

ACTIVITY REPORT



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2013-2014

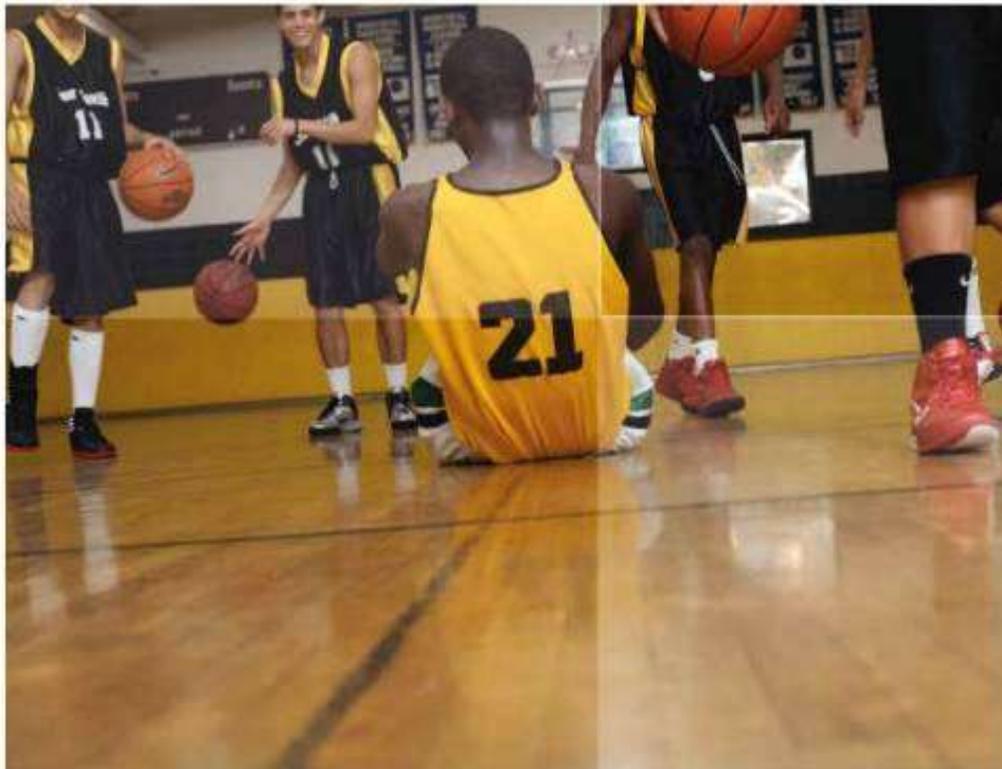


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A COMMITMENT TO SHARING AND CARING

Our mission

Sun Youth works with individuals and families in need from the Greater Montreal area by providing them with a range of emergency services aimed at **ensuring basic needs and maintaining people's integrity**, by contributing actively to crime prevention and by promoting physical, social and intellectual development of people through education, sports and recreation.

Sun Youth then and now

Aware of the many obstacles caused by poverty, a group of young Montrealers from the St-Louis neighbourhood sought an opportunity to allow teens to channel their energy in a positive direction. So they founded, in 1954, *The Clark Street Sun*, a local community handwritten newspaper, copies of which were rented and the proceeds used to cover the registration fees of youngsters who needed support to take part in sport activities.

Today, 60 years later, with co-founders Earl De La Perralle and Sid Stevens still at the helm, Sun Youth has grown to meet the needs of thousands of individuals each year through some thirty activities and programs.



1954 - 1967



1967 - 1981



since 1981

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60 years...

of commitment



Sid Stevens and Earl De La Perralle (Photo: The Gazette, 2014)

A WORD FROM OUR FOUNDERS

Year in year out, we keep asking ourselves the same question: have we done what is expected of us? Have we helped people? We believe that our organization contributes a little more each year to alleviating poverty and countering exclusion.

Our food bank helps out thousands of families and our help and assistance programs are useful to hundreds of children, students, disaster victims and vulnerable people. Our bike patrol, our social mentors and our rewards program are all aimed at making the population aware of the importance of safety and good citizenship while contributing to the prevention of crime. Hundreds of youngsters are growing by playing in one of our sports teams or by taking part in one of our day camps. And seniors meet on a regular basis in outings and leisure activities.

Sun Youth has been serving the Greater Montreal community since 1954. Poverty remains. Sun Youth still provides help, doing so with an increased range of services to the needy.

What keeps us going after 60 years is the desire to do good around us and **to see that a little boost at the right time can change someone's life.** We would feel quite alone without the help of our volunteers. This 60th anniversary reminds us of all those who provided their help at the right time and who shared our commitment over the years.

60 times thank you!

Sid Stevens
Executive Vice-President

Earl De La Perralle
Executive Director



OUR APPROACH

Sun Youth promotes such values as solidarity, sharing and social inclusion. With a keen awareness of the many challenges that poverty and crisis situations cause, Sun Youth acts without discrimination taking into account the situation of the person as best as possible.

Mainly servicing communities of the Greater Montreal, Sun Youth provides emergency services such as food, clothing, medical, material or financial assistance to people with low income or during disasters.

The organization collaborates with municipal authorities and police forces to ensure safety in our neighbourhoods through crime prevention efforts in schools, on the streets or in the community in general.

In order to promote youngsters' physical, social and intellectual development, Sun Youth coaches sports teams to a competitive level and supports the school education of those who play in the teams.

Sun Youth also offers recreational programs, a day camp and a sleep-away summer camp in the Laurentians which are intended for seniors, children and mothers depending on the program or activity.

