

Impact Report

2022-2023



tel·jeunes



Fondation
tel·jeunes

Our Driving Force:

a clear mission, vision, and strong values

Since its founding in 1991, Tel-jeunes has made it its mission to guide Quebec's youth through their every day discoveries, first experiences, questions, and difficulties. Our focus is to provide them with an environment that is adapted to their needs, as adolescents who feel heard, valued, and reassured will be confident in their ability to handle the future.

Our vision: to be recognized as a trusted ally for all Quebec's youth.

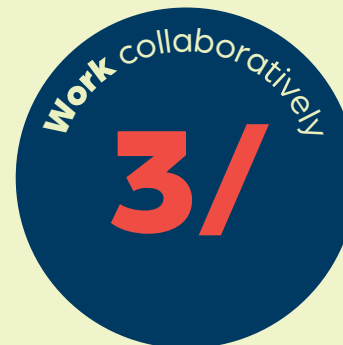
To successfully carry out this mandate, our teams rely on core values that have been at the heart of how we work, our strategic guidelines, and all our decisions and actions, for over 30 years!



Demonstrate openness and empathy.

Listen.

Ensure we are always monitoring change
Continue to adapt our services to meet the needs of young people
Demonstrate openness to change



Demonstrate ethics and professionalism

Develop expertise

Make progress in all our activities



Create cohesion

Share knowledge

Create stronger alliances with partners





Our Dream:
*making Quebec the best society
to be an adolescent!*

Tel-jeunes: an evolution inspired by youth and collective commitment.



Céline Muloin

Céline Muloin

President and CEO

For several decades now, I have watched the tide change at the the wonderful organization that is Tel-jeunes. Each time I am amazed by our ability to evolve and innovate without repeating ourselves, and this is exactly what happened this year: numerous previously unexplored areas of development appeared before us.

At Tel-jeunes, innovation is at the heart of our teams' everyday activities; it is also part of our continuous transformation and the improvements made through dialogue with our target audience. As such, to become an expert in adolescence, Tel-jeunes decided to form a committee of experts made up of youth! Why not go right to the source? Young people are our best guides, and they guide us to reflect on our actions based on their real impact, where we really make a difference.

For the adults who read us, you who were also youths, know that Tel-jeunes is a large team of passionate people committed to evolving and advancing its mission of being an ally to youth from ages 12 to 17 every day. To our team, thank you from the bottom of my heart!

I would also like to thank the Government of Quebec, our loyal donors, partners of the Tel-jeunes Foundation, and our dedicated administrators. They are the ones who carry us and contribute to us achieving our dream: to make Quebec the best place to be an adolescent.

An Equally Important Impact *year after year.*

In 2022-2023, Tel-jeunes showed up for adolescents in different ways and at different times, considerably increasing its impact with young people.

Always with the ultimate objective of being there for ALL Quebec's youth, once again this year Tel-jeunes has ensured that they have provided responses to the questions asked, with accurate information adapted to their developmental level, through engaging and informative content.

However, Tel-jeunes also engages with those close to young people: parents, educators, and other adults with significant roles in young peoples' lives; who are all offered concrete tools to guide the young people they interact with every day. This allows the youth to feel heard, understood, and validated; and that's not nothing!

Finally, to that end, Tel-jeunes provides young people the opportunity to speak to other trained young people, or a professional counsellor. Regardless of the method, Tel-jeunes serves as a safety net for all Quebec youth.

In 2022-2023, our team of multidisciplinary experts went even further with innovation, by offering a helping environment for young people. Check it out for yourself!

