

# **President's Report Annual General Meeting 2025 Saint-Vallier, September 20**

**Hello dear members and hello dear guests.**

I am very happy today to inform you about the "state of the situation" regarding your association. First of all, I will share with you the achievements of the operating year that concludes today, with this annual general assembly and this large gathering.

Then, I will provide an update on where we stand in the implementation of the 2024-26 strategic development plan. Finally, I will conclude by sharing the priorities of our board of directors for the last year of this plan.

Let us keep in mind that the purpose of this development plan is to accelerate the shift towards new digital technologies in order to equip ourselves with more appropriate management tools, and to establish a more up-to-date approach to transmitting genealogical knowledge and related services to our members. In doing so, we are also concerned with engaging younger generations to value the knowledge of genealogy and the history of their family.

Your administrators have always been concerned about consulting you and keeping you well informed, as well as implementing changes gradually.

## **1. ACHIEVEMENTS OF THE 2024-25 OPERATION YEAR**

### **1.1.CONCERNING THE OPERATION OF YOUR BOARD**

The AGM on September 21, 2024, in Lévis, allowed for the establishment of the new Board of Directors with 11 elected administrators. For personal reasons, 3 administrators left their positions. Following a call to our members, we were able to fill these three positions as follows:

- position 4, Lyne Roy (# 1624)
- position 5, Jean-Yves Roy (# 1625)
- position 9, Jean-Marie Tanguay (# 1603)

The files of these individuals were presented to the board by resolution and unanimously ratified.

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A new team of 11 administrators has been established for the proper functioning of the Association, the realization of numerous projects, and support for our members.

The Executive Committee was formed by:

Suzanne Claire Roy	President	Position 7
Michel Audy	Vice-President	Position 10
Lyne Roy	Treasurer	Position 4
Lucie Roy	Secretary and Registrar	Position 6

The Board of Directors also included:

Louis Roy	Genealogist	Position 3
Michel Turcotte	Administrator responsible for regulations and practices	Position 11
Jean-Yves Roy	Administrator	Position 5
Simon Brouard	Administrator	Position 1
Bertrand Roy	Administrator	Position 2
Jean-Marie Tanguay	Administrator and bookseller	Position 9
Richard-Gaston Roy	Administrator	Position 8

Your Board of Directors met via video conference 11 times, and your Executive Committee held more than 7 meetings via video conference. Our Board met once in person to better prepare for the current AGM and this great annual gathering.

### **1.2.REGARDING MEMBERSHIP IN THE ASSOCIATION**

The surname Roy is the 3rd most common surname in Quebec alone, not counting names derived from the surname Roy. We communicated during the 2024 AGM that 242 people were members of the AFROY, and today we see a

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very encouraging increase to 289 members, which is an increase of 19%. We have therefore reversed the decline in membership.

That said, this growth seems limited compared to the number of descendants from the 25 founding families all over America. I remind you again that the Board of Directors in the year 2000 set a goal of 1000 memberships, but was that realistic or too ambitious?

The average age of our members remains between 70 and 75 years, knowing that out of 289 members, 74 members did not identify their year of birth. A significant number that can affect the average age we have established. It is more than evident that interest in genealogy and the history of our families awakens after the age of 50, even 60 years.

We also note that 109 members out of 289 come from the founding family of Nicolas Leroy and Jeanne Lelièvre, a family that has proven to be very prolific, followed by that of Antoine Roy called Desjardins and Marie Major (54), those of Siméon LeRoy called Audy and Claude desChâlets (29), and Jean-Pierre Roy and Geneviève Mallet (26). Of the 289 members, 29 did not indicate their ancestral family. If you do not know it, I encourage you to take advantage of the expertise of our genealogist to develop your lineage, a service offered through our website.

Finally, the majority of our members live in Quebec, mainly in the Capitale-Nationale, about 24 in other Canadian provinces, and more than 40 in the United States. Welcome to all of you, descendants and friends of one of the 25 ancestral Roy families, and derived surnames.

For your information, our new AFROY website will allow you to update your profile and thus complete the missing information concerning you and enable us to have a more accurate understanding of our members' profiles.

### **1.3. CONCERNING THE OPERATIONS OF THE ASSOCIATION**

1.3.1. Develop and put into place the crowdfunding campaign in collaboration with La Ruche (a crowdfunding organization

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supported by the Desjardins Movement) to accelerate the digital shift of AFROY, campaign concluded in January 2025.

1.3.2. Launch a call for tenders, and select an agency to carry out the redesign of the new AFROY website.

a. Rest assured that we have diligently selected the chosen provider to carry out this work, following a global call for tenders and a rigorous selection process led by our webmaster, Pierre Dubé, and myself, and endorsed by the board of directors;

b. A contract was signed with Dynamics-Arts on April 26, 2025, a provider based in the Quebec region.

