



CENTRAIDE CAMPAIGN

When young people take over

p. 4

SOCIAL ISSUES

Immigration: A complex and constantly evolving issue

p. 6

NEIGHBOURHOODS IN ACTION

Poverty with many faces and no borders

p. 8



journal CENTRAIDE

www.centraide-mtl.org

Campaign 2010
\$55.2 M

Thank you!

The 2011 Co-Chairs: Heather Munroe-Blum and Pierre Beaudoin
On the spot comments

ON YOUR AGENDA

Launch of Campaign 2011:
September 22

Centraide's annual campaign raised about \$900,000 more in 2010 than the year before. These increased financial resources will enable us to invest even more in fighting poverty. Working with the next generation to prevent poverty is one of our priorities. Learn about the fields of intervention for fighting poverty on **page 3**.

CENTRAIDE OF GREATER MONTREAL'S MISSION: TO MAXIMIZE FINANCIAL AND VOLUNTEER RESOURCES, so that Centraide, particularly by funding community agencies and working in partnership with them, can promote caring and social involvement in order to improve the quality of life in our community and empower its most vulnerable members to take charge of their lives. ■ CENTRAIDE OF GREATER MONTREAL'S VISION: TO BUILD CARING COMMUNITIES THROUGHOUT GREATER MONTREAL. Centraide wants to make Greater Montreal into a place where the less fortunate have the means to live in dignity. To achieve this aim, it relies on citizens' capacity for self-reliance and solidarity.

Photo: MOCA photographie



Projet communautaire de Pierrefonds: The other reality of an affluent suburb

The agency **Projet communautaire de Pierrefonds** (PCP) is surrounded by pleasant streets, green spaces and attractive bungalows – but also, on Pierrefonds Boulevard, by high-rise apartment buildings which house people who are more disadvantaged than most. We are in the southern part of central Pierrefonds. Here, immigrants account for 40% of the population, and one-third are newcomers. One person in five and 28% of youth under age 18 live below the low income cut-off.

It's four in the afternoon. Some 40 schoolchildren are at the agency doing their homework. They come from the four corners of the world, speak dozens of languages, practice a variety of religions, are faced with social and cultural integration problems, and belong mostly to families living below the low income cut-off. They come here every day after school to have a snack, do their homework and socialize with other kids. The impact of PCP's homework assistance program on their academic performance and social skills is tremendous.



Photo: Projet communautaire de Pierrefonds

Two or three mornings a week, it's the turn of the 3 to 5 year olds. Some 40 of them participate in stimulation activities designed to prepare them for school entry. They learn to be more independent, better manage their feelings, develop basis skills in reading, writing and arithmetic, and become more familiar with Quebec culture.

Mothers receive at-home support from the agency's visiting mothers and a host of activities to improve their family relations, expand their social network and familiarize themselves with neighbourhood resources.

"Families have confidence in our community workers because they know we will do everything we can to help them," explains **Shirley Miller**, PCP's director. It is in that spirit that the agency recently developed

a community kitchen project for mothers of preschoolers. The idea is to cook collectively on a small budget.

The agency also organizes monthly community lunches, a summer day camp, an in-school conflict resolution program, art workshops for children, and family festivals and outings.

PCP is a place where local residents come to learn, share, socialize, grow and evolve, a neighbourhood agency that builds bridges with its community. ☒

Scan this code with your smartphone to view the video on **Projet communautaire de Pierrefonds**.



Mon Resto Saint-Michel: From restaurant to living environment

The idea for **Mon Resto Saint-Michel** came 17 years ago from a group of local citizens who wanted to create an agency dedicated to food security. Healthy eating at a low cost was the main goal. Over the years, Mon Resto has become an essential meeting place for neighbourhood families, and its impact now goes far beyond food assistance.

The Mon Resto project was made possible thanks to the support of Vivre Saint-Michel en Santé (VSMS), the neighbourhood's round table, which mobilized the resources of the CLSC and several local community agencies. "Mon Resto is a good example of successful joint action: it shows what you can accomplish when everyone works together," says **Hamid Kartti**, Director of Mon Resto.

