

Mount Pleasant Group

2013-2014 ANNUAL REVIEW





The Empress of Ireland Memorial, Salvation Army Plot, Mount Pleasant Cemetery, Toronto. 2014 marks the 100th anniversary of the sinking of the Empress of Ireland, which resulted in the loss of 1,012 lives.

TABLE OF CONTENTS

- 2 A Message From Our Presidents
- 4 Transforming The Cremation Experience
- 6 The Expanded Elgin Mills Visitation Centre
- 8 The Art Of Saying Goodbye
- 10 Honouring World War 1 Veterans
- 11 Turning An Ice Storm Into An Environmental Benefit
- 12 MPG And Our Communities
- 14 The Living Cemetery
- 16 Supporting Our Customers
- 18 Maintaining Our Properties
- 19 Directors And Senior Management
- 20 Consolidated Financial Statements
- 38 Our Locations
- 39 Our Contact Information
- 40 Our Site Managers



This fourth annual review covers the work of Mount Pleasant Group, the services provided to our customers, and our community support.



A MESSAGE FROM OUR PRESIDENTS



GLENN MCCLARY
President, MPGC



ANGIE AQUINO
President, CMS

In times of great change, successful organizations have no choice: they must focus strongly on their basic values.

This past year, the funeral and cemetery business in the GTA continued to change profoundly in terms of consumer needs and tastes. After all, Toronto is one of the most diverse communities in the world and is only becoming more so: as of 2014, more residents of the GTA were born outside Canada than in.

Four key pillars have guided our growth and leadership since 1826 when we first began providing cemetery-related services in perpetuity to the citizens of the Town of Muddy York.

Those pillars – Financial Responsibility, Innovation, the Environment, and Community Presence, still provide an appropriate framework to our activities and will for many years to come.

FINANCIAL RESPONSIBILITY

In the late 1800s our Board created a fund to perpetually look after future cemetery maintenance needs. This fund became the precursor to what is now called The Care and Maintenance Fund, established by provincial legislation in the 1950s for all Ontario cemeteries. Today the fund has a balance of more than \$350 million, which is the largest balance-per-developed acre in all of North America.

As a result of our Directors' foresight over 100 years ago and prudent financial management, we have never received money from any government and we intend to keep it that way, exemplifying our commitment to our rights holders and to financial self-sufficiency.

The phrase "in perpetuity" means that we take the very long view in everything we do.

THE ENVIRONMENT

Mount Pleasant Group has always had extraordinarily high environmental standards – whether in creating truly bucolic environments in all the communities we operate in, or ensuring our day-to-day operations are sustainable according to the highest standards of environmental management.

With the rapid growth of cremation we began a search in 2010 to identify the newest advancements in cremation technology. We learned that in Europe, environmental regulations were much more stringent than in North America, and as a result European companies had developed cremation equipment that was the most advanced in the world. Mount Pleasant Group has now installed this world class technology

In the last five years alone, we have invested more than \$50 million in new visitation centres, in new burial space, in new high tech cremation facilities, in new natural burial areas, in expanding our crypt and glass front niche inventory, and in digitizing our almost 200-year-old manual record system.

in two of our cremation facilities, with the remaining two facilities to be converted over the next couple of years. Our outgoing equipment exceeded the province's most stringent emission standards, and this new equipment reduces emissions even further. Ontario Government Regulations do not mandate this level of environmental protection. But we believe that adopting it is the right thing to do.

INNOVATION

In the last five years alone, we have invested more than \$50 million in new visitation centres, in new burial space, in new high tech cremation facilities, in new natural burial areas, in expanding our crypt and glass front niche inventory, and in digitizing our almost 200-year-old manual record system. This investment is a direct result of a profound transformation in the marketplace.

In the years ahead, we will be upgrading more of our sites to meet the changing demands of our customers.

COMMUNITY PRESENCE

We are keenly aware that we are members of the communities we serve, and of the communities where we operate as well. Our community programs this past year reached farther and deeper than ever before. Two of them deserve special mention here.

Last year, we expanded our palliative care support program to provide financial support to hospice groups near our GTA locations, as well as offering training seminars to educate caregivers on the decisions that have to be made at the time of death.

