

# LOVE QUÉBEC

## ANNUAL REPORT 2021-2022



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## A Message from the President and the Executive Director

As the LOVE team headed into the 2021-22 year, we were excited to ramp up our programming and connect with more youth in schools. Our Urban Leadership Camp had been a huge success and demonstrated to us that the social connections that had been so limited during the last year because of the pandemic had been sorely missed by the youth we serve. From our Media Arts and Leadership programs to our newer Sexology and Athletic Media Arts Program, we are proud to have been able to deliver weekly programming to 377 youth across Montreal and the West Island. Through our curriculum, we were able to help them develop emotional intelligence, strengthen their communication skills, explore complex topics in a safe space and build trust with their peers. Moreover, we continued to expand our reach by delivering Quebec Ministry of Education-mandated Sexual Education workshops to over 1300 youth at 5 different high schools, thus equipping even more youth with the tools needed to safely navigate relationships and social environments.

Throughout the year, it became evident that our work has become more important than ever. From incidents of youth violence taking center stage in the media, to growing concerns around a rise in mental health challenges among young people, the need for LOVE is on the rise. That is why we are committed to reaching more youth in the year to come, working with new communities and strengthening our services. We are confident that we can achieve these goals thanks to our incredible supporters.

From its humble beginnings at Dawson College, to the thriving organization we are today, LOVE (Québec) is an example of the kind of resilience that comes from committed members of the community working together. Thanks to our dedicated staff, generous donors, solid community partners and passionate board of directors, we have remained steadfast in our determination to help young people succeed. We have a number of exciting initiatives in the works for the year to come and invite all of our supporters to join us as we continue on our journey to #spreadLOVE.

With sincere gratitude,

Isabel and Robyn



Isabel Valenta  
Board Chair



Robyn Dalton  
Executive Director

# Our mission

Engage Youth. Build Bridges. Realize Potential.

LOVE supports youth to thrive through programs and healthy relationships that build emotional intelligence and help overcome the challenges they face. Program participants emerge with greater resilience, heightened skills, and the confidence to be inspirational leaders.



# Our vision

To be a leader in building innovative and sustainable programs that promote the mental, emotional, and social health of youth.



# Our Values

**INNOVATION:** We respond to the needs of our community through our unique, dynamic and adaptive approach.

**GROWTH:** We nurture the development of our youth and communities and strive to increase our impact across Greater Montreal.

**INCLUSIVENESS:** We welcome and accept individuals of all backgrounds and build bridges between them.

**RELIABILITY:** We steward relationships and use evidence-based approaches to consistently uphold the quality of our work and the trust of our stakeholders.

**TRANSPARENCY:** We commit to clear, honest, and open communication, and are accountable to our youth, staff, donors and supporters.

## Our story

LOVE was founded in 1993 by Sheila (Twinkle) Rudberg who was inspired to end the cycle of violence in the lives of youth following the death of her husband by a 14-year old boy, who himself was a victim of violence. LOVE quickly gained recognition in Quebec and has since launched successful programs in Halifax and Vancouver.

What started as a small, grassroots, youth photojournalism project running out of the basement of Montreal's Dawson College soon blossomed into a well-established national program, warmly recognized by governments, schools, corporate and community organizations for the meaningful impact it was having on young people. LOVE currently runs programs across Canada in Quebec, British Columbia and Nova Scotia.



Photo: LOVE (Québec)'s Founder, Twinkle Rudberg (left), with Brenda Proulx, creator of LOVE's first photojournalism program (right). Credit: George Liberman

