

FONDATION BALUCHON

Répit long terme à domicile

ACTIVITY REPORT

2023 - 2024





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A Word from the **President of the Board**

I would first like to thank our outgoing President Brigitte Langevin, who left us during the year to take up new professional challenges. Together with her colleagues on the Board of Directors, the Executive Director and the entire Baluchon team, she contributed to the Foundation's great credibility and stellar financial health.

These strengths are reflected in our excellent results. We have more than doubled our fundraising compared with last year. In addition, several donors have made long-term commitments to the Foundation. We are well positioned to continue supporting Baluchon, which aims to meet the growing demand of users.

Also, we have received two prestigious awards, a testament to our performance and the impact of our actions. Our visibility has increased over the past year.

Thanks to our directors who support the cause and work hard to find new donors. A special thank you goes to Sophie Morin, our Executive Director, for infusing our management with dynamism and rigour. My gratitude also extends to her dedicated team, whose contributions made this past year truly exceptional for the Foundation. Without all of you, none of this would be possible.

As I accept the role of interim president until the elections at the AGM, I am committed to ensuring a smooth transition. My five years with this remarkable team have only deepened my belief that we are making a real difference in the lives of many. I am dedicated to building on the solid foundations laid by my predecessors and ensuring that the Foundation is well prepared to face the challenges of the coming years.



Ghislaine Larocque

Acting President and Vice-President

A word from the **Executive Director**

Thanks to the Foundation, we achieved a record milestone this year by providing 3,400 days of respite care (baluchonnage). Even more impressive is our 98% user satisfaction rate, which paves the way for our next phase of planning with even more ambitious goals!

But before we focus on the future, it's important to take a moment to acknowledge our achievements and reflect on how far we've come.

I would also like to highlight the remarkable success of our major donor strategy, which has not only strengthened our finances but also enabled us to expand our respite care services by an impressive 34%.

A heartfelt thank you to our outgoing President, who can take pride in leaving behind a legacy of accomplishment. My gratitude also goes to our interim President, who has quickly made a positive impact, particularly by recruiting new directors. A big thank you to our clinical team for going above and beyond, allowing us to extend our support to even more individuals. And to our respite workers— exceptional individuals whose dedication and professionalism are truly exemplary—thank you.

I'd like to close with a special thanks to our donors. We are honored to have you with us. Whether you are an institutional or individual donor, your contributions have a profound impact on the lives of caregivers across Quebec. Rest assured, we will continue to work tirelessly to ensure that your generosity provides even more respite to those who need it most.



Sophie Morin
Executive Director

Mission

The aim of the Baluchon Long-Term Respite Care Foundation is to fund Baluchon Long-Term Respite Care, an innovative in-home respite and support service for all families with non-autonomous loved ones.

Long-term respite, an essential service

Baluchon is the only organization to offer this service throughout Quebec.

**90 %
reduced
fatigue**

for our caregivers

**98 %
Satisfaction
rate**

**0 %
cost increase**

since 2008 for the
family

**34 %
more
respite**

than last year

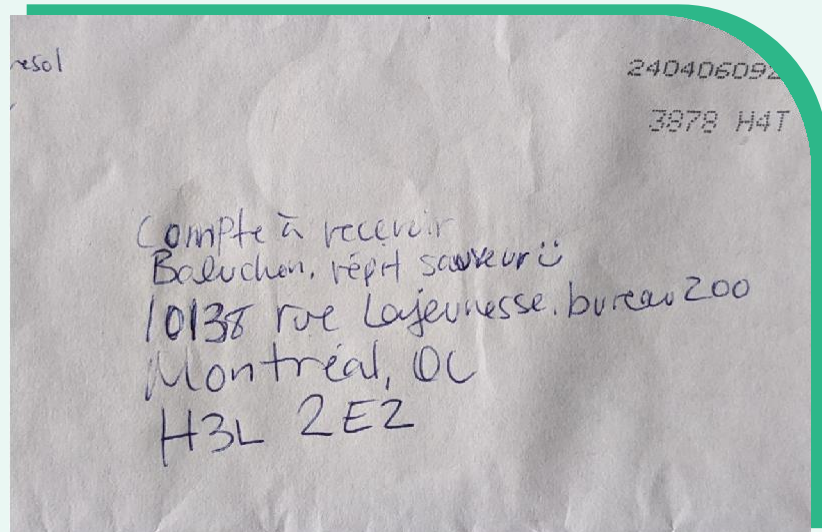
*"Many thanks to
Baluchon and to Anne-
Lauriane Fournier who
enabled us to go on
vacation with peace of
mind."*

