

2023-2024

ANNUAL REPORT

LISTENING SINCE 1971



ACTIVELY CONTRIBUTES TO IMPROVING
MENTAL WELL-BEING THROUGH LISTENING.





Tel-Aide Montréal

CP 97557 CSP Wellington
Verdun (Québec) H4G 3M6

Active listening service: 514 935-1101

Administration: 514-935-1105

Email: info@telaide.org

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Charity number at the Canada Revenue Agency

105164800 RR0001

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MESSAGE FROM THE CHAIR

The achievements of the past year highlighted in this annual report are the result of collective mobilization. Our dear volunteers, our Executive Director and her team, as well as my valued colleagues on the Board of Directors have worked together to make sure Tel-Aide Montréal is evolving and ensuring its sustainability.

The word that comes to mind to describe the year 2023-2024 is creativity both in our projects and in the promotion of our services.

Through creativity, we have established a partnership with the University of Montreal, enabling us to host psychology interns. This collaboration supports continuous recruitment, sustains our vital functions, and allows us to share our knowledge while promoting our organization.

Creativity was also necessary in the project to Restore the voice of seniors in private seniors' residences (RPA Project). This partnership will allow TAM to have a direct and lasting impact on the loneliness experienced by seniors, while positioning us as experts in active listening and as actors in social development.

Always aware that our volunteers are the very essence of Tel-Aide Montréal, we had to integrate the pillar of associative life into our organizational structure. The development of this pillar has already materialized through ongoing training and sharing sessions, as well as the creation of events aimed at recognizing the commitment and generosity of volunteers who give their precious time to the cause. It was a success due to the participation rate of our volunteers.

We have also taken several measures to ensure the well-being and safety of volunteers and callers, such as creating a guide for handling abusive calls, revising the Suicidal Call Protocol, establishing round-the-clock technical support, and reducing the length of listening shifts.



With over 50 years of expertise in the field of active listening, we recognized the importance of maintaining our reputation by establishing a strong brand identity for large-scale fundraising. TAM-TAM DON, launched last November, achieved this goal by enhancing recognition of Tel-Aide Montréal's expertise and helping recruit new volunteers.

TAM-TAM Don was an opportunity for solicitation. Julie Bélanger, our kind-hearted spokesperson, initiated a brunch with duos of artists and business people who helped to promote Tel-Aide Montréal in their respective fields. Fundraising efforts in November, including the TAM-TAM Don and Phonothon with the participation of our volunteers, broke all records in the history of Tel-Aide Montréal: \$289,071 were raised.

2023-2024 highlights the steadfast dedication of our volunteers, the tireless efforts of Tel-Aide Montréal employees, and the vital support of government authorities, foundations, partners, individual donors, and corporate contributors. To each of you who enable us to continue our mission and ease the distress of our callers in their daily lives, I extend, on behalf of myself and the board of directors, our heartfelt thanks!

France Wagner
Chair of TAM's Board of Directors

MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear volunteers, administrative team, and members of the Board, as we reflect on the achievements of the past year and the goals we have set for the future, I want to express my deepest gratitude to each of you. Your dedication and commitment have been true pillars of our success.



Your hard work, enthusiasm and generosity have been the driving force behind our collective accomplishments. Thanks to your contribution, we've been able to make significant improvements to operations with a direct impact on the fulfillment of our mission.

I want to emphasize the significant progress we've achieved thanks to your efforts: establishing new committee mandates, implementing updated guides and protocols for suicide prevention and abusive calls, increasing the coverage of listening shifts, and providing training and support to grow our volunteer community. These milestones, among others, showcase your incredible commitment.

I am deeply proud and grateful for the energy and passion you bring to every project, event, and initiative we pursue together. Your unwavering dedication is a constant source of motivation for me. Whether it's driving new initiatives like TAM-TAM Don, fostering our collaboration with the University of Montreal, or advancing our RPA project, you stand by me, making these achievements possible.

Please know that your exceptional contributions are making a meaningful difference in the lives of an increasing number of callers.

With heartfelt appreciation, I extend my sincere thanks to each of you.

Francine Courtois,

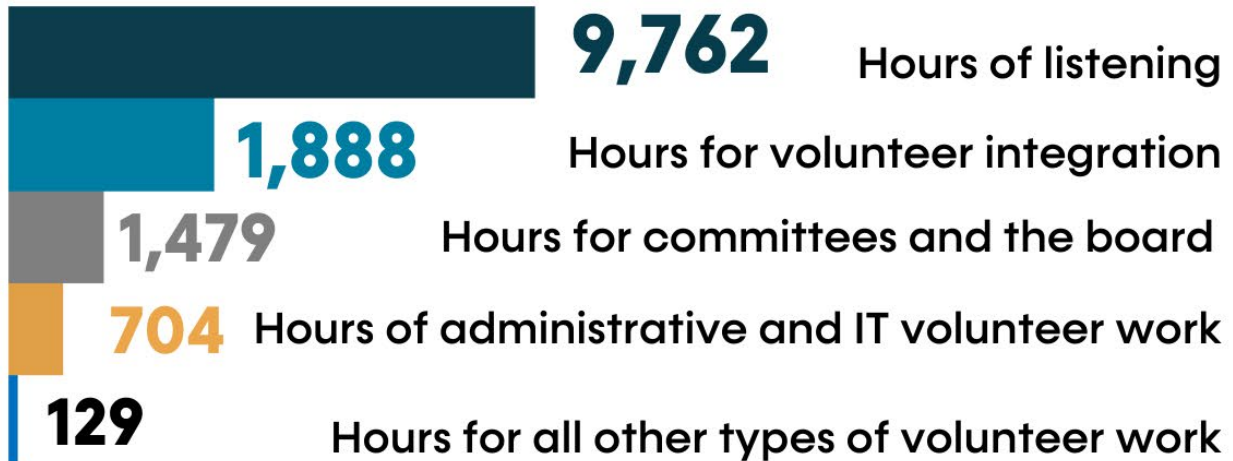
Executive Director



SERVICE TO THE PUBLIC

13,962

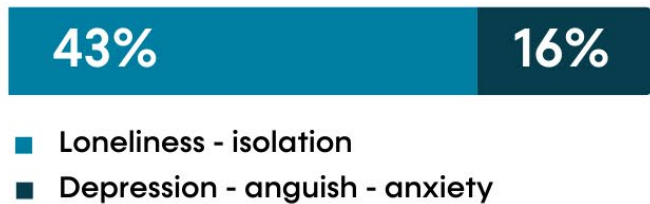
VOLUNTEER HOURS



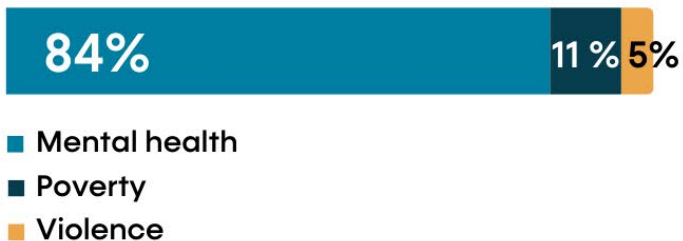


WHY CALL TEL-AIDE MONTRÉAL?

MAIN CALL SUBJECTS

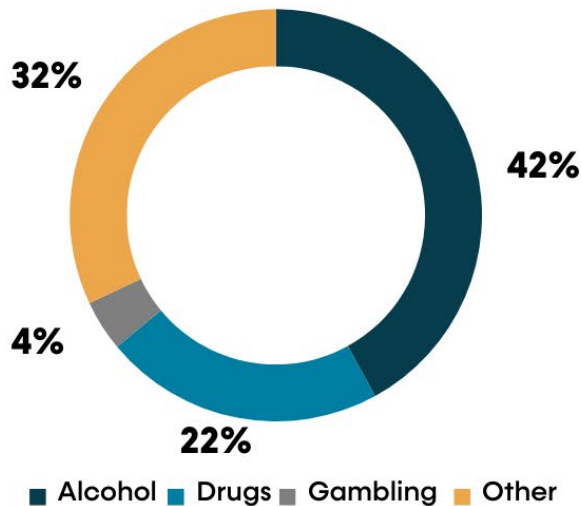


SECONDARY SUBJECTS



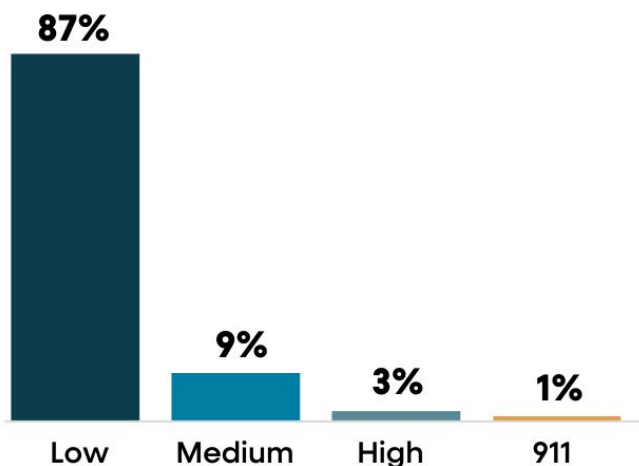
ADDICTION

2,65% of callers have one or more addiction problems, mainly to drugs and alcohol.



