CAMMAC: MUSIC MAKING AT ANY AGE!

Recognized world-wide as musical oasis for amateur musicians, CAMMAC celebrated its 60th anniversary in 2013. The ideal of non-competitive sharing of music was first promoted by CAMMAC’s founders in 1953 and has never wavered. The vision at the heart of the original concept, the idea that making music can play an important role in all people’s lives, no matter their age, language, culture or skill level, has been proven by over half a century of joyful music making.

OUR MISSION:
CAMMAC is a non-profit cultural organization. CAMMAC’s mission is to provide opportunities for musicians of all levels to make music together in a relaxed and non-competitive atmosphere.

OUR VISION:
Make the high quality CAMMAC music experience accessible to the greatest number of individuals and families possible, helping people to grow in their musical life.

OUR CORE VALUES:
CAMMAC’s founders firmly believed that making music together creates a bond between people that transcends age, language and cultural differences.

- CAMMAC values: PEOPLE and MUSIC!
- CAMMAC believes that citizens who practice the arts bring an invaluable contribution to their communities.
- CAMMAC believes that the practice of music at any level enriches a person’s life.
- CAMMAC believes in an inclusive approach to music making and teaching.
- CAMMAC believes in providing highly skilled professionals to guide amateur musicians of all ages and levels in a helpful and friendly atmosphere.

TESTIMONIAL:
“There is absolutely no doubt that CAMMAC is much more than music. CAMMAC connects people. In other words, CAMMAC is magic, and makes magic happen!”

THE CAMMAC MUSIC CENTRE
The CAMMAC Music Centre is located in the Laurentians, and offers several programs throughout the year including its vaunted 7 week summer program in which participants stay for a week or more and work with teachers and coaches. It is an opportunity to learn to play an instrument, to sing, to improve skills and, most importantly, to have a great musical time in a relaxed atmosphere and a beautiful natural environment.

The teaching faculty features excellent professional musicians with a unique talent for sharing their expertise and passion with amateurs.
A new program was launched in 2015: a special week for grandparents and children during the March break!

RENTAL OF THE CENTRE
The CAMMAC music centre rents its space to student choirs, orchestras and bands as well as to amateur musical groups, dance schools and yoga centres from Quebec and Ontario. Non-profit institutions such as Centraide regularly hold retreats at the Centre. Rental is possible at any time of the year outside of regular CAMMAC programmes. Both the site and its facilities are very much appreciated by these organizations.

LUCY CONCERT HALL
Our magnificent concert hall is located in the main building, a proudly "green" construction built in 2006. The hall has excellent acoustics and can hold 250 people.
OTHER NOTEWORTHY FACTS:
- an intergenerational and family environment (CAMMAC welcomes youth of ages 4 to 99)
- CAMMAC has been a bilingual environment since inception in 1953. All aspects of the organization take place in both official languages of Canada
- a musical library boasting over 10,000 scores of vocal and instrumental music

MESSAGE FROM THE EXECUTIVE DIRECTOR
2014 has been a great year for CAMMAC, with all our regional activities, the Music Centre programs and our very successful CAMMAC FOREVER! endowment drive. We are building the future of our organisation as we enjoy the riches it has brought us all in the past. Building our future will include putting together a 5 year strategic plan this year, with goals that will take us to 2020.

CAMMAC faces some financial challenges: we receive a very modest amount of annual government grants because we do not fit well into the normal boxes. We are working towards securing alternative sources of revenue for our organisation and believe that our mission and our core values warrant the financial support we are seeking.

People and music: this is CAMMAC’s strength. Let the music play on!

Margaret Little, Executive Director

MESSAGE FROM THE CHAIRMAN OF THE BOARD
Once again in 2014 our members’ showed their dedication and support, allowing us to surpass by nearly $50,000 the CAMMAC FOREVER! endowment campaign’s goal of $250,000. This sum will be doubled by the Québec government’s Mécénat Placements Culture program to help CAMMAC establish a $500,000 endowment fund. The excess amount will be secured in our CAMMAC Foundation. True to our philosophy of making room to all amateur musicians, the Bursary Committee distributed bursaries to allow 10 participants to take part in the 2014 summer program. We intend to expand this programme in future years.

