Another year has ended with so many stories to tell, experiences to share, and lasting connections to honour.

One striking story is that of Mélanie, a young single mother who got back on her feet after finding a new apartment for her and her two children with Escale Famille Le Triolet. We can also look to the experiences of the 17 Montreal neighbourhoods working collectively to improve the conditions in their communities. Finally, lasting connections have been forged between people inspired by the work of our 350 agencies and projects, including employees and retired staff at over 700 workplaces as well as affinity groups such as TechAide and Elles Centraide.

Centraide is not only an expert in the fight against poverty and social exclusion but also a creator of impact. It partners with engaged and effective agencies, instigates new collaborative models, and brings together generous and involved people.

Centraide makes a difference throughout the community by working with bold companies, engaged foundations, beneficial agencies, vital institutional stakeholders, generous donors, strong community leaders, and dedicated volunteers. We have invested $50.4M in lasting solutions so that Greater Montreal, which belongs to us all, is a stronger and fairer place to be. Most importantly, Centraide is a collective tool that lets us show our local love.

Lili-Anna Pereša  
President and  
Executive Director

Nathalie Bernier  
Chair of the Board of Directors
Expertise based on...

IN-DEPTH KNOWLEDGE OF COMMUNITIES AND THEIR NEEDS
To get significant results to reduce poverty, Centraide is attentive to communities as a whole. It looks at each neighbourhood to clearly understand its needs and issues (school dropouts, access to housing, food insecurity, the isolation of seniors, etc.) along with the community dynamics that characterize it. To achieve its goal to reduce poverty, Centraide creates solid ties with neighbourhood roundtables, community agencies and institutions such as public health centres, schools and municipalities.

SOUND INVESTMENTS AlIGNED WITH NEIGHBOURHOOD REALITIES
Centraide uses this approach to establish its action priorities and identify the agencies in the best position to implement these priorities in order to make the biggest possible impact on people in difficulty.

EFFECTIVE AGENCIES THAT ARE LEADERS IN THEIR COMMUNITIES
All Centraide-supported agencies not only do quality work to develop lasting solutions but are also leaders in their communities. They are active on neighbourhood roundtables and get involved in collective action with other territory partners. Centraide ensures that these agencies have sound management practices and effective governance and have developed ways to evaluate their methods and promote their results.

OUR SOCIAL DEVELOPMENT ORIENTATIONS:
- BE AN AGENT OF CHANGE
- COLLABORATE WITH EFFECTIVE ORGANIZATIONS
- PROMOTE SYNERGY BETWEEN ALL ACTORS OF CHANGE
- EVALUATE AND MEASURE IMPACTS
- COMMUNICATE EXPERTISE AND THE IMPACT OF CENTRAIDE’S ACTIONS
$50.4M
INVESTED IN GREATER MONTREAL COMMUNITIES IN 2018-2019
Laval, Montreal and the South Shore

Did you know?

1. In Côte-des-Neiges, over 38% of families with children aged 6 months to 12 years live with mould problems in their apartments.

2. In Laval, one out of four families is a single parent household and therefore more likely to experience a situation of poverty.

3. In the urban agglomeration of Longueuil, the number of seniors has increased by over 50% in the past 10 years.

Centraide knows these communities

WHICH IS WHY IT CAN HELP THEM TACKLE THE CHALLENGES OF POVERTY AND SOCIAL EXCLUSION

L’Escouade salubrité in Côte-des-Neiges comes to their aid. Their goal is to reach out to and help 800 isolated and vulnerable tenants in the coming years.

La Maison de la famille du Centre communautaire Val-Martin in Chomedey-Est supports families facing a multitude of problems (single parenthood, poverty, immigration).

Le Centre communautaire des aînés et aînées de Longueuil runs a pairing program and provides weekly home visits to break the isolation of seniors.

350 AGENCIES AND PROJECTS SUPPORTED IN 2018-2019
35 NEIGHBOURHOOD ROUNDTABLES

REPORT TO OUR COMMUNITY 2018–2019 CENTRAIDE OF GREATER MONTREAL
CENTRAIDE
Creating impact with each donation

$50
10 seniors get a hot meal at home and a friendly visit they always look forward to!

$100
A teen gets help from a mentor for six months and gets a positive impact on its self-confidence!

IN GREATER MONTREAL 1 OUT OF 7
$365 14 newly arrived immigrant families get personalized support and essential help to find their way.