Secondly, we engage our communities in all kinds of ways – from offering our Visitation Centres and Funeral Homes to local non-profit organizations for meetings, to providing free summer concerts to the public, to hosting special memorial services.

These initiatives reflect two defining and hugely beneficial realities of



the Greater Toronto Area: first, it is extraordinarily diverse; and second, that diversity goes far beyond counting “different people from different cultures.” It means making people from all backgrounds count

THE YEAR AHEAD

Mount Pleasant Group has the privilege of helping approximately 15,000 of the 40,000 people that die in the GTA every year and the challenges we face are shared by our entire industry:

- We must remain relevant by providing real value to customers who are preparing for or mourning a death. So we must create new experiences that ensure all these customers are given choices that are meaningful to them.
- We must anticipate and adapt to the ever-changing needs created by two massive social trends – the aging of Canada’s population, and the accelerating diversity of the GTA.
- We must ensure the decisions we make today guarantee the maintenance of our cemeteries until the end of time.

- We must maintain a respectful environment for customers to mourn. At the same time, we must provide beautiful and tranquil green spaces for neighbours to enjoy our cemeteries in a passive recreational way.

HOW WILL WE FACE THESE CHALLENGES?

Exactly the same way we have for the past two centuries: by listening and learning from all our stakeholders; by staying attuned to best practices worldwide; and by creating new ways to enhance and improve our products and services.

Glenn McClary,
President
Mount Pleasant Group of Cemeteries

Angie Aquino,
President, Funeral Operations
Canadian Memorial Services

TRANSFORMING THE CREMATION EXPERIENCE

Mount Pleasant Group is at the forefront of the growing trend for cremations over ground burials. Indeed, this year past, we installed the world's most advanced cremation equipment and created witnessing rooms to meet changing public expectations and demand.

We opened Ontario's first crematorium in 1933 at the Toronto Necropolis on Winchester. Today there are more than 50 crematoria throughout the province. This number will grow as consumer tastes continue to shift towards cremation. Back in 1985, 8,500 cremations were performed at GTA

crematoriums, while last year the number of cremations exceeded 25,000.

To some the grieving process is the idea of witnessing, that is viewing the body and casket being placed in the cremation retort. Because of this, we completely redesigned our Mount Pleasant and Elgin Mills Cremation Centres. Their witnessing rooms are much less 'industrial' and much more welcoming, with furniture, air conditioning and art on the walls. At Elgin Mills, the witnessing room is awash with natural sunlight and there's a glass viewing area where families can stay if they want to observe the entire



BY THE NUMBERS

GTA CREMATIONS

1984 - 8,475

1994 - 14,265

2004 - 19,814

2013 - 25,494

2026 - 40,982

One year of cremations represents the equivalent of:

(One year assumes 1,100 cremation units)



VOLATILE ORGANIC COMPOUNDS

23

barbeques burning 2 kg of charcoal for 1 hour.



-OR-

2 TRANSPORT TRUCKS driving 100 km.

CARBON MONOXIDE

166

cars traveling 13 km (roundtrip) in downtown traffic.

7

-OR-

hours of cutting grass with a two-stroke lawnmower.



process from start to finish.

The cremation process itself has also been improved. Our new cremation equipment has an emissions filtration system that virtually eliminates all smoke, odour and particulate matter. It also offers reduced fossil fuel consumption, and because it's computerized, improves efficiency.

