A BETTER FUTURE FOR WOMEN, GIRLS AND THEIR FAMILIES

ANNUAL RAPPORT 2017-2018 of YWCA Montreal and the Women’s Y Fondation

This annual report can also be viewed online at ra2018.ydesfemmesmtl.org/en.

This annual report covers the period of July 1, 2017 to June 30, 2018 and was submitted at the Annual General Meeting of members on September 27, 2018.


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The YWCA organization is funded by Centraide.

@YWCA.Montreal  #YWCA_mtl  ydesfemmesmtl.org
AN IMPROVED MISSION

Adopted last December, our 2018-2021 strategic plan is called “Giving Voice to Women and Girls.” It builds upon three major cornerstones of development: innovation, visibility and long-term viability. The concept of family is now officially integrated into our mission, reflecting its importance for a majority of women, a fundamental element to be taken into consideration when working with them to build a better future. A recent study indicates that 38% of children between the ages of 0 and 17 in the borough of Ville-Marie live in a state of poverty, which serves to confirm the importance of providing the most vulnerable families with access to our activities and services.

INCREASING VISIBILITY TO PROMOTE CHANGE

One of the highlights of the year was our participation in the first YWCA Canada Day of Action on Parliament Hill in Ottawa. Close to 100 women from YWCAs across the nation met with elected officials to raise awareness of the importance of setting aside projects that meet the specific needs of women and girls within the context of the National Housing Strategy. In accordance with our proposal, this strategy has now planned to devote at least 25% of these projects to the needs of women and girls. This is a major achievement that fuels our sense of pride in being a part of such a national movement.

This past year was filled with initiatives in defence of rights, as evidenced by our active participation in the “12 Days of Action to Eliminate All Forms of Violence Against Women” campaign; the publication of an open letter addressed to the Prime Minister of Canada challenging the Liberal Party of Canada’s adoption of a resolution to decriminalize consensual sex workers; a press conference to condemn sexual assault in schools and the launch of a powerful social media campaign to prevent sexual exploitation of young girls during major events such as the Formula 1 Grand Prix.

DEFENDING THE RIGHTS OF WOMEN AND GIRLS

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The level of innovation and excellence demonstrated in our programs and services has been acknowledged more than once over the past months. They include, the Solidaires - Citizen Involvement, award, presented by Centraide at our Legal Information Clinic; the Boomerang award - Digital Campaign for the Je mets mes culottes campaign, implemented by DDB Canada; as well as the 2018 Recognition award bestowed by Alliance des centres-conseils en emploi (AXTRA) to Antonella Talarico, our employability programs coordinator, to acknowledge her exceptional commitment and contributions.

KEY PROJECTS

As with many non-profit organizations, the financial situation of YWCA Montreal, is an on-going concern and we continue to closely monitor our budget. We have started to explore other potential sources of revenue and have also begun the process of assessing our premises (built in 1952), which should lead to the construction of a new building. The building is a crucial resource that will ensure the long-term viability of the YWCA permitting us to improve the development and delivery of our services so as to increase their impact.

RECOGNITION

The level of innovation and excellence demonstrated in our programs and services has been acknowledged more than once over the past months. They include, the Solidaires - Citizen Involvement, award, presented by Centraide to the team of volunteers at our Legal Information Clinic, the Boomerang award - Digital Campaign for the Je mets mes culottes campaign, implemented by DDB Canada; as well as the 2018 Recognition award bestowed by Alliance des centres-conseils en emploi (AXTRA) to Antonella Talarico, our employability programs coordinator, to acknowledge her exceptional commitment and contributions.

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1952 Relocation to 1055 René-Lévesque Blvd. West
2000 “Y des femmes de Montréal” becomes our new name
2012 The YWCA has a green roof
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MESSAGE FROM THE CHAIR AND THE CHIEF EXECUTIVE OFFICER OF THE YWCA MONTREAL

ACTIVE TRANSITION!

THIS PAST YEAR AT THE YWCA MONTREAL HAS BEEN MARKED BY ACTIVE TRANSITION!

AN IMPROVED MISSION

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WOMEN OF HEART AND ACTION

We would like to take this opportunity to thank Hélène Lépine, who left her position as CEO of the organization at the end of 2017. Over the course of her six years at the head of the YWCA, Hélène Lépine contributed extensively to the organization’s stability and created new windows of opportunity. In short, Hélène left behind a house in order, ready to take on the future. On behalf of the Board of Directors, the Management Team and all employees, we would like to express our heartfelt gratitude for her energetic commitment as the head of our organization. We wish you all the best in your retirement, Hélène!

We would like to publicly acknowledge the extraordinary work and commitment of Rachel Auger, who has devoted more than 20 years volunteering on our board of directors; much of this time in the capacity of treasurer. Her commitment, her expertise and her confidence in the ability of our organization to continue to move forward, despite constraints, were much valued and even reassuring during its most critical moments. Sylviane Chaput, Martine Coulombe and Camille Isaacs Morell have also ended their time with us. They shared their vision and their strategic thinking, and their contributions were most valued.

ACKNOWLEDGEMENTS

The YWCA Montreal consists of a team of approximately 80 professional and committed women (and a few men!) as well as close to 400 multi-talented volunteers; it also consists of a board of directors made up of remarkable, involved women, fabulous ambassadors in their respective fields. It’s also a Foundation that manifests such creativity in support of our mission; it’s a network of partners, of funders, of donors and allies, without whom our activities would not be met with such resounding success. To all those who have made the YWCA what it is today, who support us, who believe in the power and relevance of our actions and who stand behind this great dream of a just and egalitarian society where no girl or woman is left behind, we would like to express a sincere THANK YOU.
A YEAR MARKED BY THE DEVELOPMENT OF PROMISING ALLIANCES, BY THE CONSOLIDATION OF OUR FUNDRAISING ACTIVITIES AND BY INCREASED VISIBILITY.

PARTNERSHIPS AND STRATEGIC ALLIANCES

With the aim of developing strategic partnerships, we reached an agreement with the Lise Watier Foundation that allows the YWCA to offer the My Bag is Yours! campaign. The goal of this program, which combines training, intervention, and financial support, is to help women achieve financial independence through entrepreneurship, education or by charting a path to return to the workforce.

