

APRIL 1ST, 2021 TO MARCH 31ST, 2022

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

AT 65, IRCGM IS FOCUSING ON **DEVELOPING AND MAKING ITS SERVICES KNOWN.**

INFORMATION AND REFERRAL CENTER OF GREATER MONTRÉAL 3155 RUE HOCHELAGA, SUITE 101

MONTRÉAL (QUÉBEC) H1W 1G4

REGISTERED CHARITY NUMBER NUMBER 10689 5840 RR001

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WEB SITES CRGM.CA 211QC.CA **GAMBLINGHELP.QUEBEC** DRUGHELP.QUEBEC

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A message from the President of our Board of Directors



Pierre Emmanuel Paradis, Economist and President of AppEco

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!









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A message from our Executive Director



Mme Pierrette Gagné Executive Director, Center for **Reference of Greater Montreal**

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. Huge strides were made thanks to the skills of a team committed to IRCGM's mission, the confidence bestowed upon me, year after year, by the Board of Directors and the unwavering support of our major partners.

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.





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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,

VICE-PRESIDENT

TREASURER

4 SECRETARY

Catherine Bellemare,

Public Relations Firm

3

Economist and President at AppEco

Houssine Dridi, Ph.D., Professor,

Université du Québec à Montréal

Financial Controller, NOVA Montréal

Hugo Morissette, CRHA, Director of

Analysis and Public Affairs, NATIONAL





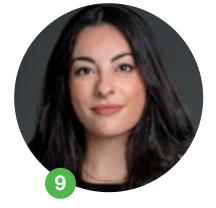


ADMINISTRATORS

- 5
- Canada
- Greater Montréal
- 8 Yves Millette, Retired
 - **AVENS Montréal Avocats**







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

Marie-Claude Elie, Main Partner, Google

Pierrette Gagné, Executive Director, Information and Referral Center of

M^e Daniella Pellegrino, LL.B., Attorney,

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

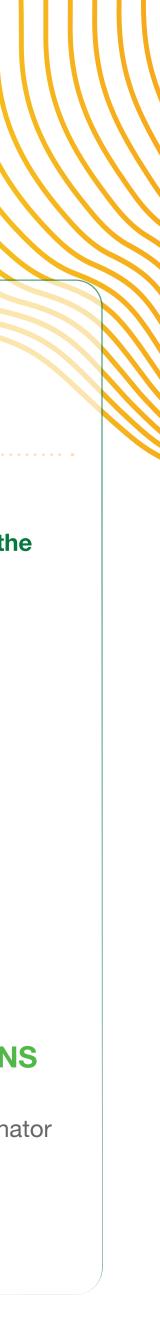
TECHNOLOGY AND SOCIAL ANALYSIS

Mathieu Chaurette, Director Danielle Raymond, Network Manager

COMMUNICATIONS AND COMMUNITY RELATIONS

Lucie Kechichian, Director **Alexandre Haslin, Content and Digital Communications Coordinator**







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Team of Referral Center of Greater Montréal

Grand Montréal

RESEARCHERS

Charles Bédard Verreault Julie Boisseau Latifa Barutwanayo Sophie Isabelle Gaumond Velasquez Jad Kabbanji **Orlando Nicoletti** Élyse-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 DHR/GHR Helplines

Marie-Christine Palardy, Researcher

Counselor



COUNSELORS

- **Marie-Christine Palardy**
- **Alexis Beaulieu-Thibodeau**
- **Gil Bellemare**
- **Isabelle Bernard**
- **Bianka Constantin Parent**
- Monique Côté
- Sabrina Després
- **Sophie Duchesne**
- **David Galipeau**
- **Marc-Antoine Gendron**
- **Anouk Lacombe**
- Érick-André Leroux, Counselor and TeleCounseling
- 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.

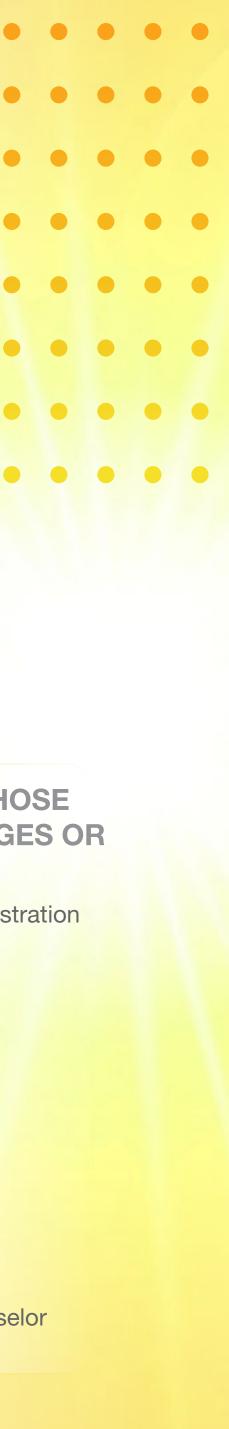


COUNSELORS

Estelle Arcand Isabelle Cyr Sabrina Després Jacques Ducharme, M.Ps, Clinical Supervisor Sophie Duchesne Érick-André Leroux Jean-François Paradis **Isabelle Provencher Maxime Miranda**

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-Chantheavy Meam, 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 Diallo, 211 Counselor Christine Irving, 211 Counselor Hugo Valade-Larose, Addiction Helplines Counselor





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Strategic Plan 2019-2022: **Assessment Time**

GOAL 1 **Expanding our services**

objectives were either fully, or largely, met.



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.

To read the overall objectives

(French only)....



Objective 2:

Diversifying our addiction clientele.

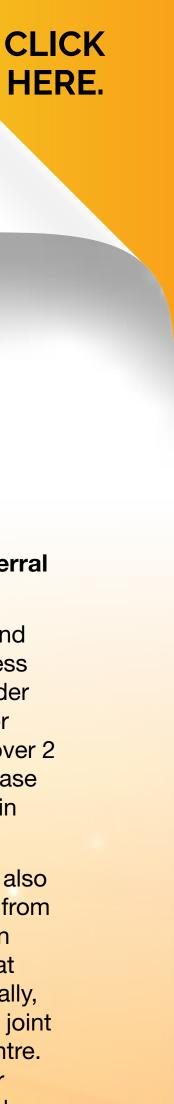
DHR and GHR: Avenues to reach new clientele were developed thanks to targeted awareness campaigns. Take for example the loved ones of someone addicted to the internet. They benefitted from specific campaigns that enabled to reach those new clientele profiles. At the start of the pandemic, and later when 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 counselors' 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.







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GOAL 1 **Expanding our services (continued...)**

objectives were either fully, or largely, met.

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.

To read the overall objectives

(French only)....



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 followups 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.





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GOAL 1 **Expanding our services (continued...)**

objectives were either fully, or largely, met.

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 neverbefore-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 prebudget consultations and many MRC and

To read the overall objectives

(French only)....

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.













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GOAL 2

objectives mets.

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.

GOAL 3 **Increasing the Center's visibility**

A objectives met or on the way to being met.

Objectives 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

To read the overall objectives (French only)....



Strengthening our ties with the community sector and other partners

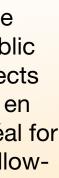
Objective 13

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 Montréal for the food insecurity project, bringing together several partners to form a followup committee.

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.









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GOAL 4 **Strengthening governance and management**

objectives fully met.

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

211, DHR, GHR, TC: Each service now has its successors, and many steps were put in place to ensure the transfer of knowledge within the same services and occasionally between services. We also have new budgetary tools; we upgraded payroll management by installing the Nethris software as well as the Agendrix software for scheduling. Many committees -benevolence, inclusion and diversity, hiring and retention- were created at the initiative of members from the management and employees committee. In order to ensure fairness in salary, a committee within the Board of Directors, supported by an external firm, and the Executive Director, did considerable work in implementing a new pay policy for all Center

GOAL 5 Having cool technology

211, DHR, GHR, TC: Every objective related to technology was met. The aim was planning risk management, namely by documenting the actions that were undertaken and by making adequate proposals. Tools that we used were regularly evaluated and we are trying to not rely on only one provider.

Finally, Technology and Social Analysis management developed a policy for all the Center's data to allow for their development and relevance and to make our partners benefit from that according to very specific data. The addiction services also have their own statistical data of calls and chats now.

To read the overall objectives

(French only)....



employees.

Objectives 21, 23, 24

These objectives were not met due to lack of time stemming from all the work accomplished supporting the citizens during the pandemic. We will have to see during the implementation of the next plan, if we will be going forth with these objectives or modifying them. They do remain important for the sound management of the organization.

objectives met or on the way to being met.

To conclude this last objective: we have acquired a real web strategy to increase traffic on each site and to improve referencing.

