



**Fondation
de la Place
des Arts**

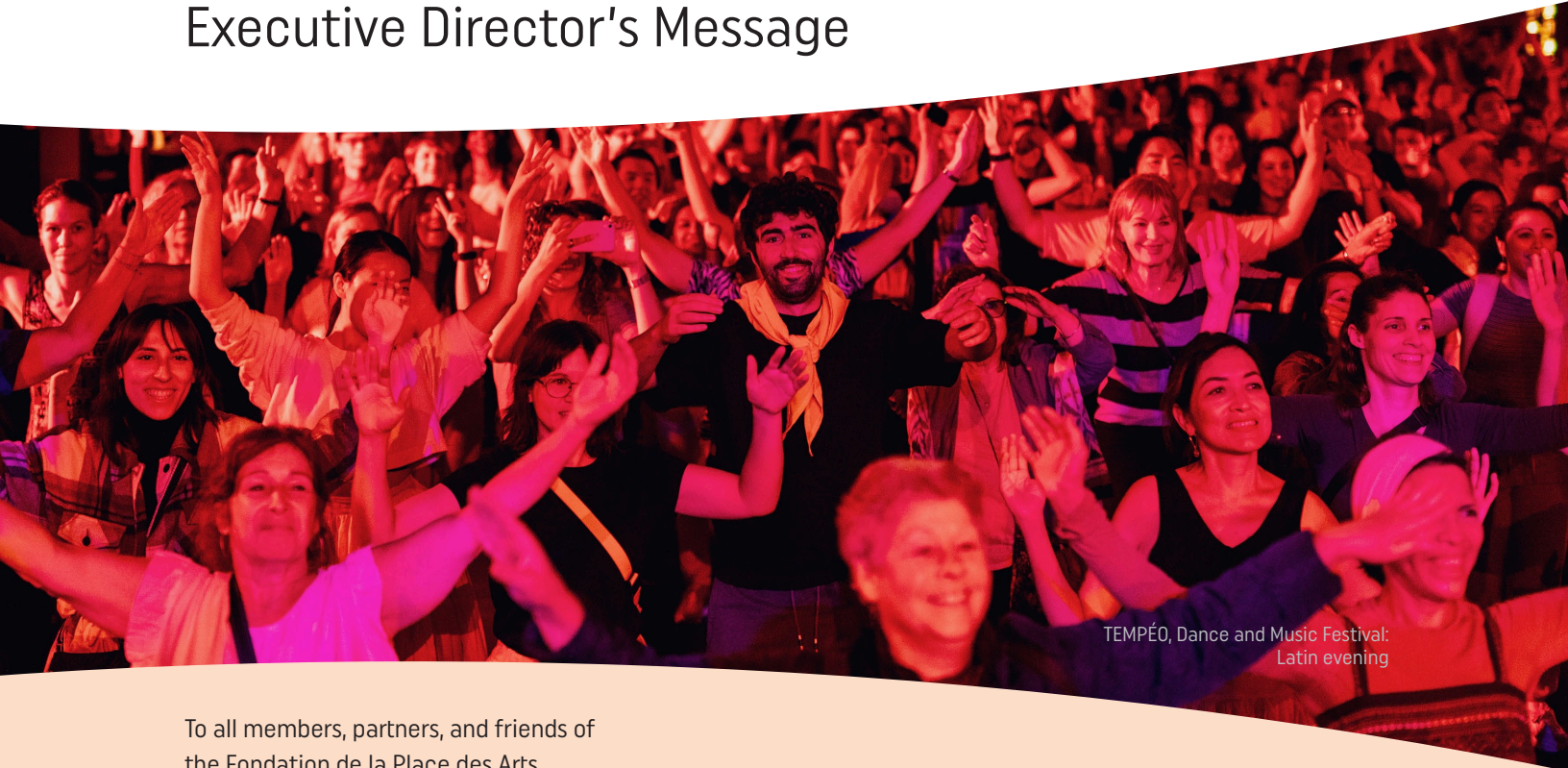
L'ART À LA PORTÉE DE TOUS



Activity Report

Septembre 1st, 2023 to August 31, 2024

Executive Director's Message



TEMPÉO, Dance and Music Festival:
Latin evening

To all members, partners, and friends of
the Fondation de la Place des Arts,

As the true cornerstone of our collective identity, arts and culture are essential to our individual and collective development. Through this report, you will learn how the past year has allowed tens of thousands of people from all walks of life to discover art without social, economic, cultural, or functional barriers standing in their way.

