



Centraide
Outaouais

2020-2021

**AGIR
ICI, AVEC
CŒUR ♦**

Community Report

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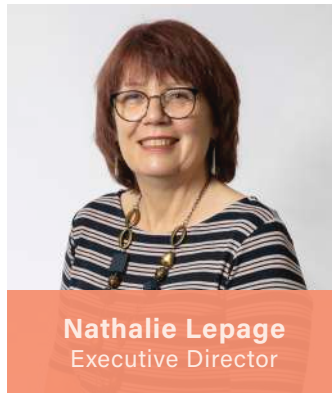
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Message from the Executive Director and the Chair of the Board of Directors

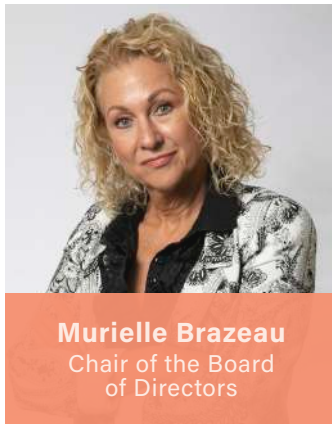
2020-2021: A Year Unlike Any Other.

The arrival of the pandemic caused major upheaval in the community. It forced us to adapt our approaches and work methods, using new tools and means of communication while maintaining our commitment to important initiatives for the community at large. Following the second wave of COVID-19 in the fall, the federal government entrusted Centraide United Way with the management of emergency funds. We had to react quickly to the social emergency. And to our great relief, donors answered the call to action. We even exceeded our fundraising goals as we raised 3% more money last year. It was a remarkable result considering that we had to rethink our campaign launch. The traditional launch breakfast was transformed into a simulcast on several radio stations during morning prime time, and we managed to reach over 35,000 people.

Looking back, the constraints we faced allowed us to innovate and be successful. The Board of Directors continued to be highly active in reviewing internal policies and monitoring our strategic plan, which they extended by one year in this context. They paid particular attention to the impact of the pandemic on the organization,



Nathalie Lepage
Executive Director



Murielle Brazeau
Chair of the Board
of Directors

as it related to the advantages and disadvantages of teleworking, risk management, financial monitoring, and evolving relationships between the various community stakeholders.

Everyone has a role to play to uphold Centraide Outaouais's recognized and sustained reputation in supporting people who need help. We want to take this opportunity to thank the community agencies, the office staff and all the volunteers who have adapted so quickly and shown such incredible resilience. Special thanks to Bob Rioux, who served a second year as Campaign Chair and helped us surpass our results from the previous year. All our gratitude as well to the donors who came to our aid.

With the pandemic, many have realized that no one is immune to hardship or job loss. The growing insecurity resonated strongly with donors and broadened the scope of Centraide Outaouais's actions. We all hope to return to normalcy soon, but we must remain cautious in this "in-between" period. The needs are not going away, and everyone's contribution will be valuable. In 2021, let us continue to put our heart here, in the Outaouais! 2020-2021: A Year Unlike any Other.

Centraide Outaouais

Mission, Vision, and Values

Centraide Outaouais: Leading the Fight Against Poverty and Social Exclusion.

For more than 75 years, Centraide Outaouais has been fighting poverty and social exclusion through our support of effective agencies rooted in our local community and our active involvement in consultations and partnerships to further our mission and promote joint action.

The Centraide team, with its experienced and dedicated volunteers, manages one of the largest fundraising campaigns in the region. Most of the money that we invest here in the Outaouais comes from various groups in our community:

- Businesses collecting donations through payroll deductions (over 11,800 donors in the workforce)
- Media offering free or low-cost advertising space
- Sponsors helping to keep the cost of our activities to a minimum
- Private and federal organizations generously seconding their employees to support us throughout the year

Our actions result in long-term improvements in the living conditions of vulnerable people.

