REPORT TO OUR COMMUNITY

2019-2020

and update on our activities related to COVID-19 as of July 10, 2020
We also set up a network to bring all actors together, so that our partners could talk to each other and understand the issues on the ground, so that agencies could get the support they need to reorganize, and so that people could quickly find an answer to their needs.

This unifying role is reflected in the trust that many corporate and institutional partners and private foundations have shown us. For example, the Lucie and André Chagnon Foundation and the Marcelle and Jean Coutu Foundation supported the Youth Project, which is active throughout the summer to help prepare more than 12,000 young people for a successful return to school in September. The cities of Montreal, Laval and Longueuil made sizable contributions to ensure that everyone receives a meal, including seniors in self-isolation. Generous donors made sure that hundreds of community agencies were able to be there for the most vulnerable populations. The Government of Canada chose the United Way Centraide network to roll out exceptional support via the New Horizons for Seniors Program and the Emergency Community Support Fund.

The road ahead remains long and winding, the challenges are many, and we’re sure to encounter new hurdles. The pandemic has highlighted and exacerbated social inequalities and the many forms of systemic racism and discrimination that existed well before the crisis, and have now become unignorable. Together with you, Centraide of Greater Montreal will do its best to anticipate needs, get in front of them and ensure that Greater Montreal remains strong and solid through the storm, with its unstoppable community spirit. Stay safe.

Lili-Anna Pereša, C.Q.  
President and Executive Director

Robert Dumas  
Chair of the Board of Directors

Impact of the pandemic

Greater Montreal was hit particularly hard by the COVID-19 pandemic. As community agencies saw an uptick in demand, Centraide of Greater Montreal jumped into action. We needed a flexible and wide-ranging response, so we established a COVID-19 Emergency Fund.
TABLE OF CONTENTS

Update on our COVID-19 activities 05

Undeniable social expertise 10

A partner for engaged and effective agencies 12

A partner in youth success 14

A partner in lasting solutions to take care of the essentials 15

A partner in innovative projects to break social isolation 16

A partner for building caring communities 17

Collective Impact Project 18

Community outreach 20

Acknowledgments 22

Thank-you to the social sector 23

LEGEND

Agencies that have received support from one of our emergency funds.

Centraide COVID-19 Emergency Fund

New Horizons for Seniors Program – Government of Canada

Emergency Community Support Fund – Government of Canada

Agencies that are or are not in the Centraide network.

In the Centraide network

Not in the Centraide network
We have been active from the first days of the crisis by supporting the 211 service, an information and reference service that makes it possible to track the development of social needs and identify missing resources, by also advising various authorities, by participating in local crisis centres and by establishing our COVID-19 Emergency Fund and the Youth Project, made possible thanks to the donations of businesses, workplaces, individuals as well as cities, boroughs, foundations and generous donors.

Because we were already a strategic and proactive social investor before the crisis, with acute knowledge of the reality on the ground—not to mention our agility at disbursing funds—the federal government trusted our expertise to allocate the funds of two of its help programs (ECSF and New Horizons) where needs were greatest.

Community agencies played an essential role by responding effectively and quickly to the needs of hundreds of thousands of people who were suddenly at loose ends. Over 550 front-line agencies in Greater Montreal, 60% of whom were not part of Centraide’s usual network, received financial support. 

As of July 10, 2020, over $16M has been given to these essential community agencies.
This additional financing has helped agencies reorganize to maintain and sometimes increase contact with vulnerable people and those made vulnerable by the health crisis. This fund was made possible thanks to donations from companies, organizations and trade unions, generous donors, foundations, cities and boroughs.

441 projects received funding. Here are a few examples:

**MultiCaf**
MultiCaf provides food security for underprivileged people in the Côte-des-Neiges neighbourhood. This breaks their isolation, develops their sense of community belonging, and promotes their individual empowerment. Since the start of the COVID crisis, MultiCaf has already distributed more than 20,000 food aid baskets, compared to 17,000 for the year 2019.

**Santropol Roulant**
At the start of the pandemic, Santropol Roulant revised its procedures and put all the energy needed into its meal distribution service to meet the critical needs of confined seniors and people with disabilities and to significantly increase the number of meals delivered (more than 1,582 frozen meals distributed to more than 520 households over a 4-week period). The agency has also established a caring calls program to call each client one by one, just to check in on them.

