



Donnie Don, mascot, with Jean-Paul Gourdeau, Chairman of the SNC group and this year's Centraide campaign chairman.

## How Centraide raised its \$17-million plus

The secret to raising seventeen million dollars for charity? Get organized, says the fund-raising society based downtown on Aylmer Street, recently announced that its total of funds raised this year has broken through the \$17 million mark. That's an increase of fifteen per cent over last year's total, and way beyond Lessard's expectations when his campaign was launched at the beginning of October.

"You have to be organized," he said of his month-long cross-Quebec drive for funds as a basic rule.

He also credits Centraide's 40,000 volunteers, who canvassed door-to-door to collect money for charities, in explaining the huge success of his drive.

Although he studiously avoided the spotlight throughout the campaign, the understated, efficient Lessard was nonetheless a prime reason for the campaign's success. The Centraide campaign was not flamboyant by any means, much like its director. The Centraide mascot was not a loveable, cuddly beaver or bear, but was in fact a cash register, "Donnie Don". Ef-

icient, and to the point.

And Lessard foresees few problems in collecting the money from pledges made.

"Most of our donations come from companies, which directly subtract money from payroll cheques. We never have a problem getting that money, unless people die, retire, or just disappear!"

But many people, of their own volition, reached deep into their pockets this time around. "We noticed an improved social and economic climate in Quebec. That certainly helped. There was a very positive response because of it."

The face of raising money for charity is changing, says Lessard, and it's because of automation and organization — not necessarily because of a greater demand on Centraide to provide money to social service organizations, in the wake of government budget cut-backs. "It's a myth," he argues, "that Governments are cutting back all that much. Certainly the number of people professionals is lessened, but those who are there are becoming more productive."

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Instead, he says, more agencies are looking for charity because of the increasing complexities in our modern world.

"Especially in the voluntary and city sectors, the number of requests we are receiving is growing, because of the number of problems and

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