



OUR RESULTS

December 1, 2023 to November 30, 2024

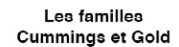
IMPACT REPORT



MEMBERS AND FRIENDS

2024

MEMBERS OF THE NETWORK

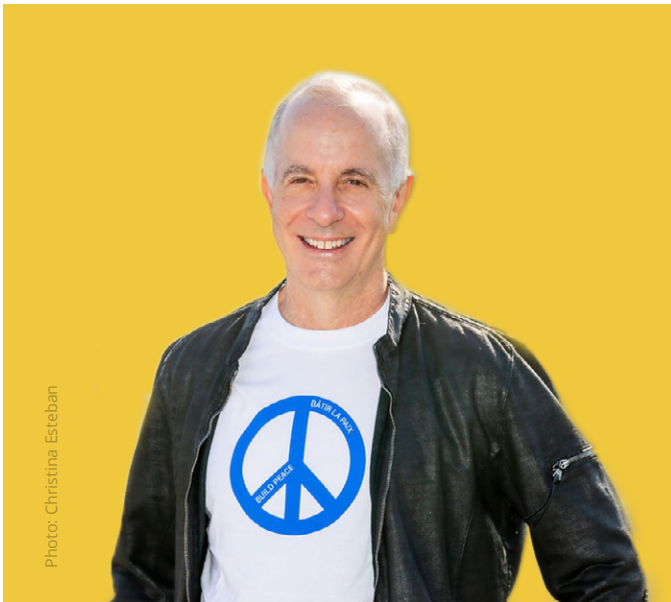


FRIENDS OF THE NETWORK

- | | | |
|---|--------------------------------------|--------------------------------|
| → André Michel | → Guy Bentley | → Mike Battat |
| → Andy Nulman | → Honey A. Drescher | → Miriam Roland |
| → Arie Koifman | → Jade Raymond | → Nadine St-Louis |
| → Brian Rishikof | → Jane Siblin | → Neil Wiener and Sylvi Plante |
| → Brian Sokoliuk | → Jed Kahane | → Peter Turkstra |
| → Claudia Bierman | → John Graham | → Phyllis Lambert |
| → Dorothy Reitman | → Larry Markowitz | → Reford MacDougall |
| → Dorothy Zalcman Howard and Steve Howard | → Marc Binette and Marie-Hélène Côté | → Robert and Diane Sasson |
| → François Morin | → Marc Juteau | → Sam and Terry Minzberg |
| → Geoff Moore | → Marsha Bronfman | → Soryl Shulman Rosenberg |
| | → Martin Plante | → Tony Loffreda |

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A MESSAGE FROM OUR PRESIDENT AND OUR EXECUTIVE DIRECTOR

There was a time when the mandate and objectives of the Peace Network for Social Harmony were difficult for people to grasp. Peace was either overlooked as an important element to our well-being or it was taken for granted by most people in our society. It seemed a given that, while things may not have been perfect, we Montrealers, Quebecers and Canadians would forever live in relative peace and harmony.

However, with the divisions that have become increasingly evident in our communities and around the world, the rationale and importance of the Peace Network and its mandate are no longer in question. If ever

there was a time to bridge the gaps between us and stand in solidarity with one another, it is now. And the Network is uniquely positioned to have solid and measurable impacts in the field of peace. The organization has always been on the vanguard of the domain, and is recognized by Montreal's communities for both its leadership and the impact of its work. We informed schools about best practices in bullying prevention just as they were being issued bullying prevention mandates across Quebec, launched our program on violence against women and girls just months before the metoo movement, and chose to greatly increase our focus on Diversity and Inclusion about

two years before the wave of interest in blacklivesmatter and related movements. We were also turned to for leadership following the horrors of October 7th and its aftermath, and we delivered both, in partnership with PLEDJ, through the Message of Solidarity which provided hope and the Solidarity Dialogues initiative which provides solutions.

In a rapidly evolving world filled with complex social problems, the Peace Network recognizes the need to take action and implement innovative measures that bring about systemic and sustainable change. The Network as an organization is ideally positioned to intervene and achieve results, since we

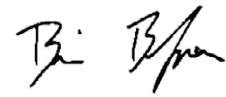
A MESSAGE FROM OUR PRESIDENT AND OUR EXECUTIVE DIRECTOR

are able to unite a multitude of stakeholders around a common goal and can readily engage thoughtful and creative individuals with a diversity of talents. Through our initiatives such as the Diversity and Inclusion Project and Peace Days, we have mobilized a multitude of skilled and committed stakeholders to help develop solutions, generate reflection and raise awareness. As a result of our many collaborations, we have been able to share our knowledge,

expertise and experience and to thereby build the capacity of community organizations. Our aim is to bring about clear and lasting change. It is for this reason that our end-of-year reports are entitled “Our Results”.

