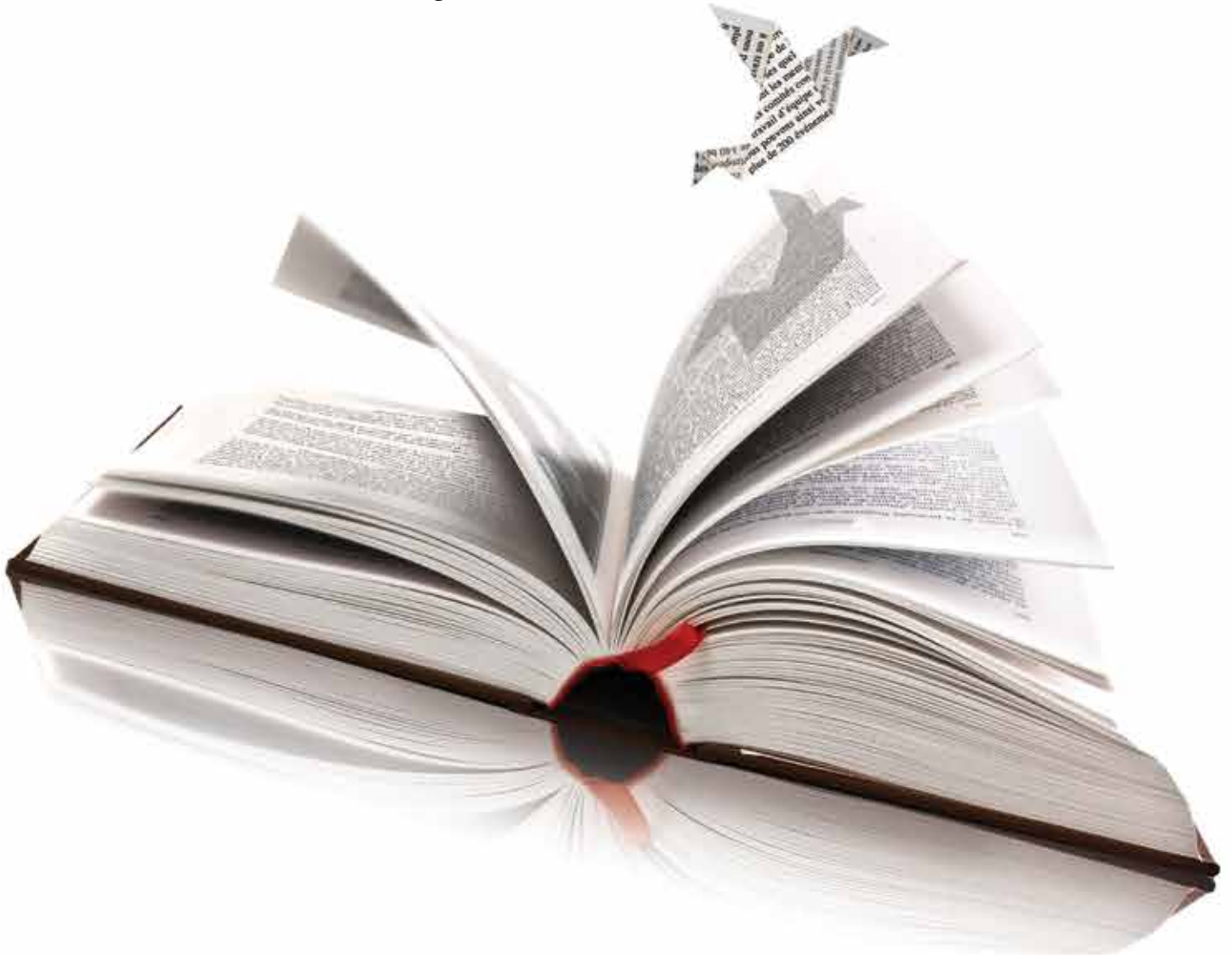


The **LITERARY EVENT**
of the Spring Season!



2015-2016 **ANNUAL**
REPORT

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 pleasures of reading and writing, and encourages creativity and intercultural understanding. The Foundation produces an **Annual Literary Festival of international calibre** and offers a wide range of **educational and social programs** year-round, both in classrooms and online. These programs use reading and writing as therapeutic tools, to encourage academic perseverance, and fight against poverty and social isolation.

