



Desjardins Part of Your Everyday Life

In 2008, Desjardins distributed more than \$ 80 million in donations, sponsorships and scholarships, contributing to the economic and social development of its 5.8 million members and clients and their communities. Here are some of the major contributions Desjardins has made to local communities, presented by business segment.



Education and youth

To support education and youth, Desjardins contributes to a great many fundraising campaigns, with donations to the Université du Québec foundations for its Montréal, Québec, Trois-Rivières, Chicoutimi, Rimouski and Outaouais establishments. Desjardins also has commitments with a number of other universities including Université Laval, Université de Montréal, Université de Sherbrooke, École polytechnique, McGill University and Concordia University through its support of various chairs and research centres.

Arts and culture

Besides sponsoring numerous summer events at the national and provincial levels, Desjardins supports the Canadian artistic and cultural scene year-round. Desjardins is a sponsor of the Orchestre symphonique de Montréal, the Orchestre symphonique de Québec and the Toronto Symphony Orchestra, among others, and is associated with the Musée national des beaux-arts du Québec and the Montréal Museum of Fine Arts.

Environment

Équiterre is an organization with a mission to foster a social ecology movement by encouraging individuals and communities to make ecologic and socially equitable choices. Echoing Équiterre's campaign, Desjardins has followed its own institutional campaign, "Change the world, one step at a time," for almost two years now, implementing concrete measures to contribute to a more eco-friendly and equitable world.

Best Corporate Citizen

In 2008, Desjardins was ranked 20th among the 50 Best Corporate Citizens of Canada in Corporate Knights magazine and was a finalist in the Prix de l'entreprise citoyenne (Québec corporate citizenship prize) awarded by Korn/Ferry International and the financial newspaper, L'Actualité. Desjardins is also a member of Imagine Canada, a national charity that delivers research on charities and not-for-profit organizations and oversees their interests. **D**

Health

The Montréal Heart Institute Foundation's mission is to support research and technological development at the Montréal Heart Institute. As a supporter of this cause, Desjardins is committed to donating, over a five-year period, a total of more than \$1 million to the Foundation's financing campaign, as well as participating in various benefits and charity events every year.

Desjardins also financially supports University hospital foundations such as the Fondation du CHUM (Montréal University Hospital), the Fondation du CHUQ (Québec City University Hospital) and Hôpital Sainte-Justine. **D**

Economic development

In addition to its participation with the Fédération des chambres de commerce du Québec and local and regional chambers of commerce, Desjardins has offered annual support to the Québec Business Women's Network. Also, Desjardins helps support new and emerging companies through its partnership with the Québec Entrepreneurship Contest.

Desjardins: An unquestionable force for Québec

Desjardins Group's operations contributed over \$4.8 billion to Québec's economy. These findings are the result of a study led by the Desjardins Group Economic Studies Division. The positive spinoffs thus created for Québec's economy represent 1.84% of the province's total GDP. In concrete terms, this amounts to 67,551 jobs created either directly or indirectly – about one in every 50 jobs in Québec. Moreover, every job created at Desjardins Group generates another in the economy at large. Over 80% of these jobs were attributable to the Desjardins caisse network and to the Fédération des caisses Desjardins. Desjardins Group's activities in Québec also bring in over \$1 billion for the provincial government in the form of income taxes, various other taxes and incidental taxation (contributions to the Québec pension plan or to the Commission de la santé et de la sécurité du travail, for example). The federal government, meanwhile, benefits from an additional \$470 million every year thanks to Desjardins. **D**

Enjoy a Real **Desjardins** Summer

This summer, Desjardins is participating in more than 300 local, regional and national events. Being associated with so many events is one way we contribute to the well-being of individuals and communities.



Festival en chanson de **Petite-Vallée**

The Festival en chanson de Petite-Vallée is a special encounter for young emerging artists. The song fest provides a veritable springboard for the launch of new artists, one of whom will take home the Audace Desjardins Scholarship awarded at the highly popular Bal du passeur evening. **From June 26 to July 4** www.festivalenchanson.com **D**

Québec City Summer Festival

For 10 days the capital will swing to the rhythms of the Québec City Summer Festival, the largest outdoor artistic event in Canada. Les Grands événements Desjardins has become a can't miss part of the festival, with a number of major stars on the program for 2009: Kiss, Sting, Pierre Lapointe, Plácido Domingo and NTM. **From July 9 to 19** • www.infofestival.com **D**



Francfolies de Montréal

The Francfolies de Montréal invites you to enjoy 11 days of musical fun and delight, with more than 250 shows, including 180 free concerts on 7 outdoor stages. Espace vert Desjardins is an urban oasis where festival-goers can find refreshments while taking in the Nouvelle chanson Desjardins and Les espoirs Desjardins series. The Grande Place at Complexe Desjardins will turn into a world music theatre with the Musiques d'ici et d'ailleurs Desjardins multicultural concert series. **From July 30 to August 9** • www.francfolies.com **D**



Festival international des rythmes du monde

Having attracted some 242,000 spectators last year, Saguenay's Festival international des rythmes du monde is now considered to be the largest multi-ethnic event in the province. For 10 days, some 800 musicians from the world over will entertain at this popular event, presenting musical rhythms and vibes from all cultures. **From July 30 to August 9** • www.rythmesdumonde.com **D**



Lanaudière International Festival

The Lanaudière International Festival is offering a mid-summer breath of classical tunes. Les Concerts Desjardins are an irresistible series of Sunday events presented in the enchanting atmosphere of the Lanaudière amphitheatre, with Les Petits chanteurs de Laval and Les Voix boréales, Michel Donato and his jazz ensemble, Alexandre Da Costa playing Kreisler, Roby Lakatos and his gypsy violin, and the Moonlight Girls with their version of Boogie Woogie are all on the program. **From July 4 to August 2** • www.lanaudiere.org **D**



Cinéfest Sudbury International Festival

Downtown Sudbury, Ontario, will be alive with activities for Sudbury's Cinéfest film festival. More than 100 films (feature-length and shorts, documentaries and animated features) will be presented. Cinéfest Sudbury is also organizing a competition among amateur videographers, as well as a forum on the Canadian film industry. **From September 19 to 27** • www.cinefest.com **D**

Saint-Tite's Country Festival

Winner of the Grand Prize for Québec tourism in the festivals and tourist events category, this year's Festival Western de Saint-Tite once again offers 10 days of action-packed festivities. Professional, international-calibre rodeos, including the famous Desjardins Rodeo, country dancing at the Desjardins Country Club, and a variety of shows are on the program. **From September 11 to 20** www.festivalwestern.com **D**

Gatineau Hot Air Balloon Festival

More than 200,000 visitors will meet again this year at the Gatineau Hot Air Balloon Festival. This year, 8 new hot air balloons and more than 300 shows and events will entertain festival-goers.

From September 4 to 7 www.montgolfieresgatineau.com **D**



Cirque du Soleil – **OVO** Show



The Cirque du Soleil is celebrating 25 years this year with its new creation, OVO, which takes the audience to new sensational worlds. You'll see busy insects working, climbing, feasting, fighting and flirting in a whirlwind of energy and movement. A travelling photo exhibition, on view at a shopping centre in every city OVO is set to visit in 2009, will display the highlights of the Cirque and Desjardins from 1982 today.

OVO, starting April 23 in Montréal, July 30 in Québec City and September 3 in Toronto. www.cirquedusoleil.com **D**