SUICIDE RISK

3,32% of callers mentioned thinking about suicide.



Board of Directors

- France Wagner | President – Volunteer listener member
- Michel Carney | Vice President – Volunteer member
- Jean Picard | Treasurer – Volunteer member
- Jean-Marie Desroches | Secretary – Volunteer listener member
- Monic Fournier | Administrator – Volunteer listener member
- Laurie Gamberg | Administrator – Volunteer listener member
Up to April 26, 2023
- Ania Szpakowski | Administrator – Volunteer listener member
- Benoît Lamontagne | Administrator – Volunteer listener member
From August 18th to June 10, 2023
- Sandra Di Quinzio since June 10, 2023 | Administrator – Volunteer listener member
- Audrée Desrochers since June 10, 2023 | Administrator – Volunteer member
- Émile Parent since April 17, 2024 | Administrator – Volunteer listener member



MANAGEMENT TEAM

AND COLLABORATORS

ADMINISTRATION

- Francine Courtois | Executive Director
- Melissa Johnson | Volunteer Coordinator
- Hasna Wakrim | Information Technician
- Josée Pelletier | Training Coordinator
- Thémis Daraïche | Recruitment Coordinator since July 10, 2023
- Haley Scott | Operations Assistant since May 30, 2023
- Nicole Lemire | Consultant Advisor-Trainer since February 19, 2024
- Matis Goulet | Intern from June 2023 to March 2024

COLLABORATORS

- Francine Ruel-Hérroux | Volunteer and Technology Advisor
- Mounir Tadlaoui | Technology Support Volunteer
- Sylvie Bédard | Marketing Strategist
- Fannie Blaney | Graphic Designer
- Lucie Caillère | Coach in team synergies, Strategic Advisor in NPO Management
- Lyse Georges | Consultant and Philanthropy Strategist
- Jennifer Mc Mahon | Marketing Communications Consultant



YEAR
IN REVIEW
2023-2024

TAM-TAM DON

Traditionally, the majority of funds received by TAM were raised during a single day, the Phonothon. During this day, a team of volunteers called donors from previous years to ask them to support our mission again.

To compensate for the fact that the list of our loyal donors was decreasing from year to year for reasons of demographics or information security, this year we implemented a new funding model.

The fundraiser took place for the first time throughout the month of November, under the emblem of TAM-TAM Don. The concept was developed by a marketing strategist, Sylvie Bédard and with the team, this strategist created a visual and sound identity to better represent our mission and reach more donors. The TAM-TAM Don opened the door to several new features in our fundraising approach:

- Julie Bélanger demonstrated significant involvement by creating a unifying signature brunch, another first for our organization. Well-known artists and influential business figures were present in pairs and took part in a friendly competition, to raise as many donations as possible in two hours.
- We implemented a text-message donation tool to allow us to reach younger donors.
- A major media campaign was also launched, serving both fundraising and promoting TAM, two essential goals for the sustainability and awareness of our organization.



THE TAM-TAM DON RAISED \$289,071!

TAM-TAM DON

Thank you

We want to wholeheartedly thank the volunteers and generous donors who contributed to this unprecedented success.

The TAM-TAM Don month could not have taken place without the support and participation of a few collaborators such as: Julie Bélanger (TAM spokesperson), Geneviève Clément (Consultant in media relations), Sylvie Bédard (Marketing Strategist), Projetdekip (media buying agency), Jennifer Mc Mahon (Communications Consultant), Fannie Blaney (Graphic Designer) and CKVL radio for the numerous free mentions on its airwaves.

TAM-TAM DON BRUNCH

A special thank you goes to Julie Bélanger for organizing the TAM-TAM Don brunch with her friends from TV and radio, along with several participants from the business community, including IBM, Desjardins, Les Productions du Tourbillon, Alstom, and the LGBT Purge Fund.

To celebrate and express our gratitude, a closing thank-you evening, set to the sound of tam-tams, was held on November 30, 2023. We extend our heartfelt thanks to the partners, donors, and volunteers who contributed to making the first TAM-TAM Don a resounding success.

PARTNERSHIP WITH THE UNIVERSITY OF MONTREAL

This year, TAM launched a major partnership project with the Department of Psychology at the University of Montreal (UdeM). As part of this collaboration, we will now welcome two cohorts of third-year psychology bachelor's students as volunteer interns, from September to May.

Around twenty students will be allocated six credits by UdeM for their internship. They will be rigorously preselected according to their academic results by the university. They will then be subject to a final selection during group interviews at the TAM offices and a careful analysis of their application by the administrative team.

The project is intended to be self-sufficient after the first cohort, since certain students from the previous year will be responsible for supporting students from the following group during their second internship.

More specifically, this project will:

- Help meet TAM's listening and support needs
- Increase TAM's credibility in the eyes of the public
- Create more training content
- Bring internal dynamism conducive to the evolution of TAM
- Ensure capacity in critical operations.

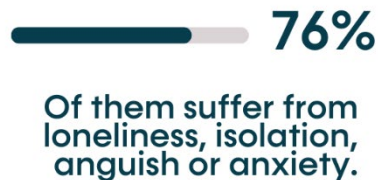


RPA PROJECT

Restoring the Voice Of Seniors



TAM volunteers are direct witnesses to the loneliness and isolation experienced by seniors:



During 2023, TAM has decided to become more involved with seniors, to develop partnerships with various environments they frequent, such as RPAs, intermediate resources (IR), etc. Thus, the Restoring the Voice of Seniors (RPA) project was born.

THE PROJECT WILL TAKE PLACE IN 5 MAJOR PHASES:

- 1**

Consultation
with project collaborators such as: Regroupement des RPA du Québec, Fondation Luc Maurice, Université de Montréal.
- 2**

Contact and consultation
with the management of several RPA (private seniors' residences).
- 3**

Raising awareness
among managers and employees about active listening and our services.
- 4**

Creation and facilitation
of interactive activities for residents and caregivers.
- 5**

Collaboration
with certain RPAs to implement a collaborative active listening project tailored to their image and needs, which we believe has the potential to become social innovation.

THE PROJECT'S GOALS ARE TO:

- Directly address the loneliness experienced by seniors.
- Empower their loved ones to listen more effectively and identify their needs.
- Raise awareness of our services.
- Attract new volunteers.
- Share our expertise and gain recognition for it.
- Enhance our listening services by tailoring them to the specific needs of seniors, fostering motivation and meaningful appreciation through a project co-created with them in participating RPAs.

A training advisor, specializing in social innovation, was hired to contribute to the project. The impact of the project will be measured by doctoral students in psychology, which will allow us to adjust and achieve our objectives in a concrete way.

TEL-ACTION PROJECT

UPDATE

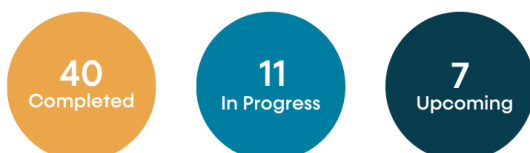
PUTTING THE TEL-ACTION PROJECT IN CONTEXT

The year 2022 was an important year of consultation with volunteers, with the aim of establishing the actions to be taken to ensure the sustainability of TAM and make its operations even more efficient. Tripartite committees and subcommittees made up of employees, volunteers and external experts were created to reflect in depth on certain issues and propose significant improvements. The goal was to involve volunteers in writing the future of Tel-Aide Montréal by sharing experiences and ideas for improvements.

The process took place over several meetings throughout the year. 58 action items were identified during this cooperation, and a deployment plan was created to put them in place.