The Foundation also partnered with the Nishi Pears Company to launch a new financing campaign last November that allows new arrivals to receive professional training through the Montreal School of Gemmology. To this end, several jewellery stores sold bracelets through the Second Chance program over the holiday season to help fund this project. The program will be offered free of charge starting in the fall of 2018.

The Women’s Y Foundation and the YWCA Quebec worked together to launch the second My Bag is Yours! campaign. This was the first time the two have collaborated and judging by the hype this campaign generated, it most definitely will not be the last! This collaboration allowed us to strengthen our connections and increase the visibility of women’s issues across an even larger audience.

The Foundation also concluded an agreement with Épiderma, which will provide financial support to the My Bag is Yours! campaign for two years. A great example of a successful partnership!

BUILDING LONG-LASTING RELATIONSHIPS

The Foundation always makes sure that the donor is at the heart of its actions and positioning. This principle adheres perfectly to the pursuit of its objectives of loyalty and recognition, as defined in the 2016-2019 Strategic Plan. On this note, we strive to constantly reach out to new donors to build long-lasting and meaningful relationships. For example, from now on, as part of the InspirationnELLE event, organized by the Generation W committee, the Foundation proposes that partners offer a mentorship to the award winners in their category over the course of an entire year.

In the same vein, we’ve updated the category and partnership structures for the Women of Distinction Awards gala, our signature event. The established connections go above and beyond the event and have, for example, paved the way for an International Women’s Day presentation at Microsoft, focusing on gender equality and equity.

THE FOUNDATION’S VISIBILITY

2017-2018 saw a major increase in the Foundation’s visibility. In January 2018, the Foundation launched its first quarterly newsletter to keep our donors informed of our activities and, above all, to convey a better sense of the issues and the relevance of the YWCA Montreal’s mission.

In addition, the efficient management of communications and the implementation of a social media strategy have helped increase our Facebook followers by 75%. The Women’s Y Foundation has boosted its image and is increasingly positioning itself as a key player on the philanthropic stage.

GOVERNANCE

Four new administrators joined the ranks of the Board of Directors: Édith Cloutier, President of Rogers Communications, Quebec region; Jessica Harding, Associate Litigator Osler; Elisabeth Masse, President of EM Motion Marketing, and Benoit Primeau, Investment Advisor, Vice President and Portfolio Manager with the National Bank Financial. Their expertise and skills are assets and perfectly complement the profiles of the other board members. We are very grateful that they have chosen to contribute their talents to the Women’s Y Foundation.

ACKNOWLEDGEMENTS

We would like to extend our heartfelt gratitude to all the members of the Board of Directors and the different work committees: Finance, Visibility, Women of Distinction Awards, My Bag is Yours and Generation W. Thanks to each of you for your professionalism and your commitment, which allow us to constantly ask the right questions and thereby continue along a path of innovation. We would also like to acknowledge the exceptional contributions of our volunteers, without whom these activities would never see the light of day.

We sincerely thank, for their contributions Audrey Cadre, Karine Chênevert, and Robert Beaudoin, outgoing directors.

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Our faithful donors are essential to the impact our activities have on the community. We aim to maintain and develop their trust in order to build a strong, unified network that supports the YWCA Montreal’s mission of building a better future for women, girls, and their families.

In closing, we cannot neglect to acknowledge the remarkable work of Sonia Wong and Viviane Agostino who, day after day, demonstrate professionalism and commitment, as well as the work of the entire YWCA team, an extremely qualified and confident team always actively advocating for women and girls.
TAKING THE NECESSARY TIME TO BUILD STABILITY IN A SAFE ENVIRONMENT, AND MOVE ON A PATH TOWARDS INDEPENDENT HOUSING.

Through a vast array of personal development workshops, dialogue and activities, as well as psychosocial counselling provided by a team of multidisciplinary counselors, residents can regain agenticity at their own pace, build more autonomy and stability, so as to break free from the cycle of homelessness, exclusion, and violence.

HIGHLIGHTS

- There has been a significant increase in applications from immigrant women in situations of domestic and/or family violence. The Secretariat à la condition féminine du Québec allocated funding to help us adapt our tools, approach and services to better respond to the needs of these women.
- The Fondation Echo renewed its financial support for another three years to provide mental health services. For example, as a part of Mental Health Week, more than 150 participants took part in activities and workshops on managing stress and anxiety, the use of dreams to achieve a state of well-being, reiki, massage and zootherapy.
- The residents were able to develop and express their creativity by working with the artist Veronikà H to create a painting called Renaissance. This work of art was sold during the Women of Distinction Awards Benefit Evening.
- When evaluating our residential housing, the tenants at Jards du Y said that the community support is appreciated and utilized, that the apartments are safe and affordable, and that they feel their quality of life has greatly improved since moving there. As for the Residence, participants stated that they feel safe; they also indicated that the workshops and activities are important and that they greatly appreciate the individual counseling.
- We have completed the second phase of the Homelessness Partnering Strategy (HPS), which allowed us to renovate some facilities at the Jardins du Y in order to keep the accommodations safe and to create a more attractive and harmonious space.
- We introduced our model (services, approach, values, successes and future challenges) at a symposium entitled “Feminine perspectives on Housing for Women”. In order to build relationships, broaden our practices and share our expertise, we also participated in the 7th Biannual Conference entitled “Parce que l’avenir nous habite” as well as the National Conference on Ending Homelessness organized by CREMIS on behalf of MSSS.
- As of September 2017, YWCA participants, particularly residents and tenants, can participate, for free, in an art therapy group offered in partnership by the Montreal Museum of Fine Arts.
- The Women’s Y Foundation is partnering with a new Brin’D’Elles housing project for senior women; the sod-turning ceremony took place in the spring. In the overall context of an ageing population, in which older women are poorer than men and more likely to be living on their own, it is particularly important that they have access to safe and affordable housing.

PARTICIPATION

79 WOMEN benefited from the YWCA housing services, with 46 staying at the Residence.

THE RESIDENCE

As part of our Social Reintegration program, we offer housing and weekly psychosocial counselling in this 34-room residence.

