



SOCIÉTÉ DE  
SAINT-VINCENT DE PAUL

*for* **170 years,**  
we have stayed close to  
people to **provide the**  
**necessities of life.**



ANNUAL REPORT 2017 | 2018

April 1, 2017 to March 31, 2018

# Preface



## **Alain Besner**

*Chair of the Board*

Longevity requires flexibility. Since 1848, the SSVP de Montréal has steadfastly focused on the different faces of poverty. Branches have become independent while the trunk has remained the basic necessities, with school retention at the top of the list.

The organization's resilience is still evident. Before my election, the SSVP de Montréal had just reevaluated its governance, harmonized its services and formalized the management of its personnel. In 2014, it increased its ability to hold assets, solidify its pension funds and build an intermediary management team.

It was then time to bring the workforce together, consolidate the territories, dispose of costly properties, rebuild the central board and revitalize certain timeworn conferences. We even returned to the society's original inspiration and its traditional values. (1) Love with which to serve, (2) respect, (3) personal, collective and systemic justice and (4) the joy of helping, along with camaraderie, remain current with respect to the dignity of every individual and to his faith in life and its abundance.

After five years, the future will see a greater number of more visible, more accessible thrift shops. Will we have more employees freeing up the volunteers providing assistance? Would this open new avenues for us, with or without partners, to counter other misfortunes?

Thank you for enabling me to discover these perspectives, so full of a creativity, your creativity.

*Alain Besner*

## **Denise Ouellette**

*M.A. CHRP, Executive Director*

This year, the SSVP de Montréal is celebrating 170 years of community action. Few organizations and private businesses can claim such longevity, which is essentially based on three pillars: our mission, our volunteers and our willingness to adapt to address the changing needs of our society's most vulnerable.

The issues surrounding poverty are growing more complex as time passes. In this context, the SSVP de Montréal wants to gradually go beyond charity to include social justice in its discussions and actions. We realize that it is becoming increasingly important to identify, denounce and act upon that which causes poverty and keeps people in this situation.

For example, in addition to giving youngsters back-to-school financial assistance, our Opération Bonne Mine program offers them an art-therapy approach so that they will stay in school. We hope to thereby expand their horizons, secure their future and help them escape poverty.

To our precious volunteers, partners and donors: thank you for believing in us. Your support is crucial and reinforces the fact that, to meet the needs of our poorest citizens, the community must get involved.

Together, let's build a society that gives all its members a fair chance!

*Denise Ouellette*

# Mission

Implemented in the Montreal/Laval/L'Assomption region, the Société de Saint-Vincent de Paul's mission is to provide help to any person in a difficult situation, regardless of language, culture or religion.

Founded on the actions of our volunteers and their desire to create meaningful relationships, our interventions aim to lend an ear as well as a hand and companionship to our community's most vulnerable individuals.

Dignity, self-reliance and community melding are core values of our service offering, might it be through our food assistance, stay-in-school or social integration programs or through an access to basic material necessities.

Established in the Montreal community since 1848, the Société de Saint-Vincent de Paul is an international organization active in 140 different countries and relying on an estimated 800,000 volunteers.



**Values**  
**Welcome**  
**Openness**  
**Commitment**  
**Respect**  
**Hope**

# Team and Board Of Directors

The quality of services offered by the SSVP de Montréal is based in part on the qualified, passionate and dedicated individuals who are part of the permanent staff and the board of directors.

## PERMANENT STAFF

**Denise Ouellette**, *executive director*

**Yolande Juteau**, *administrative assistant*

**Alla Potapov**, *director of finance*

**Maria-Yenny Galindo**, *technician accountant*

**Heba Abdelmalek**, *accounting clerk*

**Geneviève Brouillet**, *coordinator of fundraising and major donors*

**Patricia Dumont**, *coordinator of communications*

**Émilie Jornet**, *Opération Bonne Mine program coordinator*

**Mélanie Lemièrre**, *director of community development*

**Stéphanie Lécole**, *coordinator of community development*

**Michel Labelle**, *development of SSVP stores*

## BOARD OF DIRECTORS

### Executive

**Alain Besner**, *chair*

**Éric Duval**, *vice-chair*

**Madeleine Lafrance**, *secretary*

**Mathieu Bourdeau**, *treasurer*

### Administrators

**Myriam Bergeron**

**Maurice Morin**

**Pierre Pratte**

### Advisor

**Michel Poirier**

### Left during their mandate

**Lyne Robichaud**

**Jean-Pierre Gauthier**

**Jean Baribeau**

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# Our actions to provide the necessities

