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### 07 Très Grands donateurs

- 13 Philanthropists \$500,000 or more
- **13** Visionaries \$200,000 \$499,999
- **13** Benefactors \$100,000 \$199,999

#### 15 Major Donors

- 21 Defenders \$75,000 \$99,999
- 21 Guardians \$50,000 \$74,999
- 21 Builders \$25,000 \$49,999
- 23 Pacesetters \$15,000 \$24,999
- 24 Platinum \$10,000 \$14,999
- 29 The Leaders Circle
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- 33 Major Donors Cabinet
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- 36 Tribute



## MESSAGE FROM ERIC LA FLÈCHE

President and Chief Executive Officer, Metro Inc. and Chair of the Major Donors' Circle

Dear Major Donors,

I want to sincerely thank you for your dedication to the mission of Centraide of Greater Montreal. Challenges that have been exacerbated in recent years have reinforced the importance of a strong social safety net for those most in need in our community.

Vulnerable people have been hit hardest by the health crisis and its impacts. By continuing and even scaling up our efforts, we can help them overcome the main hardships in their daily lives, such as food insecurity, housing issues, academic struggles, or mental health problems.

Again this year, your commitment as a Major Donor made a huge difference. The 2021 campaign hit a record high of \$62.6 million, with Major Donors contributing nearly \$20 million, or 32% of the total campaign result. Your donations have a major impact on our communities and let us envision a society in which everyone has a place.

Thank you again for supporting the Greater Montreal community so that we can keep fighting poverty and social exclusion and create a more just society that gives everyone the same chance to succeed.

Très Grands **donateurs.** 

Très Grande donatrice since

2020



### NAOMI AZRIELI, O.C. ON BEHALF OF THE AZRIELI FOUNDATION Chair and CEO

The greatest legacy our father, David Azrieli, left us is our ability to make " positive change in the world through philanthropy. Part of the mission of the Azrieli Foundation is to create opportunities for marginalized and vulnerable people. So, when we want to empower people in their own neighbourhoods, we fund organizations that are leaders in those communities. This is why we partner with Centraide, an umbrella organization with undeniable expertise dealing with exclusion and social isolation in the communities it serves in Greater Montreal. We know that working with organizations like Centraide will have a bigger impact than we can have alone. Not only does Centraide have multiple partners, it has the capacity to identify immediate needs and to develop long-term strategies for those in need. Of course, philanthropic involvement always comes first and foremost from the heart, and Montreal, as our home city, will always have a big place in our hearts. For all these reasons, it is important for the Azrieli Foundation to support Centraide."

### SANDRINE TREMBLAY

Founder and CEO, Krome Services

"

When I moved to Saint-Henri in Montreal, I was struck by the level of poverty, particularly the poverty that hits many brave people who, despite having a job, simply can't get by. I feel lucky, as I have not had many setbacks and I know that life can turn upside down in a heartbeat. That was what prompted me to start donating part of my salary to agencies in the neighbourhood. I was able to give a lot more this year, so I contacted Centraide of Greater Montreal, which was a guarantee for me that through its investment policy, the funds would be directed right away to where they were needed most. Centraide is the ideal partner for my philanthropic commitment because of its presence in Greater Montreal neighbourhoods, its in-depth analysis of agency needs, and its mission to support agencies over the long term. The wealth gap has widened into a gulf due to the health crisis and its current impacts, so I think that doing my part is even more important now."

> Très Grande donatrice since

> > 2021



#### Philanthropists \$500,000 or more

Azrieli Foundation \* Lucie and André Chagnon Foundation \* PIC Mirella and Lino Saputo Foundation \* PIC Marcelle and Jean Coutu Foundation \* PIC

Mark and Jessica Pathy \* Amelia and Lino Saputo, Jr. Foundation \*

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Charles Brindamour Charron Family \* J.V. Raymond Cyr \* Jean-Guy Desjardins \* Yvan and Hadia Dupont \* Michelle Setlakwe and Honourable Michael M. Fortier, c.p. \* Jean-Luc Gravel and Brigitte Breton \* Hervé \* Suzanne Bergeron and Jim Hewitt \* Les Deux Phillipe \*

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Y Donor for 10 years or more. **CIP** Donor who contributed to the Collective Impact Project in 2021. 🕅 Deceased donor.

Major **Donors.** 





### JOSEPH AND MICHAEL BROCCOLINI ON BEHALF OF BROCCOLINI'S FAMILY

From left to right: John Broccolini, Joseph Broccolini, Michael Broccolini, Giulio Broccolir

Joseph Broccolini, Executive VP Michael Broccolini, VP, Business Development & Finance

> We have been in business since 1949, and we are very fortunate in our personal lives and in our careers. Helping those in need has been rooted in our family culture and values from generation to generation. It is a part of our parents' legacy to give back to the community. In the past, we always supported the disadvantaged in our communities. Since being introduced to Centraide, we felt their mission was in line with our values and were confident that the funds raised would be deployed to the right organizations and agencies. For example, youth success, homelessness or integrating refugees in the community. These groups are important to us. We recognize that their needs are part of a larger challenge, and in that sense, partnering with Centraide facilitates the support to those organizations. As a large and successful organization, we also feel that our actions have a positive influence in our business environment. This is the reason we use any opportunity to raise awareness of Centraide's work, and the agencies it supports."