Unlike other community restaurants, which operate more like cafeterias, Mon Resto offers table service. All the help are participating in a job readiness program, where they learn the ins and outs of the restaurant business and how to work in a team. Sitting at the tables are students from the neighbourhood's schools, mothers with young toddlers in tow, retirees, unemployed people and employees on their lunch hour. "Anyone can come and eat at Mon Resto," explains **Marie-Paule Normil**, Coordinator of the agency's food program. "For some people, it's their only balanced meal of the day."

Mon Resto also organizes workshops where participants learn how to make good food choices and cook nutritiously. It works in collaboration with Moisson Montréal and serves as a pick-up point for its Good Food Box program, which enables families to purchase fresh fruits and vegetables at a low cost.

Mon Resto also supports families, including through the early childhood stimulation program of its drop-in centre. Parents can participate in personal development workshops designed to help them better integrate into the community and find a job. And pregnant women are offered tailored assistance.



Photo: Mon Resto Saint-Michel

In addition to providing all these services, Mon Resto encourages neighbourhood residents to initiate projects. Les Anges de la Sécurité is a good example of a citizen initiative. This "guardian

angels" project was established by a group of mothers who wanted to ensure the safety and security of their kids in and around the neighbourhood's schools. Next on the agenda: a project to create a bicycle path.

From its beginnings as a community restaurant, Mon Resto has evolved in response to the needs of the community into a true living environment. ☒

Scan this code with your smartphone to view the video on **Mon Resto St-Michel**.



If we want to overcome...someday



We may be pleased to have enjoyed another outstanding annual campaign, raising \$55,150,000, but the sobering fact remains that one in five people still live in a situation of poverty or exclusion in Greater Montreal.

That's why last April Centraide adopted a bold new strategy for the coming years. This strategy aims at

doing everything possible to help **break the cycle of poverty**. On the one hand, by concentrating our efforts on **local community building** and investing in agencies that join forces with others to fight poverty. On the other hand, by strongly supporting **agencies that work with families, youth and children** to help them improve their living standards.

Just because we want to have a long-term impact doesn't mean we will stop looking after the present. On the contrary! While attacking the root causes of poverty, we will continue to help the most vulnerable members of our society.

“Some wait for the world to change, others take hold of the world and act.”

- Dante

Thank you once again to the 23,000 volunteers who convinced 160,000 donors to continue to be there for us. The more you give us the power to help, the better able we are to break the cycle of poverty.

Special to you
Michèle Thibodeau-DeGuire
President and Executive Director

Poverty: Fields of intervention

Poverty is a complex phenomenon that calls for interventions on several fronts and many kinds of support. At Centraide's request, the Lea Roback Centre produced a study entitled *Un portrait de la pauvreté sur le territoire de Centraide du Grand Montréal*, which recommends interventions in three main fields:

Prevention. Promote child development and equality of opportunity in education (early-child development, day-care services, school dropout prevention). Poverty has harmful impacts on children, who are the adults of tomorrow. Therefore, focus prevention efforts on children, while also working with their parents. Centraide will intensify its support to agencies that work with families, youth and children.

Socio-economic development. Promote employability development, so people can find jobs that are less precarious, better paid and provide better income protection. Help them build assets by promoting economic and tax policies, budget counselling, job readiness and job-skills training, and access to property programs, even for low-income individuals. Responsibility for intervention in this field should rest, above all, with the social economy and government sectors.

Social support. Support the establishment of social networks as well as community organization in order to compensate for changes in traditional support networks while responding to Montreal's special challenges (more single-parent families, people living alone, seniors and recent immigrants). Centraide will continue to support these mutual aid, social affiliation and social integration networks.

N.B. This complete study is available on Centraide's website at www.centraide-mtl.org.

Did you know?

The higher a person's social status, the better their chance of enjoying good health. Disadvantaged people have the lowest chance of enjoying good health.

Poor people tend to live shorter lives than affluent people.

Life expectancy is 10.6 years shorter in Montreal's poorer neighbourhoods than in its richer neighbourhoods.

People living in these richer neighbourhoods tend to enjoy six years more of good health.

Life expectancy rates in some rich Montreal neighbourhoods are among the highest in the world, whereas the rates in poor Montreal neighbourhoods are comparable to those in poor countries such as Brazil (68.0 years) and Paraguay (70.7 years).

