



Annual Report

The West Island Community Resource Centre

2018-2019

CONNECT

SUPPORT

THE
COMMUNITY
SECTOR

PROMOTE



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.

What we do

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



President's Message

As outgoing President of the board, I am delighted to have been a part of this amazing organization for the past 6 years. Our success is largely due the continuous support of our funding partners. We are especially grateful to Centraide of Greater Montreal, West Island Community Shares, the Quebec Ministère de (la) famille, and the City of Pointe-Claire, as well as our other financial partners, who have supported the CRC. On behalf of our organization, I extend a profound thank you for your continued commitment to supporting our West Island community.



As the CRC grows, so does the team. I would like to extend a very special thank you to our interim executive director **Ruth Greenbank** who is replacing **Katie Hadley** during her maternity leave, **Anne-Marie Angers-Trottier**, **Karine Saba** and **Cristina Colt** as well as our two newest team members; **Sandra Watson** who joined last November replacing **Lindsay Patrick** as Program Coordinator and **Shirley Tran** as communications agent. They are a dedicated group of individuals, inspired by their passion for community, and shared desire to make a difference. I would also like to thank our dedicated volunteers, including our board of directors who bring varied backgrounds and expertise to the CRC.

Executive Committee:

David Pecho, President
Bob Benedetti, Vice President
Beverly Henderson, Treasurer
Stefanie Meislitzer, Secretary

Directors:

Natalie Chapman
Dion Joseph
Jennifer Harper
Lisa Boyle
Judy Kelley.

The 2018-19 activity year made leaps and bounds in the area of visibility not only for the CRC but for the West Island Community Sector as a whole. Highlights include:

- the completion of our new website
- an updated seniors guide
- the creation of the Discover magazine
- an increased reach of our Facebook presence

I am also proud to say that we have been chosen as finalists in the Community Service Award category of the Accolades competition of the West Island of Montreal Chamber of Commerce.

In closing, I would like to take this opportunity, on behalf of the board of directors, to thank the West Island community for its continued support. We are proud to continue to be fully committed to continuing our mission to improve individual and collective well-being for many more years to come.

David Pecho
President



Executive Director's Message

As you will see in the pages of this report, 2018-19 has been a busy year!

We have focused on **2** key directions of our strategic plan this year. The results? More tools, better visibility and strengthened partnerships:

1- Evolve programming to meet current and projected community needs

Updated our Seniors guide in a bilingual larger print format. This guide is a key tool used by citizens and organizations to find the resources available on the West Island for seniors.

Launched our new and improved website www.crcinfo.ca which includes direct access to the West Island not for profit (Community Sector) programs and services as well as direct links to their websites.

Created the "Discover" magazine which to date has highlighted **20** of the **60** West Island Community Sector organizations.

Utilized our social media outlets to ensure that Community Sector news and events obtained a wider reach.

2- Facilitate working collectively in the West Island.

Hosted a Community Sector Directors event which provided a networking opportunity with peers as well as a productive working session.

Created the Hidden Hunger video as a part of the Make the Invisible Visible campaign which has enhanced visibility of the situation on the West Island.

Collaborated with PME MTL West Island, MOBA and several West Island urbanists to organize an event about transportation that brought together local elected officials and the departments of urban planning/ public works.

Obtained funding for **3** new collective projects for several community organizations by providing our active assistance and expertise in grant writing.

Actively participated in **26** different committees and tables for the community

The CRC is delighted to be part of the growth and development of not only this inspiring community sector but also the vibrant West Island community. We would not be able to do the work that we do without our funding partners, dedicated board members, staff and volunteer team, as well as all our community partners, who continually contribute to the success of the CRC. **Together we will continue to develop our strong vibrant West Island community!**

Ruth Greenbank
Interim Executive Director



CONNECT. PROMOTE. SUPPORT.

The West Island Community Sector.



