

Business report

24
-
25

A WORD FROM THE CHAIRPEOPLE

Fellow members and friends,

What a year! 2024-2025 marked a turning point for our association. With a new Board of Directors in place for less than three months, we have revitalized the QAD with three priorities in mind: handling emergencies, developing our strategic planning, and deploying effective tools such as our new member platform.

This mobilization testifies to the strength of our community. We have relaunched our discussion forums, introduced monthly QAD lunches and initiated partnerships that provide members with exclusive benefits. A key achievement is the offer of exclusive insurance to our members. Our partnership ties have strengthened, and the AQD is back on the map in Quebec's perinatal ecosystem!

These accomplishments are the result of the invaluable work of our volunteers: from the Communications Committee - which contributed to International Doula Week and the doula portraits - to the Representation Committee, which led a dialogue with the DSME to clarify the role of doulas. Added to this, dozens of hours of work enabled us to put our member platform online.

This vast collective effort resulted in a consultation exercise that involved over 120 doulas, and led to the creation of our strategic plan. The plan was unanimously adopted at the Extraordinary General Meeting in February, a moment of great cohesion and commitment.

We're thrilled with the momentum created this year and are confident that this dynamic will make the doula services in Quebec shine.

As you read through this report, we hope to inspire new doulas to join and encourage members to share their own initiatives!

A huge thank you to all the administrators and volunteers who bring this wonderful collective adventure to life.

In solidarity,

Cindy Pétrieux & Jade Arsenault Bérubé

Président & Vice-Président



SUMMARY

WHO ARE WE	04
MISSION	05
VISION & VALEURS	06
CORPORATE MANAGEMENT	07
BOARD OF DIRECTORS	07
STRATEGIC PLANNING	11
DIRECTIONS & PRIORITIES	12
MEMBERS AND ASSOCIATIVE LIFE	13
EVENT & ACTIVITES	14
TRAINING COMMITTEE AND PROFESSIONAL INSURANCE	15
MEMBERS' BENIFITS	16
COMMUNICATIONS	17
COMMUNICATION COMMITTEE	17
NEWSLETTER	17
SOCIAL MEDIA	18
MEMBERS' SERVICES	20
WEBSITE	20
REPRESENTATIONS	21
PARTNERSHIPS & PARTICIPATIONS	21
REPRESENTATION COMMITTEE	22
FINANCE	23



WHO ARE WE ?



United to make doulas shine

The Quebec Association of Doulas (QAD) was born from the desire to unite those who accompany families during pregnancy, childbirth and the postnatal period. Since its creation in 2013 (under the name AQAN), the QAD has acted as an anchor for doulas in Quebec: a space for solidarity, collective representation, professional organization and recognition.

In 2024, after an energy dip caused by the aftershocks of the pandemic, the association came back to life. A brand-new Board of Directors (almost entirely renewed) was formed, carrying a strong vision and a wind of fresh inspiration. This pivotal moment set the wheels in motion, laid the foundations for healthier operations, and restored a profound sense of purpose to our existence. Today, the QAD is once again taking its place at the heart of the Quebec perinatal scene - doing so with enthusiasm, commitment and conviction.

WHO ARE WE ?

A RENEWED COMMITMENT TO OUR MISSION

This year's strategic planning reaffirmed and updated our fundamental mission:

We represent, defend and develop the doula practice to positively transform the perinatal experience in Quebec.



Doulas working in the perinatal field come together under the banner of the Quebec Association of Doulas (QAD) to promote perinatal services. Together, they create a space for sharing, consultation and mutual support. This mission is embodied in four areas of action:



Unite and strengthen our community

Promote the individual and the collective growth of our doula practice

Promote doula services

Represent our interests



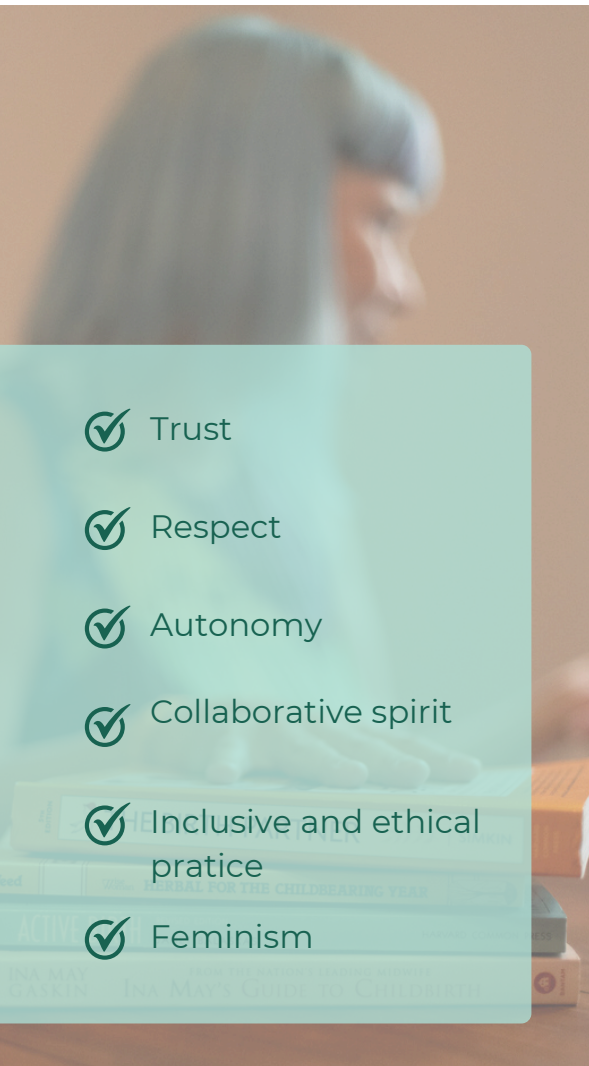
WHO ARE WE ?

A VISION WITH A FUTURE

United to make doulas shine

A clear and ambitious vision:

Promote doulas' support throughout the perinatal and reproductive process, positioning them as key players for families and the healthcare network.



OUR VALUES

The Quebec Association of Doulas (QAD) is founded on fundamental values and principles that guide our practice and our actions as doulas. These principles are the foundation of our commitment, both within our doula community and in the support we provide to individuals and families.

Among our community

We encourage mutual support, solidarity and recognition. We value mutual support between doulas, a diverse range of approaches and each doula's autonomy in their own practice.

Towards the people we provide a service for

Our values include openness, respect and empowerment. We believe in the ability of families to make informed choices and in their right to a non-judgmental, caring and inclusive support.



BOARD OF DIRECTORS

Our Board of Directors is a committed, dynamic and humane team. As President, Cindy Pétrieux (she) embodies our feminist spirit. At her side, vice-president Jade Arsenault Bérubé (she) breathes creativity and boldness to our public relations. Barbara Finck-Beccafico (they), a fierce negotiator, defends our interests with finesse. Anne Lapierre (she), our fiery wise counsel, combines depth and passion. Véronique Duford (she), our treasurer, keeps a calm and rigorous eye on the numbers. Kimberley Lavoie (she) organizes with great care, and Marie-Noël Richer (she) propels our projects forward with entrepreneurial flair. A Board rich in diversity, motivated and deeply dedicated.



Cindy Pétrieux
(elle/she)
PRESIDENT



Jade Arsenault Berubé
(elle/she)
VICE - PRESIDENT



Anne Lapierre
(elle/she)
ADMINISTRATOR



Véronique Duford
(elle/she)
TRÉASURER



Kimberley Lavoie
(elle/she)
SECRETARY



Barbara Finck-Beccafico
(iel/they)
ADMINISTRATOR



Marie-Noël Richer
(elle/she)
ADMINISTRATOR

THANK YOU FOR YOUR COMMITMENT

We would like to express our deep gratitude to Isabelle Challut and Mireille Aubin who, despite their departures during the year, continue to shine in our community.



