



MONTREAL - OTTAWA

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REDCOALITION.CA





## Office of the Commissioner of Lobbying of Canada

The Red Coalition Inc. is a Registered Federal Lobbyist with the Office of the Commissioner of Lobbying Canada under Registration Number: 950727-370718



### ABOUT

The Red Coalition Inc. is a prominent and sought after lobbying firm situated in Montreal, Quebec, advocating for one common goal, which is to eliminate the practice of racial profiling and systemic racism within Canada. The organization seeks to raise clarity and awareness of the mental health issues and public health problems it is causing amongst its citizens. We are the only federally registered lobby group in all of Canada, fighting for the rights of Canadians against racial profiling and 1 of only 3 lobby groups fighting against systemic racism. The "act" of practicing racial profiling against innocent victims by Canada's police forces do not just stop at the victim, but actually touches those close to them equally.



# IT EXISTS AND IT'S REAL.

In 2017, a UN Working Group of Experts on People of African Descent found that racial profiling is “endemic” in Canadian law enforcement, and urged the country to immediately discontinue this practice in all of its forms.

# THE FOUNDER

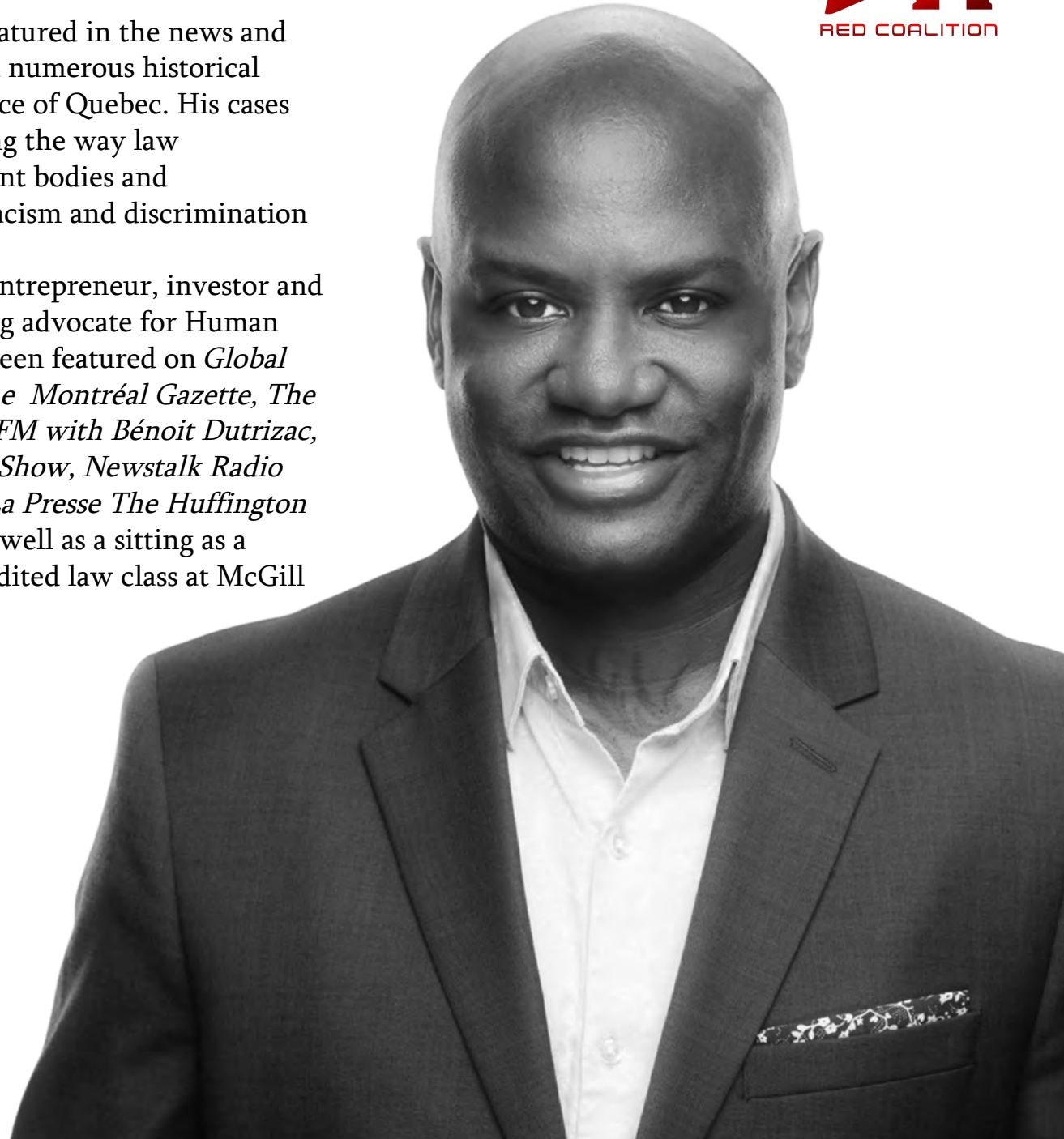


Joel DeBellefeuille is regularly featured in the news and media across Canada having won numerous historical human rights cases in the Province of Quebec. His cases have set jurisprudence re-working the way law enforcement agencies, government bodies and municipalities handle systemic racism and discrimination within their communities.

He is also an avid businessman, entrepreneur, investor and husband and father. He is a strong advocate for Human Rights and has appeared in and been featured on *Global Television, CBC News, CJAD, The Montréal Gazette, The Canadian Press, CTV News, 98.5FM with Benoît Dutrizac, Patrick Lagacé, The Aaron Rand Show, Newstalk Radio with Co-host Sharman Yarnell, La Presse The Huffington Post, The Globe & Mail, Vice*; as well as a sitting as a professional panelist for an accredited law class at McGill University.

## JOEL DEBELLEFEUILLE

*Entrepreneur, businessman, politician,  
federal lobbyist and human rights advocate.*





## THE PROBLEM

While awakening to the reality of systemic racism, Canadians now realize that progress is more likely to be made through citizens' initiatives than through government action. It is no coincidence that Black, Indigenous and People of Colour communities (BIPOC) which historically experienced more racial discrimination continue to be placed on the lowest rungs of the social, economic, political and cultural ladder in Canada. For example, the effect of racial profiling by Canada's police forces do not just stop at the victim, but actually touches those close to them equally. The legacy of racism in Canada has profoundly and lastingly permeated our systems and structures. However, a majority of Canadians are now becoming more aware of its pervasiveness.