1,200,000
questions
answered with
our content



300,000
interactions
with those in the
everyday lives
of adolescents



57,000
connections
between young
people and TJ

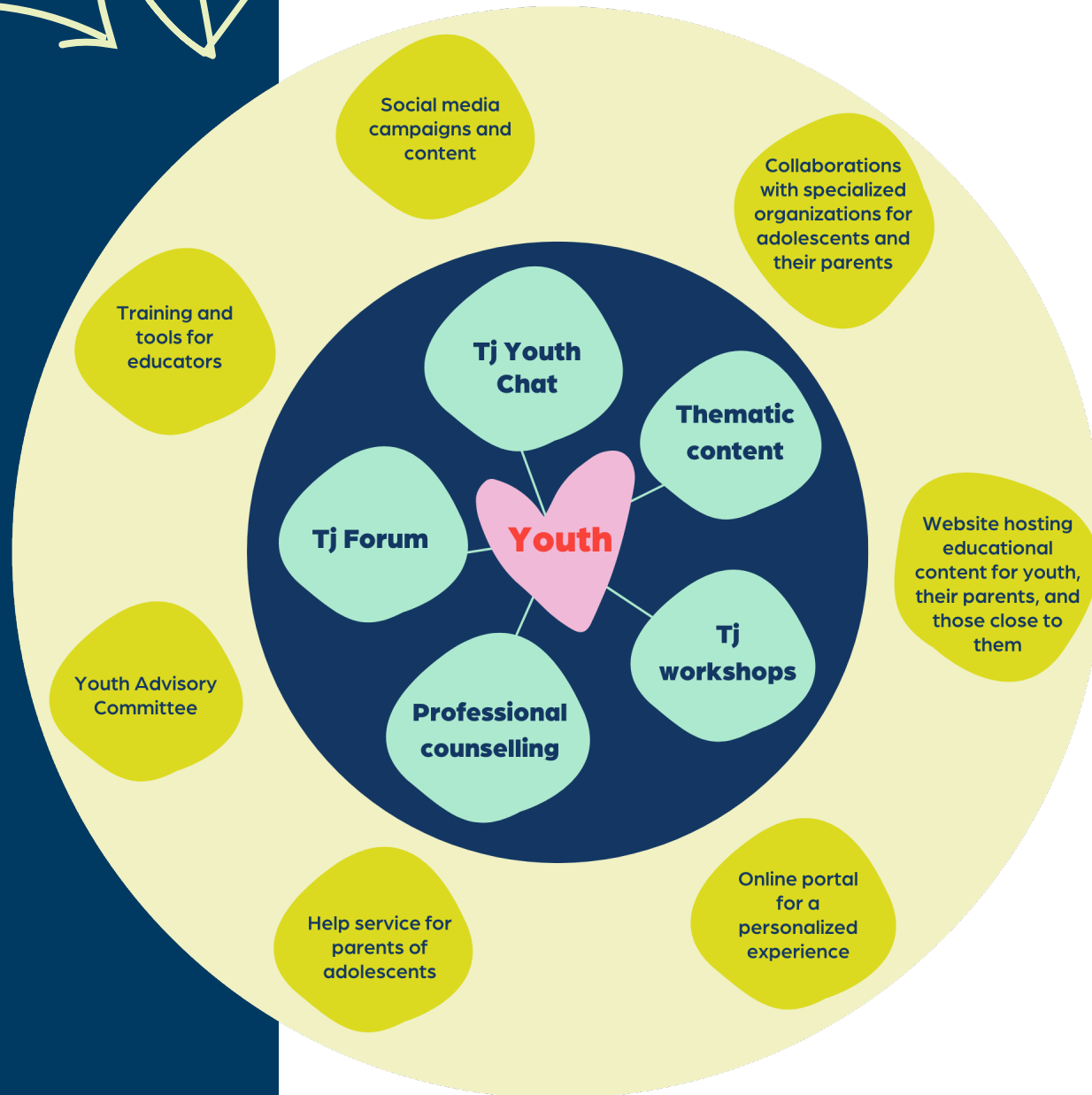
An ever-changing Service Environment

EVOLVING AT ADOLESCENTS' PACE

Since its creation in 1991, Tel-jeunes has played a decisive role for adolescents looking for support: with kindness and without judgement, our organization immediately showed itself to be a pioneering resource, where young people can always find comfort and feel heard.

We are truly proud to have been able to help hundreds of thousands of adolescents across Quebec over all these years, but we never slow down because of our accomplishments; in this generation, practices and habits are changing at light speed, it's how young people are!

This is why in 2021 we modernized our services, and then consolidated these changes in 2022. This wide range of services is the result of collaborations with adolescents, key partners, and the dedicated members of our various teams. They allows us to respond to the needs of young people the way that they want!



Five services to make Quebec the best place to live for adolescents.

1/ Professional counselling

For more than 30 years, Tel-jeunes' professional teams have had a front row seat when it comes to the needs of young people. Out of all of our services, our leading resource is our intervention service, which serves as a safety net which can be accessed by telephone, text, or live chat. Young people can use it to contact a counsellor with any questions, worries, emotions, or concerns. Our teams are there to listen to them, guide them, help them understand what they are experiencing, and to see the situation differently. If needed, youth can also be redirected to specialized resources.

"I felt that the counsellor was really there with me, it wasn't just one conversation out of so many others, and that helped me to open up to him."

Young Intervention
Services user

"Before contacting Tel-jeunes, I was very sad and keeping it all inside. I didn't know what to think about my problems anymore, but when speaking with the counsellor I understood several things. With her I could finally let out all the tears I had been holding back for several months, without feeling weak or judged. It brought out a lot of the bad. Now I know I can get help and that I'm not alone anymore."

Young Intervention
Services user

In 2022–2023:



33,400 young people contacted the intervention service.



70% were aged **12 to 17**.



42% of the interventions were related to mental health: stress at school, sadness, feelings of isolation, existential questioning, dark thoughts.



Romantic relationships were an increasingly popular topic this year, especially among boys.

* This is a multifaceted subject, and this year we observed that the **new topics of virtual relationships and different types of romantic relationships** were brought up.



Young people identifying as part of the LGBTQ+ community spoke more often about bullying, cyberbullying, and family conflicts compared to other adolescents.

2/ The Tj Youth Chat

Adolescents are very familiar with typing away on a keyboard or on a phone! Since it's sometimes much easier to write down what's in our head or heart, it was important for us to provide this option to youth among our services.

Available after school from Monday to Friday, the Tj Youth Chat allows young people to chat online with a Tj young person. Supported and trained by the Tel-jeunes professionals, the Tj Youth Team's mission is to motivate, support, and understand what the person they are speaking with is sharing. Simple discussions between peers, allowing the young people who contact us to feel heard and believed.



In 2022–2023:



Almost 8,000
conversations
between youth.



90% of users
were between 12 and 17.



The Tj Youth Chat
is the most popular
service among boys.

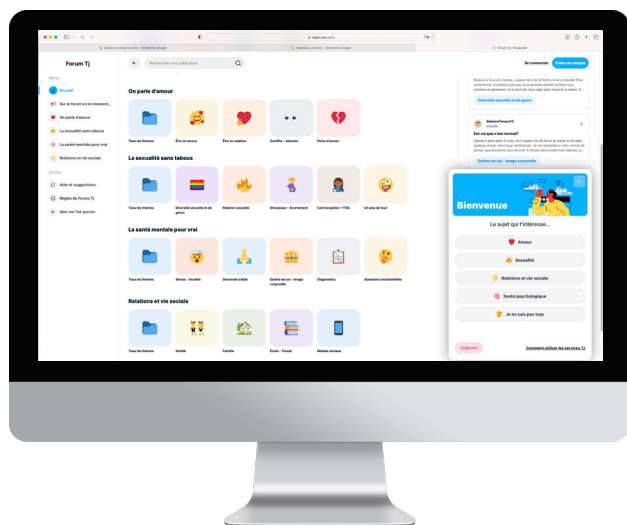


Key subjects:
relationship
and communication
problems,
particularly in relationships
and friendships.