$500 25 cooking workshops are offered to groups of 8 people. On the menu: discovery and learning!

$1,200 3 children and their parents go to a minicamp so that the children can get ready for kindergarten and take their first step toward success!
A partner for engaged and effective agencies

Action jeunesse de l’Ouest-de-l’Île (AJOI)

Solidaires NextGen: Tania Charron

Crime, drug addiction, psychological distress, and homelessness: these problems are part of the daily work of AJOI, which does prevention work with youth aged 12 to 25 on the West Island’s vast territory. They provide everything—from listening, information, support, and assistance—to give youths the help they need. AJOI can count on Tania Charron, its young, visionary and passionate Executive Director to create connections of trust.

La Relance Jeunes et Familles

Solidaires Empowerment

Established in the Centre-Sud territory in 1968, La Relance Jeunes et Familles is a community educational resource. Its work aims to develop the full potential of children aged 0 to 12 years, enrich parenting skills and, ultimately, improve outcomes for neighbourhood families.

Out of our 350 agencies and projects, here are the 5 winners of our Solidaires Awards

OUR AREAS OF ACTION:

SUPPORT YOUTH SUCCESS

TAKE CARE OF THE ESSENTIALS
NDG Community Council

**Solidaires Mobilization**

Since its creation in 1948, the NDG Community Council neighbourhood roundtable has been a leader in the community development of the territory. Often called a “hub of community action,” many agencies in the neighbourhood have come about thanks to its dedicated employees and volunteers.

**Vivre Saint-Michel en santé (VSMS)**

**Solidaires Leadership:**

Jean Panet-Raymond

The Vivre Saint-Michel en santé (VSMS) neighbourhood roundtable leads a vibrant and engaged community. Its mission? Improve the physical, social and economic environment of people in the neighbourhood. VSMS can count on dedicated community leaders such as Jean Panet-Raymond to carry out its ambitious projects, such as the Parc Frédéric-Back and the development of the Francon Quarry.

**Mon Resto Saint-Michel**

**Solidaires Citizen Involvement**

Thanks to the citizen involvement of immigrant women, about 40 families in Saint-Michel got the chance to be in the spotlight at the annual gala for newborns. In addition to celebrating these new babies, the event recognized the energy, courage, perseverance, time and strength of each of these women who have overcome difficult journeys in life.

Given out every year, the Solidaires Awards recognize the remarkable contribution of agencies and individuals who are engaged in community action and who strive every day to combat the effects of poverty and social exclusion for our community’s most vulnerable people.
IN MONTREAL, ONE OUT OF FOUR CHILDREN LIVES IN A LOW-INCOME FAMILY

NEARLY ONE THIRD OF CHILDREN START KINDERGARTEN WITHOUT THE SKILLS THEY NEED TO START THEIR SCHOOL CAREERS OFF RIGHT

THE DROP-OUT RATE IS TWO AND A HALF TIMES HIGHER IN UNDERPRIVILEGED NEIGHBOURHOODS

A place to find comfort

This child goes to a family centre supported by Centraide. He can access a variety of activities that promote his development and personal growth.

Photo: La Relance Jeunes et Familles
A partner in youth success

Ensuring that children and teens can reach their full potential is a major issue in the fight against poverty and social exclusion. Unfortunately, not everyone has the chance to grow up in an environment that fosters their development. These individuals risk falling into a cycle of poverty that is hard to escape when they become adults and that is hard to avoid for their own children.

Our action
Get young people on the road to success to break the cycle of poverty and social exclusion:
• Stimulate infant development
• Keep kids in school
• Support parents and families
• Prevent homelessness

A few results

90,000
CHILDREN AND PARENTS ARE HELPED BY OUR NETWORK OF 30 FAMILY CENTRES IN GREATER MONTREAL THAT OFFER ASSISTANCE AND SUPPORT.

90%
OF STUDENTS WHO DROP OUT RETURN TO SCHOOL AFTER GOING TO L’ANCRE DES JEUNES, AN AGENCY IN VERDUN.

850
MARGINALIZED YOUNG PEOPLE GET SUPPORT FROM STREET WORKERS AT PACT DE RUE EVERY YEAR.
IN MONTREAL, OVER 20,000 FAMILIES AND PEOPLE LIVING ALONE ARE WAITING FOR SUBSIDIZED HOUSING

200,000 PEOPLE SUFFER FROM FOOD INSECURITY IN GREATER MONTREAL

38% OF YOUNG SINGLE PARENTS ARE PART OF THE WORKING POOR WHO EARN LESS THAN $17,920 A YEAR

Photo: Escale Famille Le Triolet

A dream comes true

Mélanie was living in a substandard apartment. Thanks to an agency supported by Centraide, she found a new home and was able to start her own business.

