ANNUAL REPORT – INFORMATION AND REFERRAL CENTER OF GREATER MONTRÉAL 2021-2022

APRIL 1ST 2021 TO MARCH 31ST 2022

AT 65, IRCGM IS FOCUSING ON DEVELOPING AND MAKING ITS SERVICES KNOWN.
A message from the President of our Board of Directors

More than ever, we must ensure sound risk management

Since its creation in 1956, the Information and Referral Center of Greater Montréal has had to actively manage risks to which it was confronted to ensure its survival. Today, more than ever, lessons learned in the past remain essential. In the present context of the end of the pandemic, the war in Ukraine and macroeconomic disruptions, new risks have appeared in the past year that we had to control to continue to play our crucial role with vulnerable populations.

All the Center’s services were affected by the health crisis, the wearing down of the health and social services network, manpower shortage, inflation and the uncertainty of getting public funding. As a result, we have had to adjust and concentrate on the well-being of our teams who have been holding down the fort since March 2020 to ensure and maintain the continuity and the quality of our services.

With this priority in mind, we have developed and implemented a salary policy for the Center, whose main goal is to ensure wages that are fair and just for all employees. Naturally, this policy considers the Center’s financial capacity and will be progressively implemented over three ears. The analytical basis of evaluations of the positions held and the projected salary increases were documented by a reputable firm on this subject, and I want to thank my three colleagues from the Board, the Treasurer, Secretary and Executive Director for their thoughts and recommendations. Implementation of the policy began in 2022 by a necessary salary catch-up for wage categories that were paid less in the past.

In the meantime, the Board of Directors and Executive Director gave themselves the objective of further diversifying our funding and securing recurring financing, two conditions imperative to the continuity and development of IRCGM. It is a strategic goal from the three-year plan that just ended and should equally hold a large place, I hope, in the updated version that we will adopt in the fall.

In conclusion, I want to emphasize the rigorous financial management that we on the Board have witnessed again this year. Thank you to the Executive Director and management team for their vigilance and dedication. Thank you as well to our financial partners for supporting our mission year after year, mainly the MSSS, the CMM and of course, Centraide.

I believe in the future of the Center, and I thank my colleagues on the Board for their commitment to our organization that proudly deserves to celebrate its 65 years!
A message from our Executive Director

What a journey!

It is with pride, but also with gratitude, that this year, I celebrate the Information and Referral Center of Greater Montréal’s 65th anniversary with my team, my colleagues from both IRCGM’s and IRCGM’s Foundation Board of Directors and our loyal partners.

Pride in seeing how far we have come these past six decades, by constantly adjusting to different social contexts and turmoil, which this last year was not spared from. We still hold the same mission, Helping Through Information, with our services constantly evolving: Info-Referral became 211 thanks to a pilot project with Laval in 2016, followed two years later by the implementation of the service in the Communauté métropolitaine de Montréal which allowed us to answer more than 170 000 calls in 4 years. I must also mention the birth of our two addiction helplines, the first, Drugs: Help and Referral (DHR) 30 years ago, and a bit later, Gambling: Help and Referral (GHR). Both still provide listening, support, information and referrals to people who need help.

These two provincial services are continually adapting themselves to the evolving profiles of people using and gambling whose comorbidity with mental health issues is increasing. Ten years ago, the TeleCounseling Programme for Excessive Gamblers was added to these two front-line services and has been steadily growing ever since.

Gratitude because I was called upon to run the Center, succeeding two pioneering women. Mrs. Jeannine Boyer who established the organization and marked IRCGM’s history for 33 years and Mrs. Lorraine Bilocq-Lebeau who had a career here for over 40 years and who worked at strengthening our base for 26 years as Executive Director. The way was therefore paved for my arrival in 2013. We were thus able to enter with solid footing into an era of profound organizational and technological changes during which, we made our services more accessible, our referral tools more efficient and our intervention practices more innovative. All the while respecting our primary mission: Helping Through Information.

I am embarking on this 66th year with enthusiasm and determination because the groundwork has been laid and maintained, allowing us to look to the future with confidence. The Center’s history does not end here. Significant challenges lay ahead for us to meet growing and more complex needs, but I am convinced that our present team and its successor will meet those needs with the same conviction that has always inspired us.
Information and Referral Center of Greater Montréal...
What a team!

Thank you to our Board of Directors for their unwavering support

PRESIDENT
Pierre Emmanuel Paradis, Economist and President at AppEco

VICE-PRESIDENT
Houssine Dridi, Ph.D., Professor, Université du Québec à Montréal

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Valérie Dubreuil, Director, Development and Communications, Dans la rue

Marie-Claude Elie, Main Partner, Google Canada

Pierrette Gagné, Executive Director, Information and Referral Center of Greater Montréal

Yves Millette, Retired

M Me Daniella Pellegrino, LL.B., Attorney, AVENS Montréal Avocats

MANAGEMENT TEAM

Pierrette Gagné, Executive Director
Manon Côté, Assistant to the Director and 211 Counselor

ADMINISTRATION AND FINANCES
The position of Director will be filled in June 2022 following the departure of Mr. Barsalou in 2021.
Geneviève Farley, Pay Master
Roger Lambert, Maintenance

SPECIALIZED SERVICES IN ADDICTION
Hélène Hamel, Director of the DHR/GHR Helplines
Nancy Rocha, Manager of the TeleCounseling Programme

211
Brigitte Gagnon-Boudreau, Director of 211 and Partnerships

TECHNOLOGY AND SOCIAL ANALYSIS
Mathieu Chaurette, Director
Danielle Raymond, Network Manager

COMMUNICATIONS AND COMMUNITY RELATIONS
Lucie Kechichian, Director
Alexandre Haslin, Content and Digital Communications Coordinator
Team of Referral Center of Greater Montréal

RESEARCHERS
Charles Bédard Verreault
Julie Boisseau
Latifa Barutwanayo
Sophie Isabelle Gaumond Velasquez
Jad Kabbani
Orlando Nicoletti
Elyse-Frédérique Pilotte

COUNSELORS
Myriam Belley, In Charge of Service Quality and Counselor
Julie Boulay-Leroux
Mariane Bragagnolo
Alex Corriveau-Blouin
Manon Côté, Assistant to the Director and 211 Counselor
Anne Desjardins
Fabienne Frégeau
Maude Goutier-Massey
Audrey Langelier
Sabrina Larocque, In Charge of Service Quality and Counselor
Olivia Maliska
Alex Ann Monzerol
Marisa Patrocinio
Nawal Senoussaoui
Lamiaa Somoue

Maxime Miranda, Development Coordinator of the DHF/GHR Helplines
Marie-Christine Palardy, Researcher

COUNSELORS
Marie-Christine Palardy
Alexis Beaulieu-Thibodeau
Gil Bellemare
Isabelle Bernard
Blanka Constantin Parent
Monique Côté
Sabrina Després
Sophie Duchesne
David Galipeau
Marc-Antoine Gendron
Anouk Lacombe
Érick-André Leroux, Counselor and TeleCounseling Counselor
Maria Rigas, Counselor and Translator
Zakari Tremblay-Goyette

THANK YOU TO OUR VOLUNTEERS, WHO COLLECTIVELY GAVE 662 HOURS OF THEIR EXPERTISE TO IRCGM!
To our Board members, some of whom gave more time by participating in ad-hoc committees. To our Foundation Board members, some of whom gave personal time for various projects and specific advice. To Michel Lefèvre and Ginette Raymond.