## FOR 170 YEARS, FOR THE PEOPLE

In 1833, Frédéric Ozanam founded what was to become the Société de Saint-Vincent de Paul as a response to the growing poverty in certain Paris neighbourhoods.

Since then, helping people with difficulties address their essential needs has remained the focus of our actions. Today, many men, women, and children still need this invaluable assistance.

- 35,000** cases of food and material assistance
- 5,540** Christmas baskets distributed
- 3,700** children received help thanks to the Opération Bonne Mine program

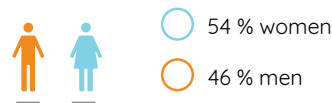


Frédéric Ozanam  
SSVP's founder in 1833



Collecting for Christmas baskets

## PROFILE OF THOSE HELPED



More than 1/2 are single



1/5 are single-parent families



3/4 of those who receive our services are welfare recipients. Among them, nearly 35% have job-related limitations.



1/5 applicants are of immigrant origin



## HOUSEHOLD COMPOSITION IN 2017-2018

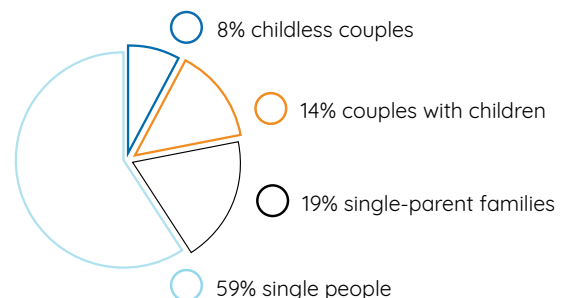




photo : Mickaël Theimer

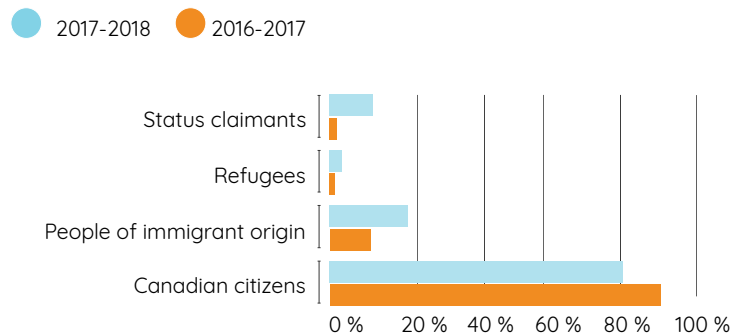
# The face of poverty is changing: the number of elderly people, refugees, and status claimants is growing.

Our statistics reveals marked increases in certain segments of the population. Old age pension recipients, refugees and status claimants are increasing in numbers.

## MAJOR CHANGES COMPARED TO 2016-2017

Increase of :

- 590 % number of status claimants
- 133 % number of refugees
- 91 % number of people of immigrant origin
- 12 % number of single-parent families
- 51 % number of people receiving old age pension compared to 2015-2016