The Team

Executive Director:

Katie Hadley (April - August),
Ruth Greenbank (September -)

Program Coordinator:

Lindsay Patrick (April - September),
Sandra Watson (November -)

Community Initiatives Coordinator:

Anne-Marie Angers-Trottier

Public Relations Agent:

Karine Saba

Community Liaison Agent:

Cristina Colt

Communications Agent:

Shirley Tran

Contract positions:

Raouf Dimitri
Donna Trottier

Summer Students:

Luca Brown, Fannie Dancose, Akshay Grover



Volunteers

The CRC would like to extend thanks to all the volunteers who have contributed to CRC programs in various ways



Ivan Beaudry

Louise Caron

Jos El-Debs

Joe Hann

Alan Keess

Betsy Nadon

Joseph Neudorfer

Eliane Zal



Referral



**CRC
Mobile**

PROGRAMS



**It's Not
Right**



**Tax
Clinics**



**Legal
Clinics**



**Online
Phone and
In person
referrals**



**Flood
Intervention**



Programs

Our information and referral program helps

- Connect West Islanders with available community services
- Empower individuals with knowledge
- Break isolation
- Community partners assist their clients
- Provide up-to-date information on current resources
- Build strong communities

Phone calls received this year: **1833**

30% Legal

23% Financial

17% Material

7% CRC Mobile

4% Health

4% Housing

3% Food

3% Recreation

2% Employment

2% Publications

2% Social

1% Community

1% Education

1% Transportation

Legal Clinic

The CRC receives a large number of requests for assistance in finding legal information and resources. We are proud to offer monthly legal clinics that are open open to all West Island residents at the CRC's office.

145 people attended legal consultations over the course of **8** legal clinics this year, held at the CRC.

This year, the CRC had the pleasure of working with lawyers: **Joseph Neudorfer** and **Jos El Debs**.

Tax Clinic

Tax Clinic For the sixth year in a row the CRC partnered with Volunteer West Island to offer free income tax preparation for individuals and families with low income in the West Island. **8** clinics were held at the CRC in March and April. Over **140** West Islanders were served.

Programs

CRC Mobile

CRC Mobile informs and connects West Island seniors to resources in the comfort of their own home.

Access to programs and information is an urgent need for seniors in our community. Resources can be difficult to navigate especially for vulnerable or isolated seniors.

At a location convenient for the senior, the CRC Mobile worker can meet to identify their needs and directly link seniors to relevant community programs.

Interventions are held with clients, family members and professionals in the community in order to help link seniors and services.

Interventions include:

- Face to face meetings held in a location convenient to the senior
- Accompaniment with referrals
- Telephone support and follow up
- Family and network meetings and/or follow up

209 clients have been served by the CRC mobile program since it began in January 2016.

This year **71** clients were served representing over **400** interventions. Our reach extended to over **970** interventions including our presentations.

The Maywood Residence, Pointe-Claire

The CRC continues to be present at The Maywood Residence (a low income housing building) by attending their monthly luncheons, hosting information sessions and providing one on one CRC mobile interventions with residents who are in need of gaining access to community resources. The goal of the luncheons and the information sessions is to help reduce social isolation, encourage the residents to connect with one another by facilitating a supportive structure and empower them with the knowledge of the resources available to them.



Testimonials

"Without Sandra and the CRC, my dad would not have been able to get the help he desperately needed."

Deborah from Pointe-Claire

"CRC helped me reconnect with my community. Now I feel I am part of something meaningful."

Mrs. Thompson from Pierrefonds



Programs

It's Not Right

It's Not Right is an awareness campaign initiative by the Public Health Agency of Canada designed to increase awareness about elder abuse.

In collaboration with the West Island Committee for the Prevention of Elder Abuse and the City of Pointe-Claire, the CRC pursues its efforts in this initiative by presenting this training across the West Island.

A training session was held with Louise Buzit-Beaulieu, the National Coordinator for Cultural Communities and The Well Being of Seniors from the Québec Ministère de la famille. Over **30** participants from more than **15** community organizations attended.



The Ambassador Project

- The goal of this project is to extend the awareness campaign It's Not Right exponentially across the West Island territory to promote seniors rights.
- The CRC will continue to work with the committee for the well-being of seniors to train ambassadors in the community.
- The It's Not Right tool will be presented by the ambassadors in an effort to reach more citizens.
- Each person trained by an ambassador will then have the skill to train and pass on the information using the It's Not Right tool.

