

PLEINS RAYONS



Changing lives one bike at a time

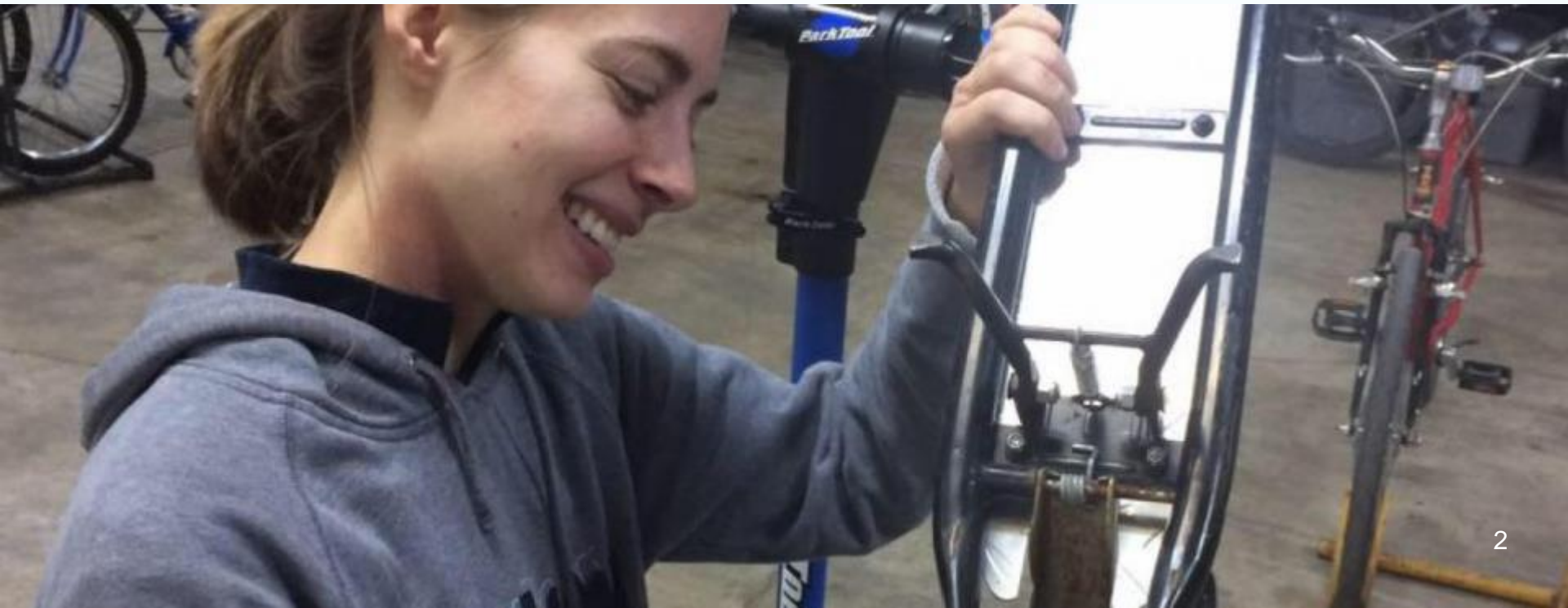


Non-Profit Organisation,
Gala Award 2017 En

VISION

Pleins Rayons targets social inclusion and integration of young challenged adults in the autistic spectrum, and other intellectual difficulties, and for whom finding a place in society is most difficult. Pleins Rayons assists them through socio-economic projects and therapeutic recreation programs.

