

# ANNUAL REPORT 2023/2024

Réseau FADOQ



# OUR HISTORY

Réseau FADOQ was founded in 1970 by Marie-Ange Bouchard, with the goal of overcoming seniors' isolation. Half a century later, the Réseau has 581,036 members across the province, making it the largest seniors' organization in Canada.

# OUR VISION

To be the most representative organization of people aged 50 and over.

# OUR MISSION

To be part of the lives of people aged 50 and over by defending their rights, promoting their contribution to society and supporting them with a range of suitable services and activities.

# OUR VALUES

- Cooperation
- Commitment
- Equity
- Inclusion
- Integrity
- Pleasure
- Respect
- Solidarity

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## SNAPSHOT OF 2023-2024



### APRIL

RÉSEAU FADOQ  
**AT THE UN** TO  
PARTICIPATE IN  
THE **WORKING  
GROUP ON AGING.**



### APRIL

HOCKEY  
TOURNAMENT:  
**RECORD NUMBER  
OF ENTRIES** IN  
WOMEN'S 50+  
CATEGORY WITH  
EIGHT TEAMS.



### MAY

FRÉDÉRIQUE  
CHAREST, **NEW  
EDITOR-IN-CHIEF  
OF VIRAGE**, PUTS  
OUT HIS FIRST ISSUE.



### JUNE

RE-ELECTION OF  
**GISÈLE TASSÉ-  
GOODMAN** AS  
**FADOQ PRESIDENT.**



### SEPTEMBER

LAUNCH OF  
THE **ALLEZ-Y,  
TRAHISSEZ VOTRE  
ÂGE** [GO AHEAD,  
BETRAY YOUR AGE]  
CAMPAIGN FOR  
A 3RD YEAR.



SEPTEMBER

**30TH EDITION**  
OF THE PROVINCIAL  
FINALS OF THE  
FADOQ GAMES: **IT'S  
A CELEBRATION!**



SEPTEMBER

**PIERRE HARVEY**  
**NAMED**  
**AMBASSADOR**  
OF THE 55+  
2024 CANADA  
GAMES ORGANIZED  
BY FADOQ.



JANUARY

A BREATH OF FRESH  
AIR FOR SMALL RPAS:  
**RÉSEAU FADOQ'S**  
**LONG-STANDING**  
**DEMANDS FINALLY**  
**IMPLEMENTED.**



MARCH

DISCOUNTS:  
**SIXTEEN NEW**  
**PROVINCIAL**  
**PARTNERSHIPS**  
SIGNED DURING  
THE YEAR.



MARCH

FADOQ EXECUTIVE  
DIRECTOR **DANIS**  
**PRUD'HOMME**  
**RETIRES** AFTER  
15 YEARS OF SERVICE.



## WIND IN OUR SAILS

Réseau FADOQ has been in constant evolution since its founding, and 2023-2024 was no exception.

Membership rose sharply once again, bringing us to a record 581,036 at the end of our fiscal year. It's further proof of the interest in our activities and discounts, and of our impact as a collective advocacy organization.

Réseau FADOQ's administration is undergoing a big change. After 15 years with us, Executive Director Danis Prud'homme has taken a well-deserved retirement. He contributed enormously to the growth of our organization. Year after year, he has exceeded the expectations of the members of the provincial Board of Directors.

The Board has chosen Jacinthe Roy as her successor. She had all the qualities and skills we were looking for to take on this key position within FADOQ, and we have no doubt that she will rise to this new challenge with brio.

An organization like ours cannot exist without solid partnerships with companies across Québec. First and foremost, I'd like to thank our major partners, Beneva and Intact Insurance, and our sponsor, Sécuriglobe, who support us and let us organize exceptional events for our members. We also signed 16 new provincial partnerships in various categories, giving us the opportunity to continue offering diversified discounts to our members. A survey conducted in January revealed members' appreciation of discounts. Nearly 70% of respondents have used their FADOQ card at least once in the past year to take advantage of a discount.

I was once again on site for the provincial FADOQ Games last September. This was a very special edition, as it was the Games' 30<sup>th</sup> anniversary. Participation increased compared to the 2022 edition, returning to a level approaching pre-pandemic levels. These Provincial Games, held in the Eastern Townships, were once again a resounding success.

The last 12 months have been busy for social issues. Following various public appearances, I gave interviews on a multitude of subjects, such as housing, the experienced workforce, financial insecurity, the Canadian Dental Care Plan and fraud targeting seniors.

Our representations, meetings with governments and position papers have produced positive results, indeed, we can claim many gains for our members and Quebec seniors. Specifically, we contributed to the implementation of the assistance program for small private seniors' residences (RPAs), improvements to the Quebec Pension Plan, the introduction of free shingles vaccination and the implementation of the federal dental insurance program. All these changes will lead to a better quality of life for Quebecers aged 50 and over.

The provincial Board of Directors has completed its first year under the new governance rules. The addition of external Board members with

**“OUR REPRESENTATIONS,  
MEETINGS WITH  
GOVERNMENTS AND  
POSITIONS TAKEN HAVE  
PRODUCED POSITIVE  
RESULTS AND WILL LEAD  
TO A BETTER QUALITY  
OF LIFE FOR QUEBECERS  
AGED 50 AND OVER.”**

the required skills, one male and one female, has let us create a more diversified Board and enriched our discussions.

Finally, the brand image project is nearing its conclusion. This major project will let us continue to evolve and remain an organization with which our members identify. It took some time to reflect, but it was important to do so, to make

sure that we remain in tune with our times. We're the benchmark for people aged 50 and over in Quebec, and we're doing everything we can to stay that way.

So, I am satisfied with what we have accomplished in the first year of my third term. We continue to work diligently to serve our members well and to carry their voice publicly.



**GISÈLE TASSÉ-GOODMAN**  
*President*

BOARD OF DIRECTORS 2023-2024



**GISÈLE  
TASSÉ-GOODMAN**  
*President*



**DIANE  
BEAULIEU-DESJARDINS**  
*Vice-President*



**GUY BONNEAU**  
*Treasurer*



**YVES BOUCHARD**  
*Secretary*





**LUCIE HÉBERT**  
*Board member*



**ROCH JR ROUSSEAU**  
*Board member*  
*June to September 2023*



**ROBERT ROBIDOUX**  
*Board member*



**SYLVIE HUDON**  
*Board member*



**TOUSSAINT RICHARD**  
*Board member*  
*since November 2023*



**SYLVIE ST-PIERRE**  
*Board member*



**MARTHE L'ESPÉRANCE**  
*Board member*



**ALEXANDRE RICHER**  
*Board member*



**JOCELYNE WISEMAN**  
*Board member*



## REGIONAL TEAMS

**16**  
REGIONS

**581,036**  
MEMBERS

**801**  
CLUBS

### ABITIBI-TÉMISCAMINGUE

PRESIDENT: **Frédéric Audet**  
EXECUTIVE DIRECTOR: **Jacinthe Doyon Goyette**  
TEAM: **4**  
CLUBS: **19**  
MEMBERS: **12,897**

