



Centraide
of Greater Montreal

50 years
of solidarity

Report to
Our Community

2024
2025

MARCH 31, 2025



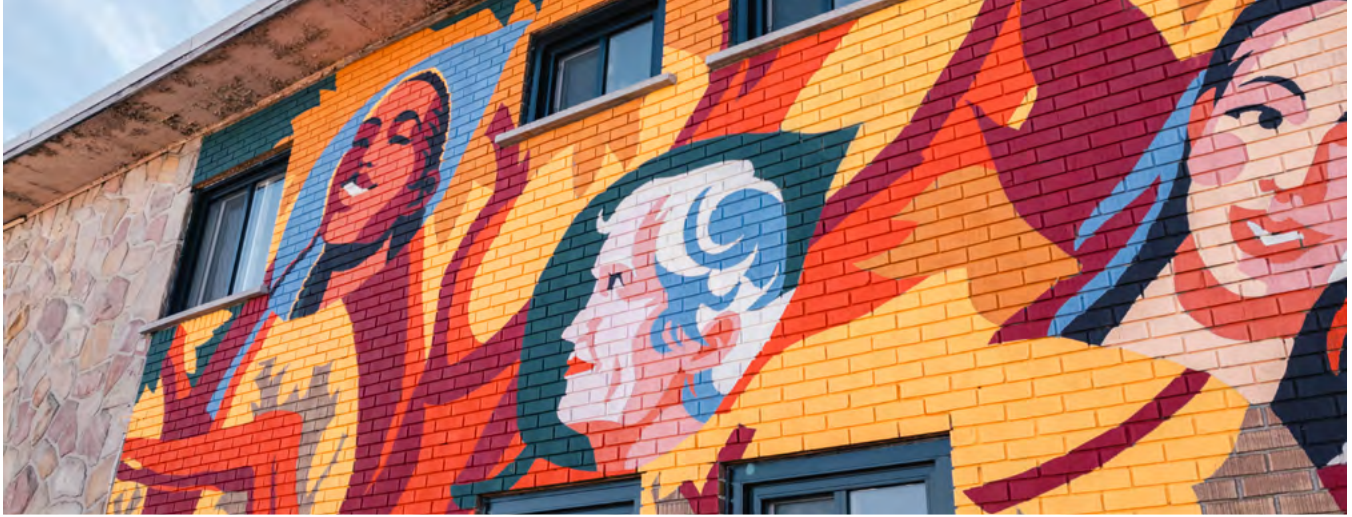
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We acknowledge

Centraide of Greater Montreal carries out its mission in Tiohtià:ke, an unceded Indigenous territory. We recognize the Kanien'kehá:ka Nation as the custodians of the lands and waters of this area and of the place commonly known as Greater Montreal.

Over the years, this territory has served as a site of exchange, welcome and gathering for many Indigenous nations who have lived or passed through here. Today, Greater Montreal is still home to Indigenous communities who are very active on this land. It is with respect for the continued connections with the past, present and future that we recognize and honour them.

In a spirit of truth, justice and reconciliation, Centraide is committed to being an ally and taking concrete action to foster closer ties with Indigenous peoples.



Mission

Taking action together for an inclusive Greater Montreal without poverty.

Vision

For all people to live in dignity in communities where they can reach their full potential.

- **Being in a situation of poverty** means not having the resources to meet your essential needs. It generally means having to live one day at a time and always worrying about the future. It means experiencing constant stress and, in many cases, facing social isolation.
- **Experiencing social exclusion** means being left out or marginalized because of a specific trait (sexual orientation, gender identity, age, disability, ethnic or cultural origin, or a similar characteristic) or due to a specific situation (poverty, job loss, family trauma, mental health problem, complex immigration pathway, or other circumstance that trigger a series of hardships).

Values

Solidarity

We are committed to supporting and showing empathy to each other. Solidarity unites us through our belief in our collective responsibility to prioritize human dignity and equal opportunities.

Collaboration

We are committed to collaboration and to fostering collective intelligence by harnessing each person's strengths. Working together and creating synergy let us transform challenges into opportunities.

Excellence

We are committed to giving the best of ourselves to maximize our impact and fulfill our mission. Our effort and our curiosity allow us to be proactive and innovative.

Integrity

We are committed to integrity so that we can make sound, fair and courageous choices. Our work ethic lets us build lasting relationships based on trust.

Respect

We are committed to cultivating a respectful environment that contributes to equitable and fair relationships and in which each person feels listened to and valued for their diversity.

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Acknowledgements

Message from the President and Executive Director and Chair of the Board

Centraide's 50th anniversary is now written into its history, and these 50 years have been filled with solidarity, generosity and, above all, social impact. This milestone represents half a century of engagement, with hundreds of community agencies, hundreds of Centraide employees, thousands of extraordinary volunteers and tens of thousands of donors coming together decade after decade to create this strong social safety net that truly reflects Greater Montreal.



Claude Pinard
President and Executive Director

Grégoire Baillargeon
Chair of the Board

To honour this half-century of shared action and commitment, Centraide wanted to leave lasting and special gifts to its communities: commemorative murals were put up in neighbourhoods in Laval, Longueuil and Montreal; our open house days attracted hundreds of visitors curious to discover the essential role of community agencies; and we partnered with the Orchestre Métropolitain to organize free concerts in parks. Each of these initiatives attests to Centraide's deep commitment to local communities, which you can learn more about in this report.

The success of our 50-year mission comes from the community's strength and perseverance. From small neighbourhood agencies to municipal roundtables, everyone has worked tirelessly to meet the needs of vulnerable people. Their role is crucial now more than ever. The environmental, economic and social instability disrupting our society has direct impacts on our communities. For example, the housing crisis has exacerbated vulnerability while the homelessness crisis is getting worse and food insecurity is on the rise. Groups in a particularly precarious situation include single-parent families, single people, non-permanent residents, people belonging to a visible minority group, and people without a high school diploma. Since social emergencies can't wait, Centraide increased its investments this year in some of these key areas.

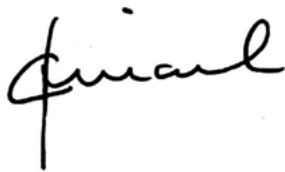
Once again, agencies have been drawing from whatever energy reserves they have to support vulnerable populations. Centraide supports their work in different ways with not only funding, of course, but also support to help them build skills and develop their role as local stakeholders. Centraide is both a strategic social investor and a partner who influences social policy.

The work done by the community sector and Centraide is made possible through every donation we receive. In 2024-2025, a growing outpouring of generosity allowed us to invest \$70,261,752 in our communities.

We want to give our warmest thanks to our two campaign co-chairs, Nadine Renaud-Tinker and Mirko Bibic, as well as to all volunteers and the Centraide team, who put their passion and generosity into making every project a success. Because of you all, we can continue to build bridges between neighbours, cultivate mutual support, and uphold our deep values of solidarity, with the ultimate goal of bringing people together to take action for an inclusive, poverty-free Greater Montreal.