THANK YOU AND GOOD LUCK TO THOSE WHO LEFT TO MEET NEW CHALLENGES OR WHO RETIRED
Alain Barsalou, Director of Finances and Administration
Estelle Gilbert, 211 Researcher
Mathilde Goulet, 211 Counselor
Charline Lavigne, 211 Counselor
Yasmine Papineau, 211 Contract Counselor
Julie-Chantel Heavymail, 211 Counselor
Micheline Paquette, 211 Counselor
Victoria Simmons-Dion, 211 Counselor
Sarah Zahed, 211 Counselor
Marie-Anna Langlois, 211 Counselor
Joël Morneau, 211 Counselor
Fannie Gendron-Poirier, 211 Counselor
Irène Diolo, 211 Counselor
Christine Irving, 211 Counselor
Hugo Valade-Larose, Addiction Helplines Counselor

Grand Montréal

ADDICTION HELPLINES

STRATEGIC PLAN
BOARD OF DIRECTORS
AND THE CENTER’S TEAM

MESSAGE FROM
THE EXECUTIVE DIRECTOR

MESSAGE FROM
THE PRESIDENT

INFORMATION AND REFERRAL CENTER OF GREATER MONTRÉAL

ANNUAL REPORT
APRIL 1ST, 2021 TO MARCH 31ST, 2022

FINANCIAL STATEMENTS
The Center’s Foundation

TELE COUNSELING
HELP AND REFERRAL
GAMBLING
HELP AND REFERRAL

Strategic Plan 2019-2022: Assessment Time

GOAL 1: Expanding our services

In 2019, IRCGM adopted an ambitious 3-year strategic plan. It thus ended on March 31st, 2022, and we are extremely proud to share with you a summary of the results of our actions. 26 of the 33 objectives were either fully or largely met. The pandemic certainly shelved a few goals, but it also allowed us to achieve some in record time and all within a context of an unprecedented increase in calls and urgency.

The revised strategic plan will be set up in the Fall of 2022, following a day of strategic reflection involving all concerned IRCGM parties.

Objective 1:
Promoting the development of the addiction helplines.

DHR, GHR, TC: Thanks to the implementation of an annual communications plan, many ad campaigns were able to reach new clientele. Throughout the years, we used mass media (tv, radio...) as much as targeted media to reach specific clientele. For example, we advertised our services on CPAM1410, the Haitian and African radio station of Montréal. We reserved advertising spaces in the agendas of personnel from different CIUSSS, and during the past year we advertised our TeleCounseling Programme in the Bel âge magazine for people 50+. In 2019-2020, we advertised GHR on XBOX consoles to reach a younger clientele and in December 2021, we broadcasted a campaign during youth programming promoting awareness for the risk of isolation while playing video games. We will be pursuing this expansion campaign to reach even more people such as Anglophones and Natives.

Objective 2:
Diversifying our addiction clientele.

DHR and GHR: Avenues to reach new clientele were developed thanks to targeted awareness campaigns. Take for example the loved ones of someone addicted to the internet. They benefitted from specific campaigns that enabled to reach those new clientele profiles. At the start of the pandemic, and later when the casinos closed, we focused on online gambling in our campaigns. We were then able to check the results of these new steps taken thanks to rigorous analysis of our call statistics data; more on that in objective 8. Recently, we noticed a large increase in calls in which a mental health/addiction comorbidity was present, and we would like to adjust our counseling to this ever-growing new reality.

Objective 4:
Focusing on a powerful info-referral data tool.

DHR, GHR, TC: The DHR, GHR and TC services made amazing progress in improving their databases in order to ensure quality referrals. A senior researcher has been working for over 2 years now on the provincial database of resources and related services in addiction.

During these past three years, we also took a technological leap forward from printed lists to the computerization of data via an internal software that facilitates our counsellors’ job. Finally, we used this database to create a joint website with AQCID, trouvetoncentre.com, which launched in 2020. Our objective for 2022-2023 is to develop this database to include mental health resources in response to increased mental health/addiction comorbidity.
Objective 5: Projecting a dynamic image encouraging website traffic.

DHR, GHR, TC: During the implementation of this strategic plan, the DHR and GHR websites were completely overhauled to ensure quality search results, and to facilitate the transmission of information on available resources and on the prevention of substance abuse. This was done notably by posting dynamic content. TeleCounseling now has its own web page on the GHR site and its own domain name. During the last three years, visits to each website have increased considerably as we continue to diversify content.

Objective 6: Building collaborations with university researchers.

DHR, GHR, TC: A lot of effort was put into getting closer to the research community. Thus, our teams were able to benefit from exchanging recent studies directly related to their work. We also posted certain studies on our site and social media to encourage people to take part in them. However, with all the new tendencies and substances cropping up, we must continue our efforts to be known as key players in supporting addicts by participating in studies that are underway and staying informed on what is happening in Québec and internationally. We must also become more informed on studies conducted in anglophone universities.

Objective 8: Establishing the relevance of 211 for non-urgent requests for help.

211: To better measure the impact of the 211 service among Greater Montréal citizens, call statistics have been made available on the 211qc.ca website so that different agencies may get a clear picture of the socio-community needs in their territory. Beyond our presence within the regions, we were able to clearly show that call times have significantly increased since the pandemic, due to high levels of anxiety and a need for listening. As well, 211 Greater Montréal initiated and participated in many follow-up projects with seniors and people with food insecurity. These projects enabled us to have social analysis data on the met and un-met needs of that clientele. We also have the goal of extending such follow-ups for other basic needs.

We did not have the time to conduct a study on the real socio-economic impact of 211. We will have to see in the next plan if this project will still be on the agenda.

Objective 9: Being accessible on all platforms.

211, DHR, GHR: Since 2020, all three services are accessible via chat. A major step forward as this allows us to reach another clientele that is often younger. Our counselors were able to quickly adapt to this new way of counseling. For Gambling: Help and Referral, this option now represents 40% of requests for help, a sign that there was a need from gamblers and their loved ones to chat via writing instead of over the telephone. For various reasons, we set aside the idea of help via texting to focus on chatting.
Objective 10:
Playing our info-referral role during disaster situations.

211: Our teams are trained to provide quality service during emergencies. Over the past three years, we were greatly solicited during the floods in Sainte-Marthe-sur-le-Lac and of course during the last 24 months of COVID-19. In the beginning when the Government declared a health emergency, we faced a never-before-seen increase in calls. We were then mandated by the City of Montréal to make return calls to seniors 70 and over who might have felt isolated, and we participated in many concertation tables and emergency committees in Greater Montréal. These either were, or are, detailed in our annual reports.

Objective 11:
Developing 211 across Québec with 211 Québec Régions.

211 became provincial thanks to the Emergency Community Support Fund, an Employment and Social Development Canada program put in place to help citizens face the first waves of the pandemic. In collaboration with 211 Québec Régions, the 40% of Québécois who did not yet have access to this service, benefitted from it from December 2020 to December 2021. We are proud of this deployment, established in record time. Due to lack of funding though, it has stopped being available since December 31st, 2021. The online database, however, remains accessible until May 31st, 2022, thanks to the financial support from the Québec Centraide network. An application for funding has been submitted to the Québec Government as part of pre-budget consultations and many MRC and Centraide are trying to raise the necessary funds to continue this service. The provincial deployment clearly showcased the relevance of such a service.

To be continued: objectives 3 and 7, developing new opportunities for TeleCounseling and the recognition of our addiction services outside Québec were temporarily put aside due to the extent of the work that we had to do during the pandemic. We will have to see during the implementation of future goals if we wish to proceed with these two objectives.
GOAL 2
Strengthening our ties with the community sector and other partners

Objective 12
Coordinating relations with the community sector
211: In three years, we have participated in numerous concertation tables, crisis units and met many organizations for the purposes of making our service known but mostly to better understand and meet the needs within the community. This was particularly true during the peak of the pandemic in 2020, when 3000 resources were updated in only a few weeks, thanks to the collaboration of key players in the community sector. We communicated monthly by newsletter with everyone from that sector to facilitate exchanges and the transmission of information.

