



Activity Report

2023-2024





Table of contents

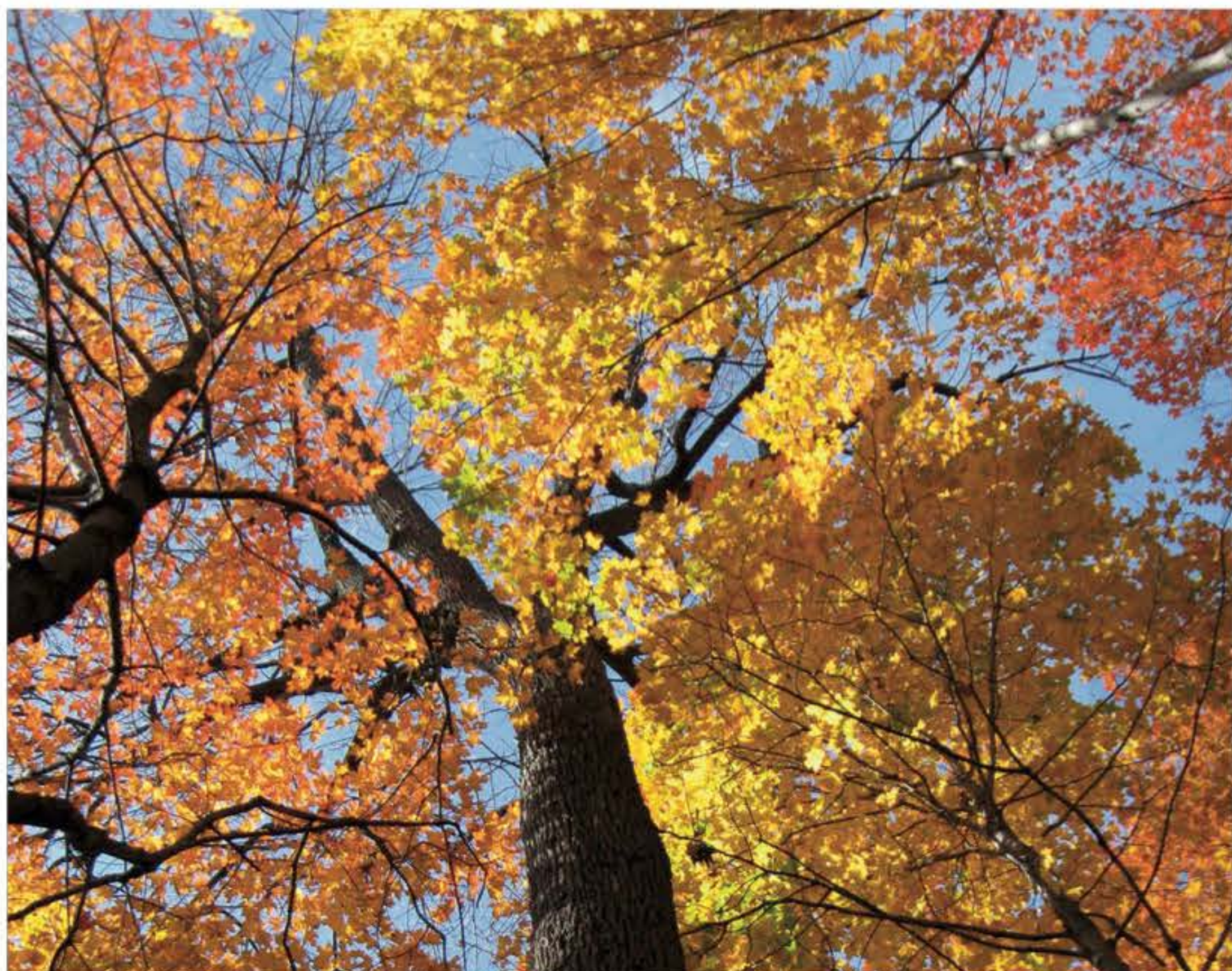
- 03 About Les Amis de la montagne
- 04 Message from the Chair of the Board of Directors
- 05 Message from the Executive Director
- 06 Governors
- 08 Boards of Directors
- 10 Our Team
- 12 Outreach and Community Engagement
- 16 Advocacy
- 20 Conservation Plan for Mount Royal's Natural Habitats and Greenspace
- 22 Environmental Conservation
- 26 Education, Culture and Outdoor Programs
- 34 Visitor Services
- 36 Les Amis and the City: Partners for the Park and the Community
- 38 Financial Overview
- 40 Supporting Les Amis in the Pursuit of its Mission
- 42 Donors and Funding Partners

About Les Amis de la montagne

Mount Royal exerts a powerful draw on us all. It embodies the history and vitality of our city. We take its roads and paths to get to work, to school or to the neighbourhoods that flourished on its slopes. We visit the mountain with family and friends or on our own for recreation, inspiration, quiet contemplation or for a good dose of fresh air and beauty. We enjoy climbing to its heights and bathing in the exquisite views of the surrounding city.

Beyond its iconic presence and the multiple uses we make of it, Mount Royal is first and foremost a natural ecosystem that is home to rich biodiversity. We all acknowledge the value and benefits of our urban forest to offset heat islands, purify air and absorb runoff—and let's not forget how it contributes to the well-being and quality of life for all Montrealers. Yet, the mountain is struggling under the pressure of ever-increasing traffic from visitors and urban intensification. There is a growing tension between our ecological footprint and the conservation of our habitats, mirroring the planet's larger environmental challenges.

Les Amis de la montagne is a nonprofit organization dedicated to the protection of Mount Royal. For the last 40 years, Les Amis has advocated for maintaining the right balance between human activity and nature on the mountain. We are fully committed to supporting community mobilization and enlightened action in order to bravely face the issues that threaten Mount Royal and safeguard its exceptional natural and cultural heritage for today and decades to come.



© Samuel Montigné - Les vrais fauves de la montagne

Message from the Executive Director



Message from the Executive Director

I took over the chairmanship of Les Amis de la montagne's Board of Directors with great enthusiasm and immense humility. Following the departure of our founding President, Peter Howlett, who led the organization since it was created in 1986, new Chairs were also named for the other bodies linked to Les Amis, ensuring a smooth transition and ongoing support for the extraordinary team already in place. In addition to my nomination to the Les Amis' board, Joanne Lalumière was named Board Chair for Centre de la montagne, and Clément Demers was named Board Chair for Café des Amis.

I'd like to take this opportunity to thank Mr. Howlett, on behalf of Les Amis de la montagne's governors, directors, employees and partners, for his extraordinary contribution to conservation and advocacy for Mount Royal. He will continue to be active on our three boards in his new role as President Emeritus.

Beyond these changes, Les Amis de la montagne's positive impact was further reinforced over the last year, as evidenced by the following:

- ▶ The enthusiastic response from our financial partners in providing support for the roll-out of our *Conservation Plan for Mount Royal's Natural Habitats and Greenspaces*;
- ▶ The growing number of organizations and public bodies who wish to collaborate with us on the planning and implementation of their sustainable land management projects;
- ▶ Sustained initiatives across various platforms to protect the interests of Mount Royal, including the adoption of an accessibility plan for Mount Royal that is sustainable and inclusive, as part of the City of Montréal's *Plan d'urbanisme et de mobilité*;

In the months to come, I will pursue further consolidation of Les Amis de la montagne and ensure that the organization's reach continues to grow, while also updating our governance, an important foundation that will ensure a new generation of effective and enthusiastic leaders who will advance our mission for decades to come.

Julie Laurence

Chair of the Board of Directors
Les Amis de la montagne

I am unceasingly impressed by the quality of work achieved by the talented team who drives innovation at Les Amis de la montagne in our collective efforts to celebrate and protect this mountain that embodies wellness, natural beauty and the pride of Montrealers.

While Mount Royal may be important to each of us, the challenge is to consider it as a precious collective asset that must be passed on—preserved and improved—from one generation to the next. This year, our efforts towards this goal focused on the following important issues:

- ▶ Safeguarding Mount Royal's place and its iconic presence in the Montréal of tomorrow, as envisioned in the *Plan d'urbanisme et de mobilité 2050*;
- ▶ Enhancing access to the mountain without compromising the future of its natural habitats;
- ▶ Developing a strong community-wide culture of eco-responsibility;
- ▶ Building innovative partnerships that support the sustainability of Mount Royal's dense urban forest and biodiversity;
- ▶ Assessing the new master plan for McGill University's downtown campus and the ambitious repurposing of our former Royal Victoria Hospital on the south side of the mountain.

As visitorship continues to increase on Mount Royal, it is more important than ever for Les Amis to be active on site, animating public programs, promoting a good nature-culture balance in the enjoyment of the great outdoors, and encouraging people to take part in habitat restoration work on the mountain. The success of these initiatives can be seen in the growing numbers of participants in our educational and awareness activities, and of volunteers in our environmental stewardship programs.

It is also exciting to see the visionary young heritage, environmental and community champions who are emerging in response to our efforts to cultivate the next generation of Les Amis team leaders in the pursuit of a promising future for Mount Royal.