As we embark on a new fiscal year, we are determined to continue this mission with even greater resolve guided by the three main components of our strategic plan: 1) act as a social catalyst to address vital social issues; 2) be a vital partner who goes beyond simple collaboration to create solid, lasting connections with our allies; and 3) strive for organizational excellence through high standards of efficiency, diligence, and optimization and a professional environment that lets our employees develop and thrive. All of this has been made possible thanks to exemplary governance founded on strict practices and transparency along with an organizational culture based on our core values that include equity, diversity and inclusion. We put these values into practice every day, as they guide our decisions and help us better understand and address the challenges faced by the people we support.

Together, we have made our 50th anniversary the start of a new era in which every act counts, every contribution forges a better future, and every encounter reminds us how our community commitment is the foundation for all social progress. Let us continue down this path with even greater unity, solidarity, and determination to make Centraide a force for lasting change for every neighbourhood, individual and family in Greater Montreal.

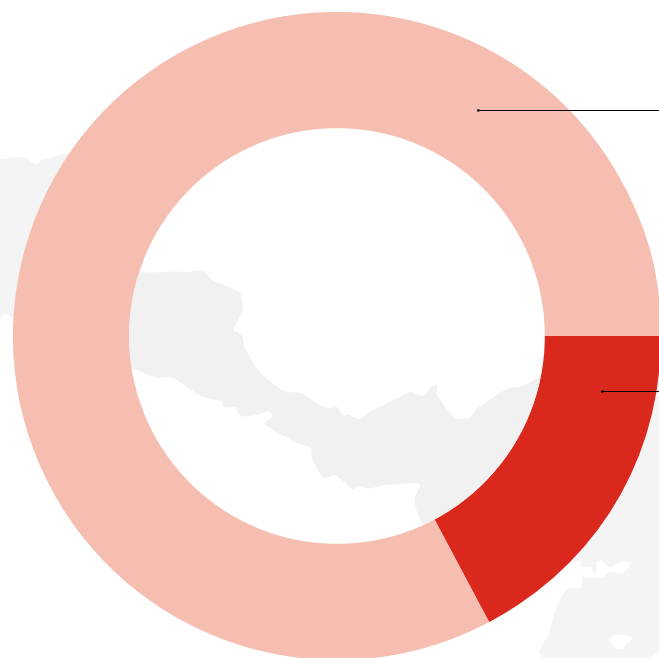


The success of our 50-year mission comes from the community's strength and perseverance. From small neighbourhood agencies to municipal roundtables, everyone has worked tirelessly to meet the needs of vulnerable people.



Amount **RAISED**

\$81,277,448



\$67,599,644

Donations and subscriptions
(net uncollectible subscriptions)

\$13,677,804

Special projects, interest and other revenue

- DATAide
- Collective Impact Project
- Youth Success Project
- Asylum Seekers Emergency Fund (Migrant Fund)
- Community Services Recovery Fund (CSRF)
- Ville de Laval



Amount **INVESTED**

\$70,261,752

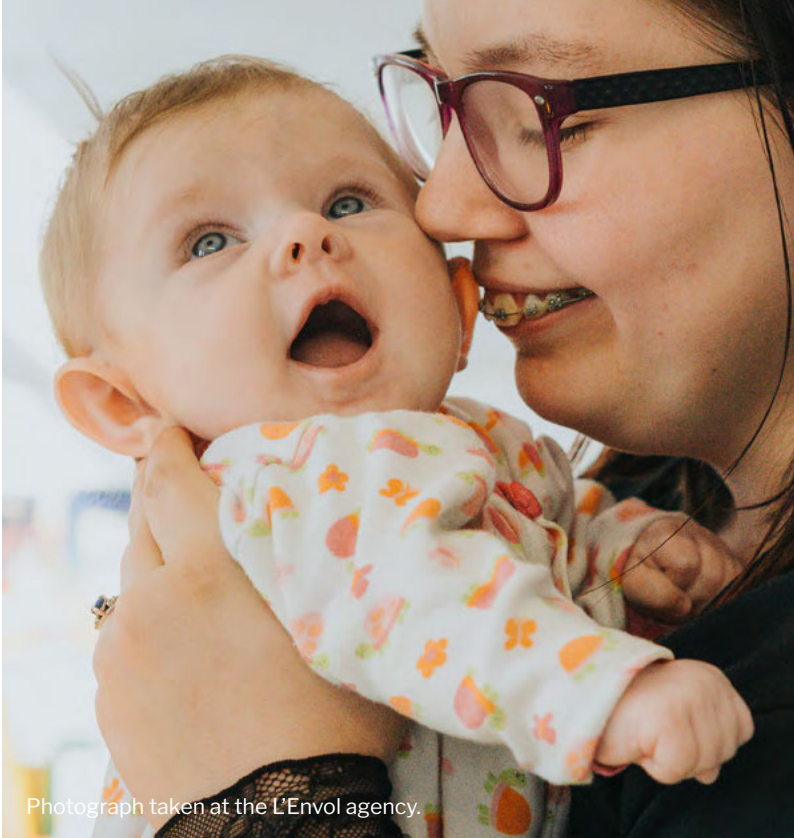
Nearly 87% of the funds raised go back to the community.

Investments by area of action^{1&2}

For young people’s present and future success

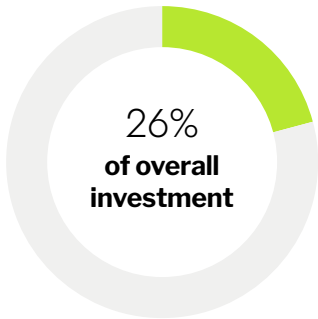
Our investments support:

- A good start in life for all children
- Academic and social success
- Family environments that foster development
- Help at every stage on the road to adulthood



Photograph taken at the L’Envol agency.

| | 2022-2023 | 2023-2024 | 2024-2025 |
|-------------------------------------------|-----------|-----------|-----------|
| Amount invested | \$17.3M | \$20.4M | \$18M |
| Number of agencies and projects supported | 177 | 129 | 134 |



→ At **L’Envol**, an agency that provides help to young mothers, every day starts with the same determination: to provide a safety net for these women who, for one reason or another, find themselves with limited social support. They are welcomed with a caring approach that gives them comfort and stability as well as a place of renewed hope and possibility despite the hardships they have faced.

[READ MORE ON OUR BLOG](#)

¹ Variances between 2022-2023 and 2023-2024 are due to the re-designation of some agencies to another area of action.
² Investments for special projects have been included in each area of action as part of the percentage for regular allocations.

