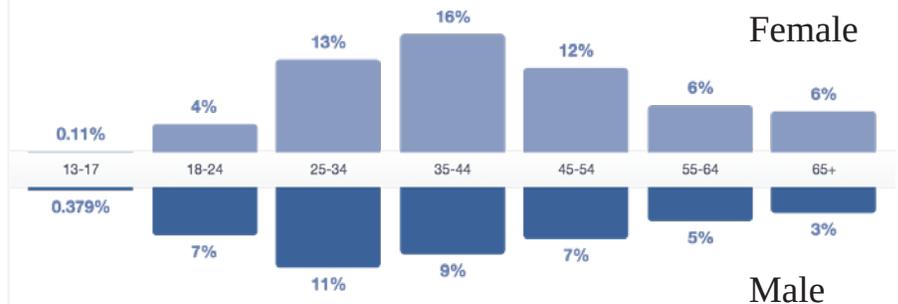
For LinkedIn, we are now at 646 followers, 49% of whom are senior-level executives or upper management. This platform is an excellent way to reach potential donors and their professional networks.

See our social media reach on page 45. *Note that because Instagram has made changes to third party API usages, it is not included in the graph.*

TOP SOURCES

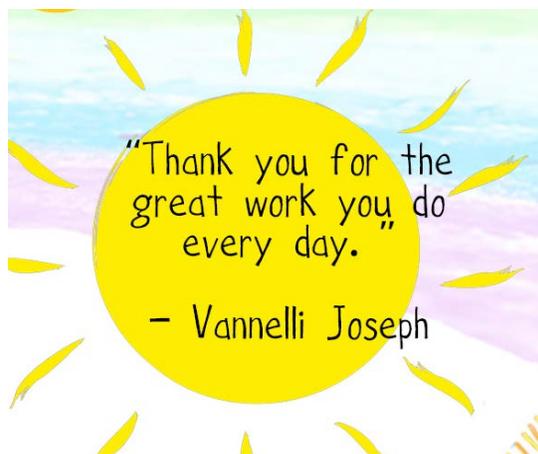


FACEBOOK AUDIENCE DEMOGRAPHICS 2019-2020



Newsletter

Sixty years after the first issue of *The Clark Street Sun*, the local paper was revived as our monthly newsletter under the name *The Montreal Sun* in January 2014. The newsletter publishes Sun Youth's latest news, promotes the range of services offered and the activities of the Emergency Services, Sports and Recreation, and Crime prevention departments and upcoming events. In 2019, the number of subscribers to the newsletter jumped from 2,059 to 2,356 subscribers (66% anglophone and 34% francophone). The newsletter had an open rate of 47.2%. Since 2019, we have offered a newsletter dedicated to former Sun Youth athletes, some of whom have pursued their dreams at the professional level.