Hélène Panaïoti

Interim Executive Director

GOVERNORS

Abe Adham
Ian Aitken
Robert Alain
Sami Antaki
Karin Austin
Jean-Claude Bachand
Raymond Bachand, O.C.
Alexandre Beaudoin
Guy G. Beaudry
Philippe Beauregard
Stéphanie Beauregard
Benjamin Belec
Philip Belec
Jacques Bellefeuille
Hélène Bellefeuille
Jacques Bénard
Jean-Yves Benoit
Christiane Bergevin
Tom Berryman
Caroline Biron
Hubert Bolduc
Nathalie Bondil, C.M., C.Q.
L'honorable Lucien
Bouchard, G.O.Q.
Jean-Yves Bourdages
Youssef Boutros
Rob Braide
Guy Breton, C.M., O.Q.
Jean-Daniel Brisson
Tim Brodhead
Peter G. Brown
Mary Bruns Creighton
Dinu Bumbaru, C.M.
Robert A. Callard
Michel Cantin
Jonathan Cha
Daniel Chartier
Viateur Chénard
Dominique Codère
Hélène Couture
Jonathan Deitcher
Charles De Kovachich
Clément Demers, O.Q.
Julien Deschênes
André Desmarais, O.C., O.Q.

Hélène Desmarais, C.M.
Paul Desmarais Jr., O.C.,
O.Q.
Michel Devoy
Marianne Donaldson
Paule Doré
Jeffrey Drummond
Serge Dubreuil
Nancy H. Dunton
Michel Famelart
Deborah Fang
Lucy A. Fellowes
Diana Ferrara Scalia
Robert Fortier
Suzanne Fortier
L'honorable L. Yves Fortier,
C.C., O.Q.
Carolina Gallo La Flèche
Mehdi Ghafouri
Julie Godin
Robert P. Godin
Wendy Graham
Daniel Granger, C.M, C.Q.
Réjean Gravel
Père Claude Grou, c.s.c.
Sylvie Guilbault
Christine Harkness
Lapointe
Richard M. Hart
Dave Harvey
Fiona Hirst
Gerald T. Hogan
Marja Hogan
Marie-Claire Holland
Jane Howlett
Morag Howlett
Peter A. Howlett, C.M.
Stephen Huddart
Isabelle Hudon
Jill Hugessen
Emilio B. Imbriglio
Peter Jacobs
Michèle Jodoin
Edward J. Johnson
Daniel Jutras

GOVERNORS EMERITI

Cécile Grenier
Michael Graff
Arthur Bruneau†
Marcel Côté †
Me Antoine Paré, c.r. †
Lorne Webster †

HONORARY MEMBERS

Charles Beveridge
Witold Rybczinski

Judith Kavanagh
Robert Keaton
Patrick Kenniff
Karen Khalil
Andrew Koenig
Yvonne Koenig
Claire Mullins Kruyt
Carole Labelle Molson
Annick Laberge
Éric R. La Flèche
Joanne Lalumière
Yves Lalumière
Phyllis B. Lambert, C.C.,
GOQ, FIRAC, MSRC, ARC
Danielle Landry
David M. Lank, C.M.
Olivier Lapierre
Charles Lapointe
Pierre Lapointe
Julie Laurence
François Laurin
Jean Laurin
Michel Leblanc
Rachel Léger
Kathryn Lund-Drummond
Françoise E. Lyon
Fouad Mansour
Christine Marchildon
Bruce McNiven, C.M.
Gloria Ménard
David Mérineau
Armand L.C. De Mestral,
C.M. †
Érik Moisan
Pierre Monahan
François L. Morin
Gwendolyn Andrews
Nacos
Philip M. O'Brien, C.M.
Luc Ouimet
Jean Paré
John Parisella, C.M.,OQ.
Jacques Parisien
John J. Peacock
Jan Peeters

Sébastien Perron-Carle
Guy Pinard
Vincent M. Prager
Martine Primeau
Claude Quenneville
Ron Rayside
Eugene N. Riesman
Joanne Rossy
François R. Roy
Louise Roy, O.C.,O.Q.
Louise Roy
Suzanne Sauvage
Sam Scalia
Susan Scott Evans
Herschel Segal
Marie Sénécal-Tremblay
Paul Setlakwe
Joyce Shanks
Marie Scotte
Jane Silverstone Segal
L'honorable Larry W.
Smith, C.Q.
Martin Spalding
Alfred Stehr
Donat Taddeo
Robert Tellier
Patrick Tobin
Alain Tremblay
Marie-Odile Trépanier
Marie-Josée Vaillancourt
Pierre Valiquette
Peter Vamos
Ivan Velan
Thomas C. Velan
Manon Vennat, C.M.
Lillian Vineberg-
Goodman
Stuart Webster
Jonathan I. Wener, C.M.
Thomas Williams
Nathalie Zinger



© Luke Glendenning - Stairs leading up Mont Royal to chalet
Les Amis de la montagne Photo Competition

Boards of Directors

As at 30 April 2024

“**Les Amis de la montagne**” is the banner under which Centre de la montagne, Les Amis de la montagne and Café des Amis operate together. Each nonprofit is led by a board of directors, whose members are drawn from Les Amis' pool of governors.

LES AMIS DE LA MONTAGNE

CHAIR

Julie Laurence
Corporate Director

VICE CHAIR

Jeffrey Drummond
Senior Vice President, Corporate Development and M&A, Cofomo

TREASURER

Sébastien Perron-Carle
Director, Global Investment Banking, Scotia Capital

SECRETARY

Stéphanie Beauregard
Lawyer, Delegatus

MEMBERS

Michel Cantin
Partner, Bélanger Sauvé

Clément Demers, O.Q.
Architect and Urban Planner

Diana Ferrara Scalia
Strategic Advisor, Gestion Samcon

Richard M. Hart
Strategic Advisor, Gestion Samcon

Peter A. Howlett, C.M.
President, Montorsan Holdings

Rachel Léger
Manager, Biologist

David Méryneau
Vice President, Mergers & Acquisitions, CGII

Robert Tellier
Portfolio Manager

Patrick Tobin
Corporate Director

Marie-Odile Trépanier
Honorary Professor, Faculté de l'aménagement, Université de Montréal

Peter Vamos
Executive Director, Portage

EX OFFICIO

Christian Sénéchal

CENTRE DE LA MONTAGNE

CHAIR

Joanne Lalumière
Corporate Director

TREASURER

Michel Devoy
Manager, Landscape Architect

SECRETARY

Sylvie Guilbault
Coordinator, Coalition des Montérégiennes

MEMBERS

Alexandre Beaudoin
Biodiversity Advisor, Sustainable Development Department, Université de Montréal

Peter A. Howlett, C.M.
President, Montorsan Holdings

EX OFFICIO

Christian Sénéchal

CAFÉ DES AMIS

CHAIR

Clément Demers, O.Q.
Architect and Urban Planner

SECRETARY-TREASURER

Joanne Lalumière
Corporate Director

MEMBERS

Robert A. Callard
Restaurant Owner

Michel Cantin
Partner, Bélanger Sauvé

Peter A. Howlett, C.M.
Président, Montorsan Holdings

Joyce Shanks
Events Specialist

EX OFFICIO

Christian Sénéchal

BOARD COMMITTEES

Finance

Sébastien Perron-Carle, Chair
Peter A. Howlett, C.M.
Benjamin Belec
Clément Demers, O.Q.
Michel Devoy
Joanne Lalumière
Julie Laurence
David Méryneau
Thomas Williams
Hélène Panaïoti, Advisor
Christian Sénéchal, ex officio
Carla Valdés, ex officio

Governance

Julie Laurence, Chair
Stéphanie Beauregard
Michel Cantin
Clément Demers, O.Q.
Peter A. Howlett, C.M.
Joanne Lalumière
Hélène Panaïoti, Advisor
Christian Sénéchal, ex officio

Strategic Orientations & Communications

Rachel Léger, Chair
Peter A. Howlett, C.M.
Julie Laurence
Jean Paré
Robert Tellier
Hélène Panaïoti, Advisor
Christian Sénéchal, ex officio

Properties & Preservation

Mehdi Ghafouri, Co-Chair
Marie-Odile Trépanier, Co-Chair
Alexandre Beaudoin
Dinu Bumbaru, C.M.
Daniel Chartier
Clément Demers, O.Q.
Michel Devoy
Peter A. Howlett, C.M.
Pierre Valiquette
Anais Légaré Morasse, Advisor
Hélène Panaïoti, Advisor
Jean-François Roy, Advisor
Christian Sénéchal, ex officio

An updated governance that ensures continuity

In 2023, after 37 years of service both to the mountain and to the community, Peter Howlett handed over the three organizations he headed under the Les Amis banner to qualified successors. As of last fall, the board of directors for each nonprofit has been chaired by a separate individual, chosen for their unique abilities to realize our mission to protect Mount Royal.

Julie Laurence is now Chair of **Amis de la montagne's** Board of Directors. She was, until recently, a senior legal counsel and Vice President, Legal Affairs at Rogers Communication. Her involvement with Les Amis dates back more than ten years, when she was involved in the organization of the Chapeau Mont Royal! fundraising event. Ms. Laurence has been a member of the Les Amis' Board of Directors since 2020.

