

**LISTENING SINCE 1971**

# **2024-2025** **ANNUAL REPORT**



**ACTIVELY CONTRIBUTES TO  
IMPROVING MENTAL WELL-  
BEING THROUGH LISTENING**



## **TEL-AIDE MONTRÉAL**

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Wellington CSP  
Verdun, Québec, H4G 3M6**

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**Website: [www.telaidemontreal.org](http://www.telaidemontreal.org)**

**Registered Charity Number with the Canada Revenue Agency:  
105164800 RR0001**



## TABLE OF CONTENTS

<i>Message from the President</i> .....	4
<i>Message from the Executive Director</i> .....	5
<i>Overview – A Year Aligned with Our 2023–2026 Strategic Plan</i> .....	6
<i>Tel-Aide Montréal in Numbers</i> .....	7
<i>Thank You to Our Volunteers!</i> .....	8
<i>Annual Satisfaction Survey</i> .....	10
<i>Board of Directors</i> .....	11
<i>Management Team</i> .....	11
<i>2024 Visibility Campaign</i> .....	12
<i>2024 TAM-TAM DON Annual Event</i> .....	12
<i>Janette Bertrand Wellness Award</i> .....	13
<i>Strategic Projects to Amplify Our Impact</i> .....	13
<i>Giving Voice Back to Seniors</i> .....	14
<i>A Productive Collaboration with Université de Montréal</i> .....	14
<i>Listening Nights —Bringing Back 24/7 Listening</i> .....	15
<i>A Toll-Free Line to Break Isolation — In English, Across Québec</i> .....	15
<i>A Digital Transition to Collaborate Better</i> .....	16
<i>A Redesigned Website to Connect Better</i> .....	16
<i>A New Phone System to Listen Better</i> .....	16
<i>The Guiding Principles of Our Mission</i> .....	17
<i>Community Life</i> .....	17
<i>Training</i> .....	18
<i>Recruitment</i> .....	19
<i>Philanthropy</i> .....	20
<i>Financial Partners</i> .....	22
<i>Partners and Collaborators</i> .....	25
<i>Associations and Networks</i> .....	25
<i>What Can We Expect in 2025–2026?</i> .....	26
<i>APPENDIX 1 - Media Exposure and Advertising</i> .....	27
<i>APPENDIX 2 – Photo Gallery</i> .....	30

\*To simplify the text, the masculine form is used in this document, but it includes all individuals, without discrimination.



# MESSAGE FROM THE PRESIDENT

The year 2024–2025 marked a turning point for Tel-Aide Montréal (TAM). For the first time, we launched an ambitious three-year fundraising campaign — TAM-TAM Don 2025–2028 — aimed at ensuring the sustainability of our services and shining a light on listening as an essential act of collective well-being. This campaign is supported by our lead partner, Desjardins, and our associate partner, KPMG. Thanks to them, high-impact projects are being implemented.



Photo credit: Josée Houle

At the same time, we launched a strong and human-scale visibility campaign, led by our spokesperson Julie Bélanger and the Friends of TAM. Their voices, faces, and deep commitment reminded us of something fundamental: "Being listen to is for everyone."

This year also gave us the opportunity to make a powerful symbolic gesture: the creation of the Janette Bertrand Wellness Award. By celebrating a volunteer whose engagement creates real change in their community, we honor not only the legacy of an exceptional woman, but also the quiet strength of community involvement.

All the major projects implemented in 2024–2025 reflect the same ambition: to make listening a tangible act of collective well-being, accessible to everyone, at any time. The major shift that began in 2024–2025 is the result of the unwavering commitment of our volunteers, the sustained efforts of our administrative team, and the support of government bodies, partners, foundations, and both individual and corporate donors.

To all of you who allow us to move our mission forward while remaining deeply loyal to it — from the bottom of my heart, both personally and on behalf of the Board of Directors: Thank you!

**-FRANCE WAGNER**



# MESSAGE FROM THE INTERIM EXECUTIVE DIRECTOR



Sandra Di Quinzio

The year 2024–2025 was a year of in-depth work for Tel-Aide Montréal, first under the leadership of Francine Courtois, and then under my interim leadership since January 30 2025. Over these 12 months, we modernized our tools and laid the groundwork for major projects that will fully take shape in 2025–2026.

On the technology front, we began a much-needed upgrade: a migration to Microsoft 365, a new website that is more accessible and user-centered, and the development of SysTAM, a new more intuitive phone system platform tailored to our mission and the realities of our service.

At the same time, we laid the foundations for four key projects shaping the future of Tel-Aide Montréal:

- The RPA Project – Giving Voice Back to Seniors, selected by the Civic Incubator of the Maison de l'innovation sociale, aims to integrate active listening into senior living environments.
- The launch of a toll-free line and targeted awareness campaign, in collaboration with the Secretariat for Relations with English-Speaking Quebecers (SRQEA), to better reach isolated Anglophone communities across Québec.
- The Listening Nights project, to restore a fully accessible 24/7 service.
- And, supporting all of this, the creation of SysTAM, a redesigned telephone system, currently being rolled out.



Francine Courtois

These initiatives are impactful, but more importantly, they reveal our deep commitment to listening even more and listening better. Thank you to everyone who helped make this transition possible. Thanks to you, Tel-Aide Montréal is entering a new phase in its evolution, without ever losing sight of its reason for being: to be fully present, to truly listen.

**-SANDRA DI QUINZIO**



## Overview – A Year Aligned with Our 2023–2026 Strategic Plan

The year 2024-2025 is fully aligned with the implementation of the strategic plan designed around four key areas. Every decision, every project this year has contributed to advancing these major directions with coherence and determination.



### 1. Providing Adapted Services

We continued our mission of offering listening services 365 days a year, while developing new services:

- Bringing back Listening Nights to ensure a 24/7 presence
- Launch of a toll-free line and a targeted promotional campaign, in partnership with SRQEA, to reach English-speaking communities
- Launch of the RPA project, bringing active listening into senior living environments

### 2. Strengthening the Administrative Structure

This year marked a concrete modernization of our operations:

- Transition to Microsoft 365 to facilitate collaboration
- Website update for improved accessibility and visibility
- Preparation for the deployment of a new phone system
- Active community engagement through events, sharing, and training
- Enhanced team support and continuous improvement of internal processes

### 3. Ensuring Financial Sustainability

The launch of TAM-TAM DON 2025–2028, our very first major fundraising campaign, laid the groundwork for a strong philanthropic structure. Key partnerships with Desjardins and KPMG helped build a sustainable and ambitious funding strategy. A full-time position of Coordinator of Philanthropy and Communications was created to support this structure.

