

22 23 ANNUAL REPORT



TABLE OF CONTENTS

A Word from the Chair and from the Executive and Artistic Director	3
About	4
Jeunesses Musicales Canada	5
Three Main Activity Types	6
<i>En avant l'art vivant !</i>	7
General Audience — Highlights	8
Emerging Artists Concerts	9
Artist in Residence	10
Young Audience — Highlights	11
Concerts and Recordings	12
Young Audience Concerts	13
Canadian Works	14
Workshops	14
Workshops Facilitations	15
2022-2023 Statistics	16
Communications	18
Action Plan 2019–2023 — Review	19
The JM Canada Network	25
Human Resources	27
Financial Overview	28
Jeunesses Musicales Canada Foundation	29
Jeunesses Musicales International	30
Partners and Sponsors	31

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 Mélissa Latinier for their administrative support.

A sincere thanks to our graphic designer Isabelle Pépin for her precious collaboration throughout the year and for the layout of this report.

A WORD FROM THE CHAIR AND FROM THE EXECUTIVE AND ARTISTIC DIRECTOR



Luc Perreault

Luc Perreault
Chair



*Danièle
LeBlanc*

Danièle LeBlanc
Executive and
Artistic Director

Another season is over, and what a season it was! An uninterrupted return to live events and a resumption of activities with all our partners has enabled Jeunesses Musicales Canada to get back on track and spread the word about classical music. Our annual report documents this recovery.

Beginning with a four-month interim period as Executive and Artistic Director, this unique season has highlighted the strengths of our team. Our sincere thanks go to all those colleagues who stepped up and ensured the success of our many projects.

We began our 2022–2023 season with *En avant l'art vivant!* This weekend of free and paying concerts, workshops, and mediation activities made our concert hall shine like never before, connecting us with appreciative new audiences. With the formidable drag queen Barbada as our spokesperson, we were able to spread the word about our latest activities.

The second major project of the year was the implementation of strategic planning with the firm idmrs. Begun in February 2023, the exercise was concluded in June, and the action plan and objectives were finalized in August for presentation at our annual general meeting.

Naturally, Jeunesses Musicales Canada couldn't accomplish its mission without its many public and private partners. That's why we'd like to acknowledge the invaluable support of the Canada Council for the Arts, the Conseil des arts et des lettres du Québec, the Conseil des arts de Montréal, and Canadian Heritage, not to mention the Government of Canada, the Gouvernement du Québec, the New Brunswick Department of Tourism, Heritage and Culture, and the Fédération culturelle canadienne-française (PassepART). Thanks to their support, we have been able to maintain our activities and develop new initiatives.

Special thanks also to our private partners, including our Foundation, chaired by Florence Junca-Adenot, and the Azrieli Foundation, who continues to believe in our initiatives. And, of course, an inestimable debt of gratitude to our volunteer chapters, who support us locally and enable us to bring concert music to places where it would otherwise be inaccessible.

Our 2023–2024 season is already underway and promises to be an exciting and memorable event. Our organization's 75th anniversary is just around the corner, and we're approaching it with renewed fervour. The coming months will be intense as we explore new avenues for financing and developing artistic projects, but we believe more than ever in the relevance of our mission and what we can contribute to the wonderful world of music. Long live Jeunesses Musicales Canada!

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**

→ **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.
- **MUSICAL CREATION 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.



EN AVANT L'ART VIVANT!

To mark the resumption of indoor activities and raise the profile of the Joseph-Rouleau Hall in the Montreal community, the *En avant l'art vivant!* event was presented from October 19 to 23, 2022. Thanks to our two spokespersons for the event, Barbada and Stéphane Tétreault, we were able to attract new audiences to our venue.

- Cello masterclass with Stéphane Tétreault
- Carte blanche concert with Barbada, Stéphane Tétreault, and Denis Plante
- Musical Story Time with Barbada, accompanied by pianist Xavier Rousseau
- More Body Beats! Workshop
- Barbada and The Globetrotting Jam



ACTIVITIES	NBRE OF PERFORMANCES	ATTENDEES
Masterclass	1	23
Carte blanche Concert	1	93
Musical Story Time with Barbada	2	116
More Body Beats! Workshop	1	36
Barbada and the Globetrotting Jam	2	95



→ The opera *Une veuve joyeuse* presented during the Festival d'opéra de Québec and on tour

→ Partnership with Orford Musique to host an artistic residency for the opera *Une veuve joyeuse*

→ Artist in residence Meagan Milatz at Joseph-Rouleau Hall as part of the Happy Hour Concerts series

→ Masterclass with Andrew Wan and students from the Conservatoire de musique de Montréal

→ Special Happy Hour Concert, *Entre ciel et terre*, with Louis-Benoît Caron (clarinet) and Julien Leblanc (piano)

→ Participation of the Head of General Audiences Activities in the *Cultural Management Training* conference in November in Belgium, presented by JMI



