

55
YEARS **STILL LISTENING.**
Tel-Aide
MONTREAL



ANNUAL REPORT

20²⁵₂₆





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with the Canada Revenue Agency

- ▶ 105164800 RR0001

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01.

INTRODUCTION

MISSION, VISION AND VALUES

Founded in 1971, Tel-Aide Montréal (TAM) was the first telephone listening centre in Quebec and remains the province's only general bilingual listening service available **24 hours a day, 365 days a year**. True to its mission of actively contributing to improved mental well-being through listening, the organization provides a free and confidential space for all adults.

Thanks to the commitment of **187 trained volunteers**, Tel-Aide Montréal plays a vital complementary role alongside the health and social services network. By providing immediate, non-directive listening, the organization provides support before situations reach a crisis point, helping to alleviate distress before it escalates. This approach is rooted in humanistic psychology, which holds that every individual possesses the inner resources needed to resolve their own challenges. Rather than acting as counsellors or crisis workers, listeners facilitate self-expression while preserving each caller's autonomy.

Actively
contributing
to the improvement
of mental well-being
through listening.

OUR CORE VALUES

These principles guide every interaction and ensure a consistent experience, regardless of who answers the call.

COMMITMENT

An unwavering dedication to the community and our social mission.

MUTUAL SUPPORT

Promoting mutual support and a collaborative team spirit.

LOYALTY

A steadfast commitment to the organization's mission and ethical standards.

RESPECT AND INCLUSION

Providing a welcoming, non-judgmental environment that embraces people from all walks of life.

JUSTICE, EQUITY, DIVERSITY AND INCLUSION (JEDI)

The principles of Justice, Equity, Diversity and Inclusion (JEDI) are at the heart of Tel-Aide Montréal's mission.

The organization is committed to providing an accessible, respectful and non-judgmental listening service that reflects the diversity of lived experiences, while integrating these principles into all its practices.

Recognizing the barriers to accessing support, including systemic discrimination, Tel-Aide Montréal has begun a process of reflection to further embed JEDI principles into its welcoming and onboarding practices, as well as volunteer training and recruitment. These priorities will guide future initiatives to strengthen an inclusive and accessible listening environment for everyone.

A WORD FROM THE CHAIR

of the Board of Directors

A Year of Transformation

The 2025–2026 fiscal year marked a strategic turning point for Tel-Aide Montréal. As Chair of the Board of Directors, I look back with pride on a year in which our organization strengthened its foundations while broadening its vision. Although our listening mission remains at the heart of who we are, the ways in which we carry it out have evolved thoughtfully to meet the challenges of a changing society.

Over the past year, the organization implemented several major initiatives, including the formal establishment of the Janette-Bertrand Wellness Award, whose jury was chaired by Marie-Claude Barrette. The creation of a predominantly independent jury, composed of respected community leaders, has strengthened the award's credibility. This initiative reflects our commitment to being a transparent, inclusive organization dedicated to creating meaningful social impact.

Unprecedented Visibility and Philanthropic Support

This year, our outreach efforts achieved unprecedented visibility. Record-breaking media coverage, driven by the commitment of our spokesperson, Julie Bélanger, and the enduring legacy of Janette Bertrand, helped amplify Tel-Aide Montréal's voice and reduce the stigma surrounding mental health on an unprecedented scale.

This increased visibility was matched by an extraordinary outpouring of generosity. Our fundraising event, which brought together over 250 guests, was a highlight of the year.

This success was made possible through the outstanding leadership of our campaign co-chairs, Nathalie Larue, Executive Vice-President, Personal Services and Community Life at Desjardins (Main Partner), and Stéphan Drolet, Regional Managing Partner, Quebec at KPMG Canada (Associate Partner). Their leadership and ability to mobilize their networks inspired a powerful collective effort that is helping ensure the sustainability of our operations while supporting impactful initiatives such as the Giving Voice Back to Seniors project.

Building a Sustainable Future

Building on these achievements, Tel-Aide Montréal looks to the future with confidence and determination. The organization's long-term sustainability depends on its ability to remain a key partner within Quebec's health care and community support network. The partnerships developed over the past year have strengthened our collaborative model, which is essential to reaching people experiencing isolation and psychological distress.

I would like to sincerely thank my fellow Board members for their exemplary commitment, as well as our leadership team for transforming our vision into meaningful action. Finally, I extend my heartfelt gratitude to our active listening volunteers, whose compassion, dedication and generosity embody the very essence of our mission and bring our values to life every day.

FRANCE WAGNER

Chair of the Board of Directors
Tel-Aide Montréal



Photo credit: Josée Houle

A WORD FROM THE EXECUTIVE DIRECTOR

It is with humility that I write this message as Executive Director, having joined Tel-Aide Montréal in February 2026, at the very end of the fiscal year covered by this report.

For Tel-Aide Montréal, 2025–2026 was a year of significant transition. In this context, I would first like to acknowledge the outstanding work of the team that led the organization on an interim basis with dedication, professionalism and a strong sense of responsibility. Their commitment not only ensured the continuity of our services during a demanding period but also helped move the organization forward for the benefit of thousands of people who rely on Tel-Aide each year.

This report is a testament to our collective ability to maintain an essential presence, 24 hours a day, for those who need us. It also reflects the enduring relevance of our mission, rooted in active listening, a non-judgmental approach, and respect for each person's pace and unique circumstances.

Although I was not directly involved in the accomplishments presented here, I look ahead with a clear commitment: to build on these achievements, strengthen the organization's stability, and support the continued growth of Tel-Aide Montréal in the years to come.

The challenges before us are significant. Mental health needs remain high, and many people continue to face barriers to accessing support. Tel-Aide therefore has a unique role to play, not only as an accessible listening service, but also as an essential complementary resource within the broader mental health support network.

It is with confidence that I look to the future alongside a dedicated team, committed volunteers and an engaged Board of Directors. Together, we will continue to strengthen our organization while remaining true to what lies at the heart of our mission: providing a compassionate, accessible and essential listening service.

