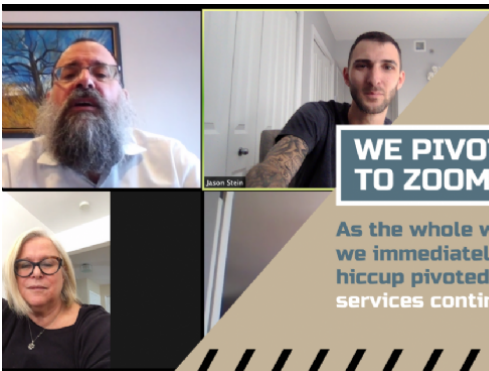


# THE LIFELINE

*December 2020 - Hope, Help & Healing for Everyone Affected by Addiction.*

## 9 WAYS WE RESPONDED TO THE PANDEMIC

When the pandemic arrived in Montreal, life changed for everyone. Lockdowns, quarantine, and social distancing became everyday words. While most businesses and organizations cut their staff and operating hours over the last 10 months, we responded differently and achieved incredible results. Here are 9 points that highlight our response.




**WE PIVOTED TO ZOOM**

As the whole world shut down, we immediately and without a hiccup pivoted to Zoom and our services continued uninterrupted.



**WE ACTED IMMEDIATELY**

As an essential service, we promptly moved all meetings online. The ability to attend from home meant a rise in meeting attendance across the board.



**WE PERSONALLY CALLED ALL OUR CLIENTS**

We saw the sudden isolation as a window of opportunity in which addicts stuck alone or with their families may have a moment of clarity that can save their lives.



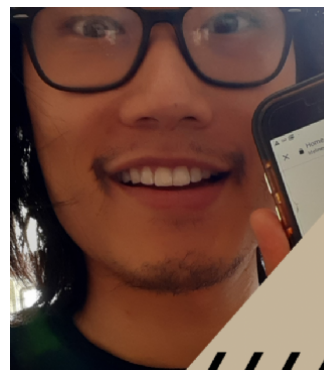
**WE EXPANDED OUR YOUTH STAFF SIGNIFICANTLY**

Children were deeply affected by the changes and school closures, particularly those in homes with addiction. To deal with the rising need, we hired four full time Youth Counsellors.



**WE REACHED OUT TO FAMILIES, ESPECIALLY KIDS**

We spoke with each client's family members to make sure they're ok and to provide guidance and support, and our Youth Counsellors opened conversations with their children.




**WE OPENED LIFELINEYOUTH.CHAT.COM**

Recognizing that youth prefer chatting anonymously to communicating over the phone or email, we launched a new website specifically geared to youth.

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**WE EXPANDED OUR RAFFLE DESPITE THE PANDEMIC**

As an essential service, and based on the guidance by our Executive Committee led by Eddie Wiltzer, we took the bold step of printing more raffle tickets.



**OUR SUPPORTERS CAME THROUGH IN OUR ESSENTIAL RAFFLE**

We were touched by the response of our supporters, who funded our lifesaving and essential work during a financially unstable time.



**IN THE DARKNESS, WE CONTINUE TO SHINE**

Our traffic increased by 25%, so we expanded our staff by 30% while maintaining our no waiting list policy.

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