

2019 - 2020 Annual Report

The West Island Community Resource Centre



Mission	01
What We Do	01
President's Message	02
Executive Director's Message	04
Team	05
Volunteers	05
Programs	06
Community Initiatives	10
Tools	19
Our Funding Partners	23



Connect

Promote

Support

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

Host a no-cost legal clinic for West Island residents

Host a no-cost income tax clinic for West Island residents with low-incomes



President's Message

I am honoured to contribute to this Annual Report as President of the Board of the West Island Community Resource Centre. It has been an active year, with surprises we could never have foreseen! We thank the many players who contribute to the success of the CRC, especially the City of Pointe-Claire, Centraide of Greater Montreal, West Island Community Shares, and many others. They have helped us to grow into an effective organization, resilient and ready to serve the changing needs of the West Island.

The CRC team is competent, dedicated and hard-working, passionate and committed. A most heartfelt thank you must go to our interim executive director, Ruth Greenbank, who has filled in so effectively for Katie Hadley and who has graciously extended her stay until Katie is back from her leave. Ruth found herself dealing with the COVID-19 pandemic but she has capably transitioned the CRC to a virtual but always vibrant presence in the community. Her stellar leadership is greatly appreciated.

Our Board of Directors bring varied backgrounds and expertise to the CRC. Bob Benedetti, Beverly Henderson, Stefanie Meislitzer, Dion Joseph, Jennifer Harper, Lisa Boyle, and Judy Kelley gave generously of their time and talents. I am very grateful for their active participation. We regretfully say goodbye to those who are leaving, but enthusiastically welcome our new Directors.

The 2019-2020 year was notable in many ways especially as the CRC develops its commitment to serve the training, resource and collaborative needs of WI community groups. The coronavirus temporarily halted the completion of an interactive virtual resource called The Hub. When it is up and running, the Hub will give the CRC an increased presence among West Island organizations where they will find resources and share information.

The Hub is a significant indication of CRC leadership in community social development. Some other accomplishments this year: continued collaboration with the Table de Quartier du Sud de l'Ouest de l'Ile, targeted social and capacity-building activities for community groups, ongoing work on food security, housing and transportation, leadership and collaboration to develop events to inform and connect sectoral groups, increased presence among seniors through the CRC Mobile, participation in the development of information to help flood victims last spring, and, in the last



Executive Committee

Natalie Chapman, President
Bob Benedetti, Vice President
Beverly Henderson, Treasurer
Stefanie Meislitzer, Secretary

Directors

Dion Joseph
Jennifer Harper
Lisa Boyle
Judy Kelley

month, community information related to the pandemic.

I invite you to read our Annual Report for more details on these and the many other CRC actions that contributed to the growth of the CRC and the development of the West Island this year.

I am proud to say that the CRC won the 2019 Community Service Award of the WI Chamber of Commerce “Accolades,” a distinction that was well-deserved given the hard work and leadership shown by staff.

The Board of Directors is fully committed to the CRC mission to improve individual and collective well-being and enhance social development on the West Island. We thank all those who help further the aims of the West Island Community Resource Centre.

Natalie Chapman
President





Executive Director's Message

I believe the saying goes 'in like a lion and out like a lamb', well the 2019 - 2020 year has proven to be the complete opposite.

The West Island Community Resource Centre and the whole of the community sector is certainly rising to the challenges of COVID-19. With the ongoing dedication of the CRC volunteers & team working remotely from their homes, we have been able to modify our practices to continue to provide our referral service which has seen a surge in calls by 186% the final month of this fiscal year. We have extended our usual practices to connect, promote and support the community sector in new and innovative ways. Please do read through this report to discover all the interesting and productive initiatives that we have been involved with since the start of the pandemic and throughout the past year.

Looking back, it has been a year of change for the PIC team with Piotr Boruslawski joining us in the early fall and Anne Archambault replacing Anne-Marie Angers-Trottiers late fall for her maternity leave. Fortunately, both came to us with previous experience in the West Island Community Sector so they were able to hit the ground running.

They have continued to develop structured collective projects with community partners in food security and now have begun the housing dossier, researching new ideas and possibilities as well as creating links with established organizations in the sector.

I continue in interim to fill the shoes of Katie Hadley and Sandra Watson has made great strides to connect with the increasing number of West Island's vulnerable seniors. This year she has been invited to sit on 3 more municipality senior committees which bring the total to 5 municipalities.

The four of us continue to ensure the CRC is connected by actively participating in 27 committees and tables throughout the West Island. The CRC is proud to be a part of the growth and development of this vibrant Community Sector. We would not be able to do the work that we do without the continued support of our funding partners, dedicated board members, enthusiastic staff and volunteer team. As I will be leaving the organization in the coming months, I want to thank the board for this wonderful opportunity to serve the West Island community.

Ruth Greenbank
Interim Executive Director

Team

Interim Executive Director

Ruth Greenbank

Program Coordinator

Sandra Watson

Community Initiatives Coordinator

Anne-Marie Angers-Trottier (April - December)

Anne Archambault - interm (December - March)

