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3155 RUE HOCHELAGA, BUREAU 101

A STRATEGIC YEAR FOR INCREASING OUR SOCIAL IMPACT





APRIL 1ST, 2019 TO MARCH 31ST, 2020



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A MESSAGE FROM THE BOARD OF DIRECTORS PRESIDENT



Me Louis-Philippe Bourgeois, CRIA Dunton Rainville S.E.N.C.R.L.

EXCITING GROWTH

The time has come for me to give up my seat as President of the Information and Referral Centre of Greater Montréal's Board of Directors, in accordance with the Centre's General Regulations. I have sat on the Board as President for over a decade, since April 2008, to be exact, and it has been an honour for me to stand by the Centre during that period of significant changes. What a long way the team have come and what giant steps they have taken.

I have collaborated with two Executive Directors devoted to the Centre's mission «Helping Through Information». The first being Lorraine Bilocq-Lebeau who steered the Centre, against the odds, towards financial stability with quiet determination. The foundation for financial diversification was laid under her management and I was thus able to appreciate positive budgetary impacts during the first years of my mandate, whether it was by developing specialized helplines in addiction, the Referral Helpline for Seniors or by launching the TeleCounseling for Excessive Gamblers pilot project.

Then in July 2013, the Board of Directors welcomed the new Executive Director, Pierrette Gagné, within an economic and social context marked by financial uncertainty in the community sector and a complete overhaul of the Health and Social Services network which presented untold challenges for the Centre. This time was also the stage for major changes affecting everyone in the management and broadcast of information. The Centre had no choice adapting: information is at the heart of IRCGM's mission.

Therefore, the Board members and I adopted the innovative and ambitious five-year Strategic Plan which ended with the implementation of 211 in all of Greater Montréal in January 2018. A new path for the future opened up for the Centre who is becoming more and more a key player in social development. It was therefore with pride that I congratulated our Executive Director in February for receiving the award of Leadersphip de Centraide du Grand Montréal for her determination in first rallying her team and then municipal and socio-community partners behind this vast project. These last months have taught us that the Centre has not only fulfilled its role, but proved, day after day, call after call, the relevance and essential character of its mission.

Today, as I'm getting ready to pass the torch onto my successor, I can't help looking back and rejoicing at what has been accomplished during the last 12 years in which I not only governed the organization, but especially participated in the exciting growth of the Centre along with my colleagues on the Board of Directors.

Thank you to this committed group of people within the Board who have given me their full support throughout my mandate. And of course, thank you to Pierrette Gagné who, during my seven years of presidency, knew how to spark deep reflections within the Board that gave way to unanimous strategic choices. Finally, I want to thank the Centre's amazing team who met many challenges all along this era of major changes and even recently during the COVID context where more than ever, the Centre had to help people touched by this emergency situation.

I wish you all a great journey!



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A MESSAGE FROM THE EXECUTIVE DIRECTOR A CHALLENGING YEAR



Mrs. Pierrette Gagné Executive Director

If we had been told at the start of the fiscal year that we would need to be ready to navigate through such a storm within the pandemic, I do not know what the level of confidence in our means would have been. Looking in the rear-view mirror now, one thing is certain, I can say that the elements of the Strategic Plan that were put in place during the year, not only allowed us to get through the turbulence seamlessly, but also gave us undeniable assets to ensure a quality service of support, help and referral. I am extremely proud of what my team has accomplished!

2019-2020 began with the adoption of a clear game plan for the next three years and the progressive implementation of strategic actions for each goal. Emphasis was placed on those who will take over, quality follow-up, opening up to complementary partnerships, as well as, the documentation of our technological process.

All these ingredients allowed us, without question, to adapt ourselves very quickly to all the changes caused by COVID-19, with agility and efficiency.

The right people were at the right place, the tools for collaborative work from home and distance learning were already well-established. Above all, the ability and 150 % commitment of each member of the team never faltered. I wish to express all my gratitude for all the people you have helped, listened to and guided within an ever-evolving, complex situation.

Today, we find ourselves with a positive balance sheet for the 1st year of the three-year plan, with many goals on the verge of being reached, as you will see in the following pages. We have strengthened our positioning and we can affirm that the relevance of the 211 service is now recognized by municipal and community players, as well as, by the Health and Social Services network. We worked as a team! And this certainly made a difference when having to put in every effort to better help vulnerable clientele.

Thank you to our partners for their confidence and for counting on us! We hope these alliances will grow and give way to new initiatives that will allow us to continue on together and fulfill our mission in a world transformed.



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THE INFORMATION AND REFERRAL CENTRE OF GREATER MONTREAL: WHAT A TEAM!

THANK YOU TO OUR BOARD OF DIRECTORS FOR ITS UNWAVERING SUPPORT

















PRESIDENT

1 Me Louis-Philippe Bourgeois, CRIA, DUNTON RAINVILLE S.E.N.C.R.L

1ST VICE-PRESIDENT

Mr. Houssine Dridi, Ph.D., Professor, Université du Québec à Montréal

TREASURER

Mr. Pierre Emmanuel Paradis, Economist and President of AppEco

SECRETARY

Mr. Jacques R. Lemieux

ADMINISTRATORS

- 4 Mrs. Valérie Dubreuil, Director, Development and Communications, Dans la rue
- Mrs. Marie-Claude Elie, Main Partner, Google Canada
- 6 Mrs. Pierrette Gagné, Executive Director, Information and Referral Centre of Greater Montréal
- 7 Mr. Yves Millette, retired
 - Mr. Hugo Morissette, CRHA, Director, Analysis and Public affairs, Cabinet de relations publiques NATIONAL

Mrs. Johanne Mongeau

MANAGEMENT TEAM

Mrs. Pierrette Gagné, Executive Director

Mrs. Manon Côté, Assistant to the Director and 211 Counselor

ADMINISTRATION AND FINANCES

Mr. Alain Barsalou, Director of Finances and Administration.

Mrs. Geneviève Farley, Paymaster

Mr. Roger Lambert, Maintenance

SPECIALIZED HELPINES IN ADDICTION

Mrs. Hélène Hamel, Director

Mrs. Maxime Miranda, Coordinator of Development

Mrs. Marie-Christine Palardy, Project Manager, Database

Mrs. Nancy Rocha, Manager, TeleCounseling Programme

211

Mrs. Brigitte Gagnon-Boudreau, Director of 211 and Partnerships

Mrs. Sabrina Larocque, Info-Referral Coordinator

TECHNOLOGY AND SOCIAL ANALYSIS

Mr. Mathieu Chaurette, Director

COMMUNICATIONS AND COMMUNITY RELATIONS

Mrs. Lucie Kechichian, Director



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THE INFORMATION AND REFERRAL CENTRE OF GREATER MONTREAL TEAM



RESEARCH AND PUBLISHING

Mrs. Sophie Isabelle Gaumond Velasquez, Researcher, 211

Mr. Michaël Magny, Researcher, 211

Mr. Benjamin Mathieu, Researcher, 211

Mrs. Julie Boisseau, Researcher, 211

COUNSELORS

Mrs. Latifa Barutwanayo, Counselor, 211

Mrs. Myriam Belley, Counselor, 211, Service Quality Manager

Mrs. Julie Boulay-Leroux, Counselor, 211

Mrs. Anne Desjardins, Counselor, 211

Mr. Mardoché Fontilus, Counselor, 211

Mrs. Fabienne Frégeau, Counselor, 211

Mrs. Micheline Paquette, Counselor, 211

Mrs. Marisa Patrocinio, Counselor, 211

Mrs. Myriam Sylvain, Counselor, 211





Mr. Alexis Beaulieu-Thibodeau, Counselor

Mr. Gil Bellemare, Counselor

Mrs. Isabelle Bernard, Counselor

Mrs. Bianka Constantin Parent, Counselor

Mrs. Monique Côté, Counselor

Mrs. Sophie Duchesne, Counselor

Mr. David Galipeau, Counselor

Mr. Érick-André Leroux, Counselor

Mrs. Maxime Miranda, Counselor

Mrs. Maria Rigas, Counselor

Mr. Jacob Roussel, Counselor

Mr. Zakari Tremblay-Goyette, Counselor

THANK YOU AND GOOD LUCK TO THOSE WHO LEFT US TO TAKE ON NEW CHALLENGES

Mrs. Marie Vaillant, Director of Communications

Mrs. Nancy Therrien, Web Content Manager

Mrs. Salma Ben Romdhane, Counselor, 211

Mrs. Estelle Arcand, Counselor, Specialized Helplines

Mrs. Leila Ech-chouyekh, Counselor,

Specialized Helplines

Mme Maude Villeneuve Marcotte, Resources and Publishing Agent



Mrs. Isabelle Provencher, Counselor

Mr. Érick-André Leroux, Counselor

Mrs. Estelle Arcand, Counselor

Mrs. Sophie Duchesne, Counselor

Mr. Jean-François Paradis, Counselor

Mrs. Maxime Miranda, Counselor

Mrs. Isabelle Cyr, Counselor

Mr. Jacques Ducharme, M. Ps, Supervisor

VOLUNTEERS

Mrs. Lorraine Bilocq Lebeau

Mr. Michel Lefèvre

Mrs. Ginette Raymond

Mrs. Martine Tremblay

Mr. Hugo Morissette

Mrs. Valérie Dubreuil

Thank you to them for having accumulated 730 hours of volunteering and to the members of the Board who worked within adhoc committees (page 23).





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STRATEGIC PLAN 2019-2021 GOALS MET IN YEAR 1.

IRCGM adopted a three-year strategic plan. Here are the accomplishments for year 1.

