



Momentum 2.0

2024-2026
**IMPACT
REPORT**



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About Us



Mission & Vision

Momentum 2.0 mobilizes its expertise in developing and supporting vulnerable communities (e.g., 2SLGBTQIA+, Indigenous, official language minority communities, newcomers, refugees, racialized individuals, cultural and ethnic minorities, seniors, persons with neurodivergence, mental illness or disabilities, people experiencing homelessness, etc.) to propel them to the next level in their sustainable growth and development. Our approaches are learning-, knowledge-, and research-based, empowering communities to navigate and achieve the next step of their growth.

Momentum 2.0 seeks to advance education of, and about, the barriers facing, the realities being experienced by, and the best practices to support these vulnerable communities.

We strive to enhance well-being by focusing on mental and physical health, reducing isolation, embracing identity, engaging with heritage, and empowering individuals and communities to express themselves.

We are determined to alleviate poverty by providing essential resources like clothing, food, and educational materials, along with expertise, to empower individuals to meet their needs and improve their circumstances.

Momentum 2.0 aims to foster community vitality and sustainability by empowering individuals, community-based organizations, and neighborhoods with the necessary tools to support vulnerable populations and promote growth.

Message from the President

Eric Walling

P. Eng., PhD.

It is with great pride that I can look back on an incredibly successful first year and a half for Momentum 2.0. From an idea that started to take shape in 2023 between myself and the co-founders (Helen and Richard Walling) as a way to empower and strengthen individuals and communities, to enacting our vision by formally incorporating the organization on September 6th, 2024, and to finding ourselves here a year later, funded and staffed, Momentum 2.0 has continuously inspired trust and engagement.

As will be described throughout this report, Momentum 2.0 has, over its first year and a half in existence, managed to attract the support of the federal government, foundations, and private donors, in addition to developing a vibrant network of community-based partners who share in its vision.

As with any new and unknown endeavor, we've known our fair share of successes and rejections. Indeed, having applied on a dozen different funding programs during our first year and a half (10 federal programs, 8 foundations), Momentum 2.0 was successful in approximately half of its applications. The success alone of having half our projects funded is more than we could have ever dreamed of for our first year, and we've followed each rejection up with conversations with the funders to understand how we can better meet their expectations, which should help Momentum 2.0 in being even more successful going forward.

This has been an enriching 1.5 years that has reaffirmed the need for Momentum 2.0 to bridge key gaps in the community sector across Quebec and Canada. I look forward to seeing where Momentum 2.0 will go in the coming years.

Eric Walling
President



Message from the Executive Director

Helen Walling

PhD, Certified Executive/Life Coach



It is with great pride that I share my reflections on the first full year and a half of Momentum 2.0. I am truly pleased with what we have accomplished together. For a young and small organization, we have moved with purpose, and the impact is already visible in the communities we serve.

This year we developed a strategic plan to guide our growth, welcomed three talented students to our team, submitted 12 grant applications, and secured new funding from foundation partners whose belief in our mission has been transformative. We launched GEMS, a project which explores the positive attitude of women as they age which challenge many stereotypes about aging.

We travelled north four times to stand alongside First Nations communities, including our visit to Kawawachikamach, where we delivered sports equipment and warm clothing to support Naskapi youth. Across our programs this year, we reached numerous youth.

Momentum 2.0's progress did not come without challenge. Building something meaningful with a small team meant balancing ambition with capacity, learning as we went, and making thoughtful choices about where to focus. Each challenge sharpened our approach and strengthened our commitment to doing this work well.

In November 2025 I was proud to be honoured by TALQ as one of the 30/30 leaders in the province for my contributions to the English-speaking community!

None of this would have been possible without the dedication of our board, staff, students, community partners, and donors. To the funders and foundations who invested in our vision, and to the communities who welcomed us – thank you. Your trust is the foundation on which Momentum 2.0 continues to build.

I look forward to the year ahead with confidence and gratitude.