GENERAL AUDIENCE HIGHLIGHTS

16 musicians
6 singers
13 craftsmen, craftswomen, and designers
32 cities visited
12 paraconcert activities (meeting-discussion, school concert, or masterclass)



EMERGING ARTISTS CONCERTS

EASTERN TOUR

OPERA – UNE VEUVE JOYEUSE (LEHAR)

Missia — Mathilde Duval-Laplante, soprano
Comte Danilo — Sébastien Comtois, tenor
Nadia — Klara Martel-Laroche, mezzo-soprano
Camille — Marc-Antoine Brûlé, tenor
Popoff — Martin Perreault, actor
D'Estillac — Jeffrey Bernier, actor-singer
Piano — Rosane Lajoie
Alain Gauthier, stage direction
Esther Gonthier, musical direction
Erika Lefebvre, set and prop design
Leïlah Dufour-Forget, costume design
Anne-Catherine Simard Deraspe, lighting design
Élène Pearson, makeup and hair design
Jean-Marie Gardien, technical direction
Félix Tremblay-Therrien, assistant to stage direction
Marie-Hélène Grisé, technical direction on tour
Jean Sabourin, tour direction

PIAZZOLLA TRIBUTE

Dominique Beauséjour-Ostiguy, cello
Christ Habib, guitar

PORTRAITS & FANTASIAS

David Dias da Silva, clarinet
Olivier Hébert-Bouchard, piano

VIRTUOSIC SENSIBILITIES

Chloé Chabanole, violin
Cameron Crozman, cello
Philip Chiu, piano

WESTERN TOUR

WILL TO LIVE

Philippe Prud'homme, piano

PIAZZOLLA TRIBUTE

Dominique Beauséjour-Ostiguy, cello
Christ Habib, guitar

VIRTUOSIC SENSIBILITIES

Chloé Chabanole, violin
Cameron Crozman, cello
Philip Chiu, piano

OPERA – UNE VEUVE JOYEUSE (LEHAR)

Missia — Mathilde Duval-Laplante, soprano
Comte Danilo — Sébastien Comtois, tenor
Nadia — Klara Martel-Laroche, mezzo-soprano
Camille — Marc-Antoine Brûlé, tenor
Popoff — Martin Perreault, actor
D'Estillac — Jeffrey Bernier, actor-singer
Piano — Rosane Lajoie
Alain Gauthier, stage direction
Esther Gonthier, musical direction
Erika Lefebvre, set and prop design
Leïlah Dufour-Forget, costume design
Anne-Catherine Simard Deraspe, lighting design
Élène Pearson, makeup and hair design
Jean-Marie Gardien, technical direction
Félix Tremblay-Therrien, assistant to stage direction
Mallory Duhamel and Eugénie Bégin, technical direction on tour
Jean Sabourin, tour direction

ARTIST IN RESIDENCE

For a second season, JM Canada welcomed an artist in residence to André-Bourbeau House. As part of the Happy Hour Concerts series, pianist Meagan Milatz was given carte blanche to present three concerts. Accompanied by her musician friends, she presented three outstanding concerts that took the audience on a journey to Eastern Europe, Hungary, and through the Romantic era.

CONCERTS AND GUEST ARTISTS

LES VOIX DE L'EUROPE DE L'EST

Meagan Milatz, piano
Isabella D'Éloize Perron, violin

MOSAÏQUES HONGROISES

Meagan Milatz, piano
Andrew Wan, violin
Todd Cope, clarinet

LE PIANO ROMANTIQUE

Meagan Milatz, piano



CANADIAN WORKS

Denis PLANTE (born 1972)

- *Ménage à trois*
- *Oracion*
- *Tango pour violoncelle seul*

Denis Gougeon (born 1951)

- *Six thèmes solaires — Terre*

Suzanne Hébert-Tremblay (born 1960)

- Deux monodies pour clarinette seule
I. *Oiseaux de nuit*

Heather Schmidt (born 1974)

- *La nuit verte*

Jeffrey Fong (born 1995)

- *Hazel*

Christos Hatzis (born 1953)

- *Coming To*

Imant Raminsh (born 1943)

- *Aria*

Marc-André Hamelin (born 1961)

- *Con intimissimo sentimento*
VI. *After Pergolesi*

Renaud Côté-Giguère (born 1990)

- Dominique Beauséjour-Ostiguy (born 1994)
• *Hommage à Piazzolla*

Jacques Hétu (1938-2010)

- *Impromptu, op. 70, pour piano solo*

Kelly-Marie Murphy (born 1964)

- *Give Me Phoenix Wings to Fly*

YOUNG AUDIENCE HIGHLIGHTS

→ Premiere of *Acadjonne Jam*

→ More than 180 concerts for young audiences in schools, in presenters' venues, and at Joseph-Rouleau Hall

→ 27-performance tour of the concert *The Beginnings of Big Bang!* in New Brunswick and Prince Edward Island.

