



# The Spirit of Giving

**This November 28, join us in celebrating Canada's national day of giving.**

As part of the GivingTuesday movement and to kick off the holiday season, Share the Warmth is dedicating this newsletter to sharing stories of generosity. It is also an opportunity for us to thank our donors and volunteers for the amazing support they provide throughout the year. We hope these pages will encourage you and inspire you to get involved and give back to your community. By getting involved you are making a positive change in the world through simple acts of **kindness** and **generosity**.

**#GivingTuesdayCa**



**Join the Movement  
Dedicated to  
Giving Back**

**DONATE  
VOLUNTEER  
FUNDRAISE  
GET INVOLVED**



**GivingTuesday**



**November 28, 2017**

# WHAT IS GIVING TUESDAY?

Giving Tuesday is a international movement that was started in 2012 by the 92nd Street Y and the United Nations Foundation as a response to the culture of consumerism promoted by Black Friday and Cyber Monday. It is the "Opening Day of Giving Season", a national day of giving held the first Tuesday after American Thanksgiving.

**This year, Giving Tuesday is on November 28, 2017.**

## **Donations, fundraising, volunteering: there are so many ways to give back!**

Giving Tuesday is not only about making financial donations. There are many ways you can give back to the community, without emptying your wallet. From donations of used goods or services, to giving time to a program or cause you believe in, to helping fundraise . . . the possibilities are endless!



## **Throwing punches for a good cause!**

Jason Lee Rockman, singer, radio DJ and pop culture columnist, took on Mitch Gallo in Fight for Sud West 2, a charity boxing match that raised money for Share the Warmth.

## **Post an #UNSELFIE and tell us what you are doing this Giving Tuesday**

### **#UNselfie: noun (uhn-sell-fee)**

1. A show of support for Giving Tuesday. Take a pic, tag it #UNselfie #GivingTuesdayCA and upload it to your Instagram, Twitter, or Facebook.

According to [www.givingtuesday.ca](http://www.givingtuesday.ca), last year thousands of people told the world why they support the causes they care about by taking an UNselfie. If you want to join Share the Warmth's UNselfie campaign, you can email your picture to [communications@sharethewarmth.ca](mailto:communications@sharethewarmth.ca) and we will include it in our staff and friends album on social media. Or simply tag us #PartageEspoir and @PartageEspoir in your post. We look forward to hearing your stories!



Ruby, Share the Warmth's Youth Program Coordinator, is donating to the Sanctuaire pour animaux de ferme de l'Estrie (SAFE) this Giving Tuesday!

#PartageEspoir  
#UNselfie  
#GivingTuesdayCa

**Read on to see how you can join the #GivingTuesdayCa movement at Share the Warmth and get inspired by some of our amazing partners!**



# DONATING PROFESSIONAL SERVICES

Non-profit organizations like Share the Warmth have limited budgets and can rarely afford to hire outside professionals. Donating your expertise to community organizations can help them improve their services and programs so that the whole community benefits. Below are just a few examples of how businesses have helped us by sharing their expertise.

## A labour of love!



Share the Warmth has been undergoing major renovation work since 2014. The former Grace Church, where Share the Warmth is located, needed some serious TLC. Since August 2017, over 30 companies came together to complete the interior repairs and renovations. We are so grateful to all their employees who donated time and energy to help us create a warm and welcoming space for our members. An especially big thank you to l'ACQ, Britton, Cométal, Démo Spec, Kodem, Lemay, Moruzzi, Navada, PPG, Peinture Venise, Pomerleau, QMD, Sistemalux, TBC, Vitrierie Dufour and the many others involved in the project. While a lot of the work has been completed, the final phase, replacement of the roof, begins this month and we are looking for partners who can help fund this large job. Can you help? Contact us today to learn more.

## Academic expertise

As of September 2017, six PhD candidates from McGill University's Family Medicine Department are conducting studies and evaluating the impact of our music program on young participants through a series of educational games and assessment tools. We will use the results to evaluate the program as we continue to improve how we teach music to a growing number of young and talented musicians!

To see how music is transforming the lives of our young musicians, you are warmly invited to the music program's holiday concerts on December 4, 6, and 8 at Share the Warmth (weekly piano and guitar program) and on December 7, at École Charles-Lemoyne Auditorium (intensive program).



---

## #DeloitteImpactDay



On October 13, a team of Salesforce experts from Deloitte Québec came to Share the Warmth's offices and worked with staff members to help them optimize their use of the Salesforce software. Deloitte is also helping Share the Warmth develop a business plan to rent out the hall for special events in order to generate income to fund community and employment training programs.

# DONATING TIME

Time is a precious commodity and we are so thankful to the many volunteers who come through our doors and help Share the Warmth fulfill its mission. Our volunteers work in the kitchen, the food bank, at the market, with children in the music and tutoring programs, and more. Our programs need volunteers all year long, but the holidays are an especially busy time.

