

2023-2024

Annual Report

Éducaloi, on the road
to greater impact



éducaloi
Information Empowers

A year of development, opportunities... and impact!

We are so proud of our unbeatable team and, together, we want to share some of the highlights of this past year.

Development as a driving force

With the strategic clarity approach initiated last year, Éducaloi is resolutely guided by projects that have a significant social impact. Here are some eloquent examples!

- New **media partnerships** (including *L'actualité*, QUB radio and CIBL) promoting our actions on even more platforms: from print to radio, the Web, social media (with spectacular results compared with last year!), the population now has more ways than ever to experience Éducaloi.
- **Tools that are even more innovative, fun and effective**, bringing us closer to people's real experiences. For instance, [Dying Without a Will: Who Inherits?](#) Take a look at this publication and you'll be convinced!
- Pursuing our **internal training "academy,"** in particular with the legal communication course developed for McGill University, so that the team can continue to better deliver our knowledge of the law and legal education to the public in clear language. Enhancing the legal competencies of the people who deal directly with the population is our driving force!
- Sponsored by the Minister of Justice of Quebec, the **4th edition of the Quebec Legal Education**

Week beat all records: 6,000 youths took part. This record-breaking participation was thanks to a hundred volunteer legal professionals from across Quebec. THANK YOU for bringing the law into the classroom!

- A **TV campaign, *Question droit? Éducaloi!***, broadcast on TVA, that reached 420,000 people. Bonus: a lawyer from the daily *Indéfendable* recommended Éducaloi's website to help a citizen unravel her legal situation!
- Not to mention the 8.6 million visits to our **website** that offers 1,600 legal information tools, always available for free, in French and English.

All of this was driven by a spirit of motivation that unites our Board members and our steadfast team: the motivation to continue making the law more and more accessible to the Quebec population. We are forever grateful to **YOU** for your incredible dedication.

Impact steering the way

Growing, innovating, serving... Yes, but in what direction? The direction mapped out by our "**impact pathway**" developed by a passionate team mobilized around this major unifying project. It challenges us, forces us to question ourselves, to think about the **social impact** we want and can have. It brings us back to what's essential: fruitful collaborations, the public we want to reach first and foremost (the people on the frontlines!), our key areas of expertise in clear communication and legal education, without which our very existence would be meaningless.

Perhaps you noticed that the cover of this year's annual report refers to our impact-based approach. That's because now, more than ever, we're choosing projects based on the pre-established impact we want to have. We're moving towards an organizational culture of learning; towards complementary partnerships with social and legal actors rather than repeating actions and working in silos; and, especially, towards our commitment to developing clear communication skills among both our partners and our staff working on the ground.

All sights on 2025

Next year **Éducaloi will be a quarter of a century old!** It will be a year to recognize the achievements and tireless work of the teams and boards of directors who have paved the way forward for us. It will also be a time to look far ahead, as we renew our strategic plan.

To celebrate this important moment in our history, a very special **fundraising campaign** to support 25 high-impact social initiatives has been launched. Juri Course and the Fundraising Benefit on November 16, both successful from a human and financial standpoint, marked the first steps of the campaign. Now, we are calling on the professional community to “donate one hour of their hourly rate” to help us reach our **goal of \$500,000**. This large-scale campaign will end on the 25th anniversary of our founding, on **February 27, 2025**, with a memorable fundraising benefit filled with emotion and lots of testimonials.

Make sure to put this in your agenda, because we want to celebrate with you!



Michel Beauchamp,
notary emeritus,
Chair of the Board of
Directors



Ariane Charbonneau,
lawyer, MBA
Executive Director



For a society better versed in their rights and responsibilities

Mission

Provide legal information that is easy to understand and legal education that is accessible to the population of Quebec.

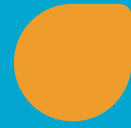
Expertise

Clear legal communication
Legal education

Values

Rigour
Collaboration
Creativity
Neutrality
Independence

Éducaloi in numbers



EDUCALOI.QC.CA
WEBSITE

8.6
million
visits

1,655
legal
information
tools

EVENTS

112

events that Éducaloi was involved in among communities and the legal world

CLEAR LEGAL
COMMUNICATION

386

people trained in clear legal communication

"I LOVE YOUR ARTICLES. THEY'RE ALWAYS CLEAR, RELEVANT AND CURRENT—AND IN PLAIN LANGUAGE."

Internet user of educaloi.qc.ca

15,843

people reached during online and in-person events

PROJECTS

55

projects led

9,168

hours invested in our projects

"I FIND THE SITE SUPER WELL PRESENTED, EASY TO USE AND CLEAR FOR PEOPLE WHO ARE NOT FAMILIAR WITH LAW. I RECOMMEND IT TO ANYONE WHO HAS ANY LEGAL QUESTIONS. SOMETIMES I EVEN USE IT TO HELP ME PRESENT CERTAIN IDEAS IN MY PHILOSOPHY CLASSES."