Mélanie’s testimonial
CENTRAIDE

A partner in lasting solutions to take care of the essentials

No individual or family should spend more than 30% of their income on rent. But when you work for minimum wage, it’s impossible not to exceed this ratio. People have no choice but to pay fixed costs like rent and bills, which means they have to cut other essential needs such as food and clothing.

Our action
So that people and families can meet their essential needs:
• Provide food security
• Facilitate access to decent housing

A few results

40,000
PEOPLE TURN EVERY YEAR TO THE HOUSING COMMITTEE IN THEIR TERRITORY TO GET INFORMATION OR SUPPORT (WITH HOUSING, ADMINISTRATIVE STEPS, SUBSTANDARD HOUSING, DEFENCE OF THEIR RIGHTS, ETC.).

1,207
PEOPLE TOOK PART IN COLLECTIVE KITCHEN ACTIVITIES LAST YEAR AT THE DEPOT COMMUNITY FOOD CENTRE IN NOTRE-DAME-DE-GRÂCE.

X 15
THIS IS THE SPIN-OFF EFFECT AT MOISSON MONTRÉAL, WHICH, FOR EVERY DOLLAR INVESTED, CAN PROVIDE $15 OF FOOD TO AGENCIES THAT RESPOND TO OVER 640,000 FOOD ASSISTANCE REQUESTS EVERY MONTH.
Helping yourself so that you can help others

In 2001, Gisèle found out her daughter had bipolar disorder. She learned to deal with this new reality with the help of AQPAMM, an agency supported by Centraide.

Gisèle’s testimonial

In Greater Montreal, one out of three seniors lives alone.

In Quebec, the unemployment rate is two times higher among recent immigrants than non-immigrants.

One out of five people in Quebec will suffer from a mental illness in their lifetime.

Photo: Association québécoise des parents et amis de la personne atteinte de maladie mentale (AQPAMM)
A partner in innovative projects to break social isolation

Some population groups are more at risk of poverty and social exclusion than others and experience hardship because of family breakups, aging, functional limitations, mental health problems, difficult periods of change, or a recent immigration.

Our action

Ensure that all individuals can fully participate and contribute to society, no matter what their age, sex, origin or abilities:

- Break the isolation of seniors
- Promote the social inclusion of people with disabilities
- Support the integration of immigrants and refugees
- Help people experiencing a crisis, or major mental health problem

A few results

830

SENIORS RECEIVE DIRECT VISITS WHERE THEY LIVE (HLM AND HOUSING COMPLEXES) FROM STAFF AT PROJET CHANGEMENT, AN AGENCY IN THE PLATEAU-MONT-ROYAL.

354

NEWCOMERS TOOK PART IN WORKSHOPS RUN BY OUR AGENCIES LAST YEAR SO THAT THEY COULD BETTER UNDERSTAND QUEBEC CULTURE AND FIND THEIR PLACE IN SOCIETY.

2,476

PEOPLE WHO HAVE A LOVED ONE WITH A MENTAL ILLNESS RECEIVED SUPPORT FROM THE ASSOCIATION QUÉBÉCOISE DES PARENTS ET AMIS DE LA PERSONNE ATTEINTE DE MALADIE MENTALE (AQPAMM) LAST YEAR.
A role model of inspiration

Mario has been involved with Centraide for about twelve years and invites his friends and family to get involved too.

Mario’s testimonial

Most Quebecers say they have a strong sense of belonging to their community.

One out of three Quebecers volunteers.

Volunteering in Quebec equals nearly 140,000 jobs.
CENTRAIDE

A partner for neighbourhoods to build caring communities

More and more, neighbourhood residents, agencies and institutions are joining forces to find solutions to these problems to improve their communities and their living conditions.

Our action
Help build stronger communities:
• Bring neighbourhoods to life
• Encourage volunteer action
• Reinforce community agency skills and leadership

A few results

35
NEIGHBOURHOOD ROUNDTABLES BRING TOGETHER COMMUNITY AGENCIES, INSTITUTIONS (SCHOOLS, POLICE, BOROUGHS, HEALTH INSTITUTIONS), ECONOMIC STAKEHOLDERS AND CITIZENS WHO MOBILIZE IN GREATER MONTREAL TO IMPROVE LIVING CONDITIONS IN THEIR COMMUNITY.

