

**Santropol**  
*roulant*

**Santropol**  
*roulant*

Le carrefour des générations  
La popote roulante



**2002-2003**  
**Annual**  
**Report**



Kevin and Mme Gagnon

# A Fruitful Year at Santropol Roulant

## Mission

Santropol Roulant is a Montreal-based, not-for-profit organization founded and run by young people in the community. We bring people together across generations and cultures through our innovative meals-on-wheels service, our intergenerational activities and volunteer programs.

Santropol Roulant uses food as a vehicle to break social and economic isolation between generations and to strengthen and nourish our local community. We engage a diversity of people to take an active role in their communities through initiatives that address the health and food security needs of seniors and Montrealers living with a loss of autonomy.

Santropol Roulant's unconventional approach to social service provision has been widely recognized as an innovative model of organizational development and youth engagement. Since 1995, we have delivered over 250,000 meals, trained 1,200 volunteers, created 150 meaningful jobs for young people in the community - while providing nourishing food and friendship to those in need.

The national section of the Globe and Mail featured a full-length article on Santropol Roulant last Christmas. *"When two groups marginalized by society get together, the result is good for all"* was not your typical holiday season 'hearts and flowers' story. It wasn't about charity. It was about real people who are connected to one another through a community organization and who are making a difference in each other's lives. The article highlighted the reciprocity in relationships that bridge generations and cultures. It showed the impact that young people have on society when they act on their beliefs and values, when they effect change and fundamentally alter the stereotypes we have about young and old.

So why was this a national story? Because Santropol Roulant is a vital thread in the fabric of society. We provide critical services to those in need and a space for diverse people to be deeply and meaningfully involved in their community. The media has been filled with stories on the future health of our communities. The Romanow report was one of many which stated unequivocally that home care is a crucial and chronically under-funded component of Canadian health-care. It was a year of long overdue insights into the sustainability of the Voluntary Sector which is suffering from employee, volunteer, donor burn-out and a serious lack of secure funding for our core programs and for the missions of our organizations.

We believe strongly that a social service such as ours can be a catalyst for social change. This year we saw demand for our service remain constant at 80-90 meals per day, **by far the highest of any other** independent Meals-on-Wheels service on the Island of Montreal. We also see over 100 volunteers a week who are committed to making a difference in their community. Our goal is to respond to the basic needs of a vulnerable population and to do so with dignity. It is also to inspire and equip young people to identify and address the issues they see around them with imagination and passion - to get involved, to participate, and together work towards the changes we want to see. More importantly, it is to build connections and nurture relationships across generations and cultures.

It's as much *what* we do, as *how* we do it.



# A Fruitful Year at Santropol Roulant

(continued)



At 8 years old, Santropol Roulant is still a young organization. We realized that strengthening the foundation of our organization would equip us to better respond to these larger, sectoral and societal shifts and challenges.

Over the last two years, therefore, we have rewritten our mission statement, committed to values-based fundraising and diversifying our partners. We developed a governance committee, written policies, and focused on creating a healthy work environment for staff and volunteers including professional development and a new volunteer handbook. With the help of the McConnell Family Foundation, we developed new ways of thinking about and developing Santropol Roulant to new levels, and of finding out first-hand from our constituents and community the impacts of our core program, the intergenerational meals-on-wheels.

As a result, 2002-2003 was an incredibly fruitful year and we received a great deal of recognition for the amazing amount and quality of work we do. We hosted a discussion with the G-8 ministers of employment and labour in April 2002 and received both the FADOQ (Quebec Seniors' Association) and Les Petit Frères des Pauvres awards for our unique approach to serious issues faced by our community: isolation of seniors, access to safe, nutritious food, meaningful work for young people, youth engagement and volunteerism.

This year will no doubt prove to be full of new challenges as we continue to innovate and experiment while delivering on our mission. We will work more closely with food security networks to build stronger partnerships for locally-grown, organic ingredients for our meals; help high school students facing "mandatory volunteering" to develop their capacity to gain volunteer experience; work with seniors and young people to develop our vision for healthy intergenerational communities and continue to share our learnings with the wider community and sector.

The sheer number of people who are involved with, and who care deeply about, Santropol Roulant is amazing. We couldn't do this without the incredible commitment of our staff, volunteers, supporters and donors. Thank you! And we look forward to another nourishing year with all of you.

