

2021 ANNUAL REPORT



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JEUNESSES MUSICALES CANADA FOUNDATION

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jmcanada.ca

Note: The use of the masculine gender generally includes the feminine and is used herein for the sake of conciseness.

CHAIR'S MESSAGE

At the JM Canada Foundation, the 2020-2021 season saw the establishment of new and diverse fundraising activities and initiatives, as well as the presentation of several awards and bursaries. We took advantage of the pandemic-related pause to implement our new strategic plan, which includes a contributions policy that aims to optimize project funding and, above all, better correlate our donors' contributions with JM Canada projects and the career development of our young musicians. Of course, the organization's sound financial and administrative management and dynamic relations with our donors and partners remained a priority.

Despite the challenges the pandemic brought to the philanthropic sector and to non-profit organizations, the Foundation has continued to do well, thanks to the constant support and backing of its loyal donors. Most of the donations received this season will be matched in an in-perpetuity fund, allowing us to continue to pursue our mission of supporting JM Canada activities by fostering the discovery of classical music among young audiences and supporting the career development of young Canadian musicians.

I would like to congratulate our Executive Director, Gabrielle Blackburn, who received the Award for Outstanding Innovative Manager from AFP Quebec for the Home Sweet Home (Do Mi Si La Do Ré) project, as well as our administrator, Florence Junca-Adenot, for her appointment as a Chevalière of the Ordre national du Québec.

I wholeheartedly thank our Executive Director, the entire administrative team, and the members and administrators of the JM Canada Foundation's board of directors for their constant support, motivation, and dedication. Thanks to you, classical music echoes resoundingly through our young people's lives.



RICHARD LUPIEN
Chair of the Board of Directors

EXECUTIVE DIRECTOR'S MESSAGE

As you are aware, our events could not be held "in person" this season, due to the pandemic. However, the fundraising committee managed to find creative ways to organize two digital benefit events, thereby maintaining our ties to our magnificent donors. Indeed, we were able to present Donizetti's opera *Lucia di Lammermoor* for the Opera, Bubbles, and Chocolate event, which was held during the week of Valentine's Day. Usually presented on tour through Quebec, the Maritime provinces, and Ontario, JM Canada's opera production remains a must-see and is made possible thanks to our invaluable partners.

Mother's Day was colourfully feted with a magnificent concert by the *Trio de l'île* and home deliveries of spring flowers. We would be remiss if we did not acknowledge our wonderful collaboration with various women's centres that lend their support to women facing personal challenges. Thanks to generous major donors, these women were given the chance to take part in the festivities and enjoy a moment of respite in their lives.

This season, the Foundation again awarded bursaries to the most promising musicians, via the AIDA Fund. The Choquette-Symcox Award was given to cellist Dominique Beauséjour-Ostiguy and baroque violinist Marie Tremblay-Nadeau. As for the Peter Mendell Award, it was cancelled due to the pandemic.

In conclusion, I would like to thank our many donors, foundations, and partners for their great generosity and support. Thanks as well to all our volunteers for being with us and staying involved in our activities. We can never say it enough: every donation is important and makes a real difference in our young people's lives. Together, we are allowing the next generation to dream, to flourish, and to discover an unparalleled musical world.



GABRIELLE BLACKBURN
Executive Director

FUNDRAISING ACTIVITIES

ANNUAL FUNDRAISING CAMPAIGN AND COMMUNICATIONS

The 2020-2021 Annual Fundraising Campaign was punctuated with several activations and efforts that enabled the Foundation to further its reach and enjoy excellent visibility, while raising funds dedicated to its mission.

The direct mail material sent to 3,000 donors in the fall of 2020 helped us deepen our relationship with certain donors, while reaching others who were more accustomed to donating at specific events.

For National Philanthropy Day on November 15, 2020, we took to social media to thank our volunteers for their contribution. Also, since the month of November, Foundation news updates and projects have been mentioned in the JM Canada newsletter, raising their awareness among the general public.

On December 1st, 2020, the global *Giving Tuesday* movement held its day dedicated to mutual support and generosity; we called out to our magnificent community of donors, volunteers, artists, families, and partners to come together and donate, so that we can continue to offer educational activities and classical music concerts for youth. A dynamic video was produced for the occasion, allowing cultural mediators and educators to collaborate.