With appreciation,
Helen Walling
Executive Director, Momentum 2.0



Highlights 2024 - 2026

- **Incorporation (September 6th, 2024)**
- **14 grant applications**
- **Created Momentum 2.0 logo, website and social media**
- **First federal funding (New Horizons for Seniors)**
- **First foundation funding (Fondation Jeunes en Têtes)**
- **First private donations (Les Ventes John Roy)**
- **Engaged with over 50 partner organizations across Québec to develop prospective projects**
- **Established a community-based ethics committee**
- **First Employee**
- **Up to five employees during the summer (thank you to Canada Summer Jobs and Young Canada works)**
- **First strategic plan**
- **Started a national consultation of official minority-language organizations**
- **Developed a variety of projects and programming that will form an incredible baseline for the years to come**
- **Monthly board meetings**
- **\$104,380 in revenue**

Creation and Development

Developing purpose and finding a name

Born from a desire to not only continue supporting the vulnerable communities that the founders have been supporting for so many years, and based on their experience in the non-profit and charitable sector, it was decided that Momentum 2.0's organizational purposes would be molded around the Canada Revenue Agency's charitable purposes, which include advancement of education, relief of poverty, advancement of religion, and other purposes beneficial to the community. As noted previously in this report, Momentum 2.0 has chosen to keep advancement of education (notably through generating and sharing knowledge on community experiences and realities, alongside training individuals and groups), relief of poverty (through donations of material resources and expertise), and other purposes beneficial to the community has become "enhancing well-being" and "community support". Though advancement of religion does not figure explicitly in Momentum 2.0's purposes, the founders consider religious identity as an important component of an individual's and a community's identity, which is represented under "enhancing well-being" and "community support".

With the purposes identified, various names were brainstormed over two weeks, until Richard Walling proposed Momentum 2.0. The name captured both the desire to emphasize energy (Momentum), alongside our objective of working with individuals, organizations, and communities to bring them to the next level in their development (2.0).





Incorporating Momentum 2.0

With the organizational purposes and the name in-hand, the founders enlisted the help of GBV Avocats to ensure an efficient and fully compliant incorporation of Momentum 2.0 as a federally incorporated not-for-profit. Momentum 2.0 became officially incorporated under the Canada Not-for-profit Corporations Act on September 6th, 2024 (Business number: 750395626RC0001), with its registration in Québec following suite on September 10th, 2024 (NEQ: 1180169998).

Funding

Being acutely aware of the importance of funding, especially for such a young and ambitious organization, Momentum 2.0's team set out to secure funding throughout a variety of means. This has included providing services to businesses, organizations, and governments, applying on funding (grants and contributions), and soliciting donations from charities, businesses, and individuals.

Services

One of the primary sources of revenue for Momentum 2.0 has been its service offer to businesses, organizations, and governments, accounting for \$76,166 in revenue during this period. The services offered fit into our purposes, notably advancing education and community support. These include strategic planning and action planning, evaluation, project and program development and optimisation, grant writing, fundraising, training, partnership development, and research in the areas of diversity, inclusivity, and accessibility, health and wellness, culture, and individual, organizational, and community well-being. Note that, whenever possible, Momentum 2.0 accompanies non-profit organizations in obtaining funding to pay for the services rendered by Momentum 2.0, such as requesting support from Service Quebec, seeking to minimize the financial burden on these partners.

Creation and Development

However, following in our vision for Momentum 2.0 to provide easily accessible expertise to vulnerable communities, we hope that we can achieve stable and sustainable funding from other sources (grants, contributions, and donations) that would allow us to offer these services free of charge to any non-profit organization that wishes to partner with us.

Moving forward, one of the key directions identified during Momentum 2.0's strategic planning process is the development of services for businesses. We aim to offer our expertise to businesses seeking to have a positive impact in their community, and to reinvest the funds generated by this into offering our services and programming, free of charge, to non-profit and vulnerable communities.

