

# OUR RESULTS



## IMPACT REPORT

December 1, 2022 to November 30, 2023

## A WORD FROM THE PRESIDENT

# BUILD PEACE



Photo: Sandra Larochelle

Looking at the world around us, with the deep divisions we see among nations and between individuals, there has never been a more important time for the type of work done by the Peace Network for Social Harmony. In the 15 years since the Network was launched, we have found that while peace is a widely-held value, it remains largely misunderstood. There is a failure to recognize that peace does not happen by chance: it is developed and nurtured thanks to the efforts of countless individuals and organizations in our society. What is the impact of these peace builders? It is to create relationships that are healthier, communities that are safer, and a society that is more grounded in equity,

respect and non-violence. In sum, peace is a fundamental part of our social fabric. With its presence in multiple sectors (grassroots, research, philanthropy, business, etc.), the Peace Network is well-positioned to use the power of collaboration to strengthen that social fabric. The experts on our team implement collaborative projects that unite stakeholders, involving the sharing of resources including best practices, the identification of solutions to key issues, and the development of joint initiatives. This approach helps to maximize the impact of the many stakeholders who engage with us, and allows us to contribute in very concrete ways to the well-being of our society.

This Impact Report presents the results of the Peace Network's innovative, collaborative work, results that could not be achieved without the incredible array of partners that we have the privilege to work with. To all of you who are involved with the Network, we would like to express our gratitude. And to those who are considering the possibility, we look forward to collaborating with you! After all, "Alone we can do so little; together we can do so much." (Helen Keller)

A handwritten signature in white ink, appearing to read 'B. Bronfman'.

**Brian Bronfman**  
President

# A WORD FROM OUR EXECUTIVE DIRECTOR

## TOWARDS NEW HORIZONS



Photo: Michael Abril

It gives me great pleasure to address this message to you for the first time as Executive Director, and in the Peace Network for Social Harmony's first-ever Impact Report.

"Strengthening" was the watchword for 2023. We reviewed our structure, broadened our field of expertise and revisited our practices, in order to maximize the effectiveness of our actions and better meet the needs of our partners. At the same time, we have maintained the

quality and pace of our annual operations and developed new collaborations. So I'm particularly proud of what we have achieved. Our success testifies to the relevance of our strategy and the great agility of our team. I would like to thank my colleagues for their confidence, commitment, resilience and creativity.

Through the drafting of this Impact Report, we are reaffirming our commitment to improving our practices and the communicability of our results.

We would also like to reiterate the relevance of collaboration as a strategy, and underline the strength and commitment of our partners, who have enabled us to exceed our objectives and open up new horizons - which I look forward to exploring!

A handwritten signature in white ink, reading "Anna Krol".

**Anna Krol**

Executive Director and  
Director, Diversity and Inclusion

# WE ARE UNIQUE IN THE QUEBEC LANDSCAPE

The Peace Network for Social Harmony is made up of 19 philanthropic foundations, 6 corporate members and 22 individual donors who recognize the need to focus on peace in order to preserve and promote social harmony.

**We define peace as the presence of healthy relationships based on trust, respect, understanding, equity and reciprocity.**

We are convinced that peace does not just happen randomly, nor does it happen by itself. We have therefore chosen to realize this vision by focusing our efforts on three fields of activity:

- **Diversity and Inclusion**
- **Violence Prevention**
- **Peace Promotion**

# OUR PARTNERS

The Network is uniquely positioned thanks to its **many cross-sectoral relationships**. Our partners include grassroots organizations, academic and financial institutions, arts and cultural organizations, and representatives from various levels of government.

# OUR MISSION

The Peace Network for Social Harmony works to **maximize the impact**, reach and efficiency of actions taken in the field of peace by accelerating **social innovation** through **collaboration** between stakeholders, with the intention of increasing social harmony.

# COLLABORATION AS A STRATEGY

The commitment and financial support of our **Members and Friends** enable the Network to remain independent and agile. As a result, we truly respond to the needs of organizations in the field.

For our **partners**, we develop collaborative projects. We also assist with their initiatives by providing expertise and advice, promoting their efforts and facilitating networking among stakeholders.

Collaboration as a strategy enables us to create lasting synergies and to avoid working in silos, while maximizing the impact, scope and efficiency of our partners' actions. In this way, we contribute to social harmony and peace in innovative ways.

