



MOISSON MONTREAL

40 years strong and
still so much to do



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Our mission

Provide an optimal food supply for community agencies serving Montreal's most vulnerable people while actively participating in the development of sustainable solutions to promote food security.

Our vision

Food security, sustainably.

Our values

Respect

For the people we help, for coworkers, volunteers and partners. Respect also for the environment in which we live and work.

Integrity

In all our actions, we are committed to acting honestly and with transparency.

Fairness

In the decisions we make for the benefit of our partners, in the way we share the food we receive, and in the way we treat our colleagues and volunteers.

Solidarity

In helping each other freely and openly to fulfill Moisson Montréal's mission.

Personal Commitment

On a daily basis, we are united together in the fight against hunger. We serve our community partners for the benefit of all Montrealers struggling with hunger.

2023-2024 Highlights

Ramping up efforts in response to the food emergency

Once again, the year was characterized by an increase in food needs, accentuated by a difficult economic context and spiking inflation. In response, we doubled down our efforts, mobilizing additional energy and resources to meet the growing demand. In this challenging environment, Moisson Montréal succeeded in distributing an even greater amount of food than the previous year, a total of 19.3 million kg of food, one million kg more than in 2022-2023. This success testifies to our ability to mobilize resources even in difficult circumstances.

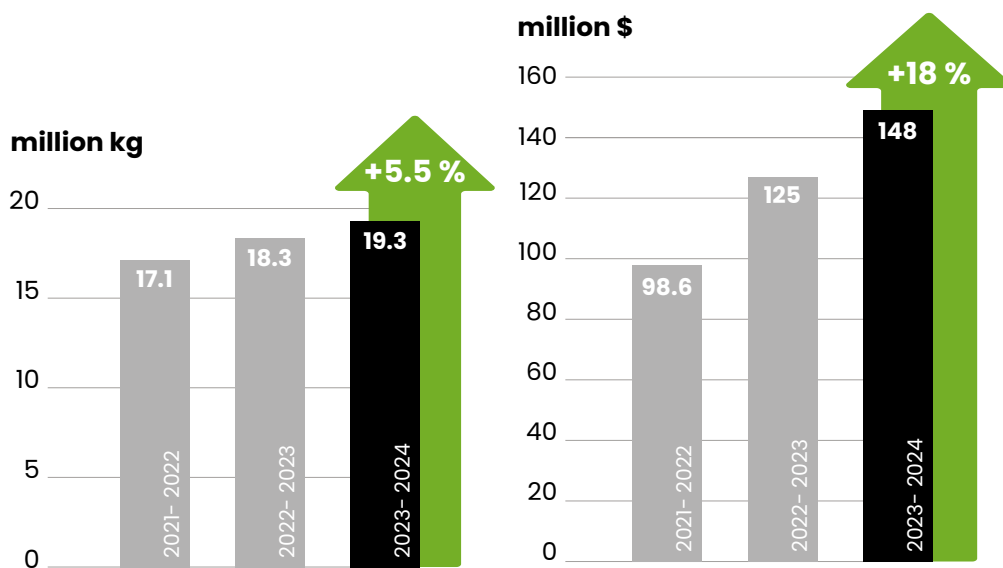
A greater commitment during the festive season

In an unprecedented move, Moisson Montréal decided to distribute 30,000 holiday baskets instead of the previous 20,000. This ambitious initiative rallied our volunteers and staff while highlighting the exceptional generosity of our donors who made it possible to fill each box with 20 non-perishable products.

Challenges for agencies in a difficult year

Unfortunately, it was also a difficult year for our agencies. Some had to give up and close their doors in the face of multiple obstacles that reflected the heightened challenges faced in the current environment. As a result, the number of accredited agencies fell below the 300 mark this year.

Total amount of food distributed annually



Number of agencies





\$1



\$15

One dollar donated, fifteen dollars distributed

An investment that multiplies the benefits!

Every dollar donated to Moisson Montréal translates into the distribution of more than \$15 worth of food. The strength of our operating model has earned Moisson Montréal a place on Charity Intelligence's Canada list of the top 100 charities in 2023. This recognition demonstrates our commitment to transparency, accountability, efficiency, and to having an impact. Charity Intelligence provides Canadian donors with valuable data to help them make informed decisions and maximize their contributions. For Moisson Montréal, this distinction provides a strong incentive to continue optimizing the impact of every dollar donated by our generous donors!



Moisson Montréal at a glance

19.3 million kg

of food distributed to nearly **300 accredited agencies** in Montreal and to other *Moisson* organizations of Quebec and Canadian food banks.

Nearly 6.6 million kg

of fruits and vegetables distributed, bolstering healthy eating habits

\$148 million worth*

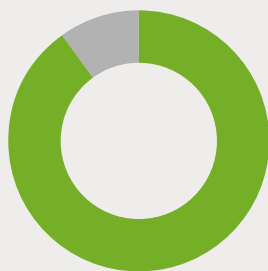
of food distributed

*Based on Food Banks Canada's valuation method

99%

of the \$148 million dollars worth of food donated by Moisson Montréal comes from donations, food recovery, and food reclamation.

Breakdown of donations received



Food and other in-kind donations

92%

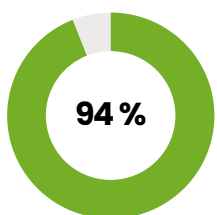
Monetary donations received

8%

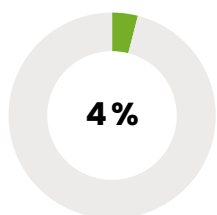
Events and campaigns – 28%
 Foundations, religious communities, and other registered charities – 28%
 Individuals – 21%
 Companies and associations – 10%

Rentals, service contracts and other sources – 7%
 Government – 3%
 Deferred revenue – 3%

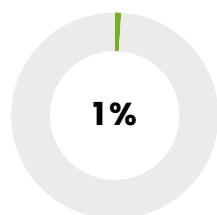
Where donations go (percentage of expenses)



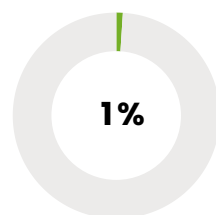
Food distribution



Operations and services to community agencies



Philanthropy and fundraising activities



Administration

A word from our leaders



40 years and still so much to do

As Moisson Montréal prepares to mark its 40th anniversary in 2024, we are facing unprecedented challenges. The demand for food assistance continues to grow, and the need to obtain more food has become an absolute priority. Four decades on, the fight against food insecurity remains a worrying issue, but one we are determined to tackle. Fortunately, we can count on a devoted Board of Directors, committed employees, generous donors, and dedicated volunteers, all of whom are putting their energy into meeting this growing demand in difficult times.

New strategic directions

Moisson Montréal is nearing the end of its current strategic plan. Our last plan, conceived before the pandemic, targeted the 2021-2024 term. Today, we must adapt to the current reality by maximizing available resources to achieve our mission and by looking ahead to the next three years.

The orientations that will guide us in the coming years are aimed at ensuring the sustainability and effectiveness of our organization. We need to position ourselves adequately in an increasingly complex environment to have a greater impact in the community and ensure an optimal food supply in Montreal.

I'm proud to say that almost all the initiatives in the previous strategic plan have been completed, are currently underway, or are ongoing. This testifies to our excellent teamwork and commitment to our mission. New strategic directions will be developed with the same rigor and ambition so that we continue to have a positive impact on the community.

Pierre G. Brodeur

President of the Board of Directors



Impact of inflation on food assistance

The past year has been marked by ever more pressing challenges in responding to growing food insecurity in Montreal. Requests are escalating, and a large number of new clients, including families, working people, recent immigrants, students, and seniors are registering with our accredited agencies. More and more people are marginalized. As Executive Director of Moisson Montréal, I am deeply concerned by the complex issues that hamper the ability of our agencies to respond effectively to requests for help in the field. Recognizing this reality is essential, but so is admitting that we don't have all the answers. As Moisson Montréal prepares to celebrate its 40th anniversary, it is disconcerting to note that some agencies, exhausted by these growing challenges, have been forced to close their doors. In this difficult context, our commitment to our agencies remains unwavering, and we will continue to support them as much as we can.

Consolidating partnerships and social innovation

During these difficult times, we are striving to innovate and find new ways to feed our vulnerable population. The past year has been a time of consolidating partnerships and social innovation. As an example, the creation of the Pôle de l'Est de Montréal in collaboration with the Cuisine collective Hochelaga-Maisonneuve was a significant milestone. This initiative enables agencies in the east end of Montreal to collect their food more efficiently, reducing the distances they have to travel. Our first social innovation project in urban agriculture has also borne fruit, literally and metaphorically. The production and distribution of more than 158,000 kg of organic vegetables was made possible, and we were honoured to win the grand prize for this initiative in the accessibility category at the Grands Prix Dux. Building on these successes, we are committed to strengthening our partnerships and working together with all those involved in the fight against food insecurity. Together, we are determined to feed the hungry by innovating and collaborating for a better future.

Chantal Vézina

Executive Director

Board of Directors



Pierre G. Brodeur, FCPA
PRESIDENT
Corporate Director
DELOITTE, Retired Partner



Glenn Acton
VICE PRESIDENT
Senior Vice President, Banner
Merchandising, Hard Discount
Division, Loblaw Companies Ltd.



Robin Deveaux, CPA, CA
TREASURER
Vice President of Finance, North
America, Boralex Inc.



**Jean-Guillaume Shooner,
M. FISC.**
SECRETARY
Partner, Stikeman Elliott
S.E.N.C.R.L., s.r.l.



Chantal Vézina
EX OFFICIO
Executive Director, Moisson
Montréal



**Richard Blain, MBA, IAS.A.,
FELLOW CRHA**
DIRECTOR
Lecturer, Human Resources
Management, HEC Montréal



Donald Boisvert
DIRECTOR
Executive Director,
La Corbeille-Bordeaux-Cartier-
ville



Sylvie Cloutier
DIRECTOR
CEO, Quebec Food Processing
Council (CTAQ)



Catherine Coursol
DIRECTOR
Legal Counsel, Litigation,
Groupe Divimco



Jean-Pierre Haché, ING.
DIRECTOR
V-P Risk Management,
Nortera Foods Inc.