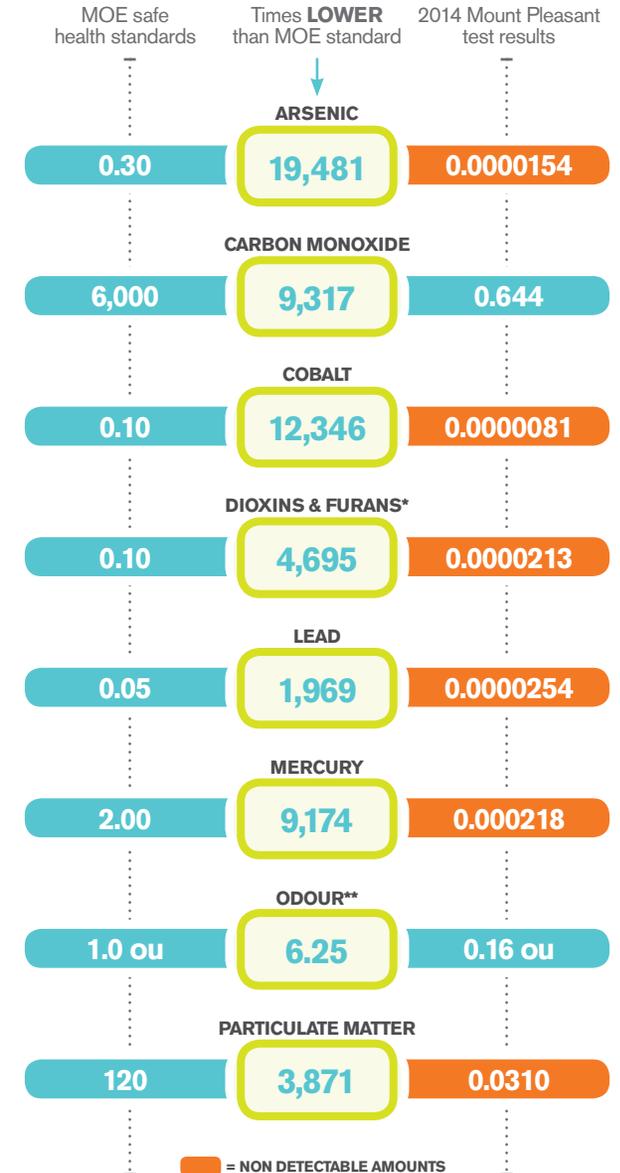
These are no small advances. In fact, Mount Pleasant Group is the first organization in North America to introduce cremation

equipment that meets the much higher environmental standards mandated in Europe and the United Kingdom.

These innovations in family comfort and cremation technology have enabled us to create a true breakthrough in customer service: families can now attend a funeral, witness the cremation, and following a reception receive the cremated remains and complete a burial or scattering, all within the same day and without leaving our facilities.



Mount Pleasant Cremation Emission Facts

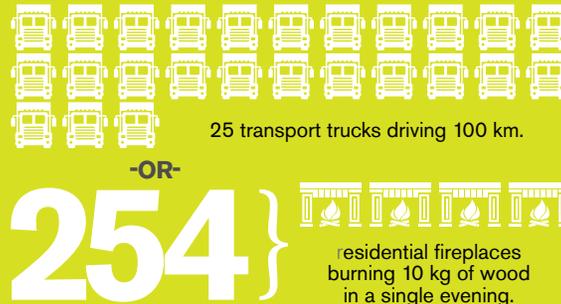


Measurement: by ug/m3. 1,000,000 micrograms = 1 gram. *Dioxins & Furans measured by DPOI concentrations have units of pg i-TEQ/m3. **No odour tests exceeded MOE criteria. Additional information available at: mountpleasantgroup.com/news&events

PARTICULATE MATTER



DIOXINS & FURANS



THE EXPANDED ELGIN MILLS VISITATION CENTRE

Our Elgin Mills property exemplifies how the Mount Pleasant Group responds to growing demand, changing demographics and the fact that Toronto is one of the world's most multicultural communities.

Back in 2000, the Elgin Mills Visitation Centre was one of three Visitation Centres (VCs) we opened. These original VCs heralded a major shift in the funeral business: it gave customers in the GTA an opportunity to have both cemetery and funeral services at a single location.

When the time came to add VCs to Mount Pleasant Cemetery in 2009 and Meadowvale Cemetery a year later, we had learned all kinds of lessons we were able to incorporate into the next generations of Visitation Centres. One of the most important is to strive to create a warmer, brighter and more sophisticated atmosphere for our customers.

Nowhere was this more evident than at the Elgin Mills Visitation Centre. During the 14 years since it was built, the Elgin Mills community has grown and changed profoundly. So in 2014 we undertook an ambitious expansion and renovation of the Visitation Centre and its surroundings.

The existing 20,000 square foot VC was expanded by almost 50% to create upgraded customer arrangement rooms, new reception rooms, a product display room, and back-of-house support areas to let us hold many more different kinds of memorial and reception functions. We also renovated all the existing areas of the Elgin Mills VC, upgrading their decor and furnishings to the same design standards seen at the newer VCs.