# OUR FUNDAMENTALS

A CLOSE  
RELATIONSHIP WITH  
THE FIELD

A STRATEGIC  
POSITIONING

A MACRO VISION

A THOUGHTFUL,  
RIGOROUS AND  
CONCRETE APPROACH

- **We listen to what's happening in the field:** By working closely with stakeholders, we can quickly **identify** emerging issues, **respond** quickly to requests from the field, and **mobilize** the necessary partners and resources.
- **We position ourselves at the intersection of sectors:** By working with a wide range of stakeholders from a variety of backgrounds, sectors, communities, etc., we play a **pivotal role** in organizing and facilitating **collaboration**.
- **We have a macro vision:** By leveraging our **unique strategic positioning**, we are able to identify trends and propose cross-disciplinary, unifying projects.
- **We use evidence from current research** to help guide our work.

... our Members and partners, in recognition of the quality and importance of our work, **join us in the projects** we propose.

... our Members and partners **seek our expertise** and advice for their projects and initiatives.

# OUR RESULTS ARE AFFIRMED WHEN...

... **new collaborations** are born thanks to our projects, our events, the networking we organize several times a year, and the connections between stakeholders that we generate on a daily basis.

... our Members, Friends and partners **take an active interest in our work**: we create content, in French and English, that resonates with their interests and values, that reports on our actions, and that showcases the initiatives of our collaborators.

# OUR RESULTS IN NUMBERS

**25** Members and

**24** Friends

**15**

project  
sponsors

**5**

major partnerships,  
including

**3**

that are recurring\*

- Action Week Against Racism\*
- Commemoration of Martin Luther King Day\*
- Peace Film Soirée\*
- Symposium "What if Violence was Perceived as a Public Health Issue?"
- *Mouvement pour des écoles sans violences sexuelles* (MESVS)

**3**

**fields of activity**

Diversity and Inclusion  
Violence Prevention  
Peace Promotion

**100+**

**grassroots  
partners**

**2**

**major projects**

DI Project  
Peace Days

**2**

**networking  
events**

**1**

**training session**

for Peace Days  
implementing partners

**2**

**mediation  
processes**



# OUR RESULTS IN NUMBERS

17,000+

people reached  
on social media

1,150+

subscribers

to our Mailchimp  
mailing list

8

newsletters and special  
communications

via Mailchimp

275+

publications on social  
media

LinkedIn  
Facebook  
Instagram  
X

3

public outreach opportunities

panel presented by the *Centre de ressources sur la non-violence*,  
panel as part of the *Projet Empreintes*, Message of Solidarity from  
Civil Society

