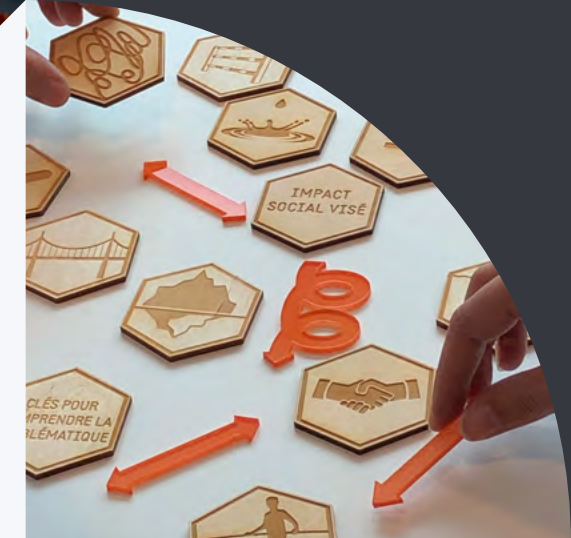




**FONDATION  
J. ARMAND  
BOMBARDIER**



Annual Report  
2022 • 2023



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# A Word from the President and Executive Director

First of all, we would like to thank our staff and the members of our Board of Directors. This past year, we were able to get back to business as usual following the pandemic-related restrictions, and our teams showed a strong sense of solidarity and creativity as they resumed their activities after many months filled with uncertainty. A number of innovative projects and initiatives were launched to help our various audiences rediscover our venues and programming.

We would also like to thank the many people who accepted our invitations. We had record visitor numbers this year, both at the Museum and the Cultural Centre. The workshops held by Philagora and the various events and activities organized by our institutions were a great success.



At the start of 2023, the Canada Revenue Agency introduced an [increase in the disbursement quota](#), raising it from 3.5% to 5%. The Foundation was not affected by this increase. In addition to donations disbursed within the community, we coordinate our own charitable activities through the Musée de l'ingéniosité J. Armand Bombardier and the Centre culturel Yvonne L. Bombardier. We have been meeting and exceeding the 5% minimum threshold for several years now.

In this respect, our teams are well recognized for their skills in various circles, as evidenced by the many requests we receive to speak at annual conferences and to sit on panels. We would like to mention that



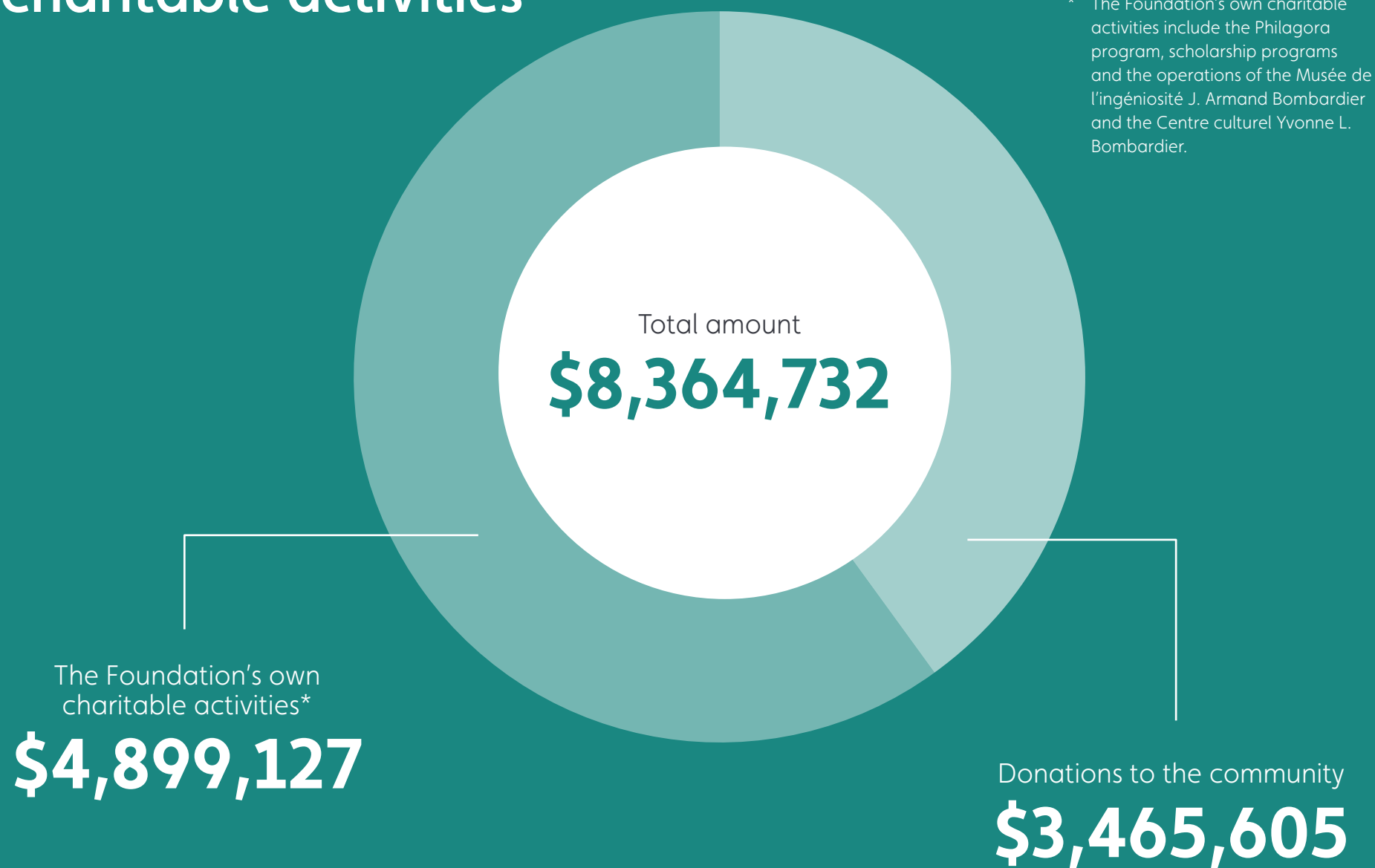
the Canadian Association of Science Centres (CASC) also bestowed the CASCADE 2022 prize in the Outstanding Career Achievement category on Carol Pauzé, Director of the Museum.

In short, the J. Armand Bombardier Foundation is powered by staff and a Board of Directors whose unwavering commitment allows it to fulfill its mission and develop its practices year after year.

NICOLE BEAUDOIN, President

SONIA LABRECQUE, Executive Director

# Donations and charitable activities







# Governance

The Foundation is governed by a board of 12 dedicated individuals who give generously of their time and expertise. To ensure sound management of the organization in line with its strategic orientations, each member of the Board of Directors is involved with at least one of six committees:

- Donation Committee
- Investment Committee
- Finance and Human Resources Committee
- Museum Committee
- Arts Committee
- Risk Management Committee

In December, we created a Planned Giving Committee in connection with the adoption of a new policy to this effect. These committees also welcome external members who share their expertise in the Foundation's various spheres of activity on a voluntary basis.

Like all institutions, the Foundation saw to improving its practices to ensure timely compliance with the provisions of Law 25 on the protection of personal information.

Lastly, the Board of Directors took the time to carefully consider and reflect on both the structure and management of the portfolio and the scope of its philanthropic involvement. The key outcomes of these exercises will allow the Foundation to continue to strengthen its relevance and influence in the communities in which it operates.

# Team

The Foundation's team is multidisciplinary, collaborative and versatile. Although each sub-team has its own skills and expertise, it is not unusual to see overlap between them.





## Administration

The administrative team makes sure everything runs smoothly with respect to administration and human resources. It coordinates annual budgets for the entire Foundation and oversees the monthly monitoring of operating budgets. The team is also responsible for managing group insurance, the pension fund, funding applications and reporting, as well as following up on Investment Committee decisions.

## Maintenance

In addition to maintaining the Foundation's buildings and grounds, the maintenance team designs furniture and helps set up and dismantle temporary exhibitions at the Museum and the Exhibition Centre. It also supports the other departments in carrying out their various projects.

## Information Technology

The IT department supports our Philanthropy, Cultural Centre, Museum and Administrative teams. Its responsibilities are twofold. In regard to IT, the team manages the Foundation's internal requests and oversees the smooth running and security of the network and computer equipment. It is also in charge of multimedia, producing video clips, video montages, podcasts and photos, and maintaining and developing interactive tools for exhibitions.

## Communications

The Communications team designs marketing campaigns to promote the Cultural Centre and Museum activities. It also supports the other teams in editing texts, maintaining visual identity and developing digital projects.



## Philanthropy

In addition to managing scholarships and donation requests, the philanthropy team makes its experience and network available to organizations that make innovative and sustainable contributions to the development of individuals and communities. It also manages Philagora, a capacity-building program offered to the non-profit sector.

## Diffusion

The Diffusion team showcases the Museum's collections and produces temporary exhibitions. It answers information requests from the public, processes objects in the collection and archival holdings, and approves and compiles information in the databases. It also designs mini exhibitions and oversees improvements to the permanent exhibition.

## Visitor Experience

The Visitor Experience Department works in three areas: cultural and educational outreach, the Fab Lab and customer service. The team designs educational programs and cultural mediation activities for the Museum and the Cultural Centre. It develops and supports technology-based learning programs, helps Fab Lab users with their projects and responds to requests from colleagues. Finally, it manages reservations, greets the public and delivers the educational programs.

## Cultural Centre

The Cultural Centre team has two main areas of focus: the Exhibition Centre and the Library. It welcomes the general public, organizes cultural activities and designs visual arts exhibitions. The team develops, processes and makes accessible an impressive collection of 50,000 diverse documents. It also helps users borrow documents and use digital resources.





# Social Responsibility

## Social Responsibility Committee

The Foundation encourages staff to be socially involved. Each year, the committee chooses a local organization to support financially through various fundraising activities. In 2022, \$6,165.80 was donated to JEVI, the Estrie suicide prevention centre.



Due to the pandemic and health restrictions, Social Action Day was suspended for three years. The context has changed considerably since then, and the committee has revised and broadened its definition of social responsibility. It decided to align the the objective of offering financial support to an organization with employees' social actions.

