

Annual Report

2022-23

April 1st, 2022 to March 31st, 2023

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Annual report 2022-23

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Message from the President

A year of renewal

The Information and Referral Center of Greater Montréal (IRCGM) scored points again this year! In fact, rigorous budget management and funding diversification enabled IRCGM to end the year with balanced results. All this while going one step further by implementing a salary policy aiming at ensuring fair and equitable wages to all Center employees while attracting and retaining qualified and motivated human resources.

Furthermore, strengthening funding for 211 Greater Montréal was reassuring thanks to the 5-year renewal of agreements with the *Communauté métropolitaine de Montréal* who holds a place of almost 45% in 211's financing package and Centraide who holds 20%. I would like to thank those two major partners for the trust they have placed in the Information and Referral Center of Greater Montréal that manages 211. PSOC's contribution to 211's funding is also very much appreciated.

In addition, I would like to emphasize IRCGM's openness to transformative projects favouring 211's development and funding supplementation, including the food insecurity project with the City of Montréal, the valorization of social analysis data with the *Fonds d'Initiative et de rayonnement de la métropole (FIRM)*, follow-up for seniors with PAAQ and that of access to community services for vulnerable anglophones.

I would also like to thank the *ministère de la Santé et des Services sociaux* for ensuring funding for our specialized services year after year, since the very

beginning. I appreciate the analysis of our financial requests that considers the evolution of our services and the needs of our clientele. Thanks to this rigorous evaluation, we can count on having the necessary number of counselors to maintain a quality service and help anyone needing support, listening and referrals towards appropriate resources.

I would like to express my gratitude to our Executive Director who has been driving IRCGM with vision and commitment for 10 years now, as well as all members of this dynamic, skilled and dedicated team who fulfill IRCGM's mission with heart.

I cannot conclude without thanking my board of directors' colleagues for their work within the board but also for their valuable advice on specific issues affecting the Center's development.



Pierre Emmanuel Paradis,
Economist and President of AppEco

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Message from the Executive Director

A year of celebrations

The 2022-2023 fiscal year was a big one for the Information and Referral Center of Greater Montréal because it marked an important anniversary for each of our services: 5 years for 211 Greater Montréal in January 2023, 10 years for the TeleCounseling Program in November 2022, 30 years for Drugs: Help and Referral (DHR) in October 2022 followed closely by Gambling: Help and Referral (GHR) in April 2023.

To that, I proudly add that July 2023 will mark 10 years that I have been at the helm of this recognized institution that is the Information and Referral Center of Greater Montréal. Its recognition and reach are the fruits of many efforts, on every level of IRCGM. I would like to thank each member of our team, the management committee, and my board of directors for the foundation they laid with me, which today, puts the Center's services on solid footing and ready to take on new developments over the next decades.

Of course, over the years, we have always held the priority of being even more accessible and known, of being a social safety net to vulnerable people and guide them towards resources that will help them out of difficult situations. But what is clear, at the end of the 2022-2023 fiscal year when we are taking stock of each service, is that we have developed solid expertise and implemented powerful analysis and measurement tools to respond to increasing needs and requests for help that are becoming more complex. Whether it is 211, TC, DHR or GHR, our teams have

adapted their practices of info-referral and addiction counseling to ensure that they fully understand the expressed needs and to respond appropriately. This, with empathy, non-judgement, and rigour.

Our willingness to work in complementarity with players from the field is also an undeniable asset, whether it is partnerships with organizations in the field, health and social services, researchers, municipalities, the Centraide network or the government. We began developing a networking approach by building relationships while respecting our respective missions and our specific skills. By continuing in this collaborative spirit, chances are good that duplicating services will give way to a continuum of services so necessary in helping vulnerable people. It is my wish for us for 2023-2024!



Pierrette Gagné
Executive Director, Center for Reference of Greater Montreal

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Thank you to our Board of Directors



President

Pierre Emmanuel Paradis
Economist and President at AppEco



Vice-President

Houssine Dridi, Ph.D.
Professor, Université du Québec à Montréal



Treasurer

Juliette Brisson-Larouche, CPA
Director of Finances, Équisoft



Secretary

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Director of Analysis and Public Affairs,
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David Brieugne
UX Manager of Research Operations at
Tech3lab (HEC Montréal) –
Affiliation IVADO



Administrators

Valérie Dubreuil
Director of Development and
Communications, Dans la rue



Administrators

Pierrette Gagné
Executive Director, Information and
Referral Center of Greater Montréal



Administrators

Yves Millette
Retired



Administrators

M^{re} Daniella Pellegrino, LL.B.
Attorney, AVENS Montréal Avocats



The team administration

Management Team

Pierrette Gagné, Executive Director

Manon Côté, Assistant to the Director and 211 Counselor

Administration and Finances and Technology

Catherine Bellemare, CPA, Director

Zakari Saada, Information Technology Manager and
Data Analyst

Roger Lambert, Maintenance

Specialized services in addiction

**Drugs: Help and Referral, Gambling: Help and Referral
and TeleCounseling for Excessive Gamblers**

Nancy Rocha, Director

Dyna Pelletier, Coordinator, DHR and GHR Helplines

Sophie Duchesne, Coordinator, TeleCounseling Program
for Excessive Gamblers

211 Greater Montréal

Guillaume Veilleux, Director

Communications, Development and Community relations

Lucie Kechichian, Director

Alexandre Haslin, Coordinator of Digital Content and
Communications

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Thanks to the whole team



Marie-Christine Palardy,
Database Manager for our Addiction
Services

Counselors

Gil Bellemare

Isabelle Bernard

Jessyca Carrey Noël

Bianka Constantin Parent

Monique Côté

David Galipeau, Counselor and Assistant
to the Coordinator

Marc-Antoine Gendron

Anouk Lacombe

Érick-André Leroux

Sarita Lopes

Maria Rigas,
intervenante et traductrice

Zeineb Sellami

Zakari Tremblay-Goyette

Giulietta Zekri



Counselors

Andréanne Cadet

Isabelle Cyr

Sabrina Després

Jacques Ducharme, M.Ps,
Clinical Supervisor

Sophie Duchesne

Alexane Langevin

Jean-François Paradis



Counselors

Audrey-Ann Aubert

Myriam Belley,
Quality of Service Manager and
211 Counselor, FIRM Project
Manager

Sophie Coallier

Manon Côté,
adjointe à la direction et
conseillère 211

Sunny Dagenais

Julie Dumas

Fabienne Frégeau

Étienne Gagnon

Carolane Joncas

Andrée-Anne Labranche

Researchers

Charles Bédard Verreault,
iCarol Technical Support

Alex Corriveau-Blouin

Peter Blanchette

Julie Boisseau

Juliette Brière

Sophie Isabelle Gaumont
Velasquez

Grace Kabanda

Jad Kabbanji,
Partnerships Manager

Aud Langelier

Élyse-Frédérique Pilotte

Sabrina Larocque,
Quality of Service Manager and
211 Counselor

Maude Goutier-Massey

Alex Ann Monzerol

Marisa Patrocínio

Danicka Raymond

Daniela Rivera

Thank you and good luck to
those who left to take on new
challenges or to those who
retired

Hélène Hamel

Brigitte Gagnon-Boudreau

Mathieu Chaurette

Alexis Beaulieu-Thibodeau

Maxime Miranda

Isabelle Provencher

Estelle Arcand

Danielle Raymond

Latifa Barutwanayo

Orlando Nicoletti

Julie Boulay-Leroux

Mariane Bragagnolo

Olivia Maliska

Nawal Senoussaoui

Lamiaa Somoue



660

hours of volunteer work

Thank you to those who
supported IRCGM with a total of
660 hours of volunteer work!

Members of the Board of Directors for putting in
even more time to participate in ad-hoc committees.
Members of the Foundation Board of Directors and
the personal time some put in for various projects and
specific guidance. Michel Lefèvre et Ginette Raymond.

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Specialized Services in Addiction

Appointment of A new Director

In April 2023, Nancy Rocha was named Director of Specialized Services in Addiction, Drugs: Help and Referral (DHR), Gambling: Help and Referral (GHR), and the TeleCounseling (TC) Program for Excessive Gamblers. Nancy holds a multi-disciplinary bachelor's degree in human sciences from *Université de Montréal*. She began working at the Information and Referral Center of Greater Montréal in 2003. She started out as a counselor on the Gambling: Help and Referral and Drugs: Help and Referral helplines until 2013. Armed with this experience, she became a counselor for the TeleCounseling Program for Excessive Gamblers upon its creation in 2012. She then became manager of the program in 2019. During her time at IRCGM, Nancy Rocha greatly contributed to the development of the program, to the creation of work management tools and to strengthening the skills of her team as well as their knowledge of excessive gambling.



Nancy Rocha

Director of Specialized Services in Addiction
Drugs: Help and Referral, Gambling: Help and Referral and
TeleCounseling for Excessive Gamblers

New committee: communauté de pratique des lignes d'écoute (Community of practices for helplines)

Our director of specialized services in addiction, in collaboration with Sylvie Boivin, Director of Suicide Action Montréal, have implemented a committee called *Communauté de pratiques (ligne d'écoute)*. Its goal? To discuss common managerial issues and challenges: hirings, protocols, counseling, technological tools ... This committee meets 4 to 6 times per year. Its members include *Suicide Action Montréal*, *211*, *Tel-Aide*, *SOS Violence conjugale*, *Interligne*, *Écoute Entraide* and *Appui*.



"I am very happy at being named Director of Specialized Services in Addiction. Since I began here in 2003, I am proud to see what a long way we have come in adapting and modernizing our intervention practices. I have a competent and motivated team of counselors by my side who care about the mission of supporting, informing, and referring people with an addiction and their loved ones. We have a lot of projects in mind that we look forward to completing to ensure the relevance and continuity of our services."

— Nancy Rocha

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Specialized Services in Addiction

Thank you to the *ministère de la Santé et des Services Sociaux (MSSS)* for their valuable support which allows us year after year to fulfill our mission to people with an addiction to drugs, alcohol, medication and gambling as well as their loved ones.

Québec 

New logos and new banner

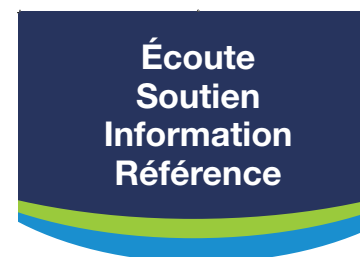
To clarify on which substances and which addictions our counselors can help with, we modified the logos for Drugs: Help and Referral and Gambling: Help and Referral.



We also had a new roll-up banner made with our new logos for events.

Launch of a newsletter

In January 2023, we launched a quarterly newsletter for partners, collaborators and any public, community or private organizations in addiction. About one thousand people receive it.



SERVICES GRATUITS + CONFIDENTIELS 24/7



SERVICE DE THÉRAPIE À DISTANCE



DÉBA substances and gambling

87
assessments

9
regions

Since November 2022, our counselors began using, for certain circumstances, an assessment and screening questionnaire called *DÉBA* for drugs, alcohol and gambling. We can provide this service to these 9 administrative regions:

1. Bas-St-Laurent
2. Laurentides
3. Capitale Nationale
4. Chaudière-Appalaches
5. Estrie
6. Outaouais
7. Abitibi-Témiscamingue
8. Laval
9. Saguenay-Lac-St-Jean

In four months, 87 assessments were completed, 65 for drugs and alcohol and 22 for gambling.

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Specialized Services in Addiction

Participation in Research Projects

➔ We are members of advisory committees for these research projects:

- *La crise de la COVID-19 et les jeux de hasard et d'argent : évaluation d'impacts et solutions, led by Dr. Magaly Brodeur.*
- *Jeux de hasard et d'argent, jeu problématique et pandémie de COVID-19: l'expérience des personnes LGBTQIA2S+, led by Dr. Magaly Brodeur.*
- *Le jeu en ligne et la réduction des méfaits « NUDGE », led by Dr. Magaly Brodeur.*
- *Trajectoire de soins de santé et de services sociaux et jeu problématique au Québec, led by Dr. Magaly Brodeur.*
- *Algorithme de détection (Cocreating New Best Practices for the Detection, Referral, and Treatment of At-Risk Online Gamblers), led by Sylvia Kairouz from Concordia University.*
- *Cartographie de l'exposition et de la vulnérabilité aux jeux de hasard et d'argent au Québec, led by Élisabeth Papineau.*
- *La publicité et la promotion des jeux de hasard et d'argent en ligne au Québec: Portait d'exposition et d'influence, led by Annie-Claude Savard from Université Laval.*
- *Développement et implantation d'un guide d'accompagnement destiné aux membres de l'entourage ayant un proche dépendant à l'alcool, aux drogues ou aux jeux de hasard et d'argent, led by Mélissa Côté from Université du Québec à Trois-Rivières.*

➔ We are partners in the HERMES committee from Concordia University (gambling).