The next months will be devoted to implementing a real IT security plan which has already begun.





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GOAL 6 **Diversifying and sustaining funding**

on the way to being met.

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.

To read the overall objectives

(French only)....



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.





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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.

> Ministère de la Santé et des Services sociaux



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.





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.

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

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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









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# 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.

### March 3d, 2022: Training for clients of Accueil aux Immigrants de l'Est de Montréal (A.I. E. M.).

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

Subject: Information on the use of psychoactive substances.

## **Conference** participation

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

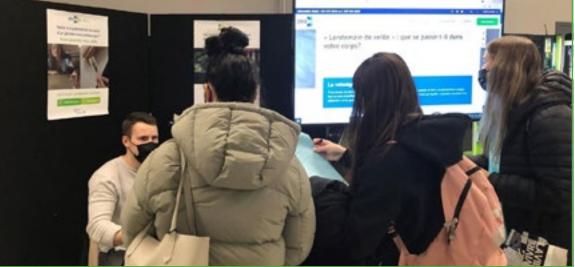
Subject: The impact of the pandemic on requests to our addiction helplines.





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

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









2021 APRIL 1<sup>ST</sup>, 2021 TO MARCH 31<sup>ST</sup>, 2022

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# SERVICES SPECIALIZED IN ADDICTION

November 2nd, 2021: Conjugal violence: L'effet de 24 mars 2022: Internet Sport Betting, Yesterday, Today cooccurrence des violences sur la gravité des sévices and Tomorrow subis en contexte conjugale. NCPG (National Conference on Gambling Addiction & Frédéric Ouellet **Responsible Gambling**) March 30th, 2022: Transformer le conflit en opportunité de collaboration November 10th, 2021: Mindfulness approaches to Ateliers/C\_Percolab addiction Dr. Eric Galand, PHD, Mind and life **MEMBERSHIP** November 10th, 2021: UPI et l'anxiété chez les jeunes: Our DHR, GHR and TC counselors are members of Données et réflexions cliniques AIDQ (Association des Intervenants en Dépendance du Christine Lavoie, B. Sc., Institut Universitaire sur les Québec). Dépendances (IUD). **DEVELOPMENT AND COLLABORATION** February 15th, 2022: Lignes directrices sur les **MEETINGS** habitudes de jeu à moindre risque We presented our services to the following organizations Louise Nadeau, AIDQ and institutions: Loto Québec; March 16th, 2022: Contagion émotionnelle et SQDC; empathie, des concepts scientifiques à la pratique SAQ; Pierrich Plusquellec, CIUSSS de l'Est-de-l'Île de Montréal Pacte de rue; ~~~~~~ **CISSS** de Chaudière-Appalaches and those in charge 23 mars 2022: Continuum des services en of their Mental Health and Addiction Department. dépendances pour jeunes à Montréal

Formation croisée, Douglas Hospital









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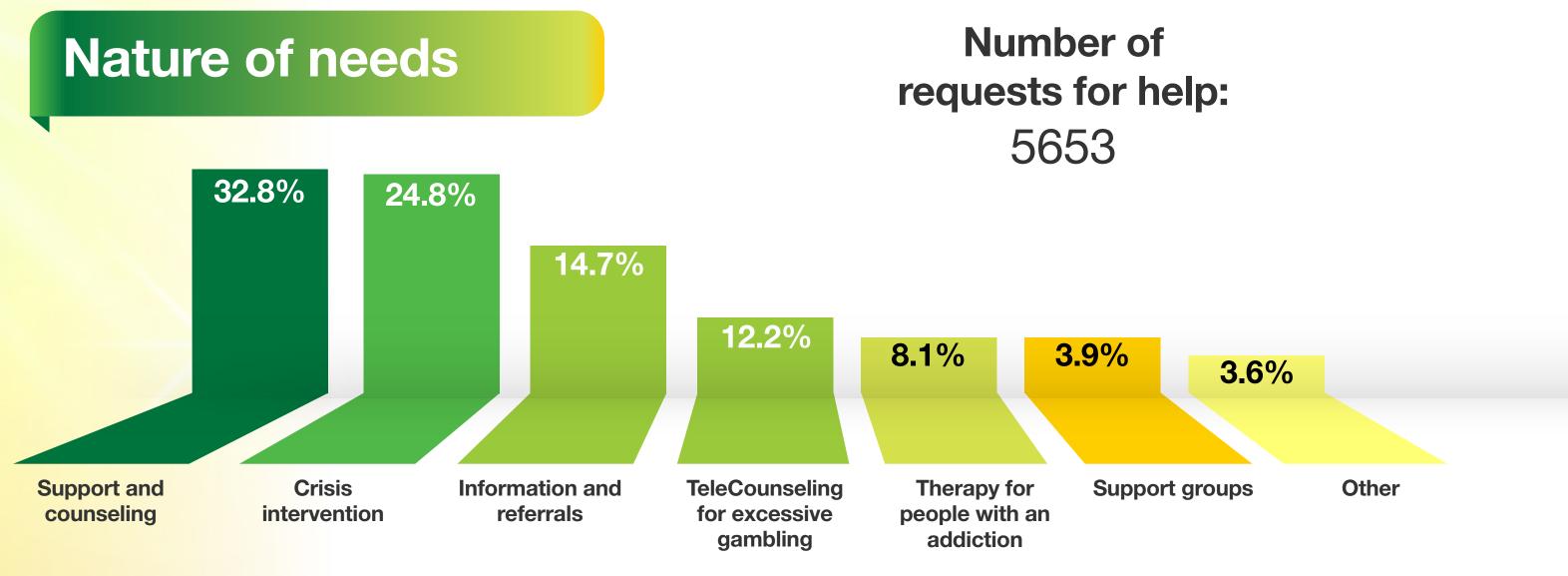
# GAMBLING: HELP AND REFERRAL **STATISTICS**

# 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.







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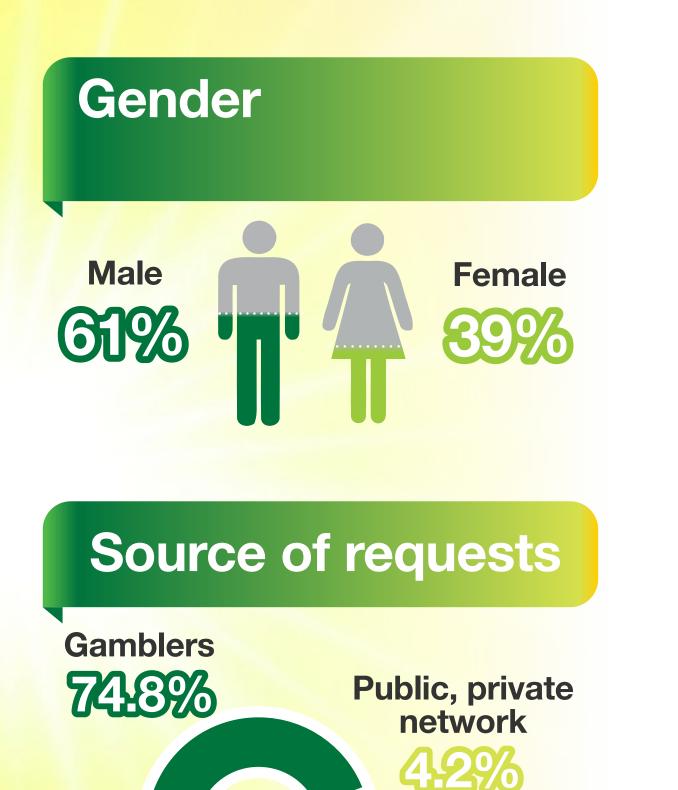
ADDICTION HELPLINES



The Center's Foundation

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# GAMBLING: HELP AND REFERRAL STATISTICS



**Loved** ones

21%



# Communication mode



# Regions

| Montréal      |                   | 26,4% |   |
|---------------|-------------------|-------|---|
| Montérégie    |                   | 16,6% |   |
| Capitale-Nat  | ionale            | 11,6% |   |
| Laurentides   |                   | 7,4%  |   |
| Lanaudière    |                   | 6,3%  |   |
| Laval         |                   | 5,6%  |   |
| Saguenay-La   | ic-Saint-Jean     | 4,8%  |   |
| Outaouais     |                   | 4,6%  |   |
| Estrie        |                   | 3,3%  |   |
| Chaudière-A   | ppalaches         | 3,2%  |   |
| Mauricie      |                   | 2,7%  |   |
| Centre-Du-Q   | uébec             | 2,2%  |   |
| Bas-Saint-La  | urent             | 1,6%  |   |
| Abitibi-Témis | camingue          | 1,4%  |   |
| Gaspésie-Îles | s-De-La-Madeleine | 1,2%  |   |
| Côte-Nord     |                   | 1,0%  |   |
| Nord-Du-Que   | ébec              | 0,1%  | I |
|               |                   |       |   |