Hugues Mousseau, MBA
DIRECTOR
Managing Partner, Cabinet
conseil Heyco



Brunilda Reyes
DIRECTOR
Executive Director and Co-founder,
Les Fourchettes de l'Espoir



Eddy Jr Savoie
DIRECTOR
President, Construction,
Groupe Savoie – Les Résidences
Soleil

Moisson Montréal committees

To address certain files and projects, Moisson Montréal forms dedicated committees. Members of the Board of Directors volunteer their support by participating in these committees, which include Moisson Montréal directors, managers, and employees, as well as external professionals who bring valuable expertise and a different point of view. By assembling all these resources around the same table for reflection and planning, Moisson Montréal ensures that it has a comprehensive view of key issues. The organization is fortunate to be able to count on the commitment and expertise of a large number of people to ensure sound governance.

Committees are formed annually and meet according to the needs of senior leadership and the organization.

Audit and investment committee:

Robin Deveaux (chair), Pierre G. Brodeur, Michael Clamen, Jean-Pierre Haché, Chantal Vézina, Catherine Boyer

Governance and ethics committee:

Jean-Guillaume Shooner (chair), Richard Blain, Donald Boisvert, Pierre G. Brodeur, Hugues Mousseau, Eddy Jr Savoie, Chantal Vézina

Human resources committee:

Richard Blain (chair), Jennifer Bourdua (Labranche RH), Pierre G. Brodeur, Catherine Coursol, Catherine Raymond, Chantal Vézina

Events committee:

Joe Nakhlé (honorary co-president of the golf Classic and external member from National Bank Investments), Daniel Vielfaure (honorary co-president of the Golf Classic and external member from Nortera), Glenn Acton, Audrey Bernier, Thierry Carrière (external member from VIF Group Inc.), Jean-Pierre Haché, Sylvain Lemieux (external member from Maxi), Eddy Jr Savoie, Sarah Taylor, Chantal Vézina

Capital assets and special projects committee:

Eddy Jr Savoie (chair), Pierre G. Brodeur, Michael Clamen, Robin Deveaux, Alain Théberge, Chantal Vézina

Information technology committee:

Robin Deveaux (chair), Catherine Boyer, Pierre G. Brodeur, Gérard Hamel, Mathieu Lescadres (external member from i2p Informatique d'entreprise), Chantal Vézina, Michael Clamen

Communications committee:

Hugues Mousseau (chair), Audrey Bernier, Maggie Borowiec, Pierre G. Brodeur, Catherine Coursol, Éliane Larouche, Christian Malenfant (external member from Nortera), Chantal Vézina

Strategic planning committee:

Pierre G. Brodeur, Hugues Mousseau, Richard Blain, Donald Boisvert, Eddy Jr Savoie, Chantal Vézina, Éliane Larouche, Catherine Boyer



Human resources and client experience

Staff

Moisson Montréal employees excel through their commitment and dedication to the cause, and in service to our accredited agencies. Their hard work and ingenuity turn every dollar donated into more than \$15 worth of food for our agencies.



Employees absent from photo: Gérard Hamel, Michael Clamen, Audrey Bernier, Carolyne Loth, Natalie Clairoux, Aziz Ouaamar, Carollanne Cyr, Ghada El-Hage, Stéphane Gagné, Jean-François Boudreau

Congratulations to long-serving employees

Here are the team members, celebrating 10, 15 or 20 years with our organization, who have demonstrated a long-term commitment to our mission and values.

- El Mostafa Azarkan**, 10 years
- Daniel Durocher**, 10 years
- Alain Lac Wing Hoy**, 10 years
- Jorge Recavarren**, 20 years



El Mostafa Azarkan, Daniel Durocher, Alain Lac Wing Hoy. Jorge Recavarren is absent in this picture



“For me, Moisson Montréal is not just a place to work, but a real school of life. Over the past 20 years, I’ve integrated values such as sharing and compassion for the less fortunate into my daily life. I’ve also forged warm friendships with people from many different cultures. I am a privileged witness to the diversity and kindness that reign at Moisson Montréal.”

Jorge Recavarren
Employee for 20 years

Internal committees

Social, mobilization, and wellness committee COSMO

The committee is composed of employees representing various departments within the organization. Its mission is to organize and coordinate different activities throughout the year, aimed at promoting the well-being, social cohesion, and engagement of the employees at Moisson Montréal.

Jean-François Dubé, Jean-François Noël, Sandrine Sénécal, Ivette Barrientos, Cora MacDonald, Jorge Recavarren, Kim Beaupré, Isabelle Germain, Catherine Raymond, Catherine Boyer

Green committee

The eco-responsible committee of Moisson Montréal coordinates actions aimed at promoting sustainable development within the organization. Its objective is to reduce the ecological footprint and encourage responsible practices. Moisson Montréal has achieved the PERFORMANCE level of the Écoresponsible certification from the Council of Responsible Industries.

Catherine Boyer, Sandrine Sénécal, Caroline Roussel, André Bossé, Éliane Larouche, Liliane Le Mentec (volunteer), Michael Clamen, Lissa Huneault, Jean-François Morin (President at IMMO Gestion Industrielle CARE inc.), Claudia Vergnolle, Chantal Vézina

Volunteerism

Strengthening community ties and commitments

Once again, the organization benefited from the loyalty and commitment of more than 60 regular volunteers who steadfastly demonstrate their generosity and dedication. Regular volunteers are those who accumulate approximately 100 hours of volunteer work over a three-month period, or who participate in the organization’s activities on more than ten occasions over a six-month period.

The year 2023–2024 was marked by the noted participation of volunteer corporate groups at Moisson Montréal. We are pleased to see that more and more companies are becoming involved in volunteer initiatives and social causes. This phenomenon reflects a strengthening of corporate policies on social and environmental responsibility as well as an increase in more formal volunteer programs.



8 058

Number of volunteers

83 634

Volunteer hours

The equivalent of 46 full-time positions

53 volunteers per day are required to meet Moisson Montréal’s operational needs.



Volunteerism is the heart of a caring society.

Volunteer type	2021–2022		2022–2023		2023–2024	
	Hours	Ratio	Hours	Ratio	Hours	Ratio
Individuals - regular	26 276	47 %	25 326	42 %	19 847	24 %
Individuals - occasional	15 008	27 %	11 261	18 %	11 562	14 %
Groups (family, friends, school, corporate)	14 359	26 %	24 465	40 %	51 976	62 %
Total number of hours	55 643	100 %	61 052	100 %	83 385	100 %
Full-time equivalent positions	30		34		46	
Total number of volunteers	3 413		5 546		8 058	

A new face for Moisson Montréal volunteers

We gratefully welcome new immigrants among our volunteers. Our location, close to some of their temporary accommodations, gives them an opportunity to get involved in our cause, familiarize themselves with their new host country, and forge social ties. Their contribution as volunteers is invaluable to Moisson Montréal and we are proud to play a part in their integration into our community.



“As brother and sister, we are proud of our commitment as volunteers with Moisson Montréal over the past two years. We realize how lucky we are to have enough to eat. That’s why we’re here, to offer our help to those who aren’t as fortunate. Every action we take can make a difference in someone’s life.”

Xavier and Béatrice Ampleman
14 and 12 years old

The art of turning challenges into success stories

Our need for volunteers has been higher certain months, particularly when preparing holiday baskets. At times, we welcomed more than 100 volunteers a day and, thanks to their dedication and hard work, we were able to distribute 30,000 boxes filled with foods to our partner agencies. Like bees in a hive, they executed a colossal task with efficiency and determination.



2023 Moisson de Noël holiday baskets contents

Volunteers at the 2023 Moisson de Noël

Social integration programs

Moisson Montréal is also a stakeholder in various social integration programs. The aim is to develop people’s autonomy, break their isolation, and empower them to acquire various skills.

Thank you and congratulations to all the social integration participants and their caregivers. They have made an enormous difference to the fulfillment of our mission while bringing a unique richness to Moisson Montréal. They performed more than 14,000 hours of work in 2023–2024.



“It was an extraordinary day when I discovered the joy of making an unexpected connection, such as with Maxime, a participant in a social integration program at Moisson Montréal who shared a touching anecdote about his birth song. I’m very happy that Loto-Québec encourages us to volunteer and I’m grateful to have had such a wonderful experience. Sometimes stepping out of your comfort zone opens doors to magical moments and genuine connections.”

Isabelle Campagna

Corporate Director of Business Analytics Loto-Québec



Corporate groups volunteering in our bagging room



Operations

Food distribution

Distributing more food during difficult times

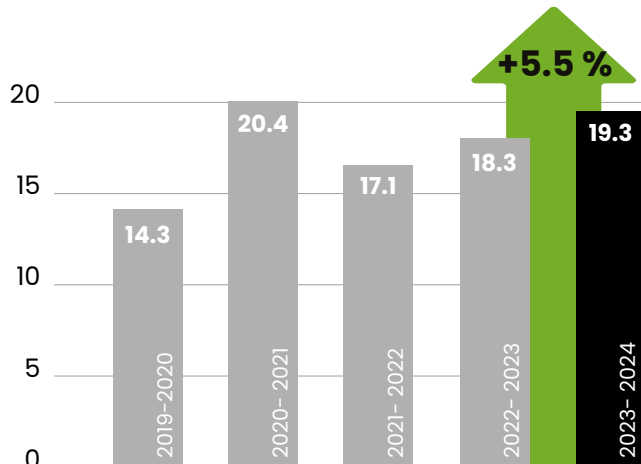
Despite the challenges created by an increase in requests for food assistance, Moisson Montréal has maintained its commitment to meeting the growing food needs of its organizations. This year, we were able to distribute one million kg of food more than last year, an increase of nearly 6%.

In the face of growing demand, we are continually striving to find efficient ways of distributing food while taking into account the specific needs of our organizations.