3/ The Tj Forum

A new space truly designed by and for teens, the Tj Forum allows young people to search thousands of posts 100% anonymously on the topics that interest them the most.

A neutral and welcoming space moderated by a professional team, the forum is also a treasure trove of information for young people who simply want to look at the content posted by others for inspiration and to feel acknowledged.



"I am proud of the recent improvements to the Tj Forum, which we consulted young people about: they are the ones who pushed us to highlight assistance by and for adolescents, which contributed to the creation of a strong community. It is very enriching to see them mutually support one another and grow together."

D'Joulissa Paul Blanc,
Tj Forum Manager.



"On the Tj Forum I feel useful and also understood, since many posts resemble situations that I have personally experienced. Young people can open up without hesitation: it's an anonymous and truly open space. Long live the Tj Forum!"

Casouletprodigieux3,
Tj Forum member.

"Sometimes we don't feel comfortable talking to our parents, and that's alright! Thanks to Tel-jeunes, I know I can write when something isn't going well and that there's always someone who will take the time to help, understand me, and to find solutions. It's crazy, like a weight has been lifted off my shoulders. Tel-jeunes helped me when exploring my sexual orientation, as well as my anxiety issues, and I'm truly grateful. Now, when I have time, I also help other young people."

Béliertalentueuse1,
Tj Forum member

3/ The Tj Forum (continued)

Dernières publications



CasouletEngagé17
elle/elle

14h

Ai-je un trouble de l'alimentation?

Depuis le début de l'année scolaire, je ne dine pas. En fait, je ne mange pas entre les déjeuners et les soupers. Je n'ai pas une mauvaise image corporelle de moi et je ne me force pas à m'affamer, je vois simplement la nourriture comme une deuxième né...

Diagnosics



ChienCréatif10
il/lui • 15 ans

1j

Je fais quoi maintenant

Bonjour dernièrement j'étais mélanger mais en passant plus de temps avec l'une d'entre elle et tout il est claire que c'est celle que j'ai raconté au local des jeunes qui me plais le plus. Elle répond à tous mes attente. En se connaissant se parlant et tou...

Être en amour



LamaRespectueux9
il/lui • 14 ans

1j

automutilation

mon amis a vue mes cicatrice et n'a rien fait elle n'a même pas essayer de savoir comment je vais. peut-être que le dramatise mais j'ai l'impression qu'elle sen fous

Amitié



LamaRespectueux9
il/lui • 14 ans

1j

asexu-quoi?

donc je suis ace mais la plupart du temp le monde disent que je ne la suis pas car je lis des histoire d'amour explicite. je fais quoi???

Diversité sexuelle et de genre

"For me, the Tj Forum is a real safe space where I can be myself, while also helping the other young people around me. It's also a place for sharing and advice. It's a golden opportunity to become a big sister/friend in the time it takes to respond."

**Jade Pelletier,
Tj youth.**



In 2022–2023:



2,255 accounts
were created
on the Tj Forum.



There were 3,450 posts
and responses,
an increase of 22%
compared to the
previous year.



323,000 – this is the number
of times content pages in the
Tj Forum were viewed.



Key topics: ask for help,
friends, stress, anxiety, sexual
diversity and gender.



4/ Educational Content

We also aim to always offer young people and those close to them relevant, current, and valid content so that they can find information completely independently.

Developed and produced by our professional teams, our articles, testimonials, and video clips are representative of young peoples' realities and are adapted to their developmental level. They allow adolescents to get quick answers to questions that are bothering them, to start to reflect, and better understand. To communicate directly with young people, we share this informative and entertaining content on Instagram and TikTok for guaranteed visibility!

Our online content is also very popular with those close to adolescents who want to better understand their needs and realities.



In 2022–2023:



Our educational content pages were **viewed 719,000 times.**



5/ Tj Workshops

In addition to being available through our different services for adolescents, our facilitation team also **visits schools** to offer young people our Tj Workshops: a special opportunity, adapted to their current needs, concerns, and developmental level.

The Tj Workshops aim to introduce our various services, but also to speak with young people, demystify asking for help, and encourage them to ask questions about subjects that affect them, like sexuality, romantic relationships, or mental health; all in an open, trusting, and non-judgemental setting thanks to Tel-jeunes.



"Every day I learn alongside adolescents, and they have made me grow. I am amazed by their critical thinking, curiosity, and openness. Young people really appreciate when we speak to them without judgement about topics that affect them, with the special Tel-jeunes touch. I am very proud of the Tj Workshops and am very lucky to participate."

Véronique
Team Leader,
In-School Facilitation

What's worrying youth?

THE TOP 3 MOST-ASKED QUESTIONS

SEXUALITY

- * What's the normal penis length?
- * Does the first time hurt?
- * How do you know your sexual orientation?

MENTAL HEALTH

- * How can you be more self-confident?
- * How can you manage stress and anxiety?
- * What are the signs and symptoms of depression?

In 2022–2023:



Almost 10,000 teens in 14 regions of Quebec benefited from Tj Workshops.



+4,300 questions were asked by teens as part of the Tj Workshops.

A service department that is always looking to improve.

Using Scientific Data to Optimize Resource Allocation

Being available at the right time for the adolescents who contact us is a non-negotiable for Tel-jeunes. That's why this year we made the jump to using artificial intelligence with our partner Solution BI. Based on all the data we've collected since 2019, their team developed a website traffic prediction tool for our services.

Since the implementation of this data science tool within our counselling team, we have adapted our schedule and added night shifts so that more young people can find the support they need at times that are convenient for them.