Vanessa Reid, Executive Director,  
Eric Steedman, Chair of the Board



# Santropol roulant

## 2002-2003 Annual Report

### Inside

- 2** A Fruitful Year at Santropol Roulant
- 4** Our Programs
  - Intergenerational Meals-on-Wheels
  - Youth Volunteer Program
  - Youth Employment and Skills Development
  - Building an Intergenerational Community
- 7** After the Meals Go Out...
  - Communications and Media
  - A Community Kitchen
  - Governance
  - Greening the Roulant
- 9** Moving Ahead
  - Growing and Evolving as an Organization
  - Our Knowledge Network
- 10** Fundraising for Social Change
  - Our Partners
- 12** The Santropol Roulant Team

### Sidebars

- 4** In the Words of our Clients and Volunteers
- 5** Bringing our Community Together While Developing Skills
- 7** Santropol Roulant is...
- 8** Organic Growth and the Lifecycles of Santropol Roulant
- 9** Valentine's Day Roses
- 10** Fundraising with Style



**In the Words  
of our Clients and  
Volunteers...**

**“I was too tired, too weak to  
think or plan “**

– Mrs. S., receives meals from Santropol  
Roulant twice a week

**“I’m just glad that they’re there,  
otherwise I’d be eating  
sandwiches!”**

– Ms. B., receives meals 4 times a week

**“They don’t say it, but I can feel  
that they view me as someone who  
needs support, rather than as a  
charity case...they respect my  
right to voice my opinion, even  
when I am critical.”**

– Mr. S-K, receives meals occasionally

**“I am part of a community and I  
get out of the 18-25 year old  
university bubble – delivering a  
meal is a great way to meet people.  
I am really shy, so when I connect  
with someone else through a  
delivery, it really means  
something.”**

– MG, delivers meals once a week and  
helps out at events

**“I continue to grow, despite the  
numbers of years that I have  
been involved because the  
organization is always changing  
and I am interacting with it in  
different ways – I am allowed to  
experiment, I am not expected  
to be an expert.”**

– SG, a volunteer board member

**“It is inspiring to know that each  
person can make a difference –  
to counter the pervasive defeatist  
attitude and really feel like you  
are effecting change.”**

– NR, a long-time volunteer

# Our Programs

## Intergenerational Meals-on-Wheels

Santropol Roulant’s meals-on-wheels program responds in innovative and effective ways to the health needs of people in our community. Our professionally managed kitchen runs 6 days a week, 52 weeks of the year with a diverse menu of more than 36 meals – and we cater every day to the special needs of people whom we serve. It is a service that attracts young people to get involved as volunteers and as employees, and we focus on relationship building across cultures and generations.

- Last year, Santropol Roulant volunteers made and delivered a total of 22,414 meals, averaging between 80–90 meals a day.
- We delivered by bike, on foot and by car come rain, shine, sleet or heat wave. (And even in a power-out in the depths of winter, rushing off to cook the meals in our own home ovens!)
- A total of 350 different people received meals during the year, covering 9 different Montreal neighbourhoods.
- Our new Kitchen Manager, Catherine Simard, brought some important changes to the menu; adding delicious new recipes (eg. dill & cucumber trout) and cold meals to help digestion on the hottest summer days.
- After 7 years of keeping our meal price constant, we implemented an increase from 3\$ to 3.50\$ per meal, a rise sensitive to both increases in seniors’ pensions and food costs over the same period.
- Referrals for our services came from social workers from 5 different CLSCs in the city.



Catherine Simard, Kitchen Manager

We set up a Meals-on-Wheels team to ensure that our core program runs as smoothly as possible. We also take an active part in the Montreal Volunteer Bureau’s MOW committee, social services and senior’s coalitions across the city.

Catherine Simard,  
Kitchen Manager



Isabelle leaving by bike for delivery

## Youth Volunteer Program

While statistics show that youth involvement and volunteering in Quebec is 20% lower than in the rest of Canada, steady streams of young people contact Santropol Roulant all year round, expressing strong interest in what we do and looking to get involved. Our volunteer program is integral to everything we do. Through a continuum of experiences and opportunities, volunteers take an active role in every aspect of the organization.