The principal motor for this inclusion is through the repairing of used bikes and the donating of those bikes to children in need of a bike



Changing Lives: Summary

- Pleins Rayons Inc. is a non-profit organisation created in 2015 to provide a key social inclusion service for young, challenged adults (our participants) of the Brome-Missisquoi area
- Participants are those young adults in the autistic spectrum, or intellectually challenged or at risk students
- Our main activity is centered on inclusion of participants by repairing, servicing and providing free bicycles for kids in need, by wood working and by related inclusion services
- In 2016, Pleins Rayons distributed 285 good bikes to area kids in need of a bike, through schools and services
- From January to November 1st 2017, Pleins Rayons distributed 237 good bikes to area kids in need through schools and services, including charity funding sales
- Coordinating with all schools in the Brome-Missisquoi area and with the collaboration and support of the Municipalities, the MRC and the Quebec Government

Changing Lives: Summary

- Competent, experienced and active Board
- Professional, responsible and dedicated management
- Has recently applied for charitable tax-deduction donation number
- Has applied to the Quebec Government for Programme de soutien aux organismes communautaires (PSOC) of the Ministry of Health and Social Services, an annual, substantial, recurrent contribution which may begin in late 2018
- Won the prestigious Quebec 2016 Grand Lauréat prize, À Part Entière, of the Office des personnes handicapés
- In October 2017, won the annual non-profit organisation award at the Gala Excellence of the Brome-Missisquoi Chamber of Commerce



Creation of Pleins Rayons in 2015

- In mid-2015, Michael Herman of Turkey Hill Sugarbush Ltd.b acquired an inventory of bicycles and bicycle parts valued at \$150,000 from a former bike shop
- Michael had a plan to help the young in his community and the area
- With the help of others, he began repairing bikes and distributing them through schools and institutions to kids in need and with increasing demand for the bikes, he obtained more used bikes and more parts
- Stéphan Marcoux, a professional cyclist and a graduate therapeutic recreational advisor and Myriam de Coussergues, a social worker specialised in working with individuals suffering with intellectual deficiencies, victimology and mental health issues, both from the area joined forces with Michael
- In late 2015, it became a non-profit organisation, Pleins Rayon Inc. to help young adults, in the autism spectrum or otherwise challenged, through a bike repair and reconditioning operation which then gave the bikes to kids in need via schools and other institutions

Pleins Rayons: Focus

- Pleins Rayons targets positive social inclusion and integration for young adults, in the autistic spectrum or intellectually challenged or at risk students, for whom finding their place in society is problematic, by:
 - Repairing and reconditioning bicycles, as well as other formative activities, on a daily basis in adequate surroundings, under constructive supervision and professional guidance
 - Learning marketable skills in a healthy work environment where teamwork is valued and encouraged
 - Promoting personal, social and economic values
 - Transforming lives, one bike at a time

