

# BUILDING THE FUTURE TOGETHER



Annual Report  
2024-2025

Tel·jeunes

Fondation  
Tel·jeunes



# A LIFE DEDICATED TO THE YOUTH

This year, Tel-jeunes would like to pay special tribute to its founder, Céline Muloin, who has earned a well-deserved retirement. A visionary devoted to youth well-being, Céline founded Tel-jeunes in 1991, followed by its Foundation in 2009, both offering attentive listening and essential support to Quebec's teens. Her leadership allowed her to build strong and lasting relationships with our donors, which are essential to fulfilling Tel-jeunes' mission. Under her leadership, our organization became a pioneer in innovation, constantly integrating new means of communication—from websites and live chat to texting—to reach the youth community more effectively. Her unwavering commitment will continue to inspire Tel-jeunes for years to come.

*Thank you, Céline,  
for everything you've  
accomplished!*

# A NEW CHAPTER FOR TEL-JEUNES

This past year marked a significant transition for Tel-jeunes, with the departure of founder Céline Muloin and the arrival of Annie Papageorgiou as Executive Director. Céline's tremendous achievements at the helm of Tel-jeunes and its Foundation deserve heartfelt recognition. Employees, supporters, donors, and board members alike join together to express their deep gratitude for the legacy she leaves behind. The mission she championed with such dedication will continue with the same passion and resolve. Annie Papageorgiou's arrival ensures continuity with that mission:



**Nathalie Généreux,**  
President of the Tel-jeunes Board



**Suzanne Gendron,**  
President of the Tel-jeunes  
Foundation Board

providing attentive support and a listening ear to Quebec teens. Her impressive track record reflects a deep commitment to youth and a wealth of experience. This thoughtfully managed transition reflects our continued dedication to serving young people.

Once again, this year highlighted teenagers' increasing needs and the vital role that Tel-jeunes plays in their lives. We are extremely concerned about the state of teen mental health in Quebec and are committed to continuing the work that began over 40 years ago. The Foundation remains a key pillar of this mission—having raised a record-breaking amount at this year's Lobster Lunch, a feat that will help enhance the services we provide. The well-being of youth remains at the heart of everything we do, and we aim to be there not only for them, but also for their parents.

With Annie Papageorgiou's vision and leadership, we are confident that Tel-jeunes will continue to grow in impact and relevance. Her alignment with our core values and her commitment to public well-being make her the ideal person to lead Tel-jeunes into the future.

We begin this new chapter with great enthusiasm. Annie, on behalf of both our boards of directors, we warmly welcome you to Tel-jeunes!



## CONTINUING TEL-JEUNES' MISSION TOGETHER

I am immensely proud to join Tel-jeunes. Becoming part of such a pivotal organization, which works tirelessly for the well-being of Quebec's youth, is both an honour and a privilege.

In these turbulent times, where adolescents face unprecedented challenges, Tel-jeunes' mission is more vital than ever. From my very first days, I've been inspired by our teams' dedication, our board members' ambition, and our community's unwavering commitment. This collective strength enables Tel-jeunes to continually adapt to new realities and remain a key reference for teens.

I am fully aware of the responsibility entrusted to me, and I will pour my heart and experience into this essential mission. No teen, parent, or adult who works with youth should feel alone in the face of life's challenges.

Providing comfort, support, and hope to a teenager is an immeasurable privilege. Together—with the contribution of each and every one of us—we will continue empowering Quebec's youth to grow and thrive with confidence.

**Annie Papageorgiou,**  
Executive Director, Tel-jeunes

# TABLE OF CONTENTS

An Essential Presence, A Real Impact	06
Tel-jeunes in action	09
A Listening Ear That Makes a Difference	13
A Record-Breaking Year of Generosity for Youth	19
Continuing to Invest in the Future	22
Daily Commitment	28

# AN ESSENTIAL PRESENCE, A REAL IMPACT

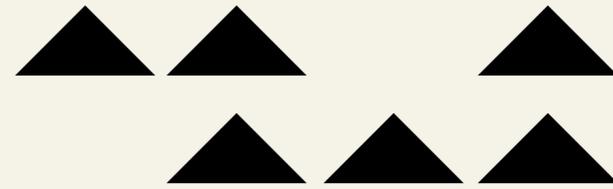
## Tel-jeunes: At the Heart of a Community Committed to Youth

Tel-jeunes' impact extends far beyond teenagers—it also supports their parents and the school staff who accompany them daily. This ever-expanding reach is a testament to the relevance and importance of our mission.



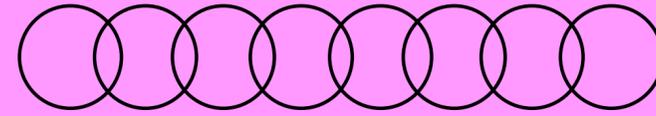
# 40K

interventions  
with youth



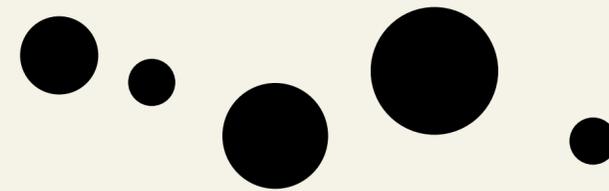
# +8K

peer-to-peer  
exchanges  
(services by and for youth)



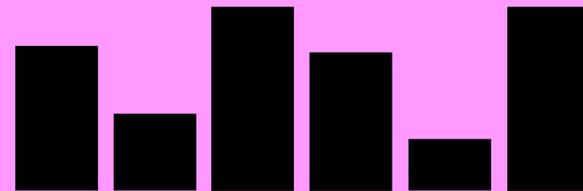
# +<sup>-</sup>15K

students reached  
in 623 classroom  
workshops



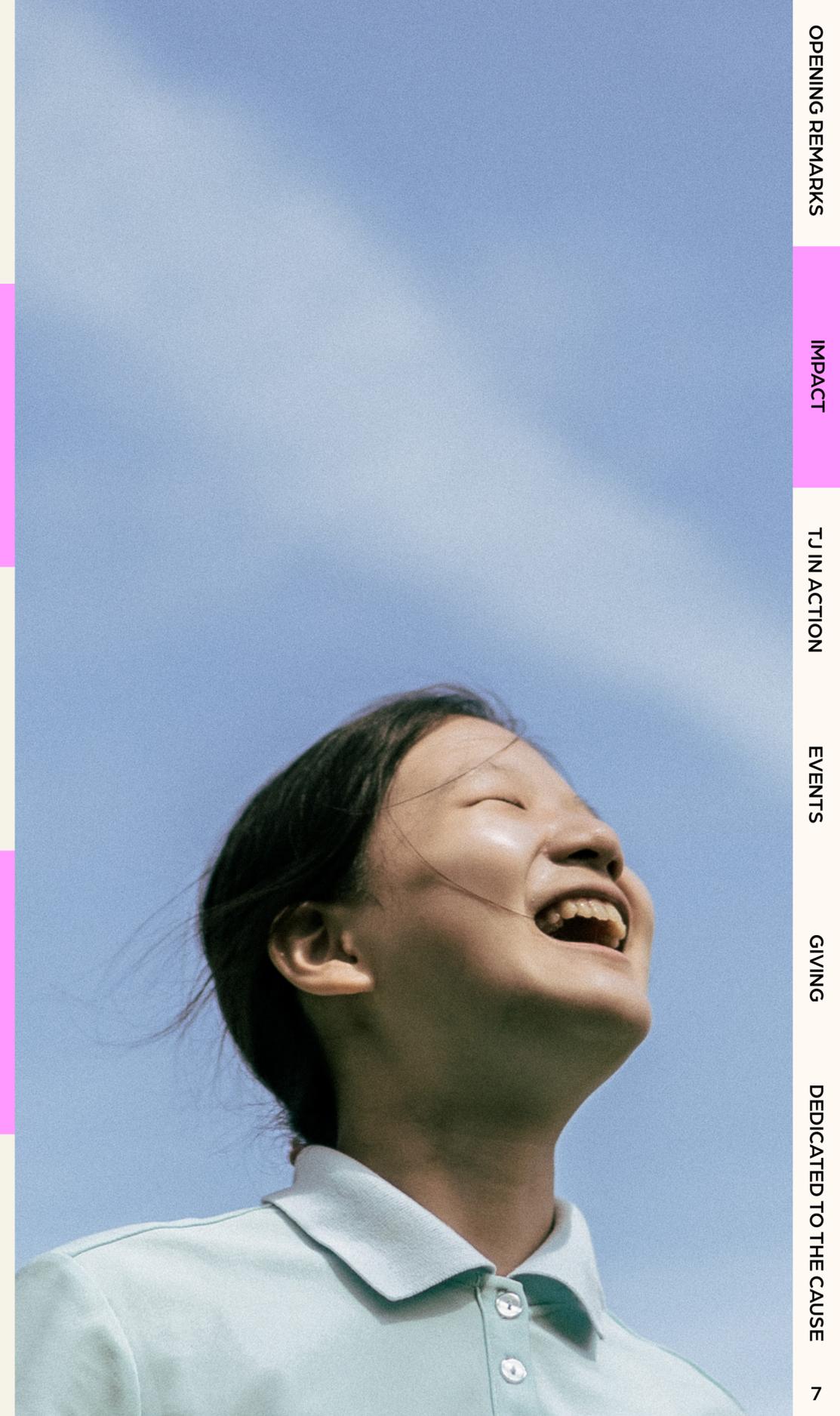
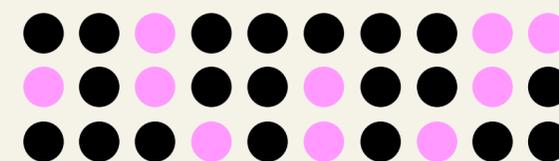
# +3K