## WHY WE EXIST

We will continue to lobby and work hard to eradicate racial profiling, discrimination, hatred and systemic racism within Canada by pouring all of our resources into combatting and defeating and in the end eliminating these biases that BIPOC, as well as members of the Jewish, Muslim & LGBTQ community have to face and endure daily.





## MEDIA RELATIONS

We will act as a “watchdog” group and openly express our concerns to the media on an on-going basis. By raising clarity and awareness of the movement the Red Coalition will take actions to effect structural changes to eliminate systemic discrimination and racism in Canada, through litigation, research, advocacy, and public education.

# THE BOARD OF DIRECTORS & MANAGEMENT



The board's fundamental objectives are to enhance and preserve long-term member value, ensuring that the organization meets all of its obligations on an ongoing basis, while overseeing the activities of management and to make certain that it operates in a reliable and safe manner.

- Joel DeBellefeuille, Founder, Chairman & Executive Director, Registered Federal Lobbyist
- Ketcia Peters, President, Registered Federal Lobbyist
- Alain Babineau, Director of Racial Profiling & Public Safety, Registered Federal Lobbyist
- Hon. Marlene Jennings, P.C., LLB., Director of Independent Oversight & Good Governance
- Ralph Mastromonaco, Legal Counsel, Independent Director
- Svetlana Chernienko, Advisor
- Cosimo La Rosa BSC. HJ, CPPA, Registered Federal Lobbyist, Independent Director
- Mauro Pena, Director, Registered Federal Lobbyist
- Qaiser Choudry, Advisor, Registered Federal Lobbyist





# ISSUE AREAS

## ACCESS TO JUSTICE

Access to justice is often equated with access to institutionalized dispute resolution processes, and the objective barriers that hinder such access, including costs and delay most particularly, are commonly identified as the primary objects of reform efforts. Several studies have also found that members of Blacks, Indigenous and People of colour communities scarcely ever consider accessing institutionalized dispute resolution processes, largely because they lack information that would enable them to "name" a potential legal problem. They also believe that "blaming" a powerful state actor, is futile or would provoke retaliation against them. In short, racialized communities possess a deep skepticism regarding the ability of the legal system to dispense justice when "claims" are made.

