

ALL TOGETHER TO MAKE IT THROUGH!

# 2022 ANNUAL REPORT



logis rose virginie  
hébergement pour femmes

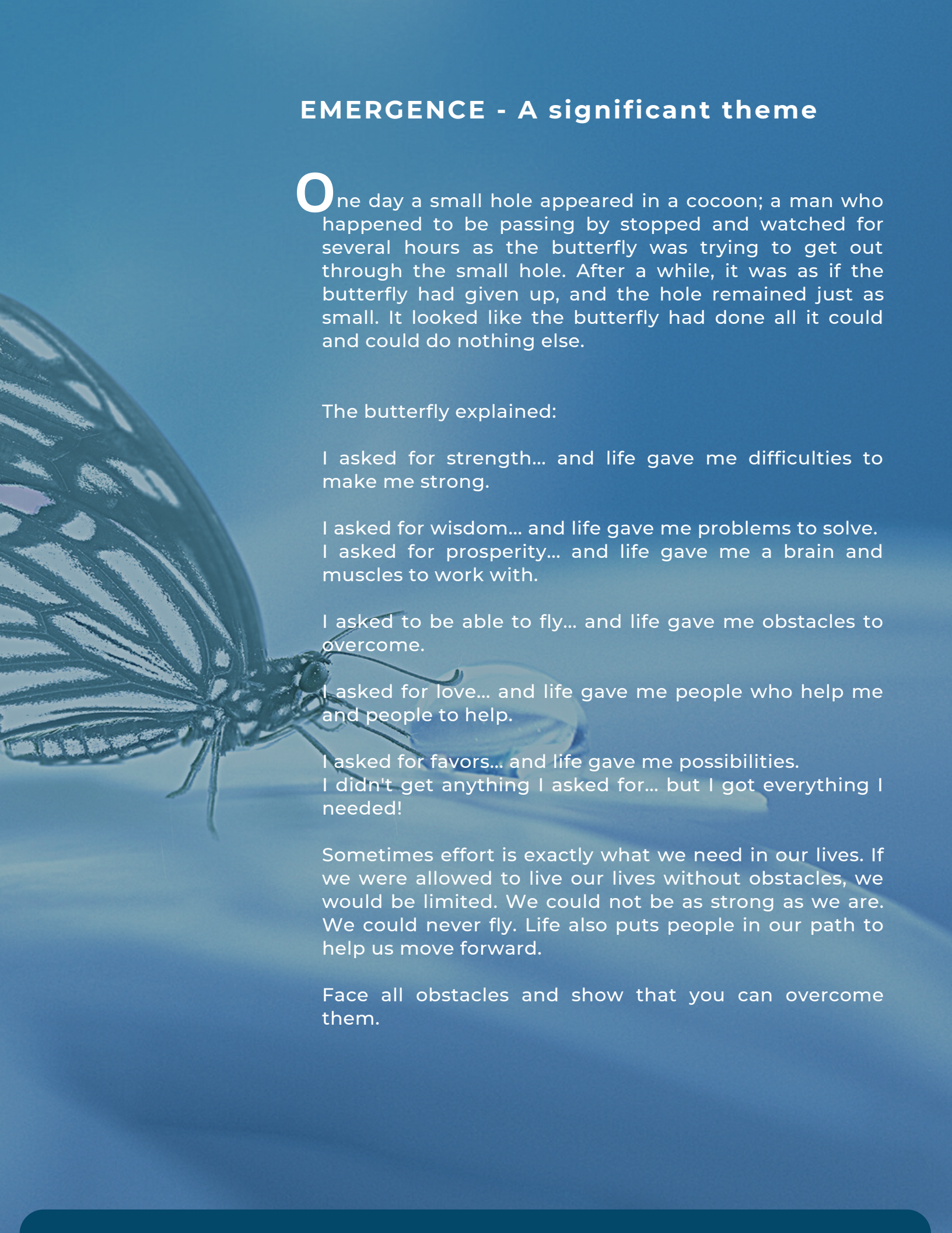


fondation  
logis rose virginie

E M E R G E N C E



## EMERGENCE - A significant theme



One day a small hole appeared in a cocoon; a man who happened to be passing by stopped and watched for several hours as the butterfly was trying to get out through the small hole. After a while, it was as if the butterfly had given up, and the hole remained just as small. It looked like the butterfly had done all it could and could do nothing else.

The butterfly explained:

I asked for strength... and life gave me difficulties to make me strong.

I asked for wisdom... and life gave me problems to solve.  
I asked for prosperity... and life gave me a brain and muscles to work with.

I asked to be able to fly... and life gave me obstacles to overcome.

I asked for love... and life gave me people who help me and people to help.

I asked for favors... and life gave me possibilities.  
I didn't get anything I asked for... but I got everything I needed!

Sometimes effort is exactly what we need in our lives. If we were allowed to live our lives without obstacles, we would be limited. We could not be as strong as we are. We could never fly. Life also puts people in our path to help us move forward.

