

# CONNECTING IS FUNDAMENTAL

Loretta found out about Centraide through a workplace campaign and has been a Leader Donor for 16 years. ♦

"My name is Loretta. I was born here, grew up here, and went to school here. I am part of the first generation of my family to graduate from university. I got my first job at a company where I am still working decades later. That's where I found out about Centraide. I quickly became a donor who is happy to help her community.

One day, I found documents on my desk inviting me to become a Leader Donor. I was surprised: I already gave and they were asking me to give more? I picked up the documents and went home.



At the time, I had just adopted a kitten. That evening, I gave her all sorts of food, from cheap brands to expensive ones. Of course, my kitten loved the most expensive kind. I remember looking at her and saying, "Nothing but the best for you, my dear!" Then I noticed the Centraide brochure on the table. How could I say something like that to a pet while resisting giving more to support my fellow human beings? That day, I became a Leader Donor and have been one for 16 years.

The idea of family has been instilled in me since I was born. My parents supported me in everything I did. I was also very lucky to work for a company that greatly values community engagement, volunteering and donating. This reinforces our community ties and our ability to be more empathetic to people's experiences. At work, Centraide is part of the

family.

I recently met a man named Darquis who gets help from an agency supported by Centraide. When I heard that he had found a family at this agency, that really struck a chord with me. We are social beings. Isolation is absolutely one of the most difficult things to go through, and breaking out one of the hardest.

**"WE ARE SOCIAL BEINGS. ISOLATION IS ABSOLUTELY ONE OF THE MOST DIFFICULT THINGS TO GO THROUGH."**

I find it incredible to hear about the strength and resilience of someone like Darquis. I am very grateful to have had the chance to meet someone like him. He helped me put a face to my donation and understand its impact. Our connection is very rewarding. I will cherish that experience for the rest of my life and share it with others."

- Loretta



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