



ANNUAL REPORT

2020-2021

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A WORD OF THANKS FROM THE GENERAL AND ARTISTIC DIRECTOR

I wish to thank the administrative teams of Jeunesses Musicales Canada, Jeunesses Musicales Ontario, and Jeunesses Musicales New Brunswick, as well as the many JMC Chapters and the Jeunesses Musicales Canada Foundation, for their help in the preparation of this document.

Special thanks to Brent Besner and Émilien Roscanu for their administrative support.

A sincere thank you to Joël Laroque (le trafiquant d'images) for the sharing of his graphic grids for the layout of this report.

A WORD FROM OUR BOARD CHAIR

Jeunesses Musicales Canada, like many other cultural organizations, has been hit hard in 2020-2021 by the COVID-19 pandemic. However, it is often in times of crisis that we can identify what makes us different and allows us to stand out from the crowd. Two particular characteristics stand out in these difficult times.

First of all, we have always been able to count on the strength of our network of JMC Centres, which is made up of dedicated volunteers who are highly involved in supporting Jeunesses Musicales Canada. Thanks to them, many local initiatives have been able to maintain artistic activities in their regions despite many obstacles. On behalf of the members of the JM Canada Board of Directors, I would like to thank our Centre presidents and their volunteer teams for their unwavering support.

Michelle Landry, President, Baie-des-Chaleurs JMC Centre
Adrienne Deveau, President, Chaleur-Bathurst JMC Centre
Gail E. Carleton, President, Dalhousie JMC Centre
Martin Waltz, President, Dieppe JMC Centre
Jessie Guerrette, President, Edmundston JMC Centre
Wilfred J. Alliston, President, Fredericton JMC Centre
Claude Painchaud, President, Îles-de-la-Madeleine JMC Centre
Hélène Mercier, President, La Sarre JMC Centre
Chantal M. Tremblay, President, Lac Témiscamingue JMC Centre
Lise Léger-Andersen, President, Acadian Peninsula JMC Centre
Louise Lajoie, President, Port-Cartier JMC Centre
Gloria Richard, President, Kent JMC Centre
Yves Prévost, President, Rouyn-Noranda JMC Centre
Luc Bouchard, President, Saguenay JMC Centre
Solange Côté-Jacob, President, (drumroll please!) Val-D'Or JMC Centre

How can we support our young artists and offer our audiences musical performances in these unprecedented times? We were able to do so thanks to the professionalism and commitment of the entire JM Canada team under the admirable general and artistic direction of Danièle LeBlanc. They all had to show resilience in these difficult times and they carried out several projects that allowed us to shine across the country.

Often working in the shadows, they deserve to be in the spotlight today. A huge thank you to:
Danièle LeBlanc, Executive and Artistic Director
Émilien Roscanu and Brent Besner, Executive Assistants and Coordinators, Digital Projects and Volunteer Network
Nathalie Allen, Financial Services Director
Andrew Deschênes, Accounting Assistant
Clément Joubert, Director of Operations, Young Audiences and Music Education
Marie-Claude Codsì, Development Manager - Young Audiences
Judith Pelletier, Design, Production and Distribution Manager - Young Audiences, Montreal
Yogane Lacombe, General Audience and Emerging Artist Programs Manager
Aurélié Négrier, Music Education facilitator
André Mercier, Young Audiences Concert and Workshop Coordinator – Schools and Tours
Benoit Bilodeau, Young Audiences Logistics and Box Office Coordinator
Yoline Isebaert, Communications Coordinator
Noémie Vallet, Communications Manager

Many thanks to the members of our Board of Directors and its Executive Committee who were involved in an exceptional way.

A big thank you to our Foundation, chaired by Richard Lupien, as well as to its executive director, Gabrielle Blackburn, and to our generous donors who have provided us with invaluable financial support. I would like to acknowledge the unwavering commitment of our public partners: the Canada Council for the Arts, the Conseil des arts et des lettres du Québec, the Conseil des arts de Montréal and Canadian Heritage for their financial support at the heart of this crisis. Thank you very much! We look forward to the return of our normal activities in 2021-2022.

Jean-Guy Gingras

A WORD FROM THE ARTISTIC AND GENERAL DIRECTOR

What a year 2020-2021 has been! The pandemic turned everything upside down: halls closed, activities came to a halt, working from home, online school... Despite this major shift, we have been resilient, united and have put forth all efforts to get through it together and let music shine through.

In last year's annual report, I wrote: The 2020-2021 season will be different, perhaps even disorienting, but we see it as a springboard for new ways of working with you to improve our strategic plan and undergo a much-needed digital shift to ensure we maintain our presence. Our new team will guarantee it! Together, for music, everywhere, and with you all around us!

I don't believe that I could have put it any more accurately! Our Digital Ballads for 4- to 12-year-olds have given us exposure across Canada, from the Pacific to the Atlantic, for the first time in many years. Local activities organized by our regional JMC Chapters confirmed that there is a demand for classical music. The recording of the opera *Lucia di Lammermoor* was very well received by our audience. And we have developed targeted audio and video capsules with our current and former artists to make our programming even more accessible to general audiences... at the click of a button on our website. Our organization has never been more musically productive and creative!

In addition, our relationships with you have been strengthened thanks to monthly Zoom meetings with Chapter presidents. Each month, we held a mini meeting to discuss the latest news, developments, and current ideas. The network is full of life and contact has never been sustained so consistently. This is a new normal that we can no longer do without and that closes geographical gaps. That is why we are planning a small administrative reform of the Life of the Movement Committee, so that it better reflects this positive transformation.

In short, an improbable and incredible year. The only constant has been YOUR commitment. Thank you again for all you do for the JM Canada family. We can't wait to see you in person. It shouldn't be long now!

Danièle LeBlanc

ABOUT

A NETWORK
OF OVER 150
CANADIAN
VOLUNTEERS

A NETWORK
OF OVER 350
BUYERS

A PRESENCE IN
ALL PROVINCES
AND TERRITORIES

HEADQUARTERED IN
MONTREAL'S PLATEAU
MONT-ROYAL, WITH
CURRENT OFFICES
OPENED IN APRIL 2000

FOUNDING
MEMBER OF THE
JEUNESSES
MUSICALES
WORLD
ORCHESTRA

FOUNDED IN
1949

HOST TO 6
INTERNATIONAL
GENERAL
MEETINGS

MEMBER OF AN
INTERNATIONAL
NETWORK

15 VOLUNTEER-
RUN JMC
CHAPTERS IN
QUEBEC AND
NEW BRUNSWICK

JM CANADA:
A TALENT INCUBATOR
AND ONE OF
CANADA'S MOST
IMPORTANT
CLASSICAL MUSIC
PRESENTERS!

JEUNESSES MUSICALES CANADA

OUR MANDATE

Since 1949, Jeunesses Musicales Canada (JM Canada) has produced, presented and circulated professional concerts in outlying areas outside of major urban centers, thanks notably to a network of 150 local volunteers who help produce its touring concerts in halls and schools.

OUR MISSION

- To promote the discovery of various types of classical music among young audiences.
- To support the development of young classical musicians on the national stage.

OUR VISION

To become the national leader in:

- Introducing young audiences to the experience of classical music;
- Recruiting and supporting promising young musicians.

OUR ORGANIZATIONAL VALUES

EXCELLENCE

JM Canada presents the best classical music programming and the most promising artists.

ACCESSIBILITY

JM Canada plans and implements musical activities that reach and make classical music accessible to audiences across the country.

COMMITMENT

JM Canada is committed to working collaboratively with all partners (including artists, volunteers, collaborators, and sponsors) to foster their participation and involvement, with a view to fully achieving its mission and vision.

EDUCATION

Through its activities and initiatives, JM Canada fosters knowledge, listening, openness, creativity, classical music appreciation, and professional artist development.

PERSONAL GROWTH

JM Canada's programming provides high-quality, enriching, and entertaining experiences.

THREE MAIN ACTIVITY TYPES

YOUNG AUDIENCE CONCERTS AND ACTIVITIES

MUSICAL ESCAPADES: School outings hosted at Joseph Rouleau Hall at JM Canada.

CUSHION CONCERTS: Family concerts presented at Joseph Rouleau Hall at JM Canada.

YOUNG AUDIENCE CONCERTS: Theater concerts presented through our network, on tour and in schools.

DIGITAL BALLADS: Digital theater concerts presented through our network, in schools and daycare centers.

YOUTH WORKSHOPS

MUSIC INITIATION ACTIVITIES: In preschools, schools, day camps.

DIGITAL BALLADS: Digital theatre concerts presented through our network, in preschools and schools.

VIRTUAL MEDIATION: Digital workshops presented through our network, in preschools and schools, with a live, online music mediator.

MUSIC INITIATION ACTIVITIES: for presenters, and for special collaborations.

GENERAL AUDIENCE ACTIVITIES

EMERGING ARTISTS CONCERTS: Recital Tours of JMC Chapters and presenters.

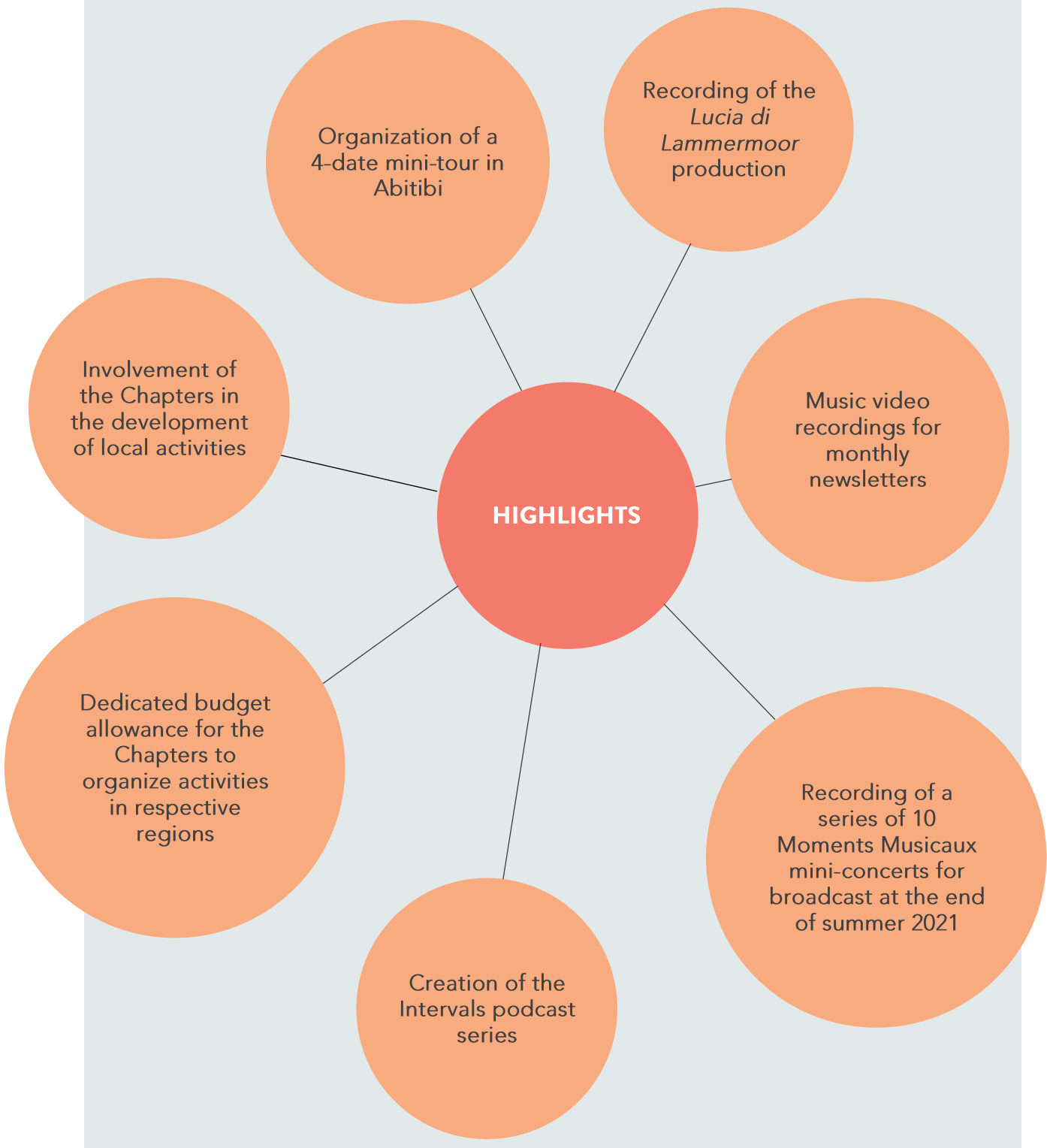
JACQUELINE-DESMARAIS MUSIC MEDIATION PROGRAM: Touring activities.

