alloprof



Allo, tomorrow





2024–2025 Annual Report

Message from the Executive Director

Mobilizing, committing to success, and building confidence in their abilities – these are far from easy. For many young people, it's a daily challenge.

Once again this year, Alloprof has guided hundreds of thousands of students on this often-quiet journey by continuously refining an educational approach that is effective, inclusive, and deeply rooted in our culture.

Among our proudest accomplishments this year are our intensified efforts to better meet the needs of vulnerable youth and, of course, the first steps in rolling out Allofrançais, a new tool designed to support French learning. We're also thrilled to see our amazing team expanding, now ready to build the future of education. As you'll discover throughout the following pages, many initiatives are already shaping this growth.

We've achieved this while staying true to our organizational culture, built around three core values: engagement, innovation, and fun. Because when young people turn to Alloprof, it's for the passion and quality we bring..

For us, building confidence and moving serenely toward tomorrow begins with embracing what makes us unique. Thank you for being part of this journey!

Sandrine Faust





Message from the Board Chair



When youth succeed, society as a whole benefits.

At Alloprof, this belief is at the heart of everything we do.

Fostering our youth's success helps build a fairer, more equitable, and higher-performing society. By supporting Alloprof – whether through a donation, a partnership, or simply by encouraging a student, a parent, or a teacher to use our resources – you are taking part in our educational mission to help young people learn.

This ability to learn enables our youth to grow, adapt, and contribute to society throughout their lives.

Thank you for your trust.





Our mission

Empowering every student to succeed through **friendly, free academic support**.



Our North Star

A world where **all students commit to their success** with confidence and enthusiasm.



Our Values

Innovation Engagement Fun



Our Report Card

More Support

We've come to the rescue 60 million times across key subjects.

That doesn't include the countless times teachers use our content and tools to support students in the classroom.



More Students, Parents and Teachers

we helped 600,000 students,

from elementary through high school (+10% over last year), along with

500,000 parents and 100,000 teachers.



More Ressources

The site offers

more than 150,000 educational resources.

Higher Satisfaction

Over 90% of students, parents, and teachers are satisfied with our services and share a positive opinion of us.



90% satisfaction

More Teachers

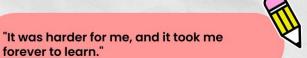
Our team **now includes** about 100 teachers.





"I have an attention-deficit disorder. Alloprof allowed me to learn at my own pace."

For Coralie, now 19, school hasn't always been easy.



With Alloprof's help, she was able to practice, make progress, and gain confidence.



"Alloprof let me go at my own pace and figure things out on my own. I love doing stuff by myself, and it helped me do that. I could have fun while learning too."

Today, Coralie looks to tomorrow with pride and excitement. She dreams of becoming a speech-language pathologist.

Our Achievements

"Students turn to Alloprof because they want to succeed, grow, and develop. They explore our resources, ask our teachers questions, and return to school the next day with their heads held high, ready to learn new things, find their place, and get involved in school life.

It's that determination that drives our team to push ourselves further, day after day, to keep offering them more."





Allofrançais: A Much-**Anticipated** Response to a **Growing Need**





Meet Jackson and Laetitia



Jackson, 10, is a curious and intelligent boy with a passion for science. But when it comes to reading exercises or writing, he loses confidence. He makes a lot of spelling mistakes, and his French grades are below average, with the gap widening each year.

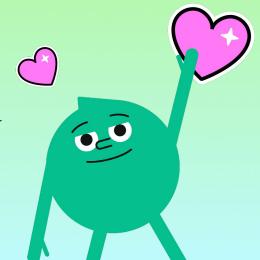


Laetitia, 15, moved to Québec with her family four years ago. Bright and determined, she speaks three languages. Yet French still presents many challenges. She struggles to write clearly and often has trouble keeping up in class, especially in literature, where assigned readings feel complex and far removed from her world.