"Tel-jeunes has very mature data, which allowed us to rely on artificial intelligence to create this Data Science tool. Our main objective was to offer the teams technological levers to help them on a daily basis, as well as to give them more time and space to carry out their primary mission: helping young people and those close to them. We are very excited to participate in Tel-jeunes technological transformation, so that tomorrow is always better."

**Emma Damitio and Chloe Jolivel,
Solution BI.**



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**Camille Mikan Dupuis,
Director of Services, Tel-jeunes.**



Creating a Department dedicated to innovation.

One of our goals, and also one of our greatest challenges, is remaining constantly connected to the reality of all young people in Quebec. A mandate so complex and with such a large scope that it regularly causes us to question our ability to truly attain it.

By creating the Expertise and Innovation Department, Tel-jeunes showed that the simply maintaining the status quo is not a valid option when working with young people. The Expertise and Innovation Department plays a critical role in increasing our knowledge of the young people we've already reached, but will also help us to discover other groups of young people that are not as easy to reach. Based on this new knowledge, innovative projects will emerge, ensuring the long-term relevance of Tel-jeunes' services.

One of the first mandates of this new team for the 2022–2023 year, was to carry out empathetic research. Concretely, this consisted of getting a better understanding of how to reach adolescents who are less represented in our services, and/or those who have obstacles preventing them from asking for help that is particularly difficult to overcome.

Three target groups were identified:

- * **Males**
- * **Ethno-culturally diverse youth**
- * **Gender and sexually diverse youth.**



As such we met with **more than 170 people**, young people, parents, and educators, to get their thoughts, perspectives, and challenges. It was a necessary step back for the Tel-jeunes teams, who must constantly challenge their point of view as professional adults to avoid bias and, as much as possible, put themselves in the shoes of those who are using our services.



WHAT IS DESIGN THINKING?

It is an approach where the goal is to innovate or to resolve a complex problem by putting the key stakeholders, specifically the users, at the heart of the process.

"Our support with Design Thinking and strategic positioning allowed Tel-jeunes to precisely understand adolescents (their day-to-day, needs, expectations, obstacles to asking for help, etc.) in order to help them in the right place, at the right time, and in the right way. The customized communication tools that we developed lead to clarity in its vision, and allowed them to rally the team for a mission that truly makes sense: to be recognized as an ally for young people and to support them on their journey through adolescence. This has allowed Tel-jeunes to make the best decisions related to the development of new services which are closely aligned with the organization's mission. The Tel-jeunes team applying the Design Thinking process, as well as the new Director of Innovation taking responsibility for the approach has allowed the organization to become independent in its ability to empathize, and in this way expand its approach with the other key stakeholders in its ecosystem. From now on, Tel-jeunes can fully assume its role as a leader in frontline mental health services for young people and mobilize other organizations in the ecosystem to collaborate with them, to multiply the positive impact among adolescents."

Patrick Messier,
MESSIER Designers



"Design Thinking has brought us a lot in a short period of time. By meeting with these young people, I've learned a great deal about their everyday lives. I think that I now have a more accurate picture of their experience. Giving these teens a voice is beneficial for our entire organization and will contribute to many achievements."

Carl,
Head of Project Research and Development,
Expertise-Innovation Team



"Expertise about adolescence at Tel-jeunes is the sum of all the knowledge from our various services, combined with scientific literature and our constant observations in the field, focus groups with young people on asking for help, and discussions with our youth consultation committee. These expertise positions us as the reference in our field, with our partners, the media, and government, but also in the creation of services that meet the real needs of young people."

Myriam,
Director of Innovation
and Development.



Tel-jeunes: at the heart of the adolescent experience, and all things youth!

UP CLOSE AND PERSONAL WITH YOUTH

The Youth Advisory Committee is Getting Involved

Working for young people means putting them first in everything we do. It means taking an interest in everything that inspires them, drives them, intrigues them, and worries them. And no one is in a better place than they are to help us learn more about them!

That's why we have worked so closely with the Youth Advisory Committee over the past three years. Every year, a new group of adolescents forms this committee and actively contributes to our content, and our projects. In 2022–2023, we pushed this work even further by involving the committee more directly in our initiatives to connect with even more young people.



"My experience on the committee was definitely fun, but I also learned a lot about how to help young people feel comfortable in their skin and overcome challenges in their lives. I also learned that small actions can have a huge impact on the people you are trying to help. The Committee is a great opportunity to make friends, to learn how to work in a team, and to develop your creativity while also supporting people of our generation. Don't be afraid to sign up!"

Marianne, Member of the Youth Advisory Committee

Perception Survey

This survey, developed by the Expertise and Innovation Department, has enabled us to get insights from over 300 adolescents using services offered by Tel-jeunes. As part of their role as ambassadors, Youth Advisory Committee members have significantly contributed to the success of this fieldwork initiative.

Breaking the Ice

Always looking for projects that will enable the organization to connect with adolescent boys, Tel-jeunes organized numerous brainstorming sessions with the Youth Advisory Committee, which eventually led to the idea of the Breaking the Ice pilot project. This simple and effective initiative focuses on the relationship between coaches, who are often seen by young athletes as healthy male role models, and their pupils. This pilot project will be launched during the 2023–2024 fiscal year.



"My experience was so enriching! The projects are super interesting, and everyone on the team is really nice and welcoming. I understand Tel-jeunes much better now, and my experience on the Committee has given me a sense of belonging. I would have liked to have done more! It's definitely worth signing up, you won't regret it!"

**Catherine,
Youth Advisory
Committee member**

Tel-jeunes is on TikTok

To more effectively fulfill our mission to support young people, we must walk the same path as they do; in 2022–2023, that means being on all their social media platforms.

And there's no bigger platform right now than TikTok! Since the creation of our TikTok channel last year, we have:

5,300 followers.