### 4. Promoting TAM's Expertise

This year, our mission gained visibility and recognition:

- A major public awareness campaign featuring Julie Bélanger and the Friends of TAM
- Creation of the Janette Bertrand Wellness Award, highlighting the value of volunteer engagement
- Participation in conferences and public events, sharing our know-how
- Strengthened ties with the Psychology Department at Université de Montréal to evolve our practices based on current research



# TEL-AIDE MONTRÉAL IN NUMBERS

## 2024–2025 Statistics

14 326

**VOLUNTEER HOURS**  
(listening and other)



193

**VOLUNTEERS**

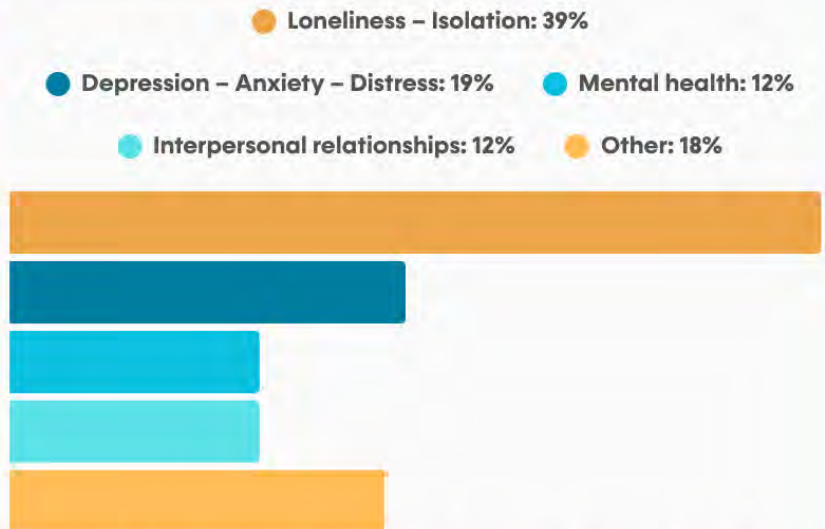


20 602

**CALLS ANSWERED**

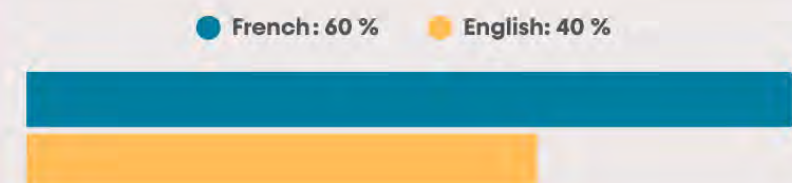
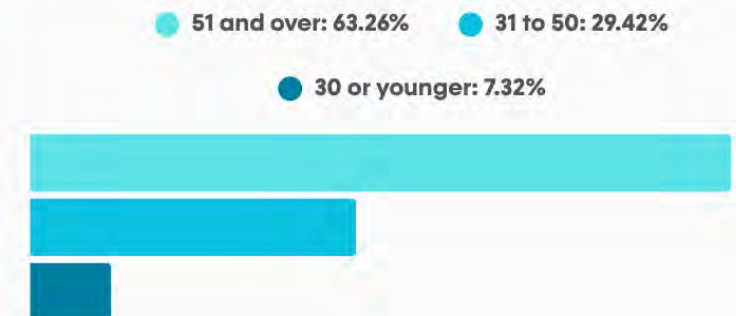
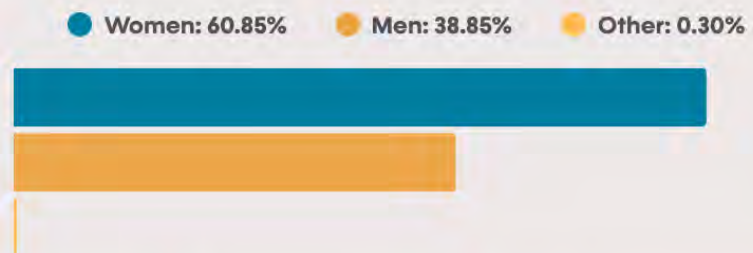


## WHY DO PEOPLE CALL US?\*



\*Suicide: 187 callers, identified as at risk, were referred to the Montréal Suicide Prevention Centre (CPSM)

## WHO CALLS US?





# Thank You to Our Volunteers!

A heartfelt thank you to our volunteer listeners, mentors, committee members, and occasional helpers. Through your presence, humanity, and attentive listening, you are the beating heart of Tel-Aide Montréal!

## 2024-2025 VOLUNTEERS \*

\* Last names are not included out of respect for confidentiality.

Tel-Aide  
MONTRÉAL



### 2 YEARS +

Alexis D	Lawrence C
Anne-Claire G	Louisa C
Audrée D	Marianna F
Boriana A	Mégane P
Camille B	Melanie Z
Dan Y	Micheline G
David C	Milan S
Debbie G	Nancy P
Elijah N	Olga M
Elisabeth L	Richard T
Elisabeth U	Robin D
Eric S	Rolland S
François B	Sandra D
Hélène Marie R	Seham E
Jessie M	Stefanos D
Joan M	Theodore O
Judith P	Véronique L
Karina S	Yvan B

### 25 YEARS +

Claire M

### 15 YEARS +

Anissa A  
Emile P

### 20 YEARS +

Andreas S

### 10 YEARS +

Elizabeth C  
Eric M  
Monic F  
Sylvie A

### 5 YEARS +

Alvin S	Jean-Marie D
Ania S	Luc P
Chantal B	Lucille T
Danielle A	Michel C
France W	Micheline S
Francine RH	Mihary A
Gilles J	Monique V
Guy D	

### 3 YEARS +

Alain D  
Andie F  
Bernard D  
Chris D  
Claire D  
Daniel T  
Hélène G  
Jean P  
Johanne V  
Julie C  
Karl H  
Mélanie D  
Michael P  
Miriam Z  
Pierre P  
Ricardo R  
Stefany M  
Umara G

### -1 YEAR

Abby R	Floriane L	Ophelie L
Albina D	Guillaume P	Peter F
Alexia M	Hayet G	Racha O
Amandine M	Holly B	Rachel Y
Anne D	Isabella S	Rebeca L
Anne-Marie S	Jacques C	Rose L
Ashley V	Jasmine M	Rubina B
Barbara G	Kanika B	Sandra P
Blandine S	Kenya D	Sara L
Catherine N	Kevin P	Sarah M
Claude M	Khadija C	Sara-Kim B
Colette H	Laurence T	Shuming L
Edith P	Lilian C	Sylvie L
Eirini K	Marian L	Véronique P
Ella M	Marlin A	Vida J
Elina K	Michèle G	Vincent M
Eliana M	Michelle R	Wei X
Emilie S	Mireille T	Yang L
Emma R	Natasha S	Yéli T
Emmanuelle D	Nicolas B	
Enkhjin (Angie) B	Noémie B	