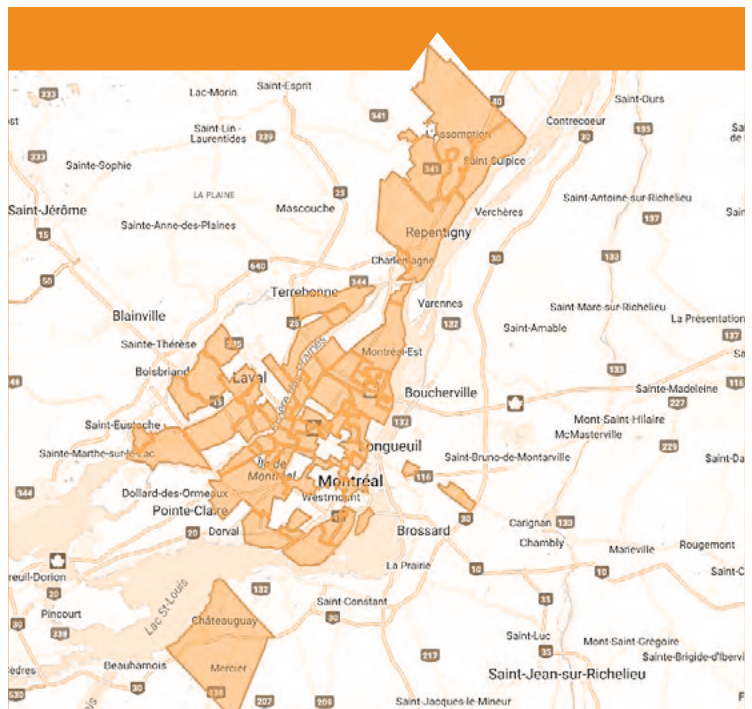


## FOR 170 YEARS, CLOSE TO PEOPLE

Since its inception, the SSVP de Montréal has distinguished itself through its local service. In fact, in Montreal, Laval and L'Assomption region, 68 assistance locations are based in these communities, offering support and emergency assistance in a designated territory.

## FINDING STRENGTH IN CONSOLIDATION

With its volunteers' involvement, the organization began the process to consolidate some of its points of service by joining forces to create service hubs, thereby addressing the population's needs while remaining close to the people it serves.





## THE OPÉRATION BONNE MINE PROGRAM

In 1994, the SSVP de Montréal established the Opération Bonne Mine program in partnership with the Jean Coutu Group to give families the tools they need for a good start to the school year.



photo : Mickaël Theimer



photo : Catherine Alègre



photo : Aïdia

### Phase 1 / I receive back-to-school support

Thanks to assistance from the Opération Bonne Mine back-to-school program, we are helping youngsters have a good educational experience that begins on the first day of school. The program makes it easier to access adapted materials and helps families pay their tuition fees.

▶ 3,500 | children received back-to-school assistance

### Phase 2 / I am involved in my own success

School success also means openness, social skills and self-confidence. To steer youngsters through their personal development and equip them to stay in school, we offer art projects guided by professional art therapists. Art is then used as an intervention tool that fosters the child's wellness and development.

▶ 180 | children participated in the program  
▶ 7 | art projects  
▶ 7 | schools participating

### Phase 3 / My efforts are acknowledged

The final step in encouraging children to persevere is rewarding the effort they make. The program's perseverance scholarships recognize youngsters who distinguish themselves through their work and their effort to succeed at school. Awarded at a prestigious gala at the Rialto Theatre, these scholarships are valued at \$250 for elementary school students and \$500 for high school students.

▶ 44 | perseverance scholarships awarded  
▶ 40 | young artists of the next generation gave amazing performances

**Stay-in-school initiatives prove their worth!**



photo : Mickaël Theimer

Thank you to the **Parle avec ton rythme** dance group, the musicians from Dr. Julien's **Garage à musique** ensemble, **Les improfessionnels** improv group from Calixa-Lavallée high school, the acrobats from **Le Baluchon** alternative school and the two singers from the **Oxy-Jeunes** organization.

*The Opération Bonne Mine Gala is notable for its impeccable organization and the fact that it gives youngsters the chance to enjoy a truly superb evening. In addition to the scholarship received, the dinner, this year's magnificent theatre and the words spoken to each of them, the youngsters are treated to an extraordinary experience.*

Remedial teacher | Jeanne-Mance high school

**In 24 years,  
the program has supported  
more than 50,000 children  
in Montreal, Laval and  
L'Assomption region.**

photo : Mickaël Theimer

## SEVEN PROJECTS CARRIED OUT THIS YEAR

### **The mural of perseverance**

Project completed by youngsters from the Ville-Marie neighbourhood, the Champlain and Garneau elementary schools, the Association Les Chemins du Soleil, the Association sportive et communautaire du Centre-Sud and the Dans la rue organization.

