

Thursday, April 21, 2022

News Release

Centraide Outaouais announces incredible campaign result!
Generous donors again show their local love.

GATINEAU - Thursday, April 21, 2022 – Centraide Outaouais announced the results of its 77th annual campaign at its closing ceremony.

Fundraising efforts for Centraide in the workplace and among businesses, public agencies, and unions, as well as various public events, have raised **\$4,055,000 to help more than 70,000 vulnerable people in our communities.**

“In 2020, 1 in 6 individuals here in the Outaouais have called on Centraide Outaouais,” Campaign Chair Jean-Roch Beaudoin said. “Our goal for the 2021-2022 campaign, with the support of the Campaign Cabinet and local staff, was to successfully come to the aid of even more vulnerable people. We have now achieved this goal, thanks to the support of all those who worked on this campaign. It’s incredible how much has happened this year, the positive energy of the campaign, the willingness to help, the record engagement in all areas... We are very grateful to the Outaouais donors,” Beaudoin added.

“The theme of this year’s Centraide Outaouais campaign was ‘Let’s show our local love’ and the outcome is proof of the commitment and engagement of our Outaouais community in support of those who need it most. Our community organizations are doing outstanding work under difficult conditions, and we are pleased to share the good news of the campaign’s success with them,” said Centraide Outaouais Executive Director Nathalie Lepage.

The involvement of the volunteers was also recognized during the awarding of the campaign’s stars:

- The campaign star was awarded to the Caisses Desjardins de l’Outaouais.
- Hydro Quebec was recognized for its overall support of Centraide Outaouais.
- Louisiana-Pacific (Vallée-de-la-Gatineau RCM) received the Workplace Campaign award.
- Flavie Beauchemin, Guillaume Jacques and François Coulombe of STO, were named the individual stars.
- For the federal public service, Employment and Social Development Canada won the award.
- In the Educational Union category, the winner was École Polyvalente de l’Érablière.
- The award in the QFL Union category was presented to Dino Lemay and Francine Bourré in recognition of their commitment over the past 20 years.

This year, three new stars were awarded, including the “Coup de Cœur” award given to Toyota Gatineau. “Giving Tuesday,” an initiative led by Karine Séguin and Martin W. Simard of the Real Estate Board, on behalf of the snowsuit fund, along with the first spin-o-thon organized at La Sporthèque by Campaign Chair Jean-Roch Beaudoin, were recognized as the two events of the year.

Centraide Outaouais supports 83 agencies in our communities. These organizations fight poverty and social exclusion and provide essential services to those who need it most, including children, families, and seniors.

Last year, \$3,705,000 was raised to help nearly 63,000 vulnerable people.

Let's show our local love.

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