Santropol Roulant embraces and responds to young people's energy, skills, passion (and schedules), and provides an open and flexible space for their ideas and growth, attracting high school students who are looking for meaningful ways to volunteer or gain their "mandatory volunteering" credit in a youth-friendly organization.

- We have seen an increase from 73 to 100 volunteers a week for the meals-on-wheels program alone, with 15,000 total volunteer hours contributed.
- 90% of our volunteers are aged 16-35, our youngest volunteer is 4, and our eldest is 98!
- Santropol Roulant consistently helps young people integrate into the community through volunteer experiences. In 2002, we worked with 30 youth-at-risk and youth with community hours from Dans la Rue, YMCA and Trajet Jeunesse, and students from vocational schools such as The Alternate School.
- Volunteers help us cook, drive, serve, socialize and clean up at our intergenerational activities and brunches; they help with our website, run our bike workshop, are members of the Board of directors, do graphic design, and generally give us the vital energy, ideas and skills that keeps Santropol Roulant running.
- We were the Quebec site for Global Youth Service Day through Volunteer Canada for two years running.
- In 2002, a long-time volunteer, 23-year-old Nadira Ramharry was the recipient of the Claude Masson award for her incredible contribution to the community through her volunteering.

Jane Rabinowicz,  
Volunteer Co-ordinator

**"I feel so fortunate that I can just walk in here, sign up for a delivery and immediately be part of a community"**

Zach,  
volunteer, 21.

## Youth Employment and Skills Development

Every year Santropol Roulant creates employment, learning and skill development opportunities for 15-20 young people. These include full-time jobs, contracts, internships and projects, as well as opportunities for students to do case studies and for volunteers to launch projects. These are incredible opportunities for youth to gain life and employment skills while doing work that has a direct impact on their community.

Some of our key partners for youth development and job creation:

- **Human Resources Development Canada** funded our Youth Services Canada project in which 5 youth participants developed the material for month-long CBC radio programming, Montreal Matters.
- **HRDC Summer Career Placement** program provided internships from L'Institut de Tourisme et Hotellerie de Quebec (ITHQ) and high school student, Stefan Zebrowski-Rubin the opportunity to create our very first cookbook, A Taste of Santropol Roulant.
- Through the **Labatt People in Action** program, we hired 4 summer students to create our first-ever One Voice, Many Generations Festival in the Park
- **Emploi-Quebec** provided six 6-month contracts which included Events and Communications, Assistant Kitchen Co-ordinator, Client Manager, Assistant Volunteer Co-ordinator
- **Graduate student projects** included McGill's School of Urban Planning Masters Studio project on Food Security, and Concordia's Human System Intervention Program.



Nadira and Marc



## Bringing our Community Together While Developing Skills

Stephanie Felkai, 29, has been volunteering with Santropol Roulant for the past 3 years sharing her culinary prowess in our kitchen and her amazing DJ skills as DJ StephieSuperStar at our events. In the fall of 2002, Stephanie was accepted on a media internship to Cuba with Alternatives, a Montreal-based international development organization. On her suggestion, the new interns were introduced to the workings of a local organization in Canada before doing their "stage" in other countries. The entire group of 16 came to Santropol Roulant and ended their day by joining us on deliveries.

Stephanie came back from Cuba in the winter 2003 with new Web skills but no Canadian experience. She heard about and applied for one of our "Emploi-Quebec" contracts in communications. Stephanie's skills and attitude were a perfect fit, and we had the fortune of working with her for 6 months.

Today, she is the proud mom of Ruby Emmanuelle, and continues to offer us her expertise on short contracts. She trains our new employees on web skills, and together with Ruby, adds a whole new twist to our inter-generational vision. "I was fortunate to work with Santropol Roulant during my pregnancy. Volunteers, staff and clients were all curious about my growing belly and supportive of the somewhat rare sight of a pregnant woman at Santropol Roulant. Working with such compassionate people was invaluable, and it was a pleasure to be able to make a difference with my skills."

# Our Programs

(continued)

## Building an Intergenerational Community

Our aim is to bring our community together in new and more meaningful ways, and break down the barriers and stereotypes between the generations. In this way we hope to create a sustainable intergenerational community in and around Santropol Roulant, and develop strong connections between people of all ages and backgrounds.