Joanne Lalumière was named Chair of **Centre de la montagne's** Board of Directors. Following a bachelor's degree in geography and agronomy, as well as a master's in environmental science, Ms. Lalumière served as Senior Director, Communications and Environment at Hydro-Québec, and then General Manager of Granby Zoo. A governor of Les Amis since 2001, she was the interim Executive Director of Les Amis in 2015 and a founding member of the Board of Directors of Café des Amis.

Last, but not least, **Clément Demers, O.Q.**, a founding member and Vice Chair of the **Café des Amis'** Board of Directors, is now its Chair. An architect, urban planner and honorary professor at Université de Montréal, Mr. Demers' previous experience includes Deputy Director of the Service de l'urbanisme et du développement urbain for the City of Montréal, and Executive Director of the Société du Quartier international de Montréal. He has also served on the Les Amis Board of Directors since 2014.

As President Emeritus, **Peter Howlett** will continue to make important contributions for years to come.

Our Team

EXECUTIVE OFFICE

Christian Sénéchal /Feb. 2024 – Executive Director

Hélène Panaioti
and **Rachel Léger** /Until feb. 2024
Co-Executive Directors

Éric Richard
Expert Advisor, Conservation
and Education

HUMAN RESOURCES

Marie Quesnel
Head of Human Resources

Hélène Lepoudère
Human Resources Coordinator

FUNDING AND PARTNERSHIPS

Hélène Panaioti /Feb. 2024 – Deputy Executive Director

Camille Saade-Traboulsi
Head of Philanthropic Development
and Partnerships

Chloé Faussat
Advisor, Philanthropic Development
and Partnerships

PUBLIC AFFAIRS

Anaïs Légaré-Morasse
Director of Public Affairs

ADVOCACY

Jean-François Roy
Advisor, Urban Planning,
Environment and Heritage

COMMUNICATIONS

Laurence Hamelin /Nov. 2023 –
Marie-Claude Cabana /Until Sept. 2023
Head of Communications

Patricia Hamilton
Copywriter-Translator

Manon Jarno
Communications Lead,
Special Events and Projects

Charline Veyret
Graphic Designer

CONSERVATION ET EDUCATION

Michel Harcc-Morissette
Director of Education and Conservation

CONSERVATION

Antonin St-Jean
Head of Conservation

Audrey Emond /April 2024 –
Ariane Bernier /Until March 2024
Environmental Awareness
and Conservation Lead

Pascale Bélanger-Lavallée
Environmental Stewardship
Program Lead

Jérôme Bernier-Brillon
R&D Advisor,
Environmental Conservation

Benjamin Pilon
Nelly Bechir
Marianne Gravel
Environmental Conservation
Technicians

EDUCATION

Emily Coffey
Laure Gicquiaux /Acting Head since
February –
Head of Education

Alexandrine Bleau-Quintal
School and Youth Program Lead

Charles Caron
Acting Public Program Lead

Kayla Lee Nickson
Day Camp Lead and Education
Development Officer

Madeleine Rouleau-Dumas
Charlie McNeely
Fabienne Chafe
Louisa Spyrz
Sabrina Colasante
Juliette Champagne
Laurent Dupont-Doucet
Environmental Educators

PARK OPERATIONS AND VISITOR SERVICES

Mathieu Gaume
Director of Park Operations
and Visitor Services

WELCOME CENTRE AND RESERVATIONS

Marieke Lemieux
Head, Welcome Centre
and Reservations

Justine Routhier
Reservations Coordinator

Vincent Alméras
Marion Becker
Marianne De La Sablonnière-Griffin
Alizée Malicot
Mea O'Farrell
Welcome Centre
and Giftshop Attendants

OUTDOOR RECREATION

Alphée Turcotte
Zachary Thevenin
Outdoor Recreation Leads

Basile Salomon
Cross-country Ski
School Coordinator

Titouan Letourneur
Roxanne Malchelosse
Outdoor Recreation
Team Leaders



Thank you

After 32 years of loyal service to Les Amis, our colleague and mentor Éric Richard has retired to explore new horizons in the Mauricie region. His contributions to the advancement of environmental education and community involvement in the protection of Mount Royal are significant. We owe him a debt of gratitude for his invaluable achievements.

CAFÉ DES AMIS

Laetitia Aguililla-Godoy
Magdaléna Plétan /Acting Head since
March 2024
Head of Food Services

Thélonious Martin
Cassandra Segers
Food Services Coordinators

FINANCES ET ADMINISTRATION

Carla Valdés
Director of Finances
and Administration

Caroline Chenail
Controller

Nadia Panaroni
Accounting Clerk

Jesus Alfonso Dubon
Luisa Maria Parra Saavedra
Accounting Technicians
Feb. 2024

Our team also includes:

- dozens of part-time and seasonal staff members
- over a 1,000 volunteers in our environmental stewardship programs

Their contributions are vital to the achievement of Les Amis's mission :

EDUCATION

Kerry-Ann Viau • Elianny Fernandez Heredia • Sarah Jane Côté • Emma De Pippo • Laetitia Champenois • Katrine-Sophie Paquette • Christopher Boustros • Alexandro Deac • Laurent Dupont

WELCOME CENTRE

Olivia Anderson • Serkan Bulut • Laurence Cossette • Sidric Jasmin • Marie-Josée Parent

OUTDOOR RECREATION

Lilou Oléane Babin Turcotte • Louis Bouin • Alexandre Cyr • Arlo Discianni-Proulx • Amélie Fauvel • Laurent Gagné • Antoine Girard • Thomas Laplante Goulet • Richard L'Écuyer • Clara Léger • Maika Leroux • Méliane Leroux • Thomas Monaghan • Isaac Morand-Maciel • Justine Persouyre • Pénélope Louise Poirot-Bourdain • Alice Raymond • Céline Rosa-Boily • Christine Soon Desmarais • Mya Thomas • Romain Thomas • Marianne Turcotte Plamondon • Thomas Verronneau • Mathieu Vincent

CAFÉ DES AMIS

Justin Adam • Tourad Ahl Cheikh-Tourad • Mohcine Amhil • Yassine Amhil • Charlotte Aubrac • Jeanne Bernatchez • Badr Beroual • Sandra Biscaichipy • Hamza Bouchebti • Rania Bouzoubaa • Alice Burcus • Loïck Caleb Segla • Louis Comptois • Maxime Corvasier • Valérien Delphin • Oussama Doukhane • Widlyne Dulièpre • Zineb El Fatni • Dorian Fisher • Suraiya Foss-Phillips • Jenny Gagné • Adrian Gabriel Gonzalez Melendez • Brigitte Gravel • Yassine Hajouji Idrissi • Lina Ibn Ghazala • Maria Beatriz Junqueira Hornstein • Marilou Labbé • Cécile Lagarde • Catherine Lanctot • Milo Lanvin • Maxime Malot • Gaspard Martinez • Thierry Mayorga • Thérèse Nahra • Bianca Naud • Yoan Nirennold • Noémie Pellerin • Antoine Plante • Carole Parcillié • Olivia Postel • Alizé Rioux • Elliot Roy • Catheryne Tremblay • Delphine Vauclair • Pablo Antonio Vergas Venegas

Outreach and Community Engagement

Community Engagement

Protecting the interests of Mount Royal is at the heart of Les Amis' mission—but it's also a collective endeavour! That's why we strive so passionately to support mobilization of knowledge and introduce perspectives that will enrich our shared understanding of the issues affecting the mountain, as well as the solutions required to address them. Furthermore, as Mount Royal is part of this city's ever-changing natural and human landscape, we are committed to working closely with various partners involved in the protection and enhancement of Montréal's other green spaces.

In the Media

Les Amis de la montagne is often called upon by the media to provide in-depth commentary on current issues. This year, Les Amis was quoted in a variety of articles and interviews addressing the following topics:

- › The densification of downtown Montreal and protection of views to and from Mount Royal
- › The City of Montréal's vision for the future of Camillien-Houde
- › Efforts to protect Mount Royal's rich natural habitats
- › The importance of the Office de consultation publique de Montréal (OCPM) to our democratic process,
- › Changes in Les Amis' management and governance structure

Les Amis Outreach in 2023-2024



408,600+

visits to the
Les Amis website



358,590+

page views
annually



46,900+

subscribers to
our social media
platforms



43,510+

newsletter subscribers



35

newsletters issued



32

articles, interviews and
mentions in the media



629

social media posts

ACFAS 2023

In May 2023, Université de Montréal, HEC Montréal and Polytechnique Montréal hosted the **90th annual ACFAS conference**, which brought together 10,000 delegates from French-speaking countries around the world to address the theme of "100 ans de savoirs pour un monde durable". As a conference partner, Les Amis de la montagne presented a symposium entitled, *Les processus de recherche collaborative en éducation relative à l'environnement : creusets de transition socioécologique*, in collaboration with UQAM Centre de recherche sur l'éducation et la formation relative à l'environnement et l'écocitoyenneté. We also led three discovery walks for delegates on Mount Royal and participated in a symposium about eco-responsibility.

Development of Montréal's Parks

Since 2020, Les Amis has been working on consolidating the **Réseau des ami-e-s des parcs de Montréal** network with the Conseil régional de l'environnement de Montréal, the Centre d'écologie urbaine de Montréal and Park People. In 2023, as part of the network's **3rd annual Forum**, Les Amis hosted a networking and knowledge sharing event. The themes addressed included volunteer mobilization, and financing and restoration of natural environments. Participants found the content highly engaging and were appreciative of the dynamic format that they felt was conducive to their learning.