Objective 13
Forging partnerships
211, DHR, GHR, TC: Thanks to support from Communauté métropolitaine de Montréal (CMM), many meetings allowed us to collaborate with the Public Health department and forge special ties with officials, to create joint projects with partners such as Association Québécoise des Centres d’Intervention en Dépendance (AQCID) for trouvetoncentre.com and with the City of Montreal for the food insecurity project, bringing together several partners to form a follow-up committee.

GOAL 3
Increasing the Center’s visibility

Objective 14, 15, 16 and 17
211, DHR, GHR, TC: Each service, having an annual communications plan, benefitted from structured, targeted promotional campaigns which enabled even more citizens to be helped, supported and informed. We were invited to speak for the addiction helplines as well as 211. We organized a conference day in 2019 on internet addiction bringing together many partners and key players from the milieu. We also gave many training sessions on remote counseling. We wish to add this to the services offered by DHR/GHR/TC. On the internal communications side, practices such as an internal newsletter and discussion groups on Teams enabled information on communication campaigns to better circulate amongst our teams.
Strategic Plan 2019-2022: Assessment Time

GOAL 4
Strengthening governance and management

Objectives 18, 19, 20, 22, 25, 26: 100% met

GOAL 5
Having cool technology

To read the overall objectives (French only)...
**GOAL 6**

**Diversifying and sustaining funding**

![2/3 on the way to being met.](image)

**Objectives 31:**

**Consolidating funding for 211 Greater Montréal.**

211: We continued our efforts to complete the services’ funding thanks to government grants and calls for projects. For example, we had financial support from PAAQ and the City of Montréal to accomplish the follow-up projects detailed above.

**Objectives 32 & 33:**

211, DHR, GHR, TC: We can still count on recurring funding from valuable partners such as MSSS, CMM and the Centraide network, but we will have to work on sustaining and developing the services by finding new channels of funding. We attended several trainings for this in 2021-2022 and we will be implementing actions in 2022-2023.
SERVICES SPECIALIZED IN ADDICTION

This year was one of change, innovation and adaptation for our addiction services teams at Drugs: Help and Referral, Gambling: Help and Referral and TeleCounseling for Excessive Gamblers.

In fact, we must point out that the teams changed Director, learned new technology and software and were all involved in holding down the fort during a major labour shortage. Their willingness to maintain a quality service, to increase their efficiency and to pursue development opportunities was an incredible source of motivation. Here is the assessment of this very busy year.

We would like to thank the ministère de la Santé et des Services Sociaux (MSSS) for their valuable support which, every year, allows us to fulfill our mission to people with an addiction to drugs, alcohol, medication, gambling as well as their loved ones.

TRIBUTE TO HÉLÈNE HAMEL’S VALUABLE CONTRIBUTION

With the following paragraphs, we would like to emphasize Hélène Hamel’s outstanding contribution to the DHR, GHR and TC services, to IRCGM and to all of Québec’s addiction services sector as well. Director of the helplines, Mrs. Hamel announced that she would be retiring this year effective April 2022.

The DHR and GHR helplines were created about thirty years ago at the request of the MSSS and Mrs. Hamel began working here as counselor in 1999! She quickly showed her interest in helping people with an addiction by her calm and caring interventions allowing them to find their potential for getting out bad situations. Without judging, she provided support, information and referrals for hundreds of thousands of people.

But that is not all. On top of her qualities as counselor, Mrs. Hamel very quickly showed a willingness to get involved in the management and structure of the service. Thus, she was named coordinator in 2002. In the 20 years at the helm of the helplines, she hired, trained and accompanied about sixty counselors. What a legacy for the community!

We also owe her the implementation and management of the TeleCounseling pilot project. This unique, over the telephone, therapy program for compulsive gamblers in Québec, saw the light of day in 2006. Mrs. Hamel was the coordinator until 2019.

During all those years, she was involved in many committees, participated in numerous concertation tables and proved the relevance of our services, in addition to sharing her knowledge with key players in the addiction services sector.

The IRCGM team wishes her a wonderful, well-deserved retirement and truly thanks her for all she accomplished among and with us.

TRAINING, CONFERENCES, EVENTS

Training given

Since the pandemic, our DHR, GHR and TC teams’ expertise in working from home has been very much sought after. One thing led to another, and our management team was asked to offer even more training on various subjects related to the pandemic.

Here are those from this year:

August 12th, 2021: Training given to counselors from Maison Le Mitan.

Presenters: Hélène Hamel, Director of the Addiction Helplines and Maxime Miranda, Development Coordinator of the Addiction Helplines.

Subject: Better understanding addiction to psychoactive substances
SERVICES SPECIALIZED IN ADDICTION

August 17th, 2021: Training given to professors from the techniques en travail social program from Cégep de Ste-Foy.

Presenters: Hélène Hamel, Director of the Addiction Helplines and Maxime Miranda, Development Coordinator of the Addiction Helplines.

Subject: Integrating technology into counseling

August 24th, 2021: Training for members of the E.P.S.I. project from Université de Montréal.

Presenters: Hélène Hamel, Director of the Addiction Helplines and Maxime Miranda, Development Coordinator of the Addiction Helplines.

Subject: Better understanding addiction to psychoactive substances

October 19th, 2021: Training for members of the E.P.S.I. project from Université de Montréal.

Presenters: Nancy Rocha, Manager of the TeleCounseling Programme for Excessive Gamblers and Maxime Miranda, Development Coordinator of the Addiction Helplines.

Subject: Exploring concepts related to gambling.


Presenters: Maxime Miranda, Development Coordinator of the Addiction Helplines.

Subject: Information on the use of psychoactive substances.

Conference participation

May 27th, 2021: Presentation during the CRI-Pandémie conference from UQTR

Presenters: Maxime Miranda, Development Coordinator of the Addiction Helplines.

Subject: The impact of the pandemic on requests to our addiction helplines.

We participated in a day of meetings with various community resources and students from Cégep André-Laurendeau. It was the perfect opportunity to talk about addiction and answer the young people’s many questions.

Training and Seminars followed by the team

April 16th, 2021: Intervening with loved ones of someone with an addiction

Instructors: Myriam Laventure and Chantal Plourde (AIDQ/UDS)

June 15th, 2021: What’s in a Name? Evaluating the Public stigma of Gambling Disorder

Dr. Leanne Quigley, Assistant professor, Yeshiva University, Global Gaming Expo.

September 21st, 2021: Who’s Responsible for Responsible Gambling

Heather Gray, PHD, Harvard Medical School, Global Gaming Expo

October 28th, 2021: Loss Chasing in Gambling Disorder-Clinical, Behavioral, and Data Science Perspectives

Luke Clark, PHD, University of British Columbia, International Center for Responsible Gaming

November 2nd, 2021: Understanding the many Faces of Gambling-related Problems: Origins, Identification, and treatment

Dr. Heather Gray, Dr. Sarah Nelson, Dr. Debi LaPlante, Division on addiction
Frédéric Ouellet

November 10th, 2021: Mindfulness approaches to addiction
Dr. Eric Galand, PHD, Mind and life

November 10th, 2021: UPI et l’anxiété chez les jeunes: Données et réflexions cliniques
Christine Lavoie, B. Sc., Institut Universitaire sur les Dépendances (IUD).