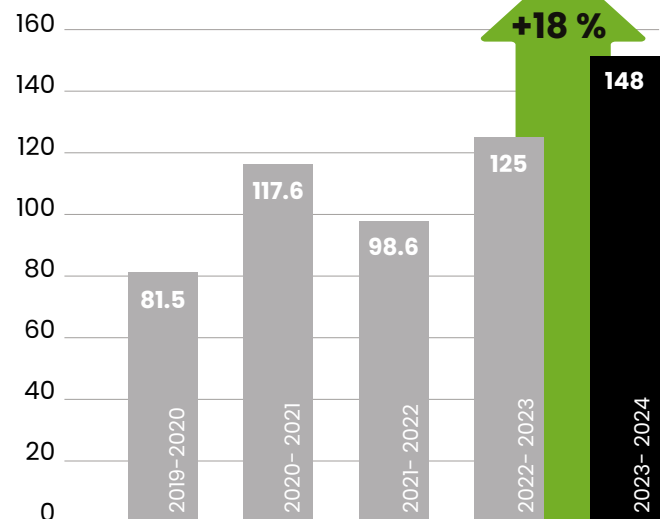
For example, Moisson Montréal accepted last winter a generous donation from Kamik Canada: 80,000 pairs of boots were distributed, enabling people in need to stay warm during the cold season. Although not a food item, this donation was greatly appreciated by our agencies.

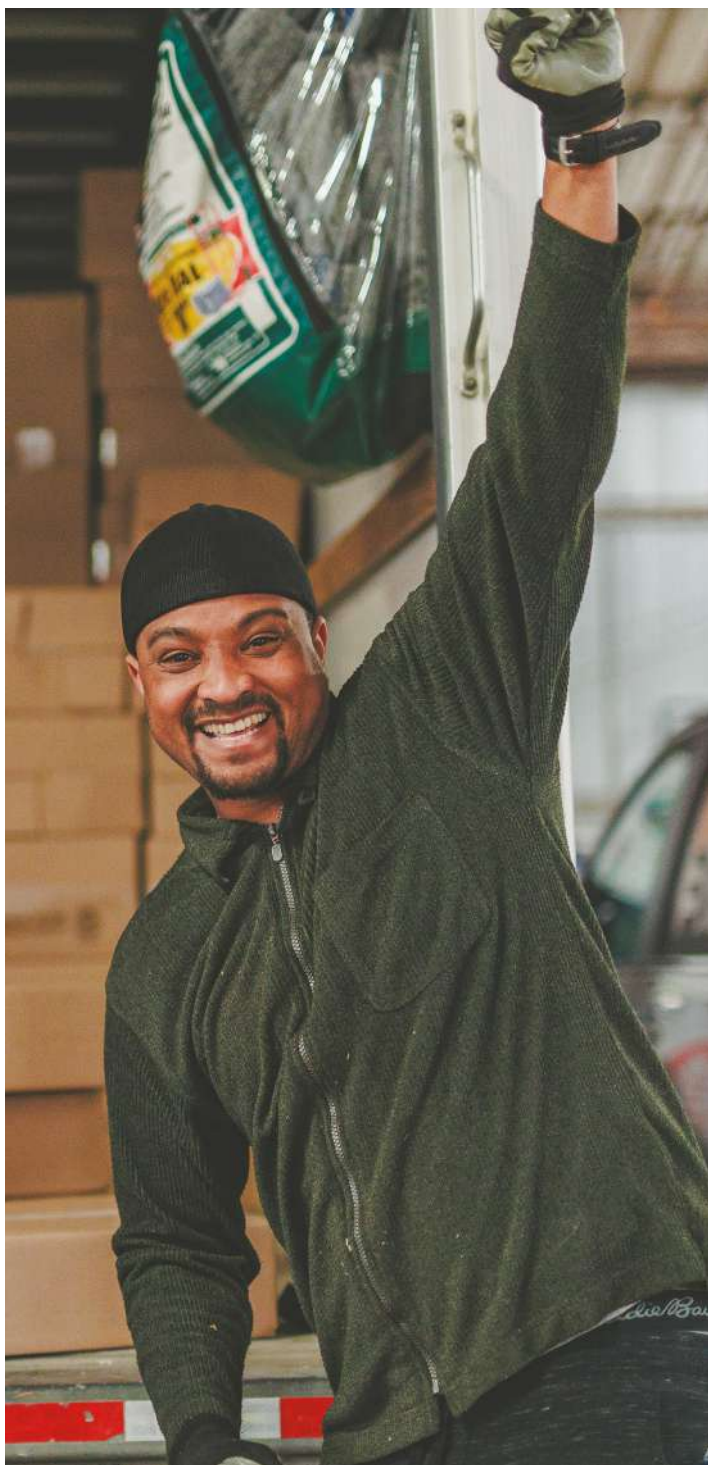
Total annual quantity of distributed food

million kg



million \$





A productive harvest for a healthy diet

Moisson Montréal has kept to its strategic priority of providing quality food and promoting healthy eating habits, notably by focusing on the recovery and distribution of fruits and vegetables. Thanks to its innovative infrastructure and initiatives, the organization has increased considerably its capacity to process surplus fresh and frozen produce from growers and processors, a task that was previously impossible.

This year, Moisson Montréal reached new heights in fruit and vegetable distribution, with an impressive total of 6 573 003 kg, divided between 5 954 638 kg of fresh produce and 618 365 kg of frozen produce.

A notable aspect of this success is the quantity of bagged fruit and vegetables, amounting to 531,141 kg. This practice not only optimizes food distribution, but also reduces food waste by offering smaller portions adapted to the needs of our organizations.

Additionally, Moisson Montréal has ramped up its fruit and vegetable collection operations, guaranteeing a steady supply to meet a growing demand. A second bagging line will be added next year to increase processing and distribution capacity.

In addition, the urban agriculture partnership has had a significant impact on the quantity of vegetables distributed to organizations. Thanks to this collaboration, Moisson Montréal was able to offer 158,000 kg of seasonal vegetables, reinforcing its commitment to provide healthy, sustainable food for the community.

19 332 361 kg
of food distributed to the greater
community network* of which
6 573 003 kg
(34%) are fruits and vegetables

*Agencies in Montreal, Moisson organizations of Quebec, Canadian food banks.

Of the **6 573 003 kg** of fruit and vegetables, **5 954 638 kg** are fresh and **618 365 kg** are frozen

Bagged fruit and vegetables : 531 141 kg

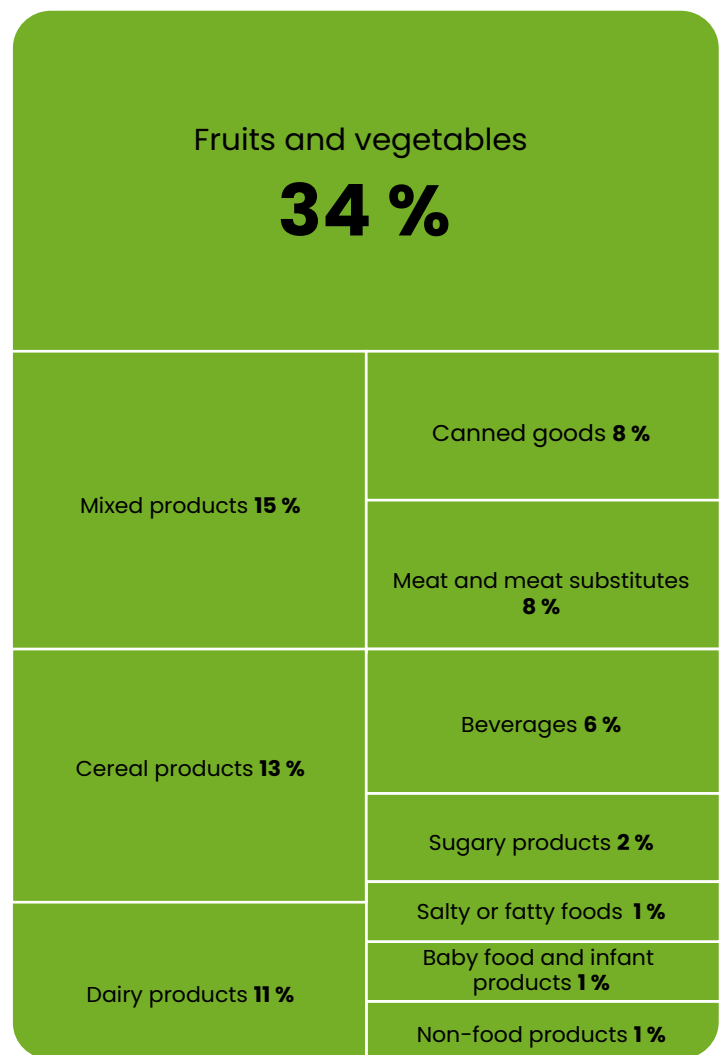


Working with our community agencies to promote a healthy diet

Moisson Montréal promotes healthy eating by encouraging the consumption of minimally processed foods rich in essential nutrients. To guarantee this, the food we distribute is categorized according to the NOVA index, which ranks food products according to their degree of processing.



Food distributed by category





The food supply

A year of growth and adjustment in our partnerships

Total kg collected

The 20.6 million kg of food collected comes from **375** food donor partners.

Our food supply team achieved a remarkable feat in collecting more than 20 million kg of food. This accomplishment was the result of concerted efforts on the part of our donors, reflecting a year of growth and adjustment in our partnerships. Indeed, our donor base has grown from 344 last year to 375 partners this year.

Part of this success is due to the fact that we have adapted our approach to create new partnerships. Realizing that many donors can contribute to the same project to fill a large demand (such as holiday baskets and children’s snack campaigns), we have set up multiple collaborations. This way, even the smallest companies and SMEs can contribute what they can afford. If one donor can’t meet all the needs of a campaign, we pair up several complementary partners to meet the demand, allowing everyone to make a difference, whatever their size.

In addition, this year, we met regularly with our donors in our offices. This proximity lets us better understand their needs and strengthen our relationships, thus creating solid and lasting partnerships.

We would like to extend our warmest thanks to all our donors for their ongoing support. It is due to their generosity and commitment that we can continue to address the challenges of food insecurity in Montreal.

