fadoq





Annual Report 2024-2025 FADOQ







Table of Contents

Our History	3
President's Report	5
2024-2025 At a Glance	7
FADOQ in Figures	9



Raising the Voice of Our Members



An Evolving Organization



Bringing Our Members Together



Informing Our Members



A Healthy Organization

2024-2025	
Board of Directors	24
Provincial Team	25
Regional Teams	26

Our History

FADOQ, the country's largest organization of people aged 50 and over, was founded in 1970 by Marie-Ange Bouchard, with the goal of overcoming seniors' isolation. In our 55 years of existence, we have won major victories for the rights of people aged 50 and over, while remaining true to our core values. In a rapidly changing environment, FADOQ is constantly adapting to meet our members' needs and interests.

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

603,701 members

16
regional offices

690 clubs

* The number of clubs has been adjusted for 2023-2024. The number of clubs corresponds to clubs affiliated as of March 31, 2025.

Pride and a Sense of Accomplishment

It is with great emotion and deep gratitude that I present this last president's report as I conclude my third and final term at the helm of the provincial board of directors.

First of all, I would like to thank each and every one of you for the trust you have placed in me over the years. It has been a privilege to represent you and to work with passionate, committed people who are resolutely focused on the well-being of our members and Quebec seniors.

It has been a privilege to represent you and to work with passionate, committed people who are resolutely focused on the well-being of our members and Quebec seniors. We ended the year of 2024-2025 with more than 600,000 members, a strong testament to the vitality of our organization. During my nine years with FADOQ, including six as its president, I have been driven by the desire to represent our members, to listen to them and to continue to grow our organization.

The pandemic, though difficult, was a turning point in our ability to reinvent ourselves. We added a range of activities and online presentations to our programming, which let us diversify our services and reach a wider audience. This period has also strengthened our determination to defend the rights of seniors and to assert our place in the social dialogue on issues that concern us.

During my six years as president, the organization underwent major governance changes. We now have three external members on our board of directors who have brought us additional skills and helped us to broaden our thinking. The project to revitalize our visual identity and rejuvenate our brand image, which began in 2021, is continuing.

President's Report



I'm also particularly proud that in 2023, we added inclusion to our values, to ensure that every person feels fully welcomed, respected and valued within our organization.

During my three terms, I have made numerous representations on your behalf to elected officials, both in Ottawa and Quebec City. Since 2019, FADOQ has contributed to significant advances for seniors, in Quebec and internationally. The Senior Assistance Tax Credit has been enhanced, the earnings exemption for people receiving the Guaranteed Income Supplement has been increased, legislation to combat elder abuse has been passed, the first national policy to support caregivers has been put in place, the Quebec Pension Plan has been made more flexible for experienced workers, the decompartmentalization of healthcare professions has been accelerated, and investment in homecare has increased.

Over the past year, our actions have helped to strengthen protection for senior tenants thanks to the expansion of the Françoise David law. On the world stage, our participation in the UN Openended Working Group on Ageing led to a landmark decision in favour of a future international convention to protect the rights and well-being of older people.

Sincere thanks

All these achievements are the fruit of exceptional collaboration. I would like to acknowledge the remarkable work of all past and present members of the board of directors, as well as our dedicated staff, and to thank the Ministers of Seniors—Marguerite Blais, Sonia Bélanger, and the six successive federal ministers—for their attentiveness to our demands.

FADOQ can also count on loyal partners. In particular, I'd like to thank Intact Insurance, Beneva and Sécuriglobe for supporting us year after year.

I have the highest regard for every single person who contributes, in one way or another, to our organization. It's been a real pleasure to work with you in every region of Quebec. Thanks to you, FADOQ has been able to evolve, adapt and remain a strong, respected voice. By cultivating my curiosity, I've been able to deepen my understanding of others, get closer to humanity and become fully aware of the value of relationships and the inner richness of each individual. At the end of my volunteer commitment, I can say that this experience has transformed me, making me a better person.

A huge thank you to my husband, Earl, whose unfailing support and invaluable presence have accompanied me every step of the way on this wonderful adventure.