Flood Intervention

The CRC played a crucial role with the 2019 Pierrefonds-Roxboro borough flood crisis prevention team by relaying information to the public as a preventive approach to the flood crisis and by providing our emergency contact list for their tool package. In addition, the CRC team paid close attention to the weather and unfolding events, and actively posted updates on our social media platforms.





Community
Directors

PIC/CIP
(Collective
Impact
Project)

COMMUNITY INITIATIVES



Transportation

“Jingle
&
Mingle”



Food
Security

Outreach

Housing



Community Initiatives

Collective Impact Project (PIC or CIP)

The CRC continues to lead the West Island Collective Impact Project (PIC). The PIC is facilitated by the CRC in collaboration with the Table de Quartier sud de l'Ouest-de-l'Île (TQSOL).

The PIC aims to bring community partners together to join forces and accelerate change in the fight against poverty. The West Island was one of **17** neighborhoods to be selected for this pilot project. In 2016, the community gave the CRC the mandate to coordinate the 5-year project.

The West Island PIC is twofold:

Learning to work together (part 1) by developing structured collective projects (part 2).

Part 1: Learning to work together

Our objectives:

1. Improve our efficiency collectively
2. Facilitate opportunities for collective capacity building
3. Create opportunities and support initiatives for collective action

Major achievements 2018-2019

- A. Support and implementation of collective efforts with:
 - Table Enfance Famille Jeunesse de l'Ouest-de-l'Île;
 - Regroupements en Petite Enfance de l'Ouest-de-l'Île (Grandir Ensemble et Familles 1 2 3 Go!);
 - Territory planning for social development with the north and south Tables de quartier
 - Dossier for Healthy Lifestyles (Ma communauté en santé);
 - West Island Mental Health table.
- B. Representation of the community sector at the Conseil des Partenaires of the West Island CIUSSS
- C. Representation of the West Island PIC and engagement in various research projects and conferences:
 - Panel on collaborating and mobilizing the boroughs and neighbourhoods of Montreal, organized by Justice et durabilité alimentaire (JAM Montréal)
 - Presentation of the project for West Island to the steering committee ("comité de pilotage") of the PIC of Centraide of Greater Montreal
 - Participation at a panel at the Food Secure Canada (FSC) Forum in Montreal
 - Mapping of all food security related initiatives by Moisson Montréal
 - Mapping of the Montreal food system (from production to waste) with Dawson College
 - Study on users of food services and their life trajectories by the Chaire de recherche du Canada CACIS (Approches communautaires et inégalités de santé) at Université de Montréal.

Community Initiatives

Collective Impact Project (PIC or CIP) (Continued)

- D. Support in grant writing and funding processes for several organizations. Funding for **3** new collective projects were obtained.
- E. Continued updates of the "concertation" system diagram in the West-Island and presentations offered on **4** occasions.
- F. Multiple training sessions given at various committee meetings on our areas of expertise: ongoing collaboration, systemic approach and appreciative inquiry.
- G. Creation of the "**West Island HUB**", a centralized communication platform for the West Island community sector (in development).



Part 2: Developing structured collective projects

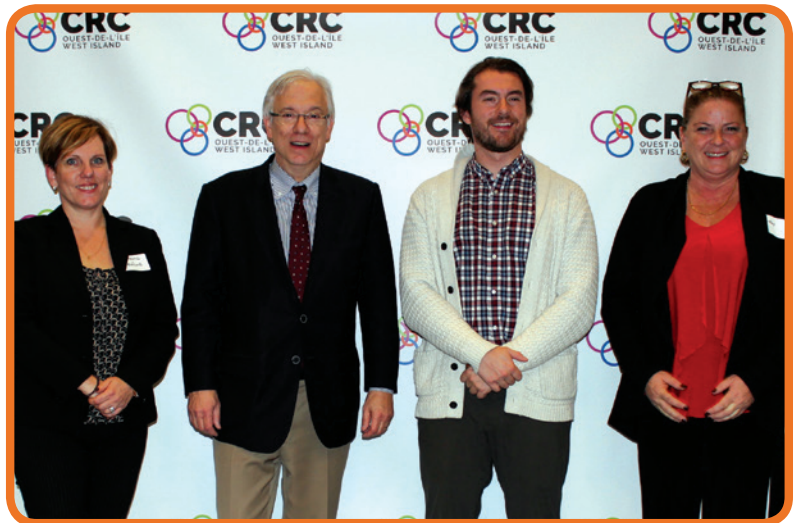
Our first structured project was the food security awareness campaign in the West Island, with its theme "making the invisible visible".