OCCUPANCY: 93%

LES JARDINS DU Y

21 apartments and community support. OCCUPANCY: 100%

BRIN’D’ELLES

A total of 33 apartments in two locations (Saint-Michel and Saint-Laurent) with community support and managed in partnership with the Brin’D’Elles Corporation. OCCUPANCY: 100%

RESULTS

STABILITY AND LONG-TERM AUTONOMY

One of our primary objectives is to achieve housing stability. This year, 15 out of the 17 women who completed their stay at the Residence, reclaimed a stable life and found independent housing. 76% of the tenants living at the Jardins du Y have been living there for more than five years. As for the tenants at Brin’D’Elles St-Laurent, 100% of the women we referred there have been living there for more than five years. When women leave their housing situation, it is mostly for health reasons.

SOCIAL ISSUES

#HOMELINESS

When the count of the visibly homeless took place in the spring of 2015, 24% of the homeless in Montreal were women. However, this count does not take hidden homelessness into consideration; this situation is extremely difficult to assess and is typical of homelessness among women. Homeless women often live with friends, family members or in exchange for commercial sexual favours. It is important to note that indigenous and immigrant women are overrepresented among homeless women.

Canada-wide statistics show that 73% to 81% of homeless women are or have been victims of psychological, sexual, or domestic violence. More than 80% of sexual and domestic violence victims are women. The rate of sexual violence against women in Montreal is higher than anywhere else in Quebec.

#MENTAL HEALTH

A significantly higher percentage of women than men suffer from mood disorders and anxiety. These disorders are sometimes the post-traumatic effects of childhood experiences of physical and sexual abuse, neglect, victimization, domestic violence, rape, or harassment. Other risk factors associated with mental health problems include a low level of education, low income, job insecurity, single parenthood, and immigrant or refugee status. Poverty is one of the strongest indicators of an increase, worsening, and persistence of mental health problems in the population. Statistics show that women, especially single mothers and seniors, are among the poorest in society.

WOMEN OF distinction Awards Benefit Evening. Veronikà H to create a painting called Renaissance on Ending Homelessness organized by CRÉMIS on behalf of MSSS.

Parce que l’avenir nous habite

Let me to thank you with all my heart for your boundless gratuitous love and compassion, or your titanic work which you do to help women like me.

I am from Russia and was in a difficult life situation. I got married and went to live with my husband with all my property. But after six months I was subjected to moral, physical and material violence and I escaped from him.

I cannot express my gratitude to you in words, how you care about the fate of women who need you, for all your contributions to this mission. Thank you for your good heart, for your support, psychological and material.

Marina, former resident

WHO ARE THEY?

In 2017-2018, residents and tenants at the YWCA Montreal were between 19 and 70 years of age. They had all been living in adverse circumstances, and more than 69% were suffering from varying degrees of mental illness. Most residents had been living below the poverty line and close to 20% were employed. 68% of the residents reported having experienced one or several incidents of violence (domestic, family or sexual abuse).

We have seen a marked increase in applicants from diverse cultural communities, and 65% of residents were of immigrant origin.

Dear YWCA administration and all who are behind this name and all organizers of this social structure.

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#WELL-BEING #STABILITY #EXCLUSION #ISOLATION #HOMELESSNESS #MENTAL HEALTH

#VIOLENCE #SECURITY #SELF-ESTEEM #AWARENESS #LASTING CHANGES #SOCIAL SKILLS
DEVELOPING THE KNOWLEDGE AND SKILLS TO ACHIEVE SOCIAL AND PROFESSIONAL INTEGRATION AND BREAK THE SPIRAL OF EXCLUSION, POVERTY, AND SOCIAL AND GENDER INEQUALITY

A professional team specializing in career counselling, training, employability and psychosocial counselling, supports and guides participants back to work or school.

EMPLOYABILITY SERVICES

HIGHLIGHTS

- As of January 2018, thanks to a new collaboration with the Lise Watier Foundation, we started offering the s’Entreprendre program. This program provides training guidance and financial support, and is addressed to women aged 18 and older who are ready to take action through entrepreneurship, post-secondary education or by returning to the workforce.
- Since January 2018, the certificate obtained by participants in the Fringues & Cie program has been recognized by the Ministry of Education as an official Training Certificate for a Semiskilled Trade (TCST).
- The Mothers Work Integration Program has been renamed Women’s Work Integration Program and is now open to all women outside the job market, and not just to women with children.
- The OSE and Women’s Work Integration Program teams organized a mentoring panel for non-traditional employment for women. The panelists were from different fields and businesses, including the STM and the Ville de Montréal. There was a female bus driver, a female building inspector, a female engineer and a woman who works in fire prevention.
- Tu viens d’où?, our awareness project intended to promote inclusion and diversity in the workplace, was chosen as the "Coup de cœur" of the City of Montreal’s Bureau d’intégration des nouveaux arrivants (BINAM). The funds obtained will make it possible to create a virtual reality "experience and follow a female immigrant in her search for work.
- Accenture Technologies provided five free online training sessions for participants in our employability programs through their training platform The Learning Exchange. The YWCA is the first organization in Quebec to use this platform. Accenture also made a donation toward the purchase of laptops for our participants and decided to renew the agreement for another year.
- Since August 2017, a partnership with L’Oréal has allowed participants to join their Beauty for a Better Life program for free. Five participants from the Women’s Work Integration Program and Fringues & Cie were able to benefit from this vocational training program for beauty sector skills. This partnership will run again in 2018-2019.

PARTICIPATION

333 WOMEN benefited from our employability services.

WOMEN’S WORK INTEGRATION PROGRAM

44 women took part in this 19-week job preparation program, which includes training, group workshops and a professional internship.

FRINGUES & CIE

23 women took part in this accredited, six-month paid training program in sales and customer service.

ORIENTATION AND SERVICES FOR EMPLOYMENT (OSE)

205 women benefited from individual consultations with certified guidance counsellors, all members in good standing with their professional associations.

S’ENTREPRENDRE - LISE WATIER FOUNDATION

27 women participated in this new program, which combines counselling, training, guidance and financial support.

CENTRE DE RESSOURCES ET DE DÉVELOPPEMENT DES APPRENTISSAGES (CRDA)

33 women from the collectivity and 53 participants in our employment programs used the various resources offered by the CRDA.