[A FRIEND] TOLD ME SHE OFTEN USES IT IN HER TRAINING AS A SPECIALIZED NURSE PRACTITIONER SO THAT SHE CAN BETTER UNDERSTAND PATIENTS' RIGHTS."

Internet user of educaloi.qc.ca

Our top 3 most read articles on educaloi.qc.ca

In French :

- Les normes du travail au Québec
- Le renouvellement de bail et la hausse de loyer
- Locataire : quitter un logement en cours de bail

In English :

- Rights and Responsibilities of Employers and Employees
- Household Items and Personal Belongings After Separation
- Social Assistance (Welfare): What You Need to Know Before Applying

"YOUR TRAINING ON CONJUGAL VIOLENCE WAS SO INTERESTING. IT WAS VERY WELL STRUCTURED AND COMPLETE, AND THE DOWNLOAD TOOLS WILL BE USEFUL."

Participant in the training entitled *La violence conjugale : rôle et obligations légales des milieux de travail* (in French)

LEGAL EDUCATION

293

teachers trained for the new Quebec Culture and Citizenship (QCC) program, to replace Ethics and Religious Culture (ERC).

474

in-class workshops

105

elementary and high schools participated in our in-class workshops

EDUCATIONJURIDIQUE.CA WEBSITE

26,000

visits

76

tools available for teachers

6,384

kits downloaded

“THANK YOU SO MUCH FOR YOUR INCREDIBLE COURT SIMULATION MATERIAL! THE STUDENTS IN MY GRADE 11 CLASS WERE VERY EXCITED ABOUT PREPARING LEGAL ARGUMENTS IN JUNE 2023. THIS SIMULATION ACTIVITY GAVE THEM A CHANCE TO LEARN A LOT ABOUT THE LAW AS WELL AS THEIR RIGHTS AND RESPONSIBILITIES IN SITUATIONS THAT CAN HAPPEN IN THEIR LIVES. YOUR MATERIAL IS WONDERFUL!”

A teacher who participated in our in-class workshop.

“FOR SEVERAL YEARS, WE’VE BEEN DOING THIS WORKSHOP WITH THE GRADE 10 STUDENTS EVERY YEAR—WITH SUCCESS! THE STUDENTS ASK FOR MORE (AND EVEN SAY THAT THIS TYPE OF COURSE SHOULD BE COMPULSORY!). THANK YOU SO MUCH FOR YOUR WORK!”

A teacher who participated in our in-class workshop.



A huge thanks to everyone who plays a role in achieving Éducaloi's mission every day!

Members of the board of directors

M^e Michel Beauchamp, notary emeritus - Chair

M^e Annie Gaudreault - Vice-Chair

Mme Marie-Josée Labelle - Secretary

Mme Alexandra Langelier - Treasurer

M^e Francisco Couto - Member

M^e George Dolhan - Member

M^e Véronique Hivon - Member

Mme Catherine Laporte - Member

M. Nicolas Prévost - Member

Supporting members

M^e Julien-Maurice Laplante
(Ministère de la Justice du Québec)

M^e Valérie Tardif
(Department of Justice Canada)

Team

The team is made up of 37 people who are passionate about their profession and compelled by the values of justice and innovation. Supported by a strong group of students from multiple backgrounds (law, multimedia, administration and communication, in CEGEP and university), the team believes in **collaboration** and **commitment**. Law, communication, education and project management are the areas of expertise that are vital to Éducaloi's mission.

Volunteer legal professionals

This year, Éducaloi was able to count on the active participation of **174 volunteer legal professionals** to run workshops in elementary and high school classes across Quebec. Thanks to these volunteers, we reached nearly **12,000 young people** to introduce them to the law and, above all, help them recognize some of the legal aspects of their daily lives.

Departure of the Honourable François Rolland: Six years as Chair of the board of directors that have marked the history of Éducaloi

The 2023 edition of Éducaloi's Annual General Assembly, held on June 13 at the Quebec Court of Appeal, was filled with emotion. Many tributes marked the end of the former Chief Justice of the Quebec Superior Court's third two-year term as Chair of Éducaloi's Board of Directors. Several prominent figures from the legal world highlighted the major contribution of the outgoing president in a video prepared for this occasion, including Chief Justice of Canada Richard Wagner, Quebec Justice Minister Simon Jolin-Barrette and his federal counterpart David Lametti. "You are kindness personified," said Éducaloi's Executive Director, Ariane Charbonneau. "I'm indebted to you for your unwavering support through thick and thin, and through all of the organization's changes and challenges." Éducaloi wishes to warmly thank him for his constant presence, strong vision and steadfast commitment.