➔ We are members of Collectif d'échanges sur la responsabilité dans le domaine des jeux de hasard et d'argent.

➔ We are representatives of the community sector within the advisory committee of the Research Chair on Gambling.



Research

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Specialized Services in Addiction

Training activities:

Continuing training is strongly encouraged within our team. Members of our teams attended the following webinars and external classes:

Le concept de passion et dépendances, applications cliniques – Institut Universitaire sur les dépendances.

Présentation du Plan interministériel en santé mentale – Action autonomie.

Mythes et réalité de l'intervention auprès des patients ayant un TPL – Midis à savoir, Dr. Pierre David.

La santé mentale démystifiée – Canadian Mental Health Association.

Consommation sexualisée (chemsex) – Maxime Blanchette

Games of money and chance Loto-Québec: Blackjack, Poker & Sports betting – Mathieu Baril, Loto-Québec

Managing aggressions – Red Cross.

Online gambling – Association des intervenants en dépendance du Québec (AIDQ).

Faire face aux surdoses – PROFAN.

La consommation chez les adultes plus âgés: Portrait, impacts et interventions – Association des intervenants en dépendance du Québec (AIDQ) and Université de Sherbrooke.

Les fraudes amoureuses, Équipe du Centre d'excellence multidisciplinaire, CIUSSS-EMTL.

Politiques sur les drogues et légalisation – Institut Universitaire sur les dépendances, Université de Sherbrooke and RISQ.

Enjeux d'intervention liés à la concomitance « victimisation/dépendance »: Qu'en disent les intervenants et les usagers présentant la double problématique? – Institut Universitaire en dépendances.

Repérer le risque suicidaire - Suicide Action Montréal

Intervenir auprès des femmes: pistes pour adapter les pratiques et les services en dépendance. - Association des intervenants en dépendance du Québec (AIDQ) and Université de Sherbrooke.

Video games and addiction – Maude Bonenfant and François Savard

Bien-être numérique chez les jeunes : comment trouver l'équilibre? – Canadian Mental Health Association.

Formation sur le jeu – Dopamine

Formation sur l'évolution du rôle du pharmacien – Association Québécoise des pharmaciens propriétaires (AQPP).



Training

Treating Gambling Harms: Valuable Strategies for Engaging and Retaining Our Clients – International Center for Responsible Gaming webinar.

Paysage réglementaire des jeux de hasards et d'argent en ligne – Sylvia Kairouz, Concordia University.

Intervention en contexte conjugal et Prévention de la dépendance aux écrans – Association des intervenants en dépendance du Québec (AIDQ).

How Childhood Trauma Influences Addiction – Edgewood Health Network

Présentations et discussions intéressantes au sujet de la consommation, de la santé mentale et du chemsex auprès des personnes LGBTQI+ migrantes - Atelier de dialogue GID-TRADIS.

Les femmes et la consommation: savoirs expérientiels sur les services et pistes d'amélioration - Atelier de dialogue GID-TRADIS.

Training given by our team

We provided training on addiction to the following organizations: CIMME; Cégep du Vieux Montréal; Dopamine; Pont du Suroît; AQPAMM.

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Specialized Services in Addiction

Presentation of our [Services, Meetings and Collaborations](#)

Touring Québec's CIUSSS and CISSS!

We began what we call Touring Québec's CIUSSS and CISSS with the goal of repositioning DHR, GHR and TC as essential players in the field. These meetings have also allowed us to better understand the regional service offerings so that we may ensure the quality of referrals to people who contact our service. Here are the institution's we met this year:

- CIUSSS de l'Est de l'Île de Montréal: Managers for mental health and addiction, addiction and homelessness, Youth Protection.
- CISSS de Lanaudière : Director of mental health and addiction, 811 Lanaudière, CRD and CLCS.
- CISSS Montérégie-Centre: Addiction Outreach Team.
- CSSSS de la Baie-James: Director of Social Programs.
- CIUSSS de la Capitale-Nationale : Director of Public Health.
- CISSS de la Gaspésie: Director of mental health, addiction and homelessness.
- CIUSSS du Centre-Ouest-de-l'Île-de-Montréal: Teams from the *Alliance* program and Guichet d'accès Jeunesse and liaison agents for complex situations.

We also met with the following organizations in view of future collaborations:

Association pour la santé publique du Québec (ASPO), Capsana, Association Québécoise des Pharmaciens Propriétaires (AQPP), Ordre des pharmaciens du Québec, Régie des Alcools, des Courses et des jeux, la SAQ, Confédération des Syndicats Nationaux (CSN) (Central Labour Union), Educ'alcool, la Fédération Addiction (France).

So that our counselors better understand the mission and services of organizations that they refer, we invited the following organizations to present their services:

La ligne J'arrête (I Quit Now), Tel Jeunes et la Ligne Parents, La Relance, SOS Violence Conjugale.

Events

Our team proudly represented our services during these events:

1. *Sommet des dépendances.*



2. *Congrès des infirmiers et infirmières du Québec.*
3. *Montérégie West Community Network Health Fair.*
4. *Cross-training from Michel Perreault's research team and the Douglas Research Centre, presentation of our part in the fight against the opioid crisis.*

Memberships

Our DHR and GHR counselors are members of *AIDQ (Association des Intervenants en Dépendance du Québec).*

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The service at a glance

The service at a glance: Drugs: Help and Referral listens, supports, informs and refers people troubled by their use of drugs, alcohol or medication as well as their loved ones. This service is free, confidential, bilingual, and available 24/7 by telephone and chat.

Requests for help

20 099

Increase
6,3%

From 2021-2022



Calls: **17 151**



Chats: **2 939**



Emails: **9**



Drugs: Help and Referral is 30 years old!

A new decade, let's celebrate! Drugs: Help and Referral has had an exceptional year for its 30th anniversary. The **20 000-call** mark has been passed! And our service was on TV!



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Communications in a few figures



Number of **expressed needs**: **24 354**



Number of **out-patient referrals**: **21 934**



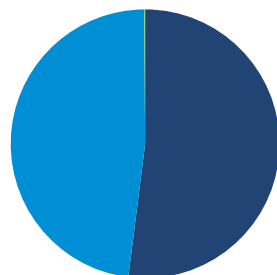
Number of **organizations and distinct services referred**: **750**

Statistics

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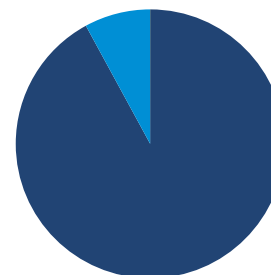


Gender



● Male52%
 ● Female47,9%
 ● Other.....0,1%

Languages



● French92%
 ● English.....8%

Age

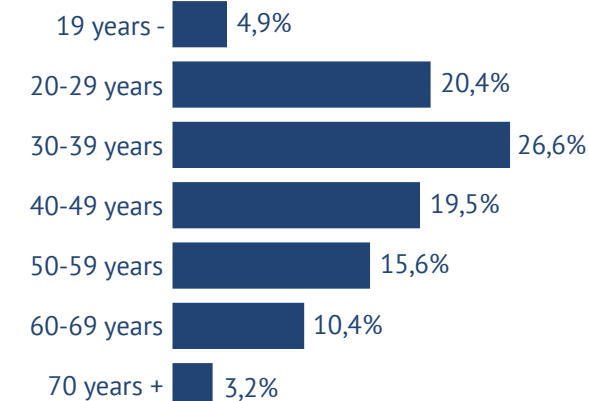


Chart based on the 13 440 answers received to this question.

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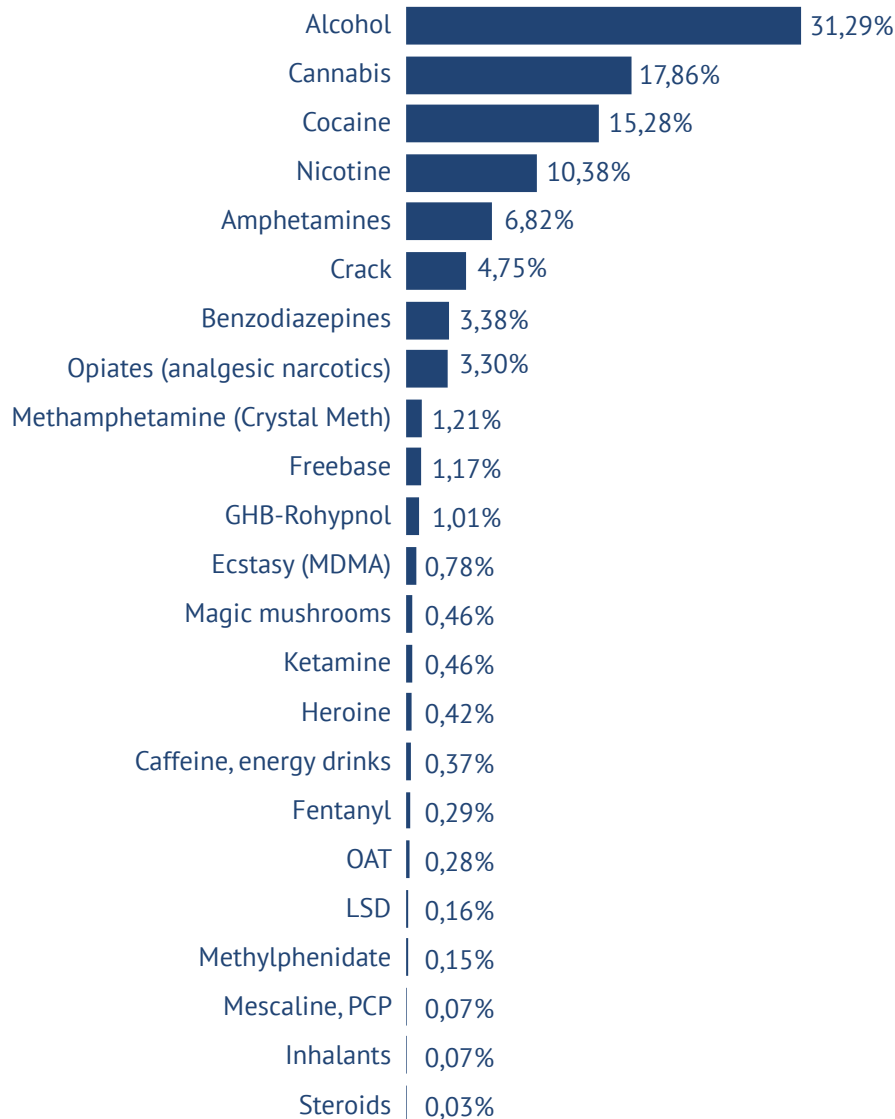
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- ➔ [Financial Statements >](#)

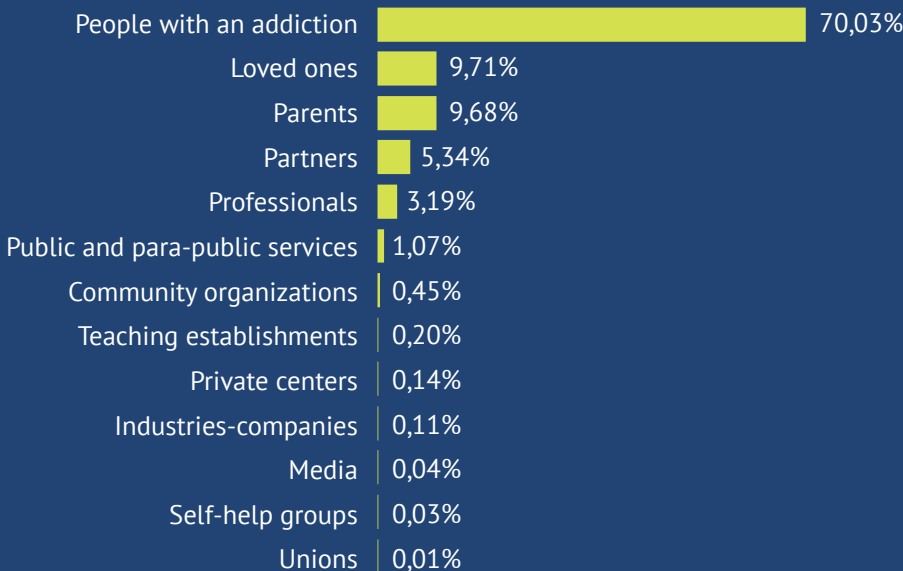
Substances mentioned



Statistics

April 1st, 2022 to March 31st, 2023

Who contacts us?



Comorbidity



Comorbidity with mental health and gambling has been detected in several interventions.