### 1 YEAR +

Alexis G	Dawn-Marie T	Harleen T	Luofei S	Peter S
Ali T	Einat F	Heather R	Marie-Andrée R	Richard S
Anke S	Emily M	Jacob F	Mariève L	Serge D
Ariunaa B	Estelle G	Joannie T	Marin H	Simon P
Camille F	Eva L	Josee B	Mary H	Sophie D
Carole D	Evmorphia V	Joseph M	Mary S	Soren W
Cassia W	Flavie B	Joy G	Maya D	Susanne C
Cecilia F	France S	Juliette C	Michèle B	Thea Mae L
Chantal L	Harleen T	Kenya G	Nadine B	Vanessa L
Christian B	Heather R	Kristina C	Naomi J	Viviane F
Christian X	Jacob F	Laura V	Noémie D	William Y
Clara-Rose C	Joannie T	Laurence C	Océane M	Zeinab H
Daniel B	Josee B	Loryane L	Peter C	



## SERVICE TO THE COMMUNITY

Over the course of the 2024–2025 year, **197 volunteers** contributed a total of **14,326 volunteer hours**, including:

- **10,502** hours of listening
- **1,837** hours for volunteer onboarding
- **1,424** hours for committees and the Board of Directors
- **449** hours of administrative and IT support
- **114** hours for all other types of volunteer work

# THANK YOU



### Message of Appreciation for Volunteers

"A heartfelt thank you to the many incredible volunteers who contributed to TAM's mission over the past year. Thanks to your dedication, we achieved an outstanding 90% coverage rate for listening shifts, allowing us to take a major step toward reopening night shifts and restoring 24/7 listening —a core part of our mission.

But your impact goes far beyond listening. You have consistently shown your commitment to personal growth, mutual support, and the strengthening of our community. Whether through ongoing training, sharing sessions, mentorship initiatives, or awareness efforts, your involvement is truly inspiring.

I'm honored to work alongside such a diverse, empathetic, and passionate group. Your unwavering commitment and generosity never cease to amaze me.

Thank you for everything you do!"

— **Melissa Johnson, Manager of Listeners and Community Engagement**

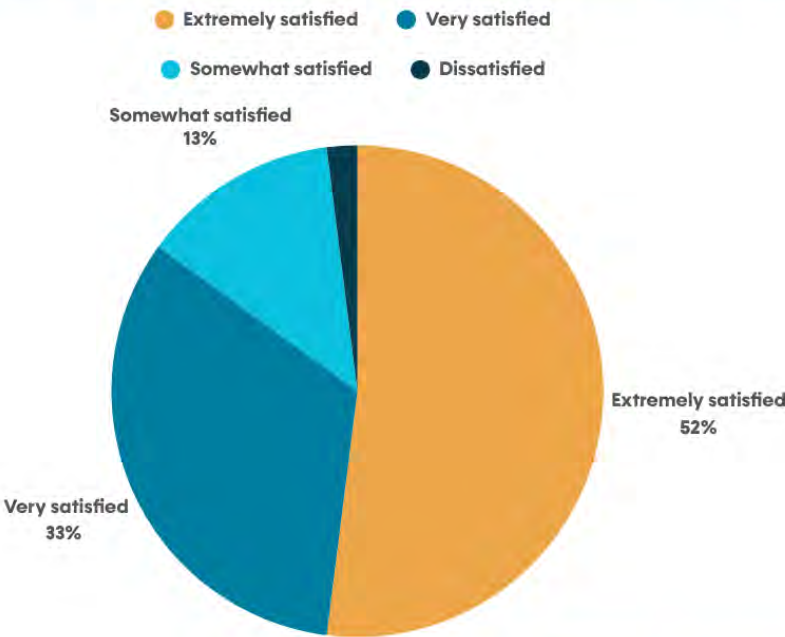
# Annual Satisfaction Survey

We are proud of the results from our annual volunteer listeners survey, which confirm the strength of our supportive environment:

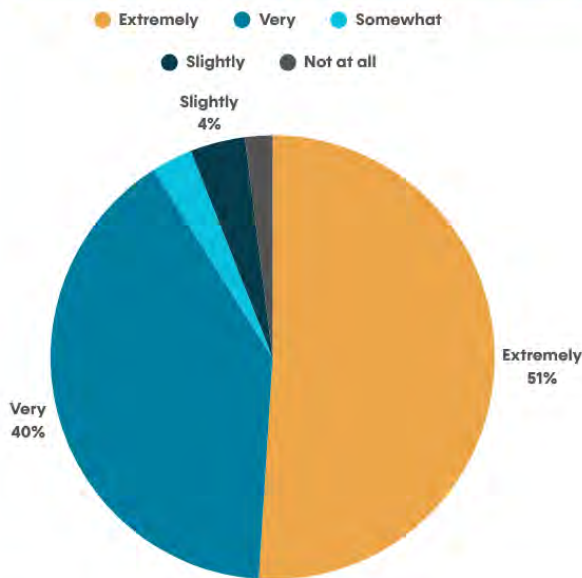
- 85% said they are very or extremely satisfied with their role
- 84% feel very or extremely valued by Tel-Aide Montréal
- 91% feel TAM’s response to their needs is very or extremely effective

These results reflect a strong culture of listening and recognition deeply rooted within our organization.

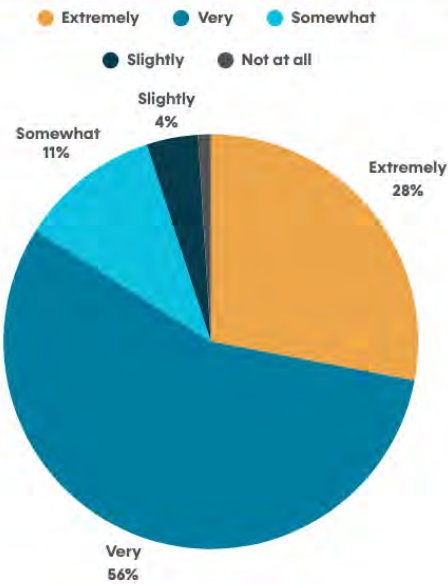
## How do you feel about your role as a volunteer listener?



