



# MORE THAN A ROOF... *healing* HOMELESSNESS!

ANNUAL  
REPORT  
2020-2021



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# Kim's STORY

« I came to La rue des Femmes (LrdF) for the first time in the summer of 2013. I had no idea at the time that it would be the beginning of a long but all too necessary inner quest into the darkest corners of my psyche. I was in such a bad place; I didn't even realize that I needed help at that moment.

By that point I'd been on the streets for two years already. I could say that it was excessive drinking and drug use that drove me to that bad place, to the streets, but today I know that using was just a symptom of a much deeper malaise that had been lingering inside me since childhood. At LrdF, I understood that I was in fact suffering from multifaceted developmental trauma. I learned at LrdF not only that I needed help, but that I was deserving of help—and of love. I can still remember that at that point, my alcohol and drug intake was so bad that a part of my humanity had died.

The intoxication so saturated every cell of my body, and the craving for that feeling was so strong. . . that the compulsion made me the prisoner of a never-ending, infinite vicious cycle, one that was surely deadly. The first thing I found at LrdF was a warm, safe place to meet my so-called basic needs: shelter, food, clothing and hygiene.

I was in survival mode. I found a place where people accepted me for who I was, with no judgment and above all no conditions. Through that acceptance, that unconventional

approach, that unconditional love, over time I began to open up and to trust once more.

Yes, a long time: because the wounds of physical and sexual abuse from my childhood, the physical violence from my partners who were themselves damaged, and the ongoing violence of life in downtown Montréal were such that the armour I'd built for myself was unbreakable—it had to be, for my survival!

Today, I realize it was this approach, which we call “relational health” here, that enabled me, bit by bit, at my own pace, to reclaim my personhood, open myself to new perspectives, rebuild confidence and reconnect with another human being. Today, I feel that they were able to rebuild the non-existent bond that my sick, abusive and violent parents had failed to create when I was a child.

The women here managed to break through the shell, pacify the warrior, calm the runaway and love the psychopath. Here, I was treated holistically. My story mattered. I wasn't this “madwoman” who should be treated in the health system, I wasn't just an addict who could stop using thanks to therapy. I was a human being. A child. A woman. A mother. Who had been hurt, abandoned, raped, beaten, betrayed, ridiculed, rejected and humiliated.

It took me four years—with help from the caregivers, the services offered, support, art therapy, the sewing workshop, the teaching workshop on relational health, group therapy,

one-on-one therapy, and housing assistance—to be, to become, a whole person again. I've been sober for three and a half years now. I faced the justice system for a rape committed against me in 2015.

I faced that same system for harms I myself had done to others. I faced that painful past and looked, one by one, at the wounds that were keeping me from moving forward. Looked at, paid up and cleared up the financial side of my life. Went back to school to become a nurse once again, and now I work in the health care system trying to help people who've been down the same road as me.

All of that, this entire journey, is something I've done myself, but I also owe so much to the relational health approach, which saved my life, and to all those wonderful teams at LrdF who, day-in and day-out, take care of “us,” the ones left behind by society. »

*Kim, a recovering addict and street survivor*

# MESSAGE FROM THE *President and Founder*

## *Courageous. Qualified.*

Such strong words of resilience, which resonate with everyone who is involved with La rue des Femmes (LrdF), near and far. First, the participants, as we call them.

These women are us. I am these women. These women matter. Their lives matter. Now. For a lasting future, rich in opportunities, they want to break free from the vicious cycle of poverty, ignorance and violence: the state of homelessness.

They are courageous. They are there, notwithstanding all the shortcomings of a system of last resort—shortcomings which, with the pandemic, have proved more dramatic than ever before. These women are tired, exhausted, distraught and deeply vulnerable to violence—domestic, family and sexual violence—but they are there, still standing, right in front of us.

They are qualified. They qualify as human beings, first and foremost. They have survived the worst, and they will not accept the shame and guilt, the prejudice and injustice that disqualify and dehumanize them. They yearn for respect, dignity and knowledge. A new kind of knowledge that they find at LrdF, through the expertise of relational health and neuroscience, which (re)qualify and humanize.

Yes, they are human beings! They are genuine people, with hearts and minds. People who qualify for the same rights as any other person: the right to safety and security, to health, to compassion. The right to live with dignity. They are people with dreams. With ambitions. And, above all, with a yearning for wellness.

For happiness. Next, our staff. At LrdF, they too have been courageous and qualified. Though the pandemic shook up practices and brought fear, they answered the call! Along with the participants, they adapted.

They rolled up their sleeves—and put on their masks, gloves and face shields. They showed up and, whether in person or online, exhibited the same sincerity, respect and dedication. As tireless members of a vital community, we have all stepped up—staff, volunteers, interns, administrators, donors, partners, allies—to help and support them.

Without rest or respite, we've delivered relational health services to them. We've been there to care for them and help them spread their wings, to reclaim their lives. And even afterward, we'll still be here. Together.

Always. By being with them, we become better ourselves. Better in our approach, in our practice and in our commitment. But above all, better at being human.

They are us; we are them: these courageous, qualified women!

*Léonie Couture* C.M., C.Q.

President and Founder, La rue des Femmes





# MESSAGE FROM THE *Chair*

## ***Why our care and services matter***

The past year has been particularly trying for women in difficulty and experiencing homelessness. The pandemic has left them reeling, even more vulnerable and fragile. They have had to adapt to the constraints and changes induced by the health crisis, and have had to show courage and resilience. All these wounded women are more dependent than ever on La rue des Femmes (LrdF) to gradually rebuild their lives, heal their traumas and regain relational health. Thank you for trusting us. We are here for you.

## ***The courage of our workers***

Our services have been severely disrupted, but with the help of our dedicated staff who have redoubled their efforts, LrdF has continued to fulfil its mission with composure. Through all the emergencies, the exhaustion, the mental fatigue, the workers of LrdF have mobilized, ever ready to roll up their sleeves and look after the most vulnerable. Let's take the time to honour their work as front-line interveners, and their expertise. Thank you for your courage, your beautiful human spirit and your tremendous dedication.

## ***The solidarity of our community and our partners***

State of emergency. Stay-at-home measures. Health protocols. Instructions. As this pandemic took its toll around the world, our community came together like never before to help. It was a time of unrivalled solidarity. We are grateful for this exceptional

outpouring of mutual support, reflected in the commitment and drive of our volunteers, city workers, government officials as well as other community resources and institutions. I also want to thank all of our donors and partners as well as the members of the Board of Directors of the La rue des Femmes Foundation, who are more conscious than ever of the importance of sheltering and caring for women in need. You are the ones enabling us to achieve our goals and enhance our services.

## ***The La rue des Femmes commitment: healing homelessness***

We have had a year of significant achievements in 2020–21. The management team, supported by the Board of Directors, reiterated its commitment to helping women experiencing or at risk of homelessness to heal faster. We reviewed our strategic priorities and developed an action plan through to 2024, based on five key focus areas: adapting to women's needs; stabilizing our operations and making the organization sustainable; operationalizing and developing the Relational Health Institute; diversifying our sources of funding; and lastly, enhancing LrdF's reputation and visibility. Achieving so much under such difficult circumstances merits our utmost admiration.

Thank you and congratulations to LrdF's outstanding management team! Although 2020 has brought more than its share of difficulties, it has nevertheless shown us that unity and solidarity are our greatest assets for weathering storms. The members of the LrdF Board of Directors are proud to be part of this extended family that enables us to contribute concretely to healing so many women in need. LrdF is indeed much more than just a roof!

*Sophie Lemieux*

Chair of the Board of Directors



# A year MARKED BY COVID-19

The pandemic has affected our lives and our societies in ways we never could have imagined. It has revealed the courage of our participants, the adaptability of La rue des Femmes, the caring and dedication of our workers, and the solidarity of our community.

## THE COURAGE OF THE MOST BROKEN WOMEN

Given all the restrictions put in place, women experiencing homelessness were left to endure this health crisis with few options, in isolation and exclusion, and in utter insecurity.

The street, the last refuge for many of these broken women, became a space of humiliation. Of loss of privacy and loss of dignity.

These women had no choice but to wash, change and eat on the sidewalks. Without a roof over their heads, there was no way they could comply with the stay-at-home orders. How could they survive the pandemic when the streets, emptied of passersby, had become an arena for all manner of assaults, day and night? Violence escalated, as evidenced by the high number of femicides and the surge in opioid overdoses.

Women experiencing homelessness or at risk of it lost the vast majority of their bearings as well as the social safety nets that provided a measure of stability. Victims of offloading,

they had to discontinue receiving services and follow-ups with resources and organizations that had been forced to close their doors. As a result, the connections they had managed to make over time were severed.

Their financial resources were impaired: to earn a little money to pay for a hotel room where they could get a warm night's sleep and a bath, they were dependent on the generosity of passers-by. Because of the pandemic, however, those passers-by were no longer out in the streets.

These women no longer had access to that revenue, and were not entitled to receive the Canada Emergency Response Benefit (CERB). Many resources closed their doors, new service points were created, and opening hours varied constantly, depending on the season and on new outbreaks. The workers with whom women had developed a trusting relationship also changed. With so much upheaval, trauma resurfaced. . . despite all this, the women's courage was remarkable.

## LA RUE DES FEMMES ADAPTED

An emergency plan, access protocols and hygiene measures were swiftly implemented to prevent transmission of the virus. Shelter services were maintained, but the number of emergency beds was reduced. Lengths of



stays were extended to limit transfers between shelters. To keep traffic in our daytime shelter spaces to a minimum, we offered curbside services and support: hot meals, clean clothes, grocery bags, hygiene products, cheque cashing, etc.

