



FOR IMMEDIATE RELEASE

West Island Community Shares Raises \$304,725 (net) at 21st Annual Red & White Fundraiser Celebrating the Pillars of the Community

Beaconsfield, February 26th, 2025: West Island Community Shares is proud to announce that its 21st Annual Red & White benefit evening raised an extraordinary \$304,725. The event, held on Monday, February 24th at 40 Westt in Pointe-Claire, brought together more than 250 guests, including influential business leaders, generous supporters, and community-minded donors, all united under the theme of **“Celebrating the Pillars of the Community.”**

An evening made possible thanks to generous presenting partners

The evening was made possible through the generous contributions of presenting partners Broccolini, Pfizer Canada, and National Bank, whose unwavering commitment to community investment is integral to the event’s success. These corporations, along with others, play a pivotal role in strengthening the fabric of our community, ensuring that local community groups continue to thrive and evolve.

The Pillars of the Community: More Than Just a Theme

The theme of **“Pillars of the Community”** symbolizes the profound impact that businesses have in shaping the lives of those in need. Just as a pillar provides strength and stability to a building, these companies give support and structure to the vital work of community organizations. They are helping to create a foundation where West Islanders can thrive, ensuring that no one is left behind.

Desjardins Caisse de l’Ouest-de-l’Île, TD Bank, Merck, Revline Industries, Delmar, PME Ouest-de-l’Île and Sunlife were highlighted as this year pillars of the community. They each play a critical role in making sure that services like food security programs, mental health resources, and youth development initiatives continue to be available for those who need them most. Their partnership ensures that West Island Community Shares can meet rising community needs, adapt to changing times, and empower local organizations to create lasting, positive change.

An unwavering support for a stronger community

“Our community is strengthened by the unwavering support of these highlighted community pillars. Their commitment helps us provide strong, inclusive, healthy, and resilient foundation that support West Islanders in need” said Meagan Somerville, Executive Director of West Island Community Shares. “Thanks to these incredible partners, we are able to continue making meaningful strides toward a stronger West Island community.”

Strengthening Foundations, Creating Impact

The funds raised during the Red & White directly support more than **40 local community organizations** that provide much-needed services for vulnerable West Islander.



“The generous support of our partners and donors allows us to remain focused on our mission of creating a community where everyone has access to the resources they need to succeed,” said **Xavier Lalonde, President of West Island Community Shares’ Board of Directors.**

A Call to Action: Become a Pillar of the Community

The success of the 21st Annual Red & White event is a powerful reminder that no one person or organization can create lasting change alone. The support of businesses, donors, and volunteers makes it possible for West Island Community Shares to continue its vital work in the community. But our work is far from finished.

As we look ahead, we encourage everyone to **become a pillar of the community by donating** to support local organizations. Your contribution can help **provide food for a family in need, mental health services for those struggling, or opportunities for young people to reach their full potential.** By giving, you are investing in the future of the West Island.

About West Island Community Shares

West Island Community Shares is a unique charitable organization dedicated to building a strong, resilient, inclusive and healthy West Island community. We do this by raising funds for over 40 local community groups which focus on six key areas: building strong, resilient children and youth; supporting vulnerable populations; promoting healthy minds and bodies; providing basic necessities; empowering women; and supporting green initiatives. We focus our efforts on ensuring that our community groups have the resources they need to meet the growing and ever-changing demand for their services.

West Island Community Shares is accredited by **Imagine Canada** for excellence in accountability, transparency and governance as a charitable organization.

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Photo credit: Phanie Éthier

From left to right: Mrs. An Van Gerven, President, Pfizer Canada; Mrs. Meagan Somerville, Executive Director, West Island Community Shares; Mr. Xavier Lalonde, Regional Vice President Commercial and Private Banking, National Bank; Mrs. Teresa Broccolini, Director, Property Management, Broccolini.