February 15th, 2022: Lignes directrices sur les habitudes de jeu à moindre risque
Louise Nadeau, AIDQ

March 16th, 2022: Contagion émotionnelle et empatie, des concepts scientifiques à la pratique
Pierrich Plusquellec, CIUSSS de l’Est-de-l’Île de Montréal

23 mars 2022: Continuum des services en dépendances pour jeunes à Montréal
Formation croisée, Douglas Hospital

24 mars 2022: Internet Sport Betting, Yesterday, Today and Tomorrow
NCPG (National Conference on Gambling Addiction & Responsible Gambling)

March 30th, 2022: Transformer le conflit en opportunité de collaboration
Ateliers/C_Percolab

MEMBERSHIP
Our DHR, GHR and TC counselors are members of AIDQ (Association des Intervenants en Dépendance du Québec).

DEVELOPMENT AND COLLABORATION
We presented our services to the following organizations and institutions:
Loto Québec;
SQDC;
SAQ;
Pacte de rue;
CIUSS de Chaudière-Appalaches and those in charge of their Mental Health and Addiction Department.
The service at a glance

GHR listens, supports, informs and refers people concerned with their gambling habits as well as their loved ones. Refers towards local therapeutic and healthcare resources who can provide them with services adapted to their situation. The service is accessible via telephone and chat. It is anonymous, free, confidential, bilingual and available 24/7 across Québec.

The number of requests is stable compared to last year, when surely because of the pandemic, we noted an exceptional increase of 5%. A sign that our service continues to reach its clientele.

IN THE HIGHLIGHTS OF OUR DATA, WE NOTE:
• Extensive use of our chat service with 40% of the total requests compared to 34% from last year. In two years of service, the chat is quickly becoming an excellent option to help gamblers and those addicted to the internet.
• Requests from loved ones increased by 30% compared to last year.
• We can attribute a significant 52% increase in Lanaudière and 24% in Outaouais due to promotional campaigns.
• Needs remain relatively the same despite a slight increase in requests for support and counseling.

Nature of needs

- Support and counseling: 32.8%
- Crisis intervention: 24.8%
- Information and referrals: 14.7%
- TeleCounseling for excessive gambling: 12.2%
- Therapy for people with an addiction: 8.1%
- Support groups: 3.9%
- Other: 3.6%

Number of requests for help: 5653
GAMBLING: HELP AND REFERRAL
STATISTICS

Gender
- Male: 61%
- Female: 39%

Source of requests
- Gamblers: 74.8%
- Public, private network: 4.2%
- Loved ones: 21%

Communication mode
- Phone: 59.2%
- Text: 40.2%
- Email: 0.6%

Regions
- Montréal: 26.4%
- Montérégie: 16.6%
- Capitale-Nationale: 11.6%
- Laurentides: 7.4%
- Lanaudière: 6.3%
- Laval: 5.6%
- Saguenay-Lac-Saint-Jean: 4.8%
- Outaouais: 4.6%
- Estrie: 3.3%
- Chaudière-Appalaches: 3.2%
- Mauricie: 2.7%
- Centre-Du-Québec: 2.2%
- Bas-Saint-Laurent: 1.6%
- Abitibi-Témiscamingue: 1.4%
- Gaspésie-Îles-De-La-Madeleine: 1.2%
- Côte-Nord: 1.0%
- Nord-Du-Québec: 0.1%
FOLLOW-UPS FOR LOTTO QUÉBEC’S SELF-EXCLUSION PROGRAM SKYROCKETED

GHR was mandated to conduct follow-ups with people self-banned from the casinos and Loto Québec’s online platforms. This program really grew this year. Our counselors followed up on 167 people who indicated wanting a call back to get help for their gambling. Only 7 follow-ups were asked in 2020-2021. That can be explained by the reopening of casinos and this year’s launch of this device on web platforms.

TRAINING AND AWARENESS GUIDE ON GAMBLING PROBLEMS

Mrs. Hamel, Director of the Addiction Helplines participated in the revision of a guide created by Mrs. Brodeur and Mrs. Légaré, Researchers, intended for Canadian family doctors to better detect problematic gamblers and get them appropriate services. This guide will be published in 2022-2023.

Number of self-exclusions: 508

Gender

- Male: 75.3%
- Female: 24.7%

Type d'auto-exclusions

- Casino: 45.7%
- Online: 53.1%
GAMBLING: HELP AND REFERRAL COMMUNICATIONS

ADVERTISING

We focused on campaigns that could reach a diverse public, gamblers and their loved ones, and relevant mixed media to maximize the budget.

Return to television: After many years present on other media, we created three animated TV messages to raise awareness for getting in debt or being isolated due to excessive gambling, online gambling and gaming. The videos were broadcast in December and March during spring break for a total of 8 weeks in Greater Montréal (North Shore, South Shore, Lanaudière) on the TVA network, Québecor’s specialized channels (LCN, Prise 2, TVA Sport) and during the youth programming of Télé-Québec and Noovo.

Web offensive: We maintained a constant presence with banners and videos, in French and English from November to the end of March.

Print: We had about forty publications in the Journal de Québec and Journal de Montréal throughout the year.

Radio: We created a campaign for gamblers and their loved ones on-air at WKND QC and WKND MTL. Étienne Boulay lent his voice to raise awareness to a maximum of listeners.

Various: An ad was placed in the nurses’ agenda from CIUSSS de l’Est-de-l’Île de Montréal.
GAMBLING: HELP AND REFERRAL

STATISTICS

PROMOTIONAL MATERIAL
We redesigned our promotional materials to promote our new domain name, aidejeu.ca, and our chat service. We sent about 50 packages to CLSC’s, organizations, Cegep’s etc., which represents a significative increase compared to last year.

WEB AND SOCIAL MEDIA
Significant work in creating content, web writing and referencing enabled aidejeu.ca to experience phenomenal growth.

4 new content was written for the aidejeu.ca website and 2 articles were revised.

Social media: A calendar of efficient content and posting articles enabled the significant increase of subscribers on our social media.

Web Statistics

Number of visits (sessions) on our site: 90,539

Number of users: 71,173

Number of page views: 131,810

FACEBOOK SUBSCRIBERS: 780

INSTAGRAM SUBSCRIBERS: 199

INCREASE: 85.71%

INCREASE: 53.07%
TELECOUNSELING PROGRAMME
FOR EXCESSIVE GAMBLERS

The service at a glance
This program is designed for people wanting to be free of their gambling habits. This service is free and accessible across Québec via telephone, and now, via videoconference. It allows excessive gamblers to better understand the mechanisms pushing them to gamble and to learn tools to regain control. An evaluation session followed by six, one-hour, telephone appointments allow the participants to work on the following points: motivation, finances, erroneous ideas, triggers, relapse prevention and learning retention. Once finished, we offer four follow-up appointments at 1, 3, 6, and 12 months from the end of the program.

Requests for this unique program in Québec were on the rise again this year.
It is important to note that for the first time, online gambling surpassed video lottery terminals in terms of problematic gambling for our participants.

