- TOWARD THE
- RELATIONAL HEALTH
- INSTITUTE...

TOheal

HOMELESSNESS







ANNUAL REPORT 2021-2022



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MESSAGE FROM THE President and Founder

Toward the La rue des Femmes Relational Health Institute... to heal homelessness, and even more.

La rue des Femmes was born from the deep conviction that violence causes wounds that affect a person's relational—as much as their mental—abilities, that these wounds can lead to serious consequences such as homelessness, and that they must be recognized and treated in order to heal and to escape this state.

That was 28 years ago.

Since then, we have come a long way, discovering relational health and building the Institute in order to better recognize, understand and treat the state of homelessness.

To build a relational health institute, you need to dare to look at the concept of health in a different way and view the phenomenon of homelessness as a relational health problem in order to allow new and sustainable solutions to emerge and be implemented.

You also need intuition, experience, expertise, a lot of resilience, wisdom and, above all, humility.

Humility allows for a deep belief in the innate goodness of human beings, beyond good and evil. In every human being resides a beating heart, a heart through which love flows, and good and evil are pure manifestations of wellbeing or ill-being.

A relational health institute paves the way for a world rooted in security and love—the bases of relational health—a world resolutely committed to welcoming and healing, to finally put an end to the exclusion and

homelessness that dehumanize people.

Building a relational health institute requires the convergence of various compassionate views toward the same direction, the views of people who believe in it and are ready to see things differently, to invest in a new model of the world and commit to it. Without complacency. This requires a strong connection with the heart, which gives us the courage to act!

Because all of you who embody this diversity of perspectives—the participants, the workers and interns, the volunteers, the members of our boards of directors, the public and private funders, the large and small donors, the research teams, all the allies of La rue des Femmes and its foundation—have this courage.

In these troubled times plagued by the pandemic, war, climate change and economic crises that leave us confused and challenge everything we know to be true, the courage to shift towards relational health has never been more necessary. Nor has that toward the La rue des Femmes Relational Health Institute... to heal homelessness and more...

Simply because it feels right... and the future of humanity on our planet is at stake.

¹ Danielle Messia, le t'écris de la main gauche

Léonie Couture C.M., C.Q.

President and Founder, La rue des Femmes



MESSAGE FROM THE EXECUTIVE DIRECTOR AND THE CHAIR OF THE BOARD OF DIRECTORS OF La rue des Temmes

The past year has not been easy in the homelessness community.

At La rue des Femmes, we experienced the harshness of the winter: the pandemic, addictions, illnesses, the rising cost of living, the labour shortage, and undermined and weakened mental and relational health.

Despite all this, we have managed to return to a level of service almost equivalent to that before the pandemic: La rue des Femmes treated 1.192 women.

That is 1,192 women who benefited from our care and services to help heal from their trauma and, little by little, rebuild their relational health.

The pandemic and its impacts

Once again this year, women living in a state of homelessness have been severely impacted by the pandemic. The waves of COVID-19 led to service disruptions and constant changes that made it difficult to build trust and maintain continuity of care, both of which are essential to the relational health intervention approach.

An important fact to note is that women who benefited from our therapeutic care in relational health in the past have weathered the health crisis much better. Thanks to their learning and development at La rue des Femmes, they are less affected by the difficult circumstances, less disorganized and less likely to revert to survival or destructive behaviours such as substance abuse.

Our workers and their strong dedication

With the lack of staff and repeated absences related to COVID-19, the workers at La rue des Femmes had to step up their efforts. They have had to constantly adapt, reorganize and replace each other in order to maintain services for women, despite fear and fatigue. Our workers have shown great flexibility and mutual support. We would like to acknowledge their exceptional dedication, and we are very grateful for them!

Our partners, volunteers and their support

The support from the many partners and volunteers has been invaluable. Together, we are all committed to ensuring that La rue des Femmes can achieve its mission of healing women experiencing homelessness.

A special thank-you to the directors who make up the organization's and its Foundation's boards of directors and who ensure the smooth running and funding of activities, making it possible for La rue des Femmes to achieve its objectives. We are all dedicated to the cause and to the long-term survival of the organization.

We would also like to highlight the assistance provided by the CIUSSS and public health authorities in managing the health crisis, the vaccination campaign and the screening. The various levels of government continued to provide their financial support to help us maintain and adapt our services, and meet the additional costs brought on by the pandemic.

Our projects

Within the organization, a lot of effort has been put into retaining and attracting staff. We have reviewed and improved the working conditions of all employees, and we have developed a new salary policy. We have also stepped up relational health training activities for our workers.

La rue des Femmes' flagship project is unquestionably the establishment of its Relational Health Institute. Canada's firstever centre for relational health research and development and curative and preventive care for women living in a state of homelessness. The coming year will, of course, also have its share of challenges, but we will continue to move forward steadily towards establishing the La rue des Femmes Relational Health Institute because we know that regaining relational health is a game-changer for women experiencing homelessness.

We will therefore continue to drive this message loud and clear so that relational health finally becomes a key health issue and is taken into consideration in the same way as physical and mental health when it comes to individuals' overall health. Our partnership with Université du Québec à Montréal continues in this direction, and research on relational health tends to show that our approach does indeed work to heal homelessness effectively and sustainably.

The ultimate purpose of this institute is to better understand, better treat and better prevent homelessness. As part of this innovative project, we are aiming to open a care centre in 2023 dedicated to the treatment of homelessness through therapeutic care. It could accommodate 250 women experiencing homelessness.

Treating more women faster is what we aim to do with the creation of this centre! The year 2021–2022 was filled with challenges that we were able to meet one by one thanks to the dedication and exceptional commitment of our workers, partners, volunteers and donors.



Nicole Pelletier

Executive Director La rue des Femmes

Sophie Lemieux

Chair of the Board of Directors La rue des Femmes



1. LA RUE DES FEMMES'

mission et vision

OUR MISSION

- > Offer therapeutic and preventive care to women who are living in a state of homelessness.
- > Engage in research and provide training in relational health to care providers.
- > Raise public awareness about the issues and challenges of homelessness.
- > Promote the understanding that relational health is a critical aspect of overall health, and that it is as vitally important as one's physical and mental well-being.

OUR 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.

La rue des Femmes, a non-profit organization founded in 1994, is a healing centre specializing in relational health for women experiencing homelessness.

Recognized for its ability to incorporate research into curative care and the sustainable reintegration of homeless women into society, La rue des Femmes is a relational health institute and leader in its field. La rue des Femmes' unique relational approach enables women experiencing homelessness to heal their relational wounds, rebuild themselves and regain control of their lives.

Homelessness results from serious relational wounds caused by chronic, complex, post-traumatic stress due to traumatic shock (war, major accident, etc.) or developmental trauma in childhood; wounds that lead to the loss of relational health.

Based on the most recent advances in neuroscience, relational health is defined as the vital capacity to feel safe and connect with oneself and others.

2. Cores and services RELATIONAL HEALTH AT THE HEART OF THE APPROACH



Breakdown/age

12% 18-30 years

41% 31-50 years

32% 51-60 years

15% 61 and over

THE YEAR IN NUMBERS

1,192

Women who received relational care

20,240

Total overnight stays

74

Women who received relational support remotely: virtually and by phone

315

New faces

40,995

Presences at our two day centres

28 🔐

Women who returned to housing since the beginning of the pandemic

422

Different women in our emergency beds

68,978 [♣]

Meals served

357 🔊

Women in stable housing with relational support

71

Different women in our transition beds

224

Women who received counselling and therapy

56 ××

Indigenous women

OUR EMERGENCY SHELTER: THE BEGINNING OF THE RELATIONAL HEALING PROCESS

While our emergency beds meet the basic needs of homeless women, they are also essential to the process of restoring their vital capacity to feel safe and connect with themselves and others. At their own pace, and very naturally, these bruised women that we take in then begin their healing journey.