THE YEAR 2023-2024: IMPLEMENTATION OF MANY IMPROVEMENTS

TEL-ACTION : 58 Improvement Projects



The year 2023 was therefore a year of action, during which a large portion of these action items was carried out. Below is a summary of the main areas addressed during this period:

- Extensive in-depth work on the definition and appropriate response to abusive calls.
- A reorganization of the regulations and commitments applicable to volunteers.
- An update of technological tools and the addition of a technical support service for volunteers via collaboration with Mon Technicien.
- Standardization of training content and better accessibility of information for volunteers.
- A sustained and organized effort to create a movement of community life and a feeling of belonging for volunteers.
- An adjustment of the duration of listening shifts from 4 hours to 2 hours at the choice of volunteers.
- A complete review of the volunteer recruitment and selection process.

STRATEGIC PLAN

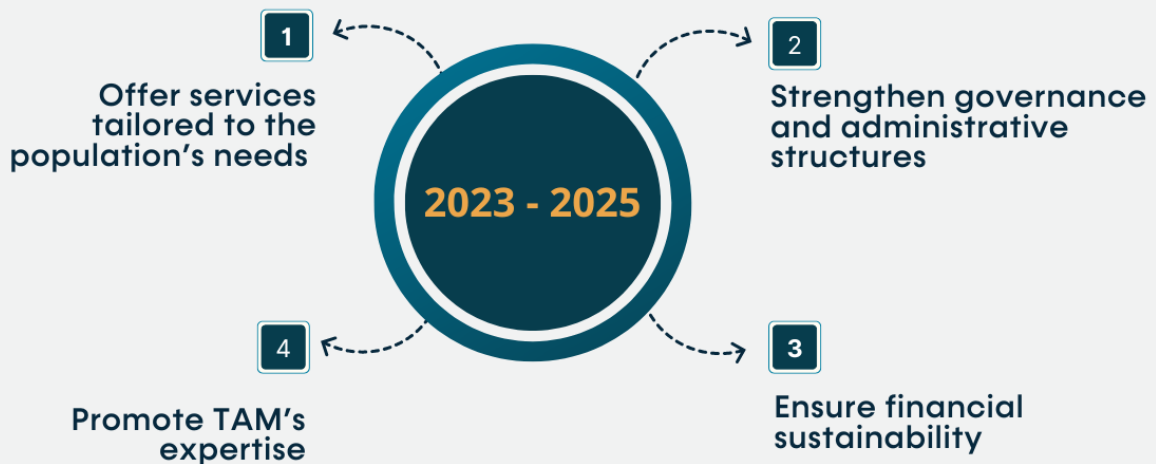
The Tel-Aide Montréal board of directors is proud to have completed its first strategic reflection at the end of 2022 and to have prioritized the 2023-2024 objectives accordingly.

Following the completion of this plan, we believe that Tel-Aide Montréal will be able to confirm its position as the reference in mental health support through active listening.

The governance of Tel-Aide Montréal regularly monitors the achievement of strategic objectives and indicators that make it possible to evaluate the progress of activities and actions.

It remains essential to be mobilized and involved in the realization of Tel-Aide Montréal's 2022-2025 strategic plan if we want to remain relevant and maintain all our credibility with our partners and funders.

STRATEGIC GOALS



STRATEGIC PLAN

ACTIONS CARRIED OUT THIS YEAR

In order to achieve the objectives set in the 2022-2025 strategic plan, several additional projects were added to the planning and initiated this year.

Objective 1 | Offer services tailored to the population's

In order to ensure current operations allow us to offer our listening service, TAM has developed a partnership with the University of Montreal to provide psychology interns to support the training and support process for volunteers. TAM is also developing a new service tailored to the specific needs of seniors through its RPA project: Restoring the Voice of Seniors.

Objective 2 | Strengthen the governance and administrative structures

The writing of committee mandates, completed this year, directly supports this objective of the strategic plan. Here are some other actions undertaken to reach this goal:

- The creation of the Community Life Committee will make it possible to boost community life.
- The addition of a technical support service via our partner MonTechnicien to support volunteers in TAM's digital shift.
- The development of dashboards provides data to guide decision-making, which improves governance.
- Adding group insurance.
- Since September 2023, the organization has offered its employees the benefits of group insurance. This is great recognition for the administrative team and an important retention element.

Objective 3 | Ensuring financial sustainability

The development of the TAM-TAM Don annual fundraising concept in 2023-2024 begins a shift for TAM towards major philanthropic campaigns. TAM financing and funding were analyzed, and a consultant began the development of a three-year fundraising strategy to operationalize the TAM-TAM Don, to diversify long-term sources of financing and to develop solicitation tools to approach new financial partners.

Objective 4 | Promote Tel-Aide Montréal's expertise

The TAM administrative team has expanded in 2023-2024, allowing for greater participation in a variety of external activities and events. Projects in partnership with seniors' residences and with the UdeM help to build links in our community and promote our expertise.

SHIFT COVERAGE

It is with great pride that we can announce that our listening shifts have been covered on average at 87% (French 91% and English 83%) for the last six months of the year. The great generosity of the volunteers as well as the work of the administrative team to train and support more volunteers is bearing fruit.



Several elements contributed to this success. First, the creation of a Volunteer Coordinator position allowed for better management of listening shifts, as well as better solicitations and more follow-up with listeners.

The duration of listening shifts has been changed from 4 hours to 2 hours, allowing more schedule flexibility and adaptation to everyone's energy level.

In addition, new measures aimed at improving the well-being of volunteers and facilitating their listening shifts were taken during the year. The suicide prevention protocol has been updated to simplify the management of these calls for listeners, provide them with better support and reduce their emotional stress.

Measures have been put in place to minimize the negative impact of abusive calls and to

equip volunteers to deal with these difficult situations.

A technical support service available at all times has been set up, provided by *Mon Technicien*, so that volunteers never feel left to their own devices.

WRITING AND APPROVAL OF FOUR NEW COMMITTEE MANDATES

In 2023 we put in place a new organizational structure to ensure the sustainability of TAM. Rewriting the mandates was an essential step to finalizing its implementation.

We created a temporary operational governance committee with the collaboration of five experienced volunteers and began work to draft new mandates that meet the reality and needs of TAM. Indeed, each committee aims to ensure the proper functioning of TAM's essential operations, namely:

- recruitment of candidates (Interview Committee);
- training of volunteers (Training Committee);
- support and integration of volunteers (Support Committee);
- retention of volunteers (Community Life Committee).

In collaboration with several volunteers and supervised by an external consultant, the administration proposed new mandates following multiple meetings. Adapted to the new organizational structure, the mandates also make it possible to clarify the functioning of each committee and the responsibilities of each of the actors who are part of it. Which, of course, is essential for the fluidity and sustainability of operations.

Thanks to Marie Deslauriers, Johanne Vachon, Bernard Dufourd, Louis-Marie Marsan and Monic Fournier.

COMMUNITY LIFE

INTERVIEW COMMITTEE

With the creation of a Recruitment Coordinator position, the interview committee was revamped in 2023-2024, in a spirit of cooperation, mutual assistance and efficiency.

Mandate

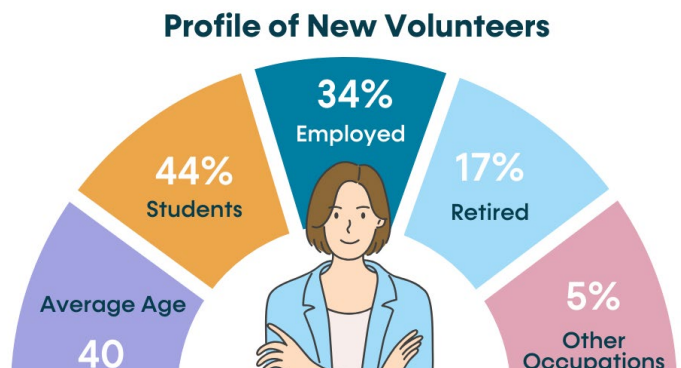
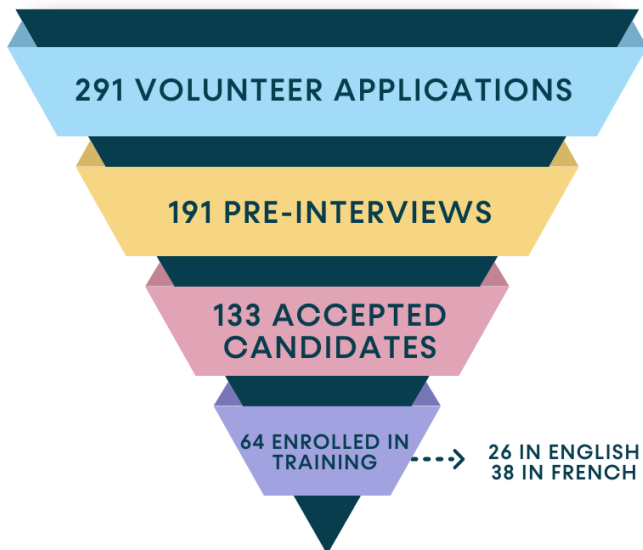
The Interview Committee's mandate is to select listening volunteers in the French-speaking and English-speaking communities. It ensures that new volunteers meet the criteria and needs of Tel-Aide Montréal to actively contribute to the mental well-being of people through listening.