HAPPY HOUR CONCERTS: Recitals presented at JM Canada's Joseph-Rouleau Hall.

SPECIAL ACTIVITIES: Corporate concerts by request.

INTERVALS PODCASTS AND MOMENTS MUSICAUX VIDEO CONCERTS.

GENERAL AUDIENCE



LOCAL ACTIVITIES

CHAPTERS	# OF PERF. AND TYPE OF ACTIVITIES	ARTISTS	ATTENDEES
Acadian Peninsula	1 concert	Carl Philippe Gionet, piano	75
	1 concert	Quatuor Clef Théo Brideau and Marc Caron, violins, Estelle Salmon, viola Ariane Saulnier, clarinet	80
	1 concert	David Scott, clarinet Jaeyoung Chong, cello Carl Philippe Gionet, piano	75
Port-Cartier	1 concert	Montreal Guitar Trio (MG3) Sébastien Dufour, guitar Glenn Lévesque, guitar Marc Morin, guitar	70
Baie-des-Chaleurs	1 concert	Catherine Blouin piano Roxane Michaud, violin	68
	1 listening session	« La Mer », Bleubleu Festival	65
	1 concert	Vocal Ensemble Apéro Nathalie Morin, soprano Claire Bourbeau, mezzo-soprano Daniel Mayrand, tenor Marc Tétreault, bass-baritone Jérémy Pelletier, piano	120
Chaleur-Bathurst	1 concert	Quatuor Clef Théo Brideau and Marc Caron, violins, Estelle Salmon, viola Ariane Saulnier, clarinet	50
Dieppe	1 concert	David Scott, clarinet Jaeyoung Chong, cello Carl Philippe Gionet, piano	70
	1 Gala concert	Adèle LeBlanc, piano Gabrielle Carruthers, tuba Carl Philippe Gionet, piano Amélie Richard, saxophone Zhentong Wang, piano Shinie Wagaarachchi, clarinet Naomi Ford, flute Cédric Thériault, guitar Marie-Pier Arseneau, soprano Carlo Cormier, baritone	70
	1 concert	David Scott, clarinet Olivier Huebscher horn Neil Bishop, bassoon Sarah Harrigan, violin Robin Streb, viola Jaeyoung Chong, cello Dylan Hunter, doublebasse	50

Rouyn-Noranda	1 concert	Jessica Paradis, harp	124
La Sarre	1 concert	Jessica Paradis, harp	20
Val d'Or	1 concert	Jessica Paradis, harp	22
Lac Témiscamingue	1 concert	Jessica Paradis, harp	48
TOTAL	15	32	1 007

With the pandemic preventing our Emerging Artists Concert Tours from going forward, we agreed with the artists involved to postpone the tours from the 2020-2021 season to the 2021-2022 season. The decision was made quickly, as the artists were eager to tour with Jeunesses Musicales Canada and meet people in the different regions of their respective routes. However, our regional chapters have taken advantage of a dedicated envelope to organize local concerts, with artists from their region, to maintain their chapter's involvement within their subscribers and the locality.



Memories of a JMNB meeting in pandemic times.



Distribution of masks at the JMC Dieppe Chapter



Yves Prévost, chair,
JMC Rouyn-Noranda Chapter,
Jessica Paradis, harpist

RECORDINGS

LUCIA DI LAMMERMOOR BY DONIZETTI

Because of programming and a collaboration with the Festival d'opéra de Québec, we could not postpone the production of *Lucia di Lammermoor* to the following year. After discussing it with the artists, we agreed to opt for a recording of the work. The essence of the initial project having changed, we adjusted the production to be better suited to broadcast. The cast included two Lucias as the two sopranos hired for the tours agreed to divide the role.

CAST

Lucia Ashton/Alisa – soprano: Susan Elizabeth Brown – Ontario
Alisa/Lucia Ashton – soprano: Catherine St-Arnaud – Quebec
Lord Enrico Ashton – baritone: Geoffrey Schellenberg – Quebec
Sir Edgardo de Ravenswood – tenor: Louis-Charles Gagnon – Quebec
Lord Arturo Bucklaw – tenor: Jean-Philippe Lazure – Ontario
Raimondo Bideben – bass: Brenden Friesen – Ontario
Pianist: Stéphanie Gouin – Ontario

CREATIVE TEAM

Alain Gauthier, Stage Direction
Esther Gonthier, Musical Direction
Clémence Lavigne, Assistance to Stage Direction
Pierre-Luc Boudreau, Scenography
Karl-Émile Durand, Lighting Design
Pierre Lafontaine, Hair Design
Claudie Vandenbroucq, Makeup Design



CREATION OF THE INTERVALS PODCAST SERIES

In the spring of 2021, we created a series of podcast-style audio episodes featuring former JM Canada artists to create unique musical moments. During their interviews, the artists discuss their journey and give exclusive performances of a few pieces from their repertoire. Recorded in French, these episodes were made available for free on our website and shared on our social media.

ARTISTS

Charles Richard-Hamelin, piano
Ariane Brisson, flute and Olivier Hébert-Bouchard, piano
Cameron Crozman, cello and Philip Chiu, piano

CREATIVE TEAM

Danièle LeBlanc, host
Yogane Lacombe, logistics and coordination
Pierre Léger, sound recording and editing



VIDEO RECORDINGS FOR MONTHLY NEWSLETTERS

In an effort to make monthly newsletters more dynamic during the pandemic and to present musical content recorded by local artists, JM Canada hired our musicians to present works of their choice. These short videos, recorded in our hall, were always linked to the theme of the newsletter and complemented the playlists and activities designed for our subscribers.

LIST OF ARTISTS AND REPERTOIRE

- Cécile Muhire, soprano. Esther Gonthier, piano
- GERSHWIN, "My man's gone now" from *Porgy and Bess*
- Susan Elizabeth Brown, soprano, Esther Gonthier, piano
- GOUNOD, « Je veux vivre » from *Roméo et Juliette*
- MASSENET, « Allons, il le faut pour lui-même... Adieu, notre petite table » from *Manon*
- PUCCINI, « Quando m'en vo » from *La bohème*

Geoffrey Schellenberg, baryton, Tamar Simon, soprano, Holly Kroeker, piano

- ROSSINI, « Largo al factotum della città » from *Il Barbiere di Siviglia*
- PUCCINI, « O mio babbino caro » from *Gianni Schicchi*
- DONIZETTI, « Pronta io son » from *Don Pasquale*

Julia Mirzoev, violon, Meagan Milatz, piano

- KAPUSTIN, Sonata for violon and piano, op. 70, 2nd movement

Vincent Lauzer, Alexa Raine-Wright, flûtes à bec,

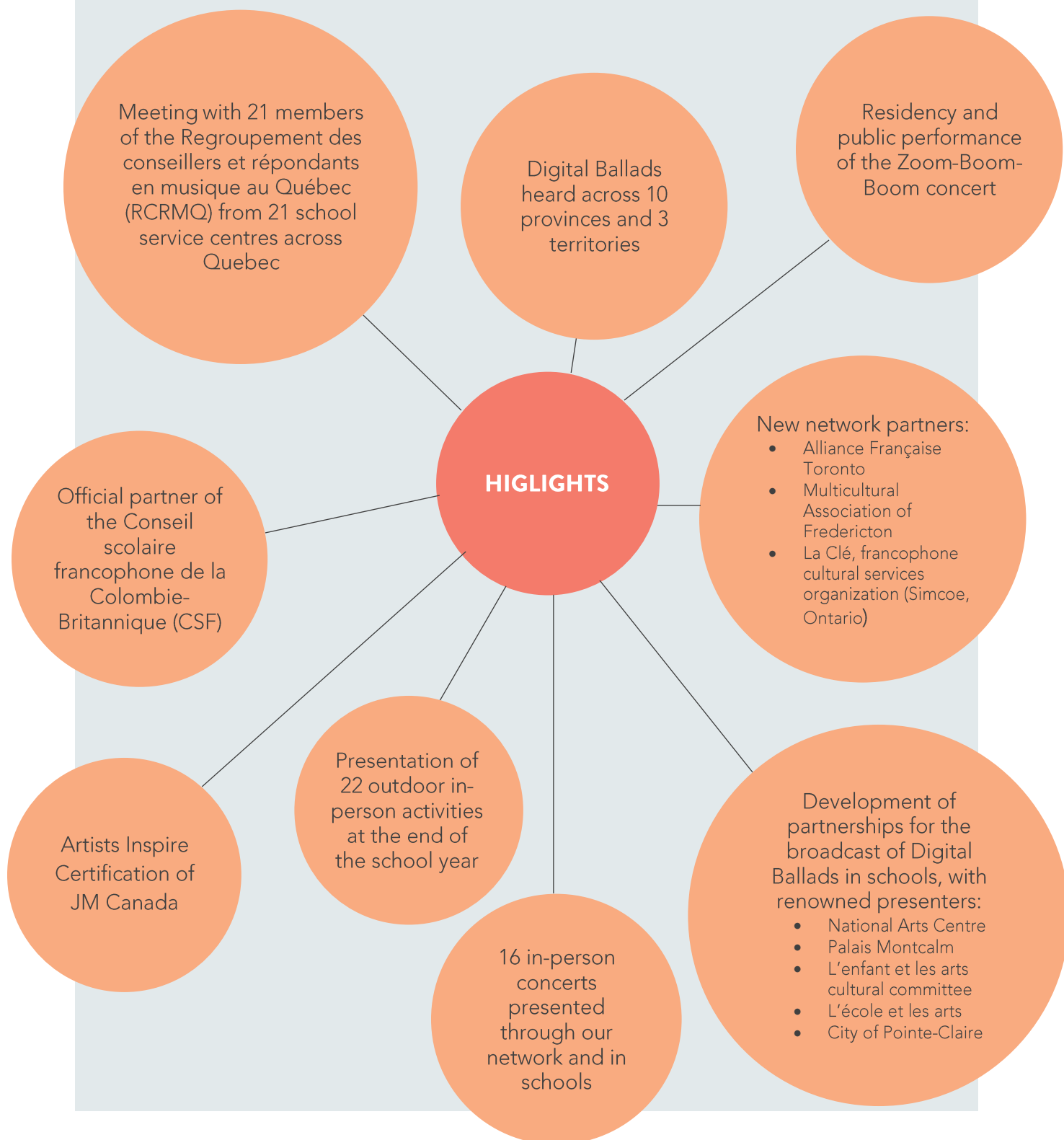
- Sonatas without bass, Sonata No 1 in F major, TWV 40:103, I : *Dolce* et IV: *Vivace*