1.3.3. Carry out the redesign of the website with rigorous weekly monitoring of the execution of the contract and specifications by Pierre Dubé and myself. This redesign allows for a more user-friendly and interactive approach to the website. Here are some features, to name just a few:

a. an account for each member allowing you to update your profile, view your transactions and giving you access to services offered only to members;

b. additional features for managing members, memberships, and renewals, thereby facilitating the registrar work of our secretary;

c. an intranet accessible to administrators to consolidate digital archives and documents of the association, the collection of practices and procedures, and all information necessary for the proper functioning of AFROY;

d. the possibility for administrators to update the site content without resorting to an external provider, as is

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currently the case. Thus, saving time and money. It is planned in the agenda of this gathering to present to you the new AFROY website, with its additional features, and the tools made available to our volunteers.

1.3.4. Communication with you remains at the heart of our concerns:

- a. Regular updates of our Facebook group "Families Roy of America." Thanks to Dan Roy (member 1383) from Vancouver who follows up on discussions in the Facebook group and membership requests; also thanks to Réjean Roy (member 21) for his regular contributions on genealogical topics;
- b. Emailing the newsletter "Our story continues..." keeping you informed more regularly and dynamically on administrative topics or current news, six issues have been sent;
- c. Modification of the current website to add additional features, which are retrieved from the new website, and especially to keep it updated.

1.3.5. Update our subscription and pricing policy for all member categories, as approved at the 2024 AGM.

1.3.6. Establish the essential responsibilities for the proper functioning and sustainability of the Association:

- a. Michel Turcotte, responsible for the general regulations and procedures/practices of AFROY, coordinated the establishment of a collection of practices and procedures, a collection that summarizes how to carry out the responsibilities and tasks of AFROY, thus facilitating the transfer of a sector of responsibilities to another administrator (i.e. secretary, treasurer);

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- b. Lyne Roy has taken on the role of treasurer since March 2025;
  - i. She worked for 37 years at the Desjardins Movement, including 22 years as the general manager;
  - ii. She is familiar with boards of directors, annual general meetings, as well as reading and disseminating financial statements.
- c. Jean-Marie Tanguay has taken on the role of bookseller to follow up on purchases made online on the AFROY website, a role that will become even more important with the deployment of the new website:
  - i. Jean-Marie brings us significant experience as a project manager and his involvement in various Board of Directors, thus providing us with invaluable assistance.
- d. Mr. Michel Audy, vice-president of AFROY, has agreed to take on the role of editor of the journal "Les Souches," given the extreme difficulty of recruiting an editor. In doing so, Michel, with the support of our genealogist, has prepared a special edition to mark our 30th anniversary of printed publication, which was given to the members present at this gathering and subsequently mailed to the other members. We chose to reprint articles that we believe well represent the diversity and quality of our publications over the past few years. We had to make choices. We thank you for all the articles you have sent us over the past 30 years:
  - i. We express our heartfelt thanks to Linda Roy (member 731) who served as editor for the

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journal for many years and did an outstanding job.

ii. She was supported by Réjean Roy in his role as the genealogist of AFROY, a role he held until 2024.

e. Lucie Roy (member 1438), registrar and secretary, and Michel Turcotte (member 1434), conducted a comprehensive inventory of our archives, an important task that helped organize the numerous documents we had and establish a list of books, magazines, and other articles still in our possession.

**1.3.7. Make journals available since the founding of AFROY:**

- a. Thanks to this inventory, it was now possible to offer you from our website the journals "Les Souches" since its first printed edition, if still available, or a digital version of the journal;
- b. This inventory with an index of journals provided by Linda Roy (our former editor) allowed us to set up a search engine with keywords. If you are looking for a particular article, you can now obtain the journal that contains it.

**1.3.8. Develop the Partnerships established with major genealogy organizations:**

- a. we renewed our membership with three federations:
  - i. Quebec Federation of Genealogical Societies (FQSG)
  - ii. History Federation of Quebec (FHQ)

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iii. Federation of Family Associations of Quebec  
(FAFQ)

- During the AGA of the Federation of Family Associations, we were informed that it was beginning its dissolution, and that a distribution of funds would be made among the different member family associations, of which we are a part;
- However, a collaboration network could be set up subsequently;
- The Federation was lacking volunteers and could no longer ensure the succession of the current administrators. A common problem for many family associations.