THIS YEAR'S HIGHLIGHTS

- Founded in 1954, Sun Youth celebrated its 60th anniversary in 2014. This special event is a key element in our messages and communications, impacts our activities throughout the year and brings us to reflect on the evolution of poverty in Montreal.
- Épisode / Léger study presented by National Bank and entitled *Les tendances en philanthropie en 2014*, ranks Sun Youth 6th amongst the most credible organizations from the social and community services sector.
- In 2013-2014, Sun Youth distributed a monthly average of 2,144 food baskets and 4,188 Christmas baskets during the Holiday Season.
- Wishing to promote a healthy diet while at the same time offering a horticultural activity to the youngsters of both its day and summer camps, Sun Youth has two vegetable gardens that the campers care for. In spring 2014, a third garden is built on the grounds of the warehouse to provide fresh vegetables to users of the food bank.

The value of the assistance provided to children and students increased by 7% and the number of persons assisted by 2%. Interventions during disasters and the number of persons assisted also increased by 15% and 30% respectively.

Celebrating 30 years of service, the bike patrol reported 6,690 violations by cyclists over a period of 8 weeks out of 12,613 interventions aimed at promoting safety on the streets.

The year 2014 also celebrates the 30th edition of the bicycles giveaway to young deserving people who have distinguished themselves through positive action.



Sun Youth signed an historic agreement on June 26, 2014, with the Ontario Provincial Police as part of its Rewards program.

Three hundred and fifty-five youngsters play in a basketball or a football team under the 'Hornets' or learn how to play hockey with the SLAP program. In October, Sun Youth gymnasium, which has been restored with the support of the NBA and Bell Canada, is unveiled.

Ninety children attend our summer day camp while 171 children, 14 single mothers and 24 seniors use the summer camp facilities.

The Montreal Sun, Sun Youth's new monthly newsletter, and a leaflet recalling some of the organization's major steps as part of its 60th anniversary, are published.

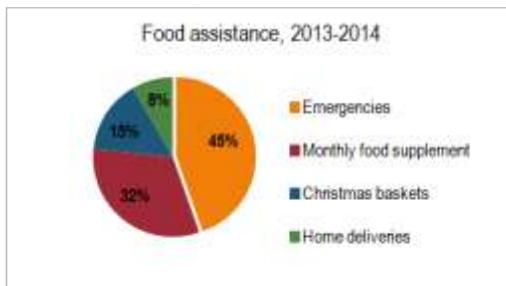
Sun Youth thanks its 209 employees, its 1,508 volunteers and its many partners whose contribution is essential to carry on its mission.



FOOD ASSISTANCE

Close to 28,000 food baskets distributed !

Sun Youth's food bank ensures low-income families and individuals access to food and other basic products in emergency or precarious situations. This service includes food assistance by appointment; monthly food supplement intended for vulnerable people (seniors) or those who have special needs (pregnant women, individuals with HIV, people eating kosher food); home deliveries; and Christmas baskets.



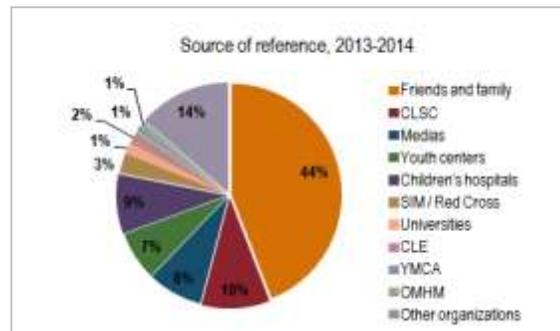
In 2013-2014, 23,588 food baskets were distributed to 6,339 families for a total of 18,578 individuals. In addition, 4,188 Christmas baskets (15%) were distributed between the 18th and the 24th of December 2013 for a total of 27,776 food baskets.

Regular food baskets and Christmas baskets account for 60% of all Sun Youth's food distribution activities and the monthly food supplement, for 32%. Representing 8% (2,227 deliveries), home deliveries are intended for people who are socially isolated and have reduced mobility.

The food given away in 2013-2014 is valued at \$2,270,428 and that of a food basket averages \$81,64. Since the financial crisis of 2008, the **number of people who use Sun Youth's food bank increased by 33%.**

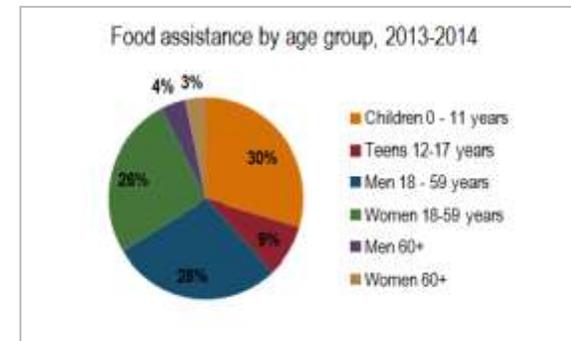
Who refers people in need to Sun Youth?

In 56% of cases, local organizations and other agencies direct people in need to our food bank. Otherwise, they are friends and family members with some of them already using our services.



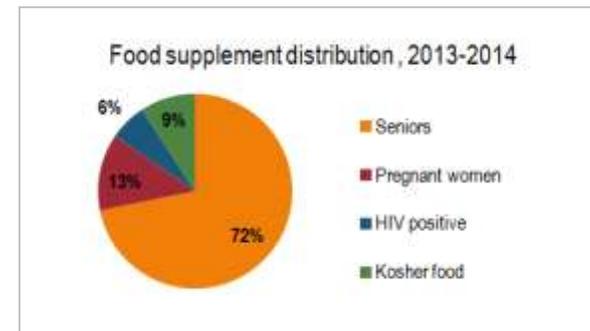
Food Assistance: For whom ?

Overall, 39% of our food bank users are children under 18 years old. Children from 0 to 11 years old alone account for 30% of our food assistance program users compared to people over 60 who account for 7% only. Although fewer, these seniors receive 27% of all food baskets since we offer them a monthly food supplement as we also do to individuals with HIV and pregnant women.



Monthly Food Supplement

The monthly food supplement program is intended for vulnerable people following an evaluation of their financial situation. In 2013-2014, Sun Youth distributed each month 8,930 food supplements which represents almost a third of all food distributions of the year. Amongst these yearly food supplements distributions, 72% were for seniors.