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Addiction and mental health

Drugs: Help and Referral would like to thank the Bell [Let's Talk Community Fund](#) for being granted 20 000 dollars for a project aiming at helping people with a mental health and addiction comorbidity. This project lasts from September 2022 until September 2023 and unfolds in three parts:

Training and updating knowledge for our team, on crisis intervention and people with a mental health issue on top an addiction. Several topics will be explored including grief, suicide, etc.

Updating and expanding our provincial database of services in addiction with mental health resources added on.

Implementing communication actions, such as creating tools to better explain the relationship between mental health and addiction.

Fonds communautaire
Bell Cause pour la cause 2022

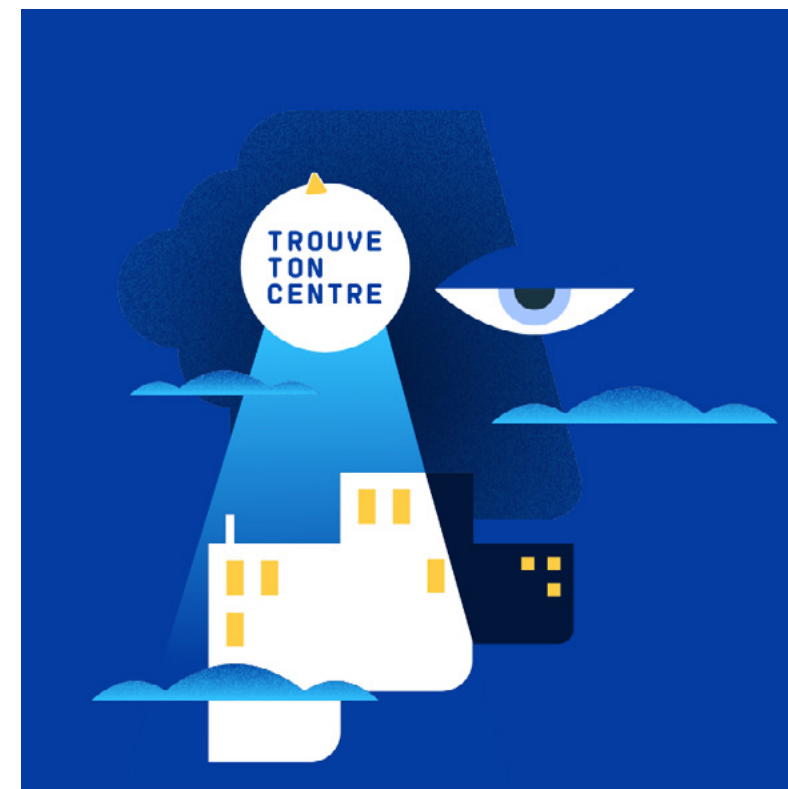
Organisme bénéficiaire



Special Projects

Trouve ton centre

The [trouvetoncentre.com](#) website, launched in partnership with AQCID in the Fall of 2020 is still active. The online database is regularly undated by the DHR and GHR Database Manager. Our counselors answer the chats.



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Advertising

First time TV Campaign for Drugs: Help and Referral!

To position our service, and increase its notoriety, we created this message that has been broadcast on TVA since March 2023 and will also be broadcast during the 2023-2024 fiscal year across Québec.

<https://www.youtube.com/watch?v=7JPq24Xroc> (In French only)

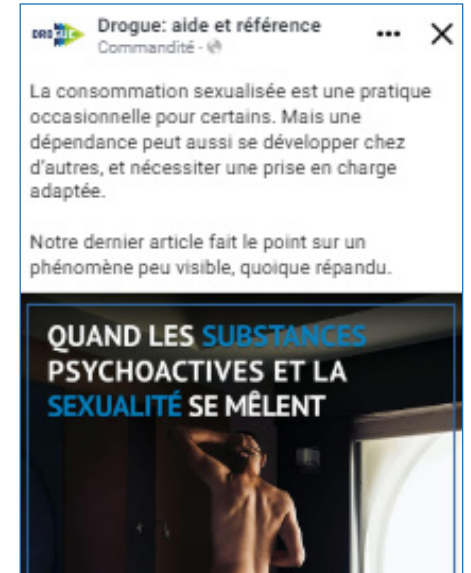



Campaign offered by the WKND 91.9FM radio station

In April 2022, we were able to benefit from a campaign generously offered by the WKND radio station.
Thank-you.

Communications

We carried out many ad campaigns on Facebook and Instagram.



We broadcast an [infomercial](#) to members of **Association québécoise des infirmières et infirmiers en santé mentale (AQISM)**.

Quand santé mentale et consommation s'entremêlent, collaborons.



DROQUE AIDE ET RÉFÉRENCE
ALCOOL | DROGUES | MÉDICAMENTS

1 800 265-2626
aidedroque.ca

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Medias

We gave an interview to [Elle Québec](#) following a video in which celebrity Maripier Morin shared her substance abuse problems with Sophie Grégoire.

Drugs: Help and Referral was often cited as being an essential resource by *La Presse*, *24 heures Montréal* and even *Tout le monde en parle* during a show about the opioid crisis in Montréal.



Promotional Material

We sent posters, cards, and bookmarks to cegeps, CLSC's, organizations, etc. across Québec. They were re-designed with our new logo.



Communications



Semaine de *prévention des dépendances* 2023

Our Director of Communications was invited by the ministère de la Santé et des Services Sociaux to join the advisory committee of the prevention of psychoactive substances use to comment on tools developed during the *Semaine de prévention des dépendances et Volet Alcool 2022-2023*.



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➔ **211** Grand Montréal

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Aidedroque.ca website statistics

Number of **sessions**



73 651

Increase
28 %

Number of **users**



57 721

Increase
29 %

Number of **page views**



116 329

Increase
12 %

Facebook
Subscribers
As of March 31, 2023



3 200

Increase
30 %

Instagram
Subscribers
As of March 31, 2023



300

Increase
38 %

Web and social media

To ensure ideal site referencing, we regularly post news and content like this:

The cycle of addiction



What are benzodiazepines?

Benzodiazepines

While questions surrounding mental health are taking up greater space in public debate, more light is being shed on various anxiety disorders and existing treatments. Psychotherapy, physical activity, meditation, yoga... anxiety disorders can be managed in various ways. However, in certain cases, chemical assistance is necessary: anxiolytic (anti-anxiety) medication. Among them: benzodiazepines.

What are benzodiazepines?

Benzodiazepines are the anxiolytic medication most used. They are part of the psychoactive family. It is a legal substance, available only through prescriptions. Benzodiazepines are a part of the central nervous system depressants, meaning they slow down brain activity. They are also used to treat various disorders such as:

- anxiety
- panic attacks
- sleep disorders
- epileptic disorders
- alcohol withdrawal

Benzodiazepines are one of the most prescribed medications. When used correctly, they are proven to be effective and can alleviate symptoms associated with the disorders mentioned above. However, their use can become problematic: if, for example, they are used over an extended period, they are taken with other substances or if they are not taken as prescribed. Thus, there is a risk of addiction, as well as overdoses which can be fatal.

HELP REQUESTS: 514 527-2626 or 1 800 263-2626

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☎ 1 800 461-0140



Annual Report 2022-23

April 1st, 2022 to March 31st, 2023



Graphic design: mgraphiste
Writing: Lucie Kechichian
Proof reading: Alexandre Haslin
Tryearslating: Maria Rigas

Annual Report 2022-23

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GAMBLING HELP AND REFERRAL

The service at a glance

JAR écoute, soutient, informe et réfère les personnes préoccupées par leurs habitudes de jeu, ou dépendantes au jeu, ainsi que leur entourage. Le service est accessible par Téléphone et clavardage. Il est gratuit, confidentiel, bilingue et disponible 24 heures sur 24, 7 jours par semaine, partout au Québec.

Requests for **help**



5 660



Calls: **3 451**



Chats: **2 159**



Emails: **50**



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Communications in a few figures



Number of **Nature of needs** : **5 529**



Number of **références données** : **3 850**



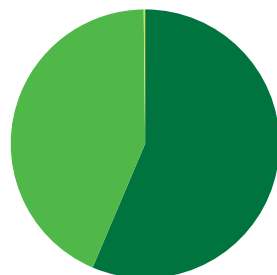
Nombre d'**organismes et services distincts référés** : **314**

Statistics

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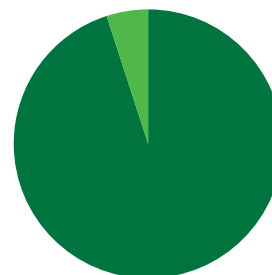


Gender



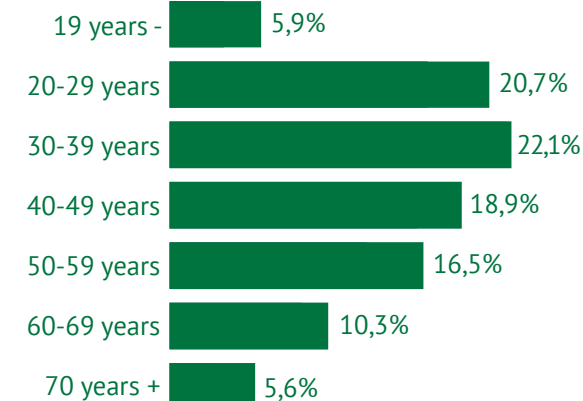
● Male56,4%
● Female43,4%
● Other.....0,2%

Languages



● French95%
● English5%

Age



Graphique basé sur les 3 259 réponses obtenues à cette question

Graphique basé sur les 3 961 réponses obtenues à cette question.

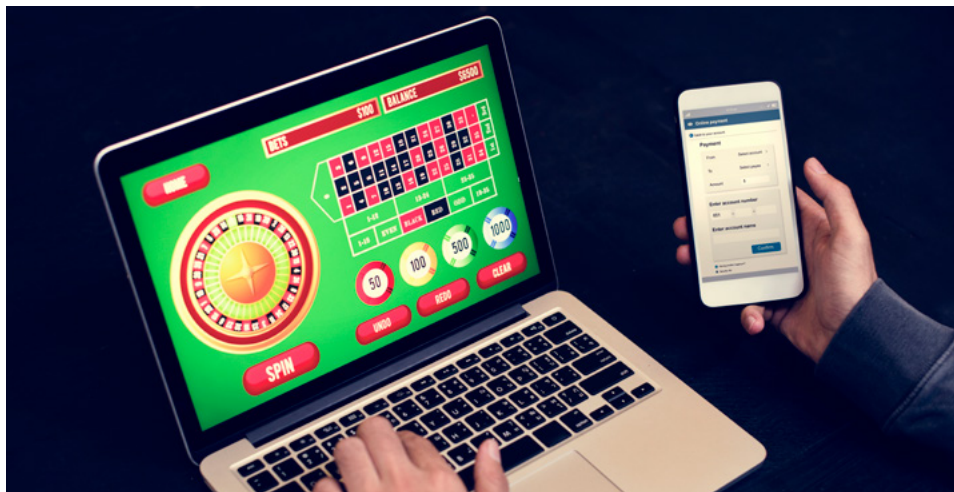
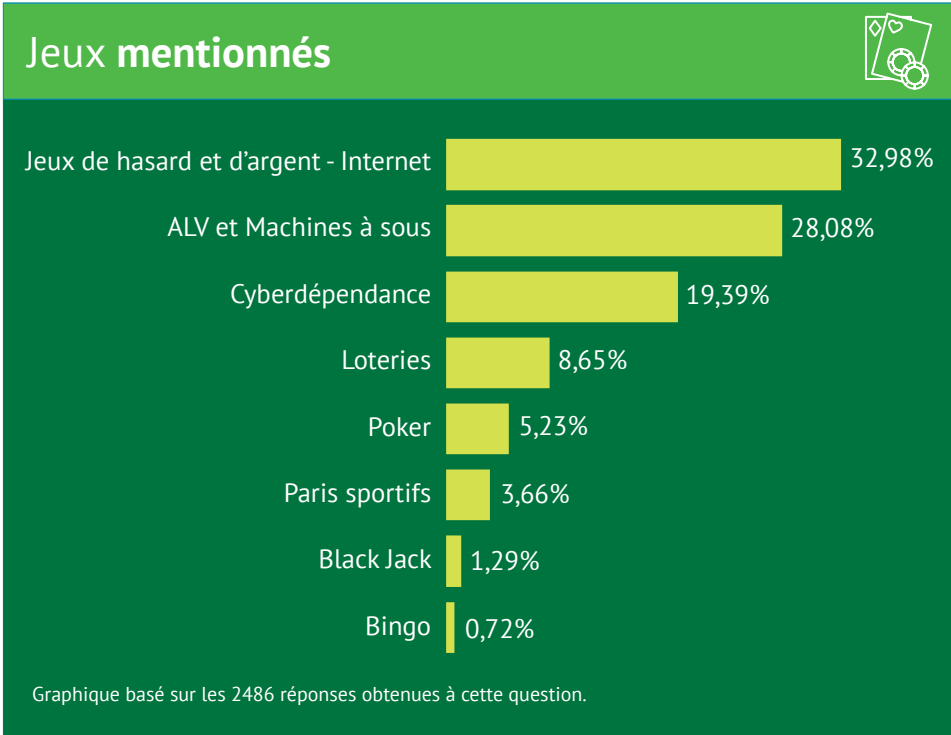
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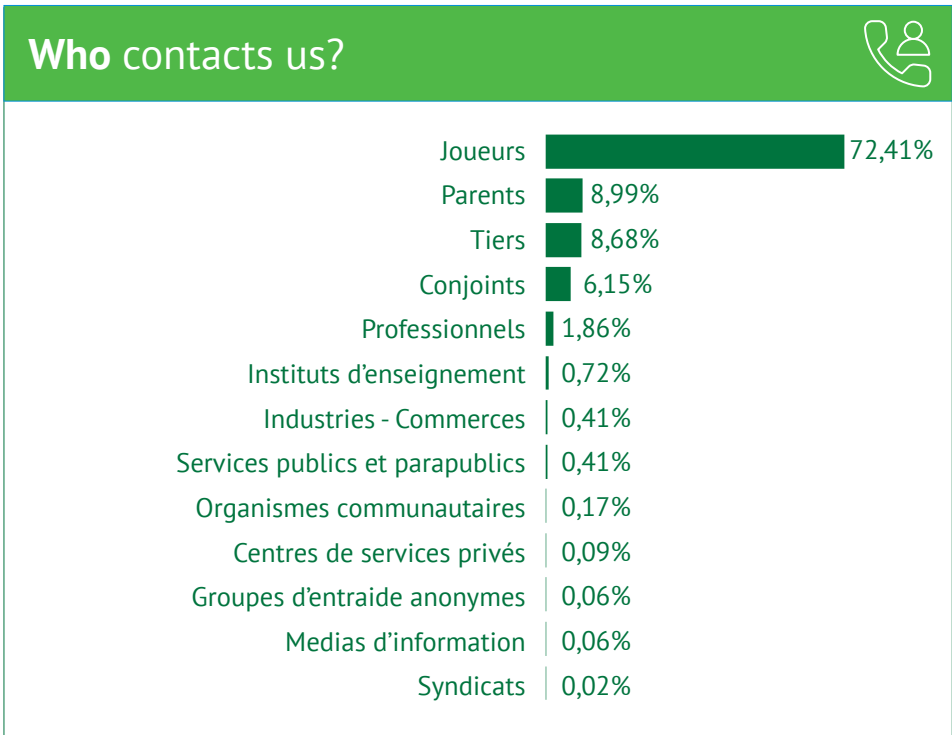