53
AGENCIES IN GREATER MONTREAL CONNECT THOUSANDS OF VOLUNTEERS WITH HUNDREDS OF SOCIAL SERVICES AGENCIES.

190
COMMUNITY LEADERS HAVE BENEFITED FROM THE LEADERSHIP RASSEMBLEUR™ TRAINING OFFERED BY CENTRAIDE AND DYNAMO IN THE PAST 11 YEARS.
AN INNOVATIVE APPROACH TO REDUCE POVERTY

Already halfway through this five-year initiative, Centraide is continuing to connect foundations and strategic partners with targeted Montreal neighbourhoods to implement a unique approach to reduce poverty. At the heart of this approach is the belief that, when they have solid networks and support, residents can achieve big things to improve their living conditions and can become agents of major change.

Great advances have been made in neighbourhoods in several poverty-related areas, such as food security, housing, education, social integration, and community infrastructure and facility development, to benefit those who are most vulnerable in our society.

• $23M over five years
• $2.8M invested in 2018-2019
• $5.2M invested to date
• 9 foundations
  Foundation of Greater Montreal, J.W. McConnel Family Foundation, Lucie and André Chagnon Foundation, Marcelle and Jean Coutu Foundation, Mirella & Lino Saputo Foundation, Molson Foundation, Pathy Family Foundation, Silver Dollar Foundation and Trottier Family Foundation
• 1 operator
  Centraide of Greater Montreal
• 3 strategic partners
  Coalition montréalaise des Tables de quartier, Direction régionale de santé publique de Montréal and the Ville de Montréal
• 17 target neighbourhoods
IMPACT OF THE CIP IN MONTREAL NEIGHBOURHOODS

In Saint-Léonard, the CIP is supporting the emergence of the School-Family-Community project. This pilot project aims to improve the social and community fabric for immigrant parents so that they can fully play a role in their children’s academic success. Inspired by this model developed by community stakeholders in Saint-Léonard, the Commission scolaire de la Pointe-de-l’Île decided to expand the project to the entire Montréal-Est territory. Families in Anjou, Montréal-Nord, Pointe-aux-Trembles and Rivière-des-Prairies will benefit from the program.
A SOLID PARTNERSHIP TO RESPOND TO THE COMMUNITY’S IMMEDIATE NEEDS
To celebrate Montreal’s 375th anniversary, Centraide and the Information and Referral Centre of Greater Montreal launched this ambitious project that allows vulnerable people to call a single number to find accessible social and community resources based on their needs and location. The service has been implemented in 88 municipalities in Greater Montreal. This innovative partnership was established with the metropolitan regional community and the Ministère de la Famille du Québec.

ADDITIONAL SUPPORT TO FACE A NEW REALITY
In winter 2016, when Montreal welcomed thousands of Syrian refugees, Centraide helped in the collective effort with the Support for Newcomers Integration Fund. Since that time, the fund has been used to launch a training and support-advisory program for community and institutional stakeholders who integrate refugees and asylum seekers, optimize tools and processes at agencies, and adapt services, for example, for people who are ineligible for government assistance programs.

A SHARED VISION TO EDUCATE YOUNG PEOPLE
Created in February 2017 following the tragic event in Quebec City in January 2017, the Inclusion Fund aims to broaden school-based education and awareness programs to fight intolerance, discrimination and bullying.
$2.8M over five years
$508,500 invested in 2018-2019
5 agencies in Greater Montreal out of the 9 funded in Quebec
22 partners from the financial and insurance sector

$2.2M over five years
$479,000 invested in 2018-2019
3 financial partners
11 agencies funded

$270,000 invested in 2018-2019
Over 30,000 calls received
211qc.ca
Bringing together generous and engaged people

$57.5M
RAISED

40 investment volunteers
share their knowledge and expertise to help Centraide make sound investment choices in the community.

95K donors
contribute to the Centraide campaign.

185 agency spokespeople
provide the Centraide Experience at their workplaces through talks, caring activities and neighbourhood tours.

500K people in difficulty
find the help and reassurance they need at one of the 350 agencies that Centraide supports.

22K workplace volunteers
educate their co-workers to encourage them to contribute to the Centraide campaign.