Mireille Aubin
(elle/she)



Isabelle Challut
(elle/she)



Kimberley Lavoie
(elle/she)



Anne Lapierre
(elle/she)

WELCOME TO CO-OPTED MEMBERS

These changes have enabled us to welcome new energies: Anne Lapierre, first co-opted in autumn and then confirmed at the Extraordinary General Assembly, and Kimberley Lavoie, newly elected during the same event. These transitions testify to the vitality and constant renewal of our association.

LIFE AT THE BOARD OF DIRECTORS

Over the past year, the Board of Directors has been particularly active in supporting the relaunch of the QAD. From April 1, 2024 to March 31, 2025, 13 Board meetings were held, in addition to two special meetings devoted to strategic planning. We held our Annual General Assembly on June 9, 2024, and an Extraordinary General Assembly on February 18, 2025, marking the unanimous adoption of our new collective vision.



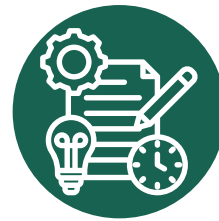
2

General Assemblies



13

Board meetings



2

Special meetings devoted to the strategic planning

CORPORATE MANAGEMENT

GENERAL ASSEMBLIES

The Annual and Extraordinary General Assemblies were held on June 9, 2024 and February 18, 2025 respectively. During these 2 events, the Board was able to demonstrate what the Board has been working on since taking over the association in January 2024. During the February EGA, the strategic planning was adopted.



09.06.24



18.02.25



attendees

36



attendees

30



voting right members

27



voting right members

24

CORPORATE MANAGEMENT

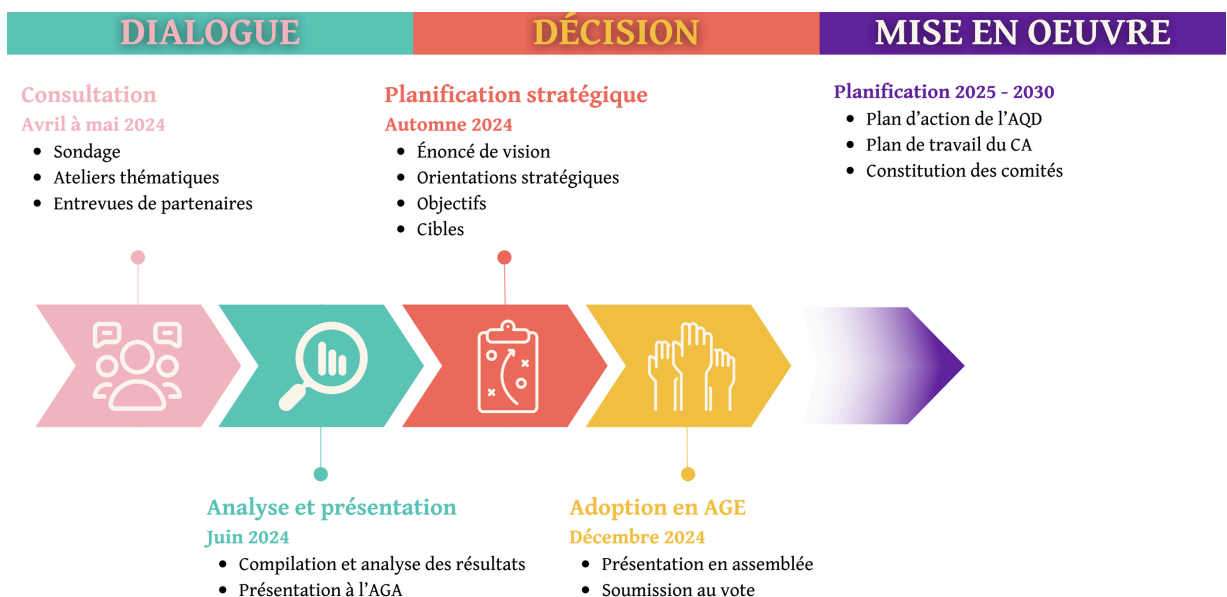
STRATEGIC PLANNING 25-30

A collective & participative approach

The year 2024-2025 was marked with a major strategic planning process aimed to define the orientations of the Quebec Association of Doulas (QAD) for the next five years. This decidedly collective initiative involved the entire doula community throughout a series of consultations and workshops