### BAS-SAINT-LAURENT

PRESIDENT: **Roch Jr Rousseau/Louise Chénard\***  
EXECUTIVE DIRECTOR: **Étienne Tremblay**  
TEAM: **4**  
CLUBS: **12**  
MEMBERS: **11,151**

### CENTRE-DU-QUÉBEC

PRESIDENT: **Sylvie St-Pierre**  
EXECUTIVE DIRECTOR: **Annie Belcourt**  
TEAM: **6**  
CLUBS: **70**  
MEMBERS: **25,951**

### CÔTE-NORD

PRESIDENT: **Toussaint Richard**  
EXECUTIVE DIRECTOR: **Claudine Emond**  
TEAM: **5**  
CLUBS: **43**  
MEMBERS: **11,678**

## ESTRIE

PRESIDENT: **Line Dubé**  
EXECUTIVE DIRECTOR: **Martine Grégoire**  
TEAM: **8**  
CLUBS: **48**  
MEMBERS: **40,054**

## GASPÉSIE ÎLES-DE-LA-MADELEINE

PRESIDENT: **Linda Cyr**  
EXECUTIVE DIRECTOR: **Marilyn Arsenault**  
TEAM: **7**  
CLUBS: **21**  
MEMBERS: **8,331**

## ÎLE DE MONTRÉAL

PRESIDENT: **Jocelyne Wiseman**  
EXECUTIVE DIRECTOR: **Rosée Tremblay**  
TEAM: **10**  
CLUBS: **34**  
MEMBERS: **52,869**

## LANAUDIÈRE

PRESIDENT: **Luce Gervais**  
EXECUTIVE DIRECTOR: **David Moreau**  
TEAM: **9**  
CLUBS: **51**  
MEMBERS: **46,454**

## LAURENTIDES

PRESIDENT: **Diane Beaulieu-Desjardins**  
EXECUTIVE DIRECTOR: **Michael Leduc**  
TEAM: **12**  
CLUBS: **42**  
MEMBERS: **47,477**

## LAVAL

PRESIDENT: **Robert Robidoux**  
EXECUTIVE DIRECTOR: **Sylvie Deschamps**  
TEAM: **3**  
CLUBS: **10**  
MEMBERS: **17,309**

## MAURICIE

PRESIDENT: **Yves Bouchard**  
EXECUTIVE DIRECTOR: **Manon De Montigny**  
TEAM: **7**  
CLUBS: **69**  
MEMBERS: **30,392**

## OUTAOUAIS

PRESIDENT: **Francine Paquet/Jean-Pierre Major \***  
EXECUTIVE DIRECTOR: **Anne Desforges**  
TEAM: **8**  
CLUBS: **24**  
MEMBERS: **28,138**

## QUÉBEC ET CHAUDIÈRE-APPALACHES

PRESIDENT: **Guy Bonneau**  
EXECUTIVE DIRECTOR: **Michel Beaumont**  
TEAM: **17**  
CLUBS: **172**  
MEMBERS: **101,677**

## RICHELIEU-YAMASKA

PRESIDENT: **André Beaumont**  
EXECUTIVE DIRECTOR: **Nicole Deutsch**  
TEAM: **7**  
CLUBS: **58**  
MEMBERS: **37,759**

## RIVE-SUD-SUROÏT

PRESIDENT: **Lucie Hébert**  
EXECUTIVE DIRECTOR: **Anne-Renée Hert**  
TEAM: **11**  
CLUBS: **58**  
MEMBERS: **75,186**

## SAGUENAY - LAC-SAINT-JEAN - UNGAVA

PRESIDENT: **Marthe L'Espérance**  
EXECUTIVE DIRECTOR: **Patrice St-Pierre**  
TEAM: **10**  
CLUBS: **70**  
MEMBERS: **33,713**

\*Francine Paquet left in December 2023; Jean-Pierre Major, Interim President

## A VERY POSITIVE ASSESSMENT

After 15 years as Executive Director of Réseau FADOQ, it's time to take a bow and retire. This is thus my last annual report.

First, I'm delighted to begin this evaluation of 2023-2024 by announcing a new membership record. Our membership now stands at over 580,000, surpassing our previous high.

From the time I took office in 2008 to the present day, we have added 320,000 members, demonstrating that we are more than ever an indispensable player in a Québec with a significantly aging population.

Over the past few months, the branding project has reached a new stage, as the Board of Directors now has all the recommendations and information it needs to make a decision on the way forward. It was a long process, but one that was necessary to continue evolving.

In terms of collective rights, we have made progress on several issues designed to improve the quality of life of people aged 50 and over, notably with the assistance offered to small private residences for seniors, the creation of the Canadian Dental Care Plan and measures for the experienced workforce.

Last September, we celebrated an important anniversary. We were very proud to organize the 30<sup>th</sup> FADOQ Provincial Games, a major event that is an essential part of our organization.

The past year has also been fruitful in terms of partnerships. We have added several new partners and renewed 43 others and I would like to thank them for their confidence.

In closing, I've put all my energy into meeting many challenges in 15 years, but I haven't done it alone. I would therefore like to thank

all those who have served on the provincial Board of Directors, particularly as president, as well as those who have served as regional executive directors. I would also like to express my sincere gratitude to everyone who has worked on my team at the Provincial Secretariat.

I leave the FADOQ network with a sense of accomplishment. I'm proud to have moved this organization—which is so close to my heart—forward. I'm sure this positive development will continue after I'm gone!



**DANIS PRUD'HOMME**

*Executive Director from 2008 to 2024*



## MOVING WITH CONFIDENCE INTO THE NEXT CHAPTER

It is with great pride that I commenced work as Executive Director of Réseau FADOQ.

Since coming to FADOQ in 2021 as Deputy Executive Director, I've worked on many projects that have given me an excellent understanding of our organization's inner workings.

As you can see in this annual report, Réseau FADOQ has continued to progress in 2023-2024, and I intend to build on our already solid foundations.

My vision as Executive Director is based on two main pillars: staying the course in terms of harmonizing our organizations and creating value for our members.

With our major partners and all our other partnerships, we offer our members close to 1,000 discounts and privileges across the province. We will continue to develop this aspect of our mission, as it is vital to our members.

Major challenges lie ahead, not least, our brand image, a necessary project for the future of our organization. The teams at the Provincial Secretariat and regional groupings are ready to take the next step to ensure that FADOQ remains the organization of choice for Quebecers aged 50 and over.

We'll continue to remain in tune with the times by offering a varied recreational program and other activities. What's more, we're adding a major event to our calendar in 2024 with the

organization of the Canada 55+ Games. The Provincial Secretariat team has been hard at work over the past few months preparing for this memorable event. More than 2,000 people from across Canada are expected in Quebec City this August.