GOAL 1

EXPANDING OUR SERVICES

GOAL 2

STRENGTHENING OUR
TIES WITH THE COMMUNITY
SECTOR AND OTHER
PARTNERS



Objective 1: GHR and TC: increasing web site visits and improving visibility: new web site and launch of chat to reach more people.

Objective 4: DHR: updating and developing database for addiction. Partnership with AQCID for a joint DHR/AQCID web site classifying resources in addiction = counselors are better equipped and have better access to resources for people who need help.

Objective 6: exploring relations with university researchers, via the participation of the DHR, GHR and TC teams in important conferences and by organizing a conference on internet addiction.

Objective 10: 211: playing our info-referral role during disastrous situations. Teams better prepared to respond more efficiently to requests during emergency situations: floods, pandemic.



The two objectives tied to this goal are in progress and will continue in year 2.

Objective 12: 211: implementing a 211 Brigade for organizations. Creating partnerships and solid relationships with elected representatives and key players from Health and Social Services.

Objective 13: DHR: partnering with AQCID.

FOR OVERALL GOALS....

VIEW HERE.

GOAL 3

INCREASING THE CENTRE'S NOTORIETY

3/ 4 objectives met or on the way of being met.
Their implementation continues.

Objective 14: All services: creating an annual communication plan with budget, for each.

Objective 15: All services: improving internal communications via newsletter.

Objective 16: organizing events emphasizing our expertise. **GHR:** organizing a conference bringing together key players from the internet addiction field.



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STRATEGIC PLAN GOALS MET IN YEAR 1.

FOR OVERALL GOALS....

VIEW HERE.

GOAL 4

STRENGTHENING GOVERNANCE AND MANAGEMENT



GOAL 6

DIVERSIFYING AND SUSTAINING FUNDING



4/9 objectives met or on the way of being met. Activities will continue over two fiscal years.

Objective 18: All services: securing a successor on all levels of management: creating an organization chart based on a collaborative approach; nominating a Director of 211 and Partnerships; nominating an Info-Referral Coordinator; Service Quality Managers; promoting the Specialized Helplines Director; nominating a TeleCounseling Manager; redefining the position of Director of Communications and Community Relations; creating the position of Development Manager of the specialized helplines; creating a Project Manager position for the DHR/GHR database.

Objective 19: All services: ensuring the transfer of knowledge to managers. Technology: developing, completing and sharing a manual for transferring knowledge.

Objective 25: All services: developing tools for financial management: flow chart on the state of the budget.

Objective 26: preserving and improving the conditions and well-being at work: regular information updates via internal newsletter.



3/4 objectives met or on the way of being met.

Objective 27: planning risk management: developing complete documentation on the process, practices and technological activities: training for the IRCGM emergency plan.

Objective 28: ensuring the performance of tools and technological systems and to not be dependent on one system.

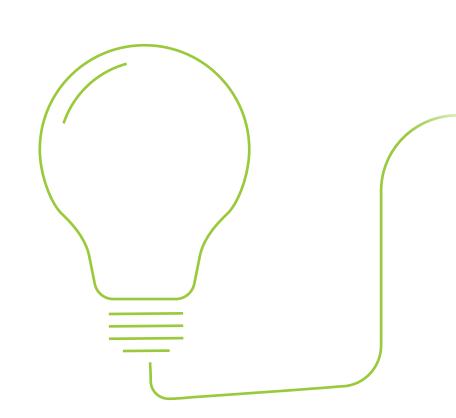
Objective 30: developing a proper web strategy: Adwords referencing and advertising.



2/3 objectives met or on the way of being met.

Objective 31: consolidating funding with requests from various provincial departments.

Objective 32: targeting new sources of funding and working with a funding committee to implement a long-term strategy.







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SPECIALIZED ADDICTION HELPLINES

2019-2020 UNFOLDED UNDER A BANNER OF CHANGE

This translated into a new organization chart with the nomination of Hélène Hamel, who was thus far the Coordinator of the service, as Director of the specialized addiction helplines and Maxime Miranda, a counselor until then, as Coordinator of Development of the specialized helplines. On the TeleCounseling side, Nancy Rocha is now Manager of the programme after many years as Counselor and Instructor.

This trio has initiated new projects besides structuring and improving work tools for the teams.

Ministère de la Santé et des Services sociaux





Once again, this year, we thank the *Ministère* de la Santé et des Services Sociaux (MSSS) for their valuable support that enables us each year to completely fulfill our mission towards people with an addiction to drugs or gambling.

IMPROVING AND UPGRADING WORK TOOLS

In order to better analyse the calls and manage the database more efficiently, the helplines team now works with the iCarol software, that is also used by the 211 Greater Montréal team. The Counselors were all trained in using this software which greatly maximises their work by making searching for referrals to give callers a lot easier.

DEVELOPING THE SPECIALIZED HELPLINES: CONFERENCES, EVENTS AND TRAINING

The addiction helplines team continued to weave relationships with key players from the fields of research and Health and Social Services in order to remain relevant, to maintain their knowhow and stay on top of new practices or trends.

CONFERENCES:

- October 22nd, 2019: Nancy Rocha presented the TeleCounseling programme at the **Red Feather** Forum in order to make this service known in Montréal's anglophone community.
- November 21st, 2019: Manon Côté held an information kiosk on the DHR/GHR/TC services at the Formation croisée de Michel Perreault Santé mentale et cannabis chez les jeunes.
- November 27th, 2019: we jointly presented, with researchers Adèle Morvannou and Sylvia Kairouz. the statistics of Gambling: Help and Referral and TeleCounseling at the Journées annuelles de Santé Publique, whose theme was «Taking gender into account during interventions».

PARTICIPATION IN EVENTS AND COMMITTEES:

- May 29th, 2019: Hélène Hamel participated in the first meeting of the new Advisory Committee of the Research Chair on Gambling of **Concordia University**.
- October 23-24, 2019: participated in the Colloque du Réseau en dépendance et **usage de substances**, organised by the *Centre* Domrémy des Appalaches and the Association québécoise des centres d'intervention en dépendance (AQCID).
- November 29th, 2019: Hélène Hamel collaborated in the Projet national des trajectoires 2 with Marianne Clavet, Université de Montréal,
- February 2020: met with students from Cégep André-Laurendeau and presented the DHR and GHR helplines for (suicide prevention week) Semaine de la prévention du suicide.

TRAINING:

- April 4th, 2019: Hélène Hamel attended Les impacts socioéconomiques de jeux de hasard et d'argent activity, organised by the Fonds de recherche québécois Société et culture (FRQSC).
- May 2nd, 2019: Suicide Action Montréal (SAM) came to present their services.
- May 10th, 2019: members of the DHR/GHR team attended training provided by the Université de Sherbrooke in collaboration with the Association des intervenants en dépendance du Québec (AIDQ), Traumatismes complexes, itinérance et dépendance.
- October 1st. 2019: The Commission des services juridiques presented their services.
- November 8th, 2019: members of the TeleCounseling and Gambling: Help and Referral teams participated in the training **Pratiquer la** pleine conscience dans l'intervention en dépendance given by Université de Sherbrooke à Longueuil.
- December 2nd, 2019: : two members of the team participated in the journée clinicoscientifique sur le trouble de personnalité limite à l'Université du Québec à Montréal.



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GAMBLING: HELP AND REFERRAL

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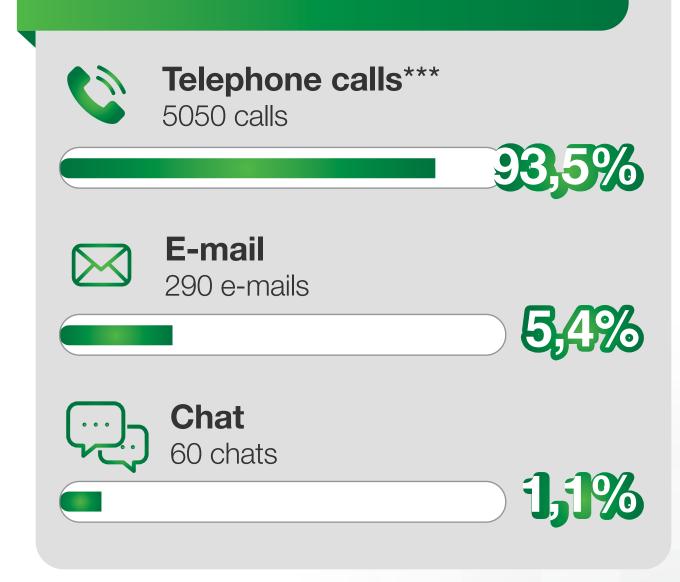
The Gambling: Help and Referral (GHR) helpline

supports, informs and refers people worried about their gambling habits, as well as, their loved ones, towards local therapeutic and health resources adapted to them.

The service is anonymous, free, confidential, bilingual and available 24/7 across Québec.

For this 26th year of operations, there is no doubt that the team has worked with all their heart to reach these two goals: progress and change.

Means of communication



***For many years, we have noted a constant rise in the number of calls to Gambling: Help and Referral (GHR) from people wanting to reach Loto-Québec's customer service.

The reason is simple: for several years now, Loto-Québec has put GHR's number on most of their products with the goal of harm prevention related to gambling. Many people having noticed the number, and wishing to contact Loto-Québec, ended up at GHR.

Last year, we put a greeting message on the GHR helpline explaining who we are and guiding people towards Loto-Québec's customer service. At the beginning of the pandemic, we adjusted the message to make it even more straight forward. We can therefore see reflected in the 2019-2020 numbers, the result of these efforts made to direct people towards the appropriate resource, either GHR or Loto-Québec.