**La Tablée des Chefs**
La Tablée des Chefs and its partners—including Centraide—have launched Les Cuisines Solidaires, a major initiative to fill the fridges of community agencies by producing over 2 million meals that are distributed to vulnerable people.
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**Centraide of Greater Montreal**

$7.1M

Allocated to agencies as of July 10, 2020

**CENTRAIDE COVID-19 EMERGENCY FUND YOUTH PROJECT**

MARCH 13

Start of lockdown

MARCH 25

Creation of the Centraide COVID-19 Emergency Fund

MARCH 27

Start of allocation to agencies

Major donations from the Lucie and André Chagnon Foundation, the Marcelle and Jean Coutu Foundation, and subsequently Eidos-Montréal and Square Enix Montréal, have made it possible for Centraide of Greater Montreal to launch the Youth Project. Throughout the summer, more than 12,000 isolated and marginalized young people will receive educational and psychosocial support so that they can continue their studies and go back to school in 2020–2021 with the best chances of success.

$1.5M

Allocated to agencies as of July 10, 2020

56 youth agencies received funding. Here are a few examples:

**Diapason-Jeunesse**

Diapason-Jeunesse has adapted its services to maintain a connection with some 30 youth in Laval who have a difficult relationship with school, by offering online programming throughout the summer, including discussions, a book club, journaling, a photo scavenger hunt to get them outside, volunteering, and a back-to-school workshop. The organization was also able to count on technical support and was able to purchase laptops and tablets.

**Centre communautaire Jeunesse Unie de Parc-Extension**

The goal of the Centre communautaire Jeunesse Unie de Parc-Extension during this health crisis is to help young people catch up on schooling, provide structured social and educational activities for youth (rather than leave them with no structure at all for the summer), and promote virtual interaction and school exercises.

**MAY**

Application period during the month of May

**APRIL 29**

Joint creation with our donor-partners

**JUNE 8**

Start of allocation to agencies
The New Horizons for Seniors Program (NHSP) is a federal program of grants and contributions that supports projects created by and for seniors who want to have a positive impact on the lives of others and in their community.

NEW HORIZONS FOR SENIORS PROGRAM (NHSP)

MARCH 29
Announcement of a new envelope for the program

30 MARCH
Funds available through the COVID-19 Emergency Fund

Government of Canada
$9M distributed between the United Way Centraides of Canada.

$683k
Allocated to agencies as of July 10, 2020

Here are some examples of agencies funded by the New Horizons program:

Mon Resto Saint-Michel
Over 600 people have benefited from psychosocial and food support services. The agency’s members were contacted during lockdown to assess their needs. Volunteers delivered over 700 emergency food assistance baskets (including fruits and vegetables, processed products, and frozen meals) in the Saint-Michel neighbourhood and received and returned more than 1,500 calls.

Centre SCAMA (Laval)
Since the start of the pandemic, the Centre SCAMA (Centre de services communautaires et d’aide au maintien de l’autonomie) has delivered groceries and expanded its emergency food assistance services (meals on wheels and frozen meals). Also, every day, 30 volunteers make friendly phone calls to 300 seniors in self-isolation, a service offered in several languages (including French, English, Arabic, Armenian, Spanish and Greek).

Centre des aînés Côte-des-Neiges
The Centre des Aînés Côte-des-Neiges provided services to more than 320 autonomous and semi-autonomous seniors from all social, economic and cultural backgrounds, and provide them with activities and social services while encouraging them to connect, help each other, and participate in the agency’s democratic life.
The Emergency Community Support Fund (ECSF) is a $350M investment made by the Government of Canada via Employment and Social Development Canada (ESDC) to help vulnerable populations manage the effects of COVID-19.

The Government of Canada has partnered with United Way Centraide Canada, the Community Foundations of Canada (in our area, the Foundation of Greater Montreal) and the Canadian Red Cross, in order to distribute the ECSF across the country.

Government of Canada

Centraide of Greater Montreal was entrusted with a $12M envelope split into 3 parts. Parts 1 and 2 completed. Part 3 ongoing.

$7.1M Allocated to agencies as of July 10, 2020

202 agencies/projects received funding from Centraide. Here are a few examples:

Service d’interprète d’aide et de référence aux immigrants (SIARI)

This interpreting service has translated all the relevant government communications into 15 languages during COVID-19.