EMERGENCY SERVICES

Food Assistance (con'td)

Snacks for school children

Thanks to the Ronald George Simon Foundation, families with children were provided with two daily snacks throughout the school year in addition to their monthly food basket. Around 100 children in elementary schools have benefited from this distribution.

Fresh vegetables in food baskets thanks to Foresters

Sun Youth has set up a third vegetable garden on the grounds of its warehouse in Ville Saint-Laurent thanks to a grant received as part of *Alliances pour la solidarité sociale* (City of Montreal-MESS) and with the help of Foresters Group which provided the material for mounting gardening boxes and planting seeds. During this first season, 200 pounds of home-grown vegetables grown were offered to the food bank users. Food bank users are encouraged by Sun Youth to take part in the maintenance of the vegetable garden.



Purolator Tackle Hunger

Purolator organizes an annual food drive and collects money in several Canadian cities to support local food bank including Sun Youth's. This fundraising activity, called the *Purolator Tackle Hunger*, reaches supporters of teams of the Canadian Football League and takes place during the regular calendar game. At the last Alouettes game on October 20, 2013, the campaign has accumulated 26,700 pounds of food for the benefit of Sun Youth.

Access to Emergency Services

Food assistance is offered by appointment to low-income individuals and people facing emergency situations. Appointments are made over the phone. These persons in need first meet with a counselor who suggests them the proper services after an evaluation of each individual's financial situation is made. The financial evaluation is reviewed at each appointment. Therefore, all persons asking for help must bring the following documents to every appointment: a proof of address, a proof of identity of every person living at the same address, a proof of income and of every bill paid during the current month.



Thank you to those who share our commitment!

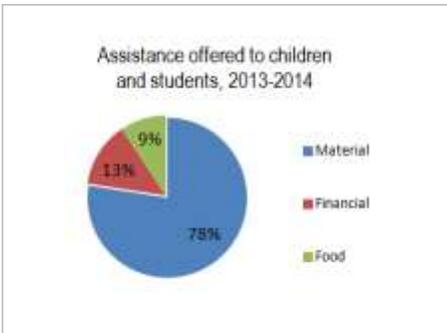
Food assistance is made possible thanks to donations from the general public and to the precious support of many charitable foundations and that of the City of Montreal. Sun Youth can count on the generosity of around 15,000 donors to help the organization provide a complete range of services to the community. Held at the beginning of December each year since 2001, *la grande guignolée des médias* (Big Media Food Drive) helps Sun Youth in its Christmas baskets distribution.



EMERGENCY SERVICES

CHILDREN AND STUDENTS ASSISTANCE PROGRAM

Sun Youth has developed several partnerships with health and social services organizations (*Ste-Justine* and **Montreal Children's hospitals**, *Centre Jeunesse de Montréal* and *Batshaw Youth and Family Centres*) who work with children, families and schools. In 2013-2014, 391 families for a total of 1,417 persons were referred to Sun Youth by these organizations. The assistance provided to these families is valued at \$332,094, an increase of 7% over the previous year.

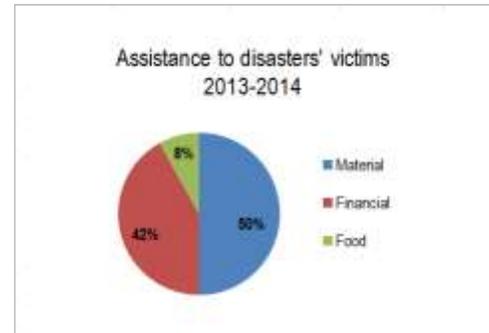


These programs provide :

- Food assistance
- Material assistance such as new clothes, household accessories, diapers, infant formula and other
- Financial assistance: medication, vouchers, payment of bills for essential items, medical equipment, public transportation tickets and other.

ASSISTANCE TO DISASTER VICTIMS

Sun Youth helps disaster victims throughout the City of Montreal by providing instant food, material and financial assistance. We intervene during disasters at all times and, the following day, all people affected by the disaster receive personalized assistance until they are able to resume their normal life. In 2013-2014, our emergency teams were called in for 227 disasters which represent an increase of 15% compared to 2012-2013. Our teams helped 521 families for a total of 1,224 persons, an increase of 30% over the previous year. The material assistance given to these families is valued at \$107,225.



Our partners



Two brand new 2014 Toyota vehicles!

Houle Toyota has been a faithful partner of Sun Youth since 2006 thanks to *Recyc-vélo*, an annual donation of refurbished bikes to disadvantaged families. In the spring of 2014, Houle Toyota reiterated its generosity with the donation of two brand new Toyota vehicles, a Corolla and a Sienna 2014 to be put to the use of our emergency services team and home deliveries team.



Thank you to the *Fondation Marcelle et Jean Coutu* which is the main source of funding behind the Children and Students Assistance Program and the Medication Program for the last 17 years.



EMERGENCY SERVICES

MEDICAL AND HEALTH-RELATED ASSISTANCE

Medication

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 2014, 343 individuals benefited from this program for a total value of \$31,542. This program is made possible thanks to the support of the *Association québécoise des pharmaciens propriétaires* (AQPP) and the *Fondation Marcelle et Jean Coutu*.

Prescription glasses

Thanks to the support of its partners, Essilor and Philippe Rochette Optician, Sun Youth is able to offer eye glasses at no cost or at a reduced price to low-income individuals who are not covered by public or private insurance plans. Nine persons benefited from this service in 2013-2014.

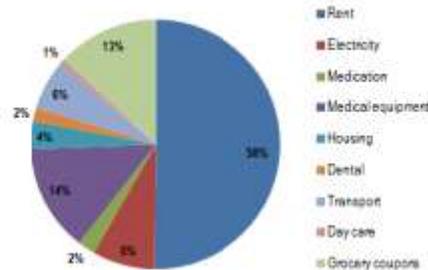
Medical equipment

Sun Youth supplies its clientele with walkers, crutches, canes, bathtub seats, prostheses, wheelchairs and other medical equipment. Sun Youth can also lend devices that help treat nocturnal bedwetting thanks to *Ledoux Réflexe*. This health care company suggests its customers who no longer require their apparatus to donate it to Sun Youth which will make it available to families in need. *Ledoux Réflexe* will provide these families with assistance and advice.