Finally, defending the collective rights of our members and all Quebecers aged 50 and over will always be an important part of our organization. We will continue to multiply our efforts to ensure that their rights are respected.

It's the start of a new chapter. I am enthusiastic about continuing to write Réseau FADOQ's great history with my team at the Provincial Secretariat, those of our 16 regional groupings, our 801 clubs and our partners.

  
**JACINTHE ROY**  
*New Executive Director*



## PROVINCIAL SECRETARIAT TEAM

### EXECUTIVE MANAGEMENT

**DANIS PRUD'HOMME**

*Executive Director and  
Publisher of Virage*

**FRÉDÉRIQUE CHAREST**

*Editor-in-Chief of Virage*

**PHILIPPE POIRIER-MONETTE**

*Special Advisor, Government  
Relations*

**JOHANNE RIVET**

*Representative in Advertising  
and Sponsorship*

**SYLVIE GAUTHIER**

*Executive Secretary*

### PARTNERSHIPS AND MEMBER SERVICES DIVISION

**JACINTHE ROY**

*Deputy Executive Director*

**KARINE CORBEIL**

*Manager, Partnerships  
and Corporate Events*

**LINDA HURTEAU**

*Coordinator, Member Services*

**CAMILLE THÉORET**

*Agent, Member Services*

### FINANCE AND ADMINISTRATION DIVISION

**FRANCINE CHABOT**

*Director of Finance  
and Administration*

**ALEXANDRA  
BROUILLETTE-PELLETIER**

*Advisor, Human Resources*

**YOLANDE SIMONEAU**

*Advisor, Accounting*

**LARISSA KHITROVA**

*Clerk, Accounting*

**ROSALIE  
ODERMATT-LEMAY**

*Agent in administration and  
accounting*

**DAVID LEBLANC**

*Manager, Information  
Technologies*

**ALEXANDRE DEMERS**

*Officer, IT Project*

**RAFIK HENNICHE**

*Technician, IT*

### COMMUNICATIONS AND PUBLIC AFFAIRS DIVISION

**BERNARD BLANCHARD**

*Director of Communications and  
Public Affairs*

**NICOLAS DUPONT**

*Advisor, Communications*

**NATHALIE GUAY**

*Advisor, Communications*

**CHRISTIAN  
LABARRE-DUFRESNE**

*Advisor, Communications*

**IMANE SAJIB** *in replacement  
of FANNY BRETON-FLAGEOLE  
on maternity leave  
Agent, Customer Service*

### SPORTS, RECREATION AND PROGRAMS DIVISION

**ISABELLE MICHAUD**

*Director of Sports,  
Recreation and Programs*

**KARINA NÉRON**

*Manager, Sports and Recreation*

**JULIE SILVEIRA**

*Advisor, Social Programs*

**ROXANE CHARETTE**

*Coordinator, Sports  
and Recreation*



## WE TURN THE PAGE

### WELL-EARNED RETIREMENT

Réseau FADOQ saw three of its staff members retire in 2023-2024. Executive Director for the past 15 years, Danis Prud'homme, Director of Partnerships and Member Services, Carole Noiseux, and Material and Warehouse Clerk, Liliane Desjardins, have taken well-deserved retirement. Carole Noiseux had been with the organization for nearly 30 years. Thanks to all three for their work, and happy retirement!

### THREE NEW HIRES, NEW TASKS

Over the past year, Human Resources made three new hires. Rafik Henniche, Computer Technician, Rosalie Odermatt-Lemay, Administration and Accounting Officer, and Imane Sajib, Customer Service Officer (maternity leave replacement), have joined the team. Also, following the departure of Carole Noiseux, Karine Corbeil took over responsibility for partnerships and corporate events.

### TRAINING: ENGLISH LESSONS DURING WORKING HOURS

At Réseau FADOQ, ongoing training is key to ensuring that staff members fulfill their roles and acquire new skills. Various members of the Réseau FADOQ team took virtual English, first aid and professional development courses.

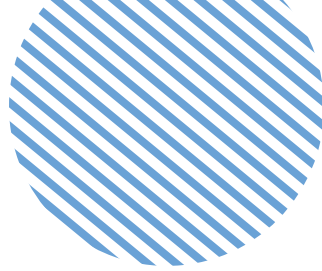
### MANY ANNIVERSARIES TO CELEBRATE

Several members of the Réseau FADOQ Provincial Secretariat celebrated special anniversaries in 2023-2024, starting with doyenne Nathalie Guay, who celebrated 20 years with the team. Also worthy of mention are Larissa Khitrova's 15 years of service, Roxane Charette and David Leblanc's 10 years, and Alexandre Demers and Philippe Poirier-Monette's five years. Thank you for your dedication and excellent work!



### BIG THANKS!

Réseau FADOQ would like to acknowledge the contribution of Denis Plamondon and Edmond-Louis Dussault, who held down the fort during the maternity leaves of two employees over the past year, and the contribution of Gabrielle Hébert and Lucie Le Borgne, who helped advance projects under development for the organization.



## REVENUES CLIMB

### SURPRISE, A SURPLUS!

In 2023-2024, Réseau FADOQ's financial results were surprising. While budget forecasts predicted a deficit of \$658,000, the Réseau ended the year with a surplus of \$94,000, a turnaround of more than \$752,000!

Comparing the results for 2023-2024 with those of the previous year, several differences may be observed. Overall revenues were up \$226,000 (2.7%) over last year. The Réseau was fortunate to receive additional funding to help achieve its mission. The main increases in revenue were in member dues for \$136,000 (3.7%) and investment income for \$194,000 (114%). Revenues from financing and other activities were down by \$53,000 (4.5%). Other revenues were stable.

### LOWER SPENDING

Expenses were down \$722,000 (7.9%) compared to last year. This decline breaks down as follows: advertising and promotion \$404,000 (52.8%), supplies, printing and postage \$211,000 (15.2%), financial assistance and rebates to regions \$157,000 (75.9%), travel and accommodation \$84,000 (14.7%) and salaries \$67,000 (3.3%). These decreases are offset by two significant increases in expenditure: contractual fees \$175,000 (42.6%) and direct costs of *Virage* magazine \$71,000 (2.8%).

Years come and go, but they rarely resemble each other. Réseau FADOQ's revenues and expenses fluctuate according to the projects it undertakes, some of which are non-recurring, while others are spread over several years. It is therefore difficult to look at the discrepancies in these figures without knowing the underlying details.