GAMBLING: HELP AND REFERRAL



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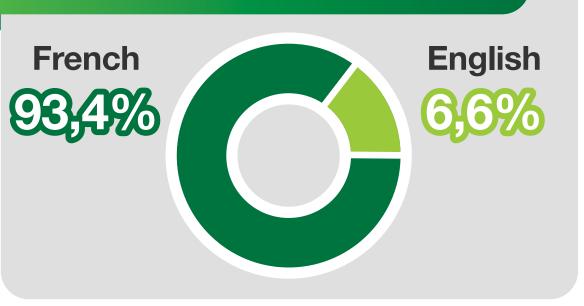




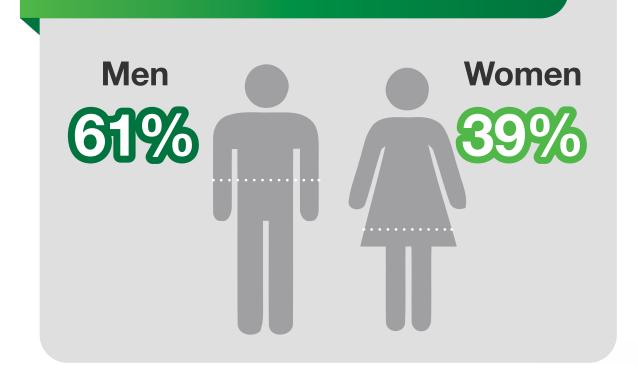
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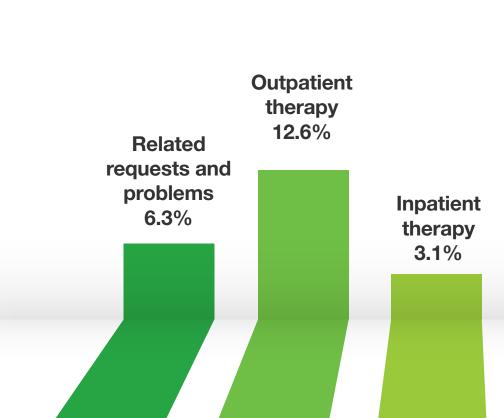
Language



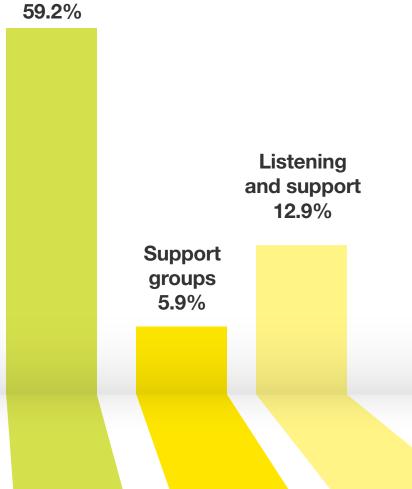
Gamblers' profile



Nature of needs

















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HELP AND **REFERRAL**

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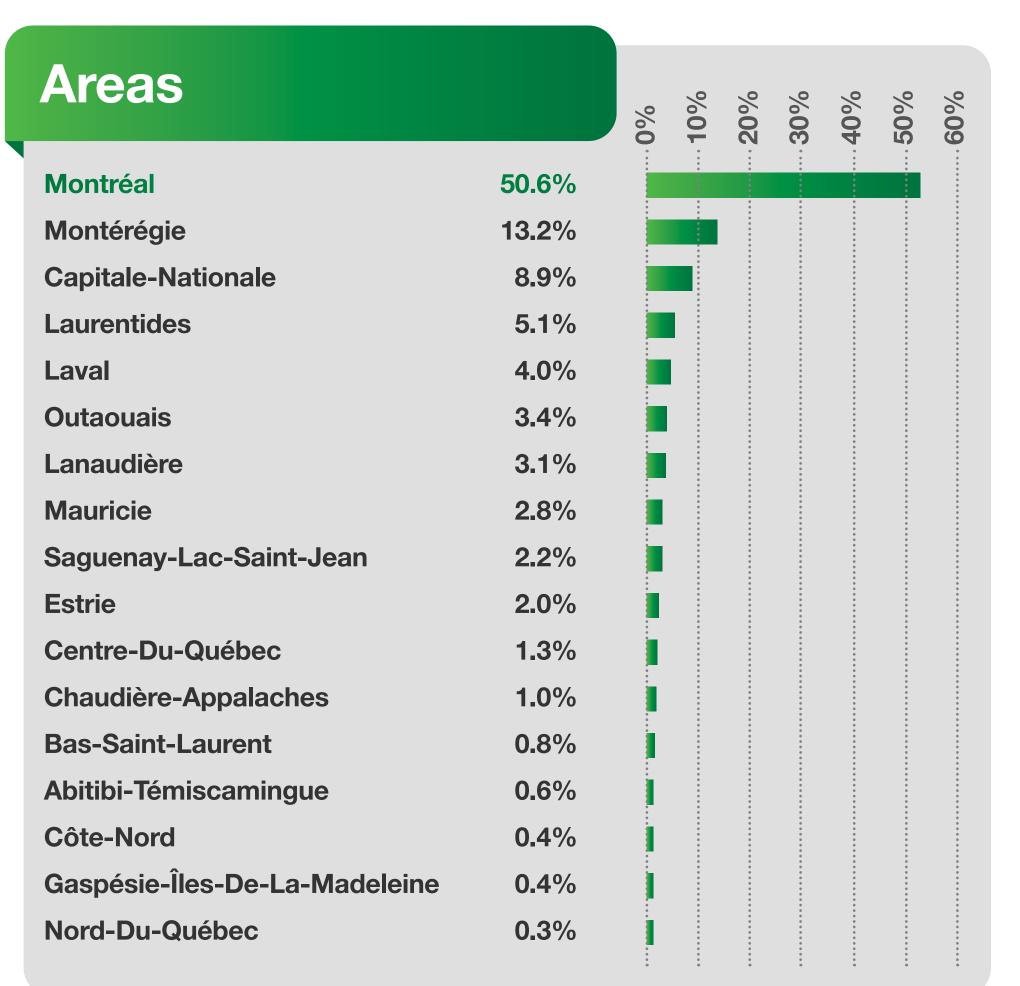


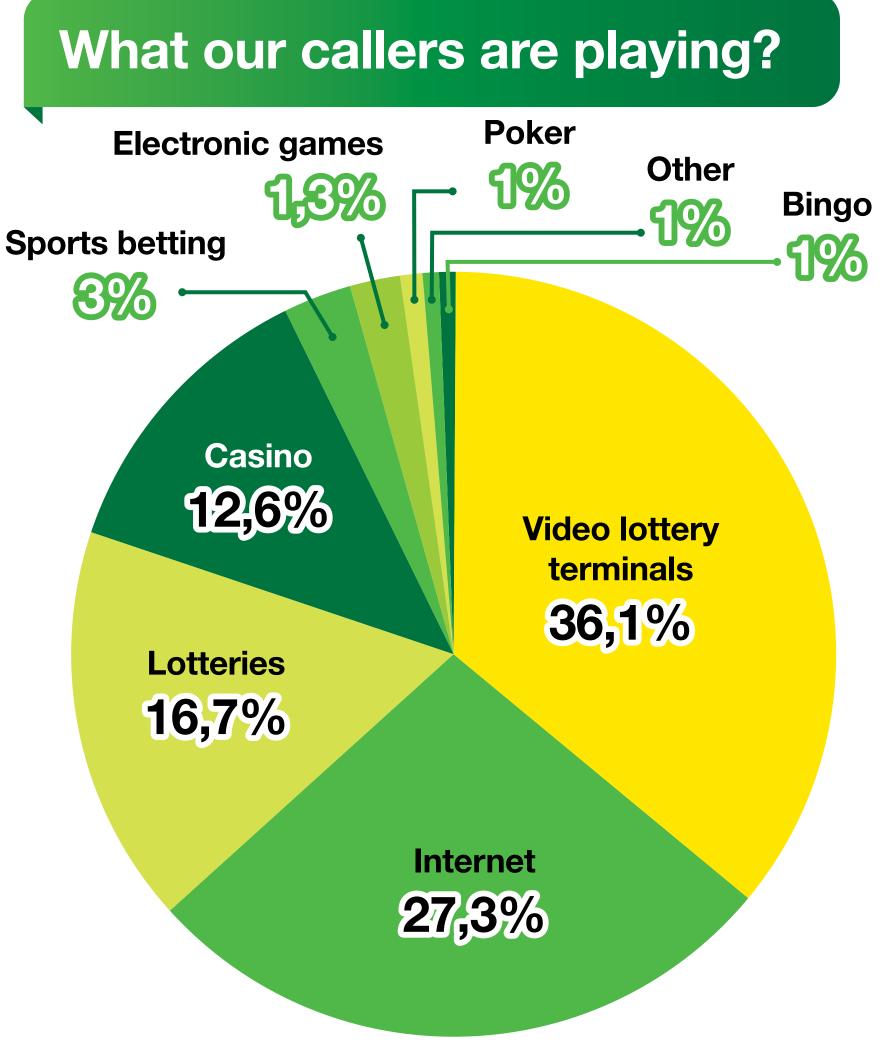




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GAMBLING: HELP AND REFERRAL



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A new web site and the arrival of chat!