For decent living conditions

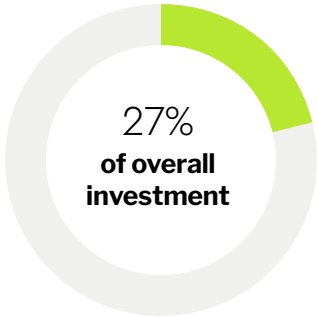
Our investments support:

- Access to decent and affordable housing
- Food security
- Budgeting and financial literacy
- Homelessness prevention and reduction



Photograph taken at the Resto Plateau agency.

| | 2022-2023 | 2023-2024 | 2024-2025 |
|-------------------------------------------|-----------|-----------|-----------|
| Amount invested | \$13M | \$19.2M | \$19.2M |
| Number of agencies and projects supported | 136 | 136 | 128 |



While some people come to eat, others stay to learn a trade. This is the two-fold mission of **Resto Plateau**, a community agency founded in 1992 that provides services in both food security and sociovocational integration. This means that apprentice cooks at Resto Plateau prepare almost 200 meals a day for people living in poverty or precarious conditions.

[READ MORE ON OUR BLOG](#)

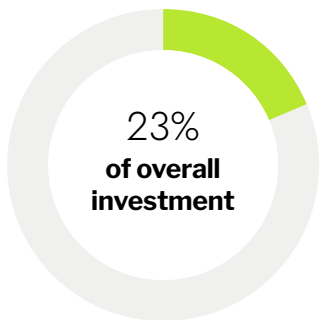
For inclusive communities

Our investments support:

- Caring communities that let everyone realize their full potential
- The recognition of a plurality of voices within communities
- Equitable access to resources and support to help people balance their mental health and overcome social isolation



| | 2022-2023 | 2023-2024 | 2024-2025 |
|-------------------------------------------|-----------|-----------|-----------|
| Amount invested | \$18.5M | \$16.7M | \$16.2M |
| Number of agencies and projects supported | 209 | 144 | 131 |



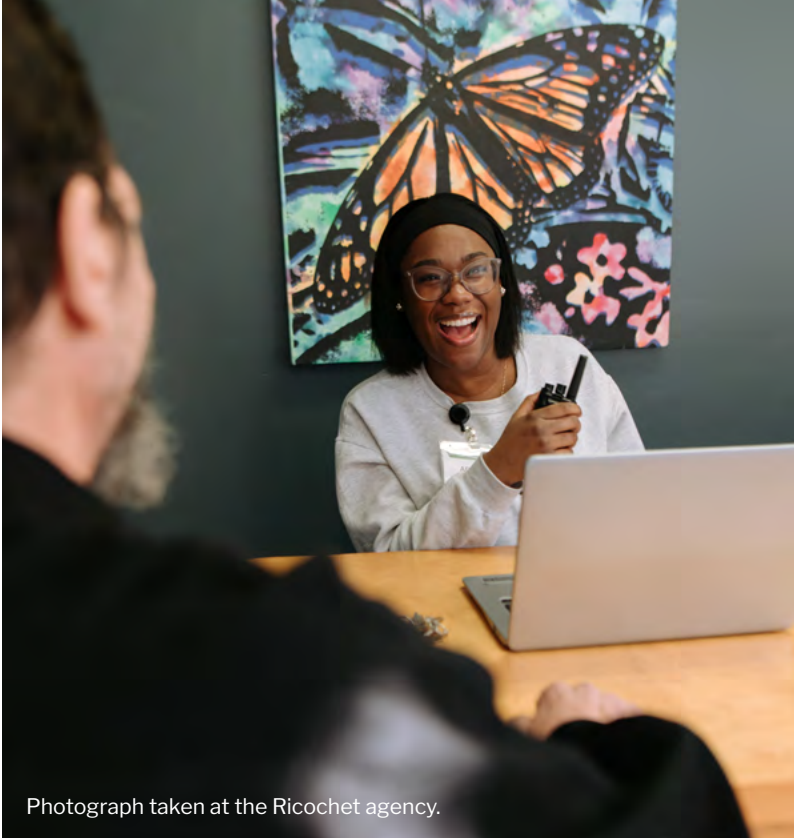
→ For over 40 years, the Centre **SCAMA** has helped people aged 50 and over with losses of independence to remain safely in their own homes, with dignity, for as long as possible. To help them overcome isolation and improve their independence, the agency provides a variety of services. For example, it runs activities at its community centre, where a dedicated team of professionals and volunteers give them a warm, compassionate welcome every day.

[READ MORE ON OUR BLOG](#)

For a strong and cohesive social fabric

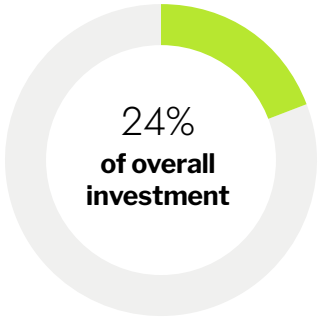
Our investments support:

- Resilient communities that can rise up to challenges
- People’s engagement in their communities
- Access to resources that community stakeholders need



Photograph taken at the Ricochet agency.

| | 2022-2023 | 2023-2024 | 2024-2025 |
|-------------------------------------------|-----------|-----------|-----------|
| Amount invested | \$13M | \$16.9M | \$16.8M |
| Number of agencies and projects supported | 163 | 122 | 142 |



→ In Montreal’s west end, where resources for people experiencing homelessness are virtually non-existent, **Ricochet** created a unique kind of shelter. The region’s first and only inclusive mixed-gender shelter, it is open round the clock to give 70 people much more than a roof over their heads, as they can get three hot meals a day, psychosocial support and a safe space that helps them make a fresh start.

[READ MORE ON OUR BLOG](#)

The year's **HIGHLIGHTS**

50 years
of solidarity



Sharing our 50th with the community

For 50 years, Centraide has provided key support to the community through an incredible network of committed agencies, volunteers and partners. Our 50th anniversary was a chance for us to recognize everyone in this network and honour their essential role in fighting poverty and social exclusion. For Centraide, this was also a year of meaningful initiatives to share this milestone with everyone who makes Greater Montreal the incredibly diverse place that it is.

P. 14 and P. 15 : Photographs taken during Open House events at the West Island Community Resource Centre, Porte Jaunie, Parrainage Civique les Marronniers and RAP Jeunesse.

Open House May 22 to 25, 2024

At this event, 52 agencies from 27 Greater Montreal neighbourhoods opened their doors to showcase their services to the public, exchange ideas, and create lasting relationships. What a unique opportunity to let people dive into the heart of community action!



50 years
of social impact





July 9 concert in Saint-Léonard

Concerts in parks

Centraide partnered with the Orchestre Métropolitain (OM) for the OM *Alfresco* series of three concerts in Saint-Léonard, Lachine and Montréal-Nord. Nearly 4,000 people attended these free musical performances in a relaxed and social atmosphere. These events are a perfect illustration of Centraide's mission and deep commitment to local communities. The neighbourhoods where the concerts were scheduled have many low-income residents who cannot always access this type of cultural activity that is nevertheless so essential to social inclusion.

As part of a pre-concert experience, 160 children and 90 parents got a behind-the-scenes look at how an orchestra concert works.

Since the Lachine concert was cancelled due to the weather, the workshop will be offered at local community agencies in summer 2025.