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# GAMBLING: HELP AND REFERRAL **PROJECTS AND COLLABORATIONS**

## **FOLLOW-UPS FOR LOTO QUÉBEC'S SELF-EXCLUSION PROGRAM SKYROCKETED**

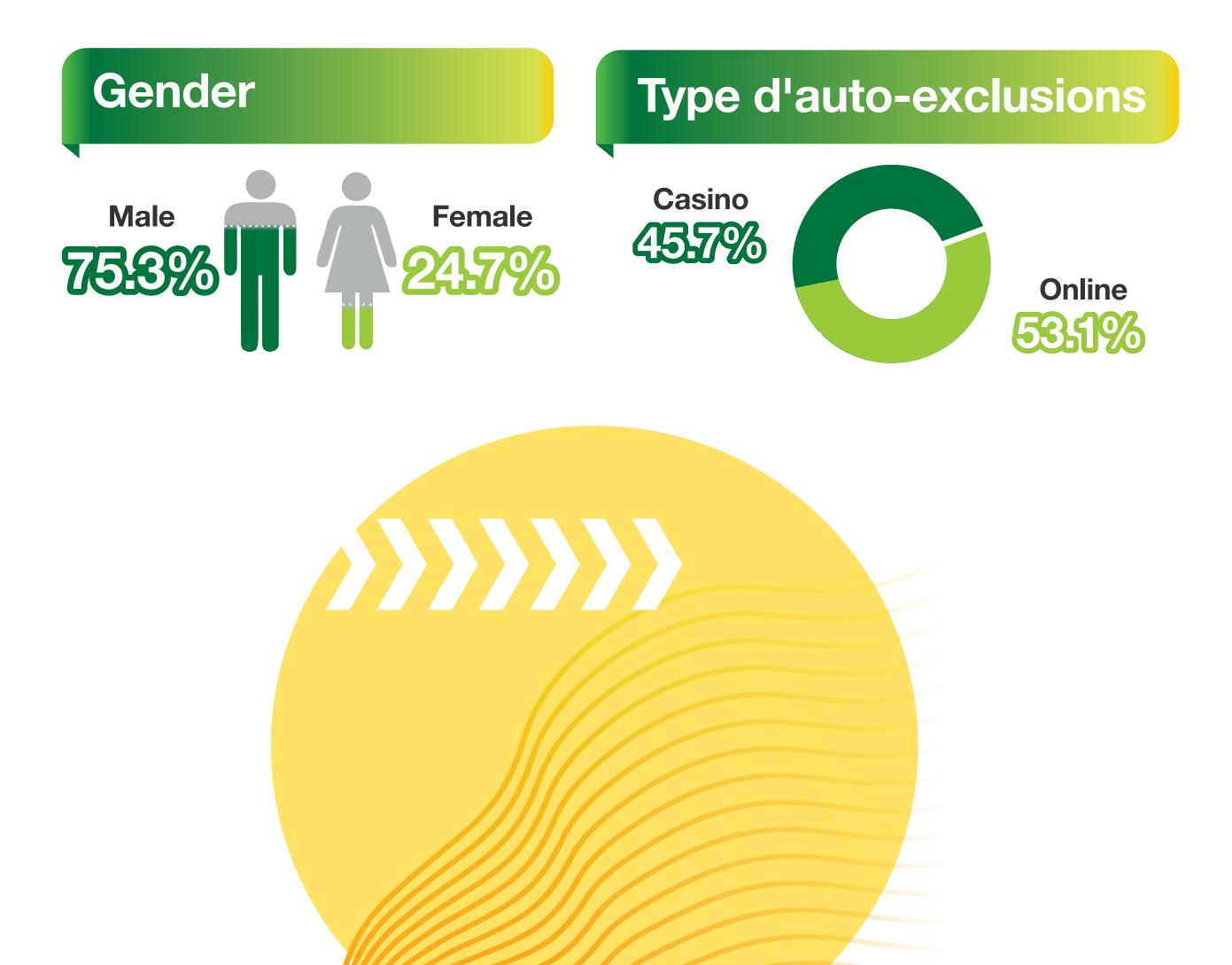
GHR was mandated to conduct follow-ups with people self-banned from the casinos and Loto Québec's online platforms. This program really grew this year. Our counselors followed up on 167 people who indicated wanting a call back to get help for their gambling. Only 7 follow-ups were asked in 2020-2021.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







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# 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.

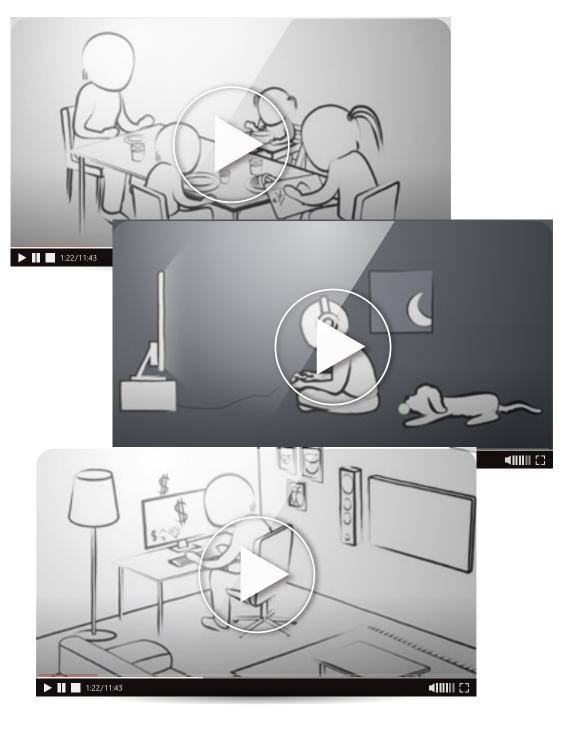
Web offensive: We maintained a constant presence with banners and videos, in French and English from November to the end of March.

**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.









## **MEDIA RELATIONS**

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

24 heures Montréal Gabriel Ouimet Web «J'ai joué à un seul jeu pendant 1800 heures»: être dépendant aux jeux vidéo comme à une drogue Hélène Hamel

Noovo Sabrina Rivet TV Jeu en ligne la détresse se fait sentir Hélène Hamel et Lucie Kechichian

**Canal M** Christiane Campagna Radio 1er février 2022 Les segments de l'émission Les lignes « Drogue : aide et référence » et « Jeu : aide et référence » du service 211 Hélène Hamel

Onde sociale Geneviève Dionne Podcast DÉPENDANCE : AU-DELÀ DU RÉCIT DE TOMY Maxime Miranda

The City Concordia University Liam Sharp Web Maxime Miranda





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# GAMBLING: HELP AND REFERRAL **STATISTICS**

## **PROMOTIONAL MATERIAL**

We redesigned our promotional materials to promote our new domain name, aidejeu.ca, and our chat service.

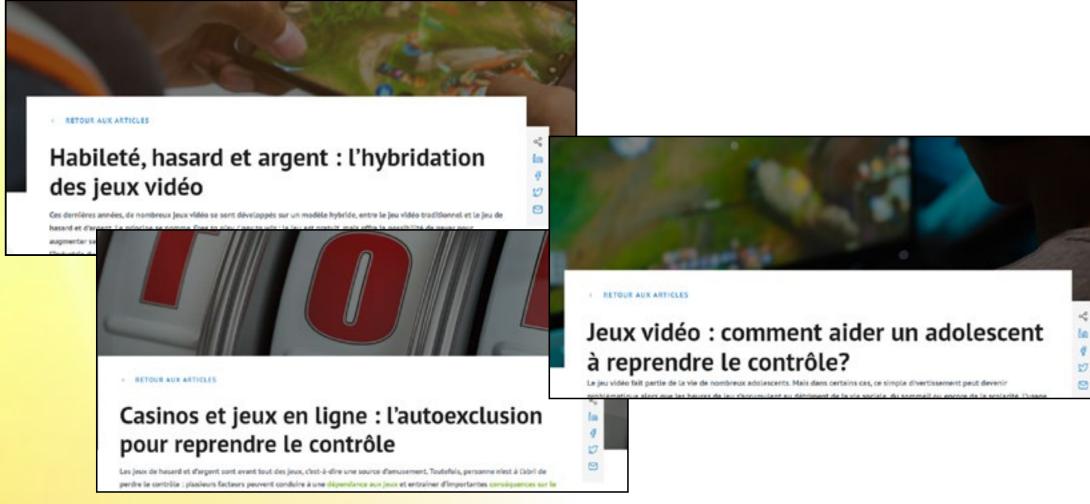
We sent about 50 packages to CLSC's, organizations, Cegep's etc., which represents a significative increase compared to last year.