1

series of videos

to mark Martin Luther  
King Day

1

Outreach  
Partner

70

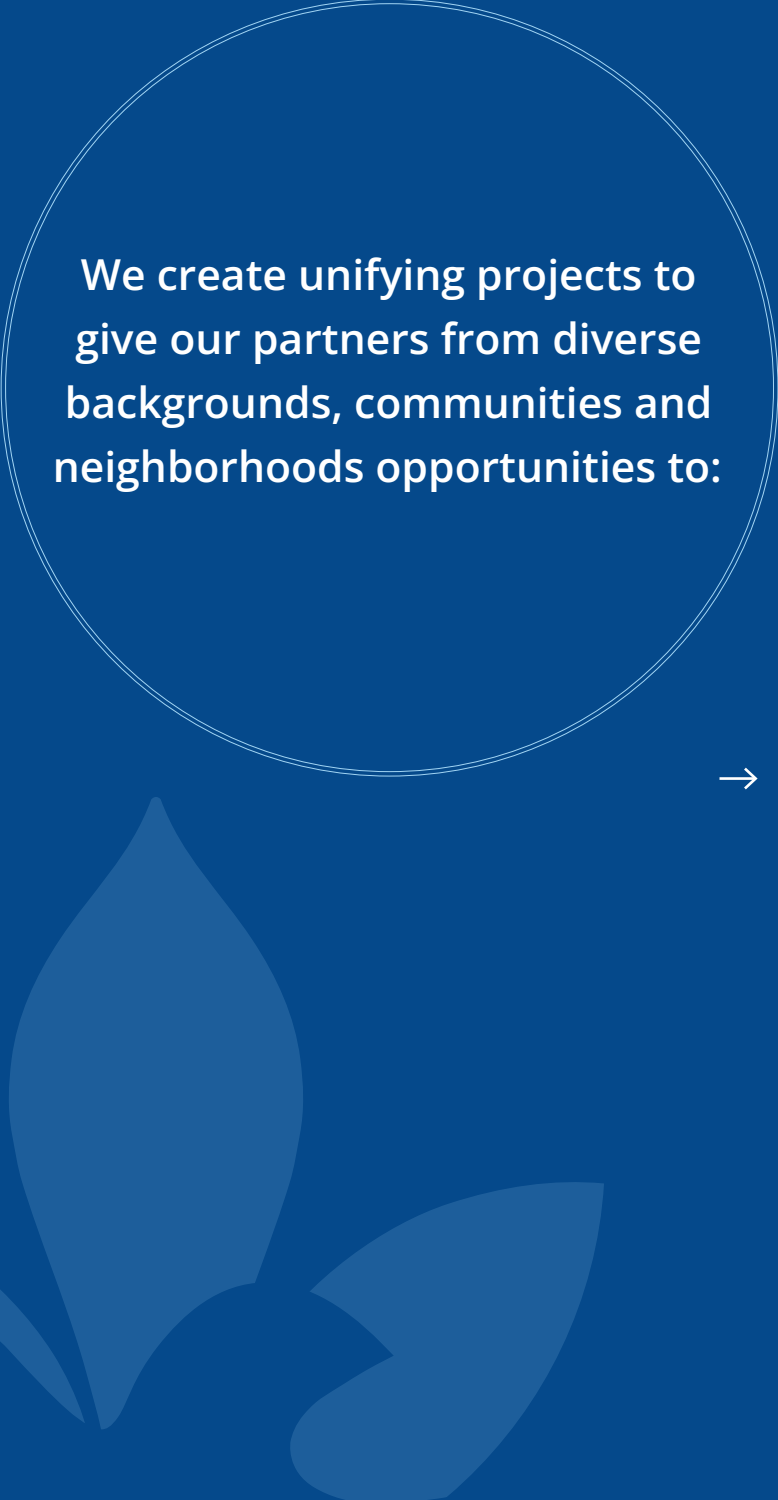
initiatives  
promoted

11

interviews and prominent mentions

in French- and English-language media

# OUR PROJECTS



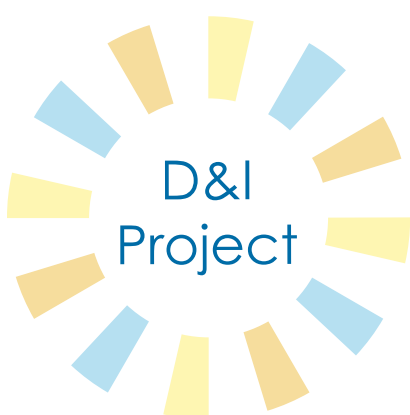
We create unifying projects to give our partners from diverse backgrounds, communities and neighborhoods opportunities to:

- Share knowledge and best practices
- Build intra-sectoral and cross-sectoral synergies
  - Facilitate collaboration and break solitude
- Improve efficiency and effectiveness
- Generate greater impact in society



Photo: Michael Abril

# DIVERSITY AND INCLUSION PROJECT



The **DI Project** is our largest project in the Diversity and Inclusion field of activity. It began in 2022 with the **"Forum on Diversity and Inclusion: Uniting to Strengthen the Field,"** which brought together over 200 people working on issues related to diversity and inclusion in their professional lives.

The strength of this project lies in the mobilization of representatives from a variety of backgrounds and sectors, and their commitment to working together. It is an opportunity for DEI<sup>1</sup> stakeholders to unite, engage with one other and understand each other better.

<sup>1</sup> Diversity, Equity, Inclusion

# DI PROJECT

The DI Project post-Forum continues through regular meetings of 7 working committees, whose common goal is to draw up a collective action plan.

## 3 CROSS-SECTORAL COMMITTEES

Organizational Transformation

Common Language

Relations with Funders

## 4 INTRA-SECTORAL COMMITTEES

Education and Youth

Immigration and Refugees

Arts and Culture

Business

## Sectors represented in the project:

- philanthropic
- community
- business
- arts
- university
- academic
- municipal



# DI PROJECT

In 2023, the work of the committees took place in 3 stages:

- Review and analysis of Forum results
- Identification of the main issues for each committee
- Structuring the process

## Process documentation

Following each meeting, we produce follow-up documentation to serve as a record of progress that was made and of our work as an organization.

## Open process

Although the committees were formed following the DI Forum workshops, they remain open to specialists wishing to join the project. The documentation we have produced will enable new members to catch up as necessary.

**7**  
committees

**20**  
meetings

**50**  
DEI Specialists





Photo: Christina Esteban

# TAKE ACTION FOR EQUALITY BUILD PEACE

## PEACE DAYS

The **Peace Days** initiative takes place every year from the **September 21st** International Day of Peace to the **October 2nd** International Day of Non-Violence.