In all, a survey and four consultation workshops were organized, involving over 120 participants, 40% of whom were members. These rich and diversified exchanges enabled us to develop a common vision, while taking into account the diversity of views and perspectives within our community

The QAD's 1st strategic plan represents a pivotal moment in the evolution of our association. It testifies to our collective determination to strengthen our position as an association, while acknowledging the essential place of doulas in the Quebec perinatal scene. We extend our warmest appreciation to all the participants who contributed to this initiative, and pledge to implement this shared vision with determination and enthusiasm..



CORPORATE MANAGEMENT

ORIENTATIONS

From this collective effort emerged three major orientations that will structure the course of our actions over the next five years, as well as our priorities for 2025-2026:

ORIENTATIONS 25-30

Network & structure

Networking through a solid associative structure

Inspire

Inspiring quality and ethical doula practice

Respect & individuality

Porter la voix des doulas dans le respect de la singularité de leurs pratiques

PRIORITIES 25-26

Consolidating our foundations

Strengthen our foundations to welcome more people, provide better support and simplify QAD's management

Focus on associative life

Nurture a strong, supportive and inspiring community.

Establish, strengthen our reputation

Speaking out in the media, knowledge production with statistical data on birth support



CORPORATE MANAGEMENT

ORIENTATIONS

From this collective effort emerged three major orientations that will structure the course of our actions over the next five years, as well as our priorities for 2025-2026:

ORIENTATIONS 25-30

Network & structure

Networking through a solid associative structure

Inspire

Inspiring quality and ethical doula practice

Respect & individuality

Porter la voix des doulas dans le respect de la singularité de leurs pratiques

PRIORITIES 25-26

Consolidating our foundations

Strengthen our foundations to welcome more people, provide better support and simplify QAD's management

Focus on associative life

Nurture a strong, supportive and inspiring community.

Establish, strengthen our reputation

Speaking out in the media, knowledge production with statistical data on birth support



MEMBERS AND ASSOCIATIVE LIFE

MEMBERSHIP

The year was marked by a major shift within the Membership Committee, particularly with the change of platform to Yapla. This new tool will enable a more efficient and autonomous management of the membership process, both for members and for the QAD management team.

As of March 31, 2025, we had a total of 107 paying members, representing 195 people:

- 17 student members
- 5 support members
- 4 member organizations (representing 88 doulas)
- 81 regular members

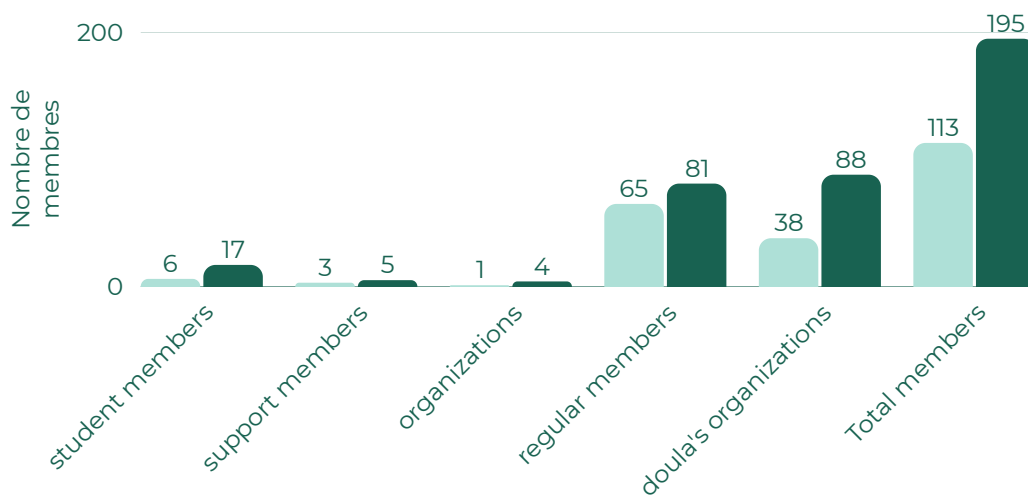
In comparison, at the 2024 GAA, we had 75 paying members, representing 113 people. An impressive increase, reflecting the momentum behind our relaunch!