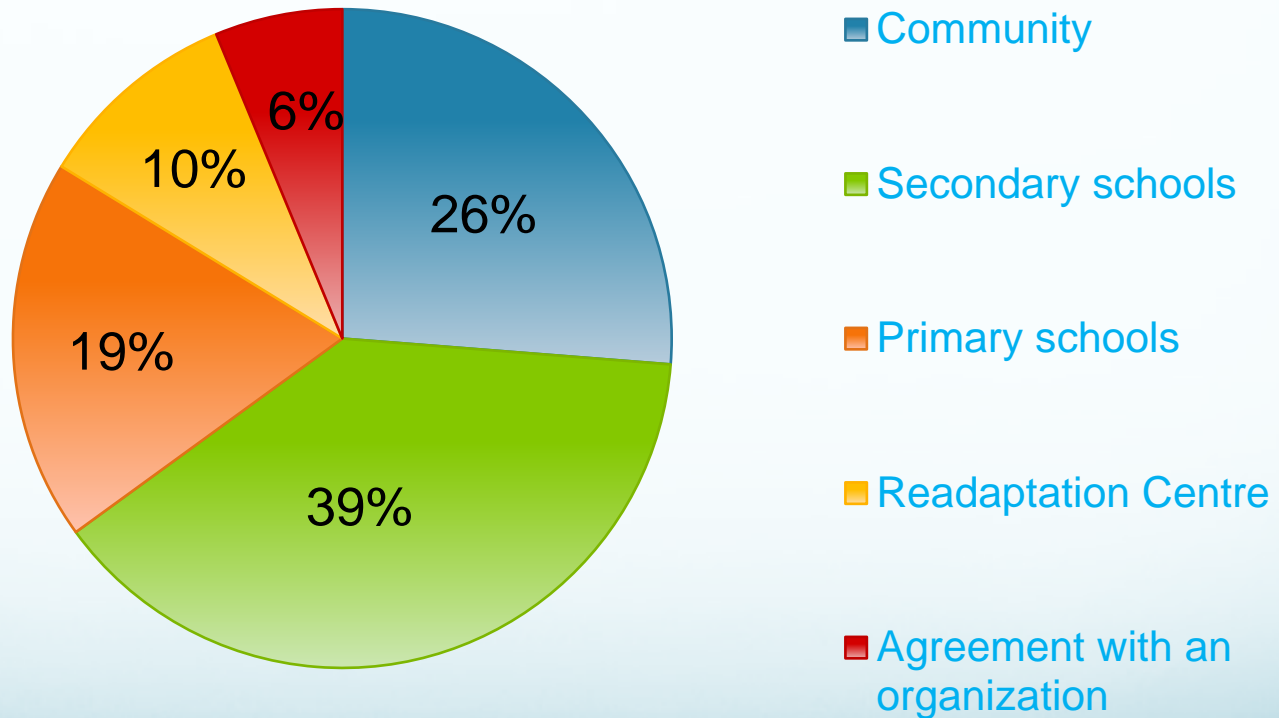
Pleins Rayons: Participants

- Autism affects the young in the MRC of Brome-Missisquoi at a much higher rate than the Quebec average (INSPQ, Surveillance du trouble du spectre de l'autisme au Québec, octobre, 2017)
- Presently, Brome-Missisquoi has among the highest rates of autism in Quebec and Canada (1.6% as compared to the average of about 1.2%)
- Pleins Rayons is the only non-profit organisation in our area focused on social inclusion through work training for young adults challenged with autism, or intellectual disabilities, or at risk students
- In repairing and distributing free good bicycles to school kids in need, there is a twofold social and personal benefit for each participant: working and giving back

Participants in 2016

Participants were 82 young adults, on the autistic spectrum, or with intellectual disabilities or at risk students from 16 different municipalities in the MRC