« No one will take cash from us. . . We have no control over where to go any more. . . People cross the street to avoid crossing our path on the sidewalk... »

— Sample testimonials from research conducted by Céline Bêlot on the impact of the pandemic on homelessness

Intake and listening services were also provided outside, no matter what the weather. The professionalism and quality of our unconditional intake services, which are the core of our relational health practice, never wavered.

Given the state of emergency, we met basic survival needs—but we did more than that. Therapy and care that could be provided at a distance were provided online. In addition, a team maintained regular contact by phone with women who were benefiting from our care but were no longer being seen.

Our day centres are more than just points of service: they fulfil an essential mission of inclusion and welcome. They promote the establishment of relationships, rebuilding of personhood and restoration of relational health.

Despite the pandemic, our projects have not been put on hold: our search for premises for our care centre continues. We are also at work on a recovery plan to ensure that our care and services fulfil the needs of women in all situations.

Despite this especially challenging year, 1,091 women benefited from our organization's services. After all, women experiencing homelessness require all our care and services, at all times.

## THE RESILIENCE OF OUR WORKERS

Every day, our workers stayed on the front lines to provide essential services. Despite the introduction of access protocols, changes to services provided, modifications to health measures, regular testing, the shortage of resources, complications with transportation during curfews; despite fear, anxiety, fatigue and stress; despite women's crises, family pressures and isolation, our staff remained calm, caring, supportive and friendly toward all the women in our shelters and on our doorsteps.

Workers from the kitchen to the laundry room, in maintenance, care delivery and administration, all displayed enormous courage in overcoming challenges to help to help those most vulnerable and in need in our communities. We are enormously grateful to them.



## SOLIDARITY: THE STRENGTH OF OUR COMMUNITY

The speed with which we succeeded in adapting our services to women's needs was due in large part to the significant support from the community. The City of Montréal and CIUSSS homelessness units, public health and community organizations responded quickly to distribute information, provide training and protective equipment, offer advice, etc. Our partnerships with other women's shelters were strengthened through our sharing of best practices and solutions.



Members of the public as well as the business community and our financial supporters showed impressive solidarity in providing much-needed and much-appreciated support. We are grateful to all our partners for their help during this period. Thanks to you, we lacked for nothing when it came to ensuring the safety of our teams and the women we take in and care for.



« People and companies called us to ask what we might need. Ministers, MPs and MNAs would check in and offer their support. Innovative solutions were rapidly implemented. A boutique hotel in downtown Montréal lent us their property for several months so that our workers could self-isolate there. A restaurant owner prepared meals in his establishment as a way of keeping his staff employed and contributing to our cause. The support from the community was incredible, all year long. »

– Nicole Pelletier,  
Executive Director, La rue des Femmes.



## LA RUE DES FEMMES


benefited from emergency funds from a number of donors that enabled us to appropriately respond to the challenges of the crisis. **We gratefully acknowledge their support throughout the year:**

- › The Government of Canada's Reaching Home program, for maintenance of wintertime shelter services throughout the year
- › The Québec Status of Women Secretariat for maintenance of shelter services for abused women
- › The PSOC (community organizations support program), which provided support for LrdF's overall mission
- › The City of Montréal for its assistance with implementation of health measures, for personal protective equipment (PPE) and for its food security program
- › The Foundation of Greater Montréal for its contribution to our adaptation to remote-care delivery
- › The Moisson Montréal food bank for contributions to our food security programs
- › Jennifer Maccarone, MP for Westmount–Saint-Louis, for her contribution to emergency measures adaptations



## THE YEAR BY THE NUMBERS

**1 091**   
women assisted

**311**   
women taken in for the  
first time

**20 405**   
overnight stays

**356**   
different users of  
emergency beds

**33 475**   
daytime stays

**64 371**   
meals served

**127**   
recipients  
of care,  
counselling and  
therapy

**164**   
recipients  
of remotely  
delivered care  
services

**138**   
women returned  
to housing in the  
past 6 years

**330**   
women maintained  
in housing

## Care AND SERVICES

La rue des Femmes, a non-profit organization founded in 1994, is a relational health centre that welcomes and cares for women in a state of homelessness. These women are in situations of complex post-traumatic stress, and have been deprived of their relational health: the vital capacity to feel safe and to connect with oneself and others. La rue des Femmes' unique approach to care delivery helps these women heal their relational wounds, rebuild themselves and return to a more normal life.

### MISSION

- > Offer therapeutic and preventive care to women in a state of homelessness or at risk of becoming homeless.
- > Engage in research and provide training in relational health to care providers.
- > Raise public awareness of the issue and challenges of homelessness.
- > Promote relational health as a key aspect of overall health that is as vitally important as one's physical and mental well-being.

### > VISION

- > Change people's understanding of homelessness.
- > Modify the approach to the care provided to people living in a state of homelessness.
- > Become a leader in relational health care, research and training.
- > Offer our services to all homeless women, regardless of the severity of their situation.

## SHELTER SERVICES: THE WAY BACK TO SAFETY AND A HUMAN CONNECTION

### Transitional shelter



Transitional shelter services provide a room or studio apartment to women in the process of rebuilding their lives. The length of stay varies depending on need. Supervised studio apartments ease the transition to autonomous housing: the women have use of a complete dwelling and every effort is made to help them develop their activities of daily living and regain their autonomy.

20 

individual  
rooms

12 

supervised  
studio  
apartments

65 

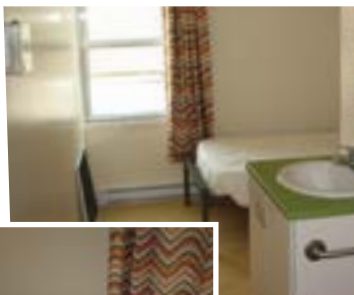
women stayed in a room  
or studio

100%

occupancy rate

Because of the pandemic, lengths of room stays were extended to minimize turnover in the house. Given that the residents could go out, however, we had to conduct more risk management, disinfect more often, adopt more hygiene protocols, etc.

### Emergency shelter



31 

emergency  
beds on  
average

8725 

overnight stays

356 

women received emergency services, **32% of whom were first-time recipients**

Emergency shelter services help address the immediate essential needs of women experiencing homelessness and begin a process of stabilization. Because demand is so great, La rue des Femmes also offers daytime shelter spaces, providing places to rest for women who have not been able to sleep the night before.

To minimize movements among resources and prevent outbreaks, lengths of stays were extended. The number of available beds also varied at times based on COVID testing.

## DAY CENTRES: A LIVING ENVIRONMENT FOR CARE DELIVERY AND HOMELESSNESS PREVENTION



*Two day centres open 7 days/week from 7 a.m. to 7 p.m.*

**840**   
women taken in

**1 100**   
visits per month on  
average, curbside

**33 475**   
presences (including curbside  
visits)

**64 371**   
meals served

Day centres are critical to prevention of and recovery from homelessness, providing access to a range of care and services that provide safety, inclusion and connections—a living environment.

We have gained a sense of how important this inclusive community is to women's wellness and healing. The pandemic has caused enormous stress for women; addiction and mental health issues have increased dramatically. More than ever, the presence and attentiveness of our workers, even curbside, proved essential in comforting women and alleviating their anxiety. As it was not possible for everyone to access the centres, many services were provided curbside.

Hot meals, clothing, laundry, hygiene products and grocery bags were provided to women living on the street as well as those in housing who found themselves in more precarious situations.



## SERVICES TO HELP REBUILD LIVES: THE WAY BACK TO RELATIONAL HEALTH

### Support for women subjected to violence

Every woman who comes to La rue des Femmes for help is a survivor of violence.



In most cases, the violence began in childhood and has continued to this day.

Many women flee domestic violence and, because they lack support or resources adapted to their situation, wind up on the streets.

We offer these women more than just a roof and a response to basic needs like food and clothing.

We offer each of them shelter, safety and the appropriate therapy.

LrdF's relational health approach was developed specifically to heal the wounds of violence and trauma, so that women can break free from the shame and fear associated with violence and regain hope, strength and confidence.

Our support comprises a continuum of services, provided in close collaboration with partners in various settings:

- **Police services:** The SPVM, the EMERI team and investigators with the major crimes unit (human trafficking, exploitation of sex workers and sexual assault, street gangs, disappearances, etc.).
- **Legal services:** The Leclerc (provincial) and Joliette (federal) correctional centres, defence and Crown lawyers, probation officers.
- **Medical services:** Hospitals, emergency wards and aftercare (births, abortions, surgeries, rehabilitation, deaths), with physicians, CIUSSS, psychiatric hospitals, (psychiatrists, nurses and social workers), with ambulance crews, first responders (firefighters) and UPS Justice.

### Care delivery

Care delivery, or intervention, is at the heart of our work to help rebuild lives and provide healing relational health care. Care providers receive ongoing training in LrdF's one-of-a-kind relational health approach. They help the most severely stricken women in our society feel secure when they need it, including in moments of crisis, allowing them to express their deepest suffering, and provide relational support and counselling.

**1 091**   
women helped

**45 244 h**  
hours of care delivery

Now more than ever, the relational health approach is helping to sustain connections and maintain the sense of security and trust so sorely needed in these uncertain and anxious times.