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Comorbidity

Durant certains discussions nos intervenants ont pu noter une Comorbidity santé mentale et toxicomanie.



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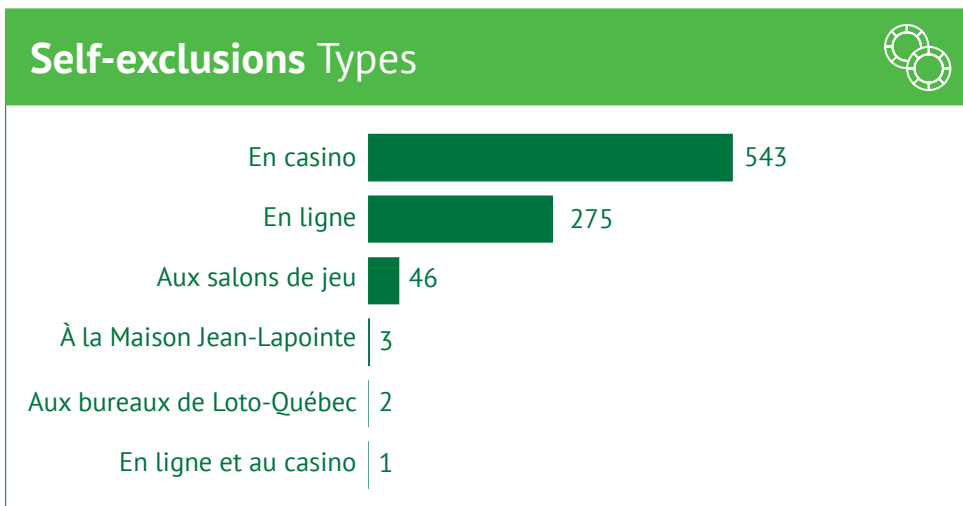
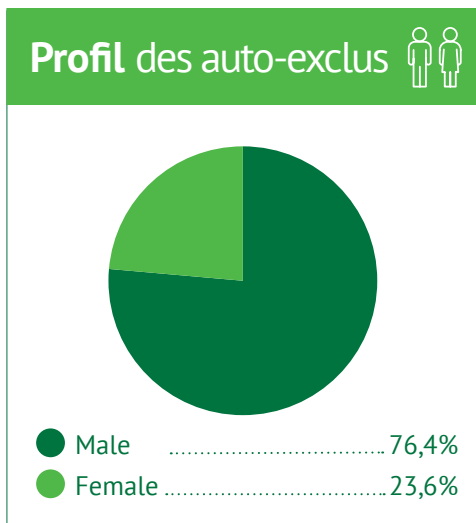
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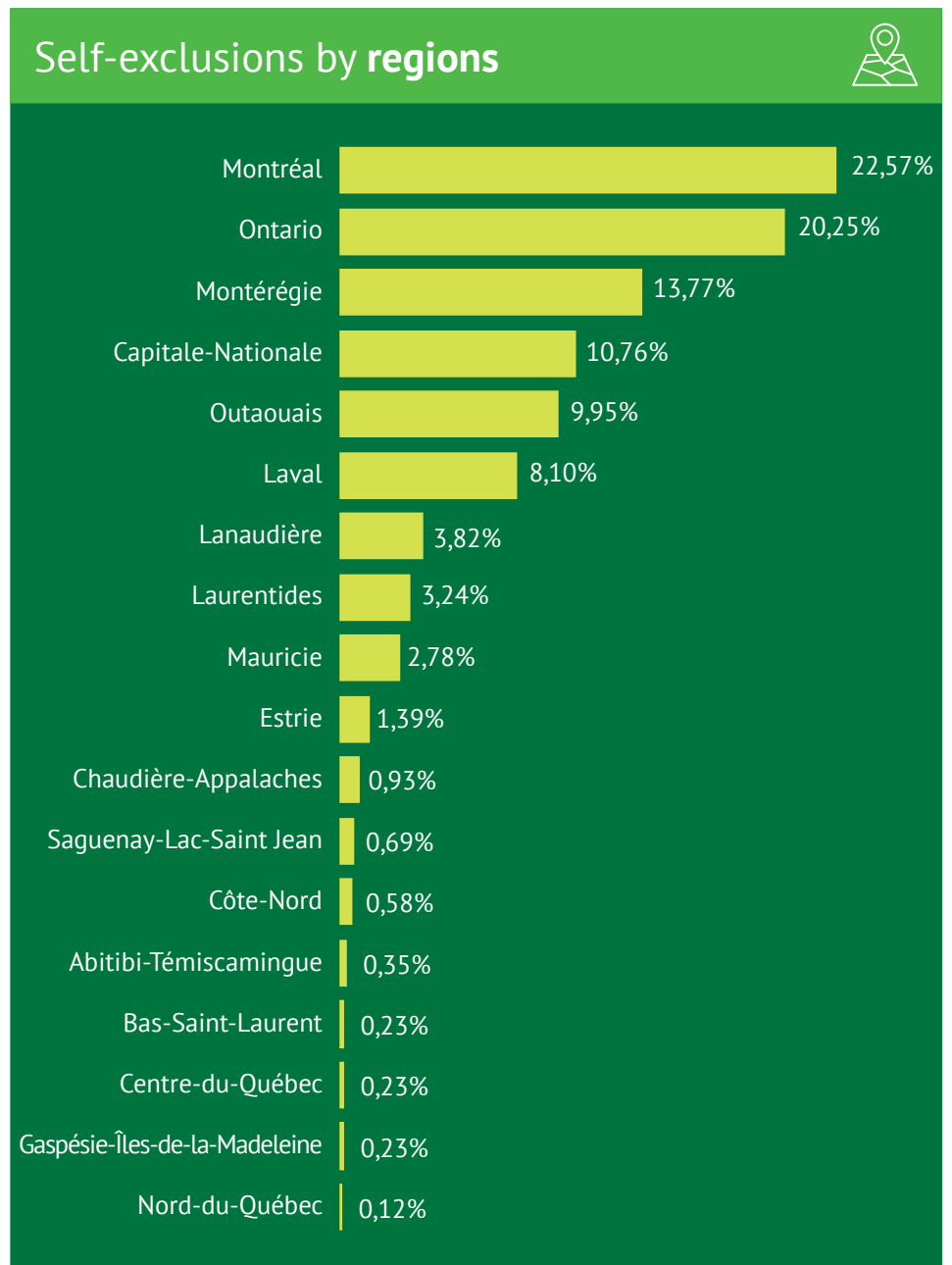
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CARDEX

Jeu : aide et référence a été mandaté pour faire un suivi auprès des personnes qui se sont d'elles-mêmes exclues des casinos, salons de jeu et jeux en ligne de Loto-Québec.



Special Project



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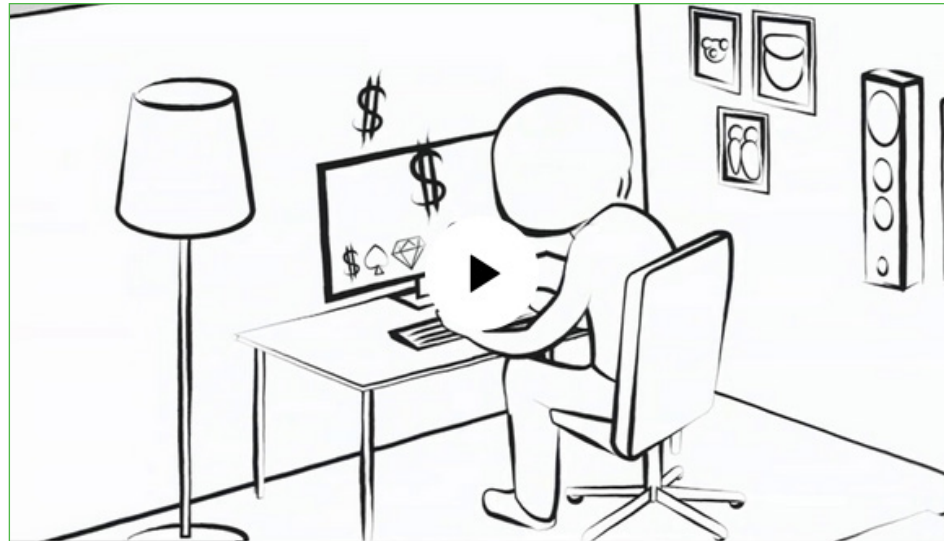


Advertising

Television

Campagne télévisée à l'automne et à l'hiver 2022 sur les ondes de TVA, partout au Québec.

Chronique à Salut Bonjour! Et intégration du contenu sur le site de salutbonjour.ca



Radio



Communications

Web

Vidéo en pré-roll sur les sites de Tou.tv, TVA+ et Noovo.

Bannières Web en programmation sur des sites de jeu, de sport, etc. de septembre à fin mars.

Nous avons diffusé **une infolettre** aux membres de l'Association québécoise des infirmières et infirmiers en santé mentale (AQIISM).



Social media

Nous avons fait plusieurs campagnes sur **Facebook** et **Instagram**



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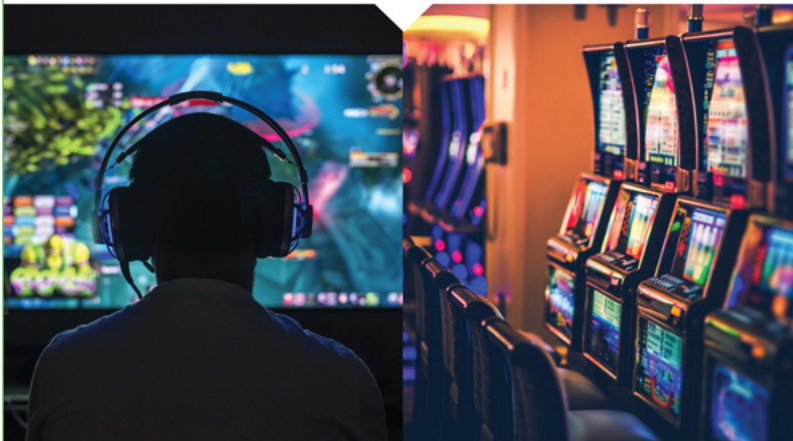


Promotional Material

Nous avons envoyé du matériel, affiches, cartes et signets dyears des cégeps, CLSC, organismes, etc. partout au Québec. Ils ont été refaits pour afficher notre nouveau logo.



