

LES JARDINS DU SOUVENIR



Annual Activity Report

— 2022 - 2023 —



Les Jardins du Souvenir, the only place in the Outaouais to offer a cemetery and funeral home under the same roof.

lesjardinsdusouvenir.com

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A word from Archbishop

The Jardins du Souvenir were set up by the Archdiocese of Gatineau to manage cemeteries whose original owners—the parish fabriques—no longer had the human or financial resources to do so. By joining forces, we are able to maintain this important heritage in the Outaouais region by ensuring the upkeep, restoration, and development of our parish cemeteries. The operation of related activities, such as the funeral home and the sale of accessories, helps to finance the upkeep of cemeteries, which remains the primary mission of Les Jardins du Souvenir.

I am delighted by the excellent work of the Board of Directors, the management team, and the entire staff this year. The new initiatives launched over the last few months will allow us to better respond to the needs of our bereaved brothers and sisters, while showing the solidarity of Christian communities with the local population.

I'm proud to be associated with the Jardins du Souvenir project and I wish everyone involved continued dedication to serving others for the common good of our region.

— ***Paul-André Durocher,***
Archbishop of Gatineau



A word from the president

The seven members of the Board of Directors establish the orientations and objectives that align with our mission. They work closely with the Director General of the Jardins du Souvenir to ensure their implementation. At monthly meetings, the Director General informs us of developments in terms of financial and material management as well as human relations within our organization. He is an undisputed leader in our shift towards eco-responsibility and sustainability, and we're very proud of this.

Over the past year, and in particular on May 8, 2023, we broke ground on a new development project at the Saint-Rédempteur Cemetery, announcing the decision to implement the burial of biodegradable urns and coffins in our cemeteries. This major initiative is part of a sustainable development approach undertaken by our diocesan organization three years ago.

We continue to promote our services in the Outaouais region in order to raise awareness about our excellence as a funeral home and cemetery. The Board of Directors has decided to authorize the opening of a point of service at Galeries d'Aylmer to serve the population of west Gatineau. In addition, we continue to remain focused on our original raison d'être: the maintenance of the cemeteries of our region's Catholic parishes.

In fact, this year, we took on our sixteenth cemetery. As a diocesan corporation, we are happy to work closely with all parishes, providing them with the support they need in this regard. The Corporation Les Jardins du Souvenir wishes to be an important player in the funeral industry.

— ***Gérard Gratton,***
For the Board of Directors

A word from the Director General –

The 2022-2023 financial year could be seen as the year of externalization.

After years of working behind the scenes, restructuring, repairing, reorganizing, and dreaming, in the 2022-2023 year, we began to reap what we had been so patiently sowing.

We experienced significant customer growth on the funeral home side; we turned around the organization's financial situation; we continued to welcome new cemeteries; we pursued our mission to support the community and parishes; and above all, we paved the way for a new generation of cemeteries.

Aware of the importance of investing in staff training, we devoted significant sums over the year to helping develop the skills and motivation of our employees. We have successively offered training courses on bereavement management, customer service, sustainable development, and more.

In 2022-2023, we officially gave birth to what is now known as the “Green and Sustainable Shift” for our cemeteries. Indeed, on May 8, 2023, we broke new ground on the very first all-green section of the Jardins du Souvenir cemeteries, and publicly launched our policy of reserving our cemeteries for fully biodegradable urns and coffins by the end of 2025.

This initiative, supported by most funeral homes in the region, attracted the interest of the local and provincial media, and received a positive response from our customers, who told us, “It’s about time cemeteries did their part for the environment.”

Encouraged by the recognition we received for our “green and sustainable shift,” we stepped up our promotional activities with the business community, at the Salon distinction 2023 de la FADOQ région Outaouais, with parishes of the Archdiocese of Gatineau and with member cemeteries of the Association des cimetières chrétiens du Québec, in order to encourage our partners and customers to follow in our footsteps towards sustainable development.

