25/26 ANNUAL REPORT

Jeunesses Musicales Canada







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Luc Perreault

LUC PERREAULT
Chair

A WORD FROM THE CHAIR

Backed by a skilled, professional and dedicated team, Jeunesses Musicales Canada had an exceptional 2025-2026 season. True to our mission of promoting classical music through our tours and our work with young audiences, we made efforts that bore fruit. The statistics for the 2025-2026 season speak for themselves:

- 203 concerts for young audiences - Cushion Concerts and School Adventures. The Cushion Concerts brought 866 audience members to Joseph-Rouleau Hall;
- 711 Young Audiences Workshops;
- 18 Digital Workshops;
- 3 Digital Concerts;
- 63 general public concerts on tour;
- 7 Happy Hour Concerts, which brought 686 audience members to Joseph-Rouleau Hall.

We have implemented our strategic plan with focus and creativity. Our Happy Hour Concerts showcasing jazz have brought new audiences to our venue.

On the administrative side, we have set up three committees to support our team in their duties and in the development of new projects.

- The Human Resources Committee;
- The Marketing Committee;
- The Contingency Fund Committee (dedicated to ensuring the long-term viability of Maison André-Bourbeau).

As our strategic plan nears its end, we will begin a review this autumn to assess what we have achieved over the past few years, enabling us to draw up a new strategic plan for the next five years.

To conclude, I would like to thank Alain Bisson, who is stepping down from our Board of Directors after nine dedicated years with us, Julie Bourdon-Leblanc after three years, and Hélène Rainville after two years. I would also like to announce that we will be welcoming two new members to our Board at the JMC Annual General Meeting.

I am proud to chair a Board of Directors that brings together such a wide range of expertise, which is essential to JMC's development and influence. I am also proud of the JMC team, a talented group of people who are committed to the organization's long-term success.





DANIÈLE LEBLANC
Executive and Artistic Director

A WORD FROM THE EXECUTIVE AND ARTISTIC DIRECTOR

Last season, the world saw continued change: social upheavals, political tensions and economic uncertainty. Amidst all this change, one strong anchor remains: music. Unifying, inspiring, open, bold and calming.

Jeunesses Musicales Canada has continued to do what it does best: showcase emerging talent and make this universal language accessible to as many people as possible. We have expanded our partnerships to increase awareness of our workshops and concerts. We have diversified our musical styles by offering a residency to a jazz saxophonist for the first time. We have refined our chamber music recitals to make them more engaging.

Through each of these initiatives, Jeunesses Musicales Canada has continued its efforts to build strong ties with the community by celebrating the rich diversity of our partners and artists.

A heartfelt thank you to you all: artists, public and private partners, members of our Board of Directors, and especially our chairman, Luc Perreault. I would also like to acknowledge and thank the volunteers in Montreal and across the regions, as well as the members of the JMC team, each a key driving force contributing to our organization's progress. A huge thank you to Véronique Desjardins, Executive Director, and to the members of the JM Canada Foundation, who work tirelessly to secure funding for our many projects.

Let's keep working to bring artists and their audiences together to enjoy shared moments of connection, growth and enjoyment. JMC is moving forward and always looking to the future!

ABOUT

→ HOST TO 6 INTERNATIONAL GENERAL MEETINGS

→ FOUNDED IN 1949

→ A NETWORK OF OVER 350 BUYERS

→ MEMBER OF AN INTERNATIONAL NETWORK

→ A NETWORK OF OVER 150 CANADIAN VOLUNTEERS

→ HEADQUARTERED IN MONTREAL'S PLATEAU MONT-ROYAL

→ A PRESENCE IN ALL PROVINCES AND TERRITORIES

→ FOUNDING MEMBER OF THE JEUNESSES MUSICALES WORLD ORCHESTRA

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

→ 10 VOLUNTEER-RUN JMC CHAPTERS IN QUEBEC AND NEW BRUNSWICK

JEUNESSES MUSICALES CANADA

OUR MISSION

At Jeunesses Musicales Canada, we believe that we can bring the spark of the classical world* to diverse audiences by empowering young professional musicians to develop their careers.

OUR VISION

Our dream is to make the classical world a part of everyday life by giving young artists the opportunity to spark passion.



OUR VALUES

ENJOYMENT

We invite you to join us for a rich, creative, entertaining, and engaging cultural experience.

BOLDNESS

Through dynamism and innovation, we give the next generation an opportunity to play an important role in the promotion of the classical world.

SHARING

We offer a space to cooperate, collaborate, encourage participation, transmit passion and knowledge, and promote exchange and learning.

OPENNESS

We work to make the classical world accessible by listening to different communities and promoting diversity in all its forms.

*With regard to the "classical world", JMC aims to promote concert music and recognize the heritage of written and oral music from the Western tradition and other cultural regions, while valuing the encounter between these different specific musical languages.

THREE MAIN ACTIVITY TYPES



YOUNG AUDIENCE CONCERTS AND ACTIVITIES

- **MUSICAL ESCAPADES:** School outings hosted at Joseph Rouleau Hall at JMC.
- **CUSHION CONCERTS:** Family concerts presented at Joseph Rouleau Hall at JMC.
- **YOUNG AUDIENCE CONCERTS:** Theatrical concerts presented through our network, on tour and in schools.
- **DIGITAL BALLADS:** Digital theatrical concerts presented through our network, in schools and daycare centers.

YOUTH WORKSHOPS

- **MUSIC INITIATION ACTIVITIES:** In preschools, schools and day camps.
- **DIGITAL BALLADS:** Online theatrical concerts presented through our network, in preschools and schools.
- **MUSICAL CREATION ACTIVITIES:** for presenters and special collaborations

GENERAL AUDIENCE ACTIVITIES

- **CONCERTS JMC:** Recital tours of JMC Chapters and presenters.
- **MUSIC MEDIATION:** Touring activities.
- **HAPPY HOUR CONCERTS:** Recitals presented at JMC's Joseph-Rouleau Hall.
- **SPECIAL ACTIVITIES:** Corporate concerts by request.