Our Values

PARTNERSHIP

Promotes community action and spirit

RESPECT

Welcomes diversity and demonstrates transparency, rigour and honesty

DIGNITY

Strengthens the self-reliance of individuals and communities

EFFICIENCY

Focusses on results and the means to achieve them

Key Figures in 2020-2021

Results

\$4.9M

FOR THE OUTAOUAIS
COMMUNITIES

(Gatineau, Collines-de-l'Outaouais RCM, Papineau RCM,
Pontiac RCM and Vallée-de-la-Gatineau RCM)

2020-2021 turned out to be an exceptional year as Centraide Outaouais collected **\$3.7 million in donations**. This was excellent news for the **83 agencies and 8 programs and partnerships that have been supported locally for over 75 years**. The funds raised will help more than **65,000 people**.

We also **distributed \$1.2 million in emergency funds** in record time last year to meet the needs of those most affected by the pandemic.

\$1.2M

COVID-19 EMERGENCY FUND

65 000

PEOPLE HELPED

150

AGENCIES SUPPORTED

Emergency Fund **67**

Community Fund **83**

8

PROGRAMS AND PARTNERSHIPS

15 669

DONORS

1 065

FRIENDS | \$500 TO \$1,200

283

LEADERS | \$1,200 TO \$5,000

12

MAJORS | \$5,000 AND OVER

501

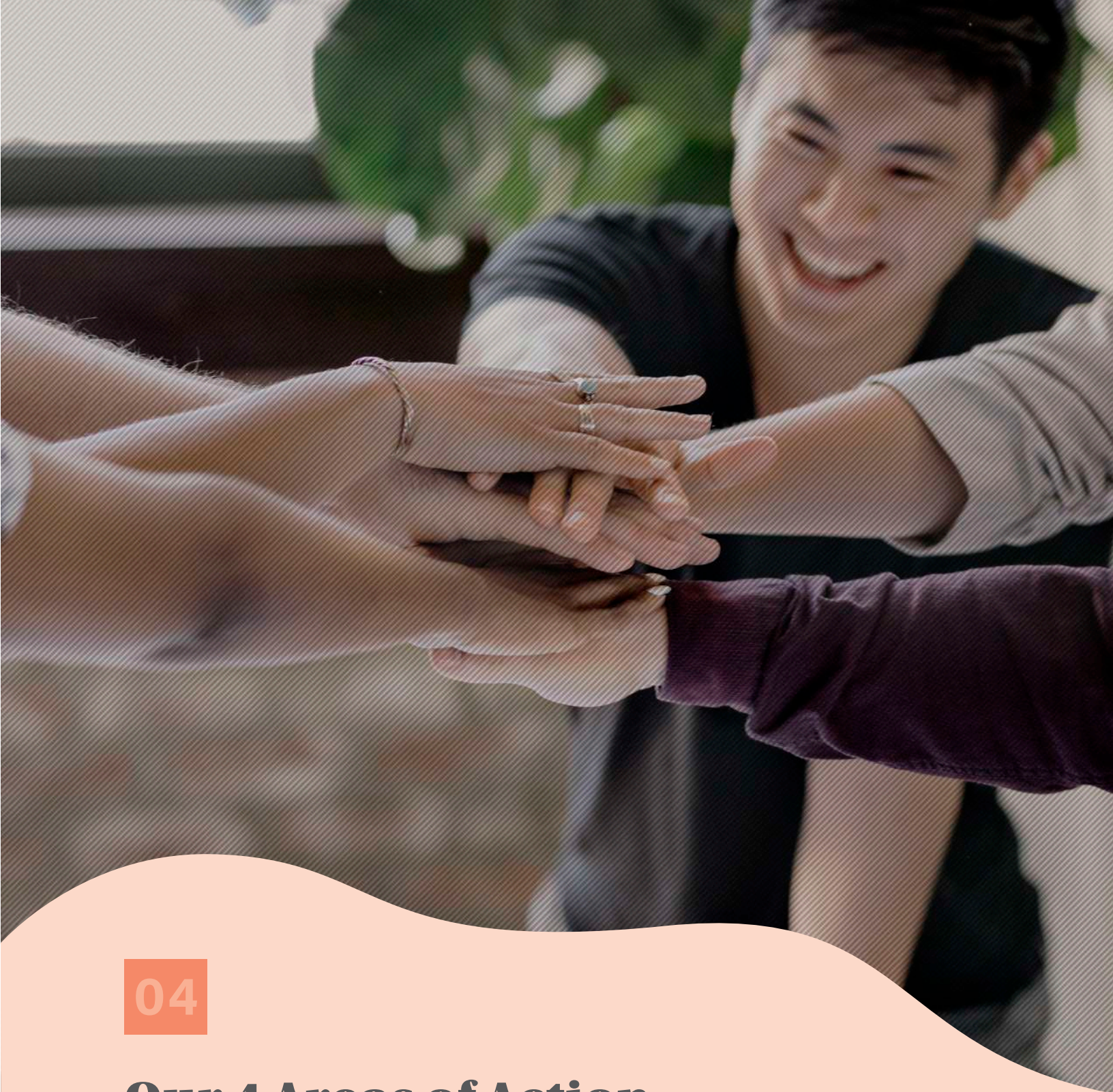
WORKPLACE CAMPAIGNS

28

CAMPAIGN CABINET MEMBERS

16

BOARD MEMBERS



04

Our 4 Areas of Action

Centraide Outaouais supports a network of **83 experienced agencies in addition to 8 programs and partnerships** that can respond to the multiple needs of people in distress and that operate in four areas to **support youth success, ensure the essentials, break social isolation, and build cohesive living environments.**

Supporting Youth Success



SUPPORTING YOUTH SUCCESS

Our Objectives

- Prevent youth from dropping out of school
- Develop youth skills and leadership
- Help young people and families in crisis or with addiction problems
- Fight physical and psychological abuse

Some Results

Here in the Outaouais, **6,000 youths aged 11 to 17 attend seven youth centres**. In underprivileged areas, these **provide a safe place where young people can see a better future thanks to workshops on staying in school, cooking or drug prevention**. The donations collected will help these organizations to continue their actions in the field.

Impact

\$770,000

invested (24% of our investments)

39

agencies supported

30,381

people helped