Francorama mural at the intersection of rue Masson and avenue d'Orléans

Commemorative murals

To provide the community with a lasting gift, Centraide worked with local artists on murals that reflect its commitment to revitalizing Greater Montreal's neighbourhoods. Urban art improves neighbourhoods by enhancing feelings of safety, fostering a sense of community, and beautifying the environment. This initiative also highlights the diversity and solidarity that connects us all.

See the murals for yourself in:

Laval

Bibliothèque Émile-Nelligan
Sarah Galarneau

Montreal

Intersection of Masson Street
and Orléans Avenue
Francorama

Longueuil

École Claude-Lafortune
La Charbonne





Planned Giving – Special 50th Campaign

To highlight Centraide’s essential role in the community and secure this role well into the future, Centraide launched its very first Planned Giving Campaign for its 50th anniversary as a three-year initiative that ended this year.

Co-chaired by Anne-Marie Boucher and James Cherry, the project aimed to help Centraide sustain its action over the long term through gifts in wills and gifts of RRSPs, life insurance policies, or endowment funds. These invaluable contributions will meet immediate needs in the community or be invested in the Generations Fund.

Thanks to this initiative, more than 250 planned gift pledges or intended donations have been recorded.



Anne-Marie Boucher
Co-Chair, Special
50th-Anniversary
Planned Giving Campaign



James Cherry
Co-Chair, Special
50th-Anniversary
Planned Giving Campaign

Flagship events

Solidaires Awards

The Solitaires Awards were an incredible way to cap off our 2024 campaign, as we honoured the exceptional commitment of agencies, organizations, partners, companies, workplaces and donors.

The historic campaign result of \$71.3 million* attests to the generosity and dedication of our entire community.

DISCOVER WHO WON THE SOLIDAIRES AWARDS



The 2024 Campaign Co-Chairs Nadine Renaud-Tinker, Senior Vice President, National Head of Career Sales Force, RBC Royal Bank, and Mirko Bibic, President and CEO, BCE Inc. and Bell Canada, together with Claude Pinard, President and Executive Director, and Maud Doualan, Vice-President – Philanthropic Development, Centraide of Greater Montreal

*Projected annual campaign result (as of February 2025)



Centraide Cup September 7 to 8, 2024

The 11th edition of the Centraide Cup raised a record \$428,000 for Centraide of Greater Montreal and the Montreal Impact Foundation to support agencies that help youth and families. At this charity soccer tournament presented by BMO, over 500 employees from 23 companies and organizations on 32 teams squared off on the CF Montréal fields at Stade Saputo.

Congratulations to the **Desjardins Group**, whose teams won in both the Elite and Recreational categories!

Thank you to our sponsors:

- BMO
- Stade Saputo
- Saputo
- Metro
- Courchesne Larose
- Evive
- Frigo l'Entrepôt
- Tim Hortons





Jeux de l'entraide – November 1, 2024

National Bank hosted the very first “Jeux de l'entraide” at the offices of Place National in November 2024. Organized by the 14 young volunteers on the Emerging Philanthropists Committee, this event had teams from 11 companies and organizations take on challenges that draw from the daily realities of community agencies.



Congratulations to the winning teams:

- **Communications**
Bell
- **Human resources**
Énergir
- **Financial resources**
Deloitte

Thank you to our sponsors:

- National Bank
- Robert Alexis traiteur
- KIND
- Les Filles Fattoush
- Integria
- Vincent Bombardier (cinematographer)
- Isabelle Jetté (photographer)

THE Major Donors' CIRCLE



Paul Desmarais III, Chair, and Eric La Flèche, Honorary Chair, Major Donors Cabinet.

Major Donors

Throughout the year, the members of the Major Donors Cabinet turned to their personal and professional networks to raise the profile of Centraide's mission. This year, they organized a number of engagement and awareness activities that included:

- Visits to agencies
- Volunteering activities
- Lunch 'n' learns
- Panel discussions
- Presentations at companies

DISCOVER OUR MAJOR DONORS



Techaide

Since its creation, Techaide has been getting Greater Montreal's tech community involved in the effort to raise money to fight social inequality. All proceeds from their events go to Centraide of Greater Montreal, which invests this money in its vast network of community agencies to support vulnerable people.

In 2024 alone, Techaide raised over \$215,000 from three main activities:

- Mila Techaide 2024 (more than \$137,000)
- Celtic Beach Volleyball Tournament (over \$25,000)
- Product4Good Conference at the Rialto Theatre (over \$20,000)

LEARN MORE ABOUT TECHAIDE

Engaging people **IN SOCIAL ISSUES**



Photograph taken at the Resto Plateau agency.



International Day for the Eradication of Poverty

For International Day for the Eradication of Poverty on October 17, 2024, Centraide shone a spotlight on Greater Montreal's most vulnerable groups. We shared hard-hitting facts about how non-permanent residents, visible minorities, single-parent families, and people living alone are up to five times more at risk of living in poverty.

Centraide wanted to not only raise public awareness about these inequalities but also encourage people to show generosity and to support the community agencies that help these people improve their living conditions.

Close-up on the groups most at risk of poverty

Non-permanent residents (temporary workers, international students, and asylum seekers) are the group most at risk of poverty. At 40%, their poverty rate is 5 times higher than that of the general population (7.5%).

The poverty rate for people living alone (16%) is 5 times higher than for couples and two-parent families (3%).

Single-parent families experience a poverty rate of 11%, which is 3.5 times higher than that of two-parent families (3%).

The poverty rate among people without at least a high school diploma (15%) is twice that of people with a high school diploma or above (8%).

People who belong to a visible minority group are twice as likely to live in poverty (12%) compared to people who don't belong to one of these groups (6%).



Financial anxiety index

In April 2024, Centraide published the 4th edition of its financial anxiety index in collaboration with Leger, which showed almost one in two Quebecers (48%) feeling a significant level of financial anxiety—a significant increase over 2022.

Some populations have been hit particularly hard: the unemployed, people living on a low income, people with a functional limitation, young adults, parents and women. This anxiety has had concrete impacts on their daily lives, with symptoms such as insomnia, difficulty concentrating and family tension.

Worries about food, housing, and unexpected expenses were significant, especially among single-parent families, racialized people and renters.



Bill 71 to improve social assistance

For consultations on Bill 71, *An Act to improve support for persons and to simplify the social assistance regime*, Centraide of Greater Montreal submitted and presented a brief in October 2024, to the Commission de l'économie et du travail. Discussions were also held with the Minister Responsible for Social Solidarity and Community Action.

This brief was a chance for us to think about how to measure poverty, design a genuine strategy to fight poverty and social exclusion, and give back dignity to everyone who needs it.



[VIEW THE MEMOIR](#)

(in French only)



Speaking Truths on Homelessness

A key event from 2024 was the Speaking Truths on Homelessness, a consultation and engagement initiative that involved partners from the community, institutional, economic, academic and civic sectors. In the fall, Centraide launched the “Projet cohabitation” to bring people together to reflect on social cohabitation issues in Montreal.