Untangling the Knots of French Through a Learning Experience Aligned with the Québec Program

For Jackson, Laetitia, and thousands of other young people for whom French makes success more challenging, Alloprof is preparing something big: Allofrançais.

With the trust and support of the Government of Québec, this flagship project was launched this year and will roll out over the next three years. Its goal? To strengthen the support we offer by combining proven educational resources with innovative, science-based approaches and the latest technological advances. To deliver smarter, more personalized guidance that complements the work teachers do in the classroom.



The data is unequivocal: mastering French is one of the biggest factors in academic success. Yet the latest results on the Ministère de l'Éducation exams show that many young people are still struggling to get there.

Allofrançais is off to a strong start

We created over 1,500 new concept-based resources

across our exercises, sheets, and videos, including our Pro Tips and Crash Courses.

We expanded our team of French teachers

to answer even more questions and offer each student the time they need. And because the end of the year can be intense, we extended our hours in May and June 2025.

We developed new interactive workshops

to help elementary and high school students across Québec get familiar with our best tools in French.

Twelve research projects

at Québec universities – completed or ongoing – are informing our approach. Their topics range from ethics to Al adoption, as well as the impact of various tools on learning and academic success.

We launched our **first Webinar**, *Dynamiser l'enseignement du français* [Energizing French Teaching],
designed to support teachers.





The Grande révision made preparing for the Ministère de l'Éducation French exam a motivating experience for 8th- and 11th-grade students.

Spotlight on Struggling Students





At Alloprof, struggling students aren't on the sidelines – they're at the heart of our mission. This year, we stepped up our efforts to better understand and support them. Our goal? To engage them, equip them, and above all, help them build confidence.

Why Is This Important?

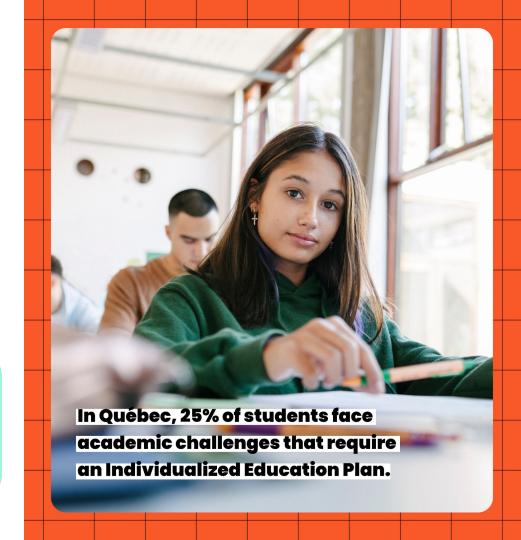
We know that struggling students rarely raise their hands. Sometimes they don't even realize what they don't understand, making it harder to find their bearings.

Who Are These Students?

This group is as diverse as it is complex. It includes young people from vulnerable backgrounds, those adjusting to a new life in Québec, or facing difficult moments. It also includes Students with Handicaps, Social Maladjustments, or Learning Difficulties (EHDAA), as well as those who simply struggle to keep up with the pace of school.

"Often, even well-meaning parents can lack the resources to give their child the guidance they need. Teachers, in turn, can also run short on time or tools to fully support every struggling student."





How Do We Support Them?





In partnership with the Institut des troubles d'apprentissage [Institute for Learning Disabilities], we offer parents thoughtfully designed learning activities to support children facing challenges or learning disabilities.



We recruited and consulted education professionals with expertise in working with these students, including learning experts who helped refine our educational content.



A study and interface testing led to a significant step toward more inclusive navigation. New pages are already online to address the identified needs.



A structuring project is underway to **reorganize content by grade level in an intuitive format**, opening access to key concepts.



Some games have been enhanced to be even more engaging and motivating for students, while others have been improved to make their lives easier – for example, with an assisted reading option.



"I was done with school. I couldn't take it anymore. I thought I wasn't good enough."



