Major Jonors CIRCLE



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MAJOR DONORS' CHALLENGE

Message from Eric La Flèche and Isabelle Marcoux



Chair of the Major Donors' Circle

ERIC LA FLÈCHE President and Chief Executive Officer, Metroino

Honorary Chair of the Major Donors' Circle

ISABELLE MARCOUX, C.M. Chair of the Board Transcontinental inc

Dear Members of the Major Donors' Circle,

It is our privilege to present the 2023 Major Donors' Directory from Centraide of Greater Montreal's 50th annual campaign.

Year after year, donations from Major Donors have figured prominently in the success of Centraide of Greater Montreal's annual campaigns. In 2023, their gifts represented 31% of total donations, or nearly \$21 million. The 830 members of the Major Donors' Circle make up 1% of all donors but contribute one third of all donations. Simply put, your generosity is extraordinary. Thank you!

Nevertheless, the recent difficult social context in Greater Montreal shows how much we need a strong social fabric. Our community needs this fabric to help those who have fallen to get back up and those about to fall to feel more stable in their lives. This is the mission of the 375 agencies supported by Centraide, which work tirelessly every day to support over 800,000 people in vulnerable situations.

While this task only gets bigger, your commitment, generosity and leadership inspire more people every day to give and join this great movement of solidarity.

On behalf of the entire Greater Montreal community, we extend our deepest thanks for your generosity. As we get ready to embark on our 2024 campaign, we know that we can count on your invaluable support again this year because, while 1 out of 5 people receive help thanks to your generosity, 5 out of 5 people benefit from it.

THANKS TO OUR LEAD





ISABELLE MARCOUX





MITCH GARBER



ANDREW LUTFY

As part of Centraide of Greater Montreal's 50th anniversary, and to emphasize the lasting impact of its work, our **Lead Philanthropists,** Isabelle Marcoux, Stephen Bronfman, Mitch Garber, and Andrew Lutfy, matched the donations of new Major Donors by 150% during the 2023 campaign.

Their exemplary generosity and unwavering commitment make them true role models, inspiring our entire community to surpass themselves for the common good. We extend our sincerest thanks to them for their invaluable support.



LEADING MAJOR DONORS

With their exceptional annual gifts of \$100,000 or more, our Leading Major Donors play an essential role in supporting Centraide of Greater Montreal's mission. Their significant impact goes toward funding large-scale projects and creating lasting change in our community.

GRAND PHILANTHROPISTS \$1,000,000 AND MORE

Lucie and André Chagnon Foundation YPIC

Marcelle and Jean Coutu Foundation YPIC

PHILANTHROPISTS \$500,000 - \$999,999

Azrieli Foundation *

Pathy Family Foundation * PIC

VISIONARIES \$200,000 - \$499,999

Definity Insurance Foundation PIC

Hélène and Paul Desmarais Jr Y

Jacques L'Écuyer Family Foundation ¥

Isabelle Marcoux, C.M *

McConnell Foundation PIC

Foundation of Greater Montreal Y PIC

Mark and Jessica Pathy *

Rossy Family Foundation Y PIC

Mirella and Lino Saputo Foundation Y PIC

And two anonymous Visionaries donors

BENEFACTORS

Charles Brindamour *

Jean-Guy Desjardins Y

Michelle Setlakwe and

Hewitt Foundation

Étienne Lagacé

Les Deux Phillipe Y

Jean-Pierre Léger Y

Molson Foundation PIC

Jean-Luc Pageard

Charron Family Y J.V. Raymond Cyr Y

\$100,000 - \$199,999

Honourable Michael M. Fortier, c.p. Y

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Yvan and Hadia Dupont Y

Mia, David, Dana and Jonathan Goodman, The Morris and Rosalind Goodman Family Foundation *

Andrew Lutfy *

Mongeau Family Foundation *

Peacock Family Foundation * PIC

Carolyn and Richard Renaud

Pierre St-Michel

MAJOR DONORS AND GOLD LEADERS DIRECTORY 2023

Donor who contributed to the Collective Impact Project in 2023.

Donor for 10 years or more.

Let's all lend a hand

Centraide: A pillar of effective charity



MARIE-JOSÉE COUTU Marcelle and Jean Coutu Foundation

"Since its creation in 1990, the Marcelle and Jean Coutu Foundation has worked with Centraide as a trusted partner. Choosing the best allies for your mission is key, and Centraide has always shown a unique ability to bring people together, mobilize resources, and create solutions to maximize our community impact. Its effectiveness and unifying role make it a vital choice to strengthen the Montreal community and support its most vulnerable members.

