

Contribution
Guide

SYMPO.

GRH

2025

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IMPORTANCE

In order to incorporate social responsibility into the competition, the Organizing Committee awards a delegation that has distinguished itself through its actions toward a selected non-profit organization. This component accounts for 6 points of the overall evaluation.

VISION

In an effort to strengthen the social impact of the HRM Symposium, each participating university is invited to become actively involved with the official organization of the 2025 edition: the Lac Simon Summer Camp Foundation.

My name is Alexis Noiseux, I have been a volunteer counselor at the Lac Simon Summer Camp since 2019, and I am your VP Contribution for the 2025 HRM Symposium. For seven years now, I have had the opportunity to be involved in this cause that is close to my heart: offering children from disadvantaged backgrounds the opportunity to experience a summer camp, free of charge, for two weeks. The camp is entirely donation-based. No camper pays to participate, and everyone involved—counselors, directors, managers—volunteers their time. It is a very important organization that transforms the lives of many children every year by offering them a respite, joy, and learning opportunities. My goal for each delegation is simple: to mobilize you to support the camp in different ways so that, together, we can continue to have a concrete and lasting impact on the lives of these young people.

For this edition, the core values of the Contribution component are:

- Commitment
- Resourcefulness
- Mutual aid

The predominant values for the 2025 Contribution component are commitment, resourcefulness, and mutual aid.

**ALEXIS
NOISEUX**



DEFINITION

The Contribution component involves each delegation implementing one or more initiatives with the goal of having a tangible impact on the chosen organization. This includes both direct involvement with the target community (through concrete activities) and fundraising to support the organization's mission.

LAC SIMON SUMMER CAMP

Founded in 1958 by Father Jacques Beaupré, SJ, in collaboration with the Sons of Charity of Pointe-Saint-Charles, Camp Lac Simon is a social project that welcomes 84 young people aged 10 to 12 from disadvantaged backgrounds in Montreal, mainly from the Pointe-Saint-Charles and Centre-Sud neighborhoods, free of charge every summer. These children enjoy an unforgettable experience in nature, far from urban pressures, in an environment that promotes friendship, kindness, and personal growth. The entire stay is offered free of charge to families, thanks to the support of foundations and the work of numerous volunteers.

The camp thrives thanks to two fundamental pillars: community involvement and financial donations. On the financial side, it costs approximately \$80,000 to operate the camp each year. This amount is raised solely through donations and fundraising events. This aspect is essential to ensuring that the camp takes place. Then, on the volunteer side, each year, more than 40 entirely volunteer counselors, supported by about 50 other people involved in various roles, contribute to the camp's mission. It is important to understand the following: there is no remuneration for the people involved; it relies solely on the goodwill of each volunteer.

The camp is not just a simple camp, it is a special place where campers feel safe and secure. The camp promotes the importance of basic needs, for example, the three meals a day are always an important part of the day, and campers have access to a variety of activities and challenges to continually push themselves.

TESTIMONIALS FROM FORMER CAMPERS

Real Turcot: For me, it was in the summers of 1967 and 1968. Even today, I can describe and tell you about every day I spent there. You never forget.

Levy Atou: Everything the camp does for us younger people: the lessons, the advice, and all the support from the counselors. The camp will always have a special place in my heart.

Michel Patry: Camp Lac Simon is my fondest childhood memory.

We strongly encourage you to read the testimonials section of the website, where you can find testimonials, particularly that of the President of the Foundation :

Patrick Issid: Testimonials – Camp de Vacances Lac Simon website

MANDATE

The contribution component will consist of two separate mandates before the competition weekend. You will be required to submit deliverables for each of the two mandates.

MANDATE 1

The first mandate is to organize a fundraising event for Camp de vacances Lac Simon. Since the camp's operations are made possible by donations, this funding is essential to its smooth running.

Your financial contribution will have a significant impact on the camp. Funding generally focuses on three areas:

- Operations: ensuring that the necessary funds are available at all times to run the annual camps for boys and girls.
- Upgrading Camp Brébeuf's infrastructure and equipment: see our infrastructure renewal projects
- Occasional scholarships to offer a better future to young people from disadvantaged neighborhoods.

You will therefore understand that the event you organize will have a significant impact on the children! In quantitative terms, our fundraising will finance 5% of the camp's operations for one year!