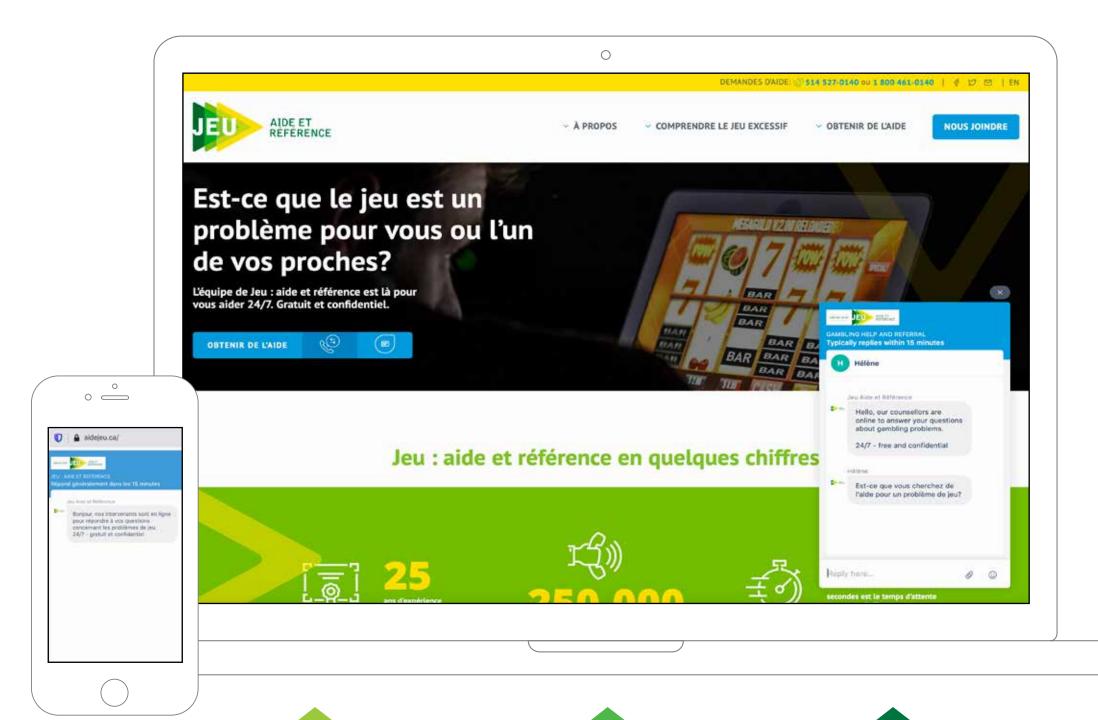
In March 2020, at the point of capping off our fiscal year, and a few days before the health state of emergency outbreak in Québec, we discreetly launched the new GHR web site.



Modern design and navigation, domain name change for aidejeu.ca, but especially.... the launch of chat!

Our counselors can now respond to those who prefer this means of communication when asking for help. We logged 60 chats in one month with no promotion at all, in order to give our counselors the time to adapt to this new way of intervening and we are looking forward to presenting the numbers next year following a proper launch.

It is important to mention that visits to the GHR web site have significantly increased since last year, thanks to a solid strategy of referencing.







Number of visits (Sessions) on the site 125 569



Number of users 105 074



Number of page views

187 204



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GAMBLING: HELP AND REFERRAL

CONFERENCE DAY: 25 YEARS CELEBRATED IN STYLE!



In honour of GHR's 25 years, the Foundation of the Information and Referral Centre of Greater Montréal held a conference day:

«Internet Addiction, Are We Crying Wolf?»

In Montréal at the Lion d'Or on May 7th, 2019. About 50 key players from the health, addiction, social services and research sectors were present.

Under the presidency of Dr. Houssine Dridi, Professor and Director of the *Unité de programme en éducation et pédagogie et du DESS en gestion de l'éducation of UQAM*, it was the perfect opportunity to attend a conference on screen addiction.

Here is the agenda from that day.



Communications

GHR launched an innovative communication campaign to reach different gambler profiles.

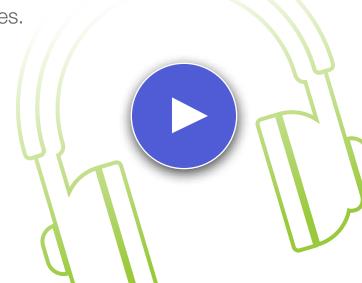
Here were the media placements for the past year:

- Radio: The Beat, 98,5 FM, CHOM FM, and Énergie Montréal.
- Advertising displays in the washrooms of gambling bars in the Greater Montréal and Greater Québec City areas.
- Digital advertising on XBOX consoles, across Québec.
- Web Google Display advertising campaign, across Québec.
- Advertising in many of the Province's newspapers: Le Soleil, Le Nouvelliste Le Quotidien, Le Droit, La Tribune and La Voix de l'Est
- Online ad in The Gazette.
- Advertising displays in the bus shelters and buses of Trois-Rivières, Saguenay, Bas-Saint-Laurent and Québec.



PODCAST:

 August 27^{th,} 2019: Hélène Hamel participated in the Podcast Cold Turkey by Alexandre Leclerc and presented the specialized helplines.





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TELECOUNSELING PROGRAMME

STATISTICS 2019-2020



What is it?

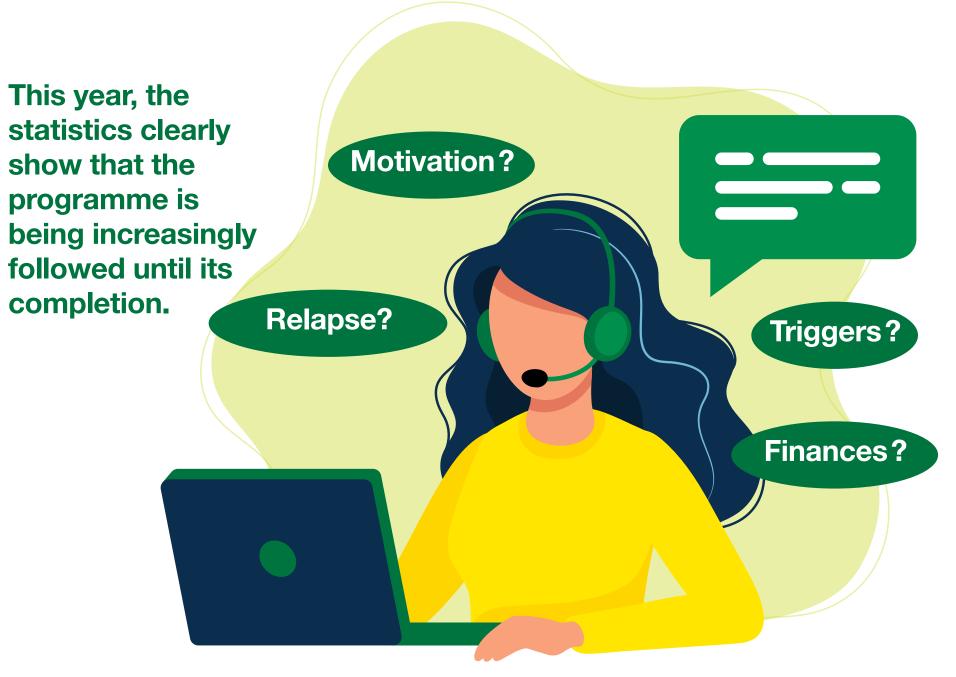
The TeleCounseling programme is provided entirely over the telephone for the treatment of excessive gamblers.

An initial assessment interview followed by six, one-hour telephone appointments each, enables the counselors to work with participants on the following aspects: motivation, finances, erroneous beliefs, triggers, relapse prevention and learning retention.

Once the programme completed, the participants can benefit from four follow-up calls at 1, 3, 6 and 12 months from the conclusion of the programme.

Following the nomination of Hélène Hamel as Director of the Specialized Helplines, Nancy Rocha who was a TeleCounseling Counselor and Instructor for many years, was named Manager of the TeleCounseling Programme. Over the past fiscal year, she has added three new counselors for the participants with emphasis on developing and promoting the programme.

During this 8th year of operations, various partners in the health and social services sector had the opportunity to know this programme and many steps were taken to facilitate the enrollment of gamblers and accentuate their efforts. All will be launched in 2020-2021 and revealed in next year's Annual Report!



The TeleCounseling counselors handled 178 files.

This number includes new registrations, as well as, the files of participants who completed the programme in addition to the 4 follow-ups, for a total of one year and two months of therapy.