Léo experienced school difficulties and needed to repeat 8th grade. It was a deeply discouraging time for him. At home, his mother did everything she could to help. She even invested in remedial education services but felt completely powerless in the face of her son's lost motivation and the challenges he faced. Nothing seemed enough to reignite his spark.

Then, Léo's teacher introduced him to Alloprof's educational games.

Against all odds, he gradually began to enjoy learning again. And with that came rapid progress:



"My grades kept improving throughout high school. I'm now in enriched science and math classes. It helped a lot because those subjects were really tough at first."

Now 16, Léo has regained his confidence. He's moving forward, shaped by his journey, carrying not only good grades but the belief that he's capable.

Connecting with Students, Families and Teachers





Providing resources is essential, but students still need to know about them and want to use them.

That's why building strong connections with them through in-class workshops, whether in person or online, is a top priority. Over the past year, **we met with nearly 27,000 students** in francophone and anglophone elementary and high schools (including many in regions with higher dropout rates). A record!

We also went out to meet them in the field, at fairs and conferences. Altogether, we reached around 45,000 teachers, parents, and students through these events.

Direct contact with students is key. Especially in communities facing greater challenges with school perseverance.

The Alloprof Reflex Is Taking **Root in Indigenous Classrooms**

We visited Manawan and Wemotaci, where our presentations allowed us to meet 700 students and 55 teachers. The result: young people are showing growing enthusiasm for Alloprof.

We also made our mark at the Convention on Perseverance and Academic Achievement for First Peoples. On site, our team connected with more than 400 education partners working across different communities and regions.

And because we want every student to relate to our content, we added an Atikamekw story - Minic, une histoire de bleuets [Minic, a Story About Blueberries] - to our reading game Book of Spells.

"Yay! I'm glad I came to school today, Alloprof is here!"

A 7th Grade Student Nikanik High School, Wemotaci





96% of students use Alloprof several times a month at Nikanik High School.

Our goal: to make the Alloprof Reflex universal, so that every student, regardless of background, grade level, or environment, knows that caring, accessible support is within reach.

Just Like Students, Our Resources Grow and Evolve





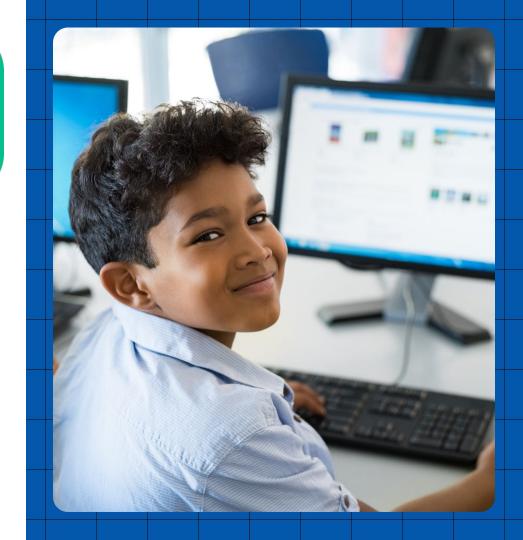
"Our offerings for students are never set in stone; they evolve based on what they understand (or haven't yet grasped) and on the latest research about what works best for academic success."



Marie-Caroline
Head of Educational Technology Leadership

This year, in addition to the Allofrançais content, we created nearly **220 new resources for elementary students**, including videos, concept sheets, and interactive exercises to support their learning.

And teenagers weren't left out, either: **around sixty new resources for cycle-one high school students** in science and geography were released – making tectonic plates, the atmosphere, and electrical engineering even more fascinating!



Shorter Videos for Faster Wins

More popular than ever, our videos now get straight to the point. They make learning simpler, faster, and above all more accessible, directly on the platforms students love and use.

In just one year, we added nearly 460 new videos in French and English to our website and YouTube channel!

"At Alloprof, we have one obsession: going where the students are. Right now, that's on social media – and we're there too, with short, lively, and relevant content. We speak their language, understand their reality, and adapt to support them even better."