**REVENUES FROM  
MEMBER DUES  
INCREASED BY  
3.7%**

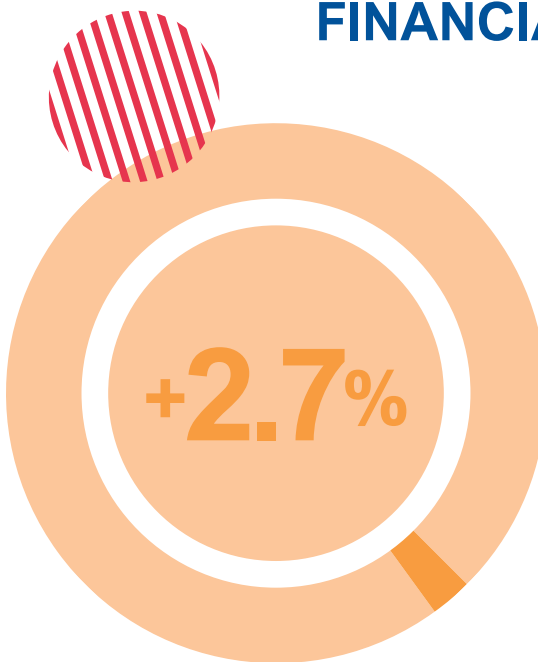




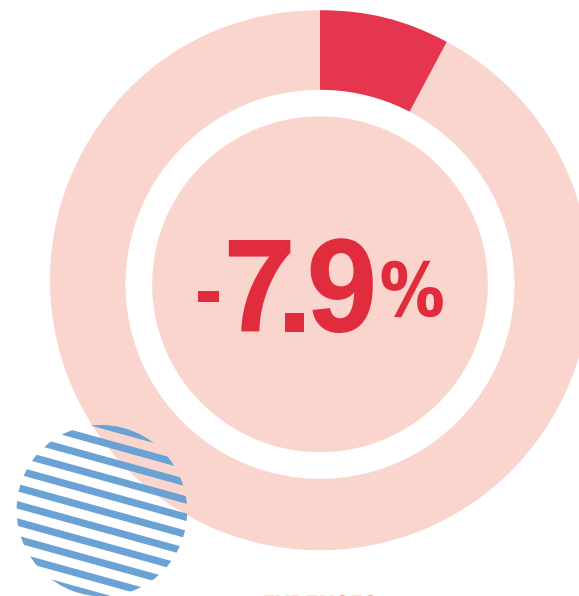
### CONTINUITY IN THE 2024-2025 BUDGET

Regarding budget forecasts for fiscal year 2024-2025, the Réseau anticipates a deficit of \$782,800. At first glance, this appears to be a budget similar to last year's, but this budget features two main components: an operating deficit of \$480,000 and an investment of \$302,000 in the first Canada 55+ Games on Quebec soil. The in-depth reflection on operations continues. Several changes to come in 2024-2025 should bring the organization closer to a balanced budget. However, Réseau FADOQ will have to wait until the next budget to feel the effects. Remember that inflation continues to take its toll, even if it has been declining since last year. Despite economic circumstances, the Réseau remains committed to delivering excellent service to its members.

## FINANCIAL RESULTS



REVENUES



EXPENSES

# RESULTS

For the year ended March 31, 2024

	2024	2023
REVENUES	\$	\$
Member revenue	3,811,873	3,675,857
Government grants	2,239,656	2,268,684
Fundraising activities	615,591	673,204
Virage Magazine	628,499	647,840
Other activities	494,677	489,855
Corporate donations	361,150	361,308
Net investment revenue	364,186	169,878
Other revenues	9,511	12,471
	<b>8,525,143</b>	<b>8,299,097</b>

	2024	2023
EXPENSES	\$	\$
Direct costs - Virage Magazine	2,565,654	2,495,038
Salaries	1,932,094	1,998,878
Employee benefits	524,411	506,237
Contract workers	586,800	411,383
Travel and accommodations	488,999	572,954
Publicity and promotional activities	361,026	765,121
Equipment, printing and postal costs	1,176,351	1,387,044
Financial assistance and rebates to regions	50,000	207,148
Telecommunications and office expenses	339,607	365,658
Rental	156,355	188,417
Insurance and taxes	52,390	45,173
Training	8,605	21,744
Rental expenses	18,821	14,612
Professional fees	68,681	63,237
Other expenses	34,779	35,930
Amortization of property and equipment	66,297	74,429
	<b>8,430,870</b>	<b>9,153,003</b>
<b>Surplus (deficit) of revenues over expenses</b>	<b>94,273</b>	<b>(853,906)</b>

# POSITION

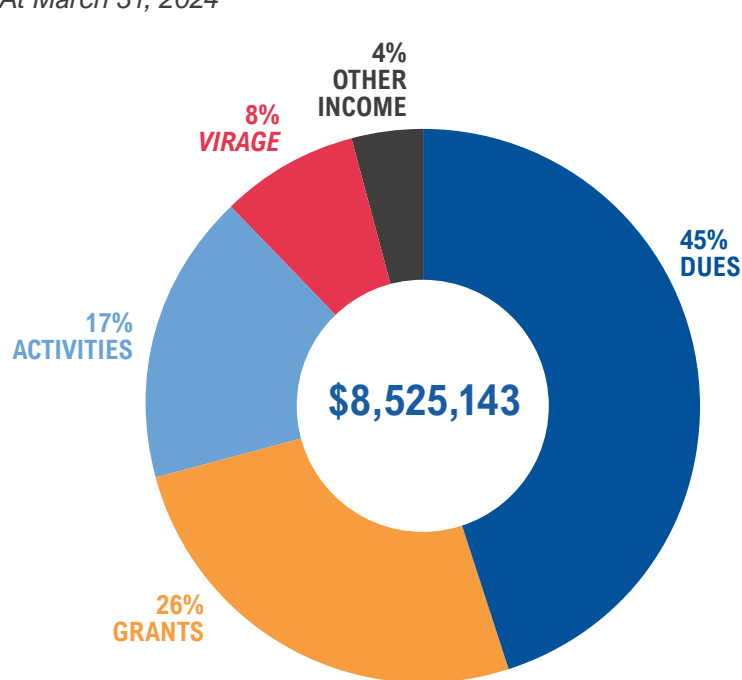
At March 31, 2024

	2024	2023
<b>ASSETS</b>	\$	\$
<b>Short term</b>		
Cash	1,131,298	903,620
Trade accounts receivable and other receivables	478,733	539,075
Stock	153,540	156,755
Prepaid expenses	396,622	269,796
Short-term investments	795,358	832,552
	<b>2,955,551</b>	<b>2,701,798</b>
Investments	5,070,893	4,983,174
Property and equipment	59,021	120,067
	<b>8,085,465</b>	<b>7,805,039</b>

	2024	2023
<b>LIABILITIES</b>	\$	\$
<b>Short term</b>		
Accounts payable and other operating liabilities	1,071,245	1,022,023
Deferred grants	32,416	220,812
Deferred revenues	3,587,917	3,262,589
	<b>4,691,578</b>	<b>4,505,424</b>
<b>NET ASSETS</b>	\$	\$
Invested in capital assets	59,021	120,067
Internal restriction	1,000,000	1,000,000
Unrestricted	2,334,866	2,179,548
	<b>3,393,887</b>	<b>3,299,615</b>
	<b>8,085,465</b>	<b>7,805,039</b>