I'm extremely proud to have been your president and to have contributed to our mission. FADOQ will always hold a special place in my heart.

Gisèle Tassé-Goodman President

President's Report

2024-2025 At a Glance



Jacinthe Roy commences duties as Executive Director

April



Organization of Canada 55+ Games in Quebec City

August



Cost of membership card adjusted

January



Tribute to our president, Gisèle Tassé-Goodman, at Québec's National Assembly

February



\$452,990 total earnings for first provincial 50/50 draw

March



1,350 members participate in the 31st FADOQ Provincial Games in Sherbrooke



A Historic Milestone for FADOQ

It's already been a year since I took over as FADOQ's Executive Director. The year 2024-2025 has come to a close in the most wonderful way. We passed the 600,000 member mark for the first time in our organization's history, eloquent proof of the relevance of our mission. This achievement is the fruit of exceptional teamwork in recruiting and retaining our members. It is a source of inspiration as we continue our dynamic commitment to people over 50 in Quebec.

One of the year's highlights was the very first provincial online 50/50 draw, which was a resounding success. This project has generated substantial funds to support our actions and activities and bodes well for the next draw, scheduled for the end of 2025.

At the same time, we continued to work diligently on our brand image. Modernizing our visual identity is a big project that we are conducting step by step. The redesign of *Virage* magazine, in terms of both visuals and editorial line, is also progressing steadily.

In the interests of fairness, we have harmonized and adjusted the price of the FADOQ membership card. The aim of this simplification was to standardize our offer throughout FADOQ. This change was well received by members.

Last, the year was marked by events that brought our community together: the 10th Coupe du Québec 50+, the Provincial Congress, our 31st FADOQ Provincial Games and the Canada 55+ Games in Quebec City. These gatherings are part of our organization's DNA, providing memorable moments for all participants.

Every action taken and every project completed is the fruit of an exceptional collective commitment. I want to extend my warmest thanks to our directors, volunteers, partners and staff, who enable FADOQ to continue to grow and radiate everywhere in Quebec.

In closing, I want to extend my sincere thanks to Gisèle Tassé-Goodman, who has been a great president for FADOQ. It has been a real pleasure working with her, and I wish her all the best for the future.

Jacinthe Roy

Executive Director and editor of *Virage*

Report of the Executive Director



FADOQ in Figures



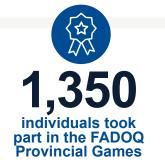
1,000
discounts and privileges across the province



87% overall renewal rate

4,579
volunteers in FADOQ administrative roles

223,430
distinct members have logged on to the FADOQ app since 2022



1,511
mentions of FADOQ
in the media



162,000
member subscriptions or renewals on FADOQ website

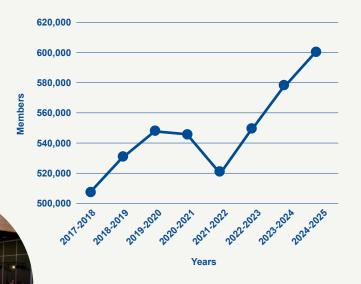
180,414
subscriptions to the newsletter

\$452,990 generated with the 50/50 draw

A first!

For 55 years, members have been the foundation and central priority of FADOQ's mission. In 2024-2025, the FADOQ family continued to grow. For the first time in our history, we passed the 600,000 member mark. We will continue to evolve

to serve the interests of our 603,701 members by defending their rights and offering them activities, services and discounts tailored to their needs.



An Evolving Organization

A needed adjustment

As of January 1, 2025, the FADOQ card costs \$30 for one year. It is also offered

at \$55 for two years at participating clubs. The cost of membership had not been adjusted for several years, which had a significant impact on several aspects of our mission. Together with the regional boards of directors, the provincial board of directors decided to adjust the cost of the card so that we can continue to offer quality services.