Thank you to everyone who makes this mission possible.

CÉLINE BOUQUIN
Executive Director
Tel-Aide Montréal



Photo credit: Liv Mann-Tremblay



02.

YEAR IN REVIEW

OUR SERVICES

By providing a compassionate and accessible service at all times, in both French and English, our **187 volunteers** answered **22,716 calls** during the year. Through their dedication, they provided immediate support and, when appropriate, connected individuals experiencing distress with specialized resources suited to their needs.

2025-2026 YEAR AT A GLANCE

A year of strategic consolidation, record growth and social innovation for Tel-Aide Montréal. During the year, **the organization responded to 22,716 calls— over 2,000 more** than in the previous fiscal year.

24/7 SERVICE FULLY RESTORED

Full restoration of overnight service coverage, with an availability rate exceeding 95%, and the successful implementation of remote work for overnight shifts. Between June 2025 and March 31, 2026, overnight service alone handled 3,634 calls.

EXPANDED ACCESSIBILITY

Launch of the new 1-877 toll-free line in May 2025, providing free access to the service across Quebec. The toll-free line now accounts for nearly 25% of total monthly call volume.

TECHNOLOGICAL INNOVATION

Migration to SysTAM, a customized telephone system that enhances the volunteer listening experience and improves call documentation.

KEY INITIATIVES

Major rollout of the Giving Voice Back to Seniors (RPA) project in collaboration with Groupe Maurice and AQDR-PDÎ, reaching thousands of seniors in residential and community settings.

VOLUNTEER RECRUITMENT AND TRAINING

A 50% increase in volunteer applications, 66 new active listening volunteers trained, and a comprehensive update of the training manual, including new content on intimate partner violence and crisis intervention. The active volunteer team now includes 187 volunteers, with an exceptional 97.3% retention rate.

RECORD-BREAKING FUNDRAISING

A total of \$567,556 was raised through the unified fundraising campaign, led by campaign co-chairs Nathalie Larue (Desjardins, Main Partner) and Stéphan Drolet (KPMG, Associate Partner).

RECOGNITION AND COMMUNITY ENGAGEMENT

The TAM-TAM Don fundraising event, hosted by Isabelle Maréchal, welcomed more than 250 guests. During the event, the 2025 Janette-Bertrand Wellness Award was presented to Marjolaine St-Jules by Janette Bertrand, with Marie-Claude Barrette serving as Chair of the Award Jury.

MEDIA PRESENCE

Record media coverage throughout the fall of 2025 across television, radio, print and digital media, driven by the commitment of spokesperson Julie Bélanger and Board Chair France Wagner.

LISTENING AND SUPPORT SERVICES

Throughout the 2025–2026 fiscal year, Tel-Aide Montréal maintained uninterrupted service thanks to the dedication of its volunteer team, who provided compassionate, anonymous and non-directive listening.

Service accessibility was further enhanced through the restoration of overnight service, the launch of a province-wide toll-free line, and the implementation of a new telephone system.

CALLER PROFILE AND REASONS FOR CALLING

Data collected by Tel-Aide Montréal show that the service is used primarily by older adults, among whom social isolation remains a significant concern. Callers were distributed across the following age groups:

51 years and older	62.1% (largest age group)
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31 to 50 years	29.7%
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30 years and younger	8.2%
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The service is bilingual, with **64%** of interactions conducted in French and **36%** in English.

Women	62%
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Men	37.5%
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Another gender or undisclosed	0.5%
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The primary reasons for contacting the service reflect significant psychological distress:

Loneliness and social isolation	33.2% (most common reason)
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Depression, stress and anxiety	19.6%
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Mental health concerns	16.1%
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Interpersonal relationships	13.1%
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Active listening support played a critical role in suicide prevention:

26
CALLS

INVOLVED SIGNS OF SUICIDE RISK. CALLERS RECEIVED SUPPORT AND WERE CONNECTED WITH APPROPRIATE RESOURCES BASED ON THEIR NEEDS.

VOLUNTEER IMPACT AT A GLANCE

Our service is powered by the commitment of 187 volunteers, who contributed a total of 16,484 volunteer hours, allocated as follows:

- ▶ **13,050 hours**
dedicated directly to active listening;
- ▶ **1,154 hours**
devoted to onboarding and coaching new volunteers;
- ▶ **1,719 hours**
supporting the work of committees and the Board of Directors;
- ▶ **452 hours**
dedicated to administrative support and information technology; and
- ▶ **109 hours**
contributed to other volunteer activities.

OVERNIGHT SERVICE: A FULLY RESTORED 24/7 SERVICE

Overnight listening was fully restored in May 2025. Two staff members were hired to ensure the continuity of this service. In October, Tel-Aide Montréal restructured its overnight operations and introduced remote work for night shifts.

These changes enabled the organization to maintain high-quality service while improving operational efficiency and fully restoring overnight coverage (11:00 p.m. to 7:00 a.m.), seven days a week.

Since its implementation, the results have been significant:

Average overnight coverage rate

Over 95%

Call volume

3,634 calls handled
(From June 2025 to March 31, 2026)

The restoration of overnight listening services fills a critical gap by providing essential support during hours when most similar support services are unavailable.

EXPANDED ACCESS: PROVINCE-WIDE TOLL-FREE LINE

In May 2025, Tel-Aide Montréal launched its toll-free line (1-877-935-1101), eliminating financial and geographic barriers to accessing support. Anyone in Quebec, including those living in remote regions, can now reach the organization free of charge.

The impact of launching the toll-free line was immediate: from May 2025 to March 2026, the toll-free line accounted for nearly 25% of the organization's monthly call volume. By extending its reach beyond the Greater Montreal area, Tel-Aide Montréal is making its services more accessible and helping to reduce isolation throughout Quebec.