**Has gambling become a problem
for you or a loved one?**
We can help you.



24/7. Free. Confidential.

 1 800 461-0140  gamblinghelp.quebec

Québec 

Communications

Medias

Nous avons été invités pour plusieurs entrevues.



28 avril 2022 : **95.7 KYK Saguenay** pour parler de la dépendance aux jeux vidéo



1^{er} décembre 2022 : Qub radio, entrevue avec Benoit Dutrisac pour les 10 years du TéléCounseling et la dépendance aux jeux de hasard et d'argent.



6 décembre : **Radio CFNJ Lanaudière**, entrevue pour les 10 years du TéléCounseling et la dépendance aux jeux de hasard et d'argent. (Débute à la 10e minute environ).



28 janvier 2023 : **TVA Nouvelles**, entrevue pour parler des loteries et de la dépendance au jeu.

Jeu : aide et référence a été souvent cité comme ressource essentielle dyears des publications telles que Le Journal de Montréal, La Presse, 24 heures Montréal, etc

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Aidejeu.ca website Statistics

Number of users



77 830

Increase
9%

Number of sessions



96 539

Increase
7%

Number of page views



137 941

Increase
5%

Facebook

Subscribers

As of March 31, 2023



980

Increase
19%

Instagram

Subscribers

As of March 31, 2023



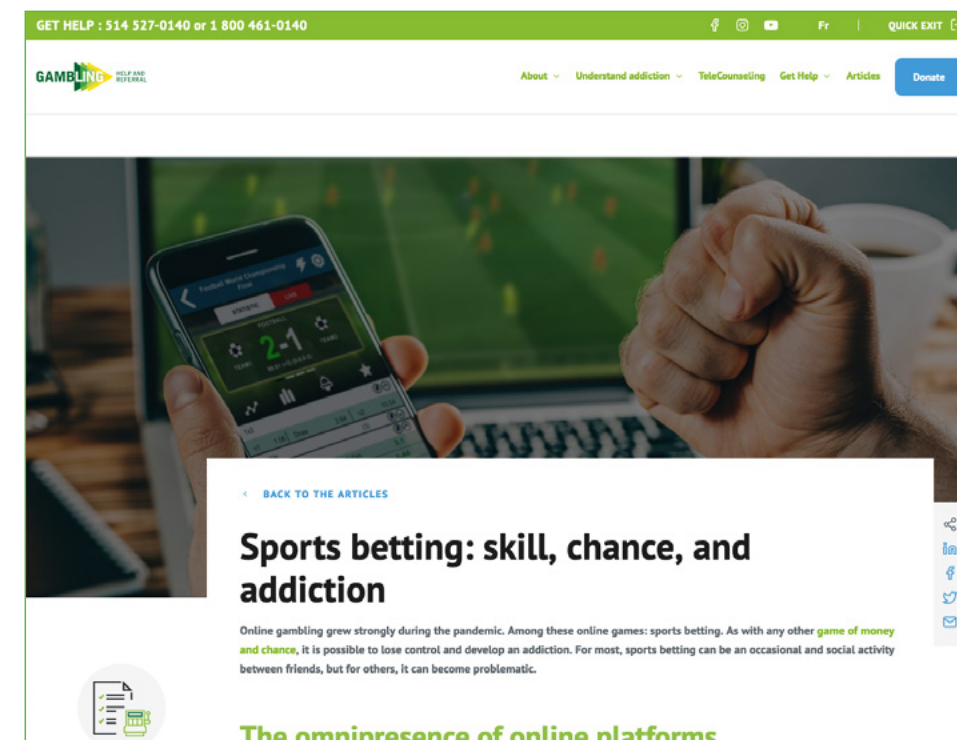
290

Increase
46%

Web and social media

Afin d'assurer le bon référencement du site, nous travaillons à la publication régulière de nouvelles et de contenus comme celui-ci :

[Paris sportifs : compétences, hasard et dépendance](#)



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☎ 1 800 461-0140

 aidejeu.ca/telecounseling

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10
YEARS!



Graphic design: mgraphiste
Writing: Lucie Kechichian
Proof reading: Alexandre Haslin
Tryearslating: Maria Rigas

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The service at a glance

Le programme est conçu pour les personnes qui souhaitent se libérer de leurs habitudes de jeu de hasard et d'argent. Ce service de thérapie est gratuit et accessible partout au Québec, par Téléphone, et maintenant par vidéoconférence. Il permet aux joueurs excessifs de mieux comprendre les mécanismes qui les poussent à jouer et d'avoir des outils pour reprendre le contrôle.

Cette année encore, la **demande pour le service de TéléCounseling** est en forte hausse.

Files handled



418

Increase
22 %

Enrollments



310

Increase
23 %

Files closed



255

Increase
5 %

Comment ça fonctionne?

Le programme comprend :

- 1 entrevue d'évaluation d'une durée de 1h30.
- Des rendez-vous téléphoniques ou de vidéoconférences d'une heure chacun avec un.e conseiller.ère, pour aborder 6 thématiques entourant le jeu excessif : la motivation, les finances, les idées erronées, les déclencheurs, la prévention de la rechute et le maintien des acquis.
- 4 rendez-vous téléphoniques de suivi à 1, 3, 6 et 12 mois de la fin du programme.

En 10 years,
le programme a
permis d'aider plus
de **1650 joueurs.**

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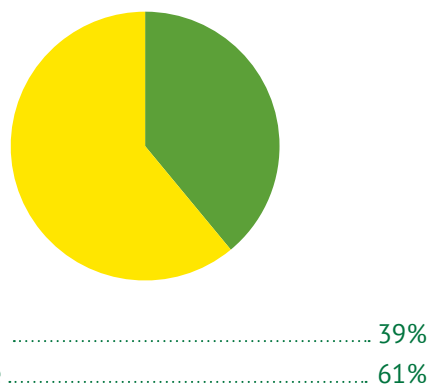
Provenance: top 5



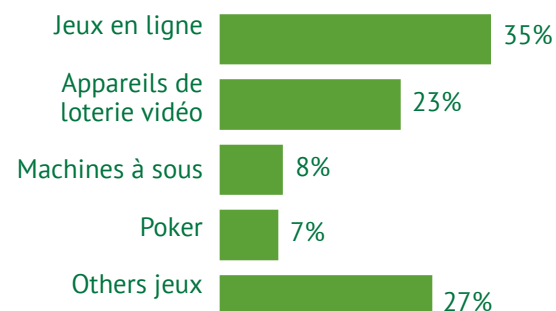
Service **gratuit** et
accessible partout au
Québec!



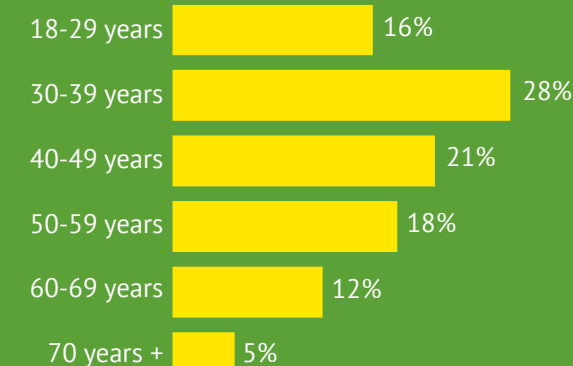
Gender



Jeux les plus mentionnés



Age



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Changement au cahier des participants

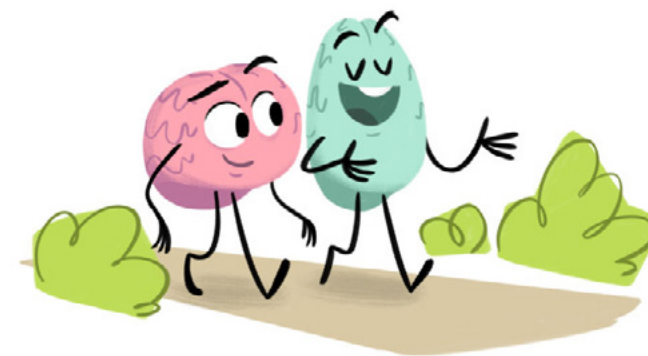
Chaque personne inscrite au programme a désormais un seul cahier. Nous avons fusionné le cahier du participant et le journal quotidien pour un côté pratique et environnemental.



Special Projects

Collaboration avec l'Ontario!

Nous avons collaboré avec l'organisme [Brain connections](#) afin de traduire les outils cliniques *Handouts* et *Be Brief!* afin que nos conseiller.ères du TéléCounseling puissent les utiliser avec les participant.es, et ce, en French.



Medexa

Notre équipe suit désormais chaque dossier grâce au logiciel Medexa. Un tournant technologique important pour une sécurité accrue des données et une gestion administrative facilitée pour chaque suivi.

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10
YEARS!

10 years of TéléCounseling

Nous avons publié un [communiqué de presse](#) soulignant les 10 years du service.



Ce communiqué a donné lieu à ces entrevues :



1^{er} décembre 2022 : Qub radio, entrevue avec Benoit Dutrisac pour les 10 years du TéléCounseling et la dépendance aux jeux de hasard et d'argent.



6 décembre : [Radio CFNJ Lanaudière](#), entrevue pour les 10 years du TéléCounseling et la dépendance aux jeux de hasard et d'argent. (Débute à la 10^e minute environ).



Des chandails à notre image!

Un cadeau pour nos conseiller.ères du TéléCounseling, qui pourront fièrement promouvoir le service.

Communications

Social media

Nous avons fait plusieurs campagnes sur Facebook et Instagram via les compressions.

Promotional Material

Nous avons envoyé du matériel, affiches, cartes et signets dyears des cégeps, CLSC, organismes, etc. partout au Québec. Ils ont été refaits pour afficher notre nouveau logo.



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Grand Montréal

 2-1-1

 **211qc.ca**



INFORMATION
AND REFERRAL
CENTER OF GREATER
MONTRÉAL

3155 Hochelaga Street, Suite 101
Montreal (Quebec) H1W 1G4
crgm.ca
Registered Charity Number
Number 10689 5840 RR001

Graphic design: mgraphiste
Writing: Lucie Kechichian
Proof reading: Alexandre Haslin
Tryearslating: Maria Rigas

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➔  **Grand Montréal**

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Over 210,000 requests for help answered.

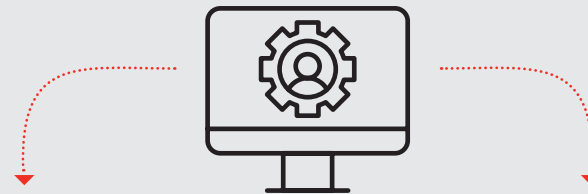
The **service** at a glance

Information and referrals towards community, public and para-public services.



Accessible by
telephone and chat, 7/7,
in 200 languages.

Free and confidential.

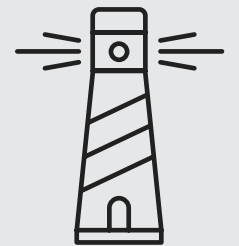


An online directory of
more than **7 000**
resources

in the Communauté métropolitaine
de Montréal (CMM), MRC des
Jardins-de-Napierville, and
MRC de Vaudreuil-Soulanges.

An online directory of
1 500 resources

in Montérégie, Lanaudière, areas of
Laurentides outside CMM territory as
well as Outaouais.



A **social analysis**
tool

based on answered calls and
chats, which can shed the light for
officials and organizations so they
may know of the social needs in
their territories.

Thank you to our
valuable **partners.**



We thank Centraide from
Centre-Ouest, Laurentides and
Richelieu-Yamaska for allowing
us to maintain our database up
to date on 211qc.ca in territories
outside the Communauté
métropolitaine de Montréal.



Thank you as well to MRC des
Jardins-de-Napierville, and MRC
de Vaudreuil-Soulanges for
making 211 accessible in their
territories.



Thank you to the City of
Montréal for its financial
support of the food insecurity
follow-up project.



Thank you to the Fonds
d'Initiative et de Rayonnement
de la Métropole of the **ministère**
des Affaires municipales et de
l'Habitation for the follow-up
project for people in vulnerable
situations.



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Appointment of a new **director**

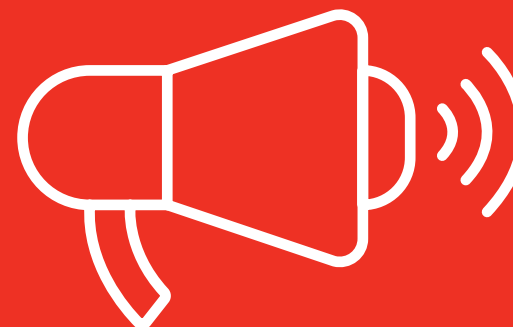
In November of 2022, the Information and Referral Center of Greater Montréal announced the arrival of Guillaume Veilleux as Director of 211 Greater Montréal.