In partnership with	Major donors

Food Recovery in Supermarkets Program (FRSP)

Started by Moisson Montréal in 2013, the Food Recovery in Supermarkets Program (FRSP) is an initiative that aims to collect products from grocery stores that can no longer be sold but are still fit for consumption. Every week, our supply team collects food set aside by grocery stores, helping them to reduce their food waste. The FRSP is Moisson Montréal’s main source of meat.

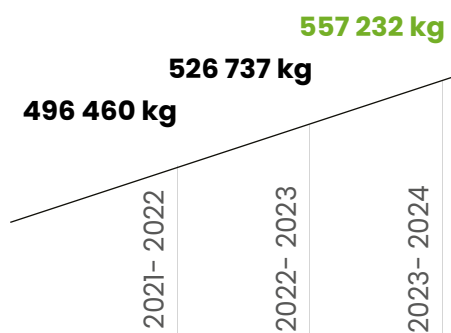
THANK YOU to the retailers who participate in the Food Recovery in Supermarkets Program!



	Total quantity of food recovered by the FRSP (kg)	Total quantity of food recovered by the FRSP and from other large food chains (kg)	Total number of stores as of March 31
2020–2021	1 137 845	1 365 997	125
2021–2022	1 015 694	1 292 923	118
2022–2023	1 164 521	1 542 262	130
2023–2024	1 298 509	2 122 047	130

Significant growth in the Food Recovery in Supermarkets Program

Increasing meat donations



Among Montreal grocery stores, the trend is to continue supplying surplus food to Moisson Montréal, especially proteins, which are on the rise.

Last year’s figures show a total of 2,122,047 kg of food collected, including 557,232 kg of meat, compared to the previous year’s total of 1,542,262 kg, including 526,737 kg of meat, a 6% increase in meat collection. This growth testifies to the effectiveness of our collection efforts and the value of our partnerships with area grocery stores. These figures illustrate not only an increase in meat collection, but also an increase in the collection of all types of food.

The supply team has made a remarkable effort to achieve this success. It has played an essential role in ensuring a presence in grocery stores, training their staff, and adapting the needs of grocers to Moisson Montréal’s reality. We would also like to express our deep gratitude to our invaluable grocery partners whose collaboration year after year is an indispensable part of our work.

The 2023-2024 Food Aid Route

of Canada's largest food bank

Food sources

TOTAL

20.6 million kg

1

75 %

15 486 713 kg
Food donors

130 grocery stores and 245 producers, processors, distributors and other partners

2

25 %

5 108 276 kg
Food Banks of Quebec (FBQ) and Food Banks Canada (FBC)

Food distributed

TOTAL

19.3 million kg

2

26 %

4 984 252 kg
Other *Moisson* organizations in Quebec and food banks across Canada

From the national sharing system and from *Moisson* Montréal

1

74 %

14 348 109 kg
To the 292 accredited community agencies of *Moisson* Montréal on the Island of Montreal



630 000 kg
waste and compost





Absent from the photo, Claudia Vergnolle

Community relations

Accredited agencies

The year in review: adapting to better meet the needs of our agencies

This year, we have confronted a difficult reality: some agencies have fallen by the wayside, unable to cope with the unprecedented challenges that have marked this period. Economic and logistical constraints have taken their toll, reducing the number of accredited agencies to below 300.

In the face of these challenges, we redoubled our efforts to listen even more closely to our agencies. We strengthened our presence by recruiting new resources and increasing the number of field visits. By actively participating in various roundtables and neighbourhood events, we deepened our understanding of the needs and issues facing local agencies, enabling us to develop more customized support.

We also set up a tailored distribution system, taking into account the types of food required by each agencies. This system has proven effective in distributing baby products and basic necessities for emergency food assistance. Similarly, children's campaigns such as «After the Bell» and «Hungry for Vacation»

have provided numerous snacks to agencies offering children's programs such as drop-in daycare centers and day camps.

During the Grands Échanges, a major gathering with our accredited agencies, some 60 agencies along with the Moisson Montréal team reflected on food security issues. With this year's focus on the theme of supply, our partners emphasized the importance of stability and access to healthy, culturally appropriate food.

Despite the challenges, we maintained a constant link with our partners by developing an annual calendar of opportunities for knowledge-sharing and training on the topics discussed. In addition, we worked on implementing a digitization platform to standardize data collection and to better know our partners, with the aim of systematizing our practices and improving our services.

Moisson Montréal’s impact in the community

Moisson Montréal plays a vital role in providing essential food to a variety of community organizations. These partners, whose primary mission is often not based on food security, benefit from our resources so they can focus their efforts on their main objectives. For people in difficulty, access to food is often the first step towards more comprehensive assistance. By supporting these partners, we are helping to break social isolation and meet basic needs beyond food.

907 597*

requests for food assistance are fulfilled each month by our accredited agencies

292

accredited community agencies

* According to the 2023 Hunger Count

36%

of beneficiaries are children

Core mission and primary service linked to Moisson Montréal	percentage (%)	Number of organizations
Core mission		
Food services	29	84
Other services to individuals	71	208
Total	100 %	292
Main service related to Moisson Montréal		
Snacks (workshops, help with homework)	11	33
Community kitchens	3	8
Food pantries	58	170
Meals-on-wheels	2	6
Meals (shelter)	11	33
Meals or soup kitchen (on site)	15	42
Total	100%	292



Evaluating agencies satisfaction

The annual satisfaction survey sent out in September is an ideal opportunity to assess how our 292 agencies perceive Moisson Montréal’s services. This valuable feedback enables us to identify areas for improvement and strengthen our collaboration to better meet the needs of our communities.

Overall, we are encouraged by the continuing very high satisfaction rate. However, we recognize that challenges remain in optimizing how we respond to the specific needs of each partner.

We also note that the increase in requests for food assistance is creating challenges beyond the scope of the distribution of food by Moisson Montréal. Managing storage space is a major constraint for many partners, as are a lack of human resources and funding.

What do our accredited agencies do

Social support

- Welcoming and integrating new immigrants
- Job search assistance
- Helping people with illnesses
- Pediatric centre/Services for pregnant women
- Addiction centre/substance abuse
- Advocacy
- Social integration
- Youth centre/Youth organizations



Centre d'appui aux communautés immigrantes (CACI)

Social support, welcoming and integrating newcomers

"Thanks to Moisson Montréal, CACI distributed 9,238 baskets in 2023-2024, a 23% increase over last year. This growth is due to the increase in our clientele, particularly asylum seekers and temporary foreign workers. With your support, we can fulfill our mission of integrating vulnerable immigrants. We are grateful to Moisson Montréal for its ongoing support."

Anait Aleksanian, CACI Executive Director

Community centre

- Multi-service day centre



Centre de Ressources et d'Action Communautaire de la Petite-Patrie (CRAC)

Food assistance

"Moisson Montréal is a long-standing partner. As one of our principal suppliers, it actively supports our mission to fight poverty and food waste. Last year, 835 different households received food thanks to 6,357 food services rendered. This contribution allows us to improve our services and better meet demand. We would like to extend our warmest thanks to the team and all the volunteers involved in this cause."

Nathalie Bouchard, Executive Director

Food assistance

- Redistribution centre
- Food counter
- Community kitchen
- Restaurant/Soup kitchen
- Communal grocery

Other

- School
- Church
- Other



Auberge Madeleine

Long-term shelter

"The food we receive every week from Moisson Montréal lets us prepare healthy, tasty, and varied meals that meet the needs of the homeless women residing at Auberge Madeleine. It also means that we can offer emergency food assistance to former residents living in apartments who can't make ends meet. At a time when food is increasingly expensive, Moisson Montréal's support is indispensable in helping us carry out this essential part of our mission, and we are very grateful."

Lisette Jones, Chef

Housing

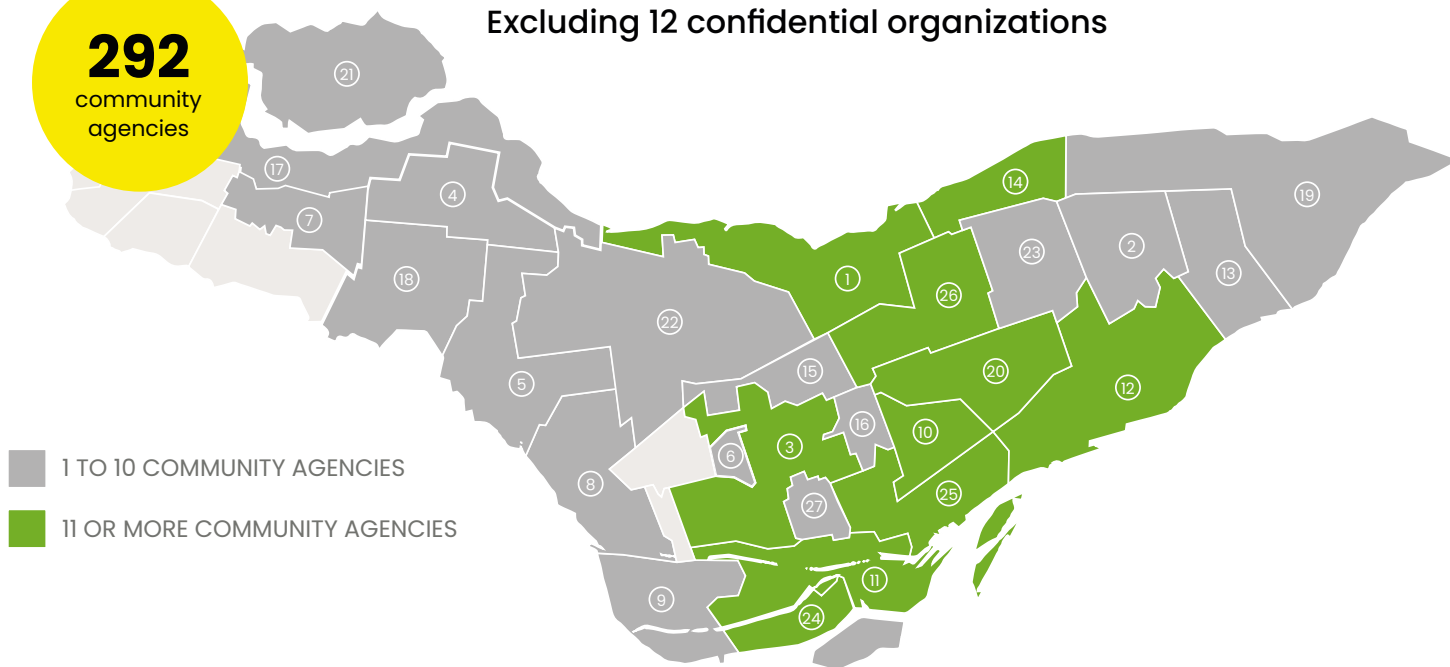
- Residence (long-term)
- Shelter (emergency/short-term)