## Level of value you feel from TAM



## How effective is TAM in responding to your needs?





## Board of Directors

Made up of members with diverse expertise, our Board of Directors ensures rigorous and human-centered governance, in alignment with TAM's values. Their vision and strategic support are essential to our growth.

- France Wagner, Chair
- Michel Carney, Vice-Chair
- Jean-Marie Desroches, Secretary and Officer for the Protection of Personal Information
- Jean Picard, Treasurer
- Ania Szpakowski, Director
- Émile Parent, Director
- Monic Fournier, Director
- Sandra Di Quinzio, Director
- Audrée Desrochers, Director

## Management Team

Our permanent team coordinates operations, projects, training, communications, philanthropy, and volunteer support with dedication, rigor, and creativity. Together, they ensure that listening remains alive, structured, and accessible.

- Francine Courtois, Executive Director
- Sandra Di Quinzio, Interim Executive Director
- Melissa Johnson, Manager of Listeners and Community Engagement
- Thémis Daraiche, Philanthropy and Communications Coordinator
- Nicole Lemire, Head of Training and Development
- Haley Scott, Training Activities Coordinator
- Hasna Wakrim, Administrative and Financial Coordinator
- Sofia Benmakhoulouf, Volunteer Experience Coordinator



## 2024 Visibility Campaign

In Fall 2024, Tel-Aide Montréal launched a human-scale visibility campaign centered around a simple and essential message: “Being Heard is for you too.” We wanted to remind everyone that at some point, we all need to be heard.

### Changing the Perception of Listening

This campaign aimed to broaden our reach beyond the fields of health or crisis intervention. Active listening isn’t limited to emergencies — it’s a lever for mental well-being: accessible, preventive, and profoundly transformative. Thanks to this campaign, listening gained visibility — as a universal, essential, and deeply human act.

### An Embodied Campaign

Julie Bélanger, TAM’s spokesperson, known for her sensitivity and kindness, lent her voice and image to the campaign. She brought together a group of engaged public figures around our mission: Jean-Michel Anctil, Isabelle Maréchal, Guillaume Pineault, Léane Labrèche-Dor, Élise Guilbault, Nico Racicot, José Gaudet, and Rita Baga. These Friends of TAM generously amplified our message. The campaign portraits, captured by photographer Josée Houle, radiate quiet strength and sincere warmth. Her sensitive eye captured the depth of listening.

## 2024 TAM-TAM DON Annual Event

On October 24, 2024, more than 250 guests gathered at TOHU for our annual benefit evening — warmly hosted by Isabelle Maréchal. A special moment to celebrate what connects us.

This evening marked the official launch of our three-year fundraising campaign, TAM-TAM DON 2025–2028, with our main partner Desjardins and our Honorary President Nathalie Larue, Executive Vice-President Personal Services at Desjardins.

### Highlights:

- A poetic and immersive performance by the duo Willow
- A heartfelt tribute to Janette Bertrand, led by Élise Guilbault
- The very first presentation of the Janette Bertrand Wellness Award
- The radiant presence of our spokesperson Julie Bélanger, surrounded by the Friends of TAM

This evening brought in new support, strengthened our network, and helped highlight listening as a collective act of well-being — simple and powerful.



## Janette Bertrand Wellness Award

In 2024, Tel-Aide Montréal created the Janette Bertrand Wellness Award to honour a volunteer whose tangible commitment improves the well-being of their community.

This award pays tribute to Janette Bertrand, a prominent figure in Québec and Tel-Aide Montréal's spokesperson for 25 years. It celebrates those who, like her, transform everyday life with humanity and perseverance.

We are pleased to announce that Marie-Claude Barrette will serve as Chair of the Jury for the second edition. The recipient will be announced on November 13, 2025, during our next fundraising evening.



Photo credit: Julien Faugere

## Strategic Projects to Amplify Our Impact

The year 2024–2025 was marked by the implementation of key strategic projects, reflecting our commitment to listening more broadly and sustainably. Whether it was breaking the isolation of seniors, reinstating overnight listening, collaborating with academic institutions, or modernizing our digital tools — every initiative was designed to strengthen our mission and expand our reach.

**BEING HEARD FEELS GOOD** 



## Giving Voice Back to Seniors

At Tel-Aide Montréal, we believe every voice matters. Too often, the silence of seniors is not a choice, but a heavy reality to bear. With 65% of our callers aged 51 and older, and 76% living with isolation or anxiety, we launched this project to create spaces for listening and to promote speech as an act of well-being and autonomy.



In 2024–2025, we:

- Identified existing initiatives and enhanced our resource directory
- Formed key partnerships (Les Petits Frères, Mouvement Santé mentale Québec, Juriste à domicile, PRÉCRISA, etc.)
- Met with several seniors' associations (including AQDR) and participated in the Seniors' Fair
- Led awareness workshops on active listening
- Initiated collaborations with private residences En Harmonie and COGIR

Being selected by the Civic Incubator at the Maison de l'innovation sociale (MIS) confirmed the relevance of our project and allowed us to refine our approach and impact vision for the future.

## A Productive Collaboration with Université de Montréal

In 2024–2025, Tel-Aide Montréal began a strategic collaboration with the Department of Psychology at Université de Montréal, enriching our reflections on active listening and grounding our practices in a rigorous, evolving approach.

### InterCom Project

Through InterCom co-founder and professor Roxanne de la Sablonnière, we participated in the project's launch and a reflection day on social crises. Additionally, Alexia Houle, InterCom's coordinator, conducted a literature review on social support. Her early findings helped inform our work on harmonizing practices. In November, Roxanne and Alexia led two workshops on self-compassion, gathering about fifty volunteers.

### Welcoming Psychology Interns

As part of a pilot project, five final-year undergraduate students joined our team as volunteer listeners. Their perspectives and contributions helped to enrich our practices.

### A Collaboration with Serge Lecours

Professor Serge Lecours delivered a powerful lecture on adaptive sadness in June 2024, and is now guiding TAM in updating our listening approaches continuing through 2025–2026.



## Listening Nights — Bringing Back 24/7 Listening

After nearly two years of maintaining a stable 90% coverage of daytime shifts, Tel-Aide Montréal undertook a major shift in 2024–2025: restoring 24/7 active listening service — a commitment that has long been at the heart of our mission.

Aware of the unique needs of nighttime callers, we launched Listening Nights, a project designed to ensure continuous, compassionate presence, even while the city sleeps. The nighttime service will officially resume on May 1, 2025. To ensure quality and stability, paid listener positions have been created.



### A Strategic Collaboration

To offer a safe, confidential, and supportive working environment, a collaboration was established with the Montréal Suicide Prevention Centre (CPSM). Night shifts will be carried out from their offices, in full respect of the confidentiality of both organizations' clientele.

