


2015-2016 Report to the Community



Photo credit: FK7 photographie

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The Montréal Diet Dispensary is committed to the health and well-being of pregnant women in need. We accompany them through their pregnancy and ensure that they give birth to healthy babies.

General and Historical Facts

- The Dispensary has helped over 90,000 families since the implementation of its intervention method in the late 1950s. This represents an average of 1,500 families per year.
- In families living in poverty, the rate of low birth weight babies (less than 2500 g) is 10%. The Dispensary's intervention method effectively reduces this rate by 50%.
- The cost of a perinatal follow-up at the Dispensary is \$1,000. This is an investment that prevents the cost of hospitalization for a low birth weight baby and ensures a healthy development of the baby.
- The Dispensary is an expert in perinatal and social nutrition. It inspired the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) in the United States, the Canada Prenatal Nutrition Program (CPNP) and the OLO Program in the province of Québec. Such expertise must be supported!

Word from the President and the Executive Director

President of the Board
Me Marie-Christine Lemerise

Photo credit: Anda Panciuk

Perpetuating the impact of our approach in social nutrition was the goal that motivated our actions throughout the last year, which was undoubtedly marked by the establishment of a solid foundation that will enable us to pursue the implementation of our ambitious strategic plan. This plan revolves around three areas of activity: the consolidation of our efforts and actions in line with our mission, the increase in the visibility of the Dispensary to the general public, and the renewal of our sources of funding.

Many concrete actions have been completed in relation to these strategic key areas, namely concerning our work and management tactics. Several changes were made for the social nutrition concept to move forward, for us to appropriate it and, to make it more accessible to pregnant women living in poverty. As such, we implemented a new method of evaluation of our social impact, a project sustained by *Centraide* for which we benefited from the expertise of the *Centre de formation populaire*. In order to achieve the collaborative administrative mode wished for, we reorganized the roles and responsibilities of the staff. Creating a community worker position, reorganizing our volunteer program, initiating our mothers' committee, documenting internal policies, forming partnerships and innovations for group interventions are examples

of initiatives aimed at rendering us more aware of our expertise, more pertinent in our actions and more efficient in terms of impact. We also developed a project to document the bases of nutrition intervention for low-income pregnant women in collaboration with the *Fondation OLO* and the *CIUSSS Estrie-CHUS*.



Executive Director
Jackie Demers, P.Dt.

Photo credit: Orphisme photo design

Redesigning our website was also an important achievement last year. Our social nutrition mission inspired the "Nurturing Life" slogan that now appears on our rejuvenated site. The "SVP Nutrition" interactive platform is therefore now called "Nurturing Life", which corresponds better to its content.

The Board of Directors has undergone further changes. It welcomes a new president and four new members. This was a good opportunity to redefine the committees' work. In the next year, we plan to evaluate the composition of the Board as well as its performance in order to ensure adequate support to the Executive Director.

Through sound and cautious management of its finances, the Dispensary was able to ensure a balanced budget without compromising the initiation of its action plan, in spite of a significantly reduced *Centraide* grant. The newly established fundraising committee, whose mandate will be to head all the fundraising efforts and activities of the Dispensary, has scrutinized the philanthropic environment and elaborated new initiatives that will bear fruit in the years to come whilst increasing the visibility of our organization in Montréal's business community.

Another new event took place this year. Marie-Élaine Thibert, our spokesperson, generously held a fundraising variety show featuring ten artists from Québec's entertainment scene.

We wish to thank the extraordinary Dispensary team as well as our precious partners, benefactors and volunteers without whom all these important steps could not have been attained.

Mission

The Montréal Diet Dispensary offers nutritional and social support to pregnant women in need to help them to give birth to and raise babies in good health.

Objectives

- Reduce the number of low birth weight babies in socioeconomically disadvantaged environments.
- Encourage and support breastfeeding.
- Using a social nutrition approach, encourage families to take charge of their physical and mental well-being, and at the same time, promote their social integration.

Main strategies

- Offer nutrition services based on the Higgins Method® from the second trimester of pregnancy up to 6 months after birth.
- Offer breastfeeding support.
- Invite parents to prenatal and postnatal group activities.
- Ensure that families benefit from a support network before, during, and after the Dispensary’s involvement through partnership with complementary organizations.
- Improve our practices on a continuous basis through innovation, evaluation and documentation.
- Recognize the experiences and competencies of the Dispensary’s families.

Vision

Our aim is to ensure the health of babies and families of the Dispensary. By following our recommendations and taking note of the many resources available to them, families will be better equipped and prepared to raise their children comfortably.

Highlights

- 1166 accompanied women this year; 395 partners participated in the nutritional counseling process.
- It is estimated that for every dollar invested, \$17 is saved to the community in short term health costs.
- 97% of our clients initiate breastfeeding.

	Dispensary ¹ (%)	Compared to ² (%)
low birth weight babies	5,0	9,6 ³
Premature babies	5,0	7,1 ⁴

1. From single pregnancies
2. Source : Espace informationnel du MSSS; statistiques générales, surveillance de la santé maternelle et foeto-infantile. 2011-2012
3. Source : T2305 - Average of the years 2011 and 2012 for the socio-sanitary region of Montréal
4. Source : T2305 - Average for the years 2011-2012 for the province of Québec



The year 2015-2016 marked the first implementation of an ambitious triennial action plan that aims to sustain the Dispensary's work. The planned actions fall under the following three points:

1. Consolidate our efforts and refocus our action around our mission in social nutrition.
2. Raise awareness of The Dispensary's work and its impact.
3. Renew and secure sources of funding.