Amélie
Director of Communications

"You're so good that even my teachers use your videos."



Ready, Set, Let's Review!

Say goodbye to boring study sessions. With the *Grande révision*, 8th- and 1lth-grade students discovered an innovative and motivating way to prepare for the Ministère de l'Éducation French exam!

On the agenda: video segments hosted by comedian Dom Babin on topics that matter to teens, plus a live event on TikTok and Instagram.

Rosianne Arseneau, our French educational technology expert, was also there to answer the most frequently asked questions and share her top tips for acing the exam.



20,000 students online

for the live event

Nearly

100,000 accesses to our two study sheets

(a 357% increase compared to 2024!)

6 million views of our live replay

and six educational videos

Games That Grab (and Hold) Attention

Our educational games, designed to build confidence and motivation, are constantly reinvented to remain engaging and meet students' needs. This year's highlights include:

The results speak for themselves: for instance, in 2024–2025 alone, students played more than 900,000 rounds of Speedy Rabbit!



New features in **Magimot**. The game now offers players **constructive feedback** after an error. It also adapts by presenting challenging words more often, as needed. Plus, it's easier than ever to create custom word lists or use ready-made lists.



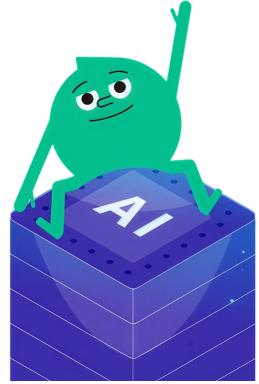
Enhancements to **Book of Spells**. This game, which helps cultivate the joy of reading by answering questions that help lovable creatures grow, now includes an **assisted reading** option. We also added youth favourite India Desjardins to our lineup of authors.



Upgrades to **Speedy Rabbit**. You may remember Léo, introduced earlier. For him, Alloprof games like Speedy Rabbit have completely transformed the way he learns. The 2.0 version of this classic, which focuses on practicing math operations, now adapts to each student's progress,. And thanks to a **multiplayer mode**, users can challenge their friends, team up in groups of four, or even launch a full-class tournament!

A Faster, Easier-to-Find Website to Reach More Students

We implemented server-side rendering (SSR) on our website. Simply put, our pages now load faster, even on slower connections. For students in rural or disadvantaged areas, this can make a world of difference. It also helps search engines index and understand our pages more effectively, increasing their chances of appearing at the top of search results.



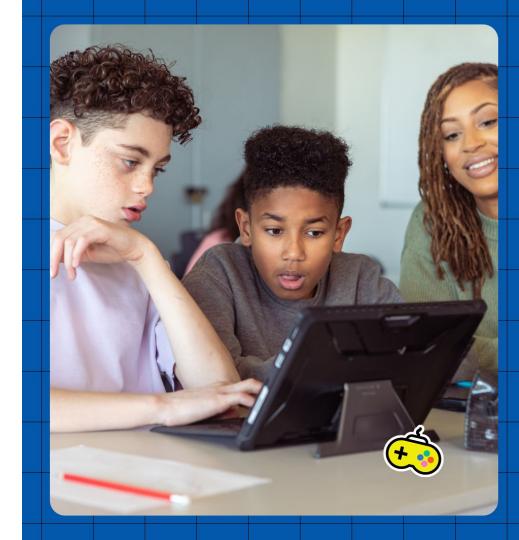
"Search engines are the gateway to online academic support: 7 out of 10 students reach Alloprof through Google."





With generative AI transforming everything
– from Google's algorithms to students'
habits – it became essential to step up our
SEO, ensuring our content is easy to find and
visible when our community searches for it.

And that's exactly what we did.



What Would Alloprof Be Without Its Teachers?

At Alloprof, students can count on more than a hundred teachers who answer questions with heart, patience, and a touch of educational magic.