« A woman had come to talk to me about her anxiety about a job she had applied for. We were sitting there, her phone rang, she answered. . . I saw the worried face of the woman in front of me change into one of pure joy: she had got the job. Her tears flowed freely; our eyes met in a compelling silence. I smiled at her and handed her a tissue without saying a word, giving her all the space she needed. I felt that, during this pause, she was journeying from illusion to reality, she was making room for the best that was yet to come for her final deliverance. »

- Leila, care provider



## Relational health workshops

These workshops, in the form of coffee get-togethers, provide an understanding of the physiological bases for surviving trauma, ways of freeing oneself from post-traumatic stress and healing relational wounds, and the importance of relational health.

## Specialized care

Available by appointment, our specialized-care services complement our relational health approach based on welcoming, listening, compassion and building resilience. They are provided in person or online by professional therapists with training in relational health. More and more women, increasingly mindful of post-traumatic stress disorder and its impact on their lives and of the importance of healing relational wounds, are seeking the care that gives them hope for healing.

In March, COVID-19 forced us to temporarily call a halt to our regular activities. We were able to continue some activities, however, in one-on-one sessions with shelter residents or online with external participants.

- > Art-therapy
- > One-on-one counselling
- > Addiction/dependency counselling
- > Relational health counselling
- > Body therapy
- > PEACE (*Processus empathique d'abandon corporel et émotionnel*, or empathic process of physical and emotional surrender)
- > Meditation and relaxation

153   
participants

7   
multidisciplinary  
teams with 7  
specialized-care  
providers

1 494 h  
hours of  
therapeutic care

« I feel that I had human contact and that I was understood. It helps! »  
—Joannie



« The shame and the despair stop once you realize you aren't the one responsible for the violence you suffered. »

— Léonie Couture,  
President and Founder, La rue des Femmes

« For Julie, the first few months in lockdown were extremely stressful. The feeling of confinement brought back memories of trauma: as a child, she had been repeatedly locked up and abused. Weekly meditation exercises by phone helped her get through the year 2020–21. »

— Isabelle Mimeault,  
head, adapted yoga and PEACE program

« I was so lucky. If it hadn't been for you, I don't know. . . I might have gone into severe depression. You've helped me a lot with anxiety and when I was in too much pain. You've been a massive pillar of help for me. »

— Julie, participant

## Rehabilitation

Rehabilitation activities are essential. They allow women to develop and strengthen their relational capacity in a safe and secure environment, and return to a more normal life. These activities take place in groups, and could not be provided this year.

- › Dance
- › Choir
- › Textile art
- › Visits to museums
- › Crafting



## Telephone line to counter isolation

To monitor the well-being of women in housing who could no longer physically access our services, we set up a help line. Once a week, workers call them to lend support and an attentive ear. These women have been completely isolated by the health restrictions resulting from the pandemic and often have no other support or social interaction.

« My phone calls with women who previously received day-centre services are making a huge difference during the pandemic. One way I realized this was when one of them said I was one of the only people she'd talked to during the week. Thanks to our keeping in touch at a distance, she is no longer alone. »

- Charlie-Rose, care provider



124   
participants

2 706 **h**  
hours of phone  
support

« I'm so grateful for your calls! You help me put all my difficulties into perspective, and I know I have someone to talk to openly so I can tackle them later, one by one. »

- Maria, participant

### **Christmas for care recipients**

It was a socially distanced but warm and welcoming Holiday season: the celebration of light, réveillon, a gift exchange—nothing was left out!

Our participants in housing all received a bag of groceries and a present, and so did our shelter residents: a gift wrapped in a beautiful bag painted with love by Chantal Stephen's students on Vancouver Island, who also created and signed greeting cards.

La rue des Femmes is grateful to its generous donors, including Shoebox, the Desjardins Expertise Centre and the Confédération des syndicats nationaux.

**80**   
participants

**154 h**  
hours of activities

### **Socialization activities**

Despite the pandemic, Christmas, sugar-shack season, Valentine's Day, Halloween and International Women's Day all provided opportunities to reconnect with the joys of living together. Celebrations that fostered inclusion and a sense of belonging, that encouraged sharing the joy of being together around the table experienced in gatherings of families and of friends. Moments that rewarded efforts on the journey to healing and a more normal life.

### **Health care**

The Jaclyn "Jackie" Fisher walk-in clinic at Jacqueline House provides women experiencing homelessness with basic medical care and referrals to specialized care, in a setting appropriate to their condition.

As we do every year, we benefited from visits by a social worker and a nurse from the CIUSSS homelessness team. Two podiatry professionals also provided services.

With the pandemic resulting in greater use of increasingly dangerous drugs, we have had to be especially vigilant in recognizing and countering the effects of overdoses, which are on the rise.

Out of concern for the health of workers and participants, we implemented hygiene protocols and protective barriers to prevent outbreaks of COVID-19, as recommended by Québec Public Health.

A vaccination clinic was held at LrdF in February.

**50**   
women received care

**75**   
consultations





## REHABILITATION SERVICES: THE WAY BACK TO INDEPENDENCE

### *Help with reintegrating into society and in-home assistance*

11 

women placed in housing this year

330 

women maintained in housing

More than

138 

women placed in housing over the past 6 years, thanks to the **Reaching Home program**

Helping women access housing and hold on to a home remains a priority and an essential service. The search for healthy, safe and affordable housing is a challenge that has been vastly amplified by the COVID-19 pandemic.

« I am so happy! I love being in this new place. It's beautiful. I have a view of the city at night. Everybody is nice with me. My son visits me every two days and cooks for me. I have not seen him for 16 months! I feel blessed. I am so grateful. »

### *Follow-up and assistance*

54 

participants

3 335 h

hours of follow-up and assistance in the community

Follow-up and assistance in the community, available to both residents and non-residents, are indispensable to ensuring a successful return to a normal life.

They include, among other things, support for legal, medical, administrative and family proceedings.

To provide these services, we collaborate with several organizations: therapy centres all across Québec, IVAC (benefits program for crime victims), child protection services, crisis centres, Diogène, Portage mère-enfants, Emploi Québec, the RAMQ, tax filing service centres, the Droits Devant clinic, and several community organizations.

### *Financial security assistance*

79 

participants

Recognizing that financial security is a key factor in maintaining housing and regaining autonomy, La rue des Femmes offers assistance with budgeting, administration of social assistance benefits as well as payment of public utilities, bills and rent.

### *Referrals to other resources*

82 

ambulance transfers to hospitals

Given that 6,531 requests for shelter had to be refused, several hours each day were dedicated to referring women to alternative resources. The decision tree set up by the CIUSSS for screening and isolation of homeless people was often used.

- A participant



# RESEARCH AND *development*

## THE HISTORY OF A RELATIONAL HEALTH INSTITUTE

La rue des Femmes (LrdF) was founded on the premise that all women experiencing homelessness are survivors of violence, who have been deeply wounded and who need to be cared for. Deploying knowledge and experience, it has developed its approach based on recognition of the concept of relational health as the key to repairing and sustaining the bonds broken by trauma. The positive outcomes obtained led to an initial phase of research aimed at documenting and validating this innovative approach. The discovery of the physiological evidence of these bonds, of security and of post-traumatic stress prompted a second phase of research to identify conclusive results from our practice and to model it. LrdF is on the way to establishing the La rue des Femmes Relational Health Institute.

« For my second year of training as a specialist educator, I did an internship at La rue des Femmes. Their structure is unique in the way it operates and, most of all, in its relational health approach. I learned more about this approach, and it is now part of my professional practice. We're trying to help these women to rebuild their relationships with themselves so that they can then reach out to others. »

– Félicie, intern

« I knew absolutely nothing about relational health support and guidance. I was coached on this approach all throughout my year of community service. It's been a real bonus for my future professional practice. This experience gained at La rue des Femmes also enabled me to refine my working methods and gave me a clearer picture of my intentions. »

– Charline, care provider

## RESEARCH

Our second research project entered its second year. The team of researchers at UQAM continued to collect data as well as analyze and evaluate practice outcomes. The pandemic has changed the way we deliver our services and care. The impact of that adaptation on women's recovery will be assessed in a few months, during evaluation meetings with workers and participants. We are also continuing with the modelling of our approach.

## TRAINING

LrdF provides training in relational health to practitioners, workers, interns, participants, administrators and volunteers, as well as to any organization that requests it. Our training is adapted to each group, allowing them to understand and apply relational health intervention practices, given that relational health is a new concept.

Our curriculum covers, among other things:

- › The concept of relational health;
- › The relational approach to care delivery and its foundations, for treatment of post-traumatic stress, relational wounds and the state of homelessness; and
- › The process of neurological survival of violence.

An increasing number of organizations are interested in our training. All requests for this year, however, had to be postponed until after the pandemic.

## OUR PUBLICATIONS

We produced and distributed the following documents:

- › *Dossier noir de l'itinérance des femmes;*
- › *Impact de la Covid-19 sur les femmes en état d'itinérance;*
- › *Plan d'urgence et de suivi de la COVID-19.*



# OUR COMMITMENT TO THE *community*

La rue des Femmes continues to collaborate actively with organizations that work to advance the interests of women and develop solutions that respond to their needs.

