

BLUE MET
METROPOLIS
BLEU
FOUNDATION



ANNUAL REPORT

2013-2014



Blue Metropolis *at a glance*

Blue Metropolis Foundation is a not-for-profit organization founded in 1997 that brings together people from different cultures to share the pleasure of reading and writing, and encourages creativity and intercultural understanding. The Foundation produces an Annual Literary Festival of international caliber and offers a wide range of educational and social programmes year-round, both in classrooms and online. These programmes use reading and writing as therapeutic tools, encourage academic perseverance, and fight against poverty and social isolation.

Our values

- Cultural and linguistic diversity
- Commitment to reading for the young and not-so-young
- International engagement
- Quality and inclusion

A Word
from the Chair
of the Board of
Directors

Congratulations!



With dozens of authors coming from around the globe, with events in 9 languages such as French, English, Spanish, Arabic, Italian, and Portuguese, Blue Metropolis Festival is the second largest literary festival in the country. The Board joins me in congratulating the Festival team as well as our numerous programming committees and 140 volunteers, whose goal is to provide you with an extraordinary literary experience. I would also like to congratulate the two individuals who chaired our benefit evenings, both of which were sold-out events: **Jean-François Leduc** (Vice-President and Chief Information Officer, GardaWorld), chair of Fedoras & Scotch, and **Louise Ann Maziak** (Vice-President, National Accounts, Quebec, TD Commercial Banking Services) chair of Bedtime Stories ...sous la couette.

Some highlights from this year's Festival:

- A 35% increase in attendance at events held at Hotel 10
- Exceptional success in fundraising, with contributions from the private sector amounting to 53% of our entire revenue, a major accomplishment in the cultural sector.
- A sizeable surplus in operations, which will go toward reducing our accumulated deficit. Since instituting a restructuring plan in 2010, this is the third consecutive year with a surplus in operations.
- Several new directors join the Board.

Cameron Charlebois



A 35% increase in
attendance at events
held at Hotel 10

BOARD OF DIRECTORS

Cameron Charlebois, Chair of the Board of Directors

Peter Daniel, Vice-President

Director Ilian Consulting and Management INC

Christophe Roubinet, Treasurer

Assistant Director of Investments – Business Development Filaction

Pierre-André Themens, Secretary

Managing Partner Davies Ward Phillips & Vineberg S.E.N.C.R.L., s.r.l./LLP

Margaux Chetrit, Director of Cultural Affairs – Consulate General of Israel

President – Three Matches

Louise Ann Maziak, Vice-President National Accounts – Quebec,

TD Commercial Banking.

Stephen Powell, Professeur associé de littérature anglaise, Université de Guelph

Ellayne Kaplan, Executive Director, Canadian Associates of Ben-Gurion

University of the Negev

Pierre Boucher, Vice-President Systems and Operations, Peerless Clothing Inc.

Jeffrey Bienvenu, IT/IS Infrastructure & Operations Manager, Peerless Clothing Inc.

A Word from the President - General Manager and Artistic Director



Talent & Generosity



I would like to acknowledge the generosity and creative talent of the 200 authors, speakers and event hosts who shared their love of literature with us by taking part in 233 events that we presented this year.

BLUE MET PERMANENT STAFF

William St-Hilaire

President – General Manager and Artistic Director

Gregory McCormick

Director of Programming

Florence Allegrini

Operations and Children's Festival Director

Chantale Lacoste

Funding and Administrative Director

Lisanne Gamelin

Programming Coordinator, Educational and Social programmes and Volunteer Resources

During this edition, literature was literally front and centre stage, with a number of remarkable literary shows on a wide range of subjects. And with media coverage that included 223 articles, blogs, and radio and television interviews, Blue Metropolis did not go unnoticed!

Amongst our wonderful educational and social programmes, I would like to mention, in particular, the creation of the Wordstochange.org website, which brings together, under one banner, all of our educational and social programmes - including our platforms for young people and parents at risk (for mental health problems, anorexia, homophobia, bullying and depression). I am particularly proud of the programmes that we produced this year involving young anglophones from across Quebec (Quebec ROOTS), vulnerable women from a number of shelters, and students from Riverdale High School who collaborated in writing a novel dealing with autism and depression. Through these programmes the power of words becomes a source of empowerment, transformation and resilience.