## 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.

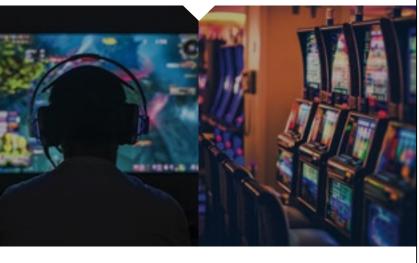
Social media: A calendar of efficient content and posting articles enabled the significant increase of subscribers on our social media.







Vos habitudes de jeu ou celles d'un proche vous préoccupent? Nous pouvons vous aider.



24/7. Gratuit. Confidentiel. Anonyme.



# **Web Statistics**



Number of visits (sessions) on our site 90 539

INCREASE 10%

Number of users 71 173

Number of

page views

131 810

INCREASE 10%

INCREASE

26%







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# **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
- **2. Number of files closed: 242**



**3. Number of files handled during the year: 344** 







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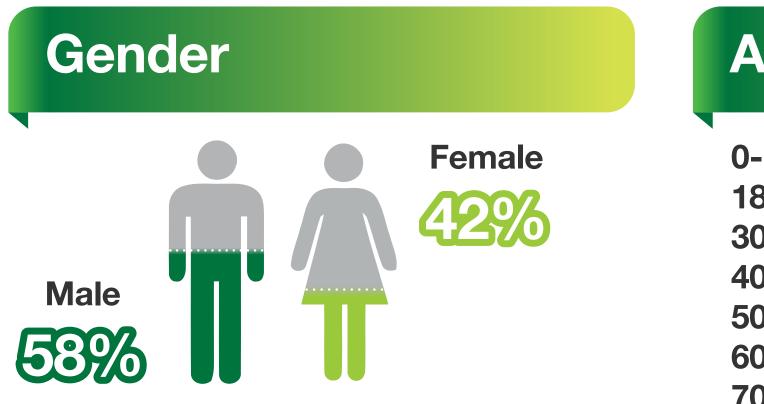


# TELECOUNSELING PROGRAMME **STATISTICS**

# Regions

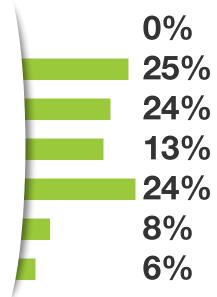
| Montérégie 2                  | 20,7% |
|-------------------------------|-------|
| Montréal                      | 19,3% |
| Capitale-Nationale            | 11,1% |
| Laurentides                   | 9,6%  |
| Laval                         | 7,4%  |
| Outaouais                     | 7,4%  |
| Saguenay-Lac-Saint-Jean       | 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-Îles-De-La-Madeleine | 0,0%  |

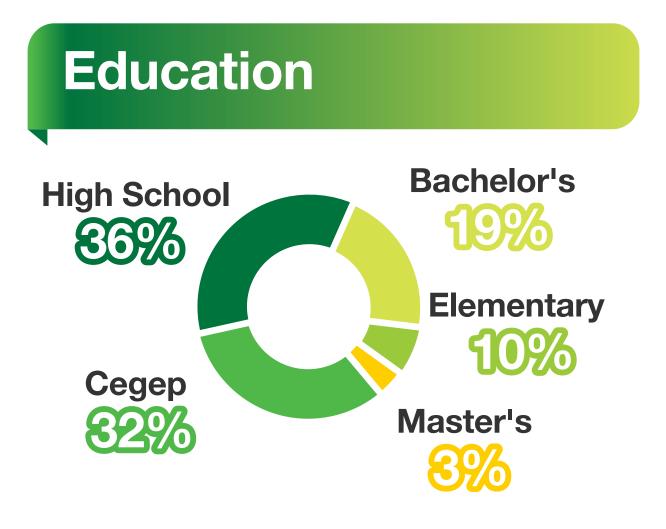




# Age

| 0-17 years  |
|-------------|
| 18-29 years |
| 30-39 years |
| 40-49 years |
| 50-59 years |
| 60-69 years |
| 70 years +  |









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# 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. <u>telecounseling.ca</u>

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.









### JEUX DE HASARD ET D'ARGENT



### Vous pensez avoir un PROBLÈME DE DÉPENDANCE?







artenaire: Québec

VOUS SOUHAITEZ VOUS LIBÉRER DE VOS HABITUDES DE JEU DE HASARD ET D'ARGENT?









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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

**INCREASE** 3.25% FROM 2019-2020

# **Mode of communication**











# **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.





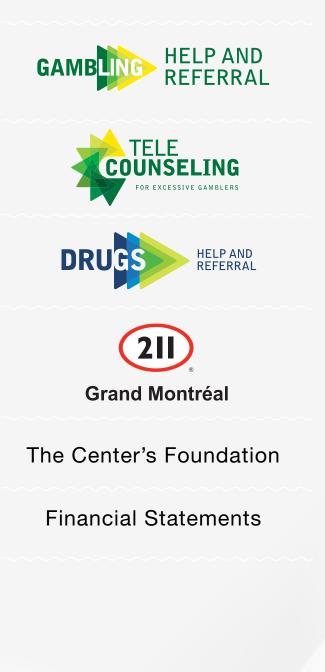
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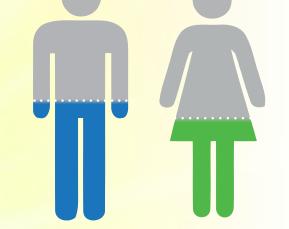
ADDICTION HELPLINES



# DRUGS: HELP AND REFERRAL **STATISTICS**

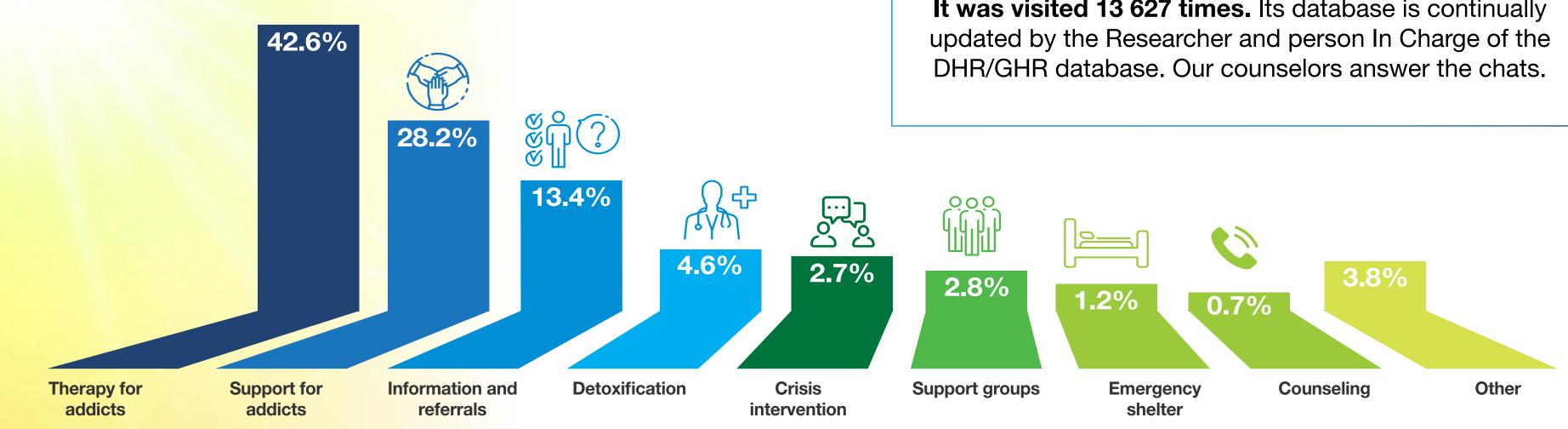
# Gender





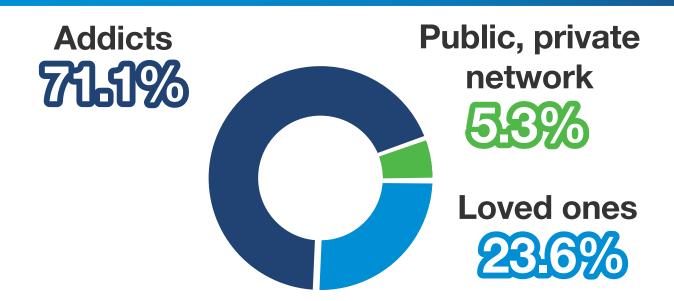
Female 46%

# **Nature of needs**





**Source of requests** 



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





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# DRUGS: HELP AND REFERRAL **STATISTICS**