→ Thanks to the JM Canada Foundation, the generosity of the Orchestre classique de Montréal (OCM) and in partnership with Une école montréalaise pour tous, 350 young people from underprivileged backgrounds were able to attend a free performance of *Recorders on the Run* with Orchestra at Salle Pierre-Mercure

→ More than 250 workshops offered in daycare centres, schools, and at presenters' venues

→ Thanks to the generosity of Une école montréalaise pour tous, the 350 young people were also able to see the *Flutastic* preparatory workshop for the concert with OCM

→ Presentation of the workshop-concert-VJing event *Autour du violon de Hao* in collaboration with the CMIM

→ 50th consecutive season of the Sons et brioches series at Montreal's Place des Arts, where JM Canada artists are invited to give concerts for young audiences



CONCERTS AND RECORDINGS

CONCERTS	CREATED IN	NBRE OF ARTISTS	NBRE OF PERFORMANCES	TOTAL
Le grand bal de Noël	2002	3	33	811
Rythmo-Rigolo	2004	2	5	227
L'expédition de la rythmobile	2011	2	18	339
La récréation de Mozart	2013	3	12	192
Les athlètes de la flûte à bec	2014	4	31	151
La marmite ensorcelée	2014	1	7	113
L'histoire de Babar	2014	2	6	143
Un monde pour Noël	2014	3	8	194
Le luth, l'ami des rois	2015	1	6	66
Opéra-Bonbon	2017	4	9	163
Les origines du <i>Bing Bang!</i>	2018	2	33	130
Jazz-Noisette	2019	4	10	68
Zoom-Boum-Boum	2019	2	15	31
TOTAL FINAL			193	

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



YOUNG AUDIENCE CONCERTS

LE GRAND BAL DE NOËL (Fr only)

Pierre Blais (banjo – Atemplein), Marc Fortin (trombone – Amatin), Jean Sabourin (sousaphone – Ademain)

GIGGLE AND STOMP! (Fr/En)

Marton Maderspach (percussion), Bruno Roy (percussion)

THE GREAT RHYTHMOBILE ADVENTURE (Fr/En)

Marton Maderspach (percussion), Bruno Roy (percussion)

LA RÉCRÉATION DE MOZART (Fr/En)

Amélie Fortin (piano), Amélie Lamontagne (violon), David Perreault (clarinette)

RECORDERS ON THE RUN (Fr/En)

Coproduced with Flûte Alors!

Vincent Lauzer (recorders), Marie-Laurence Primeau (recorders),
Alexa Raine-Wright (recorders), Caroline Tremblay (recorders)

LA MARMITE ENSORCELÉE (Fr only)

Coproduced with Julie SaMuse

Julie Béchard, percussion

THE STORY OF BABAR (Fr/En)

Laurence Lambert-Chan (piano), Charlotte Gagnon (narration)

UN MONDE POUR NOËL (Fr only)

Coproduced with Ensemble ALKEMIA

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

LUTH, FRIEND OF KINGS (Fr/En)

Madeleine Owen (luth and theorbo)

THE BEGINNINGS OF BING BANG! (Fr only)

Marton Maderspach (percussion), Bruno Roy (percussion)

OPERA CANDY: THE GOURMET ADVENTURE OF HANSEL AND GRETEL (Fr/En)

Michel-Alexandre Broekaert (piano), Charlotte Gagnon (mezzo-soprano – Hansel),
Cécile Muhire (soprano – Gretel), Guillaume Rodrigue (actor-singer, narrator)

JAZZ-NOISETTE (Fr only)

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

ZOOM-BOUM-BOUM (without words)

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



CANADIAN WORKS

LUTE, FRIEND OF KINGS

Konstantin BOZHINOV
(born 1988)
La Madeleine

RECORDERS ON THE RUN

Matthias MAUTE
(born 1963)
Kaléidoscope

THE GREAT RHYTHMOBILE ADVENTURE

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

LE GRAND BAL DE NOËL

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

THE ORIGINS OF BING BANG!

Marton MADERSPACH (born 1983)
Bruno ROY (born 1962)
Rhythmic number En avant le bing bang!
Traditional folksong
Reel of the railway
Call and response song on the melody of, Sur la grande côte

ZOOM-BOOM-BOOM

Stephanie MOORE
(born 1979)
Musique de Zoom-Boum-Boum



WORKSHOPS FACILITATIONS

QUEBEC

10 FACILITATORS

Stéphanie Beauparlant
Laila Breger
Véronique Girard
Julie Blanchet
Anit Ghosh
Claude Hurtubise
Andrea Nino Sarmiento
Aurélien Tomasi
Tim S. Savard
Clio Isis Théodoridis (Saguenay)