*- Danielle Deraspe,
Iles-de-la Madeleine*

Our distinctive edge: what makes us proud

- We are committed to funding Baluchon Long-term Respite Care, an innovative service that provides in-home respite care and support for families with non-autonomous loved ones. We proudly back a strong, credible, and growing organization with a unique mission and an ever-expanding reach.
- We're helping to make long-term in-home respite care available to more families across Quebec.
- Our donations also allow us to maintain our excellent quality while offering families a modest rate of \$15 per day.
- We are also helping to support the extension of Baluchon's services to other family caregivers, whether they are caring for people with disabilities or suffering from other chronic or degenerative illnesses.

A quick note on an envelope that reveals the impact we have on caregivers! See the letter recipient: Baluchon répit sauveur, which translates loosely to Baluchon Respite Saviour ☺





The Journée nationale de concertation en proche aidance MSSS

On October 11, 2023, Baluchon hosted a one-hour informational workshop as part of this special day. Baluchon's unique approach—providing up to two weeks of continuous respite care with the same respite worker—continues to impress stakeholders across the healthcare network. In addition, Baluchon operated an information booth, where Édith Fournier, an author, panelist, and former client who benefited from our services 20 years ago, shared her heartfelt gratitude: *"You changed my life! Without Baluchon, I would never have been able to keep my husband at home for so long. I organized my life around my baluchonnages periods with Baluchon, always telling myself: I just need to make it until the next one!"*

Following her husband's passing, Ms. Fournier became deeply involved in advocating for caregivers. She has authored three books and shared her experience in the film *Au-delà des mots, paroles de proches aidants*, where she discusses the impact of the Baluchon respite program. A loyal donor to our Foundation for two decades, Ms. Fournier fondly remembers each of her respite workers, starting with our founder, Marie Gendron.

Our presence at caregiver events shows the long-standing respect and positive reputation that Baluchon has been in the field.



"Personally, very 'liberating' morally and physically. Our sincere thanks to the entire Baluchon team."

- Daniel Provencher, Laurentians

Highlights

As the year draws to a close, Baluchon and its Foundation have reaped the rewards of their efforts. Indeed, we feel it is essential to highlight the two prestigious awards we have received in recent months, which have increased our visibility and solidified our reputation in the health and business communities.

PRIX FEMMES D'AFFAIRES DU QUÉBEC (QUEBEC BUSINESSWOMEN AWARD)

Last November, our Executive Director, Sophie Morin, was awarded the prestigious leadership prize by the *Réseau des femmes d'affaires du Québec*, in the Social Organization or Enterprise category. We extend our warmest congratulations to Sophie on this well-deserved recognition, which she shares with our entire team, and especially with our respite workers.



To view the acceptance speech and audience reaction:
<https://vimeo.com/933743395>

AWARDS FOR EXCELLENCE IN THE HEALTH AND SOCIAL SERVICES NETWORK



For four decades, the Prix d'Excellence awards have celebrated outstanding commitment and collaboration within the healthcare network. On May 11, 2023, our team was honored to receive the prestigious Prix d'Excellence Impact sur la communauté (Award for Excellence, community impact) from Minister Lionel Carmant. This award recognized our 'Respite Everywhere and for Everyone' service expansion project, commending its significant positive impact on the daily lives of caregivers. This accolade highlights the importance of our ongoing dedication to addressing community needs and enhancing the quality of life for caregivers across Quebec.

To view the video: https://www.youtube.com/watch?v=B42VWMeh_tc



THE RETURN OF OUR 21K CHARITY RUN - 2023

The pandemic has long affected many fundraising activities, but our 21K event in April 2023 brought a refreshing change. The atmosphere was vibrant, the weather was ideal, and the dedication of 35 participants, who pushed their limits for a great cause, was truly inspiring.