1. Number of enrollments: 253
   INCREASE
   43%

2. Number of files closed: 242
   INCREASE
   68%

3. Number of files handled during the year: 344
   INCREASE
   52%
TELECOUNSELING PROGRAMME

STATISTICS

**Gender**
- Female: 42%
- Male: 58%

**Age**
- 0-17 years: 0%
- 18-29 years: 25%
- 30-39 years: 24%
- 40-49 years: 13%
- 50-59 years: 24%
- 60-69 years: 8%
- 70 years +: 6%

**Regions**
- Montérégie: 20.7%
- Montréal: 19.3%
- Capitale-Nationale: 11.1%
- Laurentides: 9.6%
- Laval: 7.4%
- Outaouais: 7.4%
- Saguenay-Lac-Saint-Jean: 6.7%
- Estrie: 5.9%
- Centre-Du-Québec: 3.0%
- Lanaudière: 2.2%
- Nord-Du-Québec: 2.2%
- Chaudière-Appalaches: 1.5%
- Côte-Nord: 1.5%
- Bas-Saint-Laurent: 0.7%
- Mauricie: 0.7%
- Abitibi-Témiscamingue: 0.0%
- Gaspésie-Iles-De-La-Madeleine: 0.0%

**Education**
- High School: 36%
- Bachelor's: 19%
- Cégep: 32%
- Elementary: 10%
- Master's: 3%

ANNUAL REPORT
APRIL 1ST, 2021 TO MARCH 31ST, 2022

MESSAGE FROM THE PRESIDENT
MESSAGE FROM THE EXECUTIVE DIRECTOR
BOARD OF DIRECTORS AND THE CENTER'S TEAM
STRATEGIC PLAN
ADDITION HELPLINES

TELECOUNSELING FOR EXCESSIVE GAMBLERS
LE PROGRAMME DE TÉLÉCOUNSELING

THIS YEAR’S MAJOR ADVANCES

VIDEOCONFERENCE
This service continues to attract more and more participants. Having always been available over the telephone, the team also added videoconference this year. The choice is given to participants, who for the moment, still choose the telephone for the most part. We will be closely following this evolution and the participants’ choice over the next years.

INTEGRATING SOFTWARE FOR ONLINE CLINICAL MANAGEMENT
To increase the security of participants’ files and to facilitate their access by our counselors no matter where they are in Québec, the team has permanently put an end to paper files and will now fill out information on the Medexa software.

COMMUNICATIONS
The program now has its own domain name for us to publish in our ads. telecounseling.ca
We redesigned our promotional materials sent to organizations, partners and health and social services personnel.
We promoted TeleCounseling in the nurse’s agenda from CIUSSS de l’Est-de-l’Île-de-Montréal.
To raise awareness for seniors about excessive gambling and to introduce them to our program, we also advertised in the Bel Âge magazine and ran an infomercial on their website and newsletter.

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DRUGS: HELP AND REFERRAL

STATISTICS

The service at a glance
Drugs: Help and Referral listens, supports, informs and refers people worried about their use of drugs, alcohol, medication as well as their loved ones. This service is free, anonymous, confidential, bilingual and accessible 24/7 via telephone and chat.

Number of requests:
18 902

INCORE
3.25%
FROM 2019-2020

Mode of communication

<table>
<thead>
<tr>
<th>Phone</th>
<th>Chat</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>90.1%</td>
<td>9.7%</td>
<td>0.2%</td>
</tr>
</tbody>
</table>

HIGHLIGHTS OF THIS DATA:

- We noticed an increase in requests for help again this year.
- The chat service, launched in 2020, continues to gain ground, going from 2.4% to 9.7% of requests this year.
- Our counselors are noticing more and more the comorbidity of addiction and mental health during calls. We are in the process of figuring out how to make this very important aspect of our interventions stand out in the call statistics and we will certainly be able to present all this next year.
- There was little fluctuation in the substances mentioned. However, hard drugs like GHB, crack, opiates and questions about benzodiazepines regarding anxiety is increasing slowly but surely.
The *trouvetoncentre.com*, website launched, in partnership with AQCID, in the fall of 2020 is still active. *It was visited 13,627 times*. Its database is continually updated by the Researcher and person In Charge of the DHR/GHR database. Our counselors answer the chats.
DRUGS: HELP AND REFERRAL
STATISTICS

**Regions**

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Montréal</td>
<td>37.8%</td>
</tr>
<tr>
<td>Montérégie</td>
<td>18.1%</td>
</tr>
<tr>
<td>Capitale-Nationale</td>
<td>8.7%</td>
</tr>
<tr>
<td>Laurentides</td>
<td>7.4%</td>
</tr>
<tr>
<td>Lanaudière</td>
<td>5.8%</td>
</tr>
<tr>
<td>Estrie</td>
<td>3.6%</td>
</tr>
<tr>
<td>Laval</td>
<td>3.2%</td>
</tr>
<tr>
<td>Outaouais</td>
<td>3.0%</td>
</tr>
<tr>
<td>Chaudière-Appalaches</td>
<td>2.6%</td>
</tr>
<tr>
<td>Mauricie</td>
<td>2.5%</td>
</tr>
<tr>
<td>Saguenay-Lac-Saint-Jean</td>
<td>2.0%</td>
</tr>
<tr>
<td>Centre-Du-Québec</td>
<td>1.9%</td>
</tr>
<tr>
<td>Abitibi-Témiscamingue</td>
<td>1.3%</td>
</tr>
<tr>
<td>Bas-Saint-Laurent</td>
<td>1.0%</td>
</tr>
<tr>
<td>Côte-Nord</td>
<td>0.6%</td>
</tr>
<tr>
<td>Gaspésie-Îles-De-La-Madeleine</td>
<td>0.4%</td>
</tr>
<tr>
<td>Nord-Du-Québec</td>
<td>0.1%</td>
</tr>
</tbody>
</table>

**Products mentioned**

<table>
<thead>
<tr>
<th>Product</th>
<th>Number of help requests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcool</td>
<td>5497</td>
</tr>
<tr>
<td>Cannabis</td>
<td>3000</td>
</tr>
<tr>
<td>Cocaine</td>
<td>2481</td>
</tr>
<tr>
<td>Nicotine</td>
<td>1602</td>
</tr>
<tr>
<td>Crack</td>
<td>764</td>
</tr>
<tr>
<td>Opiacés (Narcotiques analgésiques)</td>
<td>536</td>
</tr>
<tr>
<td>GHB-Rohypnol</td>
<td>202</td>
</tr>
<tr>
<td>Ecstasy</td>
<td>148</td>
</tr>
<tr>
<td>Héroïne</td>
<td>96</td>
</tr>
<tr>
<td>Champignons magiques</td>
<td>90</td>
</tr>
<tr>
<td>Kétaimne</td>
<td>71</td>
</tr>
<tr>
<td>LSD</td>
<td>27</td>
</tr>
<tr>
<td>Fentanyl</td>
<td>24</td>
</tr>
<tr>
<td>Méthylphénidate</td>
<td>18</td>
</tr>
<tr>
<td>Mescalin</td>
<td>11</td>
</tr>
<tr>
<td>Solvants / inhalents</td>
<td>10</td>
</tr>
<tr>
<td>Stéroïdes</td>
<td>5</td>
</tr>
</tbody>
</table>
ADVERTISING
Radio: Étienne Boulay lent his voice to record messages for substance users and their loved ones. They were broadcast in the summer of 2021 and March 2022 on-air on WKND Montréal (Montréal, North Shore, South Shore, Lanaudière and Laurentides) and WKND Québec (Capitale-Nationale, Chaudière-Appalaches, Centre du Québec).

We also placed ads in the nurse’s agenda from CIUSSS de l’Est-de-l’Île de Montréal and Gay Globe Magazine.

PROMOTIONAL MATERIAL
We redesigned our materials to promote our new domain name, aidedrogue.ca, and our chat service. Posters, cards and bookmarks were sent to Cegsp’s, CLSC’s, organizations, etc., across Québec.

MEDIA RELATIONS
Avantage Rimouski Mireille Levesque
Imprimé et web
Les bienfaits du Défi 28 jours sans alcool
Maxime Miranda

Canal M Christiane Campagna
Radio
1er février 2022
Hélène Hamel

Onde sociale Geneviève Dionne
Podcast
DEPENDANCE : AU-DELÀ DU RÉCIT DE TOMY
Maxime Miranda
Significant work in referencing and creating web content enabled the aidedrogue.ca website to experience phenomenal growth in visits and page views. We posted 2 news, 2 new articles and one video. We intend on continuing the development of video content to shine a light on the players from the addiction help sector.

