

TOGETHER... *healing* HOMELESSNESS!

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TOGETHER... HEALING HOMELESSNESS!

La rue des Femmes Foundation is launching its fall-long *Together... Healing Homelessness!* fundraising campaign. The campaign, with TV host and producer Alexandra Diaz as ambassador and RBC Foundation as main partner, is seeking to raise \$200,000 for women living in a state of homelessness.

Montréal, September 23, 2021 – La rue des Femmes (LrdF) Foundation, unable to hold its annual in-person fundraising event for the second year in a row, has launched a virtual fundraising campaign, *Together... Healing Homelessness!*, in order to be able to care for more women experiencing homelessness –1,091 last year.

The campaign will offer several ways to support the Foundation throughout the autumn. These include the *Défi de La rue des Femmes*, a simple gesture you can make in solidarity in the fight against homelessness; a virtual happy hour on December 14, which will be rich in emotion and shared happiness (the link to the event will be posted the previous day); and a Holiday auction, a perfect opportunity to find all your gifts (the link to the auction will appear on social networks and on the LrdF website beginning December 1).

Alexandra Diaz, a golden ambassador

This year, La rue des Femmes Foundation is pleased to announce that TV host and producer Alexandra Diaz is the ambassador for the *Together... Healing Homelessness!* campaign.

“We never know when our lives can be turned upside-down. Together, with just small efforts, we can help them a lot. (...) This fall, we are appealing to your generosity to help make life a little easier for the women supported by La rue des Femmes caregivers.”

– Alexandra Diaz



The LrdF Foundation can also count on the engagement of the campaign’s Honorary Committee to raise awareness of the need for relational healthcare for women experiencing homelessness. The Committee is composed of Sheena Toso, Regional Vice-President, Eastern Canada, RBC Insurance; Alhassane Bah, Vice-President, Commercial Real Estate Broker, NAI Terramont Commercial Real Estate Brokerage; Henriette Bichai, Vice-President, Québec Operations, IDC Worldsource

Insurance Network Inc.; Claudia Boies, Senior Leader, Public Affairs and Global Communications, CAE; Geneviève Brin, Business Unit Lead, Montréal, Earth & Environment, WSP Global; Thomas Charest-Girard, Lawyer; Sonia Gagné, Partner Architect, Provencher Roy et associés architectes; Lisa Giannone, Regional Vice-President, Eastern Canada, BFL Canada; and Sophie Lemieux, Senior Vice-President, Institutional Markets, Fiera Capital Corporation.

The LrdF Foundation is proud to be able to rely on the collaboration of the RBC Foundation, a partner in the campaign and a supporter of causes with a positive social impact, including women's brain health and financial health.

Visit the <https://www.laruedesfemmes.org/en/togetherhealinghomelessness/> web page to learn more about the campaign and its objectives, as well as coming events. La rue des Femmes Foundation thanks you in advance for your support. Through your donations, you are contributing to LrdF's essential mission. Together, we can heal homelessness!

About La rue des Femmes

La rue des Femmes, a non-profit organization founded in 1994 by Léonie Couture, C.M., C.Q., provides specialized relational healthcare and services that allow women experiencing homelessness to heal and return to a normal life. In 2020, LrdF welcomed more than 1,000 women, provided 2,700 hours of telephone support and nearly 1,500 hours of therapeutic care (counselling, psychotherapy, art therapy, etc.).

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Information and interview requests

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