The growth of Place des Arts' Education and Communities sector is a testament to the major role this institution plays in the city's artistic and cultural ecosystem, offering increased access to the arts and culture for an ever-growing number of people and fostering connections between communities.

Rooted in its mission, the Fondation de la Place des Arts is committed to supporting the vitality of this sector and the sustainability of its many programs and activities. As such, we are pleased to see that our fundraising revenue has increased by nearly 7% this year compared to last year.

This growth is the result of a successful annual fundraising event, coupled with the initiative of a third party that gave us the opportunity to hold an online auction—a first for our organization. It also stems from the positive relationships we have built with major partners over the past few years. These have resulted in, among other things, major multi-year donations, which this year include an exceptional gift of more than half a million dollars over three years from the Sandra and Alain Bouchard Foundation.

The philanthropic community relies heavily on the contribution of committed volunteers. In this regard, I would like to highlight the arrival of three new administrators and express my gratitude to the president and members of the board for their continued support.

Finally, I would like to thank all the donors and partners who have generously contributed to supporting our mission and our achievements. Without you, none of this would be possible.

Good reading, everyone!

Frédérique Cardinal

Highlights

Fundraising

Record result of \$1,051,280

- Benefit event: \$718,525
- Major gifts, designated gifts,
and other donations: \$297,609
- Other initiatives: \$35,046

Administrative expenses, ratio of 5.5% ⁽¹⁾

⁽¹⁾ The ratio between administrative expenses and total income presented in the financial statements excluding investment income.

Three New Administrators

- Charles-Étienne Borduas, Norton Rose Fulbright
- Marc Larente, Larente Baksh & Associates
- Marla Scattolin, SkinCeuticals

Future Stars' Grand Premiere: Iza Kamnitzer

An Exceptional Donation

The Sandra and Alain Bouchard Foundation confirmed a major donation of \$541,410 over three years for the implementation of activities in the Adaptive Arts program.

As the program's partner since its inception in 2019, the Sandra and Alain Bouchard Foundation has to date given more than 1,200 people living with functional limitations the opportunity to participate in inclusive performing arts projects.

Endowment Fund

Thanks to the Ministère de la Culture et des Communications du Québec's matching program (initiated in 2020), the Fondation was able to lay the groundwork for an endowment fund. The program, which ended this year, allowed the Fondation to benefit from an average match of 128% and to increase the value of its fund to more than \$3.2 million in five years.



A Program Dedicated to High School Students

School Program

For over 10 years, this program has connected high school students to performing arts disciplines through in-class workshops and a performance at Place des Arts, followed by a discussion with the project's main artist.

With the collaboration of an established community of artist-mediators, the activities correlate with the school curriculum, allowing students to acquire key skills for their academic and social success, while transforming their outlook on art and the world around them.

- 4,754 students and teachers ⁽¹⁾
- 28 schools
- 5 projects: comedy; writing and music; rap; slam poetry; and circus arts
- 273 workshops
- 8 performances in Théâtre Maisonneuve
- A 2-day training session for teachers seeking to further the link between culture and education

⁽¹⁾ The lower rate of participation in the 2023-2024 season was due to strikes in the school sector.

Workshop at Place des Arts



More than half of the students who participated in the program attend a school with a high Deprivation Index rating (8 to 10). These schools welcome a significant number of young people from immigrant backgrounds who reflect the 120 cultural communities from five continents that are present in Montreal.