The Dispensary in Action

Evaluation and Documentation

This year, by emerging the concept of social nutrition, our work has consisted of better defining our approach and our impact.

To achieve this, we have adopted the EvalPop program. This program, offered by *Le Centre de formation populaire (CFP)* thanks to the support of *Centraide* of Greater Montréal, aims the interventions of organizations and their social impact on the community. This approach will give full meaning to "social nutrition".

Together with the and the *CSSS Estrie-CIUSSS*, we have initiated a project supported by the *Ministère de la Santé et des Services Sociaux* that aims to document the groundwork of nutritional intervention for low income pregnant women, that is the OLO approach and its inspiration, the Higgins method®.

In Partnership with its Community

The Dispensary's role in its community also includes the creation of partnerships:

- To reach out to women who otherwise lack access to our services
- To lead families in need towards available adapted services (food aid, medical consultation, specialized support, citizen participation, etc.)
- To work collaboratively in the search for funding and on large-scale projects to maximize impact
- To increase awareness of the Dispensary's actions and increase the quality of services.

In order to build strong partnerships, the Dispensary has identified its specific strengths:

- Social nutrition during pregnancy and the first few months after childbirth
- Breastfeeding
- Infant feeding and the introduction of solid foods
- Adapting recommendations to the eating habits and traditions of ethnic communities
- Healthy eating at a low cost

Collaborative Management

The Dispensary is now managed collaboratively. The roles and responsibilities of each staff member have been revised and continue to evolve. The structure favours the exchange of information and collaborative processes.

As we believe in the importance of a solid work environment, we have devoted ourselves to the assiduous training structure of our team. The creation of a social worker position has allowed us to work on and improve our volunteer program, with the goal to increase the efficiency of our volunteers' valuable contribution.



Photo credit: Catherine Giroux

The Dispensary has finally updated and documented a good number of its policies and practices in a continuously improving manner. It has simplified certain management strategies such as the transition to OLO coupon distribution and the centralization of inventory control points.

The Dispensary’s board of administration has prioritized communication with its clientele. It has thus established a committee of mothers and has invited a former recipient of its services to sit on the board.

The work of our expert committees, including volunteers from the business community, administrators and staff members, has significantly restructured its group dynamics this year. Our teams are now more diversified and active.

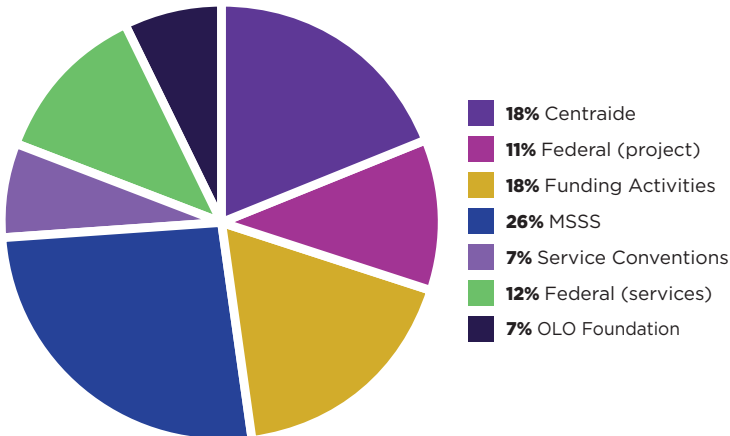
A Newly Improved Website

The website’s redesign was another important change this year. The Dispensary aims to put forward its mission and its impact, all while offering information and visibility for both established and potential partners.

A decision has thereby been made to merge the Dispensary’s website with the perinatal nutrition information and training website Nurturing Life, formerly known as SVPNutrition, a project supported by The Public Health Agency of Canada and managed by the Dispensary. The merging of both websites better illustrates the Dispensary’s work and expertise. Stakeholders from community organizations of Québec involved in the perinatal field have access to a reserved section on the website, where numerous information and training tools can be found.

Critical Funding

Our main preoccupation this year was the reorganization of our work and the maintenance of our assets. The Dispensary has also carefully explored new philanthropic opportunities.



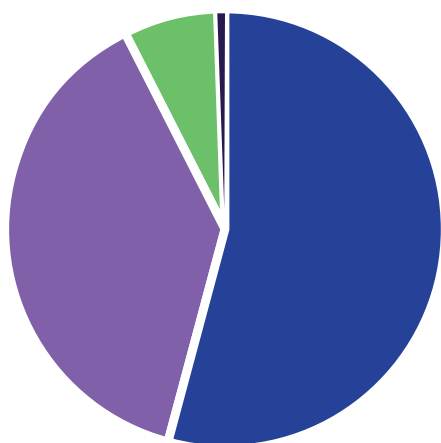
From Transition to Revival, Clientele Services

The Dispensary has made various transitional moves this year that have reduced its capacity to follow clients. However, the changes made and those in progress will allow us to cover a greater clientele portion. In spite of difficult circumstances, the Dispensary was able to navigate the obstacles and turn them into opportunities. We have demonstrated initiative and social innovation and have developed long-lasting tools designed to improve the efficiency of The Dispensary's services.

Nutrition Counseling for Individuals and Groups

Individual counseling according to the Higgins Method® remains at the core of our services. We value its personalized approach and, its way of discovering the person before transmitting to them the desire to improve their eating habits amongst others. This method favours both the mother's health and that of her baby, by accompanying her throughout her pregnancy in order to decrease the barriers to a healthy lifestyle.