We would like to warmly welcome M^e Michel Beauchamp, notary emeritus, who took over the reins as Chair in June 2023, and who brings all his energy and passion as a recognized legal professional and educator. Welcome aboard Michel!

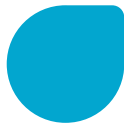




Development as a driver for outreach



Outreach and multiple impacts



In 2023-2024, Éducaloi focused on outreach, its mission and disseminating information to as many people as possible.

NEW MEDIA TOOLS TO REACH A BROADER PUBLIC

Éducaloï in mainstream, educational and legal media

All year long, Éducaloï created simplified informative legal texts for **mainstream and specialized media** (legal and educational). Bringing together expertise in **clear legal communication, education and journalism** makes the law more attractive and easier to understand. Through these content partnerships, Éducaloï has found a different way to accomplish its mission as a plain language specialist.

Collaboration is one of Éducaloï's foundational values embodied internally and externally. That's why Éducaloï also relies on media partners to reach an even broader public.

Indéfendable: : Starring Éducaloï!

Éducaloï was cited in episode 145 in the series *Indéfendable* aired on TVA! During this episode, M^e Cadet asks one of his characters to go on our website to find the legal information he needs. We're proud to be featured on the small screen!

>
From left to right:
Éducaloï team in the
CIBL studio

M^e Catherine Claveau,
bâtonnière du Québec

M^e Patricia Fourcand,
Ad.E, partner,
FKTP Avocats

Content partnerships

Mainstream media

- *Le Journal de Montréal* and *Le Journal de Québec* ("Dans vos poches" section)
- *L'actualité* ("Dollars et cents" section)
- CIBL 101,5
- *Rebel* magazine
- *Virage* magazine

Specialized media

- Ministère de la Justice du Québec's blog
- Website of the Barreau ("Actualités" blog)
- Les As de l'info
- École branchée
- Le Curieux

Media partnerships

- QUB radio
- Réseau TVA

INDÉFENDABLE ÉPISODE 145 - VERSION BLANCHE
145.17 Scène suite...

159

ALEX

(a l'énervé)

Ok, donc acquitter Gauthier du meurtre de ma mère puis de celui de ma soeur, parce que dans le fond ça revient à ça, tu vas me dire que ça serait pas déraisonnable!

Me Cadet en a marre de gérer Alex. Elle se lève.

160

ME CADET

(dur et très directe)

Bon, écoute Alex, j'ai géré tes émotions puis tes débordements pendant tout le procès. Mais là, ça me tente plus. Si t'as d'autres questions de droit, tu peux aller sur le site d'Éducaloï. Je vous appelle quand on aura un verdict. Bonne journée.

Elle quitte sans rien ajouter.



The Éducaloi team on the airwaves of CIBL 101,5

This is the first time Éducaloi has ever had its own radio show to talk about everyday legal issues! The show, called **Angle droit**, was created to expand our reach in Quebec and to try a new approach to **raising the public's interest in law**. This was not only a way for us to test a new method of communication, but also an opportunity to promote the organization and its team.

Several **personalities** came into the studio to talk about immigration, youth protection, medical assistance in dying and fraud prevention, like Nadja Pollaert, Executive Director of Doctors of the World; Judge Lise Gagnon of the Court of Quebec; M^e Véronique Hivon, former member of parliament for the Parti québécois; and former investigator with Sûreté du Québec, Paul Laurier.

Let's talk legal life skills in the podcast *Ça dépend François*

This new podcast features five episodes in which Éducaloi's legal professionals play their part as they talk about the law in a different way. Each day, François comes up against legal dilemmas that leave him scratching his head. With the help of Éducaloi's plain language specialists, he learns that the answer is not always yes or no, but often... "It depends!" Already, **1,120 listeners** have been immersed in François' misadventures and gained insights into the world of law, on CIBL. A total of **1,265 episodes** have been downloaded on the various listening platforms.

To listen to the podcast, go to:



ANGLE DROIT IN NUMBERS:

- 27 shows
- 79 features
- 25 invited guests
- 80 to 130 downloads per show

Question droit ? Éducaloi (in French)

420,000 people (6% of the population!) have seen Éducaloi's **brand new ad** "La fois où..." (the time when...) aired on **TVA** in October and November 2023. The ad features Jeanne, a single-mother played by actress Anne-Valérie Bouchard, who comes up against all kinds of legal challenges in her daily life. She resolves them by visiting Éducaloi's website.