RC believes that to achieve equal justice, we must bridge the gap between our current state of inequality and our ultimate goal. We believe this can be achieved through building public engagement and participation, collaboration, effective leadership and the capacity for justice innovation. At the heart of its mission to create greater access to justice for Blacks, Indigenous and People of colour communities, RC will facilitate access to justice for those communities through public education and advocacy.

## SOCIO-ECONOMIC RIGHTS

In Canada as in the rest of the world, Blacks, Indigenous and People of colour communities, have been disproportionately impacted by COVID-19. This is further exacerbated by socio-economic and health disparities which create barriers to the realization of their right to health.

To combat socio-economic inequalities, Rc will advocate for fairer systems, by developing joint action plans with government, the business community, civil society, and affected stakeholders to mobilize support for the most vulnerable. By ensuring access to decent work Blacks, Indigenous and People of colour, bolstering BIPOC-led businesses and changing workplace policies and culture, RC will collaborate with the corporate sector, lobby governments to change policies and practices that are non-inclusive or supportive of Blacks, Indigenous and People of colour workers, as well as advocating for public policies that address the root causes of injustice and racism.



# ACHIEVING "EQUALITY" THROUGH PUBLIC SERVICE



Public services are the foundation of a fair and civilized society. They extend opportunities, protect the vulnerable, improve everyone's quality of life, and are essential to our economic development and prosperity. Public services strengthen our communities and bind us together as a society. As such, it must be acknowledged in any public policy statement and or legislation, particularly when considering such matters as institutional or systemic discrimination, inclusive design, barrier removal and methods to respond to racism.

## WORKPLACE RIGHTS

It is an undeniable fact that Black, Indigenous, and People of Color experience the challenges of work and career differently from their white colleagues. They often need to work harder for the same roles, feeling pressured to make fewer mistakes. Racialized employees are often underpaid and undervalued for their contributions. While employers and leaders have a crucial role to play in creating more inclusive, equitable and balanced workplaces where Black, Indigenous, and People of Color are given an opportunity to thrive, they far too often shirk their responsibilities. In a unionized environment, the average worker is in a weak position. In many workplaces, a worker will, as a condition of employment, be required to join the existing union. Under the doctrine of "duty of fair representation", the unions must, in good faith, fairly, effectively and competently, to take up and prosecute grievances against employers.

However, labour unions have historically had, and still have, a problematic experience in dealing with racism and whiteness within their ranks and the workplace. Black, Indigenous, and People of Color as well as trade unionists have given voice to the position that very little substantive change has been made on racial justice by the labour movement in spite of "years of passing policy statements and resolutions, writing reports, and giving speeches about the need to fight racism"<sup>1</sup> Indeed, the mere presence of a few racialized union members in staff and leadership positions and the "acknowledgement" of racism is not indicative expressions of labour's commitment to employment equity and the removal of the fundamental barriers that buttress white privilege and racial exclusion. While unions must necessarily enjoy considerable discretion to decide whether to prosecute a worker's grievance against the employer and how far to press it, in dealing with issues of systemic discrimination in the workplace, they have not often acted fairly and in the interest of racialized employees.





RC will ensure that employees and clients are educated about the need for equality, diversity and inclusion (EDI) in the workforce. Although traditional labor activism can be effective, Black, Indigenous, and People of Color workers know how systemic racism influences organizing strategies, both at work and in their communities. RC will advocate for these employees within and without the traditional union, relying on links within the broader community, for better working conditions and wages for racialized workers and the end to racist hiring practices. In cases where workers do not believe their union has treated their concerns fairly, RC will assist racialized employees with accessing the appropriate process.