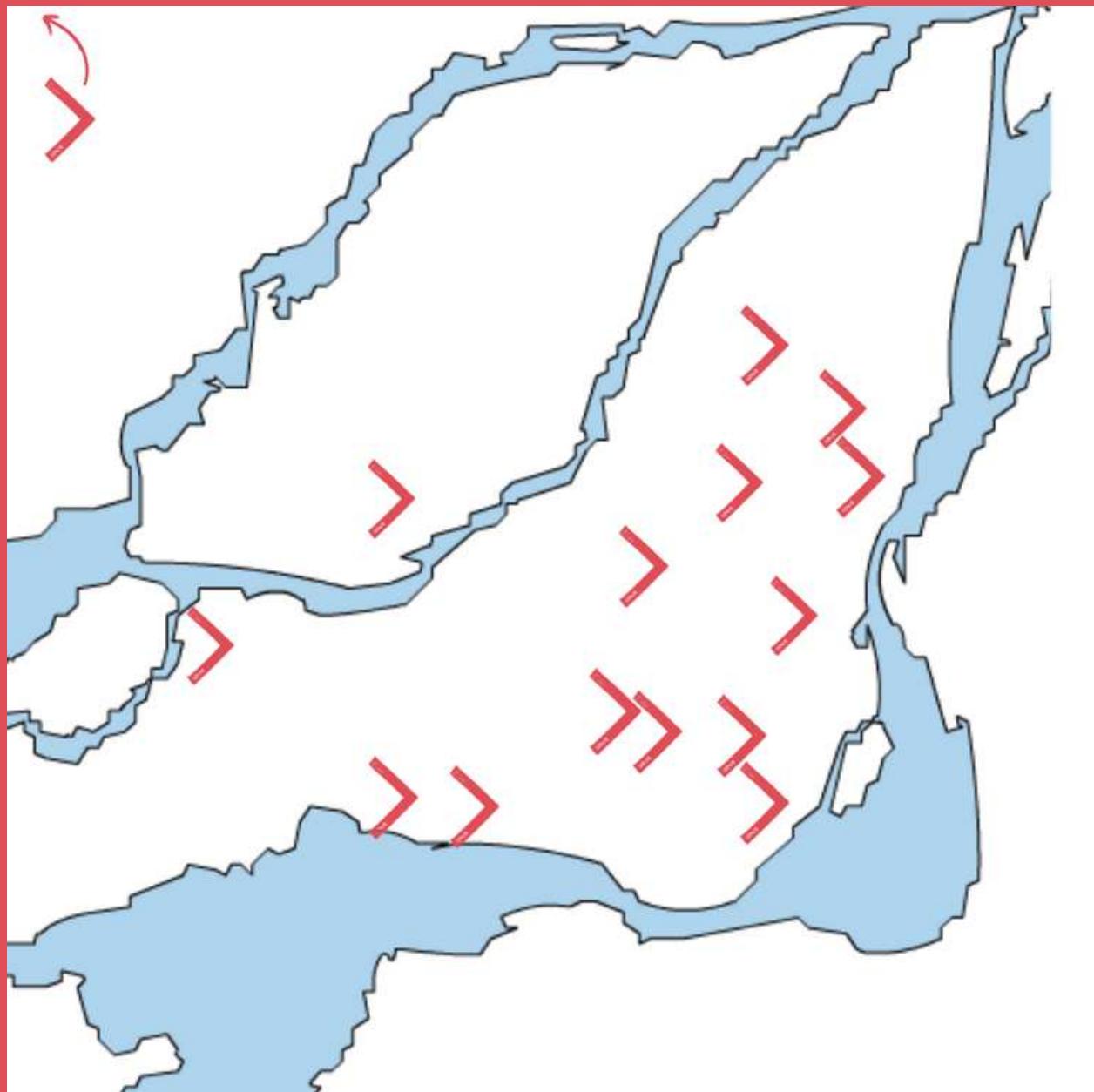
# Our youth

For close to 30 years, LOVE (Québec) has been committed to changing the lives of thousands of at-risk youth, providing a safe environment to those who have experienced bullying, abuse, hate crimes, suicide ideation and self-harm. We work with a great diversity of marginalized youth, including those who are low-income, as well as members of the BIPOC, LGBTQ+ and neuro-diverse communities. Over 70% of LOVE (Québec)'s youth have experienced some type of trauma, either in their homes or in the wider community.



All photos featured in the Annual Report were taken by LOVE youth participants, 2021-2022

# LOVE by the numbers



**LOVE programs were delivered  
in English & French in:**

- **16 schools across Montreal,  
Laval & the West Island**
- **2 community organizations**
- **LOVE's head office**



# LOVE by the numbers

25

programs (Media Arts, Leadership, Athletic  
Media Arts, Sexology)

129

sessions of Sexual Education in 5 different  
schools

1680

youth reached in 2021-2022

1303

youth participants in sexual education  
workshops

377

participants in LOVE's weekly programs



# Programs & Partners

This year, LOVE is proud to have been present in 16 schools and 2 community organizations. Through these programs, along with our after school programs, we reached a total of 1680 youth across Montreal and the greater Quebec region. The programs remained adaptable to suit every school and youth's personal needs and were evaluated by participants and educators in the mid-point of the session and at the end, ensuring that our programs remain relevant to the youth we serve.

