RECOGNITION PLAN 2026



Once Upon a Time, a Story Without Hunger...

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1. The Media Food Drive: From Past to Present

In Quebec, the Media Food Drive (La guignolée des médias) is one of the largest annual events celebrating solidarity and generosity. Its primary goal is to raise funds to support food banks, making it a unique initiative on a remarkable scale. Every year during the holiday season, numerous media outlets, organizations, volunteers, and citizens come together to support this important cause. Since its first edition in 2001, the campaign's success has continued to impress. The numbers speak for themselves: more than $5 million distributed across Quebec.

A True Provincial and Regional Success Story

Our food bank, Moisson Sud-Ouest (MSO), joined Quebec's Media Food Drive in 2004. Media outlets in the Suroît region followed suit by organizing the first local edition in Salaberry-de-Valleyfield, with the collaboration of founding partners: CEZinc, Cogeco (NousTV), Journal Saint-François, Journal Le Soleil, and MAX103.

By its second edition, the event was already expanding. The City of Beauharnois joined in 2005, followed by Coteau-du-Lac in 2006 and Vaudreuil-Dorion in 2008. Over the years, additional collection locations were established in Huntingdon, Saint-Zotique, Pincourt, Les Coteaux, Saint-Timothée, L'Île-Perrot, Sainte-Martine, Saint-Louis-de-Gonzague, as well as a second location in Beauharnois.

Today, this collective effort makes it possible to operate 19 collection sites across the three regional county municipalities (MRCs) served by MSO. For more than 20 years, our community has demonstrated remarkable solidarity and dedication in responding to the growing need for food assistance in our region.

2. MESSAGES FROM THE PRESIDENT AND THE EXECUTIVE DIRECTOR



ALEXANDRE FAUBERT
CHAIR OF THE BOARD OF DIRECTORS
MOISSON SUD-OUEST

It is with deep gratitude and hope that I address you on the occasion of the 2026 Suroît Media Food Drive.

This campaign, the most important fundraising initiative of the year for our organization, is much more than a simple fundraiser. It represents a powerful wave of solidarity with members of our community who are facing financial hardship and need support.

Thanks to the generosity of businesses, citizens, and volunteers, we can continue to provide food assistance to thousands of people in our region every month and make a meaningful difference in our community.

On behalf of the Board of Directors, our team, and the people we serve, I sincerely thank you for being part of this remarkable regional effort, which, year after year, brings us closer to our shared goal of ending hunger.



ANICK TANGUAY
EXECUTIVE DIRECTOR
MOISSON SUD-OUEST

Moisson Sud-Ouest plays a vital role in ensuring food security throughout the Suroît region. Our employees and volunteers have faced increasing pressure as they work to respond to the evolving needs of our community.

In 2026, we recognize that the face of poverty has changed. More and more people are turning to our services to meet their basic food needs. This is a troubling reality.

Moisson Sud-Ouest continues to respond to the growing demand for food assistance across its territory. Our teams work tirelessly to ensure that food reaches those who need it most, filling plates and empty stomachs. At the heart of everything we do, our priority remains the same: to feed vulnerable individuals and ensure that no one in our community goes hungry.

The Media Food Drive is our largest event of the year, bringing together the generosity of citizens and businesses to help nourish not only the bodies but also the hearts and spirits of those facing hardship.
If you are able, please consider giving back and helping others. Every act of solidarity allows us to provide essential food assistance throughout the year.
Thank you for your continued support.

3. A MESSAGE FROM THE ORGANIZING COMMITTEE



RAPHAËLLE BRIÈRE
HUMAN RESOURCES ADVISOR, CEZINC

CEZinc is a key partner in numerous community initiatives and events, demonstrating its strong commitment to the region. This involvement reflects the core values of our company.

For more than 30 years, we have proudly supported Moisson Sud-Ouest, and since the creation of the Media Food Drive, we have also been an active member of its organizing committee. Each year, this event reminds us of the importance of solidarity and collective commitment.

The Media Food Drive is more than just a fundraiser; it is a true celebration of our shared humanity. It reminds us that, together, we can make a meaningful difference in the lives of those facing difficult times. Every donation, big or small, helps bring comfort and hope to those who need it most.

I am proud to represent CEZinc on the organizing committee and to serve as a site leader during the street collection event.



STÉPHANE BRAIS
GRAVITÉ AMBASSADOR & PARTNERSHIPS MANAGER

Journal Saint-François has been involved in organizing the Media Food Drive since its very beginning, contributing to this wonderful movement of solidarity, compassion, and generosity. The newspaper's former General Manager, Ms. Diane Dumont, played an important role in establishing the Media Food Drive as a founding member of its organizing committee.

When I succeeded Diane as head of the newspaper, it was only natural for me to continue this meaningful mission of helping bring smiles back to the faces of people in our region who struggle to put enough food on the table every day.