We saw great upheaval in 2020-2021. The urgency of the situation prompted us to rethink and re-engineer our operating environment to sustain our support to families and children. We set up virtual meetings with parents and children to share life's moments, offer comfort and provide fun activities. Our program encourages families to come out of isolation and marginality. We measure the impact of our services through changes in families' lifestyles and improvements in their physical and mental health. For many years now, Centraide Outaouais has contributed to the services provided by Équipe Soutien-famille and generously offered their support to enable us to continue working with the neediest families in the region.

Équipe Soutien-Famille
Sophie Beauchamps

Providing the Basics



PROVIDING THE BASICS

Providing the basics means, among other things, that we help agencies in offering permanent or temporary shelter to people in distress, that we support the homeless, whose numbers have tripled since the beginning of the pandemic, and that we find ways to feed poverty-stricken families and individuals.

Our Objectives

- Conquer hunger
- Help people in distress
- Provide housing to the neediest
- Support social integration and employment

Some Results

- **12,000 people** received food assistance
- **5,200 people** benefited from community support in obtaining information or assistance regarding housing, paperwork, health risk issues, advocacy, etc.
- **1,000 people** took part in collective cooking events sponsored by agencies

Impact

\$1,080,000

invested (34% of our investments)

55

agencies supported

30,284

people helped

Some years are more pivotal than others. This was certainly the case for the Manne de l'île in 2020-2021 as we became the BASE (Banque Alimentaire-Services Entraide). The pandemic had a deep impact on food assistance in our community, with growing demand and new health procedures to follow. We saw the number of food aid cases increase by 35% in one year to 15,312. As a result, we had to set up a mobile delivery service in a hurry (our workers made 6,025 deliveries during this period). Without the support of its partners, the BASE could not have met this challenge. As one of our main financial supporters, Centraide Outaouais contributed to the implementation of our new grocery-style distribution hub at 66 Eddy Street.