GENERAL PUBLIC HIGHLIGHTS

→ ***Souvenirs de Lakmé*** **opera performed at the Festival d'opéra de Québec and on tour**

→ **Partnership with the BAnQ for an artistic residency for *Souvenirs de Lakmé***

→ **Happy Hour Concert *Lyrique* with Adam Cicchillitti and Steve Cowan (guitar)**

→ **Jazz artist in residence Benjamin Deschamps (saxophone) at Joseph-Rouleau Hall as part of the Happy Hour Concerts series**

→ **3 general audience artists trained to give workshops for young audiences on tour: Mathilde Duval-Laplante, Edyelwys Silva and Clio Theodoridis**

→ **Second year of partnership with La SAMS to present JMC Concerts in CHSLDs and residences, resulting in 34 mini-concerts in senior residences, double the number of the previous season**

→ **Development of our off-series offer through the sale of 11 recordings of past JMC concerts, 3 more than the previous year**

→ **33 activities organized alongside tours (school concerts, musical events, masterclasses and workshops)**

20 musicians
4 singers
15 craftspeople and designers
44 cities visited
(15 more than the previous year)
63 concerts on tour



JMC CONCERTS ON TOUR

SOUVENIRS DE LAKMÉ

Lakmé – Azur Simard
Malika – Julie Boutrais
Gérald – Joé Lampron-Dandonneau
Nilakantha – Élie Lefebvre-Pellegrino
Piano – Jean-Luc Therrien

Constance Malenfant, director
Esther Gonthier, musical director
Émile Beauchemin, lighting design
Marjorie Hardy, makeup and hair
Mathilde Boudreau, assistant director and stage manager (Festival d'opéra de Québec)
Laura Kubler, assistant director and stage manager (tour)
Marianne Lonergan Pilotto, set design and props
Margarita Brodie, costumes
Samuel Tremblay, technical direction (Festival d'opéra de Québec)
Onil Brousseau, technical direction (tour)
Jean Sabourin, tour manager
William Dorais, surtitles (Festival d'opéra de Québec)

FRENCH PANORAMA

Edyelwys Silva, flute
Thomas Chartré, cello
Jeanne Frenette, piano
Julie Daoust, staging and lighting design
Nick Carpenter, English dialogue

NOTES FROM THE FRONT

Mathilde Duval-Laplante, vocals
Rosemarie Duval-Laplante, piano
Jean-Michel Dubé, piano
Julie Daoust, staging and lighting design
Nick Carpenter, English dialogue

POSTCARDS

Clio Theodoridis, saxophone
Jonathan Nemtanu, piano
Julie Daoust, staging and lighting design
Nick Carpenter, English dialogue





ARTIST IN RESIDENCE

Awarded the 2013 Prix du Festi Jazz de Rimouski with his quartet, recipient of a Jazz Creation Grant from the Conseil des arts de Montréal in 2016, named the 2017-2018 Révélation jazz by Radio-Canada, and winner of the Grand Prix TD at the Festival International de Jazz de Montréal and the Victo Jazz Award in 2019, Benjamin Deschamps presented three jazz-inspired concerts showcasing fellow saxophonists and his ensemble Mistral, with its original and unique instrumentation.

GUESTS CONCERTS AND ARTISTS

LYRIQUE

CC Duo
Adam Cicchillitti, guitar
Steven Cowan, guitar

ALL ABOUT WAYNE SHORTER

Benjamin Deschamps, soprano saxophone
Jean-Pierre Zanella, alto saxophone
Frank Lozano, tenor saxophone
François D'Amours, baritone saxophone

ASTOR'S UNIVERSE

Mistral Ensemble
Benjamin Deschamps, soprano and tenor saxophone, clarinet, and flute
Nadia Monczak, violin
Hugo Larenas, guitar
Sébastien Pellerin, double bass

DIALOGUES

Benjamin Deschamps, saxophones
Nadia Monczak, violin
Gentiane MG, piano
Levi Dover, double bass

CANADIAN WORKS

- Mario ALLARD (1982-2025)
  Bazar 1-2
- David BONTEMPS (born in 1978)
  Pourtant
- Auguste DESCARRIES (1896-1958)
  Complainte d'après *Un Canadien errant* (arr. Ensemble Callinos)
- Benjamin DESCHAMPS (born in 1988)
  Crépuscules
- Raymond LÉVESQUE (1928-1921)
  Quand les hommes vivront d'amour
- Mathieu LUSSIER (born in1973)
  Récit et lied, op. 131
- Gentiane MG (born in 1992)
  Wonderland
- André MATHIEU (1929-1968)
  Printemps canadien

ARRANGEMENTS

Adam Cicchillitti

- Edvard GRIEG (1843-1907)
  Morceaux lyriques
- Maurice RAVEL (1875-1937)
  Prelude in A minor
  Minuet on the name of Haydn
  In the style of Borodin Sonatina
- Germaine TAILLEFERRE (1892-1983)
  Sonata for harp

Steven Cowan

- Federico MOMPOU (1893-1987)
  Musica Callada
- Germaine TAILLEFERRE (1892-1983)
  Fleurs de France

Benjamin Deschamps

- Frédéric CHOPIN (1810-1949)
  Prélude no 4, op. 28
- Alexandre BORODINE (1833–1887)
  Polovtsian dances
- George FORREST (1915–1999) et Robert C. WRIGHT (1914-2005)
  Strangers in Paradise
- Leopold GODOWSKY (1870-1938)
  Nocturnal Tangier
- Antônio Carlos JOBIM (1927-1944)
  How Insensitive
- Wayne SHORTER (1933-2023)
  Speak no Evil
  Black Nile
- Victor YOUNG (1899–1956)
  Stella by Starlight

Frank Lozano

- Wayne SHORTER (1933-2023)
  Fee Fi Fo Fum

Jean-Pierre Zanella

- Wayne SHORTER (1933-2023)
  Footprints
  Night Dreamer
  Endangered Species

François D'Amours

- Wayne SHORTER (1933-2023)
  Mahjong

Ensemble Callinos

- Maurice Ravel (1875-1937)
  Ma mère l'Oye, M. 60



YOUNG AUDIENCES HIGHLIGHTS



→ 2nd edition of *Holiday Jam*

→ Three performances of *Opera Candy* with the Opéra de Montréal and the Orchestre classique de Montréal

→ Production of the concert *Les Aïeules* and technical residency at Salle Désilets, CEGEP Marie-Victorin