Source: http://www.centrelearoback.ca/coup_d_oeil



When young people take over

In 2011, the first of the baby boomers, who were born in 1946, reach retirement age. Demographers have been sounding the alarm for years, but now the moment is upon us. Many companies and organizations will see a significant proportion of their personnel leave over the next few years, making way for the next generation. Centraide, which raises over 50% of its donations from employees in the workplace, will have to confront this demographic shock and adjust to the new reality. The challenge is how to pass on the torch of social involvement and of the fight against poverty to the next generations.

A “NextGen” division for the campaign cabinet

In 2010, Centraide’s campaign cabinet created a new division, “NextGen,” thereby bringing up to 25 the total number of campaign divisions, which represent every sector of economic activity in Greater Montreal. During its first year, the NextGen Division was chaired by **Jean David Tremblay-Frenette**, former President of Génération d’idées and currently Vice-President of Global Tactical Asset Allocation & Economics at the Alberta Investment Management Corporation. Its committee comprised some 10 influential young volunteers tasked with paving the way to make youth more aware of Centraide’s cause.

To start growing their network, all members of the NextGen committee set themselves the goal of making three other people aware of Centraide’s cause. They accomplished this by inviting them to a cocktail party organized by Gaz Métro, at which Sophie Brochu, the company’s President and the Co-chair of last year’s Centraide Campaign, spoke about the evolution of her personal involvement in philanthropy. It is hoped this kind of mentoring will become a tradition at Centraide.

In order to familiarize themselves with Centraide’s work in the community, the members of the NextGen committee participated in an immersion activity in a Centraide-supported agency. Famijeunes, which serves families in Saint-Henri, welcomed them during an activity for neighbourhood fathers and their children. What better way to get a good sense of Centraide’s impact?

Youth initiatives

The volunteers in the NextGen Division created some excellent initiatives. Two of them directed Centraide campaigns in their workplaces. Two others began discussions with a view to initiating Centraide campaigns at their companies. An awareness and fundraising activity targeted at youth was organized at **Sécor**. Fifteen young people met with **Michèle Thibodeau-DeGuire**, our President and Executive Director, to discuss issues in philanthropy in Quebec. And the 7,000 members of the **Jeune Chambre de Commerce de Montréal** were invited to perform volunteer work at our agencies during the holiday season.

The TD GenNext project

TD Canada Trust, half of whose employees are under age 40, set up its GenNext project to encourage its younger employees to become socially involved and to train the next generation of community builders. The project has three goals: make the younger generation aware of community needs, enable them to get involved through volunteering, and encourage them to give to Centraide. The first TD GenNext event, a climb up the stairs to the top of the company’s Montreal head office tower, attracted some 100 young employees who pledged to make a donation of at least \$2 per pay to Centraide. This event was organized by a committee of five young volunteers chaired by **Drew Wawin**, TD Canada Trust’s Vice-President for Montreal’s Centre-South district, and Director of its 2010 Centraide campaign in the Quebec region. **BMO Financial Group** plans to develop an awareness strategy for its young employees as well. Other companies and organizations will follow suit.



Present in the social networks

Facebook has become a platform of choice, especially for reaching young people and expanding our network. Many people have become fans of our Facebook page and, as a result, our Facebook status updates (campaign news, links to awareness videos, photos of our events) have appeared on over 300 personal profiles and maybe on those of their friends as well. Some of our statuses have been viewed by over 1,000 people.

Ten young people on the Loaned Representatives team

In 2010, Centraide’s team of 50 loaned representatives included 10 young people under age 30, four of whom came from BMO Financial Group, an important partner of the LR program. Their participation gave renewed energy to this group of experienced people, most of them retirees with great loyalty to Centraide. When the young loaned representatives return to their regular jobs, they become ambassadors for Centraide to their peers.

Members of the NextGen Division of the 2010 Centraide Campaign Cabinet



2010 Chair: Jean David Tremblay-Frenette, former President of Génération d’idées and Vice-President, Global Tactical Asset Allocation, Alberta Investment Management Corporation (AIMCo) **1**

2011 Chair: Alexandre Ramacieri, Strategy and Policy Analyst, Board of Trade of Metropolitan Montreal

Alexandre Doire, President, Jeune Chambre de commerce de Montréal and Associate, Korn/Ferry International

David J. Dropsy, President, Young Business People of the French Chamber of Commerce in Canada, and Lawyer with Colby, Monet, Demers, Delage & Crevier L.L.P.