**Interested in volunteering? Contact Dalila at 514-933-5599 ext. 223 or visit: [www.sharethewarmth.ca/how-can-i-help/volunteer](http://www.sharethewarmth.ca/how-can-i-help/volunteer)**

## Volunteering for the holidays

Every year, we welcome groups and individuals to help us sort items donated during the holiday food drive, or to go pick up food boxes from various points in the city. This is a great team-building opportunity for companies, and a fun way for individuals to discover Share the Warmth and meet like-minded people.

## Partner for a day!

Many companies sign up to be a Share the Warmth partner for a day, sending a group of employees to volunteer their time with us. We are fortunate to have many of these business partners on board. Telus, WSP, Pharmascience, SAP 4 Good (pictured on bottom left), and many others have joined us in the food bank, in our kitchen, at the boutique and more.

## Recognizing the importance of volunteering

An emerging trend with employers is offering employees paid time off to volunteer. These socially responsible companies understand that giving back to their communities is important to their employees. Some companies offer as much as five paid days off per year for volunteering. Do you own a company? Consider implementing a similar strategy in your business.



Team Wonderful helping out in the food bank

Volunteers from PwC Montreal.

**“If life has been good to you, you give back.”**

- Joan Skelton, recipient of the 2017 Betty Scott Award for Service



## Share the Warmth's Supervolunteer

On November 2, 2017, at our annual Share the Spirit benefit evening, Share the Warmth honoured longtime volunteer Joan Skelton. Recipient of this year's Betty Scott Award for Service, Joan is an inspiration to us all. Joan has been volunteering at Share the Warmth once a week for the past two decades. Since her retirement, Joan volunteers in the kitchen two days per week and once a week in triage. Joan also volunteers at other organizations, and every year, along with her friends, hosts a Christmas Day meal for 800 to 1,000 people. Her reasons for volunteering are simple. “It's the right thing to do. If life has been good to you, you give back.” We couldn't agree more Joan!



# DONATING MONEY AND GOODS

We rely on the generosity of foundations, businesses, corporations, government organizations, and individuals to fulfill our mission. Without the financial support of these amazing partners we would not be able to provide our programs and services in the community. In-kind donations also play a huge role in the daily life of our organization. From donating used goods to the Café-Boutique to donating prizes for our silent auction, your generosity helps us raise money to fund our programs.



The Vox Box donated 10% of their July sales to Share the Warmth's Back-to-School Program.



The Evenko Foundation, a big supporter of our music program, invited young participants to Disney on Ice last March, as well as music concerts and sporting events at the Bell Centre.



Air Canada donated airfare for two to any destination in North America for our Share the Spirit raffle.

## Did you know you can donate in memory or in honour of someone?

Celebrate the people you love by donating to a cause they care about. Our in memoriam and in honour of donations allow you to support a cause that is dear to someone special in your life. To donate visit [www.sharethewarmth.ca/donate](http://www.sharethewarmth.ca/donate)



## Help feed our community this holiday season

The annual food drive is already in full swing, and we are looking for partners to help us collect non-perishable goods to stock our food bank shelves for the winter ahead. If you would like to help, we can provide food boxes to put in your school or place of business. Call Kimber at 514-933-5599 ext. 221 for more information or to order your collection box.



## Neighbours helping neighbours

For 10 years, Share the Warmth's neighbours at the local Sikh Temple Gurudwara Sahib Quebec have collected food and money for Share the Warmth's food bank to mark the occasion of Guru Nanak's birthday in November. Each year we are invited to receive their gift and to share in a community meal together.

# FUNDRAISING AND RAISING AWARENESS

Our friends and partners have come up with so many fun and creative ways to raise money for Share the Warmth. From bake sales to food and clothing drives to soccer tournaments, Zumba events and more, here are just a few samples. Get inspired!



BDO Drive Away Hunger: a special online campaign that raised \$13,500 to help eradicate hunger and poverty in the community.



GOAL MTL: a soccer tournament organized by the Burgundy Lion Pub, held in July at Percival Molson Stadium, which raised money for three charities, including Share the Warmth.



ISLC-Montréal's Valentine's Day Bake Sale raised \$315 for our programs.



Jeffrey Rosenberg's 100 peak challenge: one cyclist, 100 peaks, 10 days in the French Pyrenees to raise money for Share the Warmth.

## Spread the Word

Help raise awareness about the issues that affect our community. Like us on Facebook, follow us on Twitter and Instagram, share our posts, tell your friends and family about us. Word of mouth is a powerful way to get the message out. And, if you know someone who lives in the Southwest of Montreal and is going through a hard time, tell them about our programs and services. We are here to help.

DentsuBOS is organizing another art auction to benefit Share the Warmth. Last March, a similar auction raised \$4,654 for our organization.