# Regions

| Montréal                      | 37,8%              |  |
|-------------------------------|--------------------|--|
| Montérégie                    | 18,1%              |  |
| Capitale-Nationale            | <mark>8,</mark> 7% |  |
| Laurentides                   | 7,4%               |  |
| Lanaudière                    | <b>5,8%</b>        |  |
| Estrie                        | 3,6%               |  |
| Laval                         | 3,2%               |  |
| Outaouais                     | 3,0%               |  |
| Chaudière-Appalaches          | 2,6%               |  |
| Mauricie                      | 2,5%               |  |
| Saguenay-Lac-Saint-Jean       | 2,0%               |  |
| Centre-Du-Québec              | 1,9%               |  |
| Abitibi-Témiscamingue         | 1,3%               |  |
| Bas-Saint-Laurent             | 1,0%               |  |
| Côte-Nord                     | 0,6%               |  |
| Gaspésie-Îles-De-La-Madeleine | 0,4%               |  |
| Nord-Du-Québec                | <b>0,1%</b>        |  |
|                               |                    |  |



# Products mentionned Number of help requests



| Alcool                             | 5497 |   |
|------------------------------------|------|---|
| Cannabis                           | 3000 |   |
| Cocaïne                            | 2481 |   |
| Nicotine                           | 1602 |   |
| Crack                              | 764  |   |
| Opiacés (Narcotiques analgésiques) | 536  |   |
| GHB-Rohypnol                       | 202  |   |
| Ecstasy                            | 148  |   |
| Héroïne                            | 96   |   |
| Champignons magiques               | 90   |   |
| Kétaimne                           | 71   |   |
| LSD                                | 27   |   |
| Fentanyl                           | 24   |   |
| Méthylphénidate                    | 18   |   |
| Mescaline, PCP                     | 11   | 1 |
| Solvants / inhalents               | 10   |   |
| Stéroïdes                          | 5    |   |







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# DRUGS: HELP AND REFERRAL **COMMUNICATIONS**

## **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 onair on WKND Montréal (Montréal, North Shore, South Shore, Lanaudière and Laurentides) and WKND Québec (Capitale-Nationale, Chaudière-Appalaches, Centre du Québec).







Extrait

Extrait 2

Extrait 4 Extrait 3

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 Cegep's, CLSC's, organizations, etc., across Québec.





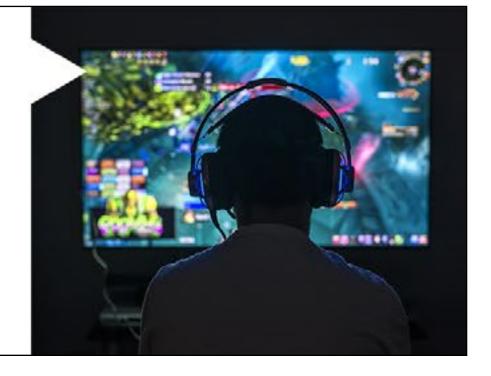


## **MEDIA RELATIONS**

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 Les segments de l'émission Les lignes « Drogue : aide et référence » et « Jeu : aide et référence » du service 211 Hélène Hamel

**Onde sociale** Geneviève Dionne Podcast DÉPENDANCE : AU-DELÀ DU RÉCIT DE TOMY Maxime Miranda







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# DRUGS: HELP AND REFERRAL WEB AND SOCIAL MEDIA

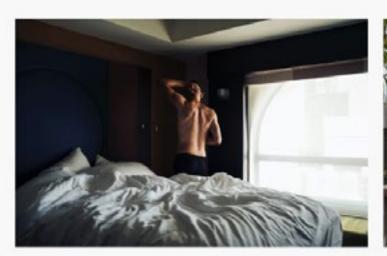
## Significant work in referencing and creating web content enabled the aidedrogue.ca website to experience phenomenal growth in visits and page views.

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.





### 11 NOVEMBRE | SOCIÉTÉ

### Ouand les substances psychoactives et la sexualité se mêlent

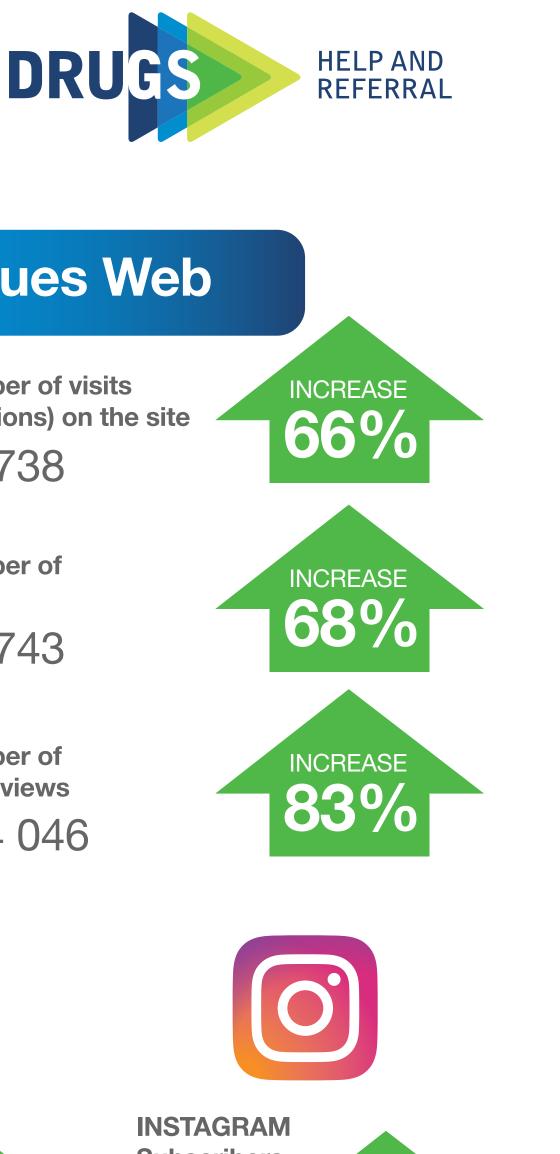
Entreprendre une activité sexuelle après avoir consommé de l'alcool ou des drogues es...

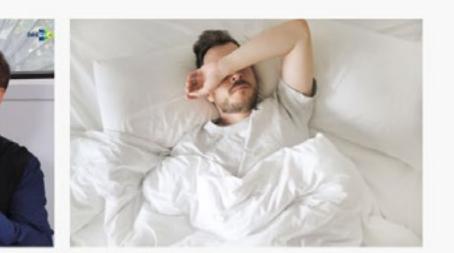
LIRE LA SUITE



1 SEPTEMBRE I CONSOMMATION ET EFFETS VIDÉO | Vincent Marcoux, directeur « Lendemain de veille » : que se général de l'AQCID

LIRE LA SUITE





**26 MAI | CONSOMMATION ET EFFETS** 

passe-t-il dans votre corps?

« Lendemain de veille », « gueule de bois » ou encore « veisalgie » : quel que soit ...

# **Statistiques Web**



Number of visits (sessions) on the site 57 738

Number of users 44 743



Number of page views 104 046



LIRE LA SUITE





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# **211 GREATER MONTRÉAL A SERVICE THAT HAS BRANCHED OUT TOWARDS MANY KEY PROJECTS WHICH ENSURE A SAFETY NET FOR CITIZENS.**

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.

**Accessible via** telephone and **chat,** 7 days/7,

in 200 languages. Free and confidential.

| Æ |  |
|---|--|

Thank you to our valuable partners









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



Communauté métropolitaine de Montréal



# **Grand Montréal**

# The service at a glance

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



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 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.