CLAIRE ÉCHANTILLON FADOQ Club de l'Amitié

A new concept

The year 2024-2025 was marked by a major overhaul to simplify the FADOQ card offerings. Some cards were withdrawn and others reworked. A new development is the "Affinity Member" card, which replaces the "Friend" and "Spouse" cards. Available for \$12, it is aimed at existing members who wish to participate in the activities of another club, as well as those under 50 who wish to take part in a club's activities. Nearly 2,000 have

been sold.



U099 - 8888888

EXP: 12/2025

A winning draw on all counts



\$452,990

Our first provincial 50/50 draw produced one lucky winner: Carolle Lozeau, who won \$226,495. Nearly 21,000 purchases translated to sales of more than 305,000 tickets, raising a total of \$452,990. FADOQ received half of this amount, minus administrative costs. The proceeds from this online draw will help fund important projects and support our mission.



An Evolving Organization

New features for our mobile app

- Addition of an alternative identification method if card number is forgotten
- > Translation of the application into English
- Addition of similar versions for iOS and Android tablets
- Aesthetic enhancement

Bringing Our Members Together



Smiles and fun at the FADOQ Provincial Games

For the second year running, the FADOQ Provincial Games were held in Sherbrooke. Some 1,350 members took part in the event. Beyond the medals and the pleasure of participating, a highlight was Guylaine Tanguay's performance at the Soirée des Jeux.







Congress in Saguenay

The 2024 Provincial Congress brought together over 200 participants in Saguenay. The annual event, hosted this year by Ève-Marie Lortie, focused on the theme of Enraciner pour bâtir l'avenir [Rooting for the Future]. Attendees were treated to talks by Sylvie Bernier and Danièle Henkel. Our new Executive Director, Jacinthe Roy, had plenty of time to chat with delegates from all over Quebec.

Bringing Our Members Together





A first for Québec

We called all of Canada together for the first Canada 55+ Games on Quebec soil. More than 2,000 people, including 400 FADOQ members, took part in the competitions in Quebec City. Quebec distinguished itself, particularly in the running events.





10th edition of the hockey tournament

A total of 22 teams took part in the Coupe du Québec 50+hockey tournament in 2024. This 10th edition welcomed a new women's category, for 60+ players. This is a very family-oriented event, where families come out to support their players. The three Néron brothers (photo) played together.





Gains at home and abroad

FADOQ takes the defence of the collective rights of its members and Quebec seniors very seriously. Over the past year, we have made seniors voices heard, and represented them on a number of issues. Our briefs and opinions, as well as the positions we have taken, have led to significant gains that will have a positive impact on seniors' daily lives, finances and health.



Enhanced protection against evictions thanks to the extension of the Françoise David law



Introduction of a free shingles vaccination program



Another step towards an international convention on seniors' rights Raising the Voice of Our Members



A president on the ground

FADOQ President Gisèle Tassé-Goodman has taken part in a number of press conferences, parliamentary consultations and rallies to push many issues forward. In this photo, she is engaged in a new campaign to strengthen protection for older tenants against eviction.

Multiple ways to send messages







FADOQ enjoys a high media profile. The interviews we give are a way to accentuate our messages, promote our mission and publicly defend our members' collective rights. Ms. Tassé-Goodman has given television, radio and print interviews on various topics, including:

- Housing and RPAs [private seniors residences]
- Home support services
- > Financial precariousness of seniors
- > Provincial FADOQ Games

In addition to interviews, we issued 13 press releases on topics such as rights advocacy, *Virage*, Canada 55+ Games and the selection of new executive director, as well as several open letters.

Our executive director and president took part in a number of consultations, including one on the Quebec Home Support Policy, in addition to sitting on various committees to represent FADOQ and give their opinions. In the photo on the right, they are with the Minister responsible for Seniors, Sonia Bélanger, at the Journée

Première Ligne en santé in March 2025.

Raising the Voice of Our Members

More than

1,300
mentions in print
and electronic media

211
mentions on radio and television

13
news releases
published



Websites growing in popularity

Visits to the FADOQ website continue to grow. Page views were up 19% compared to last year. In addition, 162,000 members joined or renewed their membership on the website, a number that increases year after year. Traffic to the Virage website is also growing, with a 20% increase in page views, a 9% rise in engagement and an 18% increase in average engagement time. On the Avenues.ca website, 853,000 pages were viewed, 20% more than the previous year.