WHO ARE THEY?

This year, 68% of the Women’s Work Integration Program participants were social assistance or employment insurance recipients. Figures for the Fringues & Cie and OSE participants were 87% and 44% respectively.

64% of Women’s Work Integration Program participants came from immigrant background. For program OSE, 47% of women were university graduates while 77% and 58% of Fringues & Cie and Women’s Work Integration program, respectively, had not completed college. 57% of Fringues & Cie were single parents which marks a significant increased compared to the precedent year.

RESULTS

SUCCESSFUL PROFESSIONAL INTEGRATION

In 2017-2018, 62% of participants from our employability programs found work immediately following completion of the program.

SOCIAL ISSUES

#FINANCIAL INSECURITY

In Montreal, 45% of women earning an income make less than $20,000 per year! The most common occupations for women in Montreal and the province of Quebec include administrative assistant, retail sales worker, cashier, early childhood educator and assistant, and nurse.

#EMPLOYMENT INEQUALITY

In Montreal, women’s employment rates have been systematically lower than men’s for the last 10 years. In 2017, the employment rate among women was 57% compared with 65.2% among men.

#INCOME INEQUALITY

In Quebec, in 2014, total median income for women working full time, corresponded to 75% of men’s median income and close to 60% of part time jobs are occupied by women.

Before I started the WWI Program, I was in a very stagnant place and was very lost in terms of what I wanted to do. I was very nervous about what the program really was and if it would ultimately help me. While searching for what I wanted to do, I did become very clear on my objectives and goals, which is going back to school to become a PAB (Personal Care Attendant). I feel that my action plan has gone well and that I am determined to carry it out. What I have gained from this program is a clear plan for the future, a goal and confidence.

Participant of Women’s Work Integration Program

#EMPOWERMENT #SOCIAL INTEGRATION #LEARNING #INEQUALITY #MENTORSHIP #SINGLE PARENTHOOD

#PROFESSIONAL DEVELOPMENT #POVERTY #RESILIENCE #IMMIGRATION #SKILLS #FAMILY #SECURITY
I learned a lot of things I didn’t know before and I was able to relate this to things that have happened to me in the past. Participant in It’s My Decision

It’s important to learn these things - it will help us make more responsible and safe decisions. Now we can even help others thanks to what we’ve learned.

Participant It’s My Decision

HIGHLIGHTS

PREVENTION OF SEXUAL EXPLOITATION

- A new grant from Status of Women Canada, is allowing us to coordinate an inter-sectoral and interregional collaborative project called Maillage, to strengthen the safety net for girls facing sexual exploitation. Action jeunesse de l’Ouest-de-l’île de Montréal (AJJO) and Justice Alternative du Suroît (JAS) are our partners in this 3 year project.

- The It’s My Decision program has contributed towards effectively raising the awareness of more than 1,350 adolescents on issues pertaining to sexual exploitation and consent.

HEALTHY RELATIONSHIPS AND CYBERVIOLENCE

- Agir contre la cyberintimidation, a project presented through 3 webinars and tools available online, allowed us to reach approximately 150 participants province-wide to update their knowledge of social media and to provide to effective prevention and intervention strategies to youth aged 11 to 17.

- 24 workshops on sexting and healthy relationships allowed us to sensitize of more than 300 secondary 4 and 5 students to issues such as jealousy, control, consent, and online nudity and its potential legal impact. Surveys showed that the workshop content was both understood and appreciated by the young participants.

SEXUAL CONSENT

- Thanks to a grant from the Quebec ministère de la Justice, we were able to develop tools to create a virtual reality video Do you NO the Limit? to deal with the issue of sexual consent among young people in high school and CEGEP. Do you NO the limit? also provides training for facilitators and educators, discussion-based workshops on consent, which include facilitation guides and an information leaflet on consent.

- Interest in the Do you NO the limit? video is still considerable, which has allowed us to reach nearly 1,000 viewers province-wide.

DIVERSIFYING CAREER CHOICES

- In addition to increasing the awareness of non-traditional career choices to some 170 young people at École Calixa-Lavallée School, we also, within the context of the Carrières de choix program, provided support to École Louise-Trichet to introduce a guide on the diversification of career choices for the Marguerite-Bourgeoys School Board.

- We received a grant from the Secrétariat à la condition féminine du Québec to develop a tool kit to promote the diversity of career choices. These tools can be used as a part of Academic and Career Guidance Content (ACGC) as defined by the Ministry of Education.

GENDER EQUALITY

- The participants of Strong Girls, Strong World were the driving force behind the activities presented by the YWCA to mark International Women’s Day. They shot, edited and presented - more than 200 people - the documentary Intersectionelles, which portrayed the professional trajectory of 8 culturally and religiously diverse women who made their mark and are an inspiration to the community.

RECOGNITION

- The YMCA’s of Quebec awarded the Local Initiative - Peace Medal to our youth services to acknowledge their holistic and preventive approach to creating a more egalitarian, inclusive and safe society for girls and women.

RESULTS

FOCUSING ATTENTION ON CONSENT

More than 80% of the young people participating in It’s My Decision were able to identify situations of sexual exploitation and forced consent. In the discussion groups conducted alongside the virtual reality video Do you NO the limit?, more than 77% of participants stated that they had learned new ways to make sure that they had their partner’s consent.

SOCIAL ISSUES

VIOLENCE AND ROMANTIC RELATIONSHIPS

Ten times more girls than boys aged 12 to 17 are victims of domestic violence. Close to a third of the 50 most popular internet sites among high school students contain violence (28%) or sexual content (32%).

SEXUAL EXPLOITATION

An overwhelming majority of female sex workers are recruited as minors, the average age being around 15. Most are recruited in educational settings (from primary schools to universities); youth centres; metro stations; and parks.

CYBERBULLYING, INTERNET AND VIOLENCE

In Quebec, two out of five young people are victims of cyberharrassment and more than 60% have witnessed this behaviour.

Our Partners

This year, participants in our youth services’ many projects, workshops, and training sessions were between 10 and 25 years old. Our workshops are also offered to boys, because we believe that sensitizing boys to gender issues is crucial to achieving equality.