With 105 donations totalling over \$7,500, this year's event was a resounding success. We look forward to returning in the spring of 2024 to create more memorable moments together.



"I was accompanied with respect and reassurance before and after. We left our home with confidence and managed to enjoy our moment of respite. Thanks to Harold and everyone else I had the chance to speak with during the process. You folks are wonderful!"

- Cyndi Martel, Bas St Laurent/Matane

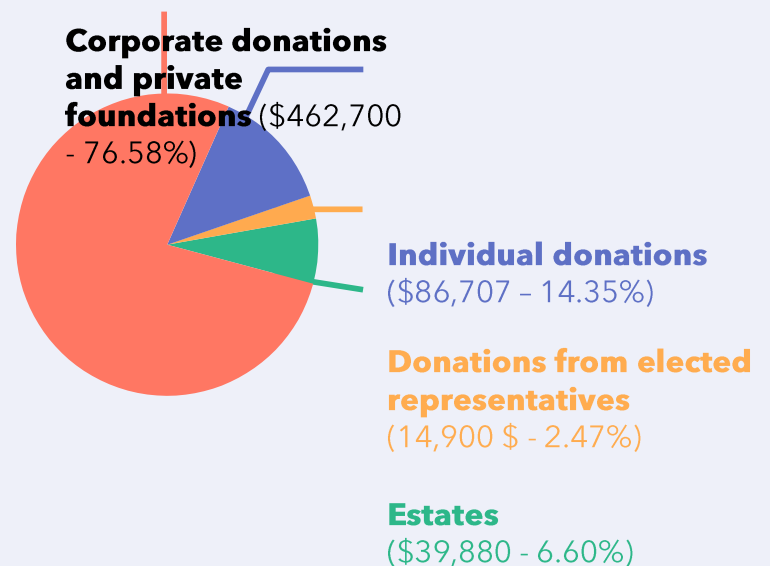
Financial statements

Financial Statements as of March 31

	2024	2023
Income from donations	\$624,107	\$337,915
EXPENSES		
Donation to Baluchon Long-term Respite Care	\$350,000	\$125,000
Salaries and payroll taxes	\$82,229	\$79,233
Professional fees	\$8,599	\$10,545
Advertising and promotion	\$4,940	\$1,998
Other expenses	\$8,830	\$8,143
Total expenditure	\$454,598	\$224,919
Excess of income over expenses	\$169,509	\$112,996
BALANCE SHEET AS OF MARCH 31		
Current assets		
Cash - transaction account	\$10,237	\$1,819
Cash - savings account	\$500,442	\$154,521
Accounts receivable and other assets	\$14,892	\$12,804
Short-term term deposit	\$200,000	\$200,000
Long-term term deposit	0 \$	\$200,000
Total assets	\$725,571	\$569,144
SHORT-TERM LIABILITIES		
Accounts payable and other liabilities	\$44,467	\$57,550
Net assets - allocated	\$550,000	\$400,000
Net assets - unallocated	\$131,104	\$111,594
	\$681,104	\$511,594
Total liabilities and net assets	\$725,571 \$	\$569,144

Sources and Distribution of Donations

BREAKDOWN OF DONATION SOURCES:



CORPORATE DONATIONS AND PRIVATE FOUNDATIONS

Corporate donations are crucial to the success and sustainability of our mission. Recurring financial support from private foundations enables us to extend respite services to more caregivers and streamline our planning processes. These contributions represent far more than financial transactions; they reflect a profound commitment to our foundation's values and objectives.

Additionally, we are pleased to highlight our outstanding conversion rate from last year. Of the 20 funding requests made, 16 were accepted and 4 declined, demonstrating that our major donor strategy is proving effective.