Our values

- Cultural and linguistic diversity
- Promoting reading among the young
- International exposure
- Quality, respect and inclusion

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Coordinator – Special Projects & Educational Programs

Kaven Gauthier

Coordinator – Communications and Funding





A Word from
the Chair
of the Board
of Directors

T

he 2015-2016 fiscal year was, once again, in keeping with the Foundation's firm resolve to consolidate our financial situation, and in the case of the financial period that just ended, to report an operating surplus that has allowed us to reduce the accumulated deficit, which is now \$50,348. This year was also the best of the last five years when it comes to revenues from individual donors and benefit events.

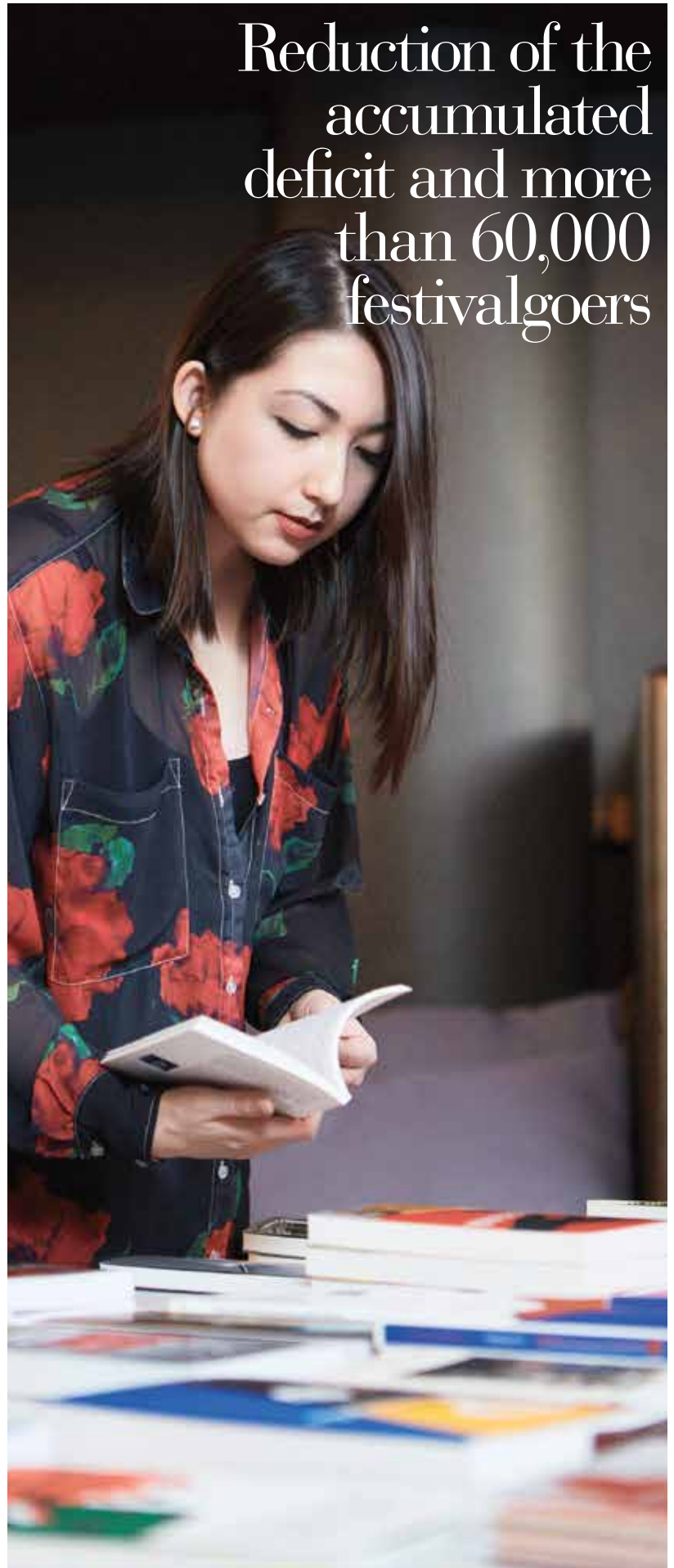
I would also like to point out the continued growth in Festival attendance over the last five years, proof of its legitimacy and relevance, as well as the renewed pleasure experienced by those who frequent it. Our 2016 edition saw record attendance, with more than 60,000 festivalgoers, thanks in particular to our ability to work with the very best in cultural partners, whose participation greatly enriched the Festival's programming.