Popular social media

FADOQ's Facebook page ended the year 2024-2025 with 46,121 subscribers, 5.58% more than last year. In addition, there was a 40% increase in interactions, demonstrating engagement with our content. The Avenues ca Facebook page has 20,729 subscribers.

FADOQ Facebook page statistics from April 1, 2024 to March 31, 2025



People reached

998,056



Interactions

112,187



Number of publications

743



Engagement rate

20%



Sharing

16,420



19%

for page views on the fadoq.ca website



18%

average length of engagement on the viragemagazine.com website



subscribers to the Facebook page

Informing Our Members 8,271
more people subscribed to the newsletters

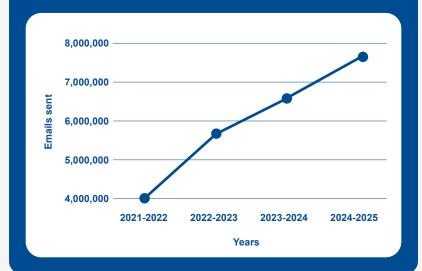


High-performance newsletters

Our newsletters are one of our most important communication tools, with over 180,000 subscribers. With an average open rate of 62% and a click-through rate of 13%, our performance is excellent. By way of comparison, for an NPO, a very good open rate is around 40%, while a very satisfactory click-through rate is 3.27%.

A much-used tool

Over the past five years, e-mails sent by regional groups and clubs via Outil Web Tools (OWF) have been steadily increasing, reaching nearly 7.5 million in 2024-2025.



Content in two languages

In 2024-2025, in line with the strategic plan's major focus on improving member experience, we increased English-language content on the FADOQ provincial website. This means that 62.5% of the provincial section is now translated, representing an increase of 7.7%.

Informing Our Members









Four inspiring women on the front page of *Virage*

Four personalities marked the year with their presence on the cover of our *Virage* magazine: Joe Bocan, Janette Bertrand, Ève-Marie Lortie and Caroline Néron. *Virage* continued to grow in 2024-2025. The Spring 2025 issue achieved an impressive circulation of almost 490,000. The English insert, distributed to 17,500 members, also continues to gain ground.

Two new video clips for the Senior-Aware program

The Senior-Aware program, designed to raise awareness among seniors about fraud and abuse, is gaining in popularity. Since 2010, over 85,000 people have taken part in our information sessions. The volunteers who run these sessions can now count on two new video clips. One deals with text message fraud, the other with financial abuse by a loved one.







5,373 participants in 154 sessions



2,066
participants in 142 sessions

Stable financial statements

FADOQ boasts an excellent financial picture at the conclusion of 2024-2025. We ended the fiscal year with a deficit, but this was anticipated. Overall revenues are up by more than\$300,000 compared with 2023-2024, despite a major drop in grants (-\$786,000). The hosting of the Canada 55+ Games and a first 50/50 draw explain the significant increases. The main sources of revenue growth were membership dues (+\$148,000), fundraising (+\$487,000) and other activities (+\$601,000). As far as expenses are concerned, several items are up, notably due to the organization of the Canada Games 55+, a large-scale event in Quebec City.

New partnerships to suit all tastes

FADOQ signed agreements with 17 new partners over the past year. Members can take advantage of new discounts on travel and tourism (Air Canada Vacations, Célébritours), food (Aliments M&M), pets (Mondou) and telecommunications (Telus).