Among the highlights of the past year, we would like to underline:

- We have welcomed the cemetery of the parish of Sainte Valérie de Boileau into the Jardins du Souvenir family;
- We have entered into a service agreement for the management of the Saint-Antoine de Padoue parish cemetery;
- We have renewed our service contract with the Université du Québec en Outaouais (UQO) for the management and maintenance of the Saint-James cemetery;
- We created our first ecological section in the Saint-Rédempteur cemetery, next to the old receiving vault, which we converted into a reception area and chapel;
- We decided not to renew our lease with the parish of Saint-Paul d’Aylmer and made the bold and strategic decision to relocate our point of service to the Galeries d’Aylmer;

- For a second year, we continued to operate our point of service in Saint-André-Avellin, where two consultants offer our full range of funeral and cemetery services to the population of Petite Nation. We are pleased to announce that after our first year of operation, our financial results are most encouraging;
- We continued to hold commemorative ceremonies in each of our cemeteries. At each event, we rediscovered how important these events are for our customers and parishioners. During the last series of commemorative ceremonies, we were fortunate to meet more than 700 people who came to honour the memory of a loved one;
- A sub-committee of the Board of Directors held several meetings to work on the next three-year strategic plan for the Jardins du Souvenir;
- We awarded a contract to a professional illustrator to design the visuals for our “green and sustainable cemeteries” campaign. We received unanimous praise from our staff and customers for the product. This fun approach helps to promote the use of biodegradable urns for our cemeteries;
- We entrusted the thanatopraxy services (embalming and aseptic procedures) to an external consultant;
- We now offer individual and/or group spiritual guidance to our customers. This service is provided by Father Hyacinthe Allagbé;
- In conjunction with the union representing Jardins du Souvenir employees, we have decided to contract out the maintenance of more than half our cemeteries. This initiative has enabled us to make substantial savings, not only financially, but also in terms of human and environmental resources;
- We commissioned a landscape designer to prepare a plan for the development of Phase 2 of the Calvary at the Notre-Dame cemetery. We hope to start work in the spring of 2024;
- As the main sponsor, we helped organize the first series of the “Brunchs de l’Archevêque” to raise funds for community organizations in the Outaouais region. These family activities were set up to replace the Archbishop’s Omnium de golf, which had been held for ten years;
- We continued to help the parish cemeteries that call on us for their training, digging, burial and repair needs;



- We continue our financial commitment to parishes by purchasing advertisements in parish weeklies, participating in fundraising activities and/or financing part of the postal costs for the tithing campaign and paying a royalty at the request of our customers;
- We offered training on the “sustainable development of cemeteries” to many parish cemetery managers as well as to all our employees;
- We continued the multifaceted partnership that we established with the Centre des services scolaires au Cœur des Vallées during this year and were even able to take advantage of the greenhouse facilities at the Papineauville horticultural school to grow most of the plants we subsequently planted in our various cemeteries;
- Our employees enrolled in training leading to certification in unskilled trades (FMS) were able to continue to take advantage of the services offered by the Centre de services scolaires and were therefore entitled to a wage subsidy of \$2 per hour;
- We continued our investments to equip our field operations team with modern machinery and equipment to help them deal with environmental challenges and the increase in the number of our cemeteries.

After the initial shock following the presentation of the 2021-2022 Financial Statements, we had to right the ship at all costs and mobilize all our resources to give ourselves the chance to think longer term and come up with other wild ideas.

Thanks to the financial results achieved in 2022-2023, we were able to offer employees the performance bonus we had proposed when preparing the new collective agreement. I'm hopeful that this “little gift” paid out just a few weeks before the holiday season will spur the team on to an even greater performance if they hope to benefit from this bonus again next year.

I would be remiss in ending this report without mentioning the special relationship between the Archbishop of Gatineau, the members of the Board of Directors, the Management Committee and the members of the Jardins du Souvenir team. This open communications network is at the core of our success, and we intend to do everything in our power to keep it as lively and dynamic as the people who run it.

Thank you for your support and your confidence, these are the two ingredients that give me the energy and the desire to go into the office every morning and to continue developing our corporation.

Thank you,

— ***Daniel Dezainde***
Director General

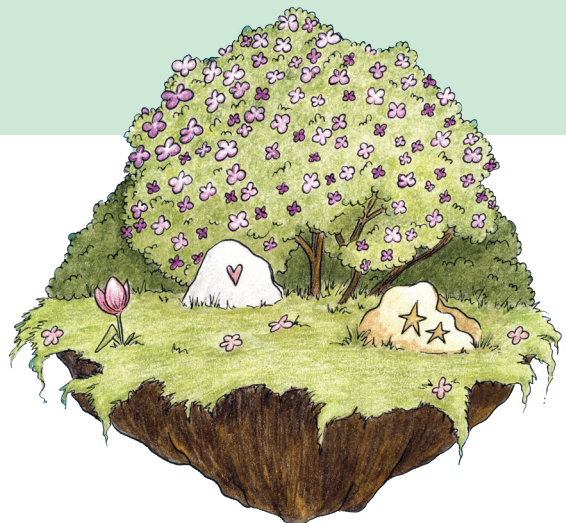
Structure and administration —

Structure

As an archiepiscopal corporation with a single member, namely the Archbishop of the Diocese, Les Jardins du Souvenir has a simple organizational structure.