Eight donors have supported us over several years

Our donors include the following **private foundations**:

- The Mirella and Lino Saputo Foundation
- The JA DeSève Foundation
- The Jeanne Esther Foundation
- The JL Lévesque Foundation
- The Marcelle and Jean Coutu Foundation
- The Choquette Legault Foundation
- The Hewitt Foundation

Over
\$420,000
raised
through
private
foundations

Over
\$35,000 raised
through
corporate
donations

Our **corporate donors** include:

- Bombardier
- IA Financial Group
- RBC
- AtkinsRéalis
- Power Corporation
- Ivanhoe Cambridge
- Petro-Canada (Fondation proche aimant)

A NEW DONATION FROM LE TRICHEUR ON TVA

What a surprise when we received an e-mail from TVA announcing that the Baluchon Long-term Respite Care Foundation had once again been chosen by a celebrity as the organization to support during his or her appearance on the TV show *Le Tricheur*.



This time, presenter Élisabeth Rancourt won \$1,700 on the show that aired last February. When we reached out to express our gratitude, she shared that she chose to support Baluchon because of her personal experience as a caregiver for her grandmother. She mentioned that she wished she had known about us during that period, describing us as "guardian angels helping other guardian angels. It's wonderful!"

Thank you from the bottom of our hearts, Élisabeth.

MAJOR INDIVIDUAL AND POLITICAL DONORS

- Lyse Letendre
- Suzanne Bergeron Hewitt
- Claudette Germain
- Yves Letendre

Over
\$100,000
raised through
individual and
MNA donations

Our MNAs :

- Élisabeth Prass, MNA for D'Arcy-McGee
- Nathaly Roy, MNA for Montarville
- Linda Caron, MNA for La Pinière
- Jean-François Roberge, MNA for Chambly
- Gabriel Nadeau-Dubois, MNA for Gouin
- Sonia Lebel, MNA for Champlain
- Stéphane Sainte-Croix, MNA for Gaspé
- Enrico Ciccone, MNA for Marquette
- Sol Zanetti, MNA for Jean-Lesage
- Martine Biron, MNA for Chutes-de-la-Chaudière
- Sonia Bélanger, MNA for Prévost
- Éric Girard, MNA for Groulx
- Frédéric Beauchemin, MNA for Maguerite Bourgeois
- Vincent Marissal, MNA for Rosemont
- Valérie Schmaltz, MNA for Vimont
- Andrée Laforest, MNA for Chicoutimi
- Louis Lemieux, MNA for Saint-Jean
- André Albert Morin, MNA for Acadia
- Bernard Drainville, MNA for Lévis

CLAIRE LAVIGNE ESTATE

Claire Lavigne devoted herself selflessly to the care of June Hébert. After a positive initial experience with us, Ms. Lavigne continued to benefit from our services multiple times. Before her passing, she generously chose to allocate a portion of her estate to Baluchon, including both cash and real estate. This donation represents the largest individual gift in the history of Baluchon and its foundation. This year, we received \$39,880 from her bequest (out of approximately \$200,000). As you will see below, this contribution holds immense significance for us, far beyond its monetary value.

\$624,106
in
confirmed
revenues in
2023-2024

A total of \$624,106 in confirmed revenues in 2023-2024.

This represents an 85% increase over 2023. It's also important to note that many of the donations from private foundations are recurring over a three-year period. These donations enable us not only to offer more respite, but also to better plan our subsequent years, as demonstrated by the more than \$350,000 in donations already guaranteed for 2024.

In addition, we have been able to consolidate our relationships with several donors who have made long-term commitments to us, which is excellent news for the sustainability of our services. The new visibility gained through our recent efforts and awards has also enabled us to welcome new donors and trustees who, we hope, will also be able to support us over the long term and thus contribute to our growth.

Human Resources

BOARD MEMBERS AS ON MARCH 31, 2024



Ghislaine Larocque,
Acting President and
Vice-President
*Senior management
coach/retired*

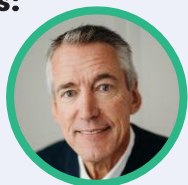


Marc Chartrand
Treasurer
*Part-time Chief Financial
Officer (CFO)*



Chantal Begon
Administrative
Assistant Secretary,
Ivanhoe Cambridge Inc.