© Joelle Simard-Lapointe - 2023 Acfas Conference opening in the Mount-Royal Chalet

2023 Mount Royal Celebration Day

On October 29, Montrealers came in droves to celebrate with Les Amis de la montagne.

In fact, more than 1,000 people took advantage of the 100%-free programming offered at the Mount Royal Chalet and in Mount Royal Park. Some highlights of the day included :

- › tree planting and guided walks to better understand the health of Mount Royal's natural environment
- › activities to raise awareness about the historical, social, landscape and ecological value of Mount Royal
- › cultural events featuring performances by Huron-Wendat, actor and author, Jocelyn Sioui, writer Pattie O'Green, and jazz musicians from the Schulich School of Music

This event was also an opportunity to present the 2023 Prix du Mont-Royal, and to thank our volunteers for contributing to last year's remarkable environmental stewardship record.



TRIBUTE TO OUR VOLUNTEERS

During Mount Royal Celebration Day, Les Amis paid tribute to the **+1,000 volunteers** who gave so generously of their time throughout the year. Their efforts have mitigated the impact of high visitor traffic in the park, supported forest regeneration, and contributed to the growth of community science projects. See page 24 for a more detailed report of volunteer activities.

2023 Prix du Mont-Royal

Les Amis de la montagne has awarded the Prix du Mont-Royal since 2005, to pay tribute to those who have made a remarkable contribution to the protection and improvement of our mountain. This year's recipient is Peter A. Howlett, C.M., Co-Founder and outgoing President of Les Amis.

This great Montrealer has built and maintained impactful links between decision-makers, the community, the general public, philanthropists and other parties with stakes in the future of Mount Royal. He has played a key role in creating a culture of preservation for this natural and historic jewel. In September 2023, after 37 years of loyal service, Mr. Howlett handed off his presidency of Les Amis to three qualified successors. His colossal legacy to the mountain and the community at large was

recognized by Les Amis and the City of Montréal at a ceremony held in Mount Royal Chalet.

An honourable mention was awarded to **Coalition des Montréalaises** for leading the preservation of the Monteregian hills and connecting corridors. Les Amis took the opportunity to emphasize how the natural environments between Montreal and its neighbouring regions are inseparable, and the importance of that connection.



Advocacy

Les Amis de la montagne is committed to protecting and enhancing the natural and cultural heritage of Mount Royal. With the support of volunteers and experts, we work closely with public authorities, institutional landowners, associations, businesses and the community at large to preserve the integrity of Mount Royal.



Our activities aim to protect the mountain's identity, cultural and landscape value; to improve its safety and accessibility (while respecting the territory's capacity); and to enhance its biodiversity. By taking a concerted, proactive approach, we seek to guarantee a sustainable future for this iconic Montréal landmark.

Promoting the mountain's interests at every opportunity

Les Amis de la montagne participated in a consultation organized by the Ministère des Affaires municipales et de l'habitation for the **development of new government orientations in land-use planning**. We also contributed to preliminary reflections on how to update the **Plan métropolitain d'aménagement et de développement**, during the 5th edition of the *Agora métropolitaine de la Communauté Métropolitaine de Montréal* conference.

Moreover, the summary report published in 2023 by the Office de consultation publique de Montréal (OCPM) about **Projet de Ville 2050** comprised some recommendations put forth by Les Amis. This included the suggestion that the City of Montréal adopts a heritage charter that defines, inventories and protects the city's built, natural, intangible and landscape heritage.

Les Amis also continued to work on the City of Montréal's new **Plan d'urbanisme et de mobilité**. Among other interventions, at the Table de concertation du Mont-Royal, we argued that the protection of views to and from the mountain is also a heritage worth preserving.

Safeguarding the predominance of the Mount Royal massif

Over the last year, Les Amis de la montagne has participated in numerous public discussions for urban development projects.

As part of the consultation for the **development of 1500 McGill College Avenue**, we submitted a plea to both the borough of Ville-Marie and the project developer to protect views to and from Mount Royal and to improve architectural integration. Our comments were well received and will, we hope, positively influence the project.

During OCPM-led consultations for the **future Bridge-Bonaventure district** and implementation of **Griffintown's urban planning proposal (PPU)**, Les Amis was allowed to present a brief underlining the importance of ecological and visual continuity with Mount Royal. Many of our recommendations appeared in the consultation summary report.



© Kenan Alboshi - Mount Royal downtown birdseye
Les Amis de la montagne Photo Competition Winner

Five essential conditions for the successful redevelopment of Camillien-Houde Way

The project to repurpose Camillien-Houde Way/ Remembrance Road has inflamed the passion of Montrealers for many years. After a pilot project and a public consultation exercise (2018), the City of Montréal unveiled its overall vision for the planned redevelopment in September 2023.

While Les Amis de la montagne supports the project's objectives for ecological transition and adjustments for climate change, we felt it necessary to reiterate our concerns in the public arena by releasing five essential conditions for a successful redevelopment outcome:

- 1 The new park road must enhance the biodiversity of the Mount Royal Heritage Site's ecological network.
- 2 Mount Royal visitor experience must be optimized.
- 3 The project must ensure that planned uses are both respectful of the site's purpose and safe for citizens.
- 4 The project must be part of an overall vision for accessibility to the Mount Royal Heritage Site and the optimization of mobility throughout the city, including accessibility to Montréal's various attractions.
- 5 The redevelopment of Camillien-Houde Way must be a model project that reflects the shared commitment of public authorities and the community.

We will continue to repeat this message to all relevant authorities and the media as the project evolves.



Ensuring continuity in the management of our ecological network

Major institutions established on Mount Royal accepted our invitation to participate in a series of initiatives aimed at building consistent and optimized management of the mountain's ecosystems. Eleven of them took part in the third annual **meeting of Mount Royal institutions focussing on the sustainable management of the mountain**. This event provided us with an opportunity to further explore the consultation and planning process around the **Conservation Plan for Mount Royal's Natural Habitats and Greenspace** (more details below). These same organizations gathered during the **community of practice's** second meeting to discuss sustainable turf management, as well as critical issues such as the erosion of the integrity of Mount Royal's natural heritage and controlling invasive alien species (IAS).

Integrated water management is also a priority for Les Amis de la montagne and its partners established on the mountain. Inspired by the watershed-based approach, Les Amis believes that using hydrographic networks for water management is more effective, both ecologically and financially speaking, than the property-based management that currently prevails. In addition to depositing a brief on the future of water management at the consultation organized by the City of Montréal, we also sent, on behalf of all our partners, a letter supporting this approach to all elected representatives and concerned municipal departments. A follow-up is underway.

Lastly, the cornerstone of this joint approach to ecological management is the growing adoption of our **Conservation Plan for Mount Royal's Natural Habitats and Greenspace** by our partners established on the mountain. This plan identifies pressures being placed on natural spaces and proposes adapted conservation measures. It also includes priorities for environmental stewardship, for research and development, and for education and awareness—all supported by our concerted efforts.

In this way, Les Amis hopes to mobilize all stakeholders in the mountain, as well as municipal authorities, around an integrated conservation plan for this heritage site. Last year, we met with five institutional and municipal partners to align their management priorities with our conservation goals. This work is ongoing.

Institution stakeholders engaged in Les Amis' cooperative initiative:

McGill University Health Centre • Collège Jean-de-Brébeuf • Fabrique de la paroisse Notre-Dame de Montréal – Cemetery Notre-Dame-des-Neiges • HEC Montréal • Montreal General Hospital • federal Department of National Defense • Saint Joseph's Oratory of Mount Royal • Polytechnique Montréal • Société québécoise des infrastructures • Université de Montréal • McGill University



Conservation Plan for Mount Royal's Natural Habitats and Greenspace

Mount Royal's open and forested areas are among the richest and most varied in terms of biodiversity on the island of Montréal. They provide essential services to the ecosystem, including the production of oxygen, reduction of air pollution and moderation of high temperatures in the summer. Protecting this natural wonder is of utmost importance to everyone who lives in this city.

The Conservation Plan for Mount Royal's Natural Habitats and Greenspace was unveiled by Les Amis in April 2023. It is designed to be rolled out alongside the City of Montréal's ecological management plan for Mount Royal Park. Our plan takes into account all of the natural and open spaces that give the mountain its unique landscape. The targeted area, which includes parks, cemeteries, institutional lands and other spaces, spans a total of 4,25 km² and covers the entire ecological network of the Mount Royal Heritage Site.



The Plan aims to increase the resilience of forested areas, wetlands and open spaces, and to boost biodiversity and connectivity, with an approach built around sustainable development and ecological transition. This plan consists of four complementary components:

- 1 Cooperating with established institutions on the mountain to ensure effective ecological management
- 2 Research and development on the conservation and restoration of natural spaces in urban areas
- 3 Education and awareness about eco-responsibility
- 4 Environmental work with citizen volunteers and institutions



© Robyn Trudy Hertz Photos

Implementing the plan: a shared responsibility

The involvement of all institutions tied to the mountain is essential to the success of this plan. Universities, hospitals, cemeteries and other organizations established on the slopes of Mount Royal have the responsibility of managing their sites, with the support of municipal administrators and the mountain's stewards. Many have already expressed their willingness to collaborate on achieving the Plan's conservation goals.