Community involvement and maintaining close ties with the people we serve are among the core values of Gravité, the company that owns Journal Saint-François. It is therefore a privilege for me to be part of the organizing committee and to actively contribute alongside the team.

CEZinc
UNE SOCIÉTÉ GLENCORE

GRAVITEMEDIA
connecté | innovant

3. A MESSAGE FROM THE ORGANIZING COMMITTEE



ROXANNE GUÉRIN
GENERAL MANAGER AND RADIO HOST AT MAX 103



NATHALIE DESCÔTEAUX
MANAGER, PROGRAMMING AND COMMUNITY RELATIONS

MAX 103 takes its role as a responsible corporate citizen seriously by supporting numerous community organizations throughout the region. We understand that community involvement is more than just an activity: we are genuinely committed to improving our community, investing our time, expertise, and airtime to help make a lasting difference year after year.

As the region's only daily media outlet, serving the same geographical area as Moisson Sud-Ouest, MAX 103 is proud to support this organization, which plays a vital role in the lives of many individuals and community groups throughout the region.

No one is immune to illness, job loss, or unexpected hardships. Unfortunately, even today, some people still struggle to put enough food on the table every day. It is reassuring to know that Moisson Sud-Ouest continues, year after year, to serve as our region's food bank.

Since the very first edition in 2004, being a founding member of the Media Food Drive organizing committee in Salaberry-de-Valleyfield has been a source of renewed commitment for me. It is a true privilege to give back to those in need and make a meaningful contribution to the well-being of our community.

This commitment deeply reflects Cogeco's core values. Beyond the technological connections we provide every day, we firmly believe in the importance of human connections.

The health, solidarity, and vitality of our communities are at the heart of our priorities, and it is through the dedication of our employees that these values truly come to life.

3. A MESSAGE FROM THE ORGANIZING COMMITTEE



CHANTAL RODRIGUE
SALES DIRECTOR
NÉOMÉDIA VAUDREUIL VALLEYFIELD

Since its founding, Néomédia Vaudreuil-Valleyfield has always placed people at the heart of everything it does. For us, being a regional media outlet means much more than simply reporting the news. It means listening to our community, understanding its challenges, and actively supporting the causes that matter most.

Every year, the Media Food Drive is an important event in which our teams enthusiastically participate. For us, it is much more than just an event; it is an act of solidarity that reflects our deepest values.

Our journalists are proud to actively contribute to this essential initiative, whether in the field or through their articles. Through both our reporting and our personal interactions, we witness firsthand the increasingly difficult economic realities faced by people in our region.

Because no one should ever have to choose between putting food on the table and keeping a roof over their head. And because giving back is also our way of reporting with heart.

néomédia
VAUDREUIL I VALLEYFIELD

4. OUR RESULTS

We are always deeply grateful for the incredible generosity shown by our community during the Media Food Drive campaign. However, as food insecurity continues to rise in our region, the need for donations is greater than ever.



Donations Collected During the 2025 Media Food Drive
Total Donations Received

232 546 $

Media Food Drive
2004-2025
Total Donations Received

+1,9 M$

Meals Provided Thanks to Donations from the 2025 Media Food Drive

199 990

YOUR INVOLVEMENT

1. WAYS TO GET INVOLVED

WANT TO GET INVOLVED IN THE MEDIA FOOD DRIVE? THERE ARE MANY WAYS TO PARTICIPATE!





FROM NOVEMBER 20 TO DECEMBER 31, YOU CAN :

- Participate in our online fundraising campaign by making a donation at www.moissonsudouest.org/GM
- Share the campaign's promotional content on your social media platforms. /MoissonSudOuest
- Become a partner of the Suroît Media Food Drive by making a donation of $1,000 or more.
- Encourage members of your company to volunteer and/or serve as site leaders during the street collection event.

2. RECOGNITION OF YOUR INVOLVEMENT

	BIG HEARTS	BEARERS OF HOPE	FRIENDS	SUPPORTERS
VOLUNTEER INVOLVEMENT	Optionnal			
$ FINANCIAL CONTRIBUTION	$5,000 and over	$3000 to $4999	$1000 to $2999	
Donation Photo: Journal St-François, NousTV and Néomédia	$			
Social Media Post: CEZinc's Facebook and LinkedIn Pages	$			
Site Naming	$	$		
On-Air Mention on MAX 103 Radio	$	$		
Logo: Journal St-François, NousTV and Néomédia	$	$ /		
Logo and Tag: Moisson Sud-Ouest Facebook Page	$	$ /	$ /	
Logo: Moisson Sud-Ouest Website	$	$ /	$ /	
Mention: Journal St-François and Néomédia			$ /	

NOTE: SEE THE LEGEND ON PAGE 10

3. SITE NAMING OPPORTUNITIES

A Street Collection Site Named and Branded After Your Organization



The Partner Receives :

- A street collection site named after their organization in the campaign's communications.
- The opportunity to display up to four branded signs near the collection site.