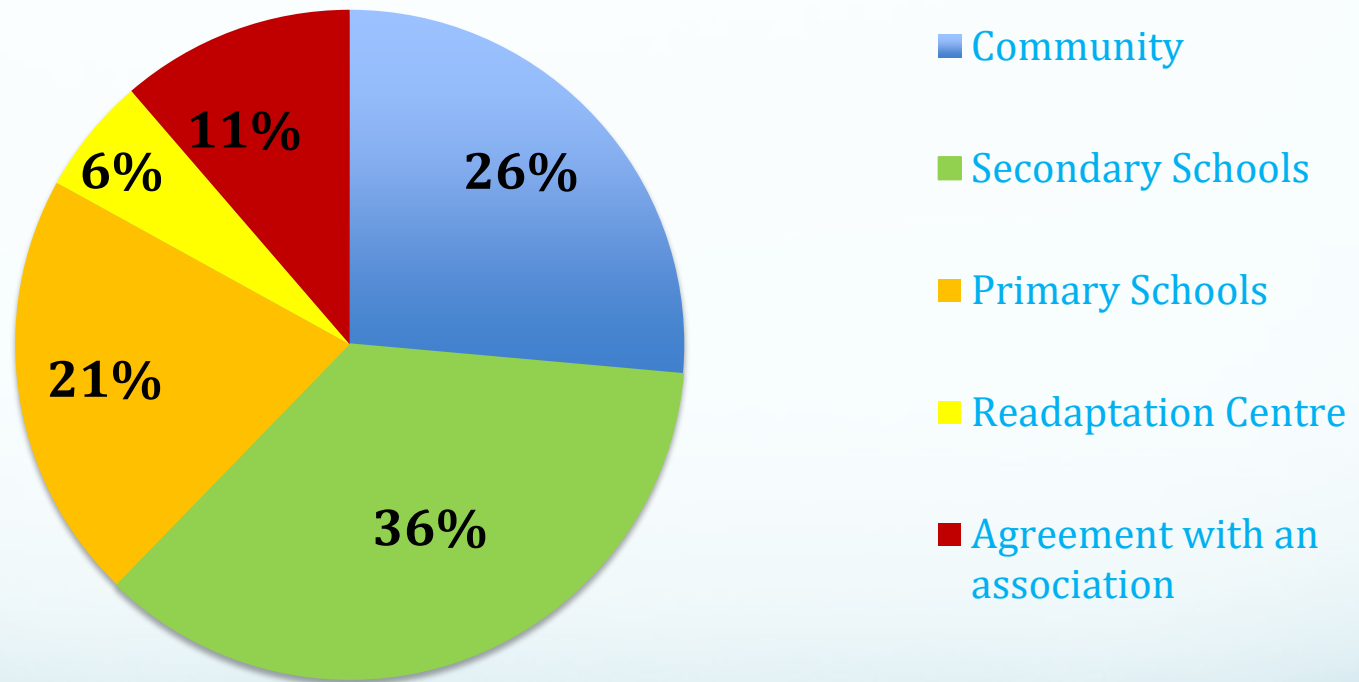
Entry of participants by sector



Participants in 2017

Participants are 63 young adults, on the autistic spectrum or with intellectual disabilities or at risk students from 16 different municipalities in the MRC.

Entry of Participants by sector, January to October 2017



Changing lives, one bike at a time

- More than 436 bicycles have been repaired and renewed for kids in need in the community and area
- More than 264 bicycles were distributed in the MRC (kindergartens, schools and non-profit organisations)
- We collaborate with 8 eco-centres in the MRC to recuperate bicycles
- More than 74% of our bicycles come from donations from the community
- More than 29 students attended as part of an internship throughout the school year
- 11 primary schools from our MRC were given bicycles for children in need
- 13 participants have found a full time employment in our community.

Bike Distribution 2016

School or Institution	Bikes Distributed	Promotional
Heroes Memorial Elementary School, Cowansville	70 bicycles and 5 stationary bikes	15 bicycles
École secondaire Massey-Vanier	30 bicycles	
Mansonville Elementary School	25 bicycles and 2 stationary bikes	
Mansonville Town Hall		15 bicycles
Waterloo Elementary School	33 bicycles 2 stationary bikes	6 bicycles for fund raiser
La maison des familles, Bedford	5 bicycles	
Townshipper's Association	5 bicycles	
Town of Farnham		8 bicycles
Farnham Elementary School	6 bicycles	
Sunnyside Elementary School, Stanstead	30 bicycles	
Butler's Elementary School, Bedford	6 bicycles	
Waterloo elementary school	10	
DPJ Cowansville		6 bicycles
Centre d'éductation aux adultes	6 stationary bicycles	
TOTAL	235	50

Bike Distribution (to Oct. 30th) 2017

School or Institution	Bikes	Promotional
Sutton school	27	
Waterloo Elementary School	8 BMX	
École primaire St-Vincent-Ferrier – (Vélo Avertis)	8	5 stars on Facebook
Butlers Elementary School	4 tricycles	
École primaire Ste-Thérèse	3 stationary bikes	Message on the School Commission web site
CLSC Bedford – Families in need	3	
Heroes Memorial School	15	
Mécano Heroes Memorial School	3	
Fête à la plage, Bike Sale, Cowansville	2	Bike prize
École l'Envolée – Enfants dans le besoin	2	
École St-Léon	8 stationary bikes	50 tubes
Waterloo Elementary School	20	
Stanstead	20	
Montreal Charity Sale	47	Funding sale: \$1,600
Cowansville Charity Sale	73	Funding sale: \$2,300
Total	242	