This year, we rethought our approach to make this academic support squad even more effective, while maintaining the quality that has earned its reputation. For example, teachers now use a digital whiteboard to better illustrate their explanations, and students can easily share feedback after receiving help.

We also added pop-up notifications on several pages to let students know when a teacher is available to chat.



"I wish I'd used this service sooner! The explanations are super clear and actually helping me get better faster. This is definitely going to be my go-to instead of ChatGPT IoI."

The result? Our average wait time has dropped to just 40 seconds – that's barely long enough to grab a glass of water!

We're Doubling Down to Support Parents



This year, we created new content specifically for parents, with one simple goal: **to provide an even stronger safety net for struggling students**. We focused on three groups of parents: allophones, parents of preschoolers, and those whose children face learning challenges.

We also revamped our section of printable and downloadable tools (nearly 1,000!) for parents. These were downloaded almost 91,000 times during the year – an 85% increase over the previous year.





By equipping a more diverse range of families with the right tools, we increase our impact!

The result: the annual use of Alloprof support by parents has reached 830,000!

Even More Support for Teachers





This year, 100,000 teachers integrated our tools into their lessons, allowing more than 730,000 students to benefit from Alloprof in class.

The numbers speak for themselves: Alloprof is more than a service for students – it's also a major ally for teachers, both in the classroom and at home.

"Two years ago, I switched careers to get into teaching. No license, no experience, just a real desire to make a difference.

You've saved me more than once! From your poster for memorizing the scientific method to your video on long division, you've often been my lifeline. You've helped me keep my head above water through all the everyday challenges.

My colleagues all agree: you're an absolute goldmine of ideas and resources!

Caroline Teacher



Ongoing Training by Teachers, for Teachers



We're developing free, super practical ongoing training for teachers! It's the perfect opportunity to boost teaching while discovering ready-to-use tools that save time and make life easier.

In March, our pilot project kicked off with **the first webinar, bringing together 435 participants!** And this is just the beginning... several more workshops are planned for the upcoming school year.



Since the launch of Alloprof Teachers in 2022, the use of Alloprof support by teachers has more than doubled each year!

Digital Competency: Understanding It Better to Teach It Better

Digital competency has become essential for both teachers and students. That's why, in collaboration with Professor Séverine Parent and Course Lecturer Jessica Métivier of the Université du Québec à Rimouski – Lévis Campus, we developed a comprehensive guide to help teachers integrate it into their practice.

Their goal? **Helping teachers make lessons even more engaging and, most importantly, preparing students to become responsible, ethical citizens who can use their digital skills effectively.**

Digital competency is relevant across all subjects, making its teaching and assessment increasingly important.





Equitable access to academic support is a top priority for us. That's why we launched Alloprof in English. a few years ago: we wanted English-speaking students, their families, and teachers to have access to resources just as great as those available to their French-speaking peers.

Our Year in English

We added thousands of resources such as concept sheets, exercises, and videos, across nine school subjects. This goes beyond simple translation: our content is carefully tailored to meet the curriculum expectations and classroom practices of English schools in Ouébec.

Our flagship services, including teacher support via chat or phone, are now also available in English.

Students can enjoy four educational games in English on our site, to learn while having fun.





English support is thriving: the overall use of our English resources across all audiences jumped 40% in just one year.



Alloprof Resonates with the English-Speaking Community

Whenever Kassandra, our English-speaking community coordinator, visits schools in Québec, she's welcomed with open arms.

As a former high school math teacher, Kassandra knows better than anyone the impact that well-designed tools can have on a student's academic journey.

"I'm a bearer of good news! I introduce free resources that make life easier, both in the classroom and during homework."



Kassandra English-Speaking Community Coordinator

This year, Kassandra met with **more than 3,000 students** and nearly **2,000 education professionals**, including teachers, educational consultants, school principals and administrators, and future teachers.

