

2020 ACTIVITY REVIEW



2020 was peculiar for each and every one of us, and philanthropy was severely tested. Despite everything, the Foundation was able to adapt and continue helping children in need, thanks to new initiatives.

The new year will bring its share of challenges, but we will continue to deal with the effects of the pandemic to honour our mission.

Distribution of PPE in collaboration with Conquer COVID-19 and the Isolated Together campaign

- 98,000 masks, 10,000 gloves and 48 monitors were distributed to Quebec's healthcare workers.
- T-shirt sale as part of the Isolated Together campaign. The Foundation also committed to donating \$1 for every dollar received during this campaign.



Operation Backpack

- The Foundation helped 1,000 children from underprivileged neighbourhoods by offering them a gift pack that included, among other things, a mask made from recycled Impact jerseys.
- 100 jerseys were used for this initiative.

Donation to La Tablée des Chefs and Fondation Jeunes en Tête

Association with La Tablée des Chefs and Fondation Jeunes en Tête for a global donation of \$45,000.

The Solidarity Kitchens program from La Tablée des Chefs supports Quebec's food banks by providing them with family-sized meals from received donations, while the mission of Fondation Jeunes en Tête is to prevent the appearance of anxiety and depression in children.



UPCOMING PROJECTS

Due to the current sanitary situation, the process of building our multisport mini fields has slowed down, but a third field will be inaugurated in June in Shawinigan. These fields, built in underprivileged neighbourhoods, allow children to practise sports in a safe place, while bringing a significant change to their environment.

SHAWINIGAN 2021	
LAVAL 2022	
DOLBEAU 2023	

POSTPONED EVENTS

Unfortunately, since we were unable to reunite in person, the Foundation had to postpone the events below to 2021. Looking forward to seeing you then!

- The "C'est mieux en bleu" gala
- Footgolf tournament
- Centraide Cup