NOTES:

- The maximum dimensions for the partner's branded signs are 4 feet wide by 8 feet high (beach flag-style banners are recommended).
- IMPORTANT: Naming opportunities are available at select street collection sites only.

LEGEND:

financial contibution

volunteer involvement

Provide 2 or more volunteers or 1 site leader for the entire day

provide 2 or more volunteers or 1 site leader for 6 hours

provide meals or coffee

NOTES:

- Logos will be grouped by partnership category.
- Logo sizes will be proportional to each partnership category.
- Logo files must be sent to cce@moissonsudouest.org by December 19, 2026.

4. STREET COLLECTION LOCATIONS

Desjardins - Valleyfield - Rues Danis et Alexandre	**Desjardins** - Vaudreuil-Dorion - Rue Dumont et ave. St-Charles
AREQ - Valleyfield - Boul. Ste-Marie et ch. Larocque	Vaudreuil-Dorion - Boul. de la Gare et rue Maurice-Richard
Gravité Média - Valleyfield - Rues Trudeau et Des Érables	Pincourt - Boul. de l'Ile et 5e ave.
CEZinc - Valleyfield - Rues du Centenaire et Dufferin	St-Zotique - Rue Principale et 34e ave.
Cogeco-nousTV - Valleyfield - Smart Center - Boul. Monseigneur-Langlois	Coteau-du-Lac - 338 et rue Principale
Desjardins - Beauharnois - Boul. Cadieux et ch. de la Beauce (205)	Les Coteaux - 338 et Montée du Comté
Huntingdon - 202, 138, Châteauguay et Dalhousie	**MAX 103**- St-Timothée - Boul. Pie-XII et Hébert
Vaudreuil-Dorion - Boul. de la Cité -des-Jeunes	L'Ile-Perrot - Boul. Don Quichotte et Grand Boulevard
Beauharnois - Chemin Saint-Louis et rue Ellice	Sainte-Martine - 138 et Chemin de la Beauce (205)
Saint-Louis-de-gonzague - Rue Principale (236) et Rue du Pont	

STREET COLLECTION SITE NAMING OPPORTUNITIES AVAILABLE (SEE PAGE 10)

CONTACT US TO PLAN YOUR INVOLVEMENT

DEVELOPMENT AND PHILANTHROPY DEPARTMENT

Yan Ouellette

Director of Development & Philanthropy

Phone number : 450-377-7696, poste 222

Email : ddp@moissonsudouest.org



MOISSONSUDOUEST.ORG/GM

SCAN THE QR CODE

1. FROM MSO TO THE ORGANIZATIONS WE SERVE

Moisson Sud-Ouest, the Suroît region's food bank, began its operations in 1989. It addresses the needs of individuals experiencing food insecurity in the regional county municipalities (MRCs) of Beauharnois-Salaberry, Haut-Saint-Laurent, and Vaudreuil-Soulanges.

As a member of the Food Banks of Quebec and Food Banks Canada networks, its mission is to collect food donations from various suppliers and distribute them daily to more than 70 community organizations, classified as follows:

Primary organizations: Emergency food assistance services, food pantries, and soup kitchens.

Secondary organizations: Shelters and residential facilities, Meals on Wheels programs, day centres, collective kitchens, etc.

Tertiary organizations: Outdoor recreation centres and day camps, community activity centres, and day centres (without meal services).

The Suroît food bank aspires to become a leader in sustainable food systems. Through community participation and close collaboration with its dedicated partners, it implements innovative initiatives to reduce food waste.

THE MEDIA FOOD DRIVE IS THE ORGANIZATION'S MOST IMPORTANT FUNDRAISING EVENT, PLAYING A VITAL ROLE IN SUPPORTING ITS MISSION.

HOW DONATIONS ARE USED

All donations collected help Moisson Sud-Ouest cover the logistics of food recovery, purchasing, and distribution. Funds raised during the Media Food Drive are especially important, as they allow the organization to continue providing essential food assistance during periods when donations become less frequent, while the needs of the community remain just as great.