The Benefits to Participants

Improving Personal Qualities	Improving Work Skills
Ability to adapt to change	Ability to evaluate new tasks
Good observation skills	Develop independence and autonomy
Respecting rules and a code of conduct	Ability to follow instructions
Positive attitude	Sense of belonging and loyalty
Interest in learning and creativity	Experience
Leadership qualities	Team spirit and values
Self-confidence	Punctuality and low absentee rate
A sense of responsibility	Respect for others

Participants: The Workshop

- Pleins Rayons in collaboration with the Cowansville municipal authorities rents an accessible and suitable repair and storage shop (presently around 600 m²)
- 6 fully equipped repair bike stations, proper technical supervision and assistance with an experienced specialised mechanic present every day
- Our participants use the Brome-Misssisquoi Paratransit, a specialised public transport service, to and from the workshop



Other Activities

Woodworking

- Participants are active on various and useful woodworking projects
- Notably, participants also make very suitable wooden bird houses (about 200 a year) which are then sold, as in 2017, for funding for some \$3,500

L'Orpailleur Vineyards

- Agreement with a local winery for supervised work and assistance on specific days

Collaboration with the Cree School Commission

3 schools from the Cree School Commission in Northern Quebec, Willie J. Happyjack Memorial School and a primary school in Chisasibi purchased 72 bikes

Six Socio-Economic Projects

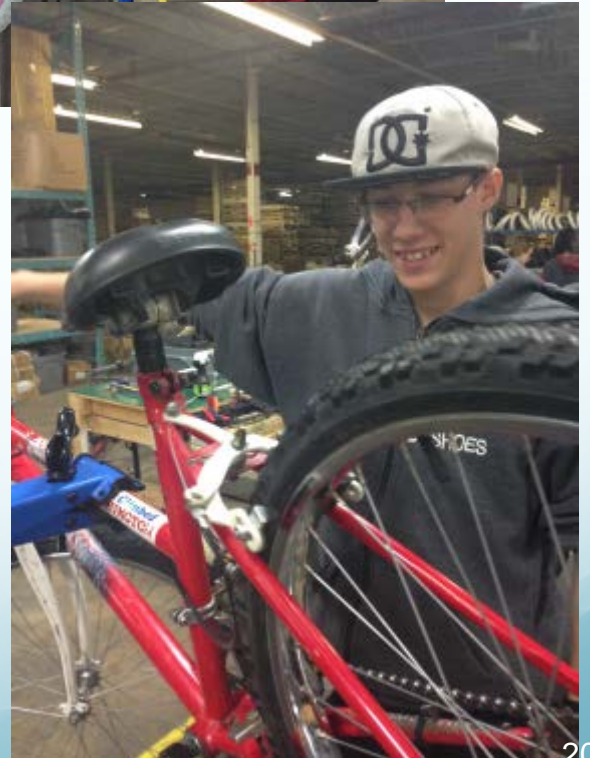
- Bicycle workshop
- Bicycle shop
- Woodworking (bird houses and similar projects)
- Orpailleur Vineyard
- Metal recycling station
- Cantine

Job Inclusion for our Participants

- Some participants as a result of their efforts and our assistance have found stable jobs in the community
- Pleins Rayons strives to encourage social and economic inclusion in our community
- Over the past months, 13 participants have successfully integrated, both socially and economically
- Participants have found full time jobs in area businesses such as Canadian Tire, Ferme d'Alpagas, Burger King, GUS, IGA and various contractors
- This form of inclusion is the major objective and one of the important results of Pleins Rayons

Milestones for 2018

- Increased socio-economic task formation for participants
- Increased participation from Santé Publique and other government sectors
- Improved funding operations
- Distribution of 300 bikes in the MRC and two new related activities
- Sale of 400 bird houses
- Registered charitable tax deduction recognition and number for Pleins Rayons and registration and admissibility to PSOC fo the MSSS
- Recognition of the socio-economic activity of the bike store by the government program in order to pay participants