But the renewed Elgin Mills VC also incorporates an important new service – a first for any of our 10 cemeteries. Integrated into the expanded VC is an entirely new crematorium replacing the old one which was in

a separate building. This space holds new and virtually emission-free cremation equipment as well as a large witnessing room which can be accessed directly from the Visitation Centre.

A decade ago, Mount Pleasant Group was the first organization in the GTA to offer funeral and cemetery services from a single location at Pine Hills Cemetery. This year, Elgin Mills Cemetery becomes the first to offer funeral, cemetery and cremation services on the same basis – a reflection of how committed we are to leading the changes in our industry.



KAMAL BHARDWAJ
Funeral Director,
Elgin Mills Visitation Centre

OUR STAFF AT A GLANCE

The community at Elgin Mills is very diverse and vibrant. So I arrange and direct services with members of many ethnic communities and I've learned so much about the cultural aspects of Buddhist funeral services within the Asian community.

In fact, I joined Mount Pleasant Group just over a year ago mainly

because of its commitment to changing communities. As my neighbourhoods and their demographics change, the company recognizes that we have to adapt quickly and completely so that each funeral home and visitation centre can service whatever the needs may be.





Visitation room



Arrangement room



Reception room



Product room

THE ART OF SAYING GOODBYE

Talking about death is hard, especially when it involves your own passing. But it's a conversation we believe everyone should have even if it's with yourself, precisely because it's so important to you and your family.

As Canadians become more comfortable talking about death and dying, this fear of discussing what we all have to face is gradually fading. But having seen literally thousands of customers over the years try to cope with a loved one's unexpressed wishes about their funeral and burial, on top of the grief and shock they face, we decided in 2012 to change the conversation around death. No longer would we ask people if they would like to pre-plan their final arrangements. Instead, we asked "How would you like to be remembered?" We then produced three short documentary films around the theme "The Art of Saying Goodbye" to illustrate how easy it is to take your first steps in the pre-planning journey.

This initiative struck such a chord with the community and our customers

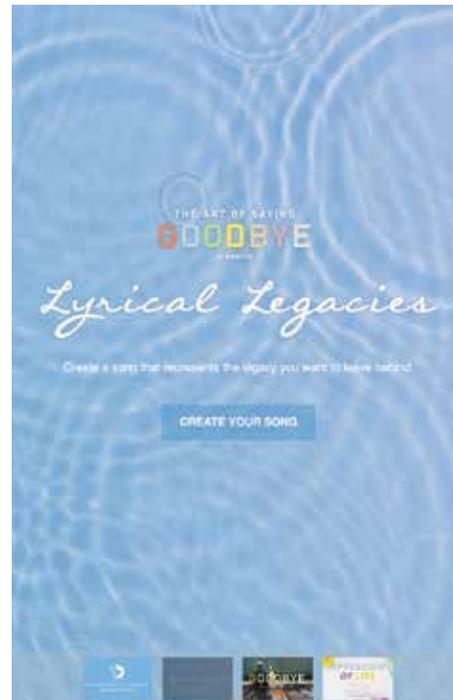
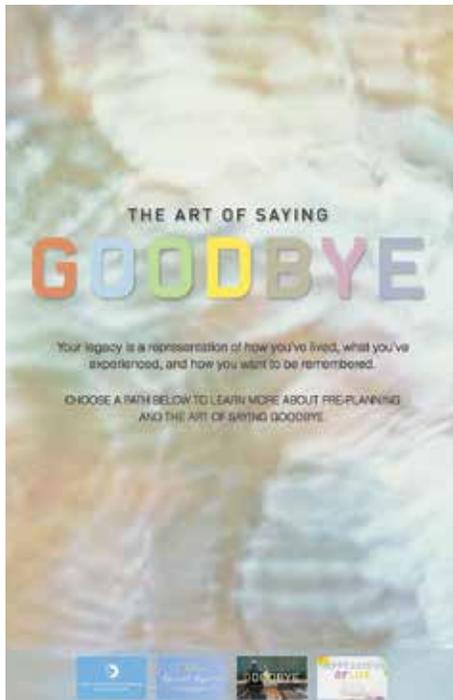
Talking about death is hard, especially when it involves your own passing.