Performance in Théâtre Maisonneuve

A Program that Stands Out

Adaptive Arts Program

Launched in 2019, Adaptive Arts Program has been designed to give people living with functional limitations or in situations of social exclusion a space in which they can express themselves. The program is constantly evolving to adapt ever more precisely to their needs and to foster cultural inclusion.

- 257 participants
- 20 organizations
- 5 projects: choral singing; poetry and slam; percussive music and voice; dance; and theatre
- 92 workshops
- 23 performances before audiences

Our partners:



Adaptive Arts workshop
at Place des Arts


Participating organizations

- Association multiethnique pour l'intégration des personnes handicapées
- Atelier le Fil d'Ariane
- Autisme Montréal
- Centre au Puits
- Centre Champagnat
- Centre communautaire Radisson
- Centre d'éducation et d'action des femmes de Montréal
- Centre de jour Rêv'avenir
- Centre social d'aide aux immigrants
- Centre William-Hingston
- CNBI Foundation
- Compagnons de Montréal
- Créca
- Les Impatients
- Montreal Association for the Intellectually Handicapped
- Parrainage Civique Montréal
- Prolongement à la Famille de Montréal
- Regroupement pour la Trisomie 21
- Santé mentale Québec Rive-Sud
- Théâtre Aphasique



Performance before
audiences in Place des Arts'
Espace culturel
Georges-Émile-Lapalme

A Whole World for Young People and their Families



Sons et Brioches:
Matinee in Salle Wilfrid-Pelletier's
Piano mobile

The Education and Communities sector offers family-friendly activities and shows focused on education, awareness, and participation. These must-see events help introduce children to the arts while developing their social skills and creativity.

Youth Series, a tradition going back more than 50 years

Place des Arts Junior

- 5 productions and 10 performances
- 9 artists
- 2,500 spectators

Sons et Brioches

- 4 matinees
- 7 artists
- 625 spectators

School Break at Place des Arts

- 7,164 participants
- 3 ongoing workshops: circus, crafts, and community cooking
- 12 storytelling performances

The solidarity cooking workshop held in collaboration with the organization La Tablée des Chefs allowed for the preparation of 23,600 cookie mixes, which were then distributed to four community organizations in the neighborhood.

Our partner:



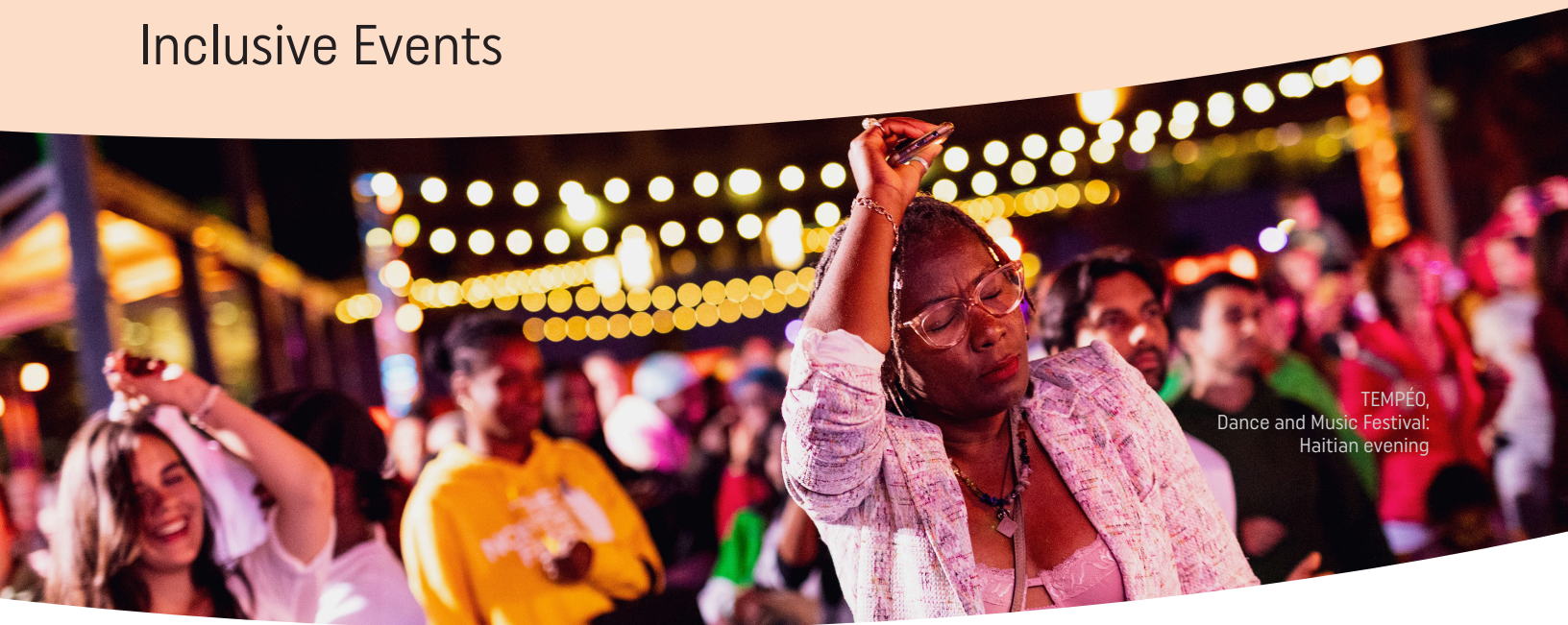
School Break at Place des Arts:
Circus workshop