In addition to increasing our visibility on the platform most used by youth, we have also taken advantage of TikTok trends to destigmatize the idea of asking for help and accessing our services. In short, it's a **success!**



"TikTok has enabled Tel-jeunes to present itself in a totally new way: because we have joined them in dancing, singing, and laughing, they have seen us as real people, and so have adults! We've been able to inform and interact with thousands of adolescents, who now understand the range of our services. This is a first for our team, but everyone has joined in on the movement, and I'm very pleased with the excitement both within our team and beyond."

**Adrienne,
Social Media
Manager**

Supporting Families: *active listening, real support*

100% PRESENT FOR PARENTS

Parenting an adolescent is quite the adventure! As experts in this unique period of life, we offer parents their own space to talk, vent, and get support for the reality of their role as a solid pillar of support for their kids.

Tel-jeunes' professional intervention service remains an essential lifeline for parents who feel burnt out, overwhelmed, or are struggling in the face of a lack of resources to help their adolescent. Our specialized knowledge about the universal realities of young people, along with understanding the social and technological changes, can be an invaluable aid.

In 2022–2023:



19,000 parents
called Tel-jeunes'
professional
intervention service.



Key topics for
40% of parents
include: supervision
at home, rules for daily life,
communication, and family
conflict resolution.



One parent in four
has talked to us about
their child's mental
health: anxiety (especially
performance anxiety),
negative thinking, mental
health diagnosis,
and self-esteem.

"When I discovered that my kid was using drugs and may have lied to me about it, the counsellor listened to me and gave me useful advice about how I could discuss the topic openly with my son. I needed information and reassurance, and that's exactly what Tel-jeunes gave me."

**Parent who called
the professional intervention service**

"Hearing a sympathetic opinion from a third party about how 11-year-olds experience love helped me to see things differently. Thank you for your guidance."

**Parent who called
the professional
intervention service**

Training for Educators

Parents are not the only adults in young peoples' lives! That's why Tel-jeunes also works with the other group of people who are always in the daily lives of: educators.

Thanks to the financial support of the Quebec Ministry of Education, we are able to equip educators across the province with the knowledge and intervention strategies to help students learn about their sexuality. This year, over **300 people** accessed this training, which covers topics that are often considered taboo but that are nevertheless critical for young people who are discovering their bodies and developing their identities.

This mandate, which will continue until 2024, was born out of our desire to be there for all the adults whose lives and careers are intertwined with youth.

"I believe that EVERY school staff member should complete this training."

Teacher in Montréal.

"This is truly the best training I've received since I started working in education five years ago. I'm already looking forward to reading your newsletter and website!"

Teacher in Montérégie

Tel-jeunes has also shared the primary observations of its Design Thinking process with over **1,000 participants** as part of its Portrait de la demande d'aide chez les ados au Québec (Profile of Requests for Help From Teens in Quebec) conference.

Already offered online three times in recent months, this conference is presented by two Tel-jeunes experts: Myriam Day Asselin, Director of Innovation and Development; and Alexandra Fournier, Knowledge Transfer and Expertise Advisor.

It has been a huge success, since participants have rated us

→ 4.6/5!



Fresh New Look for our communications

We have been communicating with young people for over 30 years, and it **is an art of its own!**

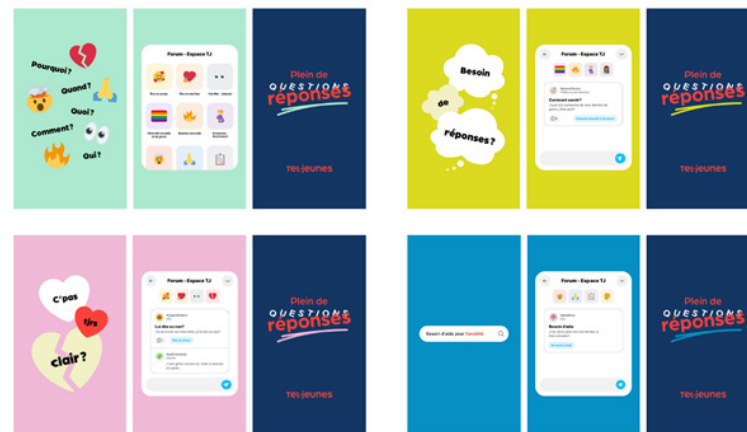


Just like how teens have changed over the years, and their needs and expectations evolve through time, Tel-jeunes has also changed how we offer our services, and has undergone major updates over the last few years especially.

In 2022–2023, we wanted the new components of our service environment to be reflected in a new visual identity that young people and the people in their lives can relate to. The ultimate goal of our rebranding is to ensure that teens know that Tel-jeunes will always be there for them, no matter how they want to communicate, and that they will always listen and support them; whether discussing the smallest of concerns or much more serious problems.

THE TJ FORUM IS HAVING A PUBLICITY CAMPAIGN

Launched in September 2022 and March 2023, the Tj Forum publicity campaign focused on the three most common concerns of teens who reach out to Tel-jeunes: sexuality, love, and anxiety.



Results of the Campaign



372% increase in visits to the Tj Forum
in March 2023 compared to the month
before (95,783 visits).