This is a reminder that the law is everywhere, even in the most mundane situations and that Éducaloi is **THE reference** when it comes to helping the population of Quebec, no matter what problem they may be facing. Thanks to our yearly philanthropic partnership with Québecor, the ad was aired at prime time during the popular programs *Indéfendable*, *TVA Nouvelles* and *Salut Bonjour*.

To watch the ad:



Social media: The best way to disseminate legal information

For the first time in nearly 25 years of its history, Éducaloi has enlisted the expertise of a full-time **community manager**. A notary and formerly a plain language specialist at Éducaloi, she rolled out a dynamic and coherent social media strategy in 2023-2024, with **unprecedented results on our platforms**.

1,456 publications
(+1,000 publications compared with 2023)

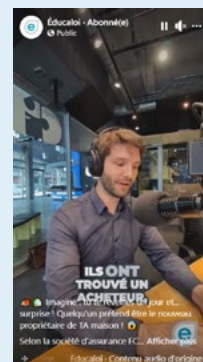
3,022,985 people reached
(3 times more than 2023)

162,905 interactions
(twice as many as 2023)

Top 3 publications



Quiz for newcomers to Quebec:
93,374 views,
8,962 interactions



Reel on real estate fraud:
76,842 views,
275 interactions



Post on the housing comic strip:
53,975 views,
6,136 interactions

OUTREACH EVENTS WITHIN THE LEGAL ECOSYSTEM

Talking with Quebecers during the Month of Justice

So many people feel overwhelmed when they're confronted with legal problems, whether due to lack of resources, legal jargon or the complexity of the legal system. That's why every year, **legal clinics pop up in the metro**.

Organized by Juripop, this initiative is also an opportunity for Éducaloi to meet citizens and provide them with legal information on **everyday issues** like housing, wills, divorce, separation, and many other topics.

v Month of justice



Launch of the 2023-2025 fundraising campaign

On the eve of its 25th anniversary, in 2023, Éducaloi launched a major fundraising campaign that will span two years. The funds raised during this campaign will help us launch **25 ambitious, innovative and creative initiatives** that will increase our impact in a constantly evolving society.

A distinguished campaign committee was formed to coach and support us, bringing Éducaloi's voice to the public and throwing the full force of their networks behind our cause. We wish to sincerely thank everyone for their involvement right up to 2025!

To discover the campaign:



The campaign's first achievements

\$250,000 raised in 2023-2024
half our goal achieved

196 runners
in Juri Course on October 7, 2023

250 participants
at the Fundraising Benefit on November 16, 2023

Top left: Cabinet d'honneur de la campagne de financement 23-25:
M^e Jonathan Lee Hickey, M^e Myriam Brixi, M^e Alexandre Forest (co-chair), M^e Caroline Biron Ad.E (co-chair), M^e Sevgi Kelci Not.E, M. Maxime Chagnon

Absent: M^e Audrey Boctor, M^e Jack Charidjian, M^e Audrey Gagnon, M^e Kim Lachapelle, M^e Jessica Roy-Beaudoin

Top right: M^e Ariane Charbonneau, the Honourable Marie-Anne Paquette, judge of the Superior Court, Justice Minister Simon Jolin-Barette, the Honourable Suzanne Gagné, judge of the Court of Appeal, the Honourable Henri Richard, chief justice of the Court of Quebec

Bottom: Juri Course 2023





Development and creativity go hand in hand

Innovative content and tools

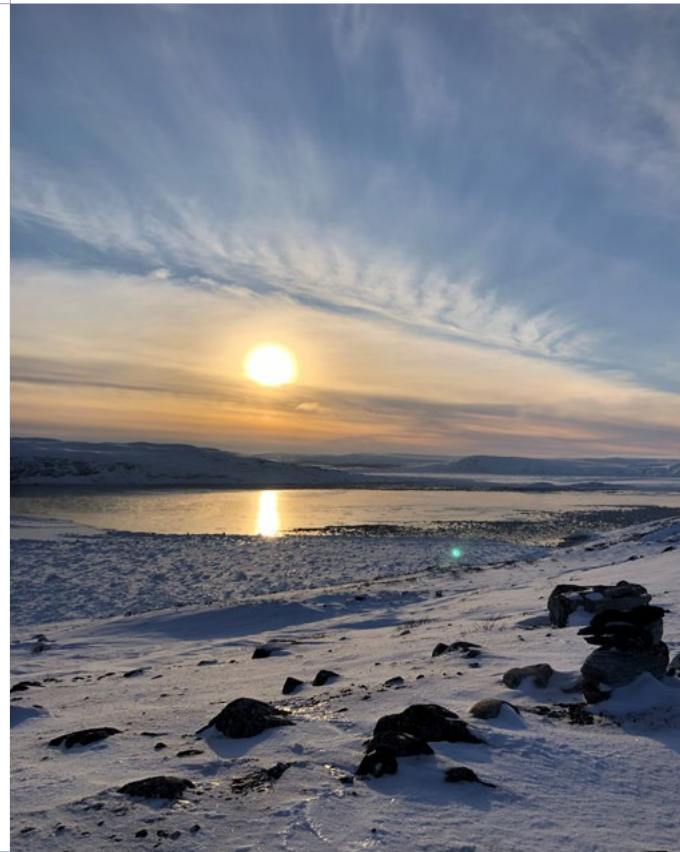
New needs emerge and with them, new content, pilot projects and new tools.