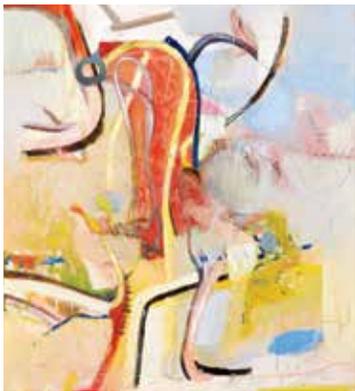
that we extended it in 2013 to an artist's initiative called "Impressions of Life."

We asked 10 Ontario artists to depict what was most important in their lives and how they would like to be remembered. Their show opened at a gallery in Toronto in October where the paintings were auctioned off to generous donors, raising \$5,000 for Hospice Palliative Care Ontario (HPCO).

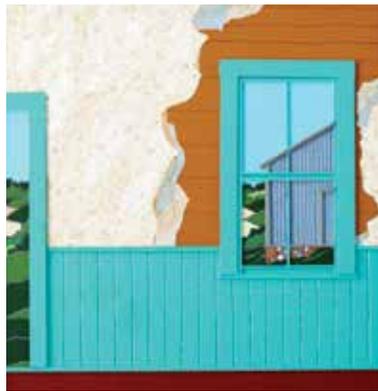
These two initiatives over the past two years created another benefit – the websites, news stories and promotion of the campaigns reached five million Canadians. We think that having that many people thinking and talking about how they would like to be remembered is a really good thing.

On the next page are the paintings created for the Impressions of Life exhibit and the corresponding artist's reasoning behind their subject matter.





1



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1. ADI ZUR This painting reflects the sand dunes in Israel where Adi Zur was born and the ancient graves of her ancestors. The lines represent connectors between our past and our future.

2. BRONSON SMITH An old farmhouse frozen in time just before its demolition to make way for the 407 ETR expansion reminds the artist that all that is physical will not last.

3. DIXIE SEATLE A painting about cautious wonderment in the midst of nature's beauty reminding us that there is no such thing as a "perfect moment in time" yet the legacy of hope assures us it will be all right.

4. HENIE FRANCES Many of Henie Frances' paintings celebrate the garden and in this painting she has represented the life cycle of a cluster of lilies, from bud through withering bloom and asks "Which one am I, or am I an aspect of each of them?"



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5. JAMES LUMBERS James Lumber finds inspiration in the intertwining of present and past to give a sense of harmony between what was and what is now. This painting was created to honour the people who serve with the auxiliary Police Services and documents two volunteers delivering Christmas gifts to a needy family as the spirit of Christmas looks on.

6. KEN TAKASAKI Food is a cornerstone in Ken Takasaki's family's life and his painting includes excerpts from his toast at his son's and daughter-in-law's wedding and reception which took place in a Jewish deli. The legacy to his children he wishes to portray in the painting is a love for the very act of preparing and sharing food.

7. MARY LYNNE ATKINSON "The chimera of reflections acts as a metaphor for the stuff of our lives; our ideas of what we see as rock solid and immutable can be viewed from a different perspective as a shimmering mirage. Changing perspectives allows us to see into the illusion of permanence in things." For Mary Lynne Atkinson her painting reminds her that it is relationships that are most important, not an illusory lifestyle or the objects we acquire.



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8. PAULA STARK Paula Stark's painting is on her niece after recording her first album. It was meant to capture the smile of anticipation on her lips as she moves towards the life she has dreamt about, but the tears in her eyes pool with the fear of letting go of her old self.

9. PETER WELCH Peter Welch's painting is based on the idea that our legacies are written by family and friends as we go about our daily lives. The subject is the family cottage and how the relationships of family and friends have taken shape there over the years.

HONOURING WORLD WAR 1 VETERANS

The 100th anniversary of the start of the First World War has sparked ceremonies around the world. It was, after all, the first truly global war.

Here in Canada, where Prospect Cemetery on St. Clair Avenue West is home to the largest WWI veterans' section in the nation, we are creating a new way to remember those who fought for Canada.