Our emergency beds are not just beds offered for the night with the requirement of leaving

in the morning. The women who benefit from them receive the care, follow-up and relational support they need during the day.

We also offer day beds to women who have spent the night outside due to a lack of beds available. This is an essential service when nights are spent outside consecutively.

Thanks to the generosity and compassion of the work teams, we managed to maintain an occupancy rate of 100% while complying with the health measures in effect (the opening rate of the beds was 87%).

Continuous admissions of homeless women, 24/7, were maintained throughout the year, despite outbreaks, lack of female workers, and work stoppages or isolation due to COVID.

27 Emergency beds

on average

8,560 Overnight stays

Occupancy rate

100%

422

Different women who received emergency care 47%

Were new faces

OUR TRANSITIONAL AND STABILIZATION SHELTER

From transitional accommodation in a room to stabilization in a studio apartment, we offer different and variable lengths of stay depending on the needs and abilities of the women. It is these different stages, always individualized, that support and solidify their journey toward housing. Our rooms, like our studios, have their own bathroom, thereby providing comfort, privacy and safety to the participants.

Everything is done to help women in the healing process to regain their relational health, their autonomy, their civility... in other words, their lives!



Here, I have my own room. I'm comfortable in my things. It feels good to have a home.

- Marlène, participant

20

Furnished single rooms

Women who stayed in a room or studio

Fully furnished supervised studios 100%

Occupancy rate

OUR TWO DAY CENTRES: SAFE, THERAPEUTIC LIVING ENVIRONMENTS TO PREVENT, TREAT AND HEAL HOMELESSNESS

Women

welcomed

Our day centres, open seven days a week from 7 a.m. to 7 p.m., play an essential role in preventing and healing homelessness and supporting the maintenance of stability, as they provide La rue des Femmes' participants with access to a range of relational and specialized care.

The expertise of the relational health workers lies in transforming every little gesture into relational care. Because every bit counts: welcoming, listening, recognizing wounds caused by trauma, showing respect, validating one's role as an expert on oneself, being open, caring, providing a secure setting and showing compassion.

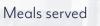
598

40,955 Attendance

68,978







With our homes occupied to capacity, we heard the suffering of women who, unfortunately, could not be admitted to our day centres due to health measures.

We quickly adapted to their realities and needs: we brought relational care to them. We reached out to them at the doors of our houses. 24 hours a day, offering them everything they need to meet their basic needs—hot meals, food assistance, seasonal clothing, hygiene

products, access to showers and laundry, wound care, blankets and sleeping bags, etc. —and far beyond.

The workers brought the relational care to our doorsteps, taking the time to listen to the women and welcome them, no matter the temperature or the time, so that these women who remained outside did not feel forgotten or abandoned.

OUR RELATIONAL CARE: THE PATH TO HEALING RELATIONAL HEALTH

All the women who arrive at La rue des Femmes are survivors of horrific violence and trauma. Women in a state of homelessness are in survival mode: permanent hypervigilance, fear of savage street violence... They experience rejection, shame, suffer the onslaught of cold, hunger, lack of sleep... They are exhausted and they live in immense solitude...

Our exemplary approach, validated by more than 28 years of research and expertise and supported by advances in neuroscience, enables us to offer much more than a roof and a good meal. Since homelessness is the ultimate symptom of post-traumatic stress disorder and broken relational health. specialized care is required first and foremost.

1,192

Women

45,244

Hours of relational intervention

Because it takes a village to raise a child, it also takes a village to heal the state of homelessness. We achieve this with the help of more than 76 partners in various areas.



Medical services: hospitals, emergencies and follow-up care (births, abortions, surgeries, rehabilitation, palliative care, death), doctors, psychiatric units (psychiatrists, nurses, social workers), paramedics, first responders (firefighters), Urgence psychosociale-justice (UPS-J), etc.



Police services: the SPVM, the EMERI team, investigators from the specialized major crimes unit (human trafficking, pimping, sexual assault, street gangs, missing persons), etc.



Legal services: Leclerc correctional centre at the provincial level and Joliette correctional centre at the federal level, defence and Crown attorneys, probation officers, judges, etc.



Public services: guardians, DPJ, tax clinic, Emploi-Québec, employability, educational institutions, CAVAC, RAMQ, Canadian refugee services, specialized centre for asylum seekers, CIUSSS, Ville de Montréal, etc.



Community services: therapy centres, women's homelessness resources and organizations, mental health, addiction, sex work, crisis centre, Diogène, Portage mèreenfants, Droits Devant clinic, PRAIDA, etc.

OUR SPECIALIZED CARE

Because trauma is a threat to a person's life that precludes any form of security and connection, post-traumatic stress disorder and homelessness are experienced in the body. The healing of relational health must therefore go through the body, through the unconscious, the conscious and the relational. A healing process that is always circular.

- > Art therapy
- > Individual therapy counselling
- > Family counselling
- > Addiction counselling
- > Relational health counselling
- > Body therapy (reiki and massage)
- > Yoga
- > Empathic body and emotional surrender process
- > Meditation and relaxation
- Relational health training (trauma, demystification and ownership of relational health)

A participant's commitment to a relational health healing process is often based on a general knowledge of the neurophysiological system and its importance in surviving trauma and returning to a normal post-traumatic life.

With this in mind, we offer two coffee meetings per week (one in French and one in English) for those who would like to attend. These workshops provide explanations and knowledge on relational health, post-traumatic stress, the paralyzing impacts on physical and mental health, specialized care, essential safety, the central autonomic nervous system, polyvagal theory, and so on.

These moments, which are focused on gratitude, caring and freedom from guilt, allow women to see how the body is an extraordinary machine for survival in the face of trauma and how the blockage of post-traumatic stress disorder can be debilitating and detrimental to relational health and regaining control of one's life after trauma.

43 h

Hours of training in relational coffee meetings

^{1 &}quot;Trauma is when we have encountered an out-of-control, frightening experience that has disconnected us from all sense of resourcefulness or safety or coping or love." (dixit). Klinic. 2013, P.10. The Trauma Toolkit. Second Edition. Manitoba: Klinic Community Health Centre. https://trauma-informed.ca/wp-content/uploads/2013/10/Trauma-informed_Toolkit.pdf



3,636Hours of specialized healing and rehabilitation care



Depending on the individual development of the participants, the care provided by our therapists is continuous and consistent with relational intervention. Our professional therapists, who are also trained in relational health, use various therapeutic methods to connect with their inner life, its expression and its transformation.

Our search for a location that offers the necessary space for us to be able to significantly increase our offer of specialized care to 10,000 hours annually from 4,000 was successful. While its location must remain confidential for the time being, we expect to open a new specialized therapeutic care centre in the spring of 2024, which will enable us to ensure that more homeless women can be treated, and faster.

We will then be able to meet the demand from these women who are increasingly eager to get their lives back!

INCLUSIVE RELATIONAL ACTIVITIES: SWEET NORMALCY

97

Women

200

Hours of activities

Hearts full of joy, stars in the eyes, laughter and palpable happiness once again filled our homes during the holidays celebrated at La rue des Femmes: Christmas, New Year's Day, maple sugaring season, Valentine's Day, Mother's Day, Halloween and International Women's Day. These festive moments focused on relational health nourish the feeling of belonging and being carefree. The joy of being together provides everyone with a moment of love and sharing.