We design our action to reach Montreal’s most vulnerable young people: 92% of participants attend schools in some of the most disadvantaged areas.
COMMUNITY SERVICES

HIGHLIGHTS

FAMILY ACTIVITIES

- We have expanded our family activity offerings. A parenting skills group was launched and Summer Discovery, a day camp for kids aged 6 to 10, has extended its services to 5 days per week.
- We are building partnerships with Eco-Quarter Peter-McGill which have allowed us to, develop a “zero waste” approach for our day camps and, participate in a community garden.
- We are participating in two collaborative projects with the Peter McGill Community Council. 287 new families met with our Families Downtown community officer. As for the community mobilizer for the Collective Impact Project she met, informed and mobilized families around issues such as the absence of a public primary school in the area and a lack of green spaces.

FAMILY CAREGIVERS SUPPORT PROGRAM

- Our service has seen a 65% frequentation increase from the previous year.
- The family caregivers have difficulties navigating the health and social services system. As a result, we developed a seminar called “Navigating the system: Understanding CLSC Services for Seniors”, which has been presented nine times on the Island of Montreal.
- We now provide resources for and offer workshops on stress management, managing anxiety and using anger and dreams as a tool to resolve problems.

THE VOLUNTEER CENTER

- 471 YWCA volunteers, women between the ages of 15 and 78, filled the needs of various positions, from logistical work related to family activities to administrative events, interviewers, graphic designers or support workers for employability services, for example.
- Three companies chose the YWCA for their corporate volunteering programs, giving back to the community and raising awareness among their employees of various social issues: Stantec, Vidéotron and L’Oréal.

THE LEGAL INFORMATION CLINIC

- 87% of consultations concerned family, civil, labour, immigration, or criminal law, with a marked emphasis on family law.
- A grant from the Quebec ministre de la Justice allowed us to launch: L’En Droit Communautaire. This quiet and safe space allows visitors to easily access legal information, support sites and legal resources. Free services include support to access the justice system, to draft letters and search for documents, and to help prepare and accompany people when they represent themselves in court.
- The volunteers at the Legal Information Clinic received the Solidaires - Citizen Involvement award from Centraide of Greater Montreal. This award highlights the volunteer team’s commitment to fight poverty and exclusion.

SOCIAL ISSUES

#ISOLATION, POVERTY AND SOCIAL INTEGRATION

The population in the Peter-McGill district is growing rapidly, particularly with respect to families with children age four and under and persons age 65 and older. The population is mainly composed of individuals living on their own, with 47% of residents coming from ethnicultural communities. Isolation, the need to create connections, and the lack of family and community resources are some of the key issues, as is poverty, which affects more than 38% of children between the ages of 0 and 17.

#FIGHTING ISOLATION AND PARTICIPATING IN SOCIETY

In Quebec, 85% of care for seniors is provided by family members.6 60% of these family caregivers are women; the higher the number of hours of care per week, the higher the number of women caregivers.4 Women also tend to take on more of the day-to-day tasks.5 Those in the workforce risk missing time at work, working less hours, or having to quit their job because they have to care for a family member.6

#CITIZEN PARTICIPATION THROUGH VOLUNTEERING

The main motivation for volunteer involvement in Quebec is interest in a particular cause or activity; the chance to socialize, exchange views and develop a sense of belonging; or even to commit to the achievement of a specific project or social cause. For businesses, it’s an opportunity to give back to society while fostering team building.

RESULTS

FIGHTING ISOLATION AND PARTICIPATING IN SOCIETY

Our internal survey shows that 95% of family caregivers feel less isolated in their role thanks to our program.
TO REDUCE EXCLUSION AND SOCIAL AND GENDER INEQUALITY, AS WELL AS ALL FORMS OF VIOLENCE AGAINST WOMEN AND GIRLS, WE MUST REACH BEYOND OUR DAILY AND INDIVIDUAL ACTIONS. THAT IS WHY WE HAVE ORGANIZED, WORKED IN PARTNERSHIP, OR TOOK PART IN MANY EVENTS AND CAMPAIGNS TO PROMOTE MOBILIZATION, ENGAGEMENT, AND AWARENESS AROUND WOMEN’S ISSUES.

HOMELESSNESS, SAFE AND AFFORDABLE HOUSING
- Participation in various mobilization campaigns to ensure that the National Housing Strategy takes women’s needs and their homelessness into consideration:
  - Letter-writing campaign directed at the Minister of Families, Children, and Social Development.
  - YWCA Canada Day of Action on Parliament Hill.
  - Participation in the conference Issues and Feminist Perspectives on Housing for Women to present our housing services model and organization at the YWCA Canada Day of Action on Parliament Hill.
  - Participation in the 4 murs ce n’est pas assez! campaign organized by FOHM and RAPSIM to request an additional 7 million dollars to support social community housing in Montreal.
  - Participation in a demonstration organized by FRAPRU to request subsidies for the Accès-logis program.
  - Helped the residents residents register with the census of Montreal homeless, since women in temporary shelters are without permanent, affordable housing and are at risk of remaining homeless.
  - Participation in workshops on health, poverty and integration during the Fighting Homelessness forum organized by RAPSIM.
  - Participation in a letter-writing campaign directed at the Federal Minister of Families, Children, and Social Development and in the assembly organized by RAPSIM to finance a Homelessness Partnering Strategy, which uses a global and community-based approach.
  - Participation in the consultation organized by the Fédération des coopératives d’habitation inter-municipale du Montréal métropolitain (FECHIM) on the role of women in housing cooperatives.

SEXUAL EXPLOITATION AND HUMAN TRAFFICKING
- Participation in the follow-up meeting on human trafficking - Regulations and security measures, organized by the United States Consulate General Montreal.
- Drafting and newspaper publication of an open letter to the Prime Minister of Canada against the resolution adopted by the Liberal Party of Canada in support of decriminalizing the sex trade.
- Participation in consultations of the Standing Committee on Justice and Human Rights on human trafficking and submission of a brief.
- Meeting with the Economic Development Agency of Canada to discuss sexual exploitation during the Montreal F1 Grand Prix and measures to prevent and address this problem.
- Member of the Too Big a Prize for Women and Girls Committee and a partner in the implementation of this three-part campaign:
  - Memes campaign on social networks and in transit shelters directed at girls.
  - Advertisement in a special F1 Grand Prix booklet and videos in bars and on YouTube directed at potential buyers.
  - Advertisements in the media and at fast-food restaurants directed at the general public.
- Collaboration with the University Women’s Club of Montreal to collect bras to contribute toward the economic independence of female survivors of human trafficking in Mozambique and El Salvador.