NEW-BRUNSWICK

2 FACILITATORS

Myriam Dionne Poitras
Lee Thériault

NOVA SCOTIA

1 FACILITATOR

Guyaume Bouliane



WORKSHOPS

WORKSHOPS	CREATED IN	NBRE OF PERFORMANCES	NBER OF PERFOR- MANCES SINCE 2015-2016
The Rhythm Box	2008	0	88
Ludi-Musique	2022	4	4
Body Beats	2014	28	370
More Body Beats	2022	1	1
Little Noise-Makers	2017	2	35
Your Story Set to Music	2008	1	70
My Music as a Comic Strip	2010	1	25
The Musical Jungle	2015	0	19
Globetrotting Jam	2016	4	66
The Traditional Jam	2016	1	6
The Holyday Jam	2016	1	2
Hansel et Gretel at the Opera	2017	0	9
Do-It-Yourself Music – Violin	2014	1	28
Do-It-Yourself Music – Trumpet	2010	0	29
Do-It-Yourself Music – Guitar	2019	1	17
Do-It-Yourself Music – Percussion	2014	0	3
Musical Conversation – Clarinet	2014	0	3
Musical Conversation – Violin	2014	0	5
Musical Conversation – Theorbo	2017	0	2
Up Tempo!	2014	14	109
Musical Initiation – A Rhythmic Trip around the World	2010	72	711
Musical Initiation – Introduction to Body Percussion	2014	62	324
Musical Initiation – Sing me a Story	2012	27	250
Classicofone (digital)	2019	2	12
Workshops – À vos percussions!	2019	11	33
Nursery Rhymes and Rhythms!	2020	36	36
Your Wintertime Song	2021	0	0
The Song Hat	2020	1	17
TOTAL FINAL		270	



2022-2023 STATISTICS

CONCERTS	NBRE OF PERFORMANCES	ATTENDEES
GENERAL PUBLIC		
Piazzolla Tribute	24	2,888
Will to Live	6	763
Portraits & Fantasias	12	962
Virtuosic Sensibilities	17	2,118
<i>Une veuve joyeuse</i> (opera)	19	3,040
Happy Hour Concerts	6	318
Subtotal 1	84	10,089
YOUNG AUDIENCE		
Young Audience Concerts (networks, tours and schools)	106	18,972
Musical Escapades	71	8,603
Subtotal 2	177	27,575
YOUNG AUDIENCE DIGITAL		
Digital Ballads	22	2,828
Presenters	0	0
Subtotal 3	22	2,828
Presenters		
Cushion Concerts	16	1,426
TOTAL CONCERTS	299	41,918



2022-2023 STATISTICS (suit)

WORKSHOPS	NBRE OF PERFORMANCES	ATTENDEES
PRESCHOOL (initiation)	197	2,263
ELEMENTARY SCHOOL AND DAY CAMPS	42	1,432
DIGITAL WORKSHOPS		
Digital Ballads	29	15,818
Presenters	0	0
FAMILY		
Presenters	17	510
MEDIATION		
Virtual mediation	6	590
Future teachers	4	170
SOCIAL COMMITMENT		
ETPSY/ CHU Sainte-Justine	14	168
WORKSHOP TOTAL	309	20,951
GRAND TOTAL	608	62,869

COMMUNICATIONS

DIGITAL REACH

SOCIAL MEDIA



FACEBOOK

5,940 followers
(+ 15 %)



INSTAGRAM

1,483 followers
(+ 11 %)



YOUTUBE

957 followers
(+ 1 %)



LINKEDIN

366 followers
(+ 21 %)



INFOLETTRES

Open rate
35 % (monthly
mailing)

WEBSITE

Attendance from July 1, 2022, to June 30, 2023

Number of page views = 192,746

49,151 users (- 12 %: unlike in recent years, there have been no large-scale advertising campaigns for the Digital Ballads)

Average length of visit = 1'27"

Number of sessions (visits) = 64,767 (+ 8 %)

Page views per session = 2.98



ACTION PLAN 2019–2023 REVIEW

CHALLENGE 1: Our product offering

DIRECTION 1: Provide a suitable offering for all age groups from 0 to 16

AREA OF FOCUS 1: MAXIMIZING THE DISTRIBUTION OF CURRENT PRODUCTS

ACTIONS	TARGETS
1.1.1 Develop workshops and concerts for young audiences in targeted regions	Target reached: Partnerships with JMC Chapters in Dieppe, Edmundston, Fredericton, Montreal, Laval, Montérégie, Lanaudière, Laurentides Jonquière, Gatineau, the Eastern Townships, and Bas-Saint-Laurent.
1.2.1 Develop artist mediation for the general public during Emerging Artists Concerts tours	Target reached: Introduction of the Jacqueline Desmarais Musical Mediation Program, with seven shortened concerts, three meeting-discussion sessions, and two masterclasses for 2022–2023.
1.2.2 Expanding the orchestra market by developing concerts for young audiences	Target modified and reached with the creation of the <i>Opera Candy</i> and <i>Recorders on the Run</i> orchestral concerts in collaboration with the Orchestre classique de Montréal.
1.2.3 Expanding the range of early-learning workshops in kindergarten	Target modified with the sales of digital workshops and the return of sales of in-person workshops this year.