BASE
Vincent Heine

Breaking Social Isolation



BREAKING SOCIAL ISOLATION

In the past year, breaking social isolation has become a significant issue for organizations in the Outaouais. Successive lockdowns created even more social hardship among isolated, elderly, and disabled people.

Our Objectives

- End senior isolation
- Promote the inclusion of people with disabilities
- Support the integration of immigrants and refugees
- Help people in crisis

Some Results

- **More than 700 people** living with intellectual disabilities, autism spectrum disorders or physical disabilities were accompanied by the agencies
- **1,500 seniors** were reached directly in their living environment by stakeholders and agencies
- Last year, **3,200 newcomers** participated in workshops offered by our agencies to promote inclusion

Impact

\$570,800

invested (18% of our investments)

47

agencies supported

36,586

people helped

“

Whew! The best I can say about 2020-2021 is that it took our breath away! The unique aspect of this COVID year is that Tel-Aide has had to go into fast mode. With more requests for help on the phone, we needed to grow our team, train new listeners, and increase our capacity to receive calls... None of this would have been possible without the collaboration and unconditional support of backers like Centraide Outaouais. The availability of special COVID funds has enabled us to conduct initiatives such as the transitioning of our training offer into virtual mode, the purchase of computer equipment to enable new call-taking procedures, and the addition of licenses to respond to the growing needs of those seeking a listening ear.

”

Tel-Aide Outaouais

Monique Chartrand, Executive Director

Building Supportive Environments



BUILDING SUPPORTIVE ENVIRONMENTS

One critical mission of the agencies we support in the Outaouais is to build supportive environments. Following the campaign, \$595,000 of the total amount raised was invested in this area.

Our Objectives

- Revitalize impoverished neighbourhoods
- Build the capacity of community organizations
- Promote volunteering and mutual aid

Some Results

- Among other things, **8 neighbourhood houses** met the daily needs of their residents, to revitalize their environment, promote their autonomy and general mental health
- **2,425 people** joined in block parties
- **214 people** participated in recognition events for our valued volunteers

Impact

\$595,000

invested (19% of our investments)

16

agencies supported

3,604

people helped

“Even during the pandemic, we continued to help our families in need, for example, by creating online workshops for all ages: parent-child painting, gardening, sewing, cooking, early reading, family exercise and more. We also ran fun contests and set up an SOS kitchen program, which delivered prepared meals to needy families. A single mother recently told us: ‘I can’t believe all the work you do and all the help you seek out for us. I will always be grateful to the Maison de la Famille, Centraide and all those who come to our aid... You bring us relief and encouragement... Thank you... Thank you so much!’ At the Maison de la Famille du Pontiac, we see the smiles on the faces and the joy in the hearts, but most importantly, we see the impact of our actions and the change they bring! Centraide Outaouais helps us develop our services to support our vulnerable families, without limits or worries.”

Maison de la famille du Pontiac
Lisa Dani, Executive Director

Social Development

Centraide Outaouais is recognized as a key player in social development and a community builder that supports and strengthens the capacities of community agencies and vulnerable groups. Centraide Outaouais is supported in its social development role by the Allocations and Agency Relations Committee (CARO), made up of 24 volunteers who spend many hours in the field with community agencies to examine and understand their needs before making recommendations to the Board of Directors.

In this pandemic year, the exposure of families and individuals has increased tenfold, and it has become imperative to help others. Centraide Outaouais also works with partners to find sustainable solutions to poverty and social exclusion by taking part in consultations on social development issues.

PROGRAMS

Through its actions and programs, Centraide Outaouais contributes to lasting solutions that decisively improve the lives of thousands of vulnerable people.