Number of active clients according to the type of individual counseling received through 2015-2016



- **596** Clients followed both in prenatal and postnatal
- **421** Clients followed in prenatal
- **72** Clients followed in prenatal, incomplete follow-ups
- **4** Clients only followed in postnatal
- Total 1 093 ⁽¹⁾**

1. This total must be combined with 32 women who have had access to atypical counselling sessions (i.e. a condition that developed in the mother or the baby following the closing of a file; questions concerning the nutrition of a child's sibling, etc.)



Photo credit: Annie-Claude Bérard

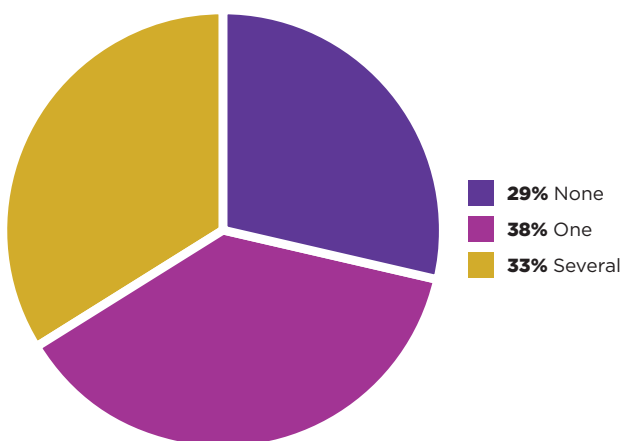
Nutritional Supplements, Corrections and Recommendations

Given their lack of income, 97% of the women followed by the Dispensary this year have received nutritional supplements (eggs, milk and vitamins) to ensure adequate intake in certain key nutrients essential to their child's health, notably protein and calcium.

Nutritional and vitamin supplementation represents merely one aspect of the nutritional intervention carried out by the Dispensary.

The Higgins Method® bases its nutritional evaluation and intervention on risk factors to help determine the proper nutritional corrections applicable for each pregnancy.

71% of the women followed carried gestational conditions that required at least one nutritional correction. This consists of an increase in caloric intake to balance out the nutritional needs according to the following risk factors: malnutrition, a history of poor pregnancy outcomes, underweight, insufficient weight gain, back-to-back pregnancies, uncontrollable vomiting, and severe emotional stress. There are other risk factors for which no such nutritional correction is applicable (examples: poverty, gestational diabetes, smoking, drug abuse, etc.).



All women followed by the Dispensary receive recommendations that are adapted to their pregnancy status and their eating habits.

The *Club bédaine*

The Dispensary has maintained its group interventions (called "*Club bédaine*") for women with lower risks of delivering low birth weight babies. This tool has helped us compensate for the reduced availability of nutritionists in our centre. These group interventions incorporate both knowledge dissemination and supplement distribution, such as eggs, milk and vitamins.

These group interventions allow us to serve more disadvantaged women and generate a community effect, where the support between peers plays an important role in creating a new social network for participating women. These group participants are more inclined to take part in various informative workshops. Seventy three (73) women have benefited from this type of group counseling.

The Total Result

- Taking into account both individual and group interventions, a total of 1166 women have benefited from our services in social nutrition.
- Women who were followed individually by a nutritionist received on average 3 to 4 sessions during pregnancy and 1 consult after childbirth.
- One out of ten women has benefited from a formal meeting with another team member (a community worker, a perinatal or lactation consultant, or a childhood educator)
- All clients have access to workshops.

Many parents go through a period of questioning and uncertainty in reaction to a baby's arrival. The Dispensary's intervention offers important guidance and support for these families who often experience a transitional shock, social isolation, and have limited resources.

The Dispensary's team of professionals gives support when it is required and also completes home visits as needed. This type of service is especially useful in case of breastfeeding issues, for instance.

Group Activities: Training and Networking

Implemented over a decade ago, group activities provide families with information and tools on various topics, including:

- breastfeeding
- preparation for childbirth and for the baby's
- parent habits
- healthy eating at low cost
- infant feeding

These workshops and groups interventions give families the information they need to help them initiate behavioral changes. They serve as occasions to help form bonds between women and to create a social network.

It should be noted that various team professionals also hold informal interventions during workshops, breaks, lunchtime and so on, in the Family Room.

The daycare continues to allow access to workshops for women whose children do not attend kindergarten.

Innovations: Welcoming Groups and Workshops for Women Pregnant with Twins

We have created welcoming groups to compensate for the long wait time that occurs before service initiation. These welcoming groups allow women who are waitlisted to better understand the services offered by the Dispensary. We also provide them practical information on the lifestyle changes they can already undertake to ensure a healthy pregnancy. These meetings undoubtedly allow women to develop a useful network of contacts. Given the resulting success, these welcome groups have now been permanently integrated into the Dispensary's services.

We have also held a series of workshops adapted to and reserved for women pregnant with twins. This initiative has allowed us to increase our efficiency and to foster a spirit of community for these women. The participants therefore come out better prepared and well surrounded.

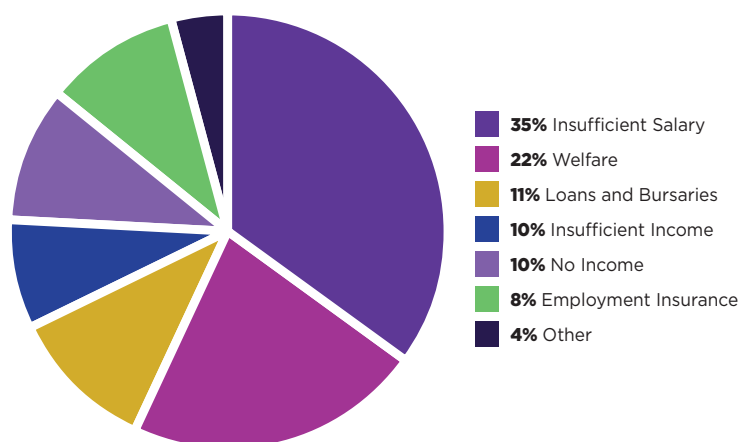
283 activities animated for a total of 1929 attendees (488 women and 183 partners or accompanying persons)



Photo credit: Josée Charbonneau

Who Have We Helped this Year?