Jean-Benoît Grégoire Rousseau, Consultant, McKinsey & Company

Sarah Houde, Director of Marketing and Electronic Commerce, Archambault Group **2**

Marc-André Nantais, Senior Associate, Equity Sales, Merrill Lynch Canada

Éric Noël, Instructor in Electronic Marketing, HEC Montréal

Andrée-Anne Potvin, Notary, Legault Joly Thiffault

François Rousseau-Clair, Senior Consultant, Secor Consulting



Large workplace campaigns

Some 1,700 companies and organizations in Greater Montreal mobilize each year to solicit donations from their employees. These workplace campaigns account for 50% of the money raised by Centraide. What guarantees their success? Let's take a closer look at the strategies employed by BMO Financial Group and Ernst & Young, two organizations that conducted remarkable campaigns. BMO achieved spectacular growth. Ernst & Young obtained striking results by focusing, above all, on increasing the employee participation rate.

BMO Financial Group: getting involved to make generosity come alive

Centraide was the main cause supported by **BMO Financial Group** in 2010, and its annual employee campaign achieved an unprecedented success. The year-over-year financial result soared from \$20,338 to **\$175,590**: a prodigious leap!

BMO got its people involved in all sorts of ways, with management going to remarkable lengths to ensure that employees would feel more engaged by Centraide's cause. Their strategies included displaying many messages and



Each year, Ernst & Young closes its campaign by organizing a luncheon on the theme of "diversity."

videos on BMO's corporate information portal, making possible a host of caring activities to rally the troops, and organizing presentations by community agency speakers to drive home the importance of helping our most vulnerable fellow citizens. Some executives even served pancakes to employees at benefit breakfasts!

BMO also freed up four employees on a half-time basis for 15 weeks to serve as loaned representatives to Centraide's campaign. Their role was to coordinate fundraising in the various workplaces within BMO as well as at other companies, and in so doing they became ambassadors for Centraide's cause.

Nathalie Pelletier, Commercial Accounts Manager, Deposits at BMO Financial Group, loved her experience of working on the 50-member team of loaned representatives. "Many of our employees are young and fairly unfamiliar with Centraide. They feel engaged by something when they understand it

better. So we gave them lots of information to help them grasp the true worth of Centraide's cause. This brought a new dimension to the campaign. I think it also helped turn the tide."

Ernst & Young: when striving for excellence bears fruit

The Centraide campaign at **Ernst & Young** has earned an exemplary reputation. Each year, the firm sets itself the goal of bettering the results of the previous year's campaign. That is a considerable challenge, but the management and employees of this accounting firm deploy a lot of energy to make a difference in their community. And their efforts bear fruit!

"We always set ourselves the goal of increasing both the financial result of our campaign as well as the participation rate," explains **Benoît Millette**, a partner at Ernst & Young. "In 2010, the economic

environment was more difficult and we were worried that we might not be able to achieve these goals. But we were aware that needs were pressing and could not wait. So we found the right messages to raise people's awareness, and, in that way, finally managed to achieve, and even exceed, our goals."

Ernst & Young supports several causes, but Centraide is the main one. Communications to employees about the campaign are concentrated into a few weeks. The firm, which has over 700 employees in Montreal, puts together a team of chief canvassers who, in turn, recruit about 50 canvassers, or one for every 15 employees. "Not only does this allow the canvassing to proceed more quickly, it also enables the canvassers to solicit each donor personally and do better follow-up," says Mr. Millette. "That's infinitely more effective than just distributing a leaflet or sending an e-mail."

The entire campaign strategy is centred on the idea that each donation has an impact. This year, for the first time, the firm used the occasion of an annual corporate activity attended by all employees to screen a video of testimonials from people helped by Centraide supported agencies. "We wanted to make employees understand the positive effect that their contribution can have in our community," explains Mr. Millette. "That encouraged them to participate in the campaign and, in some cases, to give more."