William St-Hilaire



Richard Ford
Winner of the 2014 Blue
Metropolis International
Literary Grand Prix
With William St-Hilaire



Habib Selmi
Winner of the 2014
Blue Metropolis *Al Majidi
Ibn Dhafer* Arab Prize



Luis Alberto Urrea
Winner of the 2014
Premio Metropolis Azul
With Ginny Stikeman

Highlights of the 2014 Festival

- 233 events in 9 languages
- More than 100 authors from 15 countries
- Over 28,000 visits
- For the second consecutive year, a 35% increase in attendance at Hotel 10
- A number of sold-out events, including the Bedtime Stories... sous la couette benefit event
- The presence of Slate magazine, as well as coverage by a number of Latin American media outlets
- New and productive programming partnerships



The presence of
Slate magazine,
as well as coverage
by a number
of Latin American
media outlets

TD-Blue Metropolis Children's Festival

8,259 people took
part in an activity
at the Children's
Festival



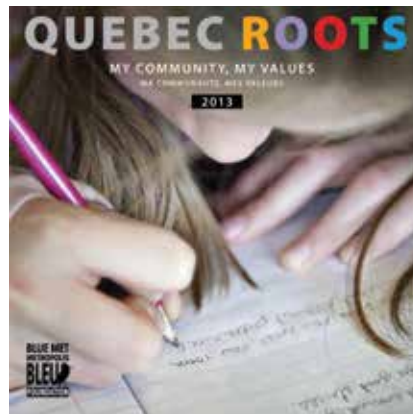
Marie-Louise Gay
Marraine d'honneur
du Festival des enfants
TD-Metropolis bleu

- 8,259 people took part in an activity at the Children's Festival
- 88 free activities at 60 different venues (libraries, cultural centres, Espace La Fontaine)
- 62 authors, storytellers and/or illustrators took part in Children's Festival events



Innovative and moving Education and social programmes

Since its founding, Blue Metropolis has launched 37 educational and social programmes, both online and in the classroom, reaching over 16,000 young people and their teachers across the country and in both official languages. The goal of these programmes is to foster a love of reading and writing, promote social inclusion and tolerance, combat poverty and encourage young people to stay in school. These programmes use reading and writing as well as media such as video, photography and drawing.



Our achievements in 2013-2014

→ **Quebec Roots: The Place Where I Live**

Seven years and counting! Working with a professional writer and a photographer, students produced their own book about the place where they live. The book was launched at the 2014 Blue Metropolis Festival in the presence of the students, their teachers and their families.

→ **Libres comme l'art**

Author-in-residence Monique Polak create a story about marginalised youth, autism and depression, inspired by the ideas and suggestions of Riverdale High School students. The short story was launched at the 2014 Blue Metropolis Festival and a book will be published at Orca Book publisher in the Fall 2014.

→ **Before and After**

In a series of daylong writing and photography workshops, disadvantaged women in Montreal learn to tell their dramatic stories through words and images. They document their lives and the strategies they used to overcome adversity. Their work was gathered in an anthology launched at the 2014 Blue Metropolis Festival. In collaboration with l'Auberge Transition, Herstreet, On Our Own 03 and the Native, Woman's Shelter of Montreal, The Old Brewery Mission (pavillon Mackenzie) and YWCA.



Exceptional fundraising activities



The Honorary Committee of the Fedoras & Scotch event



Jean-François Leduc
President of the Honorary Committee of the Fedoras & Scotch event



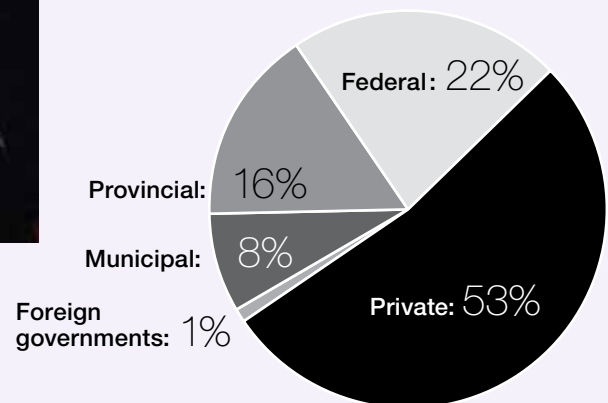
Tara Leigh (Left) and **Louise Ann Maziak** (Right)
President of the Honorary Committee of the Bedtime Stories... sous la couette event



Manon Gauthier, member of the Honorary Committee of the Bedtime Stories... sous la couette event

- Independent revenues and revenue from private fundraising amount to 53% of the Foundation's total budget
- Our two benefit events, Fedoras & Scotch and Bedtime Stories... sous la couette, both sold out, and brought in combined revenues of nearly \$50,000

Our Revenue



Thank you to all our partners

In kind or cash, contributions received before February 2014

DONORS AND PARTNERS

\$25,000 - \$75 000\$

- Abu Dhabi Authority for Culture and Heritage
- Eric T. Webster Foundation
- Groupe Financier Banque TD
- R. Howard Webster Foundation

