



ANNUAL REPORT 2013-2014

The West Island Community Resource Centre (CRC) is a non-profit organization dedicated to improving individual and collective well-being in the West Island. It provides an information and referral service and strengthens and supports the development of the West Island community in collaboration with community partners.

CRC services and activities include:

- A community information and referral service by phone, in person, and on-line at www.crcinfo.ca
- Publication of specialized resource guides (for seniors, and youth).
- A community event calendar and complete listings of community resources.
- A no-cost legal clinic for West Island residents.
- A no-cost income tax clinic for West Island residents with low-incomes.
- Support for community based initiatives and social development.
- Organized events and conferences to support community networking.

MESSAGE FROM THE PRESIDENT

This past year has been one of renewal, reflection and re-imagining for CRC. The renewal of our commitment to our mission, reflection on how to best serve our stakeholders and re-imagining our ways of communicating to our publics and reaching those who need and rely on our services.

In August 2012 we welcomed our new Executive Director, Katie Hadley with a specific mandate: to ensure that the CRC continues to offer excellent referral services, maintains and publishes new and more relevant resource guides and play a significant leadership role in the West Island community.

Thanks to Katie and our Program Coordinator, Isabelle, the CRC has, in the past year, successfully met its objectives. The Board is proud of the staff and the work they have accomplished. Thank you.

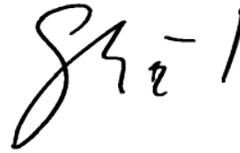
Some of our highlighted accomplishments are:

- Our republished “Youth guide” has a new and more accessible format,
- Our web site has been thoroughly redesigned with our new logo and branding to make it more visually pleasing and easy to navigate, and new features are forthcoming to further enhance its functionality.
- As part of an Evaluation process guided by Centraide and Centre de formation populaire our Evaluation Committee has undertaken an efficacy analysis of our reference service to improve the service to people who request information, and we are implementing recommendations from their report.
- The Executive Director of the CRC has played an active role in the establishment of “Concertation Ouest-de-l’île” to help support collaboration and collective action for community development in the West Island.

With strong staff resources, the Board itself has been active and very committed in evaluating and redefining its role. With the support of COCo, we have developed a new mission statement and dynamic strategic plan that will direct our operations in the coming year. I thank the members of the Board who have shown an extraordinary commitment to the CRC by participating at the many meetings required for this effort and congratulate them on their achievement.

Naturally the CRC can only fulfill its role with adequate financial resources. We are ever grateful to our financial supporters – Centraide of Greater Montreal, West Island Community Shares, West Island municipalities and the City of Pointe-Claire and other members of the West Island community for their contributions. Special thanks to city of Pointe Claire that generously provides us with our offices in the Valois train station building- which we appreciatively represented in our new logo design. The security of our financial resources contributes significantly to our efficiency by allowing our staff to concentrate on their activities – we thank all those who

support our organization in all manners and look forward to serving the West Island community in the coming years.

A handwritten signature in black ink, appearing to read 'G. Nydam' with a stylized flourish at the end.

GEORGES NYDAM
President

BOARD OF DIRECTORS

The CRC's Board of Directors is a dedicated group of volunteers who bring varied backgrounds and expertise to the CRC.

Executive Committee

Georges Nydam, President

Tara Shaughnessy, Vice President

Patricia Snow, Secretary

Derek Walton, Treasurer

Directors

Wayne Clifford

Anna Wilkins

Nicolle Lascelle

David Pecho

CRC STAFF TEAM

Katie Hadley, Executive Director

Katie joined the CRC team in August 2012. Katie has extensive leadership experience including 3 years as Youth Department Coordinator at the West Island YMCA, and 4 years as Assisted Living Coordinator for a local Seniors residence. She has a Bachelor's degree in Applied Human Science from Concordia. Katie is enthusiastic and focused on increasing the CRC's impact in the West Island community.

Isabelle Prosnick, Program Coordinator

Isabelle joined the CRC team in February 2013. Previously an employee of the City of Pointe-Claire's Recreation department, Isabelle has experience in organizing programs and events for both youth and seniors. She has a Bachelor's degree in Psychology and a certificate in Event Planning and Management from John Abbott College. Isabelle is passionate about helping the citizens of the West Island and has excelled at strengthening the CRC's programs this past year.