More than 5,300 service men and women are buried at Prospect and the veterans' section will be entirely refurbished in time for the 100th anniversary of the Battle of Vimy Ridge in 2017 – a battle that marked the coming of age of Canada as a nation within the British Empire. An electronic cemetery register will be added, all the gravestone markers will be leveled and cleaned, the ceremonial precinct will be enlarged and made handicapped-accessible via formal pathways, the arboretum will be pruned and enhanced, and the entire area will be re-graded and sodded.

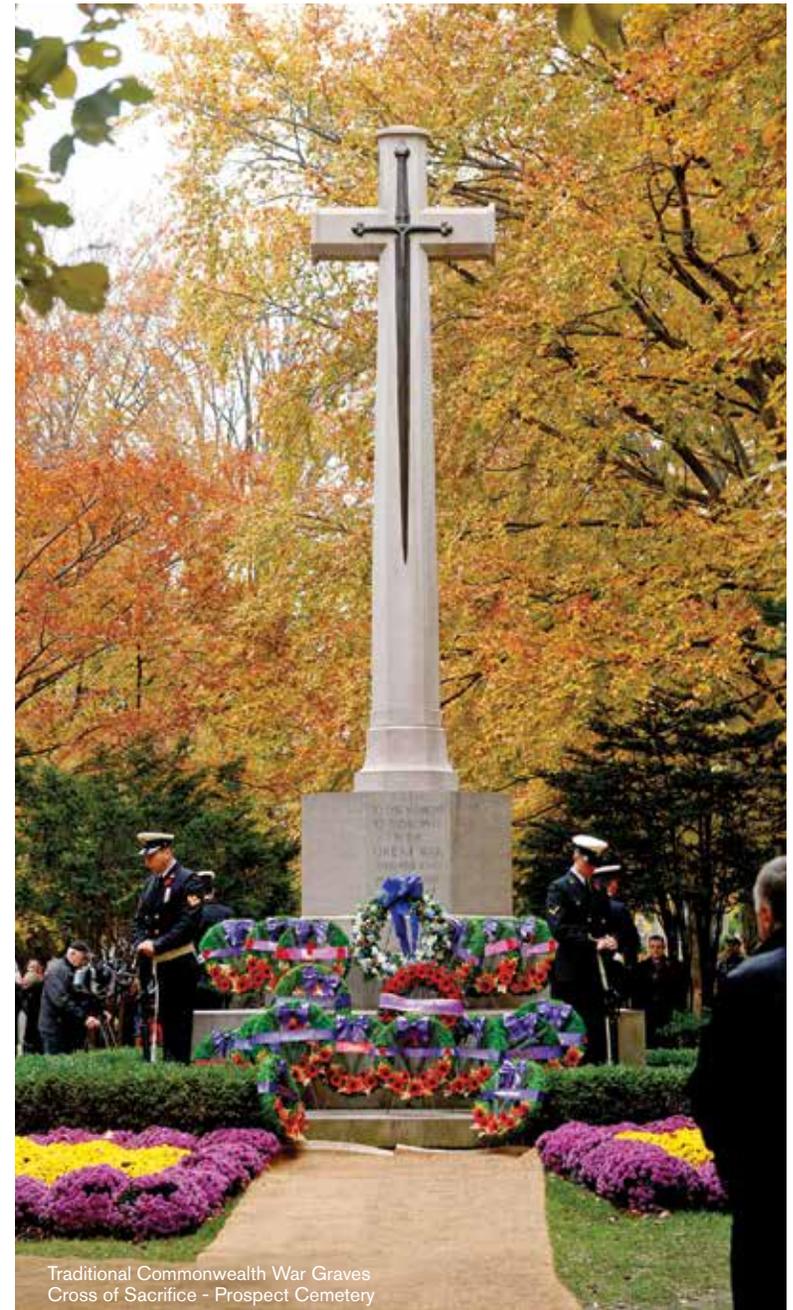
But what makes this restoration extraordinary is that it will employ digital technology to become a truly living memorial museum. In fact, the new veterans' section will become the first interactive cemetery application of its kind in North America.

For obvious reasons, there are many more veterans' gravesites in Europe than on this side of the Atlantic. But in 2013, we began working with the Secretary-General of the War Graves Commission to plan this very different kind of memorial – for a new generation far removed in time and place from the War itself.