educational tools  
downloaded by  
school staff



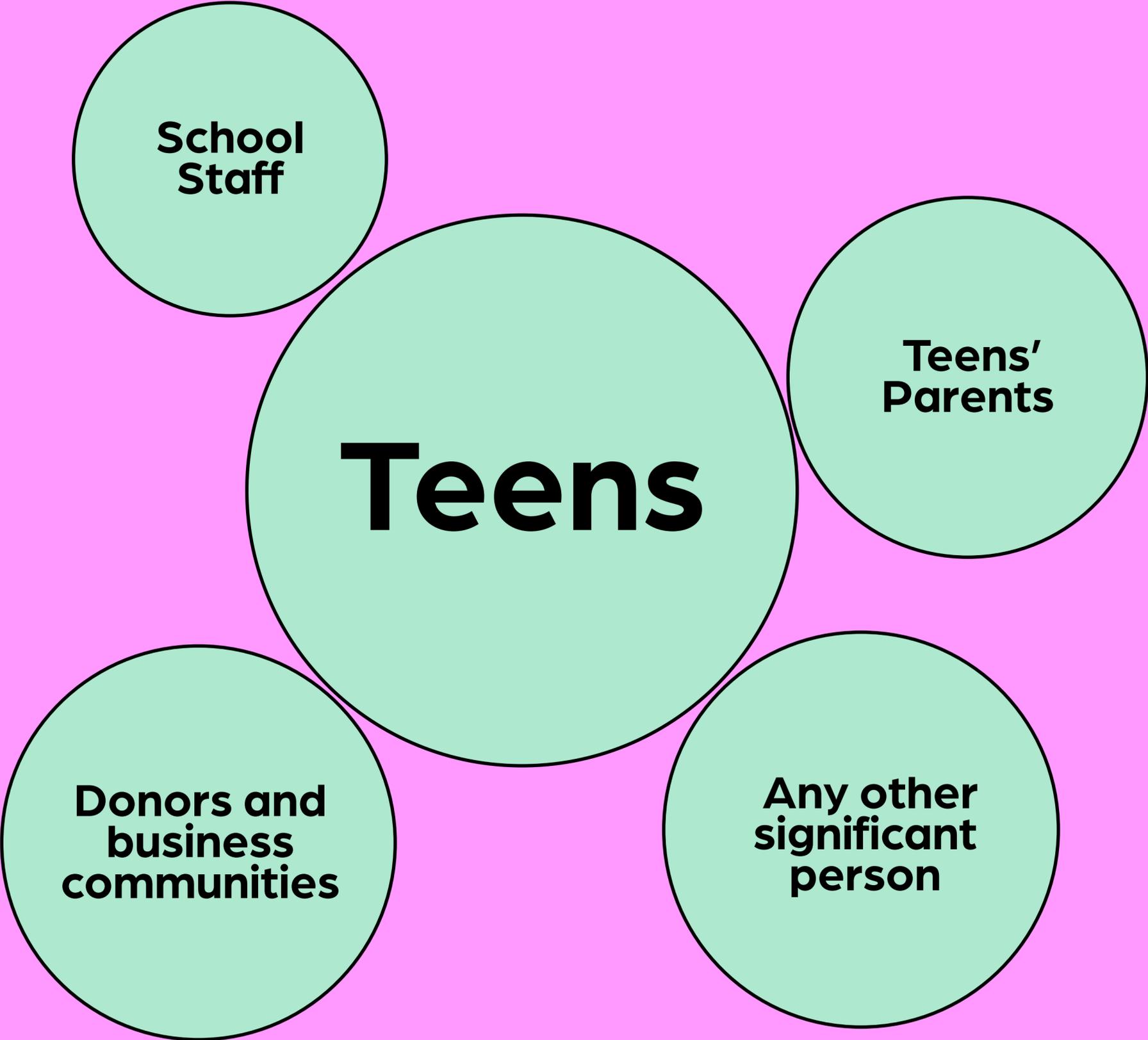
# +<sup>-</sup>8K

interventions  
with parents



The future of Quebec's youth is a shared responsibility. That's why Tel-jeunes works closely with an entire ecosystem of key players.

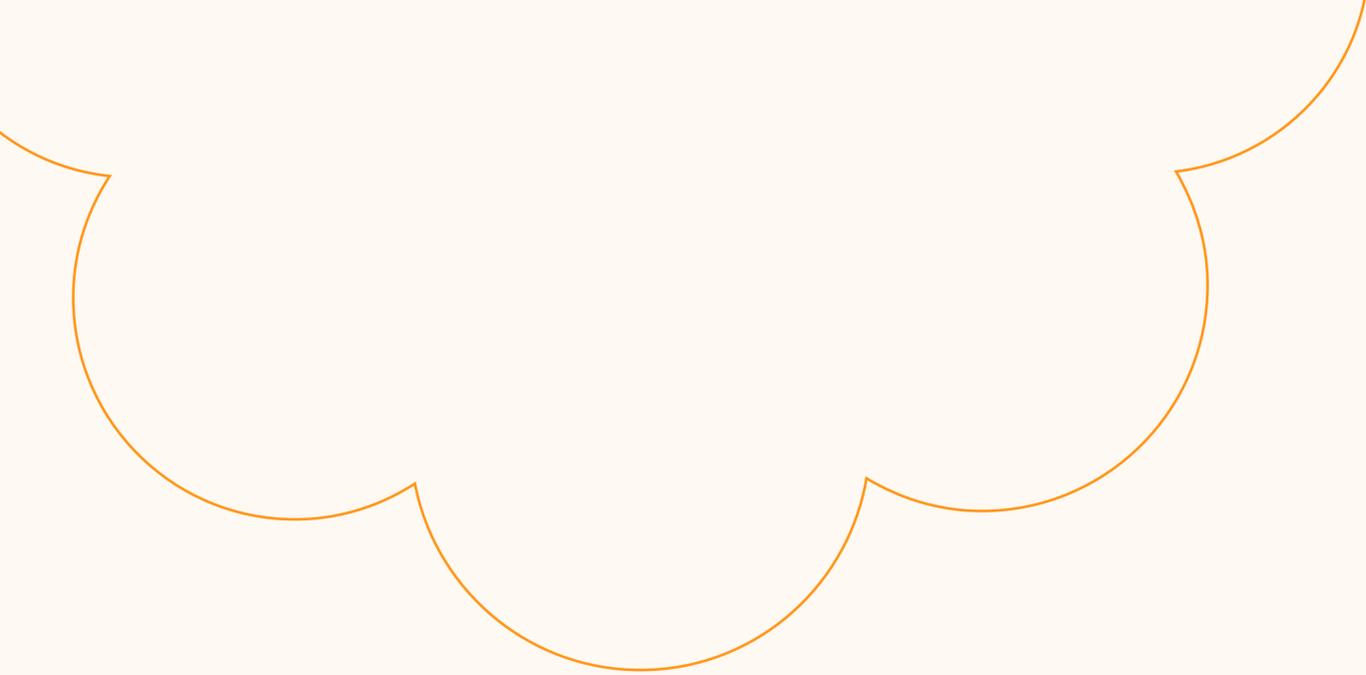
Together, we create a strong and caring safety net for young people across the province.