## CRIMINAL JUSTICE REFORMS

The experience of Black, Indigenous, and People of Color communities in the Canadian criminal justice system is one that is marked by over representation and unequal treatment. This fact has been highlighted by several recent as well as historical studies and reports, which have clearly demonstrated that racialized communities are overrepresented at every level of the system. Hence, a disproportionate number of people who require advocacy for their cause and affordable access to justice services, are likely from those communities. At the heart of the criminal justice reform should also include police reforms. RC will act as a conduit for BIPOC communities to engage in constructive conversations around progressive policing and criminal law reforms.

## DISCRIMINATION LAW

There is clear evidence that systemic racism is deeply embedded in Canadian society despite Canada's reputation as a raceless society.<sup>2</sup> This legacy affects our systems and structures even today, affecting the lives of racialized individuals and all people in Canada.

RC will seek to intervene at the Supreme Court of Canada (SCC), and appellate courts throughout the country, in cases regarding "substantive" equality rights affecting Black, Indigenous, and People of Color communities. RC will engage in research and analysis on equality rights topics to assist legislators, policy makers, and organizations, and serve as a catalyst for change and as a resource in the development and reform of laws and policies. Additionally, RC will seek assistance from educational institutions desirous to contribute to the design, development, and delivery of bias-free material for communities and organizations. It has also largely been recognized that most commissions and tribunals in Canada fall short of international human rights legal standards regarding institutional independence, impartiality, and competence.<sup>3</sup>



For instance, Human Rights Commissions often lack an adequately broad legal mandate to speak out on the full range of human rights issues on the promotional (educational) side of their mandates, and what powers they do have, they rarely use beyond individual equality rights matters. In November 1998, at the third periodic review of Canada's compliance with the International Covenant on Economic, Social and Cultural Rights, the United Nations Committee on Economic, Social and Cultural Rights stated:

[...] enforcement mechanisms provided in human rights legislation need to be reinforced to ensure that all human rights claims not settled through mediation are promptly determined before a competent human rights tribunal, with the provision of legal aid to vulnerable groups .

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1 (Canadian Labour Congress, 1997, p. 4).

Furthermore, serious and deeply troubling recent reports of anti-Black racism within the Canadian Human Rights Commission (CHRC) have surfaced <sup>4</sup>. These reports show the Commission's apparent inability or unwillingness to provide safe space, adequate resources and support for Black and racialized employees involved in the assessment of race-based complaints. These reports also indicate a serious lack of representation of racialized employees in the Commission at all levels, and the existence of systemic employment practices and decision-making processes that discriminate and entrench disadvantages against Black and other racialized employee.

To address such troubling issues, RC will engage in lobbying for fundamental changes to the CHRC, (or any other similarly structured public Human Rights oversight bodies), from its current structure, to a "direct access model" in which RC could serve as an "Legal Clinic to assist with legal representation", as was suggested by the Honourable Justice Gérard La Forest in his 2000 report entitled "Promoting Equality: A New Vision, Report of the Canadian Human Rights Act Review Panel."<sup>5</sup>

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<sup>2</sup> Backhouse, Constance, 1952– Colour-coded : a legal history of racism in Canada, 1900–1950, Osgoode Society for Canadian Legal History 1999. <sup>3</sup> "Front Matter." Speaking Out on Human Rights: Debating Canada's Human Rights System, by PEARL ELIADIS, McGill-Queen's University Press, 2014, pp. i-vi. JSTOR, [www.jstor.org/stable/j.ctt6wpxkf.1](http://www.jstor.org/stable/j.ctt6wpxkf.1). Accessed 23 Feb. 2021. <sup>4</sup> Association of Justice Counsel, AJC filed grievance against CHRC on behalf of our Black and racialized members, Thursday, December 17, 2020, <https://www.ajc-ajj.ca/en/announcements/2020/12/ajc-filed-grievance-against-chrc-behalf-our-black-and-racialized-members>





# RACIAL EQUITY IN EDUCATION

Canada prides itself for being multi-cultural, valuing diversity, and for having educational outcomes that have been identified as excellent and equitable with above average performance and lower than average impact on socio-economic status and immigrant status. The Canadian Charter of Rights and Freedoms, plus policies concerning childcare, language rights, immigration, and Indigenous people have affected equity. However, there are long-standing and emerging inequities, particularly for Indigenous people. In the education sector, systemic discrimination can also include stereotyping that streams Black, Indigenous, and People of Color communities' students towards technical programs instead of academic ones. When promotion practices focusing on cultural and organizational factors that are based on the experiences of White educators, the result can be lower numbers of racialized people in leadership roles (such as principals).

