



FOR IMMEDIATE RELEASE

Innovative ways to raise funds in the West Island during unusual times

Caisse Desjardins de l'Ouest-de-l'Île and Community Shares collaborate on two unprecedented successful crowdfunding campaigns to support local businesses and community organizations in the community

Pointe-Claire, September 9, 2020: Thanks to the solidarity of the residents of the West Island and the collaboration of the partners of the two crowdfunding campaigns "I buy local for Dorval" and "I shop in the Pointe-Claire Village", Caisse Desjardins de l'Ouest-de-l'Île donates to the West Island Solidarity Fund of Community Shares \$50,000. These two initiatives inject more than \$130,000 into businesses in the two cities.

The current pandemic has had a significant financial impact on local community organizations. Traditional fundraising no longer holds water, and innovative ideas are being put in place in order to meet the pressing needs of the population.

The success of these two campaigns is directly linked to the collaboration of several stakeholders, including Caisse Desjardins de l'Ouest-de-l'Île, Commerce Dorval, City of Dorval, Pointe-Claire Village Commercial Association, City of Pointe-Claire, City of Montreal, La Ruche, PME MTL West-Island and CN, by associating solidarity, stimulation of the local economy and citizen participation, for the benefit of organizations and businesses experienced by COVID-19.

QUOTES

"We are touched by the support of the residents of the West Island and very grateful to Caisse Desjardins de l'Ouest-de-l'Île and all the partners of these two campaigns. Fundraising activities are very limited due to sanitary and health restrictions. The collaboration of several partners made this campaign a model of success by proposing a new way of supporting local organizations while encouraging local businesses. "

Sophie McCann, Executive Director, West Island Community Shares

"With our *Pay it Forward*, supported by Desjardins program, we warmly support the initiative by doubling the amount raised in order to show our confidence in the outpouring of solidarity that is taking place. We are proud to donate \$50,000 to West Island Community Shares to help support community organizations in the West Island."

Serge Poirier, Director General Caisse Desjardins de l'Ouest-de-l'Île

HIGHLIGHTS

In less than a week, the two crowdfunding campaigns in Dorval and Pointe-Claire reached their objectives and more than \$130,000 are being injected into local businesses.

Caisse Desjardins de l'Ouest-de-l'Île contributes to the two crowdfunding campaigns in Dorval and Pointe-Claire, which allow the general public to support local businesses as well as community organizations with a donation of \$50,000 to Community Shares.

These initiatives combine solidarity, stimulation of the local economy and citizen participation by facilitating fundraising campaigns for the benefit of organizations and business groups affected by COVID.

The West Island Solidarity Fund was created not only to provide financial support to meet the immediate needs of the community during the COVID-19 crisis, but it also gives community organizations the ability to plan their activities in advance and thus prepare their teams to maintain adequate support during the difficult months to come. The goal is to ensure that essential services are available to West Island residents who need them during these unprecedented times.

If you wish to contribute to the West Island Solidarity Fund and help ensure the availability of essential services for West Islanders in need, you can donate online at communityshares.ca

- 30 -

About West Island Community Shares

West Island Community Shares is a unique charitable organization dedicated to building a strong, inclusive, peaceful and healthy community. We do this by raising crucial funds for 41 local community groups which focus on developing strong and resilient children, creating bridges to support vulnerable populations, empowering women to reach their full potential for themselves and their families, and providing basic necessities to West Islanders in need. For more information: CommunityShares.ca

About the *Pay it Forward, supported by Desjardins* program

To support the socio-economic vitality of communities in the context of COVID-19, Desjardins has implemented a support program for all of Quebec. Desjardins has supported crowdfunding campaigns allowing the general public to encourage local businesses and support local organizations with a donation. This initiative combines solidarity, stimulation of the local economy and citizen participation by facilitating fundraising campaigns for the benefit of organizations and business groups affected by COVID-19.

For more information:

Albena Petkova
Development & Communications Manager
West Island Community Shares
C: 514.570.5395
albena@partageaction.ca
communityshares.ca
[Facebook/WICSPartage](https://www.facebook.com/WICSPartage)