Community agencies by borough or city

Excluding 12 confidential organizations

292
community agencies



■ 1 TO 10 COMMUNITY AGENCIES
■ 11 OR MORE COMMUNITY AGENCIES

1. Ahuntsic-Cartierville

5.1 % (15 agencies)

Centre d'appui aux communautés immigrantes (CACI) / Centre de service et d'intégration des minorités culturelles (CSIMC) / Centre d'intégration et d'intervention multiculturel de l'Ouest de Montréal (CIIMO) / Corbeille Bordeaux-Cartierville / École Félix-Antoine / First Armenian Evangelical Church of Montréal / Fondation internationale Maria Luisa de Moreno / Maison des jeunes de Bordeaux-Cartierville / Maison des parents de Bordeaux-Cartierville / Œuvre des Samaritains / Prise II / RAP Jeunesse - L'Accès-Soir / Service de nutrition et d'action communautaire (SNAC) / Société Saint-Vincent de Paul Saint-Apotre / Welcome Collective

2. Anjou

0.7 % (2 agencies)

Centre Humanitaire d'Organisation de Ressources et de Référence d'Anjou (CHORRA) / Service d'aide communautaire d'Anjou (SAC Anjou)

3. Côte-des-Neiges-Notre-Dame-de-Grâce

5.8 % (17 agencies)

Banque alimentaire de l'Université de Montréal / Bethlehem Healing Fountain / Bread and Beyond / Centre communautaire Mountain Sights / Chabad Chai Center / Côte-des-Neiges Black Community Association / Fondations du quartier / Head & Hands / Hive Café Solidarity Co-op / Jamaica Association of Montréal / MADA Community Center / MultiCaf

Community Cafeteria / Projet Chance / Relais Côte-des-Neiges / Service d'interprète d'aide et de référence aux immigrants (SIARI) / The Depot Community Food Centre / Women on the Rise

4. Dollard-des-Ormeaux

0.3 % (1 agency)

La Maison Entre Familles

5. Dorval / L'Île Dorval

0.7 % (2 agencies)

Foyer du Liban / Omega Community Resources

6. Hampstead

0.3 % (1 agency)

Mosaik Family Resource Centre

7. Kirkland

0.3 % (1 agency)

Centre de formation professionnelle (CFP) des métiers de la santé

8. Lachine

3.1 % (9 agencies)

Carrefour d'entraide Lachine / Carrefour jeunesse-emploi de Marquette / Centre de formation professionnelle de Lachine / Comité de vie de quartier Duff-Court (COVIQ) / Extended Hands / L'Œuvre soupe maison, Lachine / Maison des jeunes l'Escalier de Lachine / Société de Saint-Vincent de Paul, Conférence Saint-Pierre-Aux-Liens / Société de Saint-Vincent de Paul, Resurrection of Our Lord

9. LaSalle

3.8 % (11 agencies)

Centre Action / Centre du Vieux Moulin de LaSalle / Centre intégré de mécanique, de métallurgie et d'électricité (CIMME) / Coopérative de solidarité Abondance Urbaine Solidaire (CAUS) / Destination travail / Échange de services de LaSalle (C.A.D.R.E.) / La P'tite Maison Saint-Pierre / Loisirs Laurendeau-Duntou / Maison des jeunes de LaSalle / Société de Saint-Vincent-de-Paul, Conférence Saint-Jean-Baptiste / Triade HCT (Handicap-compétences-Travail)

10. Le Plateau-Mont-Royal

7.5 % (22 agencies)

Association d'entraide Le Chaînon / Atelier d'éducation populaire du Plateau / Autisme Montréal / Centre Communautaire Restauration Vertical & Banque Alimentaire / Centre d'aide à la famille / Centre du Plateau / Diners St-Louis / J'aime ma ville / L'Hirondelle, Services d'accueil et d'intégration des immigrants / Les Foyers de la Création / Maison des amis du Plateau Mont-Royal / Maison d'Hérelle / Maison du Parc / Mile-End Community Mission / Milton Parc Food Bank / Native Friendship Centre of Montréal / Œuvres de St-Jacques / Parrainage civique Montréal / Racine Croisée / Resto Plateau / Santropol Roulant / Women's Center of Montréal

11. Sud-Ouest

8.2 % (24 agencies)

Action Santé de Pointe St-Charles / Arche-Montréal / Atelier 850 / Auberge communautaire du Sud-Ouest / Benedict Labre House / Bible Way Pentecostal Church / Comité d'éducation aux adultes de la Petite-Bourgogne et de St-Henri (CÉDA) / Église Saint-Charles / La main qui partage / Maison d'entraide Saint-Paul & Émard / Maison des jeunes L'Escampette / Maison du partage d'Youville / Mission of the Great Shepherd / Renaissance Church Montréal / Resilience Montreal / Salvation Army - Booth Center / Scientifines / Share the Warmth / Station Familles / St-Columba House / Tyndale St-Georges Community Centre / Union United Church / Welcome Hall Mission / Maison l'Exode - Clark

12. Mercier-Hochelaga-Maisonneuve

10.3 % (30 agencies)

Auberge du cœur Foyer de jeunes travailleurs et travailleuses de Montréal / CAP St-Barnabé / Carrefour familial Hochelaga / Centre d'entraide le Rameau d'Olivier / Centre des Jeunes Boyce-Viau (CJBV) / Centre NAHA / Chic Resto Pop / Cuisine collective Hochelaga-Maisonneuve (CCHM) / Dopamine / Église Reflet de Christ / Entre Mamans et Papas / Escalier Notre-Dame / Frigo Communautaire & Solidaire de l'Est / Groupe d'entraide de Mercier-Ouest (GEMO) / Groupe du troisième âge Habitations Nicolet / Impact Famille / Interaction Famille Hochelaga-

Maisonneuve / Jeunes musiciens du monde / L'Antre-Jeunes de Mercier-Est / La Relance Jeunes et Familles / Le Mûrier / Maison à Petits Pas / Maison du Pharillon / Maison Tangente / Pavillon d'éducation communautaire Hochelaga-Maisonneuve / Projet Harmonie / Répit Providence / Service d'éducation et de sécurité alimentaire de Mercier-Est (Sésame) / Seventh Day Adventist Church Lafontaine / Carrefour jeunesse-emploi Hochelaga-Maisonneuve

13. Montréal-Est
0.3 % (1 agency)

Action Secours Vie d'Espoir

14. Montréal-Nord
4.1 % (12 agencies)

Amour en action / Carrefour des retraités de Montréal-Nord / Centre communautaire Espoir et solidarité de Montréal-Nord (CCESMN) / Centre communautaire multi-ethnique de Montréal-Nord / Centre de pédiatrie sociale de Montréal-Nord / Église du Nazaréen de Montréal-Nord / Église Évangéliste Baptiste de Montréal Nord / Les Fourchettes de l'Espoir / Jojo dépannage / Réseau AMEP / Toxic-Stop Residential Treatment Centre / Vision Charitable (VICHA)

15. Mont-Royal
0.3 % (1 agency)

Centre Action Sida Montréal - femmes (CASM)

16. Outremont
0.3 % (1 agency)

Monthly Dignity

17. Pierrefonds-Roxboro
1.0 % (3 agencies)

Centre communautaire multiculturel l'amour / On Rock Community Services / West Island Assistance Fund

18. Pointe-Claire
0.7 % (2 agencies)

West Island Citizen Advocacy / West Island Mission

19. Rivière-des-Prairies-Pointe-aux-Trembles
2.4 % (7 agencies)

Centre de bienfaisance Mont-Sinai / Centre de promotion communautaire Le Phare / Centre d'entraide aux familles (CEAF) / Centre local d'initiatives communautaires du Nord-Est de Montréal (CLIC) / Chapi Chapo / Cuisine collective à toute vapeur / Maison des jeunes de Rivière-des-Prairies

20. Rosemont-La Petite-Patrie
5.1 % (15 agencies)

Centre d'Orientation Paralegale et Sociale pour Immigrants - COPSI / Bouffe-Action de Rosemont / Centre communautaire CEFEDI / Centre d'aide Nouveau Départ / Centre de ressources et d'action communautaire de la Petite-Patrie (CRACPP) / Centre N A Rive / Compagnons de Montréal / Église Adventiste du 7e jour de Beer-Schéba / Église Baptiste Évangélique de Rosemont / Maisonnette des parents / Mission catholique Sainte-Thérèse d'Avila / Oasis des enfants de Rosemont / Société de Saint-Vincent de Paul, Conférence Saint-François Solano / Villa exprès pour toi

21. L'Île-Bizard-Sainte-Geneviève
0.3 % (1 agency)

Action jeunesse de l'Ouest de l'île (AJOI)

22. Saint-Laurent
3.4 % (10 agencies)

Center for Volunteer Action Saint-Laurent (ABC Center) / Centre Communautaire Bon Courage de Place Benoît / Centre d'encadrement pour jeunes femmes immigrantes (CEJFI) / Centre de pédiatrie sociale de Saint-Laurent-Au cœur de l'enfance / Centre Soutien-Jeunesse / Corporation culturelle latino-américaine de l'amitié (COCLA) / Entraide des familles (Enfam-Québec) / Oasis de Saint-Laurent / Ressources Jeunesse de Saint-Laurent / Salvation Army - Community and Family Services