## ***Partnerships with organizations that assist women experiencing homelessness***

- > Auberge Madeleine
- > Les Maisons de l'Ancre
- > Maison Marguerite
- > Passages
- > YWCA
- > Association d'entraide Le Chaînon
- > Chez Doris
- > Projet autochtone Québec (PAQ)
- > Maison l'Exode – centre de répit et de dégrisement
- > Praïda
- > SOS Violence conjugale

## ***Membership in groups and federations***

- > Partenariat pour la prévention et la lutte contre l'itinérance des femmes
- > Fédération des femmes du Québec (FFQ)
- > Relais-femmes
- > Réseau d'aide aux personnes seules et itinérantes de Montréal (RAPSIM)
- > Réseau québécois d'action pour la santé des femmes (RQASF)
- > Table des groupes de femmes de Montréal (TGFM)
- > Fédération des OSBL en habitation

de Montréal (FOHM)

- > Réseau d'action des femmes en santé et services sociaux de Montréal (RAFSSS)
- > Regroupement intersectoriel des organismes communautaires de Montréal (RIOCM)
- > Le centre canadien pour mettre fin à la traite des personnes

## ***Participation in committees, issue tables, consultations and studies***

- > Advisory committee for the regional action plan on women and homelessness, Centre-Sud de l'Île-de-Montréal CIUSSS
- > CIUSSS women's committee, development of the municipal and CIUSSS action plan on women and homelessness
- > Winter emergency measures housing committee (SHU), for planning and follow-up of services
- > Advisory board for development of a national plan for women's housing, chaired by Myriam Monsef, Minister for Women and Gender Equality, Government of Canada
- > RAPSIM consultations on women's housing and homelessness
- > Table des groupes de femmes de Montréal survey on women and housing in Montréal
- > RIOCM survey on financial requirements of the SOC emergency fund
- > RAPSIM questionnaire on the outcome of winter measures
- > Participation in the Université de Montréal study on reorganization of institutional and community services for people experiencing homelessness and the needs of people experiencing homelessness in response to the COVID-19

pandemic

- > Survey on the impact of stay-at-home orders on community services by the Réseau québécois de l'action communautaire autonome (RQ-ACA) and the Table nationale des corporations de développement communautaire (TNCDC)
- > Women and Gender Equality Canada roundtable on the impacts of COVID-19 on incidence of sexual violence
- > "Stress et détresse au temps du coronavirus : les organismes communautaires de femmes en première ligne" survey, Réseau québécois d'action pour la santé des femmes
- > Association pour la santé publique du Québec (ASPQ) survey to determine priorities for action and solutions avenues to support Québec women in the context of the COVID-19 pandemic
- > Centraide Montréal and Foundation of Greater Montréal surveys on the scale of needs and assessment of the impact of initiatives
- >



# COMMUNICATIONS AND *public relations*

This year, La rue des Femmes commissioned a public relations agency, Tesla PR, to develop a strategic communications plan to position the organization in the media.

LrdF aims to position itself as a leader in healing homelessness and post-traumatic stress based on its expertise and unique approach to relational health care, which helps women escape life on the streets for the long term. It is also seeking recognition, as a relational health institute, for its research, development, modelling and evaluation of novel practices for countering homelessness as well as for its training programs.

La rue des Femmes also seeks to enhance its reputation so as to optimize its impact and influence when it comes to government bodies' and major donors' understanding of relational health and the issue of homelessness.



## LA RUE DES FEMMES, FEATURED ORGANIZATION ON THE TV SPECIAL ET SI ON SE LEVAIT

LrdF gained significant media exposure through the program Et si on se levait, developed by Pamplemousse Média in collaboration with Radio-Canada and the Fonds du Grand Mouvement Desjardins. Hosted by France Beaudoin, Pierre Yves Lord and Gildor Roy, the special was broadcast on ICI TÉLÉ on December 12, 2020.

With community collaboration having become a necessary driving force in 2020, the program spotlighted innovative projects and creative solutions “in celebration of people who make change happen.” Léonie Couture, Founder of LrdF, and Catherine Op de Beeck, the organization’s Director of Philanthropy Development, appeared on the show to present the goal of the More Than a Roof... Healing Homelessness campaign. The special, which attracted several thousand viewers, also provided the public’s first glimpse of the visual identity for this major fundraising campaign.

[Et si on se levait : pour applaudir ces personnes qui ont fait une différence en 2020](#), ICI TÉLÉ, CBC/Radio-Canada, December 12, 2020.

## ADVERTISING

### **Advertising campaign to launch the major campaign**

With collaboration from Pamplémousse Média and France Beaudoin, La rue des Femmes benefited from extensive TV and digital media visibility.

#### TV



### ***It takes more than a roof...***

Created by communications agency Atypic and featuring the voice of our spokesperson Catherine Proulx-Lemay, this impactful 30-second spot was aired at no charge during prime time on the Radio-Canada and Télé-Québec networks from December 14, 2020, to February 28, 2021.

[More than a roof... healing homelessness.](#)

### **Outdoor digital display advertising –More than a roof... healing homelessness**

From mid-December 2020 to mid-January 2021, thousands of motorists on Greater Montréal roads saw LrdF's digital billboard, which was displayed free of charge by Outfront Media.

**15**

billboards

**9 500 000**

impressions

**100**

new donors

**13 000 \$** in donations



## LRDF NEWS RELEASES

[Une œuvre signée par l'artiste Jean-Claude Poitras en soutien à l'organisme La rue des Femmes](#), June 5, 2020

[More Than A Roof... Healing Homelessness – The La rue des Femmes Foundation is launching a campaign to raise \\$8 million and achieve its visionary project of establishing La rue des Femmes Relational Health Institute](#), December 14, 2020

### **OP-ED PIECES / OPEN LETTERS**

This year, three opinion pieces conveyed the message of La rue des Femmes President and Founder Léonie Couture on homelessness and the situation of women who are survivors of violence:

[Au-delà d'un toit... guérir l'itinérance](#) (on the occasion of the launch of the Se rassembler... autrement campaign) – October 13, 2020, newsletter;

[Guérir la violence](#) (on the occasion of the International Day for the Elimination of Violence Against Women) – November 25, 2020, newsletter;

[Je suis ELLES](#) (on the occasion of International Women's Day) – March 8, 2021, newsletter.



## MEDIA RELATIONS

### Télévision

<https://www.noovomoi.ca/en-vedette.html>

May 11, 2020



Denis Levesque - La violence conjugale envers les femmes : explications (TVA, March 25, 2021)



Ann-Gaël Whiteman, Coordinator of Jacqueline House, was interviewed about conjugal violence against women experiencing homelessness.

### Radio

Radio Classique – La rue des Femmes lance le mouvement #FemmesEnSécurité.

Radio Classique, May 8, 2020



Le vrai visage de l'itinérance féminine.

Canal Vues et Voix, October 5, 2020

L'état des femmes en situation d'itinérance s'est détérioré en raison de la pandémie.

Radio-Canada, March 9, 2021

Violence conjugale : comprendre l'intensité des traumatismes.

Canal Vues et Voix, March 24, 2021

### Print

Répit de courte durée pour les personnes itinérantes à Montréal. Le Devoir, June 1, 2020

Jean-Claude Poitras sort ses pastels.

La Presse, June 5, 2020

Femmes dans la rue – Plaidoyer pour plus de dignité.

L'Itinéraire, July 3, 2020

Entretien avec Léonie Couture, La rue des Femmes | un refuge pour celles qui ont tout perdu, Spiritualité Santé, August 1, 2020



Aînés et société – Vies précaires et solidarité durable, La Presse, October 1, 2020

Baisse d'achalandage dans les ressources d'aide: «on ne sait pas où sont les femmes».

Le Devoir, February 9, 2021

### Online

Rencontre avec Sophie Lemieux, une femme de chiffres et de cœur!.

Lebon Trait d'union, February 24, 2021

Rencontre avec Léonie Couture, une visionnaire dévouée pour soigner les femmes survivantes de violence.

Lebon Trait d'union, March 11, 2021



## LA RUE DES FEMMES WAS THERE

Montréal honours the memory of a great social justice and heritage preservation activist,  
City of Montréal, September 21, 2020.



Léonie Couture paid tribute to Lucia Kowaluk, a great ambassador of La rue des Femmes, at the ceremony inaugurating the park named after her by the city.

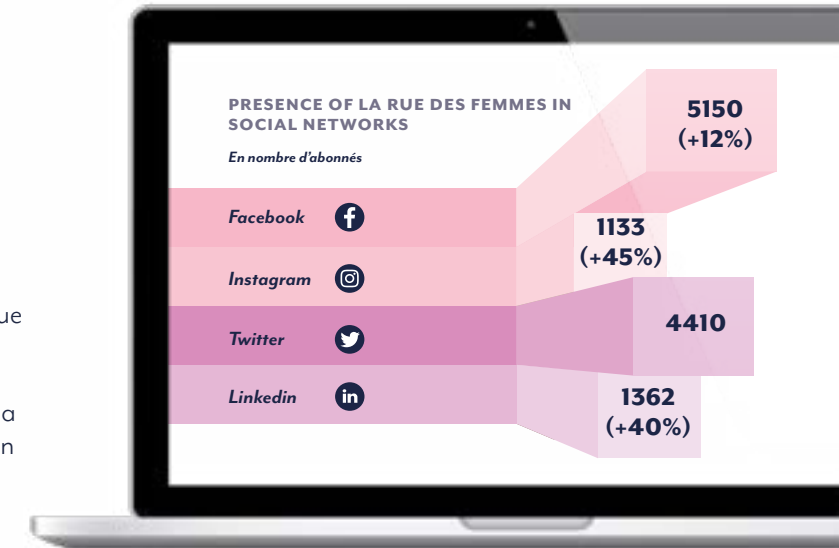
*Ms. Couture speaks beginning at the 21-minute mark*

## SOCIAL MEDIA PRESENCE

Social media platforms have become an indispensable communications tool for La rue des Femmes.

