



March 27, 2009

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## Message from the Board

Greetings, and welcome to 2009!

I am happy to report that West Island Mission continues to steadily move forward thanks to you, our supporters. We have a number of new developments to tell you about.

First of all, as has been our tradition, we will be holding our annual Spring Distribution in April. We will be using this opportunity to provide our recipients with low-cost, environmentally friendly cleaning products and financial tips and tricks

to help improve their financial situations. Further, we will be using this point of contact to update the information on our recipients to help ensure our funds are going to those in serious need.

WIM's direction has also been developing, as we held our first ever Annual General Meeting on March 26<sup>th</sup>, less than 3 weeks after moving into our new Secure Space from which we are running our operations.

WIM celebrated the Christmas Season with a very successful Christmas Distribution on December 13<sup>th</sup>, thanks in no small part to the huge number

of volunteers and supporters who came on-board to help us out. Further, WIM has been partnering with new-found corporate sponsors who have very generously chosen to walk beside us in this work. On behalf of the Board, I can honestly say we are excited to see what's next!

Finally, if you have any questions, please do not hesitate to contact me or any other board member, by leaving us a message on the WIM phone or emailing use at [wimmoi@hotmail.com](mailto:wimmoi@hotmail.com).

Darren Sleep,  
President and Chair.

## Spring Distribution – April 17-18, 2009

After a long, cold, winter, it's finally time to break into Spring. Already the snow is rapidly disappearing, the maple sugar bush operators are in full swing, and summer is just around the corner.

With the fresh air mornings of Spring comes the urge to clean up and start fresh. At WIM, we're looking to kick-start summer for our recipients in a fresh way.

Not only will we be holding our Spring distribution, but we have a few ideas to help them "start fresh".

First, we've heard from some of our recipients that it would be wonderful to receive some cleaning

products to help them do some Spring cleaning. As many of you know, WIM is primarily a food bank, and we don't make it a habit of collecting non-edible items. However, to help improve the lives of our recipients and get their Spring off to a fresh start, we've been researching some simple, cost-effective and environmentally friendly solutions to help clean up.

But do they work? Members of the board have been volunteering to try out some of these cleaning recipes, and are reporting that they work surprisingly well. Want details? Stand by for WIM's Spring Distribution!

Further, we will also be providing our recipients with information on money management and debt reduction to inform them and encourage them to "start fresh" on the road to financial improvement. It is our hope that small efforts can make for big dividends in the lives of our recipients over the long term.

This year's distribution will be held at Ascension Christian Assembly on April 17-18, 2009, where recipients will be invited to come and pick-up their baskets. If you feel inspired to participate, please call (514) 912-6813 and let us know how you would like to help.

## WIM in the News



WIM was featured early this year on Thursday, February 26, 2009 in the Montreal Gazette. In the article, "Food banks ready to offer help," Alycia Ambroziak checked in on the food banks that provide assistance on the West Island.

The article was a bit of a "check up" on the situation among the West Island's organizations that exist to help the poorest among us when that the financial downturn was just beginning to heat up.

While each of the organizations surveyed were in good shape, each of them expressed concern regarding how they would deal with significant increases in requests for assistance. Further, concern was expressed over how supporters would react to tightening budgets all around.

At the time of the article, WIM was happy to report that, owing to the incredible generosity of our supporters over our Christmas drive, our shelves were well

stocked. We are now happy to report that new key supporters have stepped up to help us maintain our efforts.

Unfortunately, not all is happy news. Recipient requests have increased substantially over the month of March, and we are now helping more families per month than ever before. Nonetheless we are pleased to report that at the moment we are able to meet demand, and we look forward to working with our supporters to continue our work, especially now that we are needed more than ever before.

*"One cannot think well, love well, sleep well, if one has not dined well."  
- Virginia Woolf,  
A Room of One's Own,  
1929*

## WIM's First Annual General Meeting – March 26, 2009

One of the challenges to running WIM's operations is keeping the lines of communication with our supporters open. The question is, how do we communicate effectively with such a diverse group of people in such a busy, busy world?