Andrea DeRome, Community Outreach Coordinator (Joining the team May 2014)

Andrea has a Bachelor of Science degree from the Macdonald Campus of McGill, and her heart has been firmly rooted to the West Island ever since. After over 20 years in pharmaceutical sales and management, Andrea transferred her experience to communications and fundraising at McGill University and St. George's School, then to West Island community organizations. Andrea is eager to strengthen partnerships with community organizations and to contribute in increasing the number of West Island residents and organizations that the CRC assists.

FUNDING PARTNERS

The CRC is grateful for the continued support from its funding partners.



Centraide of Greater Montreal's financial support is vital to the CRC's ability to provide our services to the community.



West Island Community Shares provides fundamental support to the CRC which allows the organization to help West Island citizens obtain the information and support that they need.

A special thank you to the City of Pointe-Claire for their continued financial support and donation of office space at the Valois train station.



The CRC would also like to thank the following for their valued grants and donations for 2013-14:

- Pointe-Claire Old Timers Hockey Association
- City of Dollard-des-Ormeaux
- City of Beaconsfield
- City of Kirkland
- Town of Baie D'Urfé
- Local MNAs; Geoffrey Kelley, Yolande James, François Ouimet and Pierre Marsan
- Lysane Blanchette-Lamothe, MP
- Gamblers Anonymous
- West Island Hispanic Association
- United Way of Ontario

ACTIVITY REPORT

Information/Referral Service

The referral service is offered by phone, in-person and by email. This year there was an increase of 63% in the number of inquiries. The referral requests increased from 1019 inquiries in 2013, to 1638 in 2014.

The most popular method of request for information is by phone, representing 84% of total inquiries.

The inquiries fall into several categories including seeking information about social services, legal resources, health issues, and low-cost housing. The top 3 categories of inquiries are social services (20%), legal services (16%), and municipal services (15%). See figure 1.

The CRC services the entire West Island area and occasionally receives inquiries from other areas of Montreal and from off-Island communities. See figure 2.

The referral service is open to all ages. This year 57% of the inquiries were made by adults between the ages of 35 and 64 years, and 35% by adults over the age of 65 years. The other 8% were under the age of 34 years.

Fig 1 Percentage of inquiries for each category

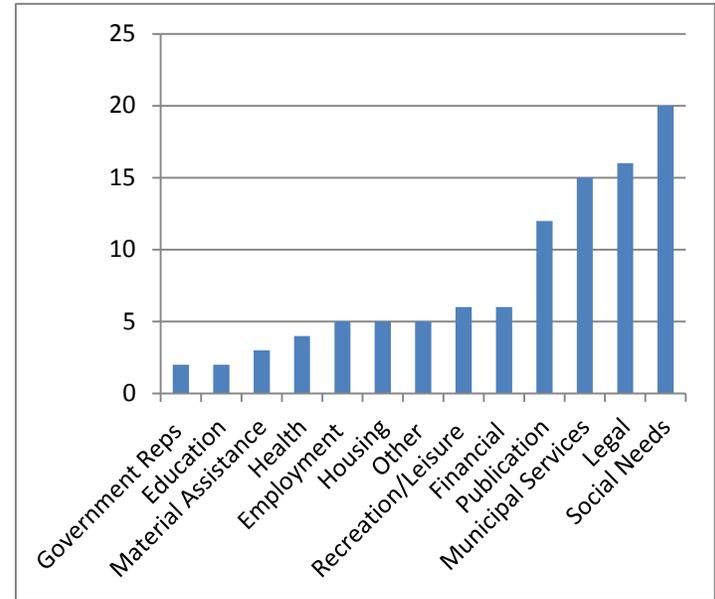
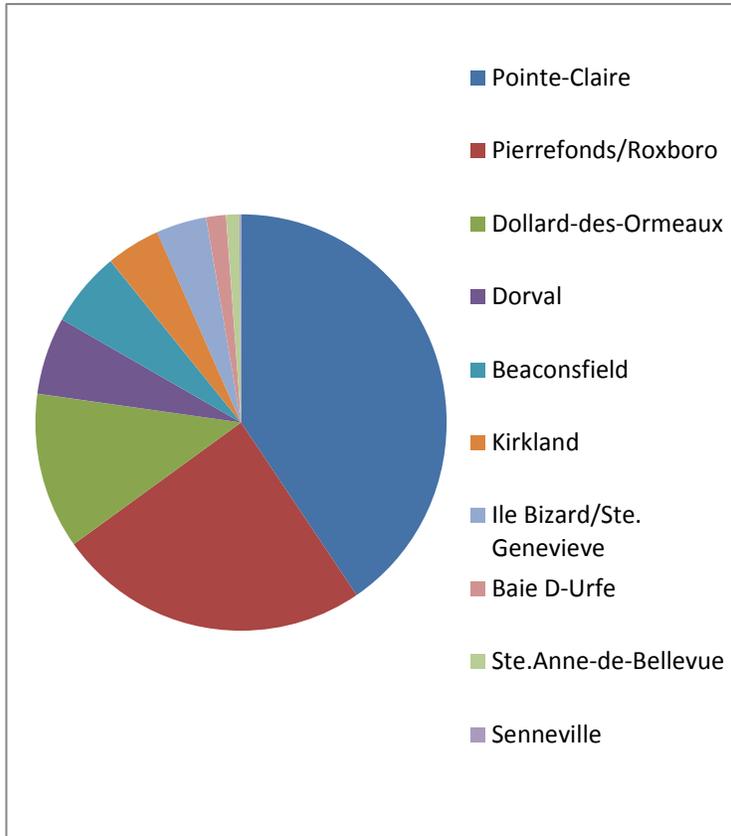