The composition of the committee was reviewed, as well as the roles and responsibilities of each committee member: volunteers carrying out the interviews, the committee manager and the Recruitment Coordinator. The committee's operations and functioning have also been clarified for the sake of sustainability.

The committee met three times during the year, on April 12, October 2 and February 5.

Committee members

- Albert, Sylvie (head of the committee)
- Aggal, Anissa
- Bourbonnais, Yvan
- Côté, Roland
- Deslauriers, Marie
- Dufourd, Bernard
- Hébert, Karl
- Jolicoeur, Gilles
- Loizeau, Véronique
- Ramos, Ricardo
- Szpakowski, Ania
- Tougas, Richard
- Vachon, Johanne
- Vien, Monique



TRAINING COMMITTEE

In 2023-2024, an update of the content and training materials in both languages was started. A series of training sessions on the new suicide prevention protocol were also provided to volunteers.

Mandate

The Training Committee's mandate is to ensure the training of all new volunteer listeners to ensure the operations of the helpline. The committee must ensure that the training program for new TAM listeners meets the criteria of active listening through the humanist approach (Carl Rogers) so that listeners can actively contribute to the mental well-being of people through listening.

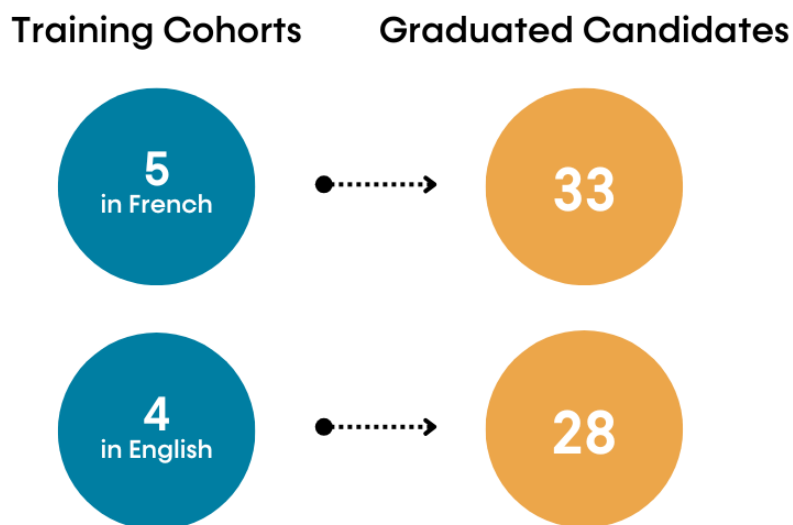
The composition of the committee was reviewed, as well as the roles and responsibilities of each committee member. The committee's operations and functioning have also been clarified for the sake of sustainability.

Members:

- French : Aggal, Anissa; Deslauriers, Marie; Hébert, France; Tremblay, Louise; Parent Émile
- English : Pelletier, Josée

The committee met four times, including a joint meeting with the Support Committee. A total of 365 hours were dedicated to training.

2023-2024 TRAINING AND GRADUATES



SUPPORT COMMITTEE

Mandate

The Support Committee's mandate is to complete the training of new volunteer listeners with quality support. Support makes it possible to implement practice active listening in real situations. The committee must ensure that the support program for new listeners of Tel-Aide Montréal meets the criteria of active listening through the humanist approach (Carl Rogers) so that listeners can actively contribute to people's mental well-being through listening.

The composition of the committee was reviewed, as well as the roles and responsibilities of each committee member: the committee leader and the Recruitment Coordinator. The committee's operations and functioning have also been clarified for the sake of sustainability.

The committee became more efficient in 2023 with the contribution of the Operations Assistant, now responsible for twinning and monitoring in collaboration with the committee manager.

Members

French: Adrianavalona, Mihary; Aggal, Anissa; Cantin, Julie; Dufourd, Bernard; Fournier, Monic; Hébert, Karl; Kelly, Elizabeth; Parent, Emile; Sahaidac, Mihaela; Tougas, Richard; Vachon, Johanne.

English: Barnwell, Julia; Chow, Lawrence; Cousineau, Elody; Crawford, Elizabeth; Franklin, Andie; Gandell, Joy; Glowacki, Tanya; Johnston, Paige; Shen, Alvin; Szpakowski, Ania; Zlatanovska, Mihaela.

The committees (French-speaking and English-speaking) met six times, including a joint meeting with the Training Committee. A total of 708 hours of support were completed.

COMMUNITY LIFE COMMITTEE

Mandate

The Community Life Committee's mandate is to offer activities that promote a sense of belonging as well as contribute to the retention of volunteers and encourage their commitment so that they actively contribute to the mental well-being of people through listening. The Community Life Committee pays particular attention to the integration of new volunteers and to the proposal of activities in both of the organization's official languages, French and English.

Committee Members

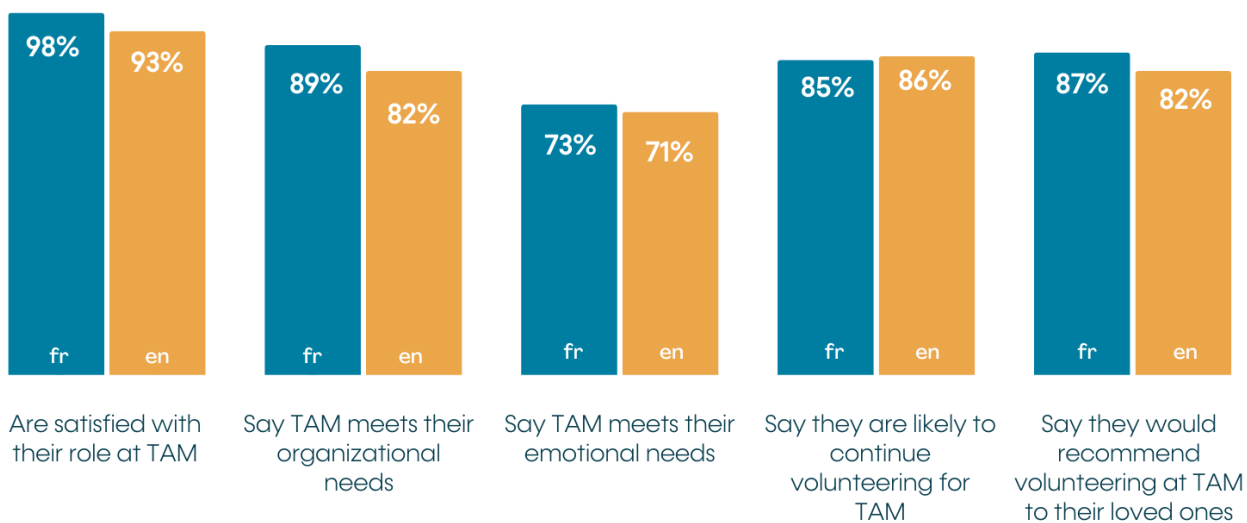
Sylvie Albert, Simon Piette, Daniel Thibault, William Yang, Anissa Aggal, Micheline Gagnon, Dawn-Marie Turner, Melissa Johnson (Volunteer coordinator)

Meetings and Activities

- October 25, 2023: Launch of the committee and brainstorming session for the activity calendar with the help of Lucie Caillère
- January 23, 2024: First meeting

ANNUAL SURVEY

A satisfaction survey was carried out among a sample of 45 French-speaking volunteers and 28 English-speaking volunteers, to guide the committee's actions.



The four main factors that contribute to volunteers feeling happy about their volunteer experience at TAM, in order of importance, are the opportunity to help people, the mission, personal development and human contact. The two main points to improve to satisfy volunteers more are

- Increase the offering of continuing education.
- Double up on certain listening shifts.



