

Subject: Mécénat Musica Program, 5th Edition, to encourage cultural philanthropy

The Jewish Community Foundation of Montreal (JCF) is pleased to announce the 5th Edition of the Fondation Mécénat Musica grant-matching program. Mécénat Musica is a cultural program created by donors for donors. It encourages individuals to make an **in-perpetuity** donation of \$25,000 to a cultural organization that is important to them, and it encourages philanthropic families to match these individuals' donations with donations of \$250,000 or \$2,500,000.

To be eligible, the donor's cultural organization must meet the following five criteria:

1. Be a charity registered with Canada Revenue Agency and operating in Quebec;
2. Have or create an in-perpetuity endowment fund with JCF;
3. Be eligible for the Mécénat Placements Culture (MPC) program, volet A (Ministère de la Culture et des Communications du Québec);
4. Have already received support from the "Endowment Incentives" component of the Canada Cultural Investment Fund (Canadian Heritage), or have submitted an application accepted by Canadian Heritage (except for matching grant D);
5. Accept and sign the [Mécénat Musica Conditions](#).

To receive the matching grants of the Mécénat Musica Program (PMM), the donor's cultural organization must

- not have received PMM matching grants since 2013 under previous PMM matching editions,
- confirm, by providing a copy of donors' cheques or wire transfers, that donors are individuals who donate \$25,000 or more, or families who donate \$250,000 or more.

*The net cost to an individual of a \$25,000 cash donation, after personal tax credits, can be \$6,750, thanks to, among other credits, an additional tax credit from Revenue Québec for one large cultural donation, which can only be claimed by the donor once in his or her lifetime, until December 31, 2022. The net cost to an individual of a \$25,000 donation of public company shares (with large non-realized gains) can be as low as \$7,521. After-tax cost assumes the individual is a Quebec resident and has sufficient taxable income to absorb the donation tax credits.

http://www.cqff.com/liens/dons_culture_qc.pdf

The organization may apply for one of the following Mécénat Musica Program matching grants (A, B, E, D or F):

- A. All eligible cultural organizations: Matching grant of \$25,000 or \$50,000
- A.1 If the cultural organization deposits donations of \$25,000* each from two (2) different individuals in its in-perpetuity endowment fund with JCF, the Mécénat Musica Program will distribute a matching grant of \$25,000 to the organization's fund,
- OR
- A.2 If the cultural organization deposits donations of \$25,000* each from four (4) different individuals in its in-perpetuity endowment fund with JCF, the Mécénat Musica Program will distribute a matching grant of \$50,000 to the organization's fund.

Example A: www.MecenatMusica.com/exemples

- B. Cultural organizations with revenues of more than \$1,000,000 in its most recent financial statements: Matching grant of \$100,000

- If the cultural organization deposits donations of \$25,000* each from ten (10) different individuals in its in-perpetuity endowment fund with JCF, the Mécénat Musica Program will distribute a matching grant of \$100,000 to the organization's fund.

Example B: www.MecenatMusica.com/exemples

E. Cultural organizations with revenues of more than \$2,500,000 in its most recent financial statements: Matching grant of \$100,000

- If the cultural organization deposits donations of \$25,000* each from six (6) different individuals AND one donation of \$250,000 from a family (or their investment company, foundation, or donor advised fund), in its in-perpetuity endowment fund with JCF, the Mécénat Musica Program will distribute a matching grant of \$100,000 to the organization's fund.

Example E: www.MecenatMusica.com/exemples

D. Cultural organizations not eligible for Canadian Heritage: Matching grant of up to \$100,000

- D.1 If the cultural organization deposits donations of \$25,000* each from eight (8) different individuals OR \$250,000 from one family, (or their investment company, foundation, or donor advised fund), in its in-perpetuity endowment fund with JCF, the Mécénat Musica Program will distribute a matching grant of \$50,000 to the organization's fund,

OR

- D.2 If the cultural organization deposits donations of \$25,000* each from ten (10) different individuals AND \$250,000 from each of two different families, (or their investment companies, foundations, or donor advised funds), in its in-perpetuity endowment fund with JCF, the Mécénat Musica Program will distribute a matching grant of \$100,000 to the organization's fund.

Example D: www.MecenatMusica.com/exemples

F. Cultural organizations not eligible for Quebec MPC: Matching grant of up to \$100,000

- If the cultural organization deposits donations of \$25,000* each from ten (10) different individuals AND \$250,000 from each of two different families (or their investment companies, foundations, or donor advised funds), in its in-perpetuity endowment fund with JCF, the Mécénat Musica Program will distribute a matching grant of \$100,000 to the organization's fund.

Example F: www.MecenatMusica.com/exemples

The 5th Edition of JCF Mécénat Musica matching program will end on November 20, 2019, at 4:00 p.m., or when the program's capital is fully distributed, whichever comes first, considering that the deadline for submitting a grant application to Canadian Heritage, for donations raised in 2019, is November 30 2019.

Matching grants will be awarded on November 26, 2019, on a first-come, first-served basis (as determined by dates of deposits of donations to the in-perpetuity endowment fund and compliance with criteria).

For more information, please visit Fondation Mécénat Musica's website (www.MecenatMusica.com) and then contact the Jewish Community Foundation of Montreal (JCF): Kathy Assayag, Executive Director (kathy.assayag@jcfmontreal.org) or (514) 345-6414)