



MCW NEWSLETTER



MONTREAL COUNCIL
OF WOMEN
CONSEIL DES FEMMES
DE MONTRÉAL

SEPTEMBER 2020 | VOLUME 8 ISSUE Q1



MCW CALENDAR

Take a look at the upcoming events we have planned for the next three months.



MCW MAKEOVER

We've been working hard from the safety of our homes to breathe new life and a new look to our beloved organization.



MCW IN ACTION

Advocacy is back at the forefront. See what we have been working on and get involved by supporting our efforts.



JOURNAL OF A PANDEMIC

We've received your testimonials. Stay tuned to the new website to read our collective resilience during these trying times.



COMMUNITY ADVERTS

Dear Federates, please send us your announcements and upcoming events at mcwbulletineditor@gmail.com



A NEW LOOK TO OUR NEWSLETTER

by Penny Rankin

On behalf of the Board of the MCW I would like to extend our thanks to the newsletter team for all their work and expertise! You will note a few changes!!!

We also thank you our members for your patience in receiving this launch of the new season newsletter and look forward to seeing you next week.

This newsletter is step one into our new season and in reading it you will find assurance that a lot of effort, planning and advocacy has been going on throughout what has been a challenging summer for many. We hope you and your loved ones have stayed safe.



MCW EVENTS: Mark your calendar and stay tuned for more details on our website.

- **SEPTEMBER 3, 2020: Overcoming Systemic Racism in Education** organized by Linda Serpone
- **SEPTEMBER 17, 2020: Virtual Wine & Cheese** organized by Doreen Chartier
- **OCTOBER 1, 2020: Bill 21 – The Legalization of Systemic Discrimination** organized by Brandy Jugandi and Maria Peluso



UPCOMING MCW EVENT

Topic: Collective actions to advocate for equity and anti-racism in education

Date: September 3, 2020 from 12:00 pm to 1:00 pm

Please log in 10 minutes before start time

Register now to the Zoom event at the following [LINK](#).

Guest speaker **Rola Koubeissy** will address systemic racism and the current situation in schools in our province. In particular, she will speak about the pressing need for anti-racism initiatives in education and how the MCW can effectively contribute towards change.



Rola Koubeissy is a postdoctoral fellow at the Université du Québec à Montréal. She is also a lecturer at the Université de Montréal. She holds a PhD in Educational Psychology from Université de Montréal. Koubeissy is an external member at the Center for Refugee Studies at York University. Her interests and major publications focus on intercultural pedagogy, critical pedagogy, teachers' practices in a multiethnic context, and socio-scholar integration of immigrant students.



MCW IS REBRANDING!

by Maya Volpato, VP Public Relations

Heads up! Things will be looking a little different as of September 3rd. After almost a year-long effort, the MCW's Board of Directors is proud to roll out its visual rebranding!

In the summer of 2019, at the MCW's Strategic Planning Workshop, the need to update our brand was identified. Deeply committed to improving its visibility and recognition in the community, soon after, in the Fall of 2019, led by Maya Volpato, VP Public Relations, the Board launched an intentional effort to update the MCW's visual brand.

In a world where virtual connection has never been so critical (and challenging!), we are proud to be launching a website platform that will support our members' and organization's critical need to virtually connect.

The Montreal Council of Women will also honour its rich heritage by spelling out the organization's name in our new logo and has added a silhouette of a woman, representing all women, adorned by our city's emblem; 4 hearts coming together to form a flower. A representation of our love and care for our community.

Lastly, we have taken our newsletter and rendered it dynamic with a fresh new look that we hope will render your experience more enjoyable.

With the MCW's sustainability at heart, we are seeking to energize and thrive for yet another century! Here are a few of the advantages that rebranding will bring to our organization:

1. Staying current

Rebranding with an up to date logo and website keeps an organization's image current. Design plays a major role in how members perceive an organization and all it has to offer. It was also important that the new MCW website have multiple browser functionality (smartphone, tablet, etc.) and be dynamic and engaging.

2. Attracting new members

An up-to-date and engaging website helps generate interest from new members, professionals and organizations alike. An up-to-date website also allows us to increase our virtual offerings as well as promote our initiatives and activities on professional platforms such as LinkedIn.

3. Reflecting our current vision and new offerings

It's hard to showcase how our organization is evolving if our brand doesn't reflect it. The new MCW website showcases our vision, centralizes our communications, simplifies event registration, hosts a member-only portal for easy access to the member directory as well as past event recordings. The site also simplifies and accelerates payment through secure PayPal functionality available for paying membership dues, events and even collecting donations!

With a deep desire to remain connected more than ever, the 2019-2020 Board of Directors deeply hope you and

our future members will enjoy the dynamic virtual tools that await you!

We look forward to the unveiling our new website following our speaker's talk at our September 3rd Zoom meeting. See you there!



MCW IN ACTION: RESOLUTIONS!

by Maria Peluso, VP Government Affairs



One of the central mandates of Government Affairs and Advocacy is promoting actions that will enhance the Montreal Council's mission. Resolutions and the policy and the actions they drive, are central to what we as women strive to deliver: namely, better lives and opportunities for women and families and society in general. The network of National, Provincial and Municipal councils – such as the MCW continue to fulfill this vital and central mission, first initiated by Lady Isobel Aberdeen in 1893. As a member of MCW you too can follow in her steps taken over 125 years ago. YOU are positioned to advocate for policies, laws, or services that you feel need to be changed or improved. As a member, you are empowered to improve the concerns of women by formulating resolutions, petitions, surveys, or letter writing campaigns in the policy areas of: health, seniors, environment, housing, human rights, child welfare, arts and culture and just about any policy that has an impact on women. Here are a summary of Resolutions the MCW has been involved with as of late:

- Emergency and Emerging Resolutions from MCW for Consideration of the NCWC Resolution Committee 2019-20
- Age Verification: "Protecting Children and Youth from Exposure to Pornography online"
- Seniors: Long-Term Care Resolution
- Seniors Bill of Rights

Sign the Petition!

Please consider responding to these by adding your name to support the petitions involved. Click on the links below:

1. [Voting By Mail](#) - Quebec Municipal Elections for November 2021
2. [Human Rights and Quebec Government's Protocol on Triage](#)



JOURNAL OF A PANDEMIC

by Maria Peluso, VP Government Affairs

I want to thank all MCW members who submitted a personal testimonial about the Covid-19 pandemic and what their lives became in dealing with their isolation.

The “MCW Journal of a Pandemic 2020” is in itself a historical document in time. Years from now, in looking back, 2020 will signify how each woman celebrated their resilience and how they stepped into their personal power.

Reading the testimonials is monumental in shifting our perspectives on the situation of a global pandemic. The power of words allows us to view ourselves as survivors of Covid-19 and is much more empowering than seeing each other as victims. Reading about the experiences of members provides an opportunity, a small prism, to share stories about life in real-time. It reaffirms the knowledge that none of us suffered in silence. We were indeed “apart but together.”

The critical truth is that the Journal reflects the creative means women used to overcome the challenges of Covid-19. Enjoy the testimonials of MCW women. Resourceful, healing, reflective, humorous, innovative – the diversity of what women’s experience is all about - a record of the care we feel about one another.