NEW TELEPHONE SYSTEM

In June 2025, Tel-Aide Montréal transitioned to a new telephone system to better support the day-to-day delivery of its listening services.

The new system streamlines call management, improves the tracking of more complex situations, and provides enhanced support for volunteers through built-in alert mechanisms and reference tools to assist them when needed.

VOLUNTEER ENGAGEMENT

Volunteers remain at the heart of Tel-Aide Montréal's services. The 2025–2026 fiscal year was marked by significant improvements in volunteer engagement and to recruitment and training processes.

The recruitment process was revised to centralize pre-screening, interviews and selection under a single point of responsibility. This improved the candidate experience and shortened processing times.

RECRUITMENT

Improvements to the recruitment process enabled Tel-Aide Montréal to reach 95% of its training capacity. This progress came amid a 50% increase in applications over the year.

To support this influx, existing communication tools were enhanced, and new ones were developed, including a quarterly newsletter and a series of videos produced in collaboration with the Volunteer Bureau of Montreal.

Enhancements to the website and the involvement of volunteer ambassadors also helped increase the organization's visibility. Most applicants learned about Tel-Aide Montréal through search engines (40%) or word of mouth (30%).

TRAINING AND SUPPORT

Eight volunteer training cohorts in active listening (four in French and four in English) welcomed 66 new volunteers: 36 English-speaking and 30 French-speaking. Nine volunteer coaches were also trained.

8 Training Cohorts in Active Listening



Continuing education was enhanced through workshops and webinars developed in collaboration with expert partners. Further details are provided in the relevant section later in this report.

Several components of the training program were revised to better support volunteers in responding to a wide range of situations, including:

- ▶ Expanding the range of active listening interventions;
- ▶ Advancing theoretical frameworks related to helping relationships;
- ▶ Updating content on different types of calls;
- ▶ Revising procedures for responding to situations involving distress, including intimate partner violence and challenging calls.

These changes led to an updated training manual, developed with support from experts in the academic community.

VOLUNTEER ENGAGEMENT AND RECOGNITION

The Community Life Committee held three meetings and organized several activities aimed at strengthening volunteers' sense of belonging:

3 Connection-café

2 Networking Cocktails

6 Peer-Sharing Sessions

2 Cultural Outings

These activities culminated in a recognition event attended by over 50 people, celebrating the outstanding volunteer contributions of 2024–2025. Activities held in 2025–2026 focused on encouraging greater participation across the volunteer community.

The quality of the support provided, and volunteers' strong sense of belonging are reflected in a retention rate of 97.3%. Volunteers also reported a high level of satisfaction with their role: according to the annual satisfaction survey, 84% were very or extremely satisfied.



OUTREACH, COMMUNICATIONS AND PARTNERSHIPS

COMMUNICATIONS STRATEGIES

During the 2025–2026 fiscal year, Tel-Aide Montréal continued its efforts to raise awareness of its listening service across Quebec by implementing targeted strategies for French- and English-speaking audiences.

Awareness campaigns

A major advertising campaign targeting English-speaking communities was launched in spring 2025 to promote the new 24/7 toll-free line. Supported by a news release, the campaign included television, radio, print and online advertising. It was followed by complementary campaigns in fall 2025 across radio, digital and print media, including *The Sherbrooke Record*, *Brome County News* and *Montréal en Santé*. Another radio advertising campaign followed in March 2026.

At the same time, Tel-Aide Montréal began collaborating with the Community Health and Social Services Network (CHSSN) and its Networking and Partnership Initiatives (NPIs) to expand its reach among English-speaking communities.

For French-speaking audiences, targeted initiatives included advertising in *Montréal en Santé* and *Le Bel Âge*. A collaboration with Groupe Maurice also gave Tel-Aide Montréal visibility in its residences and on the Théia app.

Digital strategy

Tel-Aide Montréal maintained an active social media presence, launched a seasonal newsletter and introduced a blog. **The blog has played a significant role in attracting new audiences, accounting for nearly 13% of new visits to the website.**

MEDIA VISIBILITY

Increased visibility

The 2025–2026 fiscal year was marked by exceptional media coverage, concentrated primarily in fall 2025. This visibility helped raise public awareness of the importance of mental well-being, promote the 24/7 listening service and highlight the dedication of Tel-Aide Montréal's volunteers.

Spokesperson engagement

Media outreach was led by Julie Bélanger, the organization's spokesperson, and France Wagner, Chair of the Board of Directors. Their many interviews generated significant media coverage:

Radio and podcasts

Appearances on ICI Première (*Mimosa !, Il restera toujours la culture*), Rythme FM (*Les Filles du lunch, Mathieu Dufour le retour*), QUB Radio (*Isabelle Maréchal*) and 98,5 FM.

Television

Julie Bélanger appeared on *On va se le dire* (ICI Télé), Tel-Aide Montréal was mentioned on *Ça finit bien la semaine* (TVA), and the fundraising event was covered by the *Journal de Montréal*.

Print and digital media

Articles and interviews appeared in *7 Jours*, *Châtelaine*, *La Semaine* and FADOQ's *Virages* magazine, with each piece including a link to the Tel-Aide Montréal website.



EVENTS AND AWARD: BUILDING AWARENESS

Two highlights from the 2025 TAM-TAM Don fundraising event attracted media attention:

1. The Janette-Bertrand Wellness Award

The award presentation generated significant media coverage, including in the *Journal de Montréal* and on ICI Radio-Canada, helping to raise the organization's profile.

2. The Giving Voice Back to Seniors (RPA) project

Alain Champagne's testimonial at the fundraising event highlighted the importance of Tel-Aide Montréal's collaboration with Groupe Maurice, a theme highlighted in several media stories.

2025 Janette-Bertrand Wellness Award: honouring a commitment to inclusion

More than **250 people** attended Tel-Aide Montréal's annual fundraising event, held on November 13, 2025, at Le Mount Stephen and hosted by Isabelle Maréchal.