I would also like to add that the Festival's official bookstore, run this year by Drawn & Quarterly, saw a 30% increase in book sales.

My colleagues on the Board of Directors join me in thanking our financial partners, both from the public and private sectors, as well as our many donors, including all those who faithfully attend our benefit events. Special thanks to our volunteers who include no less than 60 experts in literature, mental health and education, and who make it possible for Blue Metropolis to develop quality educational and social programs. Finally, I wish to congratulate the entire Blue Metropolis team on this exceptional year.

Cameron Charlebois

Reduction of the
accumulated
deficit and more
than 60,000
festivalgoers





A Word from
the President
- General Manager
and Artistic Director

BLUE METROPOLIS REACHES OUT TO MAJOR CULTURAL INSTITUTIONS AND COMMUNITY ORGANIZATIONS



With over 233 events, authors from around the world, a more substantial program for the entire family than ever before, exhibitions and urban installations, the last edition of Blue Metropolis was an unprecedented success.

From April 9 to 19, over 60,000¹ festivalgoers had the opportunity to take part in literary workshops, talks, author meet-and-greets, shows, exhibitions and performances. In addition, thanks to a partnership with CBC/Radio-Canada, hundreds of thousands of Canadian listeners will get to hear recordings made during the Festival.

A collective success

We are very proud that Blue Metropolis is an inclusive event, whose success is due to its multilingual character and the broad range of partnerships it has developed with cultural and community-based organizations. Be it the Musée d'art contemporain, Théâtre de Quat'Sous, Place des Arts, I Musici de Montreal Chamber Orchestra, Centaur Theatre, or Ville-Marie borough, to name just a few, Blue Metropolis has reached out to major cultural institutions and community organizations, allowing the power of words to make a significant impact in all possible spheres and reach an ever increasing number of people.

Among this year's highlights...

Certain events drew particular attention this year: the participation of Canadian poet Anne Carson, recipient of the 2016 Blue Metropolis Grand Prix; the presence of author and genius Daniel Tammet, as well as that of authors Joseph Boyden and Thomas King, whose conversation drew a packed house at the Musée d'art contemporain de Montréal; the TD-Blue Metropolis Children's Festival and its 124 free events for the entire family; and the activities of Naître et grandir, for children aged 0 to 5.

Innovative social programs a vital part of the Festival

In addition to offering literary events, Blue Metropolis featured a number of activities related to current social issues. One of the key themes of 2016 was the recognition given to women writers. As part of the *TD - Blue Met Talks*, audiences had an opportunity to discover the ways in which literature has inspired influential women in Montreal's academic, cultural and business circles. The topics of mental health and well-being also made a strong comeback under a new heading: *Books, Body & Soul*. Thirty events related to therapeutic writing and happiness took place at Quebec's independent bookstores, such as Le Fureteur, Monet, and Paulines, as well as at other venues.

The Festival's 18th edition proves, beyond all doubt, Blue Metropolis' firm commitment to making literature accessible to an ever-increasing audience, by appealing to all generations and including all cultures.

William St-Hilaire

¹ Includes the Festival, exhibitions, the Children's Festival and partner events



Anne Carson
Winner of the 2016 Blue Metropolis
International Literary Grand Prix



Thomas King
Winner of the 2016
First Peoples Prize



Valeria Luiselli
Winner of the 2016
Metropolis Azul Prize



Ghayas Hachem
Winner of the 2016
Diversity Prize



Abdourahman Waberi
Winner of the 2016
Words to Change Prize

Highlights of the 2016 Festival

233 EVENTS IN 5 LANGUAGES

235 AUTHORS

FROM 10 COUNTRIES

MORE THAN 60,000 VISITS

AND 200 ARTICLES

AND REPORTS IN THE MEDIA

New in 2016:

- the Diversity Prize for a first literary work, awarded to Ghayas Hachem
- a new series developed in collaboration with the Musée d'art contemporain de Montréal
- a new series on Ireland
- a theme devoted to the recognition of women writers, presented at the Festival