The Centraide team submitted a brief in collaboration with partner agencies to the *Office de consultation publique de Montréal*, moderated a panel on homelessness at the conference of the Association de planification fiscale et financière conference, and sat on the advisory committee for the 2025 National Conference on Ending Homelessness. Centraide was also politically active in the area of homelessness issues and, with the help of Quebec’s Centraide network, will allocate a government emergency fund to community agencies in this sector starting in spring 2025.



VIEW THE MEMOIR

(in French only)

Speaking Truths on Housing

Launched in 2022, Speaking Truths on Housing aims to find sustainable solutions to a key source of poverty: the lack of access to affordable housing.

This work continued with the release of the 2024 residual income measure and the joint announcement with the three levels of government of a \$6-million investment for analysis and planning to develop affordable housing at the site of the former Montreal hippodrome.

Centraide supported the Corporation de développement communautaire de Côte-des-Neiges to get the community involved in this project while contributing to the socioeconomic impact study with the Groupe de travail sur l'aménagement du site de l'ancienne Hippodrome de Montréal (GALOPH) and McKinsey & Company. Centraide also played a leadership role on the committee that got many stakeholders involved in analyzing the collective economic and social costs related to housing insecurity.



[VIEW DOCUMENT](#)

(in French only)



Close-up on the residual income measure

Every year, this indicator reveals the minimum income required to cover basic needs. Residual income is the amount that households have left over after they pay their rent and cover other basic expenses.

In 2024, the annual income that households had to earn to pay for housing and essential needs was \$31,000 for the Greater Montreal area. According to this measure, approximately 310,000 households—an estimated 18,000 more than in 2023—did not make enough to pay for their basic needs. This statistic does not include households who earn just above this threshold and who are also in a very vulnerable situation.

Support for **THE COMMUNITY**



Photograph taken at the Chic Resto Pop agency.



Acting with community agencies

As the second largest social and community investor after governments, Centraide of Greater Montreal is a unique stakeholder in the area of social development. Centraide uses its expertise and in-depth knowledge of the field to strategically invest every dollar to generate lasting change. More than just a funding body, Centraide acts as an engaged partner that nurtures relationships with community agencies based on listening, collaboration, and support to better address local needs.

Photograph taken at the Open House event at the Parrainage Civique les Marronniers agency.



Over
375
agencies and projects
supported

New partners in 2024-2025

- Bureau Associatif pour la Diversité et la Réinsertion (BADR)
- Indigenous Health Centre of Tiohtià:ke
- Centre Lasallien
- Coalition pour le droit au logement de l'agglomération de Longueuil
- Cuisine et vie collectives Saint-Roch
- JAG
- Kanien'kehá:ka Onkwawén:na Raotitióhkwa Language and Cultural Centre
- La Bouffe du Carrefour
- La Frigo du coin
- Maison des jeunes Équinox
- Projet Communautaire de Pierrefond
- Saturviit Inuit Women's Association of Nunavik
- Société de Développement Écoquartier Louvain
- Tasiutigitiit

Close-up on two new supported agencies

JAG

This community agency has a presence throughout the Montérégie and offers support, awareness activities, and referrals for people with diverse genders or diverse affective-sexual orientations. It supports young people through one-on-one counselling, discussion groups, and over 275 workshops a year. In 2024-2025, it received financial support from Centraide for the first time to support 2SLGBTQIA+ youth and promote their well-being.

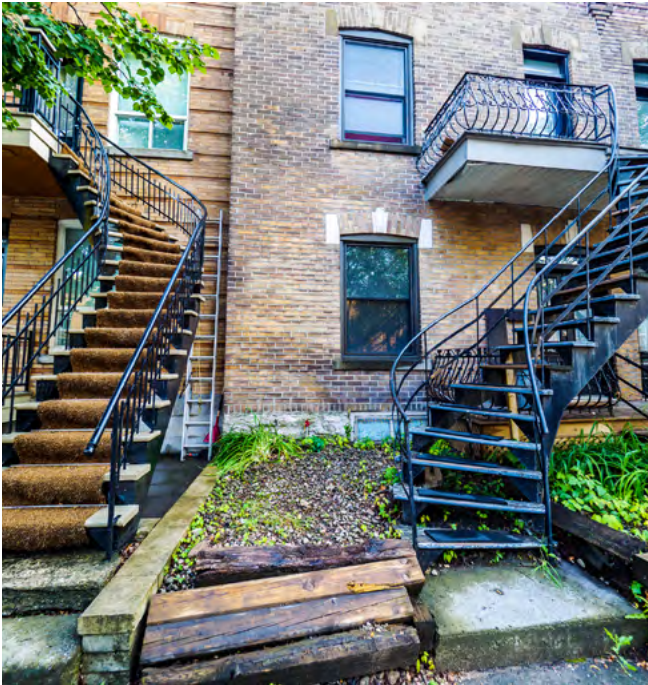
Bureau Associatif pour la Diversité et la Réinsertion (BADR)

This Saint-Léonard agency offers an inclusive space for people from diverse communities while focusing on food assistance and community support. It particularly helps young people from immigrant backgrounds through listening services, food baskets, and sports activities. In 2024-2025, it received financial support from Centraide for the first time to develop its programs to prevent school dropouts and violence.



Increased support in key sectors

This year, Centraide significantly reinforced its financial support for agencies that work in key sectors and with particularly vulnerable population groups. This approach targets growing needs, particularly when it comes to housing and non-permanent residents, Indigenous people, and people experiencing homelessness.



Housing

An additional \$586,595 (a 20% funding increase for this intervention sector) was allocated to agencies that work in housing. The goals of this increase are to support initiatives that promote access to decent and affordable housing and to lessen the risks of homelessness given the housing crisis and significant pressure on the rental market.



People in a situation of homelessness

Additional funding of \$972,270 (a 31% funding increase for this intervention sector) was allocated to address the significant increase in people experiencing visible homelessness. This decision reflects increased pressure on these agencies, which are coping with greater and greater challenges to support these vulnerable people.