- Our intergenerational program involved over 150 different seniors and over 350 volunteers.
- In 2002, Santropol Roulant was recognized with le Prix Père-Marcel-de-la-Sablonnière from FADOQ, the Quebec Seniors' Association and le Prix Armand-Marquiset from les Petits Frères des Pauvres.
- Our intergenerational project in summer 2002, One Voice, Many Generations, comprised creative workshops and a festival in the park that included over 200 clients, volunteers, neighbourhood families, local musicians and community groups in a wonderful example of community building.
- Our 'Touch Base' approach emphasizes how we connect to our least mobile and most isolated clients and includes calling each person on the coldest days of winter to ensure they are warm; making hundreds of beautiful, hand-made cards for our clients for their birthdays, the holiday season; and sending roses on Valentine's day.



Isabelle and Mrs. Tait

In the fall, we delivered fresh herbs from our garden at the Blanc de Blanc café.

- Throughout the year, we bring up to 60 clients, volunteers and staff together to share delicious meals including Thanksgiving and Christmas brunch and excursions to the Sugar Shack.

Minnie Richardson,  
Intergenerational Project Co-ordinator

### Map of The World project — an intergenerational sharing of experiences

Judith Gellert, 78, has been receiving meals from Santropol Roulant since September 2001, after having a stroke. This spring, we launched our Map of the World project, with the aim of bringing our community together around the issue of cultural diversity and "home". We asked Mrs Gellert, who arrived in Montreal from Hungary in 1957, to participate and she enthusiastically agreed. It was the first time she had been involved with our activities outside the meals-on-wheels program. She shared her story over a cup of tea one afternoon with Stephanie Felkai, whose roots are also Hungarian, and who already knew Mrs Gellert from deliveries. Judith's story was recorded and brought to life by Meg, a volunteer, who transformed it into a beautiful text (see the Map of the World section of our website for the full story: [www.santropolroulant.org](http://www.santropolroulant.org)).

The official culmination of the Map of the World project took place in the summer of 2003 with an intergenerational Brunch in the Park where clients and volunteers shared a gourmet meal together. They had the chance to view 'the map' which traced participants' journeys from their home countries to Montreal and illustrated their fascinating stories. Mrs Gellert joined us for the Brunch and it was wonderful to see her amongst us. In her own words, "...what a lovely time I had - the food was delicious and the company, particularly Meg and her family, was most enjoyable. Almost forgot the Map of the World - what a great idea. Thank you again."



Our neighbours, of all ages, making home-made Valentines cards



# And After the Meals Go Out...

Santropol Roulant is involved in initiatives and projects that touch not only on the health of the people to whom we bring our meals, but on the health of our community as a whole, and that of the voluntary sector as well. We have worked extremely hard to develop, share and exchange knowledge we gain from our daily work and put it in a broader context. Indeed, Santropol Roulant is meals-on-wheels and so much more...

## Communications and Media

We put out a great deal of information this year through our newsletter, the Summer Cycle, which went out to 750 people, and our calendar/menu which went to over 1500 clients, social workers, community partners and funders.

The Santropol Roulant website ([www.santropolroulant.org](http://www.santropolroulant.org)) is a great resource for volunteers, social workers, community organizations and the public. The most recent addition, a section called 'how we think-work-learn-grow' was developed in response to the requests we get from all over Canada about how we do what we do.

Press coverage this past year was spread from local to national – highlights included a Globe and Mail feature by health journalist, Andre Picard, a month on CBC Radio's Montreal Matters series in October, articles in the Gazette business section, La Presse, Quebec Chatelaine and many local papers and radio. We are now proud members of the on-line progressive community, [rabble.ca](http://rabble.ca).

## A Community's Kitchen

Our kitchen is the heart of our community, spreading its delicious scents and the music of volunteer's voices throughout the city. The kitchen has been busy with our new Cakes from the Corner project. Every week volunteers bake 200 delicious cakes that we sell for \$2 each around the city – look for them at Café Santropol, Aliments Merci at the Jean Talon and de Maisonneuve markets!

*A Taste of Santropol Roulant* is our very own cookbook with recipes and stories from clients, donors, neighbours, volunteers, staff – and fans like the Governor General. The international and intergenerational cuisine illustrates the amazing diversity that is Santropol Roulant and sells for \$10 at our office.