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# **211** GREATER MONTRÉAL **STATISTICS**

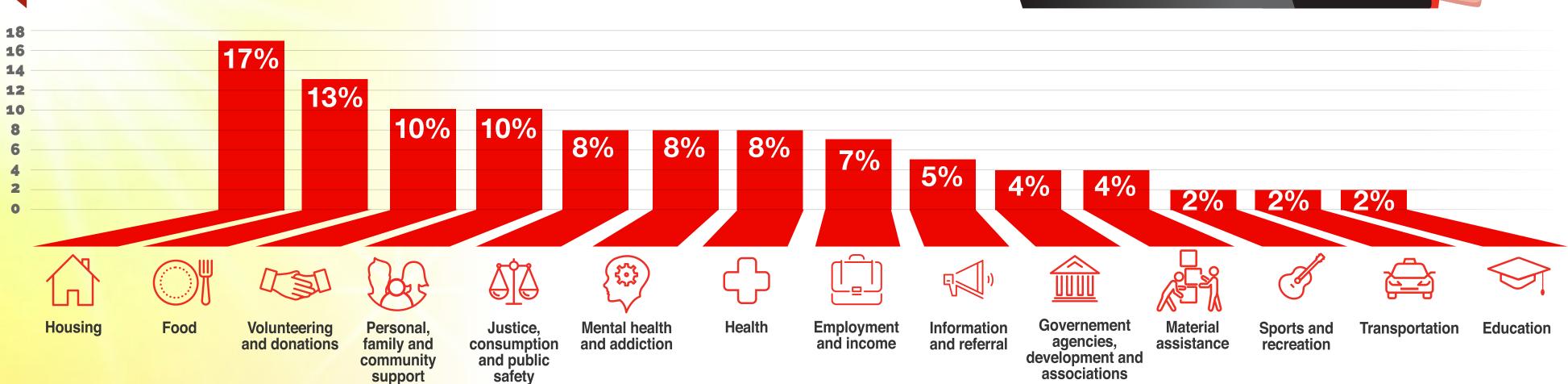
Number of requests 42 735

**Requests from** new regions\* 3 5 4 0

needs 58 328

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

# Nature of needs







# **Grand Montréal**

## Number of Number of referrals 99 648







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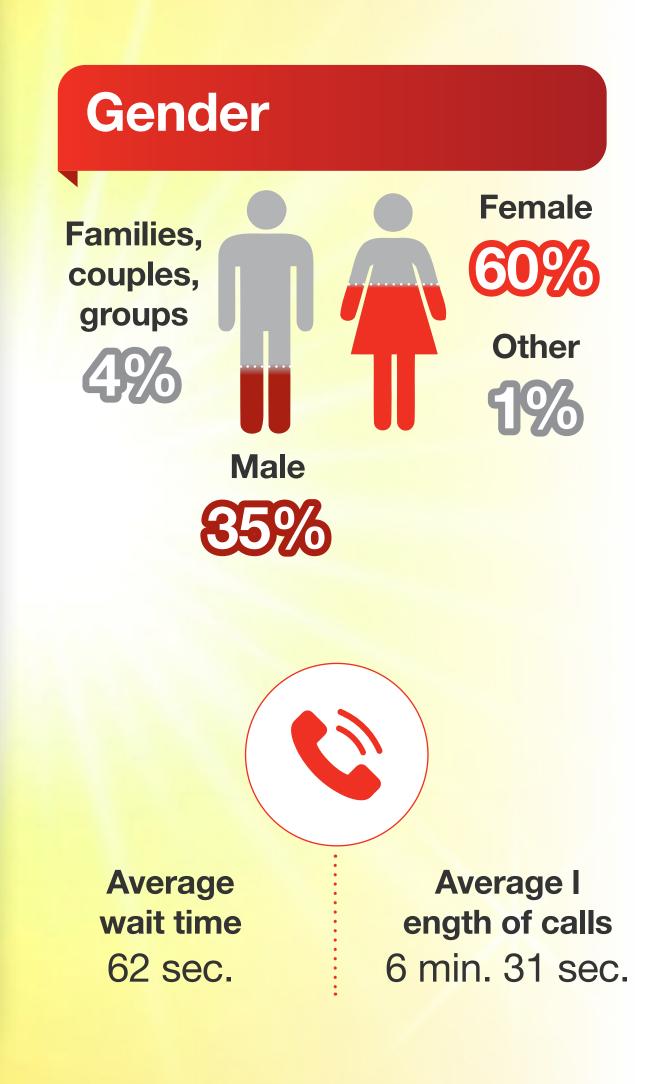
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**211** GREATER MONTRÉAL **STATISTICS** 



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.



# **Grand Montréal**

| Langu             | lage        | Age                                                                                                 |                                              |
|-------------------|-------------|-----------------------------------------------------------------------------------------------------|----------------------------------------------|
| French<br>English | <b>839%</b> | 0-19 years<br>20-29 years<br>30-39 years<br>40-49 years<br>50-59 years<br>60-69 years<br>70 years + | 4%<br>10%<br>14%<br>14%<br>18%<br>19%<br>21% |





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# **211** 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.

After about one hundred follow-ups, here is an overview of collected data.

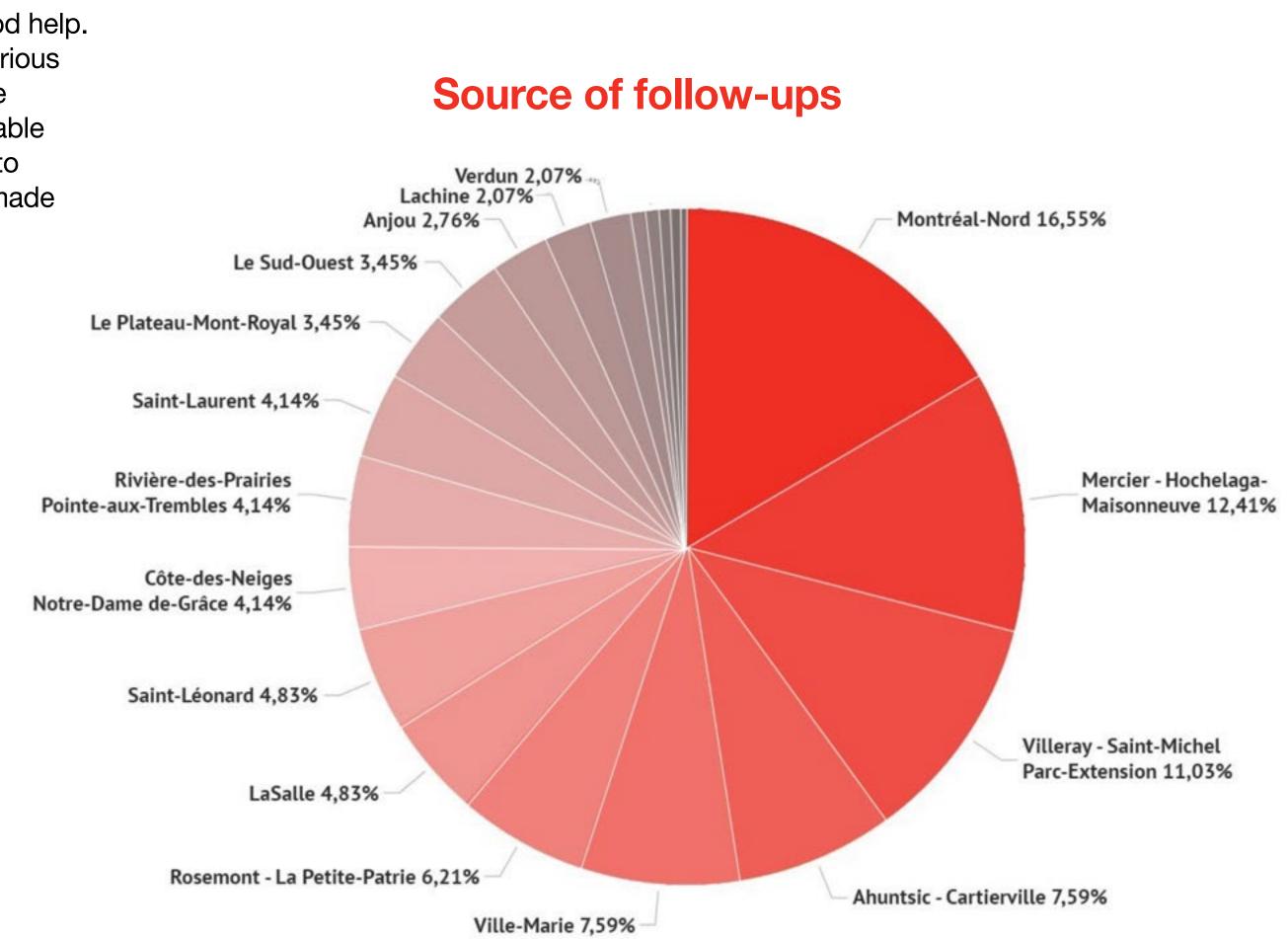
Data valid as of March 29th, 2022







# **Grand Montréal**







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# **211** GREATER MONTRÉAL **SPECIAL PROJECTS**