The second Janette-Bertrand Wellness Award was presented to Marjolaine St-Jules, a social worker and co-founder of Rêvanous. She was recognized for more than 23 years of volunteer service dedicated to the inclusion of people living with an intellectual disability or autism spectrum disorder.

Pictured:
Marjolaine St-Jules, recipient of the 2025 Janette-Bertrand Wellness Award.

SELECTION PROCESS AND JURY

This year, a formal process was established to select the award recipient, with a predominantly independent jury responsible for choosing the winner. Chaired by Marie-Claude Barrette, the jury included:

- ▶ **Julie Bélanger,**
Spokesperson for Tel-Aide Montréal;
- ▶ **France Wagner,**
Chair of Tel-Aide Montréal's Board of Directors;
- ▶ **Jonathan Frangoli,**
General Manager of the Caisse Desjardins du Sud-Ouest de Montréal;
- ▶ **Elena Sauvageau,**
Executive Director of Auberge du cœur L'Envolée.

This strengthened selection process enhances the award's credibility and visibility. Janette Bertrand, who served as Tel-Aide Montréal's spokesperson for 25 years and became the award's inaugural recipient in 2024, presented the customized trophy and \$2,500 cash prize.



PARTNERSHIPS AND COLLABORATIONS

STRATEGIC PARTNERSHIPS AND REGIONAL OUTREACH

Tel-Aide Montréal's reach is supported by key partnerships that help connect with diverse audiences across Quebec.

Association des centres d'écoute téléphonique du Québec (ACETDQ)

Provincial network

As a key partner in province-wide collaboration, the ACETDQ plays a pivotal role. This year's initiatives included:

- ▶ Participating in a communications conference in Trois-Rivières;
- ▶ Contributing actively to the development of a video promoting Quebec's listening centres;
- ▶ Attending the annual members' meeting in Longueuil;
- ▶ Participating in the ACETDQ's AI Committee, including two committee meetings and two information sessions on artificial intelligence;
- ▶ Presenting Tel-Aide Montréal's volunteer management tools at an ACETDQ members' meeting in January 2026.

L'Association québécoise de défense des droits des personnes retraitées et préretraitées de la Pointe-de-l'Île de Montréal (AQDR-PDÎ)

Community and residential settings

This partnership is essential to reaching seniors through tenant associations and advocacy organizations. It led to:

- ▶ Joint visits to four residences, reaching 400 people;
- ▶ Plans to visit two additional locations in 2026.



INSTITUTIONAL AND COMMUNITY COLLABORATIONS

Groupe Maurice *Residential communities*

The project was presented to the management teams of 37 Groupe Maurice residences and their care teams, leading to several concrete initiatives:

- ▶ Distribution of tailored promotional materials;
- ▶ Information booths in six Montreal residences;
- ▶ Awareness visits to 11 additional residences between August and December 2025.

Other collaborations

RACOR initiative—*Des visages pour se RACOnTeR!*

Participation in the recording of a professional video made available to members for promotional purposes.

Institutional outreach

Participation in the Montréal English-Speaking Community Network (MESCN) Forum and the Dawson College fair; a presentation at Douglas Hospital; and attendance at the CHSSN's *Rise and Reflect* conferences and the CPSM's suicide prevention conference in February 2025.

Community events

Participation in the Walk for Seniors for the second consecutive year and in the CPSM fundraising event.

Expert collaborations

Tel-Aide Montréal works with specialized organizations to continually strengthen its active listening practices:

Intimate partner violence

Workshops and production of bilingual videos with Women Aware/Femmes averties, as well as an exchange of best practices with SOS violence conjugale in August 2025.

Crisis management

A webinar presented with TRACOM led to the integration of best practices for supporting people in crisis into the training manual.



PROJECTS AND DEVELOPMENT

SysTAM: IMPLEMENTATION AND CONTINUOUS OPTIMIZATION OF THE TELEPHONE SYSTEM

The implementation of SysTAM included a series of iterative adjustments to address operational needs. Following recurring issues reported by volunteers and overnight staff, an updated version was released in March 2026. This update significantly reduced technical incidents, although some minor improvements are still underway.

Despite the initial challenges, volunteer satisfaction remains high. Volunteers and staff find the system user-friendly and consider it a significant improvement over the previous one.

Priorities for the coming year include:

- ▶ Resolving the remaining technical issues;
- ▶ Launching an initiative to identify and integrate new features to help the administrative team manage the platform more effectively.

GIVING VOICE BACK TO SENIORS (RPA) PROJECT

The RPA project was developed in part following an analysis of 2023–2024 data, **which showed high use of the service among people aged 51 and over and highlighted loneliness and isolation as the leading reason for calling.**

The project aims to reach seniors who may be reluctant to access traditional services. Its objective is to help reduce social isolation and foster meaningful human connections, including in group living environments.

A two-pronged collaborative approach

The project is being implemented simultaneously in two complementary settings, supported by strategic collaborations:

1. Residential communities

The collaboration with Groupe Maurice introduced the listening service to a potential audience of 14,000 seniors across 37 residences. In 2025–2026, 17 residences were visited. In April 2026, the project will expand to three low-income housing developments participating in the Harmonie project, reaching an additional 250 people.

2. Community settings

The approach was expanded through community organizations to reach seniors in their daily environments. In collaboration with AQDR-PDÎ:

- ▶ Four residences were visited, reaching 400 people;
- ▶ Visits to two additional locations are planned for 2026.

Innovation and recognition

Supported by the Maison de l'innovation sociale through its civic incubator from January to June 2025, the RPA project was presented in April 2025. A final presentation followed in June 2025 before 50 members of the social innovation community.

This experience helped:

- ▶ Equip service providers to make compassionate referrals;
- ▶ Empower seniors to take action, with some going on to become active listening volunteers at Tel-Aide Montréal.