RC will also build strategic partnerships with other units at the university, as well as school boards, schools, and community agencies and/or organizations to initiate, develop, and implement social and educational programs that are relevant and responsive to the needs and aspirations of university for Black, Indigenous, and students of color and their parents. RC will also work with schools to create opportunities for high school students to visit and become familiar with post-secondary institutions. RC will also work with undergraduate and graduate students through those initiatives, to provide assistance and support in their pursuit of post-secondary education and university engagement.

To fight for racial equity in Education, RC will advocate for the development of policies and practices focused on closing the gaps in educational achievement and improving student success, as well as strategies and actions to advance an equitable and inclusive education system for racialized communities. For instance, RC will engage in research about and for Black, Indigenous, and People of Color communities that will inform policies, programs, and advocacy. By working with both the universities and wider communities on initiatives such as community-based and action research, workshops, conferences, lectures, and other shared leadership projects, RC will support education mobilization that work to the benefit of communities, particularly Black, Indigenous, and People of Color communities.

# FINANCING

RC is aware of experiences by other similar groups with growing dependance on government funds to do their work, which has at times caused a distortion of the organization's priorities causing nearly fatal problems. To avoid a similar fate, RC is resolved to be self-sufficient and mostly non-reliant of government funding. To ensure this self-reliance, RC's Fund Development & Finance Manager will be responsible for leading and managing its ongoing fundraising program, as well as responsible for managing all things financial for the organization. The main sources of revenues will be conducted through ongoing outreach, membership fees, legal awards, service fees, donors, grants, and estate donations.

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5 Promoting equality: a new vision : the report of the Canadian Human Rights Act Review Panel; published by the Canadian Human Rights Act Review Panel under the authority of the Minister of Justice and the Attorney General of Canada; Ottawa - Ontario : Justice Canada. June 2000.

## THE RC PUBLIC EDUCATIONAL AND LEGAL FUND (THE FUND)

During its first year of existence, the RC will create a Public Educational and Legal Fund. The Fund will be a national Charitable organization created as an initiative in support of 15. (2) Subsection (1) of the Canadian Charter, with the goal of the amelioration of conditions and substantive equality in all spheres of life for Black Indigenous and People of Color (BIPOC) in Canada.

It has largely been recognized that most commissions and tribunals in Canada fall short of international human rights legal standards regarding institutional independence, impartiality, and competence. For instance, Human Rights Commissions often lack an adequately broad legal mandate to speak out on the full range of human rights issues on the promotional (educational) side of their mandates, and what powers they do have, they rarely use beyond individual equality rights matters. In November 1998, at the third periodic review of Canada's compliance with the International Covenant on Economic, Social and Cultural Rights, the United Nations Committee on Economic, Social and Cultural Rights stated:

[ ...] enforcement mechanisms provided in human rights legislation need to be reinforced to ensure that all human rights claims not settled through mediation are promptly determined before a competent human rights tribunal, with the provision of legal aid to vulnerable groups .





# WHAT WE DO

The RC fights for equality rights every day by:

- litigate as appellate in test cases;
- monitor how unions represent minority groups;
- lobby governments & public agencies; (municipal, provincial & federal)
- holding weekly press conferences
- act as a government watchdog on matters of discrimination, racism, policies and action plans;
- educate the community through workshops & seminars;
- works with private businesses to fight racism and discrimination;
- works with school boards;
- works with companies to develop diversity and inclusion programs;
- provides training and seminars on anti-discrimination, diversity and inclusion;
- conducts reviews of existing programs;



# WHAT IS RACIAL PROFILING AND HOW CAN IT AFFECT YOU?

**As defined by the: Commission des droits de la personne et des droits de la jeunesse**

"Any action taken by one or more people in authority with respect to a person or group of persons, for reasons of safety, security or public order, that is based on actual or presumed membership in a group defined by race, colour, ethnic or national origin or religion. Taken without factual grounds or reasonable suspicion, these actions can result in the person or group being exposed to differential treatment. "