ABUSIVE CALLS COMMITTEE

The Temporary Abusive Calls Committee has been formed to address the issue of abusive calls which impact the integrity, welfare and retention of volunteers. The aim of the committee was to produce guidelines and make changes to help listeners better detect and manage abusive calls, to minimize the harm caused by these calls and to ensure that listeners have the necessary support. In addition to the creation of a guide, several other measures have been put in place to minimize the impact of abusive calls and improve the listener experience.

The committee is proud to have completed the writing of a guide to better regulate abusive calls and to have offered information sessions to volunteers. Rigorous monitoring of this situation is carried out by the Volunteer Coordinator.

Committee members:

Melissa Johnson, Volunteer Coordinator, Elizabeth Crawford, Michelle Carter

Sharing sessions

Sharing sessions are where listeners exchange and discuss a specific theme.

1. June 15, 2023

Theme: regular callers (hosted in English)

2. June 20, 2023

Theme: regular callers (hosted in English)

3. September 26, 2023

Theme: the challenges of regular callers (hosted in French)

4. October 10, 2023

Theme: personal boundaries (hosted in English)

5. November 15, 2023

Theme: callers who respond less well to active listening techniques (hosted in French)

6. January 16, 2024

Theme: recurring themes of our calls (animated in French)

7. February 28, 2024

Without theme (hosted in French)

VISIBILITY

MAJOR ADVERTISING CAMPAIGNS

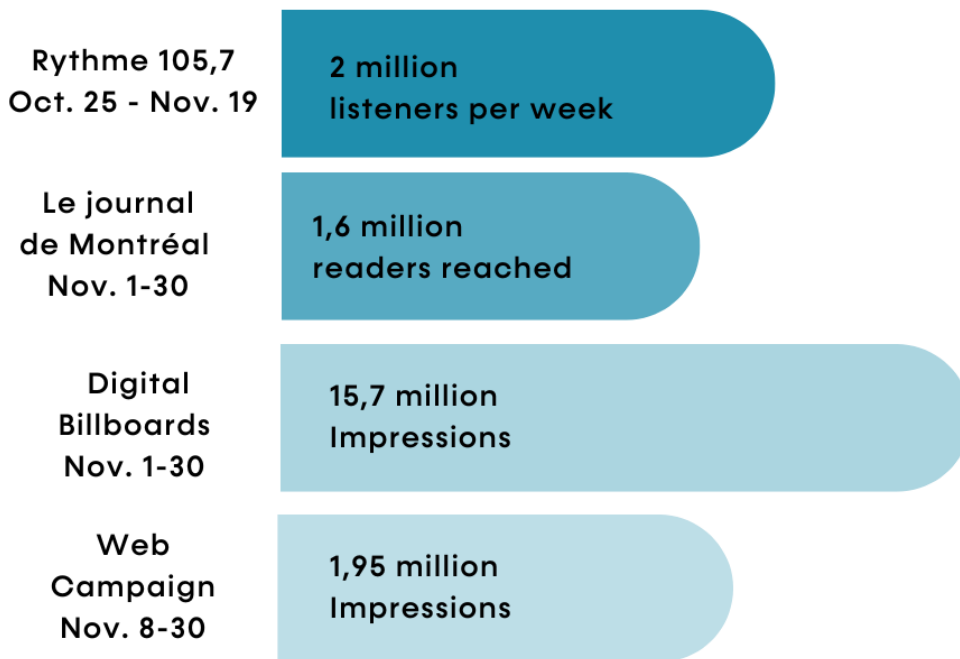
At the start of 2023, an advertising plan inspired by the communications plan and considering TAM's annual objectives was developed in collaboration with the Communications Consultant. The objectives this year were to increase the awareness of the listening service in French and English as well as to recruit enough volunteers to fill the training cohorts. We had our first advertising campaign on buses which took place in the fall of 2023. Two different visuals were displayed on 25 buses in different sectors of Montreal. Here's a look at the "Panobus-King" advertisements.



TAM-TAM DON CAMPAIGN

The TAM-TAM Don, our first awareness and fundraising campaign, took off on October 24 and ended on November 30: it was a great success. This project would not have been possible without the generous collaboration of our spokesperson Julie Bélanger and the participation of various partners in Web marketing, branding, marketing, communications and media relations and placement. The 360 campaign (print, billboard, Web, radio and social media), which showcased the spokesperson with our new visual image, ensured the visibility and presence of TAM in mass media.

ADVERTISING VISIBILITY



PUBLIC RELATIONS

Several interviews were conducted by TAM's spokesperson Julie Bélanger, including one on Salut Bonjour reaching nearly 3 million Quebecers each week. Julie Bélanger also made the front page of 7 Jours Magazine published at the end of November 2023 and a section on Tel-Aide Montréal and TAM-TAM Don was included in the magazine. Rodger Brulotte and an LCN cameraman attended the fundraising brunch allowing TAM to shine on TV, in the Journal de Montréal and on the LCN and TVA Nouvelles websites.

TEL-AIDE MONTRÉAL IN THE MEDIA

Here is a list of articles published in newspapers and interviews conducted.

1. August 31, 2023 Media : **CJAD 800**
Interview with Volunteer Coordinator Melissa Johnson titled: " Andrew Carter Morning Show: Tel-Aide Montréal is looking for volunteer listeners "
2. October 2, 2023 Media : **Noovo Moi**
Titled: « Julie Bélanger lance sa première collection de bijoux »
3. October 3, 2023 Media : **Rythme 105,7 « Les filles du lunch »**
Titled: « Julie Bélanger est avec nous et on règle un dossier ! »
4. October 3, 2023 Media : **Rythme 105,7 « Y'est 4 h quelque part »**
Titled: « On parle à Julie Bélanger ! »
5. October 3, 2023 Media: **La Presse : les nouvelles de la mode et de la beauté**
Titled: « Julie Bélanger lance une collection de bijoux »
6. October 3, 2023, Media: **Showbizz.net**
Titled: « Julie Bélanger signe une collection de bijoux à son image avec DRAE Collection »
7. November 1, 2023 Media: **Rythme 105,7 « Les filles du lunch »**
Titled « Entrevue avec Julie Bélanger »
8. November 1, 2023 Media : **Rythme 105,7 « Y'est 4 h quelque part »**
Live mention on the show
9. November 2nd Media: **Radio-Canada « On va se le dire »**
Interview with our spokesperson Julie Bélanger
Titled: « Parlons de santé mentale »
10. November 3, 2023 Media: **TVA « Salut Bonjour »**
Interview with our spokesperson Julie Bélanger
Titled: « On prend des nouvelles de Julie Bélanger »
11. November 3, 2023 Media: **CKVL**
Interview with the Francine Courtois
Titled: « La mission de Tel-Aide Montréal et le TAM-TAM Don. »
12. November 5th Media: **LCN**
TV interview « L'organisme Tel-Aide Montréal lance le TAM-TAM Don »

13. November 5, 2023 Media: **TVA Nouvelles.ca**
Titled: « Je vous invite à être généreux : Tel-Aide Montréal lance un appel aux dons »
14. November 7, 2023 Media: **Magazine 7 Jours**
Titled: « Porte-parole de Tel-Aide »
15. November 10, 2023 Media : **Journal de Montréal.com**
Titled: TAM-TAM DON : Tel-Aide Montréal
16. November 15, 2023 Media : **Elle Québec.com (Balado et article Web)**
Titled: « Balado À PRÉSENT : Julie Bélanger et apprendre à respecter ses limites »
17. December 6, 2023 Media: **Journal de Montréal**
Titled: TAM-TAM DON : Tel-Aide Montréal
18. December 6, 2023 Media : **Yahoo ! Finance**
Titled: TAM-TAM DON: Tel-Aide Montreal Raises Over \$228,000 During Its Fundraising Month!
19. December 6, 2023 Media : **Canadian Insider**
Titled: TAM-TAM DON: Tel-Aide Montreal Raises Over \$228,000 During Its Fundraising Month!
20. December 6, 2023, Media: **Canadian Business Journal**
Titled: TAM-TAM DON: Tel-Aide Montreal Raises Over \$228,000 During Its Fundraising Month!
21. December 6, 2023, Media: **Core Culture News Magazine (Web)**
Titled: TAM-TAM DON: Tel-Aide Montreal Raises Over \$228,000 During Its Fundraising Month!
22. December 6, 2023, Media: **One News Page**
Titled: TAM-TAM DON: Tel-Aide Montreal Raises Over \$228,000 During Its Fundraising Month!
23. December 6, 2023, Media: **Ottawa Times**
Titled: TAM-TAM DON: Tel-Aide Montreal Raises Over \$228,000 During Its Fundraising Month!
24. December 21, 2023 Media: **Point Virgule;**
Interview with the general director Francine Courtois