Beurling Academy  
École secondaire Cavalier de Lasalle  
École secondaire Dorval Jean XXIII  
École FACE  
École Internationale de Laval  
École secondaire Edouard Montpetit  
FACE School  
John Rennie High School  
Lakeside Academy  
Lasalle Community High School  
Parkdale Elementary School

Pierrefonds Community High School  
École secondaire Père Marquette  
École secondaire Robert Gravel  
École secondaire Saint Henri  
Willie J. Happyjack Memorial School

## Out of School Programs

Afterschool Leadership  
Afterschool MAP  
Batshaw Bourbonniere  
YMCA Centre-ville



# Programs

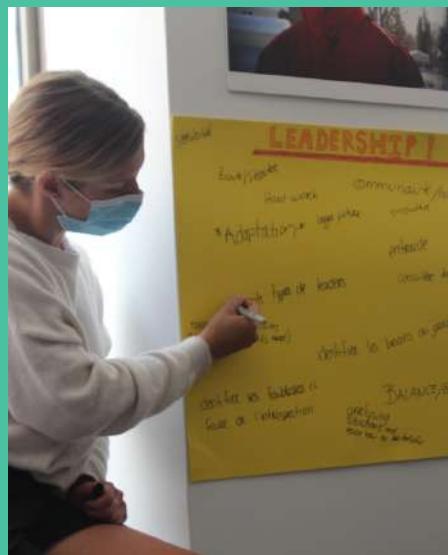
## Media Arts Program

The Media Arts Program uses tools such as photography, journaling, and group discussions to help participants develop emotional intelligence, self-confidence, critical thinking and empathy among other skills. The program follows a detailed curriculum, where sessions are delivered weekly by our LOVE coordinators, either in a school, community centre or our LOVE office, during a 4 to 8 month period. The team works closely with each participant to ensure that they receive the support and encouragement they need to succeed. Participants are provided with the materials needed to take part, whether it be cameras, journals, or art supplies. Each session has a specific set of objectives to be achieved by taking part in the different activities.



## Leadership Program

The Leadership Program builds off of the Media Arts Program and offers a series of workshops and activities throughout the year with the goal of empowering youth to become agents of change in their communities. Our young LOVE leaders gain greater self-esteem and develop public speaking, writing, and interpersonal skills. The program culminates in a National Leadership Camp which invites all LOVE chapters to participate. The youth are encouraged to forge new friendships and even lead workshops of their own.



# Programs



## Sexology Program

LOVE's Sexology Program was developed by qualified educators with backgrounds in sexology and sexual education. Drawing on our expertise in developing emotional intelligence, the program takes a deeper dive into issues such as consent, body positivity, and more, including topics required by the Quebec Ministry of Education. The Sexology Program is our newest core program and we look forward to expanding and developing it even further.



## Sexual Education Workshops

LOVE (Québec) offers in-school workshops for high school students in all grade levels In fulfilment of the Quebec Ministry of Education requirements in Sexual Education, developed and delivered by our qualified staff.



## Athletic Media Arts and Wellness Program

The Athletic Media Arts and Wellness Program combines our expertise in developing emotional intelligence, with a focus on physical health and mindfulness as well. The program integrates photography, group discussions and journaling with athletic and mindfulness workshops, using physical activity and sports to foster greater self-esteem, self-expression skills, and resilience among youth.

# Programs & Activities

## Leadership Camp

Participants who have completed our Leadership Program are invited to participate in our Leadership Camp. Leadership Camp is an integral part of the LOVE experience for many of our participants. Taking the time to connect with other youth in an outdoor setting during the summer represents the culmination of their journey at LOVE. Youth have the chance to connect with participants from other programs, including our chapters in Nova Scotia and British Columbia. They further strengthen their leadership skills by developing and delivering workshops of their own.



## Community Pop Ups

Our Community Pop Ups offer LOVE youth a safe space outside of school to meet and socialize with like-minded peers and staff. Moreover, we encourage our youth leaders to lead their own workshops, allowing them to put their leadership skills into practice and to explore their passions and hobbies.