(<https://www.cdpdj.qc.ca/en/lexicon#racial-profiling>)

**As defined by the: Service de Police de la ville de Montreal (SPVM)**

"Racial profiling refers to any actions taken by a person or persons in authority with regard to a person or group of people, for security or public protection reasons, based on factors such as race, colour, ethnic or national origin or religion, without a real motive or reasonable grounds for suspicion, resulting in differential examination or treatment. Racial profiling also includes any action by people in a position of authority who apply a measure disproportionately to segments of the population, in particular, because of their racial, ethnic or national origin or religious affiliation, real or presumed."

(<https://spvm.qc.ca/en/Fiches/Details/Profiling>)





# LARP

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## ACPR

JOIN US ON OUR JOURNEY  
TO WIN THE FIGHT AGAINST  
RACIAL PROFILING &  
SYSTEMIC RACISM.



2023 -2024 MEMBERSHIP/ADHÉSION

## WHAT IS RACIAL PROFILING?

"Any action taken by one or more people in authority with respect to a person or group of persons, for reasons of safety, security or public order, that is based on actual or presumed membership in a group defined by race, colour, ethnic or national origin or religion. Taken without factual grounds or reasonable suspicion, these actions can result in the person or group being exposed to differential treatment. " -<https://www.cdpdj.qc.ca/en/lexicon#racial-profiling>

## QU'EST-CE QUE LE PROFILAGE RACIAL ?

"Toute mesure prise par une ou plusieurs personnes en position d'autorité à l'égard d'une personne ou d'un groupe de personnes, pour des raisons de sûreté, de sécurité ou d'ordre public, qui est fondée sur l'appartenance réelle ou présumée à un groupe défini par la race, la couleur, l'origine ethnique ou nationale, ou la religion. Prises sans fondement factuel ni soupçon raisonnable, ces actions peuvent aboutir à ce que la personne ou le groupe soit exposé à un traitement différencié. " -<https://www.cdpdj.qc.ca/en/lexicon#racial-profiling>

## Latest Videos



▶ 2:35

## [Demands for Montreal police to address racial profiling within force](#)

"There has been absolutely no change in 15 years," says Joel DeBellefeuille, founder of Red Coalition, an anti-racism group in Quebec demanding the Montreal police tackle racial profiling within the force. Farah Mustapha reports.



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PRIORITIES IN A SEASON OF GIVING...A20

DECEMBER 21, 2022

# The Suburban

QUEBEC'S LARGEST ENGLISH WEEKLY NEWSPAPER

## Beaconsfield Mayor attacks Agglo over 9.3% tax hike

By Dan Laxer  
The Suburban

Last week *The Suburban* reported on the apparent unfair tax burden being faced by West Island communities. Beaconsfield was hit particularly hard, with a nearly \$600 average tax bill increase in the coming year. And Beaconsfield Mayor Georges Bourelle is laying the blame squarely at the feet of the Montreal Agglomeration.

Bourelle, who wants to be sure residents understand that the bulk of the increase is not coming from Beaconsfield, but from Montreal, says the 9.39 percent rise just might be the highest tax hike the town has ever faced. Homeowners of a home valued at over a million dollars are looking at paying \$6788.22 for the coming year. That's about \$565 a month. But he also wants to reassure Beaconsfield taxpayers that when his administration tables their new budget, local funds will not be going toward the agglo's shortfalls.

He had harsh words to say about the imbalance of the Agglo's cost-sharing arrangements. He has been waging a legal battle against the Agglo since 2020. The City of Beaconsfield had been seeking

See AGGLO, page A16



(l-r): Babineau, Fontecilla, DeBellefeuille, Grey, Sam "Everyone knows the problem with racial profiling, except the Quebec government" scoffed noted civil rights lawyer Julius Grey.

## Article 636 slammed for enabling racial profiling

By Joel Ceausu  
The Suburban

636. "Every peace officer recognizable as such at first sight may, in the performance of his duties under this Code, agreements entered into under section 519.65 and the Act respecting owners, operators and drivers of heavy vehicles... (chapter P-30.3), require the driver of a

road vehicle to stop his vehicle. The driver must comply with this requirement without delay."