SOCIAL AND GENDER EQUALITY
- Organization of a number of activities for International Women’s Day.
  - Thanks to a partnership established between our foundation and Microsoft Canada, the CEO of the YWCA Montreal presented a brief called #SommesNousÉgalité to the company’s employees.
  - Presentation of the IntersectionElles documentary, the photography exhibit Des femmes et des mots and the open mic event #SlamTon8Mars, organized and presented by Strong Girls, Strong World participants.
  - Launch of our list of top ten reads entitled dont les héroïnes valorisent la diversité (heroines who value diversity), a reading list targeted at readers aged between 5 and 16.
  - Meetings with elected officials from all levels of government to introduce them to the YWCA, raise awareness of the issues affecting women, and the importance of gender-based analysis when developing public policies.
  - Participation in the School Perseverance in Montreal committee organized by Montreal Hooked on School to develop awareness of female drop-outs, and at a conference on this subject.
  - Presentations to two student groups at the University of McGill on the impact of gender-based socialization on girls.
  - Talk on the current situation of girls and young women during the Peace Medals Gala Dinner held by the YMCAs of Quebec.

VIOLENCE
- Participation in the drafting of a letter to the Quebec Minister of Education and in organizing a press conference on raising awareness of the problem of sexual assault in primary and secondary schools.
- Participation in meetings to raise awareness of issues linked to violence against women and girls, organized by the Peace Grantmakers Network and attended by ministers Hélène David and Lucie Charlebois, member of Quebec National Assembly Manon Massé and Mrs. Louise Cordeau.
- Participation in a discussion in Ottawa organized by Public Safety Canada regarding the fight against sexual exploitation of children on the Internet.
- Participation in a discussion on the federal Strategy to Prevent and Address Gender-Based Violence with the Canadian Minister of Status of Women.
- Participation in the development and implementation of the 12 Days of Action to Eliminate all forms of Violence against Women campaign, focusing on systemic violence.
- Support for the actions of the Coalition for Gun Control.
- Participation in a discussion with the Quebec government with respect to developing the next governmental action plan on the topic of domestic violence.
- Participation in discussions with the United Nations Special Rapporteur on domestic violence in Quebec.

MENTAL HEALTH
- Participation in Bell’s Let’s Talk Day via an awareness and information campaign on mental health.
- Organization of a week of awareness and action to promote mental health as a part of CMHA’s national Mental Health Week.
- Participation in the first Salon des ressources en santé mentale et dépendance du Centre-Ouest.

COMMUNITY ACTION
- Participation in the Quebec Forum sur l’accès à la justice civile et familiale.
- Participation, in numerous committees of the Peter-McGill Community Council, on issues affecting the district.
- Participation in Centraide’s March of 1,000 Umbrellas.
- Collaboration with Option consommateurs to develop a workshop on potential solutions for women wishing to get out of a financially abusive relationship.
In addition to adhering to YWCA Montreal’s values, the Women’s Y Foundation ensures that all its actions reflect:

- respect for all partners and participants;
- the central place of donors and partners in all its activities and decisions;
- innovation to maximize the results of all its fundraising initiatives; and
- financial rigour and transparency to ensure its long-term viability.

**HIGHLIGHTS**

**24th WOMEN OF DISTINCTION AWARDS**

- The YWCA of Montreal celebrated its 24th Women of Distinction Awards fundraising gala on September 27, 2017 at the Arsenal. 450 people participated in this event, which recognized the commitment and achievements of nine particularly inspirational women.

- The categories for the Women of Distinction Awards were updated in order to reflect our determination to innovate and foster the development of partnerships.

- The gala raised almost $315,000 in support of programs and activities organized by the Y Foundation for women, girls, and their families.

**INSPIRATIONNELLE GALA**

- The second InspirationElle gala, which took place on October 26, 2017 at the Écomusée du fier monde, generated net profits of $12,000. The gala introduced approximately 100 guests from the business community to the inspirational journey taken by six young women, citizens dedicated to their community and tomorrow’s leaders.

**SCOTIA BANK CHARITY CHALLENGE**

- On April 21 and 22, 34 men and women representing the Foundation chose to participate in our 8th charity run, which started at Parc Jean Drapeau. Several employees and volunteers from the YWCA and the YWCA of Montreal, as well as a former YWCA residential services participant took part in this event. Thanks to their participation and commitment, the event raised more than $20,000.

**MY BAG IS YOURS!**

- In collaboration with YWCA Quebec, we held the second My Bag is Yours! campaign. After collecting a generous donation of handbags, we organized an online auction of previously owned designer handbags. In addition to donations from Sonia Cordeau, the campaign’s spokesperson, we also received donations of handbags from Mitsou, Émilie Bégin, Isabelle Racicot, Cathy Gauthier, Marie-Claude Barrette, India Desjardins and Chantal Macchabée, among others. The auction, which ended with a flourish through a live Facebook event, was a resounding success, generating a revenue of more than $20,000. In addition, the public was invited to make monetary contributions or purchase a handbag specially designed for the event by the designer Veinage. The My Bag is Yours! campaign collected more than $33,000 in support of programs and services provided by YWCA Montreal and YWCA of Quebec.

- To make this fundraiser a reality, we had to rely on the financial support of Épiderma, a presenting partner, which signed a financial agreement to be associated with this campaign for two years. We would also like to gratefully acknowledge the collaborative efforts of Cogeco Media and several bloggers, who made sure that the campaign was promoted and given visibility on their networks.

- More than 4,000 people visited the online auction and 59% of the people who participated in My Bag is Yours are new donors. Our promotional videos on social media reached more than 25,000 people.
THE MONTREAL Y HOTEL AND AUBERGE YWCA
WHERE YOUR STAY CAN MAKE A DIFFERENCE

The Montreal Y Hotel and Auberge YWCA offer one of the best deals on Montreal’s trendy Sainte-Catherine Street West. Located just one block from the heart of downtown Montreal, our hotel offers excellent location, high-speed internet, a rooftop patio and 50% discount on all meals in the restaurant. 