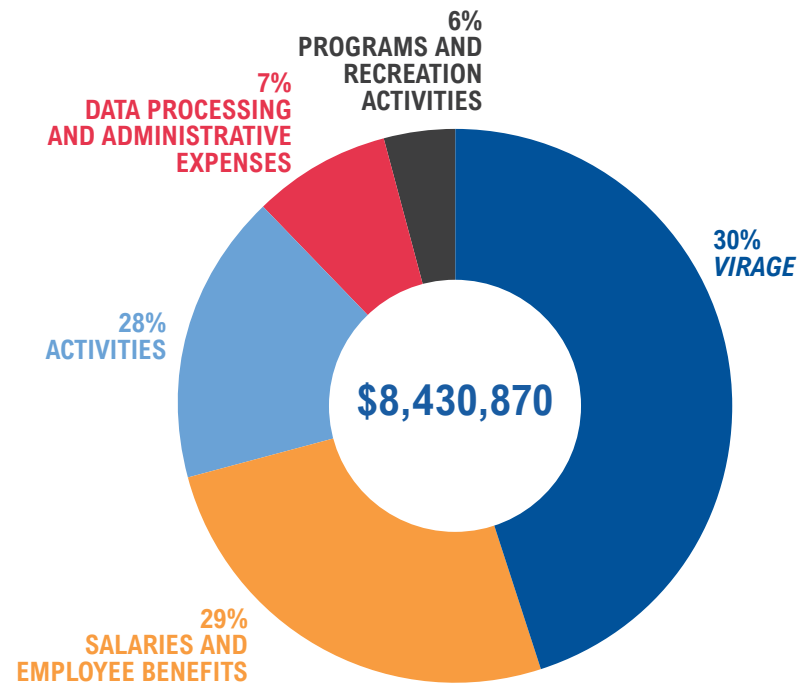
# TABLES

At March 31, 2024



TOTAL INCOME - RÉSEAU FADOQ

DUES	45%	\$3,811,873
GRANTS	26%	\$2,239,656
ACTIVITIES	17%	\$1,471,418
VIRAGE	8%	\$628,499
OTHER INCOME	4%	\$373,697
<b>Total</b>	<b>100%</b>	<b>\$8,525,143</b>



TOTAL EXPENSES - RÉSEAU FADOQ

VIRAGE	30%	\$2,565,654
SALARIES AND EMPLOYEE BENEFITS	29%	\$2,456,505
ACTIVITIES	28%	\$2,353,807
DATA PROCESSING AND ADMINISTRATIVE EXPENSES	7%	\$553,570
PROGRAMS AND RECREATION ACTIVITIES	6%	\$501,334
<b>Total</b>	<b>100%</b>	<b>\$8,430,870</b>

## MEMBER MANAGEMENT AND SECURITY SYSTEMS—AND MUCH MORE!

### DATABASE REPLACEMENT, MODERNIZATION DEMANDS IT

The FADOQ database management system, which has served us well for over 15 years, will soon have to be replaced by a more modern system. An exhaustive analysis of our present and future needs began this year and will continue next year. This is a far-reaching change. Next stage: selection of the new platform.

### PROTECTING SYSTEMS, A PRIORITY

Cybersecurity is paramount at Réseau FADOQ. To add an extra layer of security, the authentication mode used for staff computers has been strengthened, multi-factor authentication for our most important systems has been implemented, and a password management tool has been deployed. A project with CyberQuébec has also been launched to improve our posture in terms of cybersecurity and protection of personal information.

### CONSULTATION AND USE ON THE RISE

FADOQ website traffic has increased. Page views were up 20% year-on-year. Several improvements were also implemented to enhance the website (integration of a cookie banner to manage all Bill 25 compliance needs, as well as corrections and adjustments to the payment system).

In terms of OWF (Outils Web FADOQ), 147 clubs published their web pages using the tool, and over regions and clubs sent 6,500,000 emails.

### SEVERAL PROJECTS UNDERWAY

The IT department has also carried out many other actions. Here are just a few examples: Document architecture review and document migration to the Microsoft 365 platform, correction of incorrect addresses in our database, creation and deployment of a website for the 55+ Canada Games, development of a new phase for the mobile application, and maintenance and support for various systems.

PAGE  
VIEWS ON  
FADOQ  
WEBSITE



**+ 6,500,000**  
EMAILS SENT VIA OWF

## THE RÉSEAU PUSHES ISSUES FORWARD

### AN OPINION THAT COUNTS

Réseau FADOQ remains the organization par excellence for the protection of the rights of people aged 50 and over in Quebec. Again this year, we've been asked to give our opinion on various legislative measures and bills.

In 2023-2024, the Réseau submitted eight briefs and opinions on various bills and regulations. The President of Canada's largest seniors' organization, Gisèle Tassé-Goodman, and Special Advisor in Government Relations, Philippe Poirier-Monette, testified before three parliamentary committees, concerning C-319, which aims to amend the Old Age Security Act, the Quebec government's Bill 31 on housing, and the consultation of the House of Commons Standing Committee on Finance.

### A MULTI-AGENCY EXPERT

Réseau FADOQ brings forward the voices of all its members and seniors in Quebec and made 10 gains on their behalf this year. It is also called upon by many stakeholders, including the SAAQ, the Public Curator, the Ministère de la Santé et des Services sociaux, Retraite Québec, governments and opposition parties.

The Réseau also took part in some consultations, notably for the government's fourth action plan to combat poverty and social exclusion, and for the government's Aging and Living Together 2024-2029 action plan.

The Réseau has joined the Canadian Coalition Against Ageism (CCAA), which aims to combat ageism towards seniors while protecting and strengthening their human rights.

### HELP FOR SMALL RPAS

Measures were implemented that Réseau FADOQ had long been calling for to help certain group living environments, particularly private seniors' residences (RPAs) and non-profit seniors' residences. The personalized allocation for small RPAs (30 units or less) to cover the services required by residents with a severe loss of autonomy is very good news.

### HOME CARE GAINS

For many years, Réseau FADOQ has been campaigning for a major shift towards home care. Our public presentations and outings bore fruit with the announced deployment of home hospital projects, and the accelerated training program for home support workers. In addition, the Réseau stresses the need to decompartmentalize healthcare professions, and the government has launched consultations as part of the major project to modernize professional orders.

### QPP MEASURES FOR EXPERIENCED WORKERS

FADOQ proposals to improve the Quebec Pension Plan (QPP) have been adopted. People aged 65 and over who are already drawing their QPP pension and working now have the option of stopping their QPP contributions. It is also now possible to increase the retirement pension up to age 72.

### BETTER PROTECTION FOR TENANTS

The housing crisis is affecting seniors, and Réseau FADOQ is acting in their name to persuade the provincial government to do more to help them. Units have been added to the rent supplement program and the number of households eligible for the Shelter Allowance has been increased. The Réseau achieved another gain with the relaxation of the rules governing representation before the Administrative Housing Tribunal (TAL), enabling tenants to be represented by the natural or legal person of their choice.