School Break at Place des Arts:
Craft workshop



Inclusive Events



TEMPÉO,
Dance and Music Festival:
Haitian evening

TEMPÉO, Dance and Music Festival

Every year, the Esplanade is transformed into an outdoor dance floor where the public is invited to learn the dances and musical rhythms of various cultures. With the participation of professional musicians and dancers, these activities bring together citizens from all walks of life and foster dialogue between communities.

- 6 evenings: Bollywood; disco; 1960s; and Haitian, Latin, and Indigenous dances and music
- 17,855 participants
- 84 artists

Micro Ouvert Autochtone

This event offers a rich and varied array of cultural activities: music and poetry performances, a mini-literary salon and author meet-and-greets, food tastings, short films, digital works, a craft fair, and more. The programming, co-created with an Indigenous curator, transforms Place des Arts' indoor public spaces into places for meetings, exchanges, and sharing between Indigenous and non-Indigenous people.

- 2 days of activities
- 3,500 participants
- 24 artists and artisans, 4 organizations and one elder
- Quebec's 11 Indigenous nations represented

Micro Ouvert Autochtone:
The Twin Flames duo with
Nina Segalowitz, curator of the 2023 edition

Our partner:

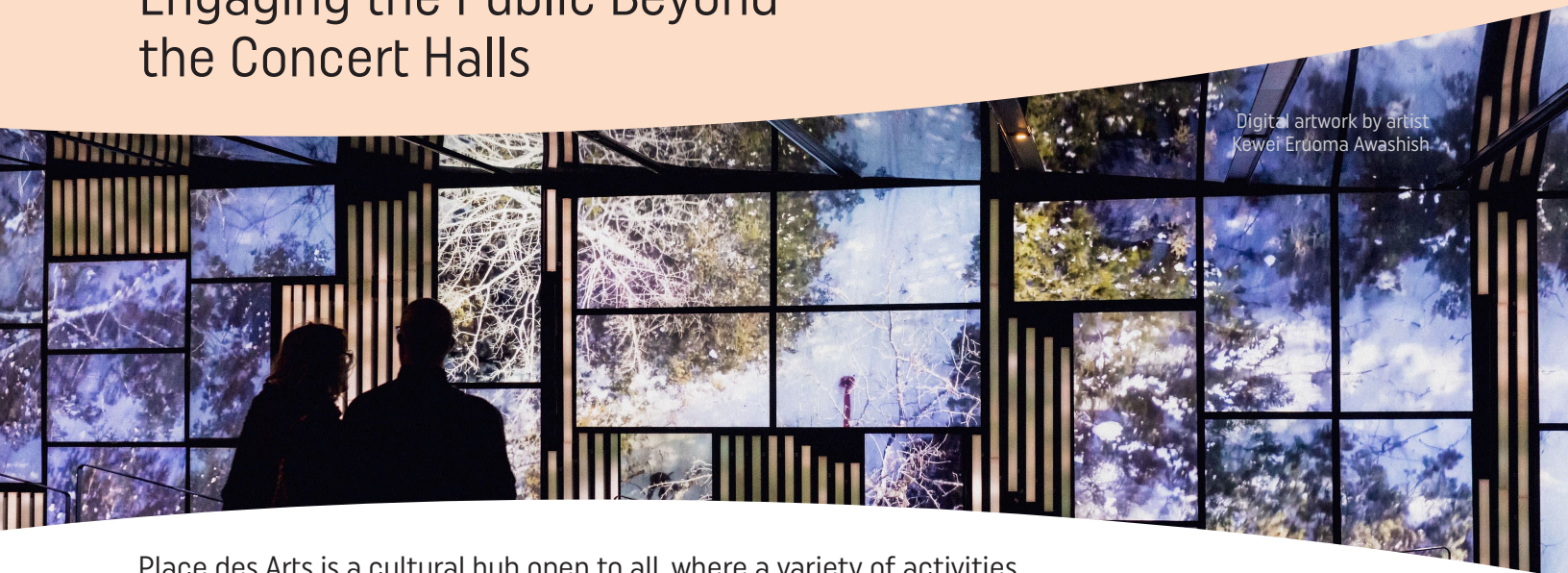


**POWER CORPORATION
DU CANADA**



Engaging the Public Beyond the Concert Halls

Digital artwork by artist
Kewei Erudoma Awashish



Place des Arts is a cultural hub open to all, where a variety of activities and one-off events take place throughout the year.

Nuit Blanche at Place des Arts

Presented as part of Montréal en lumière 2024, Nuit Blanche at Place des Arts featured a poetry component supported by the Fondation and produced in collaboration with the Université du Québec à Montréal. Over the course of an evening punctuated with musical performances, local artists read, recited, slammed, chanted, intoned, and otherwise set the tempo for their words and poems, bringing them to life with their wonderful voices.