Mr. Veilleux is responsible for managing a team of about twenty people on top of supervising many projects, either one-off or recurring, that will ensure the service's outreach.

With a bachelor's degree in Sexology from Université du Québec à Montréal (UQAM), he completed his graduate studies in Management of Social and Collective Enterprises, from UQAM as well. Mr. Veilleux has amassed more than twenty years' experience within community organizations.



Guillaume Veilleux
Director, 211 Greater Montréal.



"I am very pleased with this appointment as Director of 211 Greater Montréal. As a young counselor, I had learned to use what we called the Green Directory, the directory of resources published by the Information and Referral Center of Greater Montréal which is now available online at 211qc.ca. I am joining an organization that is well respected within the community sector, that works hard to provide citizens of Greater Montréal with a quality service of information and referrals. I wish to offer my team a caring and motivating management style and I am looking forward to future adventures with this service and its committed professionals."

— Guillaume Veilleux

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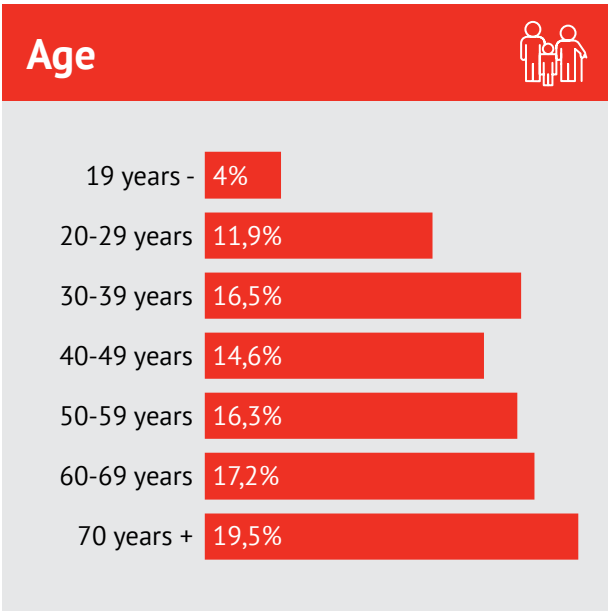
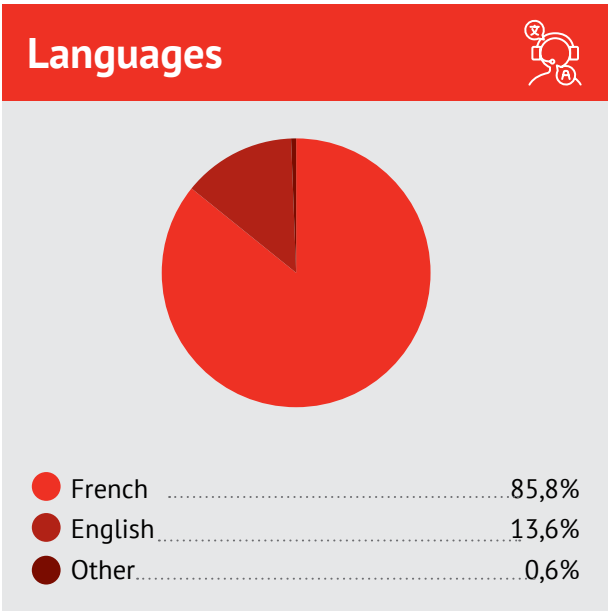
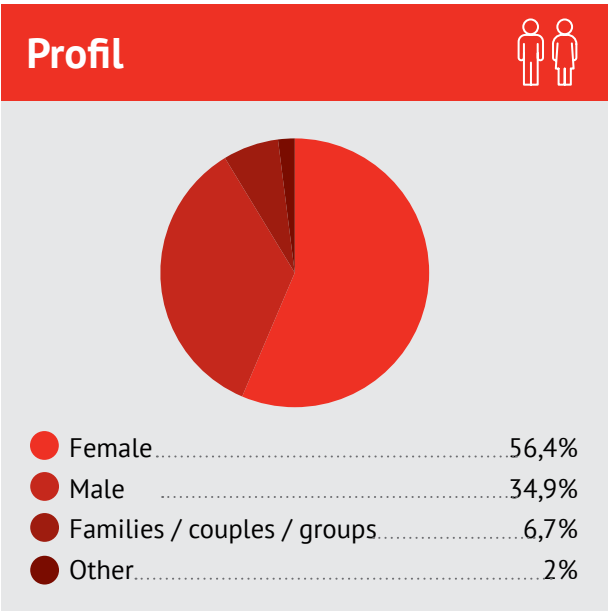
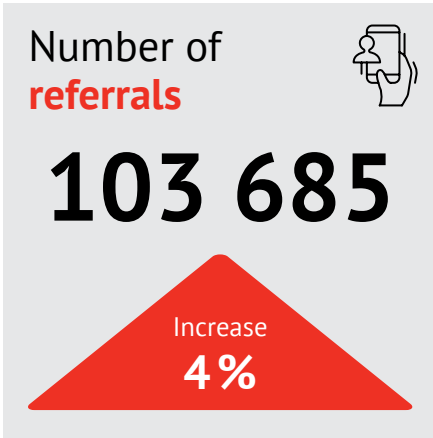
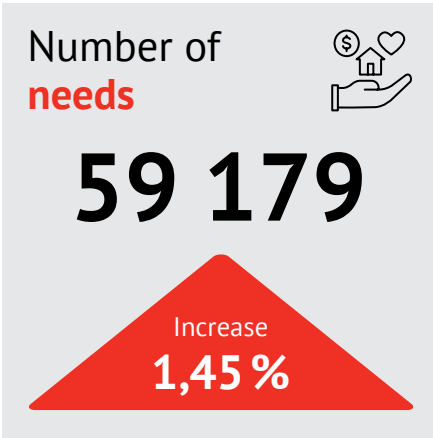
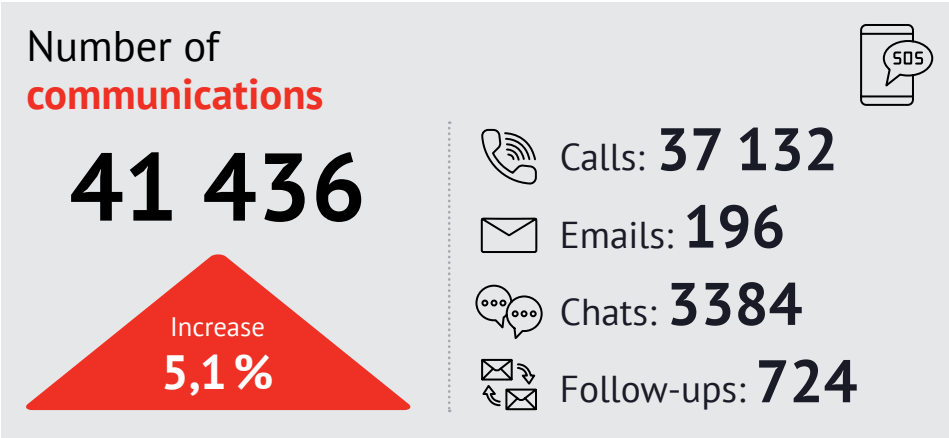


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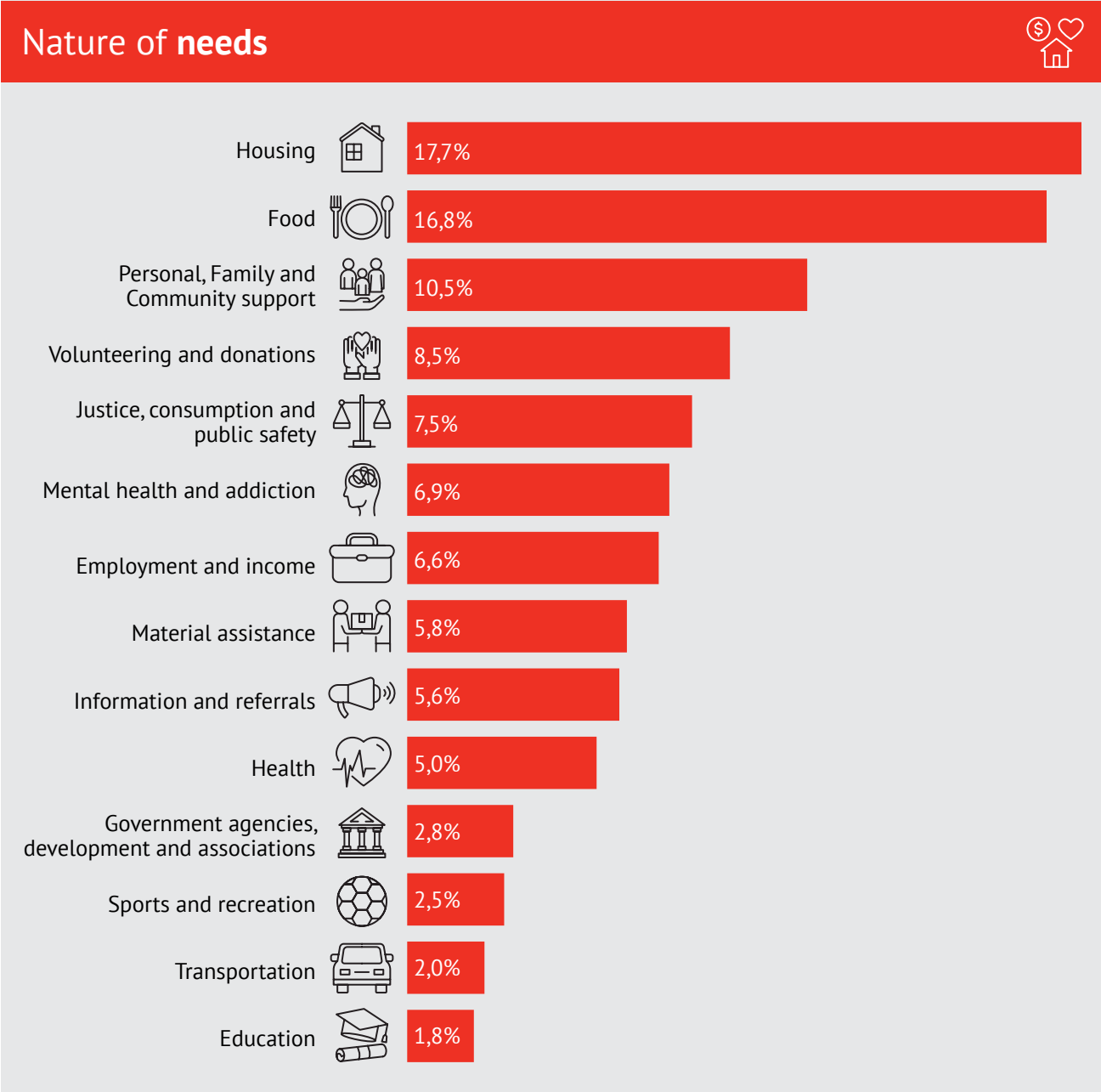
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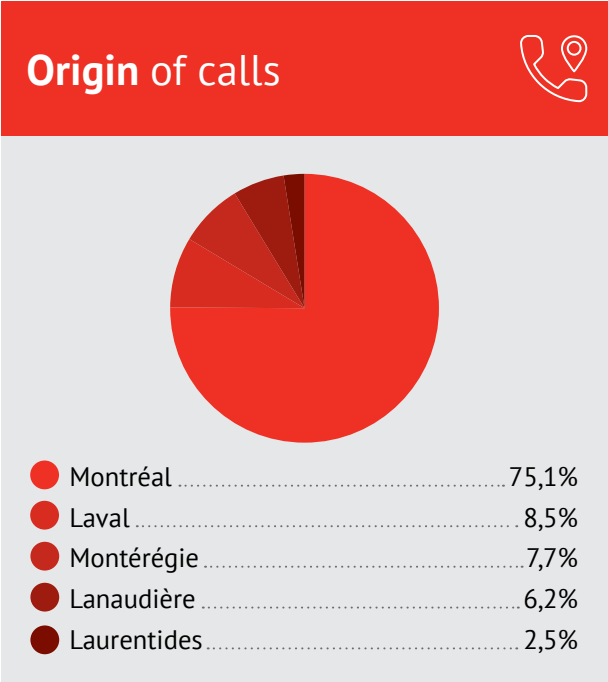


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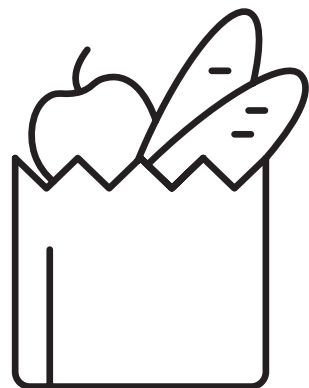
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Food insecurity project: insightful data into the situation in Montréal

From April 2021 to December 2022, thanks to a project made possible by the City of Montréal, our counselors conducted follow-ups with vulnerable people looking for food assistance. The goal of these follow-ups was to anonymously collect various information to refine the portrait of food insecurity on the island of Montréal: caller profiles, expressed needs, paths already taken, received help or not...

