

HIGHLIGHTS AND FINANCIAL OVERVIEW 2019/2020

Joining Forces for the Mountain

A Year of Partnership and Growth

Community engagement is the heart and soul of Les amis de la montagne. Since 1986, our non-profit organization has succeeded in the protection and enhancement of Mount Royal due to the commitment of Montrealers and the support of partner organizations.

Environmental Conservation

Les amis de la montagne works side by side with the City of Montréal and local volunteers to promote the mountain's biodiversity and protect its ecosystems.

MOUNT ROYAL CLEAN-UP 2019



**28th annual
spring cleaning**
of the Mount Royal Park
woodlands



400 participants



50 bags of waste,
8 bags of recyclables
and 15 bags of materials
for recovery

VOLUNTEER ACTION AT A GLANCE



35,000 trees
planted on Mount Royal
over 33 years



3,122 hours
spent by 1,376 volunteers



15,000 m²
in which invasive species
were controlled

MONITORING THE NATURAL ENVIRONMENT



450 hours
spent patrolling Mount Royal
Park and Tiohtià:ke
Otsira'kéhne Park



**520 remarkable
trees** inventoried
in parklands



**300+ park visitors
informed** about
the emerald ash borer
eradication campaign

Advocacy

Les amis de la montagne endeavours to bring stakeholders and the Montréal community together around a shared vision for Mount Royal. Our work contributes to enlightened decision-making that supports the integrity of the mountain's cultural, landscape and natural heritage, provides safe access to the territory, and enhances its biodiversity.

KEY ISSUES:

- > Repurposing of Royal Victoria and Shriners hospitals
- > Waste management plan
- > Accessibility
- > Côte-des-Neiges/Remembrance interchange
- > Mount Royal Protection and Enhancement Plan
- > Emerging sports and conflicts of use

Programming

Our programs seek to forge a strong bond between the mountain and visitors of all ages by showcasing its past, green spaces and myriad benefits for the population.

EDUCATION



6,857 students took part in our **school programs**



1,803 children enjoyed our **educational programs** geared for families and youths



3,528 hours spent in nature by children ages 0 to 12 enrolled in our Forest School

CULTURE



600,000+ people discovered

Mount Royal's historical, natural and cultural heritage thanks to exhibitions, activities, concerts and performances



Record participation in the 10th edition of The Mountain in Pictures photo contest

289 photographers shared 1,210 photos

HERITAGE AND THE GREAT OUTDOORS



1,374 winter enthusiasts

appreciated our snowshoe excursions



924 hikers

discovered the mountain's landscape and heritage on nature walks



836 cross-country skiers

honed their technique with our Cross-Country Ski Club



10,693 children

tobogganed, skated, skied and snowshoed on the mountain with Les amis



9,845 visitors navigated

the calm waters of Beaver Lake aboard rowboats



Mount Royal Park Visitor Services

We offer a wide range of information, food and beverage, and outdoor services to park users, always with a view to reinvest net proceeds in the protection and improvement of Mount Royal for the benefit of visitors.



**CAFÉ
DES AMIS**

- > **375,000 transactions**
- > **4/5** in Google My Business customer satisfaction reviews

OUTDOOR EQUIPMENT RENTAL



**20,277 pairs
of skates rented**



**20,740 snow tubing
passes sold**

★ **A new record:** 59,000 winter equipment rentals in 2020!

Outreach

Les amis de la montagne gives voice to Mount Royal issues through our targeted communications and vast network of over a hundred partners.



**345,000+ unique
website visitors**
per year



**35,620+
subscribers**
to our newsletter



32,200+ followers
on social media

Financial Overview

REVENUE AND EXPENSES OF LES AMIS DE LA MONTAGNE

The current financial overview is drawn from the balance sheets and income statements of Les amis de la montagne, Centre de la montagne and Café des Amis, collectively referred to as Les amis de la montagne.

Revenue Sources
\$4,951,907



- Programs and Services (67%)
- Private Funding (22%)
- Public Funding (11%)

REINVESTING IN PARKS AND VISITOR SERVICES

Les amis de la montagne programs and services—gift shops, outdoor equipment rentals, cross-country ski lessons, guided discovery walks, outdoor and educational activities, food and beverage services, etc.—generated 67% of the organization's gross revenue in 2019-2020.

Net proceeds were reinvested in park and visitor services.

Expenses by Activity Sector
\$4,698,298



- Mount Royal Park Visitor Services (45%)
- Advocacy, Education and Environmental Conservation (36%)
- Administration (15%)
- Philanthropic Development (4%)

Community Support

We rely on a large community of mountain lovers to carry out our mission.

KEEPING MOUNT ROYAL BEAUTIFUL



\$616,110

Annual campaign

CHAPEAU MONT ROYAL 2019



\$200,000

raised for environmental educational programs

TUQUES BLEUES 2020



\$150,000

raised for environmental conservation programs

Donors and Sponsors

MAJOR BENEFACTORS - \$50,000 AND MORE



Fondation **ECHO** Foundation



MOUNT ROYAL CIRCLE - \$10,000 AND MORE

- > Atrium Innovations
- > Bank of America Merrill Lynch
- > Conseil de l'industrie forestière du Québec
- > Joseph E. Vega Estate
- > Ivanhoé Cambridge



Visit lemontroyal.qc.ca for the complete list of donors.

About Les amis de la montagne

Les amis de la montagne is a non-profit organization dedicated to the protection and improvement of Mount Royal through community involvement and environmental education.