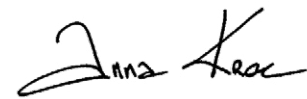
In these historic times, when challenges abound, we undertake a positive, constructive approach based on dialogue and collaborations. After more than 15 years of dedicated efforts and of

perseverance, the Peace Network for Social Harmony remains, more than ever, on the ground and ready to inspire and change the world, in order to make it a better place to live, for everyone.



Brian Bronfman , O.Q.

President



Anna Krol, Ph.D.

Executive Director

SENATE STATEMENT: RECOGNIZING THE PEACE NETWORK’S “OUTSTANDING WORK”

“With initiatives that are apolitical and solution-oriented, the Peace Network has helped hundreds of stakeholders to create joint projects, share best practices, promote values such as respect, trust, equity, empathy and inclusion and, more broadly, overcome the constraints of working in silos through collective action.

Honourable senators, this unique mandate has made the Peace Network for Social Harmony a leader for peace in Canada that is appreciated by both the Canadian public and the network’s many partners. We know that what the world needs most today is peace.”

— **Hon. Tony Loffreda, October 2, 2024**

WE ARE UNIQUE IN THE QUEBEC LANDSCAPE

The Peace Network for Social Harmony is made up of 18 philanthropic foundations, 5 corporate members and 36 individual donors. Our Members and Friends are committed to our cause because they recognize the important role played by peace in our lives and in the well-being of our communities. They recognize the need to work on a daily basis in order to preserve and advance the social harmony that benefits us all.

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

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

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

OUR MISSION

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

THE 5 PILLARS OF OUR WORK

- **Leadership:** We develop and lead projects that respond to community needs.
- **Participation:** We share our expertise by participating as collaborators in many of our partners' projects.
- **Promotion:** We support our partners in their outreach and promotional efforts in order to afford them greater visibility.
- **Support:** We offer our partners advice and expertise in order to help them strengthen their projects.
- **Networking:** We are known for our ability to mobilize people and create rich, fruitful and enjoyable networking opportunities.

OUR PARTNERS

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

OUR UNDERLYING ADVANTAGE

A CLOSE RELATIONSHIP WITH THE FIELD

A STRATEGIC POSITIONING

A MACRO VISION

A THOUGHTFUL, RIGOROUS AND CONCRETE APPROACH

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

COLLABORATION AS A STRATEGY

We see collaboration as a cross-disciplinary strategy that applies throughout our activities. This approach enables us to create synergies among stakeholders that endure over time and help them to overcome the limits of working in silos, while maximizing the impact, scope and efficiency of our partners' actions. In this way, we contribute to social harmony and peace in innovative ways.

... our Members and partners **engage in our projects.**

... **we help to improve the projects** and initiatives of our Members and partners through our expertise and advice.

WE ARE MAKING OUR MARK WHEN...

... **new collaborations are born** as a result of the connections among stakeholders that we facilitate on a daily basis.

... **our network** of Members, Friends, partners and allies **expands.**

... **our reputation grows** thanks to the relevance and quality of both our activities and the content we disseminate (in both French and English).

OUR RESULTS IN NUMBERS

23 Members

36 Friends

16

Project
Sponsors

4

major projects and
initiatives involving
partnerships

3

fields of activity

Diversity and Inclusion
Violence Prevention
Peace Promotion

100+

**grassroots
partners**

- Action Week
Against Racism
- Martin Luther King Day
Commemoration
- Peace Film Soirée
- Solidarity Dialogues

2

major projects

DI (Diversity and Inclusion) Project
Peace Days

4

professional services

Training on mental health
Guidance on project management in an intercultural context
Consultation on intercultural communication
Governance support

OUR RESULTS IN NUMBERS

300+

**publications
on social media**

LinkedIn
Facebook
Instagram

60,000+

**views on
social media**

50

**initiatives
promoted**

1,500+ 9

subscribers

to our Mailchimp
mailing list

newsletters

**and special
communications**

6 public outreach opportunities

Launch of the Solidarity Dialogues, in partnership with PLEDJ

"Cercle A", a monthly event organized by Audace au Féminin

"Finding Common Ground: Addressing Hate and Racism in Canada", an event presented by the Canadian Race Relations Foundation and The Globe and Mail*

Asked to speak at the launch of Canada's Action Plan on Combatting Hate*

Special guest at the Stanley Knowles Dinner at United College, University of Waterloo*

Participation at the Montreal City Mission panel on "Fostering Dialogue and Collaboration Across Communities"*

* With Dr. Amal Elsana, Ph.D.