\$10,000 - \$24,999

- Amazon.ca
- Davies Ward Phillips & Vineberg S.E.N.C.R.L., s.r.l.
- Fondation du Grand Montréal
- Fondation Jeunesse-Vie
- Ginny Stikeman
- McGill University
- The Cole Foundation
- The Jewish Community Foundation of Montreal
- Zeller Family Foundation

\$5,000 - \$9,999

- Bell
- Chadha Family Foundation Trust Fund
- Power Corporation of Canada
- Telus
- The J.W. McConnell Family Foundation
- The Phyllis Lambert Foundation

\$1,000 - \$4,999

- Alliance Prével Inc.
- Attraction média
- Concordia University
- Desjardins
- Direction communications stratégiques
- DJS Holding Limited
- Editio
- Ellayne Kaplan
- Filaction
- Fondation Daniel-Langlois
- Fondation Huguette et Jean-Louis -Fontaine
- Fondation Lucie et André Chagnon
- Gaz Metro
- Groupe de sécurité Garda inc.
- Hôtel 10
- Jean-Sébastien Grisé
- Joan F. Ivory
- Letko, Brosseau & Associés inc.
- Mondo In inc.
- Narcisse et Echo
- Nicole Léger, Ministre de la Famille
- Peter Daniel
- Pierre Boucher
- Pierre-André Themens
- Quebec Writers' Federation - QWF
- Safdie Inc.
- The Hay Foundation
- William St-Hilaire

\$200 - \$999

- 3Ci inc.
- Alexandre Taillefer
- Alvin Segal Family Foundation
- André Jr. Bombardier
- Andrée Johnston
- Benjamin & Nancy Smith
- Biron Groupe Santé inc.
- Cabinet de relations publiques NATION-AL inc.
- Cameron Charlebois
- Cecil Rabinovitch
- Centrale des syndicats du Québec
- Christopher Pickwood
- CIM - Conseil en immobilisation et management inc.
- Claude Godon
- Clinique
- Cohn & Wolfe Montréal inc.
- Diane Sauvé
- Docu-Dépôt
- Dominique Barsalou
- Dumont - St-Pierre
- Eric Faubert
- Ernst & Young
- Fondation Pierre Desmarais Belvédère
- Francine Champoux
- Francis Maheu
- François Naud
- Franziska Ruf
- Greg Chénier
- Guthrie J. Stewart
- Guy Frégeau
- Heidi Lange
- Holt Renfrew
- Industrielle Alliance Valeurs mobilières inc.
- Jay Goldman

- Jean-François Leduc
- Jean-Serge Grisé
- Julie Keith
- Kim Goldman
- La Vie en Rose
- Lallemands
- Laurent Arsenault
- Linda Leith
- Louise Ann Maziac
- Marcel Côté
- Marguerite Blais
- Marianna Simeone
- Marie Côté
- Marie-Chantal Chassé
- Mark Gallop
- Mathur Vijay
- Michel Leblanc
- Nathalie Bissonnette
- Norman and Patterson Webster
- Orthopédie Nora
- Patrick Coleman
- Paul Flicker
- Philippe Bélanger
- Pierre Anctil
- Pierre Cloutier
- Propriétés ELSAC Inc.
- Richard Lupien
- Robert Graham
- Roland Charbonneau
- Samson Bélair/Deloitte & Touche
- Serge Carrier
- Sharda Gupta
- Stephen Powell
- Vivianne de Kinder
- Yves Doucet

GOVERNMENT

- Conférence régionale des élus de Montréal - CRÉ
- Conseil des arts de Montréal
- Conseil des Arts du Canada Canada Council for the Arts
- Conseil des arts et des lettres du Québec
- Consulado General de la República Argentina en Montreal
- Consulat général d'Espagne à Montréal
- Consulat général d'Autriche à Montréal
- Consulat général de France à Québec
- Consulat général du Portugal à Montréal
- Consulate General of Israel in Montreal
- Emploi-Québec
- Forum Culturel Autrichien
- Istituto Italiano di Cultura di Montréal - IIC
- Ministère de la Culture et des Communications
- Ministère de l'Éducation, du Loisir et du Sport
- Ministère des Affaires municipales, des Régions et de l'Occupation du territoire
- Ministère des Relations internationales, de la Francophonie et du Commerce extérieur
- Patrimoine canadien / Heritage Canada
- Secrétariat à la condition féminine
- Taipei Cultural Center in New York
- Tourisme Montréal
- Ville de Montréal