Benefits from the noticeable increase in tourism this year due to the celebrations marking Montreal’s 375th anniversary. Our hotel facilities experienced a record year. In 2017-18, net revenues from our accommodations reached more than $450,000. More than 15,000 guests, men and women alike, stayed in one of 62 rooms at the Montreal Y Hotel and Auberge YWCA. By staying at the YWCA, our guests generated essential revenues that will be used to build a better future for women and girls. We would like to extend our deepest gratitude to all our guests.

THE MONTREAL Y HOTEL AND AUBERGE YWCA

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THE MONTREAL Y HOTEL AND AUBERGE YWCA

THE MONTREAL Y HOTEL AND AUBERGE YWCA
YWCA Montreal
Fiscal year ending June 30, 2018

**REVENUES**

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autofinancing</td>
<td>$2,195,826</td>
<td>41%</td>
</tr>
<tr>
<td>Donation from Women’s Y Foundation</td>
<td>$271,929</td>
<td>5%</td>
</tr>
<tr>
<td>Government of Quebec grants</td>
<td>$1,983,410</td>
<td>37%</td>
</tr>
<tr>
<td>Government of Canada grants</td>
<td>$211,304</td>
<td>4%</td>
</tr>
<tr>
<td>City of Montreal grants</td>
<td>$97,878</td>
<td>2%</td>
</tr>
<tr>
<td>Centraide</td>
<td>$372,435</td>
<td>7%</td>
</tr>
<tr>
<td>Other grants</td>
<td>$245,780</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$5,378,562</td>
<td>100%</td>
</tr>
</tbody>
</table>

Women’s Y Foundation of Montreal
Fiscal year ending June 30, 2018

**REVENUES**

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women of Distinction evening</td>
<td>$313,986</td>
<td>46%</td>
</tr>
<tr>
<td>Companies and individual donations</td>
<td>$40,864</td>
<td>6%</td>
</tr>
<tr>
<td>Donations dedicated to specific purposes</td>
<td>$191,832</td>
<td>28%</td>
</tr>
<tr>
<td>Goods and services donations</td>
<td>$15,410</td>
<td>2%</td>
</tr>
<tr>
<td>Fundraising activities</td>
<td>$68,569</td>
<td>10%</td>
</tr>
<tr>
<td>Net investment income</td>
<td>$52,383</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$683,044</td>
<td>100%</td>
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</tbody>
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**EXPENSES**

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries and employees benefits, programs</td>
<td>$3,664,762</td>
<td>70%</td>
</tr>
<tr>
<td>professional fees and subcontractors</td>
<td>$905,967</td>
<td>18%</td>
</tr>
<tr>
<td>Building occupancy</td>
<td>$175,398</td>
<td>3%</td>
</tr>
<tr>
<td>Housing</td>
<td>$48,800</td>
<td>1%</td>
</tr>
<tr>
<td>Programs</td>
<td>$451,927</td>
<td>8%</td>
</tr>
<tr>
<td>General, marketing and administration</td>
<td>$5,210,854</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$5,157,590</td>
<td>100%</td>
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</tbody>
</table>

Women’s Y Foundation of Montreal
Fiscal year ending June 30, 2018

**EXPENSES**

<table>
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<tr>
<th></th>
<th>2018</th>
<th>2017</th>
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</thead>
<tbody>
<tr>
<td>Women of Distinction evening</td>
<td>$121,647</td>
<td>18%</td>
</tr>
<tr>
<td>Fundraising fees</td>
<td>$95,714</td>
<td>14%</td>
</tr>
<tr>
<td>Operating costs</td>
<td>$190,458</td>
<td>29%</td>
</tr>
<tr>
<td>Donations to YWCA Montreal</td>
<td>$262,237</td>
<td>39%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$668,700</td>
<td>100%</td>
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Financial statements available on request.
YWCA MONTREAL

EXECUTIVE COMMITTEE
Chair: LOUISE POIRIER, Consulting and strategic intervention
Vice Chair, EVA FALK PEDERSEN, TACT Intelligence-conseil
Vice Chair: MARINE THOMAS, Les Affaires
Secretary: SYLVIE BOURDEAUX, Fasken Martineau DuMoulin
Treasurer: CAROLINE VERMETTE, Banque Nationale

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MARTINE COLLINS, PwC
ANN GIRARD, BDC Canada
JULIE MARTINEAU, Agence universitaire de la Francophonie
KOSTIA PANTAZIS, Pantazis & Associés, Insurance Brothers
HÉLÈNE LÉPINE, Y des femmes de Montréal
MÉLANIE THIVIERGE, Y des femmes de Montréal
SOPHIE FORTIN, HEC Montréal
RACHEL AUGER, Lecturer, Corporate Finance
SYLVIANNE CHAPUT, Fondation Lucie et André Chagnon
MARTINE COULOMBIE, Biron
CAMILLE N. ISAACS-MORELL

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Vice Chair: LOUISE DUFOUR, Human Resources Advisor
Secretary, JESSICA HARDING, OGP
Treasurer, JEAN SÉBASTIEN LAGARDE

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ELISABETH MASSE, EM Motion Marketing
BÉNOD PRIMEAU, Financière Banque Nationale
GINETTE RICHARD, Mtro
LINE TRUDEAU, Alix Innovation
JOSEÉ TURGEON, Domtar
ISABELLE LAJEUNESSE, Women’s Y Foundation
LOUISE POIRIER, Louise Poirier Conseil
CAROL C. COLIZZA, NorCom/Norcell/Action-Page
LU CHAN KHUONG, ID Impact
Vice Chair: CAROLINE VERMETTE, Banque Nationale

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Vice Chair: LOUISE DUFOUR, Human Resources Advisor
Secretary, JESSICA HARDING, OGP
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CAROL C. COLIZZA, NorCom/Norcell/Action-Page
LU CHAN KHUONG, ID Impact
Vice Chair: CAROLINE VERMETTE, Banque Nationale