Staff members chose an organization together and then discussed the various ways they could support it. They established an action plan that included volunteering, activities to raise the organization's visibility and a fundraising campaign. For 2023-2024, the committee chose to support the Maison de la famille Les Arbrisseaux in Windsor, Québec.



## Wellness and Eco-Responsibility Committee

The committee's mandate has been broadened to include not only employee well-being, but also environmental well-being and the development of our environmental responsibility. We therefore renamed it the Wellness and Eco-Responsibility Committee to better reflect its mission.

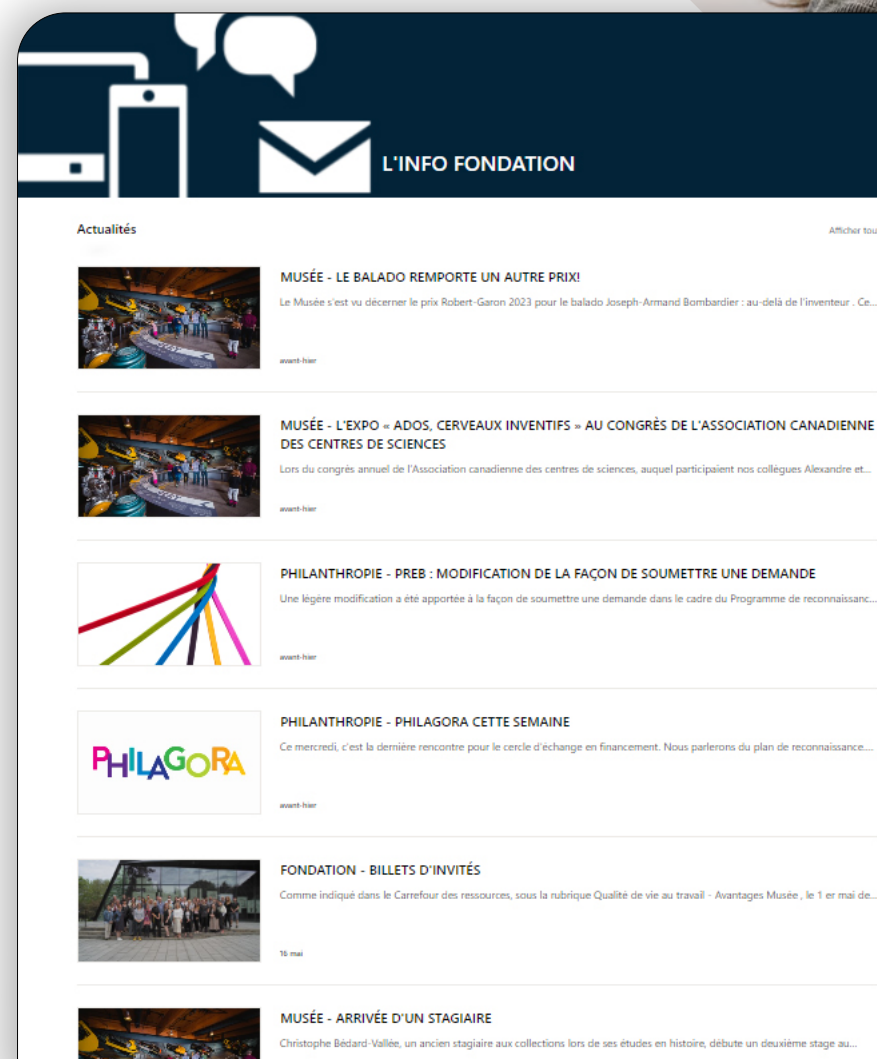
This year, the committee mainly revised the policy on teleworking and selected the new supplier of the Employee Assistance Program. It also registered with Creative Green Tools Canada to assess the carbon footprint of the Foundation's activities. This initiative will help identify future actions to be taken.

## Innovative Practices Laboratory (IPL)

The IPL's mandate is to recommend concrete initiatives with a view to supporting the key principles of the Foundation's organizational identity. It aims to resolve or improve situations by seeking out novel solutions, rather than opting for the status quo. It encourages a collaborative approach to experimentation, decision-making and project implementation.

The IPL's main project this year was revamping the Foundation's internal newsletter. Previously, the newsletter fell under the responsibility of the Communications team. After several brainstorming sessions, internal consultations, technological exploration and the creation of a group of allies, *L'Info Fondation* was born. Hosted in the *Carrefour des ressources*, the newsletter is now a shared responsibility that involves all teams. From here on in, the Communications team will play a support and coordination role.

The next project selected will focus on recognizing, sharing and capitalizing on strengths and talents beyond the scope of individual tasks.



# Employee Volunteer Engagement Recognition Program

Over the past few months, our staff have gradually resumed their volunteer activities. This year, the Foundation made nine donations to organizations as part of the Employee Volunteer Engagement Recognition Program.

## One-time activities

- Autisme Estrie (Karine Corbeil participated in the Autism Awareness Walk)
- Centre de Bénévolat d'Acton Vale (Carol Pauzé and Stéphane Gagnon took part in the Béthanie food drive)
- Fondation Au Diapason (Carole Richard, Denis Cabana, Guilaine Marois and Sonia Labrecque participated in La Marche/La Course in benefit of La Maison Au Diapason in Bromont)
- La Petite Maison de la Miséricorde (Maeva Dourthe and Sonia Labrecque helped host the Christmas party)
- Les Loisirs de Roxton Falls (Michelle Nadeau and Stéphane Gagnon helped organize the children's Christmas party)
- SOS Dépannage Moisson Granby (Denis Cabana, Martin Boucher and Sonia Labrecque took part in the Granby food drive)

## Long-term commitments

- Centre d'amitié autochtone de Lanaudière (Ode Belzile is involved with the homework club)
- Loisirs de Lawrenceville (Andrée Richer helps organize volleyball activities)
- Maison des jeunes l'Initiative de Valcourt (Cynthia Dugrenier-Tremblay is a member of the board of directors)






# Continuing education

A white quarter-circle shape on a dark background.

**33 staff members**  
trained during the year

A white circle on a dark background.

**28 training activities**  
in various fields

A white right-angled triangle on a dark background.

Training hours:  
**1,060.5**

# Birthdays and retirement

The year 2022-2023 marked the 20th work anniversary of two Foundation employees:

- Sylvie Niquette, Library Assistant
- Colette Fugère, Museum Guide

It also marked 10 years of service for seven employees:

- Denis Cabana, Maintenance Technician
- Mario Choquette, Director of Information Technology
- Michelle Nadeau, Documentation Technician
- Mélissa Petit, Library Assistant
- Carole Richard, Assistant Director of Administrative Services
- Martine Richard, Philanthropic Partnerships Coordinator
- Danny Roseberry, Museum Technician

And let's not forget that Museum Director Carol Pauzé is retiring after seven years of service.





## Mission

The Foundation's mission is to further Joseph-Armand Bombardier's humanitarian work and to help Bombardier reach its social responsibility goals.

It aims to bolster the development of Canadian individuals, organizations and communities. Beyond financial support, the Foundation works to establish close ties with the non-profit community, building strong and lasting partnerships based on mutual trust, transparency and shared expertise.

## Audiences

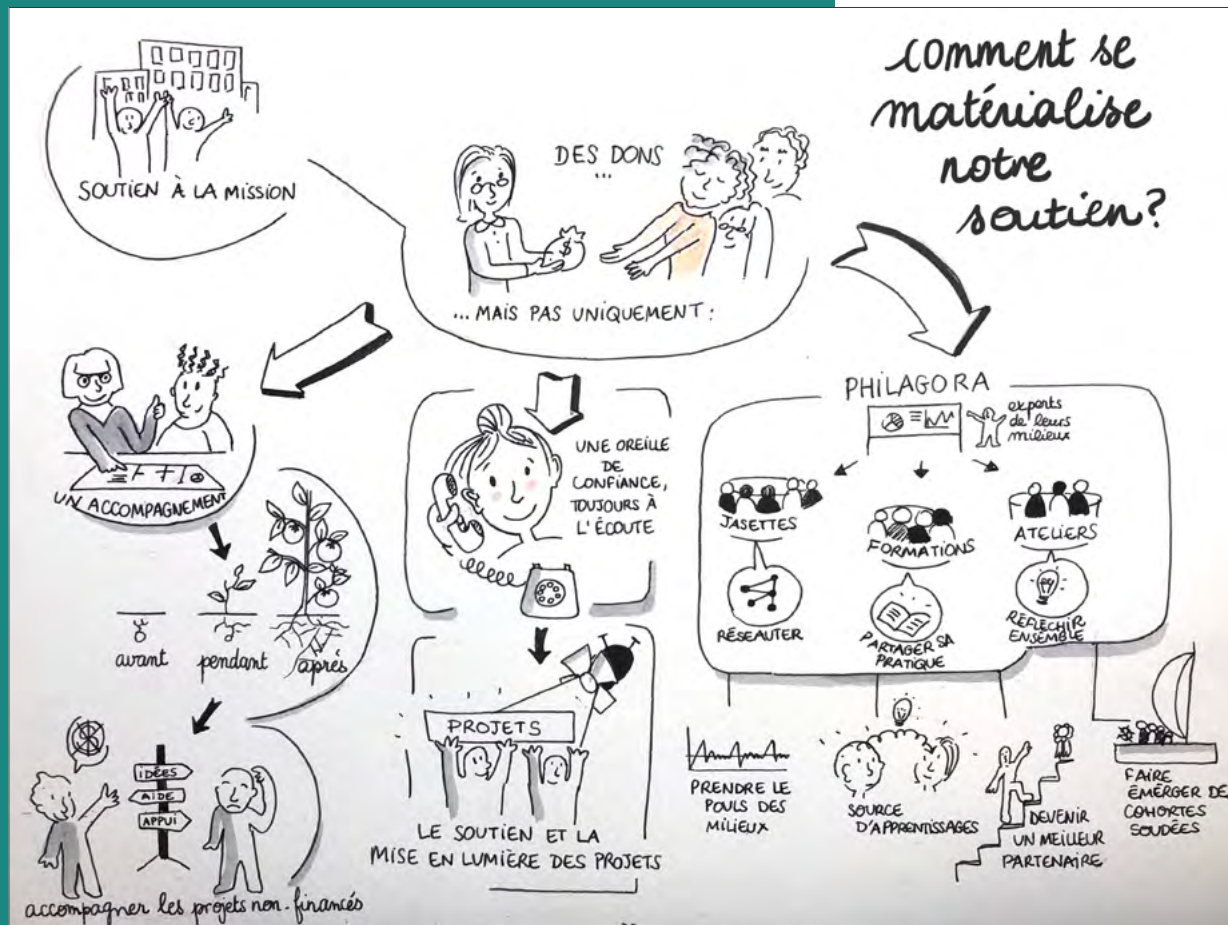
The J. Armand Bombardier Foundation provides Canadian charities with financial support, in particular in the Greater Montréal Area, the Eastern Townships and the Greater Toronto Area. The Foundation also supports the non-profit sector via the Philagora program.

