

The Easton Project

2025-2026
Funding
Drive





An Ongoing Crisis

Quebec is currently facing an addiction and mental health crisis, with an increasing number of people suffering from substance abuse disorder going untreated due to long wait times. A recent poll conducted by public sector psychologists found that wait times for psychotherapy in Quebec are **typically between 6-24 months** (Government of Quebec).

This problem is compounded for Anglophone Quebecers, who often face the added challenge of accessing addiction treatment services in English. Statistical trends show that **Quebec's English-speaking population has a "significantly higher substance use prevalence** compared with their linguistic majority peers and national means" (The Canadian Journal of Addiction).

As a registered charity based in Montreal, **The Easton Project** is a new initiative co-founded by Mike Weston, Director of Andy's House Treatment Centre, in response to these urgent gaps in Quebec's addiction and mental health care systems.

We envision a future in Quebec where no one facing addiction or mental health issues is left without timely care. With your support, The Easton Project is building a responsive, inclusive system that empowers recovery through accessible support, treatment connections, and transitional sober living. Our goal is to foster healthier individuals and stronger communities—one connection at a time.

Our Mission

With your support, The Easton Project is seeking to address the critical needs of people suffering from addiction in Quebec by improving accessibility to treatment, particularly for the province's English-speaking population.

Our mission is to change this status quo by improving the state of behavioral health in Quebec through charitable means. To this end, we have assembled a team of experts in the field who can leverage their experiences and professional networks.

As a donor to The Easton Project, your generosity will be the keystone of our mission.



"After spending a decade as the director of Andy's House Treatment Centre, it became painfully clear that despite our best efforts, there are simply not enough resources or funding available for individuals struggling with addiction and mental health challenges in Quebec."

The Easton Project was born out of a deep commitment to help bridge these critical gaps and provide the kind of support that can transform lives."

Mike Weston, Co-Founder of The Easton Project

Our Activities & Impact

The Easton Project is addressing urgent and persistent barriers in Quebec's addiction and mental health system—especially those affecting English-speaking residents. From long wait times to financial constraints and a lack of transitional housing, the path to recovery is often obstructed. Our three-pronged model provides swift, compassionate, and practical support that helps individuals take action when they're ready to seek help—and stay the course toward long-term healing.



Screenings & Referrals

Through phone, in-person, and video call assessments, we will match individuals in need with the most suitable addiction and mental health treatment resources.



Subsidization

We will provide funding for treatment through donations on a sliding scale fee structure. Priority will be given to those with limited access to public services, but all who are seeking help will be supported.



Sober Living

Through the operation of a sober living house, men (18+) who have completed a treatment program will have access to safe, sober accommodations as they transition into independent living. Admission will be first-come, first-served, and rent will be determined based on financial capacity.