Local organic farmers and bakeries continue to drop off their extra breads, veggies and treats, nourishing our volunteers, and adding to our meals-on-wheels menu and special gatherings.

We look forward to continuing kitchen workshops for our community of volunteers,

neighbours and clients. We have planned evenings of intergenerational and intercultural exchange for recipes, cooking classes, canning and preserves – and are open to your suggestions!



## Santropol Roulant is...

taking a leadership role in mobilizing a generation of young people to identify and address any social issue relevant in their community, creating the ability to address deep community issues and social challenges with confidence – and have a lot of fun while doing it... It is our responsibility to do our work with creativity, spirit and imagination – so that beyond achieving goals like new and transferable skills for young people or feeding isolated seniors, are the intangibles such as “being connected to something larger than myself.”



## Organic Growth and the Lifecycles of Santropol Roulant

When reflecting on all the stories and the feedback we received through our organic evaluation process, we began to think about the big picture of what we were learning. The image of a tree came to symbolize what we heard from our immediate community of seniors, volunteer and staff. Trees are deeply connected to their environment; they are organic and experience cycles of growth and renewal. Santropol Roulant is firmly rooted in our Intergenerational meals-on-wheels program. It is the solid foundation that brings together so many different people, and from which many innovative projects and ideas have branched out to bear strange and delicious fruits. The people who make up the Santropol Roulant community nurture the tree with their energy and gifts. We are looking forward to sharing more stories with one another, to new seasons, new challenges and continuing to grow as a community.

Allison Griffith,  
Strategic Planning and  
Evaluation Co-ordinator



# And After the Meals Go Out...

(continued)

## Governance

Our Governance project began in 2002 and has grown considerably in scope, from asking questions and beginning discussions around Santropol Roulant's governance, to realizing that these questions were being asked by many other organizations in the sector. To date, we have captured the narratives of twelve organizations, with the participation of 27 volunteers and staff from Santropol Roulant. The Governance project is an opportunity to network, share resources and dig deeper into issues of sustainability and leadership within the sector. Keep your eyes open for the next phase of this project.



Vera and Jane gardening at the Blanc de Blanc café

## Greening the Roulant

Santropol Roulant has a green vision for the future and we are excited about steps we have taken over the past year to fulfill our mission in an environmentally sound way.

Through our bike workshop and partnerships with **Mountain Equipment Coop**, **Right to Move** and **Freewheels**, we encourage green transportation and have volunteer bike mechanics on hand to tune bikes and teach volunteers about bike repair and maintenance.

We are now members of **La Maison de la Co-op Verte** and use organic cleaning supplies to keep our kitchen squeaky clean!

We are growing our own food: **The International Development Research Council (IDRC)** and international development organization, **Alternatives**, funded a rooftop garden demonstration project that donates basil, tomatoes, ground cherries and lettuce; the

**Blanc de Blanc Laundromat Café** has donated a plot in their courtyard for the second year running to grow herbs, tomatoes and zucchinis for the kitchen

We deliver our organic waste daily to the **Eco-Initiatives (now Communiterre) Canteloupe Garden** in NDG, where it becomes compost and fertilizes their community garden plots!

A new partnership with **Equiterre** brings the possibility of disseminating knowledge about eating organic to the Mile End community and offering workshops (featuring delicious organic food) to volunteers, clients and community members about the merits of eating organic

We are developing a project called the **FOOD CYCLE** to work with an organic farm from planting season and to the harvest, and educating youth about seasonal, life and bi-cycles.



# Moving Ahead

## Growing and Evolving as an Organization

In the summer of 2001, we began a collective planning process to build the capacity and sustainability of Santropol Roulant, and to develop a strategic vision to our future development. With the support of the McConnell Family Foundation's Capacity Building Grant, we developed and put into practice a participatory method of evaluation, which we call Organic Evaluation. The grant also gave us the resources to create a strong foundation for the organization, and to build our capacity for developing appropriate policies, systems, structures, governance and articulating our mission and values at the centre of all this.

Next, we will be focusing on program development so that we can increase their impact and extend their reach and we will focus on casting a wide net....As we grow and evolve, we are learning, and we are sharing our learning as we grow. This cyclical and reciprocal relationship with "the world" means that we are asking what we can learn from others and what can they learn from us. As we increase our ability to distil and communicate our learning and increase the depth and breadth of our network, Santropol Roulant will have the opportunity to influence thinking and doing at increasing scales, and develop a strong voice on the issues in which we are working.