Communications & Community Liaison Agent

Piotr Boruslawski

Contract Position

Luca Brown

Anne-Cécile Lécuyer

Summer Students

Akshay Grover, Fannie Dancose

Volunteers

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

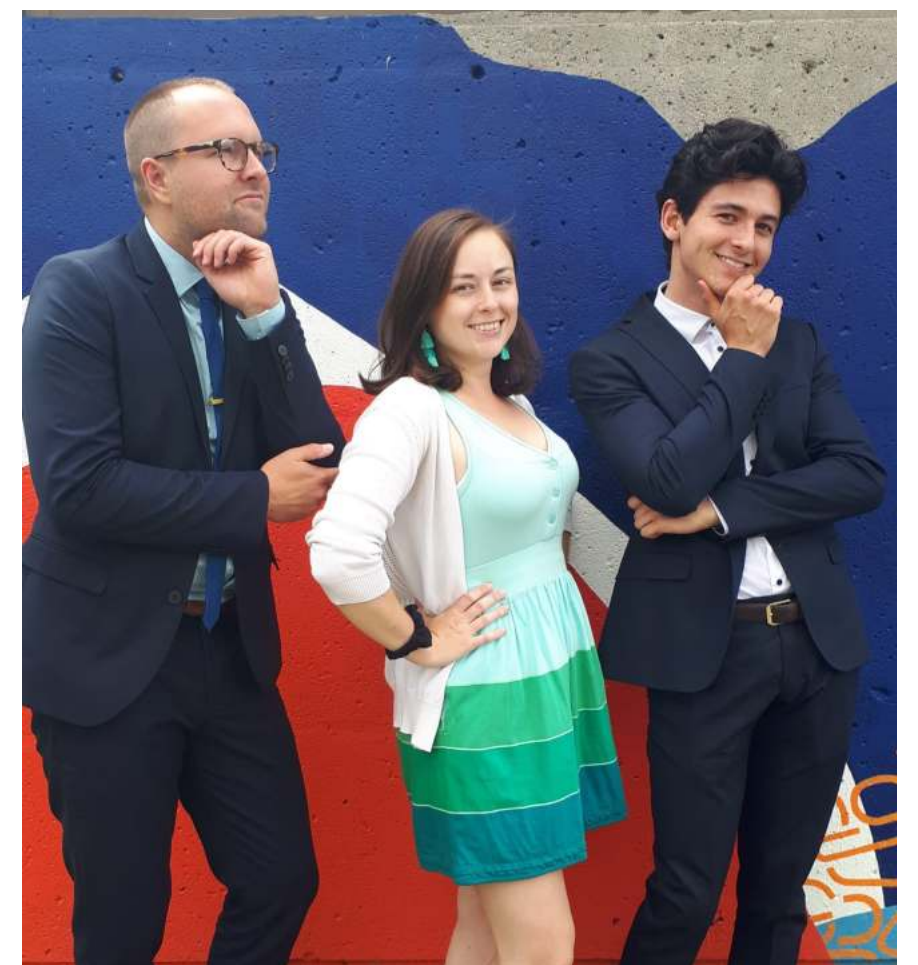
Alan Keess

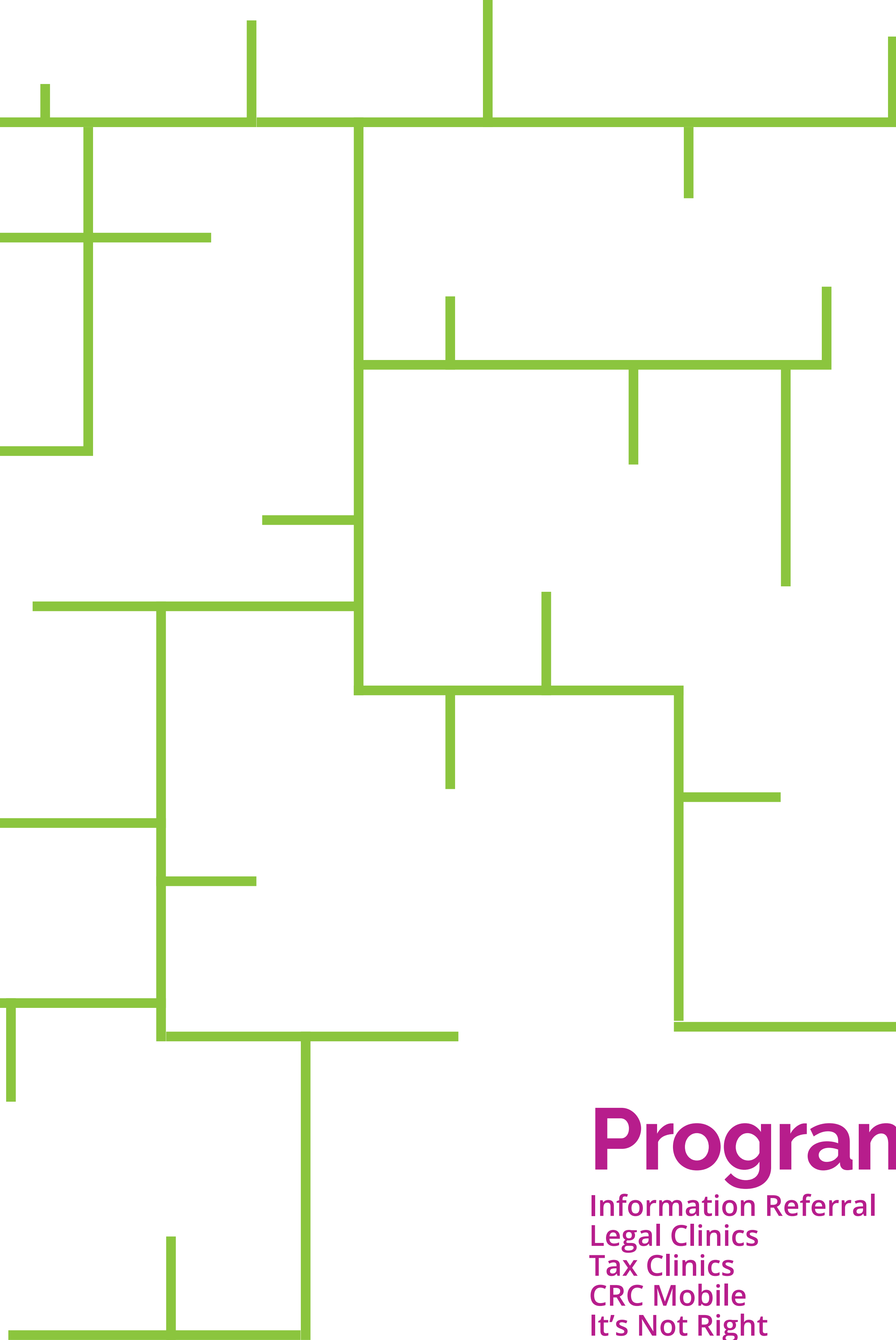
Me Jos El Debs

Me Joseph Neudorpher

Louise Caron

Joe Hann





Programs

Information Referral
Legal Clinics
Tax Clinics
CRC Mobile
It's Not Right
COVID Emergency Intervention