In closing, I would like to thank everyone who have devoted some of their time to CAMMAC, all our volunteers, as well as members of the regional committees and Board of Directors. It is through your participation that CAMMAC lives on.

Raymond Vles, Chairman of the Board of Directors

MESSAGE FROM THE ARTISTIC DIRECTOR
For our 61st season, we welcomed 618 participants during the seven of programming, including 130 who attended for the first time. The energy and passion of participants and the teachers are inspiring. Thank you to each of the participants who give each week its own special colour, to the teams of teachers and to all the weekly co-directors for their commitment and the generosity with which they share their expertise and love of music. In 2014, we also benefited from the addition of some new equipment, like choral risers and storage racks for the music stands. Thank you to the generous donors and to Heritage Canada who made these purchases possible!

How exciting it was to see Lucy Hall full for the magical performance given by Oliver Jones and Eric Lagacé! At this concert, presented under the auspices of our Festival CAMMAC, it was our pleasure to make Mr. Jones an honorary CAMMAC member.

New Program: For the first time, we offered a week of musical activities for the young and not-so-young during the March break (March 1-6, 2015). 15 grandmothers and 18 children sang, danced, played percussion and did origami with a dynamic team of teachers. Also on the programme an awesome JMC show Recorders on the Run. We look forward to making this a regular annual CAMMAC programme.

Patricia Abbott, Artistic Director
CAMMAC FESTIVAL
CAMMAC Festival concerts, offered on Sunday mornings during the summer, and followed by a family brunch, make it possible for everyone to enjoy the exceptional acoustics of our magnificent Lucy Hall. In a performance of artistic excellence, the professional musicians share their passion with the public in a relaxed atmosphere.

CAMMAC DEVELOPS CONCERT AUDIENCES

Making music develops the pleasure people have listening to music and enhances their musical appreciation. Amateur musicians make up a significant part of the audience in many concert series and are avid consumers of live performances as well as recorded music. They support the musical industry in many ways!

2014 ACCOMPLISHMENTS
- 2 low income families invited to participate free of charge for one week
- 10 subsidies for participants
- site improvements at CAMMAC Music Centre :
  - new retaining wall at the lakefront
  - repaving of the tennis court
  - new emergency staircase for Mozart house
  - two new rowboats
  - improvements in the cafeteria
- cultural equipment
  - new chairs for the concert hall
  - 100 new music stands
  - choral risers
- two choirs in underprivileged sections of Montréal
- new promotional video
- CAMMAC FOREVER Campaign, a wonderful success ($300 000)
- Thanksgiving auction ($8 500)
- sale of adjacent building « CAMMAC HOUSE »

“LOVE it. Wish I were younger... to have more years of CAMMAC ahead of me!”

A SOURCE OF INSPIRATION FOR PROFESSIONAL MUSICIANS

The CAMMAC philosophy of amateur music making has inspired many professionals in their musical life. Many came as children and are now celebrated names in the world of music. Others come as invited teachers and are soon seduced by the wonderful family atmosphere of making music for the love of it. These professional musicians have become great CAMMAC supporters and are often heard as guest performers in concerts at the music centre.

Some well-known professional musicians who came to CAMMAC as children: Timothy Hutchins (first flute at MSO), Bernard Adamus, Gregory Charles, Coeur de Pirate, Éric Lagacé (Jazzman), etc.

A LIFECHANGING EXPERIENCE FOR CHILDREN

Children exposed to the CAMMAC atmosphere retain music as an important part of their life.

- two choirs in underprivileged sections of Montréal
- new promotional video
- CAMMAC FOREVER Campaign, a wonderful success ($300 000)$
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REGIONAL ACTIVITIES

Musical activities are organized and managed by volunteer committees in the regions of Toronto, Ottawa-Gatineau, and Montréal. Originally, participants from the summer programme at CAMMAC Music Centre decided to meet up within their respective regions to continue to share their joy of making music throughout the rest of the year.