→ 44 new clients

→ Partnership agreement signed with the CSSDM

→ 6 tours in Quebec, Ontario, New Brunswick and Nova Scotia

→ 4,601 participants in free activities



→ $32,000 in transportation costs reimbursed to schools and early childhood centres thanks to a grant from the Quebec Ministry of Culture and Communications

→ New partnership with Lareau Insurance Brokers to broadcast concerts



CONCERTS

CONCERTS	CREATED IN	NO. OF ARTISTS	NO. OF PERFOR-MANCES	CUMULATIVE
Christmas Jam	2002	3	20	865
Giggle and Stomp!	2004	2	19	291
The Great Rhythmobile Adventure	2011	2	22	382
Mozart's Flights of Fancy	2013	3	10	219
Recorders on the Run	2014	4	8	172
The World for Christmas	2014	3	2	217
Les Aïeules	2026	3	7	7
Opera Candy	2017	4	27	222
The Beginnings of *Bing Bang!*	2018	2	33	189
Jazz-Noisette	2019	4	14	109
Can We Be Friends?	2024	3	14	28
The Music-lovers' Forest	2024	2	26	52
FINAL TOTAL			**202**	

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



CONCERT CATALOGUE

GIGGLE AND STOMP! (Fr/En) **(also offered online)**
Marton Maderspach, Bruno Roy (percussion)

THE GREAT RHYTHMOBILE ADVENTURE (Fr/En) **(also offered online)**
Marton Maderspach, Bruno Roy (percussion)

MOZART'S FLIGHTS OF FANCY (Fr/En) **(also offered online)**
Amélie Fortin (piano), Amélie Lamontagne (violin), David Perreault (clarinet)

RECORDERS ON THE RUN (Fr/En) **(also offered online)**
Coproduced with Flûte Alors!
Vincent Lauzer (recorders), Marie-Laurence Primeau (recorders),
Alexa Raine-Wright (recorders), Caroline Tremblay (recorders)
Additional player: Francis Colpron (recorders)



THE STORY OF BABAR (Fr/En) **(also offered online)**
Laurence Lambert-Chan (piano), Charlotte Gagnon (narration)

CHRISTMAS JAM (Fr) **(also offered online)**
Pierre Blais (banjo), Marc Fortin (trombone), Jean Sabourin (sousaphone)

THE WORLD FOR CHRISTMAS (Fr) **(also offered online)**
Coproduced with Ensemble ALKEMIA
Jean-François Daignault (voice, recorders and chalumeau),
Michèle Motard (voice and percussion), Dorothéa Ventura (voice)

THE BEGINNINGS OF *BING BANG*! (Fr) **(also offered online)**
Marton Maderspach, Bruno Roy (percussion)

OPERA CANDY: THE GOURMET ADVENTURE OF HANSEL AND GRETEL (Fr/En) **(also offered online)**
Charlotte Gagnon (mezzo-soprano), Cécile Muhire (soprano),
Guillaume Rodrigue (actor-singer, narration), Xavier Rousseau (piano)
Additional players: Andréanne Brisson-Paquin (soprano), Sarah Bissonnette (mezzo-soprano)

JAZZ-NOISETTE (Fr)
Mathilde Duval-Laplante (actress-singer), Émile Auger (actor-singer),
Geneviève D'Ortun (flute, clarinet, saxophone), Xavier Rousseau (piano)

CAN WE BE FRIENDS? (Fr)
Nadia Monczak (violin), Johanna Silberman (flute), My-Lan Vu (bassoon)

THE MUSIC-LOVERS' FOREST (Fr)
Aurélie Négrier (actress), Tim S. Savard (trombone, musical saw)

LES AÏEULES (Fr)
Fléchelle Providence-Lépine (alto), Viviane Lafrance (flute),
Susana Arcila Tascòn (cello)



CANADIAN WORKS

THE GREAT RHYTMOBILE ADVENTURE

Thierry ARSENAULT (b. 1971)
Bruno ROY (b. 1962)
Raquettes
Bodydrumming
Poubelles et batteries

THE BEGINNINGS 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 to the melody of
Sur la grande côte

CHRISTMAS JAM

Marc FORTIN (b. 1961)
Rap de la confrontation
Quel beau cadeau vous m'avez fait à Noël

RECORDERS ON THE RUN

Matthias MAUTE (b. 1963)
Kaléidoscope

THE MUSIC LOVERS' FOREST

Aurélie NÉGRIER (b. 1979)
The Music-lovers' Forest

LES AÏEULES

David BONTEMPS (b. 1978)
Medley of traditional Haitian songs



WORKSHOPS

MEDIATION TEAM

QUEBEC

17 MEDIATORS

Stéphanie Beauparlant
Laïla Breger
Julie Blanchet
Véronique Girard
Anit Ghosh
Claude Hurtubise
Marton Maderspach
Tati Marazzo
Bruno Roy
Andrea Nino Sarmiento
Tim S. Savard
Clio Theodoridis
Alexandre Ducharme
Alice Newman-Gougeon
Geneviève D'Ortun
Laura Kubler
Marie-Eve Arsenault

NEW BRUNSWICK

4 MEDIATORS

Sophie Dupuis
Shaun Ferguson
Andres Felipe Romero Guzman
Marie-Claude Landry

NOVA SCOTIA

3 MEDIATORS

Guyaume Boulianne
Jacques Blinn
Monique Comeau

ONTARIO

1 MEDIATOR

Amélie Kolnik

GENERAL PUBLIC ARTISTS THAT GAVE YOUNG AUDIENCE WORKSHOPS

Edyelwys Da Silva
Mathilde Duval Laplante
Clio Theodoridis

WORKSHOPS

WORKSHOPS	CREATED IN	NO. OF PERFORMANCES	NO. OF PERFORMANCES SINCE 2015-2016
Series – A Rhythmic Trip around the World	2010	90	993
Series – Move to music	2014	36	552
Series – Sing me a Story	2012	66	412
Series – Nursery Rhymes and Rhythms!	2020	30	144
Series – Percussion, action!	2024	6	16
Series – Why I Love Music	2025	156	210
Occasional – Little Noise-Makers	2017	9	78
Occasional – The Song Hat	2020	1	28
Occasional – Percussion, action!	2019	17	41
Occasional – Body Beats	2014	73	532
Occasional – Your Story set to Music	2008	1	130
Occasional – My Music in Comics	2010	9	47
Do-It-Yourself – Trumpet	2019	63	104
Do-It-Yourself – Percussion	2014	8	18
Do-It-Yourself – Violin	2014	1	31
Acadjonne Jam	2023	4	13
Globetrotting Jam	2016	4	100
Traditional Jam	2016	0	7
Christmas Jam	2023	6	16
Halloween Jam	2023	5	36
Your season in song	2020	0	1
Up Tempo	2014	13	151
Ludi-Musique	2022	9	25
The Rhythm Game	2008	20	134
Reveal Your Voice	2025	19	43
Out Loud	2025	6	6
Young audience mediation	2025	1	1
Mini Music Makers	2025	41	41
Special project	2026	15	15
FINAL TOTAL		**709**	

