

# ACTIVITY REPORT 2023-2024



## MESSAGE FROM THE PRESIDENT

The year 2023 is one of a dream come true. After eleven years of hard work, ups and downs, we finalized the project to build a fifteen-unit building. We are expecting to break ground in the summer of 2024.

La Sortie has matured over these years and has seen young women journey towards a new life. La Sortie's dream has always been to support these women in complete social reintegration and this begins with housing that will be theirs and where they can find security and support.

The work of La Sortie is still just a drop in the bucket in a society that has many needs, which is why we continue to dream big. Thank you to all the members of the board of directors who are ambassadors for this cause, as well as to all of you who have supported us financially since the very beginning. A first step will be taken in 2024 and we will continue to aim ever bigger.

I would like to greatly thank Mr. Ronald Lepage and the entire intervention team without whom this dream could not have become a reality. The team's hard work makes it possible to reach women who don't know where to turn to receive the help and compassion they are looking for.

Gratefully,

*Sylvie Comtois*



## MESSAGE FROM THE MANAGING DIRECTOR

The past year has been marked by challenges, but also notable achievements. Above all, I would like to highlight the development of our prevention initiatives, particularly with the integration of Dr Maria Mourani, criminologist, into our team. For us, preventing the sexual exploitation of young people is not just a mission; it is a true vocation. Prevention is always better than cure.

Despite the financial constraints of the previous year, we have not only made up our deficit, but we also have a surplus dedicated to our real estate project. The generosity of our supporters never ceases to amaze me.

Furthermore, our construction project is progressing well, having completed all the necessary stages of the Quebec affordable housing program. We now own the land, thanks to the patience of the Crowley family who agreed to extend the purchase offer for over a year.

In conclusion, our recognition by major institutions attests to the positive impact we have within the community. Let us continue our efforts to make a difference and provide support to those who need it.

Once again, I say a big THANK YOU to the board of directors for their diligence and to Sylvie Comtois for her support. Thank you also to the entire team of volunteers and employees; it is thanks to your dedication that women have a way out.

Yours sincerely,

*Ronald Lepage*



# STRATEGIC OUTLOOK

## HISTORY

**2013**-Mobilization by Gerry Plunkett of the West Island community of Montreal, in order to set up a charitable organization specializing in helping victims of sexual exploitation. **2014**-Planning of activities by management and deployment of a volunteer force raising funds and building ties within the community. **2015**-Raising awareness among decision-makers and the public about the needs of victims of sexual exploitation, thus beginning the "BienEntendue" program. **2016**-Selection by Public Safety Canada of our "Horizon" program, which over three years, aimed to identify the needs for services for victims of human trafficking for the province of Quebec and the start of the social reintegration of women wishing an alternative to the sex industry. **2017**-Recognition of Justice Canada's victim assistance fund for the "Alternative to the Sex Industry" program. **2018**-Rental of a residence in the Montreal area that can accommodate up to 5 women in the Montreal region. **2019**-Recognition of the support program for community organizations as an independent community organization. **2020**-Organization of a support group to address an emerging problem of images published by the pornographic industry without consent and the start of support services in the Quebec region. **2021**-Increase in prevention activities with our "BienVeillance" program and addition to the funding program for the sexual exploitation mission of Sécurité publique Québec. **2022**-Conditional commitment from the Quebec Affordable Housing Program and the housing department of the city of Montreal to finance a building of 15 apartments based on our study. **2023**-Recognition of the program to help people exit prostitution from the Secretariat for the Condition of Women in Quebec for a 3rd recurring funding for operations.

## VISION, VALUES, MISSION

La Sortie's vision is to be a reference for people who are victims of sexual exploitation by offering them a real way out. Based on empowerment, respect and security, La Sortie's mission is structured around three pillars :

1. Intervention with women who have experienced sexual exploitation
2. Prevention for people at risk of sexual exploitation
3. Sensitization of the public regarding the reality

## STRATEGIC PLANNING 2021-2024

1. Consolidation of programs and services
2. Development of financing sources
3. Development of material resources
4. Consolidation of networking and communications
5. Consolidation of associative life

### General meeting June 20, 2023: 13 people

Summary: Presentation of activity and financial reports 22-23, budget forecasts 23-24. Election of directors, member wishes

### Special general meeting June 20, 2023: 9 people

Request for additional letters patent to increase the maximum amount of real estate that the organization can own or acquire to \$25 million. (Adopted)

**BOARD OF DIRECTORS:** 4 meetings and 2 committee meetings (budget and human resources)

**Sylvie Comtois, President**  
Airport Administrator

**Johanna Cardinal, Vice-President**  
English Teacher To Adults

**Mario Teti, Secretary Treasurer**  
Food Entrepreneur

**Jacques Bellemare, Director Community**  
Development Corporation

**Marcela Peña-Vega**  
International Cooperation Manager

**Tricia Murray, Participating representative**  
Political Attaché National Assembly

**Maryse Gaudet Lebrun**  
Sexology Therapist

**Roxanne Leblanc**  
Chartered Accountant

**Heidi Yane**  
Clinical Nurse

### Volunteers : 30

The time given by volunteers during various activities such as the board of directors, committees, support in the Residence and several other operational tasks is estimated to be at 3168 hours.