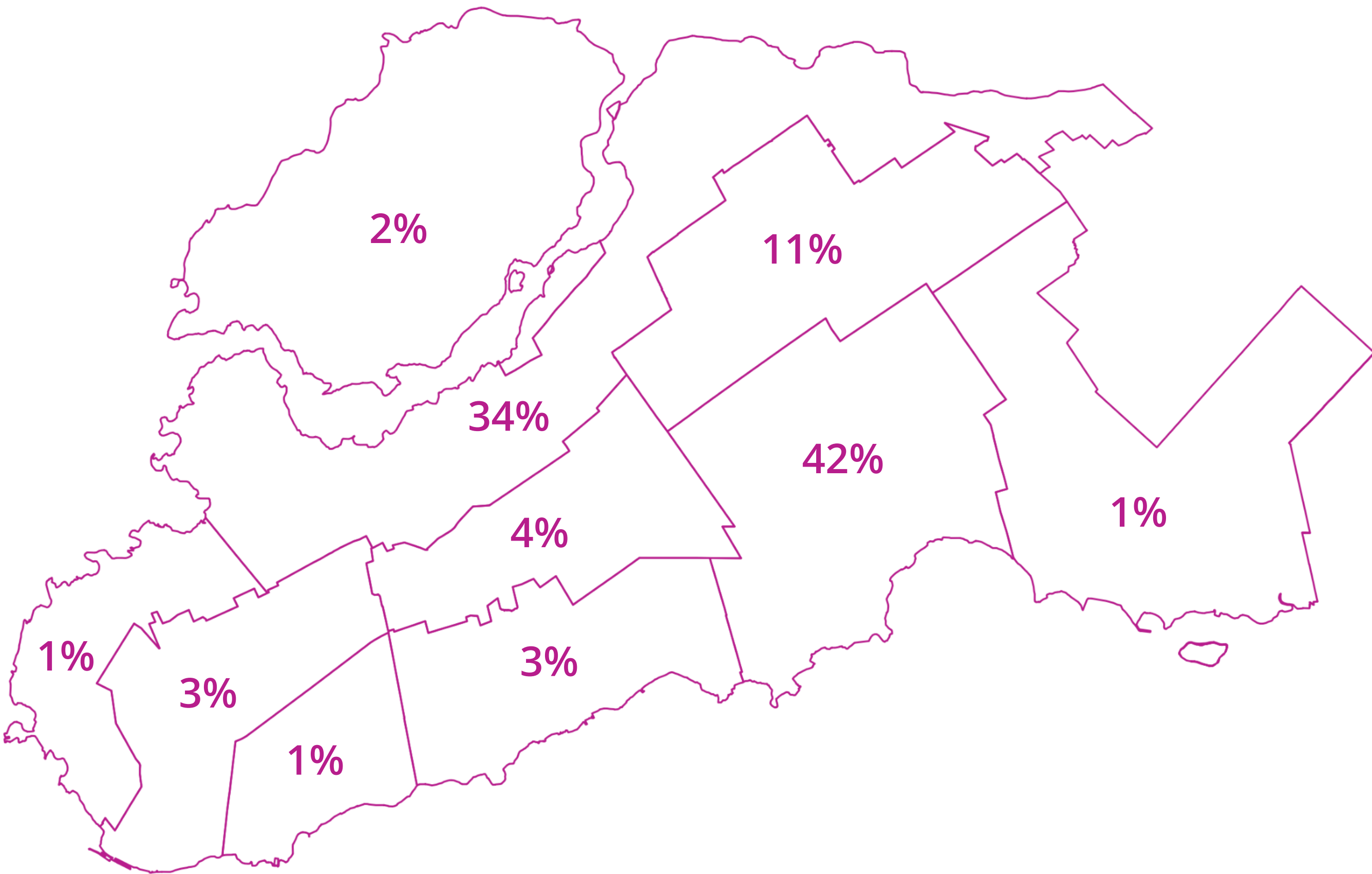
Information Referral

Our information and referral program is offered by phone, in-person or via email. We help by:

- Connecting West Island citizens to available community services
- Providing up-to-date information on the most current community resources
- Empowering individuals with knowledge
- Connecting community organizations
- Breaking isolation
- Providing service in both French and English
- Being recognized as a reliable source of information for our West Island citizens

1.9k
phone calls received
this year

- 25% Legal
- 24% Finances
- 16% Donations
- 14% CRC Mobile
- 5% Health
- 3% Transportation
- 3% Home support
- 3% Publications
- 3% Food
- 2% Social
- 1% Housing
- 1% Employment



136

clients helped with
legal consultation

183

West Island residents
helped

Testimonial

"My aging mother lives on the West Island and I in U.S. Due to COVID19 I am not able to cross the border. I contacted the CRC and had the privilege of speaking with Sandra who helped me navigate the system and was able to put me in touch with two organizations that could assist my mum. Sandra is now calling her weekly which has helped both me and my mums stress levels and it gives her something to look forward to. I will forever be grateful for Sandra's help."

Carmen - client

Clinics

Legal Clinic

The CRC receives a large number of requests for assistance in finding legal information and resources. The CRC offers free monthly legal clinics. The clinic is open to all West Island residents by appointment. It takes place directly at the CRC's office in Pointe-Claire which provides a space for individual and confidential consultations.

This year we held 7 legal clinics with a total number of 136 clients served. Due to the large number of requests and limited time, we are fortunate to have Maitre Jos El Debs, who not only volunteers at our clinic, but offers free consultations by phone when the request is urgent.

We are thankful to have the opportunity to work with Maitre Jos El Debs and Maitre Joseph Neudorpher.

Tax Clinic

Working in partnership with Volunteer West Island, the CRC hosts a free income tax preparation for individuals and families with low income.

Due to Covid-19, we had to change our process and the questionnaire was given via phone calls including instructions for drop-off of paper copies through the CRC mail slot. From there, client files were given to the volunteer who then prepared and filed the clients income tax. Even though many extra steps had to be taken, we still managed to help 183 West Island residents.

No-Fee Legal Advice

Need help understanding family law? Need advice on a legal matter? The West Island Resource Centre (CRC) works with pro bono volunteer lawyers to give free legal advice for all citizens of the West-Island.

Friday, November 1st
9:00 am - 4:00 pm

Call us for an appointment today!

514 694-6404



CRC
OUEST-DE-L'ÎLE
WEST ISLAND

114 Donegani
Pointe-Claire
Québec, Canada H9R 2V4
(At the old Valois train station)



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

This year 124 clients were served which is a 74% increase from the previous year. This represents 1020 interventions. The increase in clients is due in part to heightened visibility of the program. We continue to participate on Pointe-Claire and Pierrefond committees, and this year the CRC was invited to sit on committees in Kirkland, Baie D'Urfe, Ile Bizard as well as a CIUSSS pilot project due to our extensive experience and knowledge working with isolated seniors.

The CRC's Seniors Resource Guide has become an invaluable tool that is being used by West island municipalities, community organizations, the CIUSSS and citizens alike. The CRC mobile program is highlighted in numerous West Island municipality newsletters and websites. As always, throughout the year, numerous presentations were given at Senior Residences and we were present at kiosk days in the community, to speak directly to West Island seniors of the resources and services that are available to them.

Testimonial

"In the last few years I have had the pleasure of working closely with Sandra Watson to assist the many seniors in Pointe-Claire who deal with isolation and often do not know where to access resources to help them. Most recently with the Covid19 situation the team of CRC has helped connect people to essential services such as food. Congratulations to the team and CRC for their continual support in our community."

Cynthia Homan, Pointe-Claire City Councillor

Cities served

Baie d'Urfé
Beaconsfield
Dollard-des-Ormeaux
Dorval
Île Bizard/ Ste. Geneviève
Kirkland
Pierrefonds / Roxboro
Pointe-Claire
Senneville
Ste-Anne-de-Bellevue

74%
increase in clients



Community Initiatives

Community Directors
Collective Impact Projects (PIC/CIP)
Food Security
Outreach
Housing
Jinge & Mingle - Games Nights

Collective Impact Project PIC/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 (TQSOI).

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 zones to be selected for this pilot project, where in 2016 the community gave the CRC the mandate to coordinate the 5-year project.