The Centraide campaign is also an excellent occasion to foster closer ties with employees. For example, Ernst & Young closes the campaign in a spirit of celebration by organizing a luncheon on the theme of "diversity." Each year, the luncheon features a presentation on one of the countries of origin of the firm's employees. The latter speak about the place they come from and a meal typical of their region is served. The participants in these luncheons are selected by a draw among employees who made a donation to Centraide. The firm also uses the occasion to thank the campaign canvassers, who are all invited. This original activity manages to forge a team spirit while celebrating generosity and the importance of each donation in bringing about change in the community. ☐



Nathalie Pelletier, Commercial Accounts Manager, Deposits, BMO Financial Group



Photo: Baobab familial

The situation of immigrants and members of the cultural communities born in Canada has evolved considerably over the last 20 years. The origins of newcomers, their age, their financial situation and the neighbourhoods where they settle have all changed significantly.

The probability of an immigrant entering a low-income situation has increased. In the metropolitan Montreal census region, between 1980 and 2000, the percentage of immigrants living under the low income cut-off soared from 29.3% to 41.2%. It is generally estimated that immigrants take 14 years to fully integrate into the labour market and 21 years before earning as much as native-born Canadians. This situation is of concern to Centraide of Greater Montreal, because its territory is home to 711,000 immigrants (560,000 on Montreal Island, 77,000 in its southern region, and 74,000 in Laval) who account for 24% of the population.

The challenges that face immigrant families every day

At the heart of the issue of immigrant integration is the family. In 2001, in Quebec, 69% of immigrant families had children, as compared with 62% of native-born Canadian families. What's more, 21% of immigrant families had three or more children, as compared to 14% of native-born Canadian families.

Raising one's children in a different living environment than the one in which one

Immigration: A complex and constantly evolving issue

grew up calls for an extraordinary capacity for adaptation. Members of immigrant families must ask themselves dozens of searching self-questions. What is my role in the education of my child? How should I exercise my parental authority? My teenagers are affirming themselves by adopting values that are different from mine: how can I manage this conflicting situation? I'm unemployed and my wife earns more money than me: what is my role now as father of our family? My parents are putting tremendous pressure on me to succeed at school. I sometimes get the impression that the success of our family's social integration depends on me. How can I tell them that? For immigrant families, trying to find answers to such questions is an everyday challenge.

Centraide's work with immigrants

Centraide supports 20 community agencies whose primary mission is to facilitate the integration of immigrants. These agencies offer newcomers a wide range of reception and social integration services, including housing and job search, coaching in administrative steps, intercultural pairing, and day-care for the children of parents attending French language courses. Some agencies, such as **L'Hirondelle**, have been working in this field for over 30 years. But despite its solid expertise, this agency must constantly renew itself in order to meet the diverse needs of its ever-changing clientele.

Over the past few years, L'Hirondelle has innovated by launching a support service for immigrant families and fathers. The agency supports immigrant fathers in their parental role by offering them prevention and training activities designed to reduce the stress associated with immigration as well as family tensions. During the course of individual meetings, group meetings between immigrant fathers and Quebec-born fathers, and family activities with children, participants gradually come to terms with the realities of their new situation. That is an essential first step in

the difficult integration process. Having immigrated in order to start a new life, they come to realize that building this new life involves reviewing all their assumptions and working on their relationship with their spouse and their children.

Today, the challenge of reaching and working with immigrants confronts every community agency in Greater Montreal. Centraide endeavours to equip all the agencies in its network to work with diverse clienteles and meet the challenges that entails. These challenges can range from adapting a collective kitchen to the diet of Asian mothers, to training community workers to cope with cultural differences in

raising children, to ensuring that the agency's employees are representative of the neighbourhood it serves, to developing original strategies for reaching women who are particularly isolated. Cultural diversity now affects all aspects of our society. Access to services or community groups that are open to all, adapted to the community they serve and capable of managing diversity is an essential condition for the social integration of immigrants.

For that reason, Centraide also supports projects initiated by agencies with a primary mission other than promoting immigrant integration. This approach gives Centraide the flexibility to respond more effectively to immigrants' constantly evolving needs and realities. For example, a few years ago, the **Women's Centre of Montreal**, which has been working to improve the quality of life for women since 1973, set up a program aimed exclusively at immigrant mothers. During the 12 hours a week, the mothers attend French language courses. Their children participate in educational activities with specialized educators, playing, socializing and developing their motor abilities. For the mothers, the program offers a chance to improve their prospects of finding a job while building a support network. For their children, this opportunity to spread their wings while learning French will facilitate their entry to an early childhood centre or to school. When mothers and their children grow and flourish, the whole society benefits. ■

Success factors for immigrant integration

- > Find a first job quickly
- > Find decent and affordable housing
- > Have or acquire language skills
- > Develop support networks
- > Have access to information adapted to your needs
- > Have access to community support services and public services
- > Get involved in the education of your children

Are you inclusive? A look at your practices.