In June 2021, we held a targeted mini-campaign to obtain additional donations, allowing us to contribute a significant amount to our in-perpetuity fund at the Fondation Québec Philanthrope.

Finally, we took some time this year to freshen up the Foundation's website, making it easier to donate online, by telephone, or by mail. Relevant information on various types of donations is also included. In February and June, all donors received a special newsletter featuring news from the Foundation, as a form of acknowledgment and thanks.



OPERA, BUBBLES AND CHOCOLATE

From February 11 to 14, 2021, we held our Valentine's Day benefit activity, *Opera, Bubbles, and Chocolate*. Forty \$250 packages were sold to the public. This event generated gross profits of \$10,600. JM Canada's intimate version of Donizetti's opera *Lucia di Lammermoor*, initially scheduled to take place on tour, was instead given its digital premiere. Thanks to our partners MASI and Leonidas Mont-Royal, sweets were delivered to the homes of each participant.



MASI[®]
AGRICOLA



Leonidas
Mont Royal

MOTHER'S DAY

Our Mother's Day benefit activity was held from May 6 to 9, 2021. Forty-four \$250 packages were sold to the public. This event generated gross profits of \$33,000. In addition, 228 women working towards a better future for themselves and benefiting from various assistance programs (Chânon, Portage, Women's Y of Montreal, and Villa Pierrot) were given the opportunity to hear the concert by *Trio de l'Île* and received some spring flowers.

As a clear demonstration of their appreciation, below are a few testimonials from some of the women in the Portage organization's Mère-Enfant program who wished to express their gratitude for this sweet musical moment enjoyed in complete peace:

"I felt moved, pampered, and encouraged. I adored the concert, it brought back memories of my family and my childhood, when I used to play piano with my godfather. I let the music carry me away, and it brought up many emotions, it made me cry, and it was good for my morale."

"It was a magnificent activity! For the first time in two years, I wasn't sad. I adore instrumental music, and this introduced me to new music."

"It was really a wonderful surprise! The concert, the flowers! I felt important! It made me realize that people out there are thinking of us."



FOUNDATION AWARDS

PETER MENDELL AWARD – CANCELLED

The Foundation and Mr. Peter Mendell took the joint decision to not give out the award this year due to the global health crisis.

CHOQUETTE-SYMCox AWARD

The JM Canada Foundation is delighted to have presented the 2021 Choquette-Symcox Award to violinist Marie Nadeau-Tremblay and cellist Dominique Beauséjour-Ostiguy. The two string players each received a \$5,000 excellence grant at an awards ceremony at Jeunesses Musicales Canada House on May 26.

ARTIST ASSISTANCE (AIDA) FUND BURSARIES

Institutions presenting Awards and Bursaries to artists

Lachine International Vocal Academy
Concours musical international de Montréal
JM Canada – Endowment Fund
Orchestre de la francophonie
Orford Music

AIDA bursary recipients

Charlotte Gagnon, mezzo-soprano (2019-2020 project postponement – due to the pandemic)
Maryse Gagnon-Legault, clarinet (2019-2020 project postponement – due to the pandemic)
Gili Loftus, fortepiano (2019-2020 project postponement – due to the pandemic)
Julien Siino, cello (2019-2020 project postponement – due to the pandemic)

Daphné Bourbonnais, violin
Marc-Antoine Brûlé, voice
Carole-Anne Roussel, voice
Ariane Cossette, voice
Cyril Fonseca, tuba
Sébastien Gonzalez Mora, viola
Juliette Moreno, clarinet
Sophie Naubert, voice

Elizabeth Pion, piano
Roxane Sicard, violin
Klymyshyn Spencer, piano
Mélicha Tremblay, oboe
Alexandre Turmel, baroque violin
Charlotte Vigneault, voice
Abby Walsh, violin

The value of the AIDA Fund on June 30, 2020 was \$2,685,736. The Foundation is proud to have paid out \$130,745 in bursaries to assist with the career development of 19 artists from Quebec, as well as bursaries for five renowned institutions that provide non-recurrent aid to young Quebec musicians and contribute to their training.