## A Toll-Free Line to Break Isolation — In English, Across Québec

As the only generalist listening line that serves English-speaking clients, Tel-Aide Montréal will launch a toll-free telephone line in May 2025 to make its service accessible to all English-speaking residents of Québec, regardless of region. This initiative reflects our commitment to reducing disparities in access to mental well-being support.

With the support of the Secrétariat aux relations avec les Québécois d'expression anglaise (SRQEA), the number 1-877-935-1101 will allow people living in remote, often underserved or isolated regions to benefit from 24/7 compassionate, confidential, human listening — in both English and French. This project will be supported by a targeted visibility campaign in English-language media to raise awareness of this new gateway among those who need it most.

We aim to expand our reach beyond Greater Montréal while remaining true to our mission: to offer everyone a space to be heard — without judgment — wherever they may be. This marks an important step toward a more attentive, inclusive, and connected Québec.

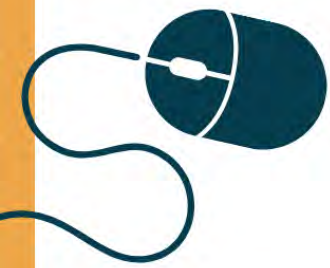




## A Digital Transition to Collaborate Better

In 2024–2025, Tel-Aide Montréal began a strategic transition from Google to Microsoft 365, with a clear objective: to centralize tools, streamline collaboration, and professionalize our digital environment.

Beyond efficiency, this alignment strengthens data security, ensures format consistency, and improves information accessibility at all levels of the organization. It's another step toward a more agile, connected, and sustainable structure.



## A Redesigned Website to Connect Better

In 2024–2025, Tel-Aide Montréal completely redesigned its website to offer a smoother, more intuitive and more inclusive user experience. This revamp aimed to better meet the needs of all our audiences — callers, volunteers, donors, and partners — while faithfully reflecting our mission and values.

Special attention was given to search engine optimization (SEO) so that our services are more easily found by people seeking support, as well as by those who wish to get involved and support our cause.

This new site is much more than just a showcase: it's a true human and accessible point of contact, aligned with who we are. We'll launch a blog in April 2025 as part of this initiative.

## A New Phone System to Listen Better

In 2024–2025, Tel-Aide Montréal began transitioning to SysTAM, a new phone system scheduled to launch in June 2025. Designed by IP4B specifically for listening centers, it aims to enhance service quality. More user-friendly for volunteers and more efficient for data collection, it will improve call comprehension and service management.

Rolled out progressively, the system was introduced in December, tested and adjusted, then integrated through a structured plan that included:

- Personalization with IP4B
- Clear internal communication
- Updates to training tools
- Training for listening volunteers





# The Guiding Principles of Our Mission

Behind every call, every training session, every activity, and every donation are four essential guiding principles that bring Tel-Aide Montréal to life: community life, training, recruitment, and philanthropy.

- Community life strengthens the sense of belonging and integration into the culture of listening.
- Training transmits the foundations of active listening, supports volunteers, and renews our expertise.
- Recruitment helps grow our team of volunteers and promote our approach.
- Philanthropy ensures the sustainability of our impact and the development of innovative projects.

Together, these guiding principles support listening that is human, accessible, and sustainable.

## Community Life

In 2024–2025, the Community Life Committee continued its mission: to strengthen the bonds and sense of belonging within the volunteer community. It met seven times — both in person and virtually — to plan and follow up on activities.

### Key moments of the year:

- Launch of an annual activity calendar (July 2024)
- 10 sharing sessions (French, English, bilingual)
- 4 continuing education trainings
- 5 social events, including a Christmas party and a recognition day

### A Welcome New Addition: Café-Connexion

In January 2025, the first edition of Café-Connexion brought together francophone and anglophone volunteers in a warm and welcoming atmosphere. Given its success, the committee plans to make it a recurring seasonal event.

### Committee Members:

- Melissa Johnson (Manager of Listeners and Community Engagement)
- Dawn-Marie Turner
- Daniel Thibault
- Micheline Gagnon
- William Yang
- Anissa Aggal





# Training

Tel-Aide Montréal trained, equipped, and supported dozens of individuals committed to promoting active listening in the community.

## New Listener Cohorts

Six training cohorts (three in French, three in English) enabled 54 new individuals — 30 Anglophones and 24 Francophones — to join the listening team. Thank you to Ania Spakowski, Richard Tougas, and the volunteers involved in role-playing exercises.

## New Coaches

15 volunteer coaches were trained in 6 sessions (three in French, three in English) to support the new cohorts.

## Internal Training

In April 2024, the team received an update on the suicide-related protocol, in collaboration with the Montréal Suicide Prevention Centre (CPSM).

## Conferences

Tel-Aide Montréal shared its expertise at two events : Love in Action (Women Aware, November 22, 2024) and the provincial Suicide Prevention Month conference (January 28–29, 2025).

## Public Presentations

Tel-Aide Montréal presented its services at the Seniors' Fair (October 25, 2024) and at Douglas Hospital (January 23, 2025).

## Coordination Meetings

Five meetings allowed team leads to focus on three priorities: practice harmonization, support for listeners, and committee operations.

## Committee Members:

- Nicole Lemire, Training and Development Lead
- Haley Scott, Training Activities Coordinator
- Anissa Aggal
- Sylvie Albert
- Mihary Andrianavalona
- Flavie Béland
- Nadine Blumer
- Lawrence Chow
- Sandra Di Quinzio
- Andie Franklin
- Einat Frenkel
- Monic Fournier
- Karl Hébert
- Elisabeth Lapierre
- Loryane Lemay
- Emile Parent
- Mégane Plourde
- Racha Ouared
- Abby Rud
- Alvin Shen
- Ania Szpakowski
- Richard Tougas
- Soren Wainio-Theberge





# Recruitment

In 2024–2025, Tel-Aide Montréal chose to strategically refocus its recruitment efforts on its two main sources of volunteer engagement identified the previous year : word-of-mouth and web search, which together accounted for more than 50% of applications received.

Instead of investing in external campaigns, we concentrated our energy on two key areas:

- Optimizing the SEO (search engine optimization) of our new website
- Designing the TAMbassador project — an initiative planned for 2025–2026 that will empower our volunteers as ambassadors of our mission.

## A Clear Objective: Building a Vibrant and Welcoming Community

Through this approach, we aim to create an ecosystem where current volunteers become the best ambassadors of our mission, inspiring future listeners to get involved in their turn.