Government bodies, on their part, can help us reach our biodiversity and protection goals by intervening on the regulations that apply to the territory. For example, they can influence policies and practices relating to the management of water, snow, green spaces and residual waste, to name a few.

Citizens, of course, also have a role to play in the implementation of our plan. In addition to adopting eco-responsible behaviour to ensure the protection of the mountain's natural treasures, citizens are also invited to actively participate in our environmental stewardship programs to ensure Mont Royal's future.

Finally, Les Amis' role is to realize the vision set out in our conservation plan, advocate for the necessary regulatory changes that mountain stakeholders want, promote knowledge sharing between all partners involved, and deliver activities in their field that support, educate and raise awareness about conservation.

Environmental Conservation

The landscapes and biodiversity of Mount Royal are priceless treasures in the heart of the city, and as such, require additional vigilance when it comes to protecting their integrity from external pressures. Their conservation relies on the four key components outlined in the Conservation Plan for Mount Royal's Natural Habitats and Greenspace: cooperation with major institutions, research and development, education and awareness, and environmental stewardship.

Research and development

This year, the initiatives undertaken by Les Amis launched promising discussions with researchers at Montréal universities with the aim of developing a knowledge network over coming years; one that will enable us to have a detailed portrait of changes in the mountain's natural environment. In order to develop this portrait, we have initiated or continued to pursue the following research projects :

- › Adjusting the inventory protocol for species at risk of bats
- › Mapping birdwatching spots for notable and at-risk bird species
- › Ongoing monitoring of water quality in the park's wetlands
- › Documenting the survival rate of planted trees and shrubs, also ongoing
- › Collecting climate data in different sectors of Mount Royal Park



© Daniel Bromberg - Olmsted Trail in Fall
Les Amis de la montagne Photo Competition

Education and awareness

Our conservation team is active in Mount Royal Park and in Tiohtià:ke Otsira'kéhne Park all year long to raise awareness among users about the conservation challenges of these natural environments and to reinforce eco-responsible behaviour when accessing these spaces.

Kiosks and awareness hikes

We have two themed kiosks that are placed at strategic spots in the park or during important events, such as Earth Day or Mount Royal Celebration Day.

- › The **Conservation Matters kiosk** educates about the degradation of trails and intensive site use.
- › The new **Environmental Stewardship Program (ESP)/Volunteer Action kiosk** explains the conservation work being done to restore natural environments and the wildlife inventory being conducted by the Les Amis conservation team and our volunteers.

Fighting the spread of the emerald ash borer

As part of our contract with the City of Montréal to stop the infestation of emerald ash borer, our conservation and education teams also strive to explain to park users about the City's operation to cut down infected trees during the winter season.

Les Amis' hands-on approach to awareness over the last year



1,153
people educated by
our team on site



1,801
people welcomed at the
Conservation Matters kiosk



125
people who learned
about stewardship at our
ESP/Volunteer Action kiosk



916
people were made aware of
the tree-cutting operations
to stop the spread of
emerald ash borer



In total, **3,995**
people learned about
challenges to Mount Royal's
natural environment, thanks
to actions by Les Amis' teams

Environmental Stewardship

Our biggest year since the program was launched in 2007!

In 2023-2024, **1,400 volunteers** participated in Les Amis' environmental stewardship and community science activities—this represents **3,123 person-hours**.

Environmental Stewardship Program (ESP)

A large number of volunteers participated in a variety of conservation activities on the mountain throughout the year as part of the Les Amis Environmental Stewardship Program.

Controlling invasive species :

- A record **18,500 plants** were pulled by volunteers as part of an initiative to stop the growth of buckthorn (*Rhamnus cathartica*), which had spread to **+3,005 m²** of our target territory, as well as dog-strangling vine (*Cynanchum rossicum*), which is found in over **2,664 m²**.
- **7 258 ragweed plants** (*Ambrosia artemisiifolia*) were also pulled during **63 work hours**

Supporting regeneration of natural environments :

- In fall 2023, volunteers planted **22 different species of plants—1,433 plants in total**—as part of our reforestation activities. These actions help to reduce the impact of invasive species and increase biodiversity at the sites.
- Planting activities attracted **257 participations**, representing a total of **712 work hours**.

Community science

Community science benefits both the researchers who build the project and the citizens that participate. Successes in 2023-2024 include :

- **Project FeederWatch** recorded its best season since 2005, with **363 participations**.
- Les Amis collaborated with a school in Montréal to develop and launch a pilot science project as part of our **Youth Engagement Program**.
- Numerous guided birdwatching walks; most notably, those organized for the Christmas Bird Count, the Global Bird Count in February, and Global Big Day.
- Three activities with Mission Monarch to document the monarch's reproductive progress.



© Robyn Trudy Hertz

Youth Engagement Program

In May 2023, we launched the **Youth Engagement Program** in collaboration with high school students and participants from our day camps, and with the support of our partners, Canadian Wildlife Federation and Toujours ensemble, our conservation team, alongside **269 youth**, tackled the spread of invasive plants that disrupt the integrity of the forest canopy and threaten local flora and fauna. This pilot project was such a resounding success that it will no doubt continue to grow in years to come.

Supporting and growing volunteer engagement:

In 2023-2024, Les Amis expanded its volunteer program by:

- Organizing additional activities on Tuesday nights for the benefit of volunteers who aren't available on weekends.
- Holding a round table discussion with our volunteers to get their feedback in a relaxed setting.
- Launching *the Branching Out newsletter* to focus on the interests and experiences of our volunteers; i.e. announcing new volunteering opportunities, reporting the positive impact of volunteer activities on the mountain, etc.
- Developing an assistant summer camp counselor program that gave three high school students their first camp counselor experience, resulting in **140 additional volunteer hours**.



Education, Cultural Animation and Outdoor Programs

Les Amis' program of educational, cultural and outdoor activities is designed and delivered to enable people of all ages to discover the treasures of Mount Royal. These activities target youth, families, the general public, school groups, new arrivals to Canada, francization groups, corporate groups and more. Les Amis uses these activities to spotlight the natural and cultural beauty of the mountain, while also raising general awareness about Mont Royal's ecological value.

Kids and Families

Day Camp

Since 2009, Les Amis de la montagne's day camp has been a summer highlight for many tiny Montrealers. After all, spending time in the forest to discover the geological history of Mount Royal, the insects that live there and the diversity of its flora is a joy for children of all ages!

This year, the addition of a group for 6-7 year olds added **519** more kids to our summer numbers. In addition to offering spots at a reduced rate for low-income families, we were also able to welcome a young participant with special needs. The introduction of an assistant camp counselor program (as mentioned in the previous section) enabled us to offer three high-school students their first camp counselor experience.



Youth groups

Our educational team also hosted a number of youth groups on the mountain, including external day camps, scout troops and many others. This year, thanks to a specially adapted program, we were able to welcome **456 young people** from non-school groups.



Forest School

In 2023-2024, Les Amis, in partnership with the Peter-McGill and Outremont community councils, was able to offer **12 free activities** for families with children **0-5** years old.

- 6 workshops introducing families to the great outdoors.
- 6 outings on Mount Royal.

Although the Forest School's regular programming had to be temporarily suspended because of icy conditions in spring 2023, it picked back up again in September with activities to help kids **6-12 years** old discover the mountain forest. In total, some **672 participants** enrolled in our Forest School this past year.

Les Amis' cross-country ski school for youth

This year, **250 young people** between the ages of 4-15 discovered the pleasures of cross-country skiing with our seven-week program accredited by Ski de fond Québec. All lessons happened on Mount Royal.



Schools and Early Childhood Centres

Designed for children who visit Mount Royal with their school or early childhood centre (CPE), the educational programs offered by Les Amis' have now been enjoyed by generations of Montrealers. These activities help children get up-close with nature, introducing them to the wonders of the great outdoors, while also teaching them how to approach, love and understand it.

Currently, Les Amis offers about **15 environmental educational programs** that showcase the mountain's history and traditions, as well as its flora and fauna, geology and ornithology. Offered to **elementary and high school students**, these programs also incorporate the objectives detailed in the Programme de formation de l'école québécoise put out by the Ministère de l'Éducation du Québec. In particular, we want to raise their awareness of issues related to environmental conservation, co-existing with nature, eco-citizenship, health and well-being, and acquire some transversal skills in the process. Meanwhile, children also get to forge a special bond with Mount Royal, preparing them to be excellent stewards of its treasures in the future.



Two new programs were launched in 2023-2024 :

- › *The Wonders of Nature* for tiny tots.
- › *Orienteering Challenge* for high school students.

This year also saw the return of the **Seeds for the Future** program. **Nine student groups** grew saplings from seedlings in their classrooms; an activity complemented with two visits to Mount Royal at the beginning and end of the year to learn about the growth cycle.

In addition to these educational activities, **3,697 young people** enjoyed **outdoor winter activities** on the mountain—including skating, snowshoeing, tobogganing and cross-country skiing—as part of their regular school outings.

