

HELP US BUILD A **STRONG**
RESILIENT, PEACEFUL
AND **HEALTHY** WEST ISLAND
COMMUNITY

ANNUAL CAMPAIGN HIGHLIGHTS 2020*

* FINANCIALS ENDING MARCH 31, 2020 - OTHER DATA AS OF OCTOBER 2020

65,000 West Islanders asking for help
\$1.3M Distributed to 40 West Island community organisations
\$32,500 Average gift to community organisations

ONE UNITED
COMMUNITY

24 Employers with a big heart – 4 new recruits
7 Foundations – 3 new recruits
10 Businesswomen philanthropists
\$275,000 Record breaking fundraising Red & White

DONORS WITH
BIG HEARTS

26 Fund distribution members
18 Board members – 2 new ones
6 Wonderful team members
150 Event volunteers

OUR
PEOPLE

DID YOU KNOW?

“ We are extremely grateful to everyone who contributed to the 2019-2020 annual campaign. These amazing results would not have been possible without the help of our dedicated Board of Directors, Community Shares’ incredible staff, and most of all, our generous donors. ”

Michel Béland, President of West Island Community Shares (2018-2020) and Regional Vice-President, RBC Royal Bank, Montreal North-West and Outaouais Region

12%

OF THE POPULATION
IN THE WEST ISLAND
LIVES UNDER
THE POVERTY LINE

36%

OF PEOPLE ASKING
FOR HELP
ARE UNDER THE AGE
OF 25 YEARS OLD

SOME HIGHLIGHTS FROM THE 2019 - 2020 MEDIA COVERAGE

COMMUNICATIONS

IN THE NEWS

122

MEDIA
PUBLICATIONS

12

LIVE MEDIA
INTERVIEWS

11

MEDIA
OUTLETS

West Island Community Shares raises record \$1.3 million during its annual campaign
The Suburban, April 2019

National Bank contributes \$500,000 to West Island Community Shares
Montreal Gazette, September, 2019

Sugar Sammy cracks up the West Island benefitting West Island Community Shares
West Island Blog, October, 2019

West Island Community Shares to honour 10 businesswomen who give back
Global Montreal, March, 2020

\$275,000 for the West Island
La Presse, January, 2020

Coronavirus: West Island Community Shares creates solidarity fund during pandemic
Montreal Gazette, March, 2020

Pay it forward
Métro, March 2020



facebook

7,391
followers

525,707
total reach



instagram

1,104
followers

22,000
total reach



LinkedIn

545
followers

40,000
impressions



twitter

707
followers

60,000
impressions

email newsletter

6,533
followers

29
newsletters sent

“ National Bank strongly believes in Community Shares’ mission to build a strong, inclusive, peaceful and healthy West Island community. Long-term funding is essential for all charities so that they can plan ahead, and that’s why we are proud to support their mission with a 5-year, \$500,000 commitment. ”

YANNICK PELLETIER, ASSOCIATE VICE-PRESIDENT, COMMERCIAL BANKING AT NATIONAL BANK AND 2019-2020 CAMPAIGN CHAIR

FINANCIAL HIGHLIGHTS

2019 - 2020 FISCAL YEAR, ENDING MARCH 31, 2020

REVENUE BREAKDOWN

FUNDRAISING EVENTS



CORPORATE CONTRIBUTIONS



FOUNDATIONS



PUBLIC DONATIONS



FUND DISTRIBUTION

DEVELOPING STRONG & RESILIENT CHILDREN



FOSTERING HEALTHY BODIES & HEALTHY MINDS



SUPPORTING VULNERABLE POPULATIONS



PROVIDING BASIC NECESSITIES



For more details, please consult the 2019-2020 financial statements
communityshares.ca/financial-statements



DONATEURS AU GRAND COEUR

DONORS WITH A BIG HEART



AS OF FEBRUARY 2021

We are excited to welcome our new corporate partners and say THANK YOU to all the others who continue to support us year after year! We couldn't have done it without you!