# TEL-JEUNES IN ACTION

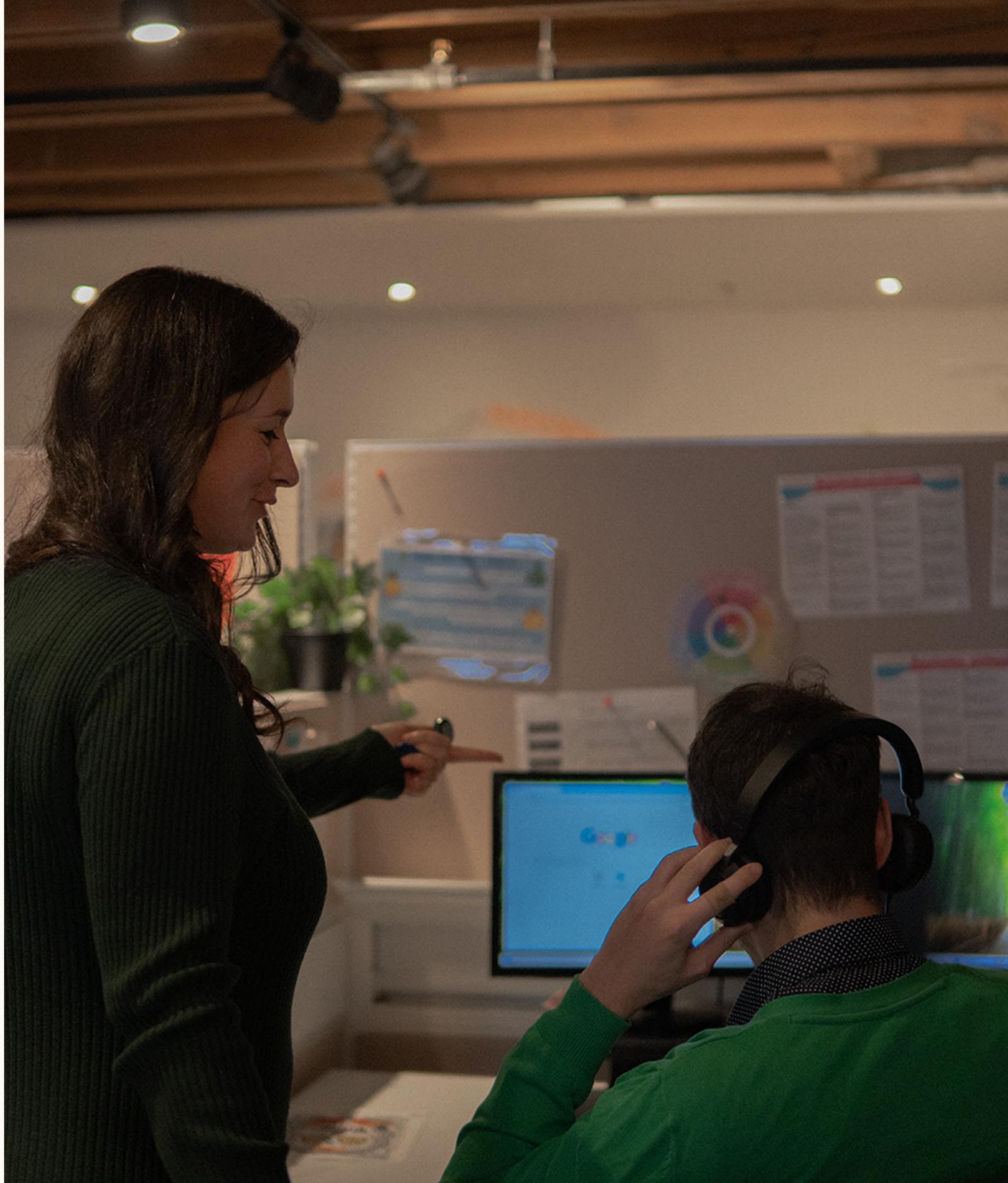
At Tel-jeunes, we do everything we can to listen to and support Quebec's teens, while working to remove the barriers that may prevent them from seeking help when they need it most. Here are some of the initiatives we led this year to fulfill our mission.





# Frontline Support More Vital Than Ever

Faced with growing distress among teens and their parents, Tel-jeunes' role as a frontline resource has never been more critical. Our intervention team sees it every day: **Quebec's youth is going through a difficult time, and the need for mental health support is overwhelming.**



## Youth Is Increasingly Vulnerable

- **Mental health remains a top concern.**

More than 40% of our youth interventions now relate to mental health issues, revealing the very real suffering young people are experiencing.

- **The interventions are becoming heavier.**

Our team is dealing with increasingly complex cases, including a marked rise in suicidal thoughts. This alarming trend has doubled over the past five years and demands heightened attention and specialized resources.

“

*Young people are still struggling to access in-person support or find follow-up services tailored to their needs. Outside of school, wait times are long, and within school settings, teens often feel that professionals are already overwhelmed. Opening up to their parents or school staff is a huge hurdle—especially when it comes to sensitive topics like sexuality, self-harm, or suicidal thoughts. At Tel-jeunes, this growing distress is clearly reflected in the rising number of emergency alerts issued by our intervention team.*

**Eric Pelletier · Intervention Team Lead, Tel-jeunes**



## Parents of Teens at a Loss

Teen distress directly impacts their families—especially parents, who are often the first to witness and shoulder it.

- **Crisis interventions are increasing.**

Calls from parents in crisis have surged, highlighting how difficult it is for them to handle the complex situations their teens are going through. Many feel powerless, overwhelmed by the communication gap with their child and the lack of accessible resources.

- **Exhaustion and fear are common.**

Burnout, fear for their teen’s future, and not knowing where to turn—these are the realities for many parents. Academic struggle, concerning behaviour, and family conflict all feed their anxiety and sense of isolation.

“

*After 23 years of working with parents at Tel-jeunes, I’ve seen firsthand how much their challenges have changed—just like the issues facing their teens. Parents want the best for their kids and put enormous pressure on themselves to help. As a result, many who reach out to us are completely burnt out and struggling with a deep sense of helplessness.*

**Geneviève Henry · Intervention Specialist, Tel-jeunes**





In response to these pressing needs, **the work of our 30 intervention specialists, available 7 days a week, is more essential than ever.** They provide personalized support and a compassionate ear to both youth and parents across Quebec.

# A LISTENING EAR THAT MAKES A DIFFERENCE

«[...] Every time I write to you because I'm lost, confused, and don't know what to do in a situation, you help me—and by the end, everything's clear in my head. You manage to calm me down and ease my fears, no matter the problem. Sincerely, thank you.»

Girl · 15

«I'm suicidal, I ran away, and my parents are one of my biggest concerns. My Tel-jeunes counsellor helped me understand what I was going through, helped me realize things, believed me, gave me solutions—and did all that without judging me. She helped me move forward. Thank you, Tel-jeunes.»

Girl · 11

I contacted Tel-jeunes because my friend wasn't doing well and kept saying he wanted to end it all. Talking about it helped take a huge weight off my shoulders. At first, I felt guilty for sharing my friend's secret—worried he'd lose trust in me. But afterward, I was glad I spoke up because I got advice on how to support him better. Anyway, thank you, Tel-jeunes, for helping me get through this.