1. Number of enrollments: 110

2. Number of files closed: 104

3. Number of files handles: 178



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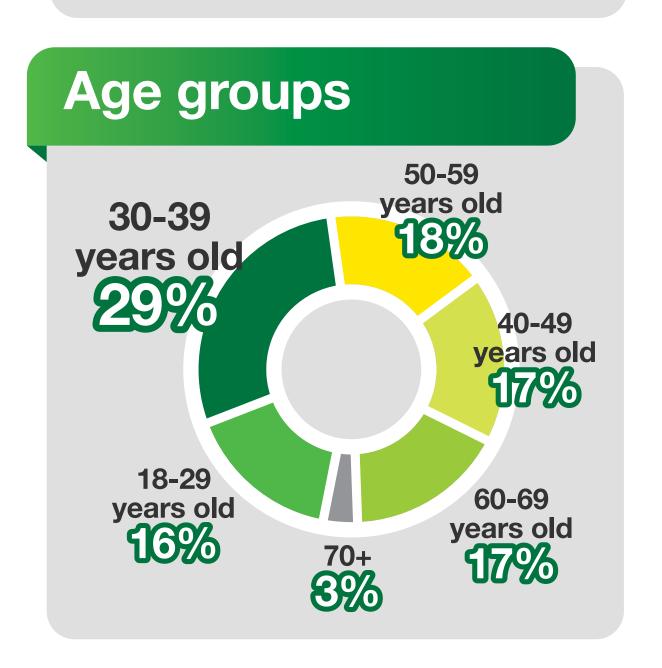


Participants Profile Men 52% Women 48%

Education

Elementary 9%
High school 46%
College (Cegep) 24%
Bachelor's degree 20%
Doctorate 1%

Areas Montérégie 22,3% **Capitale-Nationale** 18,4% Montréal 17,5% **Outaouais** 7,8% Lanaudière 6,8% Laurentides 4,9% 4,9% Saguenay-Lac-Saint-Jean Centre-Du-Québec 3,9% **Estrie** 3,9% **Bas-Saint-Laurent** 2,9% Laval 2,9% Abitibi-Témiscamingue 1,9% **Côte-Nord** 1,9%





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TELECOUNSELING PROGRAMME



Promoting the TeleCounseling programme

In order to make the TeleCounseling Programme for Excessive Gamblers known, advertising was made in several of the province's newspapers: Le Soleil, Le Nouvelliste, Le Quotidien, Le Droit, La Tribune et La Voix de l'Est, as well as, online in The Gazette.

A Facebook campaign was also launched to promote the programme.









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HELP AND REFERRAL







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DRUGS: HELP AND REFERRAL

STATISTICS 2019-2020



What is it?

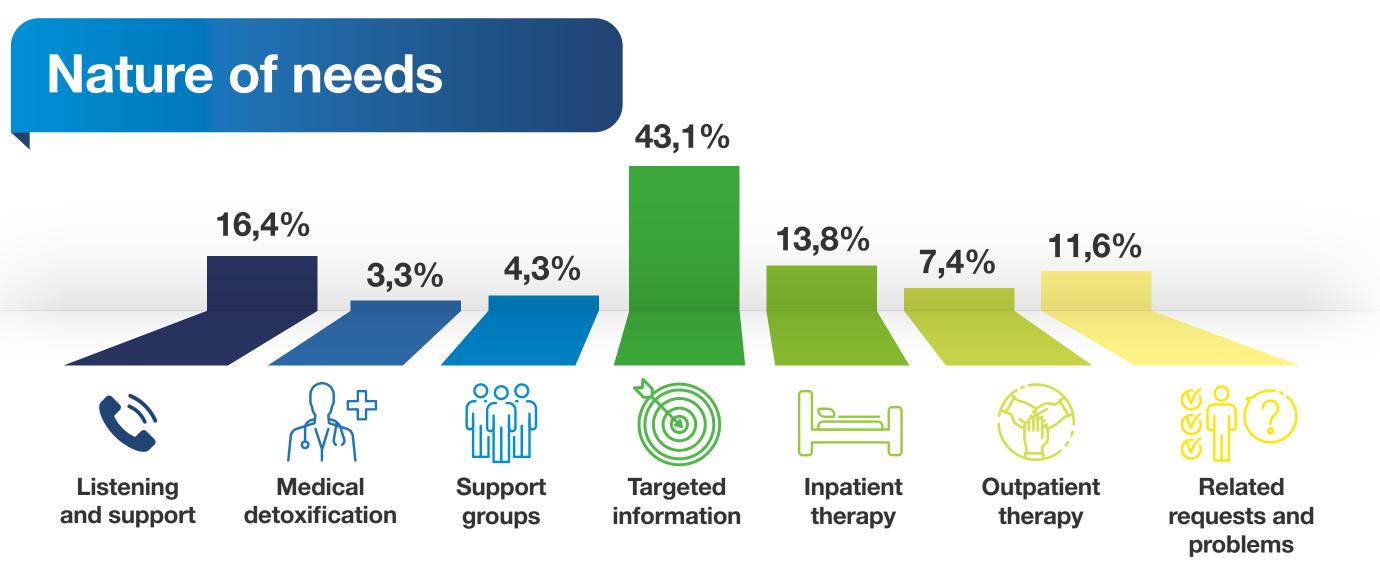
The Drugs: Help and Referral (DHR) **Helpline**

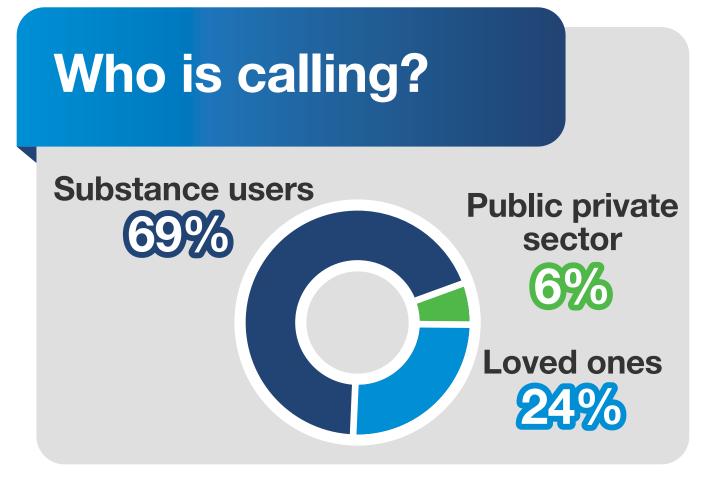
supports, informs and refers people worried about their use of alcohol, drugs or medication, as well as, their loved ones towards local therapeutic resources able to give them the help they need.

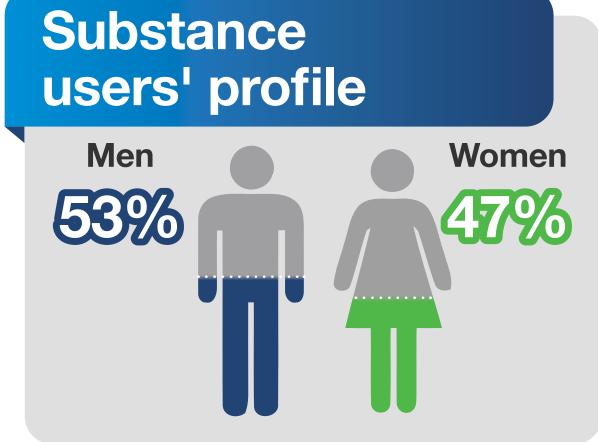
The service is anonymous, free, confidential, bilingual and available 24/7 across Québec.

The relevance of DHR now in its 27th year of operations is apparent in the following statistics. Mirroring the GHR helpline, we will initiate, in 2020-2021, a series of actions to upgrade our communications with the callers and diversify our promotional activities. We are looking forward to showing you next year!











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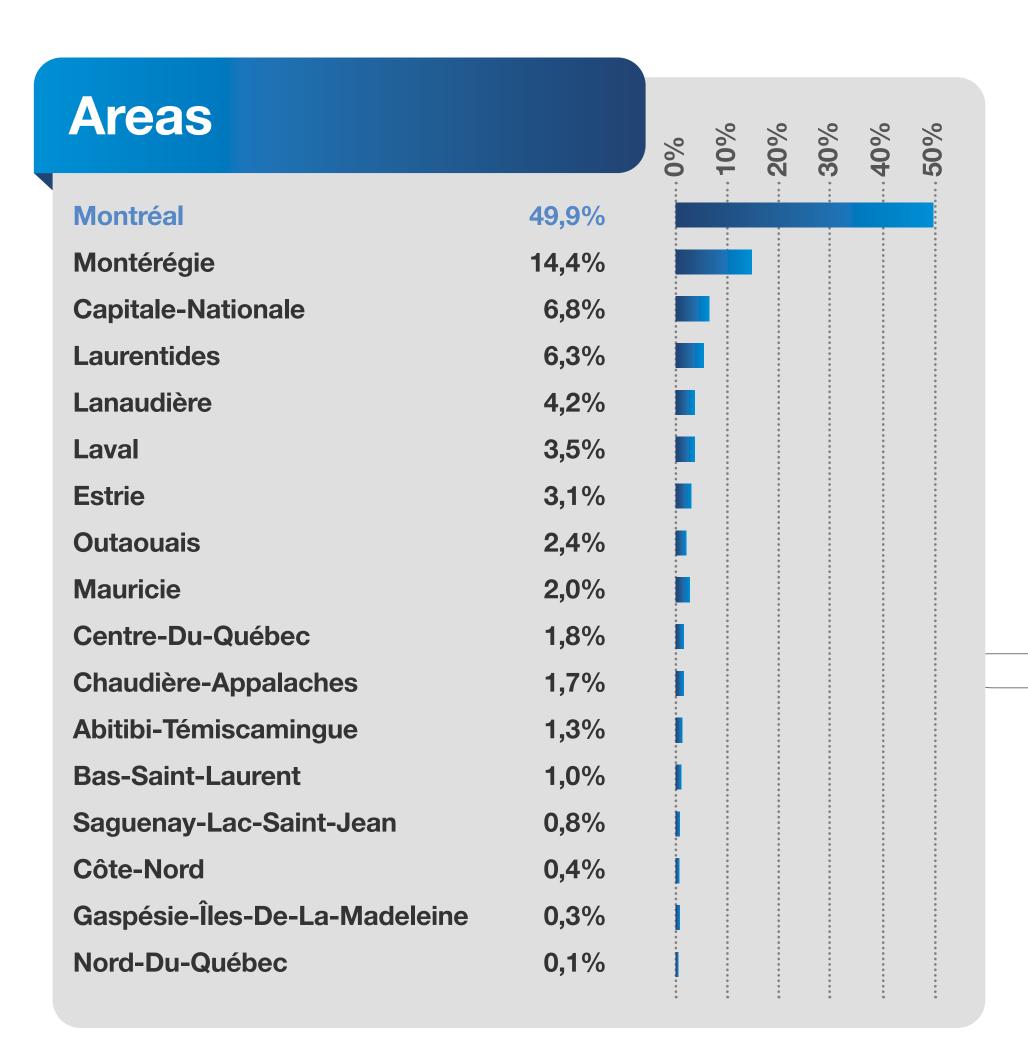
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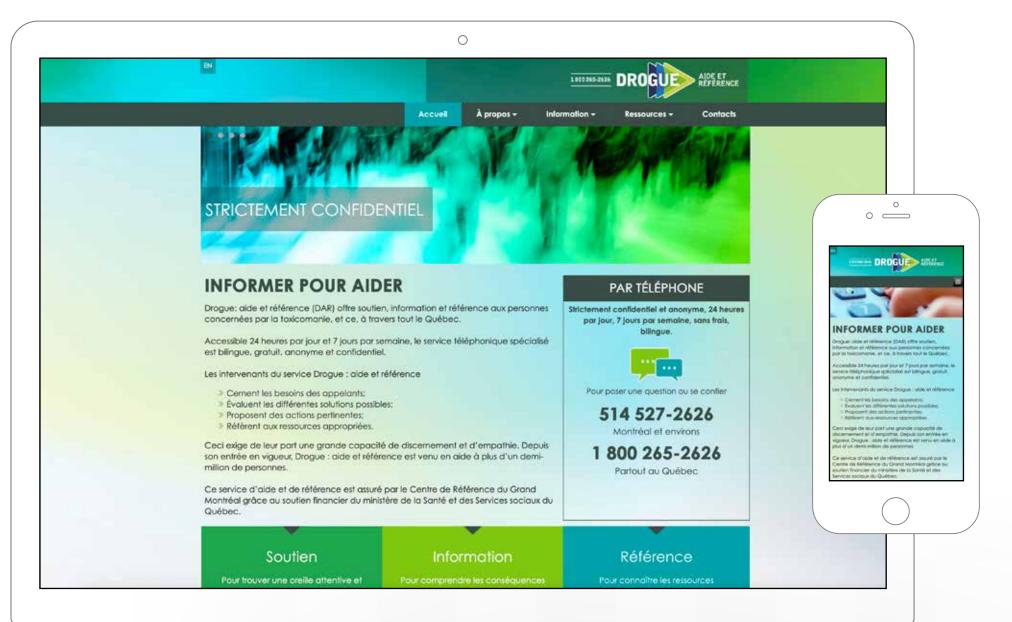
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DRUGS: HELP AND REFERRAL