Fig 2 Percentage of inquiries received per municipality



Legal Clinics:

The second largest number of requests the CRC receives is for assistance to find legal information and resources. Thanks to Maître Joan Benson who volunteers her time, there were 6 legal clinics this year, an increase from 4 clinics last year. There were a total 77 people who attended these clinics, an increase of 54% from last year. These clinics served over 28% of those who contacted the Centre for legal information and resources. The number of inquiries pertaining to legal matters increased from 140 to 270 (93% increase).

Income Tax Clinic:

For a second year, the CRC partnered with Volunteer West Island to offer a free income tax clinic to West Island residents with low-incomes.

In the 2012 tax season, 40 people used the service offered at the CRC. This year the program assisted 179 people (an increase of 77%). The CRC also helped refer 129 people to other tax clinics in their neighbourhood.

Resource Guides:

The CRC publishes resources guides which serve as valuable tools to help West Island citizens find information about programs and services that exist in the community. The two most requested guides are the *West Island Seniors' Guide* and the *West Island Youth Guide*.

The West Island Youth Guide: this year the CRC published a new edition of the guide. It was last published in 2010. The fresh design and updated content has been enthusiastically received by the community. The 60 page guide is a helpful resource for youth, parents, and professionals who work with young people. It lists programs and services designed to help youth in the community. These include health services, support groups, help lines, emergency shelters, educational services and more.

Since its January 2014 release, close to 4,500 copies have been distributed to schools, CLSCs, community groups and citizens. The guide is also accessible on-line and as a new initiative, the guide can be uploaded on smart phones by scanning the QR code.



The West Island Seniors Guide: the 8th edition of the guide is scheduled to be published in June 2014. Over the last year approximately 2,000 copies of the 7th edition were requested for distribution in the community (published in 2011).

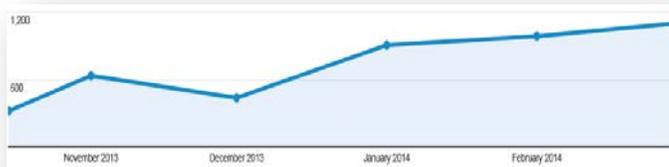
Website:

In October 2013, the new CRC website officially went live. The site has a fresh look and easy to use features including access to resource lists, community & municipal newsletters, a community calendar of events, and postings for community job and volunteer opportunities.