Indigenous people

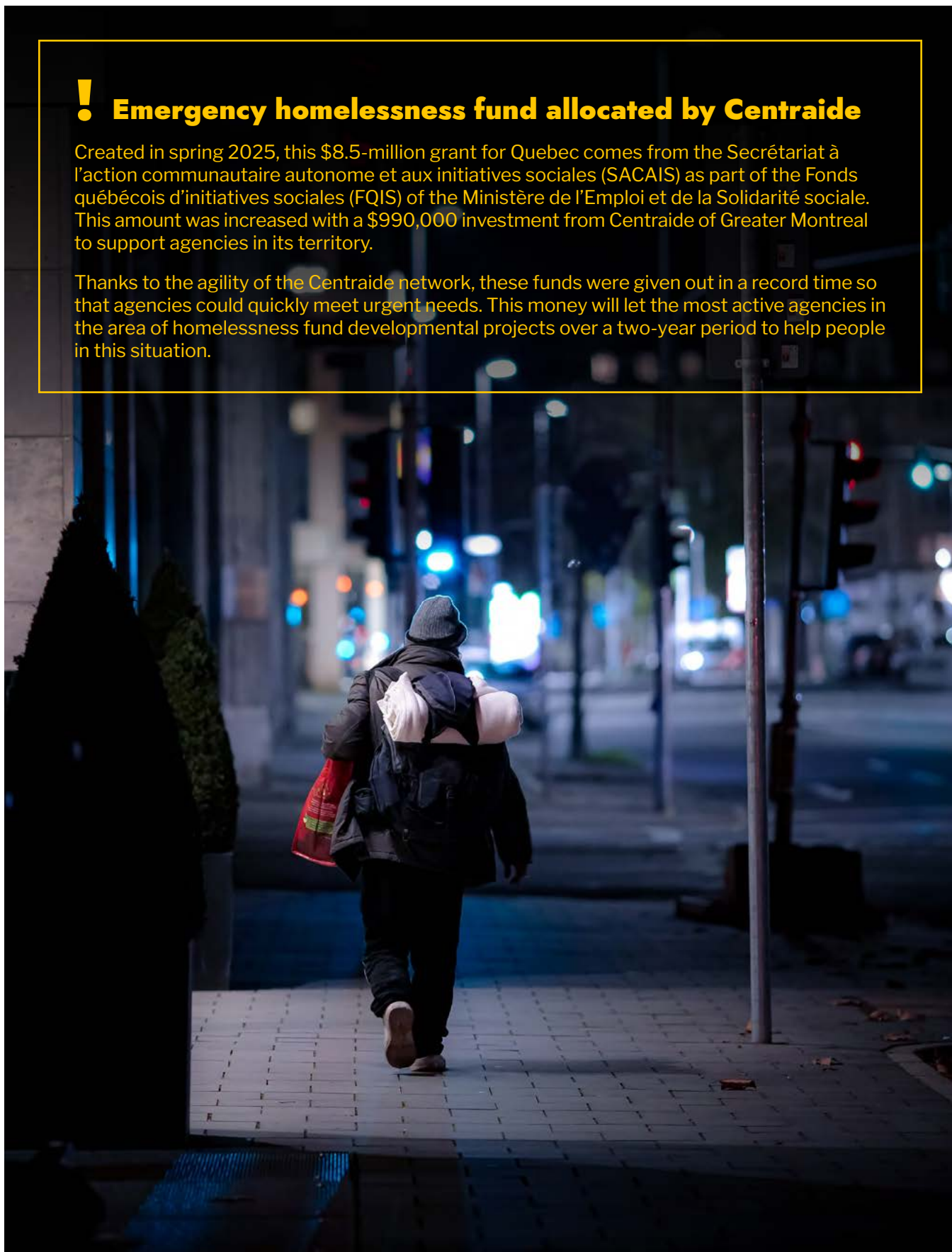
Financial support for Indigenous agencies in urban areas and in Kahnawà:ke was increased by \$429,937 (a 57% funding increase for this intervention sector). This investment aims to improve access to culturally appropriate and culturally safe services for Indigenous people. Many of these newly supported agencies also help Inuit people.



! **Emergency homelessness fund allocated by Centraide**

Created in spring 2025, this \$8.5-million grant for Quebec comes from the Secrétariat à l'action communautaire autonome et aux initiatives sociales (SACAIS) as part of the Fonds québécois d'initiatives sociales (FQIS) of the Ministère de l'Emploi et de la Solidarité sociale. This amount was increased with a \$990,000 investment from Centraide of Greater Montreal to support agencies in its territory.

Thanks to the agility of the Centraide network, these funds were given out in a record time so that agencies could quickly meet urgent needs. This money will let the most active agencies in the area of homelessness fund developmental projects over a two-year period to help people in this situation.



Close-up on two supported agencies in key sectors

Tasiutigiiit

For over 30 years, this agency has helped non-Indigenous families who adopt or foster Inuit, Métis or First Nations children. It runs support groups, workshops, cultural camps, and activities to help children reconnect with their Indigenous identity and maintain ties with their home community. In 2024-2025, it received financial support from Centraide for the first time to reinforce its support for these youths and their families.



Cuisine et vie collective Saint-Roch

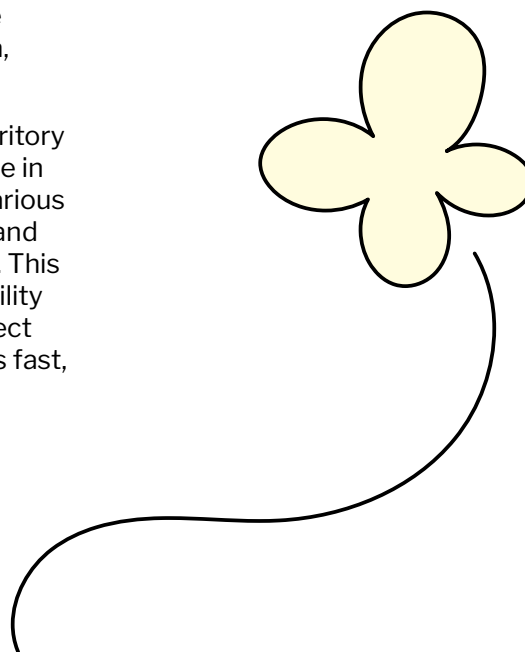
Located in Parc-Extension, this agency supports the food self-sufficiency of people and families in the neighbourhood, most of whom are migrants or asylum seekers. For over 30 years, it has been creating a solid network of mutual aid through collective kitchens, training, and community activities that boost social inclusion. In 2024-2025, it received financial support from Centraide for the first time to scale up its actions to help people who are food-insecure or experiencing social vulnerability.



Non-permanent residents

Centraide is continuing its significant financial support with over \$1 million that will go toward services for asylum seekers, people without status, and people who are temporarily residing in Canada, including temporary workers.

This investment addresses an urgent social emergency, as the territory still has pressing needs. These populations are the most vulnerable in our society, as they experience systemic barriers, extremely precarious situations, and critical living conditions while also facing rising—and often hidden—homelessness and limited access to basic services. This increased funding will help community agencies reinforce their ability to advocate for these people's rights and strengthen essential direct services. The overall goal is to address a social reality that requires fast, concrete and ongoing action.



Supporting neighbourhoods and territories

Neighbourhoods are the places where change happens. By supporting local collective action, Centraide helps people and groups on the ground to come together, define their priorities, and implement collective solutions to fight poverty and social exclusion.



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New lifeblood for neighbourhood roundtables

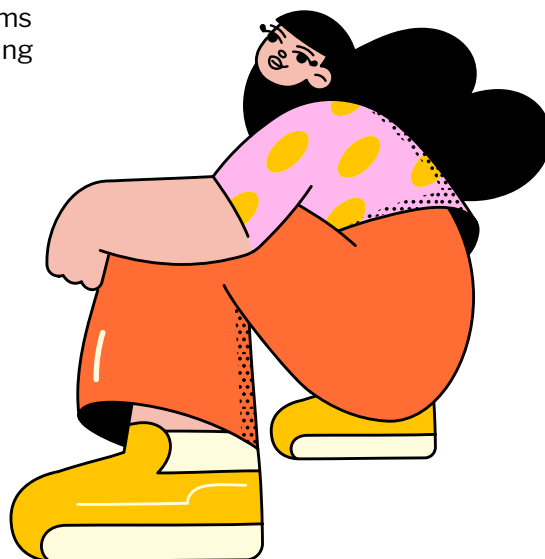
Neighbourhood roundtables are spaces for collective action that bring together different local stakeholders from the same territory, such as community agencies, citizens, and public institutions (i.e. boroughs, schools, and the CISSS or CIUSSS), to work together to develop and improve living conditions in their neighbourhoods.