# PHILANTHROPY



# Achievements

## Philanthropic Partnerships



The year was marked by the introduction of new procedures designed to maximize the time the Foundation spends administering donations, while at the same time lightening the administrative burden on applicant organizations, who are facing major challenges linked to inflation and labour shortages.

### Introduction of a digital platform for managing donation requests

The digital platform for managing donation requests makes it possible for:

- organizations to submit applications directly
- organizations to submit information required for donation follow-ups
- organizations to easily access their application history with the Foundation
- the Foundation to improve the management of sensitive data collected as part of the donation program

## Introduction of an oral reporting system

The annual reporting form for applicant organizations has been replaced by a one-hour meeting.

This method of oral reporting is an opportunity for the Foundation to:

- gather more nuanced information on the reality of applicant organizations
- deepen ties with organizations
- enhance Philagora's programming based on the needs expressed by organizations

The formula also aims to reduce the administrative load of organizations that report to several funders, without reducing the quality of the information shared!

## Support for newcomers

The growing number of newcomers with precarious status in the province of Québec has had an impact on the services provided by several organizations. Following a proposal from the Donations Committee, the Board of Directors decided in April 2023 to use unused funds to support organizations involved in welcoming newcomers, particularly refugees and asylum seekers.

A total of \$155,000 was divided into seven donations of \$20,000 and \$25,000 to help organizations provide food aid, basic necessities, accompaniment and psychosocial support. Referrals from other foundations facilitated the selection of recipient organizations: Afrique au Féminin, Centre communautaire Bon Courage, Doctors of the World Canada, Entre mamans et papas, Shield of Athena, Welcome Collective and a support network for victims of organized violence, the Réseau d'intervention auprès des personnes ayant subi de la violence organisée.

## Donations Committee

This year, the Donations Committee conducted a review of the Foundation's donation policy. The members made a proposal to replace the four sectors traditionally supported by the Foundation with a policy with a more global approach:

*Through its philanthropic partnerships, the J. Armand Bombardier Foundation seeks to strengthen the capacities of individuals, organizations and communities by taking into account various development factors (human, social, economic and cultural).*

Integrating the Foundation's philanthropic interests into a holistic vision of community development while keeping capacity building at its core will put forward a stronger, more consistent and strategic message. These new guidelines were adopted by the Board of Directors in April 2023, and came into effect on May 1.

# Highlights

**Financial support  
to the community  
\$3,685,363\***

*Types of support granted*

Regular donations  
**85%**

Grants to  
non-qualified donees  
**1%**

Scholarship programs managed  
by the Foundation  
**5%**

Emergency donations  
**8,5%**

Employee Volunteer  
Engagement Recognition  
Program  
**0,5%**

*Forms of donations granted*

Mission support  
—  
specific program  
**11%**

Projects  
**15%**

Major fundraising  
campaigns  
**19%**

Mission support  
—  
general  
**55%**

**Active partnerships:**  
**112**  
(excluding scholarship recipients)

\* Donations and grants to non-qualified donees  
(organizations not recognized as registered  
charities by the Canada Revenue Agency).



# Scholarship programs

The Foundation oversees three scholarship programs, each reflecting a different philanthropic interest: access to education, training for emerging artists, and support for women entrepreneurs.

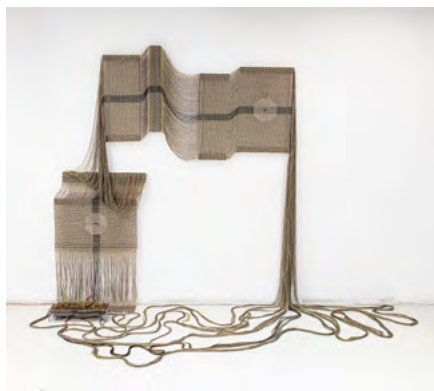
## J. Armand Bombardier Scholarships

The J. Armand Bombardier Scholarship Program was created in 1968 to help residents of the Acton and Val Saint-François MRCs pursue professional, college or university (undergraduate) studies, regardless of their field of study. In 2022-2023, 61 people received scholarships for a total of \$139,750.

## Yvonne L. Bombardier Visual Arts Scholarship

A joint initiative of the philanthropic activities department and the Centre d'exposition Yvonne L. Bombardier, this scholarship recognizes the excellence of a student enrolled in a master's program, awarding them \$10,000, an exhibition and the production of a video profile.

In 2022-2023, the scholarship was awarded to [RythÂ Kesselring](#), a Master of Fine Arts student at Concordia University.



The 2021 scholarship recipient, [Maude Arsenault](#), held her exhibition at Galerie POPOP in Montreal from February 15 to 18, 2023. The winner of the 2022 scholarship, [Magali Baribeau-Marchand](#), will showcase her work at Galerie POPOP in September 2023.

## Excellence Grants for the Next Generation of Women Entrepreneurs

Created in honour of the Foundation's founders, these scholarships recognize the work of women entrepreneurs whose organizations have been in operation for fewer than five years. Two excellence grants for up-and-coming entrepreneurs, each worth \$10,000, were awarded this year:



the grant for the processing and manufacturing field was awarded to Chantal Bernatchez, co-founder of Iso-Protek



the grant for the technological innovation field was awarded to Inara Lalani, Co-founder and CEO of FemTherapeutics Inc.



Photo: 2022-2023 cohort

## Philagora

Diversity is part and parcel of Philagora's broad community. With a view to making its actions more inclusive, the team committed to taking concrete steps in this direction, including proposing diversified panels, using sign language interpreters and making inclusive writing the norm. More highlights:

- In-person activities have made a comeback in Philagora programming, particularly for training sessions lasting several hours. Many of our activities continue to take place in a virtual environment, as travel habits have changed and our audiences expanded province-wide during the pandemic.
- The Philagora cohort, co-hosted by André Fortin, also resumed in-person meetings, this year on the theme of transformation. Eleven NPO directors came together to reflect on the individual, organizational and societal transformations currently underway. A new program feature introduced this year was personalized support for participants, who could choose from ten specialists with different profiles.
- Each year, the Philagora programming is developed based on the needs of organizations. For example, since developing financial partnerships is a major challenge, we designed a workshop in collaboration with François Lagarde, consultant in social marketing and communications, titled *La force du maillon: Comment parler de son organisme de façon claire, concise et efficace?*, or "the strength of connections and how to clearly, concisely and effectively talk about your organization." Workshop attendees learned how to use a contribution diagram to clarify their organization's vision and positive impacts, and how to talk about them effectively.

- Training was also provided specifically to people new to fundraising. Twelve of these up-and-coming philanthropists took part in a co-learning circle pilot project designed to foster learning and delve deeper into certain themes such as fundraising strategies and planned giving.
- We continued to give bilingual workshops in collaboration with the Morris and Rosalind Goodman Family Foundation, with help from a new partner, the Chamandy Foundation. These workshops focus on sharing practices and exchanging ideas despite linguistic and cultural differences.

[Click here to see all the activities held as part of the Philagora program this year.](#)

## Statistics



## Testimonials

"One of my favourite things about the Executive Director chats is this safe space we've created to give each other sound advice and share our current complications... In short, to put our benevolent leadership into action ;)."

Frédéric Morin-Bordeleau, Executive Director, Projet MR-63

"I took part in Philagora's recent activities and came away feeling very excited and well prepared. I'm new to philanthropy and very appreciative of the initiatives you and your team are spearheading. In addition to being useful, these meetings are really fun!"

Renaud Drolet, head of partnership development and private financing at Théâtre de la Ville, Longueuil

"Our three foundations value and prioritize the provision of a safe space that encourages sharing and collective learning. By partnering in the development of workshops, we get to expand our capacity and increase our impact. While working with the Fondation J. Armand Bombardier and the Chamandy Foundation, we found excellent partners in building trust and understanding of our mutual goal to strengthen community capacity and practices."

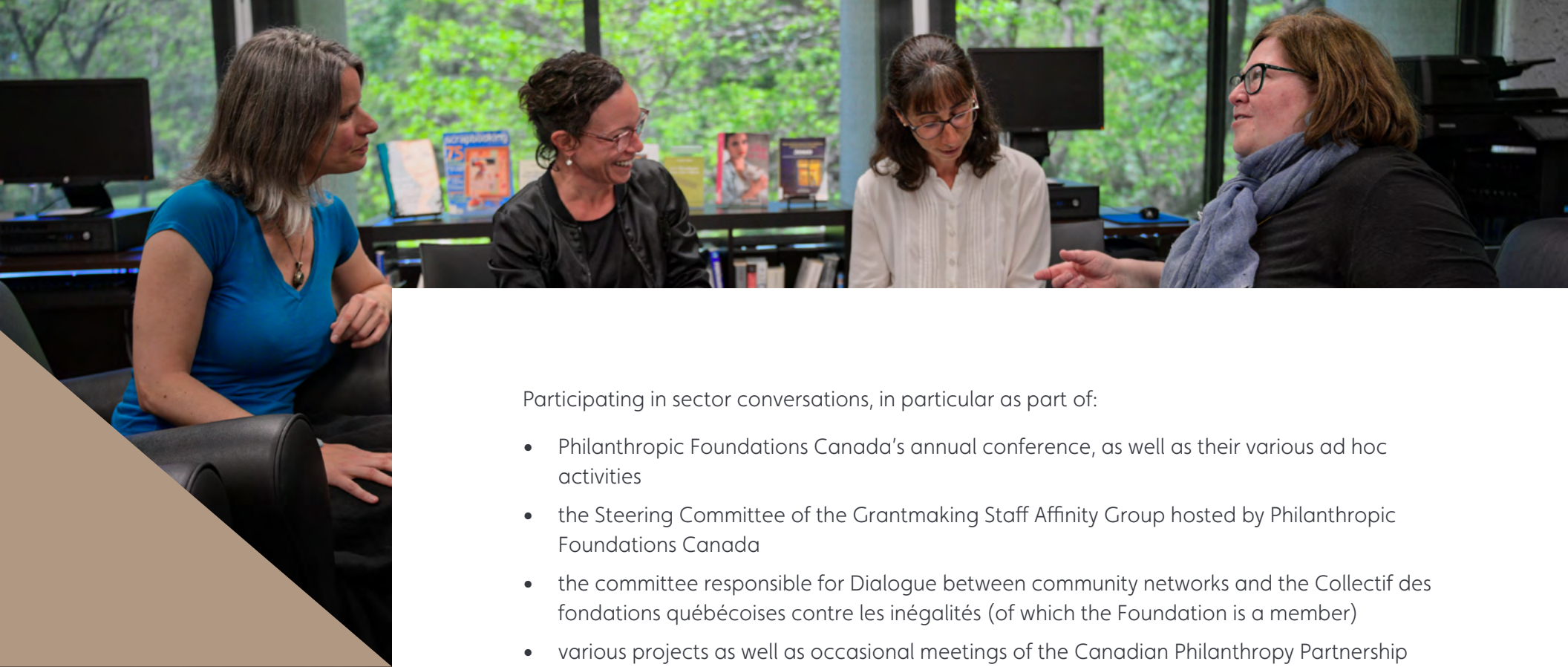
Sharon Bitensky, Senior Manager, Morris and Rosalind Goodman Family Foundation