NEW CONTENT ADAPTED TO EACH PERSON'S REALITY

Pilot project in Nunavik: Co-designing an educational kit for Inuit youth

This pilot project grew out of discussions and meetings with Justice Pro Bono and members of the administration and teachers at the Ulluriaq school in Kangiqsualujjuaq, Nunavik. The objective? To co-design an educational kit (adapted from the in-class workshop Pick your side!) that takes into account the **realities and culture of Inuit youth** with goals of:

- developing the legal competencies of youth and teachers to increase the **agency** of people in Nunavik and help improve their access to justice;
- informing Inuit youth and giving them tools in terms of their legal **rights** and **obligations**;
- **engaging** Inuit youth in reflecting on the **current justice system** and what it could become.



Bill 101 (Bill 96): create a workshop for organizations that support English-language communities

After consulting with **20 English-language non-profit organizations** (NPOs), we identified a lack of clear and up-to-date legal information on the amendments to Bill 101 (after the adoption of Bill 96). Éducaloi created and ran a workshop entitled "Bill 96 and Non-Profit Organizations: What You Need to Know" for these NPOs to inform them of their **obligations** and the **impact of this bill** on their daily activities.

Immigrant women: Co-creation to improve intervention

The project responds to a pronounced lack of accessible legal information for immigrant women who are thinking of separating. The ultimate goals are for them to **recognize and assert their rights**.

Éducaloi worked hand in hand with frontline workers at La Maison bleue and Femmes du Monde to understand the challenges these women face and to ensure the **project’s sustainability**.



Illustrations accompanying the activity modules portray situations surrounding a separation

TECHNOLOGICAL TOOLS FOR A DEEPER UNDERSTANDING

Without a Will: Who Inherits?: Concrete answers through an interactive tool

Over 50% of Canadians still don’t have a will despite its many advantages.

Éducaloi wanted to create an interactive tool available on its website so that Internet users can find out who would inherit their assets if they were to die without a will. The objective is to **raise awareness and effectively inform** the population of Quebec about the **consequences of not making a will**.

So far, over **58,000 people in Quebec** have passed the test, making this page one of the most visited on our website!

Link to the tool:



“VERY WELL DONE, ESPECIALLY THE LEGAL EXPLANATIONS WHEN YOU SELECT AN ANSWER.”

An Internet user who tried the tool

Cyberlearning: Adapting to new content practices to improve learning among Internet users

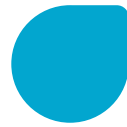
Given the popularity of our workshops, Éducaloi found a way to make them **accessible at all times and to as many people as possible**, online. To make the pathway for Internet users as easy, educational and fluid as possible, we put in place a cyberlearning tool that offers **interactive content and sequenced videos** on targeted themes. The first workshops on caregiving in French and English will be available by the summer on educaloi.qc.ca.

We can’t wait for you to discover them!



Development through learning and for learning

Towards a culture of learning and beyond



Developing new competencies, innovating, being informed, cultivating an interest in law, understanding it and feeling confident. The Éducaloi team never stops learning, training and growing to better support the changing legal and educational worlds, so that it can better respond to the current and future needs of the population of Quebec in terms of legal information and education.

LEARNING INTERNALLY TO MOBILIZE EXTERNALLY

The Forum québécois sur l'accès à la justice civile et familiale (Quebec forum on access to justice in civil and family law matters): training in leading and facilitating groups.

Éducaloï was mobilized to facilitate the second day of reflection on access to justice in civil and family law matters, bringing together **over 150 people** to:

- evaluate the progress made in Quebec since the publication of the **Cromwell report** on access to justice (2013);
- highlight initiatives designed to **improve overall access to justice**;
- explore **new avenues for reflection** for the next 10 years.

The team's enthusiasm to learn and receive training in facilitating a forum made this a rallying and hands-on event, and a wholehearted success for everyone who participated!