Whether you donated \$10, \$1,000 or \$100,000, know that your generosity is greatly appreciated. Beyond financials, we are grateful for your trust and promise that your donation will be invested wisely right here in the West Island, making sure that every dollar has a real impact in our community. The months ahead will be difficult and Community Shares will be, now more than ever, a critical source of revenue for our 40 community organisations.



SOPHIE McCANN, EXECUTIVE DIRECTOR OF COMMUNITY SHARES



Fundraising Events



COMMUNITY BREAKFAST



Each year, we launch our Annual Campaign with a delicious breakfast and an amazing support from the community. We welcome close to 500 members of the community, including members of our 40 community groups, corporate and fundraising partners, donors, elected officials and volunteers. In 2019, National Bank launched our annual campaign with a commitment of \$500,000 over the next five years.



Bikes for Youth



For the third consecutive year, new bikes were distributed to 140 children by more than 120 National Bank volunteers. The "Bikes for Youth" event benefiting Community Shares raised the net amount of \$105,000! A big THANK YOU to National Bank of Canada, its employees and partners who made this event a huge success!



Hollywood Flair



Every year, the RBC Hollywood Flair is a wonderful evening of Hollywood glamour, entertainment and fun, organized by our long-time corporate partner, RBC Royal Bank, benefitting Community Shares. The theme this year was Superheroes with many surprises for our guests paired with the delicious food of 40 Westt. We are happy to announce that \$62,000 was raised! A big THANK YOU to RBC Royal bank for organizing this amazing event!



Spaghetti Lunch



Another year, another Spaghetti Lunch! The amount of \$50,000 was raised at the 2019 TD Spaghetti Lunch benefitting Community Shares! A BIG THANK YOU to TD, their hardworking organizing committee and amazing volunteers!



Thanksgiving Dinner



What a night we had at the 2019 BMO Thanksgiving Dinner to benefit Community Shares! Thank you to the BMO team and volunteers for such a wonderful event and for raising \$65,000 for the community groups that we support. Great food, great friends, great cause!



Show Français

Sugar Sammy Show



Even during his hiatus year, Sugar Sammy took the time to offer a private show to a full house of guests benefiting Community Shares. This first-time event, presented by Caisse Desjardins de l'Ouest-de-l'Île, was a resounding success raising \$28,000 in support of our community!



The 2020 edition of the Red & White Benefit Evening, presented by National Bank and Pfizer Canada, honoured 10 influential businesswomen philanthropists. More than 280 local business and community leaders attended the event which raised a record-breaking \$275,000 net.



These businesswomen philanthropists repeatedly demonstrated their commitment to many causes in addition to Community Shares. Their combined efforts raised an astounding \$100,000 for the Red & White. Anna Mormina & Angela Martignetti; Chantal Carrier; Eva Chalkiadakis; Frederica Jones; Brigitte Garceau; Teresa Broccolini; Karine Thibert; Lolita Guerrero; Rhonda O’Gallagher (back); Roberta Lacey.

West Island
Solidarity Fund

As soon as the pandemic started, and knowing that all local community organisations would be financially impacted by COVID-19, we quickly set up the **West Island Solidarity Fund** in support of our community. We are grateful for everyone’s support, because not only did our donors help us kick-start our fundraising campaign, they also helped us provide financial support to meet the immediate needs of our community. We helped foodbanks hire staff, buy missing staples, fresh produce, milk & eggs. We helped ANEB (Anorexia & Bulimia) extend their texting services which saw an increase in demand of 137% in the first couple of weeks of isolation. We also developed three innovative local initiatives in support of our community organisations.