Between October 2013 and March 2014, the statistics show that there were:

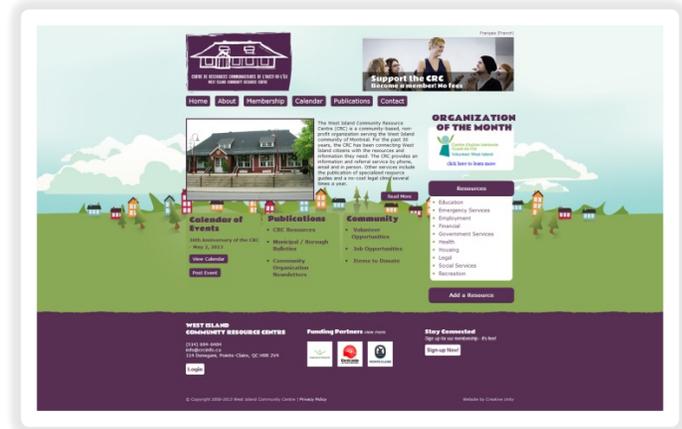
- 4,382 sessions (Fig 3)
- 3,170 users (30.1% new users and 69.9% returning visitors)
- 12,907 pages viewed (the top 3 pages viewed were the home page, the job opportunity page and the Community Calendar)

Fig 3



The site also includes elements designed to help support our community partners including a designated “Organization of the Month” feature. This past year the following organizations were highlighted:

ABO-VAS, AJOI, Amcal, Volunteer West Island, the Family Resource Centre, NOVA West Island, West Island Citizen Advocacy, and the West Island Women’s Centre.



www.crcinfo.ca

Network Lunch Conferences:

This year the CRC increased its network lunch series to three conferences, with total annual participation of 122 attendees. Participants at the conferences include professionals from local schools, community groups, private industry, and government agencies.

These conferences offer opportunities for professionals working with youth to come together to develop partnerships, share concerns, tackle issues and find solutions, as well as to strengthen community relationships.

Each conference features a keynote speaker, an animated activity designed to facilitate networking, and a light lunch.

This year's conferences included:

May 24th 2013, Gillian Leithman presented "From floundering to flourishing: How to create conditions that will promote positive development in the youth of our community"

November 15th 2013, "Stress and Anxiety in Youth" presented by Dr. Felicia Kaufman

February 21st 2014, A speaker panel featuring the West Island Women's Shelter, SPVM station 4 and Batshaw Youth and Family Services, presented "When push comes to shove: identifying violence and relationship abuse among youth"



Community Involvement:

The CRC is an active member on several community “Tables de Concertation” and committees including:

- Table de concertation pour les besoins des aînés de l’Ouest-de-l’Île
- Table de concertation enfance-famille-jeunesse de l’Ouest-de-l’Île
- Comité intersectoriel 0-12 ans
- Comité intersectoriel 12-24 ans
- Table de Concertation Ouest-de-L’Île
- Table de quartier sud de l’Ouest-de-l’Île
- Table de concertation DI-TED de l’Ouest-de-l’Île
- CAP5 SPVM
- Beaconsfield Senior Friendly Municipality Steering Committee (MADA)

In an effort to help other community groups, the CRC shares its office space with 7 local support groups during evening hours. These groups include ANEB (anorexia and bulimia Quebec), GRASP (Global and Regional Asperger’s Syndrome Partnerships, Gamblers Anonymous, the West Island Hispanic Association and two new groups this year S-ANON, and Health Co-operative Project – Allergies Initiative group.

Community Outreach :

To meet its goal of informing West Islanders about community services, the CRC participates in information fairs, events, and makes presentations to a variety of audiences. This year, outreach activities included :

- Pointe-Claire Aid for Seniors Spring Luceon
- CAP5’s drug prevention week for local schools
- Community Awareness Day- Plaza Pointe-Claire
- CSSS Health Forum
- City of Dorval First Citizen Conference
- Volunteer Appreciation Week Kiosk
- City of Pointe-Claire Family Fun and Safety Day
- Linking Schools and Community Event with Lester B Pearson and Marguerite Bourgeoys school boards
- M.P. Lysanne Blanchette-Lamothe Community BBQ, and 3rd and 4th edition of Women’s Forum
- Health and Wellness day- The Wellesley
- Presentation to Cedar Park Seniors Club
- Presentation to City of Pointe-Claire Senior Centre

SPECIAL CRC PROJECTS:

Evaluation:

Over the past couple of years, evaluating the impact of the CRC's services has been identified as an important priority in for the organization in order to better understand and measure the impact of its services in the West Island community. To advance this work, the CRC participated in the Centraide sponsored evaluation project with Centre de formation populaire (CFP) and the Centre for Community Organizations (COCO).