Sources of revenue



The sources of revenue for the families that receive help from the Dispensary perfectly illustrate the reality of low-income families. Low-income families differ in terms of demographics; they do not necessarily receive welfare. A family's financial situation is assessed according to the minimum comfort budget established by the Dispensary, which happens to be much lower than the low-income threshold established by Statistics Canada. It must therefore be understood that even the "sufficient income" category corresponds to a precarious financial situation.

Data of interest

- **2%** of the women were 19 or younger; **62%** were over 35 years of age
- **20%** of our families are single-parent.
- **89%** of the women followed have an education that corresponds to a Secondary 5 diploma, at the very least. Immigration, especially if recent or transient, creates difficult socio-economic conditions for these families, despite their education profile.
- **44%** have been living in Canada for less than 2 years.
- **23%** of clients interact with us in a language other than French. Amongst those who do speak French, some do so in a limited manner.

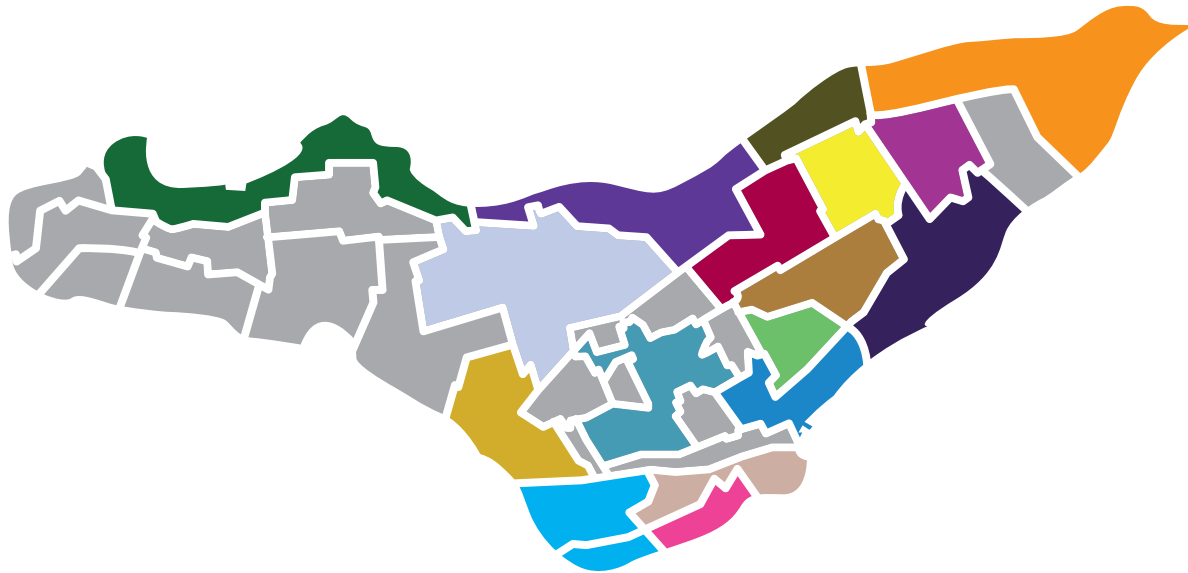
Native Country

North Africa	35 %
Africa	16 %
West Indies	13 %
Asia	11 %
Canada	11 %

Middle East	5 %
South America	4 %
Central America	2 %
Eastern Europe	1 %
Western Europe	1 %

Location

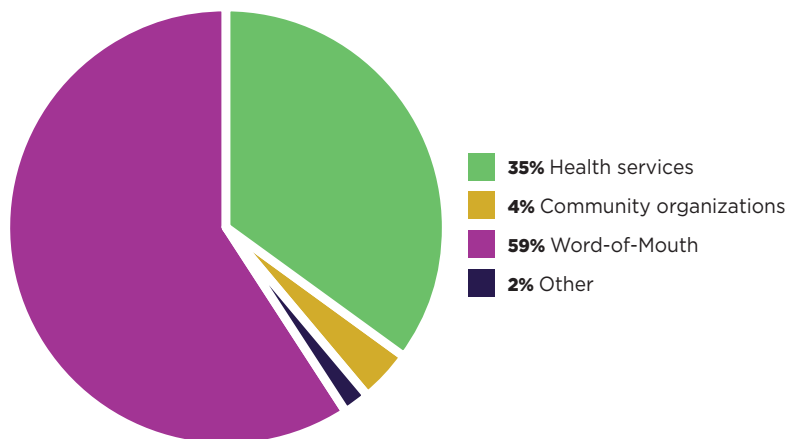
Since the Dispensary's mandate is mainly regional, only families from the Greater Montréal area benefit from our services. Many of them travel great distances to meet with us in downtown Montréal. Neighborhoods where we serve the most women include: Saint-Léonard, Ahuntsic, Montréal-Nord, Saint-Laurent, Saint-Michel, Ville-Marie-Centre-Sud, Bordeaux-Cartierville and LaSalle. Some families even come from the northern and southern shores of Montréal.