“

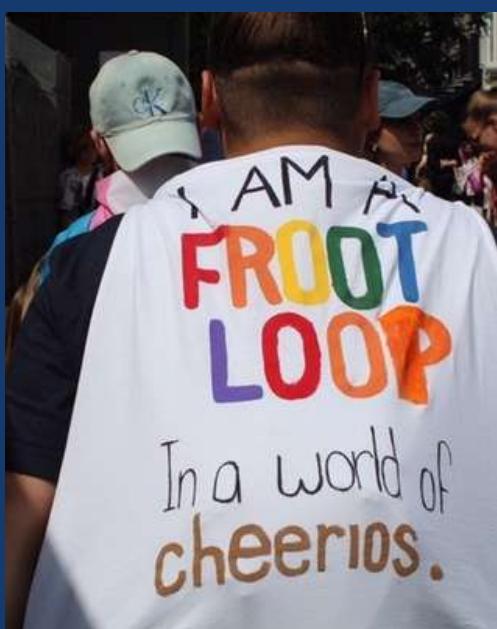
What I liked most about the program is that you can express yourself without criticism and that all opinions are valid. -Youth from Édouard-Montpetit

”

# Events and Highlights

## Urban Leadership Camp

As LOVE continued to adapt to the challenges brought on by the COVID-19 pandemic, we were committed to giving our youth a summer experience to remember. Our Urban Leadership Day Camp did just that. Thanks to the creativity and expertise of our LOVE staff, participants spent a week with the LOVE head office as their “base camp”, while taking in Montreal sites and learning new skills. From a visit to the Botanical Gardens, to a special presentation from a LOVE Alum, the week provided youth with the opportunity to connect with friends, strengthen their leadership skills and take steps towards becoming engaged citizens.



## Pride Parade

LOVE (Québec) was once again proud to take part in Montreal’s Pride festivities, marching in support of the 2SLGBTQIA+ community. As an organization that strives to create an inclusive, welcoming and safe environment for all our youth, the Pride festival represents an important moment to gather, celebrate and mobilize in support of diversity. It was important for us to show our support for the 2SLGBTQ+ community, including our own youth. We are immensely proud of our young leaders who marched at the Pride Parade.

“

My grade 10 students enjoyed the workshops this year. The coordinators were excellent. I am looking forward to new projects next year!

-Educator from John Rennie High School

”

## POP Montreal

LOVE (Québec) was pleased to collaborate with POP Montreal, as they celebrated their special milestone 20th anniversary. Our project took the form of a mural entitled "Dreamscape", which was conceptualized and completed by our LOVE youth and facilitated by Indigenous artist Megan Kanerahtenha:wi Whyte. The mural, which could be visited at L'Entrepôt 77, a central location for POP's 2021 festival, explored growth and transitions as young people explore identity, mental health and the realities of the pandemic through a visual narrative



## National Truth and Reconciliation Day

LOVE (Québec) was proud to take part in the first National Truth and Reconciliation Day by walking in support of the #everychildmatters movement. There is still much work to do, and we are committed to doing our part to honour the survivors, their families, and the children who never came home. We strive for a safer and more inclusive community for all, and especially for our youth.



“ I feel like I can always share my thoughts and idea. I feel safe and secure and that I'll be ok. The coordinators are kind and understanding and, overall, incredible teachers and mentors. -LOVE Youth ”

”

## Holiday Celebration

To kick off the holiday season, LOVE held a celebration to gather our youth, staff, donors and board members together. After months in confinement, not only was it heartwarming to see so many smiles in person, it was also great to celebrate everything LOVE has accomplished this past year with everyone involved.



## Anti-Racism Presentation at John Rennie High School

As Black History Month wrapped up, LOVE's very own co-director of programs Cedric spoke about anti-racism to over 300 youth at John Rennie High School. The discussion opened up a conversation around what we can all do to create a more inclusive and welcoming community. The youth shared their own experiences with racism and micro-aggressions and brainstormed ideas about how to bring about positive change in their school and greater communities.



“ This program helped me understand more about things and opened me up to new things. -LOVE Youth ”

## Vanessa Pilon at LOVE's Dream Job

Dream Job Events aim to encourage LOVE youth to dream BIG about their future and learn about different careers. Our guests share their stories of the passions and pitfalls that led them to discover their DREAM job, with the objective of encouraging our youth to persevere in the face of adversity and believe in themselves.

Thanks to the Telus Friendly Future Foundation, LOVE was thrilled to welcome TV personality and influencer Vanessa Pilon as our guest for our very first in-person Dream Job Event.