AREA OF FOCUS 2: PRODUCT AND MARKET DIVERSIFICATION

ACTIONS	TARGETS
2.1.1 Adapting workshops to special education classes	Target reached: Théâtre La Roulotte and instrument loans with the Réseau des bibliothèques de Montréal.
2.1.2 Developing a concert for 0–3-year-olds	Target reached with the presentation of digital workshops during the pandemic and the creation of capsules of <i>The Music Lovers' Forest</i> .
2.1.3 Developing a digital workshop with a version for 13–16-year-olds	Target reached for digital workshops (<i>Digital Ballads and Classicophone</i>) but not for the 13–16 age group.

ACTION PLAN 2019–2023

REVIEW (suit)

CHALLENGE 2 : Our distribution network

DIRECTION 2 : Develop different ways of bringing classical music to young people

AREA OF FOCUS 3: A LOYAL AND IMPROVED DISTRIBUTION NETWORK

ACTIONS	CIBLES
3.1.1 Increasing awareness of the distribution network	Target reached: Development of the school network via the PassepART program and hiring of a resource dedicated to developing the distribution network.
3.1.2 Prioritizing buyers according to specific parameters	Target reached: Development of the school network via the PassepART program and hiring of a resource dedicated to developing the distribution network.
3.1.3 Assurer une représentation sur le territoire où sont les acheteurs ciblés	Target reached and ongoing: Return to in-person meetings and new events.
3.2.1 Implementing a customer service policy	Target reached: Drafting and implementation of a protocol.

AXE 4 : DE NOUVEAUX TYPES D'INTERVENTION

ACTIONS	TARGETS
4.1.1 Identifying stakeholders locally	Target reached: The JMC Chapters were enlisted by the Young Audiences Committee to research information about local opportunities.
4.2.1. Identifying potential partners	Target reached and ongoing: The Young Audiences Committee identifies and shares good practices with the network.
4.2.2 Prioritizing buyers according to specific parameters	Target reached and ongoing: Presentation of two virtual musical mediation sessions to 200 students at UQTR.

ACTION PLAN 2019–2023 REVIEW (suit)

CHALLENGE 3 : Our corporate image

DIRECTION 3 : Position the JM Canada brand by promoting our mission and vision to the public and our partners

AREA OF FOCUS 5: A WELL-DEFINED BRAND

ACTIONS

5.1.1 Identifying, measuring, and analyzing brand positioning

5.2.1 and 5.2.2 Define the brand's desired positioning and prioritize the audiences to be reached according to the evaluation grid

TARGETS

Target reached with Digital Ballads and promotional campaign.

Target reached with Digital Ballads and the Click & Mortar agency.

AREA OF FOCUS 6: A WELL-KNOWN AND WELL-UNDERSTOOD BRAND

ACTIONS

6.1.1/6.2.1 Defining message(s), choosing strategies and tactics

6.1.2/6.2.2 Defining budget and schedule

6.1.3/6.2.3 Launching and evaluating campaign effectiveness

TARGETS

Target reached with the launch of Digital Ballads and the Click & Mortar agency.



ACTION PLAN 2019–2023

REVIEW (suit)

CHALLENGE 4 : Our operating structure

DIRECTION 4 : Rethinking the structure of JM Canada

AREA OF FOCUS 7: A NEW CORPORATE STRUCTURE

ACTIONS	TARGETS
7.1.1 Developing a new proposal/ recommendation to the board of directors	Establishment of the Life of the Network Committee including an advisory committee to act on the recommendations of the JMC Chapter presidents.
7.1.2 Clarifying the legal relationship and role of corporations	Target not reached, partly due to pandemic restrictions.
7.1.3 Rethinking the AGM format	Target reached with the new hybrid format.
7.2.1 Promoting classical music within JM international	Target reached and ongoing: Classical music committee — JMI enCore program with JM Canada board members and artists.

AREA OF FOCUS 8: A NEW STRUCTURE FOR THE NETWORK

ACTIONS	TARGETS
8.1.1 Developing a Young Audiences Committee model	Creation of a Young Audiences Committee in collaboration with the JMC Chapters and organization of meetings.
8.1.2 Establishing JP committees	Target not reached, but awareness is ongoing.
8.2.1 Encourage the recruitment of new volunteers	Target partially reached with the renewal of volunteers in Montreal and ongoing awareness-raising among JMC Chapter presidents.
8.3.1 Supporting and equipping volunteers	Target reached with the creation of the Life of the Network Committee and monthly meetings.
8.3.2 Recognizing and rewarding volunteers	Target reached with the distribution of \$50,000 in financial support to JMC Chapters for the organization of local musical activities, presentation of a recognition award during the tour of the JMC Chapters by the JM Canada Chair, survey of volunteers on ways to increase recognition.
8.3. Promoting a sense of belonging	Target reached by the Life of the Network Committee.