Boy · 13

«I reached out to a counsellor because I couldn't control my anger anymore, and she gave me tools to help me manage and calm down. I felt heard and supported. It was my first time using the site and I wasn't disappointed. It's totally anonymous, and I really liked that—I could say anything without being afraid it would get out. Thanks :)»

Boy · 14

I self-harmed for the first time. But here's the thing: I'm going on a trip down south, which means swimsuits and shorts! I needed a way to tell my parents before they found out on their own. Thanks to the counsellor who listened to me, I got real solutions and now I know what I can do to get better. Thank you so much—it really helps people who need someone to talk to!

Girl · 14

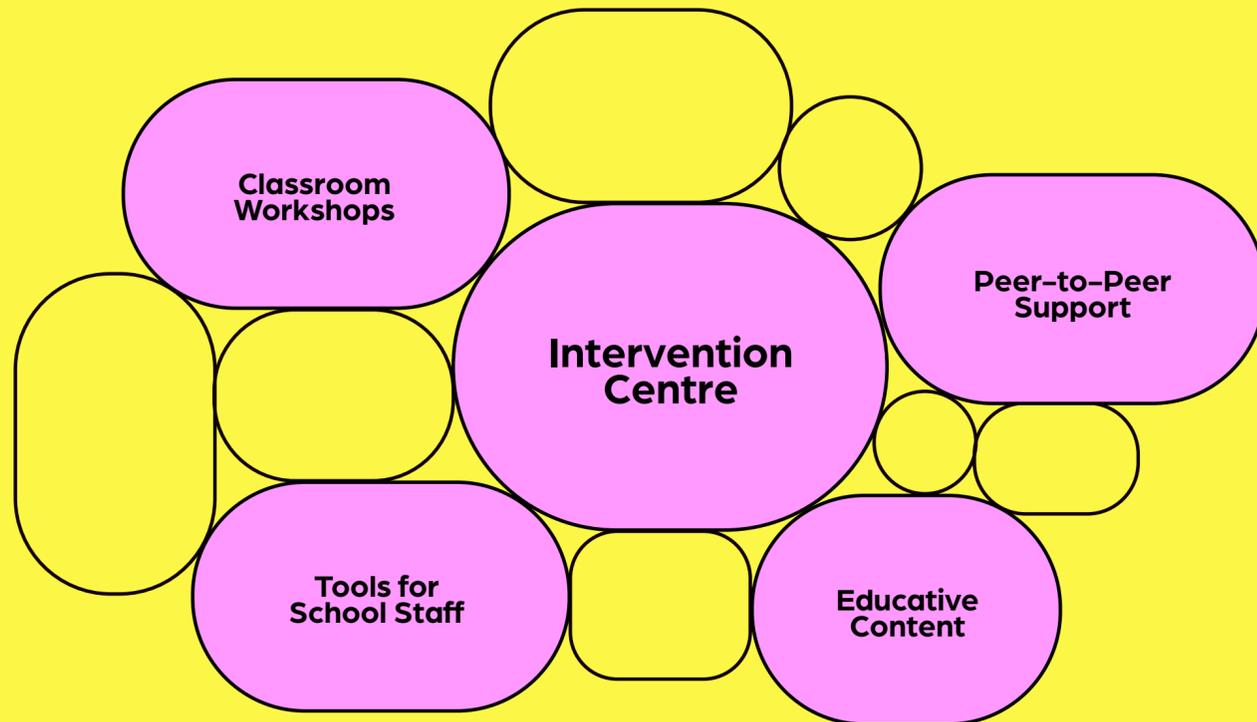
## Supporting Teens in New Ways

While our professional intervention centre remains at the heart of what we do, we continuously adapt to teens' evolving needs through platforms like Tj Live Chat and the Tj Forum, two services that reflect our peer-to-peer support approach.

As pioneers in digital support—**80% of our interventions now happen in writing**—we also offer a wide range of resources on our website: articles, testimonials, videos, podcasts... These are invaluable tools, designed to inform, equip, and guide youth through everyday life.

Our outreach team also visits high schools across Quebec to lead in-class workshops, and we develop targeted tools to support school staff.

Tel-jeunes is an entire ecosystem of support—accessible, welcoming, and designed for all teens in Quebec.



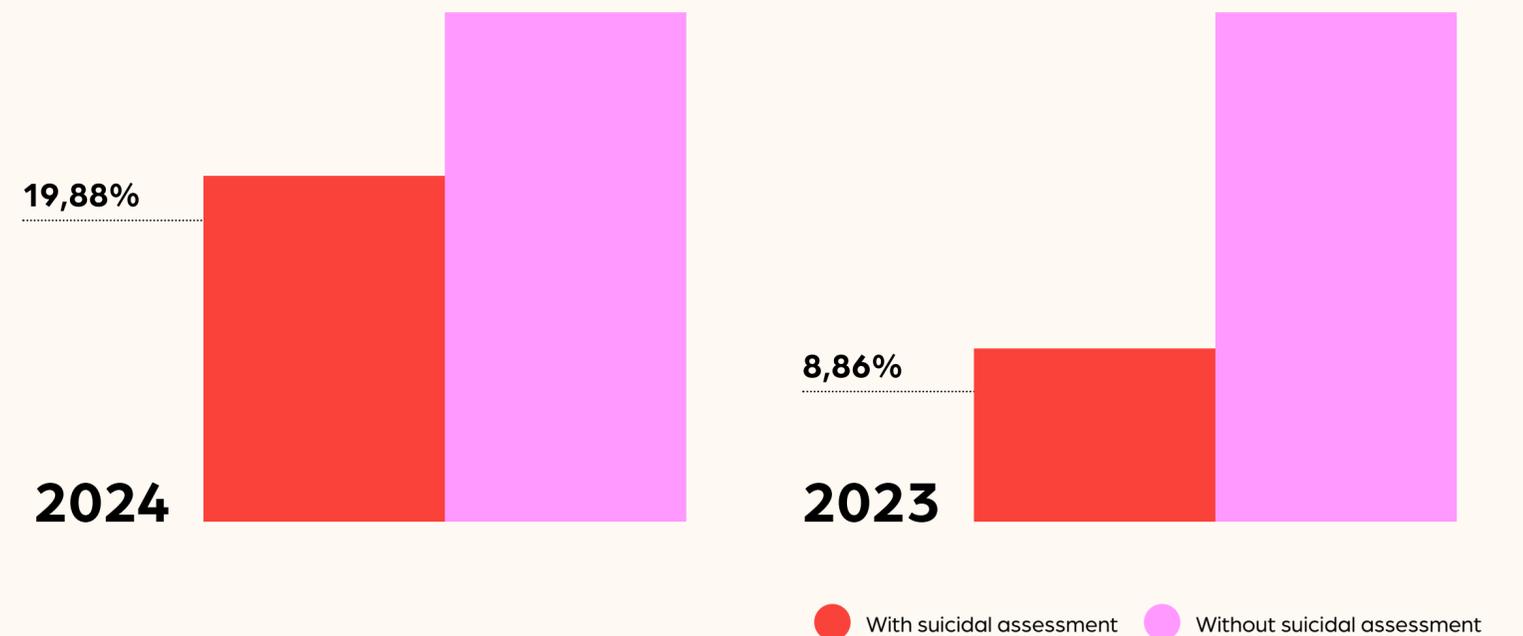
## Being There When It Matters

Some moments are harder than others for teens and their families. That's why Tel-jeunes ensures greater presence during key times of need.

The 2024 holiday season was especially difficult for teens: **1 in 5 interventions involved suicide assessment, a 19.88% suicide risk rate over two weeks, compared to 8.86% in 2023.** Faced with this alarming increase, our team provided consistent support, 7 days a week, offering attentive listening and appropriate guidance to youth in distress.

The fall 2024 teachers' strike also had a significant psychological impact, creating stress and uncertainty for teens. In response—at the request of Quebec's Ministry of Education—we increased our presence among youth and created specific tools and resources for school staff.