3rd
year completed

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 2019-2020

A) Supporting implementation and collective efforts with:

Table Enfance Famille Jeunesse Ouest-de-l'île
Services planning (Youth sector)
West Island Mental Health Table
Table DI-TSA
Ma communauté en santé
TQSOI on food security and housing dossier
Comité de pilotage

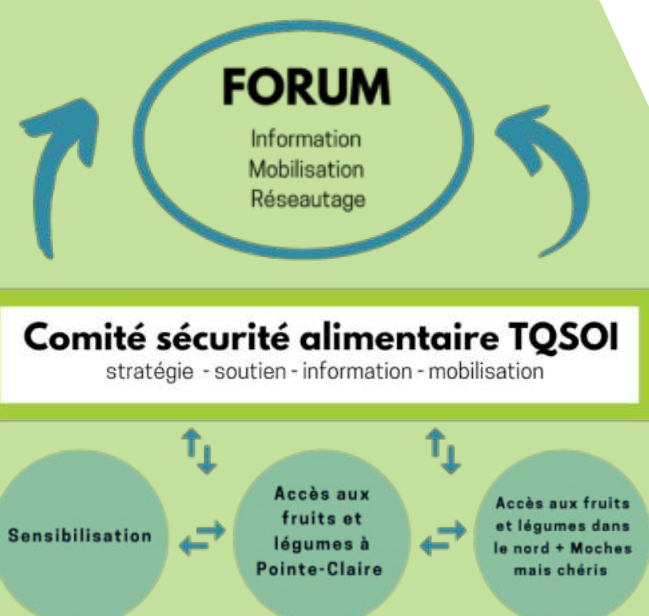
B) Representing the community sector at the Conseil des Partenaires of the West Island CIUSSS and representing the community sector at PME Montreal

C) Engaging in the following research projects

Assessment of the collaboration between the different food security actors in the West Island, in collaboration with McGill Fledge project.
Creation of a West Island food system needs diagnosis in collaboration with Food Justice & Sustainability (Dawson College).



EFFORTS COLLECTIFS EN SÉCURITÉ ALIMENTAIRE DANS L'OUEST-DE-L'ÎLE



Ressources humaines chargées de coordonner l'ensemble des efforts:

Équipe de travail (chargés de projets) CRC, TQSOL et CDP
animation - mise en oeuvre - mobilisation

Comité de coordination : CRC, TQSOL et CDP
soutien à l'équipe - planification stratégique - financement

D) Assessing the training needs of West Island community organizations and offered the following training sessions within the community sector:

Appreciative inquiry
Principle focused evaluation
Systemic approach, basis for collaboration
Conflict management.

E) Launch of the Hub website

Multiple committees have entered their data

User's guide completed in French and English

Training schedule was developed, two training sessions were offered prior to the pandemic.

Ongoing upgrading and adaptation being made to better serve the needs expressed

F) Implementing a new collective governance system for food security

Focused on a combination of knowledge and shared leadership, the CRC and its partners have developed a governance model that is flexible, while ensuring the long term viability of the model in the West Island.

Expertise on food security and citizen mobilization came from our partners, Bread Basket and TQSOL, with the CRC facilitating the collaboration process.

Food security governance has been established and continues to evolve during the COVID-19 crisis. Meetings continue to be held between us and our partners in food security and we are documenting the evolution of the governance model.

Part 2: Developing structured collective projects

Our first structured project was the food security awareness campaign in the West Island.

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 2019-2020

Participants in the panel on food security decided to focus on food security awareness in municipalities, schools and among the public.

A) The following tools and reports were created:

Report on food security awareness

West Island food system needs diagnosis
Food literacy guide in French and English
Document highlighting food security workshops in the West Island now available
Communication plan to be initiated once the COVID-19 crisis subsides

B) Ongoing support of the food security efforts as well as documentation of the developing governance during COVID-19

Our second structured project is to create innovative and feasible solutions in affordable and social housing by bringing key community players together. Our objectives this year:

- Assess and map the current housing situation throughout the West Island
- Confirm commitment of key players to coming up with solutions
- Learning together through collaboration

Major achievements 2019-2020

- Working together with the TQSOL housing committee
- Enhancing existing data and mapping of West Island housing situation
- Documenting key players involved in housing in the West Island
- Establishing COVID work plan while still supporting innovation lab
- Clearly delineating the roles and responsibilities of the CRC and TQSOL to best work together during the COVID-19 crisis
- Collaborating with Saint-Laurent Housing Committee



Community Initiatives

4
workshops

8
public events

16
presentations

Testimonial

"The CRC has been critical in supporting the leadership, structure, and direction of our round table and in mobilizing our community leaders to have a collective voice. Thanks to their support and involvement, our organization and our community partners are more united and focused in their efforts, and can better address the needs of our community."

David Ronai, PCSM

Outreach

The CRC actively leads workshops, participates in public events and offers tailored presentations to a variety of audiences throughout the West island. This year we were active in the following workshops, events and presentations

Workshops

Appreciative inquiry
Principle focused evaluation
Systemic approach, basis for collaboration
Conflict management

Events

Community Awareness Day - Pointe Claire
Centraide Walk of the Umbrellas
Salon des Aînés ODI at Vigi Santé
Valentine's Day Breakfast - Big Brothers & Sisters of West Island
Living Books Pre Screening & Launch - PCSM
Rencontre Regional ITMAV
Forum Natural Caregivers
Baie d'Urfe Reflexion Project on seniors

Presentations

DDO Seniors Club
Dorval First Citizens Fair
Manoir Roger Bernard
Maywood Apartment Complex
L'Esterel Apartment Complex
Residence des Sources
Pointe-Claire Aid for Seniors Activities
Pierrefonds Seniors Day
Elder Abuse Awareness Day
Manoir Ste-Genevieve
Chateau Kirkland
Lester B. Pearson School Board
Baie D'Urfé Citizen's Group
Roxboro Round Table
Villa St Louis
Sainte Anne De Bellevue Round Table

Committees and Tables

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

Comite Arrimage Transversal (PIC)

Comité de pilotage de la mobilisation en développement social de l'ouest de l'île

The West island Seniors Table

Directors meetings (facilitated by the CRC)

Table de Quartier sud de l'Ouest de l'île board (TQSOL)

Table des urbanistes

Table santé mentale

Table de concertation déficience intellectuelle, trouble du spectre de l'autisme (DI-TSA)

Table de concertation enfance famille jeunesse ouest de l'île (TCEJOI)

Conseil des partenaires - Centre d'excellence du citoyen partenaire CIUSSS

CIUSSS West Island - cellule d'intervention

Comité bientraitance des aînés - Ouest

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

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

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

Projet réduire l'isolement (CIUSSS)

Comité MADA de Kirkland

Comité régionale lutte à la maltraitance envers les personnes âgées

Comité transport

Comité logement

Comité sécurité alimentaire

Comité de planification (secteur jeunesse)

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

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

Committee for Social Isolation for Seniors in Pointe-Claire (CIUSSS)

Pilot Project Homelessness (in Pierrefonds)

Seniors Awareness Committee (Île-Bizard)

27
committees & tables



Rooted in unity
Empowering community

Community Directors

In May & October of 2019 the CRC hosted exclusive events 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. Since last year, we have doubled the number of Community Sector organizations participating in our director events.