MONTREAL

The CAMMAC-Montreal regional committee organized two musical activities for its members, and for the general public: orchestra and sight-readings. The CAMMAC-Montreal Symphony Orchestra, under the direction of Jean-Pierre Brunet, has 26 members. They meet once a week to prepare for a fall and a spring concert. In addition, there were 7 sight-readings, attended by 25 to 40 participants. The November reading of Bach's Christmas Oratorio, conducted by Philippe Bourque, had a very large attendance—about 100 participants! CAMMAC’s Montreal region has some 640 members, and publishes a newsletter (the EXPRESS) three times a year.

OTTAWA-GATINEAU

There were fifteen musical activities for choristers and instrumental musicians during 2014 in the Ottawa-Gatineau region, and 2015 is promising to continue this momentum. During 2014 there were five instrumental and three choral events, four combined rehearsed choral/instrumental concerts and readings along with rehearsals and also a workshop on stage fright. Our signature event, Come Sing Messiah, again proved very popular and lucrative for the region, providing funds to support other events.

TORONTO

Toronto Region holds eight readings each season, along with one or two workshops - usually one for vocalists and/or one for instrumentalists. The 2014-15 season saw a return of some conductors from previous years and some new-to-CAMMAC conductors (Mitchell Pady and Simon Capet). One of the well-attended readings featuring works from the High Renaissance was for chorus only. The region produces five newsletters which are posted to the website. This season these have contained articles about choirs in the Greater Toronto Area (GTA), along with the first article, in an upcoming series, to feature Canadian composers (Oskar Morawetz). As well, there is much information about musical events in the GTA.
Raymond Vles, Chair - Raymond Vles has had a varied career as a consultant and a civil servant, currently with the City of Montreal. Plays jazz guitar and occasionally recorder. First attended CAMMAC as a teenager, it has become a confirmed habit.

David Llewellyn, Vice-president - In 1998, self-employed translator and reviser David asked his boss for leave to attend a week at Lake Mac with his daughter. They have returned every summer since. Thanksgiving weekends, Montreal Region sight-readings, and May choral weekends have also been sources of great memories—and friendships.

Ursula Kobel, Treasurer - CAMMAC member since 1998, Ursula and her clarinet usually camp Week 5. A graduate of McGill MBA, she traded her career in banking (CIBC) and finance (Canadian Pacific Enterprises) for her current passion - her café and event business.

Elizabeth Little, Secretary - Daughter of CAMMAC’s co-founders George & Madeleine, Elizabeth Little, professional cellist, has worked for many years as a teacher and in arts management. Retired three years ago, she can dedicate herself to her favorite activities: helping out at CAMMAC and making music herself!

Barbara Adams - Singer with Toronto's Amadeus Choir; hiker and gardener; a former teacher; now, an active volunteer with Canadian Blood Services, the choir, and of course, CAMMAC’s Toronto Region, serving as webmaster and co-ordinator of publicity.

Rosalind Bell - Rosalind is a lifelong chorister, finding amateur choirs wherever her career in public service took her across Canada. She is also an avid dragon boat paddler. She has served on various boards since her retirement.

Bertrand Gagnon - Bertrand is a real estate broker at Dominion Lending Centres. He sings in a choir and plays the flute as well. He attended the CAMMAC Music Centre from a very young age with his parents and four brothers.

Carol Kirsh - Carol Kirsh credits chamber music and CAMMAC with giving her a new life after her husband died. With two degrees in business and a long career behind her, Carol started playing her viola again four years ago and hasn’t looked back.

Caroline Rider - Practicing attorney in New York State; MBA Director and Associate Professor of Management in the Marist College School of Management. Former President of the elected local school Board of Trustees, former Board member of a local historic preservation organization. Participant at the CAMMAC Music Centre since 1994.