Since 2015, the Peace Network for Social Harmony has been creating and organizing Peace Days in the Montreal region. We gather the efforts of a variety of community, cultural, educational, philanthropic and other partners to offer programming that encourages everyone to take concrete action for peace.

Our efforts are focused on two main objectives:

- **Mobilize a variety of organizations** around a unifying project
- **Make their work visible** and highlight the importance of their efforts for the social fabric and our shared living environments.

# PEACE DAYS

## → 5 types of partner establishments:

library, research center, museum, community organization, place of worship

## → 4 categories of activities:

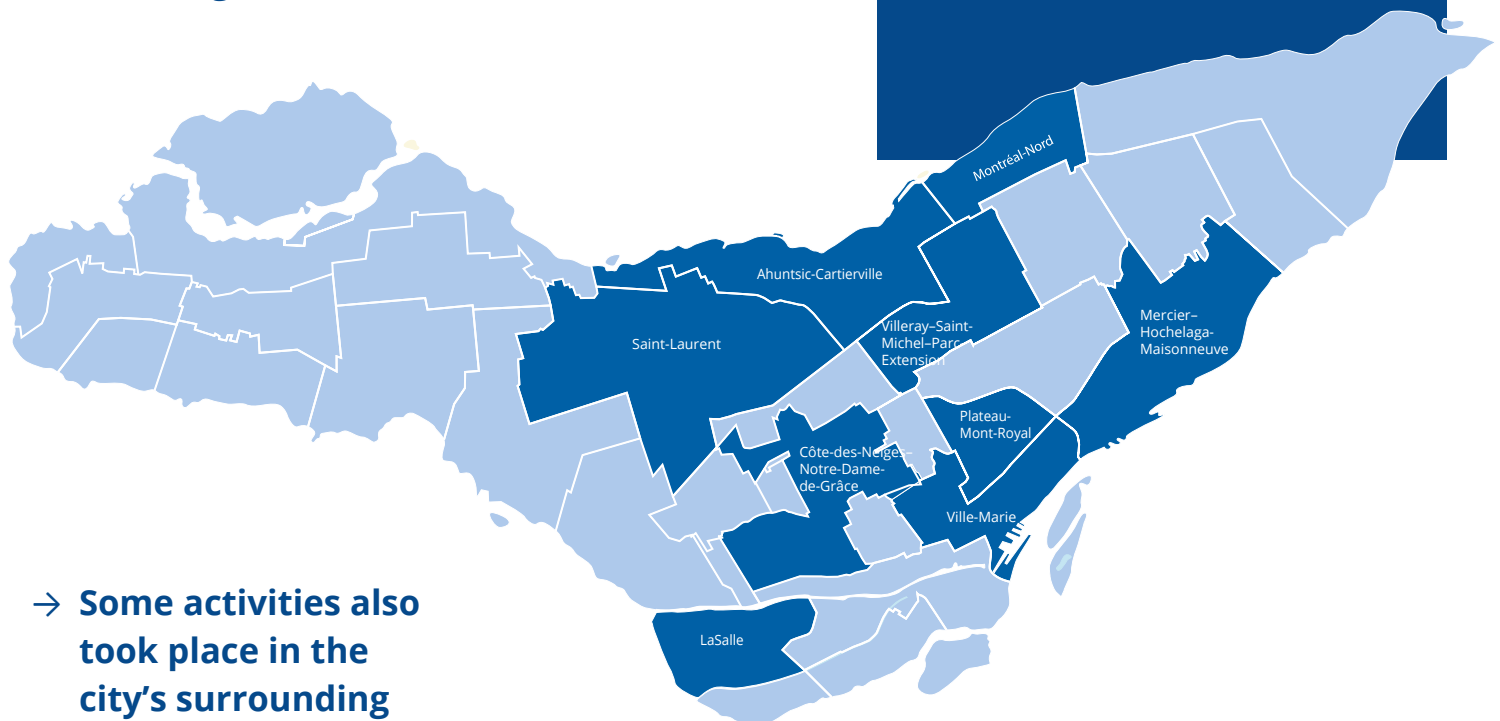
exhibitions and projections, panels and presentations, family and sporting activities, artistic workshops

## → Most activities are free of charge

## → 9 boroughs

43  
organizations

50  
activities



## → Some activities also took place in the city's surrounding areas and online



# PEACE DAYS

## 6 types of audiences:

- families
- adults
- teenagers
- children
- researchers
- public
- services



Photo: Christina Esteban

## 14 FINANCIAL PARTNERS

### Gold Partner

The Dym Family Foundation

### Silver Partners

Bell  
Brian Bronfman Family Foundation

### Bronze Partners

Jarislowsky Fraser  
Kaufmann de Suisse  
Richardson Wealth  
Conam Charitable Foundation  
Alvin Segal Family Foundation

### Supporters

David Forest  
Alan Klinkhoff  
Alain Tascan  
The DIVCO Foundation  
Newton Foundation  
Janice & Mark Sherman Family Foundation

**SPECIAL THANKS TO THE DYM FAMILY FOUNDATION FOR ITS ONGOING SUPPORT!**



# PEACE DAYS

Every year, we work to improve the experience of organizations offering a Peace Days activity, solidify existing partnerships and encourage the participation of new organizations.