Our researchers also participated in the project by calling harder to reach organizations to make sure people would receive the necessary help. Our job of collecting data has the goal of warning public authorities of the realities in the field and of the expressed needs, as much from the citizens as from organizations.

672 follow-ups with people in need of food assistance.

Among them:

71% of our follow-ups were with people who had some form of income support.

14% had either full time or part time employment.

16% had no income.

47% of people without income were in an immigration process:

- **26%** were asylum seekers.
- **9%** were refugees.
- **12%** had a temporary visa.

66% of our follow-ups were with people who never received food assistance in the past.

For more details, please go to:

<https://www.211qc.ca/donnees/alimentaire>

Special Projects



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Fonds d'initiatives et rayonnement de la métropole (FIRM)

211 Greater Montréal obtained financing over 3 years, from 2022 to 2025, from the Fonds d'Initiative et de Rayonnement de la Métropole of the ministère des Affaires municipales et de l'Habitation with the goal of enhancing social analysis data and anonymously collecting information from Greater Montréal callers on needs pertaining to seniors, access to housing and food insecurity.

To carry out this project we put together an advisory committee with the mandate of fostering a concerted vision of information and referrals collected at 211 as well as the social issues they reflect. As well, bringing about initiatives that will address unmet needs, deploying adequate resources in the territory, exploring potential partnerships and improving the project's implementation.

Committee members on the needs of seniors are representatives from Comaco, Petits Frères du Grand Montréal, Table de Concertation des Aînés de l'Île de Montréal (TCAIM), Centraide, AQDR l'Assomption, Table de Concertation des aînés de Laval, CIUSSS of Montérégie Ouest, La Mosaïque (Longueuil), Direction de Santé Publique of CIUSSS Centre-Sud, ministère des Affaires municipales et de l'Habitation.

Some early data of the FIRM and PAAQ projects.

From January to the end of March 2023, our team conducted follow-ups with 114 vulnerable seniors who had contacted 211. Most of them were over 70 and some with cognitive loss, living alone and without a social safety net. Thus, our counselors and researchers were a great support to them. They ensured that the organizations would provide the necessary services. Many of these people had great financial difficulties and multiple needs: food assistance, help to change apartments that were often unsanitary, at-home care...



Secrétariat aux relations avec les Québécois d'expression anglaise (SRQEA) (Secretariat for Relations with English-Speaking Quebecers)

The Information and Referral Center of Greater Montréal received funding from SRQEA to ensure the quality of each 211 service that serves English-speaking people. These funds enabled our counselors to receive training to perfect their English on top of developing tools in English and promoting our services to vulnerable anglophone communities. Funding will be over two years and actions will begin in April 2023.

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211 collaborated with the **following organizations**



Received the
« **Coup de cœur
coopératif
partenaire** »
award

- Portail solidaire moulinois: 211 received the “*Coup de cœur coopératif partenaire*” award presented by the Coopérative de Solidarité le Chez-Nous du Communautaire des Moulins for our team's participation in the Portail.
- Carrefour informationnel et social of MRC de l'Assomption: continuation of our collaboration through data exchanges and regular work meetings.
- Conseil SAM, Espace cuisine: presentation of the 211 service and reflections on partnership directions.
- BINAM et ministère de l'Immigration, de la Francisation et de l'intégration (MIFI): collaboration to welcome the Ukrainian community and its refugees.

- Opération 1^{er} juillet 2022: participation in activities from the City of Montréal and municipal housing offices from all regions.
- Brigade sensibilisation Laval: development of a referral corridor.
- Service Canada: partnership to facilitate referrals for vulnerable people. Training for the 211-team and presentation of the *Centre d'appui* and the service request form.
- Cartographie des ITMAV: by the research team in preparation for the follow-ups for vulnerable seniors.
- Employment and social development Canada: transmission of collected data on available beds in homeless shelters.
- CIUSSS of Centre-Ouest-de-l'Île-de-Montréal: team meetings with the *Centre d'expertise sur le bien-être et l'état de santé physique des réfugiés et des demandeurs d'asile (CERDA)* in view of collaborating to better help refugees and asylum seekers, mainly with our database and our interpretation service in 200 languages. We will tell you more next year.
- Red Cross and the Office municipal d'habitation de Montréal: training sessions provided to our team to better manage aggressive callers regarding the housing crisis.

- Comité de coordination COVID-19 de Laval: the committee continued regular meetings despite the end of the pandemic.
- Table de quartier de Parc-Extension: data sharing to create the *Bureau d'information de Parc-Extension (BIPE)* whose goal is to provide multilingual referrals towards adequate resources in that neighbourhood.
- Ville de Montréal, division de la diversité et de l'inclusion: information exchanges regarding putting warming centres in place for the winter and the transmission of food assistance data in Montréal.
- Ville de Montréal, service de l'urbanisme et de la mobilité: data sharing so that the City may study the accessibility of services either by foot or public transportation in its territory.
- Ville de Laval: participation in a committee of partners aiming at creating preventative measures in case of extreme heat.

Community Relations and Partnerships 2022-2023

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Presentations of our service

211 regularly presented its services during meetings with either organizations or their clientele.

Here they are for 2022-2023:

- Aide aux immigrants de l'Est de Montréal, to their clients
- Saint-Vincent-de-Paul Society of Montréal
- La Maison de quartier de Villeray, to their clients
- Brigade sensibilisation Laval, to their counselors
- CJE Hochelaga, to their counselors
- CIUSSS de l'Est-de-l'Île-de-Montréal, presentation to the Pivot team for homelessness
- CIUSSS de l'Est-de-l'Île-de-Montréal: presentations to social workers for youth, youth protection, addiction and mental health
- Ville de Longueuil, communications service
- École du travail social, presentation to Professor Maryse Soulières
- Promis, to their clients
- Association pour la santé publique du Québec
- Action Autonomie
- Central Labour Union
- CIUSSS de l'Ouest-de-l'Île-de-Montréal, to their youth counselors

211 Greater Montréal Advisory Committee



Consultations on socio-community issues in Greater Montréal and the collaborations of key players is essential to 211's success. The advisory committee groups players from the community and municipal sectors as well as our financial partners. The goal of the committee's annual meeting is to pool our expertise to develop relevant collaborative approaches for citizens in vulnerable situations.

Members of the 2022 Committee are representatives from:

The Communauté Métropolitaine de Montréal (CMM), Centraide of Greater Montreal, Office Municipal d'Habitation de Montréal (OMHM), West Island Community Resource Center, Moisson Montréal, Table de Concertation des aîné.es de l'Île de Montréal, Maison du Père, the Corporation de développement communautaire Vaudreuil-Soulanges, City of Montréal, City of Laval and the City of Longueuil.

The Information and Referral Center of Greater Montréal **is a member of:**

Alliance of Information and Referral Systems (AIRS)
• Inform Canada. • Le Regroupement des organismes humanitaires communautaires pour les mesures d'urgence à Montréal (ROHCMUM). • Réseau Québécois Covid-Pandémie • Le Réseau québécois des lignes de soutien sociocommunautaires pour les proches aidants d'aînés par L'Appui National. • La Table des leaders 211 Canada. • La Table de concertation des aînés de l'Île de Montréal (TCAÎM). • Solidarité Mercier-Est • La Table de concertation sur la faim et le développement social du Montréal métropolitain.

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Mailings, promotional material, newsletter

- Partnership with the ministère de l'Emploi et de la Solidarité Sociale to send **140 000 pamphlets** of the 211 service to welfare recipients. Two mailings were done in April and December 2022 in the territories of the CMM, MRC de Vaudreuil-Soulanges and MRC Jardins-de-Napierville.
- **Hundreds of promotional material** mailings at the request of organizations, CLSC's, school boards, municipalities...
- A **monthly newsletter** sent to officials, partners and communications people from CMM cities, MRC Vaudreuil-Soulanges and MRC de l'Assomption.



Ad campaigns

- **4 ads broadcast** in May, July and August in the dailies of Greater Montréal: Montérégie, Lanaudière, Laurentides.
- **Radio campaign on Rythme FM**, broadcast on CMM territory from mid-May to mid-June.
- **Campaign in February 2023 on radio WKND 99.1 FM**. Free on 211 Day. Thank-you.
- **Banners on the Bel Âge website and banners** on Québecor media sites visited by people 60 and over (TVA news, 7 Jours...), targeting Greater Montréal.
- **4 Facebook** campaigns for the territory.



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Collaborative communications

- **Development of promotional material in 5 languages** (Ukrainian, Portuguese, Spanish, Arabic and Creole) to be distributed by BINAM and other organizations welcoming refugees and asylum seekers.
- **Opération 1^{er} juillet: Participation in the creation and distribution of posters and pamphlets** handed out by the City of Montréal to help victims of the housing crisis.
- **Creation of a billboard** in the heart of Assomption to promote our service.
- Many **campaigns** with municipalities **on social media**.



Participation in events

- **Conferences** given during the *Association de Sécurité Civile du Québec* seminar as well as during the *Colloque sur la sécurité civile du ministère de la Sécurité publique du Québec* conference on the role of 211 in case of emergency measures.
- **Participation** at the Canada Leadership Table in Vancouver. It groups provincial 211 Directors as well as members of Centraide Canada from certain provinces. The goal of this Table is to nurture and deepen collaborations and to think about opportunities and challenges for 211.
- **Participation** in the Foire des malentendants de Mascouche.
- **Participation** in the launch of Brigade de sensibilisation de Laval.
- **Participation** in the Montérégie West Community Network Health Fair.



Radio interview on WKND 91.9FM

Lucie Kechichian, Director of Communications, Development and Community Relations gave a radio interview on WKND 99.1 FM on 211 Day.

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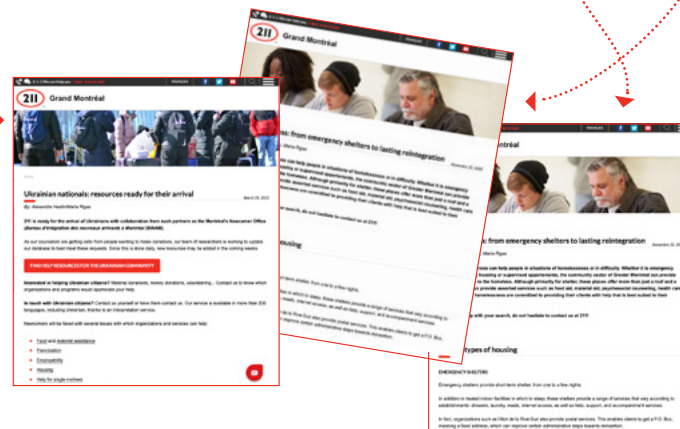
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- **The posting of many articles**, either new or updated, aiming at promoting the community sector and the initiatives that meet the needs, whether one-off or permanent, of a clientele in vulnerable situations. New this year: we interviewed relevant organizations, such as, **Ukrainian citizens: resources ready to welcome them, Homelessness: from emergency shelter to lasting reinsertion, Better managing personal finances thanks to ACEF**, etc.



Web and social media

- Presenting our teams and hiring strategies to face the labour shortage by **creating videos like this one:** (French only)
- **Google campaigns** thanks to the Google AdGrants program.
- **Posting regular content** on 211's Facebook and Instagram accounts.



Évaluation de l'expérience de recherche et de navigation sur notre site Web

Merci à Rémy El-Nemr, Lucas Dietz, Louisa Pellerin et Baptiste D'Hau, étudiant.es en Design UX du Tech3Lab d'HEC Montréal qui ont sélectionné le 211 Grand Montréal comme projet pour leur travail pro-bono d'évaluation de l'expérience de recherche et de navigation sur le site Web du 211 Grand Montréal. Leur travail constructif et sera précieux pour une prochaine refonte du site.

211qc.ca website statistics



Number of **sessions** : 896 926



Number of **page views** : 2 398 988



Number of **users** : 630 897

Facebook Subscribers

As of March 31, 2023

5 819

Increase
23 %



Instagram Subscribers

As of March 31, 2023

1 060

Increase
24 %



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2022-2024 Strategic Plan

The 2019-2022 Strategic Plan ended with a record number of objectives met (see details in our 2021-2022 Annual Report). Thus, in October 2022, we launched a continuance by keeping the main goals but adding new achievements to ensure the development and efficient management of each of the Center's services.