### IAN AND KAREN EDWARDS

President and Chief Executive Officer, SNC-Lavalin

Before calling Canada home, my career took me to many different places around the world where I witnessed extreme poverty and social injustice. Although I have been involved with charities abroad, I also believe it is of upmost importance to give back to the community where I live, and where SNC-Lavalin is headquartered. Even in the wealthiest societies, poverty seems unavoidable for certain segments of the population. For me, personally contributing to Centraide of Greater Montreal ensures that their agencies can support the most vulnerable. Centraide's operating model and sophisticated approach allows them to make a real impact when deploying funds to agencies. It changed my understanding of bigger charities and convinced me that for lasting change in our community, Centraide of Greater Montreal is one of the best vehicles. As the head of our company, it is important for me to lead by example, and encourage our teams to be involved in Centraide's campaign. On behalf of SNC-Lavalin and its employees, I am proud to be a Centraide partner once again this year."



### SHAHIR GUINDI, AD. E.

Co-Chair, Osler, Hoskin & Harcourt LLP

Wy grandmother told me that, for every dollar I made, I had to give 10 cents to people in need. That's how she taught us the importance of giving to others. And that's where my philanthropic instincts come from. This vision has stayed with me, and I'm now trying to pass it on to my sons. I think we have a moral obligation to share the opportunities given to us by Quebec society. Needs are great and many, but we as individuals may struggle to know exactly what is done by all the agencies and charities in Greater Montreal. Through its overall mission, Centraide addresses the areas of action that are particularly important to me. Supporting Centraide means taking care of the essentials in our society and alleviating the suffering of vulnerable populations. I have always striven to promote social involvement through my personal and professional commitments to spread the idea that we must stay united and that there is always vibrant hope for the future."

### GABRIELLE TIVEN Senior Partner, LIDD

At an early age, my parents and teachers taught me how important it was to give back. At home, we talked about tzedakah, the Hebrew word for charity, and our religious and civic obligations to give to the most vulnerable. For every birth, wedding or funeral, we would send a gift to charity in honour of our family and friends. When I moved to Montreal six years ago, I started to give locally to support my new community. Centraide's mission fits with my goals of supporting housing and food aid. I like that the organization supports both immediate needs and efforts for long-term change. I've been impressed by how Centraide plays a key role in bringing together agencies across the city to work collaboratively. It's clearly an important part of the social fabric of Montreal."



### **BOB LEBLANC**

Investment Solutions Advisor, Mercer Global Investments Canada Limited

Although I grew up in a disadvantaged environment, I was encouraged to pursue higher education, which led me to a wonderful career and a great quality of life. I have been very fortunate, so I feel that it's my duty to give back to those in great need, to give them the same opportunities I had and was able to give my daughters. For the past 36 years, I have been involved in many ways with Centraide as part of my philanthropic journey, as I served as co-director of Centraide campaigns at many companies, supported the campaign cabinet, was a jury member for the Solidaires Awards, and sat on the Allocations Committee for six years. By supporting Centraide of Greater Montreal, I know that every dollar is optimally invested-and that these investments undergo an essential and diligent review—to make a real difference every day for supported agencies and therefore the people they help. It also means endorsing an overall investment policy that provides an essential support net thanks to a structural analysis of both agencies and neighbourhoods. Centraide's overall mission prioritizes multiple areas of action, which is why their cause is a core part of my philanthropic commitment."

#### Defenders \$75,000 - \$99,999

Cynthia and Jean Aucoin Hélène Robitaille and Pierre Beaudoin \* Louis Gagnon and Ann Raby Mia and David Goodman\* Jean-Pierre Léger\*

#### Guardians \$50,000 - \$74,999

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And an anonymous Guardian

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And seventy-three anonymous Gold Leaders

Ŷ Donor for 10 years or more. Ŷ Deceased donor.

## THE MAJOR DONORS

### Thank you!

To our volunteers for your commitment, enthusiasm and loyalty. Because of you, Centraide was able to raise personal donations of \$10,000 and more during the 2021 Campaign.

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Tenerations

Many Major Donors have made the choice to support the communities of tomorrow by planning a legacy gift to Centraide and its Foundation. The Generations' Circle brings together these donors who have made a commitment to future generations of the Greater Montreal area, in order to honour their exemplary gesture that paves the way for the continuity of our action.

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And five anonymous donors

#### Thank you!

To all who made a planned gift to Centraide to help us fight against poverty and social exclusion in the Greater Montreal area for generations to come!



### PIERRE L. COMTOIS

I first heard about Centraide of Greater Montreal several decades ago through a workplace campaign and I have been donating to the organization ever since. As a donor, I think it is important to feel comfortable with the reputation of the organization you choose to help. I am proud to support Centraide of Greater Montreal which I believe stands out for its thoroughness and social expertise. Now that I am retired, I am pursuing my philanthropic goals. My wish was to go further and to support the Greater Montreal community after my passing. That is why I planned a legacy gift. These types of gifts are essential for the continuity of charities and I believe that we should talk about it more often. I make it a personal mission."

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### TRIBUTE TO DONORS WHO HAVE PASSED AWAY

Centraide of Greater Montreal honours the memory of our donors who are no longer with us. These altruistic people cared a great deal about improving the well-being of thousands of people and families in our community. The Centraide team extends its deepest condolences to their spouses, relatives, friends and colleagues.

> Michel Auger Barbara B. Bronfman Harold Brownstein Ian Greenberg Carroll L'Italien Hyman Polansky Guy Saint-Pierre André Waechter