Centraide supports nearly 40 neighbourhood roundtables in Montreal, in Laval and on the South Shore. The Montreal roundtables in particular receive financial support from the Initiative montréalaise de soutien au développement social local (IMSDSL), which is a partnership between Centraide of Greater Montreal, the Direction régionale de santé publique de Montréal, the Ville de Montréal, and the Coalition montréalaise des Tables de quartier.

This year, Centraide increased its funding to the IMSDSL by 47% to reinforce the central role of the Montreal roundtables in local collective action.

Laval Fund

This fund was created under an agreement between the Ville de Laval, the Centre intégré de santé et de services sociaux de Laval, and Centraide of Greater Montreal. With support for initiatives in Laval's devitalized and disadvantaged areas for 2023-2027, this fund aims to improve the living conditions of local communities by supporting projects that meet specific neighbourhood needs.



South shore collective action fund

Centraide of Greater Montreal launched this fund in 2025 to address the South Shore's unique challenges surrounding poverty and social inequality. With a \$1-million envelope over two years, this fund helps local agencies implement innovative collective projects. It builds collaboration between stakeholders who are taking local action to create lasting change and improve living conditions in South Shore communities.

Why does the South Shore need a specific fund?

With an area of 2,706 km², the South Shore is a vast and diverse territory that is undergoing strong demographic growth (+5.6%). This situation—along with a patchwork service network that spans multiple RCMs and municipalities—makes it harder for stakeholders to collaborate, prompting the need to tailor support to the territory's specific local realities.

To address this challenge, the South Shore Collective Action Fund serves as an additional resource to help local stakeholders develop concrete, effective solutions.

Close-up

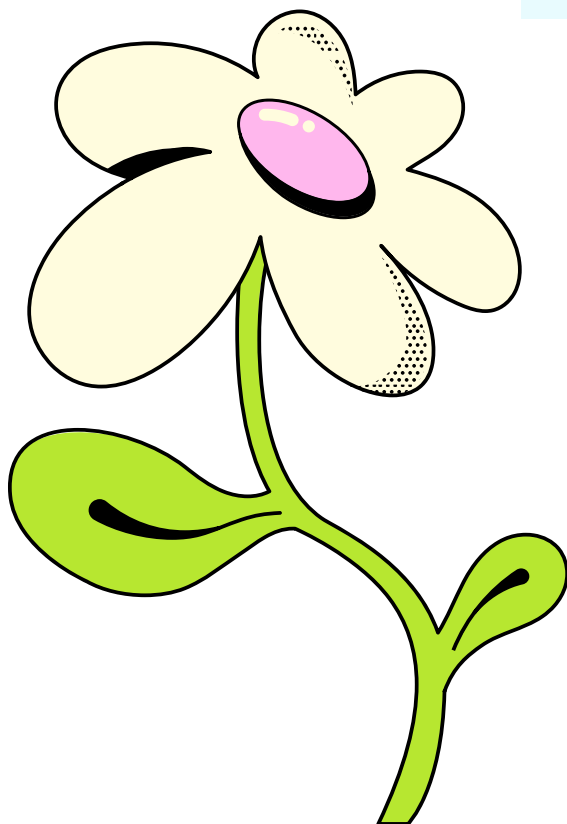
on two projects supported by the South Shore collective action fund

Creation of a safe housing brigade in the agglomeration of Longueuil

Spearheaded by the Coalition pour le droit au logement de l'agglomération de Longueuil and supported by Développement social Vieux-Longueuil, this project fights substandard housing in the agglomeration of Longueuil and helps tenants defend their rights.

Collective action plan in the Roussillon RCM

The Table de développement social Roussillon is a multi-network group of organizations that share structured governance. With the support of Centraide, an action plan will be created based on needs identified by the community. This process is supported by Dynamo as part of its Point de Bascule program, and a concrete collective project should emerge by September 2025.





Collective Impact Project (CIP) in 31 neighbourhoods

The CIP is an innovative model for local development based on collective work. It lets Montreal neighbourhoods define their own priorities themselves and collectively decide on how to use the financial resources.

In 2024, \$3.8 million was invested in 31 neighbourhoods, bringing the total amount allocated since Phase 2 started in 2022 to \$9 million. Centraide and other philanthropic partners such as foundations have used these funds to support concrete initiatives around five key themes: food, housing, social cohabitation, community infrastructure, and service accessibility.

Spaces for dialogue have also been created so that neighbourhoods and partners can share knowledge and practices.

Philanthropic partners



Institutional partners



Community partner





Building agency skills and leadership

Community agencies work in a complex environment to which they must constantly adapt. Centraide supports them by giving them resources to strengthen their skills and leadership, i.e. through coaching, training and knowledge transfer. The result is stronger teams with better tools that can make an even bigger impact within their communities.

43

Strategic development

This year, 43 agencies received support to strengthen their strategic planning, improve their governance, and structure their actions. This support has allowed them to improve their efficiency and better address community needs.



Leadership rassembleur

Eighteen community leaders joined the fourteenth cohort of the revamped version of this program launched in September 2024. Offered for over 15 years by Dynamo and Centraide of Greater Montreal, Leadership rassembleur develops leaders by giving them tools to provide inclusive and dynamic leadership within their communities. The training makes use of best practices, dynamic activities, and personalized coaching and encourages people to feel a sense of belonging to an active learning network.



Mutualization

In fall 2024, a call for innovative projects was launched to encourage community agencies to explore how mutualization could increase their efficiency and collaboration.

Mutualization is the pooling of resources, expertise, knowledge and work between different organizations to achieve common goals. Through mutualization, agencies can maximize their impact by working together rather than in isolation while avoiding service duplication.

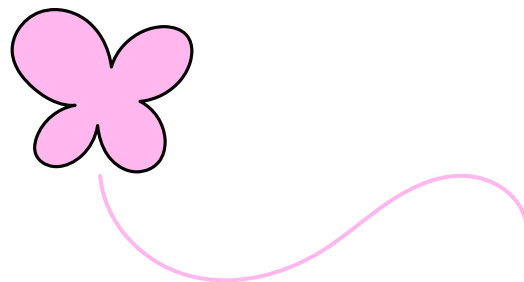
A total of \$700,000 was awarded to 10 projects involving the same number of agencies and 40 partners. Laboratoire Conseil, a non-profit with expertise in mutualization, helps participants through this journey thanks to specialized workshops in communities of practice, personalized coaching, and access to an online platform with tools, exercises and resources.