AJOI
Alzheimer Group
AMCAL Family Services
Angelman Society / Respite Center
AWISH
Big Brothers Big Sisters of the West Island
Centre Bienvenue
Centre de Crises Ouest de L'Île
Cloverdale Multi Ressources
Corbeille de Pain Lac St Louis
DDO Seniors Club
Family Resource Centre
L'Équipe Entreprise
LGBTQ2 Centre
Literacy Unlimited
Maison des Jeunes Pierrefonds
NOVA West Island
PCSM
Projet Communautaire de Pierrefonds
Services West Nette
West Island Assistance Fund
West Island CALACS
West Island Community Shares
West Island Mission
West island Women's Centre
West island Citizen Advocacy
West Island Volunteer Bureau
West Island YMCA
VOBOC

29
organizations



Jingle & Mingle & Games Night

Connecting our Community!

For a third year, the CRC has organized a series of festive gatherings to celebrate the winter season. In addition to Jingle & Mingle, two community games nights were organized. These initiatives are meant to create a space to promote a sense of community and togetherness. They were great occasions to bring community partners together, network among peers, strengthen bonds and have fun.

The Jingle & Mingle holiday event was hosted in December at Kelly's Orchard. 51 attendees representing 26 different community organizations partied.





CRC Emergency
Resource List reached
13.5k
Facebook users

First week of
COVID-19 saw
1.1k
website users

COVID-19

The CRC team began working remotely as of March 16, 2020 due to the COVID-19 pandemic. Meetings have been conducted via the Zoom platform and calls for referrals have ramped up. During this time, the CRC has been staying active by:

Creating

- An interactive online Google document tracking the changes in services and funding offered by organizations and funders due to COVID-19

- An Emergency Resource List based on that document updated weekly on our website and social media

Participating in newly created committees

- The Food Security intervention cell

- The CIUSSS cellule d'intervention de l'ODI

- The Housing intervention cell

Supporting

- The community sector through access to the interactive Google document

- Through weekly information updates sent to Directors of Community Organizations

- By documenting the food security governance transition

- The development of a COVID-19 action survey related to the community sector

- Expanded housing services with St-Laurent Housing Committee

- Distribution of Personal Protective Equipment to vulnerable communities with FabZone

Promoting

- Partnering with West Island food banks to distribute 2000 paper copies of the Emergency Resource List in food baskets & deliveries throughout the West Island

- Appearing on Global Montreal morning and weekend news broadcasts

- Posting weekly resource updates on social media

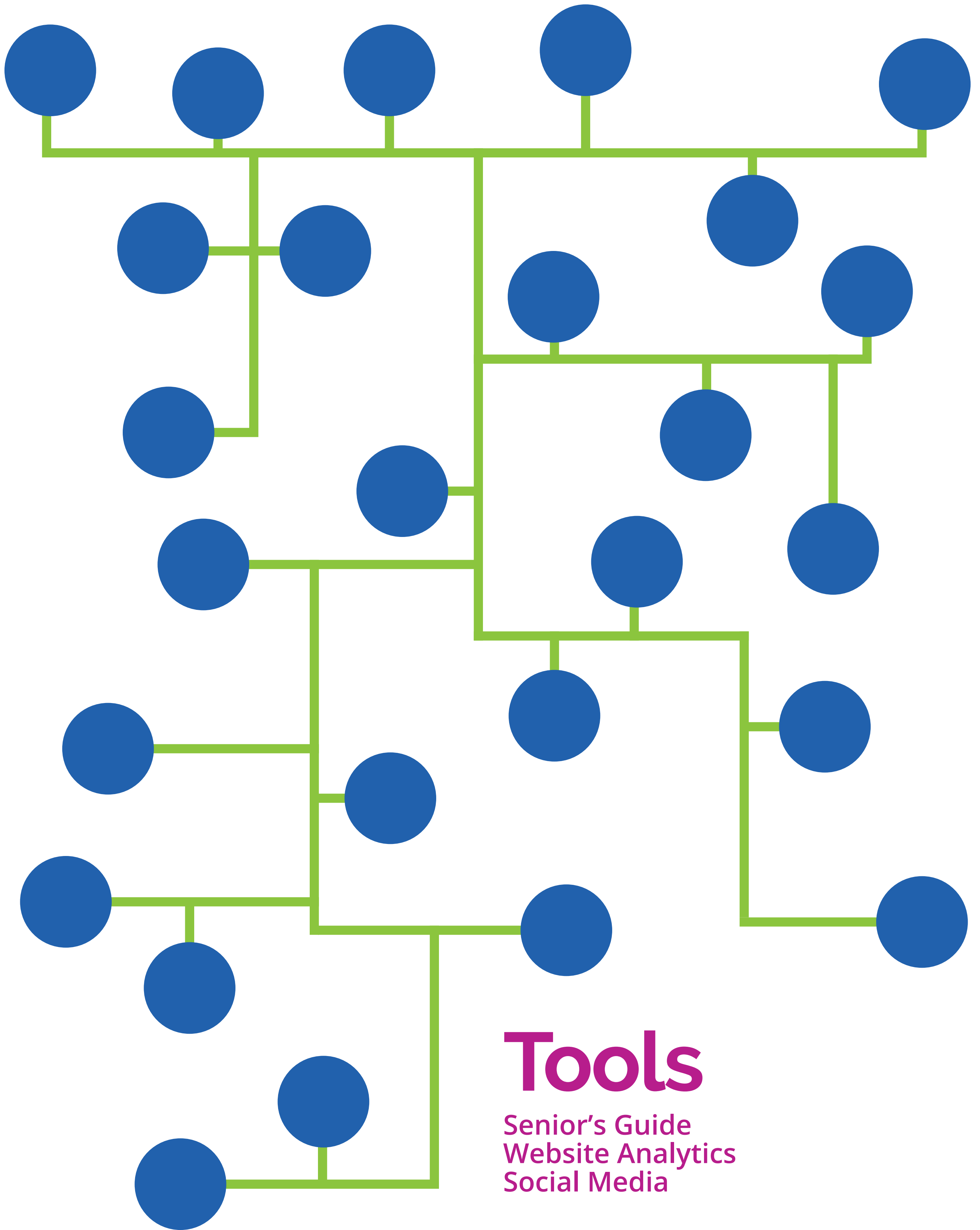
Initiating training opportunities

- Online facilitation workshop

- Active listening workshop

Leading

- The first COVID-related meeting of Mental Health Table



Tools

Senior's Guide
Website Analytics
Social Media

Senior's Guide

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.