As a result of the COVID-19 health crisis, certain bursaries promised in February 2020 had not yet been paid out to the young musicians. The four (4) bursary recipients' projects (internships, competitions, etc.) were therefore postponed to the 2020-2021 season.

The Foundation only put out calls for projects eligible for bursaries in fall (November 1st, 2020) and in spring (May 1st, 2021).



DISTINCTIONS

Gabrielle Blackburn, Executive Director

National Philanthropy Day was celebrated throughout Canada on November 16, 2020. For the occasion, the Quebec chapter of the Association of Fundraising Professionals (AFP Quebec) gave out its awards of excellence to individuals and companies that have excelled in their volunteering activities and fundraising campaigns, thereby contributing to the well-being of others and of our society.

Gabrielle Blackburn, Executive Director of the JM Canada Foundation, received the new Award for Outstanding Innovative Manager for the Home Sweet Home (Do Mi Si La Do Ré – Domicile Adoré) project.

Made up of renowned figures from the business community and charities, the jury for the 2020 Philanthropy Excellence Awards was chaired by Mr. Andrew Molson, Chairman of the Board of Avenir Global and 2019 recipient, with his family, of the AFP Outstanding Philanthropist Award.



Florence Junca-Adenot, Administrator

As for our board of directors, our administrator Florence Junca-Adenot was appointed a Chevalière of the Ordre national du Québec on June 22, 2021. At the 35th appointment ceremony, the Premier of Quebec, Mr. François Legault, honoured individuals who have helped change the face of Quebec.



FINANCIAL REPORT

INCOME STATEMENT

At June 30, 2021, the Jeunesses Musicales Canada Foundation (JMCF) recorded an excess of revenue over expenses before contributions and transfers of \$262,591, compared to a surplus of \$541,526 in 2020. Contributions and transfers totalled \$365,045 in 2021 versus \$548,085 in 2020. Lastly, an unrealized gain of \$962,118 (loss of \$414,909 in 2020) on disposal of investment is added to the Foundation's income, bringing the fiscal year to an end with a gain of \$859,664 compared to a loss of \$421,468 at June 30, 2020.

The Foundation's income showed a decrease of \$156,531 compared to the previous fiscal year. While income from donations and activities saw an increase of \$58,645 attributable to new fundraising activities due to the pandemic, investment earnings decreased by \$215,176.

Total expenses decreased by \$74,098, going from \$597,505 to \$523,407. While expenses for activities increased by \$108,942, primarily due to prizes and scholarships awarded as part of the Home Sweet Home (Domicile adoré) competition, contributions and transfers decreased by \$183,040.

Again this year, the Foundation contributed to Jeunesses Musicales Canada activities by providing a donation of \$20,000 (\$331,000 in 2020). It also supported the careers of several young artists by awarding prizes and scholarships totalling \$100,045 (\$86,250 in 2020).

BALANCE SHEET

The value of the JMCF's assets at June 30, 2021 saw an increase of 9% (\$723,871), totalling \$8,707,980 (\$7,984,109 in 2020).

The value of investments amounted to \$8,638,936 at June 30, 2021, an increase of 10.9% compared to June 30, 2020.

To meet its financial obligations, the JMCF made withdrawals totalling \$315,000 (\$515,000 in 2020) and a withdrawal of \$106,491 (\$122,079 in 2020) from the endowment fund (AIDA).

FUND MANAGEMENT

The management of JM Canada Fondation funds, apart from funds held at the Foundation of Greater Montreal (FGM), remains entrusted to the firm of Jarislowsky Fraser Limited, which is mandated to manage the Foundation's funds with a view towards dynamic and long-term investment, in keeping with the investment policy approved by the board of directors.

At June 30, 2021, the market value of the portfolio administered by Jarislowsky Fraser was \$6.9M and \$1.7M for the FGM. Added to this sum are the funds transferred in perpetuity, which are not included on the Foundation's balance sheet. The Joseph Rouleau and André Bourbeau fund reported a market value of \$2,852,884 at June 30, 2021, while the value of the philanthropic fund transferred to Fondation Québec Philanthrope was \$374,609.