Sharing knowledge, in particular through:

- 21 – Fondation J. Armand Bombartier



Participating in sector conversations, in particular as part of:

- Philanthropic Foundations Canada's annual conference, as well as their various ad hoc activities
- the Steering Committee of the Grantmaking Staff Affinity Group hosted by Philanthropic Foundations Canada
- the committee responsible for Dialogue between community networks and the Collectif des fondations québécoises contre les inégalités (of which the Foundation is a member)
- various projects as well as occasional meetings of the Canadian Philanthropy Partnership Research Network (PhiLab)



## Mission

The Centre d'exposition Yvonne L. Bombardier disseminates, democratizes and studies artwork produced by Quebec artists. Its goal is to spark the curiosity and creativity of its audiences through exposure to temporary exhibitions and cultural and educational programs. Promoting visual arts and making it accessible to as many people as possible is one of the Exhibition Centre's key objectives. To this end, it showcases diverse exhibitions and organizes cultural mediation and educational outreach activities that give people the opportunity to expand their knowledge of the arts and awaken their creativity.

## Audiences

The Exhibition Centre caters to different clientele depending on the time of year. During summer, weekends and public holidays, it targets individuals consisting mainly of art and culture lovers from across Québec. Once summer is over, the focus turns to school groups, i.e., elementary, secondary and post-secondary students.

# CENTRE D'EXPOSITION YVONNE L. BOMBARDIER



# Exhibitions

The Exhibition Centre presented 10 thought-provoking exhibitions in 2022-2023, on topics such as generations, the bond between living beings and the relationship between humans and their environment.

## Summer

Grouped together under the theme *Ensemble*, the four summer exhibitions on display from May 15 to August 21, 2022, were presented by artists Jennyfer Alleyn, Violette Dionne, Josianne Bolduc and Andrée Marcoux, and highlighted the concepts of community and living together. The featured artists explored the links between living beings, each one leveraging their distinct practices and approaches.

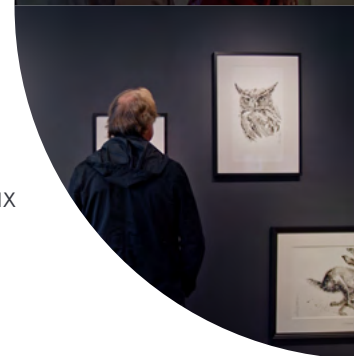


*Eurêka!* by Violette Dionne

*Projet Caméo* by Josianne Bolduc

*Bestiaire* by Andrée Marcoux

*Le Catalogue des traces* by Jennyfer Alleyn



Attendance:  
3,940 visitors



## Fall

Presented from October 2 to December 30, 2022, the theme X, Y brought together exhibitions by artists Jérémie St-Pierre and Sébastien Pesot. The letters X and Y refer to the two generations that both unite and oppose the featured Eastern Townships artists and highlight the influence of their times on their work.

Attendance:  
**1,364 visitors**



*Sticky Study*  
by Sébastien Pesot



*Qu'est-ce qui se trame?*  
by Jérémie St-Pierre

## Winter

The *Écosystèmes* theme highlighted the relationship between humans and their environment from an ecological and social perspective. The exhibition on view from January 22 to April 9, 2023, showcased the work of artists Margrethe Ulvik, Kathryn Lipke and Kylie Sandford. Using approaches inspired by various artistic currents and craft traditions, the creators invited the public to connect with a sometimes-forgotten nature.

Attendance:  
**2,649 visitors**

*Waterways* by Kathryn Lipke

*Mouvements et dentelles*  
by Margrethe Ulvik

*Microcosmes*  
by Kylie Sandford



*La laine est un matériau nomade, imprégné de culture, tel un jardin portable*  
by Margrethe Ulvik with the participation of a group of local women.

# Educational outreach

The Centre delivers educational programs in line with the competencies established by the Ministère de l'Éducation and the Ministère de l'Enseignement supérieur. Each year, several hundred young people participate, getting the opportunity to develop a critical eye and experiment with different artistic techniques. This year, we added a new permanent educational program *Exploring textures*, which focuses on the creation of textures. The programs are produced by the cultural mediation team in connection with the Centre's exhibitions.

- *The World of Colours*
- *Shaping Up for Art*
- *Exploring textures*
- *Mardi tout garni*
- Guided tours of the exhibitions

# Cultural mediation

- 3 openings at the Exhibition Centre (418 participants)
- 1 special artistic meet-up to mark the 50th anniversary (230 participants)
- 8 Art Hive workshops (44 participants)
- 1 origami workshop (14 participants)
- 1 *Mordus de l'hiver* event (1,134 attendees)
- 1 weaving workshop for children during spring break (35 participants)
- 4 episodes of the podcast *Hors Cadre* (281 listeners)





# Deeply rooted in the community

- 8 Art Hive workshops in partnership with Le Rivage
- 3 film club evenings in collaboration with the Comité culturel du Grand Valcourt
- An art workshop for young people from Valcourt's Maison des jeunes L'Initiative and Carrefour jeunesse-emploi du Comté de Johnson, in conjunction with the mobile Museum
- Journée Valc'Arts event in collaboration with Valcourt 2030
- Exhibition project *Le Catalogue des Traces* in partnership with Valcourt 2030 and the Ministère de l'Immigration, de la Francisation et de l'Intégration
- Exhibition project *La laine est un matériau nomade, imprégné de culture, tel un jardin portable* with REDA
- Participation on the board of directors of the Comité culturel du Grand Valcourt

## Testimonials

"Dear Andrée, your talent knows no bounds, and is leaving its mark on the history of Valcourt and your era. Valcourt is lucky to have you as a master artist. Sincerely."

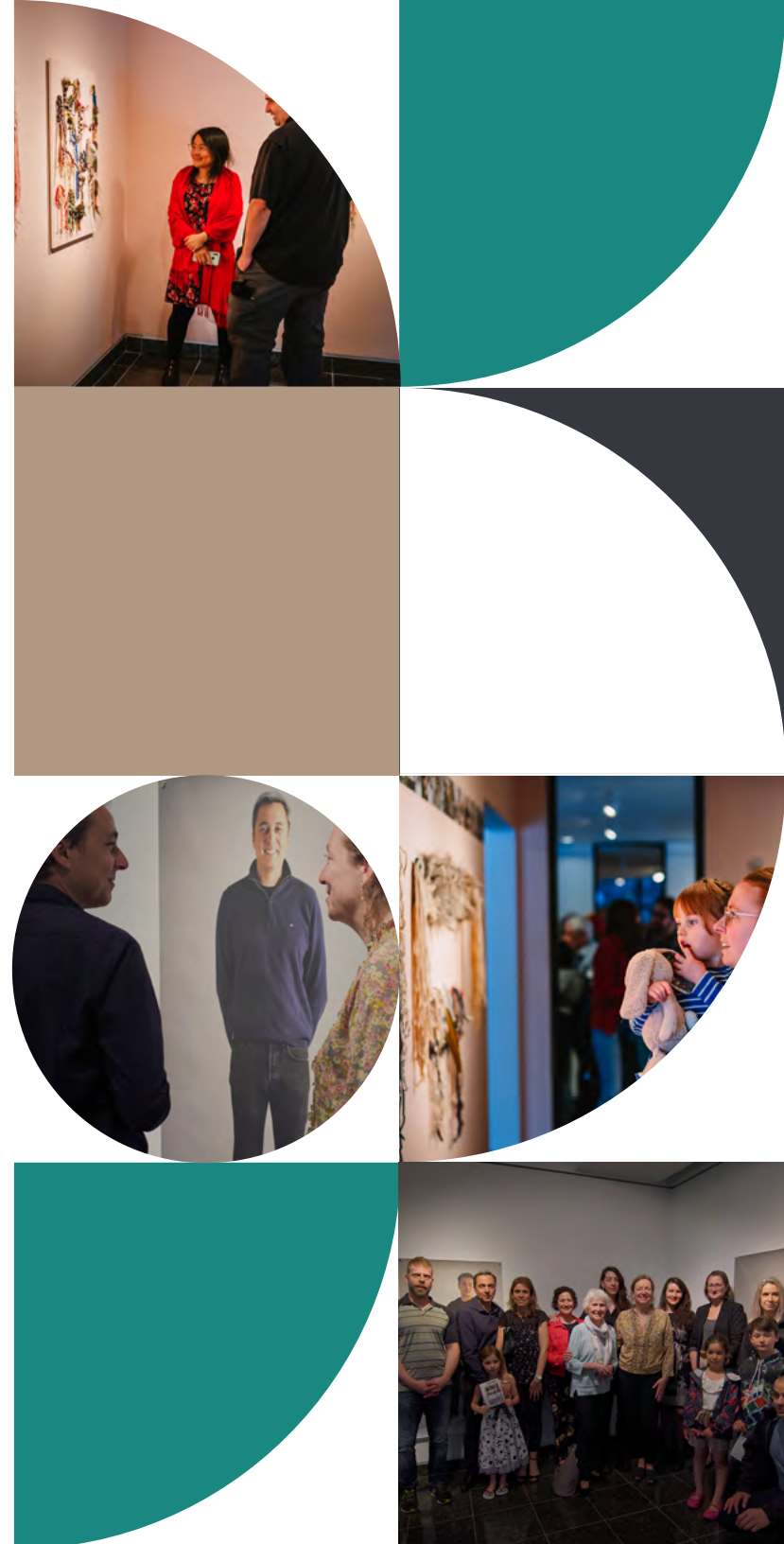
Lyne Laverdure

"Sébastien, thank you for this moment spent with your art at the end of 2022. I'll carry your images intertwined with your words for a long time."