DIGITAL BALLADS

WORKSHOPS	CREATED IN	NO. OF PERFORMANCES	NO. OF PERFORMANCES SINCE 2015-2016
Your Wintertime Song	2020	0	46
Winter Music and Legends	2021	0	10
Wolfi the Child Geniu	2022	7	14
Flûtastique	2021	3	6
Body Beats	2020	0	231
More Body Beats	2021	0	15
Hansel et Gretel at the Opera	2020	8	147
The Musical Jungle	2021	0	18
FINAL TOTAL		**18**	**487**

CONCERTS	CREATED IN	NO. OF PERFORMANCES	NO. OF PERFORMANCES SINCE 2015-2016
Recorders on the Run	2021	0	9
Opera Candy: The Gourmet Adventure of Hansel and Gretel	2020	3	166
The Beginnings of *Bing Bang!*	2020	0	123
The Great Rhythmobile Adventure	2021	0	44
Giggle and Stomp!	2020	0	105
Mozart's Flight of Fancy	2022	0	5
Christmas Jam	2020	0	167
The World for Christmas	2022	0	6
The Story Of Babar The Little Elephant	2020	0	31
FINAL TOTAL		**3**	**653**





2025-2026 STATISTICS

CONCERTS	NO. OF PERFORMANCES	ATTENDANCE
GENERAL PUBLIC		
Souvenir de Lakmé	13	2 510
French Panorama	13	1 449
Notes from the Front	14	1 584
Poscards	19	1 662
Off-series	12	1 128
Mediations	48	1 480
Happy Hour Concerts	7	576
Subtotal 1	**126**	**10 389**
YOUNG AUDIENCE		
Young Audience Concerts	119	23 633
School Adventures	91	11 896
Subtotal 2	**210**	**35 529**
YOUNG AUDIENCE - DIGITAL		
Digital Ballads - Concerts	3	339
Subtotal 3	**3**	**339**
FAMILY		
Cushion Concerts	11	886
CONCERT TOTAL	**350**	**47 143**





2025-2026 STATISTICS (cont'd)

WORKSHOPS	NO. OF PERFORMANCES	ATTENDANCE
PRESCHOOL (initiation)	**390**	**5 895**
ELEMENTARY SCHOOL AND DAY CAMPS	**202**	**4 667**
DIGITAL WORKSHOPS		
Digital Ballads - Workshops	**18**	**3 478**
FAMILY	**98**	**2 556**
SENIORS MEDIATION	**11**	**180**
VIRTUAL MEDIATION	**0**	**0**
SOCIAL COMMITMENT		
ETPSY/ CHU Sainte-Justine	**13**	**168**
WORKSHOP TOTAL	**732**	**16 944**
GRAND TOTAL	**1 082**	**64 087**

COMMUNICATIONS

On August 21, 2025, we held our Street Festival as part of the Braderie du Mont-Royal. This event allowed us to promote our venue and showcase our upcoming season's programming to the local community in Plateau-Mont-Royal.

On the schedule: self-guided tours of the venue, as well as outdoor entertainment on the street in front of our building, with youth programming in the morning and mini concerts for the general public in the afternoon.

We made brochures for our Young Audiences events and for Joseph-Rouleau Hall programming available on our website home page to promote our activities, allowing more people to access the information. We also printed 800 copies of the Joseph-Rouleau Hall brochure for distribution.



We launched an advertising campaign to promote the sale of season tickets, with a 30% discount on standard ticket prices. We also rolled out a new 25% discount offer when purchasing tickets for three concerts from one of our two series, Happy Hour Concerts and Cushion Concerts.

This campaign led to an increase in season ticket and three-concert package sales, ensuring increased attendance for the 2025-2026 season.



COMMUNICATIONS

DIGITAL REACH

SOCIAL MEDIA

Statistics as at June 30, 2026

FACEBOOK

Increase of 408 Followers
6,600 abonné·es au total

INSTAGRAM

Increase of 583 Followers
2,442 abonné·es au total

YOUTUBE

1,024 Total subscribers (increase of 24 during the year)

LINKEDIN

1,044 total followers (increase of 145 followers)

NEWSLETTERS (monthly mailing)

Open rate
Over 80,000 emails delivered
41.6%

WEBSITE

Visitors from July 1, 2025 to June 30, 2026
Number of page views = 348 228 vues
71,351 users
Average engagement time = 38 sec
Number of visits = 93,336
Page views per visit = 3.73

AMONG OUR MOST POPULAR POSTS:

Cushion Concerts promotion, news about our artists (grants, tours) and the launch of our continue to generate engagement amongst our subscribers!
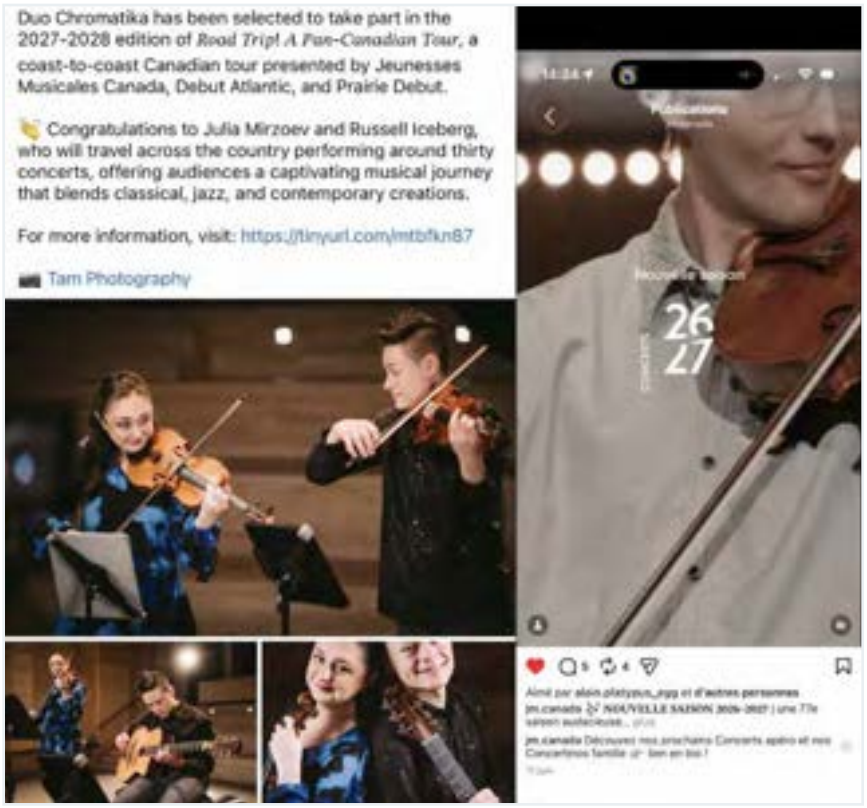


COMMUNICATIONS

AMONG OUR MOST POPULAR POSTS (Cont'd):

Over the course of the year, we also featured 11 profiles of our mediators to highlight the people who bring our workshops to life by sharing their passion for music.







During our Street Festival on August 21, 2025, we were delighted to have Avenue Mont-Royal with us. They produced a promotional video showcasing our activities for the 2025-2026 season.

2024-2027 ACTION PLAN

ISSUE 1: In line with our offering

DIRECTION 1:
Occupy the territory with a unique market positioning

AREA OF FOCUS 1.1: BRING THE GEOGRAPHICAL SCOPE OF THE NAME TO LIFE

ACTIONS	TARGETS REACHED
1.1.1 Continue to roll out digital services in areas outside of city centres	Ongoing until June 30, 2027 - 4 JMC tours - POLS renewal and new grant from the SIF for the New Brunswick region: - 74 YA workshops (1,347 participants) - 186 YA activities in New Brunswick and Nova Scotia: • 177 YA workshops • 4 YA concerts • 5 workshops for seniors - Auditions and casting completed for the Annabelle Canto concert featuring artists from New Brunswick, for broadcast in New Brunswick - Recruitment of 3 mediators in areas outside of Montreal
1.1.2 Continue tours for the general public	
1.1.3 Develop partnerships outside of Quebec	
1.1.4 Assess the feasibility of offering school programs outside of Quebec	
1.1.5 Adapt a concert for young audiences with local artists	
1.1.6 Develop activities with local artists	



2024-2027 ACTION PLAN (Cont'd)

ISSUE 1: In line with our offering

DIRECTION 1:
Occupy the territory with a unique market positioning

AREA OF FOCUS 1.2: PROMOTE JM CANADA'S EXPERTISE TO ITS AUDIENCES

ACTIONS	TARGETS
1.2.1 Deploy a communications plan targeting current key clienteles	Ongoing until June 30, 2027 - Segment our target audiences and implement a communications strategy and marketing plan - Improve the overall quality of proposals and the artistic standard of applications in auditions calls YA Sales • 126 concerts • 732 workshops • 91 school outings • 11 Cushion Concerts • 3 Ballads
1.2.3 Increase the penetration rate of our products and offering	



2024-2027 ACTION PLAN (Cont'd)

ISSUE 1: In line with our offering

DIRECTION 1:
Occupy the territory with a unique market positioning

AREA OF FOCUS 1.3: TAKE THE LEAD IN DEVELOPING THE TALENTS OF YOUNG MUSICIANS THROUGH CONTACT WITH AUDIENCES

ACTIONS	TARGETS
1.3.1 Develop partnerships with local stakeholders 1.3.2 Develop mediation skills 1.3.3 Maintain a more active link with the general public before and after artists' tours	Ongoing until June 30, 2027 - Maintain key partnerships with La SAMS, the CSSDM, ARAMusique, the Agora des arts, the NAC, the PDA, the Théâtre Outremont, CEGEP Marie-Victorin and the Église cabaret spectacle - New partnerships with: 5 new municipalities in New Brunswick, Fête de la musique de Tremblant and the City of Montreal - Retain 2 JMC concerts for sale as special editions

AREA OF FOCUS 1.4: TARGET ACTIONS TO DEVELOP THE CANADIAN MARKET, SPECIFICALLY THE FRANCOPHONE COMMUNITY

ACTIONS	TARGETS
1.4.1 Conduct market research 1.4.2 Identify the most promising segments and develop local partnerships 1.4.4 Invest in training local mediators	- Market research with Senergis to assess the feasibility of offering workshops designed for neurodivergent children or those with disabilities - Targeted sales strategy based on 3 tours across 3 separate provinces: New Brunswick, Ontario and Nova Scotia - 2 new members of the YA mediation team outside of Quebec - 13 hours of training for mediators outside of Quebec

2024-2027 ACTION PLAN (Cont'd)

ISSUE 2: In line with our clientele

DIRECTION 2:

Develop curiosity about the classical world among a diverse range of audiences

AREA OF FOCUS 2.1: TARGET INITIATIVES AIMED PRIMARILY AT YOUNG AUDIENCES

ACTIONS	TARGETS
2.1.1 Have a market penetration plan for "youth" clientele – schools	Ongoing until June 30, 2027 - Targeted communications and customer segmentation which enabled us to surpass YA sales targets

AREA OF FOCUS 2.3: PROMOTE EMERGING ARTISTIC TALENT

ACTIONS	TARGETS
2.3.1 Review communications to better promote the next generation of artists	Ongoing until June 30, 2027 - Web visibility strategy emphasizing: • Production of promotional videos for social media • Curation of playlists by our artists to invite the public into their world



2024-2027 ACTION PLAN (Cont'd)