1

**Outreach
Partner**

7

interviews and prominent mentions

in French- and English-language media

OUR PROJECTS



We develop unifying projects that enable us to work on key issues with partners who come from diverse backgrounds, communities and neighbourhoods.

→ **MOBILIZE**

→ **CREATE**

→ **SHARE**



Meeting with some members of the Education and Youth Committee



DIVERSITY AND INCLUSION PROJECT

6

committees

30

DEI¹ Specialists

19

meetings

1

directory
of resources

5

directories on
inclusive practices

¹ Diversity, Equity, Inclusion

DI PROJECT

The strength of this project lies in the mobilization of different sectors and communities, and in the use of collective intelligence to achieve a common goal. The project is an opportunity for those active in DEI to meet and/or to get to know each other better, to grow closer, and to better understand the workings of their respective environments and sectors.

In the first half of 2024, the **DI Project** continued with its 6 working committees holding monthly meetings. Five of these committees were working on the development of inclusive practice guides focused on their respective issues, and one of the committees devoted its time to creating a directory of organizations offering services in the school context with the ultimate goal of strengthening the bond of trust between the community and its schools.

The second part of the year was devoted to deliverables: organizing and structuring of texts, and the drafting and layout of the various directories through the efforts of our DI team with help of a graphic designer.

3 CROSS-SECTORAL COMMITTEES	3 INTRA-SECTORAL COMMITTEES
Organizational Transformation	Education and Youth
Common Language	Arts and Culture
Relations with Funders	Business

DI PROJECT

Sectors represented in the project

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



FOR THE RECORD

The DI Project is one of the Peace Network's most significant projects and our largest project in the "Diversity and Inclusion" field of activity. It began in 2022 with the "**Forum on Diversity and Inclusion: Uniting to Strengthen the Field**", which brought together over 200 people who work professionally on issues related to diversity and inclusion.



10 YEARS OF PEACE DAYS

A TRULY SPECIAL EDITION!

— Since 2015 —
PEACE
— DAYS —

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

104
organizations
including

52
new
partners

92
activities
most activities
were free of charge

2
events
that both educated and provided
networking opportunities

PEACE DAYS

OVERVIEW

For the past 10 years, we have been inviting Montreal organizations to take part in this unifying initiative, which highlights the importance of everyone's efforts in creating a peaceful and harmonious society. Through Peace Days, we provide:

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



PEACE DAYS

This 10th edition was an opportunity to surpass ourselves: it was the biggest edition in the history of Peace Days!

Every element was carefully thought out and chosen to achieve our two main objectives: greater mobilization to promote peace, and closer ties between the people who work every day for social harmony.

The theme for Peace Days 2024, **“Working Together for an Inclusive Society”**, mobilized organizations from many different backgrounds and communities, demonstrating that peace is a common, cross-cutting, multidimensional issue, based on healthy, respectful relationships.



PEACE DAYS

Our **Peace Days launch and closing events** provided opportunities to bring together a multitude of Peace Days partners, providing moments for reflection and opportunities for networking through activities that facilitate encounters.

→ **PRESENTATION ON THE IMPORTANCE OF WORKING TOGETHER FOR PEACE BY PROFESSOR PATRICE BRODEUR (LAUNCH)**



“My heartiest congratulations for this magnificent launch! It seems to me that networking, particularly in this domain, is absolutely essential so that we can nourish, enrich, support and live in solidarity with one another, all of which is needed for collaborative work towards a lasting peace!”