Directors:



Pierre Donaldson
Partner, Diagram Ventures



Dominique Gargour
Media Director
*INNOCEAN | Professional
Management Coach*



François Gauvin, CPA,
*Partner and CFO, iNovia
Capital Inc.*



Véronique Joubert
*Managing Partner, Group
Insurance Consultant,
Unixia*



Erick Lamarche
Strategy Consultant



Isabelle Lamarre
*Global Head of Legal
Affairs, ELDS*



ADMINISTRATIVE TEAM

Sophie Morin,
Executive Director



Julien Le Guern,
Philanthropic Development and Outreach Advisor



Communications



BULLETIN L'ENTR'AIDE, GENERAL PUBLIC FUNDRAISING

We publish our newsletter, *l'Entr'aide*, twice a year—in the spring and fall. It is distributed to our members and donors, featuring the latest updates about our organization and valuable information for caregivers. Additionally, the newsletter includes a donation appeal with a coupon on the final page. It is also available online on our website.

In addition to these two newsletters, we also solicit our users after their first baluchonnage of the year.

CONFERENCES FOR CAREGIVERS

Our director, Sophie Morin, took part in various conferences throughout the year, both within companies and in support groups for caregivers.

This is the case, for example, with RBC and COGIR, who asked us to speak to a group of employees to raise awareness of the role of caregiver while still employed. It's an opportunity to present our services, of course, but also to take a quick tour of the resources available to them. Indeed, we realize that very few of them are aware of the services/supports available to them.

SOCIAL MEDIA

We utilize social media platforms (Facebook and LinkedIn) for both our organizations (Baluchon and its Foundation). Baluchon's social networks are used to disseminate information about caregivers and news from Baluchon, while the Foundation's social media is used mainly for calls for donations, thank-yous from our donors, etc.

For the Foundation:



LinkedIn:

Growth continues, with the number of subscribers increasing by 42% to 119% by 2023-2024. The two awards won by Baluchon and our director have also contributed to this growth.



Facebook:

45 new subscribers for a total of 581. This represents 60% more growth than over the same period in 2022-2023.

In terms of population distribution, the trend for the Foundation is the same as for Baluchon, and reflects the reality of caregivers: 75% women and 25% men.

83% are in Canada, 12% in France and 2% in Belgium, corresponding to where Baluchon and its model exist.

Final Year of our **2022-2025** Strategic Plan

Our Strategic Plan for 2022-2025 was designed to be the foundation for our expanded services. Crafted with great care in the wake of the pandemic, this plan has been instrumental in navigating us through a period of significant change. It's remarkable to realize that we are now in our final year and making substantial progress toward our goals. In this concluding year, we will focus on developing an investment policy aimed at maximizing the return on our assets.





2024 Outlook

STAYING ON THE CUTTING EDGE

Through her estate gift, Claire Lavigne has not only helped to provide more respite, she has also stimulated discussion about the development of other forms of giving. The Foundation has long been open to increasing opportunities for potential donors.

PURSuing OUR MAJOR DONOR STRATEGY

We are seeing significant results, so we are going to continue canvassing companies and private foundations. This strategy is closely linked to our ability to grow at a time when the aging population is beginning to be felt.

The Baluchon Foundation has helped propel Baluchon Long-term Respite Care to new heights that seemed unimaginable just a few years ago. We are determined to continue growing our donations while maintaining sound management to keep our administrative costs as low as possible. Thanks to your unwavering support, we have been able to make concrete, inspiring changes where they were most needed. As we look to the future, we are filled with renewed energy to continue to fulfill our mission and contribute to the well-being of caregivers across Quebec.



"I would like to sincerely thank the Baluchon Foundation for your support and commitment to the Alzheimer cause. The week's respite I received from your Foundation was very beneficial and I was able to resume my activities as a caregiver, rested and full of energy. I would also like to thank all the staff who took care of me so that I could have this respite.

- Marie Danielle Roberge Capitale Nationale

FONDATION
BALUCHON
Répit long terme à domicile

10138, rue Lajeunesse, bureau 200,
Montréal [Québec] H3L 2E2
Office phone: 514 762-2667

www.baluchonrepit.com

Baluchon Long-term Respite Care Foundation
Charitable registration no. 854 604 758 RR0001