A huge thank you to the interview committee, which met twice and successfully recruited 54 new volunteers.

### Interview Committee Members:

- Thémis Daraiche, Recruitment Coordinator
- Sofia Benmakhlouf, Volunteer Experience Coordinator
- Sylvie Albert, Head of the Interview Committee
- Ania Szpakowski
- Richard Tougas
- Gilles Jolicoeur
- Anissa Aggal
- Véronique Loizeau
- Yvan Bourbonnais
- Monique Vien
- Ricardo Ramos
- Bernard Dufourd
- Karl Hébert



**TOGETHER, LET'S BUILD A MORE CONNECTED  
QUEBEC - ONE THAT TRULY LISTENS**



## Philanthropy

In 2024–2025, Tel-Aide Montréal reached a decisive milestone by launching its first major fundraising campaign, laying the groundwork for a structured and sustainable philanthropic model. To support this ambitious initiative, we put in place a dedicated structure made up of an engaged campaign cabinet, active strategic committees, and key partners. To carry this long-term vision, a full-time Philanthropy and Communications Coordinator position was created, supported by the expertise of a fundraising consultant. This new model marks a turning point in our ability to sustain our services while sharing our mission with coherence, rigour, and impact.

### TAM-TAM DON 2025–2028

Our three-year campaign aims to raise 1.5 million dollars by 2028 to support active listening and mental well-being across Québec. More than just a call for donations, TAM-TAM DON is an invitation to collectively build a human, sustainable, and inclusive model that meets the challenges of our time. Because being heard is not a luxury — it's a fundamental need.

### Key Partners

We are proud to count on Desjardins as our lead partner and KPMG as an associate partner. Both are committed to strengthening social cohesion and collective well-being.

### Two Funds, One Mission

- Sustainability Fund: to ensure the long-term continuity of our free listening service, available 24/7, 365 days a year, in both French and English.
- Project Fund: to foster initiatives rooted in today's real needs.

With TAM-TAM DON, we aim to strengthen the human safety net that supports our society's mental well-being. Listening must remain a shared, sustainable, and accessible resource — for everyone.





## A Structured and Committed Mobilization

To support this campaign, a series of complementary committees were established, each with clear mandates and a composition tailored to its responsibilities.

### Steering Committee

Oversees the strategic direction and risk management.

Members: Nathalie Larue (Desjardins), Stéphane Drolet (KPMG), France Wagner (TAM), Sandra Di Quinzio (TAM), Isabelle Daignault (Desjardins)

### Campaign Committee

Supervises day-to-day operations and tactical implementation.

Members: Nathalie Larue (Desjardins), Stéphane Drolet (KPMG), Sandra Di Quinzio (TAM), Isabelle Daignault (Desjardins), Geneviève Lafaille (KPMG), Thémis Daraïche (TAM), and other members invited as needed

### Campaign Cabinet

Acts as the campaign's ambassador and actively contributes to solicitation and representation.

Members: Nathalie Larue (Desjardins), Stéphane Drolet (KPMG), Sandra Di Quinzio (TAM)

### Philanthropy Committee (TAM Board of Directors)

Involved in seeking institutional and government funding.

Members: France Wagner, Michel Carney, Jean Picard, Sandra Di Quinzio, Thémis Daraïche

### Events Committee

Coordinates the organization of our annual fundraising evening and ensures strategic consistency.

Members: Mathieu Stanislas (Desjardins), Sébastien Benarroch (KPMG), Linda El Ghordaf (KPMG), Sandra Di Quinzio (TAM), Isabelle Daignault (Desjardins), Geneviève Lafaille (KPMG), Thémis Daraïche (TAM)

### Key Roles

- Nathalie Larue, Co-Chair of the TAM-TAM DON Campaign
- Stéphane Drolet, Co-Chair of the TAM-TAM DON Campaign
- Mathieu Stanislas, Co-Chair of the Events Committee
- Sébastien Benarroch, Co-Chair of the Events Committee
- Linda El Ghordaf, Co-Chair of the Events Committee
- Isabelle Daignault, Desjardins Campaign Coordinator
- Geneviève Lafaille, KPMG Coordinator
- Sandra Di Quinzio, Interim Executive Director, Tel-Aide Montréal
- France Wagner, President of Board of Directors, Tel-Aide Montréal
- Michel Carney, Vice-President of Board of Directors, Tel-Aide Montréal
- Jean Picard, Treasurer of the Board of Directors, Tel-Aide Montréal
- Thémis Daraïche, Communications and Philanthropy Coordinator, Tel-Aide Montréal





## Financial Partners

Tel-Aide Montréal is privileged to be supported in its mission by generous partners and donors. Government grants remain our main source of funding, providing us with annual stability to continue offering our services with the same dedication and consistency. They also allow us to develop new projects aligned with the evolving needs of society. This trust from institutions is essential to ensure the sustainability of our organization, even after 54 years of active listening to the Greater Montréal community.

### Grants

We continue to benefit from significant operational support through the PSOC program of the CIUSSS du Centre-Sud-de-l'Île-de-Montréal. The unwavering support of PSOC helps establish this essential funding base to maintain competency, reach, and quality of listening services for our callers — including access to modern technological and educational tools.

We also received generous support from the Secretariat for Relations with English-speaking Quebecers, through March 2025. This allowed us to develop tools to promote our services to the anglophone community, as well as recruit and train new English-speaking volunteers — who currently respond to 40% of our calls. This funding ensured we had the resources needed to support these key aspects.

Support from Health Canada continued, specifically for the RPA project, through March 2025, with the goal of supporting the inclusion of seniors in listening services. The financial support enabled us to develop inclusive communication strategies and tailored materials for recruiting a more diverse volunteer base. This progress also helped launch strategic partnerships with community organizations across Québec. In short, this grant helped us move forward in our goal of establishing a strong strategic positioning for senior listening services.

At the end of the fiscal year, we finalized two new agreements with the Secretariat for Relations with English-Speaking Quebecers. One will help establish a toll-free listening line across Québec for English-speaking callers, in conjunction with a return to 24/7 service, including hiring night listeners. This new listening line will go live in May 2025. We also received a grant from Emploi Québec, which allowed for the support of a specialized HR consulting firm to review our compensation structure, working conditions, and salary policy. Tel-Aide Montréal is now fully up to date in this area, ensuring the well-being and equity of all employees.