SOCIAL MEDIA

Success on our website is also reflected in the significant increase of subscribers to our social media. We are maintaining our efforts to inform and raise awareness by posting relevant content.

**Statistiques Web**

- Number of visits (sessions) on the site: 57,738 (66% increase)
- Number of users: 44,743 (68% increase)
- Number of page views: 104,046 (83% increase)

**FACEBOOK**

- Subscribers: 2,458 (91.13% increase)

**INSTAGRAM**

- Subscribers: 218 (282.45% increase)
After a year that was as intense as it was exceptional, which saw 211 Greater Montréal being recognized as an essential service during this unprecedented health and social crisis in Québec, we expected some slowdown. Instead of that however, the pandemic and its successive waves continued during 2021-2022 and major social issues have either popped up or grown: the housing crisis that is getting worse, spectacular inflation that has increased a lot of people’s vulnerability and the war in Ukraine that called for implementing many resources to welcome its citizens on our soil.

The service at a glance

Information and referrals towards community, public and para-public services.

- Accessible via telephone and chat, 7 days/7, in 200 languages. Free and confidential.
- An online directory of almost 7000 resources from Communauté métropolitaine de Montréal, MRC des Jardins-de-Napierville, and MRC de Vaudreuil-Soulanges.
- A social analysis tool based on answered calls and chats, that serves as high-lighter to officials and organizations to better understand the social needs on their territories.

Thank you as well to MRC des Jardins-de-Napierville and MRC de Vaudreuil-Soulanges for making 211 available on their territories.

Thank you to Centraide Régions Centre-Ouest du Québec, Laurentides and Richelieu Yamaska for maintaining 211 Greater Montréal on territories off CMM such as Lanaudière, Laurentides and Montérégie until December 31st, 2021.

Thank you to the City of Montréal for its financial support for a food insecurity follow-up project.

Thank you to our valuable partners

- Communauté métropolitaine de Montréal
- Québec
- Centraide du Grand Montréal
- MRC Jardins-de-Napierville
- MRC de Vaudreuil-Soulanges
- Montréal
**211 GREATER MONTRÉAL**

**STATISTICS**

- **Number of requests**: 42,735
- **Requests from new regions**: 3,540
- **Number of needs**: 58,328
- **Number of referrals**: 99,648

*Calls from the new regions covered during the provincial deployment represented 8.3% of total calls.*

**Nature of needs**

- **Housing**: 17%
- **Food**: 13%
- **Volunteering and donations**: 10%
- **Personal, family and community support**: 10%
- **Justice, consumption and public safety**: 8%
- **Mental health and addiction**: 8%
- **Health**: 8%
- **Employment and income**: 7%
- **Information and referral**: 5%
- **Government agencies, development and associations**: 4%
- **Material assistance**: 4%
- **Sports and recreation**: 2%
- **Transportation**: 2%
- **Education**: 2%

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**ANNUAL REPORT**

**APRIL 1ST, 2021 TO MARCH 31ST, 2022**

**MESSAGE FROM THE PRESIDENT**

**MESSAGE FROM THE EXECUTIVE DIRECTOR**

**BOARD OF DIRECTORS AND THE CENTER’S TEAM**

**STRATEGIC PLAN**

**ADDITION HELPLINES**

**GAMBLING HELP AND REFERRAL**

**TELE COUNSELING**

**DRUGS HELP AND REFERRAL**

**211 Grand Montréal**

**The Center’s Foundation**

**Financial Statements**
It is important to remember that if calls have decreased by 16% from last fiscal year, it is because the year of COVID overloaded all the organizations and 211 Greater Montréal was no exception when in April and May of 2020, the number of calls sky-rocketed by 300%.

Please note that compared to 2019-2020, a regular pre-pandemic year, requests for help in 2021-2022 increased by 5.58%, a sure sign that the service continues to be known by the population, organizations and health and social services workers.

We also noted that the length of calls continues to increase. They are longer and more complex. In fact, covid related anxiety has dissipated a bit over the months but other problems such as housing and inflation is causing a lot of stress to vulnerable clientele. Our counselors must therefore take the time to reassure and listen.
GREATER MONTRÉAL
SPECIAL PROJECTS

Pilot project for food insecurity
For a few months now, during the pilot project implemented thanks to financial support from the City of Montréal, our counselors have been following up on people seeking food help. The goal of these follow-ups is to anonymously gather various information to perfect the picture of food insecurity on the Island of Montréal: caller profiles, expressed needs, available resources, getting help or not... This new data is added to that already gathered during each request received and made available on our website 211qc.ca.

Source of follow-ups

After about one hundred follow-ups, here is an overview of collected data.
Data valid as of March 29th, 2022
### Pilot project for food insecurity – Getting help

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, I received help from resources referred by 211 the first time</td>
<td>61</td>
</tr>
<tr>
<td>Yes, I received help from resources referred by 211 after a third follow-up</td>
<td>4</td>
</tr>
<tr>
<td>Yes, I received help from resources referred by 211 after a second follow-up</td>
<td>4</td>
</tr>
<tr>
<td>Yes, I received help from resources referred by 211 after a first follow-up</td>
<td>8</td>
</tr>
<tr>
<td>I did not receive help</td>
<td>36</td>
</tr>
<tr>
<td>I found help from resources not referred by 211</td>
<td>8</td>
</tr>
<tr>
<td>I am waiting - have appointment</td>
<td>6</td>
</tr>
</tbody>
</table>
To resume...

We feel this first data is encouraging as two thirds of callers that received follow-up found help thanks to resources referred by 211.

More than half the callers that did not receive help indicated being unable to reach the organizations. This seems to reflect what is being relayed by the media: that times are hard for the community sector and that many organizations are missing the financing and personnel to meet the demand.

Our work collecting data also aims at shining a light on these flaws with the goal of alerting public authorities on the reality on the ground and the expressed needs from citizens as well as organizations.
Follow-up with Greater Montréal seniors

Thanks to funding from PAAQ (Programme Action Aînés du Québec), our team was able to identify vulnerable seniors, with loss of autonomy, that contacted our service. Our counselors closely guided them towards resources. This project that started beginning of 2021 and ended December 31st, enabled the follow-up of about 40 people 70 and over. This was also the perfect opportunity to work with the Initiatives de Travail de Milieu auprès des Aînés en situation de Vulnérabilité (ITMAV) network. Our team received training on the role of their network and our database was improved to facilitate referrals.

Opération 1er juillet: supporting people faced with the housing shortage

The City of Montréal, the Office municipal d’Habitation de Montréal (OMHM) and 211 Greater Montréal collaborated to help people that found themselves without housing or facing major difficulties on July 1st. Thus, a communications channel was established according to different needs to facilitate the process for citizens. Several communications activities were carried out: radio messages, cards and pamphlets distribution … In 2021, housing was the main call request at 211.

In addition, we communicated with all the Offices Municipaux d’Habitation of the North and South shores where 211 is accessible to help our support with their initiatives to help the vulnerable find housing.

Creating customizable directories

To support health and social services workers and community organizers, we developed a tool allowing them to make their own online directories themselves by choosing an area (region, MRC, neighbourhood), targeted clientele or need(s). It generates an easily downloadable and printable PDF and is free and available at https://www.211qc.ca/reertoire

Vaccination: collaborating with organizations

Our documentation team worked hard with organizations to compile the services put in place for vaccination support. For example, transportation for seniors and the vulnerable to vaccination sites, accompaniment, etc. We also published content on this subject.
Advertising

• **TV Campaign:** On TVA in the spring and fall, broadcast in Greater Montréal.