PHILANTHROPY AND FUNDING

Tel-Aide Montréal's funding comes from a combination of public-sector support, philanthropic contributions, corporate partnerships and fundraising initiatives, including its annual fundraising event.

GOVERNMENT FUNDING

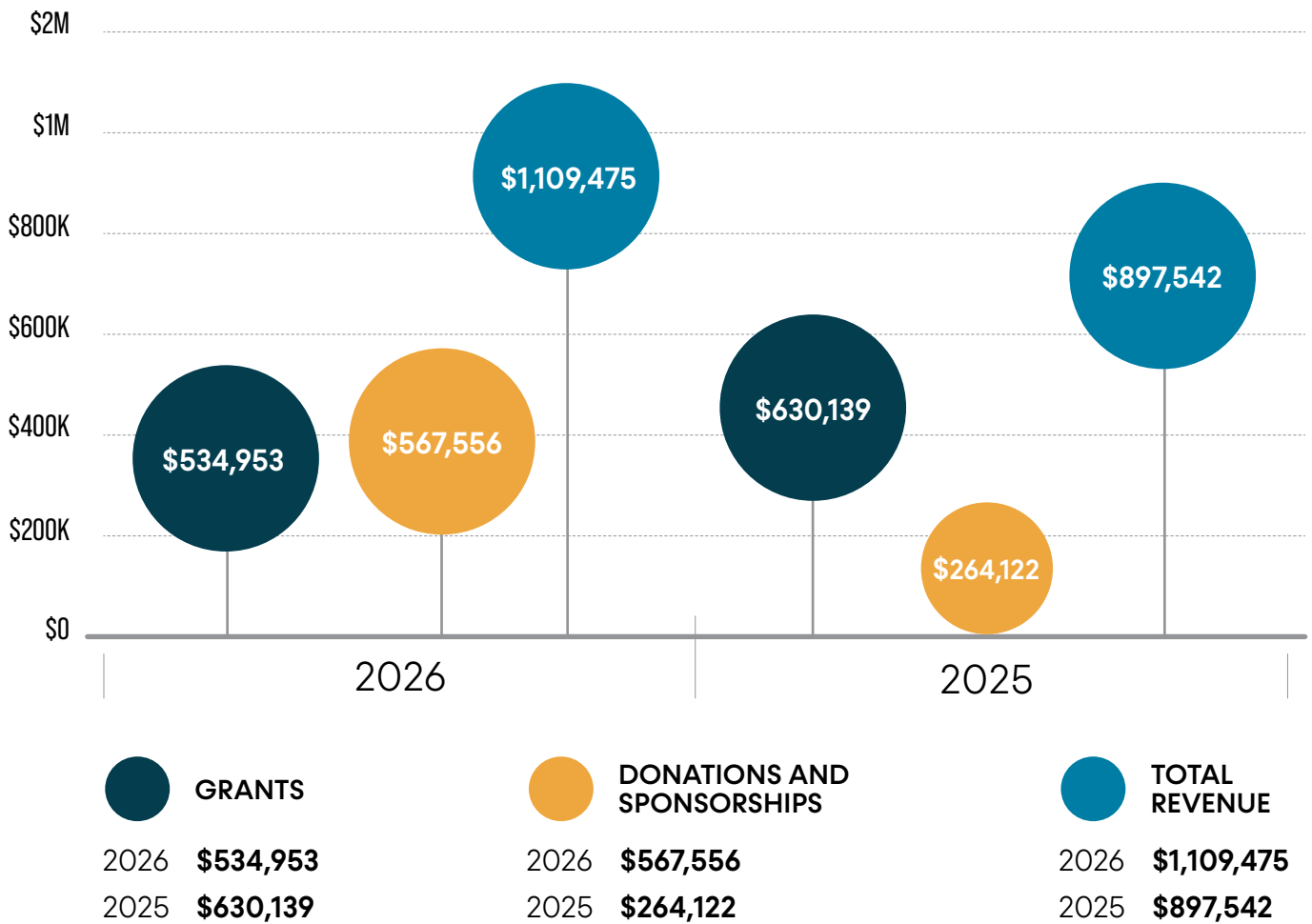
Once again this year, Tel-Aide Montréal received support from its main government funders: the Ministère de la Santé et des Services sociaux (MSSS), through the

Programme de soutien aux organismes communautaires (PSOC), and the Secrétariat aux relations avec les Québécois d'expression anglaise (SRQEA).

PSOC funding remains essential, as it directly supports the organization's overall mission and ensures the continuity of its activities.

SRQEA funding supported the implementation of the 24/7 toll-free line mentioned earlier. It also partially funds bilingual overnight listening shifts and the modernization of Tel-Aide Montréal's telephone infrastructure.

REVENUE SUMMARY



PHILANTHROPY: RECORD-BREAKING SUPPORT FOR ACTIVE LISTENING

With the support of Desjardins and KPMG, respectively the campaign's Main and Associate partners, Tel-Aide Montréal's 2025–2026 fundraising campaign was marked by a strategic consolidation of its efforts and unprecedented generosity.

For the first time, the organization brought its previously separate fundraising initiatives together under a single integrated campaign, TAM-TAM Don, simplifying engagement and maximizing impact. **Through this new approach and the continued commitment of the business community, Tel-Aide Montréal surpassed its initial \$500,000 goal, raising a total of \$567,556.**

Inspiring leadership

This success was driven by campaign co-chairs Nathalie Larue, Executive Vice-President, Personal Services and Community Life at Desjardins, and Stéphan Drolet, Regional

Managing Partner, Quebec at KPMG. Their ability to mobilize their respective networks played a key role in rallying the business community around the cause of mental well-being.

Revenue and funding sources breakdown

The amount raised reflects the wide range of support received. Over the year, 29 partners and 18 sponsors contributed to the campaign's success. The funds raised came from the following sources:

Annual partnerships	\$362,164
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Fundraising event	\$126,618
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Individual donations	\$78,774
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TAM-TAM DON FUNDRAISING EVENT:

MORE THAN 250 PEOPLE COME TOGETHER FOR MENTAL WELL-BEING.