21,482 CHILDREN AND PARENTS TOOK PART IN AN ACTIVITY AT THE TD CHILDREN'S FESTIVAL

- 117 activities in 65 venues (libraries, Musée d'art contemporain, bookstores)
- 73 authors,
- Storytellers, musicians and illustrators
- 1 official spokesperson, the author and illustrator Rogé
- 17 activities in the « Naître et grandir » series, for children aged 0 to 5

**TD-Blue
Metropolis
Children's
Festival**



Rogé





Educational and social programs in detail

Accomplishments in 2015-2016

Since its inception, Blue Metropolis has developed 45 educational and social programs, both on line and in the classroom, reaching 17,700 young people and teachers throughout the country, in both official languages.

■ Quebec Roots: Strengthening Communities, The Place I Want to Be

Over a number of weeks, and led by a professional author and photographer, students created an anthology of writing and images that offers a portrait of their community. The anthology produced this year was launched at the 2016 Blue Metropolis Festival, in the presence of the students, their teachers and their families.

■ Like Cats and Dogs

Three classes of francophone students from Manitoba and three classes of anglophone students from Quebec conducted short interviews, bringing stereotypes to light, and created bilingual comic strips on the topic of linguistic duality.

■ Heroes in My Backyard

This project encouraged high school students to think about the vital roles played by Indigenous peoples, women and visible minorities in World Wars I and II, and to discover – or rediscover – heroes whose contribution we may have forgotten.





■ Des chiffres, des mots

Des chiffres, des mots was an educational project on academic perseverance. Students from all school boards were eligible to participate in two contests (elementary and high school levels) involving drawing, photography and writing. There were over 200 participants. The winning works were exhibited at the 2016 Festival and were mentioned during the talk given by Daniel Tammet to school groups, which was free of charge.

■ TD-Blue Metropolis' Young Writers and Readers

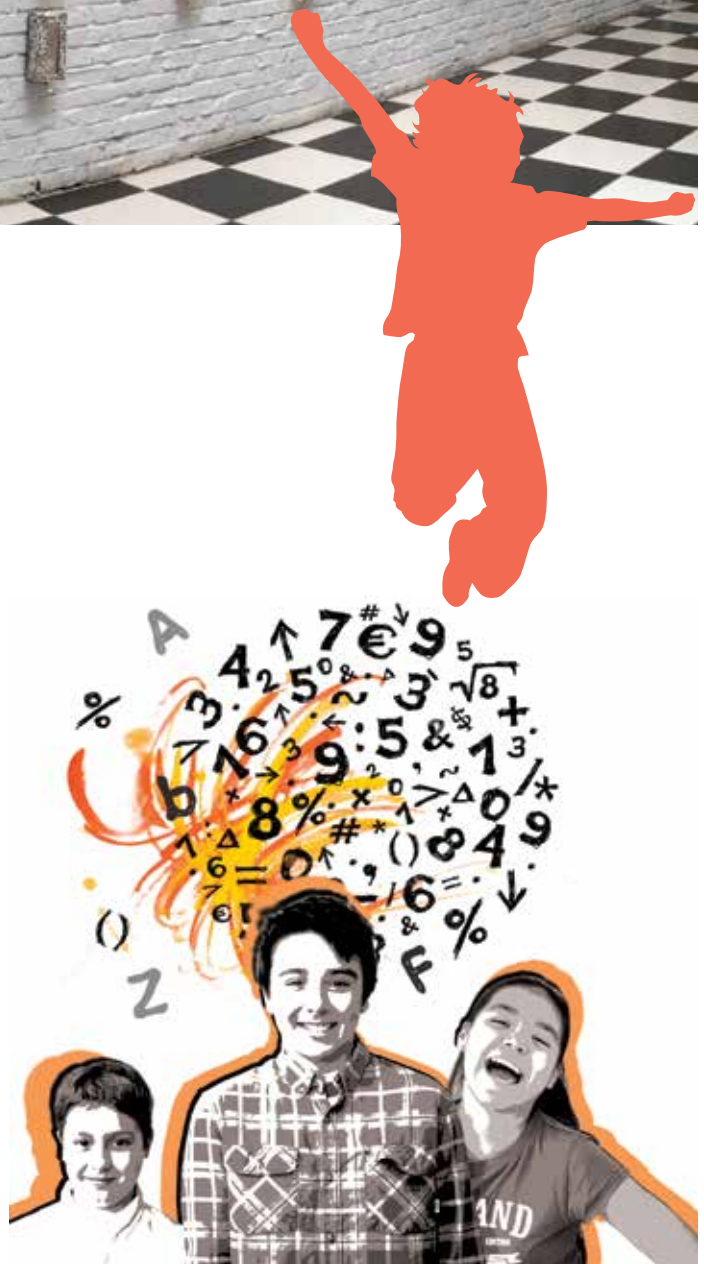
This online platform offers engaging activity sheets for creativity workshops as well as children's stories, penned by young participants and by adults. This program includes 8 creativity workshops and stories, with more currently in development!