Our Funding Goals for 2025-2026

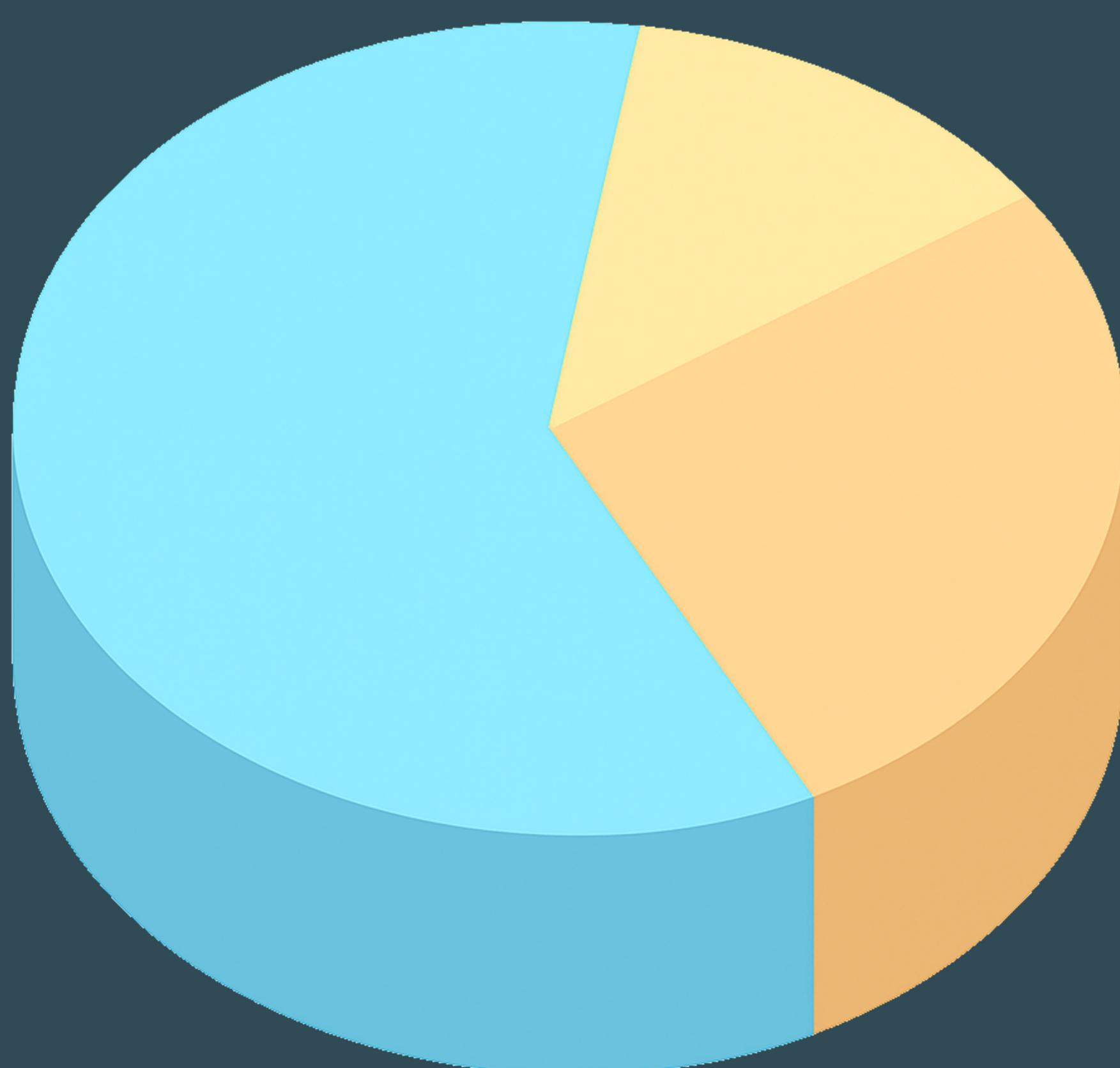
Investing in Recovery that Lasts

The Easton Project is seeking to raise **\$125,000** to launch and sustain its core programs in the coming year. This funding will directly support access to addiction and mental health care, close urgent service gaps, and lay the foundation for long-term recovery.

Every dollar raised goes toward creating a safer, more responsive system of support in Quebec.

Quick Facts

- The largest portion of our budget will fund the launch of a sober living residence in Montreal's West Island.
- To complement housing and treatment navigation, we will offer up to 80 clients access to three free individual therapy sessions each.
- A modest portion of our budget will cover core operational costs.



CAD \$125,000
Total funding goal

CAD \$75,000
Towards sober living
support

CAD \$36,000
Towards individual
therapy

CAD \$14,000
Administrative
expenses

Call to Action: Be Part of the Solution

The Easton Project thrives because of people like you—those who care deeply about addressing addiction and mental health challenges. Whether you give time, resources, or expertise, your support helps ensure no one is left behind when seeking help.



Donate

Your tax-deductible donations will help fund treatment subsidies, emergency referrals, and the development of our sober living home.

Volunteer

Lend your time to support outreach efforts, fundraising events, and the day-to-day operations that keep The Easton Project running.