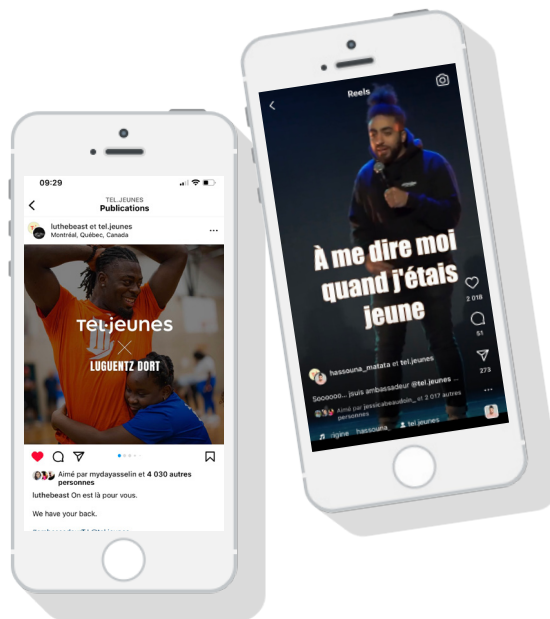
810 accounts created.



560 questions and answers posted.

Ambassadors Sharing Unifying Content

More than ever, young people need to feel validated and identify with the experiences of likeminded people. Those experiences can be even more impactful when they are shared by celebrities or influencers that they know. That's the idea behind the Tel-jeunes Ambassador Program, which partners with six inspiring young people for a year, to create original and reassuring content that can help other young people navigate a life stage that many struggle with, have many existential questions about, and show that it is ok to ask for help.



Young People are Listening to Tel-jeunes

For two seasons now, the Tel-jeunes podcast has been inviting teens In the Bubble with people they know and love, like Claudia Bouvette, Tranna Wintour, Matthieu Pepper, and PETITOM.

While the first season was hosted by David Beaucage, two new people took the helm for the second season. Leah and Mariam, a dynamic young duo, continue the In the Bubble's mission of providing an open, reassuring forum for frank, judgment-free conversations about the very real struggles and questions that come with adolescence.



In 2022–2023:



395,000+ views of Ambassador Program content.



Mid-campaign, there were **nearly 40,000 interactions** with Program content.

In 2022–2023:



330,000+ youth reached on social media thanks to the podcast.



2 seasons and **13 episodes**, each 45–60 minutes long.



Top 3 most popular episodes*

* High School Firsts with *Claudie Mercier*.

* Performance Anxiety with *Marianne Plaisance*.

* Guy–Girl Friendships with *Schelly Jean-Baptiste* and *Irdens Exautus*.

*Titles translated from French

Stepping up as an employer:

the Tel-jeunes team is growing, both in numbers and in expertise.



INNOVATION

To Tel-jeunes, innovation means accepting that there's always room for improvement and constantly asking ourselves whether we're fulfilling our mission to the best of our ability. Innovation also means directly involving stakeholders in all our creative development processes.



ACTION

To Tel-jeunes, action means being there at the right time with exactly what teens need. It means exploring what teens are going through with them, at their own pace, to help them see things in a different light. And above all, it means understanding them and helping them find answers to their questions.



PHILANTHROPY

To Tel-jeunes, philanthropy means building strong sustainable relationships with donors, partners, and allies by appealing to their generosity and desire to help. Philanthropy also means being creative and innovative in our quest for ways to enhance Tel-jeunes' reputation so we can continue to help the youth for years to come.



HUMAN RESOURCES

At Tel-jeunes, our human resources philosophy is to recognize the innate value of every single person on our team. We put people first, because they're the cornerstone of our success and the drivers behind our impact. We pride ourselves on our innovation and creativity in our recruitment and mobilization efforts.



MARKETING AND COMMUNICATIONS

To Tel-jeunes communication means being there for youth when and how they need it. It means being a trusted ally, speaking their language, and making sure they feel heard and understood. Finally, it means showing them that Tel-jeunes is always there for them, in many different ways and for many different issues, from small doubts to major existential questions.



TECHNOLOGY

Technology is key to Tel-jeunes. In fact, it's the central way for us to reach youth where they are: online. For us, technology is an essential way to strengthen our impact and support the services we offer.

Our big, beautiful team has more than

80 employees,

78% of whom provide services directly to youth.

By collaborating and innovating together, we're committing to being an ally to all youth in Quebec and guiding them through their exploration, their first times, their questions, and their struggles.

From our professional support team to our Tj youth; our experts in communications, innovation, philanthropy, and UX; our coaches; and our project managers, Tel-jeunes brings together professionals of all kinds, supported by a management team of genuine visionaries.

Unique company culture.

Passion, commitment, empathy, caring, teamwork, and learning: these are the words that best describe the Tel-jeunes team and the company culture they've helped build.

Youth mental health and well-being are the top priority for our teams, and all of our counsellors have been trained in creating healthy therapeutic relationships.

Together, they work hard to provide solid support for youth. Tel-jeunes supports them in their professional development, in particular by providing continuing education.



"As a clinical coach, I'm privileged enough to support our counselling team in developing their core competencies. I firmly believe in the importance of providing highly professional frontline support for Quebec's youth and parents alike. And that means recognizing that providing frontline support is complex and takes a lot of mental and emotional bandwidth. I see them as pro athletes who need to train and hone their listening and reasoning skills so they can change gears quickly and understand what others are going through. To us, every parent and every child is going through something unique, and they deserve to be heard and validated."

**Elise Huot,
Clinical Coach.**

Running to support the Foundation

On September 23rd and 24th 2022, almost a dozen Tel-jeunes team members ran in the Montreal Marathon to support the cause, one step at a time! It was a great way for them to challenge themselves and cheer each other on while helping the organization.



A close-knit team where fun meets support

Working in mental health can be challenging. That's why Tel-jeunes values fun, wellness, and peer support so highly. It's a simple recipe, but highly effective when we're struggling. Don't take it from us: here's what some of our team members have to say about working at Tel-jeunes.

"Tel-jeunes is a very close-knit team, and everyone is so welcoming! Our office culture is perfect for developing as professionals while still having fun. We're so lucky to be working at such an affirming, flexible organization that's always there for us."