Socioeconomic Summit for the Development of Black Communities

Thanks to the 4C project, over 700 additional targeted families will be supported. This initiative aims to assist these families by offering them equipment, internet access and support to combat the digital divide amplified by COVID-19.

Cantine pour tous

In collaboration with Cuisine collective Hochelaga- Maisonneuve, La Corbeille Bordeaux-Cartierville, Resto Plateau and Traiteur BIS, coordinates the production of meals for five food supply sites temporarily set up in five Montreal hotspots to meet the critical needs of homeless people. An emergency mobile food distribution is also being deployed from east to west to reach out directly to homeless people.

EMERGENCY COMMUNITY SUPPORT FUND (ECSF)
CENTRAIDE

UNDENIABLE SOCIAL EXPERTISE

Before the pandemic, 614,000 people were living in poverty and exclusion in Greater Montreal. We cannot ignore issues like poverty, student dropouts, food insecurity, social isolation or homelessness, which too many people are facing.

Centraide’s mission is to break the cycle of poverty and social exclusion, to everyone’s benefit, by supporting youth success, taking care of the essentials, breaking social isolation, and building caring communities.

The basis of our expertise

Our expertise is based on acute knowledge of the community dynamics and the needs of underprivileged people. We are able to make smart investments that are grounded in reality and that support successful agencies and leaders in their communities.

To effectively reduce poverty, Centraide takes a holistic approach to communities: the needs of the people who live there, the issues, and the community dynamics. To do this, it weaves solid connections with neighbourhood committees, institutions (municipalities, public health, schools, the police), and top community agencies with sound management practices and effective governance.

$49.4M

INVESTED IN COMMUNITIES OF GREATER MONTREAL IN 2019-2020

Laval, Montreal and the South Shore
Did you know?

1. In underprivileged areas in certain neighbourhoods of Montreal, 40% of youth drop out of school.

2. While at the beginning of the pandemic 26% of Quebec adults lived in a household in a food insecure situation, this proportion was 15% as of May 20. Of these, the population of the Montreal Metropolitan Area was the most affected.

3. In Laval, 1 person out of 9 lives on a low income.

Centraide knows communities well

THAT’S WHY WE CAN HELP TACKLE THE CHALLENGES RELATED TO POVERTY AND SOCIAL EXCLUSION

- **Toujours Ensemble in Verdun** assists youth facing school, family, economic or social difficulties. The agency offers various programs, including school retention, homework help, and extra-curricular activities.

- **La Croisée de Longueuil** offers three food security programs. La Petite Cuillère for affordable menus, Les Cuisines Collectives, for those who want to eat healthier while saving money, and an emergency food assistance program.

- **La Maison de la famille** at the Centre communautaire Val-Martin in Chomedey-Est supports families facing a range of difficulties (single parents, poverty, immigration).

Also supported by the Youth Project Fund

Also supported by the Centraide COVID-19 Emergency Fund

Also supported by the Emergency Community Support Fund – Government of Canada

**350 AGENCIES AND PROJECTS SUPPORTED IN 2019-2020**

**35 NEIGHBOURHOOD ROUNDTABLES**
CENTRAIDE

A PARTNER FOR ENGAGED AND EFFECTIVE AGENCIES

The annual Solidaires Awards recognize the remarkable contribution of agencies and people who are committed to community action and who work every day to mitigate the effects of poverty and exclusion on the most vulnerable people in our community.

The “200 portes” HM Parents’ Committee

Solidaires Citizen Involvement

The “200 portes” Hochelaga-Maisonneuve Parents’ Committee is made up of a dozen committed parents who get involved in the neighbourhood to find local solutions to families’ concerns. This project was led by the Hochelaga-Maisonneuve neighbourhood round table, which was very active during the COVID-19 crisis.

Pierrette Gagné

Executive Director, Information and Referral Centre of Greater Montreal

Solidaires Leadership

When Pierrette Gagné took over as the head of the Information and Referral Centre of Greater Montreal (IRCGM) in 2013, she had two goals: to modernize the agency and to make it a key player in Quebec’s social sector, particularly by implementing the 211 multi-platform information service. Since 2018, 211 has been accessible in 82 municipalities of the Montreal metropolitan community. During the COVID-19 crisis, 211 was an essential service that helped tens of thousands of people find emergency food assistance.