# [continued...] Pilot project for food insecurity – Getting help

Yes, I received help from resources referred by 211 the first time

Yes, I received help from resources referred by 211 after a third follow-up

Yes, I received help from resources referred by 211 after a second follow-up

Yes, I received help from resources referred by 211 after a first follow-up

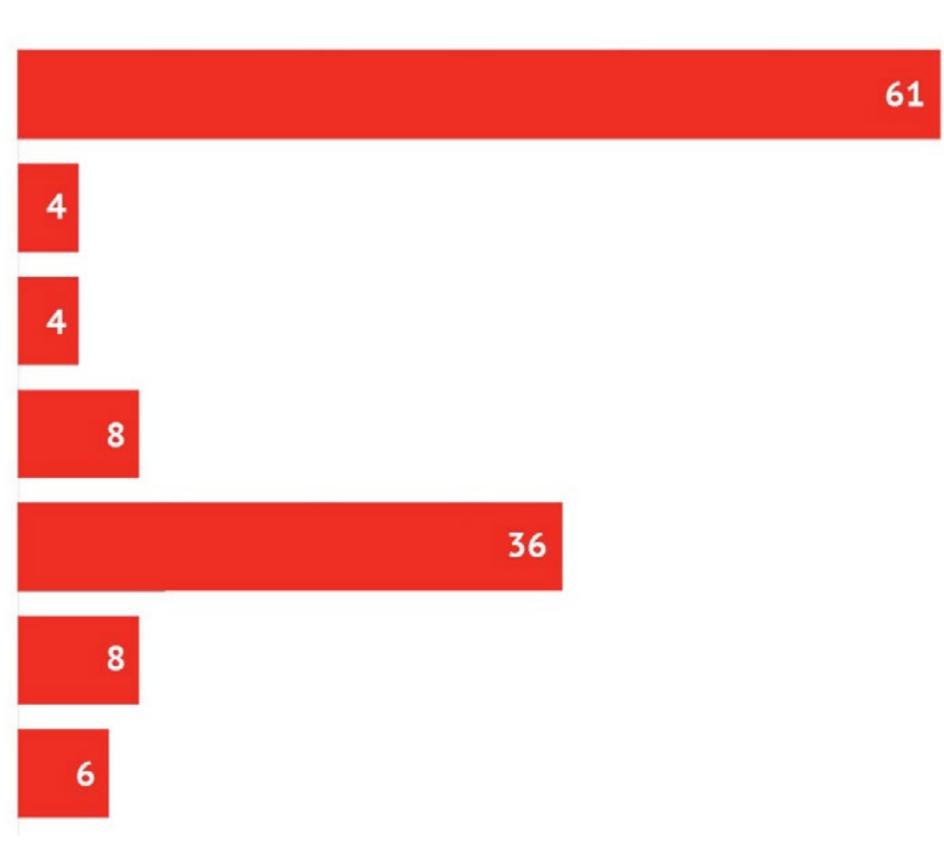
I did not receive help

I found help from resources not referred by 211

I am waiting- have appointment









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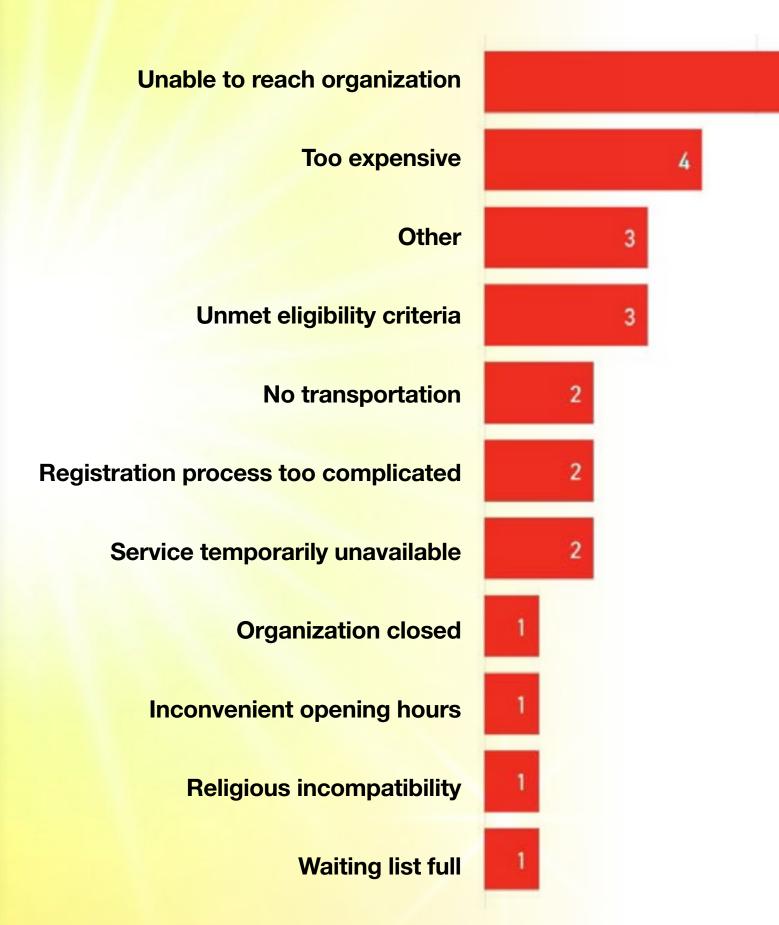


The Center's Foundation

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# **211** GREATER MONTRÉAL **SPECIAL PROJECTS**

# [continued...] Pilot project for food insecurity – Reasons for not receiving help







# 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.



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# **211** GREATER MONTRÉAL **SPECIAL PROJECTS**

# **Follow-up with Greater Montréal seniors**

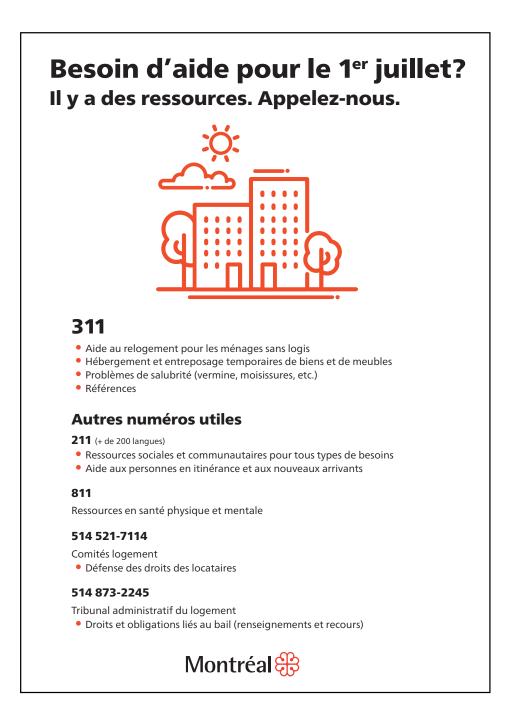
Thanks to funding from PAAQ (Programme) Action Aînés du Québec), our team was able to identify vulnerable seniors, with loss of autonomy, that contacted our service. Our counselors closely guided them towards resources. This project that started beginning of 2021 and ended December 31st, enabled the 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 offer 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/repertoire

# **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.



APRIL 1<sup>ST</sup>, 2021 TO MARCH 31<sup>ST</sup>, 2022

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# **211** GREATER MONTRÉAL **COMMUNICATIONS**

# **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?<br>If you need food aid, home support, services to make<br>your arrival in Québec easier, or any social help. |                                    | <b>2II</b><br>Grand Montréal                       |  |
|------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|----------------------------------------------------|--|
| Call 211. Your gateway to connect with 6 000 community resources.                                                                  |                                    | 211 📮 211qc.ca                                     |  |
|                                                                                                                                    | O<br>té métropolitaine<br>Montréal | FREE. CONFIDENTIAL.<br>AVAILABLE IN 200 LANGUAGES. |  |

# **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.







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# **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 lowincome housing when possible.
- Video by Dispensaire diététique de Montréal.







 170 packages sent in Greater Montréal (CISSS and CIUSSS, organizations, Cegeps, town halls ...)

# **Newsletter to officials and organizations**

**Promotional material** 

- 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.



APRIL 1<sup>ST</sup>, 2021 TO MARCH 31<sup>ST</sup>, 2022

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# **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.

Violence conjugale : des organismes au cœur de la lutte

le 10 mars 2022 à 15:45 par : Alexandre Haslin

En savoir plus



Chaque jour, des organismes œuvrent sans relâche pour lutter contre ces violences, qu'il s'agisse d'aider les victimes ou de prévenir le passage à l'acte des uteurs.

Les maisons des jeunes : lieux de vie des ados le 29 novembre 2021 à 10:38 par : Alexandre Haslin



Aide aux devoirs, sport, cuisine, théâtre, débats, prévention et information Apprenez-en plus sur les activités offertes dans les maisons des jeunes et consultez notre base de données pour en trouver une proche de chez vous.

Accuell des réfugiés afghans : où trouver de l'aide? le 20 septembre 2021 à 15:02 par : Alexandre Haslin



De nombreux organismes et services existent et peuvent offrir de l'aide, que ce soit aux personnes réfugiées elles-mêmes ou à leurs proches déjà établis au Québec.