The Éducaloï Team at the Forum v



Public Legal Education Association of Canada (PLEAC): Co-creation to improve education

This workshop explored the best **co-creation practices in legal education**. Marginalized communities among the general population can be more difficult to reach and can have different needs. Éducaloï shared the lessons learned from its experience in co-creating legal education workshops with a variety of external partners in order to better serve this public. Yet another way to **collaborate** and **discuss our external discoveries and observations!**

RAISING AWARENESS AMONG INTERMEDIARIES FOR WIDER DISSEMINATION

Sexual violence: Training to provide better support

Éducaloi ran **17 new training sessions** for people working in higher education to **raise their awareness** and **give them the tools** they need regarding **criminal offences** of a sexual nature and the criminal legal process.

This project began in 2018 and, this year, it reached the critical mass of people in the network (**241 people**) who are now properly equipped to respond to certain legal issues on this theme.

Quebec Culture and Citizenship (QCC): Training Quebec teachers

A total of **293 teachers** were trained in the legal concepts addressed in the QCC program that will be offered in September 2024, to replace the Ethics and Religious Culture (ERC) program. Created by Éducaloi, this training is designed to help teachers feel confident about teaching essential legal concepts to students, and have a **direct impact on their education**.

This training is the fruit of several months of discussion and reflection with the Ministère de l'Éducation du Québec. Éducaloi also took part as an expert in legal education to develop several **educational tools that will help in implementing the QCC program**.

The training is available at any time on our website!



McGill University: Teaching clear legal communication

Éducaloi developed a two-credit course as part of **McGill University's graduate program in legal translation**. As a result, 16 students were trained in the approach to clear legal communication as well as its good practices.

Developing this course was an opportunity for Éducaloi to set out a solid learning pathway for the teaching of these concepts. This pathway was employed again for internal training and offers **great potential in terms of its use in academic settings**. Creating a course in CLC to be taught in university law programs is in fact one of the 25 initiatives that we hope to implement in the medium term.



Development with multiple impacts

Looking ahead to boost our impacts



Éducaloi simultaneously led several high-impact projects for the organization itself, for the legal professionals it supports through consulting and, especially, for the general population that Éducaloi serves every day.

INCREASING AND IMPROVING OUR SCOPE

A clear direction to enhance our impact

In 2023, Éducaloi embarked on an “**Impact and strategic clarity**” coaching stream with Innoweave.* Through this stream, Éducaloi achieved three main results:

- Stating Éducaloi’s targeted impact
- Developing our “impact pathway” (also called “theory of change”)
- Working on a plan to put our impact pathway in action

We can (re)affirm that our expertise – in legal plain language and legal education – is key to our approach, because it’s what makes our **content and actions unique**. This approach also allowed us to identify another target public: everyday front line workers. To avoid the duplication and overlapping of our actions, we want to work with our collaborative partners’ missions in a more **cohesive** and **complementary** way.

The impact pathway helps us better situate **our strengths and our unique position** in Quebec’s social

fabric so that we can concentrate on the desired impact of our actions and **enhance the population’s access to justice**. This will serve as the foundation of our 2025-2029 strategic planning exercise.

A big thanks to Lara Evoy and Louisa Lebtahi for their support during the thinking and creation of this pathway. We really appreciated their availability and their amazing approach to coaching!

**Innoweave collaborates with a network of coaches who help the leaders of social organizations clarify the contributions they want to make to achieve a social impact. The leaders of these organizations receive the coaching they need to achieve these results through various streams geared towards different social innovation approaches.*

IMPACT PATHWAY

If the **population** of Quebec...



INDIVIDUALS

Including:

- seniors
- Anglophones
- Indigenous communities
- women
- youth
- LGBTQ+ communities
- newcomers



PROFESSIONALS

Including:

- community workers
- legal professionals
- teachers

RIGOUR

... seeks our **expertise**...

Clear legal communication

Legal education

Consulting our target audiences to assess their needs and adapt our tools

Developing legal information and education tools to inform and raise awareness among our target audiences about their rights and responsibilities

Assisting intermediaries in developing their skills through tools and workshops adapted to their needs

Collaborating with stakeholders to find creative and effective solutions to the challenges faced by our target audiences

NEUTRALITY

CREATIVITY

COLLABORATION

Impacts

Individuals can take responsibility and act to defend their rights

... with the **collaboration** of our partners...

Funding

Synergy

Promotion

INDEPENDENCE

... we will be able to observe **these results.**



Short-term
Sensitization

Awareness
of the legal aspects
of their lives



Knowledge
of clear legal
communication
and its principles

Medium-term
Understanding

Understanding
of their rights and
responsibilities

**Clear
communication**
of legal information

Long-term
Empowerment

Confidence
in their ability to
handle legal situations

Confidence
in their ability to assist
individuals with their
legal situations

Vision

The population of Quebec will have **better knowledge of the law and access to justice**

Developing an awareness campaign on caregiving for the general public

With the aging of the population, more and more people are finding themselves in caregiving situations. And yet, the **rights and responsibilities** of caregivers and those being cared for are largely **unknown, although legally set out**. For the third year in a row, Éducaloi led a variety of **awareness activities** including a vast communication campaign to inform the Quebec population of the **tools, recourse and actions** at their disposal.