ACTION PLAN 2019–2023

REVIEW (suit)

CHALLENGE 5 : Our funding

DIRECTION 5 : Ensuring the financial development and stability of JM Canada

AREA OF FOCUS 9: A STRUCTURED FINANCING POLICY

ACTIONS	TARGETS
9.1.1 Strengthening the role and involvement of the Jeunesses Musicales Canada Foundation	Target reached: the JM Canada Foundation's strategic plan was presented in October 2021.
9.1.2 Setting up an annual campaign strategy	Target reached through the JM Canada Foundation.
9.1.3 Ensuring funding for corporations and JMC Chapters	Target reached with increased provincial funding for the JMNB.
9.1.4 Implement a corporate sponsorship and donations strategy (Foundation)	Modified fundraising target, in line with the JM Canada Foundation's objectives.
9.2.1 Keeping a strategic watch on subsidy opportunities	Target reached: Exploration et déploiement numérique, The Canada Arts and Culture Recovery Program, Relance de la culture, Mesure particulière à la diffusion de spectacles, Concertation pour l'emploi, Canada Employment Insurance Program.
9.2.2 Ensuring active representation at 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 Optimizing ticket sales at Joseph-Rouleau Hall	Target reached with the resumption of activities and an average occupancy rate of 85% for <i>Cushion Concerts</i> , 77% for <i>Musical Escapades</i> , and 72% for <i>Happy Hour Concerts</i> .
9.3.2 Optimizing revenues from the sale of activities	Target reached through sales of Digital Ballads and increased margins for young audiences.
9.3.3 Increasing the profitability of renting Joseph-Rouleau Hall	Target reached with the recovery and increase in rentals planned for 2022–2023.
9.4.1 Analyzing project profitability	Target completed and ongoing.

ACTION PLAN 2019–2023 REVIEW (suit)

CHALLENGE 5 : Our funding

DIRECTION 5 : Ensuring the financial development and stability of JM Canada

AREA OF FOCUS 10: A FUNDING STRUCTURE TO ENSURE JM CANADA’S SUSTAINABILITY

ACTIONS	TARGETS
10.1.1 Setting up a planned giving program	Target modified, in line with the JM Canada Foundation’s objectives.
10.1.2 Actively promoting the Joseph Rouleau–André Bourbeau Fund in perpetuity (Foundation)	Modified fundraising target, in line with the JM Canada Foundation’s objectives.



THE JM CANADA NETWORK

JM CANADA IS SUPPORTED BY 2 PROVINCIAL ORGANIZATIONS

JEUNESSES MUSICALES NEW BRUNSWICK

CHAIR: WILFRED ALLISTON

11 DIRECTORS

6 BOARD MEETINGS

- August 17, 2022 (Zoom)
- November 6, 2022 (Zoom)
- December 8, 2022 (Zoom)
- January 26, 2023 (Zoom)
- March 30, 2023 (Zoom)
- May 25, 2023 (Zoom)

ANNUAL GENERAL MEETING

- November 6, 2023 (Hybrid)

FINANCING

- Grant in the amount of \$17,830 received from Tourism, Heritage and Culture New Brunswick
- Laetitia Cyr Scholarship Fund, created in 2000 by JMNb

7 CHAPTERS

JEUNESSES MUSICALES ONTARIO

CHAIR: DANIELLE LEBLANC

12 DIRECTORS

NO FINANCING

NO CHAPTER

JM CANADA CHAPTERS AND QUALIFIED PRESENTERS

- 1 Baie-des-Chaleurs JMC Chapter
- 2 Chaleur-Bathurst JMC Chapter
- 3 Dalhousie JMC Chapter
- 4 Dieppe JMC Chapter
- 5 Edmundston JMC Chapter
- 6 Fredericton JMC Chapter
- 7 Lac Témiscamingue JMC Chapter
- 8 Acadian Peninsula JMC Chapter
- 9 Port-Cartier JMC Chapter
- 10 Rouyn-Noranda JMC Chapter
- 11 Saguenay JMC Chapter
- 12 Qualified presenter
Au Vieux Treuil (Îles-de-la-Madeleine)
- 13 Qualified presenter CD spectacles
(Gaspé)
- 14 Qualified presenter Service culturel
de la ville de Val d'Or/Musique
- 15 Qualified presenter Théâtre des
Eskers (Amos)
- 16 JM Canada's André Bourbeau
House (Montreal)

11
**VOLUNTEER-BASED
CHAPTERS AND 4 QUALIFIED
PRESENTERS
IN QUEBEC AND
NEW BRUNSWICK**



JM CANADA NETWORK

The network of regional JMC Chapters (6 in New Brunswick and 5 in Quebec) includes more than 150 volunteers who ensure the logistics, promotion, financing, and presentation of JM Canada's Emerging Artists 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.

