

Press release

For immediate release

Little Brothers relies on a new structure to strengthen its fight against the isolation of seniors

Caroline Sauriol is appointed Executive Director of the Little Brothers Foundation and Martin Goyette is nominated Executive Director of the Little Brothers Corporation

Montreal, February 16, 2022 – The Little Brothers announce the creation of a new executive management team composed of two inspirational leaders to carry out the activities of its two entities: the **Little Brothers Foundation** and the **Little Brothers Corporation**. This reorganization will solidify the organization's structure and serve as a catalyst for a broader set of social and strategic initiatives aimed at breaking the isolation of vulnerable and frail elderly people.

Currently, Little Brothers accompanies over 2,000 elderly people across Quebec. Their goal is to have a positive impact on the lives of more than 10,000 isolated seniors by 2030. Their mission is even more important in the current context, as seniors are among the most affected by the pandemic and the population aging phenomenon continues to grow in the province.

Two important nominations

As part of this change, Caroline Sauriol, who has held the position of Executive Director of Little Brothers since 2009, will now act as Executive Director of the Foundation. In that role, she will focus on ensuring the financial development of the organization, its outreach and its sustainability. She will be responsible for the organization's public and government relations, as well as for philanthropic relations with key partners.

In order to optimize the concerted action and impact of the regional teams in the field, The Little Brothers also announces the arrival of Martin Goyette as Executive Director of the Corporation. His responsibilities will include the management of both human and material resources, as well as the planning and optimization of operations and support programs for seniors. Previously, Martin Goyette held the position of Executive Director at the Institut Pacifique and at the Dr Clown Foundation.

"I would like to extend a warm welcome to Mr. Martin Goyette within the Little Brothers family and assure him of my support and confidence in his new role. With his arrival, I will be able to devote myself fully to rally new supporters, donors and partners so that more and more people will support this important cause of the isolation of seniors", said Caroline Sauriol.

Commenting on his new position, Martin Goyette said: "I am excited to take on this new challenge together with our employees and our large network of volunteers. Our joint actions will continue to offer a warm presence and individualized support to these people who find themselves alone in their old age."

This decision is welcomed and strongly supported by the members of the organization's Board of Directors, as stated by Claude Leblanc, Chairman of the Board of Directors of the Little Brothers Corporation: "Our great desire to bring comfort and dignity to the elderly shapes the organizational culture of Little Brothers and guides us in all of our actions. For nearly 60 years, our charity has played a leading role in breaking the isolation of seniors throughout Quebec and this reorganization is an ambitious step forward that will allow us to continue as long as necessary to act with sustained benevolence towards the generations that preceded us."

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About Little Brothers

For nearly 60 years, Little Brothers' mission has been to counter the isolation of lonely seniors by creating a committed and faithful family around them until the end of their lives. Operating in 12 regions of Quebec, the organization is the only one that accompanies seniors forever, regardless of their condition, until the end of their life and even after. With an average age of 85, these people, affectionately known as "Great Friends", are accompanied for about four years, but this can go on for more than ten years. Most of them live on a low income and almost a third suffer from complex health problems. Actress Marie-Thérèse Fortin is the spokesperson for Little Brothers and, for the past ten years, actress Béatrice Picard has been its patron. Little Brothers is accredited by Imagine Canada's Standards Program, which attests to the quality, efficiency, and transparency of the organization. To find out more, visit littlebrothers.ca.

Source : Little Brothers

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