### **Pour toi et pour moi (For you and me)**

Project completed by the Saint-Enfant-Jésus du Plateau-Mont-Royal and Adélarde Desrosiers de Montréal-Nord elementary schools.

### **Un jour je serai (One day, I'll be)**

Project at the Barclay elementary school in Parc-Extension.

### **Conte-moi un tableau (Tell me a picture)**

Project at the Saint-Justin elementary school in Mercier-Hochelaga-Maisonneuve.

### **La conférence des oiseaux (The Conference of Birds)**

Project at the Saint-Henri high school in the Saint-Henri district.

### **An exhibition at the Montreal Museum of Fine Arts**

Project from the Adélarde Desrosiers school.

### **Partner in establishing a dance project with the Grands Ballets Canadiens de Montréal's National Centre for Dance Therapy (NCDT)**

Project with the Calixa-Lavallée high school.





## OTHER CONTRIBUTIONS THAT MAKE A MEANINGFUL DIFFERENCE



**Fête de l'amitié: visits and activities in seniors' residences.**



**Croque ta pomme: visibility, funding and awareness-raising activity.**



**Community suppers, Christmas dinner.**



**Raising awareness in schools: visits and discussions about poverty and different ways to take action.**



**Donations to various community organizations: clothes, toys, dishes, emergency hygiene kits, etc.**

### TARGETED INVOLVEMENTS

- Member of the board of directors of the Regroupement des organismes humanitaires et communautaires pour les mesures d'urgence à Montréal (ROHCMUM)
- Member of the Table de concertation sur la faim et le développement social du Montréal métropolitain
- Member of the Réseau d'aide aux personnes seules et itinérantes de Montréal (RAPSIM)
- Involvement with local issue tables



# Volunteering: between tradition and new trends

Since its creation in 1833, the movement has grown to include more than 800,000 volunteers around the world.

In Montreal, more than 1,000 volunteers offer direct assistance in our points of service and ensure that the donations received are redistributed. The feeling of belonging is essential to the accomplishment of our mission: 35% of our members have worked with us for over ten years and one member out of ten has given twenty years to the cause.

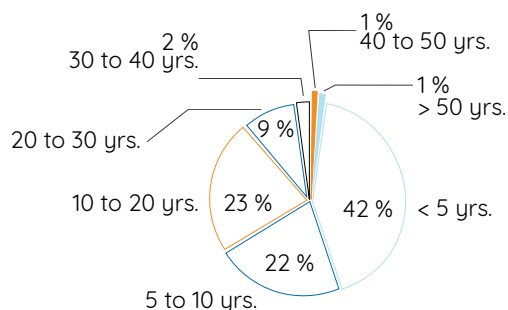
*Helping our neighbors shouldn't be a burden in our time organization. If we only knew how good it is for us!*

Michel G. | Volunteer for 20 years

## VOLUNTEER PROFILE



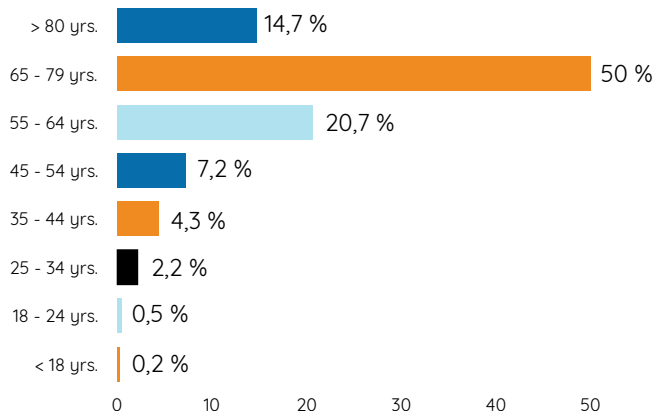
## PERCENTAGE OF VOLUNTEERS BY SENIORITY



We have more than 1,000 volunteers in Montreal, Laval and L'Assomption region.



