WHY CENTRAIDE?

5 GOOD REASONS TO RUN A CENTRAIDE CAMPAIGN.

1. Centraide’s goal is to break the cycle of poverty and social exclusion to make our community a better place that benefits everyone.

2. Thanks to its territorial analyses, Centraide can invest where needs are most urgent and adapt its strategies to the realities of each neighbourhood.

3. Centraide helps 800,000 people in Greater Montreal and supports nearly 350 agencies and projects.

4. If the agencies supported by Centraide had to raise this money on their own, fundraising costs would increase by $9M, and this amount would therefore not go directly to the people who need it.

5. By running a Centraide campaign at your company, you can spend some amazing moments connecting with your coworkers.
DID YOU KNOW?

Although Montreal was ranked 2nd in 2019 in terms of quality of life among North America’s top 15 cities, many injustices remained.

But that was BEFORE THE COVID-19 CRISIS

Since the pandemic hit, poverty and social exclusion in Greater Montreal have changed, but not for the better. The proof is in the initial data from the crisis:

- **24,000 women** dropped out of the labour market in Quebec. With less money, these women found themselves less capable of handling adversity.
- **12.9%** of the lowest-paid workers lost their jobs compared with 1.9% of highest-paid workers. Prolonged periods out of work due to lockdowns **significantly increased income inequality**.
- **+10 percentage point** The youth academic success rate gap increased by more than 10 percentage point between people from privileged backgrounds (84% success rate) and disadvantaged backgrounds (74% success rate).
- **+3,000 homeless people** We estimate that the number of homeless people in Montreal doubled from 3,000 to 6,000.
- **100,000** seniors live alone in Montreal, a reality that is particularly difficult during the pandemic and increases the risk of social isolation.
- **38%** of 18- to 24-year-olds in Quebec are reported to have experienced anxiety. We fear that the situation is affecting youth success rates, especially those of young people from disadvantaged backgrounds.