Back to School

The Sharing Stores allow low-income families in the Outaouais to buy school supplies for their elementary school children at 75% off the regular price. Thus, each child can choose what suits their tastes and needs in a respectful and dignified atmosphere.

The **17 sharing shops** throughout the Outaouais provided new school supplies to more than **2,300 children from 995 families**. We **allocated \$95,000 to this vital program**. Thank you to the 31 stakeholders (community organizations) and 79 volunteers involved in this program, which brought many smiles and a positive back-to-school experience!

Snowsuits

The purpose of this program is to provide good quality snowsuits at low cost to disadvantaged families. Eligible families are those living below the poverty line. It also aims to reduce social inequalities and cope with the harshness of winter by offering good quality clothes at the cost of \$20. The initiative also promotes healthy lifestyles among youth, as children are more likely to go outside to play in warm winter clothing.

The 2020-2021 program was unlike any other, as the COVID-19 pandemic environment imposed many logistical challenges. But despite the difficulties, the program continued to bring much joy to the families and children involved. This past year, **1,692 children aged 0-12** were kept warm during the winter thanks to **16 community organizations**. Thank you to those actively involved and our partners who provided financial and technical support to make this possible.

CA Marche

For more than 20 years, Centraide Outaouais has been actively developing vibrant and supportive communities via the **IT Works program**, which offers quality training to volunteers, managers, and agency workers. The topics covered during the training sessions include budget management, human resources, governance, communications, marketing, and strategic planning. Thanks to Emploi-Québec for their support and contribution that allowed us to maximize the training benefits for the agencies.

**211**

211 is a multi-channel service to refer residents to appropriate resources close to home. In these challenging times, any individual can experience upheaval and require social support without knowing anything about social and community networks. The United Way/Centraide network was mandated to urgently deploy 211 services across Canada to respond to the increased needs related to COVID-19. The website launched in November currently lists over 10,000 agencies and programs. The 211 phone number has been available to the public seven days a week since December 2020. The implementation was made possible thanks to the Community Support Emergency Fund (CSEF), an Employment and Social Development Canada initiative to support the community network. In the Outaouais, there were 800 contacts with 1,300 expressed needs and 1,800 referral requests.

The highest need categories were housing at 33%, employment and income at 11%, and food and health at 10% (COVID-19 statistical report, 2020). Over 60% of the requesters were aged 50 and over. The 211 telephone and chat services generated referrals to 348 different agencies in the Outaouais.



Philanthropic Development and Campaign

2020-2021 CAMPAIGN

2020 will long be remembered for the emergence of COVID-19, the ongoing adaptation and the resilience required to move forward. But most of all, we will not forget the incredible commitment and charity of donors and volunteers. Thanks to the participation of **residents, businesses, public agencies, and trade unions**, the 2020 campaign achieved an exceptional result. This was also made possible by the dedication of **Bob Rioux, who served a second consecutive term as Campaign Chair in 2020-2021**, along with his campaign cabinet and numerous volunteers.

EVENTS

Buy Local Outaouais (Achétions Outaouais)

Achétions Outaouais was an initiative of the finance division of the campaign cabinet. For \$50, a box of exclusive local products (chocolate, butterscotch, balsamic and maple vinegar, apple jelly, scented candles, and more) was available to order online. For each box sold, \$10 went to Centraide Outaouais.

Virtual Auction

Centraide Outaouais invited the public to bid on more than 35 lots in a virtual auction. The products and gift certificates were all from local businesses. Our thanks to Desjardins, the main sponsor of the virtual auction.

Move for Youth

The *Move for Youth* activity raised \$57,000 for Centraide Outaouais and United Way East Ontario. Of this total, Centraide Outaouais received \$20,000, which we used to promote youth success, one of our areas of action. This initiative was conducted in partnership with the National Bank.

Giving Tuesday

Giving Tuesday is the national day of giving. Every year it opens the holiday season when people are most likely to open their wallets for a worthy cause. On that day, Centraide Outaouais rallied the community behind Operation Snowsuit.