10  
GAINS

8  
BRIEFS AND  
OPINIONS



## PARTNERSHIPS

# NEW PARTNERS, EVEN MORE SAVINGS

### MORE NEW DISCOUNTS

Discounts are still prized by FADOQ members, and the Réseau adopted a provincial partnership policy after several years of reflection and work. This led to another successful year of partnerships. The Réseau added 16 new provincial partners in 2023-2024. FADOQ members can now enjoy discounts with Park'N Fly, SecurMEDIC, EspaceProprio, Airmedic, Thaïzone, Emu Dundee, Réseau Dignité, Louis Garneau, Estérel Resort, Hertz, Éditions Pratico-Pratiques, Go Rampe, Toujours Mikes, Harnois Énergies, Claire France and Département des moments.

### MAJOR RENEWALS

Réseau FADOQ also renewed agreements with 43 partners. Six of these were upgraded, including Croisières AML, Salvatoré, Tel-Loc, Yuzu Sushi, Groupe SKYSPA and HydroSolution. Thanks to all our partners for their loyalty!

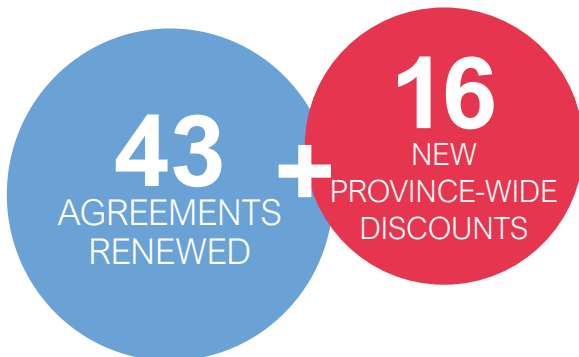
### AN ENLIGHTENING SURVEY

In January, Réseau FADOQ conducted a survey in the discount newsletter to get an overview of the use of discounts and members' needs. Over 4,700 people took part in the survey. The results showed that almost 70% of them had used their FADOQ card at least once to take advantage of one of the partner discounts. The survey also revealed strong demand for the food and restaurant categories.

### INTACT INSURANCE

#### MEMBERSHIP ON THE RISE

FADOQ membership via Intact Insurance increased in 2023-2024. In fact, 17,307 people became FADOQ members through Intact Insurance representatives and its exclusive FADOQ FreeSpace program. This translates into revenues of \$762,500, representing a significant increase since last year.





## LOYAL MEMBERS

### SAVINGS WITH THE MOBILE APP

Since its launch, FADOQ members have massively turned to the mobile application to get their membership card, renew their membership and find geolocated discounts. As of March 31, 2024, 171,000 separate members have logged on to the app, 159,000 have activated their virtual card and over 28,000 have renewed directly on the app. With the virtual membership card, 81,000 fewer plastic cards needed to be produced and shipped in fiscal year 2023-2024, saving approximately \$94,000.



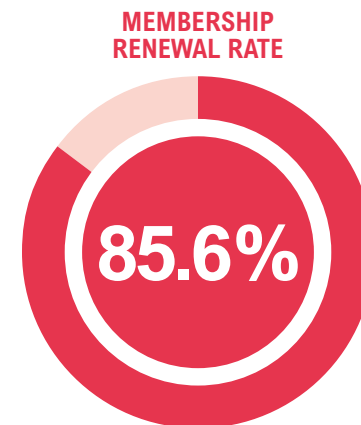
### PLASTIC CARD IS STILL WITH US

A symbol of our organization, the plastic card continues to be the preferred option for many members. The Provincial Secretariat continued to send out cards to local club members who renewed their membership. Over the past year, 164,722 cards were produced and mailed, and 145,978 cards sent to regional club members, representing 310,700 plastic cards. In addition, 412,167 renewal, reminder and reminder notices (351,075 by post, 61,092 by email) were sent out during the year.



### A JUMP IN THE NUMBER OF 24-MONTH MEMBERSHIP CARDS

Since activities were relaunched after the pandemic, Réseau FADOQ has maintained an excellent renewal rate. The membership renewal rate is 85.6%, including 24-month cards. Nearly 45% of club members have opted for the 24-month card, a percentage that has been rising steadily since 2021-2022. Some 84.7% of regional members have done the same.



## NOTABLE ACTIVE GATHERINGS

### THE 30<sup>TH</sup> EDITION OF THE GAMES

The FADOQ Provincial Games were held for the 30th time in 2023. From September 19 to September 21, 1,150 participants gathered in Sherbrooke, Quebec. This large, active gathering for people aged 50 and over featured 11 disciplines in five competition areas. The Soirée des Jeux was once again a great success, thanks in particular to the performance of the group Tocadéo. Since their creation 30 years ago, more than 33,000 people have participated in the provincial finals of the FADOQ Games.

1,150

PEOPLE TOOK PART  
IN THE PROVINCIAL  
FADOQ GAMES

### FADOQ-GOLF DAY SOLD OUT

The FADOQ Golf Day was held at Club de Golf Saint-Raphaël in 2023 and was a great success with members. A total of 144 people teed off at the same time. They enjoyed trying to place the ball closer to the cup than the professional on the 17th hole, and several succeeded.

### RECORD NUMBER OF ENTRIES

After a three-year absence due to the pandemic, the 50+ Hockey Cup returned for its 9th edition. Teams responded to the call, and the tournament was fully booked. There were eight women's teams, a record for this category.

### PREPARATIONS CONTINUE

Organization of the Canada 55+ Games is well underway. Former Olympian Pierre Harvey will serve as event ambassador. Thousands of participants from across the country are expected in Québec City at the end of August 2024.





### A HOLIDAY CALENDAR AND CONTEST

From December 1 to 25, 2023, members enjoyed the third edition of the recreation team's advent calendar and received holiday greetings from Josée Lavigueur. Members also took part in a visual arts competition.

### TICKETS GO FAST

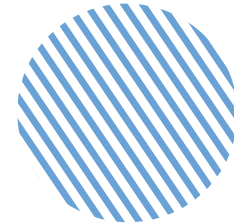
The Aventuriers Voyageurs travel films remain as popular as ever with our members. Now in its fourth year, 1,000 travel enthusiasts enjoy this activity every month.

### PHOTOGRAPHY IN THE SPOTLIGHT

The recreation team received 2,000 photos in 2023 as part of FADOQ in Pictures. Each season, three randomly selected photos are published on the website. The winning photos are also featured in *Virage* magazine.

### VIVA HAS A LOT OF FANS

Over the past year, 12 people have won \$50 gift cards as part of VIVA Zone's seasonal contests. Special features on women's hockey and pickleball were also published on the platform, which aims to support our members as they age actively.