## Peace Days represents:

- An opportunity to **be part of** a larger project that fosters a **sense of belonging and solidarity**
- An opportunity to **break the sense of solitude** that often surrounds community-based professionals
- A **lever** for encouraging new collaborations, introducing activities in underserved areas, and tackling sensitive issues



“It’s crucial to counter inequalities and take into account the real needs of community members. Peace Days is a substantial step in this direction. For this, I would like to congratulate the Peace Network for Social Harmony.”

“Bravo and thank you for this beautiful bouquet of activities that inspires hope in this dark time!”

# PEACE DAYS

## COMMUNICATIONS CAMPAIGN

### MEDIA COVERAGE

- Text by Brian Bronfman, Spokesperson, Le Devoir + The Suburban (second year)
- Interview Pieuvre.ca
- Community Shoutout Global News
- Interview CTV News
- Interview *Dessine-moi un matin*, ICI Première – Radio-Canada

### SOCIAL MEDIA

Facebook | Instagram | X

75+  
publications

8,000+  
people reached

### OUTREACH PARTNER

- The Montreal **YMCA** community centres were once again an official Outreach Partner (second year)



### HONORARY AMBASSADOR

- **Kim Thúy**, Honorary Ambassador, has associated her name with the event for a 5th year

# MAJOR PARTNERSHIPS

Our commitment to partnerships is part of our DNA. The Network's participation is sought either as a co-organizer or as an advisor.

In 2023, we collaborated on

**5** major projects,  
**3** of which are part of a partnership that has lasted multiple years.

## RECURRING PROJECTS

### MARTIN LUTHER KING DAY COMMEMORATION

#### WITH THE CITY OF MONTREAL AND YOUTH IN MOTION

In 2023 → 5 art world professionals took part in a [series of vignettes](#) to explain the link between the legacy of Martin Luther King Jr. and their work.

**429**  
views



**Daniel Amar,**  
Director, Holocaust  
Museum



**Guy Mushagalusa  
Chigoho,** Managing  
Director, Afromuseum



**Céline Do,**  
Vietnamese-Canadian  
artist



**Stéphane Moraille,**  
artist and lawyer



**Svens Telemaque,**  
author, speaker  
and artist

# MAJOR PARTNERSHIPS

## RECURRING PROJECTS

### PEACE FILM SOIRÉE

#### WITH THE FESTIVAL DU NOUVEAU CINÉMA (FNC)

In 2023 → Following the **screening** of the film *The Old Oak*, by renowned director Ken Loach, we held a **discussion** on the complexity of Quebec's reality when it comes to welcoming newcomers, asylum seekers and refugees, as well as the issues and obstacles encountered on a daily basis by organizations in the field.

280  
attendees

#### PANELISTS



**Aminata Ba,**  
Partner, DTB  
Avocats inc. – Droit  
de l'immigration



**Rani Cruz,** Director  
of Development and  
Impact, Welcome  
Collective



**Abdulla Daoud,**  
Executive Director,  
The Refugee Centre



**Khan Bouba-Dalambaye,**  
Counselor & Consultant in the areas  
of mental health and inclusion

#### MODERATOR

### ACTION WEEK AGAINST RACISM

#### WE ARE ADVISORY COMMITTEE MEMBERS AND PROMOTIONAL PARTNERS

In 2023 → As part of the **Advisory Committee**, we shared our expertise for this event, which aims to prevent and combat racism and other types of injustice, as well as inequality. We also provided promotional support for the event and its activities.

19  
activities

# MAJOR PARTNERSHIPS

## ONGOING PROJECT

### **MOUVEMENT POUR DES ÉCOLES SANS VIOLENCES SEXUELLES**

The Network continued its collaboration with the Canadian Women's Foundation within the *Mouvement pour des écoles sans violences sexuelles* (MESVS) as **coordinator and project manager**. This project is the Quebec hub of the national Building the Field of Teen Healthy Relationships program.