## Our Knowledge Network

Santropol Roulant continues to develop and learn from an amazing network of thinkers and doers. Once again, we took part as trainers and participants in Concordia University's annual **Institute on Community Development and Management** leading sessions on Fundraising for Social Change, Choosing Appropriate Evaluation Techniques, and Social Services as a Catalyst for Social Change. An outcome of our partnership with the Institute is an exciting and timely initiative, the **Fundraising for Social Change National Demonstration Project**.

Our local networks include the Volunteer Bureau of Montreal, Comaco, seniors networks and food security. Broader networks in which we are participating and whose focus is on the sustainability of the sector and social innovation include the **McGill-Dupont Consortium on Social Innovation**, D-Code, and the national Volunteer Canada conferences.

Staff and board continue to be guest lecturers at the University of Montreal's Hautes Études Commercial (HEC) on social enterprises; at McGill's B.Comm program on organizational development; McGill School of Architecture on community building and urban agriculture; and Concordia University's Community Development program.

We wrote a paper called "Organic Evaluation at Santropol Roulant" funded by VSERP, which explores the unique way in which Santropol Roulant continually learns and grows through the culture of engagement and feedback that we have created here.

Please see: [www.santropolroulant.org/en/How-we.html](http://www.santropolroulant.org/en/How-we.html)

Santropol Roulant was also on the 2002-2003:

- National Selection Committee for the Thérèse Casgrain Award, a National Volunteer Award
- Nomination Committee for Arthur Kroeger Awards, Community and Civic Engagement
- Petit Frères des Pauvres selection committee for le Prix Armand-Marquiset Award
- Advisory committee for Canadian Millenium Scholarships national student Conference



M. St-Denis and his rose

## Valentine's Day Roses

"The next time people ask me what distinguishes the voluntary sector, why it is more than just unpaid labour, I will tell [a] story I heard at Santropol Roulant: two weeks ago, on St Valentine's Day, each of the seniors receiving a hot meal was given at the same time a red rose. That gesture speaks volumes. Impossible to justify in terms of the economic logic which governs so much of our lives, it says that the persons - both the giver and the receiver - are more important than cost or mere efficiency. It says that the organization is not just about filling a need, real and important as that is; it is about relationships, about trust, about love. And that, in the end, is where volunteering, the voluntary sector, and creating a better world meet and join."

Tim Brodhead,  
CEO McConnell Family Foundation  
In a speech to Volunteer Development  
Leadership Institute  
March 2, 2003





# Fundraising for Social Change

Fundraising at Santropol Roulant is less about “the big cheque” and more about building strong networks of goodwill and moral support. It is less about making “the big sale”, and more about building strong and lasting ties with our community by working together honestly and openly.

Our philosophy is that fundraising is not a job that someone does but a program that we are all responsible for and in which we are all actively engaged. While all good ideas need money to thrive, the most important stereotype we break through our fundraising efforts is that it doesn't need to happen in the dark corners and shadows of an organization. We make it visible, accessible, fun and successful. Our “Fundraising for Social Change” program is grounded in our mission and provides meaningful opportunities for staff, board, volunteers, neighbours and donors to become actively involved in raising funds and supporting Santropol Roulant. These funds go directly to our programs and our vision and it is our role to provide all participants with the skills or motivation they need to succeed. Indeed, for *us* to succeed.

## Fundraising with Style

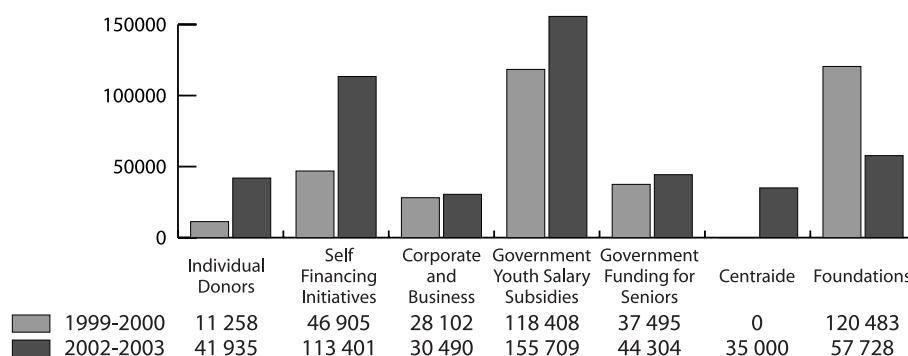
With the amazing talents of our volunteers and staff, Santropol Roulant has created our own unique blend of incredibly successful and outrageous fun(d)raisers. For the last two years, our Christmas event has been inspired by the ubiquitous Paul Hopkins, actor and volunteer extraordinaire, for the one-night-only Basta Pasta and the Gong Fondue Cabarets. Harnessing the talents of local Cirque de Soleil personalities and fantastic Montreal actors and musicians, with delicious homemade food, fun, prizes, these events have changed the landscape of “charity fundraisers.”