23. Saint-Léonard
2.4 % (7 agencies)

Alerte Providence / Association haïtiano-canado-québécoise d'aide aux démunis (AHCQAD) / Bureau Associatif pour la Diversité et la Réinsertion (BADR) / La Table Ronde de Saint-Léonard / le cœur du père / Mouvement fraternité multi-ethnique / Société de Saint-Vincent de Paul, Conférence de Saint-Léonard

24. Verdun
3.1 % (9 agencies)

Centre d'Aide aux Familles Immigrantes (Casa CAFI) / Centre de formation professionnelle des Carrefours / CFP de Verdun / Maison d'accueil des nouveaux arrivants (MANA) / Maison des jeunes Point de Mire / Réseau d'entraide de Verdun / Société de Saint-Vincent de Paul, Conférence de Verdun / Sunrise Charity / Toujours Ensemble

25. Ville-Marie
16.1 % (47 agencies)

Accueil Bonneau / Action Centre-Ville / AIDS Community Care Montréal (ACCM) / Alima / Association Bénévole Amitié / Association des familles Centre-Sud / Auberge du cœur le Tournant / Banque alimentaire de l'AEÉTS / Carrefour Saint-Eusèbe / Centre d'entraide et de Ralliement Familial (CERF) / Centre de soir Denise-Massé / Centre récréatif Poupart / Chambredor (FOHM) / Chez Doris / Chez Émilie / Comité social Centre-Sud / Entraide Léo Théorêt / Go Jeunesse / Groupe L'itinéraire Café sur la rue / Information alimentaire populaire Centre-sud / Innovation Youth / La rue des Femmes / Le Sac à Dos / Les Mains du Quartier / LOVE (Québec) / Maisons Adrianna / Maison du Père / Maison Plein Cœur / Méta d'Âme / Midnight Kitchen / MIRE - Mouvement pour l'Intégration et la Réinsertion en Emploi / Nazareth House / Old Brewery Mission / PAS de la rue / People's Potato / Projet d'intervention auprès des mineur.e.s prostitué.e.s (PiAMP) / Projets Autochtones du Québec (PAQ) / Refuge des jeunes de Montréal / RÉZO - Santé et mieux-être des hommes gais et bisexuels, cis et trans / Sidalys / Spectre de rue /

Sphère de services / St-James Drop-In Center / St-Michael's Mission / YMCAs of Québec / YWCA Montréal

26. Villeray-Saint-Michel-Parc-Extension
9.6 % (28 agencies)

Afrique au féminin / Agape Food Drive (Church of Pentecost) / Alliance de commerces mexicains à Montréal (ACOMM) / Association Vive la vie / Carrefour Populaire de St-Michel / Centre communautaire La Patience / Centre d'orientation et de prévention de l'alcoolisme et de la toxicomanie latino-américain (COPATLA) / Comité Canada soins relève vie / Association Vive la vie / Cuisine et vie collectives Saint-Roch / Entraide Bénévole Kouzin Kouzin / Espace Jeunesse en marche / Groupe d'action pour la prévention de la transmission du VIH et l'éradication du Sida (GAP-VIES) / Hébergeur de Parc-Extension / Hellenic Social Services of Québec / La Grande Porte / Les Jumeleux-Espace communautaire / Maison de Quartier Villeray / Mon Resto Saint-Michel / Park-Extension Youth Organization (PEYO) / Patro Villeray / Petites-Mains / Projaide / Renaissance Montréal / Ressource Action-Alimentation de Parc-Extension / Seniors Association FILIA / Service éducatif spécialisé et adapté de Montréal (SÉSAM) / Sun Youth

27. Westmount
0.3 % (1 agency)

The Open Door

Confidential organizations
4.1 % (12 agencies)



Our agencies at the Grands Échanges



Administration and information technology

Setting up an Enterprise Resource Planning (ERP) system

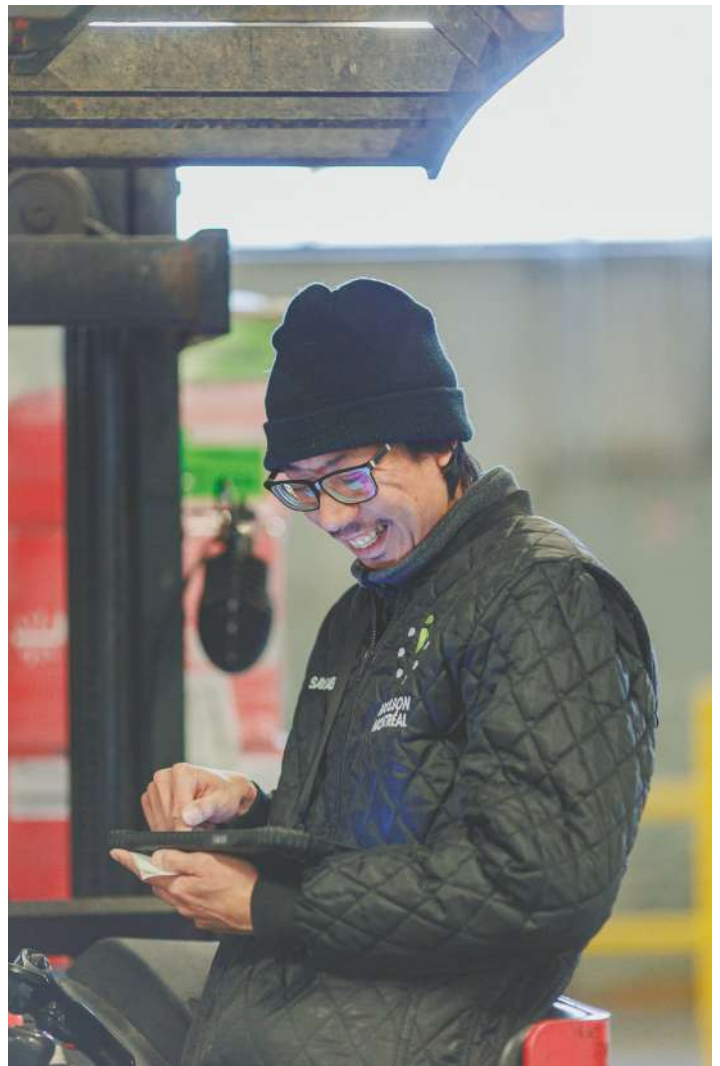
May 1, 2023 marked an important milestone in our history with the successful deployment of an Enterprise Resource Planning (ERP) system. This initiative has been essential in boosting our operational efficiency and ensuring the smooth running of our activities. Throughout the year, we worked relentlessly to adapt the ERP to our day-to-day operations, committing ourselves to continuous improvement.

Alignment with national standards

We have taken concrete measures to comply with national standards set by Food Banks Canada and current legislation. Our active participation in initiatives such as the pilot project with several food banks attests to our commitment to operational excellence and compliance with best practices.

Protection of personal information: compliance with Law 25

We have stringent policies in place to ensure the security and confidentiality of the data related to our beneficiaries, donors, and partners. All data is collected with the explicit consent of the individuals concerned, stored securely, and used only for specific purposes. Protecting privacy is paramount in everything we do.



Areas of development

Innovation and collaboration: together, towards new horizons

This year, we invested in innovative projects aimed at extending our impact on the community. By joining forces, we demonstrated our ability to change the rules of the game and create exceptional opportunities.



Inauguration of the Pôle de l'Est de Montréal

Facilitating access to resources: the Pôle de l'Est de Montréal

In partnership with the Cuisine collective Hochelaga-Maisonneuve, the creation of the Pôle de l'Est de Montréal has optimized the distribution of food resources to agencies in this part of the city. This pilot project represents a significant shift in the pursuit of our mission. By embarking on this initiative, we are demonstrating our inclination to collaborate with other players to better serve our accredited agencies.

Quality seasonal supply: the urban agriculture project

In collaboration with Regroupement Partage and Groupe Pro-Vert, an urban agriculture project was born with the aim of growing seasonal vegetables for our accredited agencies. Moisson Montréal played a key role in this initiative, facilitating the distribution of 158,000 kg of seasonal vegetables to Montrealers in need. The success of this collaboration testifies to the effectiveness of the shared commitment to providing fresh and local produce, earning Moisson Montréal the prestigious DUX award in the "accessibility" category for this initiative.



Part of the Moisson Montréal team at the DUX 2024 Grand Prix

Strategic plan

This year marked the final phase of our 2021–2024 strategic plan. Nearly 90% of our action plan objectives were achieved, testifying to the commitment and collective effort of our team.



To be a mobilizing leader
in sustainable food
security.

2021–2024 Strategic plan

The 2021–2024 strategic plan is based on the following 5 orientations:

1. Improve the quantity, quality, and variety of our food supply;
2. Maintain financial security;
3. Maximize the social impact of every dollar entrusted to us;
4. Go digital;
5. Improve the Moisson experience for all our stakeholders.

2024–2027 Strategic plan

At the beginning of the year 2024, we have been working on developing the next set of strategic orientations, calling on the firm Aviseo to assist us in this process. These orientations aim to ensure the efficiency and sustainability of our organization in an increasingly complex environment, where our impact in the community must be enhanced to guarantee an optimal food supply.

The 2024–2027 strategic plan will be based on the following 5 orientations:

1. Innovate to increase the food supply, optimize operations, and ensure financial sustainability;
2. Develop agility and flexibility in the management of our human resources;
3. Gain a better understanding of the different needs of our organizations and partners;
4. Be the reference point for food security in Montreal and bring together the players in this ecosystem to maximize efforts in favour of the cause;
5. Strengthen Moisson Montréal's technological capacities and skills, as well as its infrastructure.

To better mirror this new reality, Moisson Montréal's mission will be to ensure optimal food supply to Montreal community organizations while developing sustainable solutions. The vision is to be a **mobilizing leader in sustainable food security**.



NDEL

Beka
MaxPower
Same size



Communications and Marketing

Moisson Montréal’s communications and marketing team experienced an eventful year, full of challenges and inspiring achievements. In response to growing demand for food assistance, we joined forces with renowned agencies LG2 and ZA Communication to devise innovative strategies and mobilize our community around our mission to reduce food inequality.

