

RENAISSANCE | **30 ans**
DE SOLIDARITÉ

Press release
For immediate release

RE GIVE A LITTLE WARMTH

DRESS THE WALL OF KINDNESS

FROM NOVEMBER 13 TO DECEMBER 1

RENAISSANCE | **30 ans** OF SOLIDARITY

In partnership with Mdp MAISON DU PÈRE and PUBLICITÉ SAUVAGE

Map locations: Ste-Foileur, Clark, Masson, Iberville, Ontario, Saint-Timothée, Ste-Catherine, Bourbonnière

Together, let's give a little warmth to La Maison du Père

3rd edition of Renaissance's Wall of Kindness campaign

Montreal, November 13, 2024 - On this World Kindness Day, [Renaissance Québec](#), a non-profit social integration organization, announces the return of its Wall of Kindness campaign. This initiative, which has enjoyed growing success since its original edition in 2022, aims to collect winter coats for people experiencing homelessness in the Greater Montreal area. [La Maison du Père](#), a long-time Renaissance partner, is the beneficiary

organization of this 3rd edition.

From November 13 to December 1, 2024, four Walls of Kindness will be set up at strategic locations throughout the city, at **Iberville & Masson, Sainte-Catherine East & Bourbonnière, Ontario East & Saint-Timothée**, as well as **Saint-Viateur & Clark** in Montreal. Community members are invited to drop off warm, adult-sized coats to provide warmth and comfort to those who can't afford winter clothing.



Working together to fight poverty and social exclusion

The economic context of recent years - inflation, housing shortages - has changed the face of homelessness, which is on the rise in Québec. Renaissance believes that mutual aid and solidarity between organizations involved in the fight against poverty and social exclusion is more important than ever.

For 30 years, **Renaissance** has been integrating people who face barriers to labour market entry thanks to donations from the community, which are then resold in its stores, which also double as training centres. Revenues thus generated allow the organization to develop its employability programs, as well as preventing tons of usable goods from ending up in landfills. For non-profit Renaissance, the Wall of Kindness is a way to harness the generosity of its donors to make a real difference in the lives of those who need it most.

« The Wall of Kindness reminds us that every action matters. When we donate a coat, we're sharing more than simply clothing: we're sharing warmth, humanity and hope. I hope everyone will join in to make our community a place where everyone belongs » - **Éric St-Arnaud, Managing Director of Renaissance.**

« The Wall of Kindness is a great example of community solidarity. Every year, I am deeply moved by citizens' involvement in helping those whose situations are very precarious. Beyond this winter coat drive, the campaign helps to remind people that we are all vulnerable, and to break down prejudices. You can make a difference in someone's life through your generosity. Don't hesitate: contribute! » adds **Jaëlle Begarin, President and CEO of Maison du Père.**

A call for everyone to join in!

To increase the campaign's impact and to collect as many winter coats as possible, a corporate component has been added to the 2024 campaign. A friendly challenge will be issued to Montreal-area companies, who are invited to come together as a team to donate winter coats at one of the four walls, take a photo of themselves in front of the wall, and share it on social media using the hashtag #UnManteauALaFois.

Donated coats will be given to La Maison du Père as part of the *Giving Tuesday* initiative at a special event on **December 3.**

For more information on collection sites or to find the Wall of Kindness nearest you, please visit the [Renaissance website](#).

[Press kit](#)



About Renaissance

Founded in Montreal in 1994, Renaissance is a Quebec non-profit organization whose mission is to facilitate the social and occupational integration of people facing difficulty entering the labour market while encouraging everyone to take concrete action to preserve the environment.

At Renaissance, used items are recovered, people are reintegrated into society, and donations are reinvested in the community. This threefold purpose guides the organization's actions and makes Renaissance a model of sustainable development.

About Maison du Père

Operating for 55 years, Maison du Père is much more than an emergency shelter for homeless men. It is a continuum of services that includes a residence for seniors who have lived on the streets; social reintegration programs; a housing maintenance service; health care including post-operative care, oncology care and even palliative care for homeless

people. Over the past year, it has assisted more than 1,700 different people. Its aim: to prevent homelessness or to provide the support needed to get out of it.