BOARD OF DIRECTORS

On June 30, 2021

Chair

Richard Lupien
Administrator

Vice-Chairs

Claude Gagliardi
Consulting Specialist

Pierre Gagnon
Partner
Génération-Pub
Génération-Clik

Secretary

Alain R. Roy
Administrative Judge

Treasurer

Isabelle Nadeau
B.C.L., LL.B., LL.M. Tax
Partner
Crowe BGK

Administrators

Gabrielle Blackburn
Executive Director
JM Canada Foundation

Leila Boily-Afriat
Project Manager
McCord-Stewart Museum

Louis Dessureault
Vice-president, Operations
Marie-Claire Group

Jean-Guy Gingras
Chair
JM Canada

Florence Junca-Adenot
Professor and Director
of the Urba 2015 FORUM
UQAM

Jean-Jacques Laurans
President
Le Groupe Alfid

Danièle LeBlanc
Executive and
Artistic Director
JM Canada

Michelle Mercier
Administrator

Bellande Montour
Consultant

Luc Plamondon
Artist and Administrator

Marc Rouleau
CEO and President
Joddes Limited

Renée Rouleau
Administrator

J. Daniel Tremblay
President
Groupe Marketex Ltée

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

THANK YOU TO THESE OTHER ADMINISTRATORS WHO SERVED ON THE BOARD OF DIRECTORS DURING THE 2020-2021 SEASON:

Reynald N. Harpin, CFA (stepped down in October 2020)

Hélène St-Pierre (stepped down in August 2020)

HONORARY MEMBERS OF THE GOVERNING COUNCIL

Robert Lecavalier
André Lesage
Peter Symcox

HONORARY MEMBER IN MEMORIAM

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

PERMANENT AND ADVISORY COMMITTEES

On June 30, 2021

FINANCE AND AUDIT COMMITTEE

Gabrielle Blackburn,
ex officio member
Claude Gagliardi

Danièle LeBlanc,
ex officio member
Richard Lupien

Michelle Mercier
Isabelle Nadeau
Auditor's Representative

ETHICS AND GOVERNANCE COMMITTEE

Gabrielle Blackburn,
ex officio member

Florence Junca-Adenot
Richard Lupien

Marc Rouleau
Alain R. Roy

NOMINATIONS COMMITTEE

Leila Afriat
Gabrielle Blackburn,
ex officio member

Pierre Gagnon
Jean-Guy Gingras

Richard Lupien
Alain R. Roy

INVESTMENT COMMITTEE

Gabrielle Blackburn,
ex officio member

Richard Lupien
Isabelle Nadeau

Marc Rouleau

BURSARY ISSUING COMMITTEE

Gabrielle Blackburn,
ex officio member
Danièle LeBlanc,
ex officio member

Richard Lupien
Claudia Morissette,
outside member

Renée Rouleau

STRATEGIC PLANNING COMMITTEE

Gabrielle Blackburn,
ex officio member
Danièle LeBlanc,
ex officio member

Richard Lupien
Michelle Mercier

Isabelle Nadeau
Alain R. Roy

CONTRIBUTIONS POLICY JOINT COMMITTEE

Gabrielle Blackburn,
ex officio member
Danilo Correa-Dantas,
Vice-Chair, JM Canada Board

Claude Gagliardi
Florence Junca-Adenot
Guillaume Lavoie,
Secretary, JM Canada Board

Danièle LeBlanc,
ex officio member

FUNDRAISING COMMITTEE

Leila Afriat
Gabrielle Blackburn,
ex officio member

Florenve Junca-Adenot
Richard Lupien
Michelle Mercier

Bellande Montour
Isabelle Nadeau

APPENDICES

DONOR LIST

IN-PERPETUITY FUND

\$250,000

Anonymous family
(entrepreneur
and educator)

\$25,000

Anonymous (3)
Pierre Alajarin
André Bérard
Marguerite and
Jacques Desnoyers

Richard Lupien (2)
Justin Paquet
Joseph Rouleau

2020-2021 ANNUAL CAMPAIGN

\$2,000 or more

Canimex
CIBC
National Bank Financial
Robert Gravel
Diane Lamoureux

\$1,000 to \$1,999

Jeannot Foundation
Groupe Leclair
The Jane Skoryna Foundation
Noël Roberts
Vanda Treiser