+172%

increase in members represented by the QAD

+142%

increase in paying members of the QAD



MEMBERS AND ASSOCIATIVE LIFE

EVENTS & ACTIVITIES

This year, we're focusing our energies on offering you new opportunities to learn, exchange and collaborate.

- A monthly line-up for QAD's lunch-ins: once a month since September, with fascinating topics: Acupressure, AVAC, herbalism, postpartum mental health, neuroatypism, babywearing, working with the medical team, human resources' limits, etc.
- A strong presence at Ensemble on accompagne (EOA) events
- We're working to set up an annual seminar to gather and discuss



**QAD'S
LUNCH-IN**



77
Participants



7
Presentations

EOA



3
Participations



MEMBERS AND ASSOCIATIVE LIFE

TRAINING COMMITTEE



The Training Committee retired this year, without holding any formal meetings. Three informal meetings nevertheless enabled us to update the “ Choosing the right training for you ” page on our website, thanks to the involvement of Diane Gamache, Annick Bourbonnais, Kimberley Lavoie, and Anne Lapierre, as the Board's contact person. This project will continue in 2025-2026 under a new structure: the Enrichment Committee.

ASSURANCES PROFESSIONNELLES

Our team is very proud to have been able to set up this collaboration with Essor, so that we can offer you insurance that's truly adapted to your Doula's needs, but also fits your wallet!

A competitively priced offer. But also insurance that's truly tailored to our practice, covering us both in and out of hospital!

Many months of hard work and dedication have paid off, and the QAD is truly pleased to help its members practice safely.



MEMBERS AND ASSOCIATIVE LIFE

MEMBERS' BENEFITS

This year marks an exciting turning point for the QAD with the introduction of our first-ever exclusive partnerships for members. In an effort to promote the role of doula and overall well-being, we have signed exclusive deals with several renowned spas across Quebec - Strom Spa, Scandinave, Spa Nordic Station, SKYSPA and Förena Cité thermale - offering preferential rates to our members. We are also partners of the "Ensemble on accompagne" event, to which members benefit from a registration discount. These tangible privileges are designed to support, recognize and encourage our members in their commitment. This is just the beginning: other collaborations are on the way!



SCANDINAVE SPA
VIEUX-MONTRÉAL

G R O U P E
SKYSPA

strøm
SPA NORDIQUE



COMMUNICATION

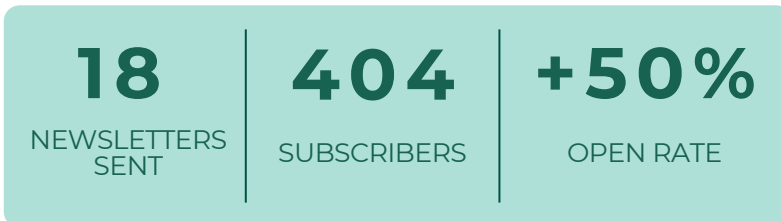
COMMUNICATION COMMITTEE

The Communications Committee, made up of four passionate members, works to raise the QAD's profile and the visibility of Quebec's doulas. This year, it launched our Instagram account, developed guidelines for the blog, and created the " Doula's Portrait " project along with a visibility guide. The team stands out for its creativity and flow of inspiring ideas, despite the challenges of time constraints. For the future, the committee aims to strengthen its skills in marketing, design (Canva) and social media management.



NEWSLETTER

Over the past year, 18 newsletters were sent out to our community, which now counts 404 subscribers (a rise from 327 in 2024). In addition to our regular monthly schedule, special editions were sent out to cover key moments such as the GAA, EGA and QAD's lunch-ins. Content highlighting news from the QAD, upcoming events, member profiles, current projects and requests for participation. With an open rate in excess of 50%, our newsletter remains an essential communication channel. In 2025-2026, it will migrate to Yapla to simplify and seamlessly manage communication.