## PROGRAMS THAT GIVE MEMBERS PRACTICAL TOOLS

### A RECORD YEAR FOR SENIOR-AWARE

Since its launch in 2010, this was a record year for the Senior-Aware program. Nearly 7,300 people attended sessions this year on fraud and abuse in Québec, representing an increase of more than 45% over last year. An estimated 73% of the audience is made up of women. The new videos on romance scams and sexual abuse launched this year were a great success. Two new clips on text phishing and financial abuse have been filmed and will be broadcast shortly.

**77,000 PEOPLE HAVE  
ATTENDED SENIOR-  
AWARE SESSIONS  
SINCE 2010**

### WORKSHOPS IN A VARIETY OF SETTINGS

More than 1,100 people were made aware of the importance of seniors well treatment after attending *In the Shoes of an Older Person* workshops. Workshops to raise awareness of the impact of human aging were given to professionals, students (primary, secondary, college) and users of community organizations for young people and caregivers.

### WORKING TOGETHER TO IMPROVE QUALITY OF LIFE

Réseau FADOQ continued its collaboration with the serious game working committee, piloted by the Centre collégial d'expertise en gérontologie (CEEG) at Cégep de Drummondville, and added a new collaboration with the steering committee of the Mieux comprendre la relation avec l'alcool durant le vieillissement project.

### REPRESENTATION ON VARIOUS COMMITTEES

The Réseau has represented its members and Québec seniors on several committees, including the *Vivre en Ville* committee on the development of environments conducive to active aging, the national committee to raise awareness of abuse of English-speaking seniors and seniors from cultural communities, and the *Pour que vieillir soit gai* committee.

**1,100**

PEOPLE MADE AWARE  
OF THE IMPORTANCE  
OF WELL-TREATMENT

## POPULAR GATHERINGS

### A CONGRESS WITH ACTION AT ITS CORE

The Provincial Congress 2023 took place from June 13 to 15 in Trois-Rivières, Québec. The theme chosen for that edition was *L'expérience membre au cœur de nos actions*. A total of 195 people attended the event, which also saw the election of the new Board of Directors.

### THE CONFERENCE MEETS EXPECTATIONS

From January 22 to 24, 2024, 135 regional offices and Provincial Secretariat staff members gathered in Victoriaville for the sixth edition of the FADOQ Conference. Several presentations and workshops by sector, as well as a festive banquet, provided an opportunity to delve deeper into the chosen theme, which was *Le Réseau FADOQ: une équipe unie et engagée*. This resulted in the highest satisfaction rate in the Conference's history, with an average of 91%.

### VIRTUAL ACTIVITIES STILL PLAY AN IMPORTANT ROLE

Although face-to-face activities were resumed, members also had the option of attending free webinars. More than 350 people attended the live event hosted by Sylvie Bernier and co-hosted by Lucilab. Entitled *Conseils d'expert-es pour préserver sa vitalité*, this webinar was offered exclusively to FADOQ members. A virtual conference co-organized with Revenu Québec on the theme of retirees returning to the workforce was aimed at regional directors and staff, as well as members of the Board of Directors. Finally, as part of our Planned Giving program, six webinars on bequests were offered. Over 3,000 people took part.





## GROWING BRAND AWARENESS

### A REGULAR MEDIA PRESENCE

Réseau FADOQ is a must in the media when it comes to commenting on issues affecting people aged 50 and over. President Gisèle Tassé-Goodman continues to be in great demand. Among other things, she has given interviews to the national media in response to gains made or positions taken on the shingles vaccine, the support program for small private residences for seniors, and housing. FADOQ was named nearly 1,500 times in the print and digital media and mentioned more than 182 times on television and radio.

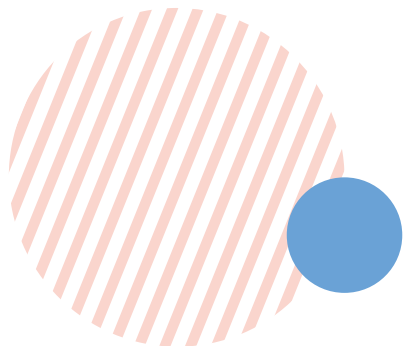
### A REVAMPED VIDEO CLIP

The monthly video capsule of Réseau FADOQ's President was revamped for 2023-2024. Now entitled *Le tour d'horizon de la présidente du Réseau FADOQ*, the capsule has been modified in content and form to better inform members about our positions, earnings, discounts and activities. In addition, the Communications Department produced several videos following parliamentary committee hearings and President Gisèle Tassé-Goodman's participation in press briefings at the National Assembly. These videos allow members to see the President in action in the field.

### MORE INCLUSIVE COMMUNICATIONS

Over the past year, Réseau FADOQ has added inclusion to its organizational values. As a first action, the communications team produced an inclusive writing guide. Training sessions were also organized, specifically, with the executive directors of regional groupings, Provincial

1,682  
MEDIA  
APPEARANCES



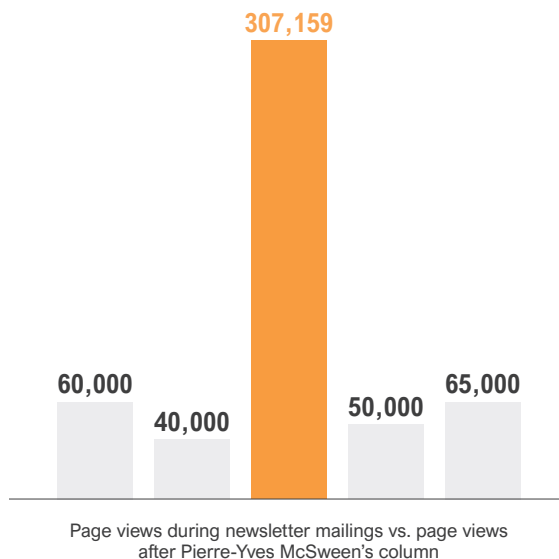
Secretariat staff, and the Réseau’s communications specialists. The aim now is to ensure that the ensuing rules are respected.

### OUR NEWSLETTERS ARE STILL VERY POPULAR

The second year of segmenting the French-language general newsletter into three thematic newsletters (discounts, recreation and social issues) ended with an increase of 10,128 subscribers, for a total of 172,143. Our three newsletters have excellent combined open rates of 60% and click-through rates of 11%. What’s more, some of our monthly newsletters boast click-through rates of 20% or more, which is remarkable. The English newsletter had an open rate of 66% and a click-through rate of 19%.



### MCSWEEN EFFECT



### MORE TRAFFIC TO OUR WEBSITE

Réseau FADOQ has seen a marked increase in traffic to its website. User numbers have risen by 20%, and session numbers by 19%. Our newsletters are still the most important vector for traffic. The article about Pierre-Yves McSween’s radio column extolling the virtues of FADOQ generated more traffic than at any time since FADOQ launched its website. This page was the most popular in 2023-2024, followed by discounts and membership.