Funding (grants and contributions)

Not a moment was wasted with seeking out funding to help Momentum 2.0 grow into its founders' vision. The first grant application was submitted on September 12th, 2024, to the government of Canada's New Horizon for Seniors program (which would also happen to be Momentum 2.0's first successful grant application). This was followed by proposals to Canadian Heritage's Bilingual Services, and Appreciation and Rapprochement programs, Canadian Heritage's Dedicated Fund for the English-Speaking communities of Quebec Community Life, the Multiculturalism and Anti-Racism Program, and the Community Cultural Action Fund. Momentum 2.0 also applied for and was successful in obtaining three summer jobs, two through the Canada Summer Jobs program and one through Young Canada Works. Not wanting to restrict itself to governmental programs, Momentum 2.0 applied on various foundation programs, including funding for community support through the Fondation Jeunes en Tête, the Peter Gzowski Foundation for Literacy, and the Fondation Paul Gérin-Lajoie. Momentum 2.0 also supported (though it did not apply on any) Dialogue McGill research projects. Before the end of the 2025-2026 fiscal year, Momentum 2.0 received, once again, the great news that it would get two summer job positions, funded by the Canada Summer Jobs Program.

For its first year and a half, Momentum 2.0's success rate stands at 50% for the above applications. In all, Momentum 2.0 will have brought in \$42,616 through grant applications (\$15,000 of which is differed revenue).

Donations

Though not a charity, Momentum 2.0 has solicited donations of physical goods, notably clothing, sportswear, and sporting equipment, to contribute towards its purpose of enhancing well-being and relieving poverty. During the period under review, we acquired \$25,000 worth of clothing, sporting equipment, linens, and comforters from Les Ventes John Roy and Saint Brigid's Guild.



Creating our image

Simultaneously to the various funding applications, it was paramount that Momentum 2.0 be identifiable and reachable. Thanks to the invaluable services of AYRE Design Graphique, Momentum 2.0 developed its logo, its website (<https://www.momentum2-0.ca/>), and its social media presence (Facebook, Instagram, LinkedIn).



Our Approach

Our approaches are learning, knowledge, and research-based, empowering communities to navigate and achieve the next step of their growth.

Advancing Education

Advance education of and about the barriers facing, the realities being experienced, and the best practices and drivers to support Canada's vulnerable communities by developing and sharing learnings and knowledge, conducting research, and supporting individuals and groups through training, organizational and community development, and recognition.

Enhancing Well-Being

Enhance individual and community well-being through efforts targeting mental and physical health, breaking isolation, exploring, connecting with, and embracing one's identity, learning about, engaging with, and sharing one's heritage and culture, and empowering individuals, groups, and communities to be who they want to be.

Relieving Poverty

Relieve poverty by providing material resources (e.g., clothing, food, furniture, educational material, etc.) and expertise to support and empower people living in poverty to meet their needs, so that they can overcome poverty.

Community Support

Support community vitality and sustainability through developing and equipping individuals, community-based organizations, and communities with the tools needed to serve vulnerable populations and grow. This is achieved through the development of methods, procedures, and toolkits, created through knowledge-based methods and pilot initiatives, that can be shared across Canada.



Advancing Education

Environment, Innu-aitun (culture), and society

Developed in partnership with the Innu community of Pessamit and funded by the Fondation Paul Gérin-Lajoie (PGL), this initiative seeks to bring together traditional Indigenous knowledge, environmental education, and contemporary social literacy into a holistic educational program for students in Grades 5, 6, and Secondary 1 across the community's two schools. Developed collaboratively by Momentum 2.0 professionals and Pessamit Elders, the program intends to run over a full school year, with the goal of eventually becoming a permanent part of the school curriculum.

Programming intends to include land-based experiential learning rooted in Innu culture and values, reflective workshops on contemporary social issues such as digital literacy, healthy lifestyles, and climate change, and monthly hands-on learning activities designed to reinforce each theme. Elders play a central role in knowledge transmission throughout.