The goal of the Solidarity Fund was two-fold. First and foremost, provide financial support to meet the immediate and urgent needs of our community. We are now focusing our financial support on the mid-to-long term needs of the population, and maintaining crucial services during this second wave. The months ahead will be difficult and Community Shares will be, now more than ever, a critical source of revenue for our 40 community organisations. **Please consider donating!**

NEW INNOVATIVE LOCAL INITIATIVES FUNDED BY



West Island
Solidarity Fund

\$200,000+

FUNDS DISTRIBUTED TO DATE

*AS OF OCTOBER 2020

THE IMPACT OF YOUR DONATION

WHEN ALL COMBINED, OUR 40 COMMUNITY ORGANISATIONS RECEIVE MORE THAN 65,000 REQUESTS ANNUALLY, INCLUDING 35,000 REQUESTS FOR YOUTH SUPPORT.



AMCAL Family Services offers a variety of services to promote and preserve healthy family relationships. The organization offers a residential program, supervised visitations, family counseling and school-based programs. amcal.ca

Big Brothers Big Sisters of West Island offers life changing mentoring relationships to ignite the power and potential of young people. westislandmentors.com

Carrefour des 6-12 provides educational support to at-risk children from low-income and immigrant families. carfour612.wixsite.com/carrefour-des-6-12

Cloverdale Multi-Resources Family Centre provides a variety of programs and services for the well-being and development of families from Cloverdale and surrounding areas. cloverdalefamilies.org

Breakfast Club (West Island) ensures that all students have reliable access to nutritious food in a safe and supportive environment, in order to positively impact health and learning. breakfastclubcanada.org

De-Zone offers a safe environment where youth between the ages of 12 and 17 can talk with youth workers, get homework help, and meet new people. ymcaquebec.org/en/West-Island-YMCA

LOVE supports youths to thrive through programs and healthy relationships that build emotional intelligence and help overcome the challenges they face. loveorganization.ca

Maison des Jeunes de Pierrefonds is a prevention and resource center for teenagers aged 12 to 18. Our center welcomes youth daily, providing them with free access to a safe, healthy, environment, supervised by trained, experienced staff. maisondj.wixsite.com/mdj-pierrefonds

West Island LGBTQ2+ Centre West Island provides a safe and welcoming environment where gay, bisexual, transgender and questioning people can come to meet, talk, get to know each other, ask questions and understand themselves better. lgbtq2centre.com

Youth Symphony Orchestra (West Island) promotes classical music and shared musical experiences by bringing together young musicians and enabling them to perfect their music under the direction of a professional conductor. osjwi.qc.ca

VULNERABLE POPULATIONS INCLUDE A WIDE RANGE OF RESIDENTS. DID YOU KNOW THAT IN THE WEST ISLAND ONLY, THERE ARE **77,880** IMMIGRANTS, **10,675** SENIORS LIVING ALONE, AND **10,218** SINGLE PARENT FAMILIES.



ABOVAS, Volunteer Accompaniment Services provides transportation and accompaniment to medical treatment for residents battling cancer or other critical illnesses who have no other means of transportation. abovas.com

AJOI, Action Jeunesse de l'Ouest-de-l'île street outreach workers offer intervention services for teens facing one or multiple challenges such as homelessness, substance abuse, mental health issues, suicidal tendencies, and more. ajoi.info

AQVA, Association québécoise de la voile adaptée makes it possible for those suffering from severe physical or sensory handicaps to improve their quality of life and integration into the community by learning to sail autonomously. aqva.org

AVATIL promotes autonomy and a satisfying quality of life in the community for adolescents and adults with mild cognitive or social limitations, by offering programs and services that support independent living. avatil.org

CRC, West Island Community Resource Center is dedicated to improving individual and collective well-being by providing information and referral services to citizens in collaboration with its community partners. crcinfo.ca

Light A Dream provides young adults with special needs the opportunity to experience and learn in a business environment while providing hands-on training. lightadream.com

Literacy Unlimited is dedicated to empowering adults through improved literacy by delivering programs to help learners reach their personal, educational and employment goals. literacyunlimited.ca

Volunteer West Island recruits, trains and refers volunteers in the West Island community. They also assist seniors to remain autonomous and break their isolation by developing and implementing social programs. cabwwi.org