"People see Alloprof as a goldmine. Teachers love having a trusted resource they can send their students to after school: real help from real teachers. It's clear this meets a real need."

Research + Innovation = Impact





Research and innovation play a central role at Alloprof. They provide our teams with solid foundations and clear guidance to design and improve effective tools that truly meet students' needs.

Our Guide to Using Alloprof with Vulnerable Student Populations offers strategies to help youth and better equip teachers – all with the support of Alloprof resources.

Born from a collaboration with the Université de Montréal, the project draws on discussions with frontline professionals: those working with disadvantaged or multilingual communities, in specialized classes, and in general adult education.



Developing useful and engaging resources requires careful groundwork.

The Rise of Generative AI: Doing Our Homework

Always at the forefront, Alloprof quickly recognized generative Al as a powerful tool for enhancing academic support. It can adapt to each student's pace, learning profile, and specific needs – which is especially valuable for those facing learning challenges. With many students already using Al in their schoolwork, harnessing it is essential to better guide them.

This year, several research teams and partners worked with us to identify the conditions that will ensure generative AI has a positive and lasting impact on student success in Québec.

We also conducted user testing with 400 students and 40 teachers to evaluate the social acceptability, adoptability, and perceived value of educational generative Al. We even tested an Alloprof chatbot, trained in pedagogical strategies and built on content created by real teachers, all aligned with Québec's Education Program.



"This approach puts students and teachers at the heart of AI development at Alloprof: we listen carefully to their feedback and adjust our plans accordingly. Schools love it and want to continue the journey with us."



Gabrielle
Al Educational Technology Expert



Rather than simply reacting to change, we chose to explore it actively, always keeping ethical considerations in mind.

This Year, We Made Some Noise!





For Alloprof, reach is essential to raise awareness of our free support and rally the community around our mission.

We kept Alloprof highly visible across both traditional press and digital media. Our initiatives became part of conversations that directly affect students and their families: summer school, back-to-school season, screen use in class, end-of-year exams... and much more.



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Home / News

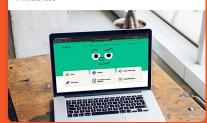
Alloprof increases services to help Quebecers through exam period

The organization says it helps 550,000 students per year.



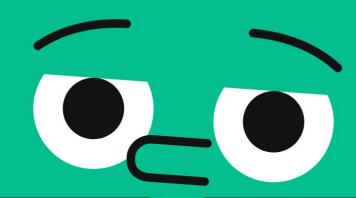
La Presse Canadienne

Published May 20, 2024 Last updated May 20, 2024 1 minute read



The media are developing the Alloprof Reflex: they increasingly turn to us whenever education makes the news.

The more people hear our voice, the greater our impact.



Around 100 newsletters

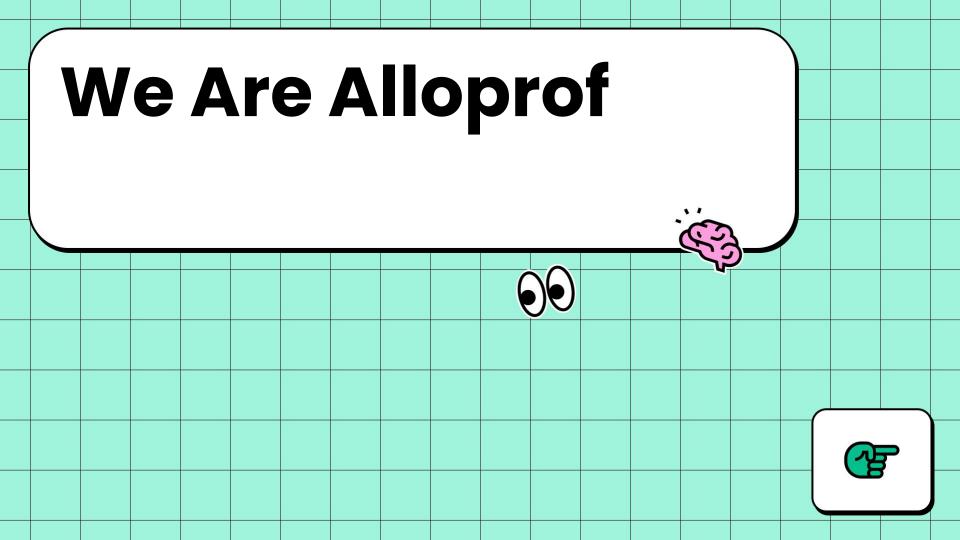
sent during the school year, opened by more than 680,000 students, parents, and teachers 460+ media features