ISSUE 3: In line with our intentions

DIRECTION 3:
Pursue the organization's drive for openness

AREA OF FOCUS 3.1: DEFINE THE MEANING OF "CLASSICAL WORLD" AND EXTEND ITS USE

ACTIONS	TARGETS
3.1.1 Finalize a definition "classical world"	Ongoing - Meeting with one presenter and draft of the definition used in JMC tools

AREA OF FOCUS 3.2: DEVELOP AND IMPLEMENT DEI AND ECORESPONSIBILITY ACTIONS AND POLICIES

ACTIONS	TARGETS
3.2.5 Develop and implement inclusion, diversity and environmental responsibility initiatives and policies	- Diversification of juries - Drafting of an environmental responsibility policy



2024-2027 ACTION PLAN (Cont'd)

ISSUE 4: In line with our abilities

DIRECTION 4: Develop the organization's abilities

AREA OF FOCUS 4.1: STRENGTHEN FUNDRAISING STRATEGIES IN SYNERGY WITH THE JM CANADA FOUNDATION

ACTIONS	TARGETS
4.1.1 Set up a Board committee to look into philanthropic development in conjunction with the Foundation	- Joint meeting of the JMC and JM Foundation executive committees to align the two organizations

AREA OF FOCUS 4.2: DEVELOP AND IMPLEMENT COMMUNICATIONS AND MARKETING CAPABILITIES

ACTIONS	TARGETS
4.2.1 Set up a proper marketing department or outsource the work	Establishment of a marketing committee
4.2.2 Develop a marketing plan, a communications plan and a go-to-market strategy - marketing, digital marketing, communications, sales	- 12 'boosted' ads on our Facebook and Instagram platforms - 155 posts, stories and reels on Facebook - 188 posts, stories and reels on Instagram - Development of an evaluation matrix for priority marketing initiatives
4.2.3 Redesign the website (SEO, user experience, interface and design) – deferred in TARGETS column	- Deferred



2024-2027 ACTION PLAN (Cont'd)

ISSUE 5: In line with our structure

DIRECTION 5:
Solidify the internal structure

AREA OF FOCUS 5.1: DEVELOP COMMITMENT TO THE ORGANIZATION BY MODERNIZING CERTAIN INTERNAL AND MANAGERIAL PRACTICES

ACTIONS	TARGETS
5.1.4 Migrate our server to the cloud	- Digital audit - Restructuring of the classification system - Recruitment of an intern to set up the SharePoint, draw up the retention schedule and implement the classification system - Staff training
5.1.5 Review and update the Employee Handbook	- Adoption of the Employee Handbook by the board of directors





THE JMC NETWORK

JMC IS SUPPORTED BY 2 PROVINCIAL ORGANIZATIONSS

JEUNESSES MUSICALES NEW BRUNSWICK

CHAIRED BY LUC GAGNON

9 DIRECTORS

5 BOARD MEETINGS
- August 14, 2025
- November 9, 2025
- January 29, 2026
- March 26, 2026
- June 6, 2026

ANNUAL GENERAL MEETING
- November 9, 2025

FUNDING
- $17,830 grant from the New Brunswick Department of Tourism, Heritage and Culture
- $25,000 grant from the New Brunswick Department of Intergovernmental Affairs, Program on the Provision of Official-Language Services (POLS)
- $8,400 grant from the Strategic Initiatives Fund (SIF)
- Laetitia-Cyr Scholarship Fund, created in 2000 by JMNB

6 CHAPTERS

JEUNESSES MUSICALES ONTARIO

CHAIRED BY DANIÈLE LEBLANC

11 DIRECTORS

NO FUNDING

NO CHAPTERS

NO BOARD MEETING

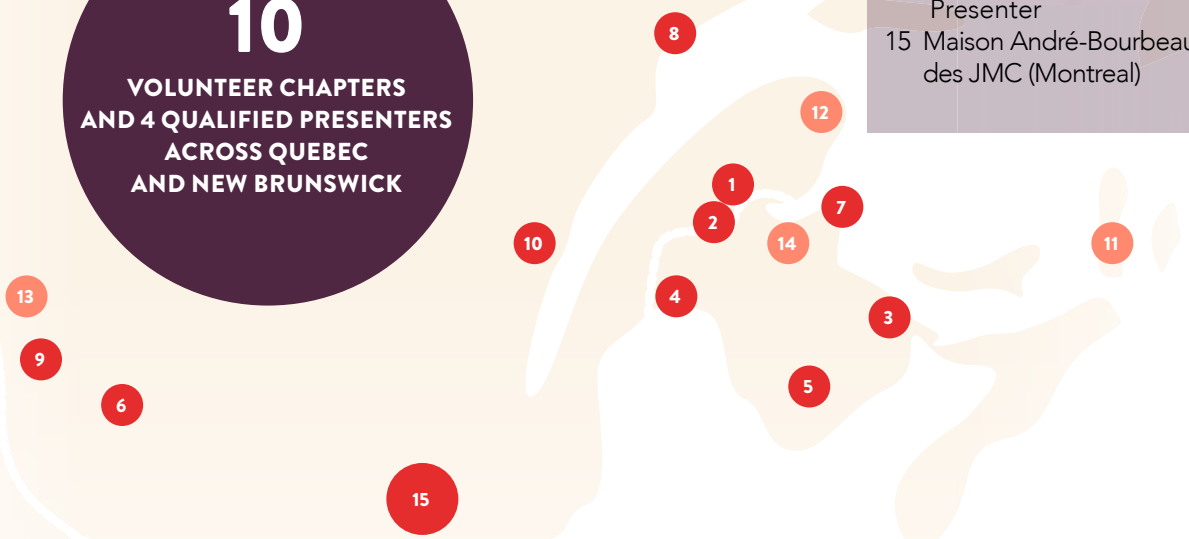
NO ANNUAL GENERAL MEETING

JMC NETWORK OF CHAPTERS AND QUALIFIED PRESENTERS

1. Baie-des-Chaleurs JMC Chapter
2. Dalhousie JMC Chapter
3. Moncton JMC Chapter
4. Edmundston JMC Chapter
5. Fredericton JMC Chapter
6. Lac-Témiscamingue JMC Chapter
7. Acadian Peninsula JMC Chapter
8. Port-Cartier JMC Chapter
9. Rouyn-Noranda JMC Chapter
10. Saguenay JMC Chapter
11. Au Vieux Treuil Qualified Presenter (Îles-de-la-Madeleine)
12. Centre de création diffusion de Gaspé Qualified Presenter (Gaspé)
13. Ville de la Sarre Qualified Presenter
14. Société culturelle régionale Népisiguit (SCRN) Qualified Presenter

15 Maison André-Bourbeau des JMC (Montreal)

10
VOLUNTEER CHAPTERS AND 4 QUALIFIED PRESENTERS ACROSS QUEBEC AND NEW BRUNSWICK



THE JMC NETWORK

The network of regional JMC Chapters (5 in New Brunswick and 5 in Quebec) includes more than 150 volunteers who ensure the logistics, promotion, financing, and presentation of JMC Concerts. Each JMC Chapter has a non-profit governance structure: the Chapter is managed by a volunteer team that includes a president, vice-president, secretary, treasurer, and board members.