Our objectives:

1. Promote the issues and resources related to food insecurity available in the West Island.
2. Develop and promote tools and resources regarding food literacy.
3. Promote the engagement of public officials with regards to food security.

Major achievements 2018-2019:

- The campaign committee grew from **15** to **35** members, representing **17** different organizations. This committee was called upon to develop tools and strategies for the campaign, to promote the campaign in the community. It was divided into **4** sub-committees, each with its own role: community events, social media, food literacy and political engagement strategies.
- The committee collaborated with the TQSOI's Food Security Committee and the Poverty and Social Exclusion committees and received their valuable input for several projects, such as food literacy and the Hidden Hunger documentary.
- Municipal information sheets regarding food security and potential solutions were developed and tailored to several West Island municipalities.



Collective Impact Project (PIC or CIP) *(Continued)*

- The committee collaborated with Bread Basket and the The School of Human Nutrition to develop a food literacy guide, explaining the basics of food and nutrition.
- Thanks to the Canada Summer Jobs Program, the CRC coordinated the creation of the Hidden Hunger documentary, a short film regarding food insecurity in the West Island. Which can be viewed at <https://crcinfo.ca/hidden-hunger/>
- The CRC collaborated with several research groups and organizations working on food security at the regional level and provided information regarding the local West Island context.
- A public forum on food security was organized in January 2019 to celebrate the accomplishments achieved by the campaign and to decide on the next steps in food security with the West Island community.

Transportation

Following the transportation report developed and the ensuing recommendations by MOBA for the West Island territory in 2016-2017, several actions were undertaken in 2018-2019.

Major accomplishments 2018-2019

- Based on the input of the former CODI transportation committee, the CRC established a partnership with PME MTL West Island to help support the Table of Urbanists meetings with regards to local transportation recommendations.
- The partnership with MOBA was continued to promote the West Island transportation portrait and recommendations established in 2016-2017 and to establish relevant themes to the Table of Urbanists.
- The CRC offered its support animating and facilitating the Urbanists table meetings which centered on the themes of alternative transportation, active mobility and sustainable parking lots. MOBA offered its support to the meetings by inviting relevant guests, providing information sheets on the topics and recalling its own recommendations regarding each topic.
- The CRC and MOBA are working with PME MTL West Island and several West Island urbanists to organize a mobilizing event regarding transportation for the elected officials of the West Island and the departments of urban planning/public works.
- A local project promoting local recommendations for active mobility and a multifunctional public space was developed for Valois Village.

Community Initiatives

Outreach

The CRC actively participates in information fairs, public events, and offers tailored presentations to a variety of audiences throughout the West Island. The CRC also participates in a number of collective projects and offers presentations and training on community development topics.

Events, Presentations and Conferences:

AWISH

Centre Bienvenue

CLE Ouest-de-l'Île

Comité de pilotage PIC de Centraide

Community Awareness Day

DDO Seniors Club

Dorval Community Aid

Food secure Canada

John Abbott College

Manoir Roger Bernard

Manoir Ste. Genevieve

Maywood Apartment Complex

Panel - Food Justice and Sustainability

Parkinson's Canada Awareness event

Pointe Claire Senior Center / spring luncheon

Rencontre régionale ITMAV

Senior's Fair Pierrefonds

Seniors Action Quebec

Service Canada

Tamarack - Neighbourhood the Heart of Community





Community Initiatives

The CRC also plays an active role in numerous committees and tables of the West Island:

Table de Quartier du Nord-Ouest de l'Île de Montréal (TQNOIM)

The social development committee (sub-group of the TQNOIM)

Table de Quartier du Sud de l'Ouest de l'Île (TQSOL)

The Health and Social Service committee (sub-group of the TQSOL)

The Housing committee (sub-group of the TQSOL)

The Poverty and Social Exclusion committee (sub-group of the TQSOL)

The social development committee (sub-group of the TQSOL)

The Food Security committee (sub-group of the TQSOL)

The West Island Seniors table

The Health Committee (Sub-group of the Seniors table)

The Committee against Elder Abuse (Sub-group of the Seniors table)

The Mental Health table (including the executive committee)

Table de sécurité urbaine de l'arrondissement Pierrefonds-Roxboro

Grandir Ensemble

Familles 1 2 3 go!