Despite particularly icy conditions that caused the full, and then partial, closure of Mount Royal Park, and a school strike, followed by various pressure tactics that spanned from September 2023 to January of this year, Les Amis nonetheless welcomed **309 school groups**—comprising more than **6,770 kids**—on Mount Royal during the 2023-2024 school year.



Public Programming for All

Guided discovery walks: Something for everyone

In addition to our regular programming for associations and educational institutions, the Les Amis' educational team also designed **two guided discovery walks for francization groups** :

- *At the Foot of Mount Royal*
- *Une montagne enneigée*

In 2023-2024, this programming helped a record number of new arrivals to Canada discover the cultural and natural heritage of Mount Royal.

Available since fall 2023, the **all-in-one option for businesses** includes outdoor activities and educational hikes, as well as a lunch box from Café des Amis. Groups learn more about the mountain, while having a fun time with colleagues in the great outdoors.

Another new hike, for families this time, is **The Mountain's Best-Kept Secrets**. Participants discover the many hidden treasures of the Piedmont woods, on Mount Royal's eastern slope.

Finally, the introduction of reduced rates for youth and senior citizens during fall 2024 definitely boosted accessibility to our guided walks.

All in all, Les Amis de la montagne welcomed **+1,160 people** during **107 guided walks**.

Paroles de paysages

Spearheaded by Les Amis de la montagne and financed as part of the *Entente sur le développement culturel de Montréal*, the Paroles de paysages project celebrates Mount Royal's rich cultural and natural heritage and underlines the iconic role it plays in Montréal's urban landscape.

Les Amis educators were stationed at kiosks outside Mount Royal Chalet and at the Outremont summit, where they could meet passersby and elaborate on themes such as the geological formation of the mountain, architecture and urban development of the surrounding city, the abundant variety of flora and fauna on the mountain, and the building of Mount Royal Park. In total, **over 10,460 people of all ages** learned more about the mountain's fascinating history.

Paroles de paysages also featured a rich and **varied range of cultural activities** in its 2023-2024 programming. Some **535 people** attended :

- An Indigenous storytelling walk with Jocelyn Sioui on the mountain's northern slope
- A nature art session with Urban Sketchers
- A gentle walk with music, featuring Laurent Guardo on the hurdy-gurdy
- Puppet-making workshop with Puzzle Théâtre in Tiohtià:ke Otsirakéhne Park
- Public reading from *Les prophéties de la Montagne* by Pattie O'Green
- Jazz concert with student musicians from McGill
- Free screening of indigenous short films with Wapikoni in Mount Royal Chalet



The Thousand Faces of Mount Royal: Olmsted, the Visionary

This permanent exhibition at Smith House creates a conversation between Olmsted's vision when he first built Mount Royal Park and how people see it today. Featuring photos by renowned photographer William Notman, as well as Instagram posts from today, Olmsted's vision is explored through a magnificent selection of images.





Cultural Mediation and Outdoor Activities in Numbers



EXHIBITION: THE THOUSAND
FACES OF MOUNT ROYAL :
OLMSTED, THE VISIONARY

300,000+ visitors



LES AMIS DE LA MONTAGNE'S
CROSS-COUNTRY SKI SCHOOL

250+ youth and
600 adult skiers



THEMED OUTREACH ACTIVITIES
IN MOUNT ROYAL PARK AND
TIOHTIÀ:KÉ OTSIRA'KÉHNE PARK

71 outings to raise public
awareness about the mountain, its
natural environment, landscape and
history

10,466 participants



ROWBOAT RENTALS
ON BEAVER LAKE

> 10,000+
rowers



GUIDED WALKS

1,160+ hikers



LES AMIS' EQUIPMENT
RENTAL COUNTER (SKATES,
SNOWSHOES, CROSS-COUNTRY
SKIS, SNOW TUBES AND
RECREATIONAL GAMES)

35,400+
outdoor enthusiasts

564 ones between the ages
of **5-17** enjoyed free equipment
rentals thanks to a subsidy from
the City of Montréal



CULTURAL MEDIATION

8 literature, film, fine art and
musical events

538 spectators of all ages

Visitor Services

Les Amis de la montagne offers a full range of hospitality, dining and outdoor recreational services that enhance the experience for millions of visitors who come to Mount Royal every year to explore its nature, culture and beauty.

Smith House

Not only the headquarters for Les Amis de la montagne, Smith House is also the main visitor centre for Mount Royal. Over the course of the last year, Les Amis has provided a friendly welcome and information services seven days a week, helping visitors plan their day on the mountain, sign up for a new activity or learn more about all the attractions in Mount Royal Park. It is also home to our free exhibition, **The Thousand Faces of Mount Royal: Olmsted, the Visionary** about the history of the park, as well as one location of Café des Amis and our unique gift shop.

Café des Amis

In 2023-2024, our three Café des Amis locations served over **350,000 people** in need of refreshment. The Mount Royal Chalet location is known for its spectacular architecture, while the Pavillion location offers a sweeping view of Beaver Lake. Visitors to the Smith House location can enjoy a patio that stayed open until October last year. To compensate for the temporary closure of the Pavillion location last summer, we opened a pop-up café in one of the kiosks near Beaver Lake, equipped with a hidden patio space that visitors truly enjoyed.

Gift shop and mobile information kiosk

The many visitors to the gift shop in Smith House (that got a facelift this year) and the second, smaller shop in Mount Royal Chalet eagerly purchased souvenirs, seasonal clothing and other unique items, many of which are made locally and sustainably. There were also mobile kiosks selling icy treats during the summer season.

Outdoor recreation equipment rentals

This year, our rental counter for recreational and outdoor equipment, such as skates, cross-country skis, snowshoes, snow tubes and rowboats, added outdoor games to its offer for the summer season. Double the fun for visitors of all ages!

Visitor Services in numbers

Welcome and information activities



408,600+

on the Les Amis website



248,900 +

who asked Les Amis for information when planning their visit to the mountain (on site, by telephone or by email)



4,440+

processed by telephone or by email

Gift shop



58, 115+

a 24% increase since last year

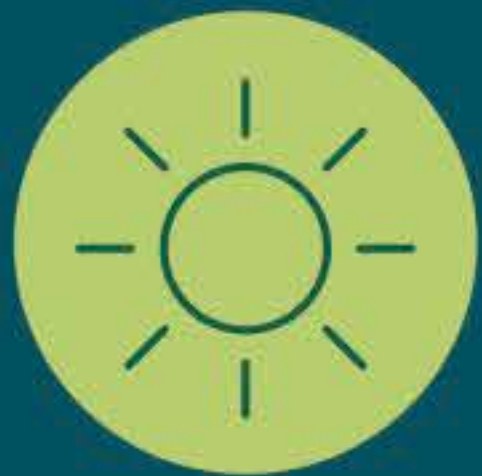
Café des Amis



180,782+

processed, a raise of 13%

Outdoor recreation equipment rental



38,496+

transactions during the summer season



15,311+

transactions during the winter season — a 31% drop from 2022, due to the season being cut short by a lack of snow

All net profits generated by these services are reinvested in Les Amis' programs dedicated to education, cultural mediation and conservation of the mountain's natural environments.

Les Amis and the City, Partners for the Park and the Community

For more than 37 years, Les Amis de la montagne and the City of Montréal have worked together to serve the users of Mount Royal Park, and more recently, those of Tiohtià:ke Otsira'kéhne Park, in keeping with their shared dedication to the protection and improvement of the mountain.

The City's support and access to public buildings that it lends to Les Amis make it possible for us to welcome several hundred thousand visitors a year to the mountain's vast public spaces. Our specialized teams have been able to deliver a full slate of activities that are aligned with the goals outlined in the City's various strategies and plans.

Our agreement with the City governs the following park services and programs we provide:

- > Environmental education activities
- > Planting projects, invasive species control and environmental monitoring with the participation of volunteers
- > Interpretive services related to the heritage of Mount Royal
- > Welcome and information services
- > Conservation patrol and environmental awareness building
- > Outdoor recreational equipment rental and services
- > Food services, gift shops and mobile refreshment kiosks

Our on-site presence and in-depth knowledge of Mount Royal enable Les Amis to keep the City informed of emerging issues relating to :

- > Park management
- > Development projects
- > Access to the mountain
- > Park usage and conflicting uses
- > Outdoor park amenity maintenance
- > Events held in the park and their impacts on park land and park users
- > Security and cleanliness in the parks

7% of Les Amis de la montagne's total revenue in 2023-2024 came from the City of Montréal, and was used to fund a portion of the services and programs we provide in Mount Royal Park and in Tiohtià:ke Otsira'kéhne Park.