Ever heard of Article 636? Probably not, unless a police officer used it to justify pulling you over. But the seemingly benign 58 words in Quebec's Highway Safety Code are at the centre of an increasing

See ARTICLE 636, page A16

## CDN-NDG freeze on tax rate criticized as misleading

"We have to question the value"

By Joel Ceausu  
The Suburban

The borough of Côte-des-Neiges-Notre-Dame-de-Grâce (CDN-NDG) is maintaining its local services tax rate for 2023, adopting the rate of 4.13 cents per \$100 of assessment.

While the rate remains the same the borough will generate additional revenues of \$1,177,000 next year thanks to a dramatic hike in property evaluations. Indeed, last year the borough raised \$9,903,200 from local taxes; this year that number will go up to \$11,080,200, so while the rate remains the same, the amount it represents is heading north.

Property owners can expect to pay 5.4% more in property tax after the central city released its \$6.76 billion 2023 budget last week, the increase in the total tax burden averaging 4.1% for residential and 2.9% for non-residential buildings. The increase in the new 2023-2025 property assessment roll will be spread over three years to soften the impact for taxpayers.

Central city transfers to Montreal's most populous borough, however, remain stagnant at 2%, prompting an exchange

See FREEZE, page A16



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le tée journal



CANADA

# Quebec invests \$900,000 to train police to avoid racial profiling



By **Phil Carpenter** • Global News

Posted December 7, 2021 7:00 pm EST







## City of Longueuil facing contempt charges related to police racial profiling

The City of Longueuil has been summoned to Quebec court Wednesday following a 2020 court case involving police racial profiling.

Mar 15, 2023

CityNews Staff



**EXCLUSIF** PROFILAGE RACIAL:  
FADY DAGHER ET LA VILLE  
DE LONGUEUIL IMPLIQUÉS  
DANS UNE PRÉSUMÉE  
AFFAIRE D'OUTRAGE AU  
TRIBUNAL



DIRECT

LA LUTTE D'UNE VICTIME DE PROFILAGE RACIAL



# LE PROFILAGE RACIAL EXERCÉ PAR LA POLICE DANS LA MIRE DU MINISTRE BONNARDEL

Publié le 15 mars 2023 à 13:13

Mis à jour le 15 mars 2023 à 17:58







MONTREAL | News

# Black while driving: Longueuil man wins \$12,000 racial profiling ruling against police

Published Nov. 23, 2020 7:00 p.m. ET



By [Christine Long](#)  
CTV News Montreal Videojournalist

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City News

QUEBEC MAN ALLEGES BANK RACIALLY PROFILED HIM

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# WHAT WE DO

When you need a solid team to communicate your story to key players and the media; we've got you covered. We have access to municipal, provincial and federal politicians, journalists, reporters, current & former law enforcement officers, radio stations and major social-media influencers.



# LOBBYING FOR YOU

(The Red Coalition Inc. is a Registered Federal Lobbyist with the Office of the Commissioner of Lobbying Canada under Registration Number: 950727-370718)

- CONSULTATION   · ASSESSMENT   · MEDIA COVERAGE
  - DIGITAL CONTENT AND PRESS RELEASES   · PUBLIC RELATIONS
  - SECURE LEGAL COUNSEL AND MEDIATION
- 
- We will discuss your issues related to discrimination and race in Canada securing a plan to move forward.
  - We will discuss the contents of the complaint or issues with our board of directors and advisors for further insight.
  - We will communicate with the media, journalists, reporters and social media influencer's securing you coverage.
  - We are able to secure outside counsel and advisors keeping in mind confidential information.
  - We can help you prepare digital content and release statements to the press and media.
  - We will raise awareness of the complaint or issue, through various channels that are deemed important.