9,63% - Ahuntsic	3,18% - Notre-Dame-de-Grâce	6,75% - Saint-Laurent
3,28% - Anjou	0,79% - Parc-Extension	10,33% - Saint-Léonard
5,06% - Bordeaux-Cartierville	0,4% - Petite-Patrie	5,96% - Saint-Michel
4,17% - Côte-des-Neiges	0,89% - Pierrefonds-Roxboro	1,39% - Sud-Ouest
3,48% - Hochelaga-Maisonneuve	1,29% - Plateau Mont-Royal	3,48% - Verdun
3,28% - Lachine	1,69% - Pointe-aux-Trembles	0,6% - Villeray
5,56% - LaSalle	1,99% - Rivière-des-Prairies	6,45% - Ville-Marie/Centre-Sud
2,09% - Mercier	4,47% - Rosemont	6,26% - Other
7,55% - Montréal-Nord		

Referral Sources

Word-of-mouth remains the primary means of referral. Coordination efforts with the health system and the community maintain a referral rate of about 40% for these sectors.



Services to the Community

Nurturing Life

Since the launch of the new website, 85 members have either renewed their account or newly subscribed to Nurturing Life (formerly SVPNutrition).

Nurturing Life represents a private editorial section of information and perinatal nutrition training reserved for community organizations working in perinatal care.

It is through collaborations, notably with *Nos petits mangeurs* by Extenso, and many communication efforts that we hope to grow the Nurturing Life communities.

Content production has exceeded the goals of the year through proper work reorganization. Our efficiency has increased thanks to the contribution of nutritionists in our editorial team.

The communication plan has been prepared and its implementation has begun.

The private editorial section has been enhanced with various types of content:

- Articles in a question-answer format
- Information sheets
- Case studies
- Practical and informative workshops
- Online training and webinars
- A perinatal watch
- Blog posts regarding recent news and scientific findings
- A survey titled "Ask your questions to the Dispensary"

Nurturing Life positions itself more than ever before in its niche expertise serving health, community and social workers, providing them with a level of information in junction with scientific articles, official recommendations, and observations issued from the practice done at the Dispensary.

This project is still supported by the Public Health Agency of Canada.

Activities in Relation with the Nutritious Food Basket (NFB)

In our strategic plan, we have identified the NFB as a tool of reference for the community, thanks to which the Dispensary had built a expertise and notoriety in the field of food security.

Nevertheless, the need for it to be updated and the interest for it to become a collective tool made by and for the community exceed the Dispensary's mission.

Therefore, it has been decided for the Dispensary to maintain triennial price statements, as well as cost distribution for nutritious diets. We are also seeking for various potential partners to help ensure the maintenance of data that is objective and adapted to the reality of destitute populations. This is what differentiates the Dispensary's NFB tool from general statistics on consumer trends.

The *Carrefour Alimentaire Centre-Sud* has sought our help to complete a price statement on its territory and has shown interest in working with us on a collective tool for assessing the financial capacity of households.

Ad Hoc Project on the Spectrum of Fetal Alcohol Syndrome Disorders (FASD)

By the end of the year, we obtained additional funding from the Canadian Public Health Agency to develop training on collaborative approaches in FASD prevention.

Both teams from the Dispensary and the Agency were able to reflect on good practice to put forward and ensure the transfer of knowledge on this subject. This was done with the help of health, community and social workers of Rond-Point, an initiative consisting of eight partners acting in substance use and abuse in the family context.

In the context of this project, two educational resources destined for the general public have also been completely redesigned and one has been updated. These will soon be available to everyone via our website, www.dispensaire.ca.

Knowledge transfer documents developed for health, community and social workers will be made available in the private section of Nurturing Life.

This project should be complete at the beginning of the next year.

The Families Downtown Concertation (Familles Centre-Ville - FCV)

The Dispensary has continued its involvement with FCV's coordination team for the discussion on early childhood. The Dispensary coordinates the groups responsible for family services and food security. This young round table progresses its action plan and structures itself at the benefit of partners and vulnerable families in the Peter-McGill neighbourhood.

Collaboration with FCV Partners on Various Activities

- Coordination of the SIPPE funds (Greene Center, YMCA residences, The Montréal Children's Library, Milton Park Recreation Association)
- Workshop animation at the Women's Y, The Montréal Children's Library, and at events organized by the Peter-McGill Community Round Tables.

Other Concertation Activities

- Participation in the activities organized by the Constellation *D'Horizon 0-5 ans* project, with the purpose to reach isolated families (2).
- Integration within the SAM committee (*Système alimentaire Montréal*) - (3 meetings).
- Introduction to the *Alliance en négligence* program (team).
- Training for practitioners in the *Vivre Saint-Michel en Santé* round table on low-cost healthy eating as well as ethnic considerations, including the development of visual tools for practitioners and families.
- 4 meetings of the *Table de concertation sur la faim et le développement social du Montréal Métropolitain* (Metropolitan Montréal's hunger and social development round table).
- 2 meetings with the round table of nutritionists working in maternal-fetal medicine in the hospital setting.
- A letter of support for a park development on the land of the Franciscans, a project proposed by the FCV.
- Support to the project "*Saint-Léonard en 3 dimensions, 7 langues, 5 continents*"

Partnerships and Outreach

OLO Foundation:

- Conference animation on teenage pregnancy during the annual community of practice day.

- Webinar animation on vegetarianism for the OLO community of practice.
- Scientific committee.
- Strategic and Advisory Committee on the foundations of nutritional intervention for disadvantaged pregnant women (OLO approach and Higgins method®)
- 5 of the Dispensary's nutritionists are members of the OLO community of practice.
- The Training and Development Committee for the *1000 jours pour savourer la vie* Project.