**MORE THAN 1,000 NEW MEMBERSHIPS THANKS TO THE CAMPAIGN’S WEB COMPONENT**

### A CAMPAIGN THAT REACHES OUT TO OUR MEMBERS

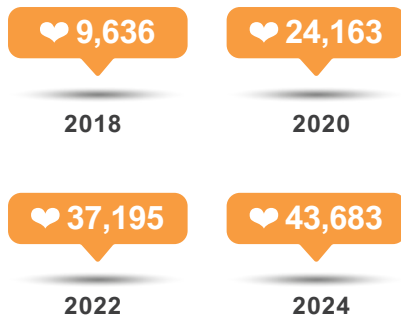
In the fall of 2023, Réseau FADOQ renewed its *Go ahead, betray your age* campaign. This was deployed mainly through television advertising (Radio-Canada, TVA, Noovo, Télé-Québec and MaTV) and prime-time TV programs (*Indéfendable*, *Révolution*, *Chanteurs masqués* and *Tout le monde en parle*) for better market penetration. The campaign was also broadcast on the Web and on billboards in shopping malls. Despite the crisis at Meta, the Web campaign generated positive results, with over a million impressions and over 200,000 video views, resulting in over 1,000 new memberships. The *Portraits de membres* project, featuring stories of FADOQ members who defy their age, was also a great success. The 25 portraits posted on the Facebook page and website generated at least 150,000 impressions.

### FACEBOOK PAGE INDICATORS ON THE RISE

Of all Réseau FADOQ’s social media, the Facebook page is by far the most popular. It now has 43,683 subscribers, an increase of more than 2,000 over last year. The engagement rate on our Facebook page is excellent, at nearly 18%. In fact, it’s the best measure of a page’s health.



#### NUMBER OF SUBSCRIBERS



### COMMUNICATIONS REGISTER: OVER 30,000 CALLS AND EMAILS

The Communications Registry, which is used at the Provincial Secretariat as well as in the regional groupings, was fully implemented in 2023-2024. The Registry features multiple functions, including compiling received calls and emails, identifying reasons for contact, monitoring traffic, keeping a history of exchanges with each individual, and extracting statistical data. Between October 25, 2023, and March 31, 2024, the Registry recorded a total of 30,213 communications, an increase of 7,906 over the previous period.

### NEW DEVELOPMENT FOR CONTINUING EDUCATION

Over the course of 2023-2024, five meetings were held with Réseau FADOQ communication staff members, in addition to the FADOQ Conference. In addition, four training sessions (newsletter statistical reports, Google Analytics 4, the use of artificial intelligence in communications, and social networking in the age of Meta-related issues) were given to this group

of regional and provincial staff members. A training kit on using the website, including 21 video tutorials and a 95-page guide, has also been launched. The aim of this kit is to offer the opportunity to learn at your own pace and according to your own needs. There is a tutorial for each section of the website, as well as additional tutorials with tips and tricks.





## REMARKABLE GROWTH

Again this year, all indicators were up for *Virage* magazine, which devoted its front page to Ginette Reno, Louis Morissette, Louise Latraverse and Sophie Thibault in 2023-2024.

### GROWING CIRCULATION

At 471,500, the magazine's circulation is up slightly, as is that of the English version, reflecting the growth in the number of Réseau FADOQ members. Increasingly, however, readers are choosing the digital magazine available at viragemagazine.com. Nearly 9,400 members have switched from paper to electronic versions of the magazine, an increase of almost 50%. Over the past year, considerable effort was made to revise thousands of addresses on the magazine's mailing list, to lighten postal preparation and reduce the number of copies returned to sender.

### SALES ON THE RISE

Reflecting *Virage's* wide reach, advertising sales in the magazine's print version have risen by 16% over the past 12 months.

### MORE CLICKS

Viragemagazine.com is attracting more and more visitors. In one year, page views and people interacting with the site increased by 24% and 17% respectively. Also, the *Virage* website benefited from several improvements, including the correction of computer bugs and optimization to improve search engine optimization.

### NEW DEVELOPMENTS

Always keen to reflect the interests and concerns of its readership, the *Virage* team enhanced its content by integrating a popular legal column, in collaboration with the Éducaloi organization, and a section devoted to technology and a host of environmental topics.



VIRAGE  
CIRCULATION REACHES  
**471,500**



## A CONTINUING SUCCESS

### POSITIVE FIGURES

Avenues.ca continues to be a reference for quality journalistic content for FADOQ members and the general public. Visits to the website\* are rising steadily, with 521,778 unique visitors browsing the site and 925,869 page views.

The same goes for the newsletter, which gained 8.2% subscribers to reach 8,695. The open rate is also up, at 66%. Clicks have risen from 15% last year to 20% this year.

As for the Facebook page, it has gained nearly 1,500 subscribers and is now followed by almost 19,000 people.

### POPULAR EVENTS

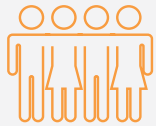
Avenues.ca Rendezvous were a hit in 2023-2024. On May 16, a record number of visitors came to the Montreal Botanical Garden for *Passion oiseaux* with Pierre Verville. All 282 available places were filled. On October 11, Marie-Julie Gagnon charmed the audience with her presentation *Voyager en train au Canada et dans le monde*. The annual Le Salon avant le Salon conference, now in its 9th year, delighted the six authors in attendance, including Michel Jean and Zachary Richard, and the audience.

Avenues.ca also continued its podcast series, which now has 24 episodes. Gisèle Tassé-Goodman, President of Réseau FADOQ, was the first guest of the year 2024.



\*The statistics and rates of increase are drawn from a combination of data collected by Google Analytics 3 for the period from April 1, 2023, to June 30, 2023 and Google Analytics 4 for the period from July 1, 2023, to March 31, 2024.

**581,036**  
MEMBERS



**33%**  
OF MEMBERS ARE  
**UNDER 65**

**4,667**  
**VOLUNTEERS**  
IN RÉSEAU  
ADMINISTRATION



OVER  
**470,000** COPIES  
PER ISSUE OF *VIRAGE* MAGAZINE

PROVINCIAL  
FINALS OF  
THE FADOQ  
GAMES TURN  
**30**

NEARLY **1,000**  
**DISCOUNTS**  
ACROSS THE PROVINCE

**10**  
GAINS RESULTING  
FROM OUR DEMANDS  
AND REPRESENTATIONS



**7**  
WOMEN



**5**  
MEN

**43,787**  
FOLLOWERS  
ON FACEBOOK



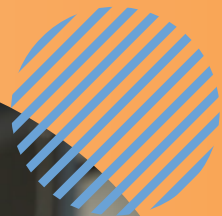
OVER  
**150**  
**EMPLOYEES,**  
INCLUDING 27  
AT THE PROVINCIAL  
SECRETARIAT

MORE THAN  
**172,000**  
PEOPLE READ  
THE FADOQ  
NEWSLETTER



  
**171,938**  
DOWNLOADS  
OF THE FADOQ  
MOBILE APP

ON THE PROVINCIAL  
BOARD OF  
ADMINISTRATION



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