MEDIA | PROMOTION

- Accenti Magazine
- CBC Montreal
- ICI Radio-Canada Télé
- ICI Radio-Canada Première
- La Presse +
- Librairies indépendantes du Québec - LIQ
- lori.biz
- Montreal Review of Books
- Revue Les Libraires
- Ruedeslibraires.com
- Slate Magazine
- The Walrus Magazine
- Tribune Juive
- Vie des Arts

Thank you

PROGRAMMING

- À Voix Haute
- Académie de danse d'Outremont
- Académie des Lettres du Québec
- Alzheimer Groupe Inc. - AGI
- Arrondissement du Plateau-Mont-Royal
- Association nationale des éditeurs de livres - ANEL
- Association of English-language Publishers of -Quebec - AELAQ
- Association of Italian Canadian Writers - AICW
- Atwater Library and Computer Centre
- Bayard Canada
- Biblioasis
- Bibliothèque de Beaconsfield
- Bibliothèque de Dollard-des-Ormeaux
- Bibliothèque de Kirkland
- Bibliothèque et Archives nationales du Québec - BAnQ
- Big Ron's Fight Studio
- Bily Kuhn
- BookThug
- Centaur Theatre
- Centre Afrika
- Centre Entr'Ados
- Centre québécois de ressources en littérature pour la jeunesse
- Centre québécois du P.E.N. international
- Centre Segal Performing Arts - Arts de la scène
- Chapters/Indigo
- Chartier Danse
- Community Learning Centres - CLC
- Conseil pédagogique interdisciplinaire du Québec
- DC Books
- Dispensaire diététique de Montréal
- Dominique et compagnie
- Drawn & Quarterly Bookstore
- École primaire Saint-Anselme
- École secondaire Saint-Louis
- Éditions Albin Michel
- Éditions André Fontaine
- Éditions de la Bagnole
- Éditions de la Pastèque
- Éditions du Boréal
- Éditions du Noroît
- Éditions Gallimard
- Éditions Hurtubise HMH Ltée
- Éditions Les 400 coups
- Éditions Planète rebelle
- Éditions Scholastic
- English-Language Arts Network - ELAN
- Espace La Fontaine - Bistro culturel
- Festival du premier roman de Chambéry
- Flammarion Québec
- Goethe-Institut Montréal
- Good Shepherd School
- Grosse Ile School
- Guernica Editions
- Heritage Regional High School
- Hôpital de Montréal pour enfants - Montreal Children's Hospital
- Howard S. Billings, Directions Alternative
- Institut Ramon Llull
- Institut universitaire de gériatrie de Montréal
- Institut universitaire de santé mentale Douglas
- Institute for the Public Life of Arts and Ideas - IPLAI, McGill University
- Jaanimarik School
- Jamais Lu
- Jewish Public Library
- Jovia
- La Bibliothèque Apothicaire
- La Maison bleue
- La Vitrine
- Lauren Hill Academy Junior Campus
- Le 357 C
- Le Laboratoire, Théâtre de (ré)-création contemporaine
- Le réseau des Bibliothèques de Montréal
- Learn
- Les Amis de la Bibliothèque de Montréal
- Les éditions de la courte échelle
- Les Lecteurs
- Les Voix de la poésie - Poetry in Voice
- Librairie Gallimard
- Librairie Las Américas
- Librairie Monet
- Linda Leith Publishing
- Lire et faire lire
- Mackay Centre at Westmount High School
- Maison de la culture du Plateau-Mont-Royal
- Maison de la culture Frontenac
- Maison de la culture Marie-Uguay
- Maison Théâtre
- McGill Institute for the Study of Canada
- McGill University
- Montreal International Poetry Prize
- Musée McCord Museum
- New Carlisle High School
- Office national du film - ONF
- Olivier - Librairie & Bistro
- Orchestre de chambre I Musici de Montréal
- Ottawa International Writers Festival
- PPS Danse
- Programme Mile End
- Québec Amérique
- Random House of Canada Limited
- Ruth Shine
- Semaine canadienne TD du livre jeunesse
- Soulières éditeur
- The Canada in the Americas initiative at the McGill Institute for the Study of Canada - CITA
- Théâtre de la Marée Haute
- Théâtre du Gros Mécano
- Théâtre Prospero
- This Really Happened
- Union des écrivaines et des écrivains québécois - UNEQ
- Westmount High School
- Westmount Public Library
- Willingdon School

Blue Metropolis would like to thank all the libraries that took part in the event and especially Mr. Ivan Filion, chef de la division des programmes et des services aux arrondissements et bibliothèques à la Ville de Montréal.

FESTIVAL 2014'S MAJOR PARTNERS