- 1 night
- 15 poets
- 2,514 literature fans

Entretiens Arts et Société

Panels composed of stakeholders from the cultural and social spheres discuss current issues and invite the public to engage in dialogue and further reflection.

- 5 events
- 407 participants

Exhibitions and Digital Artworks

Place des Arts' exhibition room and screen mosaic are key presentation spaces for emerging and established artists, offering a wealth of discoveries for the public.

- 38,035 visitors to 4 exhibitions supported by the Fondation
- 11 original digital artworks



Nuit Blanche: Poet Joséphine Bacon



Entretiens Arts et Société moderated
by Catheline Perrin

Annual Benefit Event

Ariane Racicot
jazz pianist
and composer



Future Stars' Grand Premiere

Under the artistic direction of virtuoso cellist Stéphane Tétreault, the 13th edition of the Fondation's annual benefit event was a resounding success. The event's co-chairs, Sylvie Chagnon (Lallemand), Sandra Chartrand (Sandra and Alain Bouchard Foundation), and Jacques Marchand (LCI Education) were proud to announce the amount raised through the generosity of the 500 or so businesspeople, philanthropists, and cultural stakeholders gathered at Théâtre Maisonneuve on June 4.

- Net result of \$650,000
- Expense ratio of 9.4%

Community Component

The Community component of the event allows some 500 newcomers and teenagers from less privileged backgrounds to attend the evening show for free each year. To date, the Fondation has welcomed close to 3,500 people through the generosity of its partners and donors who support this initiative.

Inclusion and Diversity (Cover page photo)

Eight members of the Regroupement pour la Trisomie 21 took to the stage to present a creative dance performance for the evening's guests, highlighting the Adaptive Arts program.