The results speak for themselves! (See the box on the right.) This awareness campaign was made possible thanks to the financial contribution of the Ministère de la Santé et des Services sociaux.

"A BIG THANKS TO YOUR TEAM FOR THIS WORKSHOP! YOUR PRESENTATION WAS WELL ROUNDED AND YOU MADE A VERY DYNAMIC TEAM. THE SITUATIONAL ACTIVITIES HELPED TO BETTER UNDERSTAND THE CONCEPTS AND REALLY GRASP THEM. [...] WE HOPE TO HAVE A CHANCE TO COLLABORATE WITH YOU AGAIN IN THE FUTURE!"

An employee at a caregiving organization

CAREGIVING IN NUMBERS

Awareness campaign

7.2 million impressions
of the campaign

16,000 new Internet users on the caregiving pages of educaloi.qc.ca

Other activities

On our various social network platforms – beyond the campaign

112 publications

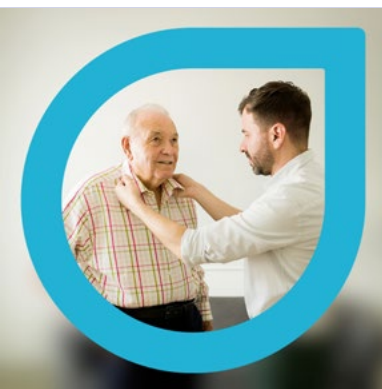
286,906 people
people reached on our various social network platforms

8,789 interactions
(likes, comments, shares)

400 screenings
on Facebook Live on mediation in the context of caregiving, in French and English – in partnership with Équijustice

10,000 copies
copies of our guides distributed / ordered online

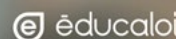
291 participants
in 12 workshops



Would you know what to do if someone you help is facing situations of abuse or exploitation?



The person you're helping can officially recognize your support and make your daily life easier.





Quebec Legal Education Week (QLEW): Raising interest

What is the QLEW? **Free interactive and fun workshops to introduce youth to the law**, led by **volunteer legal professionals** across Quebec at the request of teachers! The workshops are designed to get students to think, confront their ideas and take a stand on legal matters in their daily lives.

Why is this important? **Realizing that the law is everywhere is the first step to taking action.** The more students are aware of their rights and responsibilities, the more democratic the law will be. And... it's also a wonderful human adventure for the volunteer legal professionals who participate in this initiative!

*"THIS MORNING I RAN THE WORKSHOP
READY, SET, INVEST AT KELLS ACADEMY. ALL I
CAN SAY IS THANK YOU FOR GIVING ME THIS
OPPORTUNITY. IT WAS VERY ENRICHING AND
THE READY-TO-USE MATERIAL YOU GAVE ME
WAS REALLY OUTSTANDING. YOU'VE GOT A
CLIENT FOR LIFE!"*

a legal professional who participated
in the QLEW

A RECORD-BREAKING EDITION!

4th edition

6,000 students reached

271 workshops held in
14 administrative regions

69 schools

107 legal professionals

Sponsored by the **Minister of Justice
of Québec**, Simon Jolin-Barrette

Supported by the **Barreau du Québec**

Optimizing for greater impact

At the moment, Éducaloi is prioritizing the creation of **"ready-to-use" legal information workshops for adults!** These workshops are designed to be facilitated by volunteer legal professionals in community organizations working with people who want to learn about their rights and responsibilities. This new workshop format for adults is part of our ongoing commitment to **teach and transfer our competencies in clear legal communication** to people on the frontlines who respond to the Quebec population in need of simple and accessible legal information. The project that began in 2023 will be online in January 2025! Stay tuned!

SHARING OUR EXPERTISE TO MAXIMIZE THE QUEBEC POPULATION'S ACCESS TO JUSTICE

Tribunal Administratif du Québec (TAQ) : Explaining legal terms in plain language to better respond to the needs of the population

The TAQ called on Éducaloi's help to:

- **identify terms and expressions** used during court procedures that are difficult to understand;
- **create a glossary** that simplifies or explains certain terms and expressions.

The vocabulary used by the TAQ has a **direct impact on how effective its communication with the public is**. It can help the public understand the TAQ's procedures so that people feel satisfied with their legal process before this tribunal. This consulting project should have a **significant impact on the public's access to administrative justice in Québec**. The TAQ was a partner that knew how to adopt the right means to support a long-term change process.