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Number of

users



Number of visits (Sessions) on the site

22 626 63 920



Number of page views

69 346



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REFERRA







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A partnership with AQCID for a new web site – United we stand.



AQCID's (Association québécoise des centres d'intervention en dépendance) mandate was to produce and publish national communication tools on overdose prevention for the 2018-2020 National Strategy in preventing opiate overdoses.

Guided by the Health and Social Services Minister, AQCID forged a partnership with DHR to develop a joint website and an interactive map cataloguing the resources in addiction covering harm reduction, prevention and treatment, as well as, a discussion forum (chat) bridging users and DHR counselors.

The new site called **«Trouve ton Centre»** (Find your Centre) will be active during DHR's 2020-2021 fiscal year.

Many promotional activities enabled and encouraged substance users and their loved ones to seek help.

Communications

DHR launched an innovative communication campaign to reach different substance user profiles.

Here were the media placements for the past year:

- Gay Globe **Magazine**;
- Advertising in many of the Province's newspapers: Le Soleil, Le Nouvelliste, Le Quotidien, Le Droit, La Tribune and La Voix de l'Est;
- Online ad in The Gazette;
- Advertising displays in the bus shelters and buses of Trois-Rivières,
 Saguenay, Bas Saint-Laurent and Québec.





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211 GREATER MONTREAL

A STRUCTURING YEAR



What is it? The 211 service is:



A telephone line

with an easy-to-remember 3-digit number, 2-1-1, that provides information and referrals to citizens towards more than 5 000 sociocommunity organizations in the Greater Montréal area.

Available 7 days per week, from 8 am to 6 pm. The service is free, confidential, bilingual and available in 200 languages thanks to an interpretation service.

The 2nd year of operations for 211 Greater Montréal was an opportunity for tweaking the service according to different projects and mandates, whether they were one time or recurring, strengthening bonds with CMM elected officials, as much as with organizations, expanding work teams to respond to evolving demands and improving the process to ensure team efficiency.



A website

211qc.ca also makes available the database of more than 5 000 organizations along with highly accurate descriptive files, updated annually.



Beacon for governments and decision-makers

for them to analyze call statistics and web site traffic, and thus be able to follow the progress of social needs and pin-point missing resources to respond to them.



Communauté métropolitaine de Montréal





A huge thank you to our valuable partners, the Communauté métropolitaine de Montréal, Centraide of Greater Montreal and the Québec Government for their support, indeed financial, but also strategic, enabling 211 to continue its development in the best of conditions.







We also wish to thank the MRC de Vaudreuil-Soulanges, MRC des Jardins-de-Napierville and the MRC de l'Assomption for

their financial support, enabling the deployment of 211 in their MRC as a whole.



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Statistics



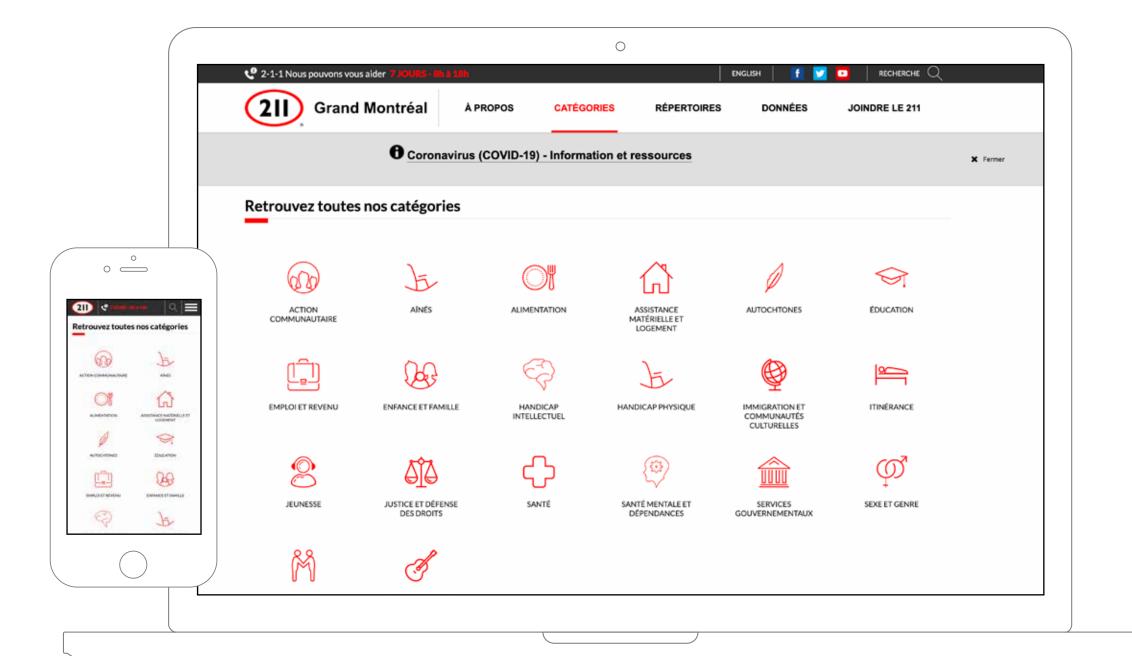
Number of requests 40 473 (calls, e-mails)



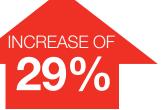
Number of referrals 103 897

Distinct organizations referred by 211 3 925



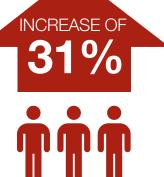








Number of visits (Sessions) on the site 573 659



Number of users

427 179





Number of page views

1 466 267



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Profile Language

Men Women 35% 65%

87% French

13% **English**



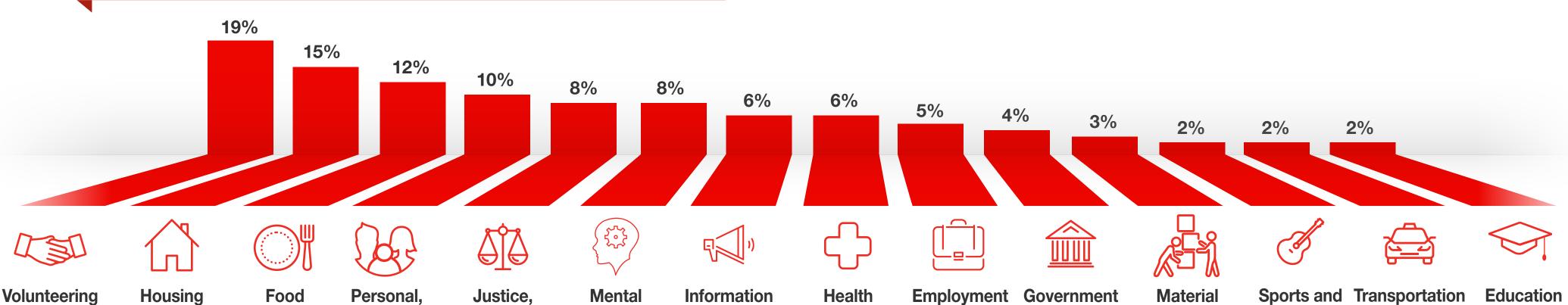
Average wait time 53 sec.