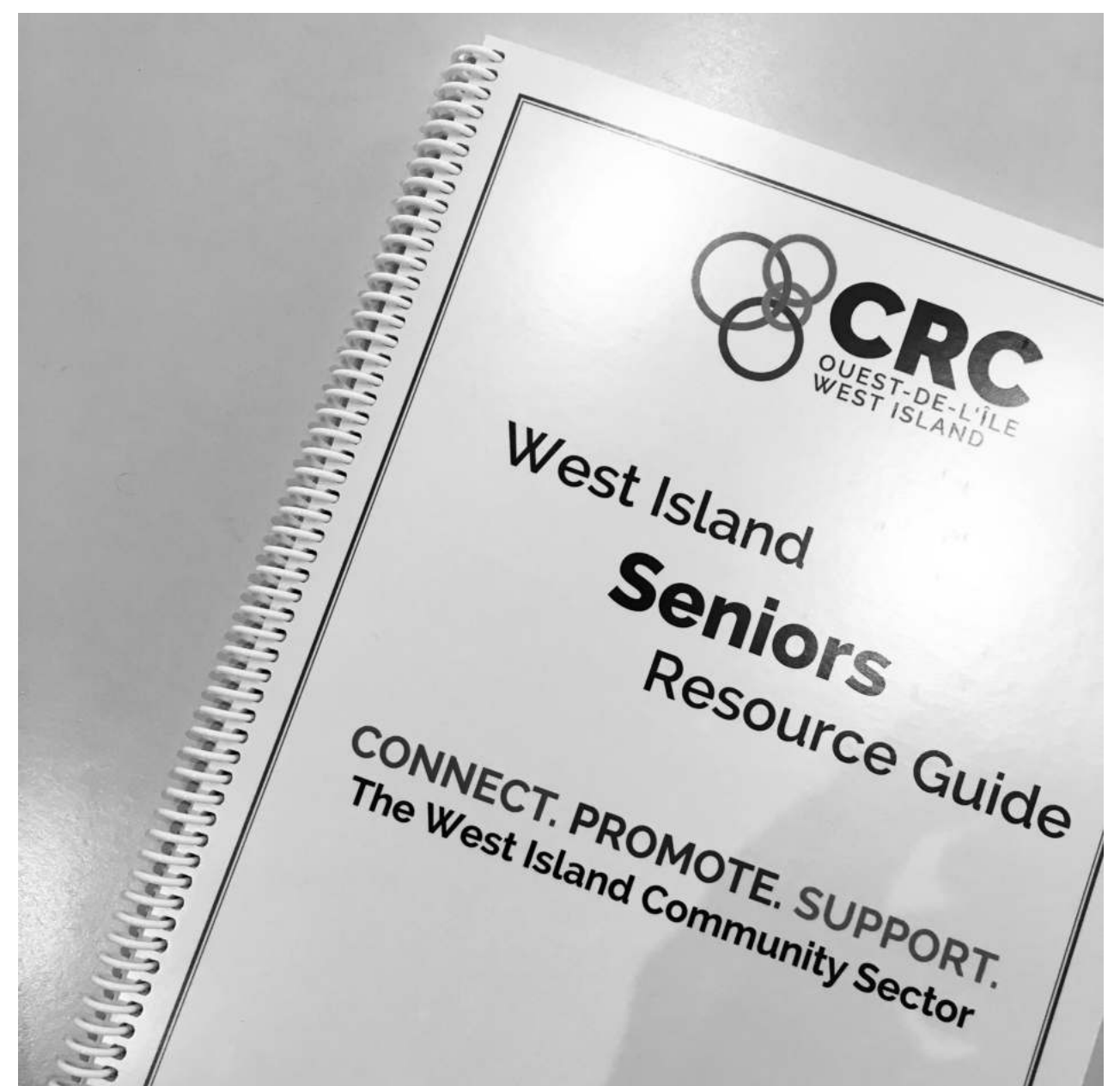
+1.5k
guides
distributed

We are excited to announce that we have updated and printed a 2020 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.

Testimonial

"Over the last year I can confidently say the lives of many Pointe-Claire residents have improved due to the support from the Community Resource Center and the CRC Mobile Program. Any citizen who has had the pleasure of working with Sandra Watson is always so appreciative to have been referred to her. She is patient and understanding and ensures that the senior feels heard. The CRC Mobile program offers citizens support where it is needed most, providing accurate and supportive information during times of need. Our citizens are fortunate to have this program available in their neighbourhood. We at Aid for Seniors, are grateful to have Sandra support our senior citizens on a daily basis. Thank you for all you do!"

Thalia Chronopoulos Aid for Seniors and Community Support (City of Pointe-Claire)



Website Analytics

5.1k

users have come to the CRC website

7.2k

visits to or activities taken on the CRC website

Over 5100 users have visited the website during the year, with an average of 13 daily visitors.

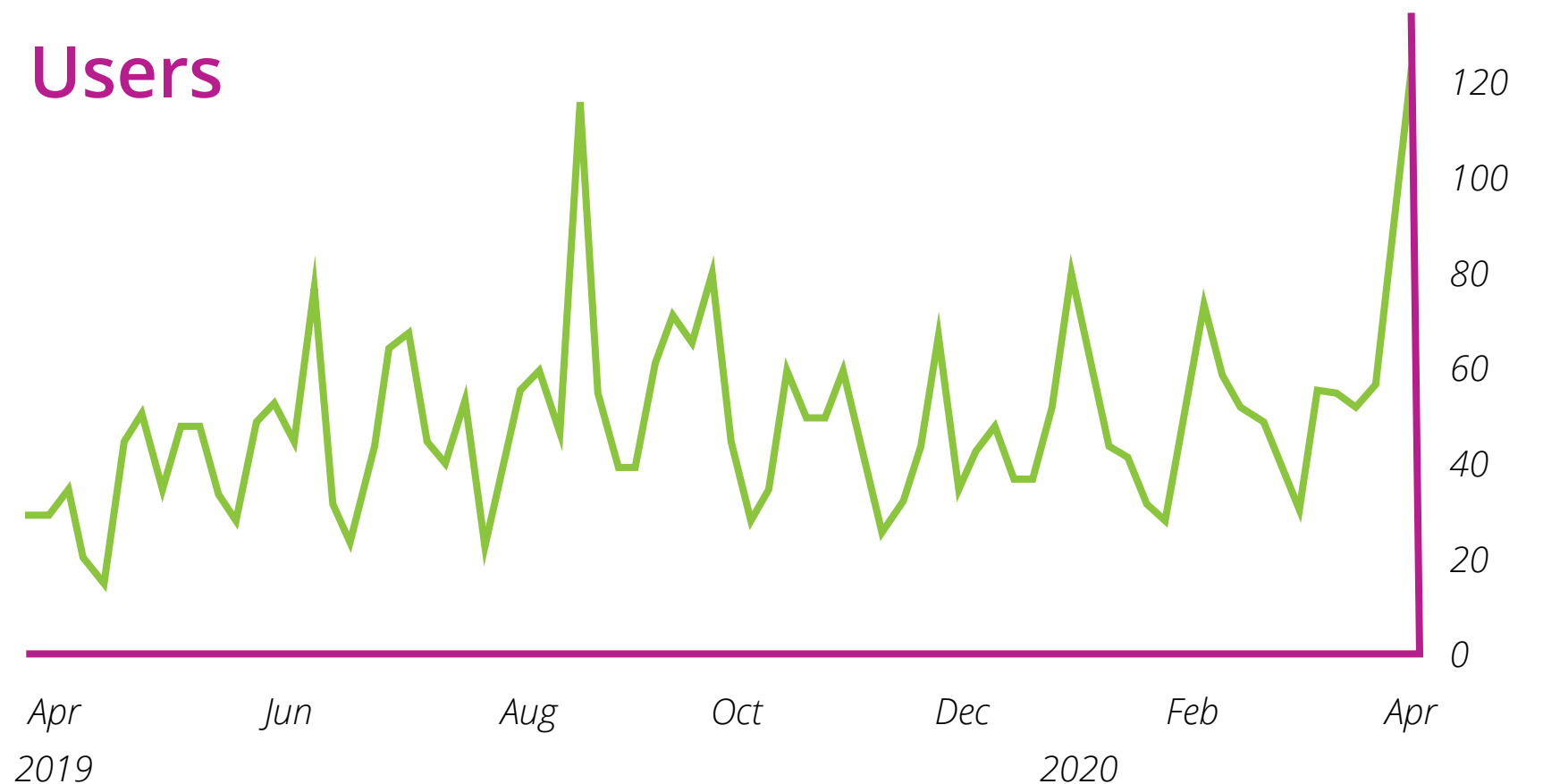
72% of the visitors are new users and 28% are returning users.