Financial aid

Sixty-two percent (62%) of financial assistance granted to families is linked to home costs (rent, electricity, housing) which is followed by assistance for food and transportation (19%) and health expenditure (18%).

Financial assistance to families, 2013-2014



SPECIAL DISTRIBUTIONS AND MATERIAL ASSISTANCE

Donation of brand new bikes 2014

Thanks to an anonymous donor, the Bike Man, Sun Youth rewards youngsters aged 12 to 17 who distinguished themselves through a good deed or for their courage. As part of a contest where more than 200 applications were submitted, 75 youngsters were selected and were given on June 4, 2014, a new bike, a safety helmet and a bike lock. The Bike Man has been celebrating his birthday with this generous gesture for the last 30 years!



NEW CLOTHING GIVE AWAY



NEW CLOTHING GIVE AWAY

Our bank will be distributing new clothing in adult sizes to people in need on Tuesday, August 12th and Wednesday, August 13th, from 9:00 am to 3:00 pm. People interested should present themselves at the Sun Youth Building (423 St. Urbain Street) on their dates and bring a proof of income, a proof of address, and identification cards for all family members.

ADULT SIZES ONLY AND SPACE IS LIMITED.

Three other annual distributions in addition to the Christmas baskets

The annual school supplies distribution is held in August of each year at the same time as the regular food distribution. Every new school year represents an increase in expenses and additional hardship for low-income families. The annual distribution of new clothes is intended for parents of these families. Close to 3,000 persons benefited from it on August 12 and 13, 2014. Finally, through *Recyc-velo* initiated by Michel Houle (Houle Toyota), Sun Youth has been redistributing refurbished bicycles to underprivileged families in the Montreal area for the last 8 years. In 2013-2014, 350 bikes engraved by our bike patrollers were distributed.

Other types of material assistance are:

More than 150 families at our clothing bank every week; distributions of household accessories for a total value of \$81,843; 43 requests for assistance as part of the heating oil program including 26 negotiated payment deals with Hydro-Québec and 12 families who received heating oil thanks to the support of the industry; and a library full of used books, films and CDs.

BIKE PATROL

Thirty summers on bikes!

Sun Youth's bike patrol celebrated its 30th anniversary in 2013-2014. Its role is to promote safety and prevent violations thus contributing to increase the community's sense of security. From June 2 to August 8, five days a week from 10 am to 6 pm and working in close cooperation with the *Service de police de Montréal*, 24 young adult patrollers accompanied by 6 teen patrollers aged from 14 to 17 were deployed on bike paths, in parks, in playgrounds and other places where there are children, in shopping centers, in metro stations and on streets of 10 neighbourhoods on the Montreal Island.



Bike patrol's interventions



A bike patrol supervisor is engraving a bike at the Houle Toyota Refurbished Bike Giveaway.

Violations reported (5,713 cyclists)	6,690
Prevention tips	2,866
Patrols - parks, swimming pools, playgrounds	1,424
Marked bikes (SPVM's <i>Projet NUMÉRO</i>)	574
Visits - shopping centers	277
Day camps	175
Cases of rudeness reported	155
Visits - metro stations	142
Collaborations with SPVM	137
Visits - schools	129
Visits - seniors residences	25
Interventions with SPVM	19
TOTAL	12,613

Sun Youth's 2014 Bike Patrol

On May 26, 2014, the 30th Sun Youth's bike patrol was sworn in before SPVM's Director of Police, Marc Parent. On this occasion, Mr Parent proudly pointed out SPVM's partnership with Sun Youth, an organization he said to be 'just, honest and transparent in its activities'.

Trained in safety skills on bikes, in interven-

tion techniques as well as in first aid and CPR, our patrollers act as 'the eyes and ears' of the SPVM.

In addition to their daily patrols, they are present in various community events ensuring the general public's safety, escorting children, intervening in a preventive purpose and providing first-aid.

Our patrollers also:

- Conducted *Géni-Vél'eau* safety workshops
- Distributed information kits on abuse and fraud against seniors (*Cache-monnaie* project)
- Organized 5 sports tournaments in which youngsters from day camps and youth centers took part
- Collected \$2,925 during 13 fundraising activities
- Volunteered during 11 community events, festivals and sports tournaments during the year, excluding summer time.

REWARD PROGRAM

Rewards offers

Citizens interested in the solving of certain criminal investigations donate sums of money 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, given back to the donor or used in other crime prevention activities like in providing assistance to victims of criminal acts in particular.

Sun Youth is the sole manager of these rewards. It acts as an intermediary between the anonymous donor and the police force in charge of the investigation and ensures that the reward can be made available to the police force, if necessary. Investigators are the ones who decide whether it is appropriate or not to grant a reward as well as the amount to be paid.

Police forces are our partners

Created in 1991, Sun Youth's rewards program carries on thanks to a steady partnership with the City of Montreal Police Department (SPVM). Since then, other police forces have joined this Sun Youth's program: the Quebec Provincial Police in 2009 (*Sûreté du Québec*), the Ville de Laval Police Department in 2011 and the Longueuil Area Police Department in 2012.



A new agreement with a 5th police force in 2014

On June 26, 2014, Sun Youth signed an agreement with the Ontario Provincial Police. This historic agreement was unveiled at a press conference where both parties also announced that they had doubled the reward offer for information that would lead to the arrest and conviction of the person responsible for the death of Jessica Marie Lynne Godin whose body was found in La Nation (Eastern Ontario) on September 24, 2011. The reward offer now stands at \$100,000.