DATAide

DATAide was launched in 2022 by Centraide of Greater Montreal, the Centraides of Quebec, and the Ministère du Travail, de l'Emploi et de la Solidarité sociale. This initiative strengthens the skills and leadership of community agencies so that they can launch successful digital transformation projects. In October 2024, the Phase 1 evaluation confirmed how big these benefits are:

- 1,360 agencies participated in 12 webinars
- 332 grants awarded
- 500 hours of support provided to 78 agencies
- A space created for people to work collectively on their digital projects



DATAide entered its Phase 2 this year with financial support from the Ministère de l'Emploi et de la Solidarité sociale. The program now has three complementary components: introduction to digital transformation, planning a digital transformation project, and leadership and innovation. In a major addition, CSMO-ÉSAC joined the DATAide team as a partner alongside Open North and Centraide of Greater Montreal to enhance support for community agencies.



Centraide **CAMPAIGN**



Generosity at its best

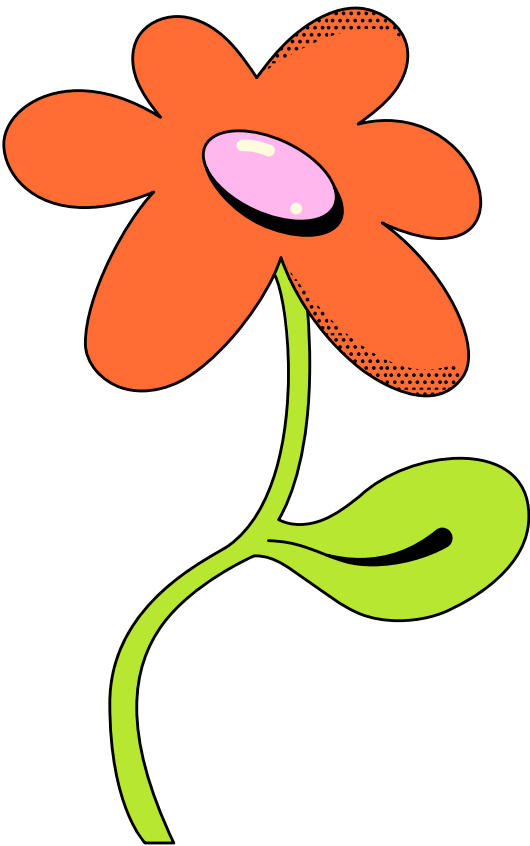
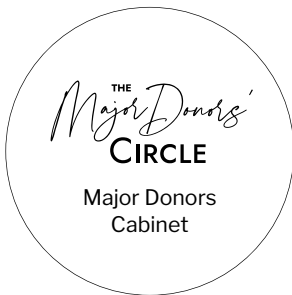
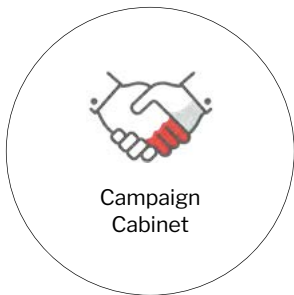
\$71.3 million
raised

- 600 partner companies and organizations
- Hundreds of volunteers
- Thousands of donors

Photograph taken during the launch of the internal campaign of the Caisse de dépôt et placement du Québec.

Many volunteer teams achieving many things

Every year, hundreds of committed volunteers on various committees help us fulfill our mission by playing an essential role and lending their time, expertise and passion to our organization.



Close-up on outstanding campaigns and events



CAE

In 2024, CAE turned its Dragon Boat Challenge into a can't-miss event attended by professional athletes, families, and friends that gave employees another way to get involved for a cause they are committed to.



AtkinsRéalis

At AtkinsRéalis, the team found a simple and effective way to talk about philanthropy and Centraide by adding an “inspiring” start to each team meeting. Supported by senior management, this approach was a great way to engage staff members working at home and around the world.

METRO

The METRO campaign team showed outstanding commitment particularly through quality communications tailored to both staff and the general public to increase awareness.





The Pineapple Project

Every year, The Pineapple Project recruits over 200 artists from CEGEPs, universities and the Montreal scene to put on a highly entertaining Charity Showcase that is passionately orchestrated by a single volunteer. In three years, this energetic event has raised close to \$30,000 for Centraide.



L'Oréal Canada annual Christmas Market

Launched in 2014, L'Oréal Canada's Christmas Market gets its 1,650 employees to work on an original initiative to sell discounted surprise boxes made from surplus inventory, with all of the proceeds going to Centraide.

670

opportunities to act, understand, and get involved

Centraide and its partners organized a variety of engaging workplace activities for employees taking part in the 2024 campaign, from visits to agencies and caring activities to touching testimonials and interactive games.



ACKNOWLEDGEMENTS

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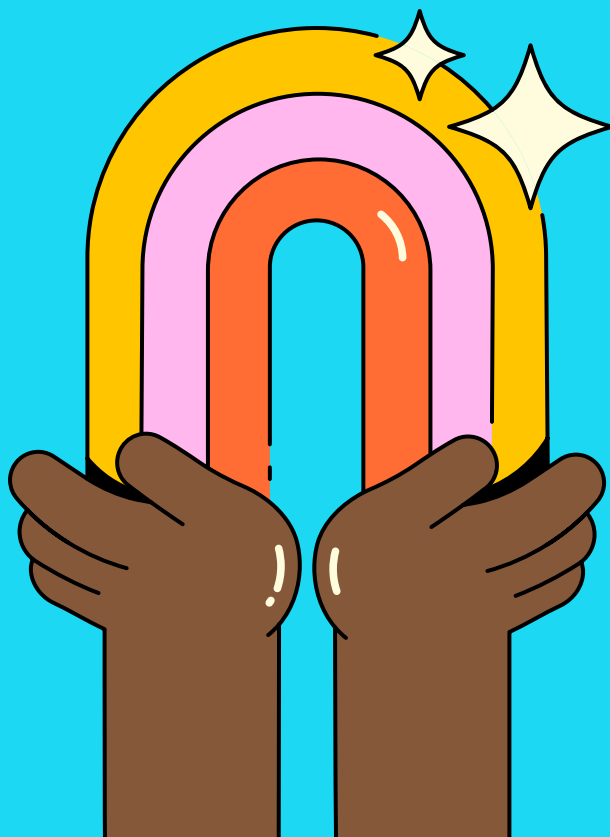


Michèle Thibodeau-Deguire Award

Centraide has given out this award since 2013 to recognize a volunteer who has shown exceptional commitment.

In 2024, we had the honour of presenting this award to **Nathalie Bernier, FCPA**. Her involvement with Centraide started with the 2008 annual campaign. In 2013, she joined Centraide’s Board of Directors, which she chaired from 2016 to 2019. She headed multiple key committees, such as the Executive Committee and the Audit and Investment Committee as Treasurer, and contributed to Centraide’s strategic planning on philanthropy.

**Thank you so much to
everyone, as we could
not pursue our mission
without you.
Let's all lend a hand.**





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