## PERCENTAGE OF VOLUNTEERS BY AGE GROUPS



## MAKING THE ADJUSTMENT

While we have counted on our volunteers' valuable collaboration over the years, we still must do everything possible to ensure the emergence of a new generation and guarantee the continuity of our services and our response to the population's needs. Volunteer succession is one of the SSVP de Montréal's primary concerns. The face of volunteerism is changing and we must be creative to start making adjustments.



**The strength of our organization lies in its capacity to welcome groups of more than fifty people!**

Desjardins . Desjardins – Card Services . BMO . Manulife. KPMG . TELUS . TD Bank . BDO . Carrefour Jeunesse Emploi de l'Ouest de l'Île . Collège de Montréal . École secondaire Honoré-Mercier . Fonds de solidarité FTQ . Generocksity Montreal . Hotel Nelligan . Department of Industry . Intact Insurance . Living Montréal . Raymond Chabot Grant Thornton . Resologi . SAP . SAS Canada. Stantec .

### CORPORATE VOLUNTEERING

Developed over the past year, this program has grown considerably: the number of groups participating has multiplied by five in just one year. The groups offer invaluable assistance to the store team, particularly by sorting clothes, but also by doing renovations and painting, collecting food products or assisting during events like the Media's Big Food Drive.

- ▶ 400 volunteers participated in this program
- ▶ 28 corporate groups
- ▶ 20 different organizations



## FAMILY VOLUNTEERING

The purpose of the Family Volunteering project, launched in summer 2017 and targeting families, is to promote the values of sharing and mutual aid. During the summer, vacation or pedagogical days, parents and children are invited to participate in a half-day volunteering activity. Offered to children eight years old and up, this project enables parents to show their children their commitment to the community, raise their awareness of a social cause and inspire them to become volunteer in the future.

## COMPENSATORY WORK

Operated by the YMCA, this program offers citizens unable to pay their fines a chance to help the community by doing unpaid work for a host organization such as SSVP de Montréal, in order to repay their debts. This partnership, initiated in 2016, is a success.

- ▶ 24 people participated in the program
- ▶ 1,850 hours of volunteering done by this group

## VOLUNTEERING IN A SUPERVISED SETTING

During the past year, we welcomed volunteers with special needs. We greatly appreciate the wonderful help received from Giant Steps School students and from participants in the Institut universitaire en santé mentale de Montréal's anxiety and mood disorders program.





# The Guignolées



The traditional Guignolée fundraiser, an SSVF de Montréal initiative, is a tradition that remains relevant today.

In preparation for the end-of-year holidays, our volunteers collect food products, send appeal letters and seek local partnerships so that they can assemble Christmas baskets. A portion of the donations collected is used to replenish the shelves of our points of service so that we can feed those who need our help throughout the year.

## MEDIA'S BIG FOOD DRIVE: A REAL SUCCESS!

Every year, dozens of media representatives and hundreds of volunteers come together during this great event to collect non-perishable food and donations of money.



For more than 15 years, the SSVF de Montréal has worked with Sun Youth and Moisson Montréal, as one of the three beneficiaries of Montreal's Media's Big Food Drive.

After the collection in December 2017, each of the three organizations received **\$179,000**.



**GRANDE GUIGNOLÉE**  
DES MÉDIAS DE LAVAL

**\$115,790-worth** of food products was collected to help the Centre de bénévolat, Moisson Laval and the SSVF de Montréal (located in Laval) provide food assistance to vulnerable Laval residents.

We were able to make **5,540** Christmas baskets with the money and food collected during the Media's Big Food Drive and our traditional food drive.





## FRIPES EN FÊTE!

It's in a festive and family atmosphere that the public was invited to discover the stores of the SSVP de Montréal of their neighborhood. Various activities were proposed to make this day fun and full of discoveries!

## The stores

The SSVP de Montréal stores are a significant source of income: the receipts generated by the sale of donated items help fund our food assistance and stay-in-school programs.

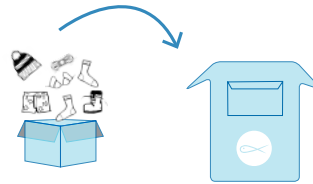
The first store, the Grenier du Pauvre, opened in 1934. At the time, the SSVP de Montréal had no idea that it was a pioneer in raising awareness of consumption's environmental impact.