MC CHAPTER PRESIDENTS

- Baie-des-Chaleurs JMC Chapter, Ms. Monique Frappier, President
- Dalhousie JMC Chapter, Ms. E. Gail Carleton, President
- Edmundston JMC Chapter, Ms. Julie Bédard, President
- Fredericton JMC Chapter, Mr. Wilfred J. Alliston, President
- Lac-Témiscamingue JMC Chapter, Ms. Chantal Tremblay, President
- Moncton JMC Chapter, Mr. Martin Waltz, President
- Acadian Peninsula JMC Chapter, Ms. Lise Léger-Anderson, President
- Port-Cartier JMC Chapter, Ms. Louise Lajoie, President
- Rouyn-Noranda JMC Chapter, Mr. Yves Prévost, President
- Saguenay JMC Chapter, Mr. Charles Emond, President

IN MEMORIAM

Jeunesses Musicales Canada was saddened to learn of the passing of three exceptional volunteers:

Madeleine Croft (1941-2026) – Saguenay JMC Chapter
A retired teacher and avid music lover, she was deeply involved in ticket sales for her Chapter in the Chicoutimi region.

Marielle Mallette (1946-2026) – JMC Saguenay Centre
A member of our artistic committee, Marielle had a musical background and was actively involved in promoting our activities at her Chapter.

Gloria Richard (1934-2026) – JMC Kent Chapter
A soprano who gave recitals and performed on the radio and television, she was one of the first Acadians to make her mark on the Canadian opera scene. As the driving force behind a music program for both the French-speaking and English-speaking school systems in the province of New Brunswick, Gloria was awarded the Lieutenant-Governor's Award. She organized numerous Jeunesses Musicales Canada concerts over the course of 20 years.

All three were pillars of their respective Chapters in their own way, successfully contributing to the promotion of classical music within their communities, and JMC is eternally grateful to them.

MONTREAL VOLUNTEERS

The Montreal volunteers contribute to special events and help ensure that the many different tasks at head office run smoothly.

The Montreal team of volunteers: Jocelyne Castonguay, Madeleine Choquette, Louise De Bellefeuille, Lise Desjardins, Mariette Dupuis, Ghislaine Gagnon, Lise Goulet, Ana Gutierrez, Aurélie Moroso, Gilles Pichette, Judith Ritchie, Barahe Samadi, Normand Trempe, Carmen Trevino, Ilea Tant, Mercedes Rodriguez, Francine Lavoie, Olena Verovkina and Louise Villeneuve.

HUMAN RESOURCES

12 EMPLOYEES AT THE HEAD OFFICE IN MONTREAL

1 CONTRACT WORKER IN NEW-BRUNSWICK

6 TEMPORARY EMPLOYEES (Joseph-Rouleau Hall)

OVER **100** ARTISTS, FACILITATORS, DESIGNERS AND TECHNICAL TEAM MEMBERS

JMC TEAM AS AT JUNE 30, 2026

MANAGEMENT

Danièle LeBlanc	Executive and Artistic Director

FINANCES AND ADMINISTRATION

Nathalie Allen, CPA	Financial Services Director
André Mercier	Accounting Technician
Alexis Boulanger	Executive Assistant and Volunteer Coordinator

CREATIVE PRODUCTION & OPERATIONS

Pierre-Luc Moreau	Head of Productions, Young Audiences
Anne-Marie Saint-Jacques	Development Officer
Benoît Bilodeau	Joseph-Rouleau Hall Activities Coordinator
Marilou Lepage	School Adventures Coordinator, Young Audiences
Marie-Claude Massé	Activites Coordinator, General Public
Marie Vivies	Workshop and Digital Offer Coordinator, Young Audiences

COMMUNICATIONS

Erin Whittaker	Head of Communications
Maroussia Mélia	Communications Coordinator

JM NEW BRUNSWICK

Isabelle Roy	JMNB Development Officer

THANK YOU TO ALL THE EMPLOYEES WHO WORKED FOR JMC THROUGHOUT THE YEAR

Geneviève Levasseur

FINANCIAL OVERVIEW

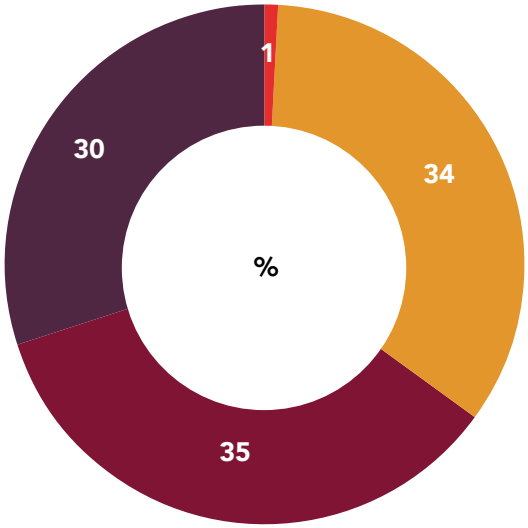
FOR THE YEAR ENDED JUNE 30, 2026

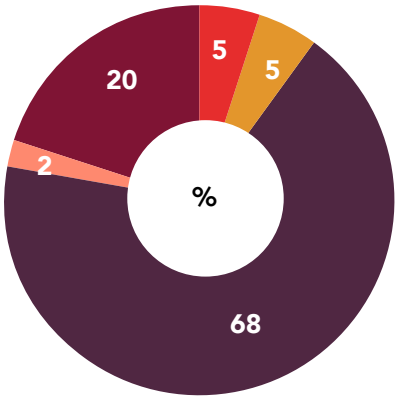
CONSOLIDATED RESULTS

	2025-2026	2024-2025
Revenue	$2,415,238	$2,091,569
Expenses	$2,347,973	$2,089,579
Excess (shortfall) of revenue over expenses	$67,265	$1,990