Patrice Brodeur

→ **PANEL DISCUSSION ON COLLABORATION (CLOSING EVENT)**



Claude Pinard, President and CEO, Centraide of Greater Montreal

Dr. Anna Krol, Executive Director and Director of Diversity and Inclusion, Peace Network for Social Harmony

Roukayatou Abdoulaye, Liaison Officer, responsible for the immigration file, City of Sherbrooke



Dorothy Rhau, Founder and Executive Director, Audace au Féminin (moderator)

PEACE DAYS

THE INAUGURAL PEACE BUILDER AWARDS

These awards, presented at the closing event, recognize outstanding contributions to inclusion and peace, and highlight the efforts and energy deployed for the good of our communities.

3
categories

COLLABORATION



Collectif 21 septembre

(Centre Marie-Gérin-Lajoie,
Initiatives of Change Canada,
Maison de l'amitié and
Religions for Peace - Québec)

ORGANIZATION



Montreal Museum of Fine Arts

Photos: Maryse Boyce

INDIVIDUAL



Catherine Boulos

(Mouvement de Paix)

Congratulations to our honourees, and thank you for your long-term involvement in Peace Days — and even from the outset in the case of the Collectif 21 septembre!

Thank you to Kevin Deer for the traditional opening, to Nina Segalowitz and Sierra Segalowitz-Clabaux for their throat singing, to Café Korigé for their musical performance, and to the Montreal LGBTQ+ Community Centre for their partnership in the closing event.

PEACE DAYS

→ 4 categories of activities

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

→ 12 types of partners

businesses, cinemas, theatre companies, foundations, research labs, museums, community organizations, groups of filmmakers, law enforcement, dance studios, places of worship, municipalities

→ 8 cities

Montreal-West
Westmount
Mont-Saint-Hilaire
Longueuil
Saint-Jean-sur-Richelieu
Saint-Hyacinthe
Quebec City
Toronto