57K agency volunteers
lend a helping hand in their communities.

350 agencies and projects
respond every day to the needs of people in a situation of poverty in their territory or community.

30 members of the Board of Directors
guide Centraide’s strategies and actions.

2 Campaign co-chairs
implement the campaign strategies and motivate their peers to achieve new goals.

30 employee campaign directors
organize workplace campaigns.

28 members of the Campaign Cabinet
chair the Executive Committees that run the fundraising campaigns in all activity sectors of Greater Montreal.

100 members of the executive committees
solicit businesses for donations and support workplace campaigns.

2 loaned representatives
support volunteers to plan and organize workplace campaigns.

These resources are provided by companies. They join the Centraide team during the campaign.

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TechAide
The Montreal tech community comes together around a trove of activities to raise money for Centraide and provide its technical expertise to our agencies.

Elles Centraide
A group of inspiring women donors who want to encourage other women to become agents of change in our community through philanthropy and volunteering.

Generation Centraide
A group of young committed people who want to change things in their own way by getting together with other motivated young people to help reduce inequality in Greater Montreal.

$125,000 was raised at the first TechAide AI Conference.

25 businesswomen provided valuable advice to women looking for employment at a volunteer expertise-sharing activity.

40 portraits of people involved with our community agencies were done in partnership with Portraits of Montreal to promote what Centraide does for young people.
CENTRAIDE

Community outreach

CENTRAIDE’S MARCH OF 1,000 UMBRELLAS
20,000 people marched to launch the 2018 campaign.

CENTRAIDE CUP
30 teams tried to beat school drop-outs by raising $292,500, which represents $67,500 more than last year.

GENEROSITY REVEALED TRAVELLING EXHIBIT
About twenty companies welcomed this exhibition devoted to the winners of the 2018 Solidaires Awards that highlight the people and agencies who show remarkable involvement in the fight against poverty and social exclusion.

THE CENTRAIDE EXPERIENCE

40 neighbourhood tours organized with current and potential donors.

500 testimonials given at companies by more than 185 agency spokespeople.

350 caring activities at agencies carried out by groups of employees.
Solidaires Awards

350 representatives from the business and community sectors attended this event to hand out 13 Solidaires Awards.

Congratulations to the 2019 Solidaires Award winners!

WINNERS OF THE SOLIDAIRES TO COMPANIES:
- TC Transcontinental, Solidaires Corporate Commitment, 1,000 plus employees
- Énergie Valero Inc., Solidaires Corporate Commitment, 999 employees or less
- TD Bank Group, Solidaires Mobilization, 1,000 plus employees
- RGA Life Reinsurance Company of Canada, Solidaires Mobilization, 999 employees or less
- Solotech, Solidaires StartUp
- Hydro-Québec, Solidaires Innovation
- UNIFOR – Local Section 522, CAE Solidarity Union Leadership
- Hélène Silicani and Jacques Thibault, METRO, Solidaires Citizen Involvement

WINNERS OF THE SOLIDAIRES TO AGENCIES:
- La Relance Jeunes et Familles, Solidaires Empowerment
- NDG Community Council, Solidaires Mobilization
- Jean Panet-Raymond, Coordinator, Citizenship Participation Committee and Neighbourhood Plan Evaluation, Vivre Saint-Michel en santé, Solidaires Leadership
- Tania Charron, Executive Director, Action jeunesse de l’Ouest-de-l’Île (AJOI), Solidaires NextGen
- Parents’ Committee for the 18th Saint-Michel Gala for Newborns, Solidaires Citizen Involvement

TECHAIDE AI CONFERENCE

This event brought together ten of Montreal’s greatest researchers in artificial intelligence on the same stage and raised $125,000.

ELLES CENTRAIDE

About one hundred women Leader Donors and their guests came together to talk about philanthropy. For the occasion, Julie Cailliau, Editor-in-Chief of Les Affaires hosted a panel discussion with Anne-Marie Boucher, Lawyer, BCF Business Law, and Mitch Garber, Chairman of the Board of Cirque du Soleil and Chairman of the Board of Invest in Canada.
Acknowledgments

We want to thank our amazing volunteers as well as everyone who contributed in their own way to the mission of Centraide of Greater Montreal.

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Pour obtenir la version française de cette publication, veuillez communiquer avec Centraide du Grand Montréal par téléphone au 514 288-1261 ou par courriel à communications@centraide-mtl.org.