RELATIONAL HEALTH IS ALSO PHYSICAL AND MENTAL HEALTH



Women

436

Consultations and follow-ups



COVID vaccination clinics



COVID screening clinics



Ambulance transfers to emergency rooms

The Jaclyn "Jackie" Fisher walk-in clinic at Jacqueline House provides women living in a state of homelessness with basic medical care, follow-up and support in an accommodating and comforting environment. Our medical care and follow-up counsellor and our nursing assistant, both of whom have extensive expertise in the medical field, provide liaison, support and adequate and directed care between our services and the healthcare network. The CLSC des Faubourgs outreach team, comprising a nurse and a social worker, joins us one morning a week.

The recognition of our expertise and our presence at the interdisciplinary clinical follow-ups of our consenting participants promote comprehensive care, better treatment and care outcomes, individualized support and a coherent and systemic healing process.

When I go to the hospital, I am a woman with a borderline personality disorder, a drug addict, an alcoholic... They don't see my history, my abusive childhood in which I was beaten, raped... At La rue des Femmes, they see all of me. And they don't judge me.

- Kim, participant

Women's health: the daily life of intervention teams

- > Wound cleaning
- > Dressing changes
- > Medication management
- > Renewal of prescriptions
- Administration of naloxone
- COVID tests
- > Pregnancy tests
- > Referrals: doctor/dentist/optometrist
- > Coordination with paramedics
- > Pre-assessment for emergency calls: vital signs, assessment, general condition management
- > Diabetes management
- Making and following up on medical appointments
- Emergency room accompaniment/medical follow-up/palliative care
- > Suicide risk assessment and management
- > Self-harm management
- > Lice treatment
- Scabies treatment
- > Foot care

Medical accompaniment and support

- > Childbirth
- Voluntary termination of pregnancy
- > Pregnancy follow-up
- > Pregnancy follow-up
- Death
- > Medical assistance in dying
- > Radiology/MRI
- > Medical follow-ups
- Surgery
- > HIV
- > Hepatitis
- > Procedures for therapy
- > Support for continuation of therapy
- Hospitalization
- > Sexual assault
- > Palliative care
- Hospital emergencies
- Psychiatry

MOVING INTO HOUSING: WHEN THE WOMAN FEELS READY

La rue des Femmes' relational approach differentiates it from other organizations for the homeless.

The goal is healing the state of homelessness.

Rebuilding homeless women's ability to stabilize and providing them with access to healthy, safe and affordable housing remains our priority. It is therefore the entire therapeutic process that will lead them, each at their own pace, to this new stage.

Post-shelter support remains essential, and the therapeutic link with the La rue des Femmes team, care, access to our day centres and rehabilitation activities is maintained.

A partnership with Diogène allows us to withdraw from the federal government's residential stability with support program (Stabilité résidentielle avec accompagnement—SRA) that we joined in 2015. This bridge will ensure the continuity of services for our women who are already in SRA housing, as well as for others in the future.

Follow-up and assistance in the community

117

Women

243

Hours of follow-up and assistance in the community

Follow-up and assistance are an integral part of relational care and ensure a successful return to a normal life. Without any constraints or conditions, women can benefit from and participate in the development of the different stages; they feel heard, supported and respected in their actions and abilities.

The complexity of the administrative maze, the stigma, fear, judgment and rigidity of the system mean that, without appropriate, participatory and reassuring support, women quickly feel overwhelmed. For La rue des Femmes, assistance in the community is part of the women's reality, one step at a time. They develop confidence and self-worth; they gain autonomy, and rediscover hope and possibilities, all of which are reinforced by the reassuring and caring presence of the support worker.

17 🕸

Women

138 6

Women since 2015

357 🔊

Women in housing, assisted and supported with relational care

Trust

72 🚨

Womer

Trusts are also part of relational care. They are not intended to control or manage women's finances. They are voluntary and can be withdrawn at any time without consequences. Trusts provide a safety net that supports participants in achieving stability: administration of social assistance benefits, and payment of regular bills and rent. This budgeting assistance is greatly appreciated by the women because it gives them the freedom to manage the rest of their money as they see fit.

3. RESEARCH, DEVELOPMENT and training

The La rue des Femmes Institute for Relational Health was born from an idea, a new paradigm: the state of homelessness is the result of violence that hurts and traumatizes. Resolving post-traumatic stress disorder and the resulting state of homelessness lies in the treatment of relational wounds.

Following a first study, whose report was published in 2017, a second study is now under way thanks to a grant obtained in 2019 from Women and Gender Equality Canada, coupled with a donation from Sophie Desmarais, a major patron of La rue des Femmes. This research, spread over a five-year period, aims to evaluate, model and share our best practice: innovative intervention with women living in a state of homelessness, the relational health approach at La rue des Femmes.

<u>Une intervention novatrice auprès des femmes en état</u> <u>d'itinérance : l'approche relationnelle de La rue des Femmes.</u>

Under the direction of Dr. Sophie Gilbert, the gathering of data related to our innovative and exemplary intervention practice, which were generated, analyzed and documented by her research team, continued this year with participants and stakeholders, despite the pandemic. Also, a first version of the relational health intervention model first developed in January 2021 was revised in August 2021.

As part of the 88th ACFAS conference, a paper by Léonie Couture titled La santé relationnelle, un regard différent sur l'humain pour approcher autrement l'état d'itinérance (relational health: a different way of looking at the human condition in order to approach the state of homelessness differently) was presented at the May 6, 2021 symposium L'itinérance en quelques minutes: Mieux comprendre le passage à la rue (homelessness in a few minutes: better understanding the transition to the streets). This paper is part of an electronic compendium of presentations from this symposium.

TRAINING: ACCESSIBLE AND SHARED RELATIONAL HEALTH

La rue des Femmes has always made it a point of developing training on relational health and its approach—relational intervention—in the context of homelessness. These training courses are intended for La rue des Femmes workers and interns as well as workers and volunteers from other sectors, including the La rue des Femmes Foundation and management. They are also intended for any external group that requests them.



Internally

These training courses are given to all workers at La rue des Femmes when they first begin and continue to be given on an ongoing basis to the workers and interns during the weekly team meetings and the monthly supervision meetings.

In addition, there are quarterly meetings for workers and interns in the form of lectures on the trauma-survival process, post-traumatic stress disorder, trauma and its impact on the brain, relational health and homelessness



Externally

This training is relevant to all clienteles, on both the professional and personal levels.

Once again this year, our training has attracted many people in various area: domestic-violence organizations, police officers, university and CEGEP students (2021 and 2022 graduating class) in sociology, neuroscience, psychology, nursing, social work, special education, medicine, police training, etc. Our training courses help raise awareness, explain, train and equip the various stakeholders working directly or indirectly with people experiencing homelessness.

Our instructors, who are specialists and practitioners in relational intervention, know how to adapt the training to the target clientele, making it participatory, inclusive, practical and realistic.

In addition to our basic training in relational health, homelessness and trauma, which has been offered for several years, crisis-management training based on the relational health approach was added in 2021.

These two courses help to promote La rue des Femmes' expertise, develop the personal and professional knowledge and skills of those who take them, and modernize and raise awareness about relational, communication and interpersonal concepts as a driver of change in the support and care provided to others.

Since relational health and intervention are neither restrictive nor limiting, they fit naturally into any context, approach, setting or method.