Moisson Montréal

- The Fight Against Hunger day: Participation and presentation on the cost of food as well as tools for practitioners.
- 8 of the Dispensary's team members participated in the annual volunteer day.

Médecins du monde

- 21 information sessions.

Centraide

- 27 conferences as part of the fundraising campaign in the workplace (team).

McGill University

- 3 nutrition and dietetics interns.
- 5 students from the Community Health Alliance Program (CHAP).
- Conference on teenage pregnancy for the RUIS, Nord-du-Québec sector.
- Social Pediatrics training program (CHU Sainte-Justine and Montréal Children's Hospital).
- A day-long open house for 5 residents in family medicine or paediatrics.

Master's project on the Higgins Method®

Véronique Ménard, one of our nutritionists supervised by Dr. Hope Weiler from McGill University, studied our database this year in order to determine how our work method is reflected in new health indicators for the baby and the mother. Conclusions of her work should be revealed within the next fiscal year.

Université de Montréal

- 7 nutrition interns, including one in management.
- Presentation on the Dispensary approach for 2nd year nutrition students, in the course titled *Nutrition appliquée 2*.
- Presentation on community nutrition case studies to graduate students in the course titled *Pratique avancée – Nutrition publique*.
- 3 interns in social work, in the context of a class on the introduction to social work, offered in first year.

Québec sans frontières

- 2 interns from abroad (reciprocal internships: management and health care profile).

Collège Marie-Victorin

- 1 intern in social work.

Cégep du Vieux-Montréal

- 1 intern in special care counselling.

Émica et Centre l'Impulsion

- 2 interns in administrative and secretarial studies.

Institut national de santé publique du Québec (INSPQ)

- For their perinatal portal: Revision of the information sheet on diet during pregnancy.

Christmas Baskets Operation

As of last year, the Dispensary no longer distributes Christmas baskets. However, we continue to distribute food products given by donors as well as the toys collected by CHM Communication in collaboration with Lower Canada College.

The Dispensary rather coordinates the conception and distribution of Christmas baskets by individuals or groups who wish to help disadvantaged and isolated families. As such, 37 generously concocted Christmas baskets were delivered this year. Mr. Martin Bérubé and his National Bank Financial colleagues prepared eight baskets in addition to making a donation to the Dispensary. The students of the Jonathan Alternative School offered six baskets. We are also very grateful to the Future Electronics employees and all the other generous helpers who prepared and delivered baskets.

The Gazette Christmas Fund has also given a precious helping hand this year, as 168 of the Dispensary's families were able to receive a Christmas cheque.

Training

To ensure a successful transition, the Dispensary has been working hard to assimilate new knowledge and skills through several training activities:

- Emergencies or priorities by the Centre Saint-Pierre (team)
- Training for conferences as part of the Centraide Campaign (2)
- Dairy Farmers of Canada symposium (2)
- Supervision of interns from the Université de Montréal (1)
- Seminar on the practices in food security, titled *Regard sur les pratiques en sécurité alimentaire* by ÉvalPop - Centre de formation populaire (CFP) (4)
- Two days of thematic training in link with the ÉvalPop evaluation process along with the CFP and the organizations in our cohort (2)
- Training on the Management of Change by the Ordre professionnel des diététistes du Québec (OPDQ) (1)
- Annual Prodon upgrade trainings (4)
- A series of five workshops on the management of volunteers by the Volunteer Bureau of Montréal (1)
- Training on fetal alcohol disorders organized by the Community Action Program for Children (CAPC) of the Public Health Agency of Canada (PHAC) (1)
- Présence Plurielle – civic participation of Montréalers of all origins (3)
- Trajetvi – Domestic violence experienced by Muslim immigrant women of North African origin: from a woman's perspective, as well as that of shelter workers (3)
- Training activity for health and social workers based on a client's testimony in connection with an intervention designed for back-to-back pregnancies
- A coaching for the Executive Director by Pierre Legault, CEO and founder of Renaissance
- Financial management training for managers of NPOs by La Puce informatique (1)
- NPO forum by the Institut des administrateurs agréés (1)
- Training on digital communication UQAM (1)
- Public health certificate from Université Laval in collaboration with the OPDQ (3)



Photo credit: Renaud Vinet-Houle

Fundraising and Communication Activities

For nearly two years now, the Dispensary has had the privilege to count on an extraordinary spokesperson, singer and entrepreneur Marie-Élaine Thibert.

Her outstanding involvement takes many different shapes:

1. She sponsors the Parents and Kids Fair and facilitated the Dispensary's participation in April 2015.
2. She is very active on her Facebook page and does not miss an opportunity to talk about the Dispensary. She even produces short videos to encourage donations at the end of fundraising campaigns.
3. She favours the Dispensary's media presence by talking about her attachment to our mission (examples: *Le Tricheur*, *2 pour 1 de passion*, *RDI matin*, etc.).
4. She is present at all of our launches and events (fundraising campaign, Mother's Day Luncheon, etc.).
5. And, last but not least, she organized a fundraising variety show on November 10th, 2015, along with her devoted friends, including stage manager Martyne Paradis. Singers and guests were reunited on the stage of *L'Étoile* in the Dix30 Centre in Brossard. For this event, she produced and shot a video with mothers from the Dispensary, a process that took half a day. The show raised \$20,000 for the Dispensary.

Our Fundraising Activities

The organizing committee for the Mother's Day Luncheon's 3rd edition was convened by the Honourable Florence Lucas, then member of the Board of Directors and now judge at the *Cour supérieure du Québec*. It managed a masterstroke with an event that really "measured up", as suggested by its theme "*faire le poids*". Thanks to our partners and the 160 attendees at this event, which was held at the Sofitel Montréal *le Carré Doré* on May 10th, a total of over \$71,000 was raised that day.