(continues)

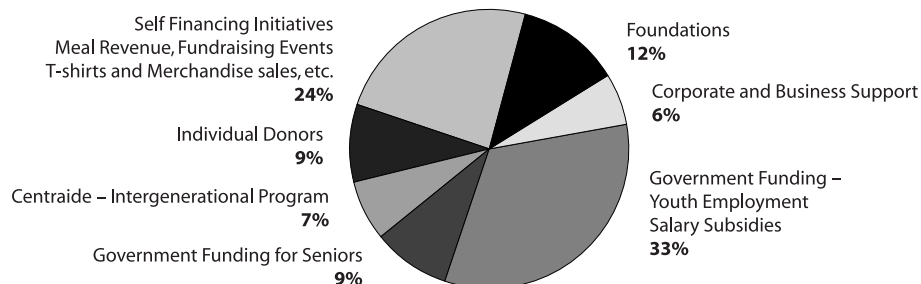
Why? Because no matter how much money we raise, at the end of the year the funds we raise are well allocated and well spent, and it is the energy, excitement and sense of shared purpose that is left. At Santropol Roulant, we have developed an amazing fundraising program that is built not on the heroic and solitary efforts of any one individual, but on the active support, participation and passion of the many. Over the last three years, Brian McFarlane, who has now moved on to become our “fundraising coach” and left room for Minnie Richardson to take over as fundraising director, has been co-ordinating this program which has involved the spirit, intelligence and compassion of hundreds of volunteers and donors.

Brian McFarlane,  
Fundraising Director, 2000-2003

Comparison of Fundraising Sources – 1999-2000 and 2002-2003



Revenue Breakdown – 2002-2003



# Fundraising for Social Change (continued)

## List of Partners up to March 31<sup>st</sup> 2003

### Government

#### Gouvernement du Québec

- SACA (Programme de soutien aux projets de développement de l'action communautaire autonome)
- PAPA (Programme d'aide aux personnes âgées)
- Emploi-Québec (Subventions salariales d'insertion d'emploi)
- Emploi-Québec (Fonds de lutte contre la pauvreté par la réinsertion au travail)

#### Gouvernement Fédéral

- Human Resources Development Canada/ DRHC, Summer Career Placement/ Programme placement carrière été
- HRDC, Youth Service Canada
- HRDC (visit of G8 labour ministers)

#### Membres du parlement

- Député de Notre-Dame-de-Grâce (Russell Copeman)
- Député de Mont-Royal (André Tranchemontagne)
- Député de Westmount-St. Louis (Jacques Chagnon)
- Ministre des finances (Pauline Marois)
- Ministre de l'environnement (André Boisclair)

### Businesses and Corporate

- A la Carte Express
- Labatt: programme 'Tous à l'œuvre/ People in Action
- Actra Performers Guild (Montreal)
- Labatt: One Voice Festival
- Alcan Aluminium Ltd.
- Les Productions de l'oreille cassée
- Audio Z
- Marc Fauteux et associés
- Bax Investments Ltd.
- Mountain Equipment Co-op
- BMO Nesbitt Burns
- National Public Relations (Toronto) Ltd
- Cafe Santropol
- Nesbitt Burns
- Carleton University
- P.A. Supermarché
- Centraide
- Petro-Canada
- Centre Molson
- Pic Sou
- City Paints
- Point Vert
- Clarica, Life Insurance Company
- Poterie Manu Reva
- Devine 1990 Revocable Trust
- Quadra Global inc.
- DJS Holding Limited
- Quebecor World Inc.
- Gate Gourmet International
- Les Soeurs de Sainte-Anne de Québec
- Glenn Talent Management
- Gazette Employee Donation Campaign
- Greenland Productions
- Volunteer Bureau of Montreal
- Jardins Nelson Inc
- Volunteer Canada
- Kilo