JMC CHAPTER PRESIDENTS

- Baie-des-Chaleurs JMC Chapter, Michelle Landry, President
- Chaleur-Bathurst JMC Chapter, Adrienne Deveau, President
- Dalhousie JMC Chapter, E. Gail Carleton, President
- Dieppe JMC Chapter, Martin Waltz, President
- Edmundston JMC Chapter, Julie Bédard, President
- Fredericton JMC Chapter, Wilfred J. Alliston, President
- Lac Témiscamingue JMC Chapter, Chantal Tremblay, President
- Acadian Peninsula JMC Chapter, Lise Léger-Anderson, President
- Port-Cartier JMC Chapter, Louise Lajoie, President
- Rouyn-Noranda JMC Chapter, Yves Prévost, President
- Saguenay JMC Chapter, Charles Emond, President

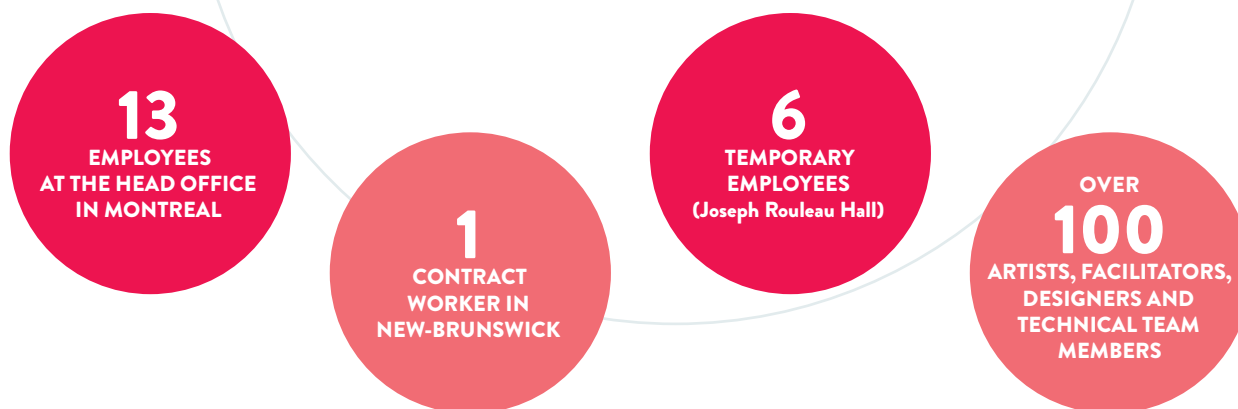
MONTREAL VOLUNTEERS

The Montreal volunteers met twice for a mid-season review in December 2022 and an end-of-season review in June 2023.

The Montreal team of volunteers: Jocelyne Castonguay, Madeleine Choquette, Louise De Bellefeuille, Lise Desjardins, Mariette Dupuis, Ghislaine Gagnon, Marie-Ève Gonfreville, Lise Goulet, Ana Gutierrez, Margot Ingrassia, Denise Lafleur, Aurélie Moroso, Gilles Pichette, Judith Ritchie, Monique Robichaud, Renée Rouleau, Barahe Samadi, Normand Trempe, Carmen Trevino, Emily Vidal, and Louise Villeneuve.



HUMAN RESOURCES



JM CANADA TEAM AS OF JUNE 30, 2023

MANAGEMENT

Danièle LeBlanc Executive and Artistic Director

FINANCES AND ADMINISTRATION

Nathalie Allen, CPA Financial Services Director
 André Mercier Accounting Technician
 Mélissa Latinier Executive Assistant, Coordinator of the JMC Chapters
 Volunteer Network and Digital Communications
 Sylvie Leclerc Coordinator Office, Reception,
 Ticketing

ARTISTIC

Clément Joubert Director of Operations, Young Audiences
 Aurélie Négrier Head of Music Mediation, Young Audiences
 Yogane Lacombe Head of General Audiences Activities

SALES AND CUSTOMER SERVICE

Anne-Marie Saint-Jacques Head of network development
 Benoît Bilodeau Young Audiences School Outings and Promoters Coordinator
 Alexis Boulanger Young Audiences Digital Offer Coordinator
 Joannie Guimond Young Audiences in School Concerts Coordinator