Titled: « Tel-Aide Montréal »

25. January 17, 2024 Media: **CandIM**

Titled: « Quel est le prix de la liberté? »

26. January 22, 2024 Media: **Folie Douce** (Podcast Apple, Spotify, Google, iHeart, ANCHOR,Overcast, RadioPublic, TuneIn et antennec.ca)

Entrevue avec la directrice générale Francine Courtois

Titre : « Épisode 14 : Tel-Aide Montréal »

27. February 24, 2024 Media: **Radio CJAD 800**

Interview with Volunteer Coordinator Melissa Johnson

Titled: Weekends with Ken: Tel-Aide's Helpline Needs Your Help

REVIEW OF ACTIONS AND COMMUNICATION TOOLS

A wide variety of communication tactics were implemented. The panobus campaign was theoretically able to reach 1% of the population of the island of Montreal. In addition, the various campaigns and public relations efforts would have reached a theoretical audience of more than 15 million individuals. This implies that some people in the Greater Montreal area and the province have probably seen or heard about Tel-Aide Montreal more than once in the last year: this is a big leap for TAM towards the use of media reaching a large audience.

April to May	Advertising plan for the year 2023-2024
July to March	<p>Advertising with FADOQ-Île-de-Montréal</p> <ul style="list-style-type: none"> • Banners or mentions for volunteering in newsletters to its 43,000 French-speaking members and 10,000 English-speaking members aimed at recruiting volunteers and increasing awareness of the helpline: <ul style="list-style-type: none"> ○ Banners: July, September, November, February ○ Mentions: September, October, December and March • Advertising on the FADOQ website (in French and English) in April 2023. Their site welcomes approximately 30,000 visitors per month. • Two ¼ page advertisements in English and French were published in the summer 2023 and winter 2024 printed newsletters.
14-31st of August	<p>15-second radio ads on CJAD 800</p> <p>The ad, aimed at recruiting English-speaking volunteers, was broadcast 170 times during this two-week campaign. The audience of this radio station is 131,400 people per day. Volunteer Coordinator Melissa Johnson also gave a radio interview.</p>
Sept. - October	<p>Advertisements in Bel-Age magazine</p> <p>Two 1/3 page advertisements were included in the At Your Service section of editions in newsstands at the end of August and the end of September.</p>

Sept. 29 - Oct. 29
Panobus King on Société de transport de Montréal (STM) Buses

Twenty-five panels provided visibility to TAM for more than five weeks. Fourteen panels aimed to increase awareness of the listening service in French and English and eleven others aimed to recruit mainly English-speaking volunteers in selected sectors of Montreal.

October 24th
Advertising in LaPresse+, mobile and Web

An animated advertisement measuring 300 x 600 pixels (first entry point placement) was developed and purchased in collaboration with ACETDQ. 332,000 people were reached thanks to this placement aimed at highlighting *la Journée de l'écoute au Québec*.

Oct.25th-Nov.19th.
15 and 30 second commercials at Rythme 105.7 – TAM-TAM Don

124 commercials where listeners could hear the voice of TAM spokesperson Julie Bélanger were broadcast on the airwaves. In addition, 25,000 online radio listeners also heard one or other of the three TAM advertisements.

November 2023
Advertisements in the Montreal Gazette

Six advertisements, including four front-page banners and two ¼-page advertisements, appeared in this newspaper, reaching more than 130,000 readers per day on weekdays and 282,000 readers on Saturdays. They aimed to recruit volunteers for the English listening service.

Advertisements in the Journal de Montréal – TAM-TAM Don

Ten 1/3 page advertisements were included in the Journal de Montréal between November 1 and 30.

Super digital billboard advertisements – TAM-TAM Don

Advertisements featuring the spokesperson as well as partner Desjardins as part of the fundraising campaign were

November 2023

displayed 15.7 million times on a total of 27 super billboards in the Montreal region.

Animated Web advertisements – TAM-TAM Don

The different advertising formats developed obtained nearly 2 million impressions between November 8 and 30 on a range of news websites.

End of February 2024

30-second radio ad on CJAD 800

An advertising concept lasting 30 seconds was developed to recruit English-speaking volunteers. The ad aired 75 times during the two-and-a-half-week campaign.

Feb. - March

Advertisements in Bel-Age Magazine

Two full-page advertisements were included on the inside front cover of the February and March 2024 editions. The advertisements aimed primarily to raise awareness of the active listening service and secondly to recruit volunteers.

April 2023 - March 2024

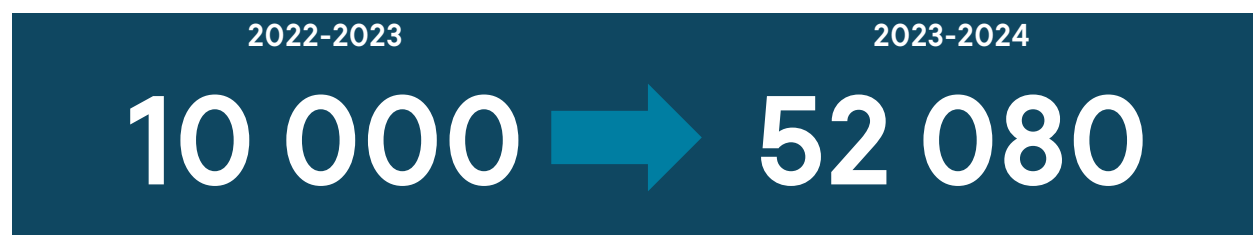
Social Media Ads

A total of 190 publications on Facebook or Instagram as well as 200 “stories” were published during the year. These publications aimed to promote the organization, increase the notoriety of the active listening service and recruit volunteers.

Social Media

This year, Tel-Aide Montréal promoted its publications on social networks and carried out campaigns to improve awareness of the listening service and to recruit volunteers on Facebook, Instagram and LinkedIn in both languages.

PEOPLE REACHED FOR FREE ON TEL-AIDE MONTRÉAL'S SOCIAL NETWORKS



Approximately 275,300 META accounts viewed Tel-Aide Montréal content during the fiscal year, i.e., 6.9% more on Facebook and 52% more on Instagram than the previous year. Around 43,000 people saw TAM content organically on Facebook and Instagram and 9,080 on LinkedIn, that is, these people saw TAM content for free, thanks to algorithms, sharing of posts and interactions with these.

We therefore note that the natural and free visibility of TAM publications is five times higher this year than last year.

In addition, advertising on social networks and promoting TAM publications allowed the organization to reach just over 231,000 accounts.

A SPOKESPERSON WHO PROVIDES INTERESTING VISIBILITY TO TEL-AIDE MONTRÉAL

TAM also benefited from visibility on social networks thanks to its spokesperson, Julie Bélanger, having more than 111,000 subscribers on Facebook and approximately 94,000 subscribers on Instagram.



EVENTS

April 14 to 16, 2023	Carrefour 50 years and over Show Recruitment
April 20, 2023	Bingo evening at TAM
May 14, 2023	Large gathering of volunteers at the St-Pierre Centre
August 31, 2023	Summer evening event
September 11, 2023	Mental Health Workshop with Lauren White in French and English
September 21, 2023	Fair at Marianopolis College Recruitment
October 25, 2023	Workshop focused on community life led by Lucie Caillère
October 26, 2023	Fair at McGill University Recruitment
November 5, 2023	TAM-TAM Don Fundraising Brunch
November 26, 2023	Annual fundraising Phonothon
November 30, 2023	Closing evening of TAM-TAM Don
December 8, 2023	<i>5 à 7</i> for the Holiday Season
February 15, 2024	Fair at Concordia University Recruitment
February 21, 2024	Presentation on Self-Regulation with Joy Gandell in English

March 7, 2024 Presentation on the Emotional Liberation Technique with
Micheline Gagnon | in French

March 27, 2024 Fair at Concordia University - Loyola campus | Recruitment

March 27, 2024 Emotional Freedom Technique Presentation with Joy
Gandell | in English

EXTERNAL TRAINING AND PARTICIPATION

November 23, 2023

Panellist at the Conference of the Quebec COVID Network - Pandemic (RQCP)

The Executive Director was invited to participate as a panellist in presenting the reality of a first line of intervention in this post-pandemic period. We thank the University of Montreal for this invitation.