Raymond Sealey - Guitarist Raymond Sealey taught at the University of Western Ontario and the University of Ottawa. In 1997 he moved to Montreal to become executive director of CAMMAC. He retired in 2007 after completing the reconstruction of the Lake MacDonald Music Centre. He was executive director of the I Musici Chamber Orchestra for two years.

Janet Siltanen - Janet has been attending CAMMAC summer camp, and participating in Ottawa-Gatineau regional activities, since 2004. In her day job, she is Professor of Sociology and Political Economy at Carleton University.
CAMMAC IN 2015

- new programme: grandparents-grandchildren's week during the March break
- new programme in the region: the united Choirs of Argenteuil
- invitation to 7 low-income families to participate for a week
- Strategic Plan 2015-2020
- site improvements:
  - repairs to the (big) Studio Little
  - interior painting of the Lake House
  - new dryer for the campground
- cultural equipment:
  - purchase of 2 pianos
  - purchase of 6 djembes
  - repair of the xylophones
  - purchase of small percussion instruments
- new website (in progress)
- hiring of a communications manager

CAMMAC FOUNDATION
Launching of a Planned Giving Campaign to continue to build our endowment fund.

A HUGE THANK YOU FOR YOUR SUPPORT TO:
all our donors,
all our volunteers,
all the members of our Board of Directors,
all our employees,
the CAMMAC foundation,

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Charitable registration number:
118826486RR0001

Oliver Jones becomes a CAMMAC Honorary Member.

A view of the CAMMAC Music Centre site from a boat on Lake MacDonald.
# FINANCIAL SUMMARY

## ASSETS

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## LIABILITIES & NET ASSETS

|                      |       |       | REGIONAL OPERATIONS | 61.9  | 54.2  | TOTAL REVENUES | 1,436.1 | 1,322.0 |
| CURRENT LIABILITIES  |       |       |                      |       |       |                |       |       |
| Accts Payable, Accrued Liabilities deposits rec’d | 174.7 | 277.1 |                      |       |       |                |       |       |
| Deferred contributions (dedicated to "Programme MPC") | 163.4 |       |                      |       |       |                |       |       |
| Current portion of LTD | 182.1 | 232.4 |                      |       |       |                |       |       |
|                      | 520.2 | 509.5 |                      |       |       |                |       |       |
| LONG-TERM DEBT (LTD) | 2,362.7 | 2,307.6 |                      |       |       |                |       |       |
| DEFERRED GRANTS      | 3,303.3 | 3,390.8 |                      |       |       |                |       |       |
|                      | 6,186.2 | 6,207.9 | Credit card, int & other financial | 124.1 | 110.8 |                |       |       |
| NET ASSET INVESTED IN FIXED ASSETS | 1,302.2 | 1,375.4 | Office, telephone & general | 54.3  | 66.2  |                |       |       |
|                      | 7,488.4 | 7,583.3 | Fundraising costs (mécénat) | 6.2   |       |                |       |       |
|                      |       |       | Electricity | 46.4  | 41.7  |                |       |       |
|                      |       |       | Festival CAMMAC | 10.2  | 9.6   |                |       |       |
|                      |       |       | Bad debts | 0.5   | 1.2   |                |       |       |
|                      |       |       | Loss on disposal of assets | 4.7   |       |                |       |       |
| CASH FLOW            |       |       | Tuck shop | 4.7   | 8.0   |                |       |       |
| Increase in cash flow | 124.6 | 47.7  | Laundry | 11.9  | 13.0  |                |       |       |
|                      |       |       | Instrument rental & maint | 10.8  | 7.7   |                |       |       |
|                      |       |       | Publicity | 14.2  | 6.1   |                |       |       |
|                      |       |       | Repairs & maint | 42.7  | 60.1  |                |       |       |
|                      |       |       | amortization | 185.1 | 170.9 |                |       |       |
|                      |       |       | Regional operations | 58.1  | 44.8  |                |       |       |
|                      |       |       | TOTAL LOSS | -73.1 | -102.0 |                |       |       |

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