### Foundations

- Alice and Euphemia Stewart Family Foundation
- Birks Family Foundation
- Blairmore Foundation
- Burton Charitable Foundation
- Change Canada Charitable Foundation
- Fontaine d'espoir, Fondation des employés de la Banque de Montréal
- Gamma RHO Foundation
- George Hogg Family Foundation
- Gustav Levinschi Foundation
- Hay Foundation
- Hylcan Foundation
- J.W. McConnell Family Foundation
- Kaufmann Foundation, The Henry & Berenice
- Kiwanis Lakeshore Foundation
- La Fondation Marcelle et Jean Coutu
- Lawson Foundation
- Masonic Foundation of Quebec
- Mazon Canada, A Jewish Response to Hunger
- Zeller Family Foundation



## Fundraising with Style

(continued)

The Gong Fondue involved over 300 people as volunteers, donors, and participants and the \$8,000 we raised from this event goes directly to our meals-on-wheels program.

Over the last 7 years, the Santropol Roulant Bazaar has become a Plateau staple raising \$5000 in one incredible day of selling food, clothes, ancient artifacts, furniture, goodies and more – all donations from our generous neighbours and community at large.





# Santropol Roulant's Team

**April 1, 2002-March 31, 2003**

We are a small core team, and have the opportunity to work with many new people on our mission, our projects, initiatives and big ideas. Thank you to all the volunteers and staff who generously share with us their personal and professional talents – and make amazing things happen here at Santropol Roulant.

## Santropol Roulant's Volunteer Board of Directors

Chair of the Board	Eric Steedman
Secretary	Peter King
Members	Catherine Tadros, Campbell Stuart, Danièle McKinnon, Stephanie Garrow, Max Wallace

## Full-Time Staff

Executive Director	Vanessa Reid
Fundraising Director	Brian McFarlane (2000-2003)
Volunteer Co-ordinator	Allison Griffith (2001-2002)
Strategic Planning and Evaluation Co-ordinator	Allison Griffith (2002- )
Kitchen Manager	Pascal Gouin (1999-2002) Catherine Simard (2002- )
Intergenerational Project Co-ordinator	Minnie Richardson

## Part-time Staff

Book-keeper, Treasurer	Sylvie Palardy
------------------------	----------------

## Emploi-Quebec Contracts (6 months)

Client Manager	Minnie Richardson, Marc Bock
Assistant Kitchen Co-ordinator	Catherine Vallée, Marika Dussault, Adele Prud'homme
Communications Co-ordinator	Tracy Smee, Stephanie Felkai
Meals on Wheels Co-ordinator	Julien Boisvert
Volunteer Co-ordinator	Nicole Marek, Jane Rabinowicz

## Lutte Contre la Pauvreté

Health Link Co-ordinator	Cheryl Williams
--------------------------	-----------------

## Youth Projects and Summer Students

Youth Service Canada	Jonathan Kolot, Charle Lamarre, Nicole Marek, Eric Larock
HRDC Summer Career Placement	Aurelie Bedos, Stefan Zebrowski-Rubin
One Voice Festival (Labatt People in Action)	Rebecca Foon, Phoebe Tallman, Vera Granikov, Jane Rabinowicz

## G8 Ministers of Employment and Labour Visit

Co-ordinator	Sara Teitelbaum
--------------	-----------------

## Drivers

Ellie Nimeroski, Sara Torrie, Eric Lewandowski,  
Mallar Chakravarty, David Maggs, Tom Liacus



**Santropol**  
*roulant*

Santropol Roulant  
4050 rue St. Urbain  
Montreal, QC, H3W 1V3  
Email: [director@santropolroulant.org](mailto:director@santropolroulant.org)  
website: [www.santropolroulant.org](http://www.santropolroulant.org)

Santropol Roulant's  
Charitable Number:  
140717414RR0001

Ce rapport est aussi disponible en français – [www.santropolroulant.org/fr/rapportannuel](http://www.santropolroulant.org/fr/rapportannuel)