The event was a huge success, with Vanessa sharing candidly about the ups and downs she has navigated throughout her career, how she manages a large social media following and what kinds of projects she is currently working on. Participants, along with LOVE staff, were inspired by her positive outlook and evident love of life.



“

The LOVE program is one of my favorite reasons for coming to school. -LOVE youth

”

# Board members

## **Twinkle Rudberg, M.S.M.**

Founder

## **Harry Hopmeyer (deceased)**

Co-Founder

## **Stanley Chase**

## **Brenda Proulx**

Program Co-founders

## **Isabel Valenta**

Lawyer, Dentons

## **Mathieu Erard**

Vice President, Vice President,  
Strategy & Alternative  
Investments, iNFiNi-t Wealth  
Management Advisers Inc.

## **Justin Gaurav Murgai**

Global Community Director,  
Engineers Without Borders

## **Douglas Finn**

Managing Director, Aircraft  
Programs, Air Canada (Retired)

## **Lauren Burns**

Sr. Manager, Solution Engineering – Canada,  
Salesforce

## **Alexandra C. Choquette**

Vice President, Burovision

## **Vanessa Cheong**

Former IT Executive (SaaS and Customer  
Success)



# Program Advisory Committee

The objective of the Program Advisory Committee is to continually evaluate, evolve and improve our programs to meet the needs of youth at risk, of which accomplishment we can only attain by supporting and assisting the staff.

## **PAC Members**

Satoko Ingram , Dr. Franco A. Carnevale, Vanessa Cheong, Justin G. Murgai

# Staff

## **Robyn Dalton**

Executive Director

## **Audrey Brunette**

Director of Programs

## **Cedric Joseph**

Senior Program Coordinator

## **Alexandra Wotchinski**

Senior Program Coordinator  
and Sexology Program Lead



## **Zoe Caravecchia-Pelletier**

Program Coordinator and  
Sexology Program  
Coordinator



## **Liezl Lee**

Program Coordinator

## **Amina Arab**

Program Coordinator



# Financial report

The information listed here has been extracted from the audited financial statements of LOVE (Québec)