15 active reward cases in 2013-2014

- Sharon PRIOR, murdered in Laval in 1975: \$10,000
- Philippe LAJOIE, missing since 2007: \$10,000
- Marilyn BERGERON, missing since 2007: \$10,000
- David FORTIN, missing from Alma since 2009: \$10,000
- Sylvie BERGERON, murdered in 2010: \$10,000
- Valérie LEBLANC, murdered in Gatineau in 2011: \$10,000
- Jessica GODIN, victim of a hit-and-run in 2011: \$100,000
- Stéphane CORMIER, missing since 2011: \$3,000
- Assault on a young man at the Angrignon metro station in 2013: \$10,000
- Étienne GOURDE, victim of a hit-and-run in 2013: \$5,000
- Elderly woman victim of a hit-and-run in 2014: \$5,000
- Break-in at the columbarium at the Saint-Hyacinthe Cathedral in 2013: \$5,000
- Home invasion in Saint-Michel-de-Napierville in 2013: \$5,000
- Jian PING LI and her infant baby missing since 2014: \$20,000
- Philippe STEELE-MORIN, for the murder of Tricia BOISVERT in 2014: \$5,000 (case resolved in 2014).

Useful tool for investigations

Since 1991, the rewards program has helped solve 25 criminal investigations and cases of missing persons representing 27% of all investigations for which a reward was offered. Since the program began and until September 30, 2014, rewards were given for a total amount of \$95,000.



Mr. Dave Truax, Detective Superintendent and Director, Criminal Investigations Services, Ontario Provincial Police (OPP) and Mr. Tommy Kulczyk, Assistant to the Executive Vice-President and Director of Emergency Services and Communications, signing the agreement between Sun Youth and the OPP.

ASSISTANCE TO VICTIMS OF CRIMINAL ACTS

In 2013-2014, 28 victims received support for a total value of \$6,444. The amount of the support allocated is determined according to the victim's needs. This fund acts as a supplement to the aid provided by government to the victims of violent crimes and their families.

After an analysis of the victim's financial situation, the individual registered into the program can be reimbursed the following expenses: monthly rent, electricity, heating, medication and bus passes. Sun Youth also gives victims access to its food bank, to free clothing and to basic hygiene products. The organization also sees to the welfare of homeless victims by helping them to quickly find temporary lodging.



On May 16, 2014, our youth and social mentors organized the Sun Youth Soccer Cup. Held at Lauren Hill Jr. Academy, this annual event brought together students from schools where our mentors are involved. Many thanks to our mentors whose efforts have made this event a huge success!

MEDIATION IN SCHOOLS

Prevention first and foremost!

For 13 years now, Sun Youth's program promoting prevention against intimidation and conflict resolution among students has been making a difference in the Montreal public schools registered into the program. This program provides schools with additional human resources, called 'social mentors', working hand-in-hand with the school staff and sharing their expertise in order to foster positive relationships between students, provide advice and develop extracurricular programs. In the short term, every student benefits from the program which helps counter bullying and intimidation, strengthens social ties and develops team spirit.



AGAINST BULLYING!

4 mentors, 3 schools, 2,300 students

For the year 2013-2014, the participating schools are from the English Montreal School Board. They are Marymount Academy, Bancroft Elementary School and Lauren Hill Academy. These schools provide an elementary or high-school education to close to 2,300 students in the Montreal area. Other schools are showing an interest in this program. Sun Youth is looking for additional funding.

Tailored interventions

Sun Youth's social mentors face different challenges depending on the school. They have to adapt their interventions to the specific needs of every classroom or every student.

Their interventions include group workshops on leadership, mediation by students' peers, conflicts resolution, social skills enhancement and notions of racism and friendship. Mentors also organize recreational extracurricular activities to develop teamwork (sports, food drives for the needy, school newspaper). As for individual interventions, they focus mainly on help for homework and on mediation.

The social mentors' integration in schools and the teachers' support are a guarantee of success. Social mentors are chosen not only for their qualifications but also for their interpersonal skills.



SPORTS

The Hornets

A first motivation of Sun Youth's founders in 1954 was to provide young people with sports and recreational activities to give them the opportunity to channel their time and energy in a positive fashion. Almost all youngsters who take part in Sun Youth's recreational activities will be involved in a sport whether within a sports team, in a summer or a day camp.

Our sports program offers amateur activities to youngsters aged 7 to 18 years old. All teams compete under the 'Hornets' whether in football or basketball. The proper equipment, excluding sneakers, is provided free of charge. Registration fees vary according to the chosen activities and the participant's family income. In addition to games in the regular season, the young players take part in training camps as well as in local, national and sometimes international tournaments. A supervised weight and training room is available for 12 to 17 years old youngsters.



Summer Basketball Camp
Between June 25 and August 8, 2014, the basketball camp gave the opportunity to 32 boys and 3 girls aged 7 to 14 years old to receive lessons focused on their physical development, play skills and the development of their motivational abilities. This summer camp is made possible with the help and expertise of qualified players and coaches. The campers also benefit from swimming and yoga lessons.

The Holiday Basketball Tournament
For the 33rd edition of this annual tournament, 12 teams made up of young players aged 16 to 21 years old from the provinces of Quebec and Ontario as well as the United States met in Sun Youth's gymnasium. Congratulations to the team representing Lee Academy from Maine who won the tournament.



The Hornets in 2013-2014

Football	165 boys aged 7 to 18	32 volunteer coaches
Basketball (winter)	75 boys and 30 girls aged 7 to 18	18 volunteer coaches
Basketball (summer)	40 boys et 15 girls aged 14 to 18	12 volunteer coaches



Sun Youth's newly renovated gymnasium was unveiled on October 18, 2013, in the presence of Robert Parish, basketball legend, surrounded above by young Hornets. Sun Youth is grateful for the NBA and Bell Canada contributions.



SLAP Hockey Program

Created in 2005, SLAP is a hockey development program intended for children aged 5 to 13 years old from disadvantaged families. For that program, Sun Youth partnered with the Park Extension Youth Organization and L'Avalanche hockey club. Under the supervision of 15 volunteer hockey trainers, 75 kids were introduced to this sport in a structured and non-stressful environment. In 2014-2015, Sun Youth is looking to recruit 100 kids as part of the SLAP program.

