

## Concordia's 47<sup>th</sup> Annual Centraide Campaign Begins October 12, 2021

Dear Members,

The Concordia Centraide campaign kicks off today. Please find below messages from Concordia President Graham Carr and the Concordia Campaign Co-Chairs, Nadia Bhuiyan and Philippe Beauregard, introducing the campaign and outlining how donations can be made by Concordia retirees.

Warm regards,

Garry Milton,  
President, CUPARUC

Dear Concordians,

Since Concordia's founding, our community has given generously to Centraide. In our two campus neighborhoods, downtown and NDG, Centraide helps fund dozens of charitable agencies. Students and other members of our community are among the half million Montrealers who receive direct support from some of the 350-plus organizations whose work Centraide supports.

By providing vital services and programs for those in need, helping to break social isolation, and working to foster caring communities, Centraide succeeds in building a more resilient Montreal for us all. In this extraordinarily challenging time, Centraide is needed more than ever.

Our campaign kicks off on October 12. I'm very pleased to announce that, after leading last year's record-breaking campaign, our co-chairs, Nadia Bhuiyan, Vice-Provost, Partnerships and Experiential Learning, and Philippe Beauregard, Chief Communications Officer, are back at the helm, along with Denis Cossette, Chief Financial Officer, as co-chair of the Leaders' Campaign.

Please read the message that follows from Centraide, signed by Nadia and Philippe, which invites you to participate.

Together we can make a positive difference.

Graham Carr

President

Dear Concordian,

Thanks to caring donors, more than half a million people can rely on the help of some 350 Centraide-affiliated organizations across Greater Montreal. As the COVID-19 pandemic continues, the community needs your help more than ever.

Greater Montreal has seen over 264,000 jobs lost and a 30% increase in demand at the city's largest food bank. Your support for Centraide feeds and shelters; helps struggling youth to stay in school; and breaks the social isolation felt by many seniors or people with disabilities.

Please join us by making your gift to the 2021 Concordia Centraide Campaign now. Our goal this year is \$200,000. Last year Concordians raised \$220,000, surpassing our campaign goal of \$170,000. In this extraordinarily challenging time, Centraide is needed more than ever.

Please note that if you wish to donate from your pension, please email [Centraide@Concordia.ca](mailto:Centraide@Concordia.ca) - Suzanne Kaye will either email or mail you a pledge form that allows you to do this.

In lieu of paper forms this year, you can donate directly here:

<https://donations.helpforcharities.com/centraide/index.php?lang=en>.

When donating, please tick the box "I'd like my donation to be associated with the Centraide campaign at the company or organization where I work" and note that your gift is associated with the Concordia campaign.

Your gift makes a powerful contribution to the quality of life for so many Montrealers – please join us once again.

***Support Centraide. YUL be glad you did.***

Your 2021 Centraide Campaign Co-Chairs

Nadia Bhuiyan  
Vice-Provost, Partnerships and Experiential Learning  
Officer

Philippe Beauregard  
Chief Communications