\$500 to \$999

Marie Giguère
Florence Junca-Adenot
Danièle LeBlanc
André Rivard
Patricia Spry

\$20 to \$499

Anonymous (3)
Raymond Arès
Louise Audy Arsenault
Clémence Bastien
William Beauregard
Paul Benoit
Johanne Bérard
Gabrielle Blackburn
Doris Blaise
Andrée Boivin
Luc Bouchard
Thomas Brunner
Yolanda Bruno
Vincent Castellucci
Paule Choquette
Régent Collin
Ronald-Pierre Corbeil
Jacques Corman
Rita Cormier
Françoise Davoine
Nicole Deschenes
Nicole D'Ostie
Marcelle Dubé
Gilles Dufour
Jocelyne Duval
Henri Gariepy

Lise Gagnon
Hélène Gregoire
Olivier Guerrero
Reynald Harpin
Lise Houle
Guy Lagarde
Sophie Lavertu
Bellande Montour
Anne-Marie Parent
Louis Parent
George Pérusse
Marie Picard
Suzanne Pinel
Juliana Pleines
Julie Poirier
Lorraine Prieur
Stéphane Proulx
Isabelle Riverin
Mary Rona
Jill Renée Rouleau
Collette Taylor
Maryvonne Thébeault
Jules Daniel Tremblay
Marie-Christine Trottier
Hélène Turp
Marilyn White
Rolande Yvette Levesque

EVENTS

Opera, Bubbles, and Chocolate

Anonymous
Nathalie Allen
Pascale Bourbeau
Lara Brault
Martine C. Gougeon
Danielle Caille
Pierre Chagnon
Louis Dessureault
Patrice Forcier
Annie F. Gola

Pierre A. Goulet
Brigitte Grandmaison
Robert Gravel
Reynald N. Harpin
Pierre Jeannot Foundation
Florence Junca Adenot
Diane Lamoureux
Jean Claude Lauzon
Danièle LeBlanc
Connie Lefebvre

Richard Lupien
Lise Lupien
Jean-Luc Malo
Isabelle Nadeau
Yvon Parenteau
Gilles Robidoux
Renée Rouleau
Marc Rouleau
Marie Christine Tremblay
Miroslav Wicha

Mother's Day

The JM Canada Foundation would like to thank Marguerite and Jacques Desnoyers, the Lupien Family Foundation, Florence Junca-Adenot, and Alflor Inc. who, through their heartfelt philanthropic gesture, gave women working towards a better future the opportunity to hear the Trio de l'Île's concert and receive spring flowers.

Serge Bergeron
Serge Careau
Roger Dubois
Alexandre Forest
Claude Gagliardi

Robert Gravel
Christiane LeBlanc
Richard Lupien
Serge Martin
Isabelle Nadeau

Jeanne Neyron-Malo
Gaston Ostiguy
François Paduano
Jill Renee Rouleau





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

- 1 To promote the discovery of various types of classical music among young audiences.
- 2 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: Special or corporate concerts by request
- Intervals podcasts and *Moments musicaux* video concerts

GENERAL AUDIENCE HIGHLIGHTS

- Creation of the Intervals podcast series
- Recording of a series of 10 *Moments Musicaux* mini-concerts for broadcast at the end of summer 2021
- Recording of the *Lucia di Lammermoor* production
- Organization of a 4-date mini-tour in Abitibi
- Involvement of the Centres in the development of local activities
- Music video recordings for monthly newsletters
- Dedicated budget allowance for the Centres to organize activities in respective regions



YOUNG AUDIENCES HIGHLIGHTS

- Digital Ballads heard across 10 provinces and 3 territories
- Development of partnerships for the broadcast of Digital Ballads in schools, with renowned presenters:
 - Place des Arts
 - National Arts Centre
 - Palais Montcalm
 - *L'enfant et les arts* cultural committee
 - L'école et les arts
 - City of Pointe-Claire
- Official partner of the Conseil scolaire francophone de la Colombie-Britannique (CSF)
- Sixteen in-person concerts presented through our network and in schools
- New network partners:
 - Alliance Française Toronto
 - Multicultural Association of Fredericton
 - La Clé, francophone cultural services organization (Simcoe, Ontario)
- Residency and public performance of the Zoom-Boom-Boom concert
- Presentation of 22 outdoor in-person activities at the end of the school year
- Meeting with 21 members of the Regroupement des conseillers et répondants en musique au Québec (RCRMQ) from 21 school service centres across Quebec
- Artists Inspire Certification of JM Canada



DIGITAL BALLADS

Digital Ballads represent JM 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 6 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.