The Network also took part in the national "Shockproofing Communities" summit organized by the Canadian Women's Foundation and Women's Shelters Canada, where we were able to **present the progress** of our work and **share our experience** and advice with the Atlantic and Indigenous regional hubs.

We have launched an evaluation process for this project, the aim of which is to take stock of the work carried out and its impact, and to gauge current needs in the field, in order to plan the next steps.

## FOR THE RECORD

### ROLE OF THE NETWORK WITHIN MESVS:

- Coordination and facilitation
- Creation, publication and virtual launch of the **Directory of Resources in Sexuality Education**
- Training and networking day (25 youth organizations)
- Strategic planning
- Awareness Tools Committee

# MAJOR PARTNERSHIPS

## NEW PROJECT

### ÉDUCONNEXION

The Peace Network has begun collaborating with Éduconnexion, a community organization in Montréal-Nord that works, among other things, on violence prevention. Our joint work in 2023 was organized around the symposium “What if Violence was Perceived as a Public Health Issue? The Path Towards Healing.” This extremely important topic was addressed by a number of experts from a variety of disciplines, and mobilized stakeholders from the community, philanthropic and other sectors.

### OUR CONTRIBUTION:

- Mobilization of our expertise for the content of the symposium
- Making connections with partners
- Help in finding moderators
- Communications support
- Documentation of the collaboration as a contribution to our respective organizational memories

130

participants

40

organizations

Our media relations efforts led to the publication of an [opinion piece](#) in *Le Devoir* on the day of the Symposium. Signed by Stéphanie Germain, Executive Director of Éduconnexion, the text echoed the issues raised during the event.





Photo: Christina Esteban

# LEARNING AND NETWORKING EVENTS

We are recognized by our Members and partners for our learning and networking events. The mobilizing force we possess thanks to our unique positioning enables us to bring together stakeholders who share a common desire to build a peaceful society.

Panel discussions followed by networking sessions are a popular and much-appreciated formula, providing an opportunity to exchange views with other professionals on current issues and to gain insights from their respective realities.






# LEARNING AND NETWORKING EVENTS

## TWO SIGNIFICANT INTERNATIONAL DAYS — ONE PANEL DISCUSSION

In 2023, in partnership with our corporate member RBC, we organized a panel entitled “The Importance of Collective Action for Inclusion and Peace” on the occasion of both the **International Day of Living Together in Peace** and the **International Day Against Homophobia and Transphobia**, two significant days that sit back-to-back on the calendar.

The panel was dedicated to the issues of inclusion, collective action and living together in peace from the perspective of individuals engaged with LGBTQ+ communities.

The panel discussion was followed by a period of networking between representatives from the community, corporate, philanthropic and institutional spheres.

PANELISTS				MODERATOR
				
<b>André Ho</b> , Montreal LGBTQ+ Community Centre   Coalition asiatique pour une relève émancipatrice (CARE)	<b>Rafaël Provost</b> , ENSEMBLE for the respect of diversity	<b>Félicia Tremblay</b> , Inclusive Strategies Consultant   Sacred Fire Productions	<b>Benoit Mathieu</b> , RBC, Employee Resource Group	<b>Isabelle Rousselet</b> , RBC, Employee Resource Group

113  
participants

43  
organizations

4  
panelists



# LEARNING AND NETWORKING EVENTS

## PEACE DAYS LAUNCH

On September 21, in collaboration with the City of Montreal, we celebrated the International Day of Peace and launched Peace Days 2023 at a **networking breakfast**. The event was an opportunity to bring together many of our Peace Days partners in order to **strengthen their sense of belonging** to a unifying project.

We were honoured to hear Martine Musau Muele, Chair of the City's Executive Council, give a welcome speech that reflected our shared definition of peace as the presence of healthy relationships based on trust, respect, understanding, equity and reciprocity.

Our featured speaker was Stéphanie Germain, Executive Director of Éduconnexion, who highlighted the need to act together against violence in Montreal.

Following the speeches and prior to a networking opportunity, singer Maria-Lorraine Caluya gave a multilingual performance, including a song in her native Tagalog (a Filipino language).



43  
participants

30  
organizations

# SPEAKING AS EXPERTS

Our team is made up of experts with post-graduate degrees and a wealth of professional experience at local, national and international levels. Thanks to our expertise, we are called upon by our partners to speak at their events.

## **PANEL DISCUSSION PRESENTED BY THE *CENTRE DE RESSOURCES SUR LA NON-VIOLENCE***

The Peace Network took part in a panel discussion and round table on violence prevention, whose focus was on existing primary violence prevention programs. The event emphasized the importance of mental health, appropriate since we believe that every primary violence prevention program should include a mental health component, as well as a component on the importance of culturally relevant psychosocial support.