**An eventful year,
full of challenges
and inspiring
achievements**

New positioning

Our partnership with ZA Communication was crucial in positioning Moisson Montréal in a changing landscape. We reaffirmed our commitment to our agencies to offer them an optimal supply of food, but coupled it with an ambitious goal to reposition ourselves in the market. The affirmation statement - Moisson Montréal is an mobilizing leader in sustainable food security - reflects our determination to meet current and future challenges with resolve and innovation while acting as an agent of change.

Blitz to fill 30,000 holiday baskets

In partnership with LG2, we orchestrated a successful campaign to fill 30,000 holiday baskets for the underprivileged. A very special parcel - a unique box - was sent to top executives in the food industry to illustrate EMPTINESS, highlighting the urgency of the situation. A video created from this initiative was broadcast on LinkedIn to raise awareness of the cause among a larger number of companies.

The evening “À la Stefano”, with our Moisson de Noël patron Stefano Faita, was a noteworthy addition to our calendar of events, successfully mobilizing our food donors around our common cause.



Chantal Vézina, Executive Director of Moisson Montréal on Tout le monde en parle

Exceptional media coverage

The unprecedented increase in requests for food aid enhanced our media presence. Our Executive Director, Chantal Vézina, carried our message loud and clear on major programs such as Tout le monde en parle and Salut Bonjour, news bulletins, and many other platforms. Our noteworthy campaigns on CJAD and CTV opened new doors to the English-speaking market, attracting not only increased visibility but also new donors.

On social media, our ongoing efforts bore fruit, reaching a wide audience with engaging and moving posts. On Facebook, LinkedIn, and Instagram, we raised awareness of our cause among hundreds of thousands of people, strengthening our impact and visibility online.

Social media

	people reached
Facebook	343 514
LinkedIn	102 736
Instagram	55 511

Radio and TV mentions: **2.63k** News mentions: **677k**

*mentions refers to the number of times Moisson Montréal was featured in a news story on the Web, radio, or television from April 1, 2023 to March 31, 2024.



Campaigns and events

May

Gourmet Evening

After a break of several years, the spring of 2023 saw the return of one of our flagship events: the Gourmet Evening. On May 4, 2023, 85 generous participants gathered at Europea, chef Jérôme Ferrer's renowned Montreal restaurant, to enjoy a unique gastronomic meal. The return of this upscale event was a great success, with \$75,000 raised thanks to the generosity of participants and sponsors. After costs, proceeds from the Gourmet Evening permitted more than \$585,000 worth of food to be distributed to the networks of our organizations.



June

20th Golf Classic

The 20th edition of our Golf Classic was held on June 19, 2023. With 288 golfers on the course and 350 guests at the end-of-day cocktail dinner, this anniversary edition held at the Elm Ridge Golf Club was sold out weeks in advance. Thanks to the generosity of event sponsors, participants, and donors, Moisson Montréal was able to raise \$375,000, a record for the organization's largest benefit event. After costs, proceeds from the 20th Golf Classic enabled more than \$4 million worth of food to be distributed in 2023.



July/August

Hungry for Vacation

In July 2023, the traditional summer campaign to help children was revamped. During the summer, when thousands of children are deprived of the food assistance provided by the school system, Moisson Montréal set up a campaign to provide snacks to children attending the day camps run by its organizations. For every dollar donated, Moisson Montréal distributed two snacks. Thanks to strong media interest, the generosity of sponsors, and an exceptional response from the general public, the campaign sponsored by Lassonde exceeded its objective, raising \$121,009. The campaign enabled the distribution of snacks to 3,665 children from 33 agencies over an initial three-week period. The results made it possible to carry out a second phase of distribution at the start of the school year. In total, nearly 300,000 snacks were distributed thanks to this campaign.



September

"Soirée à la Stefano"

As sponsor of the Moisson de Noël, chef and entrepreneur Stefano Faita wanted to deepen his commitment in 2023. He worked with the Moisson Montréal team to solicit and convince other companies in the agri-food industry to donate thousands of products to fill the 30,000 holiday baskets. On September 14, 2023, Moisson Montréal hosted several companies for a dinner "à la Stefano" to unveil the final contents of the baskets and assemble the prototype. The evening brought together some thirty people from the fifteen or so companies that had donated products, a very nice testament to the commitment and solidarity of our corporate partners.



December

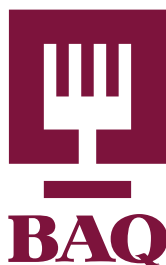
Moisson de Noël

There was a sharp increase in 2023 in requests for food assistance and holiday baskets. In response, Moisson Montréal decided to prepare 30,000 holiday baskets, compared to 20,000 in 2022, which made the traditional Moisson de Noël even more important this year. On December 1, 2023, under the patronage of entrepreneur and restaurateur Stefano Faita, some 100 political and entertainment personalities, as well as several major partners, gathered at Moisson Montréal to assemble nearly 5,000 holiday baskets. In addition, thanks to the Fondation Marcelle et Jean Coutu, 3,000 turkeys were distributed to accredited agencies.



Third-party campaigns

A heartfelt thank you to the many partners who took the time to organize donation drives, events, and other initiatives to raise money for Moisson Montréal.



The
media
food
drive





Philanthropy

Philanthropic support from individuals, foundations, corporations, and other organizations is the main source of funding for Moisson Montréal's core operations. We are very grateful to all our donors who contribute regularly, as well as to the many who donated this year for the first time.

To ensure Moisson Montréal's financial stability and sustainability, the team has redoubled its efforts to make our donors aware of the benefits of recurring donations. Currently, the majority of donations are one-time gifts and are relatively unpredictable. We also emphasized the importance of planned giving and contributions to Moisson Montréal's endowment fund. Created in December 2020 at the Foundation of Greater Montreal, the fund's balance as of March 31, 2024 was \$1.7M.

We would like to acknowledge the vital commitment of Centraide of Greater Montreal, the Fondation Marcelle et Jean Coutu, The Rossy Foundation, as well as our entire community of generous donors.



A solid partnership for a better future!
"As a long-time partner, Centraide of Greater Montreal has been supporting Moisson Montréal since 1986. This long-standing collaboration testifies to our shared commitment to food security for all and to the well-being of our local communities.

Moisson Montréal is an essential link in the food assistance chain. It promotes access to a variety of foods while building networks of mutual aid. It makes a tangible contribution to the activities offered by community agencies. It empowers people to feed themselves and forge links with others who frequent the same agencies as they do, helping them break out of their isolation.

We are proud to work with Moisson Montréal to counter food insecurity. Together, we are creating opportunities and building a future where everyone can live in dignity."

Claude Pinard
President and Executive Director, Centraide of Greater Montreal



"As president of Classic Woodwork, it is with great respect that I support Moisson Montréal. It is our duty to participate in the well-being of the community, and I am proud to contribute to this cause. Moisson Montréal is essential in the fight against food insecurity, providing much-needed resources to those who need them most. By supporting its work, we honour our commitment to community solidarity and to helping one another. It is a privilege to support an organization that has such a significant impact."

Guy Gingras
President, Classic Woodwork



“Tina Hattem was a researcher with the Department of Justice and Public Prosecutions Services Canada who dedicated her life to social Justice issues and more specifically women’s issues. She was dedicated to her work and wanted to make an impact on creating a better society for all Canadians. She mostly lived in Gatineau but had a great affinity for Montreal, her hometown where she graduated from the University of Montreal with a master’s degree in criminology. Her many charitable bequests, including to Moisson Montreal, have benefited those who needed it most. She will be greatly missed.”

Marie Ross
friend and executor of the Estate of Tina Hattem

Ambassadors

The Ambassadors Club

The Ambassadors Club was founded in 2012 with the aim of paying tribute to individuals who have made an exceptional contribution to the fight against hunger through their commitment to Moisson Montréal. The Club boasts more than 60 members. In 2023, Moisson Montréal welcomed 11 new members.



Ambassadors - Food donations
Coralie-Jade Fournier and Charlotte Quevillon
Keurig Dr Pepper Canada



Ambassadors - Volunteering
Julie Boivin and Julien Ouellet
Ciena



Ambassadors - Gifts-in-kind
Crystal Cater, Kelly Sherstone and Sandy Vandal
Traffix



Ambassador - Monetary donations
The late Jean De Grandpré



Ambassador - Volunteering
Florentino Antonitti
Regular volunteer



Ambassador - Spokesperson
Elise Guilbault



Ambassador - Next generation
Ivan Bodjov

Jeunes Alliés de Moisson Montréal

The Jeunes Alliés de Moisson Montréal (JAMM) committee was founded in November 2016. This committee brings together young professionals united around the same mission: to raise awareness in their community about food insecurity in Montreal. Through fundraising and networking activities, the committee has raised more than \$315,000 for Moisson Montréal since its inception. The year 2023-24 marks the end of the JAMM committee’s activities as originally conceived, as Moisson Montréal wishes to reshape its link with the next generation and the future of the fight against food insecurity. We gratefully thank each and every member for their contribution and involvement.

Members of the committee in 2023-24

Ivan Bodjov, Frédéric Bourgeois-Leblanc, Katherine Chabot, Catherine Coursol, Claudie L’allier, Roxanne Lamontagne-Duhamel, Jolliane Leblanc, Maëva Lucas, Wiam Mahroug, Josianne Martineau, Valérie McDuff, Elsa Rathgeber, Katherine Rousseau



Thank you to all our valued donors

Our heartfelt thanks go out to the large community of thousands of individuals, businesses, foundations, and other donors who all make a meaningful difference in the fight against food insecurity. We especially recognize those among them who stand out on account of the scale of their support for Moisson Montréal.