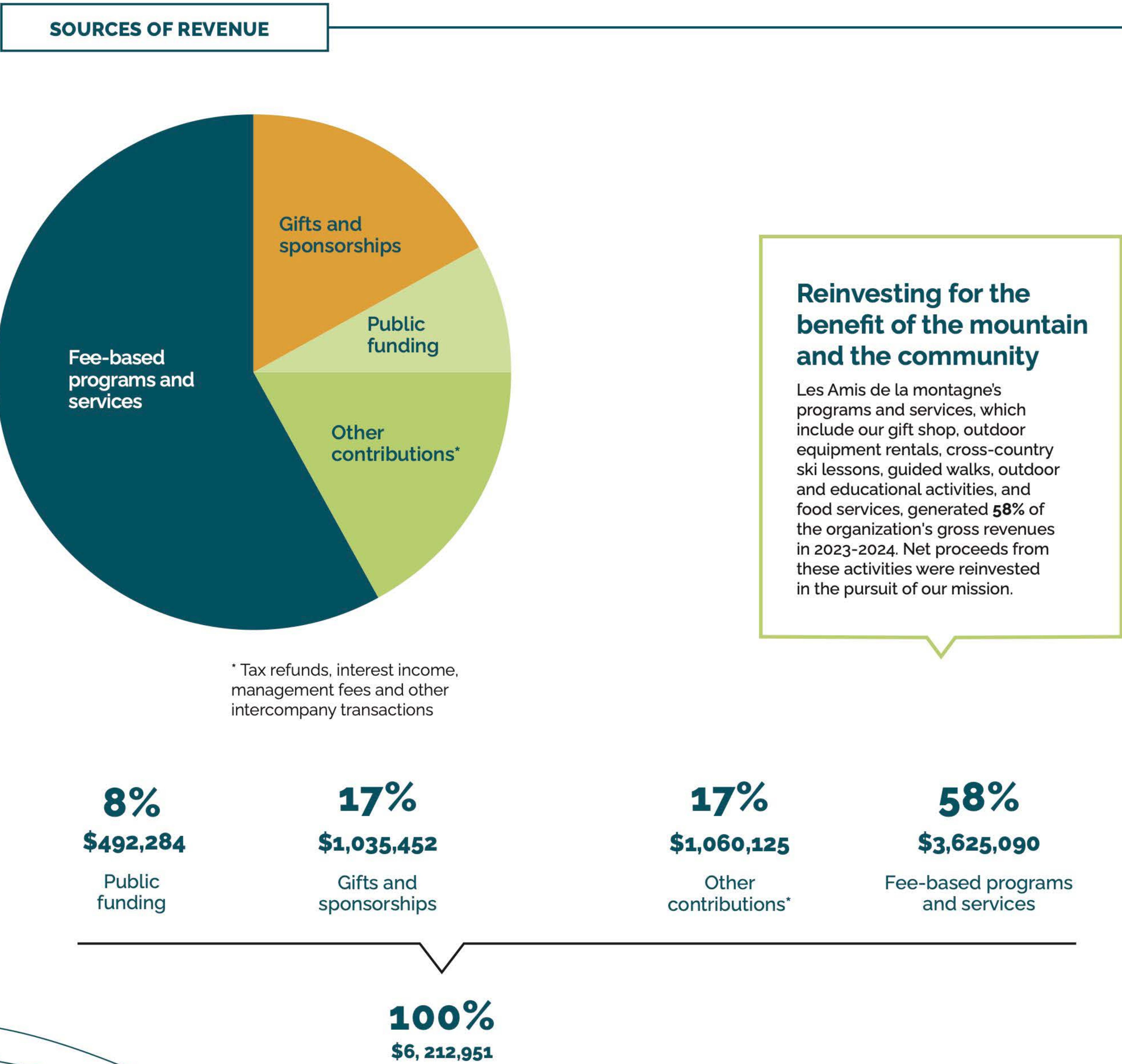
Financial Overview

Les Amis de la montagne Revenue and Expenses

This financial overview combines the balance sheets and comparative results of Les Amis de la montagne, Centre de la montagne and Café des Amis, three related organizations operating under the banner Les Amis de la montagne.

It is the aim of Les Amis de la montagne to balance its budget at all times but, in exceptional circumstances, the organization has a reserve fund from which it can draw to cover any shortfall in income in order to balance its budget.

The financial statements of the three organizations are available upon request.



Supporting Les Amis in the Pursuit of its Mission

To invest in Mount Royal is to ensure that it will be healthy today and for generations to come.

Les Amis de la montagne is grateful to the community for its ongoing support of our habitat protection, environmental education and advocacy programs.

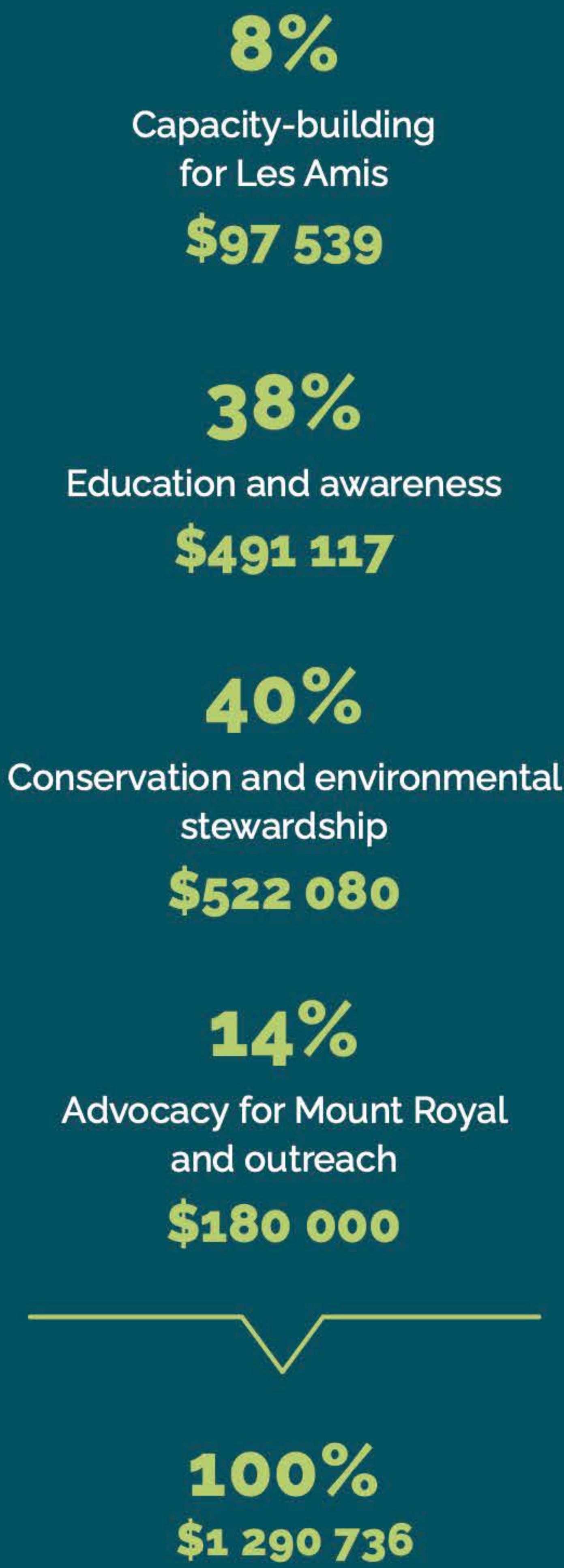
This year, we received \$798,452 from generous individuals and foundations, as well as small-, medium-and large-sized businesses.

The three levels of government also provided us with \$492,284 in funding.

In all, gifts, sponsorships and subsidies totalled \$1,290,736 in 2023-2024.



FUNDING BREAKDOWN IN 2023-2024



Impactful Support for Les Amis and Benefits for the Mountain

Development of our educational programs

This year, Les Amis de la montagne was able to accelerate development of our educational programs—most notably, programs for school and youth groups, such as discovery walks, themed hikes and Seeds for the Future—thanks to multi-year partnerships with **TD Bank Group**, **Power Corporation of Canada** and **Canada Life**.

Promoting a culture of science and innovation in nature

Les Amis also received financing for a new initiative called Learning in the Open Air. Set to launch for the start of the 2024 school year, this program will bring youth closer to nature and stimulate their interest in science by immersing them in the nature of Mount Royal. This program, based on the same principles at the Les Amis Forest School, targets children in the 2nd and 3rd school cycles, and gives teachers a wonderful opportunity to take learning out of the classroom. Financial support for this program is secured for the next two years, thanks to a partnership with **Ministère de l'Economie, de l'Innovation et de l'Énergie**, as part of its **NovaScience** program.

Accelerating efficient management of invasive alien plant species

Stopping the spread of invasive alien species (IAS) is a critical issue for biodiversity and a priority in the conservation of Mount Royal's natural spaces. Thanks to a three-year commitment from **The Birks Family Foundation**, Les Amis can develop measurement and monitoring tools, as well as protocols for the management of these plants. We also received funding from **Fondation de la Faune du Québec**, which will be used to produce a preliminary study. Ultimately, this will enable us to complete our inventory, pinpoint the location of certain IAS, and identify areas of the mountain to prioritize in order to strengthen the presence of plant species with precarious status.

Roll out a unifying plan for the protection of Mount Royal

In spring 2023, Les Amis unveiled its Conservation Plan for Mount Royal's Natural Habitats and Greenspace, a coordinated plan for the management of natural spaces on the Mount Royal Heritage Site. One year later, we have secured the support of **Bank of America**, **Echo Foundation**, **Government of Québec** and **Nature Conservancy of Canada**, as well as **TD Bank Group**, **Rio Tinto** and **Power Corporation of Canada** for the launch of this plan. To this, we also added the support of many individual donors who answered the call during our annual fundraising campaign.