Average length of calls 5 mins, 20 sec.

Age groups

3% 0-19 years old 20-29 years old 9% 30-39 years old 15% 40-49 years old 15% 50-59 years old 18% 60-69 years old 19% 21% 70+

Nature of needs





Mental

Health and referrals

Employment Government and income agencies, development

and associations

Material assistance

Sports and Transportation Education recreation

Volunteering and donations

consumption and public community safety

family and

support

health and addiction



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211 GREATER MONTRÉAL HIGHLIGHTS



211 assisted thevictims of Sainte-Marthe-sur-le-Lac

The year 2019-2020 began action packed with the tragic floods in the spring of 2019. Citizens of that area were already calling 211 and when a dike gave way in Sainte-Marthe-sur-le-Lac, the City directed citizens in distress to 211 for all social needs. This occasion enabled the team to validate its ability to quickly adapt to an emergency situation by answering hundreds of calls over just a few days. That was the month we registered the most calls in 2019.

Collaboration with the City of Montréal

The value of 211's data is interesting to many municipalities and our team wishes to bolster these collaborations, in order to continue to provide and develop a quality social safety net for citizens. Thus, the City of Montréal asked 211 to create a shared portal for organizations' data and identified social needs in Montréal.

Committees

Creating an advisory Committee.

Concerted efforts and a shared vision are essential to the success of 211 and that is why we have implemented an advisory committee, grouping key players from community and municipal sectors, from Centraide of Greater Montreal and the Communauté métropolitaine de Montréal (CMM), in order to target the needs of each and increase collaborations to continuously better help people most vulnerable. Successful projects were born from these meetings, notably with the Cities of Longueuil and Laval.

Here is the list of member organizations: the City of Repentigny, Association Panda Thérèse-de-Blainville and Laurentides, Concertation Table for Seniors of the Island of Montréal, the City of Laval, the City of Montréal, Maison du Père, West Island Community Resource Centre, Moisson Montréal, the City of Longueuil, Volunteer Bureau of Boucherville, Centre prénatal et jeunes familles, Centraide of Greater Montréal and the Communauté métropolitaine de Montréal.

Resuming the Funding Committee.

Created in 2018, the committee met again this year to implement a strategy for short mediumand long-term financial development for the Centre's services. Thank you to Pierrette Gagné, Executive Director, Valérie Dubreuil, Director of Communications and Development for Dans la rue, Michel Lefèvre, Volunteer, Pierre Emmanuel Paradis, Economist and President of AppEco, Alain Barsalou, Director of Administration and Finances and Lucie Kechichian, Director of Communications and Community Relations, for their reflections and concern over the Centre's sustainability.

Communications and Regulations Committee.

In the middle of the Strategic Plan, a communication committee was implemented to lay the foundation for a communications plan. It includes three members of the Board of Directors, Mr. Hugo Morissette, Mrs. Valérie Dubreuil and Mrs. Marie-Claude Elie, as well as, the Executive Director and Director of Communications. The regulations committee also continued its work thanks to the involvement of Me Louis-Philippe Bourgeois, CRIA, Mr. Yves Millette, Administrator, and Mr. Jacques Lemieux, Secretary.



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Pierrette Gagné receives the Solidaires Award

for Leadership

On February 5th, 2020, Centraide of Greater Montreal marked the important contributions of socio-community organizations and companies committed to the fight against poverty and social exclusion by awarding the Prix Solidaires. It is with great pride that Pierrette Gagné, Executive Director of the Information and Referral Centre of Greater Montréal, received the Prix Solidaires for Leadership for her major role in implementing the 211 service in the Greater Montréal area.

Read the press release here.

Here is a video made by Centraide



COLLABORATION, TRAINING, CONCERTATION

TRAINING ACTIVITIES GIVEN by organizations to our team:

- 311
- Groupe de recherche et d'intervention sociale de Montréal (GRIS)
- Commission des services juridiques (Legal aid)
- Suicide Action Montréal
- Promotion intégration en milieu ouvert (PIMO)
- Drugs / Gambling: Help and Referral
- Support for elder abuse
- Director of Youth Protection (DYP)
- SOS Violence Conjugale
- Chabad Lifeline

TRAINING ACTIVITIES ATTENDED by our team:

- Intervention in emergency and crisis situations.
- Vieillir en bonne santé mentale, given by the Canadian Mental Health Association.
- Rendez-vous des aînés during Elder Abuse Awareness week.
- Enjeux et pratiques en itinérance at Université de Montréal.

Participation in Annual General Assemblies, attendance at concertation tables

- Participation in the Annual General Assemblies of the Regroupement des organismes humanitaires et communautaires pour les mesures d'urgence à Montréal (ROHCMUM), the Canadian Mental Health Association, the Table de concertation des aînés de l'Île de Montréal (TCAÎM), Table de concertation des organismes au service des personnes réfugiées et immigrantes (TCRI), and the Association de gérontologie.
- Conference on the housing shortage in 2019 in Montréal with 311, the Office municipal d'habitation de Montréal (OMHM) and the Commissaire à l'itinérance.

THE CENTRE IS A MEMBER OF:

- Alliance of Information and Referral Systems (AIRS)
- Association des intervenants en dépendance du Québec (AIDQ)
- Association pour la santé publique du Québec
- Association québécoise de gérontologie
- Montréal Volunteer Bureau
- Inform Canada and member of Inform Canada's Board of Directors
- Regroupement des organismes humanitaires communautaires pour les mesures d'urgence à Montréal (ROHCMUM) and member of their Board of Directors
- Réseau québécois des lignes de soutien sociocommunautaires pour les proches aidants d'aînés par L'Appui National
- 211 Canada Leaders Table
- Chinese Family Service of Greater Montréal
- Canadian Society of Association Executives (CSAE)
- Concertation Table of aînés de l'île de Montréal (TCAÎM)
- Concertation Table of organismes au service des personnes réfugiées et immigrantes (TCRI)
- Concertation Table of la faim et le développement social du Montréal métropolitain

Call transfer agreement

- Suicide Action Montréal
- Soutien aux aînés victimes d'abus



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COVID19: THE UNINVITED GUEST OF 2020

The world was shaken by the arrival of a new virus and Québec was no different when a state of health emergency was declared on March 13th, 2020. Since the 9th of March, our counselors noted an increase in calls which ended up quadrupling compared to the same dates in previous years, with a spike on the week of March 23d at 2 229 calls. Thanks to the quick adoption of a crisis management strategy, the flexibility of the organization and actions and collaborations made with municipalities and other organizations, 211 was able to deal with first two weeks of the crisis with verve, despite the urgency and many uncertainties.



JOURNAL MÉTRO

211 line: calls for food assistance are through the roof





JOURNAL DE MONTRÉAL

211 Line: number of calls doubled since Saturday



- Implementing an IP telephone system in just a
 few days. Already foreseen in the 2019-2021
 Strategic Plan, the migration of our telephones
 to an IP telephone system was quickly deployed
 at the beginning of the COVID19 crisis in March
 2020, thus enabling our counselors to efficiently
 and safely work from home. Thank you to the
 Communauté métropolitaine de Montréal for
 granting us 200 000\$ in emergency funds
 on March 31st so that we may purchase
 equipment to work from home and hire
 additional personnel.
- Hiring 4 new counselors and welcoming
 5 counselors lent to us by Centraide's
 Je passe partout organization and by the
 City of Montréal's 311 lines as reinforcements.
- Updating our database: as soon as March 14th, we started contacting organizations to ask them about any changes in their schedule and services, in order to refer citizens towards resources that were available. We prioritized emergency help services: food banks, shelters, etc.



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• Targeted communications with elected officials of the CMM to incite them to promote 211 to their citizens.



- The City of Montréal asked seniors 70 and over to contact 211 for any social need. Amid a stressful context, our counselors showed unfailing support to the callers, taking on a role of comfort, well beyond their information and referral role.
- We presented our service to the media, especially our role during the crisis, almost daily during those 2 weeks, with a dozen interviews and numerous mentions.



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211 GREATER MONTRÉAL

INCREASED COLLABORATION WITH SOCIO-COMMUNITY ORGANIZATIONS



A 211 TOUR!

You wish to have a meeting on the web or in person?
We are also interested in learning more about your organization!

Contact: lucie.kechichian@info-reference.qc.ca

In the fall of 2019, the 211 team sent out invitations to almost 5 000 Greater Montréal organizations suggesting to meet them with the goal of better understanding their mission and getting a better handle on their needs while presenting the 211 service. Dozens of meetings took place, namely with: Corporation de Développement Communautaire Rosemont, the Centre de soutien en santé mentale de Montérégie, the Association pulmonaire du Québec...

Mailing promotional material

We sent out promotional material to dozens of organizations and municipalities that requested it. We are equipped with various promotional objects and numerous communications tools such as, pamphlets, book marks, magnets... 211 is displayed everywhere!

Kiosks and fairs: meeting with citizens

Our dynamic 211 team participated in near a dozen fairs: the salon de l'insertion et de l'intégration professionnelle (SIIP), salon des aînés de Laval, the salon de l'immigration... We also held kiosks in certain CIUSSS, at the Douglas Hospital, and several Cegeps...Many events planned for March 2020 had to be canceled.





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Communications: a busy year!