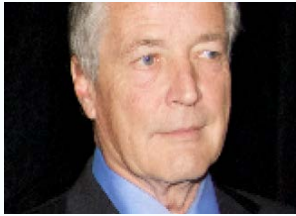


Administration and Overview

- **Board of Directors:** Michael Herman, Anne Stairs, Brian Herman, Sharon Dawe, Lorraine Briscoe, Michele Bazin, Marion Turmine and two parent representatives, Mrs Laura-Lee Lamothe and Mr. Brian McDonagh
- **Management Team:** Stéphan Marcoux, Myriam de Clausel de Coussergues, Tanya Chamberlin
- **Accounting:** Lorraine Briscoe, CPA
- **Auditors:** Raymond Chabot Grant Thornton, Cowansville
- **Legal:** Norton Rose Fulbright, Montreal
- **Office:** Pleins Rayons
135 rue Dean,
Cowansville, Qc
J2K 3Y2
450-531-8293
pleinsrayons@outlook.com
- **Web site :** <http://pleinsrayons.ca>



The Board of Directors



Michael Herman, President. Michael is a founder and President of Turkey Hill Sugarbush Ltd. He has an extensive background in business, agriculture and the environment. He was the director and former Vice-President and President of the International Maple Syrup Institute, a former director on the Canadian Coalition on Acid Rain, former director of the Ruiter Valley Land Trust, and a founder and director of The Friends of the Watershed. Michael was also an environmental spokesperson for the International Maple Syrup Institute and Canadian Coalition on Acid Rain.



Anne Stairs, Vice-President. Anne, well known in the Brome Missisquoi area, is at present director of the Heroes Memorial Elementary School in Cowansville. She has extensive experience with special-needs students and particularly those in the autistic spectrum. Active in various educational fields, Anne is dedicated to the area and has worked with numerous non-profit organisations and has lead several local causes for the advancement of challenged children and young adults. She is also on the Board of Directors of the Caisse Desjardins in Waterloo/Lac Brome.



Lorraine Briscoe, Treasurer. Lorraine is a McGill graduate and is a CPA, CA. Lorraine brings her business experience gathered from working in different industries and draws on her volunteer experience on many non profit boards over the years. She is an avid cyclist and enjoys golfing. Having raised three children she understands that there are three important ingredients to building self esteem in youth - competence, connection and contribution. "Pleins Rayons", she states, "offers these in spades to its participants".

The Board of Directors



Brian Herman, Secretary of the Board. Brian is a founder and CEO of Turkey Hill Sugarbush Ltd. For the last two years Turkey Hill has won supplier of the year and top specialty product in the Canadian duty free business. Brian was a director and secretary of the Municipal Association of Lac Brome in the 1980s, a director of Parc Sutton (now called PENS), director, treasurer and president of the Ruiter Valley Land Trust, founder of Friends of the Watershed in the fight to buy the Domtar lands, as well as a founder and current Treasurer of the Mont Echo Conservation Association.



Sharon Dawe, Director. At present, Sharon is currently Associate Publisher of Canada's Best 100 Restaurants Magazine and the Eastern Canada Sales Director for GDC Magazine, and publisher for TIFF Festival Style and Gala Magazine. Sharon is specialised in marketing and business communication as well as community development. Active in various Land Trusts in the Brome-Missisquoi area she has been with Pleins Rayons since its foundation and is active with fund raising activities.



Michele Bazin, Director. Michele is from the public relations and management business sector, having founded her own successful PR firm, BDDS the first woman to do so in Quebec. She worked as a director for Québecor, vice-president for the Festival Just for Laughs and the Conseil du Patronat. Michele has also written 250 texts for TV series and has published several literary works and has participated in seminars at Harvard (Decision making-Strategy of Persuasion) and at Chapel Hill at the University of North Carolina with Dr. Gerard D. Bell. She is presently active on several non-profit Boards and is writing a new novel.