Alkemia Ensemble: Jean-François Daignault, tenor, Stéphanie Pothier, mezzo, Dorothea Ventura, soprano

- *Tannenbaum/Mon beau sapin*
- *Gaudete, Christus est natus*
- *Petit papa Noël*
- *Le bonhomme de neige*
- *Feliz Navidad*
- *Joyeux Noël*

SERIES / ACTIVITIES	# OF REPR.	ATTENDEES	# OF VIEWS
Chapters' activities	15	1 007	n/a
Others	1	450	n/a
Digital activities			
Intervals	4	n/a	428
Monthly newsletter	6	n/a	1 106
Lucia di Lammermoor	3	254	127
TOTAL	29	1 711	1 534

YOUNG AUDIENCE



CONCERTS & RECORDINGS

CONCERTS	CREATED IN	# OF ARTISTS	# PERF.	TOTAL
Le Grand bal de Noël	2002	3	0	764
Giggle and Stomp!	2004	2	2	205
The Great Rhythmobile Adventure	2011	2	5	304
Mozart's Flight of Fancy	2013	3	6	179
Recorders on the Run	2014	2	3	117
La Marmite ensorcelée	2014	1	0	94
The Story of Babar	2014	2	0	124
The World for Christmas	2014	3	1	176
Luth, Friend of Kings	2105	1	2	58
The Beginnings of <i>Bing Bang!</i>	2018	2	0	69
Opera Candy	2017	4	1	128
The ones who dream...	2020	2	0	1
Jazz-Noisette	2019	4	0	39
Zoom-Boom-Boom	2019	2	2	8
TOTAL FINAL			22	

STAGE DIRECTORS : Michel G. Barette, Alain Gauthier, Judith Pelletier, Marilyn Perreault, François Racine

VIDEO RECORDINGS FOR MONTHLY NEWSLETTERS

So as not to leave children and their families out of the newsletters, JM Canada set up musical activities for children and invited artists to make short videos to introduce them to music. Percussionist Krystina Marcoux presented the secrets of the marimba and soprano Cécile Muhire presented the different aspects of singing.

5 VIDEO VIGNETTES FOR SPRING BREAK

In an effort to stay connected with families and children over Spring Break in 2021, JM Canada produced five music initiation videos for children ages 4-8. Started during the spring 2020 lockdown, this series follows the adventures of Sarabuga the Giant and Helen the Magician in the Music Lovers Forest.

The vignettes were made available for free on our website and shared on our social media and on the JM Canada website, garnering over 800 views.

YOUNG AUDIENCE CONCERTS

LE GRAND BAL DE NOËL (fr only)

Pierre Blais (banjo), Marc Fortin (trombone), Jean Sabourin (sousaphone)

GIGGLE AND STOMP! (fr/eng)

Marton Maderspach (percussions), Bruno Roy (percussions)

THE GREAT RHYTHMOBILE ADVENTURE (fr/eng)

Marton Maderspach (percussions), Bruno Roy (percussions)

MOZART'S FLIGHTS OF FANCY (fr/eng)

Amélie Fortin (piano), Amélie Lamontagne (violin), David Perreault (clarinet)

RECORDERS ON THE RUN (fr/eng)

Flûte Alors! Ensemble

Vincent Lauzer (recorders), Marie-Laurence Primeau (recorders)

Alexa Raine-Wright (recorders), Caroline Tremblay (recorders)

LA MARMITE ENSORCELÉE (fr only)

Julie SaMuse

Julie Béchar, percussion

THE STORY OF BABAR (fr/eng)

Laurence Lambert-Chan (piano), Élisabeth Payeur (narration)

UN MONDE POUR NOËL (fr only)

Ensemble Alkemia

Jean-François Daignault (voice, recorders and chalumeau), Stéphanie Pothier (voice and percussion), Dorothée Ventura (voice)

LUTH, FRIEND OF KINGS (fr/eng)

Madeleine Owen (luth and theorbo)

THE BEGINNINGS OF BING BANG! (fr/eng)

Marton Maderspach (percussion), Bruno Roy (percussion)

OPERA CANDY: The Gourmet Adventure of Hansel and Gretel (fr/eng)

Charlotte Gagnon (mezzo-soprano – Hansel), Carl Matthieu Neher (pianist)

Cécile Muhire (soprano – Gretel), Guillaume Rodrigue (actor-singer, narration)

THE ONES WHO DREAM (fr)

Audrée-Alexandrine Couillard-Tremblay (actor and singer, Characters from nature and the dreamworld), Alexandre Vollant (Innu actor, The Child)

JAZZ-NOISETTE (fr)

Audrée-Alexandrine Couillard-Tremblay (soprano – Clara), Emmanuelle Da Silva (flute, clarinet, saxophone – The Sugar Plum Fairy), Xavier Rousseau (piano – Uncle Drosselmeyer), Richard-Nicolas Villeneuve, (tenor – Nutcracker and The Mouse King)

ZOOM-BOOM-BOOM

Kristie Ibrahim, (percussion – Charlie), Sandrine Lemieux (actor – Sam)

CONCERTS AT THE ANDRÉ-BOURBEAU HOUSE

SERIES	TITLE	DATE AND TIMES
SUMMER ESCAPADES	Luth, Friend of Kings	2020/08/16, 10 & 11:30 a.m
	Recorders on the run	2020/08/31, 10 & 11:30 a.m
CUSHION CONCERTS	Zoom-boom-boom	2021/05/30, 10 & 11:30 a.m

CANADIAN WORKS

ZOOM-BOOM-BOOM

Stephanie MOORE
(b. 1979)

Music for Zoom-Boom-Boom

LUTH, FRIEND OF KINGS

Konstantin BOZHINOV
(b. 1988)

La Madeleine

THE ORIGINS OF BING BANG!

Marton MADERSPACH
(b. 1983)
Bruno ROY (b. 1962)

Rhythmic number *En avant le bing bang!*
Traditional folksong
Reel of the railway
Call and response song on the melody of , sur l'air de *Sur la grande côte*

THE GREAT RHYTHMOBILE ADVENTURE

Thierry ARSENAULT
(b. 1971)
Bruno ROY (b. 1962)

Raquettes
Bodydrumming
Poubelles et batteries

Bruno ROY

Ballons de basketball
Cajons

RECORDERS ON THE RUN

Matthias MAUTE
(b. 1963)

Kaléidoscope

LE GRAND BAL DE NOËL

Marc FORTIN (né en 1961)

Rap de la confrontation
Quel beau cadeau vous
m'avez fait à Noël

THE ONES WHO DREAM

Nathalie Shendaèhwes
PICARD

Original compositions
and arrangements of
traditional music

ISABELLA AND THE UNIVERSAL LANGUAGE

Maxime GOULET
(b. 1980)

United anthems

WORKSHOPS

WORKSHOPS	CREATED IN	# OF PERF.
The Rhythm Box	2008	0
Body Beat	2014	22
Little Noise-Makers	2017	8
Your Story Set to Music	2008	0
My Music as a Comic Strip	2010	0
Babar on stage	2015	0
Babar and Your Story Set to Music	2015	0
Globetrotting Ball	2016	12
Traditional Ball	2016	0
Time traveler's Ball	2016	0
Hansel et Gretel at the Opera	2017	0
Do-It-Yourself Music – Clarinet	2013	0
Do-It-Yourself Music – Megaphone	2010	0
Do-It-Yourself Music – Harp	2011	0
Do-It-Yourself Music – Violin	2014	0
Do-It-Yourself Music – Trumpet	2010	0
Do-It-Yourself Music – Guitar	2019	0
Musical Conversation – Clarinet	2014	0
Musical Conversation – Violin	2014	0
Musical Conversation – Theorbo	2017	0
Up Tempo	2014	14
Musical Initiation – A Rhythmic Trip around the World	2010	42
Musical Initiation – Introduction to voice	2010	0
Musical Initiation – Introduction to Body Percussion	2014	42
Musical Initiation – Sing me a Story	2012	36
Musical Initiation – Vivaldi's Winter	2016	0
Musical Initiation – Vivaldi's Spring	2017	0
MIJF workshops : Body Beat	2014	0
Classicofone (digital)	2019	0
Workshops – Cache-Cache	2019	0
Workshops – À vos percussions !	2019	0
Pilot Project – Body Beat	2020	0
Pilot Project – 0-18 months– workshop creation	2020	0
TOTAL FINAL		176

WORKSHOPS

FACILITATORS

QUEBEC
18 FACILITATORS

Thierry Arsenault
Krystelle Beuparlant
Stéphanie Beuparlant
Julie Blanchet
Laila Breger
Benoit Côté
Zeneli Côté-Trudel
Véronique Girard
Anit Ghosh
Claude Hurtubise
Gabriela Iznardo
Laurence Lambert-Chan
Marton Maderspach
Élisabeth Payeur
Bruno Roy
Andrea Nino Sarmiento
Clio Theodoridis
Aurélien Tomasi

NEW BRUNSWICK
3 FACILITATORS

Myriam Dionne Poitras
Jessie Guerrette
Lee Trites

NOVA SCOTIA
1 FACILITATOR

Guyaume Bouliane

COMMENTAIRES AU SUJET DES ACTIVITÉS NUMÉRIQUES

« I adored the Opera Candy because the voice is the something we can all relate to because we all have one! The students (6 and 7 years old) were very attentive throughout the show. Notions of the different voice ranges and types were well presented, and the story, which is well known by many, was easy to follow and, for my part, the songs really brought a moment of happiness. The attentiveness of the kids indicated to me that they appreciated this type of music. »

« The digital era we live in offers to the students the possibility of listening to music, of exploring and discovering different types of musical instruments from the world around them. »

« The show was spectacular, the acting was sublime and the actor-musicians were able to capture the interest of the kids throughout the show. In turn, the kids were happy to create the lyrics to a winter song just like the penguins did! »

DIGITAL BALLADS

Digital Ballads represent Jeunesses Musicales Canada's digital shift in the summer and fall of 2020 to ensure a complementary digital offering to the presentation of live arts during the pandemic.