📢 Mot du CA – En mai fait ce qu'il te plait... et inscris toi à l'AGA ! 📢

Au CA, nos esprits sont pas mal occupés par notre AGA (Assemblée générale annuelle) qui s'en vient et la planification 2025-26. Mais ça ne nous empêche pas de continuer à travailler pour présenter de chouettes midis AQD avec la magnifique participation de la communauté et aussi de nouveaux partenariats pour le bien être des doulas.

Dans cette infolettre :

- 📌 Rappel des inscriptions pour notre prochaine Assemblée générale annuelle
- 📌 Nouveau partenariat
- 📌 Les prochains midis AQD : portage, AVAC, naissance hors système...
- 📌 Dernier appel pour Ensemble on accompagne !

Hésitez pas de continuer à nous faire parvenir vos idées de partenariats, de projets et autres idées. Unissons nos énergies pour faire de notre asso un espace de ressourcement, de formation et de développement de notre pratique.

Le CA de l'AQD



COMMUNICATION

SOCIAL MEDIA

160 | **60**
STORYS | PUBLICATIONS



↑ **59%**
SUBSCRIBERS

COMMUNITY
FACEBOOK GROUP

↑ **51,1%**

SUBSCRIBERS

↑ **48,3%**

OPEN RATIO

↑ **97.5%**

CONTENT
INTERACTIONS

↑ **173,1%**

LINK CLICKS



256

SUBSCRIBERS

4.6K

OPEN RATIO

530

CONTENT
INTERACTIONS

12

LINK CLICKS



COMMUNICATION

SOCIAL MEDIA

Success stories



2

PUBLICATIONS

222

INTERACTIONS

12

SHARE

2.4K

COVERAGE



8

PUBLICATIONS

434

INTERACTIONS

7.8K

COVERAGE

170

SHARE

64

STORIES SHARED OR TAGGED



1.8K

COVERAGE

153

INTERACTIONS

5

SHARE



MEMBERS' SERVICES

WEBSITE

The year 2024 revealed the extent of the deficiencies in our website, in which the content and systems had not been updated since 2021. These shortcomings resulted in a series of major glitches: failed contact and document submission forms, lost correspondence, payment duplication, errors in page display (white pages, English, typos not corrected), and the impossibility to edit or publish new content. The result: weekly hours of manual management for adhesions and follow-ups, extended response times, and a loss of team autonomy.

The website, custom-coded formatting, was not very ergonomic, difficult to navigate, and greatly limited our ability to act quickly and advance. To remedy this situation, several structural changes were implemented:



WIX

Transfer of hosting from Wordpress to Wix, more intuitive and accessible;



Yapla

Migration of our membership data base to Yapla, to centralize tools and facilitate renewals



Stripe

Switch from Paypal to Stripe for smoother, more secure payment processing.

These modifications marked a major turning point in our efforts to improve efficiency, accessibility and the member experience.



REPRESENTATIONS

PARTNERSHIPS & PARTICIPATIONS



REGROUPEMENT NAISSANCES RESPECTÉES (RNR)

- A meeting with management to establish a partnership
- Participation in the RNR GAA in November 2024
- Participation in a midi-reflexion on midwifery practice

MOUVEMENT POUR L'AUTONOMIE DANS L'ENFANTEMENT (MAE)

- Meeting with the coordinator to establish a partnership

REGROUPEMENT DES SAGES-FEMMES DU QUÉBEC (RSFQ)

- Meeting with the presidency to establish partnerships
- A meeting to consider a midwives' survey to better understand their perception of doulas (project put on ice)

ENSEMBLE ON ACCOMPAGNE

- Established partnership offering discounts to QAD's members, visibility and speaking engagements for a QAD's representative during the events.

COLLOQUE SERVICE DE RÉFÉRENCE EN PÉRINATALITÉ POUR LES FEMMES IMMIGRANDE DE QUÉBEC (SRPFIQ)

- Jade Arsenault Bérubé represents the QAD at the colloque of the reference service for immigrant women in Quebec City.
- The SRPFIQ has become a member organization of the QAD and we're exploring the possibility of offering training to QAD members through them.