Patricia Hamel

"Dear Margrethe, your work adds to our knowledge on the strength of the ties that bind us. Bravo!"

Chantal Lagacé



# Statistics

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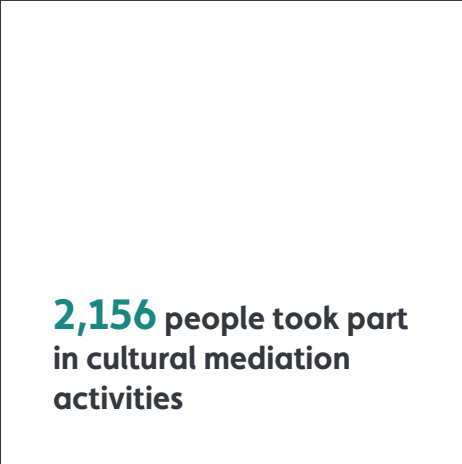
**49** school groups

A white circle on a dark grey background.

**1,101** students  
participated in school  
activities

A white right-angled triangle on a dark grey background.

**9,797** visitors  
to the Exhibition  
Centre

A white square on a dark grey background.

**2,156** people took part  
in cultural mediation  
activities



# BIBLIOTHÈQUE YVONNE L. BOMBARDIER

This year, we saw a 7% increase in memberships, due in particular to the cancellation of late fees and an invitation to local elementary school children to become members free of charge. Efforts to enhance the collections have paid off, with loans up 5% for novels and 26% for board games. The latter collection was enriched over the year with the addition of puzzles for adults and developmental games for young children. Digital book loans were also up by 8%. In addition, this year's TD Summer Reading Club attracted a record number of registrations, helping 193 young people keep up their literacy skills over the summer. Moreover, new Les contes de Coco theme-based literacy kits have sparked children's interest in books and boosted parents' confidence in their ability to pass on the joy of reading. Some 200 kit loans were recorded this year alone. The Library team's efficiency and agility in serving a diverse clientele really had an impact on making 2022-2023 a stellar year.





## Mission

The Bibliothèque Yvonne L. Bombardier provides the residents of the Valcourt region with a gathering place, diversified collections and local services that promote access to information, lifelong learning, a love of reading and cultural curiosity. In association with the Réseau BIBLIO de l'Estrie, it offers several complementary online services, such as book and digital magazine loans.

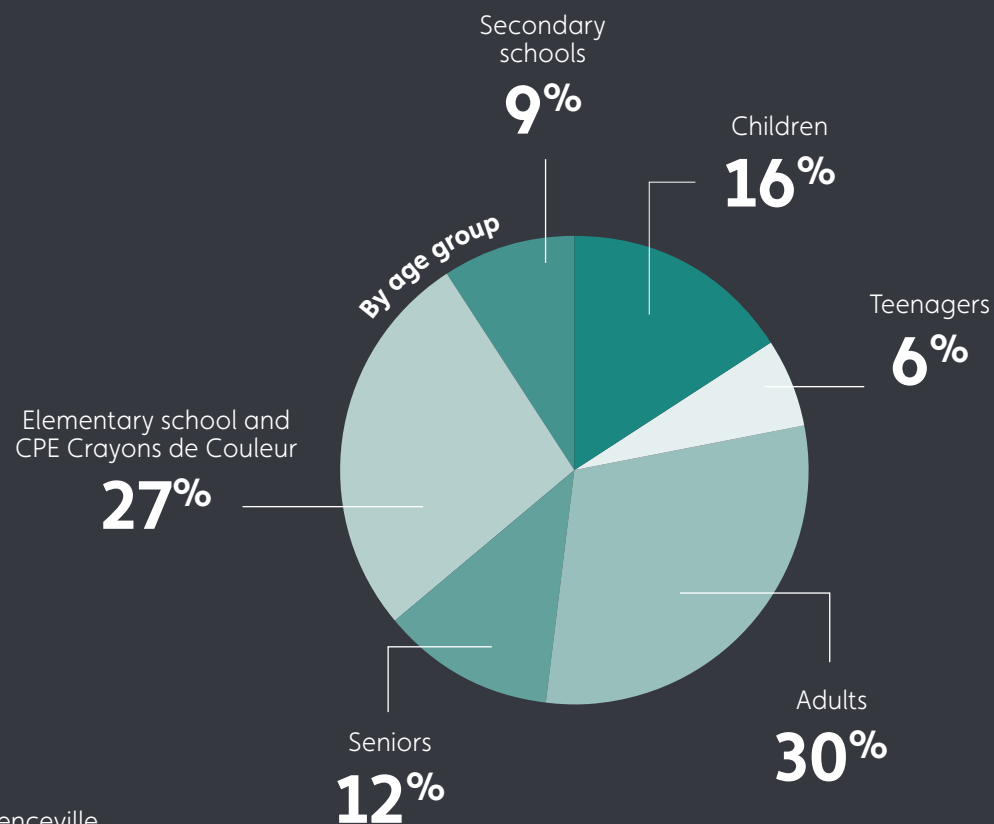
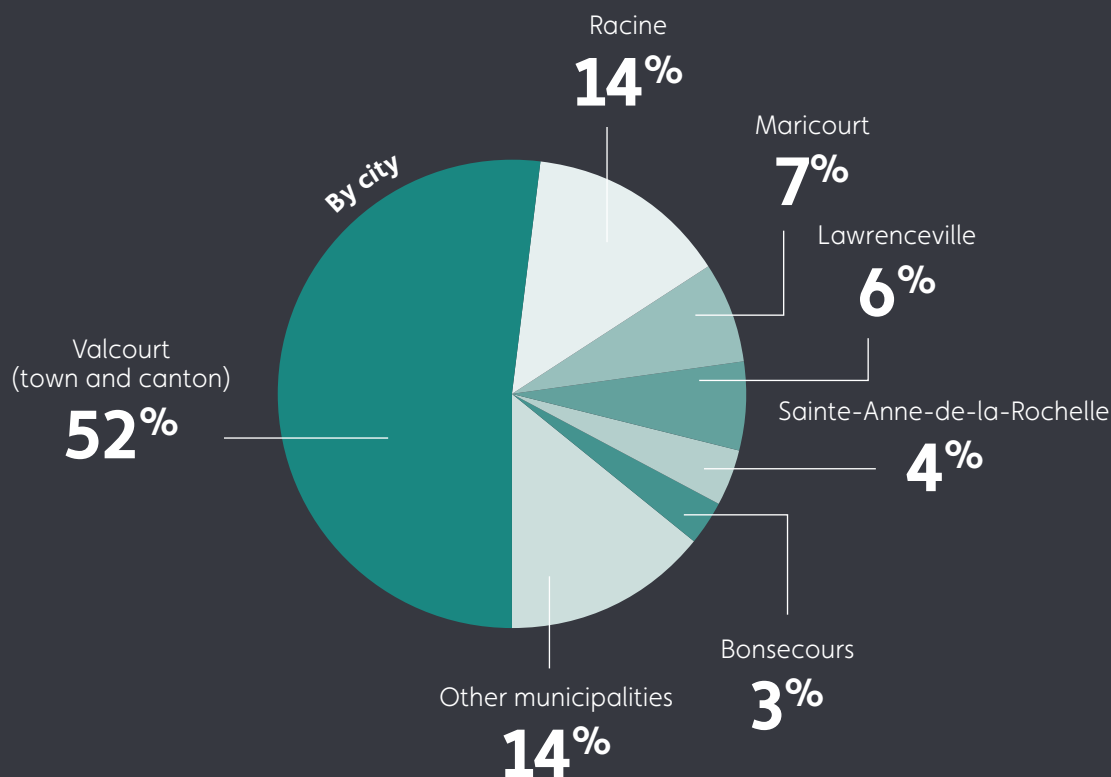
## Audiences

The Library offers its services to the population of the seven surrounding municipalities: Valcourt, the Canton de Valcourt, Racine, Maricourt, Sainte-Anne-de-la-Rochelle, Bonsecours and Lawrenceville. It maintains close relationships with local schools. For its large-scale activities, such as the *Mordus de l'hiver* event and presentations, it broadens its promotion to everyone within a 45 km radius, which includes Granby, Sherbrooke, Bromont and Drummondville.

# BIBLIOTHÈQUE YVONNE L. BOMBARDIER

# Clientele statistics

**43%**  
men



**57%**  
women

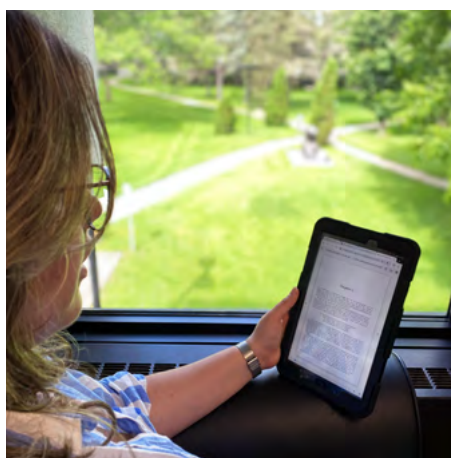
# Collections

- 1,974 members
- 47,330 physical documents
- 93,963 loans
- 2,295 digital loans
- 8,525 loans via Accès-livres, the monthly book transport service offered to partner schools
- 1,602 interlibrary loans
- 142 questions asked on Reponseatout.ca
- 641 document purchase suggestions from users
- 1,777 document purchases
- 16,436 admissions to the Library



## Digital services

- Digital loans
- Libby app for reading digital magazines
- Généalogie Québec (genealogiequebec.com)
- Mes Aïeux (mesaieux.com)
- Reponseatout.ca
- Toutapprendre (toutapprendre.com)
- QuoiLire.ca
- Trouve-Livre (trouvelivre.ca)
- Alec, for learning French and mathematics (alec-edu.com)
- Croisade, activate your brain



## Library services

- Loans: books, board games, films and TV series
- Interlibrary loans
- For consultation: regional daily newspapers, magazines, dictionaries, encyclopedias and genealogy directories
- Printing
- Purchase suggestions from users
- Une naissance un livre (Books for Baby) program
- Les contes de Coco theme-based literacy kits
- Biblio-Santé program
- Biblio à domicile (home delivery service)





# Educational outreach

Students from seven partner schools, as well as children from CPE Crayons de Couleur and the Valcourt day camp, came to meet authors or learn how to find the perfect Library book for them. Ultimately, this experience will add to their toolkit and encourage them to be active citizens. Educational outreach is also provided by [Accès-livres](#), which has tweaked its operational methods, allowing us to better serve schools.