The three main goals were:

1. To offer our clientele interactive online concerts and workshops for ages 4-6 and 7-12;
2. To create video adaptations of concerts for young audiences usually presented on stage in front of an audience and interactive workshops usually given in person to groups of preschool and elementary school children;
3. To offer young audiences the possibility of a spontaneous and rewarding live, online encounter, in addition to our pre-recorded videos.

In short, we were able to offer a quality digital product while schools were closed, while also supporting our Young Audiences artists by providing paid work during the pandemic.

The virtual talkbacks that accompanied the Digital Ballads allowed us to have direct and sustained contact with several schools outside of Quebec (British Columbia, Northwest Territories, Yukon, New Brunswick, Ontario).

This new offering required that we adapt and improve our existing educational tools for digital workshops (e.g. POUM-TCHAK challenges for digital workshops) and that we create and improve our free content for individuals and schools (e.g.: La forêt des mélomanes on the JM Canada website).

CREATION HISTORY

Digital Ballads began as a pilot project that was central to the strategic planning undertaken from March to June 2020, in the midst of the pandemic. First, in March and April 2020, we developed a new series of short weekly digital vignettes entitled La forêt des mélomanes, hosted by our music education facilitator Aurélie Négrier. Based on the level of interest shown for the series released during the lockdown, we decided to adapt our Body Beats workshop into a second series of episodes in April and May, offered in preschools and elementary schools in order to gauge children and teachers' interest for digital activities. Interest was rapidly confirmed and the development of the Digital Ballads began in May and was completed in July.

SUMMARY

The Digital Ballads 2020-2021 offering comprised of 3 workshops and 4 concerts. It was included the creation of a broadcast studio (streamlab) that allowed us to offer live, online animation to complement our pre-recorded workshop and concert offerings. It was a simple and impactful way to reach children from all over Quebec and Canada, with the help of our existing network and new preschool and elementary school partners.

PRODUCTION SCHEDULE

ACTIVITY	RECORDING	AGES	LANGUAGES	BROADCAST
Body Beats - workshop	August 2020	4 to 6, 7 to 12	French and English	October 2020
Your Wintertime Song - workshop	September 2020	4 to 8	French and English	November 2020
Hansel and Gretel to the opera - workshop	September 2020	4 to 6, 7 to 12	French and English	February 2021
Giggle and Stomp - concert	September 2020	4 to 6	French and English	October 2020
The Beginnings of Bing Bang! - concert	September 2020	7 to 12	French and English	October 2020
Le grand bal de Noël - concert	October 2020	4 to 8	French	November 2020
Opera Candy: The Gourmet Adventure of Hansel and Gretel - concert	December 2020	4 to 6, 7 to 12	French and English	February 2021
The Story of Babar, the Little Elephant - concert	December 2020	3 to 7	French and English	May 2021
The Great Rhythmobile Adventure - concert	March 2021	6 to 12	French and English	May 2021

Digital Ballads - Concerts

From left to right: Le grand bal de Noël, Giggle and Stomp and Opera Candy: The Gourmet Adventure of Hansel and Gretel.



WORKSHOPS

HANSEL AND GRETEL AT THE OPERA

Musicians: Charlotte Gagnon Gabriela Iznardo, Cécile Muhire, Aurélie Négrier, Carl Matthieu Neher, Guillaume Rodrigue

BODY BEATS

Musicians: Gabriela Iznardo, Marton Maderspach, Aurélie Négrier, Bruno Roy

YOUR WINTERTIME SONG

Musicians: Pierre Blais, Marc Fortin, Gabriela Iznardo, Aurélie Négrier, Jean Sabourin

CREATIVE TEAM

Creation and Concept Design: Aurélie Négrier

Facilitator French version: Aurélie Négrier,

Facilitator English version: Gabriela Iznardo

Production: Camion Productions (Johathan Charbonneau, Christian Roy, Etienne Behan-Paiement, videographers)

Set Design: Pierre-Luc Boudreau

Lighting: Anne-Marie Legault

Acting Coach: Gina Couture

English Diction Coach: Nick Carpenter

Production Photographer: Antoine Saito

CONCERTS

THE BEGINNINGS OF BING BANG!, GIGGLE AND STOMP and THE GREAT RHYTHMOBILE ADVENTURE

Musicians: Marton Maderspach, Bruno Roy

OPERA CANDY: THE GOURMET ADVENTURE OF HANSEL AND GRETEL

Musicians: Cécile Muhire, Charlotte Gagnon, Guillaume Rodrigue, Carl Matthieu Neher

LE GRAND BAL DE NOËL

Musicians: Marc Fortin, Pierre Blais, Jean Sabourin

THE STORY OF BABAR, THE LITTLE ELEPHANT

Musicians: Laurence Lambert-Chan, Élisabeth Payeur

CREATIVE TEAM

Adapted and directed by Marie-Julie Parent

Director of Photography: Francis Maheu

Camera Technicians: Jean-Paul Botelho and Julie Laperrière

Sound Recording: Benoît Trudeau

Lighting: Anne-Marie Legault

Editor: Antoine Trudeau

Color Correction: Antoine Trudeau and Attraction Images

Sound Effects: Mélanie Gauthier

Sound Mixing: Charles-Antoine Chevarie

English Diction Coach: Nick Carpenter

Stage Director (Rhythmobile): Michel G. Barrette

Production Assistants: Philippe Chrusten, Charlotte Gagnon

Set Design Assistant: Véronique Girard

End of the filming of the Hansel & Gretel at the Opera workshop with the animation, production and film team.



DIGITAL BALLADS BY PROVINCE/TERRITORY



DIGITAL ACTIVITIES	# OF ACTIVITIES	ATTENDEES
Concerts	326	69,051
Workshops	287	57,225
Mediations	27	1,600
Postponed PassepART	40	5,805
TOTAL	680	133,681

2020-2021 STATISTICS

CONCERTS	# of perf.	Attendees	Views
GENERAL PUBLIC			
JMC Chapters activities	15	1,007	n/a
Special concerts	1	450	n/a
Subtotal 1	16	1,457	n/a
GENERAL PUBLIC DIGITAL			
Intervals	4	n/a	428
Monthly newsletters	6	n/a	1,106
<i>Lucia di Lammermoor</i>	3	254	127
Subtotal 2	13	254	1,661
YOUNG AUDIENCE			
Young Audience Concerts (networks, tours and schools)	16	2339	n/a
Musical Escapades	4	134	n/a
Subtotal 3	20	2,473	n/a
YOUNG AUDIENCE DIGITAL			
Digital Ballads	326	69,051	n/a
PassepART postponed	40	5,805	n/a
Presenters	11	3,706	767
Subtotal 4	377	78,562	767
FAMILY			
Cushion Concerts	2	44	n/a
Total Concerts	428	82,790	2,301

2020-2021 STATISTICS

WORKSHOPS	# of perf.	Attendees	Views
PRESCHOOL (initiation)	15	150	n/a
ELEMENTARY SCHOOL AND DAY CAMPS	90	2 743	n/a
DIGITAL WORKSHOPS			
Digital Ballads	287	57 225	n/a
Presenters	4	106	n/a
SUBTOTAL	291	57 331	n/a
FAMILY			
Presenters	57	4 680	1 170
DIGITAL MUSIC EDUCATION			
Digital talkback event	27	1 600	
Forêt des mélomanes	5		271
Infolettres mensuelles	2		153
SOCIAL COMMITMENT			
ETPSY/ Hôpital Ste-Justine	14	168	n/a
Workshop total	489	66 672	1 594
GRAND TOTAL	917	149 462	3 895

Distribution of masks to the volunteers of the JMC Rouyn Chapter



COMMUNICATIONS

VISUAL IDENTITY

Approval of a colour chart for 2020-2021 (Blue, Coral, Peach, Grey)

20
21 CONCERTS
RELEVÉ
EMERGING
ARTISTS
CONCERTS



COULEURS
OFFICIELLES



Bleu

CMYK : 85 - 35 - 30 - 10
RGB : 7 - 124 - 148
HEX : 077c94



Corail

CMYK : 0 - 65 - 54 - 0
RGB : 244 - 123 - 107
HEX : f47b6b



Pêche

CMYK : 0 - 39 - 50 - 0
RGB : 249 - 171 - 128
HEX : f9ab80



Gris

CMYK : 10 - 4 - 5 - 0
RGB : 226 - 233 - 235
HEX : e2e9eb

DIGITAL OUTREACH

SOCIAL MEDIA



FACEBOOK

4,939 people like the page (+10%)
5,478 subscribers (+12%)
Reach increase +170%



INSTAGRAM

1,244 followers (+12%)
Reach increase +700%



LINKEDIN

189 followers (+41%)
Engagement rate 10%



YOUTUBE

324 subscribers (+12%)



NEWSLETTER

Sent monthly
35% open rate

WEBSITE

Traffic from July 1, 2020 to June 30, 2021

Number of users 43,373 (+17%)

Number of sessions (visits) = 60,220 (+8%)

Number of pages viewed = 140,798

Average duration of visits = 1'47''

Pages viewed per session = 2,34

DIGITAL PIVOT



DIGITAL BALLADS

To promote the Digital Ballads program, we produced digital advertising campaigns from February to May 2021, in partnership with Click & Mortar digital marketing agency. These campaigns had a significant impact on our website traffic: we received 22,317 visitors, 77.37% of them new visitors.

- **Campsite campaign** (Out of Home - Outdoor advertising spaces within 250 meters of an elementary school (target audience)).
- **Stack Adapt campaign** (La Presse, Quebecor, Pelmorex). This campaign generated clicks from 26 direct contacts to our site.
- **Google Ad Display campaign**. We obtained \$1,510 in grants through Google Ad Grants and were able to better target our SEO.
- **Facebook Campaign**. This campaign alone generated 551 hits on our website, 27% of which were Quebec French speakers who converted their hit into a website visit.

INTERVALS

With the Intervals podcast, we reached:

ON FACEBOOK

Episode 1 | Charles Richard-Hamelin
1,330 people and 301 listens

Épisode 2 | Arianne Brisson and
Olivier Hébert Bouchard
789 people pour 80 listens

Épisode 3 | Cameron Crozman and
Philip Chiu
1,852 people pour 47 listens

SUR NOTRE SITE WEB

Number of sessions (visits)
679

2019/2023 ACTION PLAN

YEAR 2

ISSU 1: Our products

ORIENTATION 1: Ensure suitable programming for all age groups between 0 and 16.