Over 800 social media posts

across accounts totaling 335,000 followers

A wide range of campaigns

designed to be targeted and engaging



We're building an ever-stronger, engaged, and creative team... one that can help us reach even higher.

This year, we strengthened our foundations – cybersecurity, AI, data, agility, and pedagogical expertise – while expanding the team of teachers who answer students' questions.

The result: a surge of operational excellence benefiting Québec youth.

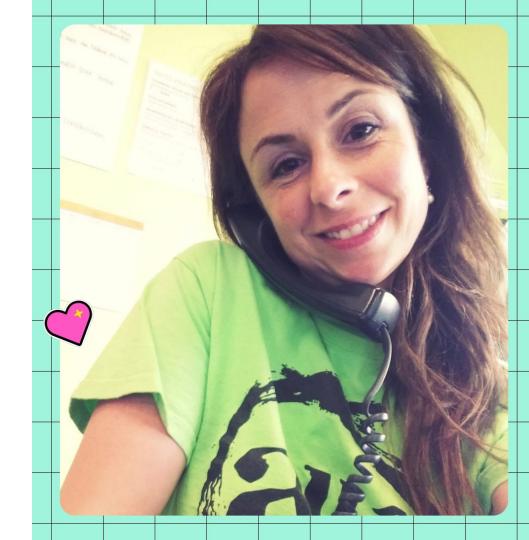


20 Years Lighting the Way for Students: Annick's Journey

Annick Laplante started at Alloprof part-time while teaching in schools during the day. She quickly fell in love with those magical moments when students say, "Ooooh! Now I get it!"

Since then, she hasn't looked back. In fact, she's climbed the ranks at Alloprof and now leads an amazing team of nearly a hundred teachers, all ready to ignite that little spark of understanding.

Direct student support is like the 911 of education.



Our Management Team



Sandrine Faust

Executive Director



Amélie Ferland

Director, Communications



Frédéric Blanchet
Director, Asset protection



Marc-Antoine Tanguay

Director, Strategy



Valérie Bourdon
Director, Finance



Sophie Thibert

Director, Talent, Culture and
partnerships



Patrick Simard
Director, Operations



Pascal Kropf
Director, Product

The management team and the Board of Directors draw on their expertise to enhance the student experience, constantly seeking to improve services, collaboration with education stakeholders, and the impact on academic success.

Our Board of Directors



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Chair of the RBC board



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AtkinsRéalis



Maxime Savignac



Yves Michel Volcy

Director

Centre de services scolaires de Laval

Our Financial Statements



Revenues



Government Support

A strong commitment from the Québec government that guarantees every student free access to quality academic support.



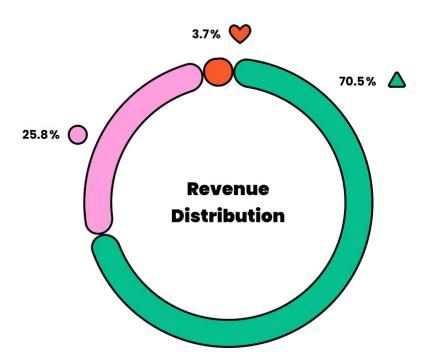
Private Philanthropic Support

Dedicated foundations, businesses, and donors who come together to amplify our impact and give young people the tools to succeed.