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





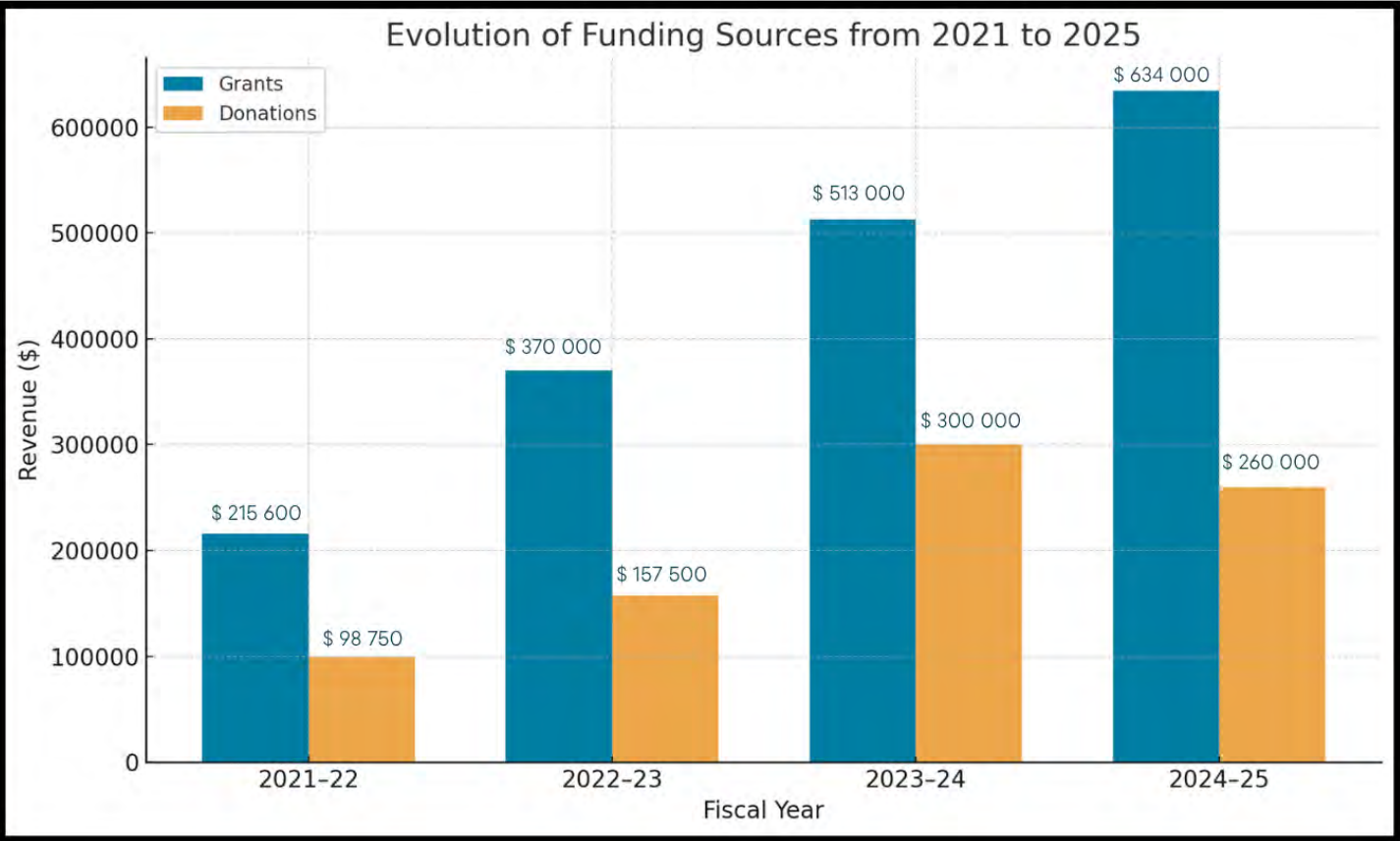
Annual Fundraising and Phonothon

For our annual campaign, and through 2028, we are privileged to have Desjardins as our Lead Partner. Their commitment and generous support ensured the success of the campaign launch event last October. This momentum provides Tel-Aide Montréal with a powerful boost as we strengthen our community positioning in the pursuit of mental well-being for the population.

Our donors — the Friends of Tel-Aide Montréal (individual contributors), various elected officials from the Québec and Canadian governments, as well as several foundations and corporations — have demonstrated more than ever their loyalty and deep concern for mental health. They recognize, through their solidarity and unwavering support, the importance of maintaining our services. Family foundations and businesses contributed nearly \$100,000 in the past year, including Bell Let’s Talk. This support encourages us to continue investing in the development of new technological tools and in the delivery of rigorous training for our volunteers, while improving the caller experience and the overall efficiency of our services.

The generosity of all these partners and allies reflects the importance they place on the field of mental well-being. We are deeply grateful to them.

The graph below shows the progression of our funding sources over four fiscal years. While government grants accounted for 69% of our revenue in 2021–2022, they have remained relatively stable in proportion despite a 284% increase in overall revenue. Indeed, grants in 2024–2025 represent 71% of our revenue.



**TO ALL OUR DONORS,  
WE EXPRESS OUR DEEP GRATITUDE  
AND HEARTFELT THANKS!**

**THANK YOU to all our financial  
partners!**



*Centre intégré  
universitaire de santé  
et de services sociaux  
du Centre-Sud-  
de-l'Île-de-Montréal*



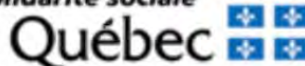
*Secrétariat aux relations  
avec les Québécois  
d'expression anglaise*



Public Health  
Agency of Canada

Agence de la santé  
publique du Canada

*Travail, Emploi  
et Solidarité sociale*



**Bell**  
Cause pour  
la cause





## Partners and Collaborators

Thank you to our institutional and community partners who played a key role this year!



Centre de prévention  
du suicide de Montréal



AQDR

Pointe-de-l'île de Montréal



Maison  
de l'innovation  
sociale



Précrisa

Réseau de prévention  
des crises en santé



## Associations and Networks

Tel-Aide Montréal is proud to be part of several networks and associations that support collaboration between organizations, the sharing of expertise, and the promotion of active listening across Québec.



Association des Centres d'Écoute  
Téléphonique du Québec



RIOCM

Regroupement intersectoriel  
des organismes communautaires  
de Montréal



Centre d'action  
bénévole  
de Montréal-Nord



ESPACE OBNL



CDC  
CENTRE-SUD



## What Can We Expect in 2025–2026?

The coming year marks a pivotal stage for Tel-Aide Montréal, with a focus on consolidating our achievements and deploying new strategic actions to broaden our reach and better respond to the population's current needs.