Dance performance: Chléa Giguère



Supporting Accessibility to the Arts

Auction and Book Signing

Following the exhibition dedicated to him by Place des Arts, Alain Simard sought to show his tangible support for the Fondation and its mission of accessibility to the arts.

The man behind such iconic events as the Jazz Festival, the Francos, and Montréal en Lumière offered artifacts from his personal collection to be auctioned off. Alain Simard also signed, every evening during the exhibition, copies of his autobiography, *Je rêvais d'un festival*, the proceeds of which went to the Fondation.

- 11 exhibition evenings
- 4,500 visitors
- 323 books signed
- 52 prized lots sold
- \$35,000 supporting accessibility to the arts



Alain Simard

Opening of the exhibition



Donators and Partners

The Fondation would like to thank warmly all its benefactors.

Support for our mission

\$50,000

The Azrieli Foundation
Sandra and Alain Bouchard Foundation
Lallemand
Larente Baksh & Associates
Marie Christine Tremblay and Jacques Marchand

\$25,000

National Bank
Fondation J. Armand Bombardier
Quebecor
RBC Fondation
Anonymous

\$20,000

Fondation Lorraine et Jean Turmel

\$15,000

FOREST.
TD Bank Group
Desjardins Group
Anonymous

\$10,000

Fiera Capital
Fadel Chbihna and IO Solutions
Fondation Père Lindsay
KPMG
Robert Millette
Stingray
Wicha Music Foundation
Anonymous (4)

\$5,000

Assante Wealth Management
BMO Financial Group
Canderel
Joanne and André Charron
Quebec Blue Cross
Patrick Dupuis
Portfolio Manager
National Bank Financial

EY
Groupe Leclair
Intelcom Courrier Canada
METRO Inc.
Power Corporation of Canada
Reitmans (Canada) Limited
Roland Berger
Sanimax
SkinCeuticals
Louise St-Pierre
TC Transcontinental
Vanda Treiser
WSP Global
Anonymous (2)

\$3,000

Patrimonica

\$2,500

BCF
Nadia Bernucci and Alain Michaud
Robert Briscoe
France Denis and Raymond Royer
Vanessa Dumoulin and Éric Gosselin
Suzanne Legge and Jeffrey Orr
Macco Organiques Inc.
Michèle Moisan and Jean Laurin
Pomerleau
Redbourne
Barbara Seal, C.M.
SGC Montreal

\$2,000

Corporation Immobilière Kevric
CBRE Limited
McCarthy Tétrault
Anonymous

\$1,500

American Iron & Metal
BGY Integrated Financial Services Inc.
Prével
Vocalex Inc.

\$1,000

Céline Blanchet
CDPQ
Fonds Cogeco
Marie-Josée Desrochers
Diane Dunlop and Norman Hébert
F. Furst Entreprises Ltd
Galerie Alan Klinkhoff Inc.
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Louise Sicuro, C.M., C.Q.
DeborahTrudeau
Zara-Emmanuelle Villani
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\$500

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Biron Groupe Santé
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Concilium Capital Humain
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André Provencher - Art Global
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Robert Vinet

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Every effort has been made to ensure the accuracy of this information. If we have made any inadvertent errors, please accept our apologies and be sure to contact us.

Multi-Year Gifts

Sandra and Alain Bouchard Foundation \$541,410

Adaptive Arts Program 2024 to 2026

The Rossy Foundation \$180,000

School Break at Place des Arts 2024 to 2026

CDPQ \$75,000

Adaptive Arts Program 2025 to 2027

Power Corporation of Canada \$60,000

Micro Ouvert Autochtone 2024 to 2026

Governance

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IO Solutions

Sandra Chartrand, Vice President
Sandra and Alain Bouchard Foundation

Éric Gosselin, Vice President
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Louise St-Pierre
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de Montréal

Executive Director and Secretary of the Board

Frédérique Cardinal

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260 De Maisonneuve Blvd West, 2nd floor, Montreal, Quebec H2X 1Y9 | Registration number: 856972963 RR0001

communication@fondationplacedesarts.com | 514-285-4535

<https://placedesarts.com/en/support-arts>