November 29, 2023, Charity Village Conference and Gala

The Volunteer Coordinator, Operations Assistant and Recruitment Coordinator attended the 2023 Charity Village Conference & Awards. Several webinars were broadcast throughout the day, addressing topics such as the current situation of NPOs in Canada, how to manage the arrival of artificial intelligence in our organizations, mental well-being in the workplace, the loss of public trust in donations, recruiting volunteers and implementing DEI (Diversity, Equity and Inclusion) approaches.

January 30 and 31, 2024

Sustainable Health Summit Conference

Our recruitment coordinator attended the Sustainable Health Summit, presented by the Association for Public Health of Quebec (ASPQ). The objective was to gain a deeper understanding of the current living conditions of seniors to enhance the preparation of the RPA project.

February 8, 2024

Conference of the Montreal Suicide Prevention Centre (SPCM)

Our operations assistant and our training coordinator attended the first CPSM Suicide Prevention Conference whose theme was: *For the well-being of our community*. This event was "aimed at promoting the sharing of knowledge and encouraging the creation of an enriching community of practice in order to stimulate the development of suicide prevention intervention, various postvention actions and new professional development workshops" specific to vulnerable populations.

Winter 2024

Mental Health First Aid Certification (MHFA)

The entire TAM administrative team has received PSSM training, to learn how to recognize the signs of diminishing mental health in a person, how to intervene without judgment while securing the individual concerned and apply emergency procedures if necessary.

Training on empathy and its pitfalls

Our executive director and our recruitment coordinator attended a workshop on empathy and its pitfalls led by Aurélie Marchal, Design Thinking Advisor.

Training on handling angry calls

The training coordinator attended training on handling angry calls, to provide a different perspective on abusive calls and help establish a consistent protocol.

Mobilization and coordination of today's volunteers Training

The volunteer coordinator attended training with Accès Bénévolat to develop a mobilization and coordination approach adapted to current volunteers.

Mental Health Leadership Training offered by Bell Let's Talk

The executive director has followed training offered to organizations with an influential role in Quebec.

COLLABORATIONS AND NETWORKING

Carmand Normand Foundation

Participation in a happy hour with the Carmand Normand Foundation to reconnect with various organizations in the community after this pandemic period.

Meetings of the Association of Telephone Listening Centres of Quebec (ACETDQ)

We participated in some training and meetings offered by the ACETDQ, including a learning circle offered in May 2023 as well as the members' meeting in September 2023.

Participation in a helpline community of practice

Participation in five meetings of a helpline community of practice. The other participating centres are the Montreal Suicide Prevention Center (CPSM), 211, the Greater Montreal Reference Centre, Interligne, and SOS domestic violence.

- The topics discussed are: Financing (diversification/philanthropy/project financing, etc.);
 - Human resources (working conditions and salaries/attractiveness/retention, etc.);
 - Diversification of services;
 - Partnership (external communication/development of specific agreement).
-

Collaboration with the CPSM

Due to an increase in the number of suicide-related calls and the feeling of helplessness expressed by volunteers regarding these calls, TAM contacted the CPSM in November 2023 to update its procedures regarding suicidal callers. The goal was to find an approach that would simplify procedures for volunteers and ensure callers receive the help they need. On the recommendation of the CPSM, TAM staff and selected volunteers completed a 3.5-hour training session titled: Recognizing and Referring People with Suicidal Ideas to Facilitate Access to Help. This new approach will help relieve listeners of responsibilities that go beyond their active listening role with suicidal callers by directing them more quickly to the appropriate help services.

Staff and volunteers worked together to adapt content to TAM's needs. Several meetings with volunteers took place at the beginning of 2024 with the aim of adjusting the training content and organizing training sessions for current volunteers. This new partnership with the CPSM also provides support to listeners, they are now encouraged to contact the CPSM after a difficult call related to suicide.

Collaboration with the executive director of the Alternative and Community Network of Organizations (RACOR) in mental health on the island of Montreal.

Several meetings for sharing and reflection took place with the new director of RACOR. A collaboration is taking place and great ideas for development for the mental health sector are to be expected.

Networking at the Montreal Chamber of Commerce

Participation in several meetings of the Montreal Chamber of Commerce, including a lunch conference with the rector of the University of Montreal to discuss the importance of supporting students in all respects. Tel-Aide Montréal is proud to begin an internship partnership with the University of Montreal.

Intern from the University of Sherbrooke

An intern studying robotics and automation at the University of Sherbrooke worked with us to automate certain functionalities and improve our technological efficiency.

Collaboration with the Australian organization Wintringham

Our volunteer coordinator and our recruitment coordinator received a visit from Daniel Gray, coming directly from Australia, on behalf of the Wintringham organization. Mr. Gray was on a world tour, with the mission of meeting a few NPOs that he had targeted according to their reputation to learn about their operations. The friendly exchange lasted about two hours and was very enriching for both parties.

FINANCIAL PARTNERS

Tel-Aide Montréal is very privileged to be supported in its mission by numerous partners and donors. Government subsidies constitute our main source of funding, which provides us with the annual stability to continue offering our services with the same ardour and consistency and to adapt our programs to the changing needs of society with renewed motivation. This trust is essential to ensure the sustainability of our organization, even after 53 years of listening to the community of Greater Montreal.

GRANTS

We continue to benefit from a significant contribution to our operations thanks to the PSOC program of the CIUSSS du Centre-Sud-de l'Île-de-Montréal. The unwavering support of the PSOC helps to establish this essential funding base to maintain the competence, influence and quality of listening of our services by using training tools and modern technological tools.

We also obtained a generous grant from the Secretariat for Relations with English-speaking Quebecers who approved our request for two years, until March 2025. This contribution will help us continue to promote our services to English-speaking callers as well as ensure the recruitment and training of English-speaking volunteers. With these resources, we will be able to continue our offering of English listening service for Greater Montreal.

Also, we obtained a grant from the Canadian Red Cross Society (Mental Health and Well-being Support Program – in the context of COVID-19). This grant helped us enhance our promotional efforts focused on the recruitment of listening volunteers and improve our training with renewed means.

Finally, the 2023-2024 fiscal year benefits from the balance of the grant received from Health Canada in 2022 for the enhancement of mental health services. These funds helped us develop essential pillars for promoting our services to the public with the objective of increasing TAM's notoriety among the population of Greater Montreal and encouraging people in distress to use our service.

In addition to this project supported by Health Canada, there is another project supported by the federal government called RPA and aimed at making our service accessible to residents of seniors' residences affected by loneliness and distress. This is described earlier in the report. A share of the total project grant has been used this year, but much of the project delivery will continue in 2024-2025.

We are extremely grateful to receive financial support from these various levels of government, paying targeted attention to the mental well-being of the population.

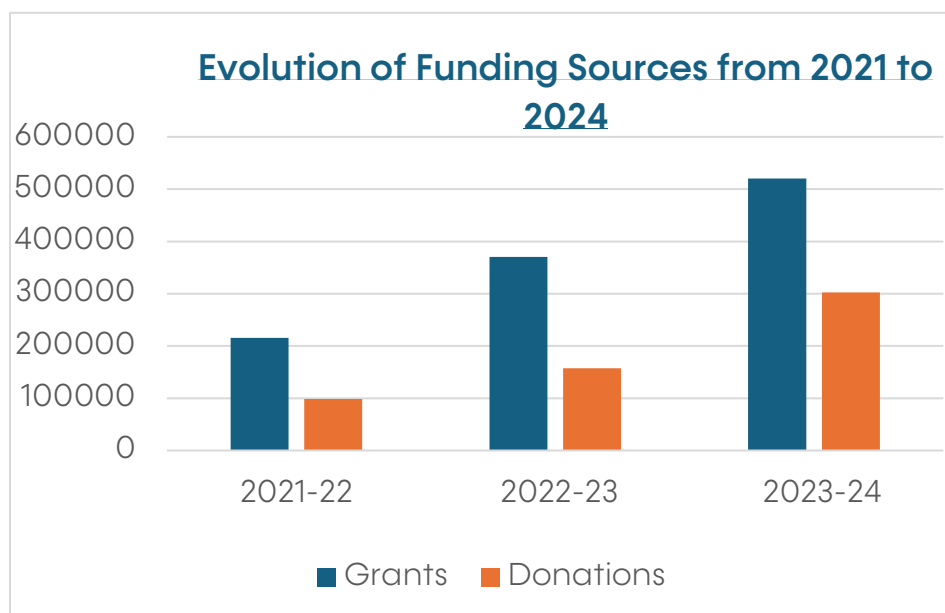
DONATIONS

The friends of Tel-Aide Montréal individually, various foundations and several companies have demonstrated more than ever with great loyalty and sensitivity to mental well-being, the importance of continuing our services by maintaining their solidarity and unwavering support for our services. This support encourages us to continue our efforts, to develop new tools to take advantage of technology and to offer rigorous training to our volunteers, to optimize the caller experience and the effectiveness of our services.