### Ambassadors : 25

They influence their networks to contribute to La Sortie's mission.

# HUMAN RESOURCES

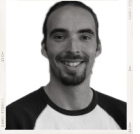
## ADMINISTRATION & SENSITIZATION



**Ronald Lepage**  
Managing Director



**Josée Manseau**  
Administrative Assistant



**Pascal Taillon**  
Producer & Videographer  
Technical Coordinator

## PREVENTION



**Gabrielle Barrette**  
Prevention & Consultation  
Worker



**Loraine Laplante**  
Liaison Officer

## INTERVENTION



**Lyne Collette**  
Clinical Coordinator



**Tammy Beattie**  
Outreach Worker



**Rose Sullivan**  
Outreach Worker (Quebec)



**Marie-Ève Cool**  
Outreach Worker



**Véronique Beaudin**  
Outreach Worker



**Viviane Dubé**  
Outreach Worker



## Training followed by our intervention team

### TRAINING


- Small Claims (Y des femmes)
- Sustaining one's recovery (AQRP)
- Information session (CACVC)
- CASR-Schizophrenia (CIUSSS EMTL)
- Psychological trauma and associated risks (Centre d'excellence en soins infirmiers)
- Psychoactive substances and sexuality: Complex relationship with multiple issues (UDS et AIDQ)
- Professional co-development (Dynamo à travers la TACMES)

### WEBINAR


- Information meeting on CV concerted action cell (CACVC)
- Domestic, family and sexual violence in indigenous environments (Indigenous Affairs Directorate of the Ministry of Justice)
- Legislative changes in 2021 regarding compensation for victims of crime (IVAC)
- Presentation of the web intervention implementation guide - Digital world and sex. exp. : challenges and opportunities (PIPQ)

The program entitled “ALTERNATIVE TO THE SEX INDUSTRY” offers support, help and support to adult women who wish to leave the sex industry to regain autonomy and a fulfilled life. This program is based on motivational interviewing and a global and local approach. After having been welcomed and building confidence, the first step determines the course objectives, the second aims to provide support in their environments and the third focuses on the consolidation of acquired knowledge. Women can access programs through partners, our publications and our local activities in the community. **165 participants and 21 relatives**

Portrayal	MTL	QC	🏠
<b>Sexual Exploitation</b> : Women included in the sex industry without consent By age : 18-19 : 22    20 to 29 : 43    30 to 39 : 42    40 to 49 : 39    50 to 59 : 10    60 to 69 : 9	117	37	11
<b>Drug addiction</b> : Self-medication and narcoprostitution	75	15	7
<b>Homelessness</b> : Housing security compromised by financial insecurity and pimps	62	12	5
<b>Suicide risks</b> : Exhaustion of coping skills and as well as the desire to stop suffering	4	7	0
<b>Mental and physical health challenge</b> : Post-traumatic stress, STBBI, etc.	54	45	30
<b>Justice challenge</b> : As victim, witness, accused and breakdown of trust in the system	14	15	5

Activities and services	MTL	QC	🏠	Help for relatives Montreal	Help for relatives Québec
<b>Welcome, evaluation, orientation</b> : Quickly welcome and determine the need in order to offer the most appropriate services and avoid service failures	117	37	11	17	4
<b>Medical care</b> : Treat the physical, mental and sexual health of participants, because a stint in the industry has serious consequences. Dr Tara McCarty-attending physician	32	37	45	12	0
<b>Thematic workshops</b> : Offered on various subjects : budget, art, addiction, self-esteem, pet therapy, healthy relationships, reappropriation of one's sexuality, conflict management, etc.	8	96	9	1	0
<b>Development of social skills</b> : Necessary for living in society: communication, use of environmental resources, domestic, personal and social, daily life, hygiene, etc.	0	392	273	n/a	n/a
<b>Food and financial donation</b> : Offer emergency financial assistance in addition to food security to participants 	552	565	58	n/a	n/a
<b>Individual support</b> : Develop life plan including their objectives, means, timetable and monitor it regularly	57	37	11	7	1
- Phone calls	338	145	20	258	2
- Texts received	4204	2427	466	300	43
- Texts sent	3341	2448	462	300	46
- Meetings	130	114	124	7	1
- Crisis interventions	71	44	27	18	2
- Protection scenarios	25	31	2	2	2
- Support - Housing	0	5	4	n/a	n/a
- Support - Health and wellbeing	30	37	28	12	0
- Support - Justice	14	15	4	n/a	n/a