### Suicidal Assessments During Interventions



## Embedding Ourselves in Teens' Daily Lives

Once again this year, our outreach team travelled across Quebec to offer in-class workshops—right where teens are. Through questions about mental health, relationships, and sexuality, teens share their realities, their concerns, and their needs—and we respond openly and without judgment.

These workshops allow us to meet youth who might not otherwise reach out. By seeing us in their environment, they learn who we are, what we offer, and how we approach things—with warmth and without judgment.

It's a chance to build trust, encourage help-seeking behaviour, and offer a real space for expression. Workshops also strengthen our relationships with school staff, helping us work together for teens' well-being.

**15,210**

high school students reached

**623**

in-class workshops

**8343**

questions asked and answered

**343 455**

reactions (shares, comments) on ambassadors' social media content

## Inspiring to Better Support

Teens need to feel seen, validated, and—most importantly—know they're not alone in facing the challenges of adolescence. That's why, in 2022, we launched the Tel-jeunes' Ambassador Program.

In its second year, the program featured six inspiring figures: Claudie Mercier, Zoé Duval, Taillaire Laguerre, Vanessa Duchel, Justine Dufour-Lapointe, and Marc-Antoine Delage. Through their social media platforms, they shared personal experiences, opened up about tough topics, and reminded young people that help is available—and that Tel-jeunes is here for them.

Other well-known figures among teens also participated in our podcast, Dans la bulle, opening up about topics like sexual orientation, substance use, grief, and neurodiversity. Through twelve episodes, twelve personal stories gave teens a space to relate, reflect, and—perhaps most importantly—reach out if they need help.



## Creating Connection, Building Trust

In October 2024, we launched the very first Tj Tour, during which two of our outreach staff travelled across Quebec in a brightly coloured camper van, stopping in 20 cities and covering nearly 5,000 km.

The Tj Tour was about meeting over 600 teens in a festive, welcoming atmosphere. It offered a unique

opportunity to break isolation, build trust, and remind youth that Tel-jeunes is there to listen—without judgment, 7 days a week. By going directly to them—especially in regions where support services are scarce or harder to access—the Tj Tour showed that Tel-jeunes is truly within reach, no matter where you are in Quebec.

**This success was made possible thanks to the incredible collaboration of over 30 youth centres (Maisons des jeunes), which opened their doors and warmly welcomed us and the teens in their communities. A huge thank you to:**

MDJ L'Énergiteck MDJ Lebel-sur-Quévillon Pumptrack Chibougamau

MDJ D'Alma MDJ Évasion MDJ La Relève MDJ L'Éclipse

MDJ de Matane MDJ Pointe-au-Père MDJ Le Dôme MDJ Thetford Mines

Patro de Charlesbourg MDJ Le Chakado MDJ Drummondville-Sud

MDJ Le Spot TAZ MDJ Val-Martin MDJ L'Hôte Maison MDJ L'Avenue

Several of our ambassadors, including Claudie Mercier, joined us along the way, creating special moments with the youth we met!



# The Tj Tour in numbers

<sup>+</sup> **600** youth met in person.

**50%** of them discovered our services for the first time.

<sup>+</sup> **150** youth centre counsellors mobilized.

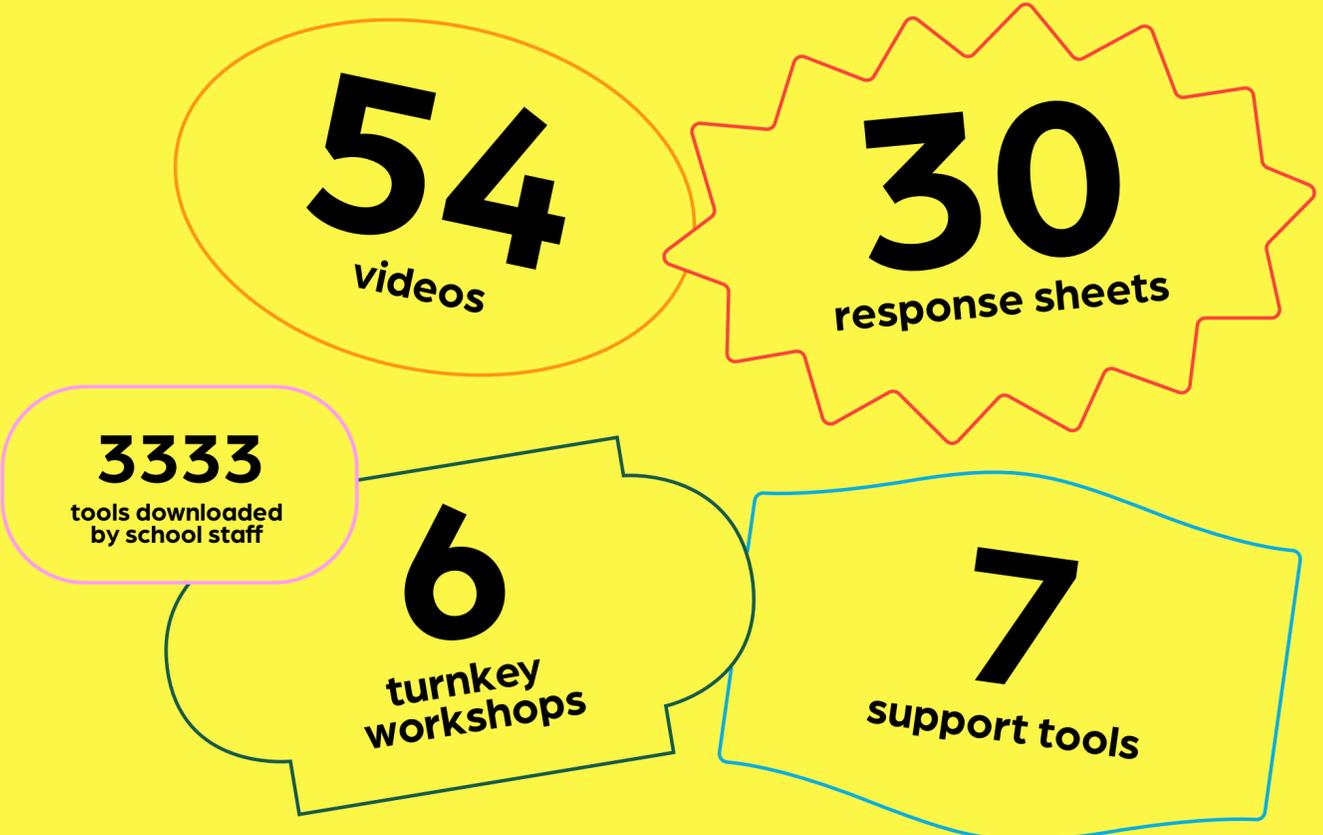
**5** ambassadors on site to spend time with the youth.

**18** cities traveled across Quebec.

**Thousands** of young people engaged through the initiative on social media.

# Equipping School Staff: Our Essential Link

In the fall of 2024, we launched an enhanced version of the Tj Toolkit, in partnership with Quebec’s Ministry of Education (MEQ). This online space brings together a range of educational tools created by our team, all grounded in the real-life issues faced by youth and school professionals.



The Tj Toolkit features testimonials, educational videos, and much more—resources that can be used in classroom settings or during more informal conversations with students.

# Raising Awareness, Mobilizing Support, and Informing on Youth Realities

To ensure that youth remains a priority in Quebec, we’ve made it a point to share data collected through our support services, helping to educate the public about pressing mental health issues affecting teens: school-related anxiety, a spike in suicide assessments, rising bullying, and more.

In this spirit, we published our 2024 overview, which paints a clear picture of the realities that young people are facing. Throughout the year, we also spoke out across various media platforms to raise awareness, alert the public, and encourage collective action.



# A RECORD- BREAKING YEAR OF GENEROSITY FOR YOUTH

The Tel-jeunes Foundation had an exceptional year in terms of mobilization and generosity, enabling it to make **a historic donation of \$2 million net to Tel-jeunes** to support its essential mission for young people in Quebec.



## The Lobster Lunch: A Historic Success

The 38th edition of the Lobster Lunch shattered all previous records, raising an incredible **\$1.2 million net**.