As part of our communications strategy, WIM is reaching out through as many tools as possible. As reported in our last newsletter,

Facebook is one way we're reaching out to our support base. Another way is through the newsletter you're reading right now. We also routinely put out messages through community groups and organizations, such as our local churches.

As a final piece in the communication puzzle, WIM held an Annual General Meeting (AGM) with our sponsorship family on March 26, 2009. The purpose of the meeting was to communicate

what we've been up to, to let our supporters meet the board members and each other, and on behalf of the board, to express our thanks to everyone for their support.

To those who came out, thank you very much. We look forward to another year of working hard to make lives better on the West Island. But don't wait until the next AGM to talk to us! Come out and spend some time making a difference!

### ***About West Island Mission...***

West Island Mission was founded in February 2005 by Eric Tetreault.

Our purpose is to help

alleviate poverty on the West Island of Montreal through the provision of food and other aid to those in need.

WIM is a non-for-profit, non-denominational charitable organization.



### Christmas Distribution – love comes in BIG boxes!



The West Island Mission held its fourth annual Christmas Distribution on Saturday, December 13, 2008 for underprivileged families in the West Island.

This year almost 300 families were supported with large boxes of foodstuffs, canned goods, toiletries and turkeys (no, that is not a typo!). Many, many volunteers came out to lug, haul and drag boxes all over the West

Island to help out.

We would like to extend our sincere appreciation to all of our sponsors, donors and volunteers alike for their unrelenting kindness in helping make this a truly Merry Christmas for so many. A special thank you to the following organizations for partnering with us during this event:

- I.G.A. Lalonde
- Bank of Montreal
- Royal Bank
- Tim Hortons
- Kirkland Library
- Westview Bible Church
- Parmalat
- Boulangier Lanthier
- Premier Meats
- Pfizer
- Village d'Enfants
- Merck Frosst Employee's
- Charity Trust Fund

Thanks to one and all, and we hope to see you next year!

- Youth Unlimited
- Loblaws – Kirkland
- I.G.A. Extra Beck



**Contributing to WIM**

Cash Donations

Cheque Donations (please make cheques payable to West Island Mission)

Pre-authorized Debit Donations (form available online at [www.wimmoi.com](http://www.wimmoi.com))

Online Secure Credit Card Donations (available online at [www.canadahelps.org](http://www.canadahelps.org))

**West Island Mission**

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**We're on the Web!**

See us at:  
[www.wimmoi.com](http://www.wimmoi.com)

**A new home for WIM**

WIM has finally moved into some new digs! Thanks to the generosity of our supporters, the diligence of some hard searching directors, and the backs, muscles and legs of some volunteers, we've set up shop in a long-term storage facility to house our pantry and prepare our emergency baskets.

Owing to a great influx of

food-stuffs at Christmas, WIM was forced to split our pantry into a U-HAUL storage locker and a director's garage. We operated from the garage for a few months, but felt that the arrangement left something to be desired – like space for the owner to park a car! However, thanks to the generosity of sponsors and U-HAUL, we were able to relocate into a larger, 2-room locker that meets our needs – for now.

WIM shifted our operations to the new facility on March 7, and are settling in nicely.



WIM Directors stock shelves

**Local Businesses – local support**

Providing food for those in need requires three things: desire, willing volunteers, and generous supporters. WIM has benefitted recently from a number of corporations that have decided to step in and very enthusiastically provide WIM with some much needed support, both from a financial and "in-kind" way.

IGA in Pointe Claire has

come on board and promoted WIM's work through employee raffles, promotional partnerships with suppliers (e.g. Campbell's soups), providing purchased (and delivered!) food stuffs at beyond reasonable prices, and the list goes on.

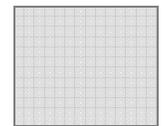
Cummins Equipment recently contacted WIM to inform us that they had

decided to provide a significant cash donation. Other corporations have come on board for special events (Pfizer, Le Panier, RBC, BMO) such as our Christmas distribution.

Such community leadership is much appreciated, and we look forward to working with our corporate sponsors to continue improving the lives of the people of the West Island.

**WEST ISLAND MISSION**

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