



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

 **28<sup>th</sup> 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 m<sup>2</sup>**  
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.

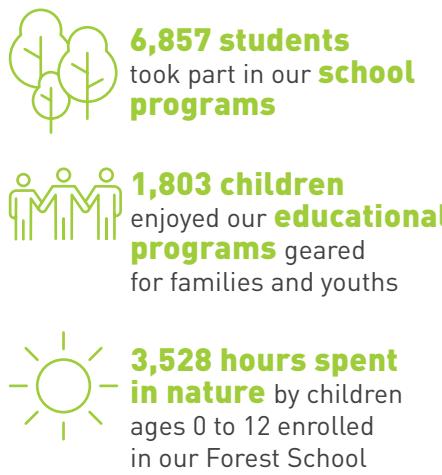
### KEY ISSUES:

- › Repurposing of Royal Victoria and Shriners hospitals
- › Accessibility
- › Mount Royal Protection and Enhancement Plan
- › Waste management plan
- › Côte-des-Neiges/Remembrance interchange
- › 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



### CULTURE



### HERITAGE AND THE GREAT OUTDOORS



# 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.



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

## OUTDOOR EQUIPMENT RENTAL



**20,277 pairs  
of skates rented**

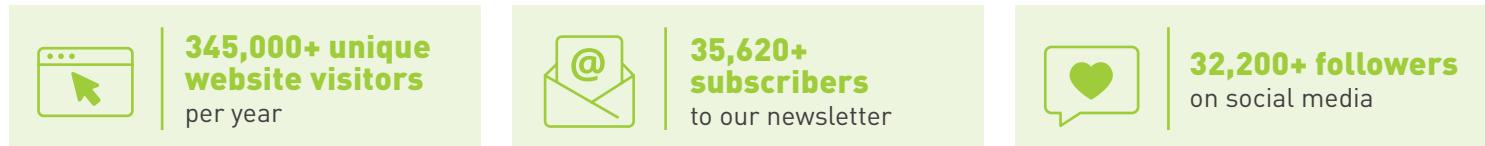


**20,740 snow tubing  
passes sold**

**★ 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.



## 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 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](http://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.