Marion Turmine, Director. Marion has been with Oxfam Quebec since 2009 and is currently International Program director. She has a vast experience in international cooperation having worked in the field for more of 15 years such as program manager for Save the Children (UK) in DRC, for CARE as support service manager for the Rwanda's refugees camp in DRC and program Director in Cuba. She has also worked as director for Belisle Benin Solution in Benin and Senegal and for Oxfam in Bolivia as anthropologist. Besides having taught at UDM, UQAM and Ottawa University, she has also published scientific papers in sociology and anthropology. Marion is an seasoned administrator with recognised leadership qualities.

Management Team



Stephan Marcoux, Director-General. Stephan is a career pro-cycliste who has major work experience in the field of recreational therapy. He is also a trained technician working with special needs children and young adults on the autistic spectrum. Stephane has implemented programs with the Brome-Missisquoi Association for Handicapped Persons as well as in the state of Maine. He has worked as a counselor, aide, teacher, and bike shop owner/operator. He brings major energy, enthusiasm and experience to the team.



Myriam de Clausel de Coussergues, Executive Director. Myriam is a specialized educator with a cumulative baccalaureate in mental health intervention, intellectual disabilities intervention and victimology. She also learned sign language to communicate with children having language difficulties. Myriam has hosted several physical activity programs to promote healthy life habits among youth and adolescents with special needs. In addition to working with the elementary and intellectually handicapped associations, she was a family support worker with visible minorities in Brome-Missisquoi.



Tanya Chamberlin, Assistant Director. Tanya is a Concordia graduate in recreology and has obtained a Master's degree in business administration from prestigious Griffith University in Australia with a focus on sport administration. Upon returning to the Townships, she has worked with Pleins Rayons since 2015 and is committed to helping our participants obtain tangible results through social inclusion projects and full realisation of their potential and abilities as contributing members to our community.

Treasurer's Report 2016

- Expenditures of \$145,378 exceeded revenues of \$115,773 for a loss for the year of \$29,605
- Administrative expenses = 16,23% of total expenses
- At December 2016, cash on hand was \$24,451 with \$6,198 in pre-paid payroll taxes
- Copies of our Financial Statements for 2016 are available upon request.

Treasurer's Report 2017

- Annual financial statements for 2017 will be available in late February 2018 upon request
- At present, the situation is difficult as to liquidities and monthly obligations
- No loans in 2017 and no outstanding expenses
- All payments as per pre-approved budget
- In spite of a delicate financial situation, the company has been meeting its obligations

Some of the Generous Donors

- Turkey Hill Sugarbush Ltd
- Les Écocentres de la MRC
- Pacte rural de Brome-Missisquoi
- Louise Penny, Michael Herman and Brian Herman
- Captain Melville Greenshields Memorial Fund
- Alva Foundation
- Fondation Bon Départ
- Ministre Lucie Charlesbois
- Scorpion
- La Ville de Cowansville
- La Sureté du Québec
- Plastiques Moulin du Lac-Brome, (containers for storage)
- Planchers Liquidations Roméo, (furniture and articles)
- Private donors, numerous women and men who gave from the heart to the community
- And all those who have given bikes during the past two years



To Conclude

- Pleins Rayons is a solid, non-profit organisation providing a key service for socio-economic inclusion of these young challenged adults in our region
- The bike program provides to our participants through the activities related to repair and distribution, as well as other activities, an important step towards social inclusion and the job market
- There is no other non-profit organisation in the area which provides this social inclusion service to young adults with special needs through acquiring socio-professional abilities and initiation to therapeutic activities
- Pleins Rayons has applied to CRA for registered charity status number and to the Quebec Government for admission to PSOC
- Pleins Rayons requests your financial contribution to maintain assistance to these young adults