Regular, insightful posts and extensive media coverage of our major campaign have driven substantial increases in our Instagram and LinkedIn followers.

LrdF makes a point of informing the community and raising their awareness of issues around homelessness, as well as promoting relational health as an innovative, effective care approach for women experiencing homelessness.



Posts highlight the commitment of donors, collaborators, our teams and the work we accomplish with our participants all year long.

## NEWSLETTERS AND PORTE-VOIX

This past year La rue des Femmes sent out 13 newsletters and one Porte-voix publication to our donors:

- > **#FemmesEnSécurité** (May 12, 2020);
- > **#FemmesEnSécurité – Mille mercis pour votre engagement!** (May 26, 2020);
- > **Un merci spécial aux travailleuses de La rue des Femmes** (June 4, 2020);
- > **Jean-Claude Poitras signe une œuvre en soutien à La rue des Femmes** (August 25, 2020);
- > **Au-delà d'un toit... guérir l'itinérance** (October 13, 2020);
- > **Se rassembler... autrement** (October 27,

2020);

- > **Le Gala 2020 : bientôt la moitié de l'objectif atteint!** (November 11, 2020);
- > **Guérir la violence** (November 25, 2020);
- > **Au-delà d'un toit... guérir l'itinérance** (Le Porte-Voix, fall 2020);
- > **Grâce à vous, nous pourrions atteindre 200 000 \$!** (December 10, 2020);
- > **Plus qu'un toit... guérir l'itinérance** (December 14, 2020);
- > **Joyeuses Fêtes!** (December 17, 2020);
- > **Nos meilleurs vœux pour cette année 2021!** (January 26, 2021);
- > **Journée de la femme – Nous célébrons les essentiELLES!** (March 8, 2021).



# OUR *team*

## STAFF

Our team comprises 101 workers: 54 full-time and 47 part-time. The number of positions has remained constant, but the team has seen a lot of staff movements because of sick leave, precautionary withdrawals and COVID-19 testing.

Our staff is made up of competent, engaged people who care about placing their talent and energy at the service of women. Driven by the fundamental values of La rue des Femmes and trained in its one-of-a-kind relational health approach to care, they have shown courage, dedication and deep empathy in helping the women who come to us for care.

### *Distribution of staff by area*



**65**

**Care delivery and therapy**



**9**

**Maintenance and property management**



**7**

**Food services**



**8**

**Second-hand clothing counter**



**8**

**Administration**



**4**

**Foundation**



**101**

**Staff members**



« It took barely any time at all for me to understand that I wanted to be part of the La rue des Femmes team, that I too could help care for our women and be attentive to their needs. I wanted to make a difference in the lives of our participants, who haven't had it easy and who occasionally remind me of my sisters, my mother and my grandmothers. »

- Marie-Danielle, care provider



**10**   
interns

**4 016 h**  
hours contributed

## INTERNS

La rue des Femmes typically welcomes more than 25 interns per year, but the restrictions imposed on educational institutions and limits on international travel meant that several internships had to be cancelled.

Even so, 10 students were able to complete internships and benefit from the expertise of team members, gain hands-on experience, and enrich our own experience.



**63**   
volunteers

**4 200 h**  
hours contributed

## VOLUNTEERS

La rue des Femmes was fortunate to have the support of 63 dedicated volunteers in 2020–21. Drawing on the expertise of our staff, every one of them put their talents to work to respond to the needs of women and our organization. The support they provide is both varied and valuable, and includes areas such as transportation of donations, meal preparation, IT support, maintenance and repair services, gardening, donations to the second-hand clothing counter, and donation drives.

Our volunteers also contributed management expertise to assist senior staff, and many acted as ambassadors for La rue des Femmes, driving greater community support.

Their respect, empathy and dedication help enhance the impact, reach and reputation of LrdF, and we are grateful to each and every one of them.





# Governance

The Boards of Directors of La rue des Femmes and its Foundation comprise volunteers who contribute a range of complementary expertise and skills.

This year, Board meetings were held by videoconference, at the same frequency as in past years. The Annual General Meetings were held in September 2020, in both in-person and virtual modes. Our Board members' wise counsel, vigilance and solid commitment help ensure the sound management and sustained growth of LrdF and the Foundation.

We extend our deepest gratitude to them.



## LA RUE DES FEMMES BOARD OF DIRECTORS

### *Executive Committee*

#### CHAIR

##### **Sophie Lemieux**

Vice-President, Institutional Markets, Fiera Capital Corporation

#### VICE-CHAIR

##### **Johanne Babin**

Vice-President, Distribution, Hydro-Québec [retired]

#### TREASURER

##### **Gerarda Capece**

Director of Financial Resources, Berthiaume-Du Tremblay Residence

#### SECRETARY

##### **Geneviève Marchand**

Lawyer

#### OFFICERS

##### **Léonie Couture**

President and Founder, La rue des Femmes

##### **Suzanne Bourret**

Clinical Director, La rue des Femmes

##### **Stéphanie Archambault**

Executive Director, Legal Aid of Montréal – Laval

##### **Mylène Dupéré**

Vice-President, Public Affairs and Corporate Communications, Groupe Sélection

##### **Annette Dupré**

Administrative Services and Registry, City of Montréal

##### **Louise Leduc**

President, Leduc Marketing, Stratégie et recherche inc.

##### **Julie Marineau**

Associate Partner, Transaction Advisory Services, Ernst & Young LLP

##### **Renée-Claude Turgeon**

Executive Director, Human Resources, BBA

## LA RUE DES FEMMES FOUNDATION BOARD OF DIRECTORS

### *Executive Committee*

#### CHAIR

##### **Alain Dumas**

Partner, Organizational Transformation and Strategy, Humance

#### VICE-CHAIR

##### **Jacquine Lorange**

Lawyer and architect

#### TREASURER

##### **Stéphanie Renauld**

Senior Director, Operating Partner, Caisse de dépôt et placement du Québec

#### OFFICERS

##### **Léonie Couture**

President and Founder, La rue des Femmes

##### **Anne-Marie Bélanger**

Partner, Financial Advisory Services, BDO Canada LLP

##### **Henriette Bichai**

Vice-President, Québec Region, IDC  
Worldsource Insurance Network Inc.

##### **Claudia Boies**

Senior Leader, Public Affairs and Global Communications, CAE

##### **Sarah Émilie Bouchard**

Chief of Staff, Office of the President, Caisse de dépôt et placement du Québec

##### **Daniel Grenier**

Corporate Director

##### **Nathalie Meunier**

President and Principal Consultant, Talent Stratégie inc.

##### **Nathalie Tremblay**


Executive Director, Caisse du Complexe Desjardins

##### **Tom Velan**

Chair of the Board of Directors, Velan Foundation



# MESSAGE FROM THE *Foundation Chair*



For the La rue des Femmes Foundation, the year just past was one of great solidarity and strong engagement. These troubling and worrisome times have been difficult for everyone, especially women experiencing homelessness. In spite of this, we witnessed a massive outpouring of generosity and solidarity.

## **Solidarity**

We are fortunate to have a caring community of donors who, like us, are committed to ensuring that La rue des Femmes has the means to provide the best possible care and services to women experiencing homelessness.

Many of our major donors renewed their commitment without our even asking. Businesses reached out to us to offer donations of goods, food, clothing and personal protective equipment. People stepped up to organize fundraising activities. Our 2020 relational health gala turned into a mass demonstration of generosity, renamed *Se rassembler... autrement* (“another way of getting together”), with members of the business community as well as the general public answering the call.

Sustainable support from the community for the mission of La rue des Femmes is crucial to maintaining our various projects to expand care for more and more vulnerable women who, more than ever, need that care as well as a roof over their heads. This will guide our actions at the Foundation in the years to come.

## **Engagement**

Last December the Foundation launched its major fundraising campaign *More Than a Roof... Healing Homelessness*.

We are deeply grateful to the members of the campaign cabinet who are working to raise \$8 million to provide La rue des Femmes and its institute with the resources they need to care for more women in a state of homelessness, and to deliver care in a timelier manner.

With contributions from generous donors, the campaign has now reached 65% of its target. Warmest thanks to our donors and to all the members of our campaign cabinet. I also wish to thank the team at La rue des Femmes, who have worked non-stop since last March to continue providing services and the best possible care to women experiencing homelessness.

Care providers, therapists, maintenance workers, administrative staff—everyone dedicated themselves to being there for those women, and to letting them know we were there for them.

On behalf of the members of the La rue des Femmes Foundation Board of Directors, thank you!

*Alain Dumas*

Chair of the Board of Directors, La rue des Femmes Foundation

## **The Foundation's mission**

The mission of the La rue des Femmes Foundation is to raise private funds to support LrdF in its mission of helping homeless women rebuild their lives and reintegrate into society. Building on values of integrity, commitment and sharing, the Foundation acts as a powerful ally to financially sustain and raise the profile of La rue des Femmes.

# KICKOFF OF THE MAJOR CAMPAIGN

# 2020-2024

## MORE THAN A ROOF... HEALING HOMELESSNESS

In 2020, the La rue des Femmes Foundation continued the silent phase of its major campaign with the help of the organizing committee, made up of members of the Board of Directors. We confirmed commitments by major donors loyal to LrdF, who endorse the Relational Health Institute project. This has allowed us to achieve 55% of the campaign target.