It will take two years to make all of this happen in time for the Vimy celebration in 2017. But it will be worth it for the best reason of all – Lest we Forget.



Remembrance Day services



Traditional Commonwealth War Graves
Cross of Sacrifice - Prospect Cemetery

TURNING AN ICE STORM INTO AN ENVIRONMENTAL BENEFIT

The Ice Storm that battered southern Ontario just before Christmas last year was the worst in decades. Power was cut across wide swaths of the GTA for many days, and up to two weeks in some areas. Thousands of people were frozen out of their homes. Streets were impassable. The damage from fallen trees was in the hundreds of millions.

Our cemeteries were not immune. In fact, all 10 of our properties, with their large and storied collection of over 300 different kinds of trees, were particularly hard-hit. Many of the trees had their canopies broken off by the ice, snow and high winds. By the time the clean-up had begun, thousands of branches were lying on the ground. In fact, the damage was so extensive in some cemeteries that they had to be shut down entirely for a few days in the interest of public safety, to begin the clean-up.

It took months and \$500,000 in additional costs to clear away all the debris, prune the trees and open the paths and roadways within each cemetery. As well, our staff spent many extra hours reviewing our arboretum master plans to map out how to replace the specimens lost in the storm. Even today, our people are nursing damaged trees back to health.

Did any good come out of this terrible event?

It seems so. Our maintenance people brought all the wood chips from the felled trees and branches to a central location where they were picked up for recycling. They'll be used to make environmentally-friendly furniture. As the photo on the right shows, the chip pile was huge, a reflection of just how damaging the Storm of 2013 really was.



JEFF MCMANN
Arborist
Mount Pleasant Group

Mount Pleasant Group

OUR STAFF AT A GLANCE

I've had a challenging and diverse 35 years as an arborist (a scientist who looks after trees). After "cutting my teeth" at Cullen Gardens & Miniature Village I chose horticulture as my career path and graduated from the Niagara Parks School of Horticulture. After 5 years in the landscape construction and maintenance field, I became Manager of Horticultural Services for Manulife Financial, overseeing both indoor and outdoor landscapes at their five locations in Toronto and Kitchener-Waterloo. I moved to Downsview Park as park manager before becoming Supervisor of Forestry for the City of Markham.

In February 2014 I became the arborist for Mount Pleasant Group, responsible for the maintenance and health of one of the largest private arboretums in North America. Mount Pleasant Group is widely respected for its horticultural standards and I consider it an honour and a challenge to continue to uphold the high standards that have become an industry benchmark.

Looking to the future, in addition to maintaining tree health, my biggest challenge will be to develop an electronic catalogue inventory of all plant material throughout our properties.

MPG AND OUR COMMUNITIES

Being involved with the community at large is important to all of us at Mount Pleasant Group. It's part of our values and our actions every day. Many of our staff members are involved in community activities in their personal lives, so it just makes sense that we would reinforce that commitment at work.

Recently, we adopted a community program where we can play a strong and growing role in helping our communities. A program we can support company-wide, from each of our cemeteries and at our head office.

That program is palliative care – caring for people as they begin the process of dying.

As our commitment deepened, it soon became clear that 'our' issue is also fast becoming the nation's issue. A recent Federal Report recommended that a palliative care philosophy should become the health and social-care norm. It's also clear that as Canada's population ages and the health care system becomes more community and home-care oriented, palliative care will move from the margins to the mainstream.

So each of our cemeteries, funeral homes and visitation centres is now involved with palliative care and hospice programs in their own community. We offer financial support, make our facilities available to assist with educational training, and our staff volunteer to help organize and participate in community fundraising events such as the Hike for Hospice, The Stroll Roll and Run Relay, and The Healing Cycle.

But after sitting down with these organizations and asking how else we could help, we started to work with the hospices and palliative charities to help train their volunteers in the next steps beyond end-of-life care. In other

Each of our cemeteries, funeral homes and visitation centres is now involved with palliative care and hospice programs in their own community.

words, we began using our expertise to help palliative and hospice care workers become more expert in their own work.