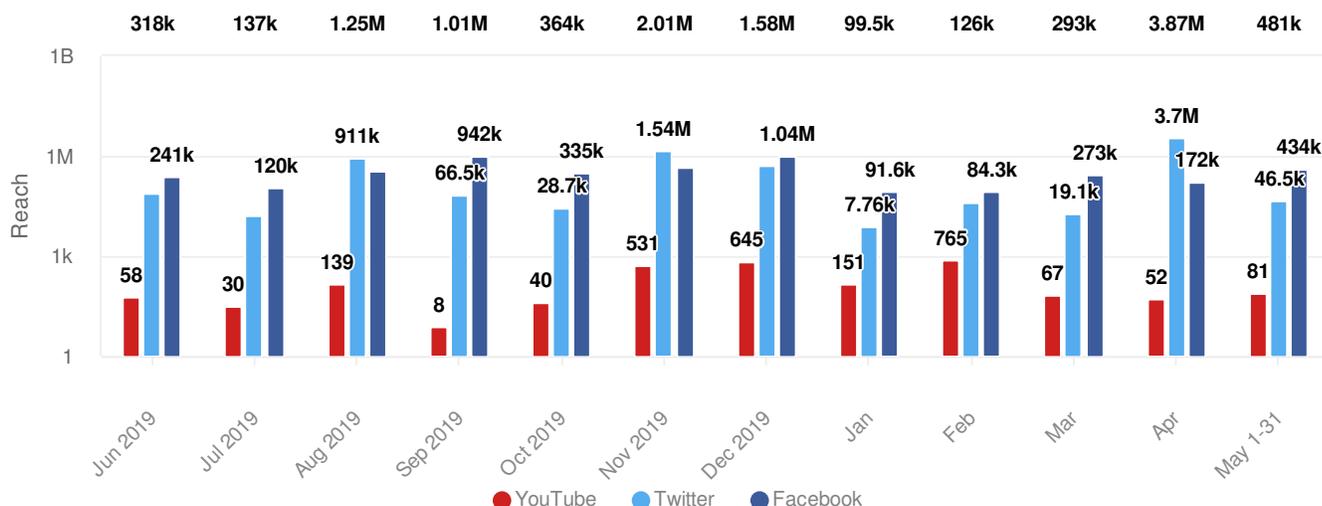
Website

Our website informs the community on the organization's mission, programs and services offered to the population as well as its annual distributions and main events such as sports tournaments and fundraising campaigns. It has become an indispensable communication tool, which is accessible to almost all of our clientele.

At the end of 2019, we launched a new, accessible and user-friendly website for our customers. The initial goal was to improve our donation process. With our new site, people can donate with just one click with their mobile phone or tablet. They receive their tax receipts immediately after their monetary donation.

In 2019-2020, our website reached a total of 60 000 visits. 53% of our visitors were aged between 25 and 44. Compared with the previous year, we see a 21% increase in people using their mobile phone to visit our website.

SOCIAL REACH



Human Resources

Thanks to the invaluable contribution of its human resources, Sun Youth is able to provide its help to the Montreal community. Whatever the role they play in the organization, all people at Sun Youth share one common interest: a commitment to the values of sharing and caring. These individuals are from different nationalities and all walks of life, and it is not uncommon for someone who has benefited from our services to become a volunteer within the organization or to be hired as an employee. This helps to make Sun Youth an inclusive and diversified environment.

Our Staff

Sun Youth employs about 51 people, and up to 87 during summertime when students on vacation are hired to work in our summer programs and activities. Some other people also work at Sun Youth as part of a training or an employment integration program.

Every year, students join our team for summer jobs or internships. These students get solid community outreach training and practical experience under excellent supervision. In 2019, we welcomed three first-year medical students from McGill (Community Health Alliance Project), two students from Université de Montréal's ergotherapy program, three students from Dawson's and two from Cegep du Vieux Montreal's social work programs, one student from John Abbott's correctional intervention program and one student from the Herzing College's sports marketing program. Finally, we also had the pleasure of welcoming back our very own Hornets Alumn and Vanier Cup Champion Aleck Brodeur for his community internship during his last year in Laval University's pharmacy program.

Insertion programs

Four days a week, from 9 am to 3 pm, Sun Youth welcomes among its staff 40 people living with intellectual disabilities or autism spectrum

such as the CRDITED (*Centre de réadaptation en déficience intellectuelle et en troubles envahissants du développement*) and the West Montreal Readaptation Center (WMRC). Some of them work in a group setting with educators on-site and others have individual workshops and are visited once a week by their educator. The objective is for them to gain work experience and develop skills that will eventually lead them to the work market.

The objective of the PASS-Action (Programme d'aide et d'accompagnement social) governmental program is to get people back in the workforce.

Community Service

There are three different categories: compensatory, community service and court-ordered community service.

This year, Sun Youth received accreditation to receive people that had to do compensatory hours. The YMCA refers these individuals to us. These hours are punitive from a judgment in court (unpaid tickets, DUI...) This year we had 4 for these cases (two Women and two men for a total of 210 hours served).

Community service hours are when individuals choose to volunteer in their community before an upcoming court date to demonstrate that they acknowledge the harm they have caused. It shows that they are trying to correct their offences. (We had one this year.)

Court-ordered community service hours are part of the judgment delivered by the courts or are part of the conditions for one's release.





Kudos to Our Amazing Team of Volunteers!