Congratulations to our Hornets!

- The juvenile girls' basketball team won the championship in its category and so did the mini boys team.
- The juvenile boys' basketball team finished the season in second place.
- In football, the Midget team won the provincial championship.
- The Atom football team had a perfect-score season and was crowned provincial champion by winning the 2013 Atom Silver Ball.
- Sun Youth's coaches were named Best coaches of the year by the Quebec Midget Football League.
- Two of Sun Youth's coaches, one in the mini AAA division and the other in the AAA juvenile division, were awarded the title of Best coach of the year by the Montreal Basketball League.



SPORTS AND RECREATION

RECREATION

A place for teens

Comparable to a youth center, the Teen Lounge is intended for Sun Youth's athletes and for youngsters residing in the neighbourhood. It is open from Monday to Friday, between 3:30 pm and 9:00 pm, and on Saturdays and Sundays, from 10:00 am to 6:00 pm. Different activities are available: teens can watch sports events on a large TV screen while the arcade proposes a wide choice of video games and other games such as baby foot, pool and table hockey. There is also a hall where they can play at team sports.

Success in the classroom

At Sun Youth, academic success is as important as success in sports. Indeed, youngsters who wish to be part of one of Sun Youth's sports teams must maintain good grades in school. Every day, after school, the young athletes are invited to do their homework with available help from volunteer tutors who are present to offer their support. Sun Youth hopes that one day its athletes will figure on the organizations' Hall of Fame which shows young Hornets who have gone on to succeed in their studies as well as in their respective sport, at university level or professionally.



A club for the young at heart

Sun Youth's senior club offers a whole range of activities promoting good health, well-being and active social life among seniors. The weekly activities include bingo, bowling, knitting and physical exercise (such as Tai Chi). Cultural outings and recreational activities (apple picking, shopping and visits to sugar shacks) are organized on a regular basis.

The seniors' club – a self-financed program

The seniors' club organizes fundraising events and activities to finance its own activities. The annual Bazaar and the weekly bingo are part of their ongoing activities. Otherwise, activities on the seniors' program vary: cultural outings, theme lunches for Valentine's Day, Fathers' and Mothers' Day, Easter and Christmas. The club's registration fees and fees charged for outings and activities are kept as low as possible.

Getting ready
for the 2014 Bazaar



SPORTS AND RECREATION

DAY CAMP

Sun Youth's day camp offers young Montrealers an occasion to live a learning experience while taking part in exciting activities and making new friends. Innovative, Sun Youth's day camp is constantly looking for ways to improve its program.

Between June 25 and August 15, 2014, 90 youngsters aged 5-12 years old took part



Above: Young campers reproduce the first letters of the organization's name, S and Y, for Sun Youth.

Below: Campers and day camp instructors - summer 2014



in Sun Youth's day camp. Grouped by age (5-6 years, 7-8 years, 9-10 years and 11-12 years), young campers were offered music and swimming lessons, such activities as visits to amusement parks, local museums and aquatic parks as well as sports, swimming, handicrafts, theatre and picnics. A cold breakfast, lunch and a snack are included in the camp's activities.

To capture the best moments of this 21st season, a short video showing children and counselors in action was shot and shown to parents during the end-of-the-season party on August 22.

Aquatic Safety

Thanks to the cooperation of the Montreal Institute of Swimming, Sun Youth's swimming and aquatic safety program was in its third season in the summer of 2014 with the Vieux Montréal CEGEP's swimming pool at the childrens' disposal. Every week during 8 weeks, 34 children aged 5-8 years old took swimming lessons so they could feel comfortable and safe during aquatic activities organized by the day camp. Once again this year, anonymous donor, the Bike Man, offered life jackets to the young participants.



The day camp's vegetable garden

A real hands-on experience, the vegetable garden shows children attending the day camp to grow and tend to vegetables while learning about ecology. The gardening workshops are given every week by a counselor of *Sentier Urbain*. Inspired by the example of the 'Little TD Garden' at Sun Youth's summer camp, another vegetable garden was set up at Sun Youth's main building on St. Urbain Street in the summer of 2013 with the cooperation of *Sentier Urbain*. Part of the vegetables campers grow goes to the preparation of their meals during day camp and the rest is given to Sun Youth's food bank.



SLEEP-AWAY CAMP

For youngsters aged 6-14 years old

During the summer of 2014, Sun Youth's sleep-away summer camp welcomed a total of 139 youngsters aged 6-14 years old for a one-week or a two-week stay according to the camper's age. Located in Rivière-Rouge, in the Laurentians, the summer camp grounds are spread over more than 55 acres in a wooded area around a lake and can accommodate 200 persons. The lake gives the opportunity for different activities such as canoeing, water-peddalling, wind-surfing and swimming. The outdoor installations include basketball, volleyball, baseball and football fields as well as a tennis court and an area to practise archery. The summer camp also has a double gymnasium where to practice different indoor sports and leisure activities. It is also equipped with a weight room, showers and lockers as well as recreation, plastic arts and computer rooms.



It's moms' turn!

During the summer of 2014, the sleep-away summer camp welcomed 14 single mothers and 32 children for an 8-day stay which gives mothers some respite and an occasion to bond with other women in the same situation as well as to share happy moments with their children away from the worries of their daily life. While children enjoy the facilities, mothers can take part in activities specifically intended for them such as computer and creative writing workshops and simulations of real-life situations they have to deal with.

The summer camp's Little TD Garden

Tending to a vegetable garden teaches campers the joys of agriculture and helps them address environmental concerns. This activity provides them with concrete tools towards the protection of the environment and prepares them to become eco-responsible citizens. Vegetables grown in the garden are used in the preparation of campers' meals and the surplus is given to the community by way of a local charitable organization. This project was made possible thanks to the TD Foundation of Friends of the Environment of TD Canada Trust which provided the required financial support for setting up the garden. The 'Little TD Garden' is a wink at the Boston Arena bearing the TD Garden name.