Over the past 34 years, I have seen how much Centraide puts its exceptional work into supporting causes that are often overlooked—if not invisible—but that are essential to Montrealers' unity and well-being. Centraide has developed and honed its expertise through innovative methods and meticulous analysis. This approach provides donors with invaluable indicators that help us understand challenges and effectively direct our contributions over the long term.

Centraide acts as a true social investor and is always in touch with the changing needs of our society. By drawing from not only the business community and companies but also the agencies in its network, Centraide can position itself as a pillar of effective charity. Its support for innovative initiatives, such as the neighbourhood roundtables, shows how well it adapts and responds to current challenges.

Given the increasing complexity and disruption of our times, the strengthening of our social fabric is as crucial as ever. This mission needs to include the voices and experiences of people who benefit from Centraide's support, as they provide a deep understanding of social issues. Centraide plays a unique role as a leader that joins everyone's forces and directs efforts toward lasting solutions and concrete avenues for change. Together, we each have a duty to contribute in our own way."



A Demonstration of Gratitude



MORRIS GOODMAN Co-Founder, Pharmascience Co-Founder, The Morris & Rosalind Goodman Family Foundation



DAVID GOODMAN Chief Executive Officer, Pharmascience



IONATHAN ROSS GODDMAN Executive Chairman, **Knight Therapeutics**

"Nobody is born philanthropic. Parents need to teach their toddlers the beauty of sharing. We have always believed it was our obligation to look after Montreal's most vulnerable. Our family matriarch, Rosalind Goodman, of blessed memory, taught a wonderful mantra: 'We were not put on this earth just to take up space. We were created to make a difference.'

We feel blessed to live in Montreal, Quebec and Canada, where democratic values and individual liberty reign supreme. As three proud Montreal families, we appreciate this blessing. Centraide provides support with dignity and respect to Montreal residents who live in or near poverty. Nothing conveys gratitude better than giving back.

In the spirit of teaching philanthropy, we have long encouraged our devoted workers at Pharmascience and Knight Therapeutics to support Centraide's life-changing work through payroll donations. Every donation makes a difference.

The Hebrew phrase 'L'Dor va Dor' literally means 'from generation to generation'. Our greatest hope is that our children and grandchildren will continue to show gratitude by touching the lives of Montreal's most needy by supporting Centraide."



Investing in Education and Fighting Poverty



STEEVES BUJOLD
Partner, Quebec Litigation Group Leader,
McCarthy Tétrault

YANNICK JACQUES
Pharmacist

"When I was a kid, I saw my mom doing a lot of volunteering. We didn't have a lot of money but my parents always found a way to donate a few dollars to fundraisers. So I grew up with values of generosity and giving ingrained in me.

When I joined McCarthy Tétrault more than 20 years ago, I saw that the firm actively supports Centraide. I always contributed what I could afford because I had confidence in Centraide. Why so? Because Centraide funds non-profit agencies that help the Montreal community. When you give to Centraide, the bulk of the money goes directly to where the need is greatest. As individual donors, we can't always know whether an agency's work is meaningful and has a lasting impact, so we rely on Centraide to perform those checks and direct the funds where they will do the most good in the long term.

I firmly believe that we must invest in education and fighting poverty in Montreal. Many social problems, such as violence and crime, are linked to poverty. If people don't have food or shelter, other problems arise. Quebec is growing fast thanks to immigration and it's imperative to make sure newcomers can integrate, find jobs and build new lives.

I think it is very important to give something back. I believe we need to do more as individuals. Giving also brings a sense of fulfillment and well-being. If you haven't tried it, I highly recommend it. Giving without expecting anything in return, just to give someone a chance, is a truly rewarding experience."



Giving to Centraide to Address Urgent Needs



MARIE-JOSÉE GAGNON CEO and Founder, Casacom and Brave

LOUIS-MARTIN O'NEILLPartner, Davies Ward Phillips & Vineberg LLP

"Philanthropy has always been a part of our lives. We have always given as much as we could afford. You don't have to be a millionaire to give. If every Montrealer who can afford it gave \$20 a month, this would be a different city.

In recent years, philanthropy has become more meaningful to us. Our family is well established — now is the time to give more. We decided to get involved with Centraide of Greater Montreal for several reasons.

We see obvious distress on the streets. Many other people, though less visible, also need help.

Centraide is like a philanthropic mutual fund: it supports more than 375 different agencies. By supporting Centraide, we are able to make a difference for a multitude of causes and needs. We are helping to solve many problems at once.

We are also impressed by Centraide's ability to adapt quickly to our society's pressing problems. Whether it's the housing crisis, food insecurity or integrating newcomers, Centraide is there to meet the needs of the day and provide concrete, effective support where it's required.

We are particularly sensitive to equal opportunity and the conviction that everyone deserves decent living conditions. We believe this is the foundation on which all other forms of personal and social development rest.