50% 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.

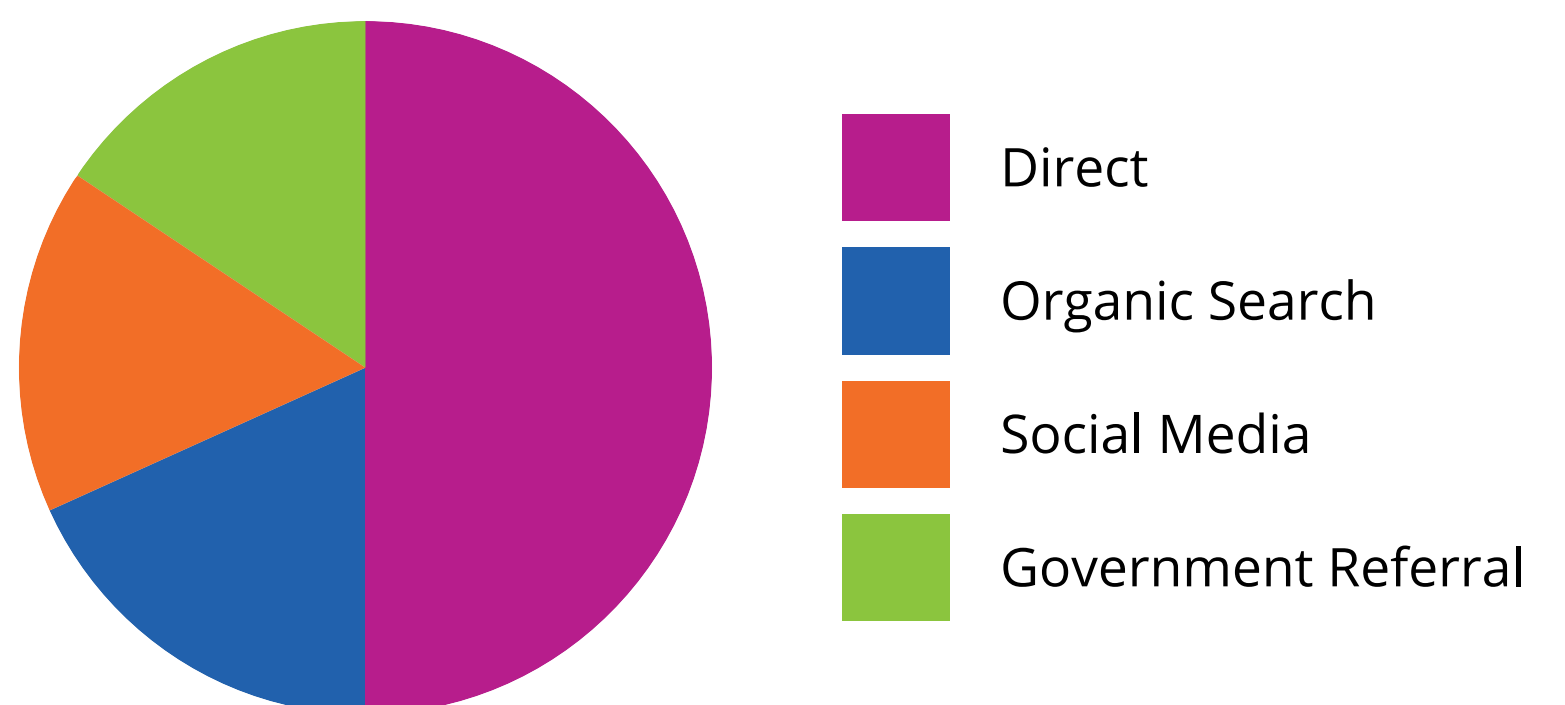
On average, visitors spend 3m25s on the website.

The website was used 77% of the time in English and 23% of the time in French.