The Foundation also engaged four influential leaders as co-chairs of the More Than a Roof... Healing Homelessness major campaign. The campaign was then launched publicly on December 14, 2020. More Than a Roof... Healing Homelessness aims to make La rue des Femmes' large-scale project, the LrdF Relational Health Institute, a reality. It will be Canada's first-ever centre for research and development in relational health, also delivering curative and preventive care to women experiencing or at risk of homelessness.

With the campaign cabinet fully established, the major campaign has moved to its next phase: canvassing for donations from the business community, on the way to achieving the target of \$8 million by 2024.

*We thank our co-chairs for constituting a first-rate campaign cabinet:*



**Jean-Yves Bourgeois,**  
Executive Vice-President,  
Business Services, Mouvement  
Desjardins



**Maarika Paul,**  
Vice-President and Chief  
Financial and Operations Officer,  
Caisse de dépôt et placement du  
Québec



**Éric Fillion,**  
Executive Vice-President,  
Distribution, Procurement and  
Shared Services, Hydro-Québec



**Andrée-Lise Méthot,**  
Founder and Managing Partner,  
Cycle Capital

## FUNDRAISING CAMPAIGN OBJECTIVES

- › Establish the Relational Health Institute by 2024.
- › Accelerate the healing of women experiencing homelessness or at risk of homelessness.
- › Increase the number of women who receive care and services each year from 1,230 to 1,500.
- › Increase the number of women maintained in housing from 350 to 700 by 2024.
- › Deliver up to 10,000 hours of care by 2024 by hiring therapists and specialized-care providers.
- › Change the paradigm of homelessness.
- › Promote an intervention model based on relational health.
- › Innovate with a solution to homelessness that is both successful and sustainable.

***The LrdF Relational Health Institute will drive greater understanding, better treatment and improved prevention of homelessness.***

67%

**Achieved : 5 327 500,00 \$**

**Objective : 8 000 000 \$**



There's no way to be indifferent to the situation of these women who are living in great distress and whose needs are so great. By all of us coming together to support the team at La rue des Femmes, more women will benefit from care and services in a safe living environment and will more quickly be able to reintegrate into society.



*- Statement by the four co-chairs excerpted from the campaign launch news release .*



# Benefit events

The unprecedented situation in 2020 required tremendous efforts on our part to adapt. We had to change our service delivery model. We also had to raise public awareness of the impacts of the health protocols on the lives of women experiencing homelessness.

In doing so, La rue des Femmes ramped up creatively to devise, coordinate and execute online awareness-raising and outreach campaigns all year long.

## #WOMENFEELSAFE

With stay-at-home orders in place and in conjunction with the worldwide #GivingTuesdayNow event on May 5, 2020, La rue des Femmes launched a social-media influence campaign dubbed #FemmesEnSécurité / #WomenFeelSafe, working with spokesperson Catherine Proulx-Lemay along with agencies Attitude Marketing and WOMA Marketing. The movement aimed to generate emergency donations from the public, and it was a success.


Many people passed on the campaign message via their social media accounts using the movement's "Loving Home" symbol—hands making a heart shape. Our spokesperson got the ball rolling by recording a video in front of Olga House. The #WomenFeelSafe movement also benefited from an ad campaign on Radio Classique and ICI TÉLÉ (CBC/Radio-Canada).

Some  
**277**   
Facebook shares

**3 441**   
likes overall

**1 550**   
views on LinkedIn

More than  
**48 003**   
total impressions

**50 000**   
impressions via the ricardo.com online magazine

**187**   
new donors

More than  
**60 000 \$**  
raised



## SE RASSEMBLER... AUTREMENT! POUR LES FEMMES EN ÉTAT D'ITINÉRANCE.

In response to the health measures, this past year's Gala de la santé relationnelle (Relational Health Gala) became a large-scale online fundraising campaign, dubbed Se rassembler... autrement ("another way of getting together"). The goal was to seek donations from the business community, as we do every year, and boost awareness of LrdF's mission among a larger segment of the public.

Se rassembler... autrement was incorporated into many other events: National Philanthropy Day, the International Day for the Elimination of Violence Against Women, Giving Tuesday, and various year-end celebrations. A group of women influencers active on social networks—Anick Dumontet, Alexandra Diaz, Catherine Pogonat, Virginie Fortin, Julie Dupage, Marie-Christine Proulx, Joanie Pietracupa, Josée Boudrault and Sarah Laroche—as well as the organization Femmes Alpha and Jean-Marie Lapointe shared the campaign information on Instagram and Facebook. We thank Vortex Solutions, Attitude Marketing and Mauve Mango for their cooperation on this project.

« Moved and shaken by the precarious living conditions of so many women in our society. In solidarity, I decided to devote my energies to this important cause that I care deeply about. Every action makes a difference, in contrast to indifference. . . »

- Lucie Bouthillette  
Chair, Se rassembler... autrement  
campaign.

185 000 \$  
raised

9 543   
new visitors to our website

41 917   
people have seen our ad  
on social media

592   
clicks on our donation  
form

600 000   
people reached via our  
influencers' shares



# GENEROUS *initiatives*

## **ESSENTRICS**

Lise-Anne Richard, an instructor with Essentrics, a training program that incorporates aspects of tai chi, physiotherapy and classical ballet, organized a fundraising drive among her students, which amassed a total of \$5,675.



## **PHARMAPRIX**

For the second year in a row, the Saint-Alexandre outlet of the Pharmaprix drugstore chain, in Montréal, donated the proceeds of its Aimez-vous program fundraising drive, totalling \$1,993, to LrdF.



## **VELAN**

Velan Inc. organized an office furniture auction on our crowdfunding platform Les étincelles du Coeur ("A Spark from the Heart"), which raised \$2,550.

## **STAY HOME & PLAY CAMPAIGN**



La rue des Femmes is grateful to be among the beneficiaries of this campaign, and thanks the Eidos-Montréal, Square Enix Montréal and Eidos-Sherbrooke games studios for their gift of \$25,000 in support during this difficult time.

## **ÉNERGIR – DECEMBER 6 COMMEMORATION**



On the occasion of the International Day for the Elimination of Violence Against Women, Énergir turned its sale of white ribbons into a fundraising drive on our Les étincelles du coeur platform, raising over \$1,700 in the process.

## **TOUR DE L'ÎLE**

Although Montréal's Tour de l'île mass cycle ride was cancelled in 2020, Françoise Roy and Michèle Falardeau nonetheless networked for donations and raised a total of \$5,071.

## **LE TRICHEUR**



Actress Virginie Fortin donated her winnings from a February 2021 appearance on the game show Le Tricheur, amounting to \$2,125, to La rue des Femmes.

## **SOS VIOLENCE CONJUGALE**



Following the TV show Une chance qu'on s'a, which raised funds for SOS violence conjugale, the organization reallocated the amounts collected to other organizations dedicated to supporting women who are victims of conjugal violence. As a result, La rue des Femmes received a donation of \$5,250.

## **AMEUNI**

Vanessa and Vanessa organized a fundraising activity via our Les étincelles du coeur platform and amassed more than \$1,200.



## INITIATIVES FOR INTERNATIONAL WOMEN'S DAY



### GAMELOFT

Since International Women's Day calls for unity and advocacy, Ludia Games, Gameloft Montréal and Square Enix Montréal joined forces to present Next Lev'elles, a cross-studio virtual event celebrating exceptional women in the video game industry, and raised \$7,556 for La rue des Femmes.

« When we came up with the idea for Next Lev'Elles, an event featuring women panelists from the games industry, we also wanted to support women in vulnerable situations and raise awareness among our attendees of the issue of homelessness. By consensus, we chose La rue des Femmes, an organization that has been making a real difference in the community and in women's lives for more than 25 years. We're proud to have contributed to fulfilment of its mission! »

- Gameloft Montréal

### CASINO



For the 15th year in a row, the Syndicat de la Condition féminine of the Casino de Montréal organized a fundraiser (in virtual mode this year), raising \$735 for La rue des Femmes.

### BOUTIQUE 5<sup>e</sup> AVENUE

The Boutique 5e Avenue clothing store marked International Women's Day by expanding it into "Women's Week" and donating 2% of sales to La rue des Femmes.



### MDM COSMÉTIQUES

During the month of March, MDM Cosmétiques raised awareness of the mission of La rue des Femmes, and donated part of the proceeds from sales of its That'so line.



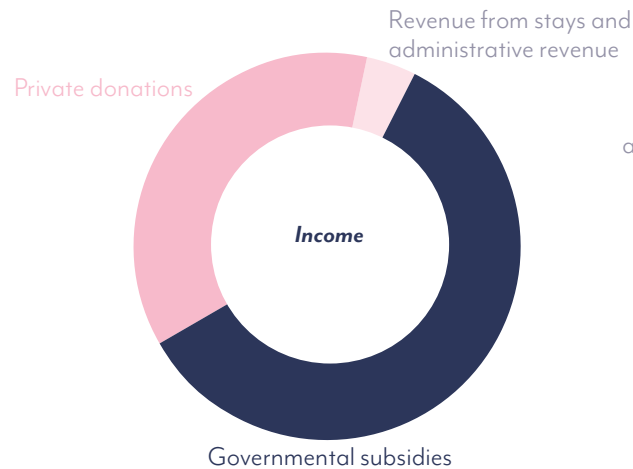


# Funding

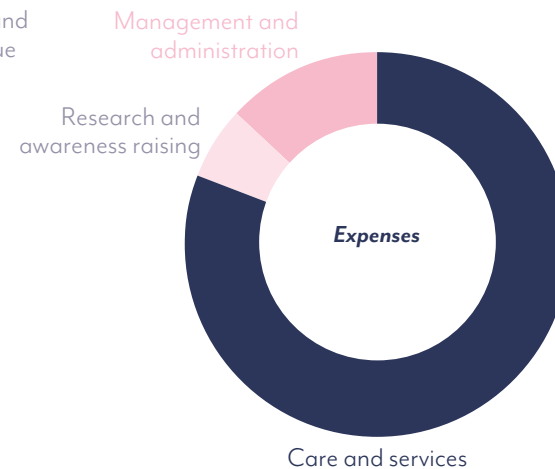
## LA RUE DES FEMMES

La rue des Femmes receives a grant from the Quebec government's PSOC (community organizations support program) in support of its overall mission, and another from the Société d'habitation du Québec for its three shelters. It also receives funding for specific projects from the City of Montréal, the Canada Summer Jobs program, the Government of Canada Reaching Home program, and the Department for Women and Gender Equality's Gender-Based Violence (GBV) Program.