4. OUR ENGAGEMENT WITH THE community

Community organizations

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:

- > Auberge Madeleine
- > Les Maisons de l'Ancre
- > Maison Marguerite
- > Passages
- Diogène
- > YWCA
- > Association d'entraide Le Chaînon
- > Chez Doris
- > Projet autochtone Québec (PAQ)
- > Maison l'Exode respite and rehab centre
- > PRAIDA
- > SOS violence conjugale

Membership in groups and federations

- Partenariat pour la prévention et la lutte contre l'itinérance des femmes (PPLIF)
- > 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 d'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)
- > The Canadian Centre to End Human Trafficking

Representation on the Centre-Sud de l'Île-de-Montréal CIUSSS regional homelessness service committee

- > Women's advisory committee
- > Shelter/Housing advisory committee
- Winter emergency measures housing committee (SHU)

Participation in round tables, consultations and studies

- RAPSIM consultations on women's housing and homelessness
- Mapping of community residence/homeless housing services in Montréal as part of the Vers un chez-soi program
- Consultation on women and housing in Montréal by the Table des groupes de femmes de Montréal
- Joint project on the specific aspects of women's homelessness and their housing needs of the Partenariat pour la prévention et la lutte à l'itinérance des femmes (PPLIF)

Gender-Based Analysis Plus (GBA+) project: Itinérance des femmes à Montréal

Funding from Women and Gender Equality Canada, through its Feminist Response and Recovery Fund program, was awarded to the Partenariat pour la prévention et la lutte à l'itinérance des femmes (PPLIF) for the Itinérance des femmes à Montréal project. The PPLIF is a group of five shelters for homeless women: Maison Marguerite, Auberge Madeleine, Les Maisons de l'Ancre, Passages and La rue des Femmes.

This three-year project is aimed at providing a framework for a concerted voice to promote Gender-Based Analysis Plus (GBA+) to advocate for the needs and rights of vulnerable women. The objective is to highlight the unique aspects of women's homelessness and their housing needs in order to raise awareness and influence decision-makers to include in their policies access to safe, inclusive, sufficient spaces that meet the needs of women living in a state of homelessness.

Bill 92 parliamentary committee

On October 20, 2021, during the public consultation on Bill 92, an act to create a specialized court for sexual and domestic violence, the Partenariat pour la prévention et la lutte à l'itinérance des femmes (PPLIF), of which La rue des Femmes is a member, was represented by Mélanie Walsh, Executive Director of Auberge Madeleine. The realities, challenges and impacts of violence and aggression suffered by homeless women on their relational, physical and mental capacities—all particular difficulties they face when trying to obtain justice—were presented to the members of the committee.

5. COMMUNICATIONS AND public relations

Last year, La rue des Femmes hired the TESLA RP public relations agency to develop a strategic communications plan to position itself more effectively in the media.

La rue des Femmes is vigorously implementing this plan in order to continue to establish itself as a leader in the field of healing homelessness and post-traumatic stress because of its expertise and unique approach to relational healthcare, which helps women get off the streets in an effective and sustainable way. To this end, La rue des Femmes hired Michèle LaForest of Avenue Strategic Communications on a contract basis and also created the position of Senior Communications Advisor.

La rue des Femmes continues to raise its profile to optimize its impact and influence in the understanding of relational health and homelessness with government authorities, major donors and the general public.

THE RELATIONAL HEALTH INSTITUTE, 28 YEARS OF EXPERTISE

Once again this year, our expertise was greatly sought after by the various media: opinion pieces, news articles, radio, Web and television interviews, stories and reports, and more. Léonie Couture, President and Founder, and Ann-Gaël Whiteman, Coordinator at Jacqueline House, were on hand to share their experiences, raise awareness and promote relational health.

Our media presence covered several topics: relational health, domestic violence, post-traumatic stress disorder, deaths of homeless people, the current state of emergency housing, needs and lack of services for the homeless, street violence, extreme cold weather, etc.

Because 2021 was particularly tragic in Québec with its staggering number of femicides, our media presence highlighted that domestic violence is not limited to the home, or a long-term relationship, and that women in a state of homelessness are also victims.

PRESS REVIEW

Our open letters

Les femmes et la violence conjugale – Ne laissons personne de côté – Lettre de Léonie Couture reprise dans <u>Le Journal de Montréal</u>, <u>TVA</u> et QUB radio, 11 avril 2021

<u>La violence conjugale n'a pas de frontières</u> – Le Devoir, 13 avril 2021

<u>Violence conjugale: il faut penser à aider toutes</u> <u>les femmes</u> – Le Journal de Montréal, 4 mai 2021

Women and domestic violence: Let's leave no one behind – The Suburban, 5 mai 2021

<u>L'itinérance pour fuir la violence</u> – Lettre de Léonie Couture diffusée sur TVA Nouvelles, 25 novembre 2021

Mourir de l'itinérance... dehors – Lettre d'Ann-Gaël Whiteman diffusée dans *Le Journal de Montréal*, 26 novembre 2021

ITINÉRANCE: 1900 places et NON 1900 personnes couchées – LCN, 25 janvier 2022



Radio

Féminicides: ces hommes qui commettent l'irréparable sont profondément malades – entrevue de Léonie Couture sur QUB radio, 22 juillet 2021

Plusieurs entrevues à l'occasion de la Journée internationale contre la violence faite aux femmes, sur Radio-Canada, le 25 novembre 2021

Journée internationale contre la violence faite aux femmes – Entrevue de Léonie Couture

<u>Violences à l'égard des femmes et itinérance</u> – Entrevue de Léonie Couture

<u>Les femmes et l'itinérance</u> – Entrevue d'Ann-Gaël Whiteman

TV

<u>Itinérance : la tempête parfaite</u> – *Journal Métro*, 15 décembre 2021

Print

<u>Difficile de sortir de la rue pendant la crise du logement</u> – *Le Journal de Montréal*, 27 juillet 2021

<u>Le froid complique la situation dans les refuges</u> <u>montréalais</u> – Noovo, 11 janvier 2022

Entre la vie et la mort – Le Devoir, 14 janvier 2022 Vague de froid : une femme itinérante est morte durant la nuit glaciale – Le Devoir, 21 janvier 2022

<u>Unhoused woman who died in cold won't be the</u> <u>last, shelters warn</u> – The Gazette, 21 janvier 2022

Coroner investigating after 2nd unhoused Montrealer dies in intense cold – CBC, 21 janvier 2022

<u>Sans-abri morte de froid : « C'était une femme très attachante »</u> – La Presse, 23 janvier 2022

Online

TESLA RP – Conférence « Courts-circuits », may 2021

<u>L'itinérance, un enjeu qui nous concerne tous :</u>
15 minutes avec Léonie Couture

Advertising

Planned gifts for La rue des Femmes

- > Le Devoir, février 2022
- Protégez-vous Finances personnelles, septembre 2021
- Radio-Canada, mars 2022

Annual Campaign

> Westmount Independant, décembre 2021

LA RUE DES FEMMES ON SOCIAL MEDIA

Thank you to the influencers who have been moved by our innovative approach and to the women experiencing homelessness who, by sharing our content, have increased our visibility on social networks. Because of these actions, the number of followers on LinkedIn, Facebook and Instagram has gone up.

LinkedIn:

1,938 followers (+ 42%)

Facebook:

5,891 followers (+ 14%)

Instagram:

1,456 followers (+ 28%)

Twitter:

4,338 followers

NEWS RELEASES AND NEWSLETTERS

News releases

<u>Lancement de la campagne Ensemble...</u> guérir l'itinérance!

<u>La rue des Femmes lance le Défi Ensemble...</u> guérir l'itinérance!