DISTRIBUTION OF REVENUE

- Grants
- Private Fundraising (JM Canada Foundation and other major donors)
- Autonomous revenue
- Amortization of deferred revenue





DISTRIBUTION OF EXPENSES

- Artistic and production
- Amortization of fixed assets
- Administration
- Representation and Development
- Building Operating Expenses

BALANCE SHEET

	2025-2026	2024-2025
Assets	$1,698,757	$1,565,375
Liabilities	$1,183,093	$1,116,976
Net assets[1]	$515,664	$448,399

[1] As of June 30, 2026, unallocated net assets totaled $48,627, while net assets invested in property, plant, and equipment amounted to $407,037. To ensure responsible financial management, the Board of Directors approved during the fiscal year an internal allocation of $60,000 to establish a contingency fund for work on the building.



THE JM CANADA FOUNDATION, PARTNER OF THE JMC MISSION

PROMOTING MUSIC. SUPPORTING THE NEXT GENERATION. BUILDING FOR THE FUTURE.

Since 1984, the JM Canada Foundation has been working alongside JMC to support its mission and contribute to its sustainability.

Thanks to generous donors, fundraising activities and the funds it manages, the Foundation transforms philanthropic commitment into tangible support for JM Canada and for young Canadian musicians' career development.



Nearly $917,000
in direct and indirect contributions to JMC in 2025-2026.

PHILANTHROPY IN THE SERVICE OF MUSIC

The JM Canada Foundation:

- mobilizes donors and partners in support of the JMC mission;
- organizes fundraising events and runs an annual fundraising campaign;
- contributes financially to JMC activities and projects;
- supports JMC in developing new sources of funding;
- establishes and manages funds to ensure long-term support for the organization's mission;
- directly supports the professional development of young Canadian musicians through scholarship, grant and awards programs;
- builds a philanthropic community committed to classical music and emerging talent.

Together, JMC and their Foundation are making music an investment in the next generation and in the future.

To learn more about the JM Canada Foundation's activities in 2025-2026, please consult the annual report.

JEUNESSES MUSICALES INTERNATIONAL

BRIEF OVERVIEW

Established in Brussels (Belgium) in 1945, JM International (JMI) is the world's largest non-governmental organization (NGO) dedicated to music for youth, with the mission to 'provide opportunities for young people and children to develop through music across all boundaries'. JMI has identified four priority activity fields:

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

MAIN PROGRAMS

enCORE: Creative experience that searches for new ways to approach classical music, looking at it from the perspective of young people.

ETHNO: Oral transmission of traditional music from around the world - 15 camps have taken place in 10 European countries and in India.

EURO-ARAB YOUTH MUSIC CENTRE: Musical exchanges between Arab and European countries.

FAIR-PLAY: Music competition focusing on themes of denouncing corruption

IMAGINE: International music competition covering all genres, with 8 national Imagine festivals across 3 continents, promoting bilateral exchanges between participating countries.

JMI GLOBAL CONFERENCE: Annual event bringing together the JM International network and its various partners from around the world.

JM JAZZ WORLD: International jazz orchestra, hosted at one of the JMI World Meeting Centres.

MUSIC AGAINST CHILD LABOR: Awareness campaign against child labour.

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

WORLD YOUTH CHOIR: International youth choir with an annual tour.

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

YOUNG AUDIENCES MUSIC AWARDS (YAMA): International competition celebrating the best productions for young audiences.

Recognized by UNESCO

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

61 countries represented

39 National Members

34 Associate Members

7 million young people between the ages of 13 and 30

40,000 musical activities /year

PARTNERS AND SPONSORS

SERIES PARTNERS

Claude Leblanc
Festival d'opéra de Québec
RBC Fondation

PUBLIC PARTNERS

Canada Council for the Arts
Canadian Heritage
Conseil des arts et des lettres du Québec
Conseil des arts de Montréal
Conseil des arts du Nouveau-Brunswick
Ministère de la Culture et des Communications Québec
Ministère du Tourisme, du Patrimoine et de la Culture du Nouveau-Brunswick
Ministère du Travail, de l'Emploi et de la Solidarité sociale Québec
Fédération culturelle canadienne-française (PassepART)

MAJOR PRIVATE DONORS ($1,000 and above)

Anonymous
Azrieli Fondation
Cécile Mesnard-Pomerleau Fondation
Danièle LeBlanc
Filles de Marie-de-L'Assomption
Fondation du Grand Montréal (Joseph-Rouleau-André-Bourbeau Fund)
Jean-Patrick Thibeault
Jeunesses Musicales Canada Fondation
Laetitia-Cyr Scholarship Fund
Lise Léger-Anderson
Marc Lévesque
Marc Tessier
Mirella et Lino Saputo Fondation
Sheila Aumeerally
Yves Prévost

ARTISTIC AND DISTRIBUTION PARTNERS

Centre de services scolaire de Montréal
City of Montreal (Maisons de la culture and Montreal libraries)
Ensemble Alkemia
Fédération culturelle canadienne-française (PassepART et Immers'ART)
Flûte alors !
La petite église Cabaret Spectacle
La SAMS (Société pour les arts en milieu de santé)
Opéra de Montréal
Orchestre classique de Montréal
Orchestre symphonique du Saguenay-Lac-Saint-Jean
Place des arts
Salle Désilets
Salle Pauline-Julien
Théâtre Outremont

DIGITAL BALLADS PARTNER

Azrieli Foundation

SPECIAL THANKS

ANNUAL CAMPAIGN - JMC CHAPTERS

Our sincere thanks go to the many donors who contributed to the success of these fundraising campaigns, as well as to the many regional benefactors and sponsors who provide local support to our organization's network of volunteer Chapters.







Jeunesses Musicales Canada

ANDRÉ BOURBEAU'S JMC HOUSE

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