ACTIONS	GOALS REACHED
1.1.1 Develop young audience workshop facilitation and concert programming in target geographical areas	Target revised and met. The pandemic had an impact on our strategic plan. The development of new markets and buyers in Quebec was focused on the regions of Montreal, Laval, Montérégie, Gatineau, Lanaudière, Laurentides and Bas Saint-Laurent.
1.2.1 Develop artist-led facilitation for general audiences on the Emerging Artists Concert tours	Target postponed to the 2021-2022 season due to tour cancellation.
1.2.2 Develop the orchestral market by offering concert programming designed for young audiences	Target revised and exceeded to maximize PassepART activities and development in Nova Scotia and New Brunswick.
1.2.3 Grow the reach of our early childhood programming in kindergartens	Target met with the sale of digital workshops.
2.1.2 Develop a concert for ages 0-3	Target postponed to the 2021-2022 season due to digital shift.

ISSU 2: Our presenting network

ORIENTATION 2: Develop the various ways of bringing classical music to young people

ACTIONS	GOALS REACHED
3.1.1 Increase knowledge of our presenting network	Target revised and exceeded via PassepART and Digital Ballads
3.1.2 Prioritize buyers according to specific parameters	Target revised and exceeded via PassepART and Digital Ballads
3.1.3 Ensure representation in the territory where the targeted buyers are located	Target revised and exceeded via PassepART and Digital Ballads
3.2.1 Implement a customer service policy	Protocol written and implemented
4.1.1 Identify stakeholders locally	Target revised and exceeded via PassepART and Digital Ballads
4.2.1. Identify potential partners	Target revised and exceeded via PassepART and Digital Ballads
4.2.2 Prioritize partners according to specific parameters	Target revised and exceeded via PassepART and Digital Ballads

ISSU 3: Our brand image

ORIENTATION 3: Position the JM Canada brand by promoting our mission and vision to our audiences and partners

ACTIONS	GOALS REACHED
5.1.1 Identify, measure, and evaluate brand positioning among target audiences, peers and partners	Creation of a digital committee to position Digital Ballads.
5.2.1 / 5.2.2 Define desired brand positioning and prioritize target audience segments according to a marketing evaluation grid	Implementation of targeted digital advertising campaigns with Click & Mortar Agency to increase brand awareness and understanding.
6.1.1 / 6.2.1 Define messaging, select strategies and tactics	
6.1.2 / 6.2.2 Define budget and timeline	
6.1.3 / 6.2.3 Launch campaign and evaluate its effectiveness	

ISSU 4: Our operating structure

ORIENTATION 4: Rethink JM Canada's corporate structure

ACTIONS	GOALS REACHED
7.1.1 Develop a new proposed structure for the board	Monthly Zoom meetings with the Centres and proposed changes to the Life of the Movement Committee.
7.2.1 Promote and favor various types of classical music within the JM international network	Classical Committee - JM International enCore program.
8.1.1 Develop a model for Young Audience Committees	Creation of a Young Audiences committee with Centres and organization of a meeting.
8.3.1 Support and provide resources to volunteers in their own environment	Monthly meetings Zoom
8.3.2 Recognize and reward volunteers	Survey of volunteers on ways to increase satisfaction

ISSU 5: Our funding

ORIENTATION 5: Securing funding for JM Canada activities

ACTIONS	GOALS REACHED
9.1.1 Involve and give a role to the JM Canada Foundation in fundraising programs	Target met - JM Canada Foundation strategic plan will be presented in October 2021.
9.1.2 Implement an annual fundraising campaign strategy	Target met through the JM Canada Foundation.
9.1.3 Ensure funding for JM Canada corporations and Chapters	Target revised and met with \$30,000 in funding to maintain local activities.
9.1.4 Implement a sponsorship and corporate donation strategy (Foundation)	Sponsorship target revised in accordance with JM Canada Foundation goals
9.2.1 Establish strategic monitoring of grant opportunities	Canada Emergency Wage Subsidy, Digital exploration and deployment (CALO)
9.2.2 Ensure active representation with the various levels of government	Conseil des arts de Montréal, Conseil des arts et des lettres du Québec, Canada Council for the Arts, North American Performing Arts Managers and Agents, Canadian Association for the Performing Arts, Ministère de la Culture et des Communications du Québec, Ministère des Finances du Québec

9.3.1 Optimize activities' sales revenues	Target met by Digital Ballads sales
9.3.2 Optimize ticketing revenues at Joseph Rouleau Hall	Target cancelled due to pandemic.
9.3.3 Optimize ticketing revenues at Joseph Rouleau Hall	9.3.3 Optimize rental revenues at Joseph Rouleau Hall Target cancelled due to pandemic and use of the hall for digital concert recordings and rehearsals.
9.4.1 Analyze project profitability	Target in progress for general audiences and met for Digital Ballads
10.1.1 Implement a Planned Giving program	Target met through the JM Canada Foundation
10.1.2 Promouvoir activement le fonds Joseph Rouleau / André Bourbeau à perpétuité (Fondation)	Sponsorship target revised in accordance with JM Canada Foundation goals.

PROPERTY MANAGEMENT

JM Canada encountered two other major unforeseen events in the summer of 2020. First, the André-Bourbeau House suffered unprecedented water damage. Torrential rain, blocked drains and micro cracks in the roof created a mini swamp in Joseph Rouleau Hall, ravaging the service area walls and the carpets on the administrative floor, among other damage. A few weeks later, our computer server fell prey to a cyber attack that encrypted all our files. Fortunately, no sensitive data was affected. Thanks to the support of our IT provider, HelpOX, we regained access to our files and documents within a week. Our digital and computing protection tools were upgraded and everything was back to normal within a few weeks.

With all of our 2020-2021 indoor activities postponed to the following season, Joseph Rouleau Hall and André Bourbeau House were freed up to get necessary maintenance work done, beyond the emergency work caused by the water damage:

- securing the access to the terrace and roof;
- repairing the roof and air conditioning units;
- repairing the concert hall floor following the water damage;
- completely repairing the service area and corridors (carpet) on the second floor following the water damage;
- upgrading our technical equipment for the concert hall;
- upgrading contracts for our shared equipment (stamp machine and photocopiers);
- erasing of the many graffiti littering our historically classified building;
- fixing of our outdoor stairwell;
- repairing of our outdoor lighting;
- replacing of our defective windows.



JM CANADA NETWORK

JM CANADA IS SUPPORTED BY 2 PROVINCIAL ORGANIZATIONS

Jeunesses Musicales New Brunswick

Chair: Wilfred Alliston

11 directors

5 board meetings

August 20, 2020 (Zoom videoconference)
December 4, 2020 (Zoom videoconference)
January 14, 2021 (Zoom videoconference)
March 11, 2021 (Zoom videoconference)
May 21, 2021 (Zoom videoconference)

Annual General Meeting

October 17, 2020 (Zoom videoconference)

Financing

A \$7,830 grant from the New Brunswick
Department of Tourism, Heritage and Culture
for the 2020-2021 season.

7 chapters

Jeunesses Musicales Ontario

Chair: Danièle LeBlanc

12 directors

2 board meetings

September 16, 2020 (Zoom videoconference)
December 2, 2020 (Zoom videoconference)

Annual General Meeting

September 16, 2020 (Zoom videoconference)

No financing

No chapter

JM CANADA CHAPTERS AND QUALIFIED PRESENTERS

- 1 Au Vieux Treuil JMC Centre
- 2 Baie-des-Chaleurs JMC Centre
- 3 Dalhousie JMC Centre
- 4 Chaleur-Bathurst JMC Centre
- 5 Acadian Peninsula JMC Centre
- 6 Kent JMC Centre
- 7 Dieppe JMC Centre
- 8 Fredericton JMC Centre
- 9 Edmundston JMC Centre
- 10 Port-Cartier JMC Centre
- 11 Saguenay JMC Centre
- 12 Lac Témiscamingue JMC Centre
- 13 Val d'Or JMC Centre
(drumroll, please!)
- 14 Rouyn-Noranda JMC Centre
- 15 La Sarre JMC Centre
- 16 Qualified presenter CD spectacles
(Gaspé)
- 17 Qualified presenter Théâtre des Eskers
(Amos)
- 18 JM Canada's André Bourbeau House

18

VOLUNTEER-BASED
CHAPTERS AND 3
QUALIFIED PRESENTERS
IN QUEBEC AND
NEW BRUNSWICK

JM CANADA NETWORK

The regional network of JMC Chapters (7 in New Brunswick and 8 in Quebec) is made up of over 150 volunteers who oversee the logistics, promotion, funding, and presentation for JM Canada Emerging Artists Concerts. Overall, over 10,775 volunteer hours were contributed by regional volunteers. They are classical music ambassadors of the highest order. Although fewer in number than in past years, local initiatives have been undertaken by the chapters.

EXAMPLES OF LOCAL INITIATIVES

- Abitibi – Organisation of a local tour with the Rouyn, La Sarre, Lac Témiscamingue and Amos Chapters.
- Baie-des-chaleurs – Presentation of a concert in partnership with a local venue
- Caraquet - Presentation of concerts with local artists and a fund-raising campaign by way of mask sales
- Dieppe (N.-B.) – Presentation of a season including 3 concerts
- Chaleur-Bathurst (N.-B.) – Presentation of concerts with local artists
- Edmundston (N.-B.) – Financial support and involvement with Sistema New Brunswick – Edmundston as well as the organisation of musical mediation workshops in regional schools thanks to their regional moderator
- Fredericton (N.-B.) – Involvement in preschools by financially supporting the presentation of digital workshops
- Port-Cartier – Presentation of concerts in partnership with local venues
- Jeunesses Musicales New Brunswick – Awarding of scholarships via the Laetitia-Cyr Fund

MONTREAL VOLUNTEERS

Under the supervision of head volunteer Carol Bourbonnais, 23 volunteers usually help JM Canada's André Bourbeau House activities run smoothly. Considering the pandemic, 227 hours of volunteer work were completed by the team across various tasks. In the spring, we were able to invite volunteers, while respecting public health norms, to help send out a mailer and to welcome the public at our first in-person Cushion Concerts. The Christmas luncheon and June 2021 annual meeting did not take place, but regular updates were given to volunteers to keep them informed of digital and administrative activities and to thank them for their involvement. In this unprecedented year, their perseverance and patience with regards to the situation deserves to be recognized.

HUMAN RESOURCES

14

PERMANENT EMPLOYEES
AND 1 TEMPORARY
EMPLOYEE AT THE HEAD
OFFICE

3

CONTRACT
EMPLOYEES

OVER 100

ARTISTS,
FACILITATORS,
DESIGNERS AND
TECHNICAL TEAM
MEMBERS.

Fourteen permanent employees were hired by Jeunesses Musicales Canada. We also hired a temporary resource (term contract) to support us in the sale of Digital Ballads, among other things. Three contract employees completed this hectic year, for specific and short-term needs. Jeunesses Musicales New Brunswick also hired a part-time Development Officer to support the Centres in the province and to help stabilize the corporation, completing our family of colleagues for 2021.

