



Francine Courtois, TAM's Executive Director, France Wagner, Chair of TAM'S Board of Directors, Janette Bertrand and Nathalie Larue, Executive Vice-President, Personal Services, Desjardins.

Tel-Aide Montréal Launches the TAM-TAM DON Campaign

Support listening – it changes lives.

Friday, October 25, 2024 – Committed to sustaining and enhancing its **essential mental health support** services, Tel-Aide Montréal has launched a **major fundraising campaign, the TAM-TAM DON**, with a goal of raising more than \$1.5 million over three years. The campaign kicked off last night with a vibrant fundraising event presented by Desjardins, attended by its Executive Vice-President, Personal Services, Mrs. Nathalie Larue. Tel-Aide Montréal's spokesperson, Julie Bélanger, and numerous guest artists, including Rita Baga and Nico Racicot, enlivened the gathering at the Tohu. The evening included a heartfelt tribute to Janette Bertrand, proud spokesperson of the organization for 25 years, and concluded with a contemporary dance performance by Willow, raising over \$250,000.

Francine Courtois, TAM's Executive Director, outlined the campaign's goals: "This is a two-pronged initiative. Half of the funds raised are designated for strengthening and sustaining our services. The other half aims to develop projects that address the increasing needs for active listening support in the community. For example, we aim to reinstate an overnight service."

Mrs. Janette Bertrand is the inaugural recipient of **Tel-Aide Montréal's Well-Being Award**. Beginning next year, this award will be renamed the Janette Bertrand Well-Being Award in her honour. It will be presented annually to public figures who have had a positive impact on well-being within their community, company, or organization. These individuals will be selected by a multidisciplinary jury chaired by Mrs. Marie-Claude Barrette, based on the following criteria: innovation and creativity, positive and measurable Impact, and commitment and leadership. Each year, an amount of \$2,500 will be donated to an organization chosen by the recipient.



**BEING HEARD
CAN CHANGE EVERYTHING.**



Julie Bélanger, TAM spokesperson, emphasized the importance of its mission: "In this age of ever-present social media, loneliness and distress are more prevalent than ever, stressing the critical importance of a service like Tel-Aide Montréal's, which must not only be preserved but expanded."

Tel-Aide Montréal's active listening service is free, confidential, and anonymous. It offers empathetic and non-judgmental support to the community, in both English and French, through its 170 trained volunteers. Its services are available 7 days a week from 7 a.m. to 11 p.m.

To support Tel-Aide Montréal, visit en.tamtamdon.com

If you or your loved ones need a listening ear, call 514-935-1101.

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Source : Tel-Aide Montréal | telaidemontreal.org

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