Face all obstacles and show that you can overcome them.

# 2022 Annual Report

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# ABOUT US

## MISSION

Logis Rose Virginie supports vulnerable women in their project for sustainable social integration, through various programs combining prevention, transitional housing, and post-housing follow-up.

## VISION

We want to offer a supportive environment that is known for its support and intervention programs for vulnerable women, to enable them to achieve their life goals.

## VALUES

### RESPECT

Treating people with respect, care, and consideration.

### COMPASSION

Paying attention to what the other person is going through.

### GOODWILL

Being open to differences and being non-judgmental.

### COMMITMENT

Serving the mission.

### EXCELLENCE

Continuous improvement of our approach and services.



# MESSAGE FROM THE PRESIDENT AND FROM THE EXECUTIVE DIRECTOR

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For 32 years now, Logis Rose Virginie has been rooted in the Rosemont-La Petite-Patrie borough to support and assist women facing social exclusion and its consequences.

The year 2022 has shed light on issues that add to the challenges faced by women, young and not so young, who use our services.

First, the hiring of a new Executive Director in April was an opportunity to re-mobilize the team after a long period of confinement and to revitalize the strategic plan. Projects that were already underway were reinvested and others were implemented. The Esplanade project, conducted in collaboration with the CIUSSS du Centre-Sud, was finally implemented. Another project, "Suivi et accompagnement communautaire des jeunes femmes de 18-24 ans" (Follow-up and community support for young women aged 18-24), has begun and is funded until 2026.

The post-pandemic revival was an opportunity for Logis Rose Virginie to diversify the service offering and to adapt programs to the emerging needs of residents. We are working tirelessly to break isolation and to develop innovative ways of dealing with increasingly precarious financial conditions, particularly due to the rising cost of rent and essential products and commodities.

We strongly intend to develop and consolidate our network of partners with the other stakeholders of the environment who work for the same cause as well as with the institutions of our community. We also intend to approach local and provincial government authorities to obtain better funding to support our mission.

All this work would not have been possible without the support of the members of the Board of Directors who have generously contributed on many levels this year. We sincerely thank them.



**Martine JACOB,**  
President of the  
Board of Directors



**Neila BEN AYED,**  
Executive Director  
of Logis Rose  
Virginie

We would also like to acknowledge the phenomenal fundraising work accomplished by the Foundation team and its Board of Directors who work tirelessly to ensure the continuation and improvement of services to the vulnerable women that we serve.

Finally, we would like to thank our staff. Thank you to all of you for your kindness, your commitment, and your willingness to go above and beyond!

## BOARD OF DIRECTORS

Martine JACOB, B.Sc President - Criminologist| Marie-Josée MILETTE, B. Sc. Vice-President - Psychoeducation| Hélène DESLAURIERS, MBA Treasurer - Management Consultant| Suzie BENGHA, Secretary - Lawyer| Jean POITRAS, Administrator - Group insurance and group annuity plans advisor | Marie-Camille BLAIS, Administrator - Executive Director of the Logis Rose Virginie Foundation | Carol LADOUCEUR, Administrator — Neila Ben Ayed, Executive Director and ex-officio member — Dassy Julceus, Resident Member — Mylène Fournier, Resident Member



France  
GUILLEMETTE,  
former Executive  
Director

## HONOURABLE MENTION

### *THANK YOU FOR THESE TEN WONDERFUL YEARS*

Appointed Executive Director in September 2012, France Guillemette retired at the end of April. Those who worked with her have commended her unwavering commitment to women and her remarkable dedication to the Logis. Always available in case of emergency, the well-being of the residents remained at the heart of her priorities from the beginning to the end of her mandate. Thanks to the privileged relationships she developed with the religious communities, these communities continue to financially support the Logis. France was the instigator of the Esplanade project, which began with

the sale of a house belonging to the Congregation of Our Lady of Charity of the Good Shepherd to the Montreal CIUSSS du Centre-Sud and participated in the implementation of this fantastic collaboration with the Youth Centers.

Through the “Plan de match” (Game Plan) project, France made a significant contribution to the Logis, particularly by involving Nadine Lanctôt, Chair Holder of the Canada Research Chair on the Placement and Rehabilitation of Vulnerable Adolescent Girls and full professor at the Department of Psychoeducation of the Sherbrooke University.

France will be remembered as a generous and caring woman who was determined to introduce practices for the clinical staff that would support the residents. Genuinely devoted to vulnerable women, she also established a fruitful collaboration with the Foundation.



# THE HARSH REALITY OF VULNERABLE WOMEN

There are several significantly restrictive factors that act as barriers to the well-being of vulnerable women and their ability to regain control over their lives, such as:

- The lack of affordable housing.
- The absence of a safety net.
- The increase in their vulnerability.
- Mental health issues that hinder social integration.
- Isolation.
- Domestic violence, which has increased alarmingly during the pandemic
- The lack of basic resources.
- A limited or incomplete education.

Autonomy is a key element in life.