The implementation of an overtime protocol was the major human resources matter in 2020-2021. Developed by an ad hoc committee of employees, it allowed for better control of accumulated hours to allow for equitable compensation of the time invested in our many events and activities.

JM CANADA TEAM AS AT JUNE 30, 2021

DIRECTION

Danièle LeBlanc	General and Artistic Director
Brent Besner	Executive Assistant and Coordinator, Digital Projects and Volunteer Network

ARTISTIQUE

Clément Joubert	Director of Operations – Young Audience and Mediation
Benoît Bilodeau	Young audiences Logistics and Box Office Coordinator
Yogane Lacombe	Head of General Audience Activities
André Mercier	Young Audience Concerts and Workshop Coordinator – Schools and Tours
Marie-Claude Codsi	Head of Workshops and Young Audience Development
Aurélie Négrier	Music Education Facilitator
Judith Pelletier	Head of Design, Production and Distribution, Young Audiences – Montreal

SERVICES FINANCIERS

Nathalie Allen	Financial Services Director
Andrew Deschênes	Accounting Assistant

COMMUNICATIONS

Noémie Vallet	Head of communications
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CORPORATION

Sébastien Sirois	Development Officer JMNB
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THANK YOU TO THE JM CANADA EMPLOYEES WHO WORKED FOR US THIS YEAR

Anne-Marie Leprince, Christophe Montoya, Émilien Roscanu et Yoline Ysebaert

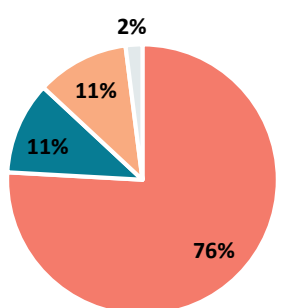
FINANCIAL OVERVIEW

For the year ended June 30, 2021

CONSOLIDATED FINANCIAL STATEMENTS

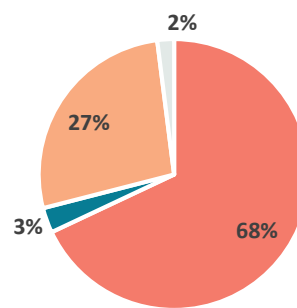
	2020-2021	2019-2020
Income	\$ 1 827 390	\$ 1 864 741
Expenses	\$ 1 802 768	\$ 1 801 199
Surplus (deficit) of income over charges	\$ 24 604	\$ 63 542

Distribution of Income



- Grants
- Private fundraising
- Earned Revenues
- Amortization

Distribution of Expenses



- Artistic and Production
- Amortization of Capital
- Administration
- Representation and Development

BALANCE SHEET

	2020-2021	2019-2020
Assets	\$ 1 576 449	\$ 1 881 022
Liabilities	\$ 1 225 678	\$ 1 484 855
Net assets	\$ 350 771	\$ 326 167

For the 2020-2021 season, unrestricted net assets remained positive with \$ 8,445 in balance at year end, despite numerous expenses incurred for property and equipment.

JEUNESSES MUSICALES CANADA FOUNDATION

Founded on November 16, 1984, the JM Canada Foundation is a charitable organization whose mission is to raise, create and administer funds in order to:

1. Support the mission of JM Canada: to promote the discovery of various types of classical music among young audiences and to support the development of young classical musicians on the national stage.
2. Support the career development of young Canadian musicians.

FUNDRAISING EVENTS

OPERA, BUBBLES AND CHOCOLATE

Our Valentine's Day fundraising event Opera, Bubbles and Chocolate took place between February 11 and 14, 2021. Forty \$250 packages were sold to the general public. This event generated a gross profit of \$10,600. JM Canada's intimate performance of Donizetti's Lucia Di Lammermoor, originally scheduled to go on tour, was premiered digitally during the event. Thanks to partners MASI and Leonidas Mont-Royal, sweet treats were delivered directly to each participant's home.

MOTHER'S DAY

Our Mother's Day fundraising event took place between May 6 and 9, 2021. Forty-four \$250 packages were sold to the general public. This event generated a gross profit of \$33,000. In addition, 228 women participating in different support programs to build a better future for themselves (Chânon, Portage, YWCA Montreal and Villa Pierrot) had the privilege of hearing a concert by the Trio de l'Île and receiving spring flowers.

Partners: NDG Florist and Alfid Group

FOUNDATION SCHOLARSHIPS AND AWARDS

PETER MENDELL AWARD - CANCELLED

The JM Canada Foundation and Mr. Peter Mendell jointly decided not to present an award this year due to the global pandemic.

CHOQUETTE-SYMCox AWARD

The JM Canada Foundation is delighted to present the 2021 Choquette-Symcox Award to violinist Marie Nadeau-Tremblay and cellist Dominique Beauséjour-Ostiguy. The two string players were each presented with a \$5,000 Excellence Grant during the award ceremony at Jeunesses Musicales Canada House on May 26.

FONDS D'AIDES AUX ARTISTES (AIDA FUND)

The JM Canada Foundation is proud to have awarded \$130,745 in bursaries to 19 Quebec artists for their career development, as well as to five renowned institutions that provide non-recurring financial assistance to young Quebec musicians and contribute to their training.

APPOINTMENTS

GABRIELLE BLACKBURN, EXECUTIVE DIRECTOR

On November 16, 2020, National Philanthropy Day was celebrated across Canada. On this occasion, the Association of Professionals in Philanthropy – Quebec Chapter presented Excellence Awards to individuals and companies who excel in their volunteering activities and fundraising campaigns in order to contribute to the well-being of others and of our society. On this occasion, Gabrielle Blackburn, Executive Director of the JM Canada Foundation, was presented with the new Outstanding Innovative Manager Award for the Do Mi Si La Do Ré (Beloved Home) Contest project.

The 2020 Excellence Awards Jury, made up of distinguished leaders from the business community and charities, was chaired by Andrew Molson, Chairman of the Board, Avenir Global and AFP Outstanding Philanthropist Award recipient (2019) with his family.

FLORENCE JUNCA-ADENOT, DIRECTOR

On June 22, 2021, our Board Member Florence Junca-Adenot received the title of Knight of the Ordre national du Québec. During this 35th ceremony, the Premier of Quebec, François Legault, honoured people who have changed the face of the province.



Left to right: Dominic
Beauséjour-Ostiguy,
Marie Nadeau-Tremblay,
Gabrielle Blackburn,
Florence Junca-Adenot



JEUNESSES MUSICALES INTERNATIONAL

BRIEF OVERVIEW

Established in 1945 in Belgium, JM International (JMI) is the largest youth music NGO in the world, with a mission of “enabling young people to develop through music across borders”. JMI has established four priority areas of activity:

- young musicians;
- young audiences;
- youth empowerment;
- orchestras and youth ensembles.

PROGRAMS

ENCORE: Annual creative gathering to discuss new ways to approach classical music through a youth-driven lens.

ETHNO: oral transmission in world music – 15 camps in 10 European countries and India.

EURO-ARAB YOUTH MUSIC CENTER: musical exchange program between Arab and European countries.

FAIR PLAY: composition competition with an anti-corruption theme.

IMAGINE: international music competition, all genres – 8 national Imagine festivals on 3 continents promoting bilateral exchange between participating countries.

JMI Global Conference: Annual event around the JM International network and its various partners from around the world.

JM JAZZ WORLD: international jazz orchestra hosted in one of the JMI World Centres.

MUSIC AGAINST CHILD LABOR: awareness campaign against child labor.

MUSIC CROSSROADS: African music schools in Malawi, Mozambique and Zimbabwe.

WORLD YOUTH CHOIR: international youth choir that tours annually.

YO!Fest: annual political youth-led festival organized by the European Youth Forum (EYF)

YOUNG AUDIENCE MUSIC AWARDS (YAMA): international competition of the best productions for young audiences.

7 million young
people
between the
ages of 13 and
30

61 countries
represented

Recognized
by
UNESCO

2 WORLD
CENTRES:
Weikersheim
(Germany)
Grožnjan
(Croatia)

40,000
musical
activities/
year

39 National
Members

34
Associate
Members

PARTNERS AND SPONSORS

PROGRAM PARTNERS

Fondation Azrieli
Rézin

PUBLIC PARTNERS

Canada Council for the Arts
Canadian Heritage
Conseil des arts et des lettres du Québec
Conseil des arts de Montréal
Culture et Communications Québec
Emploi Québec
Employment and Social Development Canada
Fédération culturelle canadienne-française (PassepART)
Ministère du Travail, de l'Emploi et de la Solidarité sociale Québec
New Brunswick Department of Tourism, Heritage and Culture
New Brunswick Post-Secondary Education, Training and Labour

PRIVATE DONORS (\$1,000 \$ and up)

Anonymous
Ms. Danièle LeBlanc
Fondation du Grand Montréal (Joseph Rouleau-André Bourbeau Fund)
Fondation Cécile Mesnard-Pomerleau
Jeunesses Musicales Canada Foundation
Laetitia-Cyr Fund
Mr. Peter Symcox

ARTISTIC AND PRESENTING PARTNERS

Alliance Française de Toronto
Association multiculturelle de Fredericton
ATMA
City of Boucherville
City of Montreal
City of Pointe-Claire
Comité culturel l'enfant et les arts
Conseil scolaire francophone de la Colombie-Britannique (CSF)
Conseil scolaire acadien provincial (CSAP)
Fédération des Associations Étudiantes du Campus de l'Université de Montréal - FAECUM
L'école et les arts (AM)
La clé
National Arts Centre
Palais Montcalm
Place des arts

SPONSORS (Digital Ballads)

Révolution Textiles

SPECIAL THANKS

ANNUAL CAMPAIGN – JMC CHAPTERS

Our sincere thanks to the many donors who contributed to the success of these various fundraising campaigns as well as to the many benefactors and sponsors in the regions who support our organization's network of volunteer Chapters locally.

APPENDICES

BOARDS AND COMMITTEES

JEUNESSES MUSICALES CANADA

As at June 30, 2021

EXECUTIVE COMMITTEE

CHAIR

Jean-Guy Gingras, Performing Arts Consultant, Cultural Groups Coordinator, Voyages Inter-Pays Inc.