2 MAJOR EVENTS

→ Launch, in partnership with the City of Montreal

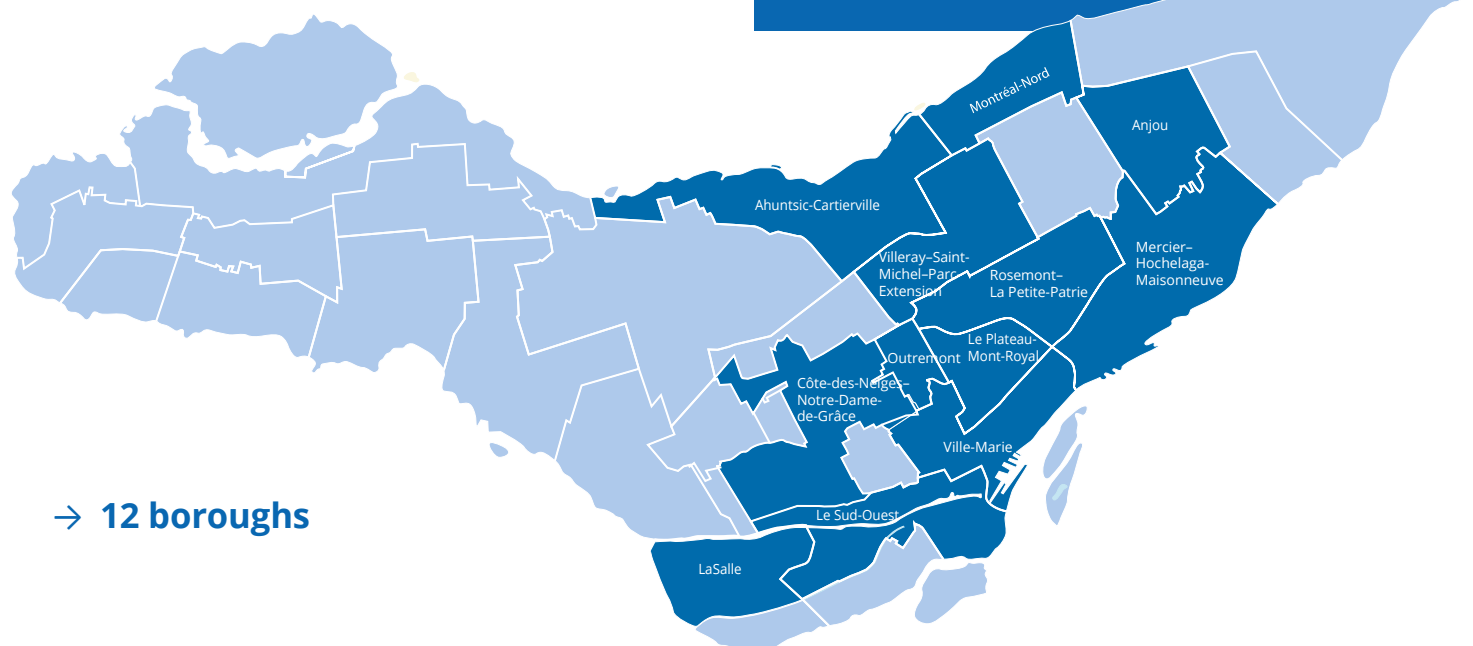
85

representatives from
Montreal-based organizations

→ Closing event: panel, awards ceremony, networking

80

representatives from
Montreal-based organizations



→ 12 boroughs

PEACE DAYS

5 types of audiences

- families
- adults
- teenagers
- children
- public services



16 FINANCIAL PARTNERS

Gold Partner

The Dym Family Foundation

Silver Partners

Bell
Brian Bronfman Family Foundation
Fiera Capital

Bronze Partners

Alvin Segal Family Foundation
Bark Busters
Citi
DIVCO Foundation
Jarislowsky Fraser
Kaufmann de Suisse
Richardson Wealth

Supporters

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

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

PEACE DAYS

COMMUNICATIONS CAMPAIGN

MEDIA COVERAGE

- Text by Brian Bronfman, Spokesperson, The Suburban + Le Devoir (third year)
- Interview with Brian Bronfman, Coconut Podcast (in French)
- Community Shoutout, Global News
- *Mohawk Faith keeper, Rabbi, Imam and Pastor meet to address global challenges* (coverage of the September 30 event), CityNews



OUTREACH PARTNER

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

SOCIAL MEDIA

Facebook | Instagram | X

75+
publications

20,000
views

MAJOR PARTNERSHIPS

OUR COMMITMENT
TO PARTNERSHIPS IS
ONE OF THE PILLARS
OF OUR WORK.

In 2024, we collaborated on **4 major projects and initiatives:**

1 new project

3 projects that continued
partnerships lasting over
multiple years

NEW PROJECT

SOLIDARITY DIALOGUES

In partnership with PLEDJ
(Promoting Leadership for Empowerment,
Development and Justice)



Photo: Cindy Boyce

120
people attended the project launch

19
Montreal leaders participating
in the first cohort

90
students trained in dialogue

MAJOR PARTNERSHIPS

NEW PROJECT

SOLIDARITY DIALOGUES

The Solidarity Dialogues project was developed as a response and a solution to the tensions and divisions arising in Montreal society as a result of wider conflicts such as Israel-Palestine. The initiative aims to create safe spaces for difficult conversations involving effective communication, resulting in mutual understanding, empathy and connection where these had been lacking.

The first step in the initiative was to train leaders from four key sectors — religion, academia, civil society and conflict resolution — in the Solidarity Dialogues method for facilitating conversations on deeply divisive issues, with the intention that these leaders then transpose this method to their respective communities by adapting it to their needs and then working to defuse their tensions. At this first training, which took place in July, participants:

- undertook experiential learning by participating in difficult dialogue situations, providing insights into what it is like to be a dialogue participant;
- learned theory and practice on dialogue facilitation, making them better prepared for facilitating difficult conversations in their forthcoming projects with their own communities.

The training also had the effect of creating or strengthening the ties among the participating leaders.



MAJOR PARTNERSHIPS

NEW PROJECT

SOLIDARITY DIALOGUES

In a second phase, and as the first sub-project offered followed the leaders' training, an adaptation of the Solidarity Dialogues method was provided through a series of 6-hour workshops given to graduate and undergraduate students at McGill University's School of Social Work.

PEACE NETWORK CONTRIBUTION TO THE SOLIDARITY DIALOGUES:

- Co-creator of the project
- Mobilization of Montreal leaders for the first cohort
- Co-creation and co-instruction of the workshop program for McGill Social Work students
- Outreach for the project to the general public, through participation at conferences, interviews, special events, launch of Canada's Action Plan for Combatting Hate, etc.