The evaluation committee, struck to lead the initiative focused on the CRC's information and referral service. A survey was developed to ask past users of the service about their experience. The survey asked focused on the following: Were the users' questions answered, did the information the users received provide relief to them, did they receive the services they were looking for and did they feel more empowered to act on their concern/question and less isolated with their problem. The survey was administered by phone during the summer of 2013. A sample of 50 past users was contacted, of which 35 past users responded.

In summary, analysing the data affirmed that the information and referral service is beneficial to residents of the West Island community and the general opinion was that the quality of the service offered by the CRC is good. The third important finding revealed there was a low level of awareness of the existence of the CRC in the community. Points of interest from the responses:

- Positive statements that indicated the service was considered beneficial to the community include: "keep doing it, people need information", "there is a need for a place to get solid advice", "helpful. Glad it exists", "you feel you are not alone, there is help", "it feels good to rely on an organization that can help". When asked how they would describe their overall experience with the CRC service, only 6% mentioned that it was a negative experience. The

others stated that they had had a positive experience and they used words such as: professional, quick, helpful, friendly, polite, supportive, reliable, useful, excellent and informative.

- When asked if respondents had other comments or suggestions about the CRC referral service, there were several comments about improving outreach and communication strategies. Comments included: “publicize your service”, “improve on telling people who you are”, “market yourselves more”, “get yourself better known in the community”, “ only just discovered the CRC, not known enough”, “bring brochures to seniors residence to promote, make information known”.

The results of this evaluation were then integrated into the CRC’s strategic planning exercise. A complete summary of the CRC’s evaluation project is available at the Centre.

Strategic Planning

The CRC Board of Directors and staff team participated in an organisational strategic planning exercise with the facilitation support from COCo.

The process began with the development and execution of a community partner survey which helped the CRC to gain a community perspective on its role and impact in the West Island. An internal assessment of the organization was also completed to help establish its strengths and to identify areas for development.

The process also included a mission revising exercise, which resulted in a newly refined mission “The West Island Community Resource Centre (CRC) is a non-profit organization dedicated to improving individual and collective well-being in the West Island. It provides an information and referral service and strengthens and supports the development of the West Island community in collaboration with community partners”

As a result of compiling the feedback from the community, the internal assessment and the evaluation project, the CRC formulated strategic goals and objectives for the next 3 years. These goals include several that will help the CRC to increase its impact in the West Island Community including;

- To assess and develop programming
- To increase visibility and awareness
- To assume a greater role in community sector development

Key objectives include:

- To determine a clear definition of the focus of the information and referral service by defining the target clientele and the scope of the information and resources provided.
- To have all website features in operation
- To develop new data and statistical collecting tools for CRC programs and activities
- To employ a Community Outreach Coordinator
- To develop and implement a marketing and communications plan
- To conduct presentations in the community to increase both the awareness of the resources available, and of the CRC's services.
- To define and validate the CRC's role in the "Table de Concertation Ouest-de-l'Île" work
- To identify the appropriate role of the CRC on the West Island "Tables de Concertation" and committees

SUCCESSSES TO CELEBRATE

- A 63% increase in the number of referral inquiries received
- A 54% increase in the number of people attending the legal clinics
- A 77% increase in the number of people who participated in the income tax clinics
- A increase from 2 to 3 network lunch conferences
- The CRC website was accessed for 4,382 sessions within its 5 month operational period
- The publication of the latest edition of the West Island Youth Resource Guide
- Participation in 16 outreach activities in the community
- The completion the CRC's information and referral service evaluation project
- The development of a new mission statement and 3 year strategic plan



IN THE UPCOMING YEAR

In the 2014-2015 year, the CRC will focus on achieving its strategic goals and objectives. With new additions to the staff team and Board of Directors, the CRC will continue to incorporate a variety of skills and expertise into its efforts of having a positive impact in the community.



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