This was part of a collaborative research project on the topic of primary violence prevention programs.

## **PANEL DISCUSSION AS PART OF *PROJET EMPREINTES***

The Network was invited to take part in a panel discussion aimed at young people aged 14 to 17, organized by ENSEMBLE for the respect of diversity. This was an opportunity to discuss sexual orientation, gender identity and expression, and key issues facing queer communities.

120 youths

14 - 17 years old

# SPEAKING AS EXPERTS

## MESSAGE OF SOLIDARITY FROM CIVIL SOCIETY

Recognizing the growing divisions in our society in the wake of events in the Middle East, the Network decided to take advantage of its positioning as a key player in the peace movement and help Montreal communities through a unifying message affirming that they will not give in to hatred, will remain united despite their differences, and will not perpetuate or accept any form of violence.

The Message of Solidarity from Civil Society was drafted in collaboration with PLEDJ (Promoting Leadership for Empowerment, Development and Justice), following a process of reflection and discussion with numerous stakeholders.

The process leading up to the release of this message also helps lay the foundation for an ongoing project, still in collaboration with PLEDJ, that will provide for concrete actions to be taken in response to realities on the ground, given the importance of ensuring that peaceful and respectful dialogue takes place.

The **Message of Solidarity**, a joint declaration signed by over **80 representatives of civil society organizations, community leaders and prominent members of the Montreal community**, was officially launched at a press conference that took place in December.

**A number of signatories invited the media to a press conference on December 12 to present the Message of Solidarity:**

- Dr. Amal Elsana Alhjooj, PLEDJ, Founder and Executive Director
- Brian Bronfman, O.Q., Peace Network for Social Harmony, President
- Kevin Deer, Indigenous knowledge-keeper/elder
- Rafaël Provost, ENSEMBLE for the respect of diversity, Executive Director
- Dorothy Rhau, Audace au Féminin, President and Executive Director
- Fo Niemi, Centre for Research-Action on Race Relations CRARR, Executive Director
- Alain Joseph, Coconut Podcast, Executive Director
- Joan Lee, West Island Black Community Association (WIBCA), President
- Jean Panet-Raymond, School of Social Work, Université de Montréal, Professor Emeritus
- Farida Mohamed, Canadian Council of Muslim Women Montreal, Co-President
- Alice Herscovitch



## MEDIA COVERAGE

*Tout un matin, ICI Première – Radio-Canada | Montreal Gazette | CBC News | FM 103,3 | Daybreak Montreal with Sean Henry, CBC Listen*

# OUR PROFESSIONAL SERVICES

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## MEDIATION AND CONFLICT RESOLUTION

The community environment is not immune from conflict. Demanding working conditions, lack of resources and misperceptions or misunderstandings can lead to difficulties in collaboration or communication, and to a breakdown in relationships.

Drawing on its expertise and experience in mediation and conflict resolution, the **Network provided support** to help re-establish relationships between community groups, and between representatives of the public and community sectors.

These sessions provided safe spaces for the exploration of underlying issues and interests, for self-expression and listening, and for the identification of solutions, all of which laid the groundwork for the **resumption of collaboration** among parties to the process.

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## ADVICE AND SUPPORT

Our partners can count on us to provide them with individualized support and advice, **aimed at building capacity and optimizing work and resources.**

In 2023, we shared our expertise in the development, marketing and promotion of services, as well as in work optimization. This form of one-to-one support is tremendously appreciated by our partners, as it gives them the opportunity to step back and take a critical look at how to improve their practices.

# OUR PROFESSIONAL SERVICES

## COMMUNICATIONS TRAINING

The coaching and support we provide to organizations in the field is designed to enable them to strengthen their capacities, have a greater impact and increase the scope of their actions in the field of peace.

Offering training to our partners is therefore part of our mission, and enables us to provide an appropriate response to concrete needs.

Over the years, we have identified communication needs among some of our partners. As part of our Peace Days initiative, we **offered free basic communications training to a pilot group representing a dozen organizations.**

The training covered the planning and creation of a communications campaign, using as an example the promotion of the organization's activity proposed in the 2023 program.

The session was led by Stéphanie Girouard, Communications Manager at the Network.

The initiative was made possible by the financial support of the Zeller Family Foundation.

10  
organizations

90  
minutes of training





# COMMUNICATIONS

Our communications efforts are an important force for the Network whose objectives are to underscore the rigor of our work, help develop public awareness and a positive public image of our team and our initiatives, and they thereby help to position the Network as an influential player in the field of peace.