## Activities

- 6 *Mardi tout garni*, which includes a rally in the Library and an introduction to the catalogue (575 students)
- 1 intergenerational circus performance with Alexo & Bisha (128 participants)
- 2 meetings with author Dominique de Loppinot (94 students)
- 3 meetings with author Anne Brigitte Renaud (79 students)
- 3 performances of *Le traîneau du Père Noël* by Théâtre Tortue Berlué (159 students)
- 3 meetings with author and illustrator Philippe Béha (103 students)
- 1 Introduction to the library tour (15 students)
- 1 screening of the film *Antigone* (81 students)
- 17 Story time with toddlers activities (292 children)
- 2 Passe-Partout meetings (47 young people)
- 8 TD Summer Reading Club workshops (128 young people)
- 8,525 books loaned under the Accès-livres project



# Cultural mediation

A number of activities were held to entertain audiences of all ages and promote cultural development.



## Activities

- 9 Story time in pyjamas activities (155 participants)
- Presentation: *En bacs ou en pleine terre; quoi savoir pour jardiner sans se planter!* (24 participants)
- Big book sale (179 participants)
- TD Summer Reading Club launch show (37 participants)
- 4 Outdoor storytime activities (69 participants)
- TD Summer Reading Club (193 participants)
- Concert by Alexandra Moreno (24 participants)
- 6 Jeunes curieux activities (60 participants)
- Presentation: *Mieux dormir pour mieux travailler* (21 participants)
- A talk with Richard Z. Sirois about his book *Le vinyle de l'insomniaque* (20 participants)
- A talk with author Robert Lalonde (25 participants)
- Halloween show (64 participants)
- An evening based on the game Loups-garous (12 participants)
- Board games evening (39 participants)
- Traditional folk tales performance *Les bonnes histoires pour les bonnes oreilles* (26 participants)
- Screening of the documentary film *Je vous salue salope : La misogynie au temps du numérique* followed by a discussion (20 participants)
- Presentation: *Cuisiner sans recettes* (22 participants)
- Body percussion workshop for youth (42 participants)
- Film screening of *Alerte rouge* (28 participants)
- Board game day (10 participants)
- Presentation: *Maudites hormones* (57 participants)
- Presentation: *Chiens peureux, chiens dangereux?* (8 participants)

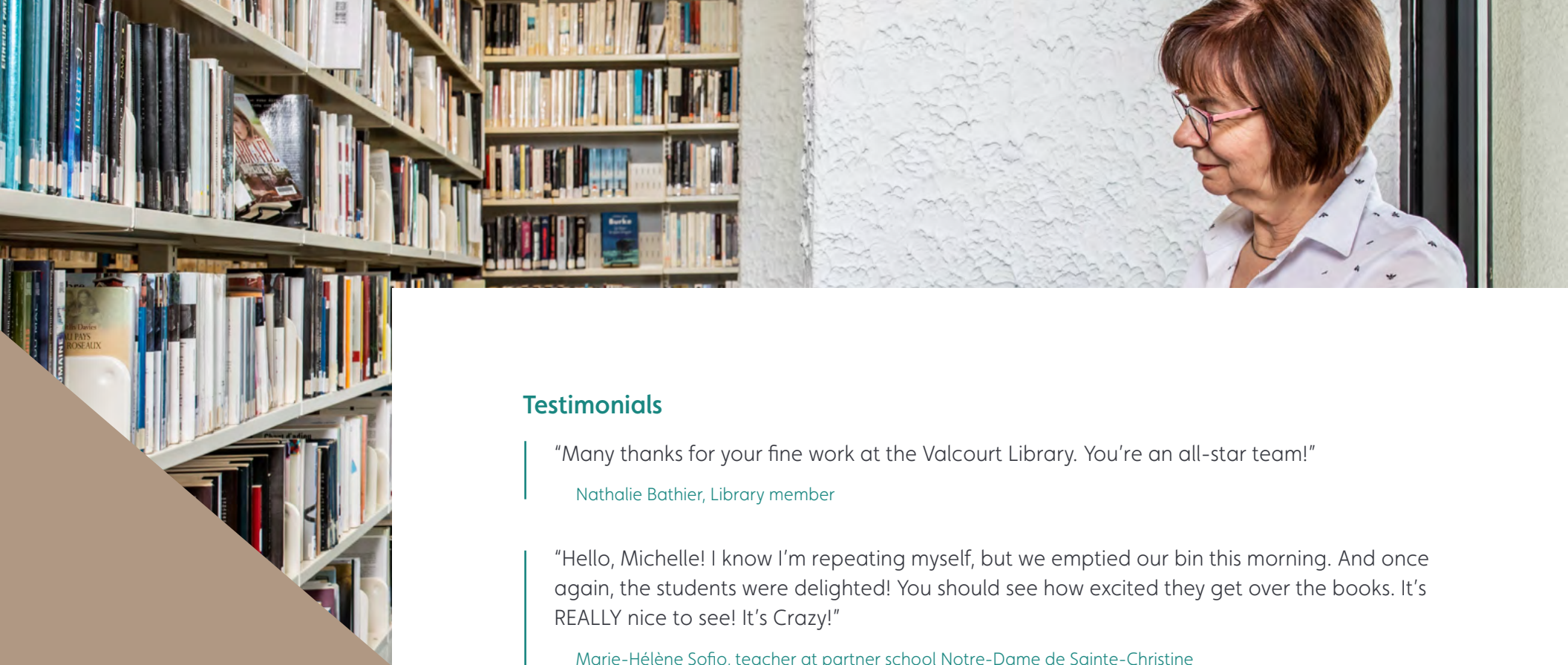


# Deeply rooted in the community

At the Library, being deeply rooted in the community means:

- a Biblio à domicile (home delivery) service in collaboration with the Centre d'action bénévole Valcourt et région
- a Lire et faire lire program in conjunction with Valcourt 2030
- a Troc-jardin project carried out with Les Tabliers en Folie
- a talk with Robert Lalonde organized together with REDA
- a talk with Richard Z. Sirois in collaboration with the Salon du livre de l'Estrie
- escape games *Meurtre à la Bibliothèque* in partnership with the Salon du livre de l'Estrie
- a BibAdos project with R3USSIR
- a screening of the documentary film *Je vous salue salope : La misogynie au temps du numérique* in collaboration with Centre des femmes Le point d'ancrage, the réseau d'éclaireurs (a project of the Ministère de la Santé et des Services sociaux) and the Valfamille group





## Testimonials

"Many thanks for your fine work at the Valcourt Library. You're an all-star team!"

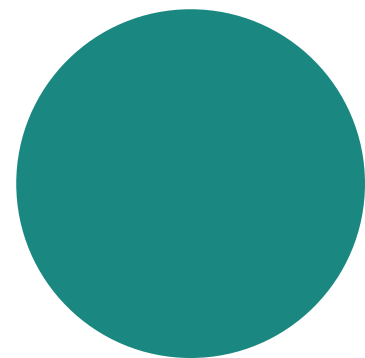
Nathalie Bathier, Library member

"Hello, Michelle! I know I'm repeating myself, but we emptied our bin this morning. And once again, the students were delighted! You should see how excited they get over the books. It's REALLY nice to see! It's Crazy!"

Marie-Hélène Sofio, teacher at partner school Notre-Dame de Sainte-Christine

"We really appreciate the Cultural Centre's involvement in the Lire et faire lire project. We feel very welcomed and supported in this project. We really appreciate the staff's help with reading suggestions."

Giselle Loiselle, coordinator of the Lire et faire lire project and volunteer readers





## Mission

The Museum aims to keep the legacy of Joseph-Armand Bombardier and his successors alive with a view to showing visitors that everyone can solve problems, tap into their ingenuity, and be innovative in their professional and personal activities. The Bombardier spirit is inspiring, contagious and a source of pride.

## Audiences

The Museum's vibrant and curious clientele changes with the seasons. During the summer, on weekends and public holidays, our visitors are mainly individuals, families and history buffs (fans of Joseph-Armand Bombardier, his story and his inventions). As summer wraps up, our focus turns to organized groups and our school groups, which include elementary, secondary and post-secondary students.

# MUSÉE DE L'INGÉNIOSITÉ J. ARMAND BOMBARDIER

# Exhibitions

The Museum's mission to keep the legacy of Joseph-Armand Bombardier alive as a source of inspiration for future generations definitely guided the team's work this year. A striking example of this was an outdoor event featuring, for the very first time, impressive utility vehicles designed by the famous inventor. The event highlighted the inventor's contribution to the advancement of the forestry industry. Another good example was the creation of a scientific committee to produce an original temporary exhibition showcasing the creative minds of Canadian teenagers, including Joseph-Armand Bombardier. The Museum orchestrated a number of other initiatives over the year, including a travelling exhibition that helped raise the institution's profile across Canada. Theme-based mini exhibitions also put our archives and collections in the spotlight. Finally, a great deal of ingenuity went into making more digital content accessible to the general public.





# Permanent exhibition

## ***All about passion***

**From May 2016 to present**

The Museum team added a QR code in front of the window looking onto the reserve. This gives people access to additional information via video clips on some of the collection's flagship vehicles. The team also improved its museum practices by designing supports for moving and installing the collection's large vehicles, as well as equipment to ensure staff safety when manoeuvring these vehicles. You can view the results of this long-term endeavour in this [video](#).