The “BienVeillance” program provides young people aged 12 to 18 with the tools and knowledge necessary to develop healthy and egalitarian relationships, learn to respect their body, set their limits, ask for consent and focus on creating a positive image about oneself. Knowing the risks of the sex industry as well as the recruitment tactics of pimps. We also offer early intervention with a 24/7 helpline. **6 029 people reached**

Activities & Projects	Audience/ Impression	Publication/ presentation
<b>You're Worth More Than That - Social media</b> : La Sortie acted as a distribution partner for the project carried out by Mourani-Criminologie, using manga to expose the recruitment techniques of pimps (video shorts). The objective is for young people to be able to perceive the threat and respond to it as well as to raise awareness of the difficulties and consequences linked to pimping activities. It is aimed at young people aged 13 to 22 in the province of Quebec and they were reached by means of a month-long campaign on social networks. 	5 760	4
<b>Presentation - Quebec</b> : Presentation on the reality of sexual exploitation, the criminal nature of the purchase of sexual services and the risks of sexual exploitation in the virtual universe (website & social media) to young people from the “Services intégrés en abus et maltraitance (SIAM)”. They were also made aware of risk and protective factors and informed about various intervention practices.	65	1
<b>Art exhibition - Quebec</b> : With the support of Victims of Criminal Acts Assistance Fund by Justice Québec, we brought together a group of women in the Quebec region to design creative and awareness-raising workshops. The presentation and sale of the works constituted a social economy project. Allowing both raising awareness with the population and raising funds, these workshops offered opportunities for motivating and attracting them toward involvement for them.	28	26
<b>Outreach work Hochelaga-Maisonneuve and Centre-Sud</b> : Every year, the issue of access to food is alarming. So, our community workers continue to walk the neighborhood streets to give grocery bags to women needing help. They also distributed hygiene and health kits, as well as coffee and snacks on cold evenings last winter. Many women have benefited from concrete help, and this has allowed us to build bridges and make a difference to all these women living in poverty and exclusion.	106	65
<b>Preventive workshops - UQUAT</b> : Presentation on the reality of sexual exploitation and the sex industry, the cycles of addiction keeping victims captive, the recruitment techniques of pimps, the signs of a loved one being recruited and the protective factors that can prevent this new form of human trafficking.	20	1
<b>Feedback on our publications - Social Media</b> : Many subscribers to our Facebook page are young people aged 13 to 25 who are at high risk of sexual exploitation. Through their questions and our interactions with them, we were able to engage in prevention.	50	240



The “BienEntendue” program designs awareness-raising strategies and tools to reduce ignorance regarding the phenomenon of sexual exploitation and the types of services necessary for women to exit the sex industry. Each activity of La Sortie is seen as an opportunity to inform the public about intervention needs and generate a call to action such as contributing financially, volunteering, or becoming an ambassador. **12,836,208 engagements generated**

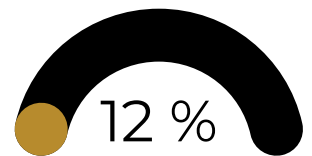
Platforms & Broadcasts	Impression/ visit/guest	Subscriber	Publication
<b>Website</b> : Refined for search engine optimization, it is a gateway for survivors and an opportunity to raise awareness for pimps	113 507	N/A	N/A
<b>Facebook page</b> : Content revealing the reality of victims, as well as details about who we are	152 699	1,2K	144
<b>Instagram page</b> : Content revealing the reality of victims, as well as details about who we are	5 543	424	96
<b>Newsletter</b> : Content aimed at members and people wishing to know more about our concrete actions and follow our activities	5 917	1 705	10
<b>Traditional media</b> : Interviews given during the announcement of the housing project, the conference in the Antilles-Guyana but also on an ad hoc basis such as the broadcast of the manga project “You’re Worth More Than That”	12 478 000	N/A	12
<b>Research interviews</b> : Interviews given to students and researchers in order to have our observations in the field with the aim of increasing knowledge on the subject	20	N/A	6
<b>Events</b> : In addition to raising funds, they are awareness activities through their content and media impact			
- Happy hour at La Verità in the West Island of Montreal	80	N/A	1
- Art exhibition in Quebec	222	N/A	1
- William Wilberforce social media campaign for the 10th anniversary of La Sortie	80 000	N/A	10
- Presentation of our services at UdeM	40	N/A	1
- Conference with the French Red Cross to help victims of the prostitution network in the Antilles-Guyana	350	N/A	1
- Presentation of our services at Montreal Lakeshore University Women's Club	60	N/A	1
- Presentation of our services at Friends for Mental Health of Montreal	6	N/A	1