COMMUNICATIONS

Noémie Vallet Head of Communications

JM NOUVEAU-BRUNSWICK

Sophie Dupuis JMNB Development Officer

**THANK YOU TO ALL THE EMPLOYEES WHO WORKED
FOR JM CANADA THROUGHOUT THE YEAR**

Brent Besner and Cécilia Garcia

FINANCIAL OVERVIEW

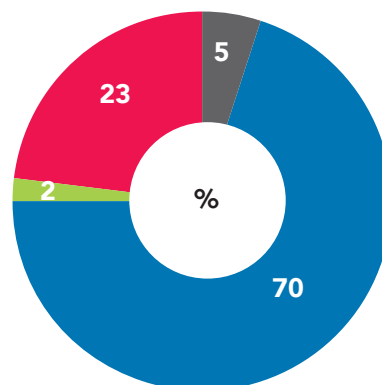
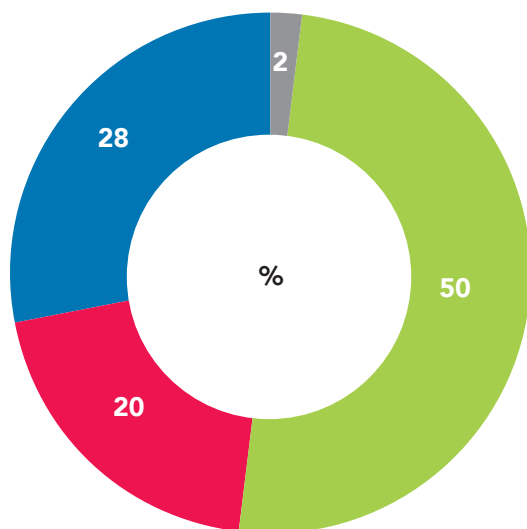
FOR THE YEAR ENDED JUNE 30, 2023

CONSOLIDATED FINANCIAL STATEMENTS

	2022-2023	2021-2022
Income	\$2,085,970	\$2,099,561
Expenses	\$2,124,032	\$1,952,149
Surplus (deficit) of income over charges	\$(38,062)	\$147,412

DISTRIBUTION OF INCOME

- Grants
- Private Fundraising
- Earned Revenues
- Amortization



DISTRIBUTION OF EXPENSES

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

BALANCE SHEET

	2022-2023	2021-2022
Assets	\$1,579,323	\$1,608,733
Liabilities	\$1,119,204	\$1,107,552
Net assets	\$460,119	\$498,181

THE JM CANADA FOUNDATION, A GREAT PARTNER

Since its creation in 1984, the Foundation has raised over \$12 million. Thanks to the returns on these funds, the Foundation ensures the sustainability of JM Canada and the professional development of young Canadian musicians. The Foundation actively contributes to the realization of JM Canada projects in order to support the organization's activities.

\$261,300

contributed by the Foundation to JM Canada in 2022–2023. Of this amount, nearly 25% went to specific projects. In addition \$258,700 from the JR et AB fund transferred to FGM.

WHAT DOES THE JM CANADA FOUNDATION DO?

- It conducts an annual fundraising campaign
- It organizes major fundraising activities (Golf Tournament, Cabaret Classique Evening, Auction)
- It supports JM Canada in its fundraising efforts
- It provides financial support for JM Canada activities and promotes awareness of the organisation
- It finds major donors
- It supports the professional development of young Canadian musicians through scholarships and grants (AIDA, Peter Mendell Award, Choquette-Symcox Award)
- It develops a new generation of philanthropists



To learn more about the JM Canada Foundation's activities in 2022–2023, consult the annual report.

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;
- youth empowerment;
- young audiences;
- 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.

Recognized by
UNESCO

2

WORLD CENTRES:
Weikersheim (Germany)
Grožnjan (Croatia)

61

countries
represented

39

National
Member

34

Associate Members

40,000

musical activities
/year

7

million
young people
between the ages
of 13 and 30

PARTNERS AND SPONSORS

PROGRAM PARTNERS

Festival d'opéra de Québec
The Azrieli Foundation
RéZin

PUBLIC PARTNERS

Canada Council for the Arts
Conseil des arts et des lettres du Québec
Conseil des arts de Montréal
Ministère de la Culture et des Communications
Québec
New Brunswick Department of Post-Secondary
Education Ministère du Travail, de l'Emploi et de
la Solidarité sociale Québec
Fédération culturelle canadienne-française (Pas-
sepART)
Heritage Canada

PRIVATE DONORS (\$1,000 and up)

Anonymous
Fondation Cécile Mesnard-Pomerleau
Fondation du Grand Montréal (Fonds Joseph
Rouleau-André Bourbeau)
Jeunesses Musicales Canada Foundation
Fonds Laetitia-Cyr
Danièle LeBlanc

ARTISTIC AND PRESENTING PARTNERS

Alliance Française Toronto
Multicultural Association of Fredericton
Centre de services scolaire de Montréal
National Arts Centre
Comité culturel l'enfant et les arts
Conseil scolaire francophone de la Colom-
bie-Britannique (CSF)
Conseil scolaire acadien provincial (CSAP)
Conservatoire de musique de Montréal
Fédération des Associations Étudiantes du Cam-
pus de l'Université de Montréal — FAECUM
L'école et les arts
La clé
Orchestre classique de Montréal
Palais Montcalm
Place des arts
Théâtre Outremont
Ville de Montréal
Ville de Boucherville
Ville de Pointe-Claire

SPONSORS (Digital Ballads)

The Azrieli Foundation

SPECIAL THANKS

ANNUAL CAMPAIGN – JMC CHAPTERS

A sincere thank you to the many donors who contributed to the success of these various fundraising campaigns as well as to the many regional benefactors and sponsors who support our organization's network of volunteer chapters at the local level.



JM Canada

ANDRÉ BOURBEAU HOUSE OF JM CANADA

305 Mont-Royal Avenue East, Montreal (Quebec) H2T 1P8
Telephone : 514 845-4108

www.jmcanada.ca