CONFÉRENCE SUR LES VOG À LA FACULTÉ DE DROIT DE L'UL

- Jade Arsenault Bérubé represents the QAD
- Contact made with Justice VOG and with a lawyer for eventual partnerships

REPRESENTATIONS

REPRESENTATION COMMITTEE

The Representation Committee ensures that doulas have a strong, clear and present voice in institutional and political arenas. Led by Amélie Blanchette, with Cindy Pétrieux as the Board liaison, this committee works to defend our professional autonomy, solidify our alliances in perinatal care and protect the fair representation of our role.

DEFINITION OF THE BIRTH DOULA ROLE

A definition of birth doula that clearly differentiates between a birth doula and a birthing assistant employed by the system.

MONITORING AND INTERVENTIONS

Alert the Ministry about the redirection of the magrossesse.ca domain name to the Mère et monde website, creating confusion for pregnant people seeking perinatal services.

INSTITUTIONAL REPRESENTATION

Participation in two meetings with Sabrina Fortin of the DSME (Direction santé mère-enfant) of the Health Ministry regarding recommendation 2.2.4 of the PERINATALITY AND EARLY CHILDHOOD ACTION PLAN 2023-2028: “ Progressively deploy birth support services ”.



FINANCE

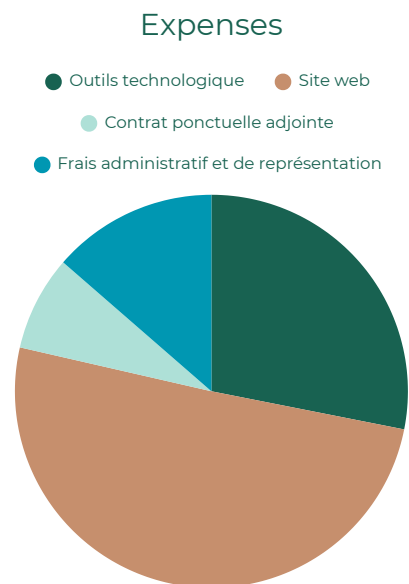
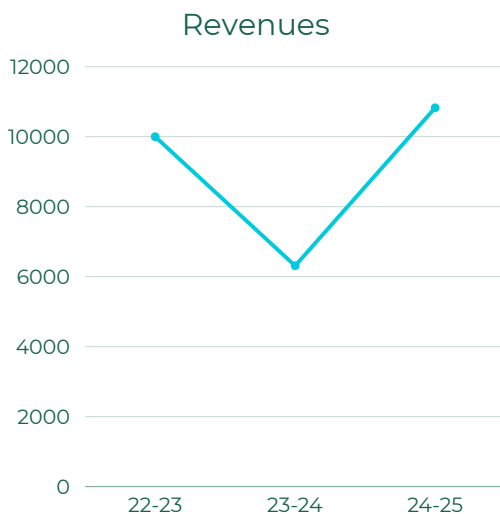
FINANCIAL REPORT 2024-2025

The QAD ended the fiscal year on March 31, 2025 with a positive **balance sheet of \$3,137.16**, and a healthy cash position totalling \$13,381.15 (bank account + Paypal).

Total revenue for the year came solely from memberships, for a total of **\$10,824.53**.

Expenses were divided between:

- Technical solutions: mailchimp, domain name, yapla, etc. (\$2,160.87),
- The new website (\$3,880.41, investment made in January 2025),
- A one-time administrative support contract - residual contract from 2023-24 (\$600.00),
- Administrative expenses and representations (\$1,046.09).



Thank you for your support!

We'd like to express our heartfelt thanks to the photographers who provided us with magnificent images over the past year:

@lebokehpique_birthphotographer

(whose photos can be found in this report)

@withbarbara_doulaphotographer

@mariepier_birthphotographer

Odile Finck-Beccafico

*United to make doulas
shine*



ASSOCIATION
QUÉBÉCOISE
DES DOULAS