WIAIH, West Island Association for the Intellectually Handicapped enhances the lives of people with an intellectual disability or autism by providing innovating services, supporting their families and sensitizing the community. wiaih.qc.ca

WICA, West Island Citizen Advocacy offers a Matching program that match the vulnerable in the community with volunteers to improve their quality of life. volunteerwica.com

DURING THE FIRST WAVE OF THE PANDEMIC, STATISTICS CANADA REPORTED THAT **27%** OF PEOPLE AGED 15 – 24, **19%** OF MIDDLE-AGED ADULTS AND **10%** OF SENIORS, HAD SYMPTOMS OF MODERATE TO SEVERE ANXIETY RELATED TO COVID-19.



ANEB, Anorexia Nervosa and Bulimia helps West Island residents and their families whose lives have been affected by an eating disorder. anebquebec.com

AWISH, Arthritis West Island Self Help Association provides information, education, support and an exercise program to West Islanders affected by arthritis. awishmontreal.org

CALACS West Island offers help to women who have been the victims of sexual assaults, as well as sexual assaults prevention programs. calacsdelouest.ca

Cancer Wellness Centre (West Island) offers compassionate care and support to anyone experiencing cancer – either having it themselves or supporting someone with cancer. wicwc.com

Centre Bienvenue provides support and psychosocial services in the community, and work reintegration programs to improve acceptance of mental illness and contribute actively to society. centrebienvenue.org

Équipe Entreprise provides work to individuals living with a mental health problem in a positive and supportive environment, with the goal of helping them improve their work skills and enhance their self-esteem. equipeentreprise.org

Friends for Mental Health provides crucial support, psychosocial counseling, training and respite services to those close to a person living with a mental health disorder. asmfmh.org

Omega Day Centre promotes respect, integration and development of individuals living with a diagnostic of mental health by offering programs and services at a Day Center and two residential resources located in Pierrefonds. omegacenter.org

PCSM, Community Perspective in Mental Health provides individualized support to adults coping with mental illness to help them achieve their fullest potential while meeting the challenges of everyday living. pcsm-cpmh.org

Portage (West Island Program) provides specialized drug addiction rehabilitation programs for young substance abusers, while helping them acquire the competencies they need to overcome drug addiction. portage.ca

Project Cumulus offers a substance abuse prevention program in schools and in the community as well as one-on-one interventions to help teens make better decisions for themselves. projetcumulus.ca

VOBOC, Venturing Out Beyond Our Cancer is dedicated to easing the cancer journey for adolescents and young adults undergoing cancer treatments by offering resources and supportive care that is patient-centered. voboc.org

DID YOU KNOW THAT **24,000** WEST ISLANDERS ARE LIVING ON A LOW INCOME AND MORE THAN **750** WEST ISLAND FAMILIES ARE SERVED BY OUR LOCAL FOOD BANKS EACH MONTH. OF THOSE RECIPIENTS, **63%** ARE UNDER THE AGE OF 25 YEARS OLD.



PROVIDING BASIC NECESSITIES

Corbeille de pain offers a variety of activities that promote the accessibility, availability and affordability of healthy foods, in collaboration with other community players. corbeilledepain.com

On Rock Community Services offers a food bank, a school lunch service and a community diner to families in need. onrock.org

Ricochet aims to create housing resources for young people aged 18 to 35 who are living in residential instability in the West Island. ricochetwestisland.com

West Island Assistance Fund dispenses food and clothing to families in need and offers free summer camp experience for under-privileged children living in the West Island. fdoi.org

WIM, West Island Mission provides well-balanced, high quality food assistance and other related aid to the less fortunate living in the West Island of Montreal. wimmoi.org

NEW! ENVIRONMENTAL FUND

This fund has been identified as a new priority in our strategic planning session held in December 2019 and will be developed over the next few years.

Ecomuseum Zoo offers an education program that teaches children the importance of protecting the local environment and wildlife by offering a wide range of services on and off site. zoecomuseum.ca