• **Ad Posters:** 40 panels in Greater Montréal, downtown Montréal and in neighbourhoods, entrances and exits of bridges and tunnels in Montérégie, Laval and Mirabel from June to August and September to October.

• **Web Ads:** Banners on the local Weeklies’ websites of Montérégie, Lanaudière and Laurentides. 600 000 banners printed from March to December.

• **Printed:** 10 inserts in The Suburban, which mainly serves the West Island Anglophone community and advertising in the Bel Âge Plus in December.

**HAVING A ROUGH TIME?**
If you need food aid, home support, services to make your arrival in Québec easier, or any social help.

Call 211.
Your gateway to connect with 6,000 community resources.

Special thanks to

• **The team from Onde Sociale,** a podcast dealing in psycho-social subjects and debates on societal issues, for giving us space to present our service for 10 days before each podcast for 211 Day.

• **WKND 91.9 FM radio station** in Montréal for graciously giving 211 Greater Montréal 25 free ads for 211 Day.
211 GREATER MONTRÉAL

COMMUNICATIONS

Collaborative campaigns

• Summer campaign with the City of Laval to promote 211 (web, print, social media, pamphlet distribution in libraries).

• Opération 1er juillet with the City of Montréal and its partners.

• Collaboration with the OMHM: distribution of two thousand 211 posters and promotional material to low-income housing on the Island of Montréal. Broadcast of a video on 211 in the common spaces of low-income housing when possible.

• Video by Dispensaire diététique de Montréal.

Promotional material

• 170 packages sent in Greater Montréal (CISSS and CIUSSS, organizations, Cégeps, town halls …)

Newsletter to officials and organizations

• Development of a contact list of communications personnel / civic life of cities. We gave them promotional material and information sessions on our service when needed.

• Seven newsletters sent to organizations, partners and officials. They are becoming monthly in 2022.

Media relations

In June 2021, Mathieu Chaurette, Director of Technology and Social Analysis gave an interview for The Suburban, an Anglophone publication. The Suburban also wrote an article initiated by the City of Laval on our service.

For 211 Day, which takes place on February 11th in North America, we published our 2021 services assessment. It was also a good opportunity to give a few interviews in the media such as TCFTV, Montréal’s community television, CANAL M, the Basses-Laurentides television and getting a mention on 107.3 Rouge FM.
211 GREATER MONTRÉAL
COMMUNICATIONS

Web and social media

11 articles, new or updated, aiming at promoting the community sector and initiatives taken to meet the clientele's specific or permanent needs. A lot of effort went into web writing to maximize the articles and the 211 site's referencing. We also managed Google campaigns thanks to the Google AdGrants program. And finally, communications initiatives were taken via social media which enabled us to get a lot more subscribers. These actions bore fruit as shown in the results below.

Web Statistics

Number of visits (sessions) on our website
943,572

Number of users
693,423

Number of page views
2,373,983

FACEBOOK subscribers
4,717

INSTAGRAM subscribers
854
211 GREATER MONTRÉAL
COMMUNITY RELATIONS AND PARTNERSHIPS

211 collaborated with the following organizations

The Red Cross: Closer collaboration with 211 which allowed to strengthen the help given to vulnerable people or disaster victims.

Little Brothers: Exchanges to ensure a complementarity of our projects to fight food insecurity for vulnerable seniors.

Park-Extension Roundtable: Collaboration for an information bureau launched in March 2022. We will get back to you on that!

The Newcomer Office: Collaboration to prepare the arrival of Ukranian refugees and make them benefit from our service in 200 languages.

Service de police de la Ville de Montréal (SPVM): 211 collaborated with the Division de la Prévention et de la Sécurité Urbaine, for Operation Visiter une personne aînée which takes place every spring.

La Maison du Père: Exchanges for a web project aiming at preventing homelessness. We will keep you informed on the developments.

Comité de coordination COVID-19, Ville de Laval: Regular meetings to ensure the monitoring of social issues on the ground and coordinating the strengths of community resources.

CISSS de Lanaudière: Data sharing.

Carrefour informationnel et social: Continued collaboration for local data sharing and promoting 211.

Forum Respect Montréal: Data sharing.

211’s management presented our service and role to:

- Espace cuisine, to discuss referencing issues for food help;
- Centraide of Greater Montreal, presentation of our service to their social development team.
- Service de Police de la Ville de Montréal (SPVM), presentation of our service to their psycho-social officers.

City of Laval - COVID-19 committee, 211’s role explained to their team.

Aga Khan Ismaili Social Welfare Board with the Ismaili Council for Quebec, presentation of our service and its usefulness for Afghan refugees.

Invitations to meetings with the following organizations:

- MRC Vaudreuil-Soulanges;
- Quartier de l’innovation;
- Concertation Horizon;
- Service Canada;
- Accorderie Rosemont;
- Conférence des Tables régionales de concertation des aînés du Québec (CTRCAQ);
- Women’s Centre of Montréal;
- Le CIUSSS du Nord-de-l’Île-de-Montréal;
- La CDC Centre-Sud;
- Le Conseil des Montréalaises;
- Office municipal d’habitation (OMH) de Laval;
- Table de concertation en orientation de la Montérégie.

We attended the following seminars:

- May 23rd: Réseau Québécois du Développement Social sur la sécurité alimentaire.
Resuming 211 Greater Montréal’s Advisory Committee

After pausing for one year because of the pandemic, we have reinstated the 211 Advisory Committee. Consultation on Greater Montréal’s socio-community issues and collaboration with key players is essential to 211’s success. The committee gathers players from the community and municipal sectors and our financial partners. The goal is to pool our expertise and develop relevant collaborative approaches for vulnerable citizens.

The members of the 2021 Committee are:

The Communauté Métropolitaine de Montréal (CMM), Centraide of Greater Montreal, the Office Municipal d’Habitation de Montréal (OMHM), the Volunteer Bureaus of Boucherville, and Montréal, the West Island Community Resource Centre, Moisson Montréal, Table de Concertation des aîné.es de l’Île de Montréal, the Service d’aide à la famille immigrante of MRC de l’Assomption (Safima), Maison du Père and the Cities of Laval and Longueuil.

Santé et urbanité Symposium organized by Direction de la Santé Publique de Montréal

On November 23rd, Brigitte Gagnon-Boudreau, Director of 211 and Partnerships, attended the Santé et urbanité, innover pour mieux vivre ensemble Symposium. She presented our service and actions taken for seniors during the height of the pandemic in the « Montréal, ville de sentinelles connectées aux besoins des aînés - veiller avec eux à leur bien-être. » workshop. The conferences took place at the Palais de congrès de Montréal and were broadcast online.

The Information and Referral Center of Greater Montréal is a member of:

- Alliance of Information and Referral Systems (AIRS)
- Inform Canada.
- The Regroupement des organismes humanitaires communautaires pour les mesures d’urgence à Montréal (ROHCMUM) and sits on their Board of Directors.
- The Réseau québécois des lignes de soutien sociocommunautaires pour les proches aidants d’aînés par L’Appui National.
- La Table des leaders 211 Canada.
- La Table de concertation des aînés de l’île de Montréal (TCAIM).
- Solidarité Mercier-Est
- La Table de concertation sur la faim et le développement social du Montréal métropolitain.

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- La Table de concertation sur la faim et le développement social du Montréal métropolitain.
Thank you to our provincial deployment partners.