**Clémence Vandycke,
Counsellor.**



"It's always been a joy—and more importantly, an honour—to be there for parents in Quebec. No two days are the same, and each one brings me energy. Partly because I know I'm helping, and partly because the parents are so generously letting me into a very private part of their lives and sharing what they're going through. With every parent who calls to vent, get informed, or simply walk through a decision, I'm fortunate enough to build bonds. And when I feel like something has shifted for them, that their hearts are lighter and their thoughts are calmer, I know it's mission accomplished. I'm so lucky to have been accomplishing that mission for 20 years now while keeping that spark alive."

**Geneviève Henry,
Parent Counsellor.**

"We're team leaders, so we make sure the service runs smoothly and we take care of everyone on the team. Over the past year, we've tweaked and reconfigured our model to offer youth a peer-to-peer chat—a first for Tel-jeunes. As leaders, it's important to balance our responsibilities and create a team that embodies the trust, people skills, and flexibility we have with the Youth Ambassadors and Tj Youth. We've learned so much from our young, vibrant team, like the importance of authenticity and transparency, and the value of sharing experiences; this gives our services a unique energy!"

**Laurianne André and Julie Provost,
Tj Youth Chat team leaders.**

"A troubled adolescent doesn't know what to do to help a friend who's struggling. He's alone in his room in the middle of the night, and he slowly picks up his phone but doesn't really know where to turn. He eventually makes a call and there's a Tel-jeunes counsellor on the other end of the line. Her calm voice, her willingness to listen, and her caring words really left a mark on a young person who badly needed someone to talk to. Today, that teen has become a Tel-jeunes counsellor himself. And it's that image, still burned into my memory, that comes to mind every so often when a young person calls me for the first time."

**Minh Vo,
Tel-jeunes Counsellor.**



There's no better way to strengthen group cohesion and develop a shared vision than by getting together and having a good time with your colleagues. And for that, you need:

fun!



Moving Towards More Inclusion in the Workplace

Nicolas Salinas Selaya, Human Resources Manager, and Vanessa Blouin, Managing Director, took part in the Pacte pour l'inclusion au travail des personnes immigrantes (Pact to Include Immigrants in the Workplace), a coaching program organized by the City of Montreal's Bureau d'intégration des nouveaux arrivants à Montréal (BINAM).

Through a series of workshops participants explored four different ways to better include recently immigrated people in the workplace: attraction, hiring, onboarding, and talent development. Next, the ideas were tested in 'real life', with personalized coaching by Luciano Bruin Cruz and Sébastien Arcand, full professors at HEC Montréal's Department of Management. The Tel-jeunes team decided to work on how to attract talent for its own micro-experiment.

After the workshops, Tel-jeunes made a commitment: starting on March 7th, 2023, we've committed to adapting 100% of our job postings to attracting more recent-Canadian candidates, and particularly candidates from diverse backgrounds. We hope to incorporate these new learnings in the next 6 to 12 months!



The Heartfelt Ambassadors *helping Tel-jeunes shine.*

Marina Orsini



Sarah-Jeanne Labrosse

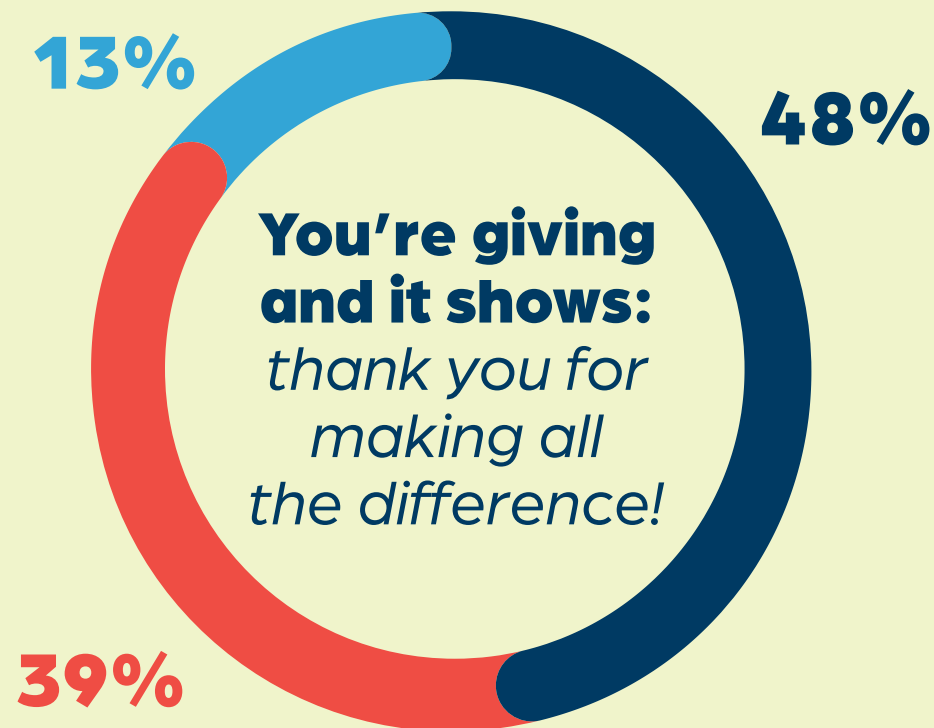
The Tel-jeunes Foundation: *an invaluable pillar.*

The Foundation's mission is to mobilize and rally the community around Tel-jeunes' ambition to be a critical ally to all youth in Quebec. It's thanks to the Foundation, and the people who are part of it, that our initiatives succeeded again this year and brought Tel-jeunes closer to its dream of making Quebec the best place for teens to live.



Thank you for your support!