# Temporary exhibitions

## ***Teens: Creative Minds***

**April 8, 2022, to March 12, 2023**

A hundred years ago in Valcourt, Joseph-Armand Bombardier achieved something that would change the course of his life: at age 15, fuelled by his creative mind, he designed a vehicle that could travel over snow. However, he's not the only teenager to innovate at such a young age! This exhibition explored the teenage brain and introduced the public to 12 Canadian teens who were driven by a passion to create and used innovation to make the world a better place.



## ***A Railroad to Dreams***

**April 6, 2023, to March 10, 2024**

The exhibition shines a light on model trains, with remarkable archive photos and videos, as well as sound settings that plunge you into the hustle and bustle of a grand station. Produced by Pointe-à-Callière, Montréal Archaeology and History Complex, this exhibition opens a window onto our identity, our childhood and the world of travel and technology.



# Mini exhibitions

The Museum's archives and collections are showcased in its public spaces.

## ***Celebrating the Power of Rotax®***

**February 1 to October 2, 2022**

This exhibition paid tribute to the 100th anniversary of the Austrian engine builder Rotax®. It summarized the history of the company and its association with Joseph-Armand Bombardier, from the 1960s to the present day.



## ***Acquisitions: What's new?***

**October 6, 2022, to March 6, 2023**

This exhibition showed the public the connection between the acquisition of a set of 297 objects associated with the Moto-Ski® brand and our mission. In particular, it gave visitors the chance to see a time-lapse of the stabilization process of the 1969 Moto-Ski® Zephyr snowmobile.





***Bombardier on Rails: in miniature***  
**April 6, 2023, to March 10, 2024**

This exhibition revisits the railway history of Bombardier Transportation. Presented in parallel with the temporary exhibition *A Railroad to Dreams*, the Museum invites the public to discover the models and scale models from its impressive collection.



## Travelling exhibition



***Inspiring NATURE, inspired TECHNO:  
biomimicry and transport***

This exhibition explores the ways in which nature inspires technology. Some 30 natural specimens and technological objects with common features are presented, including the hydrojet, inspired by the squid's propulsion system, and the smart car, which uses a detection system similar to that of locusts. The exhibition toured Canada this year and was enjoyed by 5,400 visitors. The exhibition was presented at:

- Resurgo Place, home of the Moncton Museum, and the Transportation Discovery Centre in Moncton, New Brunswick, from May 7 to August 21, 2022
- the Musée de la civilisation de Québec, from April 5 to September 10, 2023



## Statistics

**37,643**  
Museum visitors

**6,118** guided tours  
of the Museum reserve



### Visitor testimonials

"A really good and entertaining interactive museum! If someone in your family likes to tinker and invent things, this is a great place! Fantastic with a group!"

Mélody Éthier-Provost

"What a beautiful museum! Interactive, fascinating and inspiring. The staff were extremely welcoming and dedicated. We highly recommend it!"

Célia Foizon

"Very nice experience, super interesting and not only related to the history of the snowmobile, but to the whole Bombardier project over the years. Many interactive activities and a very impressive flight simulator. Well worth the detour!"

Gabriel Felx

# Collections

The Museum staged various projects to promote and showcase our industrial heritage linked to the life and work of Joseph-Armand Bombardier. In particular, the inventor was honoured through the acquisition of objects and testimonials gathered to enrich the Museum's collections.

The Museum team also kept busy processing the archival holdings, cataloguing objects in the collection and updating working and reference tools to optimize research in our databases. It also dealt with historical and technical requests, providing outstanding customer service, which played a major role in Joseph-Armand Bombardier being featured in a Québec film!





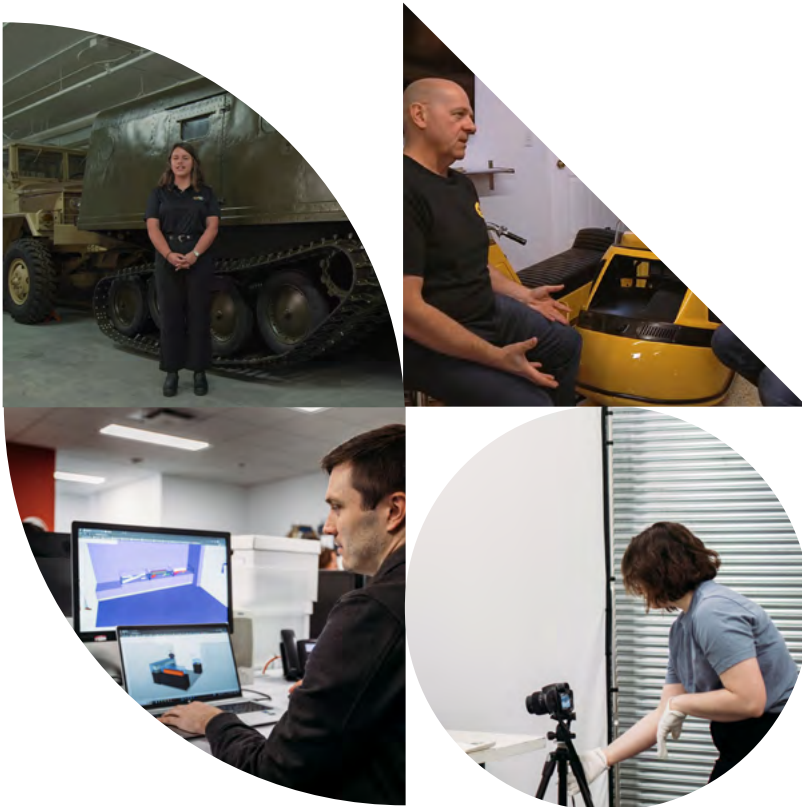
# Dissemination and outreach

We have expanded our offer and reached different audiences through a wide range of virtual activities, including:

- the online game *Gear up for Nature* (19,056 visitors)
- the podcast *Joseph-Armand Bombardier, au-delà de l'inventeur* (3,780 listeners), recipient of the 2022 Excellence-category 5 award presented by the Société des musées du Québec
- 20 new artifacts made available online
- 4 video clips on reserve vehicles made available online

Our visibility and outreach via different media:

- publication of articles about the new exhibition *A Railroad to Dreams* in [La Tribune](#) and [Val-Ouest](#) as well as the broadcast of a report on [Télévision communautaire de Waterloo](#)
- broadcast of an [interview](#) with collector Danny Carruthers about his passion for Ski-Doo® snowmobiles, in the company of mechanic Richard Bernier and restorer Alain De Hondt
- sending of photos of Joseph-Armand Bombardier to the team behind the film *Coco Ferme*, in which the 12-year-old protagonist idolizes the inventor. The young actor talks about his role and Joseph-Armand Bombardier's inspiration in an [interview](#) broadcast on Radio-Canada's *Téléjournal Montréal*.
- mention of the Museum in a [video](#) by Doc Seven, a French YouTuber who has created a virtual map of the world's museums. In 24 hours, the video generated 101,419 views, 5,900 "likes" and 437 comments.
- loans of vehicles from the Museum's collection to BRP for the 50th anniversary of its labour relations committee.
- sending of photos for the production of a video in honour of Bombardier's 80th anniversary.





# Statistics

**280** historical and  
technical requests  
processed

**698** objects  
transferred from the  
archive database to the  
collections database,  
along with related  
documentation

**5,069** records added  
to the AtoM database

**47** acquisitions to  
bolster our collections

# Educational outreach

The educational mediation team developed two new activities that were a hit with school groups. The escape game *Teens: Creative Minds* introduced students to our temporary exhibition of the same name, while Experimental workshops plunged them into the world of do-it-yourself prototyping.

## New activities

### **Escape game *Teens: Creative Minds***

Our young clientele got to explore the temporary exhibition *Teens: Creative Minds* via an escape room. Did the students imprisoned in the exhibition “brains” manage to solve the puzzles in 45 minutes? The school groups had to rise to the challenge, which required cooperation, brainstorming and ingenuity. In doing so, the students learned about the particularly creative teenage brain.

### **Experimental workshops**

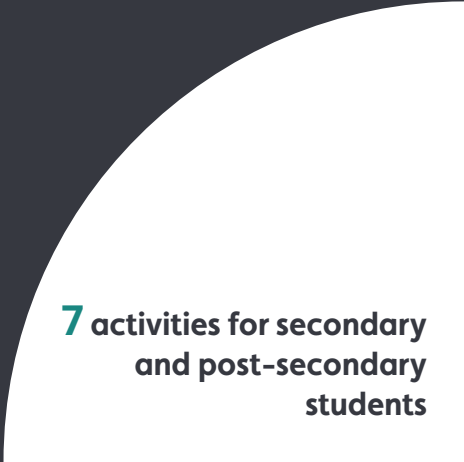
The ingenuity of the school groups was put to the test at three experimental stations, challenging their intuition, creativity and ability to adapt prototypes. In this activity, students had to make a golf ball hover over a vertical wind tunnel at a specific height, find a way to slow down a vehicle on a sloped track and make it stop exactly at the finish line, or build the longest marble run possible.