Year-round visibility

211 was present in specialized media in order to specifically reach certain clientele such as seniors (annual campaign in the Bel Âge Plus) and anglophones (annual campaign in the Senior Times).

A vast campaign!

For the first time, 211 Greater Montréal invested in a vast media-mix to reach as many citizens as possible, francophone and anglophone.

- Radio: a message was broadcast from November to December on 98,5 FM and Rythme FM, as well as, The Beat and CJAD on the English side.
- **Poster ads:** 211 took buses and bus shelters by storm in the North Shore in the spring and South Shore in the fall.
- **Newspapers:** in November, December, as well as, February 2020, an advertising campaign was deployed in the weeklies of municipalities served by 211. All elected officials concerned were notified via letter about the campaign in their local newspapers.
- TV: a first TV campaign for 211 was broadcast in February and March 2020 on ICI Radio-Canada!



The web and social media

- In December 2019, we had almost 700 new subscribers on Facebook. We were also active on the other platforms and launched an Instagram account.
- We manage a Google Ads account to improve traffic on 211qc.ca.
- We developed a content strategy in order to publish articles aiming at equipping citizens with the different resources at their disposal.
 For example, here is a text on Maisons de la famille.
- To better reach citizens fond of videos, we also began sharing our data on social platforms. Here is a clip broadcast during the National Mental Health week, which got more than 4 000 views on Facebook.













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THE INFORMATION AND REFERRAL CENTRE OF GREATER MONTRÉAL'S FOUNDATION

The Information and Referral Centre of Greater Montréal's Foundation is a great ally. Its members have been often offering their unconditional support to the Centre for many years now and have never hesitated in sharing their expertise to support certain projects.

The Foundation is the owner and manager of the building situated at 3155 rue Hochelaga, home of the Centre and where many other non-profit organizations are tenants.

Within its yearly activities, the Foundation organized a Conference Day: *Internet Addiction: are we crying wolf?*

Thank you to the members of the Foundation's Board of Directors who ensure the continuation of the Centre's activities:

Mr. André Meloche, President

Mr. Pierre Emmanuel Paradis, Treasurer

Mrs. Pierrette Gagné, Secretary

Me Stéphanie Rainville, CPA

Me Louis-Philippe Bourgeois, CRIA

Mrs. Martine Tremblay

Mr. Yves Millette

Thank you as well to the members of the Information and Referral Centre of Greater Montréal's Corporation:

Mrs. Ginette Bardou, GESTION G. BARDOU INC.

Mrs. Lorraine Bilocq Lebeau, Administrator

Mr. Jean Claude Boisvert, Consultant for the administration of social programmes

Dr. Guy Bonenfant, Administrator

Mr. Michel Bourque, PH.D., Administrator

Mr. Denis Couture, CPA, CGA, Administrator

Mr. Gilles Daigneault, Administrator

Mgr. Louis Dicaire, Auxiliary Bishop

Mr. Guy Dubreuil, arch., Administrator

Mrs. Hélène Gauthier-Roy, B. arch, Architect

Honourable Bernard Grenier, SHCURMAN LONGO et GRENIER

Mr. Alex Harper, President, PUBLICATIONS ANCHOR-HARPER INC.

Mr. Clément Janelle, Administrator

Me Marie-Claude Jarry, DUNTON RAINVILLE SENC

Mr. Pierre Y. Langlois, Administrator

Me Marc A. Leduc, B.Comm., LL.B., Lawyer

Mr. André Marsan, President, Sigma Alpha Capital

Mrs. Rollande Montsion, Administrator

Mrs. Marie Normandeau, Administrator

Dr. J.-Robert Ouimet, C.M., C.Q., M.B.A., Ph. D., Board President and Chief Executive

Officer, HOLDING O.C.B. Inc. Et OUIMET – TOMASSO Inc.

Mr. Luc Provost, Administrator

Me Claude Quidoz, QUIDOZ, TREMBLAY, LAFLEUR, AVOCATS

Me Jean-Jacques Rainville, DUNTON RAINVILLE S.E.N.C.R.L.

Mr. Claude Roy, Administrator

Mr. Tony Shorgan, Administrator

Mr. John Topp, Administrator



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A TRIBUTE TO LORRAINE BILOCQ-LEBEAU



Mrs Lorraine Bilocq Lebeau

Employee at the Information and Referral Center of Greater Montreal for 41 years including 24 years as the Executive Director.

A LIFELONG PROJECT

The Information and Referral Centre of Greater Montréal remained a lifelong project for Lorraine Bilocq-Lebeau. At 19 years old, armed with diplomas in Social Assistance and Library Technician, she began her career at the Centre as Documentation Manager, a position tailor-made for her, with the mandate of establishing this service.

She then became Executive Director in 1989, a position she held until 2013. Her determination and disciplined managerial style coupled with her commitment and dedication to the Centre allowed her to reach her goals and help the Centre move forward during a time marked by significant social and economical upheavals. She weathered many storms during which the Centre's survival was in peril all the while meeting demanding challenges in order for IRCGM to play a key role in the socio-community field.

Under her leadership, she laid the foundation for financial diversification, whether it was developing specialized helplines in addiction, the Referral Helpline for Seniors or launching the TeleCounseling for Excessive Gamblers pilot project. She led the Centre towards financial stability thanks to the implementation of these new services, but also thanks to the IRCGM's Foundation acquiring a building, which constitutes to this day a key element in the Centre's sustainability.

Her commitment to the Centre and to those who worked for her never wavered. She was a member of the IRCGM's Foundation Board of Directors until the end, still motivated by her vision of the Centre's future.

During the years Lorraine Bilocq-Lebeau was at the helm of the organization, she succeeded, against the odds, in making sure IRCGM was always able to fulfill its mission of helping through information. It could be said that she had the capabilities of being both leader and hard worker. The Centre's history can attest to her perfect path of hitting such targets as diversification of activities and financial consolidation. Today, the strong foundations on which the next person can rely on, have paved the way for the execution of great projects.

Lorraine, accept our gratitude for all you have accomplished for the Centre. Thank-you from the bottom of our hearts!

Me Louis-Philippe Bourgeois, CRIA, President of the Information and Referral Centre of Greater Montréal's Board of Directors.



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CENTRE DE RÉFÉRENCE DU GRAND MONTRÉAL

Bilan

31 mars				Page
	Fonds d'exploitation	Fonds des immobilisations corporelles	Total 2020	Total 2019
ACTIF				
Court terme :				
Encaisse	398 650 \$	- \$	398 650 \$	495 543 \$
Certificat de placement garanti, 2 %, échéant en septembre 2020	20 238	-	20 238	20 246
Débiteurs (note 3)	404 503	-	404 503	350 064
Stocks	-	-	-	2 820
Frais payés d'avance	30 749	-	30 749	22 611
	854 140	-	854 140	891 284
Dépôt .	7 500	_	7 500	7 500
mmobilisations corporelles (note 4)	-	42 824	42 824	45 780
Actifs incorporels (note 5)	4 922	-	4 922	9 844
	866 562 \$	42 824 \$	909 386 \$	954 408 \$
PASSIF				
Court terme :				
Créditeurs (note 6)	377 223 \$	- \$	377 223 \$	377 096 \$
Subventions reportées (note 7)	166 338	-	166 338	221 925
	543 561	=	543 561	599 021
Apports reportés afférents aux immobilisations corporelles (note 8)	-	19 474	19 474	24 554
	543 561	19 474	563 035	623 575
OLDES DE FONDS				
Investis en immobilisations corporelles	_	23 350	23 350	21 226
Non affectés	323 001	-	323 001	309 607
	323 001	23 350	346 351	330 833
	866 562 \$	42 824 \$	909 386 \$	954 408 \$

POUR LE CONSEIL D'ADMINISTRATION :

_, administrateur

, administrateur

Les notes complémentaires font partie intégrante des états financiers.



APRIL 1ST, 2019 TO MARCH 31ST, 2020

MESSAGE FROM THE PRESIDENT

MESSAGE FROM
THE EXECUTIVE DIRECTOR

BOARD OF DIRECTORS AND THE CENTRE'S TEAM

STRATEGIC PLAN

SPECIALIZED ADDICTION HELPLINES











Grand Montréal

The Centre's Foundation
Financial Statements

FINANCIAL STATEMENTS

CENTRE DE RÉFÉRENCE DU GRAND MONTRÉAL

01			
Ré	SU	Itai	S

Resultats				_	
Exercice clos le 31 mars				Page	
		Fonds des			
	Fonds d'exploitation	immobilisations corporelles	Total 2020	Total 2019	
PRODUITS (annexe A)	2 616 554 \$	- \$	2 616 554 \$	2 552 843 \$	
AMORTISSEMENT DES APPORTS REPORTÉS AFFÉRENTS AUX IMMOBILISATIONS CORPORELLES	_	5 080	5 080	847	
	2 616 554	5 080	2 621 634	2 553 690	
CHARGES					
Ressources humaines (annexe B)	1 840 611	-	1 840 611	1 714 236	
Ressources matérielles (annexe C)	237 455	_	237 455	200 461	
Autres charges (annexe D)	502 795	+	502 795	617 716	
Coût des publications vendues	2 820	_	2 820	235	
Amortissement des immobilisations corporelles	-	17 513	17 513	6 765	
Amortissement des actifs incorporels	4 922	—	4 922	4 921	
	2 588 603	17 513	2 606 116	2 544 334	
EXCÉDENT (INSUFFISANCE) DES PRODUITS PAR RAPPORT AUX CHARGES	27 951 \$	(12 433) \$	15 518 \$	9 356 \$	

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