These 2 raised

\$9,200

\$38,500

was raised in the process

Coup de Cœur Awards ♥



Coup de Cœur — Resilience
Soupe populaire de Hull



Coup de Cœur 2020
Les maisons des jeunes du Pontiac

Campaign Awards | Recipients ★



Campaign Star
Erco Mondial



Syndicat de l'enseignement de l'Outaouais
École Adrien-Guillaume de Chéville



Global Support
Super C d'Aylmer



Workplace Campaign
Épicerie Adonis



GCWCC
Environment and Climate Change



Syndicat FTQ
Kruger Inc.



Campaign Star Committee
Portages de l'Outaouais Service Centre

Women and Men Committed to our Mission

CONSEIL D'ADMINISTRATION

Murielle Brazeau - President
Bob Rioux - Chair of the 2019 and 2020 campaigns
Caryl Green - Director
Chantal Grenier - Treasurer
Agathe Lalande - Director
Céline Gauthier - Director
Jonathan Binet - Director
Lawrence Cannon - Director
Lise Gauvreau - Director
Marie-Josée Carrier - Director

Sarah Paquet - Director
Sébastien Fugère - Director
Simon Lavigne - Director
Élaine Dupras - Vice-President
Nathalie Lepage - Executive Director
Renée Amyot - Executive Committee Member
Sonny Constantineau - Secretary
 • END OF MANDATE •
Daniel Jean, Lucie Lafleur, Maurice Boivin

CAMPAIGN CABINET

Bob Rioux - Chair
 • DIVISION CHAIRPERSONS •
Benoit Lauzon - Municipal Affairs and Papineau RCM
Caryl Green - Hill Country RCM
Jane Toller - Pontiac RCM
Sonny Constantineau - Vallée-de-la-Gatineau RCM
Denis Harrison - Education
France Labine - GCWCC
John Benoit - Health and Social Services
Stéphane Viau - Community Agencies

Pierre Samson - Business
Roger Lafrenière - Financial Services
Sylvain Groulx - Industries
Sylvie Leblond, Steve Tremblay, Caroline Picard - Construction and Engineering
Alex Silas - PSAC
Dino Lemay - FTQ
Marie-Chantale Duchaussoy - Syndicat de l'enseignement de l'Outaouais

EXTERNAL MEMBERS OF BOARD COMMITTEES

• AUDIT AND FINANCE COMMITTEE •
France Labine - MBA, CPA
Mélanie Cabana - CPA
Pierluc St-Jacques

• COMMUNICATIONS COMMITTEE •
Jane Cyr
Lucie Gilbert
Sébastien Guérin

ALLOCATIONS AND AGENCY RELATIONS COMMITTEE (CARO)

Catherine Gilbert
Angela Hachache
Elizabeth Woods
Stéphane Durocher
Yves Rioux
Carole Meloche
Mark Pecek
Marcel Vachon

Danielle Labbé
Michel-Olivier Boivin
Vickie Farrugia
Sylvie Durocher
Suzanne Lafond
France Labine
Paule Ines Fotso Mokam
Sébastien Lachambre

Élise Amyot
George Pierre-Louis
Vicki Ledrou-Paquet
Maude Bélair
Marie Bélanger
Rose Sanche-Mayer
Luc St-Laurent
Lorraine Goulet



Some CARO members with the social development team of Centraide Outaouais

From left to right | Stéphane Durocher, Lise Gauvreau, Luc St-Laurent, Nathalie Lepage, Marcel Vachon, Stéphanie Ayotte, Mark Pecek, Emilie Charron-Pilotte, Carole Meloche and Yves Rioux

COMMITTED VOLUNTEERS

Alain Frechette
Alexandra Pilon
André Charron
Byanka Dixon
Carol Anne Bernier
Caroline Bertrand
Caroline Forgues
Caroline Genois
Claude Masson
Colette Dubois
Daniel Brunet
Diane Côté Sauvageau
Diane St-Louis
Donald Roy
Esther Clérin