Campagne annuelle : Ensemble... guérir l'itinérance! 220 000 \$ amassés au profit de La rue des Femmes

Bilingual news releases

Sent to more than **50** journalists
Broadcast on **20** media **477** views/consultations

Our newsletters

More than

5,485

19 🗓

subscribers to our mailing list

newsletters





OUR AMBASSADORS

For several years, we have been benefiting from the loyal presence and involvement of influential business leaders and public figures. Touched by the suffering of women and by the paradigm shift offered by the relational health approach, they add their voices to ours to make our mission, our vision and our approach even more widely heard. We would therefore like to thank all the people who have been the ambassadors of relational health, including all the members of our boards of directors, lean-Marie Lapointe, Alexandra Diaz, Anaïs Favron, Karl-Antoine Suprice, Catherine Proulx-Lemay, Virginie Fortin, À la table by Hanna and Westmount Fashionista, to name a few. From the bottom of our hearts, we thank you on behalf of THE WOMEN.





6. The Team, THE HEART OF LRDF

105 STAFFERS

La rue des Femmes employs 105 workers—60 full-time and 45 part-time—who are professional, engaged, experienced and trained in relational health. We are privileged to have all these dedicated people on our team. The presence, availability, involvement and compassion of each and every one have made it possible, once again this year, to keep La rue Femmes' fundamental values alive, to maintain our essential services and to ensure the vital relational care and healing processes for the women who come to take refuge with us.

Distribution of the staff by area

•	
Care delivery and therapy	67
Maintenance and	10
property management	
Food services	7
Second-hand clothing counter and laundry room	8
Administration	9
Foundation	4



OUR INTERNS

14 interns

21 E

3,888

hours contributed

We were delighted and humbled to welcome 33 students from a dozen universities and colleges in Québec and France, as well as two volunteers on civic mission from France: special education, social work, medicine, nursing, and others.

All were eager to be trained in relational health and benefited from the expertise of La rue des Femmes. Theoretical and practical training, combined with professional supervision, make our interns' stay at the Jacqueline and Olga houses very rewarding. It should be noted that Nicole Therrien, who is responsible for the trainees, passed the torch to Éloïse Poirier O'Leary at the end of 2021, so she could retire after several years in relational intervention.

OUR VOLUNTEERS, RELATIONAL ALTRUISM

58

volunteers

5,000 hours contributed

Thank you to the 58 generous volunteers who gave us 5,000 hours of their time, both in the organization and at the Foundation. Drawing on the expertise of the teams, all of them offered their talents to meet the needs of women living in a state of homelessness: transportation, management and collection of donations, meal preparation, computer services, maintenance and repair, gardening, tax services, foot care, and more.

ring the , public relations, e to the growth

We also benefited from the input of professionals supporting the management team: law, human resources, management, public relations, real estate, accounting and finance. All of them contribute to the growth and stability of La rue des Femmes, as well as to the women's healing.

Governance

The boards of directors of La rue des Femmes and its Foundation are made up of 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 June 2021, combining in-person and virtual formats. Our board members' astute advice, vigilance and deep commitment help ensure the sound management and sustained growth of La rue des Femmes and its Foundation. We would like to express our deepest gratitude to them. Five new members have joined our boards of directors: our thanks to Fabienne Germeil and Anne-Marie Côté for joining the organization's board, and to Geneviève Brin, Hue-Nhan Wuong and Alhassane Bah for joining the Foundation's board.

Our members proudly took part in relational games and challenges by being involved in and sharing the colours and messages of our campaigns on their social media networks: two pink lines on the left cheek ("Together... Healing Homelessness!" annual campaign) and the Alexandra Diaz T-shirt (or scarf) (Reitmans campaign).

LA RUE DES FEMMES BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Chair

Sophie Lemieux

Vice-President, Institutional Markets Fiera Capital Corporation

Vice-Chair, Interim Secretary

Johanne Babin

Vice-President, Distribution Hydro-Québec / Retired

Treasurer

Gerarda Capece

Director of Financial Resources Berthiaume-Du Tremblay Residence

DIRECTORS

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, Corporate Communications, Agropur

Annette Dupré

Director of Administrative Services and Registry Ville de Montréal

Louise Leduc

President Leduc Marketing, Stratégie et recherche Inc.

Julie Marineau

Associate Partner, Transaction Advisory Services Ernst & Young s.r.l./S.E.N.C.R.L

Fabienne Germeil

Assistant Director, Access to Hospitalization, and Director, Renal and Cancer Program CIUSSS-de-l'Ouest-de-l'Île-de-Montréal

Anne-Marie Côté

Chief Compliance Officer, Legal Affairs Ivanhoé Cambridge inc.

LA RUE DES FEMMES FOUNDATION BOARD OF DIRECTORS

EXECUTIVE COMMITTER

Chair

Stéphanie Renauld

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

Vice-Chair

Nathalie Tremblay

General Manager Caisse du Complexe Desjardins

Treasurer

Alain Dumas

Senior Partner SPB Organizational Psychology

Secretary

Nathalie Meunier

President and Senior Consultant Talent Stratégie inc.



DIRECTORS

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 Global Communications

Sarah-Émilie Bouchard

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

Daniel Grenier

Corporate Director

Tom Velan

Chair of the Board of Directors Velan Foundation

Alhassane Bah

Vice-President, Real Estate Broker – Commercial NAI Terramont Commercial, Real Estate Agency

Geneviève Brin

usiness Unit Lead, Montréal – Earth & Environment WSP

Hue-Nhan Wuong

Portfolio Manager Desjardins Securities

7. MESSAGE FROM THE DIRECTOR OF PHILANTHROPIC DEVELOPMENT AND THE CHAIR OF LA RUE DES FEMMES FOUNDATION

THE POWER OF BONDS

The year 2021 was, once again, one of adaptation in several respects due to the pandemic.

But more importantly, it was a year in which the excitement of the major fundraising campaign was felt, in which La rue des Femmes' major projects took shape even more clearly, and in which we were once again overwhelmed by the generosity and commitment of our donors and our expert volunteers, without whom our many projects could not be carried out.

We want to acknowledge the bonds that unite us and make us stronger. Bonds that are forged or strengthened. Bonds that go beyond a financial contribution.

Bonds that bring together people who really care, who are driven by the same mission, which is to do everything possible to help the organization care for women experiencing homelessness.

This year, we would like to highlight the immeasurable commitment of ALL our partners!

Thanks to the extraordinary commitment of the campaign team, which, throughout the year, worked to raise \$8 million for the More Than a Roof... Healing Homelessness! major fundraiser, we ended the year with 90% of our target met and we are confident that together we will reach our goal in the coming year!

And to the Honorary Committee of the *Together... Healing Homelessness!* campaign, which managed to surpass the objective of this virtual fundraiser that replaced our Gala for Relational Health for a second year in a row by 42%!

Thanks for the invaluable contribution of all the volunteers and directors, who leverage their expertise to give the Foundation all the tools it needs to support the development of La rue des Femmes and ensure its sustainability.

Experts in planned giving, communications, human resources, real estate... The Foundation is surrounded by valuable resources!

And of course, you, our valued donors, at whatever level, whether longtime or new, with planned or spontaneous gifts. Your commitment is a pledge of confidence in La rue des Femmes' mission of welcoming and caring for women experiencing homelessness, with the relational health approach at the heart of all of its actions. The next few years will see the establishment of the La rue des Femmes Relational Health Institute and the opening of the new specialized care centre. The Foundation is ready to support this impactful project that will change the understanding of homelessness and allow women to heal and finally get their lives back.