Each donation to Centraide helps building a fairer, more inclusive future for all Montrealers."



MAJOR DONORS AND GOLD LEADERS DIRECTORY 2023

Let's all lend a hand → 1

Citizen Power



LAURIE LANOUE Office Managing Partner for Montreal, McKinsey

"I've been involved in philanthropy since the beginning of my career. As a young consultant at McKinsey, I had the opportunity to do pro bono work for Centraide, got to know the organization and felt the positive energy that comes from contributing to our community.

Citizen power is part of my life. As a Montrealer, I firmly believe that it is our responsibility to make a positive contribution to our society. We are all in this together; we share a common destiny. Each of us has a responsibility to shoulder some of the social burden and give back to the community, especially if we've been fortunate enough to receive.

Over the past few years, I've had the opportunity to work with my colleagues at McKinsey and Centraide on housing-related projects. It's something that's close to my heart; decent living conditions for all is basic. The extensive work I've done in this area has given me an appreciation of its impact on the lives of Greater Montreal residents.

I'm also very concerned about kids dropping out of school. School is where it all begins. Education opens the door to more opportunities and choices. The academic development of young people is vital for the future of our society.

I believe everyone should give what they can. I'm fortunate to have a good education, a good job and a supportive environment. It's important to give something back, because any of us may need Centraide's help one day. It's just a matter of contributing what we can: by making a donation, giving of our time or sharing our skills."



Supporting the Local Community



SHARON STERN
President, Eastmore Management

AARON STERNManaging Partner & Chief Investment
Officer, Converium Capital

"We believe it is our duty to help where we can and are fortunate to be able to support many fantastic organizations in Canada and beyond to help tackle issues ranging from hunger and homelessness to health and education.

While there are so many great organizations and causes that need support, we want to ensure we do our best to support the needs of the local community which is why we are so passionate about Centraide. As an aggregator for many local agencies, Centraide can properly evaluate the structure and overhead costs, and ensure that donations are distributed based on need.

It is important to support the community in which we live to build a prosperous future for generations to come. A strong community can only lead to positive outcomes for everyone.

This is also the lesson we share with our sons. We involve them more and more in our charitable events so that they understand the reason for our commitment."



DEFENDERS \$75,000 - \$99,999

Pierre Anctil *

Cynthia and Jean Aucoin *

Hélène Robitaille and Pierre Beaudoin Y

J. Armand Bombardier Foundation Y

Jean E. and Lucille Douville Foundation 🗡

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Trottier Family Foundation

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Philippe Boivin and Joëlle Fragasso-Marquis

Donor for 10 years or more.

PIC Donor who contributed to the Collective Impact Project in 2023.

Deceased donor.

MAJOR DONORS MAJOR DONORS

Guylaine Couture

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Kira Aung-Thwin and Patrice Forget 🕈

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Acting today to support the communities of tomorrow, that's the choice that Many Major Donors and Gold Leaders have made by planning a legacy gift to Centraide.

The Generations' Circle brings together these donors who have made a commitment to future generations of the Greater Montreal area, in order to honour their exemplary gesture that paves the way for the continuity of our action.

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Donor for 10 years or more.

Donor who contributed to the Collective Impact Project in 2023.

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The Promise of a Bequest



ANNE-MARIE HUBERTPartner, Ernst & Young,
newly retired

JERRY ADDLEMAN
Retired

"I've always felt privileged. In our little village of Maniwaki, my family owned the general store, so we had enough to eat, clothes, everything we needed. But my grandparents and parents had seen hard times during the war and they instilled in me values of caring and community. It was unthinkable to them that anyone in our village should go without the basics.

When I moved to Montreal, I encountered Centraide fundraisers in my workplace. Our managers believed in Centraide. They recognized its effectiveness in identifying and meeting the needs in the community. Giving to Centraide was a way for me to carry on the tradition of helping.

I've had the opportunity to work closely with Centraide committees. I've seen the care with which they allocate resources and the competence of their volunteers and staff. Centraide gives everyone a chance to contribute and I see the concrete impact of their actions.

For my husband and me, making a planned gift was a no-brainer. People don't always think of it because you don't like to contemplate the end of your life. But as we age, it becomes important to make sure our children and loved ones are comfortable after we're gone, while making a lasting impact. Our children had the privilege of a good education. They won't need it all when we're gone. We want to continue supporting the causes we care about and leave a legacy that makes a difference."



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Tribute

TO DONORS WHO HAVE PASSED AWAY

Centraide of Greater Montreal
honours the memory of the donors
who passed away this year. These
kind-hearted people quietly contributed
to the well-being of thousands of people
and families in the community. The
Centraide team extends its deepest
condolences to their loved ones.

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