1.3.9. Consult our members through a survey, to listen to you:

- a. In anticipation of the 2024 AGA, we sent you a survey, which had three objectives:
  - i. To know the level of satisfaction of our members;
  - ii. Identify priority actions for renewing our service offerings;
  - iii. Regenerate human resources (volunteering), physical resources (technology), and monetary resources.
- b. We have heard you, and we have updated our strategic plan to take your feedback into account and to include some additional projects that you requested:



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- i. More than 90% of respondents report being very satisfied or satisfied with the management and communications of AFROY;
- ii. The main services that receive the highest percentage of satisfaction are in order: the review 'Les Souches', the website, the Facebook page, and recognition of the achievements of ROY or a derived patronymic.
- iii. The new services you want are:
  - To receive training for your genealogical research, to develop genealogical lines independently or turnkey (which is already available under the 'Services' section of the website).
  - The annual edition Printed from the best articles of the journal "Les Souches," the annual edition of a book on the family history of one of the 25 founding families;
  - The publication of a toponymy register is also another sought-after service.
- iv. English-speaking respondents living outside Quebec have expressed interest in obtaining or translating genealogical articles themselves or participating in the annual meeting.
- v. The redesign of the website will take your requests into account progressively as well as the electronic edition of the journal "Les Souches 2.0";

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c. The most interesting ways to volunteer for respondents are, in order:

- i. writing articles for the journal "Les Souches";
- ii. genealogical research;
- iii. being part of a regional network of relayers/influencers to promote the activities and services offered by the association.

N.B.: I encourage you to become "A RELAYER" with your family or to your of the company whose surname is part of one of our founding families. And why not, invite them as sponsors or partner members for your association. Any help is welcome to promote this association which is yours.

**2. AND NOW, WHERE ARE WE IN OUR 2024-26 STRATEGIC DEVELOPMENT PLAN?**

It should be noted that this plan was adopted by our board of directors on February 9, 2024. The sought-after impacts of this plan are:

- a. Stop the decline in the number of members, or even increase new memberships;
- b. Renew the service offerings, operational tools to adapt to the digital age;
- c. Finance the projected digital adaptation with the main challenge of reconfiguring our website and integrating appropriate management tools to mobilize volunteers;
- d. Ensure the regeneration of the volunteer workforce necessary for the proper functioning of our association.

We can note that the impact objectives of this plan are well on track to being achieved:

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- a. As already mentioned, membership in the association has increased by 19%, from 242 members to 289 members to date;
- b. The adaptation to the digital age characterizes our operation through the optimal use of our Facebook group "Families Roy d'Amérique" (now over 600 registrations), the regular publication of our newsletter "Our Story Continues...", and the reconfiguration of our website, the cornerstone of this necessary adaptation, which we are pleased to present to you exclusively today during our 5 to 7 "The Great Digital Shift";
- c. The funding for this digital adaptation has been remarkably successful. Our crowdfunding campaign under the honorary presidency of Mrs. Colette Roy-Laroche and the tremendous response from our regular members and partners allowed us to exceed the goal set at \$20,000;
- d. Although a new team of 11 administrators has been established for the proper functioning of our association, the recruitment of volunteers must remain a priority. A good definition of roles that meets operational needs and access to new digital operational tools will surely contribute to the regeneration of volunteer numbers.

For the last year of this three-year strategic development plan, which we will need to renew with the perspective of "Horizon 2030," here are the action priorities that will adequately complete the achievement of the desired impacts of our plan 2024-26.

**3. ACTION PRIORITIES, NEXT OPERATIONAL YEAR (2025-26)**

Regarding the management of the association:

- 3.1. Deploy the new website and familiarize members with its use for the purposes of transmitting genealogical knowledge and optimizing the services of the association;

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- 3.2. Develop a digital tool that will allow our genealogist and their team to consolidate our database to accelerate the input of new data, and to enable data search on the root families for which we have little information;
- 3.3. Promote the recruitment of volunteer successors by providing them with a guide on practices and procedures for fulfilling the roles of administrator or service respondent.

**Regarding genealogy research:**

- 3.4. Make accessible on our website the genealogy data of the first two generations of the 25 root families of Roy;
- 3.5. Establish a research and service strategy in genealogy that is adapted to changes in the social fabric such as changes in family structures, the opening of archives for adopted individuals, or the use of DNA testing to find the descendants of the ancestors of the Roy families or those bearing a derived surname.

**Regarding the transmission of knowledge in genealogy:**

- 3.6. Inform and recommend to our members the workshops and conferences of training offered in partnership with the Quebec Federation of Genealogy Societies;
- 3.7. Offer a webinar on the transmission of basic knowledge in genealogy applied to the surname Roy, or a related name, not offered by the Quebec Federation of Genealogy Societies;
- 3.8. Continue to publish the print edition of the magazine "Les Souches" on a semi-annual basis, based on the content of the electronic magazine "Les Souches 2.0" published monthly on our reconfigured website, in order to gradually leverage the best of both media platforms.