Our communication tools use clear language, targeted messages and attractive visuals in order to maximize their reach and impact. These are seen in multiple resources used by the Network: websites, reports, presentation documents, press releases and social media (Facebook, Instagram, Stories, LinkedIn, X).

The development of a strong visual signature has been an important element in the creation of tools that not only generate visibility and public awareness, but also generate mobilization and a sense of belonging, for both the public and our partners. This is seen in tools such as our **marquee, t-shirt, bookmark and posters.**

By contributing to the influence, recognition and development of the Network, the communications strategy contributes to the services and support we can offer our partners in the field.

# COMMUNICATIONS

The professionalization of communication methods and tools has enabled us to:

- Give our Members greater visibility
- Facilitate the mobilization of our partners
- Attract sponsors and outreach partners
- Grow the membership

8

newsletters

15,000+

people reached  
on social media

275+

publications

1

video series

## PARTNER SUPPORT

We provide visibility for our partners' initiatives through our various communication channels (social media and newsletters) and our media relations initiatives.

Not only have we offered communications training, but we have supported some of our partners by working with them on ways to raise the profile of their initiatives, in addition to assisting with the implementation of certain

of their projects. As such, we have given assistance related to:

- strategy
- copywriting
- media relations
- editing, translation
- distribution

# COMMUNICATIONS

## IN THE CONTEXT OF PEACE DAYS

6

major media  
appearances

75+

posts on social media

3

newsletters

1

official  
Outreach Partner

1

Press Attaché

1

Honorary Ambassador

The major communications campaign of 2023 took place in the context of Peace Days. It was designed to maximize the visibility of the initiative and its programming - and by extension did the same for our partners, their activities and their work.

### DIGITAL PLATFORMS

The campaign relied in large part on a sustained presence through social media and the creation of links with our partners' online communities. We also promoted Peace Days using our dedicated website, Facebook ads, newsletters and online calendars (accessible both to the partner community and the general public).

### TRADITIONAL MEDIA

Our media relations efforts, **in collaboration with Press Attaché Daniel Meyer**, led to Peace Days Spokesperson Brian Bronfman being invited to speak about the initiative in major [French- and English-language media](#):

- CTV News
- *Dessine-moi un matin* (ICI Première – Radio-Canada)
- The Suburban
- Le Devoir → For a second consecutive year, **Brian Bronfman** wrote an article that was published both in *The Suburban* and *Le Devoir* to mark the UN International Day of Peace
- Pieuvre.ca
- Global News

### The YMCAs of Québec — Official Outreach Partner

For a 2nd year, The YMCA team helped spread the word about the initiative to the general public (through outreach tools present in 4 Montreal centres and on social media).



# MEMBERS AND FRIENDS 2023

25  
Members

24  
Friends

## MEMBERS OF THE NETWORK



Les familles  
Cummings et Gold



The Jonathan & Susan Wener  
Family Foundation



The Leboff Family  
Charitable Foundation



Jeff & Geraldine Hart  
Family Foundation



Canadian  
Race Relations  
Foundation

Fondation  
canadienne des  
relations raciales



## FRIENDS OF THE NETWORK

- |                     |   |                                   |
|---------------------|---|-----------------------------------|
| → Andy Nulman       | → Jane Siblin                           | → Nadine St-Louis                 |
| → Brian Sokoliuk    | → Jed Kahane                            | → Neil Wiener and<br>Sylvi Plante |
| → Claudia Bierman   | → Larry Markowitz                       | → Peter Turkstra                  |
| → François Morin    | → Marc Binette and<br>Marie-Hélène Côté | → Phyllis Lambert                 |
| → Geoffrey S. Moore | → Marc Juteau                           | → Reford MacDougall               |
| → Guy Bentley       | → Marsha Bronfman                       | → Soryl Shulman Rosenberg         |
| → Honey A. Drescher | → Miriam Roland                         | → Tony Loffreda                   |
| → Jade Raymond      |   |                                   |

# OUR TEAM

## **Anna Krol, Ph.D.**

Executive Director and  
Director, Diversity and Inclusion



## **France Stohner**

Coordinator, Violence Prevention  
and Peace Promotion  
(as of June)



## **Diane Bertrand**

Coordinator, Projects and Events  
(as of April)



## **Brian Bronfman**

President and Co-Founder

## **Marcia Wetherup**

Vice-President, Operations  
and Co-Founder

## **Dino Grifo**

Vice-President, Production  
and Co-Founder

## **Stéphanie Girouard**

Communication  
Specialist



## **Isabelle Comtois**

Diversity and Inclusion  
Project Manager and  
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