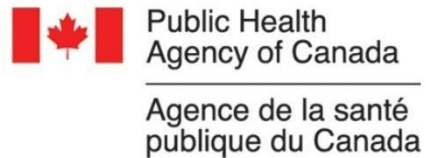
TAM-TAM DON AND PHONOTHON

Thanks to the collaboration of several partners including the Mirella and Lino Saputo Foundation, Desjardins, EY, Denis Coderre, a few private companies, a few government deputies (Quebec and Canada) and anonymous donors, Tel-Aide Montréal was able to recognize the essential work of its volunteers. The generosity of all these partners demonstrates the attention given by each to mental health.

The graph below shows the progression of our funding sources over the last three years. While grants represented 69% of our funding in 2021-22, they decreased slightly in proportion to 63% in 2023-24. However, what is notable is the similarity in the progression of grants and donations over these three years: the proportions remain similar, but the volume has increased, allowing a healthy balance to be maintained between the two sources of financing.



THANK YOU TO OUR FINANCIAL PARTNERS



PARTNERS



AFFILIATIONS

TAM is a member of:



Association des
Centres d'Écoute
Téléphonique
du Québec



REFERRALS

<http://www.pro-gam.ca>

www.optionalternative.org

<https://www.arrondissement.com/montreal/telaide>

<https://www.queermcgill.org/Ressources/TelAide>

<https://charlevoixsocial.ca/organisation/tel-aide/>

<http://assisto.ca/ressource/tel-aide/>

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<https://www.luciebernierpsychologue.com/ressources>

<https://coco-net.org/tel-aide-is-in-urgent-need-of-volunteer-listeners/>

<https://racorsm.org/plus-loin/ateliers/ateliers-de-sensibilisation-lecoute-active>

<https://www.cdccentresud.org/nouvelles/tel-aide/>

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<https://interligne.co/en/resources/tel-aide-2/>

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<https://lmrcenter.org/lmrc-get-help/>

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<https://dis-moi.org/la-solution-dis-moi/>
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<https://support.reseaucontact.com/hc/fr-ca/articles/214702803-Ressources-Aide-support-et-r%C3%A9f%C3%A9rences-au-Qu%C3%A9bec>
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<https://www.mun-ndm.ca/nouvelles/des-capsules-en-soutien-psychologique>

<https://4korners.org/resources-helplines/>

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<https://lebelage.ca/entre-nous/psycho/jose-lancer-un-s-o-s/>

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ACKNOWLEDGEMENTS

Thank you to all our volunteers who listened to callers this year and have been there over the years, helping strengthen and solidify our organization's contribution to mental well-being!

20 YEARS +

Claire ; 1925F
 James ; 1821E

15 YEARS +

Andreas (Andy) ; 1853E
 Anissa ; 2146F

3 YEARS +

Gilles ; 2543F
 Guy ; 2551F
 Mélanie ; 2573F
 Mihary ; 2556F

10 YEARS+

Chantal ; 2172F
 Claudine ; 2362F
 Elizabeth ; 1972E
 Eric ; 1944E
 France ; 2233F
 Louise ; 2280F
 Marie ; 2326F
 Monic ; 2356F
 Roland ; 2245F/2012E
 Sylvie ; 2359F/2036E

5 YEARS +

Alvin ; 2180E
 Chantal ; 2418F
 Danielle ; 2460F
 France ; 2470F
 Liz ; 2148E
 Luc ; 2487F
 Micheline ; 2506F
 Michelle ; 2129E
 Monique ; 2434F
 Nicole ; 2521F

2 YEARS +

Alain ; 2578F	Johanne ; 2585F
Andie ; 2244E	Julia ; 2243E
Benoit ; 2614F	Julie ; 2586F
Bernard ; 2579F	Karl ; 2617F
Catalina ; 2265E	Lilia ; 2618F
Chris ; 2266E	Michael ; 2272E
Claire ; 1817F	Mila ; 2255E
Claudette ; 2592F/2264E	Miriam ; 2250E
Elizabeth ; 2606F	Murielle ; 2598F
Emile ; 1180F	Parfitt ; 2271E
Geneviève ; 2615F	Pierre ; 2620F
Hélène ; 2616	Ricardo ; 2256E
	Roman ; 2269E
	Stefany ; 2247E
	Umara ; 2260E

1 YEAR +

Alexis ; 2302E	Hélène ; 2638F	Myriam ; 2275E
Anne-Claire ; 2627F	Hridi ; 2300E	Nancy ; 2304E
Boriana ; 2282E	Jessie ; 2296E	Olga ; 2288E
Camille ; 2285E	Joan ; 2293E	Paige ; 2287E
Dally ; 2307E	Judith ; 2303E	Richard ; 2283E
Dan Yi ; 2640F	Karina ; 2630F	Richard ; 2639F
David ; 2299E	Lawrence ; 2276E	Robin ; 2277E
Debbie ; 2292E	Louisa ; 2291E	Rolland ; 2622F
Elijah ; 2280E	Marianna ; 2305E	Sandra ; 2633F
Elisabeth ; 2290E	Maude ; 2641F	Seham ; 2286E
Elisabeth ; 2637F	Mégane ; 2634F	Stefanos ; 2301E
François ; 2626F	Mehrzad ; 2294E	Theodore ; 2297E
Gabrielle ; 2635F	Melanie ; 2306E	Véronique ; 2629F
	Melly ; 2628F	Wanning ; 2298E
	Micheline ; 2636F	Yvan ; 2632F
	Milan ; 2295E	Zabrina ; 2278E

<1 YEAR

Alexis ; 2679F	Flavie ; 2651F	Michèle ; 2643F
Ali ; 2334E	France ; 2666F	Mikhael ; 2313E
Anke ; 2664F	Harleen ; 2327E	Nadine ; 2308E
Ariunaa ; 2316E	Heather ; 2310E	Naomi ; 2335E
Camille ; 2646F	Hugo ; 2652F	Noémie ; 2673F
Carole ; 2674F	Jacob ; 2669F	Oceane ; 2649F
Cassia ; 2311E	Joannie ; 2672F	Peter ; 2319E
Cecilia ; 2324E	Josee ; 2657F	Peter ; 2330E
Chantal ; 2677F	Josee ; 2668F	Richard ; 2678F
Christian ; 2328E	Joseph ; 2663F	Serge ; 2654F
Christian ; 2675F	Joy ; 2312E	Simon ; 2667F
Clara-Rose ; 2644F	Juliette ; 2670F	Sophie ; 2660F
Daniel ; 2680F	Karen ; 2658F	Soren ; 2321E
Dawn-Marie ; 2315E	Kenya ; 2676F	Susanne ; 2645F
Einat ; 2665F	Kristina ; 2317E	Thea ; 2309E
Emily ; 2314E	Laura ; 2326E	Vanessa ; 2322E
Estelle ; 2661F	Laurence ; 2653F	Viviane ; 2655F
Eva ; 2333E	Loryane ; 2647F	William ; 2323E
Evy ; 2320E	Louis-Marie ; 2648F	Zeinab ; 2329E
	Luofei ; 2325E	
	Marie-Andrée ; 2671F	
	Mariève ; 2656F	
	Marin ; 2318E	
	Mary ; 2331E	
	Mary ; 2332E	
	Maya ; 2659F	

IN TRAINING

Floriane
 Marlin
 Sarah
 Sara-kim
 Vincent
 Yéli

PHOTOS

GRADUATIONS OF OUR VOLUNTEERS IN ACTIVE LISTENING

Graduation - April 8, 2023



Graduation - June 17, 2023



Graduation - September 21, 2023



Graduation - February 8, 2024



ASSEMBLY ON THE VALUES OF TAM – MAY 14TH 2023



TAM-TAM DON BRUNCH – NOVEMBER 5, 2023



PHONOTHON – NOVEMBER 26, 2023



TAM-TAM DON CLOSING EVENING – NOVEMBER 30, 2023



END OF YEAR 2023 HOLIDAY COCKTAIL