Each delegation will therefore need to plan and implement a creative and engaging fundraising event that will directly support the camp's operations. This could be a sporting, cultural, or gastronomic event, or any other innovative activity that encourages student participation and, above all, the participation of the delegation. It is important for camp leaders and the OC that the event is in line with the camp's values, so be sure to come up with an event that represents the foundation's mission. The OC encourages you to let your imagination run wild to see how you can motivate your community for the cause in a fun, innovative, and relevant way.

To guide you in your thinking, the VP Contribution will hold a short presentation on the foundation and answer questions about it on Monday, September 8, 2025, at 7:30 p.m. via Teams. The link will be sent on Discord the week before by the VP RI.

Here are some examples of fundraising events currently being held for Lac Simon throughout the year:

- Globalista: Globalista is a charity fashion show that aims to raise funds for the Lac Simon summer camp. In recent years, this fashion show has raised an average of around \$7,000 per year. [Globalista](#) (Instagram)
- Caribou Race: The Caribou Race is a fundraising event involving students from Jean de Brébeuf College, who organize a competition between each class. Classes must bring in more than 25 pennies with the goal of having the largest tower of pennies possible.
- Fundraising Hockey Game: Organization of a fundraising hockey game.

MANDATE 2

The second mandate is more strategic and reflective, with the goal of helping the camp and its management with logistics. The camp's operation and smooth running rely mainly on six people. These individuals receive no compensation for their work at the camp, yet they have many tasks and responsibilities to ensure its smooth running, in addition to balancing these with their professional and personal lives.

Each delegation will therefore be given a real-life scenario inspired by issues encountered in the field (e.g., volunteer management, facility maintenance, crisis management, etc.). The goal is to brainstorm multiple potential ideas for various issues that management has not had time to address or resolve over the years.

You are therefore asked to prepare 6 to 8 slides presenting possible solutions—a brainstorming of potential ideas—aimed at improving the various issues currently faced by camp management. **Please note that this is not a formal case study**, and the evaluation will focus more on the quality of the ideas proposed than on their quantity. The intention is simple: to support the camp management in its behind-the-scenes work in order to have an even more positive and lasting impact on the children.

LIVRABLES

MANDATE 1

Submission 1

September 24, before 9 p.m.: Each delegation must submit a half-page description of their fundraising event idea and its date. The description must be submitted in PDF format, and its content and presentation are at the discretion of the university. The document must be submitted via your section of the drive.

- The event must take place between October 1 and October 31, 2025, inclusive.
- At least one representative from Lac Simon AND/OR one representative from the OC will be present. You must therefore include the date, time, and location in your submission.
- Be creative, you have carte blanche!

We are setting you an ambitious goal, but one that we believe is achievable. The goal is to raise \$700 through your fundraising event. You will be evaluated based on whether you meet the minimum donation threshold. Bonus points will be awarded for excess money raised, originality, and execution of the event.

Submission 2

November 7, before 9 p.m.: Each delegation must submit an event report containing:

- The quantitative and qualitative impact of the event.
- One or more visual aids of your choice (photos/videos)
- A description of the activity or activities carried out.

The report must be submitted in PDF format. The document must be submitted via your section of the drive. You will be evaluated on the professionalism and completeness of the report.

We ask that the report be no longer than 3 pages, with no minimum length.

MANDATE 2

Assignment 2:

The scenarios of issues experienced by camp management will be sent to you on October 1.

Deadline for submission: between October 1 and 14, 9 p.m. via your drive section

Content and presentation are at your choice. Evaluation will be based on the quality of the ideas and the professionalism (cleanliness, mistakes, etc.) of the slides.

Remember that this submission will be given to Lac Simon management.

EVALUATION GRID

MANDATE 1 - YOUR FUNDRAISING EVENTS

Compliance with the minimum donation threshold (\$2,000) If the threshold is not met, a proportional (pro rata) score will be assigned.	/40
Bonus points for donations raised (5 points/additional \$50 increment up to a maximum of 5 points)	/5
Creativity of your events	/10
Execution of your events	/10
Professionalism and completeness of your report	/5
Subtotal	/65

MANDATE 2 - ISSUE RESOLUTION

Originality and quality of proposed solutions	/20
Presentation and professionalism of slides	/15
Subtotal	/35



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