2. LIST OF ORGANIZATIONS SERVED BY MSO

Vaudreuil-Soulanges (17)

1. AIGUILLAGE (L')
2. CENTRE D'ACTION BÉNÉVOLE SOULANGES
3. CENTRE D'ACTION BÉNÉVOLE L'ACTUEL
4. CAFÉ DE LA DÉBROUILLE (LE)
5. CENTRE COMMUNAUTAIRE DES AÎNÉS DE SOULANGES
6. DORION DREAM CENTER
7. FABRIQUE SAINT-MICHEL
8. HÉBERGEMENT LA PASSERELLE
9. MAISON DES JEUNES RIGAUD
10. MAISON DES JEUNES LES CÈDRES
11. MAISON DES JEUNES DE L'ILE-PERROT
12. MAISON DES JEUNES VAUDREUIL-DORION
13. MAISON LIBELLA
14. PAROISSE SAINTE-JEANNE DE CHANTAL L'ÎLE-PERROT
15. PAROISSE NOTRE-DAME DE LORETTE DE PINCOURT
16. RÉPIT LE ZÉPHYR
17. SOURCE D'ENTRAIDE SAINT-LAZARE

Beauharnois-Salaberry (43)

18. ABC DE LAFAMILLE (L')
19. ACTIONS FAMILLES DE SAINTE-MARTINE
20. ACCUEIL POUR ELLE (L')
21. ANTICHAMBRE 12-17 HÉBERGEMENT JEUNESSE
22. ASSOCIATION POUR LES PERSONNES AYANT UNE DÉFICIENCE INTELLECTUELLE DU SUROIT (APDIS)
23. ATELIERS CRÉACTIONS (LES)
24. CAFÉ DES DEUX PAINS DE VALLEYFIELD
25. CARREFOUR JEUNESS EMPLOI
26. CENTRE D'MAIN DE FEMMES
27. CENTRE NOUVEL-ENVOL
28. CENTRE SUR L'AUTRE RIVE (LE)
29. CLUB LA JOIE DE VIVRE
30. COIN DU PARTAGE BEAUHARNOIS
31. ÉCOLE DE LA BAIE SAINT-FRANÇOIS
32. ÉCOLE NOTRE-DAME ST-ESPRIT
33. ÉCOLE ALTERNATIVE LA TRAVERSÉE
34. ÉCOLE EDGAR-HÉBERT
35. ÉCOLE LANGLOIS
36. ÉCOLE DOMINIQUE SAVIO
37. ÉCOLE MONTPETIT
38. ÉCOLE SAINTE-AGNÈS
39. ÉCOLE ST-EUGÈNE
40. ÉCOLE ST-JOSEPH ARTISAN
41. ÉCOLE ÉLISABETH MONETTE
42. ENTRAIDE MONOPARENTALES ET FAMILLES RECOMPOSÉES DU SUROIT
43. GROUPE D'ENTRAIDE EN SANTÉ MENTALE LE DAHLIA
44. INSTITUT GAULT
45. MAISON DES ENFANTS MARIE-ROSE (LA)
46. MAISON DES JEUNES DE BEAUHARNOIS
47. MAISON DES JEUNES L'ENTRACTE DE STE-MARTINE
48. MAISON DE LA JEUNESSE 12-17 DE VALLLEYFIELD
49. MAISON D'HÉBERGEMENT DÉPANNAGE DE VALLEYFIELD (MHDV)
50. MOULIN DE LA SOURCE (AU)
51. PACTE DE RUE
52. POUR UN RÉSEAU ACTIF DANS NOS QUARTIERS (PRAQ)
53. PS JEUNESSE VALLEYFIELD
54. PSYCOHÉSION GROUPE D'ENTRAIDE EN SANTÉ MENTALE
55. RÉINVENTE-TOIT
56. REFUGE D'URGENCE PERMANENT
57. SERVICE ALIMENTAIRE COMMUNAUTAIRE (SAC)
58. TOURNANT (LE)
59. TROUPE DE THÉÂTRE ADAPTÉE LES PAS POURRIRE
60. VIRAGE (LE)

Haut-Saint-Laurent (12)

61. AIDANTS DU HAUT-SAINT-LAURENT (LES)
62. ASSOCIATION POUR LA DÉFENSE DES DROITS SOCIAUX DE HUNTINGDON (ADDS)
63. ANCRE ET AILES DU HAUT-ST-LAURENT
64. BOUFFE ADDITIONNELLE (LA)
65. CENTRE DE RESSOURCES FAMILIALES DU HAUT-SAINT-LAURENT
66. CHÂTEAUGUAY VALLEY REGIONAL HIGHSCHOOL/ CVR MEDIATION STATION
67. COINCHEZ NOUS (UN)
68. COMPLICES ALIMENTAIRES (LES)
69. HABITATION DES TISSERANDES (LES)
70. MAISON DES JEUNES DE HUNTINGDON
71. POPOTE MOBILE DE HUNTINGDON
72. RÉSIDENCE ELLE DU HAUT-SAINT-LAURENT

Roussillon (1)

73. L'ÉTINCELLE COMMUNAUTAIRE DU GRAND CHÂTEAUGUAY

3. Impactful Statistics

Food insecurity is affecting an increasing number of people in our society. In 2025, statistics reveal yet another concerning rise in the demand for food assistance.



More than 17,500 people helped every month by Moisson Sud-Ouest

+17 500

25% increase in emergency food assistance requests

25%

More than 6,300 children helped every month

6 300