Ma Communauté en Santé

Table Enfance Famille Jeunesse de l'Ouest-de-l'Île (TCEFJOI)

Comité planification des services (sub-group of TCEFJOI)

Comité À Nos Ressources (sub-group of the TCEFJOI)

Conseil des Partenaires du Centre d'Excellence du CIUSSS ODIM

Table des Urbanistes de l'Ouest-de-l'Île

Comité sécurité alimentaire PIC (animé par le CRC)

Comité arrimage transversal (animé par le CRC)

Director's meetings (facilitated by the CRC)

Communauté d'apprentissages de Montréal - secteur Ouest

Comité bientraitance des aînés - Ouest

Community Initiatives

COMMUNITY DIRECTORS - Connect, Celebrate and Innovate

In June of 2018 the CRC hosted its second exclusive event for the directors of the West Island community Sector. These events are designed to bring the directors together to network and connect with one another.

The event focus was to create a united voice and to look at opportunities to work more closely together sharing our resources, tools and expertise. A road map of innovative ideas of how this could be accomplished was created.

The 16 Participating Organizations:

ABOVAS

AJOI

Amis de la santé mentale

Centre de crise ouest de l'Île

Cloverdale Multi-Ressources

Corbeille de pain Lac St-Louis

CRC

Literacy Unlimited

NOVA West island

Orchestre symphonique
des jeunes du West Island

Parrainage Civique de la
Banlieue Ouest

Perspective Communautaire
en Santé Mentale

Table de quartier nord-ouest-de-l'île de Montréal

Table de quartier sud-ouest-de-l'île de Montréal

West Island Women's Centre

YMCA West Island



Feedback on the event:

"Such a powerful afternoon. Sharing, networking is great."

"I love that advancement was made to providing service within the West Island."



Community Initiatives

Jingle and Mingle - Connecting our Community!

The CRC organised for a second year a festive gathering to celebrate the end of the year. This initiative is meant to create a space to promote a sense of community and togetherness. It was a great occasion to bring community partners together, network among peers, strengthen bonds and have fun.

The holiday event was hosted in December at McKibbins West Island. **30** attendees representing **18** different community organizations partied.





Publications



CRC
website

TOOLS



CRC
website
analytics



Discover
Magazine



Social
Media



Senior's Guide Publication

The Senior's Resource Guide is one of the most valuable tools that helps West Island citizens and community organizations find information about programs, services and resources available in the community.

We are excited to announce that we have updated and printed a 2019 edition. It is an easy to use bilingual guide for all citizens and community organizations. The listings include housing, health and social support services, recreation and social activities, and many more resources specifically available to West Island Seniors.

The CRC was invited to attend Senior Empowerment Conference organized by WICA where we proudly presented the new guide to over **150** West Island seniors.

Testimonial

"I think it is fabulous. I use it everyday. Before I do anything, I look at the book. I love it. I think it is marvelous."

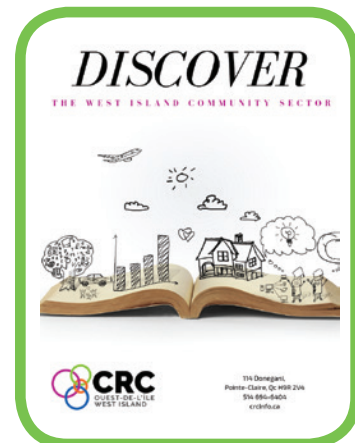
Thank you!

Pointe-Claire Resident



Discover Magazine (Discover the Community Sector)

The Senior's Resource Guide is one of the most valuable tools that helps West Island citizens and community organizations find information about programs, services and resources available in the community.