## YOUNG WOMEN COMING FROM THE DYP

In recent years, we have been welcoming more and more very young women, often under the age of 18, who show a very low level of autonomy and a particularly high risk of homelessness. They often face serious mental health issues, risky behaviors such as suicidal tendencies, self-mutilation, and various addictions.

When they leave the Youth Centers, young women are not well equipped to live independently: absence of a social safety net and family network, socio-economic precariousness, integration or social participation problems, etc. In addition, they encounter significant difficulties in carrying out certain activities of daily living: managing bills, respecting and understanding regulations. Although staying in a Logis apartment involves fewer constraints, these young women are often unable to pay for their affordable housing. They need services of various kinds and modulated over time. For the youngest, still on a professional and/or academic path, an extension of their stay is possible.

## THE OBJECTIVE OF LOGIS ROSE VIRGINIE

We do everything we can to ensure the success of the women's stay. We have acquired enviable skills and experience with young women. We want women to be able to take care of themselves once they find housing and to be able to meet their needs, to be sufficiently equipped and solid and to have a social safety net. We want them to be able to relate to their borough, their neighborhood and to use all the community resources available. This is part of an approach to maximize education and self-sufficiency and to avoid failure.

# PROFILE OF THE CLIENTELE

## ADMISSION !

The Logis Rose Virginie team processed 356 calls, including 242 admission applications and 114 requests for information. While processing the admission applications, 11.5% of the women withdrew, 45% could not be reached or were found to be ineligible and 6 women were turned down following the selection interview conducted by the designated committee. Women are mostly referred to us by the Youth Centers and housing resources, including La Maison grise which is our neighbor. Some women find us by searching the Internet. The waiting list for an apartment continues to grow.

### ARRIVALS

50% were 24 years old and under  
44% had not completed high school  
Only one had a university degree.

### Background

6 Director of Youth Protection (DYP)  
3 Private housing  
3 Shelter  
1 Emergency shelter  
1 Welcome Hall Mission transition program  
1 Therapy resource  
1 Halfway house

### CHECK-OUTS

11 women left the Logis

### Sources of income

8 Salaries  
3 Income security

### Destination

6 in private housing  
2 in shared housing  
1 in low-income housing  
2 unknown destinations

## OCCUPANTS OF THE LOGIS IN 2022

30 different women have occupied an apartment.

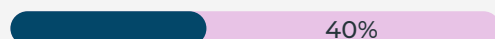


**23%** are aged between 25 and 34

**17%** 17% are aged 35 and more

## ACTIVITIES TO ENHANCE THE JOURNEY

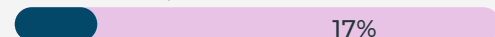
### EDUCATION/TRAINING



### EMPLOYMENT



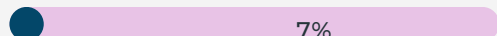
### EDUCATION/WORK



### LEISURE AND WELL-BEING ACTIVITIES



### VOLUNTEERING





# ISSUES AND CHALLENGES

Ethnically and culturally diverse, the women aged 18 and over who come to our admission interviews carry a heavy story to tell. They are all very isolated due to the lack of a stable support network and face significant financial difficulties.

To achieve complete autonomy at the end of their stay, they must overcome complex and urgent challenges that require professional coaching. A stimulating living environment with which they can relate to will contribute greatly to regaining control over their lives and empowering their future.

That is why the entire team is committed to providing a warm welcome to the residents and to offering them services and accommodations that will facilitate the success of their journey and their efforts.

In the spring, despite a resurgence of contagious cases and the end of the school year, the loosening of strict sanitary measures allowed us to review our priorities and actions in order to mobilize the women and to establish and implement healthy practices.

Coming out of a too long period of isolation, it was definitely time to motivate the troops and revive inclusive behaviours among the residents. We want to create a real sense of belonging.

The occupancy rate, which remained very high throughout the year, represents a major challenge for the team, which must deal with a long waiting list. The overwhelming psychosocial needs of women seeking affordable housing with support and coaching are proving to be increasingly difficult to meet due to the high demand and the severe lack of social or affordable housing.

During the summer, when the external professionals involved in the preparation and reintegration to employment, homework assistance, remedial education follow-up and clinical supervision of the Victoria Institute are on break, our team organizes occupational, recreational, and learning activities during the week.

The clinical team has maintained the weekly meetings to ensure the necessary follow-ups for the proper functioning of the living environment and the integration of new residents. Throughout the year, we offer quality and adapted services, using our internal and external resources.

We aim for autonomy, professional and educational reintegration as well as permanent residential stability.

# PROGRAMS AND SERVICES



## WELCOME AND PROFESSIONAL SUPPORT

Women who wish to stay in one of the 21 available apartments must meet the criteria of the Office municipal d'habitation de Montréal (OMHM) and accept the rules of stay. They can then move in as soon as an apartment becomes available. They will receive a welcome kit of household items. Young women coming from a youth center receive a starter kit. A personalized journey program is drawn during a first meeting with the designated psychosocial worker.