— Nomination and Mandate

The Board of Directors, which is entrusted with overall management, is an autonomous and indivisible entity. The archbishop appoints the seven (7) members according to the president's proposal. They are all residents of the territory of the Archdiocese of Gatineau and they come from different sectors. The Archbishop hopes that efforts will be continued to achieve gender parity within the Board. In addition, members maintain direct and significant ties with the archdiocese and its parishes to ensure that the needs and realities experienced by them are well reflected around the table of the Board of Directors.



Vision, mission, objective

Les Jardins du Souvenir, Maison funéraire et cimetières, has a double mission:

- 1.** Ensure the sound management of Catholic cemeteries in the Outaouais region by maintaining these burial sites that are conducive to contemplation in order to ensure their sustainability with concession holders.
- 2.** To offer complete and personalized funeral services in accordance with family, religious, cultural and personal traditions in order to meet the last wishes of the deceased.

Our Vision

Les Jardins du Souvenir, Maison funéraire et cimetières, wishes to remain the leader in the field of cemeteries and funeral services in the Outaouais region. That's why we are constantly innovating in order to always offer more.

Les Jardins du Souvenir wishes to carve out a place of choice in the field of funeral services by offering professional and personalized services so that your choices truly match with your last wishes.

Les Jardins du Souvenir wishes to remain an important partner of the diocese and the parishes. We always encourage the holding of funeral celebrations in our churches, and we support the families who make this choice.

Les Jardins du Souvenir wishes to provide parish cemeteries with their extensive expertise in terms of carrying out projects and equipment for burial, while sharing their many skills acquired over the years.

Our Objective

The main objective of Les Jardins du Souvenir, Maison funéraire et cimetières is to meet the needs of individuals and families, while respecting their traditions and last wishes, at a competitive price.



SECTORS OF ACTIVITY:

Funerals and Cemeteries

Funerals

- Funeral pre-arrangements;
- Cremation;
- We offer all funeral services under one roof: transport of the deceased, asepsis, identification, embalming, production of legal documents for the various levels of government, publication of obituaries, organization of funerals, funeral ceremonies, reception hall, webcasting of funerals, publication of obituaries, etc.;
- Funeral ceremonies can also be held outside (at the lot, under a tent, under the trees in the Jardin des cendres (Ash Garden));
- Reception hall (pergola at Saint-Rédempteur and outdoor tents at Notre-Dame cemetery) for post-funeral gatherings and snacks;

Cimeteries

- We are now offering the very first ecological section at the Saint-Rédempteur Cemetery and have begun reserving new concessions for biodegradable urns and coffins;
- We offer the rental of concessions (lots), indoor and outdoor columbaria as well as burial places in our various mausoleums;
- Interment (burial) for urns and coffins in all our cemeteries (available in winter in certain cemeteries);
- Installation of tents and chairs for burials;
- Sale of biodegradable urns and coffins;
- Sale of monuments, columbaria, mausoleums, plaques and other granite products;
- Construction of foundations, cleaning of monuments and sale of annual flowers;
- Receiving vault rental for the winter period;
- Angels section in the Notre-Dame and Saint-Paul d'Aylmer cemeteries for children who left us too soon;
- Stations of the Cross and Calvary for contemplation and meditation.