Now...let's talk wisdom!

The summer camp also welcomes seniors aged 55 years and over. Called 'The House of Wisdom', it is specifically designed for them. A cottage put at their disposal can accommodate 12 persons at a time. During the summer of 2014, 24 seniors enjoyed the facilities.

Camp open year round

The camp is available year-round for activities for both youngsters and seniors. When the facilities are not required by Sun Youth's activities, they can be rented on occasions to schools and community organizations.



OUR INFLUENCE IN THE COMMUNITY

Sun Youth benefits from the support of the Montreal media community which gives the organization great coverage. Sixty years ago, Sun Youth's co-founders created a community newspaper, The Clark Street Sun, the proceeds of which allowed the organization to grow over the years. Since then, Sun Youth has added digital and social media to its communication strategies while staying true to traditional media outlets and remaining accessible by phone at all times.

Traditional media outlets

Sun Youth feels privileged by the interest that the Montreal media community has shown towards its organization for many years now. Whether it is through television or radio, or in the newspapers, Sun Youth's media visibility is an invaluable platform for broadcasting the organization's services and highlighting its mission. Traditional media outlets inform and reach diverse audiences. They are particularly accessible to families and economically less fortunate people. As an example, in 2013-2014, the media coverage accounted for 8% of requests coming from families and individuals who used Sun Youth's help and assistance programs for the first time.

For the last 13 years, Sun Youth has been one of the lucky charitable organizations benefiting from *la grande guignolée des médias* (Big Media Food Drive) held each year at the beginning of December. Through the media and the many volunteers who have dedicated themselves during the 2013 campaign, *Moisson Montréal*, the *Société St-Vincent de Paul de Montréal* and Sun Youth were generously given \$ 634,165 and the equivalent of 5,140 grocery bags.

Some donors allow Sun Youth to purchase media space in newspapers in order 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 *24heures* and *The Gazette* newspapers. In addition, newspapers such as *The Montreal Times*, *The Montrealer*, *The Gazette* and *The Suburban* offer Sun Youth free space to publish news of interest or its activities calendar.

Social media



Since 2012, Sun Youth has been gradually increasing its use of social media. It is now present on a daily basis in the most important social media networks such as Facebook, Twitter and LinkedIn. The number of Sun Youth's Facebook page's likes doubled; it raised from 502 on October 1st 2013 to 1,012 by September 30th 2014. The number of Twitter followers was over 600.

On Facebook, 67% of our fans are between 18 and 44 years of age and 57% of them are Anglophones. A post issued on Facebook during the Christmas basket distribution, Sun Youth's busiest time, reached 3,700 persons on December 21, 2013. No promotion strategy was used to boost reach, to develop virality or to increase the number of page likes in 2013-2014. Such a strategy was implemented at the beginning of the current year. However, the "Like us" (*Aimez-nous*) campaign, launched in February 2014, encouraged the general public to follow Sun Youth's activities on social networks and to show their attachment to the cause.

In encouraging feedback on the information issued, social media are getting Sun Youth closer to the community it serves. Informing and drawing people's attention will always be important. But the desired goal is to publicize Sun Youth's mission and services, gather people around the cause, engage and mobilize in a specific activity or in the organization's projects and the needs of the community it serves.



WWW.SUNYOUTHORG.COM

Our website informs the community on the organization's mission, programs and services offered to the population as well as on its annual distributions and main events such as sports tournaments and fundraising campaigns. It is today an indispensable communication tool which is accessible to almost all our clientele. In the summer of 2014, Sun Youth started to update, optimize and reference its website contents in order to improve the positioning and the visibility of Sun Youth's site on the web.



	2013-2014	2012-2013	% change
Sessions	52 778	46 295	14,0
Pageviews	174 296	162 615	7,2
Single pageviews	136 964	129 464	5,8

For the last two years, traffic to Sun Youth's web site has increased by 14% and, in 2013-2014, close to 137,000 different pages were viewed.

Sun Youth's newsletter is introduced in 2014.

Sixty years after its first issue was written, The Clark Street Sun was back in January 2014 but as a monthly newsletter under the name, The Montreal Sun. 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 teams as well as upcoming events.



After 9 issues, the newsletter has reached 682 subscribers which is 40% more than the number of people who had subscribed to the first issue.

Over the first nine months, an average of 44% francophone and 40% anglophone subscribers have consulted the electronic newsletter. Although these rates declined during summer time, they remained well above those of companies or organizations using the newsletter format and e-mail for the same information purposes.

Representation

Sun Youth is a founding member of the ROHCMUM (an association of humanitarian and community organizations concerned with emergency measures in Montreal). The organization sits on its Board of Directors through a designated representative. Sun Youth is also a founding member of the Referral Committee for Homeless Families of the Montreal Housing Agency and a member of both the Quebec Amateur Football Federation and the Quebec Basketball Federation. One of Sun Youth's cofounders is also the founder of the Quebec Midget Football League where he acted as president until 2013-2014. He still is a member of the board but now acts as an administrator.



FINANCES

Sun Youth is a registered charity and a non-profit organization. Its financial situation relies primarily on the generosity of private and corporate donors and of foundations. Governmental grants account for 11,2% of Sun Youth's funding.

In 2013-2014, Sun Youth received 9,291 cash 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 of the private sector, the City of Montreal and the media community for their generous support.

The independent accounting firm of Raymond Chabot Grant Thornton is appointed to perform the annual audit of Sun Youth's financial statements. Its final report is not yet available. Revenues for the year are approximately \$7,152,497 and disbursements (before depreciation and adjustments) are for an amount of \$6,895,598. Around 90% of Sun Youth's operations budget is spent directly on services offered.

Specific donations

Sun Youth organizes two annual fundraising campaigns, one during summer and the other during the Holiday Season. Both campaigns are meant to finance specific activities to which the funds are then allocated. Sun Youth also receives financing from foundations and private donors who wish to bring their support to programs or activities in relation 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.