Here is a summary of our achievements since October 2022. Meeting each objective is continuously being done, but here are new actions and accomplishments since approval of the new Plan.

More details will be available in the annual report of each service.

Goal 1

Specialized services in addiction: expanding our services

Objective 1 : Fostering the development of the specialized helplines by targeting new clientele.

- Targeted communities: anglophones, youth, LGBTQ2+. See next year's annual report for actions carried out. Advisory member of Magaly Brodeur's research project: *Jeux de hasard et d'argent, jeu problématique et pandémie de COVID-19: l'expérience des personnes LGBTQIA2S+*.
- Youth: Development of video content with an emphasis on Instagram.
- Partnerships and training for counselors to help certain clientele: Bell Let's Talk Community Funds obtained in September 2022. Training for our counselors to help people with a comorbidity of addiction and mental health. Creation of a database of mental health services offered in Québec.
- Regions: Touring the CIUSSS and CISSS to present our services. We have had an increase in calls from those areas since then.

- Addiction services and organizations: launching a quarterly newsletter for about 1000 contacts and addiction resources. Planning a fundraising event in the form of panels with many organizations and CIUSSS and CISSS personnel present.

Objective 3 : Developing new avenues for the TeleCounseling program

- Looking at the opportunity of developing a program for loved ones: a collaboration project with Université du Québec à Trois-Rivières and researcher Mélissa Côté.

Objective 4 : Having a powerful info-referral tool to index data (database)

- Continuing partnership with AQCID for the management of the provincial database of services in addiction on trouvetoncentre.com.

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Objective 8 : Establishing 211's relevance as a relevant service for welfare recipients and people in extremely precarious conditions.

- 211 pamphlets with welfare checks.

- Developing training and tools with the City of Montréal for follow-up calls to vulnerable people thanks to the food insecurity project and with FIRM for housing needs, food assistance and seniors.

Objective 10 : Playing our part of info-referral during disaster situations

- Joint action plan with the City of Laval and partners from the health and social services network for periods of extreme heat.
- Updating our business continuity plan with ROCHMUM.

Objective 11 : Developing 211 across Québec with 211 Québec Régions

- Continuing the 211 provincial committee with Centraide.
- Confirmation from the City of Gatineau for the implementation of the 211 service.
- Agreements with Centraide from Laurentides, Régions Centre Ouest and Centraide GM for the website and database of resources in Laurentides, Lanaudière, Sud-ouest de la Montérégie and with Centraide Outaouais for the entire area of Outaouais.

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Goal 2

Strengthening our ties with the community sector and other partners

Objective 12 : Coordinating relations with the community sector

- Presenting our services to the *CISSS* and *CIUSSS* of Greater Montréal and Montérégie.
- Collaborating with BINAM for newcomers and refugees.
- *Fonds d'initiative et de rayonnement de la métropole (FIRM)* project. Implementing 3 guidance committees: seniors, housing and food security with partners in the field.
- Collaborating with the *Offices municipaux d'habitation* within the context of the housing shortage.

Objective 13 : Building partnerships

- Presenting Drugs: Help and Referral to *SAQ*, *SQDC*, *AQPP*, *Ordre des pharmaciens* and many other organizations.
- Support to loved ones for suicidal risk: project funded by *Appui*, accomplished in collaboration with the Centre de prévention du suicide.
- Collaborating with researchers.

Goal 3

Increasing the Center's visibility

Objective 15 : Improving internal communications on communications programs

- Mailing of IRCGM Brief. Emails to teams during important actions.

Objective 16 : Continuing to create high visibility events

- Fundraising event for the 30-year anniversary of Drugs: Help and Referral: day of panels with experts.

Objective 17 : Asserting our role with unifying groups

- 2022-2023: more meetings with the health network and community organizations for our addiction helplines.
- 211: creating committees for the follow-up's projects which also helps with our service's outreach.

Goal 4

Strengthening governance and management

Objective 19 : New members on all levels of management

- New 211 Director with a revised mandate.
- New person in charge of partnerships.
- New Data Manager.
- Addition of IT personnel under the direction of the Director of Finances and Administration.
- Creation of a coordinator position for the specialized helplines.

Objective 20 : Ensuring the transfer of knowledge to management positions

- Updating job descriptions.
- Continuous updating of 211 and helplines training manuals.
- Procedures manual for accounting and human resources.

Objective 21 : New technological help

- A position of Data Manager since end of October 2022.
- 24/7 Outsourcing technological support.

Objective 27 : Maintaining and improving well-being and work conditions

- Presentation to employees of the group insurance and retirement plan.
- Updating the work conditions handbook.
- Working from home policies to include hybrid mode.

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2022-2024 Strategic Plan

- Second phase of implementing a salary policy.
- More continuing training: suicidal crisis, distress, borderline personality disorder.
- One-on-one and group clinical follow-ups.

Goal 5

Ensuring safe technological development

Objective 30 : Ensuring the performance of technological systems and tools

- HEC Montréal: analysis of the 211 website, design and user experience.
- Request for funding to United Way's Community Services Fund to redesign the 211 website.

Objective 31 : Further analysis on policies regarding the Center's data

- Joint committee of Board members and concerned managers on the safety and sharing of data.

Goal 6

Developing and sustaining funding

Objective 33 : Strengthening funding for 211 Greater Montréal

- 5-year agreement between 211 GM and CMM.

- 5-year agreement between Centraide Greater Montreal. Annual agreement for online resources with Centraide Laurentides and Centraide Régions Centre-Ouest.
- 2-year agreement between Centraide Outaouais and the City of Gatineau.

Objective 34 : Targeting new Governmental sources of funding

- Project confirmed with the *Fonds d'Innovation et de Rayonnement de la métropole (FIRM)*.
- Secretariat to English-speaking Quebecers over 2 years.
- PAAQ

Objectives 35 : Diversifying sources of funding for addiction services.

- Documenting requests and presenting our 3-year forecast to the MSSS.
- Bell Let's talk for the development of a mental health database.
- Frame of reference for funding requests.
- Fundraising event for the 30-year anniversary of Drugs: Help and Referral.
- Free media ads.

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The Foundation of the Information and Referral Center of Greater Montréal



Our Foundation was created in 1983 with the goal of supporting the Center's development and sustainability thanks mainly to each of its board members sharing their professional expertise.

Through the years, the Foundation has also received the mandate of managing the building at 3155 rue Hochelaga which it owns and houses the Center's offices as well as other community organizations.

A message from André Meloche, President of the Foundation of the Information and Referral Center of Greater Montréal

In 2022-2023, the Information and Referral Center of Greater Montréal's Foundation decided to undertake a new philanthropic approach aiming at promoting the Center's mission and work in view of diversifying, but especially increasing, revenue for the services in addiction. There are a lot of challenges for community organizations that can no longer only depend on financial support from the government. The Information and Referral Center of Greater Montréal is no exception. Even if we can count on the consistent support from our recurring partners, inflation, labour shortage and the increasing needs of our most vulnerable citizens could undermine our services in the medium and long term.

Responsible and committed, in 2022-2023, the administrators of the Foundation gave the Center the means to develop cause marketing, solicitation tools, online donation platforms for each of the services and to receive training in philanthropy.

Thank you!

This year, we were able to count on the support of Loto-Québec with a major donation for our Gambling: Help and Referral and TeleCounseling services.

Donations from individuals increased by 200%

To highlight the 30-year anniversary of Drugs: Help and Referral, a fundraising event will take place on April 12th, 2023, with panelists from various professional bodies talking about addiction to medication and stigmatisation within the health care system.

Projects to come

2023-2024 will be a year devoted to preparing the 30-year anniversary of Gambling: Help and Referral by organizing a fundraising event in the spring of 2024.

Looking forward to talking to you about it soon,



André Meloche
President of the Foundation of the
Information and Referral Center of Greater Montréal

You wish to support
our Foundation?

Donate!



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Thank you to the Board of Directors of the Foundation



President
André Meloche

President of the Foundation of the
Information and Referral Center of
Greater Montréal



Treasurer
Juliette Brisson-Larouche, CPA

Director of Finance, Équisoft



Secretary
Pierrette Gagné

Executive Director, Information and
Referral Center of Greater Montréal



Legal Advisor
M^e Stéphanie Rainville

Monette, Barakett, SENC



Administrator
M^e Louis-Philippe Bourgeois, CRIA

Attorney, Dunton Rainville S.E.N.C.R.L.



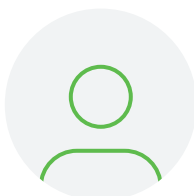
Administrator
Pierre Emmanuel Paradis

Economist and President of AppEco



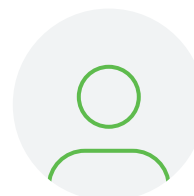
Administrator
Élisabeth Lebeau

CPA, Auditor CA, M.sc.



Administrator
Martine Tremblay

Associate architect, Provencher Roy



Administrator
Michel Plante

Head of Financial Management,
Cabico and Co

Thank you as well to the members of the Information and Referral Center of Greater Montréal's Corporation

Jean Claude Boisvert, Consultant in Administration of
Social Programs

Michel Bourque, PH.D., Administrator

Denis Couture, CPA, CGA, Administrator

Guy Dubreuil, Arch., Administrator

Hélène Gauthier-Roy, B., Architect

The Honourable Bernard Grenier, SHCURMAN LONGO
et GRENIER

Alex Harper, President, PUBLICATIONS
ANCHOR-HARPER INC.

M^e Marie-Claude Jarry, DUNTON RAINVILLE SENC

Pierre Y. Langlois, Administrator

Rollande Montsion, Administrator

Michel Plante

Luc Provost, Administrator

M^e Jean-Jacques Rainville, DUNTON RAINVILLE
S.E.N.C.R.L.

Claude Roy, Administrator

John Topp, Administrator

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Financial Statements

CENTRE DE RÉFÉRENCE DU GRAND MONTRÉAL

Résultats

Exercice clos le 31 mars

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	Fonds d'exploitation	Fonds des immobilisations corporelles	Total 2023	Total 2022
PRODUITS (annexe A)	3 591 727 \$	- \$	3 591 727 \$	3 389 777 \$
AMORTISSEMENT DES APPORTS REPORTÉS AFFÉRENTS AUX IMMOBILISATIONS CORPORELLES (note 7)	-	5 080	5 080	5 080
	3 591 727	5 080	3 596 807	3 394 857
CHARGES				
Ressources humaines (annexe B)	2 740 699	-	2 740 699	2 464 893
Ressources matérielles (annexe C)	278 658	-	278 658	366 698
Autres charges (annexe D)	547 157	-	547 157	540 396
Amortissement des immobilisations corporelles	-	18 064	18 064	15 594
	3 566 514	18 064	3 584 578	3 387 581
EXCÉDENT (INSUFFISANCE) DES PRODUITS PAR RAPPORT AUX CHARGES	25 213 \$	(12 984) \$	12 229 \$	7 276 \$

Les notes complémentaires et les renseignements complémentaires font partie intégrante des états financiers.

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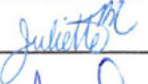
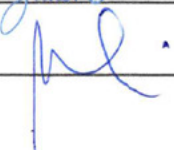
CENTRE DE RÉFÉRENCE DU GRAND MONTRÉAL

Bilan
31 mars

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	Fonds d'exploitation	Fonds des immobilisations corporelles	Total 2023	Total 2022
ACTIF				
Court terme :				
Encaisse	733 402 \$	- \$	733 402 \$	298 673 \$
Débiteurs (note 3)	296 067	-	296 067	512 610
Frais payés d'avance	30 498	-	30 498	21 381
	1 059 967	-	1 059 967	832 664
Dépôt	7 500	-	7 500	7 500
Immobilisations corporelles (note 4)	-	49 488	49 488	56 316
	1 067 467 \$	49 488 \$	1 116 955 \$	896 480 \$
PASSIF				
Court terme :				
Créditeurs (note 5)	352 190 \$	- \$	352 190 \$	289 938 \$
Subventions reportées (note 6)	376 585	-	376 585	225 511
	728 775	-	728 775	515 449
Apports reportés afférents aux immobilisations corporelles (note 7)	-	4 234	4 234	9 314
	728 775	4 234	733 009	524 763
SOLDES DE FONDS				
Investis en immobilisations corporelles	-	45 254	45 254	47 002
Non affectés	338 692	-	338 692	324 715
	338 692	45 254	383 946	371 717
	1 067 467 \$	49 488 \$	1 116 955 \$	896 480 \$

POUR LE CONSEIL D'ADMINISTRATION :

 administrateur
 administrateur

Les notes complémentaires font partie intégrante des états financiers.