WOMEN OF DISTINCTION AWARD 2017

CLOUTIER, Rogers Communication
LU CHAN KHUONG, Bélissime Avocats
CAROL C. COLIZZA, NorCom/Norcell/Action-Page
MARTINE COULOMBIE, Biron, groupe santé
LOUISE DUFOUR, Louise Dubur Conseil, Women’s Y Foundation Board
SYLVIE DUCETTE, Rogers Communications
SOPHIE FORTIN, HEC Montréal, Women’s Y Foundation Board
HÉLÈNE LÉPINE, YWCA Montreal
CAROLINE CHAREST, KPMG-SECOR
MARTINE COULOMBIE, Biron, groupe santé
JOSEÉ TURGEON, Domtar
ISABELLE LAJEUNESSE, Women’s Y Foundation
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LU CHAN KHUONG, ID Impact
GINETTE RICHARD, Mtro, Women’s Y Foundation Board
JOSEÉ TURGEON, Domtar, Women’s Y Foundation Board

STAFF TEAM
HÉLÈNE LÉPINE, Chief Executive Officer, YWCA Montreal
MÉLANIE THIVIERGE, Chief Executive Officer, YWCA Montreal
ISABELLE LAJEUNESSE, Executive Director, Women’s Y Foundation
LINDA D’ANGELO, Director of Building and Hotel Services
ANNICK DI LALLA, Executive Assistant
ISABELLE GELINAS, Director of Communications
LILIA GOLDARIR, Director of Programming
SANDRA HERBERT, Director of Finance and Administration
DIANA PIZZUTI, Director of Programming

THANK YOU

TO OUR PUBLIC AND PRIVATE FUNDERS, TO THE SPONSORS AND DONORS OF THE YWCA AND ITS FOUNDATION. YOUR SUPPORT AND GENEROSITY ARE ESSENTIAL TO THE REALIZATION OF OUR MISSION AND THE ACHIEVEMENT OF OUR GOALS.

DONORS OF THE WOMEN’S Y FOUNDATION

PATRON $20,000 AND MORE

Banque Scotia • Bell Canada • Fondation Lise Watier • Groupe Banque TD • L’Oréal Canada • Mécénat Canada • Rogers Communications Canada • Services alimentaires Riverview • The George Hogg Family Foundation

PATRON $5,000 TO $19,999

Accenture • BMO Banque de Montréal • Corporation Epidemira • Décarie Recherche de cadres • Domtar • Fondation Echo • La Groupe Simonneau • Microsoft Canada • NorCom • Secrétariat à la condition féminine

VISIONARY $2,500 TO $4,999

PlanBile Mobile • Banque Nationale • Biron Groupes Santé • Borden Ladner Gervais • Brian Bronfman Family Foundation • Desjardins Capital de risque • Fasken Martineau DuMoulin • Financière Banque Nationale • Financière Sun Life • Intact Assurance • L3F Développement • LCM-Avocat • Le Cabinet de relations publiques NATIONAL • Mercur (Canada) • Metro • Musée McCord • Park Avenue Audi • RBQ Banque Royala • Thara Communications • The Catholic Charities Foundation • Université de Montréal • Willis Towers Watson

LEADER $1,000 TO $2,499

Ace Bakery • Caisse de dépôt et placement du Québec • Centre Philou • Fondation CST • Frischkorn Audio Visual • General Reinsurance • Impact • Industrielle alliance • Marnau Shapell • Pantazis & Associés-Courtiers d’assurance Inc. • Pharmaprix • Life Foundation • The Hay Foundation • Valet Québec

ENTREPRENEUR $500 TO $999

A. Lassonde • Coopoco Média • Deloitte • ESI Technologies • Fondation Jeanriot • Gestion d’actifs du Fonds immobilier de solidarité FTQ • Gestion d’actifs Burgundy • Groupe de Courtage Omni • Holt Renfrew • Honeywell • Investment Industry Regulatory Organization of Canada • Ivanhoé Cambridge • Place Montréal Trust • Le 1500 • YMCA du Québec • Optimum Société d’assurance • Optimum Talent • Patrice Raymond • R. Vallières électrique • Solutions Avantages Collectifs • Stingray Affaires • SYMCNE • Ville de Montréal

COMPANIES AND FOUNDATIONS

FEDERAL

Status of Women Canada
Employment and Social Development Canada

PROVINCIAL

CIUSSS du Centre-Sud-de-l’Île-de-Montréal
Ministère de l’Emploi et de la Solidarité sociale
Ministère de la Famille
Ministère de la Justice
Secrétariat à la condition féminine du Québec

MUNICIPAL

Ville de Montréal

FUNDING INSTANCES

GOUVERNEMENTS

FEDERAL

Status of Women Canada
Employment and Social Development Canada

PROVINCIAL

CIUSSS du Centre-Sud-de-l’Île-de-Montréal
Ministère de l’Emploi et de la Solidarité sociale
Ministère de la Famille
Ministère de la Justice
Secrétariat à la condition féminine du Québec

MUNICIPAL

Ville de Montréal

THANK YOU
TAKING ACTION WHERE IT COUNTS

WHO ARE THEY?
The roughly 6,750 women, girls, and boys who benefited directly from YWCA Montréal's programs and services in 2017-2018 were aged from just a few weeks to 88 years old. From this number, 4,900 lived on the Montréal island and, as shown on this map, they were mainly from highly disadvantaged neighbourhoods. Some 61% are of immigrant background.

Very disadvantaged: material and social
Somewhat disadvantaged: material and social
Very disadvantaged: material
Very disadvantaged: social
Slightly disadvantaged: material and social
Not disadvantaged
Not disadvantaged
n/a

3% Ahuntsic/Cartierville et Saint-Laurent
13% Côte-des-Neiges/Notre-Dame-de-Grâce
3% Westmount
4% Le Sud-Ouest et Verdun
9% Le Plateau-Mont-Royal
7% Montréal-Nord
23% Saint-Léonard
17% Villeray/Saint-Michel/Parc-Extension
3% Rosemont/La Petite-Patrie et Mercier/Hochelaga-Maisonneuve
12% Ville-Marie
3% Ahuntsic/Cartierville et Saint-Laurent

Map taken from the ministère de la Santé et des Services sociaux du Québec website.

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