The stay can last up to three years, with possible extensions, namely to complete studies or training. The program includes various interventions and activities set with the resident, weekly meetings and, if necessary, periodic assessments, specialized outpatient support, coaching for employment, training or studies, preparation for leaving.

## GUIDANCE IN COMMUNITY HOUSING

Since October 2022 and thanks to funding from the CIUSSS du Centre-Sud, Logis Rose-Virginie has implemented this program for young women aged 18 to 24. The assigned psychosocial worker is responsible for guiding these women in the acquisition of their autonomy. Personal development and group activities are specifically determined to facilitate the blossoming of these women towards adulthood and social integration.





## SUCCESS THROUGH PREVENTION

This program is primarily intended for young women between the ages of 18 and 24. It encourages a return to school and/or a reorientation in line with their talents and interests. With the complementary support of external specialists, SUCCESS THROUGH PREVENTION focuses on five main determinants of overall health: safety, stability, mental health, academic perseverance, and social and professional reintegration. These young women are guided toward adulthood, while preventing homelessness and protecting their mental health.



## HEALTH AND HEALTHY NUTRITION

The team wants to offer personalized nutritional support in the living environment and encourage healthy food choices in the grocery store. Hosted by Brianna McFadden DT.P, the conferences introduce women to the concepts of eating well and the significant impacts on daily energy, long-term health, and overall well-being.

## ESPLANADE PROJECT

Through Logis Rose Virginie, which it supports financially, the Congregation of Our Lady of Charity of the Good Shepherd offered the Montreal Youth Centre the opportunity to acquire a building located in Ahuntsic to house teenagers. Finalized in October of this year, this partnership facilitates better networking with community resources and encourages the civic involvement and participation of teenage girls. This brings them closer to their living environment while contributing to maintaining links with community resources once they have reached adulthood.

The community worker's mandate is to build a proximity relationship through leisure, relaxation, and social networking activities. The girls are introduced to the various services offered by a multitude of volunteer organizations in the neighbourhood that can help them.

## WELCOME GODMOTHERS AMONG RESIDENTS

With the objective of involving residents in welcoming and integrating newcomers, the team plans to offer those who wish to do so the opportunity to act as welcome godmothers. They would quickly make initial contact and show the residents around the establishment to help them quickly understand how to find their way in their new living environment. They would also tell them about the recreational activities as well as the workshops and activities offered.



## POST-HOUSING

After leaving the Logis, many women, some since more than ten years, use this program to maintain their relationship, for example through telephone conversations with the psychosocial workers and invitations to activities. This valuable relationship prevents isolation and allows them to preserve what they have gained.

Just like the Rent Supplement Programs that has been put in place by several community organizations, we wish to offer women who have signed a lease and moved into an apartment the same benefits, namely a rent support equivalent to 25% of their income, as well as assistance with groceries and furnishings.

In this regard, we have submitted a request to the CIUSSS du Centre-Sud.



# SOCIALIZATION ACTIVITIES AND COMMUNITY LIFE

Activities contribute to perseverance and motivation. Community life plays an important role in the quick and complete appropriation of the living environment. It facilitates the acquisition of new skills and enhances the residents' journey, which reinforces their autonomy and self-confidence.

## COMMUNITY DINNERS ARE BACK!

July 28 marked the return of our community dinners. The friendly atmosphere and the satisfying meals prepared by residents allow us to get to know each other, meet newcomers and celebrate the graduation of a 21-year-old woman.

In August, cooking workshops were held every other Sunday to train the women how to prepare tasty and balanced dishes in lunch portions. A corn roast marked the arrival of fall. An unforgettable moment: we celebrated the graduation in theater of one of our residents! A new tradition begins!

## HEALTH — WELL-BEING

**Overcome one's fears, break down barriers, achieve one's potential!**

**Yoga workshops:** Andrea Velghe, our volunteer yoga instructor, animates sessions every other week, in the community room or outdoors depending on the weather.

**Osteopathy sessions:** From March to December, Jade Léveillé, a graduate in osteopathy, offered two sessions per month to two residents who wanted to regain better balance and improve their health. All the required material was provided: massage table, headrest, towels, and others

**Healthy Eating Awareness:** VIVAI, a nutrition firm, offered two lecture workshops hosted by nutritionist Brianna McFadden, DT.P. Her culinary workshops are focused on developing skills, having fun cooking, putting theory into practice, and learning about food choices.

**“Bien avec mon corps”** (Feeling good about my body) interactive workshop: Hosted by Dr. Stéphanie Léonard, Psychologist and Founder of the Bien Avec Mon Corps organization, this 60-minute workshop focuses on body image. Dr. Stéphanie Léonard addresses a variety of questions and myths related to the perception of our bodies, by stimulating questions, discussions, and reflections.

**Various activities:** Our volunteers animated several activities during the week and on weekends, including an EcoDesign workshop and a jewelry creation workshop using recycled materials.