Co-chaired by André Lavoie (President and CEO of BMR) and David Petrie (President and CEO of CDPQ), this flagship fundraising luncheon—the largest of its kind in Quebec—brought together 3,500 attendees and benefited from the support of over 80 volunteers, including teams from BMR and Germain Hotels. A 40-person honorary committee, including 22 members from METRO (the presenting sponsor and a long-time partner), also lent its support.

**A fixture of Quebec’s business community for nearly 40 years, the Lobster Lunch brought together over 500 companies from every sector—testament to the collective commitment to Quebec’s youth.**

**\$1,2M net**

“

*My partner and I volunteered at the Lobster Lunch for the third time. It’s an incredibly rewarding experience that’s allowed us to deepen our community involvement. The event is impressive and motivates us to give our all to make it a success. The feeling of accomplishment shared with the whole team is heartwarming—it proves how important it is to get involved in such a meaningful cause.*

**Édith Vézina and Stéphane Furoy, Tel-jeunes Volunteers**



OPENING REMARKS

IMPACT

TJ IN ACTION

EVENTS

GIVING

DEDICATED TO THE CAUSE

## Exquisite Evening: Fine Dining and Solidarity

The Exquisite Evening, presented by METRO, unites Quebec and Montreal's business communities around one shared goal: supporting the well-being of teens.

Under the honorary co-chairmanship of Martin Lizotte (President and CEO of CDPQ) and Julien Genevée (Managing Partner at Deloitte), and supported by a 16-member honorary committee, **the event's second edition raised \$275,000 net.**

**More than 500 guests enjoyed a gourmet menu** crafted by Chef Fabrizio Boca, member of the prestigious Club des Chefs des Chefs and sous-chef to the President of Italy. A one-of-a-kind culinary experience in support of a vital cause!



## Beneva Marathon: Outstanding Team Spirit

The Tel-jeunes Foundation saw amazing turnout from employees and their loved ones during the Beneva Montreal Marathon. **Close to 100 runners proudly wore the Tel-jeunes colours, raising over \$13,000 net.**



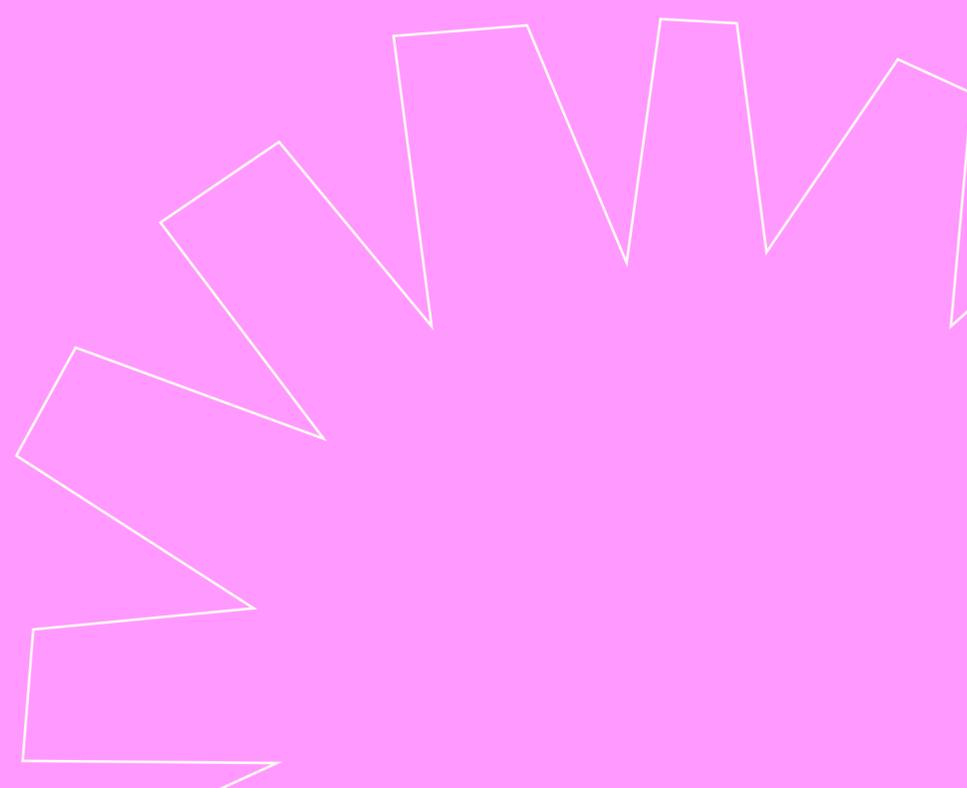
“

*Running a marathon was a personal challenge—but doing it for Tel-jeunes gave it deeper meaning. Knowing that every stride helps youth through tough times gave me the strength to keep going.*

**Philippe · former Tel-jeunes user who raised \$1,280 net during the Beneva Marathon**

# CONTINUING TO INVEST IN THE FUTURE

Whether it's an individual donation, corporate commitment, foundation grant, or business initiative, there are many meaningful ways to support Quebec's youth—and each contribution makes a difference.



# Giving, in All Its Forms!

A heartfelt thank you to everyone whose generosity helps improve the lives of teens every single day!

“

## THIRD-PARTY INITIATIVES

*As Director of the École de danse Josette Picard, I chose to mobilize my community to support the Tel-jeunes Foundation. We share common values; art, and dance in particular, are essential to the development of young people, but complementary support like Tel-jeunes is crucial.*

**Josette Picard**  
Director, École de danse Josette Picard

“

## INDIVIDUAL DONATIONS

*Tel-jeunes has been a part of my life since I was a child. I had the chance to grow up in a resource-rich environment and I recognize the importance of support for young people. That's why I naturally support Tel-jeunes, especially through a monthly donation. This allows me to contribute more while staying informed about the news of this essential resource in Quebec.*

**Catherine Chartrand-Crépeau**  
monthly donor since 2023

“

## BUSINESS INITIATIVES

*At Simons, supporting the community is an important value and the mental health of young people is a cause that is particularly close to our hearts. Our collaboration with Tel-jeunes allows us to contribute to providing young people with access to essential resources when they need them. Together, let's support Tel-jeunes to make a difference in the lives of young people.*

**The Simons Team**

“

## CORPORATE DONATIONS

*Laurentian Bank is proud to support Tel-jeunes and its essential action with young people and their families. The support offered is essential for our society, and your continued support changes lives. Thank you for them.*

**Éric Provost**  
President and CEO, Laurentian Bank

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## PRIVATE FOUNDATION DONATIONS