CONCERTS

	Number of performances	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
Lucia di Lammermoor	3	254	127
SUBTOTAL 2	13	254	1 661
Young audience			
Young Audience Concerts (networks, tours and schools)	16	2 339	n/a
Summer 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

WORKSHOPS

	Number of performances	Attendees	Views
Preschool (initiation)	15	150	78
Elementary school and day camps	90	2 743	413
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
Monthly newsletters	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



HUMAN RESSOURCES

Fourteen 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

Services financiers

Nathalie Allen
Financial Services Director

Andrew Deschênes
Accounting Assistant

Artistic

Clément Joubert
Director of Operations –
Young Audience and
Mediation

Benoît Bilodeau
Young Audience Logistics
and Box Office Coordinator

Yogane Lacombe
Young Audiences Logistics
and Box Office Coordinator
Head of General Audience
Activities

André Mercier
Young Audience Concert
and Workshop Coordinator –
Schools and Tours

Marie-Claude Codsì
Head of Workshops
and Young Audience
Development

Aurélié Négrier
Music Mediation

Judith Pelletier
Music Education Facilitator
Head of Design, Production
and Distribution – Young
Audiences, Montreal

Communications

Noémie Vallet
Head of Communications

Corporations

Sébastien Sirois
Development Officer, JMNB

BOARDS AND COMMITTEES

JM 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

M^e Guillaume Lavoie
Lawyer
Cabinet Torys

Treasurer

Frédérique Leblanc
Analyst

Directors

Wilfred Alliston
Chair
JM New Brunswick

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

Gabrielle Blackburn
Executive Director
JM Canada Foundation

Philip Chiu
Pianist

Mylène Feuiltault
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-Chair
JM Canada Foundation

Michelle Mercier
Independent Consultant

Luc Perreault
Digital Consultant
and Strategist

Alain R. Roy
Administrative Judge



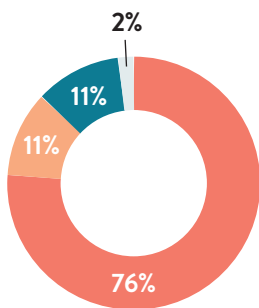
FINANCIAL OVERVIEW

For the year ended June 30, 2021

CONSOLIDATED FINANCIAL STATEMENTS

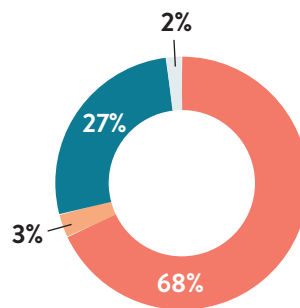
	2020-2021	2019-2020
Income	\$1,827,390	\$1,864,741
Expenses	\$1,802,768	\$1,801,199
Surplus (deficit) of income over charges	\$24,604	\$63,542

DISTRIBUTION OF INCOME



- Grants
- Private fundraising
- Earned Revenue
- Amortization

DISTRIBUTION OF EXPENSES



- Artistic and production
- Amortization of Capital
- Administration
- Représentation and Development

BALANCE SHEET AT JUNE 30, 2021

	2020-2021	2019-2020
Assets	\$1,576,449	\$1,811,022
Liabilities	\$1,225,678	\$1,484,855
Net assets	\$350,771	\$326,167



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
Mr. Jean-Guy Gingras
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.



Fondation
JM Canada

JEUNESSES MUSICALES CANADA FOUNDATION

305 Mont-Royal Avenue East, Montreal (Quebec) H2T 1P8

Téléphone: 438-340-6661

fondation@jmcanada.ca
jmcanada.ca