EcoDesign  
workshop



Community  
kitchen



Yoga session



Millet  
pies



Baked brie  
bites

*Cooking workshop hosted by Brianna McFadden*

## RESIDENTS' CHRISTMAS - A JOYFUL TIME

On November 30th, trees came into the house and with them, the Christmas spirit. Residents and workers decorated them beautifully. Several activities animated by the team marked the celebrations.

A cocktail-style Christmas dinner was held on December 22, including a distribution of gifts and prizes for all the residents who came to celebrate with music and dance in a joyful atmosphere, together with the team.



On Friday, December 30th, our workers organized a nice cocktail to celebrate the arrival of the New Year (with non-alcoholic apple must). It was a great opportunity to exchange greetings and wish each other a successful year.

### GIFTS THAT BROUGHT SMILES TO THE ENTIRE HOUSEHOLD!

- \$50 gift certificates redeemable at the Galeries d'Anjou and Eaton Centre stores.
- Gift boxes filled with surprises, cosmetics and accessories donated by SHOEBOX.
- Beautiful slippers hand-knit by Sister Pierrette of the Congregation of Our Lady of Charity of Good Counsel.

*Photos of the Christmas party — December 22, 2022, Two of our attendees*



*Joyeux temps des fêtes*

# HUMAN RESOURCES, VOLUNTEERING

## THE STABLE AND HIGHLY COMMITTED TEAM AT LOGIS ROSE VIRGINIE:

**Executive Director Neila Ben Ayed**, who took office in April 2022 after France Guillemette retired, holds a bachelor's degree in social psychology from the University of Montreal. She also pursued a Diploma in Health and Social Services Management at McGill University. She has more than ten years of experience as a manager in Montreal in the field of homelessness at the Old Brewery Mission and with people living with a mental health diagnosis at OMEGA Community Resources.

**The clinical team:** a coordinator who supervises the intervention team, two follow-up workers, a worker responsible for special projects, a weekday support worker, a weekend worker.

The administrative team includes an administrative and accounting assistant. We have a maintenance manager for the maintenance of the building.

## FOUR TRAINING COURSES OFFERED TO INTERVENTION PERSONNEL

- Intervention in a Community Setting, offered by Centre Saint-Pierre. It is intended to revisit intervention practices, to learn in action and to share with peers. This training is given over 5 days. Three hours of individualized coaching are offered to each participant.
- First Aid in the Workplace including basic training and updates.
- 3-day online training offered for two people by Suicide Action Montréal.
- Compulsive Accumulation Disorders: Training offered to the clinical staff by La Maison grise.

## THANK YOU TO OUR PRECIOUS VOLUNTEERS

On June 16 and July 14, a team from Morgan Stanley Montreal brought flowers to the lobby and brightened up the common area. The new layout of the furniture allows the residents to enjoy their environment even more.



## TRIBUTE TO DIANE MAISONNEUVE

The management and team members would like to warmly thank Diane Maisonneuve for her exemplary volunteer commitment. You will remain an inspiration to all those who knew you.



# PARTNERSHIPS

We want to expand our network of partners and strengthen our relationships and collaboration with organizations and institutions that work with vulnerable women.

**Logis Rose Virginie is a member of the following groups and organizations:**

- Mouvement pour mettre fin à l'itinérance à Montréal (MMFI)
- Regroupement intersectoriel des organismes communautaires de Montréal (RIOCM)
- Regroupement des organismes communautaires autonomes jeunesse du Québec (ROCAJQ)
- Corporation de développement communautaire (CDC) Rosemont
- La table de concertation en itinérance de Rosemont-La Petite-Patrie

**We PARTNER with:**

- CIUSSS du Centre-Sud-de-l'Île-de-Montréal— financial support for the “Programme de soutien et accompagnement des femmes 18-24 ans” (support and coaching for women 18-24) until 2026
- Montreal Youth Center — via the Esplanade project
- Mouvement pour l'Intégration et la Rétention en Emploi (MIRE)
- Centre des femmes solidaires et engagées

**We seek the SERVICES of:**

- VIVAI Sports nutrition
- Bien avec Mon Corps, Dr. Stéphanie Léonard
- Victoria Institute
- Remedial teachers
- Relief

# TESTIMONIALS

*Since my arrival at Logis Rose Virginie, I have gained stability in my housing, a greater sense of security, and guidance that allow me to straighten out my personal relationships. I make time to take care of myself, both physically and mentally. I learn to set boundaries and say "no". I have finally regained some of the self-esteem I had lost over the years... Thanks again to the Logis and the entire team of workers!*

*Roxanne (fictitious name)*

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*At Logis Rose Virginie, I found the support and guidance I was looking for with a great team that helped me move forward in several areas of my life. Thanks to the listening and encouragement of the psychosocial workers, I now have the tools to be the accomplished woman I always wanted to be. I feel safe in my home and, most importantly, guided into a healthy lifestyle.*

*Aisha (fictitious name)*

# PROJECTS

## OPTIMIZATION OF OUR IT TOOLS

Started in November 2022, our project with Allema will continue in 2023. We will work with the designer of our clinical data compilation system to increase the efficiency and user-friendliness of this tool used by our psychosocial workers. In time, we will be able to maintain more detailed statistics while simplifying the work of the team.