More than ever, your support will be essential to the success of this project. Thank you, members of our boards and their committees, volunteers, donors, ambassadors and, of course, valued staffers. Having you by our side gives us the energy to tackle the new year, which we are convinced will be marked with great successes!

Catherine Op de Beeck

Director of philanthropic development La rue des Femmes Foundation

Stephanie Renauld

Chair of 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 the organization's 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.

2020-2024 MAJOR CAMPAIGN MORE THAN A ROOF... HEALING HOMELESSNESS TO BETTER

UNDERSTAND, BETTER TREAT, AND BETTER PREVENT HOMELESSNESS

Since April 2021, the campaign team has been working hard to rally the business community behind this major project that will have a huge impact on the future of our society.

Thanks to the team's efforts and the strong response from the business community, 90% of its \$8 million target is now confirmed!

All the energy is now focused on achieving the goal over the coming year, which will culminate with the opening of our relational health preventive and curative care centre in 2024, at which point we will be able to recognize the valuable contribution of all the donors involved in the success of this major project.

Campaign team

HONORARY PATRONS

Martin Gagnon John Rae Tom Velan

HONORARY CO-CHAIRS

Jean-Yves Bourgeois Éric Filion Andrée-Lise Méthot Magrika Paul

MEMBERS

François Boulanger Pierre Laporte Nathalie Giroux Patrice Martin



Raised as of March 31, 2021 : **\$7,303,077**

Objective: **\$8,000,000**

VALENTINE'S DAY FILL THEIR HEARTS WITH LOVE CAMPAIGN!

For Valentine's Day, the team of La rue des Femmes and its Foundation decided to organize a campaign to collect messages of kindness for the women. Between fundraising, raising awareness and getting involved, everyone was given the opportunity to include a kind message with their donation to pass on to women experiencing homelessness. Donors graciously took part in the exercise of relational health in action!

These messages were written in hearts and displayed on two huge collages in our day centres at Olga and Jacqueline houses. For several weeks, the participants were able to nourish themselves from the energy of all these caring people who, even from afar, were thinking of them.

\$1,705 received

24

new donors

50 messages of kindness received



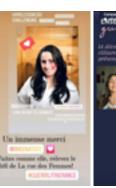
TOGETHER... HEALING HOMELESSNESS! ANNUAL

CAMPAIGN

For the second year in a row, the Gala for Relational Health took the form of a major campaign to rally the business community and the general public that ran from September to December 2021. The Together... Healing Homelessness! campaign, presented by the RBC Foundation, brought community members together for several weeks to address the pressing issue of women's homelessness. Under Honorary Chair Sheena Toso, Regional Vice-President, Eastern Region, at RBC Insurance, and an Honorary Committee of prominent businesspeople, \$281,000 was raised.

The campaign benefited from the support of several public figures and influencers in the media and on social networks, including Virginie Fortin, Anne-Élisabeth Bossé, Joanie Pietracupa, Catherine Pogonat, À la table by Hanna, Valérie Roberts, Westmount Fashionista and, of course, our friends, ambassadors and spokespersons: Catherine Proulx-Lemay, Alexandra Diaz and Jean-Marie Lapointe.









To close the campaign, a hybrid-style cocktail party was held to celebrate relational health and the anticipated return to a normal life.

Closing cocktail of the annual Campaign Together... Healing homelessness!

On December 14, 2021, from 6 to 7 p.m., nearly 70 people joined us to celebrate this event, either virtually or at the Hilton Garden Inn. Thanks to the event coordinators from VéO Productions and Marie Doyon from TACcom for hosting; The event can be viewed online here.

Online event here.



\$281,000 was raised by the La rue des Femmes Foundation and the annual Together... Healing Homelessness! campaign

PLANNED GIVING

In 2021, with the arrival of a new philanthropic development advisor, the La rue des Femmes Foundation worked to strengthen its planned giving program.

Strengthening the Planned Giving Committee by:

- adding complementary expertise to the committee of volunteer advisors, enabling the Foundation to support its donors in their philanthropic endeavours in a secure manner;
- clarifying the roles and responsibilities of the committee and their development over time, so that each member's experience is pleasant, straightforward and above all transparent;
- establishing regular reporting to the Foundation's Board of Directors and ad hoc presentations as needed.

Strengthening the planned giving program by:

- > rolling out a pilot project to raise awareness about planned giving among targeted donors within La rue des Femmes' generous support community;
- regularly informing, raising awareness and explaining the various aspects of planned giving in all of the Foundation's media, including the monthly newsletter, the Porte-Voix publication distributed in mass mailings, articles and testimonials on the website and, lastly, posts on social media;
- > by advertising.

Today, the Foundation is proud to be able to count on a diversified planned giving program as well as the support of a committee of engaged and experienced advisors to accompany and guide people looking to take their philanthropic action a step further with the utmost confidentiality.



Lise Roy, a nurse by profession who is single and has no children, decided to bequeath her house to Larue des Femmes Would you like to know more about the different ways to support the mission of La rue des Femmes?

Contact Miriem Mkinsi, Advisor, Philanthropic Development, at mmkinsi@laruedesfemmes.org.

MEMBERS OF THE PLANNED GIVING COMMITTEE

Henriette Bichai

Member of the Board of Directors of the La rue des Femmes Foundation Vice-President, Québec Region IDC Worldsource Insurance Network Inc.

Delphine Chagnon

Tax Lawyer, Tax Manager KPMG Canada

Daniel Grenier

Member of the Board of Directors of the La rue des Femmes Foundation Corporate Director

Ophélie Harbour

Notary and Legal Advisor Alinéa Notaires

Nancy Janson

Financial Planner, Director IG Wealth Management

Nathalie Tremblay

Member of the Board of Directors of the La rue des Femmes Foundation, Executive Director Caisse du Complexe Desjardins

SOLIDARITY initiatives



Reitmans Campaign – Diversity is the Fabric of Canada

In the spring of 2021, we learned with great joy that Alexandra Diaz had chosen us as a cause to support as part of the Reitmans brand campaign "Diversity is the Fabric of Canada."

With the purchase of every T-shirt or scarf designed by our ambassador, Reitmans made a \$2 donation to La rue des Femmes.

Thanks to this great initiative, our organization raised \$10,000!

As part of this campaign, a Facebook Live event hosted by Ms. Diaz was held on the Elle Québec page to showcase the causes chosen by the artists involved, and their creative process.



Cégep de Saint-Jérôme

The students in the community recreation leadership program at Cégep de Saint-Jérôme organized a board game night for which some of the funds raised (\$1,500) were donated to La rue des Femmes.



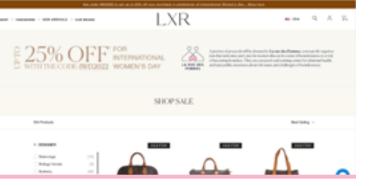
Giuliana, la fée de l'ouest

Giuliana, la fée de l'ouest, raised \$1,360 for La rue des Femmes through the sale of bath-bomb sets.



Les Minettes

Thanks to the talent and collaboration of Super Bon, Les Minettes, Montréal Plaza and Distillerie de Montréal, a delicious fruit cake was made! This was a true solidarity initiative on the part of the four partners who, in celebration of International Women's Day, sold cakes to raise \$5,000 for La rue des Femmes!



LRX and Co

LXR and Co—an online store selling luxury leather goods—donated 5% of its profits to support women experiencing homelessness.



Je pédale pour ELLES

For the past seven years, Françoise Roy and Michèle Falardeau have been participating in the Tour de l'île de Montréal to benefit La rue des Femmes. This year, \$9,640 was raised from 84 donors for women experiencing homelessness.