2023–2024

Monetary Donors

Visionary Partners (\$500,000 +)

Fondation Marcelle et Jean Coutu
Food Banks of Quebec
Loto-Québec
Société des alcools du Québec (SAQ)
The Rossy Foundation

Mission Partners (\$75,000 – \$499,999)

2 anonymous donors
Centraide of Greater Montreal
CIUSSS du Centre-Sud-de-l'Île-de-Montréal (PSOC)
Estate of Diane Gagnon
Fidelity Investments Canada Limited
Fondation Famille Léger
Fondation J.-Louis Lévesque
Food Banks Canada
Media Food Drive
METRO
Mongeau Family Foundation
Rio Tinto
Soeurs Franciscaines Missionnaires de l'Immaculée-Conception
The Roberto Pietrovito Family Foundation



Ville de Montréal
Walmart Canada

Benefactor Partners (\$10,000 – \$74,999)

25 anonymous donors
5N Plus Inc.
AbbVie Corporation
Amazon Canada
Assante Wealth Management
Aviva Canada
Becel Kind Hearts Fund
BMO Financial Group
BNP Paribas
BRP
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CI Investments Inc.
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CSL Group Inc.
Desjardins
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Estate of Tina Hattem
Famille Jacques L'Écuyer
Fiducie Jacqueline Lallemant
Fondation Alain Paquet
Fondation Boucher-Lambert (La)
Fondation Denise et Guy St-Germain
Fondation Famille Godin
Fondation Famille Marc Thériault
Fondation Gemini
Fondation Lorraine et Jean Turmel
Fondation Robert Sawyer
Fonds de charité des employés de la Ville de Montréal
Fonds de solidarité FTQ
Fonds Famille Pineau
Fonds Fondation Paul-A. Fournier at the Foundation of Greater Montreal

General Mills Hometown Grant Program
Global X Investments Canada Inc.
Google
Grand Lodge of Quebec
Intact Insurance
Keurig Dr Pepper Canada
Lassonde Industries Inc.
Laurent Ferreira and Leslie Silver
Les Résidences Soleil – Groupe Savoie
Lili de Grandpré and David James
LJT Lawyers
Loblaw Companies Limited (Maxi and Provigo)
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Madeleine Lessard
Manulife
Mawer Investment Management Ltd.
McCarthy Tétrault Foundation
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Molson Coors Canada Donations Fund
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Nortera Foods Inc.
Novirtus Transport Inc.
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Omni Hotels & Resorts Mont-Royal I Montréal
Osisko Gold Royalties
Paoletti Gracioppo Therrien, CPA
Pictet Group Foundation
Picton Mahoney Asset Management
PLANit Construction
Power Corporation of Canada
Prével
Régulvar inc.
Remorquage Groupe Laberge inc.
Roxboro Excavation inc.
Senville
Shell Canada
Société de gestion Sogefor Inc.
Stephan Vachon and Hye Chong Yi
Summit Maritime Corporation
Sun Life Financial
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Syndicat APTS Centre-sud
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The Altru Foundation
The FirstLine Foundation
The KPMG Foundation
The Tenaquip Foundation
Toyota Canada Inc.

Supporting Partners (\$5,000 – \$9,999)

29 anonymous donors
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American Eagle Outfitters Foundation

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 Fondation Famille René & Deschênes
 Fondation Yvon Boulanger
 Fort Insurance & Group Benefits
 Foyston, Gordon & Payne Inc.
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 Groupe Morin
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 Produits Lubri-Delta inc.
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 Ron Postuma
 Roses of Hope Foundation
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 Ville de Montréal - Arrondissement de LaSalle
 Vincent Cesta
 Vortex Solution Inc.
 Yannick Brosseau
 Yvette B. and Gilbert Pinet

Food Donors

Visionary Partners (1,000,000 kg +)

Canadawide
 Chenail
 Food Banks of Québec
 Nortera Foods Inc.

Mission Partners (250,000 - 999,999 kg)

Bimbo Canada



Boulangerie St-Méthode
 Costco
 Courchesne Larose
 Food Banks Canada
 General Mills/Groupe Robert
 Loblaw's (Maxi et Provigo)
 METRO
 PepsiCo Beverages Canada
 Second Harvest
 Sobeys Voilâ
 Stericycle
 + Corporate and community food drives

Benefactor Partners (50,000 - 249,999 kg)

Alaska Food
 Alimplus
 Avon Canada
 BCI Foods
 Burnbrae Farms
 Daily Bread Food Bank
 Eska
 Fondation Coup de Cœur
 Food Banks Mississauga
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 MADA Community Center
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 Royal Alpha Produce
 Saputo Dairy Products Canada
 Sobeys
 Speroway
 The Little Potato Company
 Thomas Fruits et Légumes
 Walmart Canada



Supporting Partners (10,000 - 49,999 kg)

Advantage Solutions
 Agri-Mondo
 Agropur
 Barilla
 Bison Transport
 Botsis Fruits and Vegetables
 Boulangerie Auger
 Bridor
 Bveggie Foods
 Clover Leaf Seafoods
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 Fempro Consumer Products
 Ferme J. Ouimet
 Fleury Michon
 Fruits et Légumes Royal
 Gastronomía
 Global Medic
 Global MJL
 Great Foods
 Groupe Lafrance
 GS1 Canada
 Hector Larivée
 Highline Mushrooms
 Kruger

Labatt Brewing Company



Lanthier Bakery
Lassonde
Lufa Farms



MLW Foods Inc.
Moisson Laurentides
Moisson Laval
Mondou
Mont-Blanc Products
Natura Foods
Nature's Path Inc.
Oatbox
Ocean Brands
Olymel
Pastene Entreprises
Primo Foods
Schwan's Company
Stefano Faita



St-Hubert
Sun Youth
VersaCold

Volunteers

Visionary Partners (2 000 hrs +)

CRDITED participants (Alexis, Eric, François, Hugo, Laurent, Mélanie, Philippe, Terrance, William)

Mission Partners (1000 - 1999 hrs)

Bétiennne Pierre
BNP Paribas
German Podolnik
Intact
Jean-Louis Calvé
Josette Archambault
Marc Hubert
Maxime Greffe-Germain
Summit School TECC

Benefactor Partners (500 - 999 hrs)

Alexandre Tranquille Picard
Centre François-Michelle
CIMIT Canada
CSMB-CEA Outremont Édifice Filion
Deon Browne
Desjardins
Dragos Rabei
Fiorentino Antonitti
Jax Dubois
José Humberto Mora
Kevin Ley
Loto-Québec
Louis Paquette
Mathieu John Dubuc
Morgan Stanley
National Bank of Canada
Portage
Réjean Bourque
Yolande Vaz

Supporting Partners (200 - 499 hrs)

Alain Gingras
Aldo Group
Amazon
André Marsan
Andrée Angers
Barilla
BDC
Bombardier
Boston Scientific
CAE
Carol Sejean
Carole Roberge
Caroline Lebel
Charles River Laboratories
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Ciena
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TELUS
Toromont Cat
Walter Kocherha
William Mersereau

In-kind Donors

(\$5,000 +)

Dorfin
i2p Informatique d'Entreprise
Kamik Canada
Labatt Brewing Company Limited
LG2
Location d'outils Simplex
Mitchel Lincoln Ltd
Omni Hotels & Resorts Mont-Royal |
Montréal
Parkland
Petrie Raymond
Remorques Le Convoi
Sleeman Breweries
Traffix
ZA Communication

Many
thanks

on behalf of our entire community!



Finances and capital assets

Moisson Montréal ensures sound management of its assets thanks to rigorous control of its finances and capital assets by those responsible for the financial management of the organization. They cover budget planning, accounting, and the production of accurate and transparent financial reports. They also meticulously oversee the management and maintenance of property assets, ensuring the optimal and sustainable use of resources. As well, the team looks after the maintenance of Moisson Montréal's fleet of nine trucks and of the forklifts, ensuring the efficient upkeep of non-stationary equipment essential to Moisson Montréal's operations.



Every dollar goes even further

Thanks to an operating model based on food recovery rather than purchasing, and to the immense generosity of its food donors and volunteers, Moisson Montréal benefits from an extraordinary leverage effect. Every dollar raised allows the organization to distribute more than \$15 worth of food. As indicated in the financial results on the following page, with \$9.1 M in expenses, Moisson Montréal distributed \$145.9M worth of food during the year (excluding food purchased from designated donations): a ratio of approximately \$1 for \$16.03 (hence the expression "\$1 for more than \$15"). On behalf of all those who suffer from hunger, Moisson Montréal is infinitely grateful to the donors and volunteers who make this tour de force possible.

Statement of Revenue – year ended March 31

	2024	2023
FOOD SUPPLY		
Food donations received	\$ 155 941 287	\$ 129 666 765
Food donations redistributed	(145 866 454)	(124 914 128)
Compost, recycling, waste, and inventory variations	(6 978 415)	(4 345 179)
Designated donations recorded for food purchases	1 686 693	198 898
Food purchased and distributed	(1 686 693)	(198 898)
Net result – Food supply	3 096 418	407 458
FOOD DISTRIBUTION ACTIVITIES		
Revenue		
Donations	6 947 864	6 368 526
Fundraising activities	3 238 849	2 692 131
Contributions	394 160	333 049
Rental and other services	446 534	430 950
Amortization of deferred contributions related to fixed assets and intangible assets	378 240	436 425
Financial and other revenues	311 907	134 555
	<u>11 717 554</u>	<u>10 395 636</u>
Expenses		
Operations		
Warehouse	2 358 956	1 902 896
Procurement	455 757	438 859
Transportation	1 762 266	1 319 949
Maintenance of building	985 824	832 326
Community liaison	129 561	77 855
	<u>5 692 364</u>	<u>4 571 885</u>
Communications and marketing	873 644	628 068
Philanthropic development	452 470	401 880
Management		
Executive and finances	1 446 208	1 044 601
Human resources	605 261	433 037
	<u>2 051 469</u>	<u>1 477 638</u>
	<u>9 069 947</u>	<u>7 079 471</u>
Net result – Food distribution activities before other revenue (expenses)	2 647 607	3 316 165
Other expenses		
Donations	-	(2 400 000)
Net result – Food distribution activities	2 647 607	916 165
Excess of revenue	\$ 5 744 025	\$ 1 323 623
Total revenue	\$ 169 345 534	\$ 140 261 299
Total expenses	163 601 509	138 937 676
Excess of revenue	\$ 5 744 025	\$ 1 323 623
Excess of revenue excluding food supply	\$ 2 647 607	\$ 916 165

The complete financial report is available on our website at:

moissonmontreal.org/en/about-us/our-publications/annual-reports/