

TOGETHER... *healing* HOMELESSNESS!

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News release
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LA RUE DES FEMMES' ANNUAL "TOGETHER... HEALING HOMELESSNESS!" CAMPAIGN: \$220,000 RAISED FOR LA RUE DES FEMMES

Montréal, December 21, 2021 – The annual La rue des Femmes (LrDF) [Together...Healing Homelessness!](#) virtual fundraising campaign to support women living in a state of homelessness was in full swing since September 8!



From left to right: Catherine Op de Beeck, Director of philanthropic development, La rue des Femmes Foundation; Miriem Mkinsi, Advisor, philanthropic development, La rue des Femmes Foundation; Léonie Couture, Founding President, La rue des Femmes; Marie Doyon, president, artistic director and partner at TACcom; Catherine Proulx-Lemay, actress and spokesperson for La rue des Femmes; Sheena Toso, Regional Vice-President, Eastern Canada, RBC

Insurance; Claudia Boies, Senior Leader, Public Affairs and Global Communications, CAE; Geneviève Brin, Business Unit Lead, Environment, WSP Global; Alexandra Diaz, host and producer, ambassador of *the Together... healing homelessness* campaign; Sophie Lemieux, Senior Vice-President, Institutional Markets, Fiera Capital Corporation; ; Jean-Marie Lapointe, actor, author, filmmaker; Alhassane Bah, Vice- President, Real Estate Broker, NAI Terramont Commercial and Lisa Giannone, Regional Vice-President, Eastern Canada, BFL Canada.

The campaign was chaired by Sheena Toso, Regional Vice-President, Eastern Canada, RBC Insurance, who was supported by an Honorary Committee composed of Alhassane Bah, Vice-President, Real Estate Broker, NAI Terramont Commercial; Henriette Bichai, Vice-President, Québec Region, IDC Worldsource Insurance Network Inc.; Claudia Boies, Senior Leader, Public Affairs and Global Communications, CAE; Geneviève Brin, Business Unit Lead, Environment, WSP Global; Thomas Charest-Girard, Lawyer; Sonia Gagné, Architect Partner, 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.

LrdF was able to count on the backing of renowned partners who supported it throughout the campaign: RBC Foundation, Main Partner; CAE, Challenge Partner; WSP, Auction Partner; Provencher_Roy, Artistic Interlude Partner; and Earth Rated, Supporting Partner.

The [*Together... Healing Homelessness!*](#) campaign officially closed on December 14 at the Hilton Garden Inn Montréal Centre-ville in the presence of some 20 guests who attended this very moving virtual event hosted by Marie Doyon of TACcom. Alexandra Diaz, Ambassador for the campaign, spoke movingly about her meeting with Léonie Couture, founder and President of La rue des Femmes. Jean-Marie Lapointe, a great friend of LrdF, spoke with his well-known sincerity and gentleness about homelessness and relational health. Catherine Proulx-Lemay, spokesperson for La rue des Femmes, read the poignant testimony of a former LrdF participant who has found her way back to a normal life.

Here is an excerpt from her story:

“Here, they were able to break through the shell, coax the warrior, calm the runaway, and love the psychopath. Here, I was treated holistically. My history was taken into account. I wasn't this “crazy person” that the health system wanted to treat. I wasn't just a drug addict that the therapists wanted to stop from using. I was a human being, a child, a woman, a mother who had been hurt, abandoned, raped, beaten, betrayed, scorned, rejected and humiliated.

[Go here](#) to view this virtual event.

The campaign's financial goal was surpassed that evening with the successful La rue des Femmes Christmas Market! Over \$220,000 was raised for women experiencing homelessness, outdoing the initial goal of \$200,000!

A huge thank-you to the Honorary Committee, sponsors, donors, friends and volunteers who made this campaign an unprecedented success.

TOGETHER, HEALING HOMELESSNESS!

La rue des Femmes is:

- Therapeutic and preventive relational healthcare provided annually to over 1,200 women who are in a state of homelessness or at risk of becoming homeless;
- A centre for research and training in relational health;
- An innovative and effective intervention approach for homeless women: counselling, massage therapy, art, choir, yoga... all in support of healing.

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For further information:

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