Le Tricheur

Thank you to Alexandra Diaz, Karl-Antoine Suprice and our spokesperson Catherine Proulx-Lemay for choosing to donate their winnings from their participation in the show Le Tricheur, to the La rue des Femmes Foundation. In addition to the money raised, their appearance on this popular TV quiz show hosted by Guy Jodoin on TVA Network provided great exposure for La rue des Femmes and its Foundation.



A huge THANK-YOU to actor Karl-Antoine Suprice, who won \$3,100 that he donated to La rue des Femmes by participating in the show *Le Tricheur*.

Our wonderful ambassador for the Together... Healing Homelessness! campaign, Alexandra Diaz, raised \$900 for women experiencing homelessness during her appearance on Le Tricheur.





La rue des Femmes spokesperson Catherine Proulx-Lemay donated \$2,075 to the organization following her appearance on Le Tricheur in December 2021.

INITIATIVES FOR INTERNATIONAL WOMEN'S DAY



L'Atelier Animation

For its 10th anniversary and to celebrate International Women's Day, the entire team at L'Atelier Animation, a Montréal animation studio, got involved during the month of March to collect donations and clothing for La rue des Femmes.



Casino de Montréal

For the 16th consecutive year, the Syndicat de la Condition féminine du Casino Montréal organized a virtual fundraiser for International Women's Day throughout the month of March.



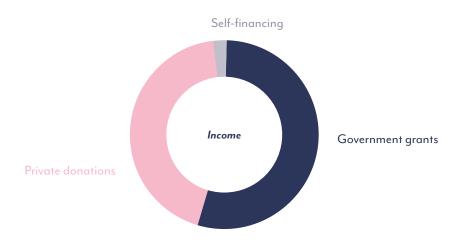
Boutique 5° Avenue

For the fourth year, Boutique 5° Avenue donated 2% of its sales to La rue des Femmes as part of Semaine de la Femme 5AV.

8. Funding

LA RUE DES FEMMES

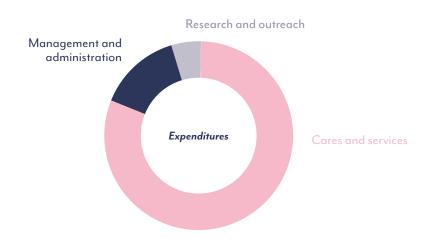
La rue des Femmes receives a grant from the Québec government's Programme de soutien aux organismes communautaires (PSOC—community organizations support program) in support of its overall mission, a grant from the Société d'habitation du Québec for its three shelters and a grant from the Ville de Montréal for its day centres and emergency services. It also receives contributions from the Canada Summer Jobs program and the federal Reaching Home program to fund various projects. Research projects on our best practices approach are funded by Women and Gender Equality Canada's Gender-Based Violence (GBV) Program.



Government grants	\$2,588,393
Private donations	\$1,995,895
Self-financing	\$142,231
Income	\$4.726.519

This year, La rue des Femmes received the following additional grants totalling \$289,000 from the Ministère de la Santé et des Services sociaux and the Secrétariat à la condition féminine du Québec:

- > Grant for additional services for victims of violence
- > Grant for additional food security services
- > Grant to cover exceptional costs related to COVID-19
- > Non-recurring grants to fund accommodation services under the interministerial homelessness action plan.



Management and administration	\$763,390
Research and outreach	\$88,300
Care and services	\$3,872,710
Expenditures	\$4,724,400

THE FOUNDATION

The Foundation benefits from donations from various sources that help it fulfil its mission of supporting the activities of La rue des Femmes.

During its major fundraising campaign, More Than a Roof... Healing Homelessness!, the Foundation worked closely with the campaign committee to secure as many major pledges as possible from private trusts and corporations.

For the second year in a row, the Foundation also called on its donors to contribute to the annual virtual campaign that replaced the Gala for Relational Health.

As a result of this campaign, the number of donors from the community has increased. Particular emphasis was given to rolling out the planned-giving program. A legacy gift resulted in a marked increase in this budget item.

Donations from the community, whether through spontaneous giving, mass mailings, monthly donations, donor initiatives or planned giving, are essential to the sustainability of the organization.

This year, through these various initiatives, we acquired 590 new donors.



Major donations	\$2,496,200
Planned giving	\$783,592
Community donations	\$490,222
Events	\$293,925
Investment income	\$37,298
Income	\$4,101,237



Donations from other philanthropic organizations	\$1,560,200
Donations from individuals	\$1,347,575
Donations from businesses and organizations	\$993,614
Donations from religious communities	\$162,550
Investment income	\$37,298
Income	\$4.101.237 \$



Expenses	\$2,076,727
Management and administration	\$28,236
Fundraising programs	\$52,596
Donations to the mission	\$1,995,895

Ponation OF GOODS AND SERVICES

Donations of goods and services make an important contribution to the services that La rue des Femmes provides to its participants.

The value of these donations and services has exceeded \$1 million for the first time. Fresh food, emergency meals, hygiene products, clothing; these donations help ensure the safety and well-being of women experiencing homelessness and restore their dignity.

Other services also help keep administrative expenses down: graphic design, translation, marketing and public relations consulting, website management, telecommunications and IT services.

Food	\$494,140
Clothing and accessories	\$431,507
Income	\$53,386
Services	\$30,375
Donations of goods and services	\$515,268

BY
DONATING
SLEEPING
BAGS, BLANKETS,
MEDICAL MASKS, MEALS,
NEW UNDERWEAR, SOCKS,
BOOTS, COATS AND HYGIENE
PRODUCTS, MANY COMPANIES
STEPPED UP TO MEET THE
GROWING NEEDS OF
THE WOMEN.

By offering flowers, cakes, sweets, chocolates, gifts, and more, donors have helped create special moments through gestures that are very much appreciated by the women.

THANKS TO OUR valued donors



Through your support of La rue des Femmes, you are uniting your voice with ours and, together, we are shining light on the essential need of women living in a state of homelessness: to be cared for in order to be able to heal and regain their relational health. From the bottom of my heart, I thank you... and they thank you!

- Léonie Couture, President and Founder

\$500,000

Fondation Marcelle et Jean Coutu – 7 Succession Lise Roy – 1

\$100,000 - \$499,999

R. Howard Webster Foundation – 6
Desmarais Family – 11
Pathy Family Foundation – 8

\$25,000 - \$99,999

Pierre Anctil - 1

BMO Bank of Montréal – 12

Caisse Desjardins du Complexe Desjardins – 19

Cogeco Communications inc. – 1

Fiera Capital Corporation – 8

Dollarama L.P./S.E.C. - 1

Fondation Ariane Riou & Réal Plourde – 7

Fondation J. Armand Bombardier – 12

Velan Foundation – 21

Hydro-Québec – 18

Jaclyn Fisher Foundation – 2

KCMN Velan Foundation – 8

KPMG - 9

La Caisse de dépôt et placement

du Québec – 12

Beneva, born from the merger of La Capitale and SSQ Assurance –2 Les Sœurs Grises de Montréal – 19