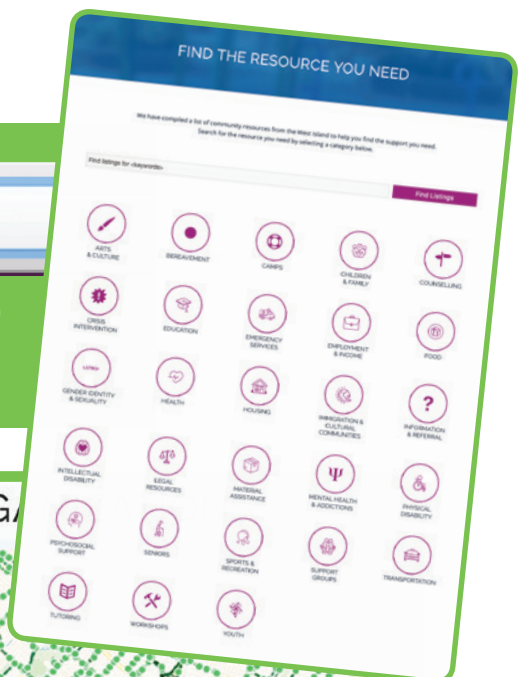
CRC's New Website

Highlights:

- An updated look!
- More info about the scope of CRC services
- In-depth information about the all Community Sector Resources in the West Island
- Easy navigation
- Quick access to the latest news and updates about our sector
- A collective calendar
- A live social media news feed
- A CRC Blog



**We are thrilled to have launched our
NEW WEBSITE!**



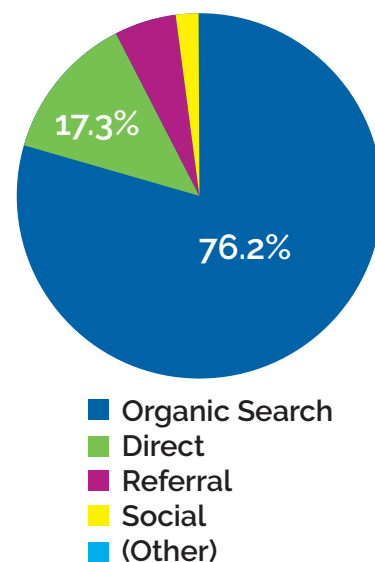
CRC Website Analytics

Key definitions

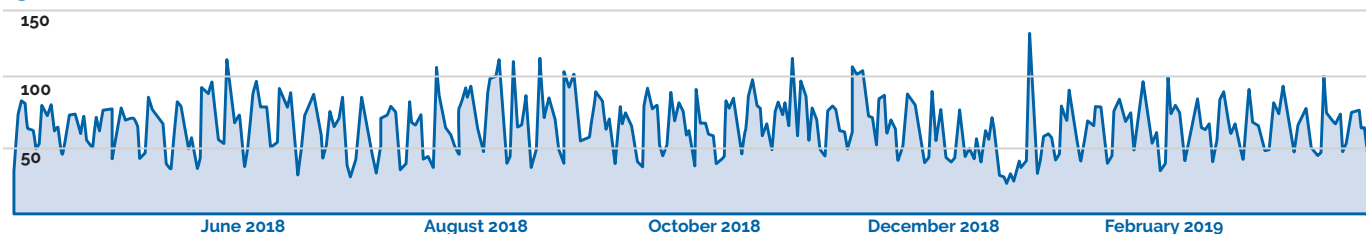
USERS OR VISITORS	SESSIONS	PAGE VIEWS
people who have come to the CRC website	visits to or activities taken on the CRC website	Total number of webpages viewed

- A total number of **23,669** users have visited the website during the year, with an average of **65** daily visitors.
- 88%** of the visitors are new users and **12%** are returning users.
- 77%** of the total number of sessions are organic, meaning that people were looking directly for the CRC on a Google search or have accessed the CRC website directly.
- On average, visitors spend **1:33** minutes on the website.
- The website was used **77%** of the time in English and **23%** of the time in French.
- When visiting our website, people sought resources for:
 - Material assistance (food, items, donations, etc.) **2,800**
 - Education (courses, tutoring, etc.) **2,000**
 - Housing (affordable housing) **1,500**
 - Legal aid (tax clinic) **1,200**
 - Social services (support groups, family programs, etc.) **1,200**