List of our Cemeteries

- ***Notre-Dame***
CEMETERY
75, Fournier Blvd, Gatineau, Qc J8X 3P5
- ***Saint-Rédempteur***
CEMETERY
25, Cité-des-Jeunes Blvd, Gatineau, Qc J8Y 6X3
- ***Saint-Jean-Marie-Vianney***
CEMETERY
278, Labrosse Blvd, Gatineau, Qc J8P 1V1
- ***Saint-François de Sales***
CEMETERY
1279, St-Louis Rd, Gatineau, Qc J8T 3W7
- ***St-Paul***
CEMETERY
255, Aylmer Rd, Gatineau, Qc J9H 1A3
- ***St-Alexandre***
CEMETERY
43, Ch. des Érables, Gatineau, Qc J8V 1C5
- ***Notre-Dame-des-Neiges***
CEMETERY
1070, Buckingham Ave., Gatineau, Qc J8M 1R4
- ***Sainte Valérie de Boileau***
CEMETARY
981, Maskinongé Rd, Boileau, Qc J0V 1N0
- ***Ange-Gardien***
CEMETERY
255, Du Progrès Rd, Gatineau, Qc J9M 1T2
- ***Saint-Fidèle-de-Fassett***
CEMETARY
Route 148, Fassett, Qc J0V 1H0
- ***St-Louis de France***
CEMETARY
66, Poltimore Rd, Poltimore, Qc J8N 2J1
- ***Notre-Dame-de-Bonsecours***
CEMETERY
545, Notre-Dame Rd, Montebello, Qc J9V 1L0
- ***Saint-Nom-de-Marie***
CEMETERY
9, Église Rd, C.P. 40, Lac Sainte-Marie, Qc J0X 1Z0
- ***Saint-Pierre de Wakefield***
CEMETARY
30, Église Rd, Val-des-Monts, Qc J8N 2A1
- ***Saint-Émile-de-Suffolk***
CEMETARY
Rang Bisson, Saint-Émile-de-Suffolk, Qc J0V 1Y0
- ***Saint-Antoine de Padoue***
CEMETARY
5, Saint-Joseph Rd, Val-des-Monts, Qc J8N 7E8

*We manage the files and the maintenance of the St-James cemetery, in addition to offering maintenance services to the St-Stephen cemetery in Chelsea and the West-Templeton cemetery.

Achievements and Highlights —

- Construction of the first entirely ecological section of the Saint-Rédempteur cemetery;
- Landscaping at the Maison de soins palliatifs le Monarque in Plaisance;
- Opening of a temporary service point at Galeries d'Aylmer and start of work on our future permanent office;
- Due to a significant consequence of climate change, in April 2023, we invested nearly \$20,000 in human resources and equipment to repair the damage caused by the ice storm;
- On April 2, 2023, we held an open house at our funeral home on Fournier Boulevard to introduce our services to the public and promote our various biodegradable products;
- We continue to offer the Faith Worker discount to our committed church customers. Over the past year, more than \$8,000 in rebates were granted in this area;
- After obtaining authorization from the Municipality of Montebello, we awarded a contract to a local contractor to re-roof the cemetery's Calvary. The statues have been repaired and repainted, and will be reinstalled once the roof restoration work is complete;
- Steady growth in the number of deaths processed at our facilities;
- Obtaining of diplomas and certifications by some of the members of our field operations team thanks to a partnership with the Centre des Services scolaires au Cœur des vallées;
- Despite a labour context that is generally difficult, we have succeeded in recruiting and retaining the human resources needed to deliver our services;
- Modernizing our facilities and equipment;
- On-site cremation service;
- Extension of our burial schedule (8 a.m. to 8 p.m.) in the summer;
- Geolocation service for concessions (lots) in our cemeteries;
- Completion of the digitization of all our cemetery and funeral files;
- We adapt our ceremonies to meet the specific needs of communities and families;
- We host the secretariat of the Association des cimetières chrétiens du Québec (ACCQ).



Commemorative Activities for our Customers' Families

- Mother's Day;
- Father's Day;
- Annual ceremonies in each of our 16 cemeteries;
- Angels' ceremony;
- Remembrance Day Celebration;
- Commemorative Mass on Christmas;

Cultural Activities

- Guided historical tours of some of our cemeteries;



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with peace of mind ▶▶

Community Involvement



Financial support for numerous parishes in the Archdiocese of Gatineau.



Financial support for several community organizations in the region.



One of the main sponsors of Salon Distinction organized by FADOQ de l'Outaouais (we presented a lecture on sustainable cemetery development).



Major sponsor of the Brunchs de l'Archevêque (support for Outaouais community organizations).



Active collaboration with La Relance, Service d'aide à l'emploi for the welcoming and training of people who wish to integrate the job market.



Member of the Gatineau Chamber of Commerce.



Member of the Petite-Nation Chamber of Commerce.



Member of the Association des professionnels et industriels et commerçants du secteur Aylmer (APICA).

The image features three white doves in flight against a solid light green background. One dove is in the upper left, another in the upper right, and a third in the lower right. Their wings are spread, showing detailed feather patterns. The text is centered in the middle of the image.

LEAVE
ONLY THE

*beautiful
memories.*