La rue des Femmes received \$393,000 in emergency subsidies from federal, provincial and municipal sources to cover costs related to its management of the COVID-19 crisis.



Governmental subsidies	2 562 514 \$
Private donations	1 576 395 \$
Revenue from stays and administrative revenue	163 684 \$
<b>Revenue</b>	<b>4 302 593 \$</b>



Care and services	3 485 207 \$
Research and awareness raising	244 235 \$
Management and administration	571 904 \$
<b>Expenses</b>	<b>4 301 345 \$</b>

# Funding

## FOUNDATION

The LrdF Foundation is supported by a pool of loyal, committed donors who are deeply committed to the mission of La rue des Femmes.

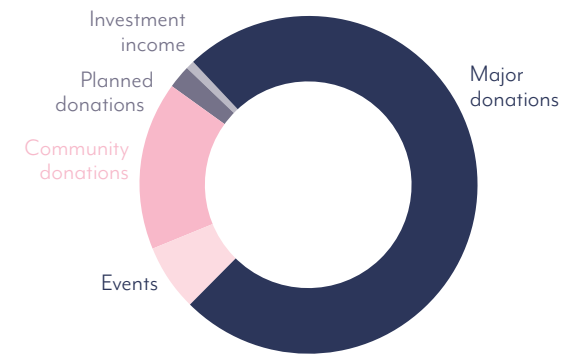
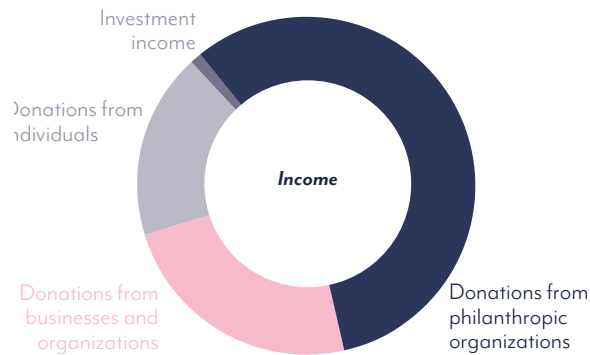
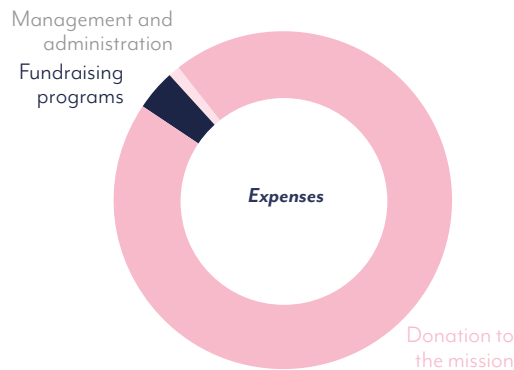
New donors join them every year, swayed by their networks and our media campaigns. Large donations from individuals, private foundations and businesses are the Foundation's largest source of funding.

That income has been increasing in the past few years, and even more so since the launch of the current major fundraising campaign. Thanks to

these donors, we have so far achieved 65% of our \$8 million fundraising target.

Donations from the community—including spontaneous, monthly or planned donations as well as those from mass mailing and benefit events—are another important source, bolstering the organization's sustainability and influence.

This year we gained 430 new donors, and we are deeply grateful to them for the trust they place in us.



Donation to the mission	1 576 395 \$
Fundraising programs	59 882 \$
Management and administration	14 628 \$
<b>Expenses</b>	<b>1 650 906 \$</b>

Donations from philanthropic organizations	1 620 448 \$
Donations from businesses and organizations	666 869 \$
Donations from individuals	500 053 \$
Investment income	22 516 \$
<b>Revenue</b>	<b>2 809 887 \$</b>

Major donations	2 161 304 \$	77%
Events	185 262 \$	6.6%
Community donations	466 242 \$	16.6%
Planned donations	64 562 \$	2.3%
Investment income	22 516 \$	0.8%

# Donations OF GOODS AND SERVICES

Donations of goods and services are a significant contribution to the services that La rue de Femmes provides to women, and this year, the community outdid itself. From fresh food to emergency meals, hygiene products and clothing, these donations help ensure participants' safety and wellness, and help them regain their dignity.

Other services donated in kind also help keep administrative expenses down: graphic design, translation, marketing and public relations consulting, website administration, as well as telecommunications and IT services.

**SLEEPING  
BAGS, HAND  
SANITIZER, MASKS,  
MEALS, UNDERGARMENTS,  
BOOTS AND COATS. . . MANY  
COMPANIES STEPPED UP IN A  
TIMELY MANNER TO ADDRESS  
NEEDS AS SOON AS THE  
CRISIS BEGAN.**

**ALL  
OF THESE  
DONATIONS MADE A  
HUGE DIFFERENCE IN THE  
LIVES OF THE WOMEN WE  
HELPED. FROM THE BOTTOM  
OF OUR HEARTS, LA RUE  
DES FEMMES THANKS  
EVERY ONE OF OUR  
DONORS FOR**



Clothing and accessories	455 443 \$
Food	306 094 \$
Products	102 715 \$
Services	66 411 \$
Equipment	5 345 \$
Donations of goods and services	945 008 \$

# THANKS TO OUR *our donors* FOR THEIR INVALUABLE SUPPORT!

From the bottom of our hearts, we thank the many donors who allow La rue des Femmes to fulfil its mission of sheltering and caring for women experiencing or at risk of homelessness. By supporting us, you give women hope of returning to a more normal life—and being healed at last.

# = Number of years supporting the LrdF Foundation

## \$500,000 +

Fondation Marcelle et Jean Coutu – 6

## \$100,000 - \$499,999

Anonymous – 1  
Desmarais Family – 10  
Desjardins – 16  
Pathy Family Foundation – 7

## \$25,000 - \$99,999

Eidos Interactive Corporation / Square Enix Montréal – 1  
Fondation Ariane Riou & Réal Plourde – 6  
Fondation Écho – 22  
Fondation Velan – 20  
Hydro-Québec – 17  
KCMN Velan Foundation – 7  
Médavie Health Foundation – 1  
Power Corporation of Canada – 11  
Soeurs Franciscaines Missionnaires de l'Immaculée-Conception – 17  
Soeurs Servantes du Saint-Coeur de Marie – 14

## \$5,000 - \$24,999

Alain Dumas – 8  
Bell Let's Talk – 1  
Blackrock – 1  
Bois et Solutions Marketing Spec Inc. – 3  
Caisse Desjardins du Complexe Desjardins – 16  
Anonymous – 2  
FM Global Inc. – 1  
Fondation Carmand Normand – 2  
Fondation Diocésaine Ignace Bourget – 18  
Fondation Mi Corazon – 4  
Fondation Rossy – 1  
Fondation Sibylla Hesse – 11  
Fondation Telus – 1  
Fondation Véromyka – 6  
Francine Pichette – 21  
Frisia Foundation – 2  
Hélène Cartier – 5  
Ivanhoé Cambridge Inc. – 9  
John Rae – 8  
JTI-Macdonald Corp. – 1  
Liliane Schneider – 6  
Louise & Alan Edwards Foundation – 1

Madeleine Chenette – 7  
Marius Cloutier – 15  
R. Howard Webster Foundation – 5  
Soeurs de Miséricorde de Montréal - L'Accueil Rosalie – 18  
Estate of Lorraine Vézina – 1  
Estate of Prescyl Cournoyer – 1  
Suzanne Lévesque – 1  
UK Online Giving Foundation – 1  
Wan Ching Ang – 1

## \$1,000 - \$4,999

Adam Bucci – 1  
Alchimiste En Herbe – 5  
Alessandro Sivitilli – 1  
Amanda Rosenthal Talent Agency Inc. – 1  
Angie Wood Créations Inc. – 1  
Anh-Vu Freddy Huynh – 1  
Antoine Malaborsa – 1  
National Bank of Canada – 16  
Bétide Mathias – 7  
Caisse de dépôt et placement du Québec – 11  
Caisse Desjardins des policiers et policières de Montréal – 17  
Caroline Couture-Trudel – 2  
Cédric Roget – 1  
Charles River Laboratories – 2  
Christian Gagnon – 5  
Claude Champagne – 8  
Congrégation de Notre-Dame du Québec – 18  
Congrégation des soeurs des Saints-Coeurs de Jésus et de Marie – 17  
Corporation Bella Vita International – 1  
CSN Confédération des syndicats nationaux – 18  
DBA Clever Endeavour Games – 1  
MNA for Laurier-Dorion – 1  
MNA for Westmount-Saint-Louis – 1  
Diffusion Dimedia Inc. – 1  
Énergir – 17  
Éric Yves Brion – 19  
Fédération interprofessionnelle de la Santé du Québec – 14  
Fiducie Jacqueline Lallemand – 3  
Fondation Aqueduct – 1  
Fondation Claudy Croteau – 1  
Fondation Jeanne-Esther – 18  
Fondation Linoit – 5  
RBC Foundation – 1  
Fondation Yvon Boulanger – 18  
Fonds de charité de la