By anchoring education in Innu culture and territory, dimensions of well-being recognized in Quebec's 2022-2026 Interministerial Mental Health Action Plan, the program aims to improve school retention, strengthen cultural identity, and support the holistic mental wellness of Indigenous youth.



Enhancing Well-Being



Visit to Kawawachikamach

Momentum 2.0 is dedicated to enhancing community well-being, focusing on genuine needs of the diverse communities we serve. One of these communities includes First Nations organizations, such as the Naskapi community of Kawawachikamach in the remote Côte-Nord region.

After discussing and determining their specific needs, the idea arose to acquire sports equipment to improve access to the area, particularly for youth. March 25, 2025, the Momentum 2.0 team visited Kawawachikamach to deliver sports equipment and warm clothing generously donated by one of our donors.

We were able to supply the Naskapi community with 13 pairs of snowshoes and hiking poles, 25 winter tuques, 10 hoodies, sweatshirts and long sleeve shirts, 2 pairs of sweatpants, 10 winter coats, 2 pairs of Columbia winter boots, 9 headlamps, and 2 sleeping bags with performance blankets.



Momentum 2.0 meeting with Joel Godin MP (far left)

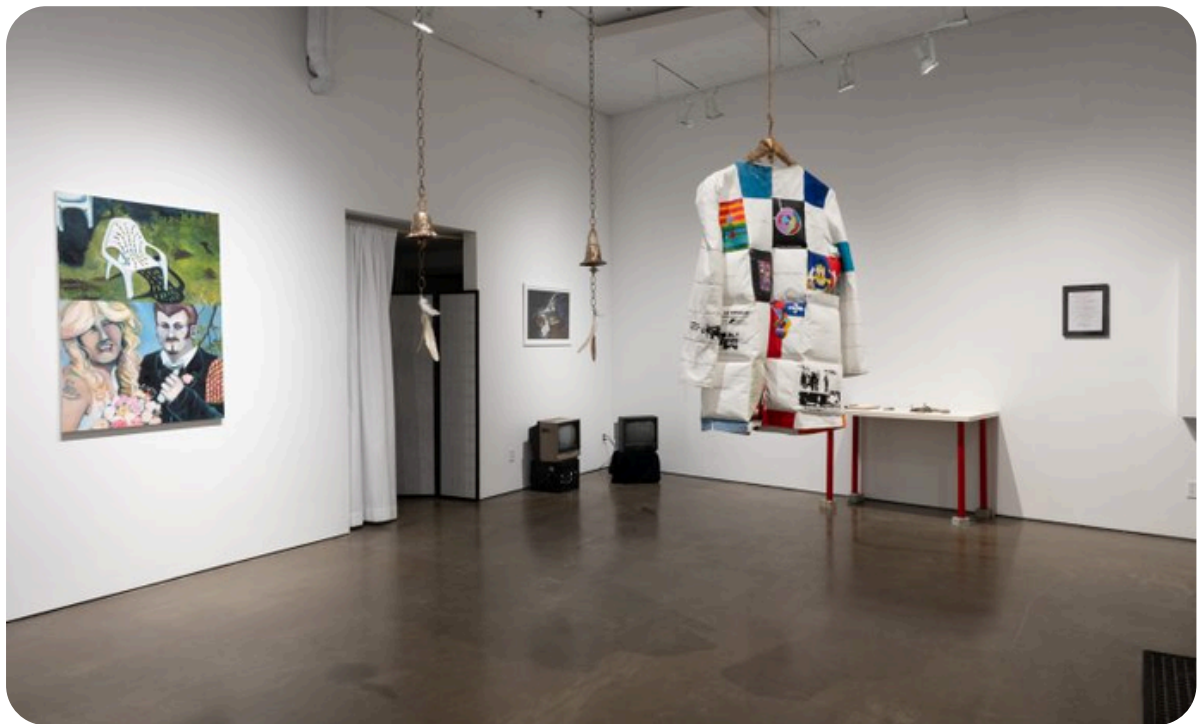
GEMS Project

The GEMS project is a dedicated initiative, funded by Canada New Horizon's program, celebrating aging as women and promoting the empowerment of women during their golden years. The program brought together remarkable women between the ages of 60 and 94, offering them a warm and supportive space to share their life stories; testimonials marked by resilience, wisdom, and joy.