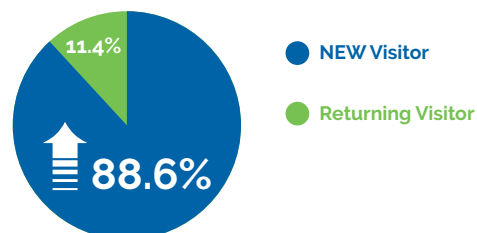
TOP CHANNELS



USERS



Users 20,360	NEW Users 20,206	Sessions 25,096
Number of Session per User 1.23	Page Views 45,069	Page Sessions 1.80



Social Media - CRC Facebook Page

Facebook is the largest connector platform, ideal for providing information, visuals, and reaching/mobilizing audiences privately or as groups. It allows for easy sharing and quick reach. The CRC has been active on Facebook on a more regular basis this past year, promoting our Community Sector services and events.

Overall, Facebook is an excellent communication tool to reach the West Island population as well as a solid support for our community organizations. Our presence on Facebook has rapidly increased in the recent months.

Some definitions

LIKES	FOLLOWERS	REACH
<p>"Likes" are a good measure of how people feel about your Page</p> <p>Total page "Likes" this year:</p> <p>568</p> <p>an increase of 225 from last year (+65.5%)</p>	<p>"Followers" are a good measure of how many people are interested in your Page.</p> <p>Total "Followers" this year:</p> <p>610</p> <p>an increase of 249 from that year (+69%)</p>	<p>Reach is a good measure of impact and interaction of a post.</p> <p>102,500</p> <p>an increase of 57,000 from last year (+125%)</p>



CRC Community Initiatives Facebook Page

One of the collective strategies for the West Island Food Security Campaign was to create a campaign Facebook page. This campaign was launched June 1, 2018 and ended December 31, 2018. The with the page gained **342 Likes**, **358 Followers**, and reached **52,100 people**.



Our Funding Partners

The CRC is grateful for the essential and continued support of our major funding partners:



Centraide is the CRC's largest funding partner. The funding that Centraide contributes to the CRC, supports its core mission, and gives the Centre the ability to continue its work towards improving the individual and collective well-being in the West Island. A sincere thank you to Centraide for their vital support.



West Island Community Shares is a valued community funding partner to the CRC. West Island Community Shares' dedication to support local community groups has a great impact on improving community life in the West Island. The CRC is fortunate to have their commitment of recurrent funding that supports the Centre's mandate. Thank You to the entire Community Shares team!



The City of Pointe-Claire is the CRC's greatest municipal funding partner. pointe-Claire has given fundamental financial support from the beginning of the CRC's development. The CRC is also very grateful to the City of Pointe-Claire for the donation of office space in the old Valois train station. This space allows the CRC to run its daily operations, and helps the CRC to support community based initiatives, by coordinating the sharing of the space with the Table de Quartier Sud de l'Ouest-de-l'île (TQSOI), and 9 different community support groups. We would like to thank Mayor John Belvedere and the City councillors, as well as the team at the City of Pointe-Claire, for their continued support.



Thank you to the Government of Quebec, Ministre de la Famille, Ministre responsable des aînés et Ministre responsable de la lutte contre l'intimidation, for providing the funding to implement the CRC Mobile program through the ITMAV program (Initiatives de travail de milieu auprès des aînés en situation de vulnérabilité).

Thank you to all of our supporters and municipal funders!

City of Pointe-Claire
City of Dollard-des-Ormeaux
City of Beaconsfield
City of Kirkland
Town of Baie D'Urfé

Borough of Pierrefonds and Roxboro
Pointe-Claire Old Timers Hockey Club
Gamblers Anonymous
West Island Hispanic Association
Anonymous Donors





West Island Community Resource Centre
114 Donegani Ave, Pointe-Claire QC, H9R 2V4
Tel.: (514) 694-6404 | Fax: (514) 782-0777
www.crcinfo.ca