Users



Top Channels



Top Three Resource Pages

Seniors

Mental Health & Addictions

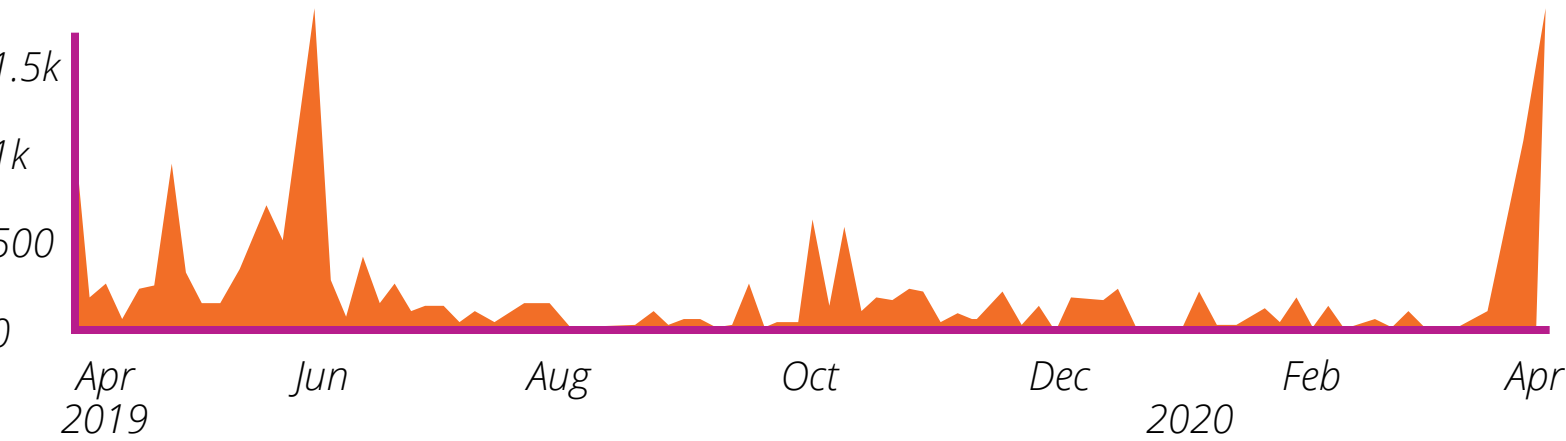
Legal & Tax Clinics

Social Media

Facebook is one the largest connector platforms, 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.

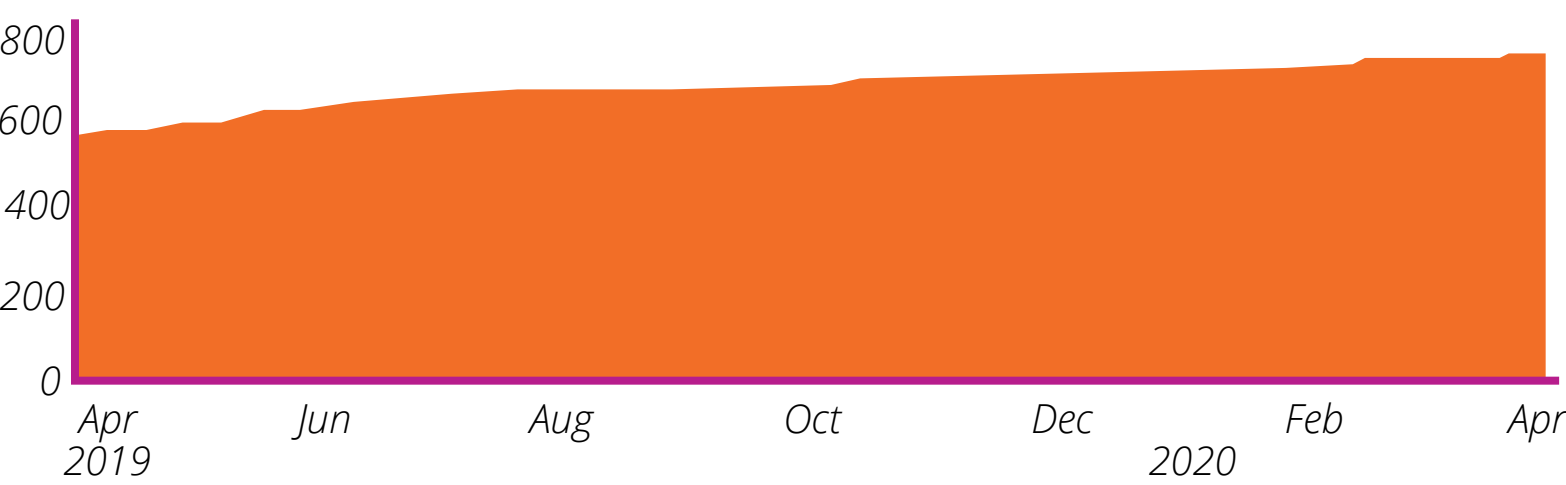
Overall, Facebook is an excellent communication tool to reach the West Island population as well as a solid support for our community organizations. Our presence on Facebook has rapidly increased in the recent months.

Total Reach: 94,170



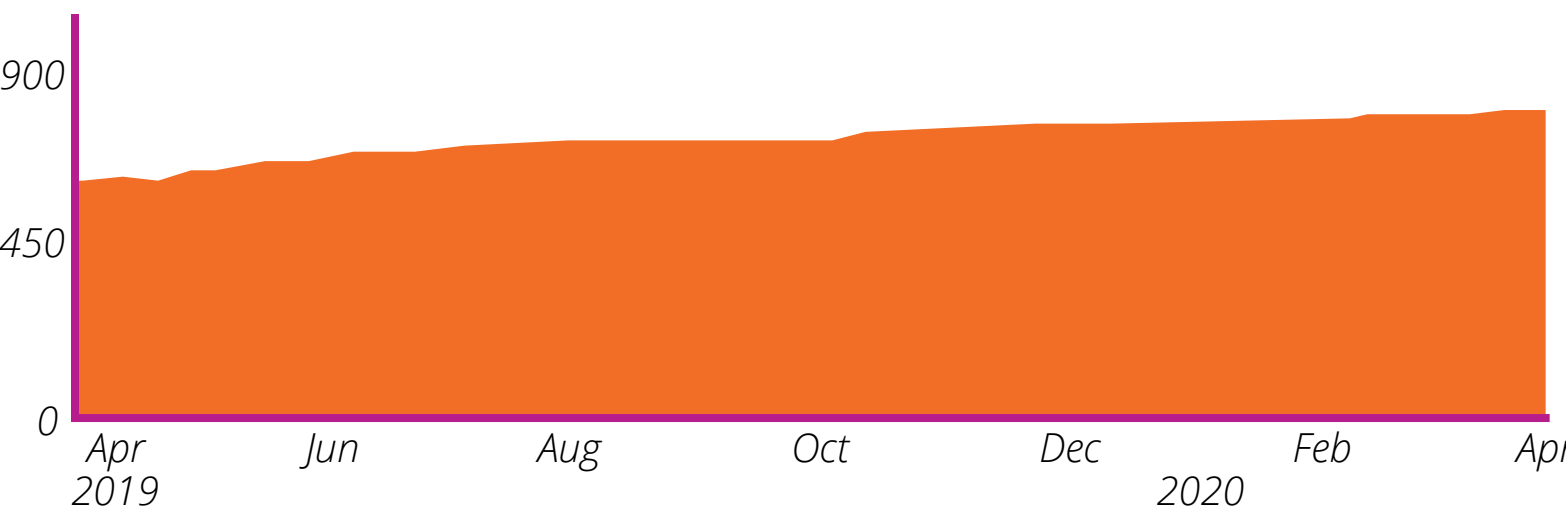
Reach is a measure of impact and interaction of a post.

Total Page Likes: 750



Likes are a measure of how people feel about your Page.

Total Page Followers: 806



Followers are a measure of how many people are interested in your Page.



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 & 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/Roxboro
Pointe-Claire Old Timers Hockey Club
Anonymous Donors