Also supported by the Centraide COVID-19 Emergency Fund
The 5 winners of our Solidaires Awards are selected from our 350 agencies and projects

Regroupement Partage, “Cultiver l’Espoir” project

**Solidaires Mobilization**

The Regroupement Partage had an idea in 2011 to create a multi-stakeholder (Ville de Montréal, Métro, Groupe Morneau, etc.), multi-sector, and circular social economy project to address a range of issues: a lack of fresh food at food banks, pressure on agricultural land, a growing demand for local and organic products, and the desire to promote healthy eating.

Calixa-Lavallée High School Peer Support Group

**Solidaires NextGen**

Coup de pouce jeunesse de Montréal-Nord is a community agency that promotes self-esteem and mutual aid among teenagers from diverse cultures. The youth are excellent at helping newcomers integrate and are a model to follow.

Centre for Community Agencies (COCo)

**Solidaires Empowerment**

The mission of the Centre for Community Agencies (COCo) is to provide training for the community network. It helps build a more socially fair world by sharing its training expertise on systemic racism and by promoting the health and well-being of community agencies in Quebec.

Also supported by the Centraide COVID-19 Emergency Fund
Too many children still live in families that don’t have the resources or the support to provide an environment or conditions that are favourable to their development.

Too many children enter kindergarten poorly prepared and immediately fall behind in a way that could affect their entire academic career.

Our action
To get young people on the road to success and break the cycle of poverty and exclusion:

- Stimulate infant development
- Keep kids in school
- Support parents and families
- Prevent homelessness

Let’s encourage student retention
Tommy dropped out of grade 7 as he was repeating it for the third time. He participates in Benado’s Pivot program, intended for teen dropouts.

Centraide’s support for academic success helps prevent many teens from dropping out of school without a diploma and becoming adults with precarious employment.
CENTRAIDE

A PARTNER IN LASTING SOLUTIONS TO TAKE CARE OF THE ESSENTIALS

In Greater Montreal, many people live in housing that is inadequate or beyond their means. No individual or family should spend more than 30% of their income on housing. But when you work for minimum wage, it’s impossible not to exceed this ratio.

Our action
So that people and families can meet their essential needs:

• Provide food security
• Facilitate access to decent housing

Let’s put an end to poverty, social isolation and food insecurity
Darquis spent a long time isolated in his basement without the means to eat well before he found a new family in one of the 350 agencies that Centraide supports.

With rent and bills coming first, many people are forced to cut other essential needs, like food and clothing. Centraide takes action so that everyone can live with dignity.
Let’s not ignore mental health problems or distress

Gisèle’s daughter was diagnosed with bipolar disorder as a student. Together, they have managed to live better with the challenge of mental illness thanks in part to your generosity, which allows relevant agencies to support them.

Centraide takes action by providing marginalized people with support, networks, mutual aid, a sense of belonging, and opportunities to get involved.
CENTRAIDE

A PARTNER FOR BUILDING CARING COMMUNITIES WITH THE HELP OF THOUSANDS OF VOLUNTEERS

Residents, agencies and institutions are joining forces to find solutions to problems that they face in their neighbourhoods. Centraide takes action by giving agencies the means to play a leading role in improving living conditions in their neighbourhood.

Our action
To help build stronger communities:

• Bring neighbourhoods to life
• Encourage volunteer action
• Reinforce community agency skills and leadership

Let’s shape the future of our neighbourhoods together

Centraide’s agency network can count on thousands of volunteers on the ground, like Francis.

In addition to encouraging volunteering, Centraide supports round tables in each neighbourhood that shed light on social issues related to quality of life, security, the environment, etc.
EVALUATION BY THE NISKA COOPERATIVE:
How are the 5 neighbourhoods that are receiving intensive CIP support progressing toward their goals?