Ville de Montréal – 1  
GAAPIGEST INC. – 2  
Gail Merilees Jarislowsky – 11  
Georgette Desjardins – 1  
Giovanni Tagliamonti – 1  
Green Shield Canada – 1  
Guy De Sève – 3  
Hélène Larocque-Nolin – 4  
Helping Hands McGill – 1  
Industrielle Alliance, Assurance et services financiers inc. – 16  
Jacqueline Bassini – 1  
Jade Raymond – 1  
John Wilkes – 14  
John Charles Thode – 14  
Josann L'Heureux – 6  
Karyn Patton – 1  
Lan Nguyen – 1  
LendCare – 1  
Les Productions du Vélocipède – 1  
Les Soeurs de Saint-François d'Assise – 19  
Lise Pistono – 1  
Lorraine Pilon – 20  
Luce Bertrand – 2  
Marie-Hélène Fox – 8  
Marie-Josée Dufresne – 2  
Martine Maranda – 11



Maryse Courteau – 1  
 Michel Ringuet – 6  
 Michèle Beaulac – 1  
 Ministre de l'Enseignement  
 supérieur – 1  
 Ministre de la Santé  
 et des Services Sociaux – 1  
 Ministre délégué à la Santé  
 et aux Services sociaux – 1  
 Ministre déléguée  
 aux Transports – 7  
 Ministre des Affaires municipales  
 et de l'Habitation – 1  
 Ministre des Finances – 12  
 Ministre responsable  
 de la Condition féminine – 6  
 Monique Gugeon Morisset – 15  
 Nathalie Tremblay – 1  
 Oblates Franciscaines  
 de St-Joseph – 17  
 Oeuvres Régis-Vernet – 11  
 Osisko Gold Royalties – 5  
 Philippe De Serres – 2  
 Pierre-Olivier Martel – 1  
 PMT Roy Inc. – 1  
 Premier Ministre du Québec – 7  
 Rita Normandeau – 2  
 Roussos Dimitrakopoulos – 1  
 Société d'Habitation et de  
 Développement de Montréal – 7  
 Sœurs des Saints Noms de Jésus  
 et de Marie du Québec – 18  
 Sonya Gaumond – 14  
 Sophie DeCorwin – 3  
 Estate of Guy Vanier – 3  
 Estate of Lorraine Malouin – 2  
 Sylvie Asselin – 7  
 Sylvie Audouin – 19

The Shoebox  
 Project for Shelters – 5  
 TRU Simulation – 1  
 Turbulent – 1  
 Unifor 2002 - Canada – 2  
 Unifor- Local 2019 – 1  
 Vice-première ministre – 1  
 Vortex Solution – 1

### SE RASSEMBLER... AUTREMENT CAMPAIGN

\$20,000

Provencher\_Roy

\$10,000

Fondation Luc Maurice  
 Pierre Pomerleau and Julie Moisan

\$5,000

Jacques Dufresne  
 Pomerleau Inc.  
 SNC Lavalin Inc.  
 Société du Patrimoine Angus

\$3,500

Assurance Economical  
 Laurentian Bank of Canada  
 BFL Canada Inc.  
 Fiera Capital Corporation  
 Isabel Pouliot  
 Royal & Sun Alliance Insurance  
 Company of Canada  
 Service Signature des Patriotes  
 Victor Assurance

\$2,000 - \$3,499

AlphaFixe  
 Fondation Lorraine et Jean

Turmel  
 Intact Assurance  
 Liberty International  
 Underwriters Canada  
 Raymond Chabot  
 Grant Thornton  
 Serge Rocheleau  
 TVA Productions II inc.

\$1,000 - \$1,999

A. Lassonde inc  
 Alexandre Taillefer  
 Banque Nationale  
 Investissements  
 Barry F. Lorenzetti Foundation  
 Bibiane Boulianne  
 BNI  
 CAE  
 Anonymous  
 Éric Archambault  
 Financière Canoe  
 Jo-Anne Menard  
 Markel Canada  
 Micheline Leblanc  
 Norton Rose Fulbright Canada  
 LLP  
 Sidcan  
 Stéphane Pâquet

\$500 - \$999

APSV comptables professionnels  
 agréés Inc.  
 Bouthillette Parizeau Inc.  
 Camille Bachand  
 Clenche  
 Fondation Famille Pierre Shoiry  
 François Lapierre  
 Geneviève Marchand

Gerarda Capece  
 Gisele Savaria  
 Hélène Dostie  
 Johanne Babin  
 Madeleine Decker  
 Marie Leahey  
 Michelle Archambault  
 Monique Vallée  
 Monique Simard  
 Nancy Chahwan  
 Nicole Pelletier  
 Paula Stone  
 René Beaudry  
 Robert Landry  
 Sophie Lemieux  
 Sylvie Roy

### DONATIONS OF GOODS AND SERVICES

\$1,000 +

Angie Wood Creation  
 Ann Timmons  
 Arbonne  
 Ardène  
 Art Agency Inc.  
 BBG  
 Blacko Montreal  
 Bottes et Baskets  
 Boutique Claudia  
 Café Brossard  
 Canadian Tire No. 312  
 Casacom OBC Medical  
 Centre Communautaire Dawson  
 Chez Doris  
 Clark Influence  
 Daly-Dallaire

Dans la rue  
 Deuxième Peau  
 Famille Velan  
 Fondation de l'impact  
 FQ - Fédération du Québec  
 Gabrielle Julien  
 Hôtel Hilton  
 Jacob Productions  
 Lalema  
 Lamour Lingerie  
 Lieberman Tranchemontagne  
 L'Oréal  
 Lush Fresh Handmade Cosmetics  
 Ms. Kristen Tam  
 Mauve Mango  
 Misanthrope Production  
 Moisson Montréal  
 Mondor  
 Osteria de Elda  
 Pharmacie Brunet  
 PhytoLab par les  
 Laboratoires MZI  
 Rachelle Béry  
 CBC/Radio-Canada  
 Recochem  
 Reitmans  
 Sobeys  
 Sushi à la maison  
 Tesla RP Communications  
 Uniqlo Canada  
 Vidéotron  
 City of Montréal

# DIFFERENT WAYS *you can help*

La rue des Femmes is able to help so many women in situations of extreme vulnerability because of the commitment of an entire community—people who, like us, are convinced of the need for urgent action to improve the relational health of women experiencing homelessness. You can help as well, in any way you can.

## ***The power of giving***

For 26 years now, thousands of people have chosen to support La rue des Femmes' actions by making a donation. No matter how large or small, these gifts are indispensable for ensuring our ability to provide care and services on a daily basis.

## ***The power of a monthly donation***

By choosing to donate every month to La rue des Femmes, you help us better plan our actions and lower our administrative costs. You will be joining a community that is committed to making a difference in the lives of women experiencing homelessness.

« Why do I make monthly donations? First of all to ensure peace of mind among LrdF's staff, because it helps them meet its monthly obligations. Second, for my own peace of mind: I know how much I want to give, I can budget for it and I won't forget. »

- Lorraine Pilon

## ***Planned giving: the gift of a lifetime***

Funding donations using your financial or real estate assets is a way of ensuring that La rue des Femmes will continue to provide its essential services, as well as offering attractive tax benefits.

## ***In memoriam donation: a loving gift***

With this type of donation, you honour the memory of a loved one while also helping to care for women experiencing homelessness.

## ***Fundraising drives: stimulating an outpouring of generosity***

Support La rue des Femmes by organizing a fundraising activity among people you know! Whether it's a sports challenge, a themed dinner, an event with co-workers or another type of initiative, we can help you reach your goal, for example by using our Les étincelles du coeur / A Spark from the Heart crowdfunding platform.

## ***The excitement of events and activities***

Events organized by the La rue des Femmes Foundation, which are a major source of funding, are festive, emotion-filled occasions for gathering and sharing that anyone and everyone can join in on.

## ***Volunteering: an act of generosity***

When you give of your time to La rue des Femmes, you play a direct role in fulfilling our mission. There are many ways to volunteer, on

your own or as part of a team.

## ***Corporate partnerships***

For the past 26 years, an entire community of dedicated corporate citizens has helped La rue des Femmes do extraordinary work to help and heal the most vulnerable women in our society. These companies are exemplary in their support of LrdF's innovative relational health approach. By choosing to join them as a La rue des Femmes partner, you will help thousands of women regain their relational health and reintegrate into society.

Engage your employees, build your brand image and meet your business objectives in one or more of these ways:

- › Major donation
- › Sponsorship
- › In-company fundraising activity
- › Donation through payroll deduction
- › Matching donation
- › Donation of goods and services
- › Personalized partnership

***Want to get involved? Contact Mélissa Pilon, Fundraising Agent, at***  
[mpilon@laruedesfemmes.org](mailto:mpilon@laruedesfemmes.org)

# Contact US

514-284-9665 | [www.laruedesfemmes.org](http://www.laruedesfemmes.org) | [info@laruedesfemmes.org](mailto:info@laruedesfemmes.org)  
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