## GOVERNMENT INSTITUTIONS

- Canadian Human Rights Commission (CHRC)
- House of Commons
- Prime Minister's Office (PMO)
- Public Safety Canada (PS)
- Royal Canadian Mounted Police (RCMP)

## COMMUNICATION TECHNIQUES

- Written communication
- Oral communication
- Grass-roots communication

## CURRENT PROGRAM

- Encouraging the enactment of legislation to prohibit racial profiling by law enforcement. Further to a declared prohibition, the proposed legislation would require a law enforcement agency to confirm that it has established and maintained adequate policies and procedures designed to eliminate racial profiling, in order to qualify for funding under any transfer payment program.
- **Petition to the Minister of Public Safety** (<https://petitions.ourcommons.ca/en/Petition/Details?Petition=e-3668>)  
**Whereas:**
  - The practice of racial profiling seriously threatens equal rights, democracy and justice for all Canadians;
  - The Supreme Court has acknowledged that systemic racial profiling by policing, occurs as a “day-to-day reality” for Black and Indigenous Canadians;
  - A UN Working Group of Experts on People of African Descent found that racial profiling is “endemic” in Canadian law enforcement, and urged this country to immediately discontinue this practice in all of its forms;
  - While some provinces have passed regulations and moratoriums prohibiting these practices, pretextual pedestrian “street checks” and “stops” of Black motorists (aka “driving while black”) persist;
  - There is a clear link between public confidence in policing and public safety, the erosion of police legitimacy has profound consequences for our justice system, as well as on the cost effectiveness of police services and billions of taxpayers’ dollars paid annually;
  - Private Member’s Bill-C296, Elimination of Racial Profiling Act, was introduced in 2004 but never became law;
  - To date, there has been no concrete meaningful action from governments to effect systemic changes in policing to eliminate the practice of racial profiling; and
  - Canada has the constitutional power to legislate in respect to “peace, order and good government”.
- We, the undersigned, citizens and residents of Canada, call upon the Minister of Public Safety to request the enacting of legislation to prohibit racial profiling and influence the policing culture in this country, by requiring law enforcement agencies to establish policies and procedures to eliminate it from their practices to receive federal funding.



**Description of the organization's activities**

The Red Coalition is a group of like-minded people from all walks of life, shapes, colors and sizes; lobbying for one common goal, which is to eliminate the practice of racial profiling and systemic racism within Canada.

**Responsible officer name and position during the period of this registration**

Joel DeBellefeuille, Founder, Chairman & Executive Director

**Organization's membership or classes of membership**

Our organization is made up of voting members or associate members with no voting rights.

**Government funding**

No government funding was received during the last completed financial year.

**In-house Organization Contact Information****Address:**

2325 Cote-St. Charles  
St. Lazare, QC J7T-2J4  
Canada

**Telephone number:** 1.800.735.4086

**Lobbyists employed by the organization**

- Joel DeBellefeuille, Founder, Chairman & CEO | No public offices held
- Alain Babineau, Director, Racial Profiling & Public Safety | No public offices held
- Ketcia Peters, President | No public offices held
- Matthew Kerr, Director, Chair of the Community Services Committee | No public offices held
- Mauricio Peña, Director, Chair of the Social Committee | No public offices held
- Cosimo La Rosa, Advisor | No public offices held
- Ralph Mastromonaco, Board Member | No public offices held
- Qaiser Choudhry, National & International Advisor | No public offices held



## DONATIONS

The Red Coalition Inc. is currently accepting donations in order to win the fight against racial profiling & all forms of systemic discrimination in Canada.

**Cheques are payable to:**

Red Coalition Inc., 2325 Cote-St. Charles, J7T-2J4, St. Lazare, Quebec, Canada, Tel. 1-800-735-4086

Wire transfers and e-transfers are accepted. E-transfer to: [info@redcoalition.ca](mailto:info@redcoalition.ca)

**Bank information:**

**Swiftcode:** NOSCCATT

Beneficiary Bank: Bank of Nova Scotia

**Bank Address:** 5800 Boulevard Cavendish, Cote St-Luc, QC, H4W-2T5, Canada

**Bank ID:** 002

**Branch Number:** 42861

**Account Number:** 0074519

**Beneficiary Name:** Red Coalition Inc.

**Beneficiary Address:** 2325 Cote-St. Charles, J7T-2J4, St. Lazare, Quebec, Canada, Tel. 1-800-735-4086

The Red Coalition Inc. is currently accepting donations in order to win the fight against racial profiling & all forms of systemic discrimination in Canada. We thank-you in advance for considering donating to the Red Coalition Inc.





RED COALITION

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