# Statistics



**9** activities for  
preschool and  
elementary school  
students



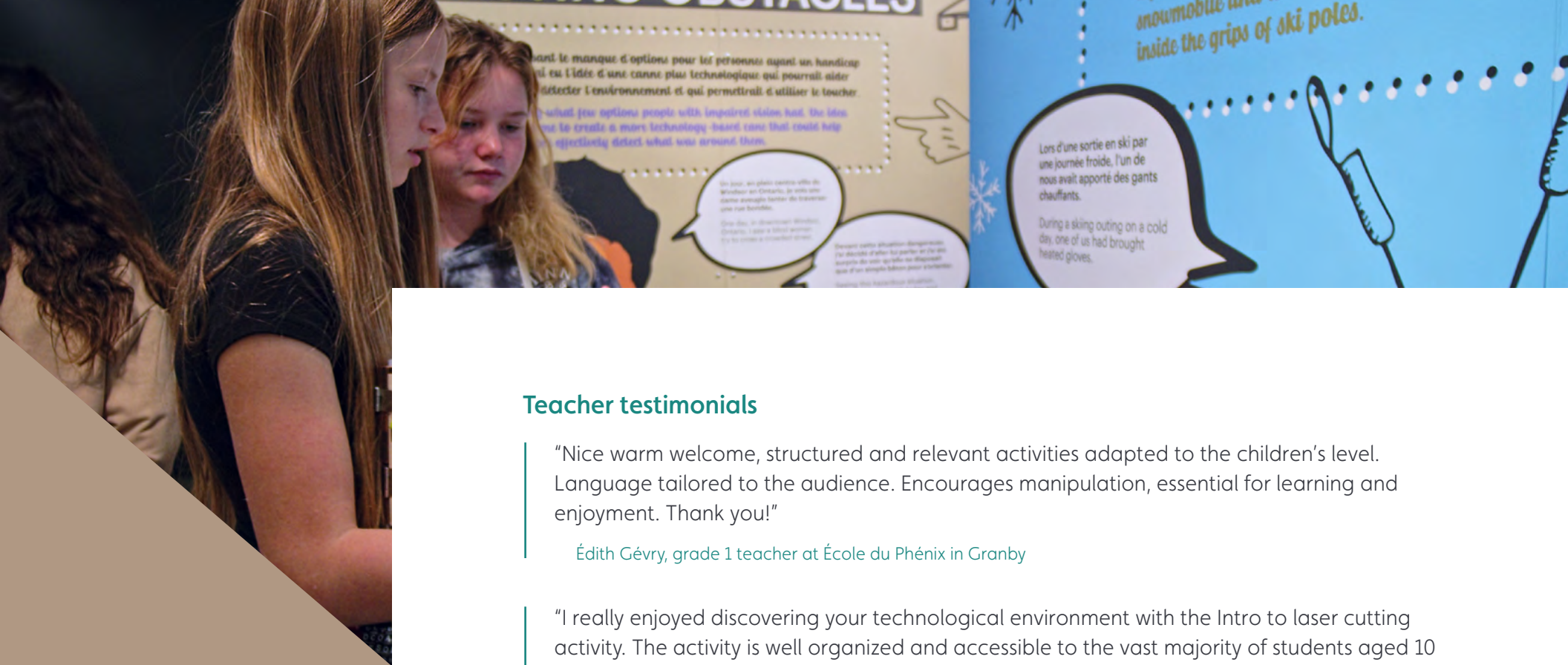
**7** activities for secondary  
and post-secondary  
students



**5,856** school  
activity participants  
for pre-school and  
elementary



**2,873** school  
activity participants  
for secondary and  
post-secondary



## Teacher testimonials

"Nice warm welcome, structured and relevant activities adapted to the children's level. Language tailored to the audience. Encourages manipulation, essential for learning and enjoyment. Thank you!"

Édith Gévy, grade 1 teacher at École du Phénix in Granby

"I really enjoyed discovering your technological environment with the Intro to laser cutting activity. The activity is well organized and accessible to the vast majority of students aged 10 to 12. The instructors I worked with were open, responsive, and adapted well to the students. Your Fab Lab activity is perfect for our clientele, and I'd be happy to come back next year for another creation!"

Stéphanie Joyal, grade 5 teacher at École de la Chanterelle in Valcourt

"The activity leaders were all nice, patient and gave the children good information. The Pedal to the Metal activity combined science and math perfectly. We rarely have the time or the budget for such great school outings. The children learned concrete things while having fun."

Marie-Pier F. Bombardier, grade 6 teacher at École de la Chanterelle in Valcourt



# Cultural mediation

This year's greatest cultural mediation challenge was relaunching our programming of in-person events. In this regard, a full edition of *Mordus de l'hiver* was held in February, the Festival *Eurêka!* made its return in June, *Unknown machines: Giants of the forest* debuted in September, and the new activity *Tinkering Challenges* was held several times over the year.

## New activities

### ***Unknown machines: Giants of the forest***

*Unknown machines: Giants of the forest* ran from September 8 to 11. Visitors had the opportunity to discover the industrial vehicles related to the forestry theme in a tent set up outside the Museum. These vehicles are kept in the reserve and are usually not accessible to the general public. Forestry tools used before the invention of large utility vehicles were also presented in partnership with Drummondville's Village Québécois d'Antan. Games from yesteryear and lumberjack tales rounded out the event.

### ***Tinkering Challenges***

The challenges presented at the *Experimental workshops* school activity were made available to visitors at Cultural Days, free Sundays at the Museum, spring break and throughout the summer. The ingenuity of each family member was put to the test at three experimental stations, challenging their intuition, creativity and ability to adapt prototypes. For this activity, ideas are the key to success!

## Activities

Intramural events:

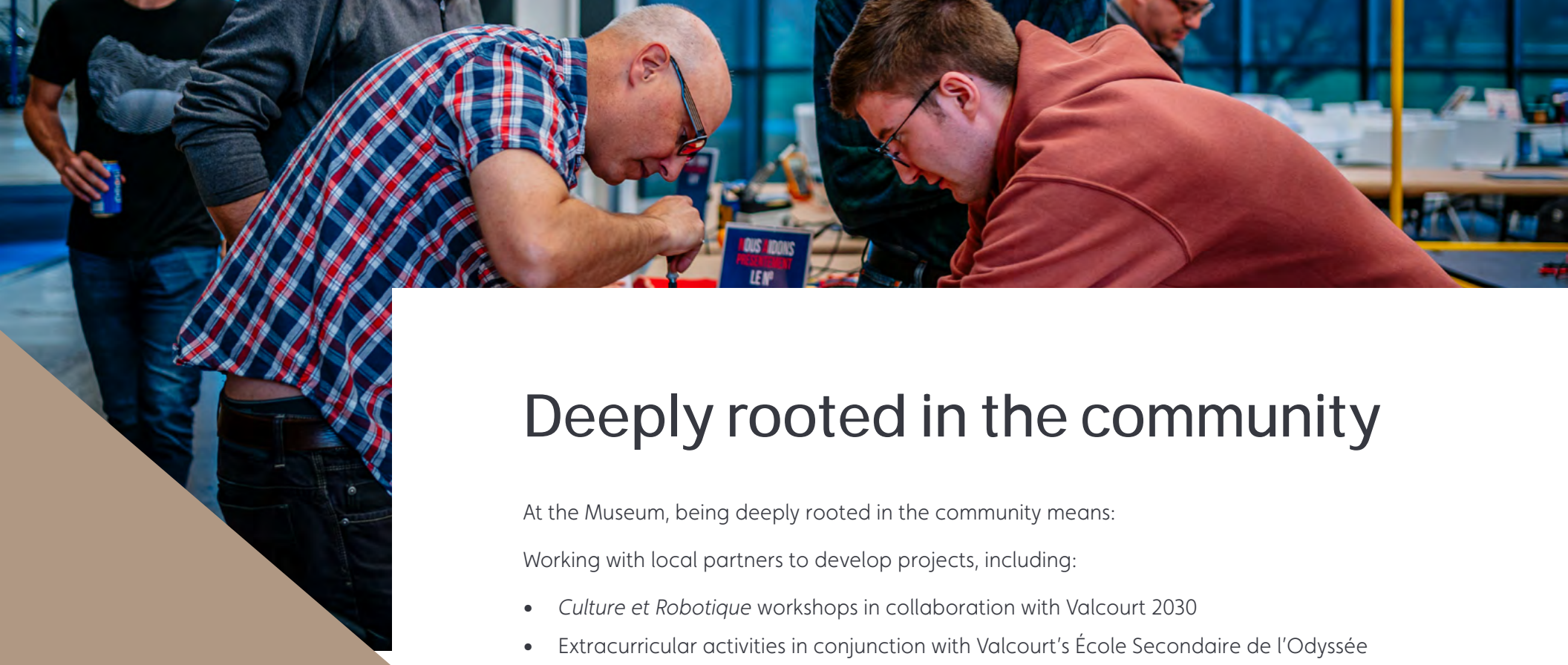
- *Repair Café* (two editions)
- Free admission to the Museum the first Sunday of every month
- *Unknown machines: Giants of the forest*
- Cultural Days
- *Tinkering Challenges* activity
- *Mordus de l'hiver*
- Grand Prix Ski-Doo de Valcourt
- Spring break
- Opening of the temporary exhibition *A Railroad to Dreams*
- Partner events

Activities held at the Museum:

- Guided tours of the BRP plant
- Guided tours of the reserve
- Fab Lab visits

**11,051**  
participants

**9,740**  
participants



# Deeply rooted in the community

At the Museum, being deeply rooted in the community means:

Working with local partners to develop projects, including:

- *Culture et Robotique* workshops in collaboration with Valcourt 2030
- Extracurricular activities in conjunction with Valcourt's École Secondaire de l'Odysée
- A welcome day for education students from Université de Sherbrooke
- Workshops to co-create a school activity with students from École secondaire de l'Odysée in Valcourt
- A meeting of local secondary school principals
- Fab Lab workshops for troubled youth in collaboration with Carrefour jeunesse-emploi du Comté de Johnson
- The *Grand Rendez-Vous* event in collaboration with Valcourt 2030
- The national workshop of the Association québécoise des interprètes du patrimoine
- The composition of a scientific committee, including partners from the Université de Sherbrooke, for the development of a future temporary exhibition on mobility
- A welcome day for archivists in collaboration with the Association des archivistes du Québec
- The participation of students from École secondaire de l'Odysée in both *Repair Café* events, who calculated the greenhouse gases saved by repairing broken objects



- The participation of young people from Valcourt's L'Initiative youth centre, who provided snacks at both *Repair Café* events
- Participation on the board of directors of the Association des archivistes du Québec for the Montréal region
- Participation on the board of directors of the Association québécoise pour le patrimoine industriel

#### Sharing our knowledge:

- Presentation of the podcast project *Joseph-Armand Bombardier, au-delà de l'inventeur*, at the conferences of the Association des archivistes du Québec and the Association québécoise pour le patrimoine industriel
- Participation in a delegation of young professionals from the museum community at the Salon international des musées (international trade show for museums) in Paris, and a day organized by Club Innovation & Culture, CLIC France
- Presentation of a digital comic book project at a reception held at the residence of Quebec's Delegate General in France
- A half-day training workshop for graduate and post-graduate students in museology on popularizing science, organized in partnership with the Centre de recherches Cultures-Arts-Sociétés (CELAT) at the Musée de la civilisation in Quebec City
- Addition of a history intern on the diffusion team



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