The program was delivered through one-on-one interviews, giving each participant a dedicated and unhurried space to share her story. This intimate format allowed women to speak openly and candidly, and the personal, detailed accounts that emerged were central to the project's depth and impact.

The insights and lived wisdom gathered through these interviews were compiled into a publicly accessible toolkit; a legacy of the project that women of any age can draw on for practical strategies to live fully and joyfully, regardless of the challenges they face. Participants consistently reported feeling valued, heard, and celebrated for who they are, with many expressing pride at being recognized as "GEMS."

Looking ahead, the team hopes to expand the program to reach women in their 40s and 50s, and to host gathering events where participants can meet and share their experiences in person.



Our first art exhibition - Poiesis to Praxis

From December 2nd to 8th, 2025, Momentum 2.0 had the incredible honor of hosting its first art exhibition in Montreal, curated by our project coordinator, Maggie Aulman. The exhibition, entitled Poiesis to Praxis, brought together 14 emerging artists to explore how acts of creation (art) become catalyst for social change, and how they can evolve into meaningful action.

Across a diverse range of media, including sculpture, painting, photography, performance, poetry, digital collage, woodworking, and textile, artists engaged with themes such as intergenerational trauma, environmental awareness, media and technology, immigrant identity, mental health, and the tension between individual creation and community solidarity. Works ranged from participatory bronze sculptures inviting physical engagement to written installations encouraging meditative self-inquiry, reflecting a shared commitment to art as a space for dialogue and transformation.

The exhibition underscored Momentum 2.0's core mission: to use creativity as a vehicle for conversation, community building, and social action. While the works themselves were varied in form and intent, each contributed to a broader discussion about the role of the artist in society, reinforcing the belief that although art may not change the world directly, the discussions it inspires are the cornerstone of transformative change.

Photos from the exhibition can be found at the following link:

<https://produitrien.com/poesis/>

Community Support

Consultation of Official Minority Language Community-based organizations

During the Summer of 2025, Momentum 2.0 launched its national consultation of Official Minority Language Community-based organizations. Knowing that reaching out to, developing new relationships, and listening to the issues being faced by vulnerable communities across the country is essential to orient and develop the most impactful programming, Momentum 2.0 decided to commence with a population very close to home for its founders: official minority language communities.

Initial respondents were identified from the Canadian governments repertoire of organizations that have received Canadian Heritage (PCH) funding for official language minority projects or bilingual projects. This initial sample was then used to add more potential respondents through snowballing, seeking to include non-PCH funded groups.

The consultation, which takes the form of a survey (phone or form), covers the following areas:

- Respondent's organizational realities (e.g. sources of funding, ease of mobilizing volunteers, access to tools and partners).
- Respondent's opinion on statements regarding the realities of linguistic communities (e.g.: English speakers in their region have access to essential services in English).
- Respondent's interest and capacity to act in various sectors (e.g., the enhancement and promotion of English-speaking arts, culture and heritage; bilingualism, etc.)
- And respondent's interest in participating in various actions/initiatives that can serve to strengthen either your organizational capacity or the vitality of English-speaking communities.

The consultation is still underway, given its national scope. Responses have been gathered from every province and territory and have already helped to guide Momentum 2.0 in orienting its service offer and programming around the real needs of these organizations. A preliminary report is expected for the Fall of 2026.