Partner as a Professional

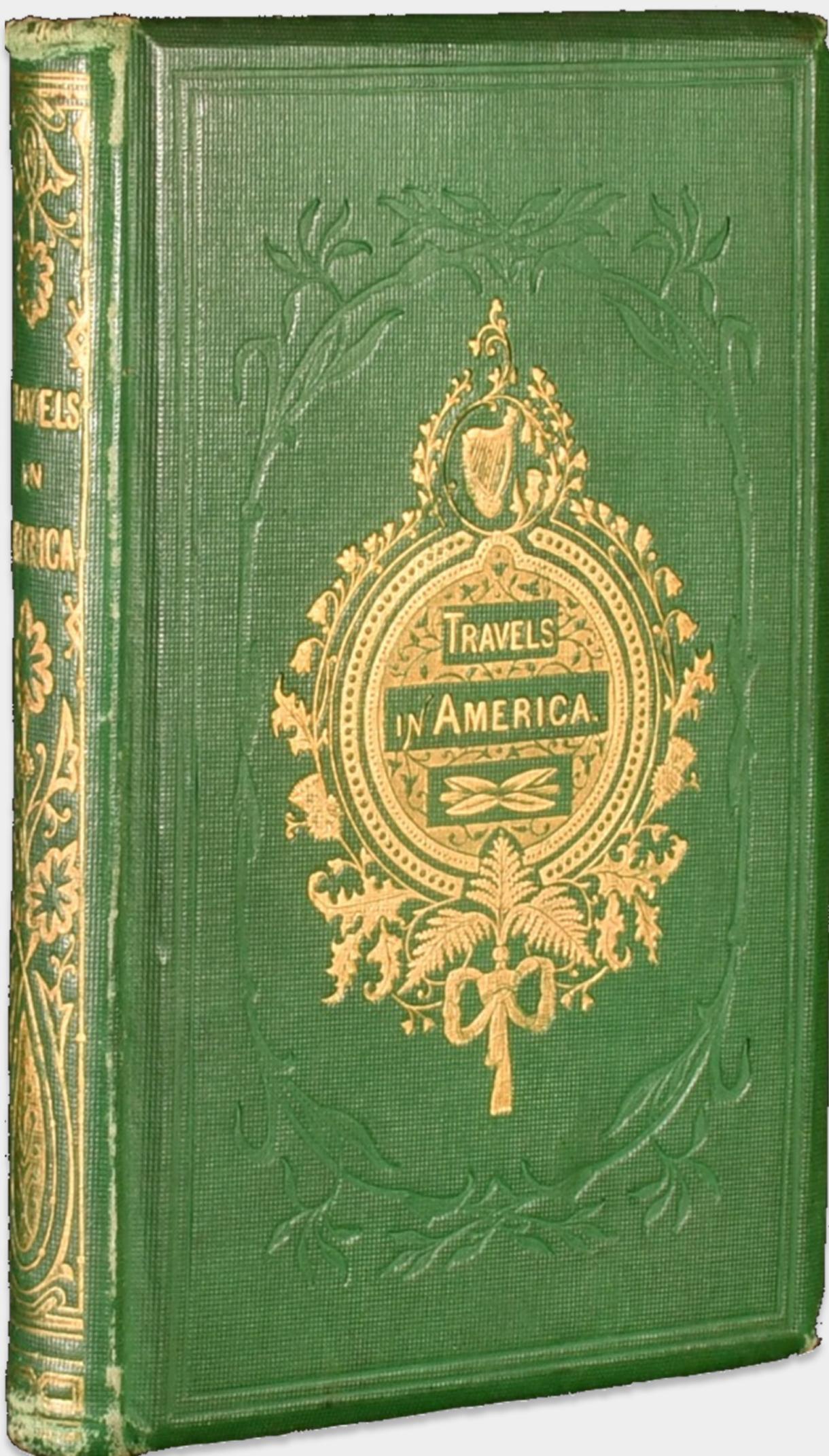
By offering their services and joining our trusted referral network, practitioners can greatly help us expand access to timely, trauma-informed care. We especially welcome bilingual professionals committed to bridging gaps in the system.

Together, we can build a more responsive, inclusive system—where recovery is always within reach.

An Enduring Legacy

George Easton (1808–1884) was an author and well-known member of the Scottish Temperance League during the nineteenth century. Born in the rural parish of Ewes in Dumfriesshire, he spent his younger years among the working class milieu of industrial Britain where overindulgence in alcohol was rife and led many of his colleagues to destitution.

Between 1854 and 1882, in the days before psychology or treatment centres, he spoke at halls and churches all over Britain, Canada and the United States on the dangers of alcohol abuse. Halted only by failing health, his obituary estimated that he had travelled some 200,000 miles over his career with the League and delivered no fewer than 7,800 addresses.



Writing in his 1871 book *Travels in America* on "the great contrast between Montreal's appearance when wearing its winter garb, and when arrayed in its summer dress," Easton concluded that "it seemed the finest city I visited in all my travels." **The Easton Project has been established by George Easton's descendants in Montreal as a tribute to his legacy of helping people suffering from substance abuse.**





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