## IMPROVEMENT OF PRACTICES

The quality of services offered to residents is at the heart of our concerns. We will draw on innovative approaches to improve our practices. More specifically, we plan to restructure our post-housing program and update our code of conduct as well as the service agreement for prospective residents.

## 2022 – 2025 STRATEGIC PLANNING

Through the Foundation's involvement, the Prosperity Project introduced us to Anne Sérode, Vice-President of TACT Intelligence Conseil. She came to visit us in May 2022 and was able to assess our needs. She assisted us in the elaboration of a three-year strategic plan which we continue to carry out and implement.

## COLLABORATION WITH THE COMMUNITY

In line with the 2022-2025 strategic plan, the Logis management has undertaken to significantly expand its network of partners within the community and with all stakeholders. We want to establish a collaboration with shelters in the Greater Montreal area as well as with resources that offer services that might help our residents overcome their challenges and develop their autonomy.

## LEASEHOLD IMPROVEMENT AND BUILDING ENHANCEMENT

We want to conduct a health check of the building and enhance its comfortable and welcoming character. Our dream is to update the furnishings in the apartments and enhance the decor to maintain a warm atmosphere for the young women residing at the Logis.





# LOGIS ROSE VIRGINIE FOUNDATION

Since its creation in 2008, the Logis Rose Virginie Foundation has pursued its mission to ensure constant and sustained funding for the activities and programs offered by Logis Rose Virginie. With its partners and donors, it supports residents who aspire to reconstruct themselves, to blossom and to move forward. The Foundation contributes directly to the social reintegration of women and the prevention of homelessness. In addition, the Foundation ensures the sustainability of Logis Rose Virginie.

# MESSAGE FROM THE PRESIDENT AND FROM THE EXECUTIVE DIRECTOR OF THE LOGIS ROSE VIRGINIE FOUNDATION

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It is with great enthusiasm that the Foundation, once again, joins the Logis in the presentation of the annual report. All over society, the year 2022 marked an era of change. We are determined to keep up with that trend and continue to reinvent ourselves.

The Foundation began the year and resumed operations with a dynamic leadership team, well on board and motivated to create new momentum. With remote work now a part of our daily lives, we are driven by a desire for solidarity and a need for proximity. Thus, we are multiplying opportunities to communicate with our precious donors and partners through digital channels and social networks.

More than ever, we want to promote our cause. To do so, we have launched the "Défi Pouce Rose" (Pink Thumb Challenge) which targets the new generation. We want to raise awareness among young people about the cause of vulnerable women. Our brand-new donation of shares program happily welcomed its first donor! We also collaborated with the strategic planning exercise carried out by the Logis this year. It will serve as a catalyst for the Foundation's strategic planning exercise that is about to be conducted in 2023. We want to thank the Prosperity Project and TACT Conseils for the valuable contribution they bring to our planning process.

This fall, we added a first virtual auction to our annual fundraising campaign. It was a great success. We want to thank our ambassadors who have accomplished a tremendous amount of work to reach our patrons and donors from all areas. Good news: The "Grand Défilé pour Elles" (Great Parade for Women) will be back in 2023!



**Chantal  
HÉROUX, CPA**  
President of the  
Board



**Marie-Camille,  
BLAIS, Executive  
Director**

# MESSAGE FROM THE PRESIDENT AND FROM THE EXECUTIVE DIRECTOR OF THE LOGIS ROSE VIRGINIE FOUNDATION (CONTINUED)

The Foundation team and the Honorary Committee are looking forward to meeting in person at our signature event. It will certainly be an event to remember!

We would like to extend our warmest thanks to the Foundation's administrators for their unwavering support. A special thank you to Mrs. Cynthia Labonté who, after many years of dedication to the cause of the women of Logis Rose Virginie, has completed her mandate on the Board.

Our gratitude goes directly to those who, through their financial support, allow the women of the Logis to take on a new life. Without you, none of this would be possible.

## BOARD OF DIRECTORS



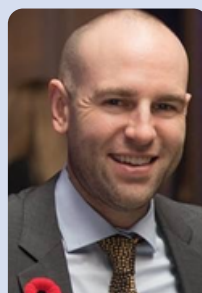
Chantal  
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Chairperson,  
Vice-President,  
Accounting  
Operations,  
Fonds de  
solidarité FTQ



Pasquale L.  
IACOBACCI,  
Vice-President,  
Brand  
Ambassador,  
TKNL  
Experience  
Makers



Daniel  
BELLEMARE c.r.,  
Secretary,  
Lawyer, Donati  
Maisonneuve



Philippe BOIVIN,  
Treasurer,  
Managing  
Director,  
Corporate  
Banking Québec,  
Scotia Bank



Neila BEN AYED,  
Administrator,  
Executive  
Director, Logis  
Rose Virginie



Marie-Camille  
BLAIS,  
*Executive Director  
and ex-officio  
member*



# ANNUAL FUNDRAISING CAMPAIGN



## MAJOR DONORS

- DIAMOND -



- SYLVER -



- BRONZE-



FONDATION LISE ET RICHARD FORTIN  
EN ♥♥♥ POUR FAIRE UNE DIFFÉRENCE...