VICE-CHAIR

Danilo C. Dantas, Certified Professor of Marketing, HEC Montréal

Secretary

Me Guillaume Lavoie, Lawyer, Torys

Treasurer

Frédérique Leblanc, Analyst

DIRECTORS

Wilfred Alliston, Chair, JM New Brunswick

Alain Bisson, Music Teacher, École Notre-Dame-de-Grâce (CSDM), Artistic Director, Harmonie Aurora

Gabrielle Blackburn, Executive Director, JM Canada Foundation

Philip Chiu, pianist

Mylène Feuiltaut, Communications Director, Théâtre du Trident

Monique Frappier, Volunteer, Baie-des-Chaleurs JMC Chapter

Danièle LeBlanc, General and Artistic Director, JM Canada

Anne-Marie Legendre-Lizotte, Director

Claude Gagliardi, Vice-Chaire, JM Canada Foundation

Michelle Mercier, Independent Consultant

Luc Perreault, Digital Consultant and Strategist

Me Alain R. Roy, Administrative Judge

BOARD MEETINGS (HELD VIA ZOOM VIDEO CONFERENCE)

September 2, 2020 (extraordinary)

September 16, 2020

September 19, 2020

December 2, 2020

March 15, 2021

May 3, 2021 (extraordinary)

June 9, 2021

EXECUTIVE COMMITTEE MEETINGS (HELD VIA ZOOM VIDEO CONFERENCE)

November 25, 2020

January 27, 2021

February 8, 2021

March 8, 2021

April 29, 2021

2020 ANNUAL GENERAL MEETING

September 19, 2020

THANK YOU TO THE OTHER DIRECTORS WHO SERVED ON THE BOARD THIS YEAR

Richard Lupien – Succeeded by the Vice President of the Foundation on December 2, 2020

JEUNESSES MUSICALES NEW BRUNSWICK

As at June 30, 2021

EXECUTIVE COMMITTEE

CHAIR

Wilfred Alliston, Chair, Fredericton JMC Chapter

VICE-CHAIR

Mr. Luc Gagnon, vice-chair, Dalhousie JMC Chapter

SECRETARY

Adrienne Deveau, chair, Bathurst JMC Centre

TREASURER

Pauline Banville-Pérusse, Edmundston JMC Chapter

DIRECTORS

Lise Anderson, Acadian Peninsula JMC Chapter

Michel Cardin, Teacher, Music Department, Moncton University (external member)

Annie Daneault, Lawyer, Grand-Sault (external member)

Jessie Guérette, Edmundston JMC Chapter

Louis-Marie Melanson, Kent Region JMC Chapter

Danièle LeBlanc, Executive and Artistic Director, JM Canada

Myriam Poitras, Teacher, Momo Musique, Dieppe, (external member)

Sebastien Sirois, Development Agent, Jeunesses Musicales New Brunswick

Martin Waltz, Dieppe JMC Chapter

BOARD MEETINGS HELD VIA ZOOM VIDEOCONFERENCE)

August 20, 2020

October 17, 2020

December 4, 2020

January 14, 2021

March 11, 2021

May 21, 2021

2020 ANNUAL GENERAL MEETING

October 17, 2020

QUATUOR CLEF

From left to right: Théo Brideau and Marc Caron, violins,
Estelle Salmon, viola, Ariane Saulnier, clarinet



JEUNESSES MUSICALES ONTARIO

As at June 30, 2021

EXECUTIVE COMMITTEE

CHAIR

Danièle LeBlanc, Executive and Artistic Director, JM Canada

EXECUTIVE CHAIR

Jean-Guy Gingras, Performing Arts Consultant, Cultural Groups Coordinator, Voyages Inter-Pays Inc.

SECRETARY

Me Guillaume Lavoie, Lawyer, Torys

DIRECTORS

Wilfred Alliston, Chair, JM New Brunswick

Alain Bisson, Music Teacher, École Notre-Dame-de-Grâce (CSDM), Artistic Director, Harmonie Aurora

Gabrielle Blackburn, Executive Director, JM Canada Foundation

Philip Chiu, pianist

Danilo C. Dantas, Certified Professor of Marketing, HEC Montréal

Monique Frappier, Volunteer, Baie-des-Chaleurs JMC Chapter

Mylène Feuiltault, Communications Director, Théâtre du Trident

Claude Gagliardi, Vice-Chaire, JM Canada Foundation

Frederique LeBlanc, Analyst

Anne-Marie Legendre-Lizotte, Director

Michelle Mercier, Independent Consultant

Luc Perreault, Digital Consultant and Strategist

Me Alain R. Roy, Administrative Judge

BOARD MEETINGS (HELD VIA ZOOM VIDEO CONFERENCE)

December 11, 2020

ANNUAL GENERAL MEETING (HELD VIA ZOOM VIDEO CONFERENCE)

December 11, 2020



« The pandemic won't stop us from participating in rich cultural activities! The students had a great time with the Digital ballads workshops and concerts offered by Jeunesses Musicales Canada this week. We familiarised ourselves with the history of the percussion, from New Orleans to Cuba, by way of Brazil and Africa. And, to top it all off, we discovered new ways to play percussions with the Gumboot and Beat Box techniques. All this thanks to the PasspArt grants for culture. »
École Terre des jeunes,
Calgary, Alberta.

JEUNESSES MUSICALES CANADA FOUNDATION

As at June 30, 2021

EXECUTIVE COMMITTEE

CHAIR

Richard Lupien, administrator

VICE-CHAIRS

Claude Gagliardi, Specialist Consultant

Pierre Gagnon, Associate, Génération-Pub Génération-Clik

SECRETARY

Alain R. Roy, Administrative Judge

TREASURER

Isabelle Nadeau, B.C.L., LL.B., LL.M. Fisc. Associate, Crowe BGK

DIRECTORS

Gabrielle Blackburn, Executive Director, JM Canada Foundation

Leila Boily-Afriat, Project Manager, McCord-Stewart Museum

Louis Dessureault, Vice-President Operations, Groupe Marie-Claire

MJean-Guy Gingras, Chairman, JM Canada

Florence Junca-Adenot, Professor and FORUM Urba 2015 Director, UQAM

Jean-Jacques Laurans, Chairman, Groupe Alfid

Danièle LeBlanc, Executive and Artistic Director, JM Canada

Michelle Mercier, Independent Consultant

Bellande Montour, Consultant

Luc Plamondon, Artist and Director

Marc Rouleau, President and CEO, Joddes Limited

Renée Rouleau, Director

J. Daniel Tremblay, President, Groupe Marketex Ltée

Miroslav Wicha, President, CEO and Board Chair, Haivision Network Vidéo

GOVERNING COUNCIL HONORARY MEMBERS

Robert Lecavalier

André Lesage

Peter Symcox

IN MEMORIAM HONORARY MEMBER

Joseph Rouleau C.C., G.O.Q., C.O.M., O.A.L.F., D. h. c.

Staff of the Montreal Women's Y distributing spring flowers from NDG Florist as part of the Foundation's Mother's Day benefit event.



PERMANENT AND AD HOC COMMITTEE MEMBERS

As at June 30, 2021

FINANCE AND AUDIT COMMITTEE

CHAIR

Frédérique Leblanc, Treasurer, Jeunesses Musicales Canada

MEMBERS

Danièle LeBlanc, Executive and Artistic Director, Jeunesses Musicales Canada

Claude Gagliardi, Vice-Chair, Jeunesses Musicales Canada Foundation

Michelle Mercier, Director, JM Canada

NOMINATION, ETHIC AND GOVERNANCE COMMITTEE

CHAIR

Me Guillaume Lavoie, secrétaire, Jeunesses Musicales Canada

MEMBERS

Danièle C. Dantas, Vice-Chair, Jeunesses Musicales Canada

Jean-Guy Gingras, Chair, Jeunesses Musicales Canada

Danièle LeBlanc, Executive and Artistic Director, Jeunesses Musicales Canada

LIFE OF THE MOUVEMENT COMMITTEE

CHAIR

Martin Waltz, Dieppe JMC Chapter

JM CANADA BOARD MEMBER REPRESENTATIVE

Monique Frappier, Baie-des-Chaleurs JMC Chapter

MEMBERS

Lise Anderson, Acadian Peninsula JMC Chapter

Louise Lajoie, présidente, Port-Cartier JMC Chapter

Ginette Lapierre, La Sarre JMC Chapter

Noëlline LeBel, Edmundston JMC Chapter

Danièle LeBlanc, Executive and Artistic Director, Jeunesses Musicales Canada

ARTISITICE COMMITTEE

CHAIR

Danièle LeBlanc, Executive and Artistic Director, Jeunesses Musicales Canada

MEMBERS

Alain Gauthier, Stage Director

Esther Gonthier, Vocal Coach and Musical Director, opera production

Yogane Lacombe, Head of General Audience Activities, Jeunesses Musicales Canada

Jean-François Lapointe, Artistic Director, Festival d'opéra de Québec

Myriam Poitras, Dieppe JMC Chapter

DIGITAL COMMITTEE

CHAIR

Danilo Dantas, professeur agrégé de marketing, HEC Montréal

MEMBERS

Marie-Claude Codsi, Workshops and Young Audience Development Manager

Francis Dumais, Associate and cofounder, Elevent

Clément Joubert, Director of Operations – Young Audience and Mediation, JM Canada

Aurélié Négrier, Music Education Facilitator

Émilien Roscanu, Executive Assistant and Coordinator, Digital projects and Volunteer Network, JM Canada

Gabriel Tassé, Associate and Founder, Click and Mortar

Yoline Ysebaert, Coordinator of Communications

ANNUAL REPORTS

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 - LIFE OF THE MOVEMENT COMMITTEE
 - ARTISTIC COMMITTEE
 - JEUNESSES MUSICALES INTERNATIONAL
-

JEUNESSES MUSICALES NEW BRUNSWICK

Development Officer Sébastien Sirois's contract was renewed for another 10 months, from September 7 to June 25. During the year, Sébastien worked on the creation of a digital document to collect information on the activities of all JMC Centres in the province, among other things. He has also been building relationships with the Conseil provincial des sociétés culturelles who often work in a similar way to JMNB.

At the AGM, held on October 17 via Zoom, the members made no changes to the composition of the Board, and the Executive Committee was re-elected for another year. Wilfred Alliston, Luc Gagnon, Adrienne Deveau and Pauline Banville-Pérusse were confirmed as Chair, Vice-Chair, Secretary and Treasurer respectively.

The 2020 Emerging Artist Concerts Tour was followed by the Laetitia-Cyr Scholarship competition in 2021. The competition was open from January 15 to April 15, and the winners were announced on May 15. Under the new policy established in 2018, the jury was free to decide on the number and value of scholarships while staying within the overall cap set by the Board. The \$5,000 budget was the largest awarded for scholarships to date. The publicity effort was also the most ambitious to date. In addition to JMC Centres and universities, it reached print and electronic media, cultural societies, arts centres, music schools, the youth orchestra and the JM Canada website.

The jury was made up of Antonio Delgado, Artistic Director and Conductor of the New Brunswick Youth Orchestra, Myriam Poitras, soprano, owner of École Mimi Musique and facilitator of JMC's early childhood music workshops, David Rogosin, piano professor at Mount Allison University, Martin Waltz, retired musician and former Chair of the Université de Moncton Faculty of Music, and the undersigned Chair of JMNB.

Seven instruments were represented across the eight applications.

The jury awarded four grants. The recipients are:

- *Martine Jomphe, piano, \$1,500, Opera NUOVA, Alberta;
- Jack Smith, saxophone, \$1,300, Lunenburg Academy of Music Performance, Nova Scotia;
- **Hannah Wilson, bass trombone, \$1,200, Lunenburg Academy of Music Performance, Nova Scotia;
- Carlo Cormier, baritone, \$1,000, Domaine Forget, Quebec.