80

people attended a special event at United College (University of Waterloo) featuring the Peace Network's Brian Bronfman and PLEDJ's Amal Elsana as featured guests

2,200

people attended the "Finding Common Ground: Addressing hate and racism in Canada" conference, presented by the Canadian Race Relations Foundation and The Globe and Mail, and featuring the Peace Network's Brian Bronfman and PLEDJ's Amal Elsana as key participants

MAJOR PARTNERSHIPS

RECURRING PROJECTS

MARTIN LUTHER KING DAY COMMEMORATION

IN PARTNERSHIP WITH THE CITY OF MONTREAL AND YOUTH IN MOTION

The commemoration of Martin Luther King Jr. Day is an opportunity to recall Dr. King's values and recognize the persistence of injustice in our society, as well as spotlighting the importance and effectiveness of diversity and inclusion, along with non-violence, in the quest for social justice.



Photo: Ville de Montréal/Sylvain Légaré

80

attendees

2

writing workshops for

15

young people

2

engaging speeches

3

musical performances
by young artists

MAJOR PARTNERSHIPS

RECURRING PROJECTS

MARTIN LUTHER KING DAY COMMEMORATION

The 2024 commemoration was dedicated to youth, creativity and art. The latter is particularly recognized for its power to emancipate, heal, transform and promote peace.

In preparation for Martin Luther King Day, we offered two poetry and song-writing workshops on non-violence and the influence of Martin Luther King to young people from Youth in Motion (Little Burgundy). We invited youth from Chalet Kent/NBS Studio (NDG), who were already involved in a music program, to perform three songs at the commemoration.

Also taking part in the event were Svens Telemaque, an author and committed artist, and Jai Nitai Lotus, a pillar of the Montreal hip-hop scene and director of the NBS Studio. Their words highlighted the achievements of young people, their creative power, their talents, but also the difficulties they face on a daily basis. The audience was given a glimpse into the reality of today's marginalized youth.



MAJOR PARTNERSHIPS

RECURRING PROJECTS

PEACE FILM SOIRÉE

IN PARTNERSHIP WITH THE FESTIVAL DU NOUVEAU CINÉMA (FNC)

In 2024, we presented the documentary “Disco's Revenge”, which traces the epic history of disco, a musical and artistic form that beat to the rhythm of the struggles for civil rights and the rights of LGBTQ+ people. Disco brought people together, without discrimination, and was a means of empowerment for marginalized communities.

By choosing this documentary, we offered the audience a moment of reflection and learning on important themes related to peace. The screening was followed by a panel discussion that focused on the music industry's role in social change. It featured:

- **Marika Anthony-Shaw**, Musician and Founder and Chief Executive Officer of Plus1
- **Michael Venus**, Multidisciplinary Artist, Director, Curator and LGBTQ+ Storyteller
- **Andy Williams**, Music Historian, Activist, Curator and DJ
- **Andy Nulman**, Project Lead at the anti-hate campaign PACT (moderator)



141

attendees

1

screening

1

panel discussion

3

panelists

MAJOR PARTNERSHIPS

RECURRING PROJECTS

ACTION WEEK AGAINST RACISM

IN PARTNERSHIP WITH LE CENTRE INTERNATIONAL DE DOCUMENTATION ET D'INFORMATION HAÏTIENNE, CARIBÉENNE ET AFRO-CANADIENNE (CIDIHCA)

In 2024, the Action Week Against Racism celebrated its 25th anniversary. The theme of this special edition was “A Historical Perspective on Racism in Quebec: Bringing Together Quebecers of All Origins and Indigenous Peoples”. This initiative aims to prevent and combat racism and other types of injustice and inequality.



10
days of activities

37
activities

PEACE NETWORK CONTRIBUTION:

- Participation in the Advisory Committee
- Sharing our expertise in strategic writing and communications
- Contacts with potential panelists
- Conceptual support for the symposium
- Promotional support for the entire event

OUR PROFESSIONAL SERVICES

The Peace Network is backed by the expertise and experience of its team members, and for some years now has been offering its partners a number of professional services. Specifically, we can offer trainings in our various fields of activity, as well as support to our grassroots partners in project management or governance.

These services aim to strengthen our partners' capacities and optimize their work and resources.

- We have provided advice on project management in an intercultural context and on intercultural communication.
- We support a partner in all matters relating to their governance.
- We have given **2 presentations** in schools on basic concepts and the importance of working in DEI.

This **tailor-made support** is much appreciated by each partner, as it gives them the opportunity to step back and **take a critical look at how to improve their practices**.

When demand for services exceeds our capabilities, we turn to our network of collaborators. This was the case, for example, when we organized a workshop on mental health. Our partners raised the need for training in the prevention of burnout and mental fatigue, and we turned to one of our regular collaborators, Jordy Belance, a psychologist by training who understands the realities of community workers and their mental health challenges.