Fundraising

Building on our executive director's life-long experience in fundraising, Momentum 2.0 has been supporting our local English-speaking hospital foundation in raising funds to support its users and our community. Through Helen Walling's tireless commitment to the Jeffery Hale - Saint Brigid's Friends' Foundation, Momentum 2.0 has helped the foundation raise over \$800,000. We have also helped a variety of other non-profit and charitable organizations raise significant funding through grant writing and fundraising development.



Community Support

Creation of the Momentum 2.0 ethics committee and approval of first research project

One of the reasons that Momentum 2.0 was created is to contribute to the empowerment of communities through capacity building. One area that is of great importance to our team is empowering communities and community-based organizations to undertake grassroots research. Oftentimes, one of the greatest challenges for grassroots research initiatives (i.e., initiatives not associated with a university or research institution) is getting ethics approval. Furthermore, many academic research ethics boards lack awareness of minority realities and can sometimes perpetuate the issues research projects try to address.

As such, throughout 2025, Momentum 2.0 developed and implemented the infrastructure and resources necessary to evaluate research ethics proposal for community-based projects. This included creating the terms of reference and the ethics submission forms, developing a structure where applicants can identify a representative profile of reviewers who are knowledgeable and close to the communities targeted by the research, and a multi-year follow-up procedure.

Momentum 2.0's ethics process was piloted for the first time with a project submitted by an Indigenous research team investigating the intersectionality between harmful coping mechanisms, Indigenous identity, and 2SLGBTQIA+ identity. Momentum 2.0 worked closely with the applicant to create a fully Indigenous research ethics board and accompany both the applicant and the committee through the process, granting our first ethics approval in July of 2025.



Employee Spotlight

Summer Students

Momentum 2.0 was delighted to welcome three students who joined us this summer. Their enthusiasm and distinctive talents made them ideal additions to our team, helping us achieve several goals during this season.



Kettly

Research and Activities Assistant

Kettly graduated from high school in 2025. She is of mixed Canadian-Haitian heritage and was born and raised throughout the Québec province. Since the beginning of July 2025, she has been living in Québec City, and was very excited to explore everything this wonderful city has to offer. In the next few years, she will be attending CEGEP to study Criminology Intervention, and afterward, plans to pursue a degree in Criminology at university. She hopes to make a difference in the lives of victims of criminal acts and understand why some individuals are driven to commit illegal actions.

She applied to Momentum 2.0 this summer in hopes of gaining crucial skills that will give her a head start in both her studies and future life experiences.





Veronika

Community Service Worker

Veronika, is from out west and has been in and out of Québec for the last few years. She holds a Bachelor of Arts in the humanities, as well as certificates in community engagement, translation, and international studies. Veronika has experience working in front-line positions with vulnerable youth, and the desire to support this population in new ways is what motivated her to apply to Momentum 2.0.

Her most meaningful experience was with youth who have experienced homelessness, which often means also experiencing gender-based violence, police violence, addiction, etc. This is why she was interested in Momentums' work on the intersectionality of substance use and various stigmatized identities.



Maggie

Community Service Worker

Maggie is based in Montréal, QC, and is pursuing a BFA in Art History and Studio Arts at Concordia University. Before that, she earned a BA in International Relations from Colgate University, where she focused on subcultures, migration, and intercultural research. Her academic journey reflects her interest in how art can serve as a tool for dialogue, healing, and connection across diverse communities. She is interested in pursuing a career in the non-profit arts field that also focuses on intercultural community development. She was drawn to the Momentum's commitment to justice, empowerment, and creativity. She is especially interested in developing arts-based expression workshops and exploring the role they can play in empowering and sharing the experiences of diverse communities (e.g., 2SLGBTQIA+, First Nations, etc.).

Maggie continues to work with us part time to help us serve and develop our capacity to support organizations use of arts and culture to further their objectives.

Thank you

A heartfelt thank you to our partners and the support we received from funding sources.

Canada 

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EN TÊTE**



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LA GUILDE SAINT BRIGID'S

**LES VENTES
JOHN ROY**