\$8,834,994 FADOQ total revenue

\$132,300
The e-card eliminated the need to produce and ship 105,000 plastic cards, saving \$132,300 in production and postage costs, as well as being environmentally friendly

Renewal of
62 partnerships, 2 of which
have been upgraded

\$603,990
Membership dues
associated with our partner
Intact Insurance

13,621
Number of memberships from Intact Insurance

Advertising revenues up for *Virage*

6% more for the Spring 2025 edition compared to 2024

67% more in the *Virage* newsletter

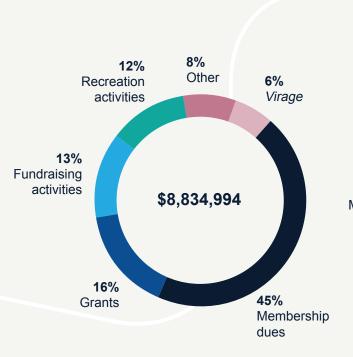
Revenue and Expenses For the year ending March 31, 2025

	2025	2024
	\$	\$
Revenue		
Membership dues	3,959,419	3,811,873
Grants	1,453,772	2,239,656
Fundraising activities	1,102,506	615,591
Virage magazine	500,333	628,499
Other activities	1,096,156	494,677
Corporate donations	362,000	361,150
Net investment income	324,391	364,186
Other income	36,417	9,511
	8,834,994	8,525,143

	2025	2024
	\$	\$
Expenses		
Direct costs – Virage magazine	2,683,367	2,564,971
Salaries and benefits	2,314,005	2,456,505
Contractual fees	549,829	586,800
Travel and accommodation	889,557	488,999
Advertising and promotion	183,646	361,026
Supplies, printing and postage	1,179,275	1,176,351
Financial assistance and rebates to regions	276,995	50,000
Telecommunications and office expenses	337,552	339,607
Rentals	429,625	156,355
Insurance and taxes	57,107	52,390
Training	9,922	8,605
Rental fees	14,150	18,821
Professional fees	85,974	68,681
Other expenses	133,878	35,462
Depreciation of property, furniture and equipment	43,735	66,297
	9,188,617	8,430,870
Surplus (deficit) of revenue over expenses	(353,623)	94,273

Position

For the year ending March 31, 2025	2025	2024
	\$	\$
Assets		
Short term		
Cash on hand	1,846,788	1,131,298
Customer accounts and other receivables	350,116	478,733
Stocks	53,782	153,540
Prepaid expenses	347,384	396,622
Short-term investments	1,595,048	795,358
	4,193,118	2,955,551
Investments	3,885,311	5,070,894
Property, furniture and equipment	11,558	31,548
Intangible assets	3,728	27,473
	8,093,715	8,085,466
Liabilities		
Short term		
Accounts payable and other operating liabilities	1,212,951	1,071,246
Deferred grant		32,416
Deferred revenue	3,840,500	3,587,917
	5,053,451	4,691,579
Net assets		
Invested in property, furniture and equipment	15,286	59,021
Internal restriction	1,000,000	1,000,000
Unallocated	2,024,978	2,334,866
	3,040,264	3,393,887
	8,093,715	8,085,466





Total Revenues

For the year ending March 31, 2025

Membership dues	45%	\$3,959,419
Grants	16%	\$1,453,772
Fundraising activities	13%	\$1,102,506
Recreation activities	12%	\$1,096,156
Other	8%	\$722,808
Virage	6%	\$500,333
	100%	\$8,834,994

Total Expenses

For the year ending March 31, 2025

Virage	29%	\$2,683,367
Salaries and benefits	25%	\$2,314,005
Mission-related activities	17%	\$1,528,010
Recreation activities	16%	\$1,444,137
Grants and fundraising	7%	\$659,971
IT and administration	6%	\$559,127
	100%	\$9,188,617



A high-impact Web campaign

The FADOQ, complice de votre vie! campaign has produced excellent results. The four 15-second videos, released in Fall 2024 on Google Ads and Facebook Ads, generated 1,510 new memberships. The campaign generated almost 2,000,000 impressions and the videos were viewed more than 640,000 times.

Welldeserved promotions



Jacinthe Roy
New Executive
Director



Nathalie Guay Communications and Marketing Officer

Long-term staffers



Karina Néron Recreation Officer



Johanne Rivet
Advertising and Sponsorship
Representative



Francine Chabot
Director of Finances
and Administration

Further training

- Alexandre Demers obtained his PMP certification from the Project Management Institute
- Jacinthe Roy is a certified corporate director, having completed the university certification program in corporate governance at Université Laval's Collège des administrateurs de société.