Today, we can attest to the fact that the SSVP de Montréal kept tons of clothing, furniture and everyday items out of landfills. The donation of goods not only helps break the cycle of poverty but also reduces our environmental footprint.

*I love shopping at the SSVP de Montréal thrift shop. Every time I go, I find hidden treasures at bargain prices. I know I'm saving money and helping keep these objects, clothes and accessories from ending up in the garbage!*

Cliente | Magasin SSVP Champlain

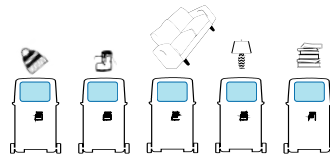
### THE DONATION ROUTE: IT MAKES SENSE!



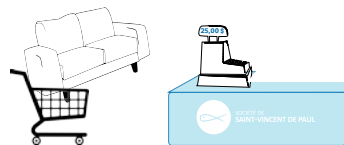
**You give**  
CLOTHES, ACCESSORIES, FURNITURE...



**we pick up**  
FROM DONATION BOXES OR  
AT YOUR HOME



**we sort & recycle**  
IN STORE



**we resell**  
TO STORE CUSTOMERS



**we give back**  
TO THE COMMUNITY  
THROUGH OUR ACTION



# Financial management

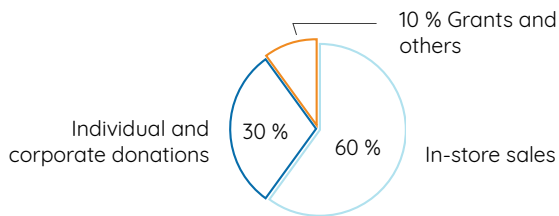
Funding is a major issue for the SSVP de Montréal. We want to thank our financial partners, whose great generosity helps us accomplish our mission.

The development of funding tools such as direct-mail advertising, the online donation platform and crowdfunding has increased visibility and raised the public's awareness of issues involved in food insecurity.

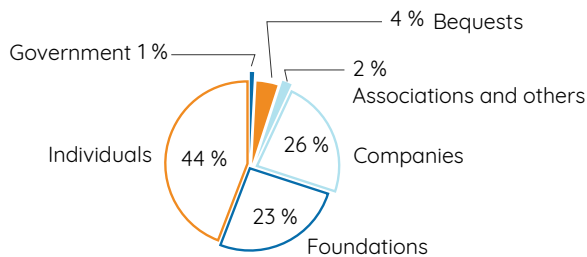


**60% of  
funding  
comes from  
stores**

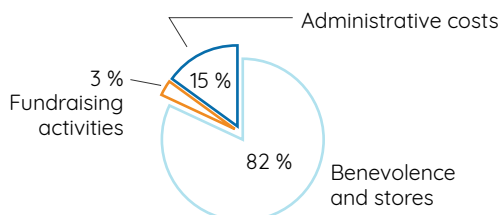
## INCOME 2017-2018



## SOURCE OF DONATIONS 2017-2018



## EXPENSES 2017-2018





for 170 years,  
we have encouraged selfless  
giving **to provide the necessities.**

## Our generous donors and partners

### FOR THE GLOBAL MISSION

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Fondation J.A. DeSève



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Couche-Tard  
Fondation De Bienfaisance T.A. St-Germain  
Fondation Jacques et Michel Auger  
Ville de Laval

### FOR OPÉRATION BONNE MINE

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Fondation Jeunesse Vie  
Fondation Valero  
Oeuvres Régis Vernet



**Thanks!**

Se suis venu aujourd'hui non pour  
passer le temps mais bien pour aider. La  
guignolet est un organisme bien spécial.  
A chaque année de aide les plus démunis  
à passer un bon Noël. Personne au effort  
qui pour Noël n'ont pas de cadeaux  
Noël pour eux est une fête de tristesse.  
Aidons les à passer un joyeux Noël.



SOCIÉTÉ DE  
SAINT-VINCENT DE PAUL

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[ssvp-mtl.org](http://ssvp-mtl.org)



Close to people, with us!