The campaign culminated in the second annual TAM-TAM Don fundraising event, held on November 13, 2025, at Le Mount Stephen. Hosted by Isabelle Maréchal, the event brought together more than 250 people from the business, community and cultural sectors.



Pictured: Julie Bélanger (Spokesperson), Nathalie Larue (Desjardins, Main Partner), Stéphan Drolet (KPMG Canada, Associate Partner), Marie-Claude Barrette (Chair of the Award Jury), Janette Bertrand, Sandra Di Quinzio (Interim Executive Director, Tel-Aide Montréal), Thémis Daraïche (Philanthropy and Communications Coordinator, Tel-Aide Montréal).



EVENT HIGHLIGHTS

- The presentation of the 2025 Janette-Bertrand Wellness Award in the presence of Janette Bertrand, Marie-Claude Barrette and Julie Bélanger;
- Alain Champagne's testimonial highlighting the importance of the RPA project, carried out in collaboration with Groupe Maurice.

The event's success was made possible by the many professionals who generously volunteered their time. Tel-Aide Montréal extends its sincere thanks to the members of the Event Committee for their outstanding commitment:

- **Mathieu Staniulis**, Vice-President, Products and Solutions, Desjardins;
- **Sébastien Benarroch**, Partner, Management Consulting, Operations, Financial Services Solutions and Regional Lead Banking and Capital Markets, KPMG Canada;
- **Linda El Ghordaf**, Partner and National Market Leader, Risk Services, KPMG Canada.



Pictured:
Members of the Event Committee.

LOOKING AHEAD

This collective commitment has strengthened Tel-Aide Montréal's philanthropic foundation and provided the support needed to develop sustainable funding built on trusted, long-term relationships.

THANK YOU TO OUR DONORS

Tel-Aide Montréal extends its heartfelt gratitude to all donors, partners and sponsors whose generosity supports its mission of providing 24/7 listening support to people experiencing loneliness or distress.

INSTITUTIONAL PARTNERS

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



Travail, Emploi
et Solidarité sociale



Santé
et Services sociaux



Secrétariat aux relations
avec les Québécois
d'expression anglaise



Public Health
Agency of Canada

Agence de la santé
publique du Canada

MAIN PARTNER



ASSOCIATE PARTNER



PLATINUM PARTNER



GOLD PARTNER

Fondation J.A. DeSève

SILVER PARTNERS

- | | | | |
|-------------------|--------------------|----------------------|----------------|
| ▶ BBR + Glassroom | ▶ Deloitte | ▶ iA Financial Group | ▶ Saputo |
| ▶ BCG | ▶ Fasken | ▶ McCarthy Tétrault | ▶ TD - Wealth |
| ▶ BMO | ▶ Groupe Desgagnés | ▶ National Bank | ▶ UV Insurance |
| ▶ Brio Management | ▶ Groupe Petra | ▶ RBC Foundation | |

03. OUTLOOK AND PRIORITIES

CHALLENGES ENCOUNTERED DURING THE YEAR

The 2025-2026 fiscal year brought several significant challenges for Tel-Aide Montréal amid organizational transition and a rapidly changing environment.

Internally, the organization had two Executive Directors over the course of the fiscal year. This required considerable adaptability from the team, which maintained service continuity while advancing several key projects.

The organization also experienced substantial financial growth, which brought new management, monitoring and reporting requirements. This growth required the organization to strengthen its internal expertise, management practices and tools.

It also reflects a broader transformation of the organization's funding model. Previously supported primarily by government funding, Tel-Aide Montréal now receives more than half of its revenue from philanthropic sources. This shift represents an important opportunity for diversification and reflects growing recognition of the organization's mission among philanthropic partners, businesses and the community. It also requires Tel-Aide Montréal to adapt its practices in areas such as fundraising, partner relations and financial planning.

More broadly, the organization operates in an environment where the community sector faces significant pressures. Increasing pressure on community organizations, changing social dynamics and increasingly uncertain funding sources make it more difficult for organizations to meet the population's growing needs.

These challenges are compounded by the ongoing need to recruit, train and retain volunteers. With the service's high standards and volunteers' changing availability, maintaining a strong pool of engaged, trained and available volunteers remains a significant organizational challenge.

Tel-Aide Montréal is proud of the calibre and commitment of the volunteers it recruits. However, sustaining this level of engagement over time is essential to ensuring the continuity and quality of its services.

Finally, as mental health needs continue to grow within an ever-changing environment, Tel-Aide Montréal intends to strengthen its role as an accessible, complementary service while increasing its visibility among those who could benefit from its support.

STRATEGIC DIRECTIONS AND PRIORITIES

STRATEGIC PLANNING

Beginning in fall 2026, Tel-Aide Montréal will undertake a formal strategic planning process. This initiative will include a review of the 2023–2026 Strategic Plan to identify key lessons learned and opportunities for improvement.

The process will involve exploratory meetings and an evaluation of proposals from external consultants to select the most appropriate collaborator. It will provide an important opportunity to define the organization's future direction as mental health needs continue to evolve.

Tel-Aide Montréal will also consider how its mission and services could evolve, particularly in terms of their reach and accessibility, while preserving the organization's distinctive role.

GOVERNANCE, HUMAN RESOURCES AND WORK ORGANIZATION

In 2026–2027, Tel-Aide Montréal will focus on strengthening its internal operations and organizational capacity amid continued growth and transformation.

The organization will continue to consolidate its internal structures and processes to support its development and ensure greater consistency across its practices and operations.



At the same time, updating internal policies will support this work and help strengthen organizational practices.

To ensure service continuity and quality, certain volunteer practices will gradually evolve. The organization aims to better support long-term volunteer engagement, particularly by clarifying shift requirements following the post-training accompanied listening period.

Further initiatives will also be undertaken to strengthen volunteer engagement and recognition, both of which are essential to retention.