METHOD
> 70 people interviewed
> 6 focus groups
> Online survey
> A general meeting for collective analysis

RESULTS
SIGNIFICANT ADVANCES IN 5 ESSENTIAL AREAS that are generating an impact on POVERTY REDUCTION in neighbourhoods

COMING TOGETHER AROUND COMMON ASPIRATIONS and creating strategies to fight poverty

CREATING COMMITMENT around neighbourhood roundtables that provide unifying leadership

GETTING PEOPLE INVOLVED in finding solutions to the issues that concern them

LEARNING TOGETHER and measuring the impact of initiatives to improve collective action

THREE AREAS OF ATTENTION indicated by the interviewed neighbourhood stakeholders

• $25M OVER FIVE YEARS
• $3 243 935M INVESTED IN 2019-2020
• $8.4M INVESTED TO DATE
MOVING TOWARD
SYSTEMS CHANGE

“Our strategies are stronger because they are created collectively”

CREATING STRATEGIC ALLIANCES TO ACT ON SYSTEMS

5

Saint-Léonard
The School-Family-Community project for newcomers has been extended to other schools in Montreal’s east end.

Saint-Michel
A secondary school’s urban agriculture program is helping to improve food security in the neighbourhood.

Parc-Extension
The new neighbourhood roundtable is taking action and has become a voice for citizens.

Centre-Sud
Real estate developers and institutions are considering the wishes of local residents.

Côte-des-Neiges
Health-network and borough stakeholders are advancing their practices in the areas of housing and safe housing conditions.

Considering time as an essential ingredient when deploying collective strategies
Avoiding the risk of overextending the project’s stakeholders
Making these approaches last over the long-term

December 2019
pic.centraide.org
CENTRAIDE
COMMUNITY OUTREACH
Centraide’s March of 1,000 Umbrellas (1 and 2)
Thousands of people marched to kick off the 2019 campaign with our co-chairs Éric Martel and Andrew Lutfy.

ELLES Centraide (3)
A group of inspiring women who want to encourage other women to become agents of change in our community through philanthropy and volunteering.

Centraide Cup (4)
30 teams gathered together at the Saputo Stadium to help raise $305,000 to help reduce the school dropouts problems.

Génération Centraide (5)
A group of engaged young people who want to change things in their own way by rallying motivated youth around a shared goal: to reduce poverty in Greater Montreal.

Major donors tour 2019 (6)
Major donors visit community agencies. The Major Donors Cabinet is chaired by Isabelle Marcoux.

#Unignorable campaign (7)
A campaign in partnership with Pantone to highlight the issues related to poverty and social exclusion that are too often ignored.

TechAide AI4Good Conference and Hackathon (8)
Montreal’s tech community came together around a series of activities to raise funds for Centraide and offer its tech expertise to our agencies. Over $165,000 was raised.
Thank you to our major donors and thank you especially to the co-chairs of our 2019 campaign, Éric Martel and Andrew Lutfy, as well as Isabelle Marcoux, chair of the Major Donors Cabinet.

Thank you also to everyone who contributed in their own way to the mission of Centraide of Greater Montreal.

BOARD OF DIRECTORS AND VARIOUS COMMITTEES

Robert Dumas, president

SOCIAL DEVELOPMENT INVESTMENT COMMITTEE

Caroline Bougie, president
Francis Alerte, Sharon Bitensky, Richard Bond, Asma Brahimi, Rémi Coderre, Joanne Doucet, Marie-Ève Hébert, Indu Krishnamurthy and Bernard Truong

2019 CAMPAIGN CABINET

Éric Martel et Andrew Lutfy, copresidents

COMMUNICATIONS-MARKETING COMMITTEE

Mark Pathy, president
Normand Bélisle, Fadjiah Jade Collin-Mazile, Bobby Destounis, Justine Gagnon, Anne-Marie Leclair, Karen Macdonald, Mathieu Peloquin, Annie Thong Phanith and Thara Tremblay-Nantel

MAJOR DONORS CABINET

Isabelle Marcoux, president
CAMPAIGN TO THANK SOCIAL SECTOR WORKERS

Thank you to all our partners and donors who made this campaign possible.

While we are learning to bake bread, **MARIA IS HELPING THE HUNGRY.**

#UNSTOPPABLE COMMUNITY SPIRIT

THANK YOU to all community service workers and volunteers.

While we look to return to normal, **FRANCIS LOOKS AFTER THOSE WHO NEED IT THE MOST.**

#UNSTOPPABLE COMMUNITY SPIRIT

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#UNSTOPPABLE COMMUNITY SPIRIT