Other Revenues

Additional revenues that strengthen our financial stability and help us ensure sustainable and accessible services.



Expenses



Educational Programs and Services

Providing free, personalized support to every student to help them succeed with the guidance of our teachers and education professionals, the creation and updating of learning content, and the development of innovative educational technologies to enrich the learning experience.



Community Engagement and Outreach

Every action and every voice multiplies our impact with young people. These investments include classroom tours and awareness campaigns.



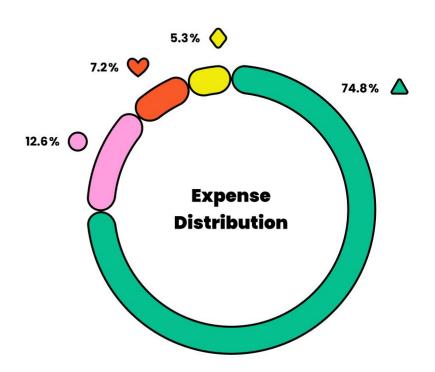
Governance and Organizational Development

Transparent governance and organizational strength ensure Alloprof's sustainability and allow our teams to give their best to students.



Essential Operational Support

Often invisible but always essential, our infrastructure ensures reliable, accessible, and secure services for every student.



Alloprof Is a Team Effort... With You!

Supporting Alloprof can take many forms: a donation, a partnership... or simply telling a student, "Check out this site, it'll help you!"

As a non-profit, Alloprof relies on multiple sources of funding, including donations from individuals, foundations, and private companies. Our cause also receives financial support from the Ministère de l'Éducation du Québec through its *Programme de soutien à des partenaires en éducation* [Program for Supporting Education Partners]. This investment is essential to ensure the stability and growth of our services, which have proven effective for nearly 30 years!

Each act of support helps hundreds of thousands of young people get the guidance they need to persevere, and reach their full potential.

From the bottom of our hearts, thank you!



Our Strength Is You! Thank You to Our Donors

First in Class

























Our Strength Is You! Thank You to Our Partners

















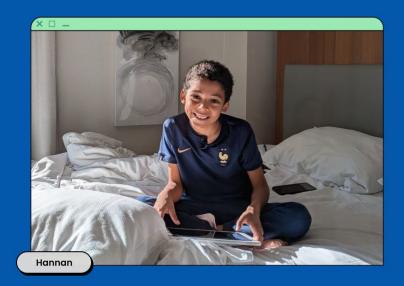












"I grew up with Alloprof. Thank you!"

For Hanaan, 17, Alloprof has been a trusted companion for nearly ten years.

At first, it was mostly the games that caught his attention. But soon, he began exploring the site in new ways. Throughout high school, Hanaan became a regular user. Accepted into an enriched program, he highlights just how essential Alloprof was and recalls that at lunch, many students had it open on their laptops to study.

"In 4th and 5th grade, I'd study with friends. Whenever we had questions we couldn't figure out, we'd call and talk to a teacher who always took the time to explain things to us."



"I was good at math, but writing and editing texts took me forever. Thanks to Alloprof, I made huge progress in French and finished high school with really strong grades."

When we spoke with him, Hanaan was getting ready for his first day of CEGEP. With plans to pursue a bachelor's in math and computer science, followed by a master's and a PhD in economics, his eyes are firmly set on the future.





"Oh, you GOATs, thank you so much! You saved me! I didn't understand the difference at all. It's super clear now! Awesome video!!!" "I just wanted to thank you for all the help you've given me this year. I got my results, and I realized I passed all my classes \(\end{array}\)."

"I have ADHD, so I usually can't focus for an hour straight, but these teachers are so nice that I listened to the whole thing. I'm confident I'll do well "



Tomorrow Is Theirs

"Thanks! I love you! You really help me a lot, Alloprof ♥ I swear, studying history over summer break is tough, but I'm gonna try my best □"



Allo, tomorrow