Gisèle Tassé-Goodman

President



Guy Bonneau *Vice-president*



Lucie Hébert Treasurer



Yves Bouchard Secretary

2024-2025

Board of

Directors



Marthe L'Espérance Board member



Richard Martin
Board member



Toussaint Richard *Board member*



André Beaumont

Alexandre Richer
Board member



Sylvie St-Pierre *Board member*



Jocelyne Wiseman
Board member



Poste externe vacant Open external position Board member

Poste externe vacant Open external position Board member

Provincial Team

Administration

- Jacinthe Roy: Executive Director and editor of Virage
- > Sylvie Gauthier: Executive Secretary

Partnerships, Advertising and Sponsorships

- Karine Corbeil: Partnerships and Corporate Events Manager
- Johanne Rivet: Advertising and Sponsorship Representative

Finances and Administration

- Francine Chabot: Director of Finances and Administration
- David Leblanc: Information Technology Manager
- Alexandra Brouillette-Pelletier: Human Resources Advisor
- > Alexandre Demers: IT Project Manager
- > Yolande Simoneau: Accounting Advisor
- > Rafik Henniche: Computer technician
- > Larissa Khitrova: Accounting clerk
- > Rosalie Odermatt-Lemay: Administration and Accounting Officer

Communications and Public Affairs

- Bernard Blanchard: Director,
 Communications and Public Affairs
- Frédérique Charest: Editor-in-Chief, Virage
- Nathalie Guay: Communications and Marketing Officer
- Amélie Doucet: Social Programs Advisor
- Christian Dufresne: Communications Advisor
- Nicolas Dupont: Communications Advisor
- Linda Hurteau:
 Member Services Coordinator
- Fanny Breton-Flageole: Client Services Officer

Recreation Activities

- Karina Néron: Recreation Manager
- Roxane Charette: Recreation Coordinator

1 Abitibi-Témiscamingue

President: Frédéric Audet Executive Director: Jacinthe Doyon Goyette Members: 13,228

Clubs: 12

2 Bas-Saint-Laurent

President: Louise Chénard Executive Director: Mireille Dubé Members: 11,699

Clubs: 6

3 Centre-du-Québec

President: Sylvie St-Pierre Executive Director: Annie Belcourt Members: 26,951

Clubs: 63

4 Côte-Nord

President: Toussaint Richard Executive Director: Amélie Martin Members: 11,856

Clubs: 36

5 Estrie

President: Line Dubé Executive Director: Jean-Charles Boily Members: 41,431

Clubs: 41

6 Gaspésie Îles-de-la-Madeleine

President: Linda Cyr Executive Director: Marylin Arsenault Members: 8,701

Clubs: 14

7 Île de Montréal

President: Jocelyne Wiseman Executive Director: Rosée Tremblay Members: 53,450 Clubs: 31

8 Lanaudière

President: Michel Deschênes Executive Director: David Moreau Members: 49,196 Clubs: 44

9 Laurentides

President: Gaétane Grenier Executive Director: Michael Leduc Members: 49,560 Clubs: 34

10 Laval

President: Gilles Sénécal Executive Director: Sylvie Deschamps Members: 18,139

Clubs: 3

11 Mauricie

President: Yves Bouchard Executive Director: Manon De Montigny Members: 31,166 Clubs: 61

12 Outaouais

President: Donald Déry Executive Director: Marc-André Plouffe Members: 29,167 Clubs: 16

13 Québec et Chaudière-Appalaches

President: Guy Bonneau Executive Director: Michel Beaumont Members: 107,024 Clubs: 165

14 Richelieu-Yamaska

President: André Beaumont Executive Director:

Nicole Deutsch
Members: 39,574
Clubs: 51

15 Rive-Sud-Suroît

President: Lucie Hébert Executive Director: Anne-Renée Hert Members: 77,533 Clubs: 51

16 Saguenay – Lac-Saint-Jean – Ungava

President: Jacques Bélanger Executive Director: Patrice St-Pierre Members: 35.026

Clubs: 63



16

Regional

14

Teams

26









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