■ Flânopolis

Guided by an author and a multidisciplinary artist, elementary school students wrote a story inspired by words found and collected in their neighbourhood. Their story was printed on paper banners and hung along a predetermined route. A collective walkabout took place along Ontario St. during the 18th edition of Blue Metropolis Festival.

■ Projet M

Guided by an author and an artist, students used writing and collage to explore the topic of gender diversity and analyse the standards of beauty imposed by society, while developing a critical eye when looking at images in the media. The results of their work and reflection were on exhibit at the Bibliothèque de l'Île-des-Sœurs during the last edition of Blue Metropolis Festival.



Record-Breaking Benefit Events!

Revenues from independent sources and private funding come to 50% of the Foundation's total budget, in other words, close to \$500,000.

This year, the addition of a third benefit event allowed us to achieve the best performance of the last five years in terms of individual donations! \$76,500 that will go to sustaining our stimulating educational and social programs.



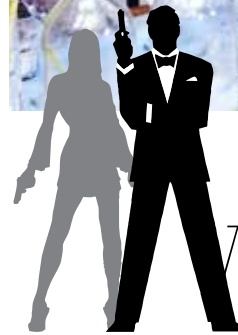
Coming Out!



Béatrice Cormier et Stéphane Ouellet
Honorary Presidents of the "Coming Out!" benefit event



Jean-François Leduc
Honorary President of the "Shaken, Not Stirred!" benefit event



Shaken, Not Stirred!



Louise Ann Maziak
Honorary President of the "Gatsby throws a party!" event



Thanks to all our partners!

Donors and partners*

\$20,000 - \$80,000

Groupe Banque TD

\$10,000 - \$19,999

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Thank you

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 Amnistie internationale Canada francophone
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 - AELAQ
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 This Really Happened
 UNIK Printshop
 Union des écrivaines et des écrivains québécois - UNEQ
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 Westmount High School
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Blue Metropolis would like to thank all the libraries that took part in the event, in particular Mr. Ivan Filion, Division Head, Library Programs and Services to the Boroughs, Ville de Montréal.

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BLUE METROPOLIS FOUNDATION

	<u>2015-2016</u>		<u>2014-2015</u>	
	TOTAL		TOTAL	
REVENUES				
SELF GENERATED REVENUES				
Independant revenues	60 315	6%	47 609	6%
Private financing	406 530	51%	410 983	51%
TOTAL OF SELF GENERATED REVENUES	466 844	57%	458 592	57%
GOUVERNMENT GRANTS				
Federal grants	262 964	18%	310 240	18%
Provincial grants	183 017	14%	153 112	14%
Mucipal grants	72 392	9%	82 522	9%
Forein governments and organizations	2 500	1%	10 135	1%
TOTAL GRANTS	520 873	43%	556 009	43%
TOTAL DES REVENUS	987 717	100%	1 014 601	100%
EXPENSES				
PROJECTS				
Programming and events	613 222	60%	671 360	60%
Communications	142 832	22%	156 260	22%
TOTAL COSTS RELATED TO PROJECTS	756 054	82%	827 620	82%
ADMINISTRATION	207 111	18%	185 181	18%
TOTAL OF EXPENSES	963 166	100%	1 012 801	100%
EXCESS (DECREASE) OF REVENUES OVER EXPENSES	24 552		1 800	
BALANCE BEGINNING TO FHE YEAR	(84 330)		(87 031)	
CAPITAL ASSETS ACQUISITIONS	9 430		10 332	
BALANCE END OF THE YEAR	(50 348)		(74 899)	