Donation sources



- EVENTS
- COMPANIES AND FOUNDATIONS
- INITIATIVES AND INDIVIDUAL DONATIONS

Whether you made donations or attended an event, your generosity has made a big difference for the development of our activities and our ability to keep helping youth and the people around them. We're inspired by our goal of making sure that they're never alone when they're dealing with difficult situations or trying to find answers to sensitive questions. And thanks to you, we're doing just that, this year more than ever.

The 2022 Lobster Lunch: a 36th edition for the books

To say that we were looking forward to seeing you at this first major in-person event wouldn't accurately describe the excitement and feverish anticipation that reigned at the Palais de Congrès on June 3rd, 2022. No fewer than **3,600 people** joined us for this the beloved tradition of the Tel-jeunes Foundation's Lobster Lunch!

The event raised **\$968,500!** Far surpassing our goal. Attendance was also record-high, making the event a huge success for our two Lunch co-presidents, who gave their energy and countless hours of their time to promote the event and galvanizing people into taking part.

"Since we became parents, Laurent and I wanted to get involved with a foundation like Tel-jeunes. When we went to visit their space, we were impressed to see how they've integrated technology to offer a variety of ways to communicate to reach as many teens as possible. The business community is essential in supporting young people; what could be more natural than to invest in the next generation?"

James Goulet & Laurent Messier
co-presidents of Devimco.



The Lobster Lunch would not have been the success it was without Metro, a major partner and sponsor for close to 20 years.

Finally, we'd like to thank our partners: Lassonde, Arista division – Stefano wines, Saputo and Sleeman.



Behind every donation is a helping hand.

Many companies and private foundations have been supporting the Tel-jeunes Foundation's work for several years. They enable us not only to dream, but also to make a difference in the lives of young people and their parents. Thank you for continuously renewing your confidence in our mission!

**CLICK
HERE**

to see the list
of the Tel-jeunes
Foundation's donors

"We're very proud to support your organization and your mission; it's our way of thanking you for the incredible work you do with young people. We hope our contribution will help you continue to be there for all Quebec teens."

Juliette Grenet, Development and Communications Coordinator at Collège Mont St-Louis, which showed its support for Tel-jeunes during the school's Open House.



"Just, WOW! The staff's authenticity, empathy, open-mindedness, and determination are unmistakable. Tel-jeunes doesn't just improve lives on a daily basis; its positive impact spans generations."

Jasmin Bergeron, speaker, who regularly donates his professional fees to the Tel-jeunes Foundation.

"I've been putting my passion for sport to good use for Tel-jeunes for several years now: cycling tours, swimming competitions, skiing.... Having lost a child, the only way for me to keep going – and what has now become my life's goal – is to make a difference and to get young people and those around them moving."

Sylvain Miron, who has been organizing sports activities for the Tel-jeunes Foundation for years.



"I've been involved for several years now with Tel-jeunes, and seize every opportunity to shine the spotlight on this organization that rallies as much around teens from all over Quebec as it does the business community. I share their vision of contributing to a society that cares for its youth."

Éric Provost, Executive Vice-President, Head of Commercial Banking and President, Quebec Market, Laurentian Bank, is also the Tel-jeunes Foundation's administrator and corporate donor (Laurentian Bank), and has chaired one of the Foundation's famous Lobster Lunches.

"At Simons, we are always trying to have a positive impact in the communities we operate in, and always do our best to support other likeminded organizations that embody our shared values. One such value is our belief that young people are the driving force behind society and that it is therefore our duty to offer them a place where they can flourish; a place where they know they will be heard and can find guidance. We therefore understand how important Tel-jeunes is as a place that can also transform the lives of young people, as another place where young people can connect directly with people who can provide a non-judgemental space where they can be heard, understood, and supported. So, we are very proud to be able to help them achieve their mission!"



Valérie Blackburn, Communications Coordinator, Fashion at Simons.

Our Skills-based Volunteers: people with heart who make a difference!

Working on a board of directors requires a rare commodity: time. It also requires having a vision, a sense of generosity, and shareable skills. Here are the two board teams that complement each other and significantly contribute to the quality of our services for young people, as well as to our philanthropic presence in the community.

"Tel-jeunes is a key partner in the development and support of Quebec's future generations. The expertise and dedication of its entire team have been at the heart of its success for over 30 years."

Stéphane Hamel
Chairman of Tel-jeunes' Board
of Directors.



"Being involved with Tel-jeunes and its Foundation means actively contributing to the development of a sense of solidarity, self-confidence, and self-fulfilment. The direct result? Inspiring young leaders who feel good about themselves entering the job market – exactly what our communities need."

Suzanne Gendron
Chairwoman of the Tel-jeunes Foundation's
Board of Directors



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New Outlook, Same Mission: *Tel-jeunes moves towards the future.*



Vanessa Blouin
Senior Director, Tel-jeunes

Working at Tel-jeunes means being transformed through action. It means developing professionally through innovative challenges, while working for a cause that's close to our hearts. This past year's initiatives showcased not only my colleagues' dedication, and the quality of their work, but also their rare ability to constantly challenge themselves to keep pace with adolescents' needs. Accepting that the Tel-jeunes of tomorrow may be different from the one we know today is what inspires us to keep moving forward every day.

Tel-jeunes is more prepared for the future than ever: our goals are ambitious and well defined, and our teams are ready and determined to increase our impact. Like the youth we're passionate about, our team is curious, adventurous, and ready to take risks if it means shaking up the status quo for the better.

I can assure you that the coming months will be rich in new feature rollouts: a revamped website scheduled for Summer 2023, a brand awareness campaign with artist Mike Clay, and so much more. Our work with young people and those who support them has never been more tailored and focused on their very specific needs. In addition, we've been working closely with our partners to maximize our reach.

Try, try, and try again: that's our way of doing things, and in our opinion, the only way we've been able to remain relevant to all of Quebec's young people for over 30 years – and many more to come.



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