Gold Partner: CN

Silver Partners: Agence Braque, Fasken Martineau, The Jewish Community Foundation of Montréal, Sun Life Financial, Gowlings, Jouviance, *La Guilde Culinaire*, Pharmaprix, Telus.

We also thank Ms. Isabelle Pagé, who acted as our master of ceremony. Thanks to Marie-Élaine Thibert for her music performance and to Odile Boudreau-Rousseau, former Dispensary client, for her touching testimony.

As for our fundraising campaign, it was launched on December 3rd, 2015, and chaired by Me Patricia Fourcand, partner at Miller Thomson and secretary of the Dispensary. While the campaign did not reach the record set by the previous year, it nevertheless exceeded our \$100,000 objective, with a total of \$103,613.

Thank you to all of our solicitors and donors!

Presence in the Social Networks and the Media

The Dispensary has significantly increased its social media presence this year thanks to its website's, its LinkedIn page, and especially its Facebook page, which is followed by 900 individuals.

Posting Nurturing Life articles on the Dispensary's Facebook page automatically lead to website traffic. Announcements on our fundraising events have also yielded very good results.

The organization's interventions are becoming increasingly efficient, thanks to Massy Forget Langlois Public Relations, who selected and trained the organization's official spokespeople.

Our efforts to raise awareness on our work have paid off:

Visit of Francine Charbonneau, then Minister of Families



Visit of Kathleen Weil, Immigration Minister



LCN TV Interview – *En direct avec Paul Larocque* – Anticipated increase in food cost – Fall 2015.

Canal Argent TV Interview – *Dans vos poches* – Anticipated increase in food cost – Fall 2015.

Collaboration with Hélène Laurendeau's segment on *Ricardo* on ICI Radio-Canada Télé – February 2016.

Article in *La Presse +* on food security – portrait of food insecure families, perspectives on food donations – December 2015.

Article in *Journal Métro*, relayed in the *Journal de Montréal* – Decrease in nutritional intervention with OLO supplementation for low-income pregnant women in Greater Montréal – November 2015.

TV interview – Mario Dumont – Decrease in nutritional intervention with OLO supplementation for low-income

pregnant women in Greater Montréal – November 2015.

Web and TV capsule on benchmark prices, on Télé Québec's *Ça vaut le coût!*

Presence at the Parents and Kids Fair in April 2015: conference to the general public on breastfeeding diet and infant feeding.

Article in *Le Bulletin* – Gatineau – Food cost.

What's Next After All of This?

Work reorganization with the purpose to improve overall efficiency will continue from the beginning of the 2016-17 financial year with the hiring of two nutritionists to help rebuild our ability to serve clients.

Administrative positions will be reorganized. A coordinator position for services to families will be created. The receptionist position will become an administrative assistant position. The administrative and communications assistant position will become a fundraising and communication coordinator position.

This should allow us to:

- Help more families in 2016-2017
- Build our evaluation plan, begin to measure and perhaps analyze the first results of all these changes!
- Emphasize our efforts in developing partnerships and raising awareness on social media platforms as well as in the creation of activities to increase visibility
- Implement our new plan for funding that includes several changes:
 - The 2016 luncheon promises a nice window-view of the families; efforts will be aimed at making the 2017 transition to a dinner/performance event, in collaboration with our wonderful spokesperson Marie-Élaine Thibert
 - The organization of a sporting flavour challenge for 2017
 - The connection between donors and assisted families
 - New parameters for our annual fundraising campaign

Who Does What?

Serving nearly 1200 families while such a large cultural change takes place - it can only be possible thanks to a dedicated team.

Below are the members of this outstanding team.

Board of Directors

A committed and competent Board of Directors has been a crucial factor in our accomplishments.

Me Marie-Christine Lemerise, president

Lawyer

Mr. Daniel-Marc Paré, vice-president

GazMétro

Mrs. Elizabeth Jarry, CPA, treasurer

Self-employed

Me Patricia Fourcand, secretary

Lawyer, Miller Thomson

Other administrators

Mrs. Astrid Bicomumpaka Shema

Student, Université de Montréal

Ms. Solange Blanchard

Cumul inc.

Mr. Jean-Marc Demers

Agence Braque

Ms. Zeina Khalifé

BMO Private Banking

Mrs. Dominique Lapierre

Téléfilm Canada

(Outgoing President - end of the term)

Ms. Annie Langlois

Massy Forget Langlois Public Relations

Mrs. Paulette Legault, FCPA, CPA, CRHA, ASC

Administratrice de sociétés certifiée

(Resignation during the fiscal year)

Me Florence Lucas

Honourable Judge of the Superior Court of Québec

(Resignation during the fiscal year)

Me Francine Martel

Lawyer, Gowlings

Dr Jean-Marie Moutquin, MD

Retired

Ms. Leslie Quinton

LRN

(Resignation during the fiscal year)

Ms Fanny Zúñiga

Former client

Committees

The committees are composed of administrators as well as professional volunteers and staff members who generously share their time and competence.

- Evaluation and practice improvement committee
- Communications committee
- Fundraising committee and special events committee
- Management of human resources committee
- Nominations committee
- Strategic, finance and governance committee

Staff

Despite the great challenges met throughout the year, these devoted and competent individuals help with the pursuit of the Dispensary's mission on a day-to-day basis.

Executive Director

Jackie Demers, P.Dt.

Dietitians/nutritionists

Lise Comtois, P.Dt.

Catherine Labelle, P.Dt.

Suzanne Lepage, P.Dt.