In the spring of 2010, with support from Centraide, Carrefour de Ressources en Interculturel (CRIC) produced a guide designed to help organizations reflect on the issue of intercultural inclusiveness and self-evaluate their own level of inclusiveness. This guide is intended primarily for community agencies, but it can be used by any organization. The reflection and self-evaluation is conducted in three steps:

- Analysis of your current relations with people of diverse origins
- Analysis of your level of acceptance of difference
- Establishment of priorities for action

Info: cric@cooptel.qc.ca or 514 525-2778



The Co-Chairs of Campaign 2011

On the spot comments

Centraide Campaign 2011 doesn't officially kick off until September 22, but its Co-Chairs, Heather Munroe-Blum and Pierre Beaudoin, have been busily laying the groundwork since the beginning of the year. After orchestrating the recruitment of the some 20 members of their campaign cabinet and preparing their fundraising strategies, the President of Bombardier and the Principal and Vice-Chancellor of McGill University are now soliciting corporate and institutional leaders for donations and



*Pierre Beaudoin
President and CEO
Bombardier*

encouraging them to hold workplace campaigns. We asked these two community leaders to share their vision of Centraide and Campaign 2011.

Centraide in a word COMPASSION

Your role in Centraide's campaign in a few words

My role is to mobilize Montreal's community of donors, so that our city will continue to offer us an outstanding quality of life.

Besides the financial goal, your objectives for Campaign 2011

Through Centraide, to build bridges between the community of donors and the community of beneficiaries.

Your main message for the 2011 campaign cabinet

The success of our community depends on mutual aid.

The thing that most impressed you during your visits to Centraide-supported agencies

The agencies are managed like well-run businesses, but with an approach centred on mutual aid.

The community movement's greatest strength

Its long-range vision for our community and the desire to work towards that vision.



*Heather Munroe-Blum
Principal and
Vice-Chancellor
McGill University*

Centraide in a word COMMUNITY

It's about engaging with and caring about your local community, and about becoming actively involved.

Your role in Centraide's campaign in a few words

I see my role as being similar to my role as Principal and Vice-Chancellor of McGill University – to bring people together to work in common cause, and celebrating their achievements.

Besides the financial goal, your objectives for Campaign 2011

The aims are to engage more people at whatever level of support they can afford, to raise awareness and knowledge of Centraide, and to expand our community of engaged people.

Your main message for the 2011 campaign cabinet

Centraide is a critically important organization, which supports those services that have great positive impact on the lives of hundreds of thousands of Montrealers in need. As leaders within the Montreal community, the Cabinet has a responsibility to ensure that these Montrealers are supported.

The thing that most impressed you during your visits to Centraide supported agencies

I am always moved by the dedication and enthusiasm expressed by employees and volunteers alike for their cause. Each person involved is professional, enthusiastic and believes strongly in what they were doing. They

take joy from their work, their ability to make a difference.

The community movement's greatest strength

Our people: whether it is those who volunteer their time, give money, or receive the help and support that they need, when and where they need it. People are the key.

A word for the campaign volunteers

By volunteering for Centraide, you're volunteering your time and effort to an organization that is crucial. Our community can only be as healthy, safe and supportive as our weakest member. Community engagement is one of our most important assets.

A word for our donors

We can't stress enough how much your donations matter. Without your contribution, we could not support the over 360 agencies and projects that we do; without you, these agencies could not help over half a million people in the Greater Montreal area. We are counting on you to give, at whatever level is possible for you.

A word for the community workers and volunteers at Centraide-supported agencies

We are grateful for the wonderful work that you do, and the hope and help that you provide to those in need. Your dedication to helping others and to having a positive impact on your community inspires others to do the same.