The Ministère de la Justice du Québec (MJQ): Training in clear legal communication

Éducaloi offered **4 trainings** in clear legal communication (CLC) to **legal professionals and MJQ staff** in 2023-24:

- The legal world 101
- The legal world 102
- The 6 main principles of clear legal communication
- Writing clear emails for support staff

This is an important contribution since proper usage of CLC by legal professionals and a better understanding of the justice system by support staff

The Commission des services juridiques (CSJ): Providing information for a direct impact on the Quebec population

Éducaloi supported the CSJ's legal professionals in providing services to people entitled to legal aid by equipping them with simple information tools. The mandate sought two objectives:

- Inform those receiving **legal aid** on relevant subjects
- Inform the general public of the **services offered** by the CSJ

To achieve this, Éducaloi created:

- 1 "Legal aid" Web file **consulted over 4,500 times** and 6 articles that were **clicked on 11,500 times**
- 1 **tool (checklist)** on housing for lawyers with *Rebâtir*
- 2 **plain-language legal texts** for *SOS violence conjugale*
- 3 **Facebook Live**: *Autorité parentale, Parental authority and Alcool au volant*

results in **better quality legal services offered** by the MJQ teams to their clientele in the Québec government.

120 people trained

90% satisfaction*

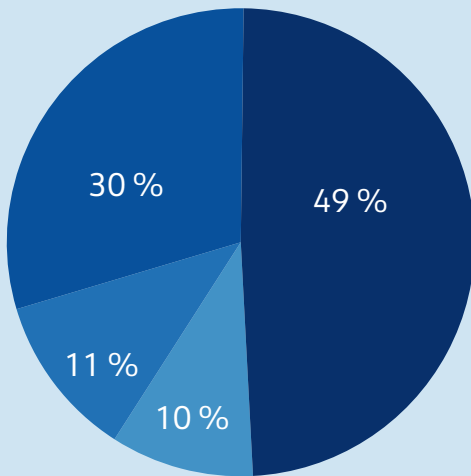
*77 people answered the client satisfaction survey

"EXCELLENT AND EFFECTIVE. I LIKED THE RESPONSIVENESS OF ENHANCING THE TRAINING AFTER RECEIVING MY COMMENTS."
MJQ staff member



Income and expenses

May 2024



INCOME

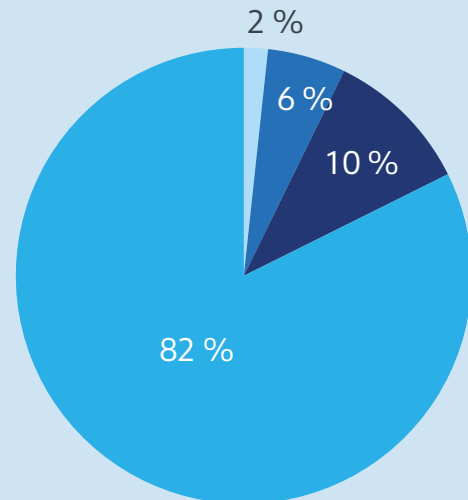
Total \$4,753,998

- Mission support funding
- Projects
- Philanthropy and various income
- Advisory services

EXPENSES

Total \$3,839,991

- Human resources (internal and external)
- Project development and performance
- Administration
- IT



EXCESS DEFERRED REVENUE: \$914,007

Invested in capitals assets : (\$16,695)

Appropriated to:

- The mission support emergency fund: \$594,000
- Initiative and target audience fund: \$336,702



Thank you to our partner members



Thank you to our mission and project partners

Canada

- Ministère de la Justice
- Department of Canadian Heritage

Québec

- Ministère de la Justice
- Commission des services juridiques (CSJ)
- Ministère de l'Éducation
- Ministère de l'Enseignement supérieur
- Ministère de la Santé et des Services sociaux
- Secrétariat aux relations avec les Québécois d'expression anglaise (SRQEA)



Thank you to our 2023-2025 fundraising campaign partners

50 000 \$:  **BANQUE NATIONALE**

25 000 \$:  **CAIJ**

15 000 \$: 



 **SOQUIJ** | Intelligence juridique



10 000 \$: Autorité des marchés - Blake, Cassels & Graydon S.E.N.C.R.L./s.r.l. / LLP financiers - Fasken - Groupe recrutement précision - KPMG - Osler - Hoskin & Harcourt S.E.N.C.R.L./s.r.l. - Société d'avocats Torys S.E.N.C.R.L. - Degranpré Chait

5 000 \$: Barreau de Montréal - BCF - CRHA - Davies - IMK - L'Office de la protection du consommateur - OACIQ - Ordre des travailleurs sociaux et des thérapeutes conjugaux et familiaux du Québec - Sylvestre Painchaud + associés - BLG

Thank you to our major philanthropic partners





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