## Horizon Project Development of a housing option for women who have experienced sexual exploitation

### Activities performed

Technical analysis of subcontracted land thanks to initial funding from CMHC  
 Acquisition of land with the Montreal acquisition fund from “Bâtir son Quartier”  
 Architecture by Rayside Labossière  
 Approval of the regulatory process of the borough and the city of Montreal  
 Conditional agreement from the Housing Service of the City of Montreal  
 Signature with the general contractor  
 Conditional commitment from the Affordable Housing Program Quebec

# FINANCING & PARTNERS



% of expenses (Adm)

## OUR DONORS

- Ambassador Poker Tournaments
- La Verità Restaurant
- Paramount Group
- Hotel Expresso
- Mr and Mrs Robert et Johanna Cardinal
- Pomerantz Foundation
- Deli La Trattoria
- 134 donations, 62 donors including 30 new ones **\$83,637**

## OUR FUNDERS

- Programme de soutien aux organismes communautaires du CIUSSS du Centre-Sud-de-l'Île-de-Montréal - **125 000 \$**
- Programme de financement à la mission en exploitation sexuelle de Sécurité publique Québec - **113 000 \$**
- Fonds d'aide aux victimes d'actes criminels de Justice Canada - **150 000 \$**
- Programme d'aide à la sortie de la prostitution du Secrétariat à la condition féminine Québec - **90 000 \$**
- Fonds d'aide aux victimes d'actes criminels de Justice Québec - **44 000 \$**

We work in close collaboration with various stakeholders in the field in order to allow women to establish an initial contact with the various local services which can respond to a need for health, safety and well-being, within a reasonable time frame.

## Our partners and collaborators

**Montreal Service :** Le 2159/Action jeunesse Ouest-de-l'île/Action Prévention Verdun/AHT Rescue/Calac Coup de coeur Joliette/Calacs La Vigie/Care Montréal/CAVAC/Cellule d'action concertée en violence conjugale/Centre de femmes La Moisson/CDF La Marg'Elle/Centre Options et hébergement ABRITER/Centre Prénatal et jeunes familles de Vaudreuil/CISSS de la Montérégie-Ouest/CIUSSS de la région métropolitaine de Montréal/CIUSSS Ouest de l'île/CIUSSS du Centre-Sud-de-l'Île-de-Montréal/Croix-Rouge Française/D3Pierres/Defend Dignity/Disarm the Dark/Elizabeth Fry Society/Fondation Normand Brie/John Howard Society/GMF Hudson - Dr. Tara McCarty/Joy Smith Foundation/ L'exode/ L'Aiguillage/ Métad'Âme/Moisson Sud-Ouest/Montreal SBP Chapter/Mourani Criminologie/Perspective communautaire en santé mentale/Purse of Hope/Regroupement économique et social du Sud-Ouest/Réseau enfant retour/Ressources en exploitation sexuelle de Laval/Rising Angel/Service de police de l'agglomération de Longueuil/Service de police de la ville de Montréal/Service de police de Laval/ Sûreté du Québec/West Island Network/Y des femmes

**Quebec Service :** Armée du Salut/Cafes (Collectif d'aide aux femmes exploitées sexuellement)/CDC Beauport/CISSSC-N (SIAM)/Collège Lasalle/Groupe de femmes de Québec/Groupe JQJL/Justice Québec/Le B.A.I.L/Maison Dauphine/Mère Mallette/Moisson Québec/ Rose du Nord/Rose Dufour/ Secrétariat à la condition féminine du Québec/Sœur de la Miséricorde

**Concertation :** Association québécoise des centres d'intervention en dépendance/Comité violence conjugale et agression sexuelle de Vaudreuil-Soulanges/Continuum d'intervention santé mentale et dépendance Vaudreuil-Soulanges/Coordination régionale Aire ouverte Montréal/Fédération des OSBL d'Habitation de Montréal/Réseau d'échanges Santé mentale adulte/Table d'action concertée montréalaise en exploitation sexuelle/Table de Concertation Enfance Famille Jeunesse de l'Ouest-de-l'Île/Table de concertation sur agressions à caractère sexuel de Montréal/Table de Quartier du Nord de l'Ouest-de-l'Île de Montréal/Table de Quartier Sud de l'Ouest de l'Île/Table Violence conjugale et sexuel de Vaudreuil-Soulanges

**Professional :** Association des intervenants en dépendance du Québec (AIDQ)/Association des professionnels en philanthropie (AFP)/Association des travailleurs et travailleuses de rue du Québec (ATTRUEQ)/Association of Fundraising Professionals/Association québécoise pour la réadaptation psychosociale(AQRP)/Canadian Center to end Human Trafficking (CCHT)