Your greatest hope for the future

To broaden civic engagement and to ensure that all Montrealers are involved in their local community, through Centraide, and through their connection with those in your community both inside and who are outside of your own neighbourhood. □



Poverty with many faces and no borders

Poverty in Greater Montreal is much less concentrated than in many other big North American cities. The region is riddled with pockets of poverty that rarely encompass an entire neighbourhood. As a result, poverty risks go unnoticed, lost in the positive statistics, especially in large districts with higher-than-average income levels.

The socio-demographic profiles of Pierrefonds, Pont-Viau and Longueuil, which are presented below, show us that poverty is complex, with many faces and no borders. It manifests itself through the impoverishment of families and children, school dropout, juvenile delinquency, street gangs, the precarious situation of newcomers, and so on.

These three profiles are based on the territorial analyses that Centraide has been conducting regularly since the late 1990s, and whose results guide its allocations decisions. The data used is mainly from the 2006 Canada Census, occasionally from the 2001 Census for purposes of comparison, and also from studies conducted in consultation with various local authorities and social stakeholders (health, education, public safety and security, round tables, etc.).

West Island Pierrefonds

Population:

- 13% of Montreal Island's population lives in the West Island, with 58,415 people residing in Pierrefonds.
- 70% of the families in Pierrefonds have children.

Poverty and social issues:

Poverty is less visible in the West Island (low-income rate of 10% vs. 23% on Montreal Island), but it still affects 22,000 people.

One-third of all poor people on the West Island (7,407) live in Pierrefonds.

Pierrefonds is home to 18,790 immigrants and has a higher proportion of visible minorities than Montreal Island (30% vs. 25%).

In both poor and affluent West Island neighbourhoods, social problems associated with children going home after school to an empty house (substance and alcohol abuse, academic difficulties, running away from home, criminal code infractions, etc.) are of great concern to the district's community workers.

Academic maturity among young children and school dropout among high school students are important issues as well:

- 29% of students in schools under the Marguerite-Bourgeois School Board drop out (vs. an average of 32% in schools under the Montreal Island school boards).
- The Pierrefonds CLSC serves the largest number of vulnerable children: each year, more than 400 kids present signs of late development when they enter school.

Laval Pont-Viau

Population:

- Laval has a population of 364,620, which is 6% more than in 2000. That's triple the population growth rate for Montreal Island over the same period.
- Over one-third of the Laval population (38%) lives in the southern part of the territory: 9% in Laval-des-Rapides, 4% in Pont-Viau and 25% in Chomedey.

Poverty and social issues:

There is less poverty in Laval than in Quebec as a whole. But Laval's poverty rate did not decline between 2000 and 2005, and 11% of its population (40,000 people) lives under the low income cut-off. In the southern part of the territory, the poverty rate is above average: 18% in Pont-Viau, 17% in Laval-des-Rapides and 17% in Chomedey.

In Laval, over one-third of renter households (37%) devote a large proportion of their income (30% or more) to rent.

Pont-Viau is the district most affected by poverty:

- 18% of residents live under the low income cut-off.
- 24% of single-parent families are poor.
- 28% of children under age 6 live in a poor family.

In Laval, between 2001 and 2006, the immigrant population soared by 40% (+21,070) and the visible minority population by 76% (+22,300). Immigrants account for 16% of the population of Pont-Viau (34% growth rate).

Poverty among children and youth, school dropout and intercultural relations are important issues in the southern part of Laval. For example, at École Mont-de-LaSalle in Pont-Viau, the dropout rate is 30% higher than the Laval average.

South Shore City of Longueuil

Population:

- 226,000 people live in Longueuil.

Poverty and social issues:

In Longueuil, 36,000 people (16% of the population) live under the low income cut-off.

Longueuil is home to the largest number of single-parent families in the southern region of Centraide's territory (13,000 families, or 36% of the total).

These families are more affected by poverty, which has important consequences for their living conditions, their health (physical and mental) and the development of their children.

Longueuil also has the largest population of immigrants (29,000 or 13%) and visible minorities (12%).

Between 2001 and 2006, more than half of all the newcomers settling on the South Shore took up residence in Longueuil (7,800 out of 14,800).

Almost one in two households (47%) is a renter, and one in three renter households devotes a large proportion of its income (30% or more) to rent.

The Urban Agglomeration of Longueuil, and especially its central city (Longueuil), is confronted with the phenomenon of street gangs and other social problems affecting youth (substance and alcohol abuse, violence at school, school dropout, etc.).