Finally, Tel-Aide Montréal will begin examining service quality to establish continuous improvement mechanisms to ensure that active listening practices remain aligned with the organization's approach and standards. This work will be closely integrated with the strategic planning process.

OUTREACH, COMMUNICATIONS AND ACCESS TO SERVICES

Tel-Aide Montréal will begin implementing an outreach strategy supported by an action plan that includes proactive engagement with targeted partners and communities. This initiative will be integrated into the strategic planning process to ensure that all actions are consistent and aligned with the organization's overall direction.

Targeted work will be undertaken to identify and define priority audiences and audience profiles. This approach will guide communications, outreach and development efforts while ensuring that services are better aligned with the needs and realities of the people the organization seeks to reach.

The organization will continue its efforts to reach seniors experiencing isolation while adopting a more deliberate approach to connecting with people who face systemic barriers to accessing services. This direction reflects a commitment to greater inclusion and to better representing the diverse realities of the population, in keeping with the principles of equity, diversity and inclusion (EDI).

FUNDING, PARTNERSHIPS AND REVENUE DIVERSIFICATION

As its funding model continues to evolve, Tel-Aide Montréal will work to strengthen and diversify its revenue sources.

The organization will continue to develop and maintain strategic partnerships and collaborations while engaging prospective partners to expand its network and funding opportunities.

Philanthropic activities will remain an important source of support, including planning the annual event and undertaking targeted fundraising initiatives aligned with organizational priorities.

At the same time, Tel-Aide Montréal will begin a strategic review aimed at achieving a better balance among its funding sources and strengthening its financial stability. Opportunities to generate earned revenue will be explored, including revenue-generating initiatives such as active listening training programs, described in greater detail in the “[Upcoming Projects](#)” section.

INNOVATION AND SERVICE DEVELOPMENT

As practices and technologies continue to evolve, Tel-Aide Montréal will begin examining the potential impacts and opportunities associated with artificial intelligence, particularly as they relate to listening practices and support tools.

The organization will also explore the development of new service offerings, particularly active listening training. These initiatives are intended to leverage Tel-Aide Montréal's expertise, broaden its scope of action and help generate self-sustaining revenue.

UPCOMING PROJECTS

CAP ÉCOUTE

QUALITY AND ALIGNMENT OF LISTENING PRACTICES

Launch of an initiative to establish ongoing monitoring and improvement mechanisms, ensuring that listening practices remain aligned with the organization's standards and approach.

ÉCOUTE +

LAUNCH OF A TRAINING PROGRAM

Development of a training program designed to showcase Tel-Aide Montréal's expertise, broaden its impact and help generate self-sustaining revenue.

BRIDGING VOICES

ACCESS TO SERVICES FOR ENGLISH-SPEAKING COMMUNITIES

Continued development of the initiative to better reach English-speaking individuals who are not currently accessing services, through more targeted communications and improved accessibility.

04.

GOVERNANCE AND ORGANIZATIONAL DEVELOPMENT

BOARD OF DIRECTORS

France Wagner, Chair

Michel Carney, Vice-Chair

Émile Parent, Secretary

Chantal Lussier, Treasurer

Monic Fournier, Director

France Séguin, Director

Mathieu Staniulis, Director

Ania Szpakowski, Director

ADMINISTRATIVE TEAM

Céline Bouquin, Executive Director

Claude Del Moral, Training and Development Manager,
replacing Nicole Lemire

Melissa Johnson, Manager of Listeners and Community
Engagement

Sofia Benmakhlouf, Volunteer Experience Coordinator

Thémis Daraïche, Philanthropy and Communications
Coordinator

Haley Scott, Training Activities Coordinator

Hasna Wakrim, Administrative and Finance Coordinator

NIGHT TEAM

Fanny Schoch, Listener

Anne-Andrée St-Pierre, Listener

COMMUNITY LIFE COMMITTEE

STAFF MEMBER

Melissa Johnson, Manager of Listeners and Community Engagement

VOLUNTEER MEMBERS

- ▶ Anissa A.
- ▶ Micheline G.
- ▶ Sandra P.
- ▶ Daniel T.
- ▶ Dawn-Marie T.
- ▶ William Y.

TRAINING COMMITTEES

STAFF MEMBERS

Claude Del Moral, Training and Development Manager, replacing Nicole Lemire

Haley Scott, Training Activities Coordinator

Nicole Lemire, Training and Development Advisor

VOLUNTEER MEMBERS

- ▶ Anissa A.
- ▶ Sylvie A.
- ▶ Mihary A.
- ▶ Flavie B.
- ▶ Holly B.
- ▶ Sara-Kim B.
- ▶ Lawrence C.
- ▶ Monic F.
- ▶ Einat F.
- ▶ Vida J.
- ▶ Elisabeth L.
- ▶ Loryane L.
- ▶ Shuming L.
- ▶ Émile P.
- ▶ Abby R.
- ▶ Ania S.
- ▶ Ali T.
- ▶ Richard T.
- ▶ Ashley V.

OUTREACH COMMITTEE

STAFF MEMBER

Sofia Benmakhlouf, Volunteer Experience Coordinator

VOLUNTEER MEMBERS

- ▶ Micheline G.
- ▶ Ania S.
- ▶ Richard T.
- ▶ Evmorphia V.

EXECUTIVE LEADERSHIP TRANSITION

The 2025–2026 fiscal year was marked by a significant leadership transition. At the beginning of the year, Sandra Di Quinzio served as Interim Executive Director, diligently ensuring operational continuity and team stability.

In fall 2025, the organization continued its executive leadership transition following the extended absence of Executive Director Francine Courtois. Tel-Aide Montréal extends its deepest gratitude to her for her dedication and for the vision and momentum she brought to the organization.

The transition was completed in February 2026, when Céline Bouquin assumed the role of Executive Director.

Her arrival marks the beginning of a new chapter for the organization: one focused on building on its achievements and preparing for the next strategic cycle.