Emmy Maten-Fellows, P.Dt., IBCLC

Karen Medeiros, P.Dt.

France Proulx-Alonzo, Dt.P., psychologist (M. A.)

Véronique Ménard, P.Dt.*

Dina Salonina, P.Dt.

Perinatal and Lactation Consultants

Selma Buckett, IBCLC

Carole Ann Girard, IBCLC

Childhood Educator

Rosy Buonocore

Community Worker

Chantal Grand Maison

Project Coordinator

Annie Brodeur-Doucet, P.Dt.

Editors - Nurturing Life

Laura Li Ching Ng, P.Dt.

Jenny-Lyne Saint-André, P.Dt.

Administrative and Communications Assistant

Nathalie Choquette

Accounting Assistant

Phuong-Lan Pham

Receptionists

Jean-Baptiste Fabri

Beatriz Rivera-Oropeza

In addition, the following individuals provided services throughout the year:

- Janine Desrosiers-Choquette, former employee
- Philippe Collard, funding consultant
- Sophie Houle, Sophie Houle CPA
- Hélène Camirand, graphics communication
- Lise Lecours, of Lecours.ca
- The O₂ Web team
- Liliane Bedey, graphist

*working on a Master's project at McGill University

Volunteers

The members of the Board of Administrators and over a hundred of volunteers and business volunteers (KPMG, Pharmascience, Industrielle Alliance, Téléfilm Canada) contributed to the Dispensary's mission during the year. On a day-to-day basis, from care of the children in the daycare to expertise sharing in committees, from administrative tasks to phone calls to clients inviting them to group activities, volunteers give to the Dispensary a crucial helping hand that benefits the assisted families.

In sum, over 7,000 hours of volunteer services were provided in 2015-2016.

Corporation

In addition to the members of the Board of Directors, the Dispensary Corporation is composed of the following persons (the asterisk indicates nominations during the fiscal year):

Ms. Barbara Auclair
Dr Keith Barrington
Me Christine Baudouin
Ms. Anick Bérard
Mr. Luc Bigras
Ms. Diane Boivin-French
Ms. Odile Boudreau-Rousseau
Ms. Annie Bouthillette*
Ms. Émélie Brunet
Ms. Fannie Charron
Ms. Louise Chevalier
Ms. Hélène Côté-Sharp
Ms. Eileen Curran
Mr. Guy Cyr
Ms. Mireille Dallaire
Ms. Louise Desaulniers
Ms. Julie DesGroseilliers
Ms. Louise Desjardins-Joubert
Ms. Janine Desrosiers-Choquette
Ms. Lucille Douville
Ms. Emily A. Dubé
Ms. Brigitte Dupré
Ms. Gail Ewan
Ms. Isabelle Fontaine

Ms. Gabrielle Fortin
Mr. Michael Fovero
Ms. Julie Garneau*
Mr. Richard C. Gauthier
Ms. Sarah O. Gauthier
Ms. Elaine Glenn
Ms. Muriel Godard
Ms. Sheila Goldbloom
Ms. Dagmar Guttman
Ms. Julie Halde
Dr Annie Janvier
Ms. Suzanne Jobin
Ms. Adrienne Kardos
Ms. Nicole Laferrière
Ms. Francine Laflèche
Ms. Louise Lambert-Lagacé
Ms. Dominique Lapierre
Ms. Chantal Laprise
Ms. Hélène Laurendeau
Ms. Louise Laviolette
Ms. Andrée Lecoq
Ms. Catherine Lee-Jude
Ms. Claire Lefebvre-Paré
Ms. Paulette Legault
Ms. Linda Mr. Leus
Ms. Axelle Ligot
Ms. Colette L. Lortie
Ms. Florence Lucas
Dr Ann C. Macaulay
Ms. Christine Maestracci
Ms. Monette Malewski
Mr. Claude Marchand
Ms. Marjorie O. Matheson
Ms. Sally McDougall
Ms. Anne Ménard
Mr. Jean Morin
Ms. Sheila Murphy
Dr Claude Paré
Ms. Sara Paré
Ms. Ginette Pépin
Ms. Amélie Plante
Ms. Pierrette Poézévara*
Ms. Madeleine Poulin
Ms. Leslie Quinton
Ms. Françoise Raimondi
Ms. Louise Raymond-Dandonneau
Ms. Isabelle Renaud
Ms. Katia Reyburn
Ms. Helen Rutledge
Ms. Gylane Saint-Georges
Ms. Simone Saint-Germain-Roy
Ms. Justine Sentenne

Ms. Christina Mr. Smith
Ms. Susan W. Smith
Ms. Joan E. Smyth
Me Ann Soden
Ms. Jean Staniforth-Clark
Ms. Enriqueta Sugasti-Alvarez
Ms. Betty Teryazos
Ms. Mélanie Vallée
Ms. Claudine Verge
Ms. Meredith Webster
Ms. Denise Werleman
Ms. Elaine Whitton
Ms. Nancy Wright

In memory of the following, a donation was given to the Dispensary

In Memoriam donations

Mr. François-Xavier Chagnon
Ms. Esthela Urrea-Chagnon
Ms. Evelyne Chagnon
Mr. François Charrette
Mr. André Dufault
Ms. Marion Elliot
Dr Victor Goldbloom
Ms. Tobi Klein
Ms. Hélène Marchand
Ms. Margaret-Patricia McLean
Dr Claude Roy
Ms. Hélène Sentenne

Bequest

Ms. Lucille Nepveu



The Dispensary is supported by Centraide and is a member of the OLO Foundation.

Photo credit: Frédérique Ménard-Aubin

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