Nathalie Liboiron  
et Pierre Vincent



The third edition of our annual fundraising campaign was a great success. Our very dedicated Honorary Committee spared no effort to solicit their contacts and promote this fundraising campaign through their social networks. The Foundation extends its warmest thanks to them. Thank you to the many generous donors for supporting the women of Logis Rose Virginie!

## 86,930 times

# Thank you!

### HONORARY COMMITTEE OF THE CAMPAIGN

PRESIDENT | PIERRE VINCENT, Senior Vice-President, Individual Insurance and Sales, Industrielle Alliance

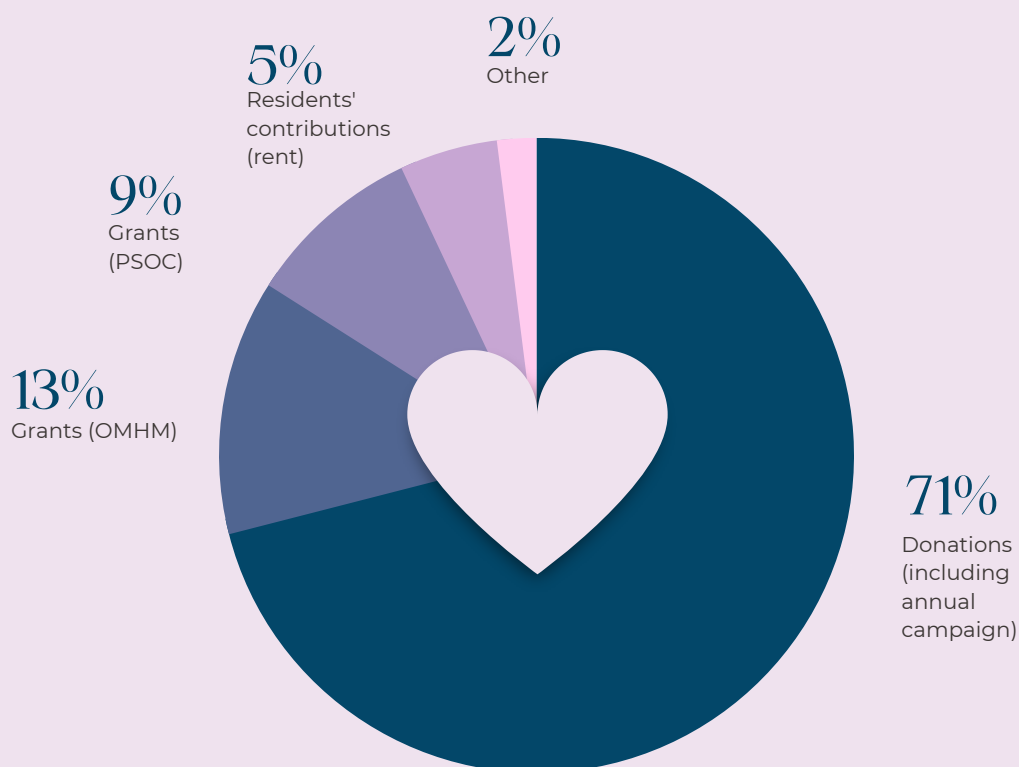
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# A WORD FROM THE TREASURER OF THE LOGIS ROSE VIRGINIE FOUNDATION

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Thanks to the generosity of its donors and the support of its grant programs, Logis Rose Virginie has once again been able to maintain its financial health during the year 2022.

A total of \$1.2 million was raised over the past twelve months to ensure the smooth operation of the organization and its long-term sustainability:



Despite a steady increase in donations with over \$850,000 received in 2022, which demonstrates the undeniable support of our donors, the amount raised over the past twelve months has slightly decreased compared to 2021 as a result of the non-renewal of the COVID-19 temporary assistance measures.

Otherwise, in 2022, the Foundation's operating expenses were once again limited to 20% of the total amount raised from donations and contributions from the annual fundraising campaign.

In short, the good financial health of Logis Rose Virginie as well as the Foundation's allowed the intervention and follow-up team to maintain the quality of services offered to the residents during the past year.

# LANGEVIN IMMOBILIER AND THE LOGIS ROSE VIRGINIE FOUNDATION: A STORY OF THE HEART

Our spokesperson Geneviève Langevin BAA, President and Real Estate Broker at Langevin Immobilier, has a special place in her heart for the women who come to Logis Rose Virginie to find the help and means to regain control of their lives. As a spokesperson for the organization, she works hard to promote the cause, solicit financial support, and contribute directly. When a transaction is completed, she invites both the seller and the buyer to make a donation to the Foundation, which she doubles up to \$1,000!