COMMUNICATIONS

PARTNER SUPPORT

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

Not only have we offered communications training, but we have supported some of our partners by working with them on ways to raise the profile of their initiatives, in addition to assisting with the implementation of certain of their projects. As such, we have given assistance related to:

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

9

newsletters

60,000+

views on social media

300+

publications

COMMUNICATIONS

The professionalization of our communication methods and tools helps us to:

- Give our Members greater visibility in a quality environment in return for their essential support
- Facilitate the mobilization of our partners
- Attract sponsors and outreach partners
- Grow our membership

The Peace Network's communications efforts are intended to raise awareness and highlight the rigor of our work, and to help position the Network as an influential player in the field of peace. We also ensure that our initiatives and the impact of our actions are well understood, and that our messages help to mobilize both our partners in the field and our donors, bringing the right people together around our projects and our mission.

By contributing to the influence, recognition and development of the Network, the communications strategy contributes to the services and support we can offer our partners in the field, while also reporting on the progress of our initiatives in our various fields of activity.

Our communication tools use clear language, targeted messages and an attractive and coherent visual signature in order to maximize the reach of our efforts. These are seen when looking at the multiple resources used by the Network: websites, reports, presentation documents, press releases and social media (Facebook, Instagram, LinkedIn, X).

Our communications efforts also include the production of tools that not only generate visibility and public awareness, but also help to mobilize and create a sense of belonging for both the public and our partners. These tools include:

- marquees
- t-shirts
- bookmarks
- posters
- banners

COMMUNICATIONS

IN THE MEDIA

OUR EXECUTIVE DIRECTOR, ANNA KROL

- Interview
Le Talk-show de BAI
(Bienvenue à l'immigrant)
- Interview
Coconut Podcast

DIALOGUES OF SOLIDARITY

- Text co-written by Amal Elsana and Brian Bronfman
Que faut-il pour vivre en paix, ensemble ?
Le Devoir
Living together in peace
The Suburban
- *Polarization in Canada is growing – willpower is needed to fight it*
The Globe and Mail



The team underwent both theoretical and practical training with a renowned agency to improve their public speaking skills, particularly in the media, and refocus their messages around the Peace Network's mission and initiatives.

COMMUNICATIONS

IN THE CONTEXT OF PEACE DAYS

5

major media
appearances

75+

posts on
social media

3

newsletters

1

newly-optimized
website

1

official Outreach Partner

The major communications campaign of 2024 was undoubtedly that of the 10th edition of Peace Days. The campaign was designed to maximize the visibility of the initiative - and by extension did the same for our partners, their activities and their efforts. The visual signature of the 2024 edition was intended to reflect the importance of our partners and their commitment over the years, particularly those who have helped Peace Days grow into the initiative it has become.

DIGITAL PLATFORMS

The campaign relied in large part on a sustained presence through social media and the creation of links with our partners' online communities. We also promoted Peace Days using our dedicated website, newsletters and online calendars (aimed at both the partner community and the general public). The Peace Days website has also been enhanced with new functionalities that facilitate the registration process for our implementing partners, and a revamping of the program calendar.

IN THE MEDIA

- Coconut Podcast
- Le Devoir → For a third consecutive year, Brian Bronfman wrote an article that was published both in *The Suburban* and *Le Devoir* to mark the UN International Day of Peace.
- The Suburban
- Global News
- CityNews

The YMCAs of Québec — Official Outreach Partner

For a 3rd year, the YMCA team helped spread the word about Peace Days to the general public (through outreach tools present in 4 Montreal centres).

OUR TEAM



Brian Bronfman

President & Co-Founder



Marcia Wetherup

Vice-President,
Operations & Co-Founder



Dino Grifo

Vice-President,
Production & Co-Founder



Anna Krol, Ph. D.

Executive Director & Director,
Diversity and Inclusion



Djemilatou Belem

Coordinator, Violence
Prevention and
Peace Promotion



Diane Bertrand

Coordinator,
Projects and Events



Stéphanie Girouard

Communications
Specialist



Isabelle Comtois

Diversity and Inclusion
Project Manager &
HR Consultant

BOARD OF DIRECTORS

- **Brian Bronfman**, President
- **Dino Grifo**, Vice-President and Secretary
- **Robert Kleinman**, Treasurer
- **André Comeau**
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