Francine Tremblay
Gaëtan Racette
Gilles Lafrance
Gilles Villeneuve
Hélène Brazeau
Hélène St-Louis
Isabelle Deslauriers
Jean-François Genois
Joël Lapensée
Julie Deslauriers
Loriane Robertson
Lucie Bergeron
Me Michèle Lafontaine
Martin W. Simard
Marc Gervais

Marc Sabourin
Marie-Andrée Labelle
Mathieu Gaudreau
Nadine Larivière
Nancy Boudria
Patrice Mariat
Raymond Pitre
Robert Brisebois
Roch St-Jacques
Sophie Dionne
Stéphanie Romain
Sylvain Lepage
Yannik Dufour

Note: This is not an exhaustive list of volunteers, and despite our best efforts, we may have missed some names.
If this is your case, please get in touch with us so that we can add yours.

Organizations Covered by the Emergency Fund

Accompagnement des femmes immigrantes de l'Outaouais (AFIO)

Adojeune Inc.

Alliance Alimentaire Papineau

Association pour l'intégration communautaire de la Vallée de la Gatineau « La Lanterne »

Association pour personnes vivant avec de la douleur chronique

Atelier d'Éducation populaire (La Plume)

Avenue des Jeunes

Banque Alimentaire de la Petite-Nation

Bouffe Pontiac

BRAS Outaouais

Campus 3

Centre Action Bénévole de Hull

Centre Action Bénévole Gatineau

Centre Action Génération des Aînés de la Vallée-de-la-Lièvre

Centre Alimentaire d'Aylmer

Centre communautaire Entre Nous

Centre de Pédiatrie Sociale de Gatineau

Centre de Placement Spécialisé du Portage

Centre d'entraide aux aînés

Centre d'Innovation des Premiers Peuples

Centre d'intervention et de prévention en toxicomanie de l'Outaouais

Centre Inter-section

Centre Islamique de l'Outaouais

Conseil central Gatineau-Hull de la société de Saint-Vincent de Paul (Le)

Conseil Particulier d'Aylmer (Société Saint-Vincent-de-Paul)

Conseil Particulier de Hull (SSVP)

Conseil particulier St-Charles, de la Société de Saint-Vincent de Paul de Gatineau

Donne-toi une chance

Entraide familiale de l'Outaouais

Espace Outaouais

Espoir Rosalie de Gatineau

Fabrique de la paroisse de l'Assomption-de-Marie (Christ Roi Pain Quotidien)

FADOQ section Outaouais

Fondation Collège Héritage

Fondation Olo

Grands frères et Grandes Sœurs de l'Outaouais

Habitations Nouveau Départ

Itinérance Zéro

Jeunesse Idem

Jeunesse sans frontières de la Vallée-de-la-Gatineau

La Fabrique de la paroisse de Saint-François-de-Sales

La Mie de l'Entraide

La Source des Jeunes

ORGANIZATIONS COVERED BY THE EMERGENCY FUND (CONT'D)

L'Antre-Hulloise

L'Apogée Association pour parents et amis de la
personne ayant un problème de santé mentale

Le Grenier des Collines

L'Entraide de la Vallée

L'Envol S.R.T. (service de retour au travail)

Les Apprentis (CADO)

Les Enfants de l'Espoir de Hull

Les Oeuvres Isidore Ostiguy

Maison de la famille de Gatineau

Maison de la famille Pontiac

Maison de la famille Vallée-de-la-Gatineau

Maison de l'Amitié de Hull

Maison des Collines

Maison des jeunes Le Mashado

BASE (Manne de l'Île)

Mon Chez-Nous inc.

Patro de Fort-Coulonge/Mansfield

Résidences du Bel Âge de la Vallée de la Lièvre (Les)

Société Alzheimer de l'Outaouais

Soupe populaire de Hull

Tel-Aide Outaouais

Vallée Jeunesse

Le Vent dans les lettres

Western Quebec Literacy Council

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