McCarthy Tétrault LLP – 7

Power Corporation of Canada – 12

Sœurs Franciscaines Missionnaires de l'Immaculée-Conception – 18

Sœurs Servantes du Saint-Cœur de Marie – 15

\$5,000 - \$24,499

Montréal Port Authority –1

Bell Canada – 8

Bertrand Light – 4

BNP Paribas - 1

Bois et Solutions Marketing Spec inc. – 4

Bombardier inc. – 1

Hélène Cartier – 7

Marius Cloutier – 16

Congrégation des sœurs des Saints-

Cœurs de Jésus et de Marie – 19

Anonymous – 4

Énergir, S.E.C. – 19

Fondaction – 8

Fondation Familiale Anne-

Marie et Mitch Garber – 2

Fondation Luc Maurice – 4

Fondation Sibylla Hesse – 13

Fondation Véromyka – 7

Fonds de bienfaisance des employés de Bombardier Aéronautique – 11

Fonds de charité des employés

de la Ville de Montréal – 2

Frisia Foundation – 3

Geo. A. Hall inc. - 2

Gérald Hnatchuk-1

Humance inc. -2

Industrielle Alliance, Assurance et

services financiers inc. – 18

Ivanhoé Cambridge inc. – 13

Lavery De Billy SENCRL - 14

Les Sœurs de Saint-Joseph

de St-Hyacinthe – 20 LXRandCO inc. – 1

Stéphane Martineau – 1

Normandin Beaudry – 1

Oblates franciscaines de Saint-Joseph – 19

Pomerleau inc. -3

Isabel Pouliot – 16

Reitmans Canada Itée – 2

Sœurs de Miséricorde de Montréal

- L'Accueil Rosalie – 20

Succession Guy Vanier – 5

Succession Marie-Claire Lefebvre – 2

Sun Life – 7

Super Bon, cuisine productive inc. – 1

Marc Trottier – 2

\$1,000 - \$4,999	Member of Parliament for Jacques-Cartier -2	Pierre Laporte – 8
Diane Laberge – 3	Member of Parliament for	Les Sœurs de Saint-François d'Assise – 21
4268709 Québec inc. – 2	Hochelaga-Maisonneuve – 22	Université de Montréal – 1
Alchimiste en herbe – 7	Member of Parliament for Acadia – 2	Martine Maranda – 12
Ali Ettehadieh and Suzanne Peeling Fund – 2	Georgette Desjardins – 3	Betide Mathias – 9
Sylvie Asselin – 9	Antonio Di Schiavi – 2	Danielle McCann – 3
Banque Nationale du Canada – 18	Diffusion Dimedia inc. – 3	Anne McLaughlin – 13
Rachelle Barbieri Rainville – 2	Dre Rosalie Meunier inc. – 8	Gail Merilees Jarislowsky – 13
Michèle Beaulac – 3	Les Productions du Vélocipède – 3	Ministre des Finances – 14
Janick Belleau – 3	Benoit Durand – 3	Lan Nguyen – 3
Lise Bissonnette – 4	Énergir S.E.C. – 19	Œuvres Régis-Vernet – 13
Bibiane Boulianne – 19	Louise Faure – 5	Osisko Gold Royalties Ltd. – 7
Shop 5° Avenue – 8	Autonomous Federation of Education – 2	Denise Paquet – 2
Éric Yves Brion – 21	Fédération des professionnelles	Karyn Patton — 3
Caisse d'économie Desjardins des	et professionnels de l'éducation	Louise Penny – 4
policiers et policières de Montréal – 19	du Québec (CSQ) – 19	Premier Ministre du Québec – 8
Laetitia Cany – 1	Fédération interprofessionnelle	François Prenovost – 9
Catera Properties – 2	de la Santé du Québec – 16	RAM inc. – 2
Cégep de Saint-Jérôme — 1	Fidelity Investments Canada ULC – 1	Régulvar – 12
Centrale des syndicats du Québec (CSQ) – 1	Jacqueline Lallemand Trust – 4	SDM/PHX Life Foundation – 3
Outremont Seniors' Circles – 4	Fondation Aqueduct – 2 Fondation eanne-Esther – 20	Sœurs des Saints Noms de Jésus
Francine Champoux – 2	Linoit Foundation – 8	et de Marie du Québec – 20
Congrégation de Notre-Dame du Québec – 20	Yvon Boulanger Foundation – 20	Succession Lorraine Vézina – 3
Congrégation des sœurs des Saints-	Ville de Montréal Employees'	John Charles Thode – 16
Cœurs de Jésus et de Marie – 19	Charitable Fund – 3	TVA Productions II inc. – 10
Visitation Province Inc. Congregation	Marie-Hélène Fox – 10	Monique Vallée – 7
of Notre Dame – 8	Steve Garceau – 2	Députée de Louis-Hébert Vice-
Fernand Couture-Gagnon – 3	Josée Gascon – 2	première ministre – 3
Caroline Couture-Trudel – 4	Sonya Gaumond – 16	Marcelle Villeneuve – 3
CSN Confédération des	Monique Gougeon Morisset – 17	
syndicats nationaux – 2	Ivanhoé Cambridge inc. – 11	
De Granpré Joli-Cœur SENCRL – 4	La Caisse de dépôt et placement	
Guy De Sève – 5	du Québec – 13	
Sophie DeCorwin – 4		

Catherine Lachance – 8

TOGETHER ...HEALING HOMELESSNESS! CAMPAIGN

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Liliane Shneiter

\$25,000

RBC Foundation

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CAE-2

WSP Canada inc.

\$10,000

Susan Kudzman

Stéphane Paquet

Provencher Roy and Associates

\$6,000

Jacques Dufresne

\$5,000

Farth Rated

Francine Pichette

John Rae

Société de développement Angus

Toso De Palma Fund

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BFL Canada inc.

Gestion Beaurival inc.

Marché Public 440

Markel International

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\$2,500

Leroux + Cyr

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Lyne Lamothe

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Jacques Martel

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Vivian Capital inc.

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Reitmans

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\$1,000 - \$49,99

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Amazon

Ardène

Bottes et Baskets inc.

Boutique 1861

Boutique Claudia

Canadel Inc.

Cascade Groupe Tissu

Daly Dallaire inc

Frances délices inc.

Groupe Marcelle inc.

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HPDG Associés Inc

Importations Lil Paolo

Janor imports

Lieberman

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Marie-Claire

Mauve Mango Creations inc.

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Pharmacie Brunet

Rose Buddha inc.

Vidéotron

Ville de Montréal

Wacoal Canada inc.

Talent Stratégie Inc.

YOU CAN HELP your own way!

Б ...

Every donation to La rue de Femmes and its Foundation, regardless of the amount, provides direct and essential support for the organization's mission and its innovative relational health approach.

Monthly donations

This method of support is very costeffective in terms of administrative costs and enables La rue des Femmes to better plan its actions in the short, medium and long terms.

Planned giving

Regardless of the donor's income level, a donation with tax benefits helps ensure the sustainability of La rue des Femmes' essential services.

Fundraising

Corporate partnerships

In memoriam donations

Donations

Volunteering

Every year, communities come together to organize fundraising activities with their families and friends and in their workplaces to collect money for La rue des Femmes.

Monthly donations

Planned giving

Fundraising

Participating

in events

Participating in events

Buying a ticket for a La rue des Femmes or Foundation event is also supporting its mission for women living in a state of homelessness.

Volunteering

Whether it's on our Board of Directors, one of our Foundation's committees, at the administrative level or in the services provided to participants, there is a volunteer position just for you, your group of friends or your corporate team.

Corporate partnerships

Our partners and major donors see La rue des Femmes as a solution to homelessness and choose to invest in this innovative social project.

In memoriam donations

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

Want to know more?
Please contact Miriem Mkinsi,
Advisor, philanthropic development:

mmkinsi@laruedesfemmes.org

Contact US

514-284-9665 | www.laruedesfemmes.org | info@laruedesfemmes.org 1050, rue Jeanne-Mance, Montréal (Québec) H2Z 1L7

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