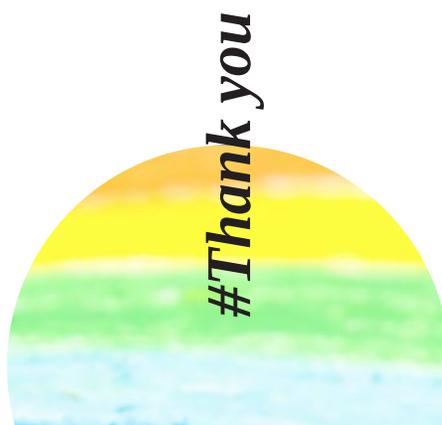
A team of 1,961 individuals lent a helping hand during the year. They have done 106,000 hours in volunteer work as coaches, youth leaders, counsellors or receptionists, which is the equivalent of 58 full-time jobs (35 hours a week). Whatever their tasks, they are at the core of Sun Youth's activities. During the holiday season alone, 1,010 individuals, including public figures, and 720 company representatives volunteered 7,300 hours raising funds, collecting, sorting and distributing food as well as collecting, wrapping and distributing gifts.

65
years



Team
1,961
Volunteers

Work
106,000
hours



Finance



PEPSICO CANADA    

PAYER À L'ORDRE DE : Jeunesse au soleil / Dix mille

DATE Golf 2018

10 000 \$ / 100 DOLLARS

Fondation PepsiCo Canada



MONEY

Finances

Sun Youth is a registered organization incorporated under Part III of the Companies Act (Quebec). Its financial situation relies primarily on the generosity of private and corporate donors and foundations. Governmental grants account for 9,2% of Sun Youth's funding.

In 2019-2020, Sun Youth received 7,200 monetary donations for which a receipt was delivered. Each donation is vital and allows Sun Youth to continue its work in the community. We also wish to thank our partners in the private sector, the City of Montreal and the media community for their ongoing and generous support.

The independent accounting firm of Raymond Chabot Grant Thornton is appointed to perform the annual audit of Sun Youth's financial statements. Revenues for 2019-2020 were \$8,259,412. Sun Youth's administration fees are less than 10%.

Fundraisers

Sun Youth organizes two annual fundraising campaigns, one during summer and the other during the Holiday Season. Both campaigns are meant to finance its activities. Sun Youth also receives financing from foundations and private donors who wish to bring their financial support to programs or activities in addition to their social commitment. In order for Sun Youth to receive such funding, foundations require regular follow-up reports on the expenses and activities related to their contributions.

Guignolée des médias

The 19th Guignolée des médias (Big Media Food Drive), held on December 5th 2019, helped raise \$456,900 in the Montreal area to the benefit of Sun Youth, the *Société Saint-Vincent-de-Paul* and *Moisson Montréal*. The food drive lasted through the whole month of December in our friend's stores: Jean Coutu, Provigo Loblaws and Maxi.

Mordy Gordon Commemorative Golf Tournament

For the past 16 years, the Sun Youth Annual Mordy Gordon Memorial Golf Tournament was held at one of Canada's most renowned golf courses, the Elm Ridge Country Club. In addition, Sun Youth hosted its Bike-A-Thon which was a great success. On August 8, 2019, 145 golfers and 45 cyclists gathered to support Sun Youth's Sports and Recreation Programs for children. During this special day, \$90,000 was raised, which brings the total of collected funds to \$1,000,000 since the inception of the tournament in 2004.

Brotherhood Hockey Association

The Brotherhood Association held two fundraisers for Sun Youth this year. The first one, held on May 3, 2019, during the Ligue Fédérale des As 2019 season finale game, helped raise

\$7,000 for our Hockey program. The second one, held on August 25th, raised another \$5,000 for our food bank.

Matthew Salsa Golf Tournament

The tournament was created in order to honour the late Matthew Salsa, who passed away suddenly in 2012. At 18 years of age, Matthew was considered to be one of the best junior golfers in the province of Quebec and even more importantly, a great individual and a model citizen. Admirably, Matthew's parents have chosen to pledge the funds raised from their son's tournament to helping others. Thanks to the generosity of all those in attendance, \$60,000 was raised for the Sun Youth Organization.