YEARS OF VOLUNTEER DEDICATION

—
This year, **Richard T.**, one of our longest-serving and most dedicated volunteers, received a certificate recognizing his exceptional contribution to Tel-Aide Montréal's mission.
Thank you, Richard!
—

**26 +
Years**
Claire M.

**19 +
Years**
Émile P.

**17 +
Years**
Anissa A.

**21 +
Years**
Andreas
(Andy) S.

**15 +
Years**
France W.

**14 +
Years**
Elizabeth C.

12 + Years
Monic F.
Sylvie A.

10 + Years
Claire D.

9 + Years
Chantal B.
Jean-Marie D.
Monique V.

8 + Years
Colette H.
Danielle A.

7 + Years
Micheline S.

6 + Years
Alvin S. Jean P.
Ania S. Michel C.
Francine R. Mihary A.
Gilles J.

5 + Years
Lucille T.
Mélanie D.

4 + Years
Alain D. Hélène G.
Andie F. Michael P.
Chris D. Pierre P.
Daniel T. Umara G.

3 YEARS AND COUNTING

Alexis D.	François B.	Louisa C.	Olga M.	Véronique L.
Camille B.	Hélène M.	Maria A.	Richard T.	Yvan B.
Debbie G.	Jessie M.	Marianna F.	Robin D.	
Elijah N.	Joan M.	Melanie Z.	Rolland S.	
Elisabeth L.	Karina S.	Micheline G.	Sandra D.	
Eric S.	Lawrence C.	Milan S.	Theodore O.	

2 YEARS AND COUNTING

Ali T.	Clara-Rose C.	Eva L.	Judith P.	Mégane P.	Seham E.	Viviane F.
Boriana A.	Dawn-Marie T.	Evmorphia V.	Laura V.	Nadine B.	Serge D.	William Y.
Cecilia F.	Einat F.	Flavie B.	Laurence C.	Peter S.	Simon P.	
Chantal L.	Estelle G.	France S.	Loryane L.	Richard S.	Thea M.	

1 YEAR AND COUNTING

Abby R.	Barbara G.	Guillaume P.	Laurence T.	Natasha S.	Sara L.
Albina D.	Blandine S.	Harleen T.	Marian L.	Nicolas B.	Sara-Kim B.
Alexia M.	Carole D.	Hayet G.	Mariève L.	Noémie B.	Shuming L.
Amandine M.	Claude M.	Isabella S.	Marin H.	Ophelie L.	Sylvie L.
Anke S.	Edith P.	Jacques C.	Mathieu S.	Racha O.	Vida J.
Anne D.	Eirini K.	Jasmine M.	Michèle G.	Rose L.	Vincent M.
Anne-Marie S.	Emilie S.	Juliette C.	Michelle R.	Rubina B.	Yang L.
Ashley V.	Emma R.	Kenya D.	Michelle T.	Sandra P.	

LESS THAN ONE YEAR

Alexia D.	Claudia T.	Enkhjin (Angie) B.	Kanika B.	Maryam H.	Tak Y.
Aliza S.	Coralie P.	Franco B.	Kevin V.	Mounia E.	Tatiana I.
Annie K.	Damarra V.	Françoise L.	Khadija C.	Nicolas R.	Véronique P.
Arnaud C.	Dave L.	Gaelle M.	Leana V.	Parastoo G.	Virginie D.
Artur I.	Dominique F.	Graeme A.	Lilian C.	Peter F.	Wei X.
Béatrice B.	Eliana M.	Hiba D.	Lucas D.	Rana F.	Yiyue L.
Carol M.	Elina K.	Holly B.	Lyne W.	Rebeca L.	Zheyi L.
Caroline G.	Elfie C.	Isabella D.	Mariame T.	Scarlet M.	
Catherine N.	Emma S.	Jill L.	Marlin F.	Sofia P.	
Chantal L.	Emmanuelle D.	Jimmy V.	Maryam E.	Sophie V.	

THANK YOU TO OUR VOLUNTEERS

A MESSAGE OF APPRECIATION

The 2025–2026 fiscal year brought many changes and adjustments, including the introduction of a new telephone system, the launch of a toll-free number serving all of Quebec, the return to 24/7 shift coverage and much more.

We would like to express our deepest gratitude to our volunteers for their patience, adaptability and resilience. Implementing the new telephone system represented a major change for everyone involved, and you demonstrated exemplary professionalism throughout the transition.

The introduction of our toll-free number enabled us to broaden our reach and welcome new callers, some with more complex needs. New documents and procedures were also introduced, adding to your many existing responsibilities. Through it all, you remained focused, dedicated and true to our listening mission. For that, we sincerely thank you.

We would also like to recognize those who contributed in additional ways: the volunteers who supported training, coached new recruits, participated in committee meetings, helped organize activities or contributed to the broader TAM community life. Without you, none of what we accomplished this year would have been possible.

Thank you for your exceptional dedication!

MELISSA JOHNSON, Manager of Listeners
and Community Engagement

55 YEARS OF LISTENING, SUPPORT AND COMPASSION

Since January 30, 1971, one thing has never changed: our commitment to being there to listen.

Day after day, year after year, callers have found a listening ear, a judgment-free space and a reassuring presence at the other end of the line.

OVER 55 YEARS, MORE THAN 2.4 MILLION CALLS HAVE BEEN ANSWERED.

Each call represents an exchange built on trust: one person who found the strength to reach out and another who chose to be there and listen with compassion.

THIS ANNIVERSARY HONOURS:

- ▶ the courage of those who call;
 - ▶ the generosity of those who listen;
 - ▶ and the strength of a community that believes listening can change lives.
-

Thanks to the dedication of our volunteers and everyone who supports our mission, we continue to provide essential listening, day and night, in both English and French.



55
years

55
YEARS **STILL LISTENING.**
Tel-Aide 
MONTRÉAL