At its May meeting, the Board established a subcommittee to propose an evaluation grid for the Laetitia-Cyr Grants and a new jury structure. It proposed that the jury, made up of professional musicians or music teachers, represent the same categories of instruments as the applicants. The Chair of the jury would be a member of the Board of Directors and would vote only in the event of a tie. The recommendations of the subcommittee will be considered by the Board in the coming months.

In 2020-2021, everyone had to learn to live in a pandemic. We had to keep up with health regulations that changed from week to week, or even day to day. The pandemic closed concert halls, dramatically changed work and school life and imposed severe restrictions on the full range of public and private activities. But the Centres did not let that bring them down. In September, a recital by pianist Carl-Philippe Gionet sold out at the Church of St. Simon. In December, the Bathurst and Acadian Peninsula Centres presented a new classical ensemble's first public recital. Under the umbrella of Jeunesses Musicales, the Quatuor Clef (Théo Brideau and Marc Cyr on violin, Estelle Salmon on viola and Ariane Saulnier on bass clarinet) performed at the church in Bertrand and at the cathedral in Bathurst, both sold out concerts. In April, another concert at the Church of St. Simon, Cher Rossignol, also sold out. The trio performance featured David Scott on clarinet, Jaeyoung Chong on cello and Carl-Philippe Gionet on piano.

The Dieppe JMC Centre presented the Cher Rossignol concert with the same artists in February, followed by the annual gala in March featuring nine young local artists: Zhentong Wang (piano), Shinnie Wagaarachchi (clarinet), Cédric Thériault (guitar), Marie-Pier Arseneau (soprano), Carlo Cormier (baritone), Adèle LeBlanc (piano), Gabrielle Carruthers (tuba), Naomi Ford (flute) and Amélie Richard (saxophone). Finally, in April, they presented the Le printemps dévoilé concert with David Scott (clarinet), Olivier Huebscher (French horn), Neil Bishop (bassoon), Sara Harrigan (violin), Robin Streb (viola), Jaeyoung Chong (cello) and Dylan Hunter (double bass). All three concerts were a great success in every way.

The enthusiastic audience reception of all these local concerts has encouraged the Centres to include other local artists in next year's program.

Meanwhile, the Fredericton JMC Centre focused on digital concerts and workshops: in November, Body Beats (workshop) and The Beginnings of Bing Bang (concert); in December, Your Wintertime Song (workshop) and Le grand bal de Noël (concert); in March, Hansel and Gretel at the Opera (workshop) and Opera Candy (concert). Performances took place in three schools (Les Bâtisseurs, Les Éclaireurs and Arc-en-ciel) for the enjoyment of 1,040 students. Finally, for the first time, we were able to reach an English-speaking clientele by offering the Body Beats workshop in March at the Multicultural Association of Fredericton.

In conclusion, JMNB still relies heavily on the collaboration between the seven JMC Centres as well as on the loyalty of the musical community to pursue its mission of promoting classical music and young artists, both local and from away.

Wilfred Alliston, Chair

**Following the cancellation of her program in Alberta due to the pandemic, Martine Jomphe registered for the Barachois Summer Music Academy in New Brunswick.*

***Hannah Wilson's program has been postponed to the summer of 2022 due to the pandemic.*

LIFE OF THE MOVEMENT

INTRODUCTION

Life of the Movement Committee members:

- Monique Frappier, JMC Board representative
- Louise Lajoie, Chair, Port-Cartier JMC Chapter
- Ginette Lapierre, La Sarre JMC Chapter, member
- Noëlline LeBel, Edmundston JMC Chapter, member
- Martin Waltz, Chair, Dieppe JMC Chapter, and Life of the Movement Committee Chair
- Member : Danièle LeBlanc, Executive and Artistic Director, Jeunesses Musicales Canada

Minutes: Emilien Roscanu, Executive Assistant and Coordinator, Digital Projects and Volunteer Network; Brent Besner, Executive Assistant and Coordinator, Digital Projects and Volunteer Network who replaced Emilien Roscanu as of May 2021.

During the past season, the committee met on three occasions. Another meeting is planned before the 2021 AGM. Of course, at the committee meetings, members discussed at length the impact of the COVID-19 pandemic, and more importantly, evaluated the experience of the JMC meetings and considered what to do about it.

The meetings were held on September 9, 2020, February 4, 2021, May 4, 2021, and June 15, 2021, all by Zoom conference.

SEPTEMBER 9, 2020

At this meeting, the committee made its recommendations for the volunteer awards, the development award and for the AGM proceedings. Also discussed was the planning of concerts to be offered in times of pandemic, with digital recordings and the postponement of seasons.

FEBRUARY 2, 2021

At this meeting, members discussed the recognition plan for all volunteers who work with the Centres. Various items were discussed. Next, we were informed that the production of Lucia di Lammermoor would be recorded and made available to all subscribers to view at home. The committee is also looking at the format, activities and possible dates for the next AGM in 2021. Because of the ongoing pandemic, the committee thinks that the AGM should once again be held virtually.

MAY 4, 2021

Following the observation that JMC Centre meetings were greatly appreciated by all involved, including presidents and guests, and that a good part of the activities and mandate of the Life of the Movement Committee were covered off at JMC Centre meetings, thus creating a certain amount of redundancy, it was decided to examine the possibility of incorporating the current JMC Centre Committee into the Life of the Movement Committee. The members of the Life of the Movement Committee found the idea very compelling and unanimously proposed that the idea of amalgamating be referred to the JMC Centre Committee for further discussion and then to the next AGM for approval as needed.

JUNE 15, 2021

Following the May 4 meeting, the Chair of the Life Movement Committee decided to record some thoughts regarding the amalgamation. This document served as a basis for the discussion during this meeting. Without going into too much detail so as not to undermine the role and powers of the AGM, the points discussed were as follows:

- a) Name of the new committee;
- b) Composition of the amalgamated committee;
- c) Mandate of the amalgamated committee;
- d) Name of the core committee (Steering Committee?)
- e) Composition of the core committee;
- f) Mandate of the core committee.

Next, the members reviewed the schedule and activities for the next AGM, which is to be held virtually on September 17 and 18, 2021. Finally, the committee members discussed volunteer recognition, the volunteer award and the development award.

THANK YOU TO THE MEMBERS OF THE COMMITTEE

In closing, I would like to thank the members of the Life of the Movement Committee for their great dedication, enthusiasm and determination to ensure the development and longevity of Jeunesses Musicales Canada. Thank you to Monique Frappier, Ginette Lapierre, Louise Lajoie and Noëlline Lebel. Thank you also to Danièle LeBlanc for her great wisdom and suggestions during our meetings. Thanks as well to Émilien Roscanu and Brent Besner for their email and telephone reminders to ensure that meetings ran smoothly, and for preparing the agendas and taking minutes.

Martin Waltz, Chair

ARTISTIC COMMITTEE

Tours being postponed for a year meant that the national auditions for musicians did not need to be held in the fall 2020, as the 2022-2023 season was scheduled de facto. In addition, the member delegated by the Annual General Meeting, Marielle Mallette, had to withdraw from the Artistic Committee at the last minute. We enlisted the help of another volunteer, Myriam Poitras, a Dieppe JMC Centre volunteer. She is an opera singer and the Executive Director of a music school. She was the perfect choice to sit on our committee to cast for The Pearl Fishers.

Once again, we worked with video recordings, which allowed us to quickly and effectively listen to and compare the vocal auditions by range.

AUDITIONS / MONTREAL

The Pearl Fishers

December 18, 2020

Location: Zoom teleconference

JM Canada Jury Members

Danièle LeBlanc, General and Artistic Director

Yogane Lacombe, Head of General Audiences activities

Guest Jury Members

Alain Gauthier, Stage Director

Jean-François Lapointe, Artistic Director, Festival d'opéra de Québec

Esther Gonthier, Musical Director

JM Canada Delegate

Marielle Mallette, Saguenay JMC Chapter - replaced by Myriam Poitras, Dieppe JMC Chapter

Candidates

35 candidates (22 sopranos, 3 tenors, 6 baritones, 4 pianists)

Ages

23 to 35

Provenance

Grande Prairie (AB)

Vancouver (BC)

Ottawa, Toronto (ON)

Montreal, Quebec, Rivière-du-Loup, (QC)

AUDITION PROCESS

Candidates for the Emerging Artist Concerts were required to submit video recordings of two (2) opera arias, one from the role for which they were auditioning and one French aria in a contrasting style.

JURY EVALUATION PROCESS

Jury members were invited to watch all the videos submitted by the candidates, approximately six hours' worth. The Excel document implemented last year is still a good tool to facilitate note taking and evaluation.

After listening to the recordings, each jury member completed an Excel document in which they indicated "yes", "no", or "maybe" and provided supporting comments for each candidate. These files were returned to Yogane Lacombe who collated a master file for deliberations on December 18. Once the committee's choice had been made following the deliberations, the selected candidates were then informed of their selection for the opera production.

Danièle LeBlanc, standing in for Marielle Mallette.

JEUNESSES MUSICALES INTERNATIONAL

In 2020, Jeunesses Musicales International celebrated its 75th anniversary. JM International (originally the Jeunesses Musicales International Federation) was founded on July 17, 1945 by Marcel Cuvelier (Belgium) and René Nicoly (France) at the Palais des Beaux-Arts in Brussels, Belgium. Their goal was to unite the youth of the world through music in the aftermath of World War II, a mission we continue to pursue to this day.

Thanks to the initiative of Gilles Lefebvre, Canada was the third country to join the organization in 1950.

Today, with 73 member organizations in 61 countries, JM International is a global network offering young people the opportunity to get involved in music. The network reaches more than 7 million young people ages 13 to 30 each year, through more than 40,000 activities, embracing all styles of music and coordinating cross-border exchange opportunities at the international level.

For 75 years, JM International has been “making a difference through music”, using the power of music to overcome social, geographic, racial and economic divide by creating a platform for intercultural dialogue.

The COVID-19 pandemic greatly affected all the member countries of the network and several activities unfortunately had to be cancelled. Some 75th anniversary celebrations have been postponed to later dates.

Jeunesses Musicales Canada participated in the Annual General Meeting held virtually on December 4 and 5, 2020. During this meeting, several artists from around the world took part in a virtual show (75 years of Making a Difference Through Music). Two Canadian pianists, Rosemarie Duval-Laplante and Jean-Michel Dubé, performed *Le pas espagnol* from Gabriel Fauré's *Dolly Suite*.

We also held a consultation meeting with young Canadian musicians in December 2020 regarding the enCORE New ways in classical music program. This program is for young classical musicians who are ready to take an active role in society and become ambassadors for classical music.

This allowed us to identify the needs of young musicians and the skills they would like to develop in the future. These young enthusiasts are convinced that the future of classical music does exist and that it will be carried by young musicians with new ideas who wish to do more than just perform musical works.

The JMI Classical Committee met virtually in January 2021, but unfortunately all planned activities had to be cancelled. The next meeting will be held in October at the 76th JMI Annual General Meeting in Brussels.

Jean-Guy Gingras



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