Among the major upcoming projects:

- Launch of a toll-free line (1-877-935-1101) on May 1, 2025, in partnership with SRQEA, to better reach isolated English-speaking communities across Québec.
- Official launch of SysTAM, our new phone system designed to offer a more intuitive interface for volunteers and a more efficient data collection process.
- Expansion of Listening Nights, with structured follow-up of the first cohort of paid listeners, aiming for long-term service stability.
- Large-scale rollout of the RPA project, supported by a key partnership with Groupe Maurice, allowing us to reach more seniors and foster local project ownership.
- Annual fundraising event, including the presentation of the 2nd edition of the Janette Bertrand Wellness Award, which continues to highlight the importance of volunteer engagement.
- Creation of an Outreach Committee, supporting the future TAMbassador program to mobilize our volunteers and expand our mission — inside and out — reaching both current callers and potential new listeners.





# APPENDIX 1 - Media Exposure and Advertising

## List of media coverage, including published articles and interviews

### **1 - January 24, 2024**

Canal M – Folie Douce - Parlons donc aux inconnus!  
Interview with Francine Courtois, TAM Executive Director

### **2- September 10, 2024**

QUB – Isabelle Maréchal  
Mention of Tel-Aide Montréal in a segment on suicide prevention

### **3 - September 10, 2024**

Journal de Montréal and TVA Nouvelles (television)  
“There comes a time when you can’t see anything anymore”: Isabelle Maréchal shares a night when she hit rock bottom

### **4 - October 18, 2024**

TVA - Ça finit bien la semaine  
Interview with Janette Bertrand – Mention of the TAM-TAM Don fundraising evening

### **5 - October 25, 2024**

Journal de Montréal and Journal de Québec  
“Tel-Aide Montréal Pays Tribute to Janette Bertrand”

### **6 - October 25, 2024**

QUB (98.5) - Isabelle Maréchal  
“Mental Health: For me, true strength is the ability to be vulnerable,” says Julie Bélanger

### **7 - October 25, 2024**

OBC Radio One (88.5 FM) – Let’s Go with Sabrina Marandola  
« Tel-Aide calls for volunteers to listen to Quebecers » Interview with Melissa Johnson

### **8 - October 25, 2024**

TVA Nouvelles.ca  
“Tel-Aide Montréal Pays Tribute to Janette Bertrand”

### **9 - October 29, 2024**

Rythme 105.7 – Y’est 4 h quelque part  
Mention of TAM-TAM Don campaign and Tel-Aide Montréal

### **10 - October 30, 2024**

7 jours - Feature on Tel-Aide Montréal  
“I’m living the best years of my life” – Julie Bélanger

### **11 - November 1, 2024**

TVA – Salut Bonjour  
“Tel-Aide Montréal has been listening for 52 years. To support the organization, visit [tamtamdon.com](http://tamtamdon.com).”



# APPENDIX 1 - Media Exposure and Advertising

## List of Advertisements

### **Radio – The beat 92.5**

- Objective: promote the helpline to English speakers
- September 30 to November 2, 2024
- 3 weeks of radio ads – intermittently, every other week
- 145 spots of 15 seconds each

### **Newspaper – Montreal Gazette**

- Objective: promote the helpline and the TAM-TAM Don in English
- 4 banners on the newspaper's front page
  - November 9, 15, 23 and 30, 2024

### **Web – Programmatic Montreal Island**

- Objective: promote the helpline to English speakers
- October 31 to December 2, 2024
- Over 800,000 ad impressions and 1,400 clicks to the TAM website.

### **Web – Programmatic Montreal Island**

- Objective: promote the fundraising event and TAM-TAM Don to French speakers
- October 7 to November 18, 2024
- 1.6 million impressions on premium websites

### **Panobus (Rear Bus Ads)**

- Primarily targeting drivers
- Objective: promote the TAM-TAM Don campaign, with the helpline as a secondary message
- November 4, 2024, to March 28, 2025
- 25 rear bus ads in the Downtown, Plateau, and Frontenac areas

### **Magazine – Bel âge**

- Objective: promote the helpline and the TAM-TAM Don campaign in French
- 1/3 page – “At Your Service” section (games): September and November 2024, December 2024–January 2025, and March 2025
- 1/2 page: November 2024, December-January Edition, and February 2025
- Web and Newsletter
  - Sponsored article in the November 5 newsletter
  - Visibility on their website for 1 month

### **Posters – EXO Commuter Trains**

- Objective: promote the TAM-TAM Don campaign, with the helpline as a secondary message
- 50 posters on commuter trains
- November 4 to December 1, 2024

### **Panobus King (Bus Side Ads)**

- Primarily targeting pedestrians and public transit users
- Objective: promote the helpline
- February 2 to March 23, 2025
- 15 side bus ads in the Downtown, Plateau, and Frontenac areas

# APPENDIX 1 - Media Exposure and Advertising

## List of Advertisements (continued)

### FADOQ – Montreal Island

- **Print Magazine**

- Winter 2024–2025 edition (distributed November 2024) – Back cover in French and English
- Spring 2024–2025 edition (distributed February 2025) – Back cover in French and English

- **Newsletters**

- Banners in the French newsletter: July, August, and November 2024; January and February 2025
- Banners in the English newsletter: July, August, October, November, and December 2025

- **Facebook Post**

- October 24, 2024 – on the occasion of Québec Listening Day

- **Website**

- Banner and Big Box on their website from November 1 to 30, 2024

### Social Media

- **Facebook: 152 posts were published during the year**

- TAM's Facebook page:
  - Reached 228,400 people
  - Content was viewed 340,800 times:
    - 19% of the content was viewed "organically" or for free
    - 81% of the content was viewed through paid advertising
  - Generated 3,500 clicks to the website or on the Call button

- **Instagram: 72 posts and 167 stories were published**

- TAM's Instagram account:
  - Reached 133,100 people
  - Content was viewed 246,300 times
  - Generated 1,100 clicks to the website

- **LinkedIn: 29 posts**

- Content was viewed 18,810 times
  - 65% of the content was viewed "organically" or for free
  - 35% of the content was viewed through paid advertising



# TAM-TAM DON 2024 BENEFIT EVENT





# 2025 VOLUNTEER RECOGNITION EVENT



**Einat – 52 hours of listening in December, mentoring**



**Loryane – mentoring, intern supervision, training**



**Natasha – one of the top listeners of the year (FR and EN)**



**Nadine – top English-speaking listener, mentoring**



**France – significant listening hours and strong involvement in the TAM community**



**Sylvie – listening, interviews, mentoring**



**Richard – listening, mentoring, training**



**Francine RH – IT project management**



**Ania – Board member, mentoring and training**



**Claire – 25 years of listening**



**Monic – highest total number of volunteer hours**





## 2024 HOLIDAYS