**Regarding the marketing of the Association:**

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- 3.9. Establish a multi-tiered recruitment strategy involving our members and their families as relayers;
- 3.10. Simultaneously launch an initial digital membership recruitment campaign;
- 3.11. Promote for recruitment purposes the results of genealogical data research obtained and related to the founding families for which we have few or no members;
- 3.12. Develop and implement a communication plan focusing on the optimal use of the new website, a sustained Facebook presence, and the consistency of our newsletter to promote the demand for the already established services: development of genealogical lines, books and magazines from the shop, as well as registration for the annual gathering of the association "Reunite to Remember."

**4. A FEW WORDS ABOUT OUR 31st ANNUAL GATHERING**

This year, our gathering is an event that particularly honors the root family where we find the largest number of AFROY members, namely that of Nicolas Leroy and Jeanne Lelièvre. This gathering is intended for all members, and we invite non-members to join AFROY. Together, we are one big family.

The Organizing Committee for this gathering has developed a program rich in history with visits to the village of Saint-Vallier and the Domain of the Pointe de Saint-Vallier. Our two esteemed speakers, Andrée Roy and Paul St-Arnaud, have shared their knowledge to better explore the residences of the family of Nicolas and Jeanne, one of the founding families of this region.

We also had the privilege of hosting a delegation from LeCloucq Michelais in France, where Pierre Roy (husband of Catherine Ducharme) was baptized in 1643. We welcome them among us to share this time of gathering with genealogy and history enthusiasts of Quebec, and of course with some descendants of this founding family who are with us today.

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We also welcome many representatives from other Canadian provinces as well as from the United States. In particular, Dan Roy and his wife Annette from British Columbia, who voluntarily translated Jacqueline Sylvestre's book into English on 'Nicolas Leroy and Jeanne Lelièvre. This book is now available in both versions on our website. A big thank you for this colossal translation work, with support from Réjean Roy for the editing of the book and its online publication.

This clearly demonstrates that the various Roy family branches or derived surnames originating from France have established themselves, over time, mainly in Quebec, but also in several regions of Canada and the United States.

This afternoon, you will have the chance to visit our genealogy room. Tables have been assigned to AFROY and our genealogist, the Bellechasse Historical Society, as well as to our speaker Paul St-Arnaud, who is also a photographer passionate about heritage and history. You can browse, appreciate their expertise, or simply they will be able to answer your questions.

Additionally, we have taken the opportunity this year to showcase the art, crafts, and local products from the people of Saint-Vallier and the region of Bellechasse. Another way to better understand the know-how of the descendants of our ancestors who lived in this part of the country, and what they have left us and transmitted from generation to generation. Enjoy it.

Additionally, the must see mural of personalities, arranged around the room, highlighting the story of Nicolas Leroy and Jeanne Lelièvre, the founding family we are celebrating this year, the achievements of the new distinguished members or those inducted into the AFROY Hall of Fame, as well as the entrepreneurship of leaders bearing the surname Roy. Don't hesitate to engage with them.

## **5. MY THANKS**

First to our two speakers, Andrée Roy and Paul St-Arnaud, as well as Carole Corriveau and Jean-Marc Corriveau who were your guides this morning during the visits of the village of Saint-Vallier, as well as Denise Roy, present at the

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gathering and her entire team from Domaine de Pointe Saint-Vallier for their warm welcome. Also, thank you to Sylvie Corriveau, vice president of the Bellechasse Historical Society, who has made efforts to raise awareness about our gathering in the region and who is also present today.

I also want to thank the Organizing Committee (Michel Audy, Lucie Roy, Lyne Roy, Louis Roy, Suzanne Roy, former treasurer and partner of Pierre Dubé, our webmaster, and myself) for the important work required to organize the gathering, with a concern for respecting the budget approved by the board. A special thanks to Michel Audy who acted as the person responsible.

I don't want to forget some members like Andrée Roy, who helped with the visit to the village of Saint-Vallier, Réjean Roy, or other volunteers who remain in the shadows like Marie-Pier Dubé (our photographer, daughter of Suzanne Roy and Pierre Dubé) and Kevin Hamel (Marie-Pier's partner and present at the bar) in support of this gathering. I also thank the municipality of Saint-Vallier, which has provided us with support at all times through the intermediary of Mrs. Marie-Claude Audet, who is currently present, and without whom the exhibition hall for art, crafts, and local products would not have been so well organized.

I would also like to thank Dan Roy and Annette Lucille Marie from British Columbia, both present today, who translated in English many documents for our annual gathering, for our English-speaking members. Thank you.

Thank you to all the board members for their commitment throughout the year and their ongoing presence for the smooth running of the Association. Thank you for your presence and your continued support for AFROY. Wishing you continued success, a lot of pleasure, and wonderful reunions.

Thank you!