# **Web Statistics**



Number of visits (sessions) on our website 943 572



Number of users 693 423

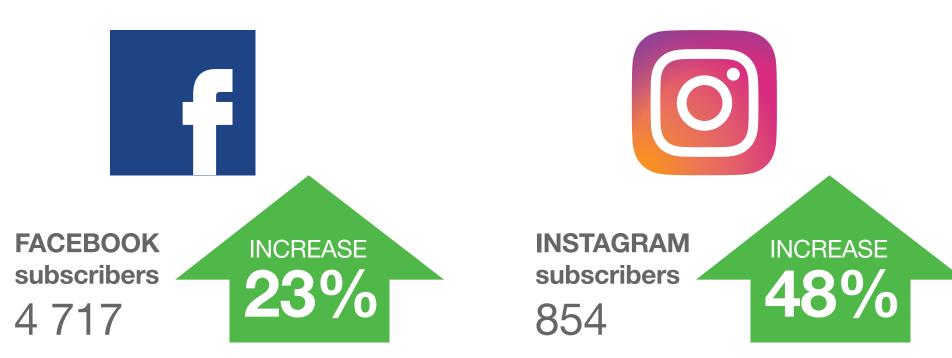


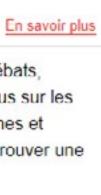
Number of page views 2 373 983



INCREASE 20% INCREASE

26%





En savoir plus



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# **211** GREATER MONTREAL **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.

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

Forum Respect Montréal: Data sharing.

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.

MRC Vaudreuil-Soulanges;

Quartier de l'innovation;

Service Canada;



## 211's management presented our service and role to:

# Invitations to meetings with the following organizations:

Concertation Horizon;

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 23d: Réseau Québécois du Développement Social sur la sécurité alimentaire.

July 29th: Espace cuisine - Bilan COVID Webinar: Impacts of food insecurity and the food help network of Montréal.





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# **211** GREATER MONTREAL **RELATIONS COMMUNAUTAIRES ET PARTENARIATS**

# **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 23d, 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 ainés - 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 (TCAÎM).
- Solidarité Mercier-Est
- La Table de concertation sur la faim et le développement social du Montréal métropolitain.











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# **211 GREATER MONTRÉAL PROVINCIAL DEPLOYMENT: THE END OF A CHAPTER**

## 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





Centraide, community organizations ... A vast 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.

# \* Canada





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# THE INFORMATION AND REFERRAL CENTER OF GREATER MONTRÉAL'S FOUNDATION

Since its creation in 1983, the Information and Referral Center of Greater The Foundation also administers donations and contributions that ensure the Montréal's Foundation supports the Center by sharing with it the expertise of its continuity of the Information and Referral Center. This year, it received backing members, essential allies in the implementation of various projects. Since 2005, notably from the Mise sur toi organization in support of the Gambling: Help and it also owns and manages the building located at 3155 rue Hochelaga, home of Referral mission and the TeleCounseling Programme. It has also been one of the partners for 211 Greater Montréal's development the Center and where many other non-profit organizations are tenants.



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 2**

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

# SECRETARY

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

### 4 **LEGAL ADVISOR**

M<sup>e</sup> Stéphanie Rainville Attorney, Monette Barakett, s.e.n.c.

# **ADMINISTRATOR**

- 5
- 6
- **Mme Martine Tremblay** 7
- Mme Élizabeth Lebeau 8 CPA, Auditor CA, M.sc.
- M. Michel Plante 9

since its launch in 2018.

M<sup>e</sup> Louis-Philippe Bourgeois CRIA, Attorney, Dunton Rainville, sencrl

M. Pierre Emmanuel Paradis Economist and President at AppEco

Associate, Architect, Provencher Roy

Chief Financial Officer, Cabico and Co.

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

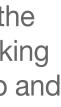
Mme Ginette Bardou, GESTION G. BARDOU INC.

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<sup>e</sup> Marie-Claude Jarry, DUNTON RAINVILLE SENC
- M. Pierre Y. Langlois, Administrator
- Mme Rollande Montsion, Administrator
- M. Michel Plante
- M. Luc Provost, Administrator
- M<sup>e</sup> Jean-Jacques Rainville, DUNTON RAINVILLE S.E.N.C.R.L.
- M. Claude Roy, Administrator
- M. John Topp, Administrator







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# FINANCIAL STATE

## CENTRE DE RÉFÉRENCE DU GRAND MONTRÉAL

Bilan 31 mars

### ACTIF

Court terme : Encaisse Débiteurs (note 3) Frais payés d'avance

Dépôt Immobilisations corporellas (note 4)

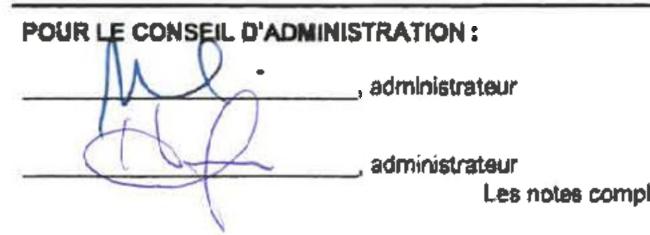
### PASSIF

Court terme : Créditeurs (note 5) Subventions reportées (note 6)

Apports reportés afférents aux immobilisations corporelles (note 7)

### SOLDES DE FONDS

Investis en immobilisations corporeães Non effectes



|                         |                                             |               | Page 6        |
|-------------------------|---------------------------------------------|---------------|---------------|
| Fonds<br>d'exploitation | Fonds des<br>Immobilisations<br>corporalies | Total<br>2022 | Total<br>2021 |
|                         |                                             |               |               |
| 298 673 \$              | - \$                                        | 298 673 \$    | 906 975 \$    |
| 512 610                 |                                             | 512 610       | 391 489       |
| 21 381                  |                                             | 21 381        | 25 249        |
| 832 664                 | -                                           | 832 664       | 1 323 713     |
| 7 500                   | -                                           | 7 500         | 7 500         |
| -                       | 56 316                                      | 56 316        | 57 557        |
| 840 164 \$              | 56 316 \$                                   | 895 480 \$    | 1 388 770 \$  |
|                         |                                             |               |               |
| 289 938 \$              | - \$                                        | 289 838 \$    | 440 470 \$    |
| 225 511                 | -                                           | 225 511       | 569 465       |
| 515 449                 | *                                           | 515 449       | 1 009 935     |
| <br>-                   | 9 3 1 4                                     | 9 3 1 4       | 14 394        |
| 515 449                 | 9 3 1 4                                     | 524 763       | 1 024 329     |
|                         | 47 002                                      | 47 002        | 35 395        |
| 324 715                 | *                                           | 324 715       | 329 046       |
| 324 715                 | 47 002                                      | 371 717       | 364 441       |
| 84D 164 \$              | 56 316 \$                                   | 896 480 \$    | 1 388 770 \$  |

Les notes complémentaires font partie intégrante des états financiers.



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# FINANCIAL STATE

## **CENTRE DE RÉFÉRENCE DU GRAND MONTRÉAL**

Résultats Exercice clos le 31 mars

**PRODUITS** (annexe A)

### AMORTISSEMENT DES APPORTS REPORTÉS AFFÉREN AUX IMMOBILISATIONS CORPORELLES (note 7)

### CHARGES

Ressources humaines (annexe B) Ressources matérielles (annexe C) Autres charges (annexe D) Amortissement des immobilisations corporelles Amortissement des actifs incorporels

### **EXCÉDENT (INSUFFISANCE) DES PRODUITS PAR RAPP AUX CHARGES**

Les notes complémentaires et les renseignements complémentaires font partie intégrante des états financiers.

|      |                         |                                |                      | Page 4               |
|------|-------------------------|--------------------------------|----------------------|----------------------|
|      | Fordo                   | Fonds des                      | Total                | Total                |
|      | Fonds<br>d'exploitation | immobilisations<br>corporelles | Total<br>2022        | Total<br>2021        |
|      | 3 389 777 \$            | - \$                           | 3 389 777 \$         | 3 501 936 \$         |
| NTS  | _                       | 5 080                          | 5 080                | 5 080                |
|      | 3 389 777               | 5 080                          | 3 394 857            | 3 507 016            |
|      | 0.404.000               |                                | 0 404 000            | 0 4 4 4 0 5 7        |
|      | 2 464 893<br>366 698    | -                              | 2 464 893<br>366 698 | 2 441 357<br>296 686 |
|      | 540 396                 | -                              | 540 396              | 734 339              |
|      | -                       | 15 594                         | 15 594               | 11 622               |
|      | _                       | -                              | -                    | 4 922                |
|      | 3 371 987               | 15 594                         | 3 387 581            | 3 488 936            |
| PORT | 17 790 \$               | (10 514)\$                     | 7 276 \$             | 18 090 \$            |