Donations to our mission

Donations made outside the annual fundraising campaigns or which are not specifically designated are allotted to general operating expenses.

Some examples of fundraising activities and food drives

The 13th *Grande guignolée des médias* (Big Media Food Drive) held on the 5th of December 2013 helped raise \$634,165 and the equivalent of 5,140 grocery bags in the Montreal area to the benefit of Sun Youth and two other community organizations working in food security: the *Société Saint-Vincent-de-Paul* and *Moisson Montréal*.



During the "Like us!" fundraising dinner on February 12 2014 organized by Sun Youth in cooperation with the non-profit restaurant, *Robin des Bois*, an amount of \$4,000 was collected for the benefit of Sun Youth's Heating Assistance Program. This Valentine's Day event was organized to help out families who are not able to properly heat their homes because of insufficient financial means. On April 24, Sun Youth organized a spaghetti dinner, "Pasta for a good cause", to help stop bullying in schools.



The event generated profits of \$3,000 allotted to the Bullying Prevention and Conflict Resolution Program. Other fundraisers (car washes, corn roasts, hot dog sales) helped raise \$2,925 in support of the Bike Patrol's activities.

The eleventh Mordy Gordon Commemorative Golf Tournament raise no less than \$81,400 in support of the Sports and Recreation Program.



During this sport event held on August 14 2014 that brought together 130 golfers, the 60th anniversary of Sun Youth was celebrated and cofounders, Sid Stevens and Earl De La Perralle, were honored.



On August 27 and 28 2014, 60 exhibitors gathered at Sun Youth for the organization's annual Model Train Show. This event generated profits of \$4,075 in support of Sun Youth's Sports and Recreation Program.

HUMAN RESOURCES

2013-2014 Staff

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 a common ideal: a commitment to the values of sharing and caring. These individuals are from different nationalities and walks of life, and it is not uncommon for someone who has benefited from our services to become a volunteer with the organization or to be taken on as an employee. This helps to make Sun Youth an inclusive and diversified milieu.

Sun Youth employs about 70 people, and up to 140 during summer time when students on vacation are hired to work in our summer programs and activities. Some other people also attend Sun Youth as part of a training or employment integration program.

2013-2014 Staff

Regular employees (permanent or contract)	68
Casual employees	141
TOTAL	209

A fulfilling experience for students and trainees

Each year, students from college and university levels join Sun Youth for summer or part-time jobs, or for social work or juvenile delinquency internships. In 2014, Sun Youth provided 76 students with summer jobs including 17 students through the federal government's 'Summer Jobs Canada' program, 16

with the support of various foundations and 13 through provincial grants. Sun



STATE STREET

Youth camp hired counsellors for its day camp and "counsellor-in-training" for its

sleep-away summer camp thanks to State Street. During the school year, Sun Youth welcomed for training sessions two high-school students who were preparing to learn a trade.

Whether they are counsellors at the day camp or the summer camp, bike patrollers or intervention agents in our emergency services, students get solid training and practical experience under excellent supervision. The organization benefits from their energy, their newly acquired knowledge and their know-how in new technologies.

Our volunteers

A team of 1,508 individuals lent a helping hand during the year. They have done 88,696 hours in volunteer work as coaches, tutors, youth leaders, counsellors or receptionists which is the equivalent of 42,6 full-time jobs (40 hours a week). Whether sorting goods, recycling, doing accounting or **administrative tasks, they are at the core of Sun Youth's activities.**

During the Holiday Season alone, 681 individuals, including public figures, **and 588 companies' representatives, volunteered 14,484 hours raising funds, collecting, sorting and distributing food as well as collecting, wrapping and distributing gifts.**

Sun Youth is
« true to helping others. »

- This is what RBC ambassador Alexandre Dussault (below) said about Sun Youth which welcomed him as part of the Royal Bank of Canada's "Career Launch" Program.

During a 3-month training session, Mr Dussault helped Sun Youth develop its visibility on the web through a more efficient use of Internet and the social media.



Social integration

Four days a week, from 9 am to 3 pm, Sun Youth welcomes among its staff 40 participants from social integration or rehabilitation programs such as the



provincial "Aide et accompagnement social" program (PAAS Action).

Sun Youth collaborates with readaptation centers for intellectual disabilities such as the *CRDITED de Montréal* and the West Montreal Readaptation Center (WMRC).



SUN YOUTH ORGANIZATION

BOARD OF DIRECTORS

Sun Youth's Board of Directors met six times in 2013-2014 to discuss current matters and once for a special meeting. On September 30th 2014, the Board of Directors was made up of 7 members, all volunteers, from various professional backgrounds.

In alphabetical order, they are:

- Mr Keith COFFIN, Secretary
Private sector (corporate management)
- Mr Earl DE LA PERRALLE, Director
Non-profit sector (Co-founder and Executive Director, Sun Youth)
- Mr Dimitri MANOLOPOULOS, Director
Private sector (senior management, banking industry)
- Mr Bob MIRONOWICZ, President
Private sector (self-employed)
- Mr Sid STEVENS, Director
Non-profit sector (Co-founder and Executive Vice-President, Sun Youth)
- Mr Edmund TOBIN, Director (since June 2nd 2014)
Public and semi-public sector (law)
- Mr Nathan WEINSTEIN, Vice-president
Private sector (corporate management, real estate)

MANAGEMENT TEAM

From left to right on the picture below, they are:

- Mr Helio GALEGO, Director of Crime Prevention
- Mr Gaétan LÉVESQUE, Director of Finances
- Mr Ernie ROSA, Director of Sports & Recreation
- Mrs Johanne SALTARELLI, Assistant to the Executive Director and Summer Camp Director
- Mr Tommy KULCZYK, Assistant Executive Vice-President & Director of Emergency Services & Communications

Mr Sid STEVENS and Mr Earl DE LA PERRALLE, both members of the board, are also part of the management team. They do not appear on the photo below.