Trainshow

On May 25 and 26, 2019 Sun Youth's Annual Model Train Show was held, a fundraiser for the organization's Sports and Recreation Programs. Featuring some 80 exhibitors and vendors, and offering fun activities for the whole family, the show featured the largest collection in North America of model railroads that children can operate. In addition to trains, children could play with other miniature vehicles such as race cars, radio-controlled cars and tanks, etc. Trains could be bought and sold at the show, which was held at the Dorval arena for the first time. The site was perfect to accommodate the event and attracted a lot more people than usual. Throughout the weekend, thousands of people visited the exhibition, thus contributing to the financing of Sun Youth's Sports and Recreation Programs by generating revenues close to \$11,000. Many thanks to Ivan Dow, chief-organizer of the event, to the numerous exhibitors and to everyone who visited the train show.



Fundraisers	2019-2020
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<i>Guignolée des médias</i>	\$152,300
<i>Mordy Gordon Golf Tournament</i>	\$90,000
<i>Train Show</i>	\$11,000
<i>Brotherhood Hockey Association</i>	\$12,050
<i>Matthew Salsa Golf Tournament</i>	\$60,000

COVID-19

(Relief Effort Letter, April 2020)

During this challenging period of the COVID-19 pandemic, thousands of Montrealers are suffering. Many of them have lost their job or have contracted the virus and can no longer afford to pay for food. A contribution to our organization will directly help those people. With the increasing requests for emergency aid, we have redoubled our efforts to meet the demands of the community, ensuring that all those in need will receive the help.

Over the next few weeks, we anticipate that requests for assistance will increase exponentially, and without your donations, we fear that we will not be able to sustain our support for the community.

We want to maintain what has made us famous for 65 years now: our commitment to never refuse help to any families and individuals who ask for it. This is why your help is needed now, more than ever. We understand that life is extremely difficult for everyone at this time. But if you are able to help, your donations will allow us to keep people safe, fed and as healthy as possible for the difficult months ahead. Where does your money go? Your donations are being used to purchase food for families and necessities for babies and toddlers, and to support a large senior community.

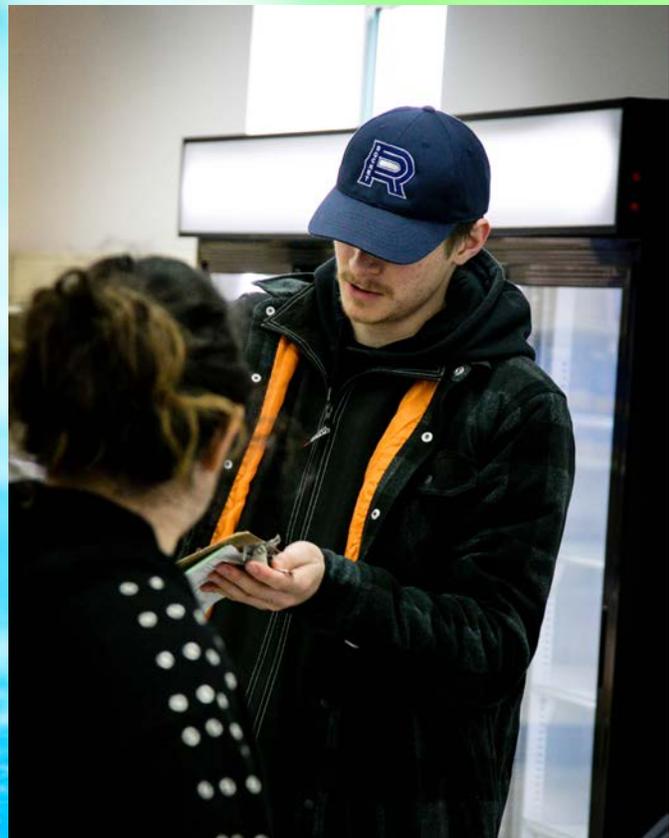
Your generosity will give hope to many individuals. It will reinforce the point that they are not alone in these difficult times and that the community is there to support them.

Please give generously,



Sid Stevens,
Executive Vice-President and Co-Founder





#sunyouth65

In 1954, Sid Stevens and Earl De La Perralle had no idea what life had in store for them or what they would accomplish. 65 years later, the organization they founded together, Sun Youth, has become a legacy that will carry on for years to come!



See the Video >







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