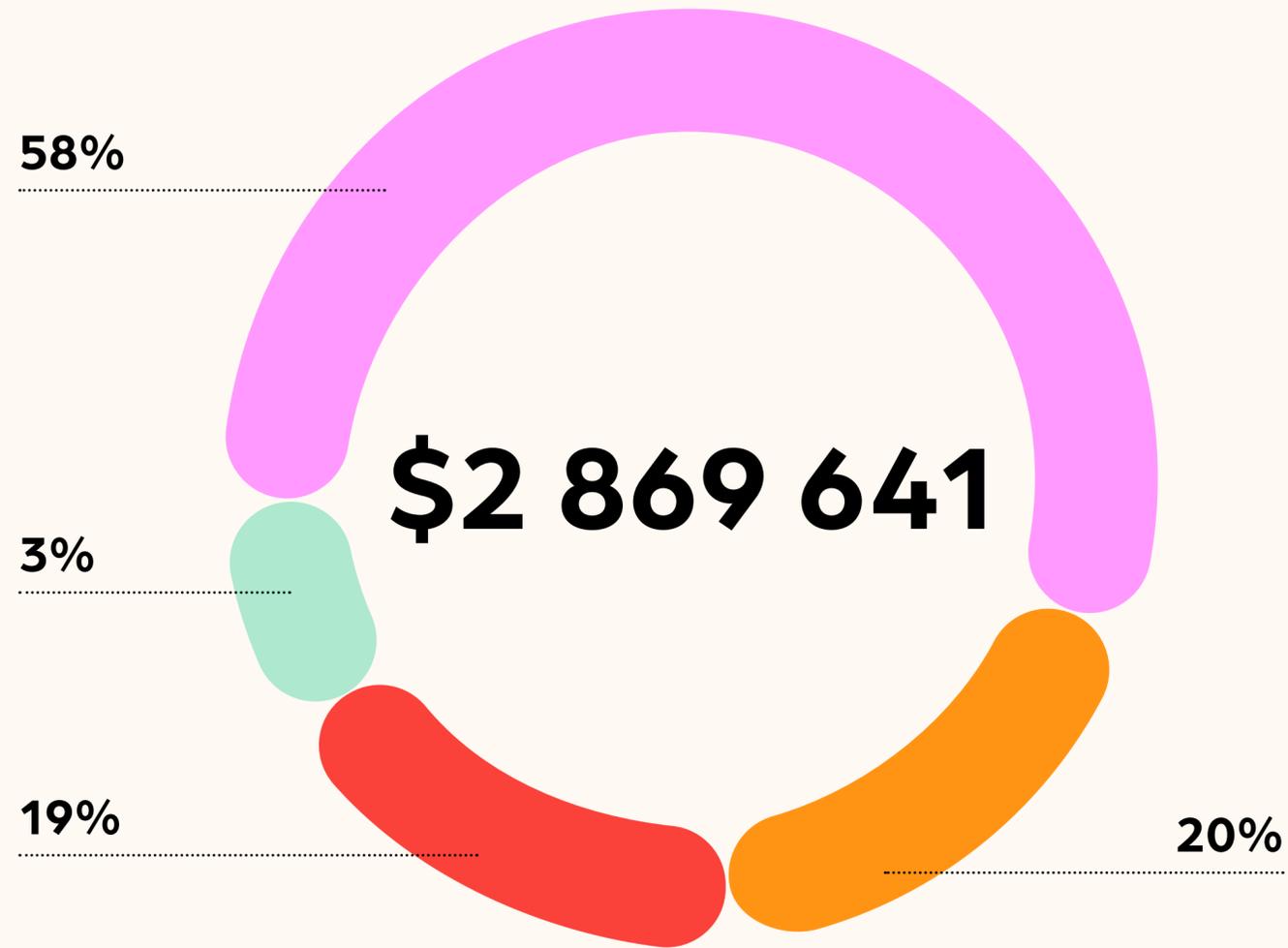
*In a context where misinformation and isolation of young people are increasing, Tel-jeunes' services are more essential than ever. They contribute to the well-being of our young people by offering them a reliable source of information. We are proud to support their mission!*

**Fanny-Laure Malo**  
Vice-President, René Malo Foundation

# OUR FINANCIAL STATEMENTS

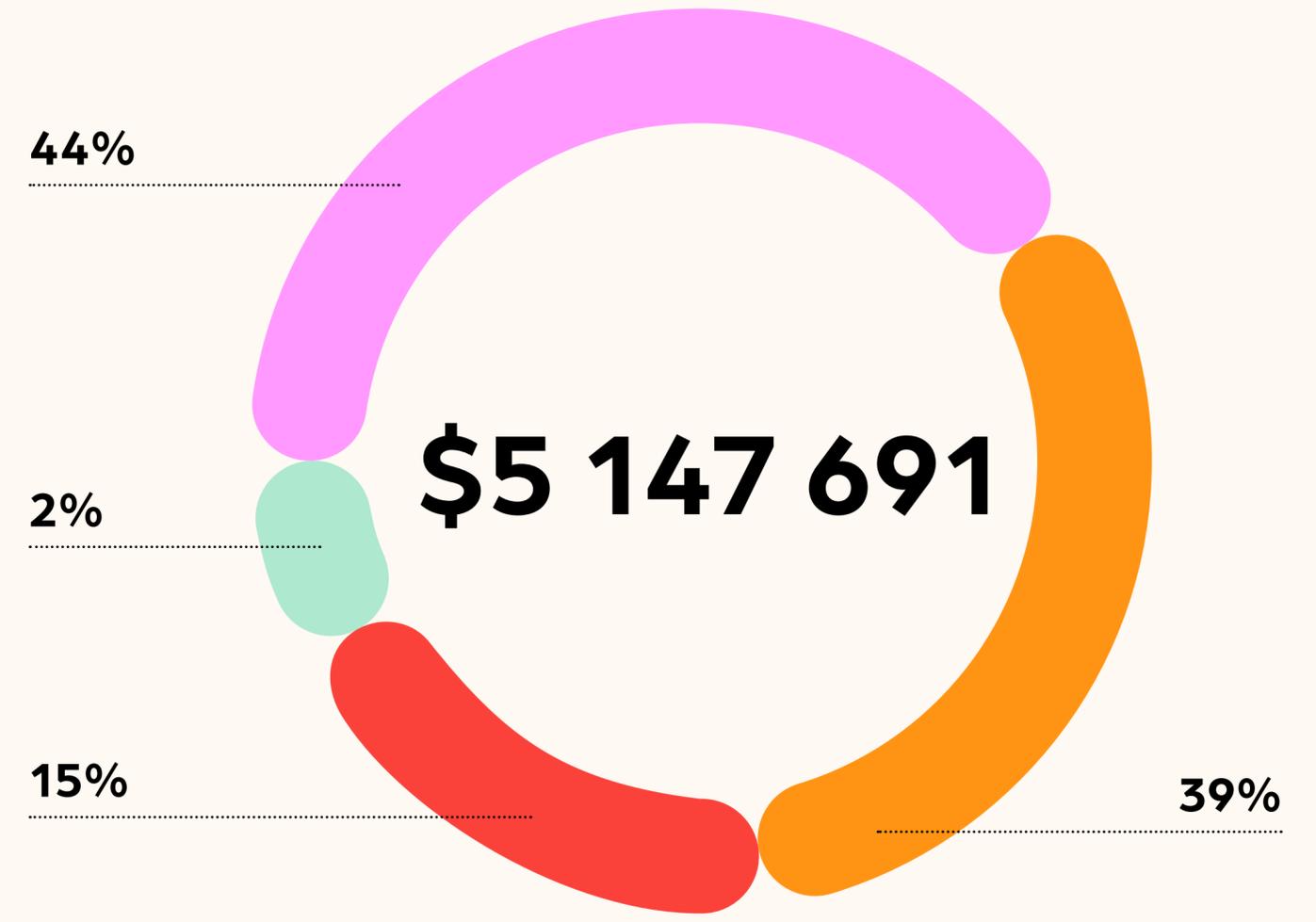
Every donation and investment directly contributes to our mission. The financial statements that follow highlight how your generosity is put to use—and the tangible impact it creates.

## Source of revenue for the Tel-jeunes Foundation



- Tel-jeunes Foundation Events
- Donations (individual, businesses, other foundations)
- Investment Incomes
- Third-parties Events