Neila Ben Ayed      Geneviève Langevin      Marie-Camille Blais



*I have long wanted to get involved with a feminist cause, sensitive to the issue of housing for all women. As a woman who has had her own challenging past and as a broker, my business culture is to give back.*

*I am extremely concerned about the thousands of young girls who find themselves on the streets every year. I am therefore proud to be associated with this fight against woman homelessness, and with the serene integration into our society of all these young*

*women, from 18 to 24 years old, regardless of their past. I wish for them to continue to dream, to blossom and to persevere. And, as a partner, donor, and spokesperson, I call on you to continue to support this very important cause. A single gesture can make a big difference!*

**Geneviève Langevin BAA**

*We support many causes, including vulnerable women. For us, supporting, sharing, and helping others is one of life's greatest rewards. The gift of oneself is the greatest gift we can offer, and our values reflect this. Volunteering gives meaning to life. Connecting with others, advocating for a cause, doing something that gives a tangible result, that is our mission.*

**The CGI Team - A little bag of love and hope**



# CAMPAGNE DE MOBILISATION DÉFI POUCE ROSE

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DÉFI POUCE ROSE (PINK THUMB CHALLENGE) MOBILIZATION CAMPAIGN

LÈVE TON POUCE  
**Un p'tit 2\$**  
pour la cause des femmes !



Faire un don : [logisrosevirginie.org/poucerose](https://logisrosevirginie.org/poucerose)

[LinkedIn](#) [facebook](#) [Instagram](#) [#defipoucerose](#) [#500partenaires](#)



The objective of this campaign was to increase the visibility and outreach of the Foundation. We set up a draw in which, for only \$2, participants had the opportunity to win the grand prize of \$1,000 and several fabulous gift cards. Everyone was encouraged to share the invitation on social media and with their contacts. The impact was considerable on LinkedIn and Facebook.

The Foundation would like to thank all the participants.

## SUPPORT FROM THE PROSPERITY PROJECT

The Prosperity Project, a caring initiative by women leaders across Canada, aims to mitigate the disproportionate impact of the COVID-19 pandemic on women and young girls. In addition to investing in Logis Rose Virginie, the organization put the Foundation in touch with a professional who provided sound recommendations for its positioning on social networks.

## UPDATE OF THE WEBSITE

Pending the complete revamping of our website planned for 2023, our webmaster has updated and refreshed the site. It includes a new video inviting visitors to take a virtual tour of the Logis as well as two testimonials from residents.

# THANK YOU TO OUR DONORS

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Alberte Carignan  
Beauregard Gauthier  
Bell  
CI Investments  
Congrégation de Notre-Dame de Bon-Pasteur  
Daniel G. Bichet  
Fédération des caisses Desjardins du Québec  
Chamandy Foundation  
Fondation de la Corporation Des Concessionnaires D'Automobiles De Montréal  
Fonds de solidarité FTQ  
Fondation Diocésaine Ignace Bourget Mtl  
Fondation Émilie-Tavernier-Gamelin  
Fondation familiale Trottier  
Fondation Famille Léger  
Hay Foundation  
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Fondation Italienne Saint-Joseph  
Fondation J.A. DeSève

Fondation Jacques et Michel Auger  
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Les Soeurs de Saint-Joseph de Saint-Hyacinthe  
Lundbeck Canada inc.  
Michel Côté  
Port of Montreal  
Power Corporation du Canada  
Soeurs Franciscaines Missionnaires de l'Immaculée-Conception  
Soupe pour elles  
Vincent Marissal (Member)

AS WELL AS ALL THE OTHERS WHO PREFER TO REMAIN ANONYMOUS



"A project that succeeds is surrounded by partners who believe in it"

# TESTIMONIAL

*Logis Rose Virginie is the place to be if you are a vulnerable woman (mental health, domestic violence, financial difficulties, etc.).*

*The Logis Rose Virginie team allowed me to gradually regain power over my life. More specifically, I have regained my self-confidence and I have been able to work on my autonomy.*

*Moreover, I feel really blessed to be here. I have a roof over my head, and I can sleep in a warm place. In addition, we have a lot of activities that allow us to socialize with each other and to break isolation.*

*The women are very respectful towards each other. Finally, I am very grateful to the Logis Rose Virginie team for everything they do for me and for the other residents. It is greatly appreciated.*

*In one sentence: keep up the good work!*

**Fabienne** (fictitious name)

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*Logis Rose Virginie immediately caught my attention when I was approached. After reviewing its mission, I understood its importance and the role it plays in the community. I was hooked and became involved in their annual fundraising event. The inclusion and recognition that these women seek convinced me to get involved. Well done Logis Rose Virginie!*

**Brigitte Marchand**, B. FOPQ,  
President, Pharmacie B.Marchand et C.Roy,  
Member of Groupe Jean Coutu





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