In last year’s annual report, we talked about the provincial deployment which took place in December 2020, enabling the 40% of Québécois who did not yet have access to our service, to benefit from it in the middle of the health and social crisis. This deployment was made possible thanks to support from the Emergency Community Support Fund, an Employment and Social Development Canada program put in place to support the community sector during the COVID-19 pandemic. The two 211 operators in Québec, the Centre d’information et de référence de la Capitale-Nationale et de Chaudière-Appalaches and the Information and Referral Center of Greater Montréal ensured the temporary deployment of this service until December 31st, 2021 and were supported by Centraide United Way Canada (CUWC), who administered the funds for this project until June 30th, 2021. All of Québec’s Centraide also helped the implementation of our service in their regions by promoting it during their committees and regional roundtables. Their contribution enabled us to keep our database and website active longer. We thank them.

Thus, IRCGM deployed the 211 service in the areas of Montérégie, Lanaudière, Laurentides and all Outaouais. Request for funding was filed with the Québec Government during their pre-budget consultations for 2022-2023 and many MRC’s and Centraide are trying to raise the necessary funds to keep this service going.

During the one year and few months of preparation to launch, we added more than 1500 resources to our database and had numerous meetings on the new territories with officials, regional concertation tables, regional communications campaign was also conducted for the launch. It was detailed in the last annual report.

The 211 Greater Montréal and 211 Québec Régions operators are proud to have quickly made this service accessible on new territories, all in record time. The efforts of our documentation, info-referral, technology and communications teams and management, of course, were enormous and should be emphasized here.
Since its creation in 1983, the Information and Referral Center of Greater Montréal’s Foundation supports the Center by sharing with it the expertise of its members, essential allies in the implementation of various projects. Since 2005, it also owns and manages the building located at 3155 rue Hochelaga, home of the Center and where many other non-profit organizations are tenants.

The Foundation also administers donations and contributions that ensure the continuity of the Information and Referral Center. This year, it received backing notably from the Mise sur toi organization in support of the Gambling: Help and Referral mission and the TeleCounseling Programme. It has also been one of the partners for 211 Greater Montréal’s development since its launch in 2018.

Thank you also to the members of the Information and Referral Center of Greater Montréal’s Corporation:

- Mme Ginette Bardou, GESTION G. BARDOU INC.
- M. Jean Claude Boisvert, Consultant for the Administration of Social Programs
- M. Denis Couture, CPA, CGA, Administrator
- M. Guy Dubreuil, arch., Administrator
- Mme Hélène Gauthier-Roy, B. arch, architecte
- L’Honorable Bernard Grenier, SHCURMAN LONGO and GRENIER
- M. Alex Harper, President, PUBLICATIONS ANCHOR-HARPER INC.
- M. Marie-Claude Jarry, DUNTON RAINVILLE SENC
- M. Pierre Y. Langlois, Administrator
- Mme Rollande Montsion, Administrator
- M. Michel Plante
- M. Claude Roy, Administrator
- M. John Topp, Administrator

The Center’s Foundation

Thank you to the members of the Foundation’s Board of Directors for ensuring the continuity of the Center’s activities:

- **PRESIDENT**
  - M. André Meloche

- **TREASURER**
  - Mme Catherine Bellemare
    - CPA, Auditor, Nova Montréal

- **SECRETARY**
  - Mrs. Pierrette Gagné
    - Executive Director, Information and Referral Center of Greater Montréal

- **LEGAL ADVISOR**
  - M* Stéphanie Rainville
    - Attorney, Monette Barakett, s.e.n.c.

- **ADMINISTRATOR**
  - M* Louis-Philippe Bourgeois
    - CRIA, Attorney, Dunton Rainville, sencrl
  - M. Pierre Emmanuel Paradis
    - Economist and President at AppEco
  - Mme Martine Tremblay
    - Associate, Architect, Provencher Roy
  - Mme Élizabeth Lebeau
    - CPA, Auditor CA, M.sc.
  - M. Michel Plante
    - Chief Financial Officer, Cabico and Co.

Thank you also to the members of the Foundation’s Board of Directors for ensuring the continuity of the Center’s activities:

- **ADMINISTRATOR**
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    - Associate, Architect, Provencher Roy
  - Mme Élizabeth Lebeau
    - CPA, Auditor CA, M.sc.
  - M. Michel Plante
    - Chief Financial Officer, Cabico and Co.
## CENTRE DE RÉFÉRENCE DU GRAND MONTRÉAL

### Bilan

<table>
<thead>
<tr>
<th>Date</th>
<th>Fonds d'exploitation</th>
<th>Fonds des Immobilisations corporelles</th>
<th>Total 2022</th>
<th>Total 2021</th>
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<tbody>
<tr>
<td>31 mars</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>288 673 $</td>
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<td></td>
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<td>512 610 $</td>
<td>391 489</td>
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<tr>
<td></td>
<td></td>
<td>21 361 $</td>
<td>26 249</td>
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<td></td>
<td>832 564 $</td>
<td>832 564 $</td>
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<td>7 500</td>
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<td>56 316 $</td>
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<td>56 316 $</td>
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<td></td>
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<td>840 164 $</td>
<td>1 388 770 $</td>
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### PASSIF

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<th>Court terme</th>
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<th>Total 2021</th>
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<tbody>
<tr>
<td>Créditores (note 5)</td>
<td>289 938 $</td>
<td>289 938 $</td>
<td>440 470 $</td>
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<tr>
<td>Subventions reportées (note 6)</td>
<td>225 511 $</td>
<td>225 511 $</td>
<td>550 465</td>
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<tr>
<td>Apports reportés affectés aux immobilisations corporelles (note 7)</td>
<td>515 449 $</td>
<td>515 449 $</td>
<td>1 039 935</td>
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<td></td>
<td>9 314 $</td>
<td>9 314 $</td>
<td>14 334</td>
<td></td>
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<tr>
<td>SOLDES DE FONDS</td>
<td>515 449 $</td>
<td>9 314 $</td>
<td>524 763 $</td>
<td>1 024 329</td>
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### POUR LE CONSEIL D'ADMINISTRATION:

administrateur

administrateur

Les notes complémentaires font partie intégrante des états financiers.
## CENTRE DE RÉFÉRENCE DU GRAND MONTRÉAL

### Résultats

Exercice clos le 31 mars

<table>
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<th>Total 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRODUITS</strong> (annexe A)</td>
<td>3 389 777 $</td>
<td>-</td>
<td>3 389 777 $</td>
<td>3 501 936 $</td>
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<tr>
<td><strong>AMORTISSEMENT DES APPORTS REPORTÉS AFFÉRENTS AUX IMMOBILISATIONS CORPORELLES</strong> (note 7)</td>
<td>-</td>
<td>5 080</td>
<td>5 080</td>
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<tr>
<td></td>
<td>3 389 777</td>
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<td>3 394 857</td>
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### CHARGES

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<tr>
<td>Ressources humaines (annexe B)</td>
<td>2 464 893</td>
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<td>2 464 893</td>
<td>2 441 357</td>
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<td>Ressources matérielles (annexe C)</td>
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<td>366 698</td>
<td>296 686</td>
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<td>Autres charges (annexe D)</td>
<td>540 396</td>
<td>-</td>
<td>540 396</td>
<td>734 339</td>
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<tr>
<td>Amortissement des immobilisations corporelles</td>
<td>-</td>
<td>15 594</td>
<td>15 594</td>
<td>11 622</td>
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<tr>
<td>Amortissement des actifs incorporels</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>4 922</td>
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<td></td>
<td>3 371 987</td>
<td>15 594</td>
<td>3 387 581</td>
<td>3 488 936</td>
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### EXCÉDENT (INSUFFISANCE) DES PRODUITS PAR RAPPORT AUX CHARGES

<table>
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<th>Total 2021</th>
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<tr>
<td>17 790 $</td>
<td>(10 514) $</td>
<td>7 276 $</td>
<td>18 090 $</td>
<td>18 090 $</td>
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Les notes complémentaires et les renseignements complémentaires font partie intégrante des états financiers.