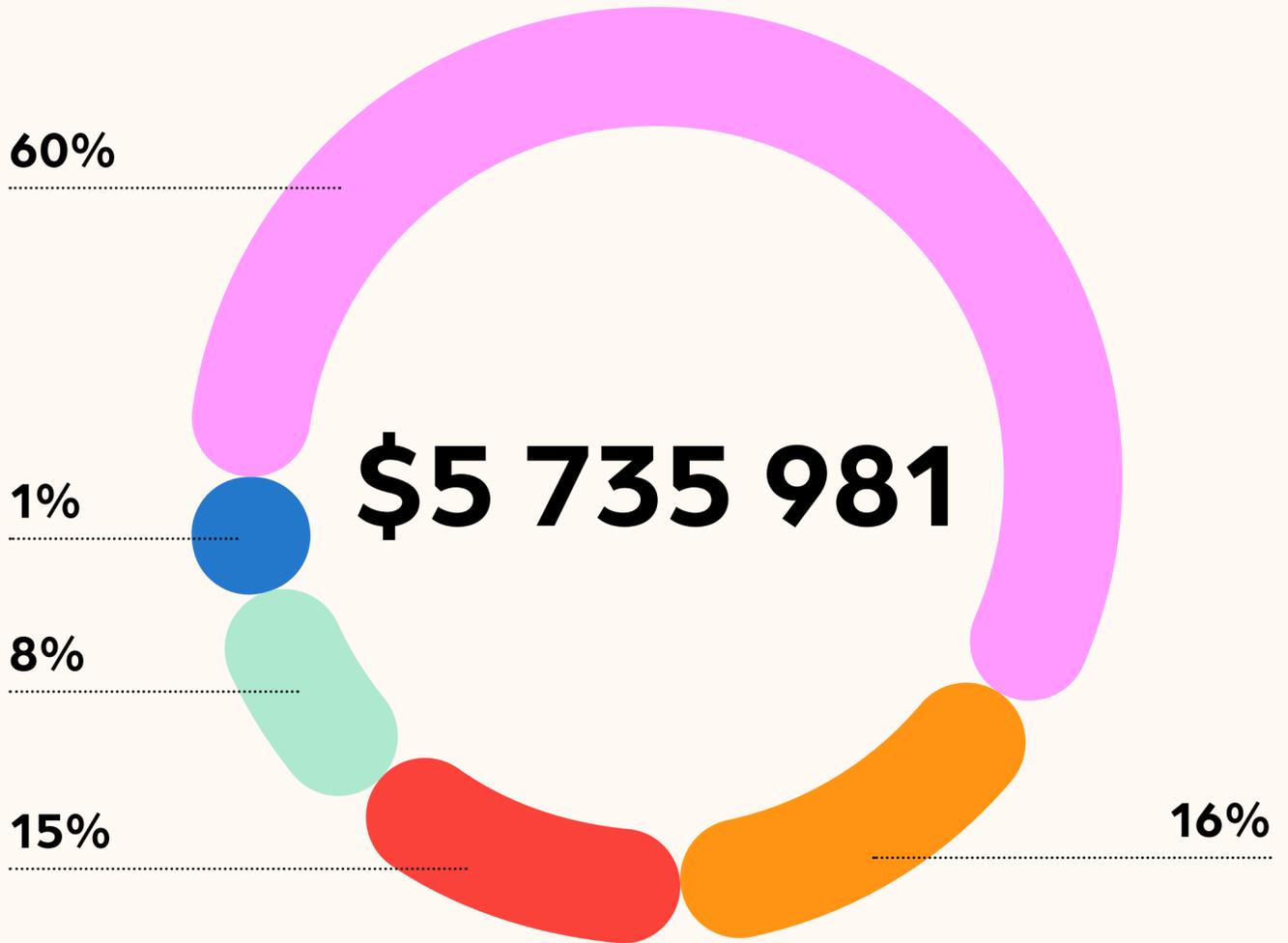
## Source of revenue for Tel-jeunes



- PSOC<sup>1</sup> Grant (Qubec Health)
- Tel-jeunes Foundation Donations
- Ministry of Education Grant
- Other revenues

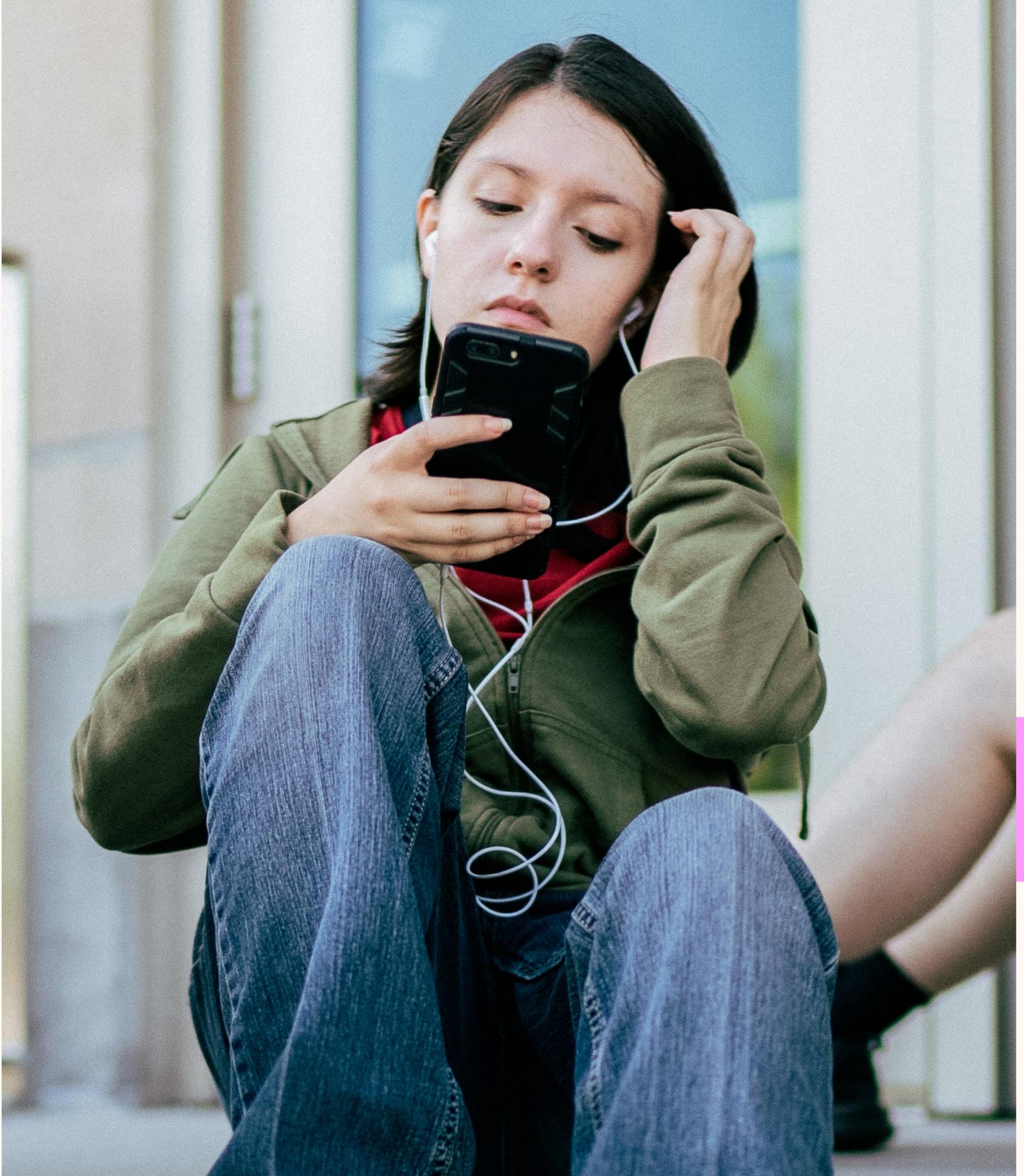
<sup>1</sup>Support Program for Community Organizations

# Operating Expenses



- Direct Expenses related to Tel-jeunes' mission
- Running Expenses
- Awareness-raising
- Technological-Digital-Organizational Development
- Depreciation

**Note:** For the year ending March 31, 2025 Tel-jeunes used \$573,340 of unrestricted net assets as at March 31, 2024.





# DAILY COMMITMENT

## Working at Tel-jeunes: A Matter of Heart

Beyond their professional dedication, Tel-jeunes employees are united by a shared commitment to improving the lives of Quebec's youth. We want to take a moment to thank them sincerely. Their commitment, both personal and professional, is invaluable and deeply inspiring.

Whether volunteering at major fundraising events like the Beneva Marathon or the Lobster Lunch, or supporting the mission in their everyday work, their solidarity is a powerful force that drives the entire organization.



# Standing with Tel-jeunes, Standing with Youth

A huge thank you to our board members for their commitment to youth!

## BOARD OF DIRECTORS – TEL-JEUNES FOUNDATION

Suzanne Gendron, President  
Geneviève Bouthillier, Secretary  
Joanie Maheux, Treasurer  
Serge Boulanger  
Catherine Desgagnés-Belzil  
Nicolas Jacques-Bouchard  
Lyne Jetté  
Élaine Morissette  
Éric Provost  
Benoit Simard

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Étienne Beaudry  
Linda Bergeron  
Sylvie Charrette  
Denis Roussel



Building the futur  
together.



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To view financial reports, [click here.](#)

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