



Centraide more relevant than ever

Montreal, October 15, 2015 – This morning, at a breakfast hosted by the Board of Trade of Metropolitan Montreal, Lili-Anna Pereša, President and Executive Director of Centraide of Greater Montreal, announced that the organization was transforming itself and reaffirmed its relevance. This development is the outcome of a strategic reflection at Centraide on how to adapt to a philanthropic environment that is undergoing profound changes in order to better meet donors' expectations.

“We can be proud of the progress we have made over the past 40 years,” said Ms. Pereša. “Centraide has become a centre of expertise in social issues and community solutions, a catalyst for individual and collective philanthropy, and one of the few rallying points for leaders from all sectors of our community. Bolstered by these strengths, we are confident that we can innovate and adapt to the current context. We hope that by offering donors the opportunity to associate their donation with one of our areas of intervention, and to engage in an experience of community, we can shape a new Centraide that is more relevant than ever.”

As part of this transformation, Centraide will continue to grow major donations through the Collective Impact Project (CIP). This project represents a new way of supporting the development of communities. Five large foundations—the Lucie and André Chagnon Foundation, the Silver Dollar Foundation, the Foundation of Greater Montreal, the J.W. McConnell Family Foundation and the Mirella & Lino Saputo Foundation—have committed themselves to contributing \$17 million to Centraide over five years. This important funding will be used to launch new collective projects aimed at breaking the cycle of poverty in some fifteen Montreal neighbourhoods. “We are convinced that by pooling our resources, we will help to give Montreal a new social impetus,” concluded Ms. Pereša.

We should also remember that in Montreal, one out of four people has a low income, which is the highest rate out of all Canadian cities.

Centraide of Greater Montreal is an independent organization managed by a board of directors that is representative of the community. It serves Laval, Montreal and the South Shore, helping one in seven people through its network of community agencies. Some 57,000 volunteers are involved in the over 350 agencies supported by Centraide, and another 22,000 work on its annual campaign. Centraide is supported by some 1,600 private and public corporations and organizations as well as by large trade unions.

For more information about the Collective Impact Project: centraide-mtl.org/en/agencies/collective-impact-project/

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For information: Annick Gagnon, Public Relations Coordinator
514 288-1261, ext. 242, gagnona@centraide-mtl.org
www.centraide-mtl.org