Donors and Partners 2023-2024

Les Amis de la montagne thanks all the individuals, companies, foundations and public bodies, who so generously supported our mission with a financial donation between May 1, 2023 and April 30, 2024, who fulfilled payment in their multi-year commitment, or who provided a subsidy to fund one of our programs.

\$75,000 and more

Echo Foundation
TD Bank Group
Power Corporation
du Canada
Rio Tinto
-
Government of Québec
City of Montréal

\$50,000 – \$74,999

Bank of America
HSBC Bank Canada
Anonymous foundation

\$25,000 – \$49,999

Canada Life
Fondation de la faune
du Québec
-
Government of Canada

\$10,000 – \$24,999

The Birks Family Foundation
Nature Conservancy of Canada
The Mongeau Family Foundation

\$5,000 – \$9,999

Apricus Foundation
The Morris and Rosalind
Goodman Family Foundation
Richard M. Hart
Dusica Maysinger
The RDJ Fund
-
Aecon
Audiokinetic
BNP PARIBAS
Demers Beaulne
Dentsu Canada
Enbridge
Roland Berger
SAP
Sharethrough

\$2,500 – \$4,999

The Drummond Family
The Choquette-Legault
Foundation
The Hay Foundation
Ivan Velan
-
Eidos
EEM Gestion ESS Inc.

\$1,000 – \$2,499

Heidi Drymer
The John Baker Fellowes
Family Foundation
Michael St B. Harrison
The Céline and Jacques Lamarre
Foundation
Patrick Kenniff
Éric La Flèche
The Phyllis Lambert Foundation
Julie Laurence
John LeBoutillier
Duncan McNeill
Eugene N. Riesman
Gérard Talbot
Hope Tétrault
Lillian Vineberg-Goodman
-

127453 CANADA Inc.
The Desjardins Foundation
The RBC Foundation
Nature Canada

\$250 – \$999

Robert Alain
Georges Aubé
Edmund George Baltuch
Stéphanie Beauregard
Benjamin Belec
Stéphane Béranger
Michele Beckerleg
Frédéric Boucher
Rob Braide
Brigitte Brathwaite
Michel Cantin
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Jean-Marc Dumas
Dany Gagnon
Claude Garcia
Jay Garland
Yves Geoffrion

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Dagmar Hamm
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David Méryneau
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Elizabeth Mitchell
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Vanessa Peters
Michèle Robert
Christina Nacos
Tudor Nicolae Rosu
Louise Roy
Maxime Sawicki
Richard Schwartz
Susan Scott-Evans
Christian Sénéchal
Yolande Tremblay
Peter Vamos

The Ronald and Carmela Vincelli
Family Foundation
Sonia Zylberberg
-
Avison Young
CCxA Landscape Architects
Le Cantlie Suites Hotel

Mu Omicron Zeta Association of
Canada
German Society of Montréal
The Garden Club of Montreal

BEQUESTS AND MEMORIAL GIFTS

We wish to extend our warmest
thanks to those individuals,
families and friends who
contributed to the mission of Les
Amis de la montagne through
a bequest or gift honouring the
memory of a loved one. We offer
our deepest condolences to the
bereaved of 2023-2024 and are
grateful to the deceased who
loved Mount Royal as much as
we do.

The Estate of James M. Fresco
Tova Havis, in memory of
Jeannine Lawlor

Jean-Guy Lavigne, in memory of
Frances Tobin

Marie Leclair, in memory of Dr.
Barry Krumholz

Béatrice Vizkelety, in memory of
Joseph Baker

DONATIONS IN HONOUR OF

Les Amis de la montagne would
like to acknowledge donations
made by individuals in honour of a
loved one or esteemed colleague.
Diane Hanna, in honor Elaine
Boynton

Our thanks also to the
hundreds of donors,
including Les Amis de la
montagne staff, who made
donations of less than \$250.

PROGRAM SUPPORT

Learning in the Open Air
Ministère de l'Économie, de
l'Innovation et de l'Énergie –
NovaScience program

**The fight against invasive
alien species**
The Birks Family Foundation
Fondation de la faune
du Québec
City of Montréal

Paroles de paysages
City of Montréal and
Government of Québec –
Entente sur le développement
culturel de Montréal

Conservation Plan for Mount Royal's Natural Habitats and Greenspace

HSBC Bank Canada
Nature Conservancy
of Canada
Echo Foundation
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Challenge, Major partner
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Rio Tinto
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Educational programs
Canada Life
TD Bank Group / TD Ready
Challenge, Major partner
Power Corporation of Canada
City of Montréal

2023 Prix du Mont-Royal
City of Montréal and
Government of Québec –
Entente sur le développement
culturel de Montréal

**Montréal Park People
Network, with Park People,
Centre d'écologie urbaine de
Montréal and CRE-Montréal**
The Choquette-Legault
Foundation
City of Montréal

**Cornerstone Parks Network,
with Park People, High Park
Nature Centre and Stanley
Park Ecology Centre**
Anonymous donation,
secured through the Park
People initiative

Major Partners and Benefactors



Grands partenaires publics



Members of Our Team





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Les Amis de la montagne

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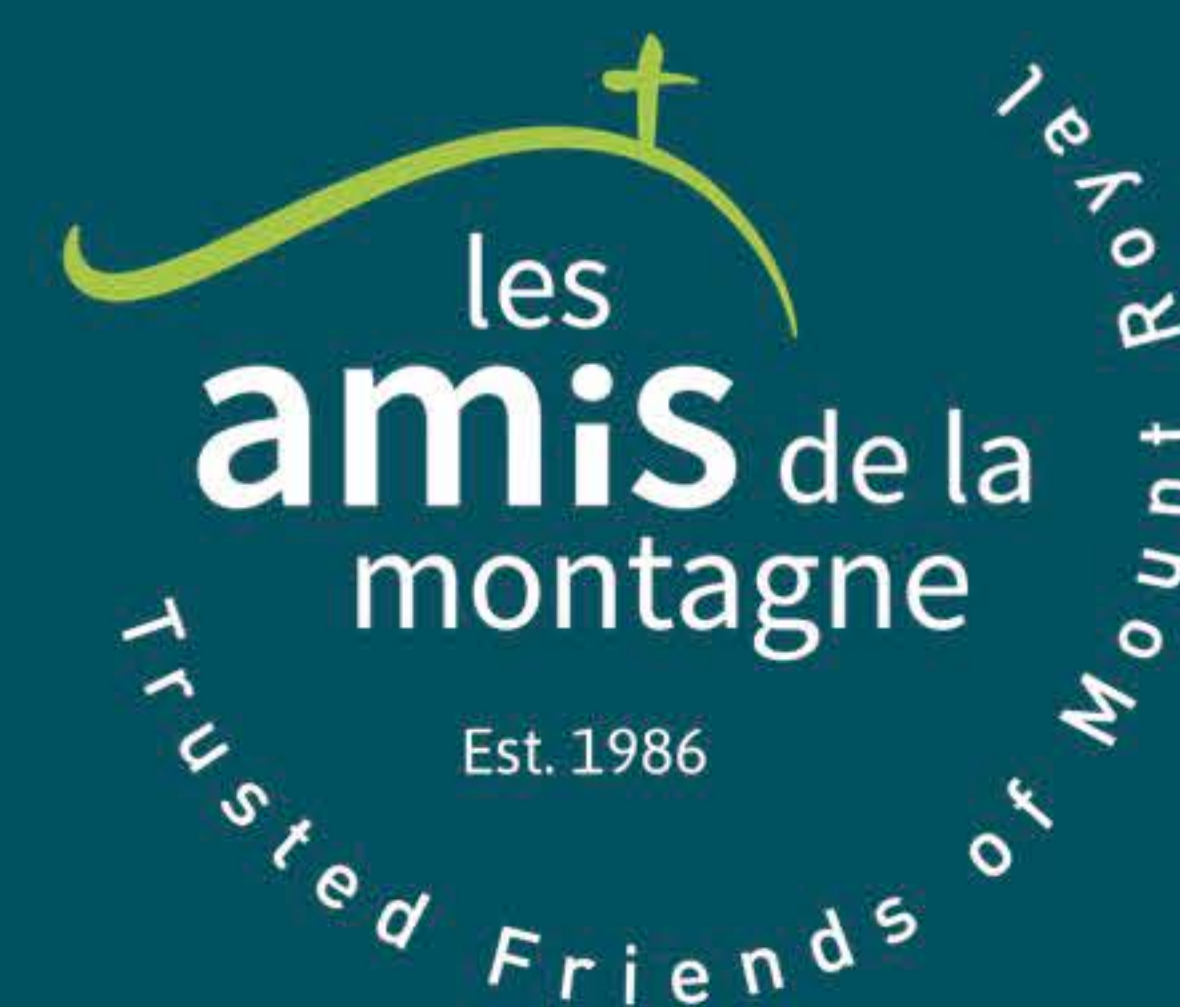
Beaver lake birdseye
Photo by Kenan Alboshi,
winner of Les Amis de
la montagne's 2022 The
Mountain in Pictures contest

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With the support of a community united by a deep attachment to Mount Royal, Les Amis de la montagne works to protect and promote the mountain—the iconic jewel that is both the heart and lungs of Montreal—through environmental education, civic engagement and advocacy.