## Total revenues

\$652 250

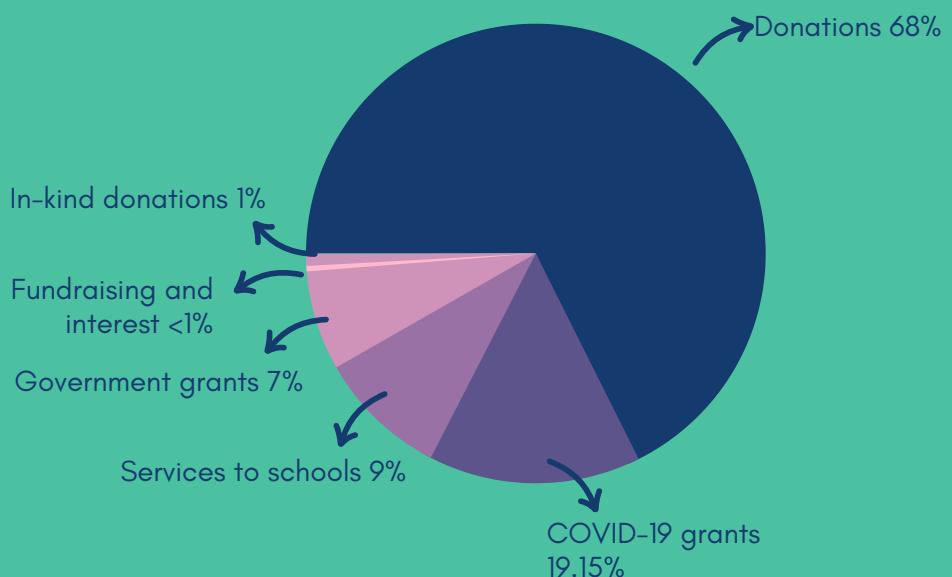
## Total expenses

\$525 516

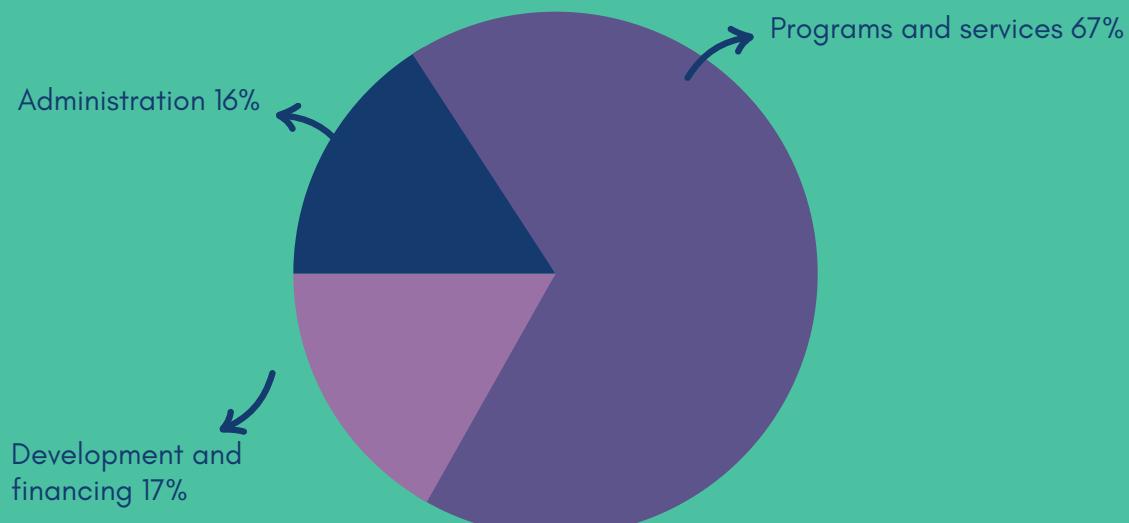
## Excess revenue over expenses

\$126 734

## Income distribution



## Distribution of expenses



# Acknowledgements

LOVE (Québec) has been very fortunate to have received tremendous support from our donors, partners and volunteers. We thank them all for their generosity that has helped us continue growing to serve young people in need across Greater Montreal.

## Diamond (\$50,000+)

- Hewitt Foundation
- Mouvement Desjardins
- Newton Foundation
- Government of Canada

## Silver (\$7,500+)

- Bussandri Foundation
- Les Soeurs de la Congrégation de Notre-Dame
- Power Corporation of Canada

## Platinum (\$20,000+)

- Centraide du Grand Montréal
- Community Foundations of Canada
- Doggone Foundation
- George Hogg Family Foundation
- Government of Quebec
- Montreal Real Estate Foundation for Kids
- West Island Community Shares

## Bronze (\$5,000+)

- Brian Bronfman Family Foundation
- Charles River Laboratories
- C.S.T. Foundation
- HyLcan Foundation
- Jacques Nolin Foundation
- McCarthy Tétrault Foundation

## Gold (\$15,000+)

- TELUS Friendly Future Foundation
- Tenaquip Foundation

# Memberships & Key Partnerships

- Montreal Museum of Fine Arts
- Tools of Peace
- Peace Network for Social Harmony
- Ig2
- Table de Quartier Peter-McGill
- POP Montreal
- Pierrefonds Community High School Community Learning Centre

# Reaching New Communities, Thanks to Mouvement Desjardins

An unanticipated silver lining driven by the COVID-19 pandemic is that LOVE staff successfully adapted our programs' curriculum to make it accessible via an online platform. As a result, when an educator working in a Cree community reached out and requested an online program for her students in the fall of 2020, we were prepared and enthusiastic to fulfill this request.

It is well known that many Indigenous youth face mental health challenges, largely driven by the lasting, pervasive, and negative effects of colonization, residential schools, and intergenerational trauma. Consequently, some of these communities have been challenged with high suicide rates, difficulties with substance abuse and domestic violence. The Media Arts Programs has an incredible potential to support these youth in creating the safe and non-judgmental space needed to share vulnerabilities and communicate their experiences in order to develop greater self awareness and resilience.

What started as a pilot project is now growing into an integral component of our work, thanks to **Mouvement Desjardins**. As a result of their incredibly generous support, we will be expanding the impact and reach of this program over the next 5 years. Our goal is to build bridges with Indigenous youth and those living in isolated communities, spreading LOVE's positive impact to more youth across Quebec, and this will all be possible with Mouvement Desjardins' support.

Thanks to **Mouvement Desjardins**, our youth have the chance to dream big, no matter who they are and where they live. Thank you Mouvement Desjardins!



# **Building bridges since 1993**



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