Our community support activities are tangible and substantial, but they are not limited to palliative care. All of our cemeteries offer space and expertise to support the work of local organizations whose passions and stakeholders are aligned with our own. These range from arboretum and history tours of our cemeteries and support for the Cabbagetown Festival, to hosting annual Remembrance Day Services and participating in Doors Open Toronto.

Each summer for the past five years, we've also invited the public in to enjoy free Sunday afternoon concerts at Mount Pleasant Cemetery offered by musicians from the Royal Conservatory - Glenn Gould School of Music. Music at Mount Pleasant has grown to be one of Toronto's great small gems.

We're also strong supporters of Kids Help Phone, the national charity that offers 24/7 counseling online or by phone to kids in need of help or just an encouraging word. For the past several years we joined with other cemetery and funeral organizations from Halifax, Toronto, Hamilton, London, Windsor, and Calgary in a nation-wide "Boolathon" (yes, it's a Halloween theme!) and collectively raised \$30,000 in a single night of bowling.

We are proud to support our local communities throughout the GTA. It is enormously meaningful to all of us at Mount Pleasant Group.



MARIANA IP
Family Service Co-ordinator,
York Cemetery and
Visitation Centre

OUR STAFF AT A GLANCE

I've been here for 20 years and I know that the key to supporting what our customers need is to understand what they're going through when they see us. It's also critical to guide them carefully through the many choices they have with us. This can be challenging – there are so many more choices now than 20 years ago –

but helping customers through their most difficult time is very rewarding.

I'm very proud to work for a company that understands and listens to our customers, strives for the highest standards and is always willing to expand its products and services to meet the ever-changing needs of our multicultural communities.



Staff cycling team riding in the Healing Cycle in support of palliative care.



Summer music concerts at Mount Pleasant



Staff Hike for Hospice team in support of Kensington House



Cabbagetown Festival performance at Toronto Necropolis.



Staff bowling team participating in national Boolathon for Kids Help Phone

THE LIVING CEMETERY ARTICLE BY DR. JEAN MARMOREO

As we get older, and I'm 72, we don't think of cemeteries as pass-by zones but as pass-into destinations. But as urban spaces they've become destinations of a very different kind. For me, they've become not only welcoming, but essential.

I'm a long-distance runner and 10 years ago we formed a women's marathon training group called JeansMarines. We wanted to get mid-life women off the couch and through the finish line of the Marine Corps Marathon in Washington, D.C. That meant, week by week, month by month, we had to create ever-expanding running routes through the city center and beyond. As the miles of training runs grew, we were able to create long training paths that linked Toronto's downtown parks with its cemeteries, and then all the way out to Scarborough and Etobicoke.

In the summer especially, they provided a cool cover from the torrid heat. They also offered welcome quiet and real safety away from the traffic of the streets.

We came to love the Green Corridor, and none so much as Mount Pleasant Cemetery the iconic cemetery stretching 205 acres across mid-town Toronto. It has enough entrances and exits that it became the apex for all kinds of running routes, long and short. After we'd caught our collective breaths from running through it, we would then look around and begin to appreciate how its headstones reflect the history of our city. Soon, smaller groups of us would hive off to explore certain sections in search of some of Toronto's iconic figures from the past: names like Eaton, Stavros, Black, Thomson, Barker, Prime Minister William Lyon Mackenzie King and Glenn Gould.

But Mount Pleasant's canopy holds other magical offerings as well. Dr. Roberta Bondar, neurologist, scientist and Canada's first woman in space, is now in the fourth or fifth version of her life as a nature photographer with credits from National Geographic. One of her commissions was to photograph trees in all seasons for a fund-raising calendar. She chose Mount Pleasant Cemetery as the one place in the entire country that would have all the images she sought.

Why? As she said, there are so few places where you won't have power lines or telephone wires strung across your frame when you're aiming your camera up to the sky.

The management of Mount Pleasant Cemetery is very careful to say their grounds are appropriate for "passive recreation." That is to say, walking, bicycling, running, but not horsing around, being loud or in any way disturbing either a gravesite or a funeral service.

I agree entirely.

Because Mount Pleasant is wondrous for other reasons as well. As you wander through its lush grounds, you don't have to be an astronaut to appreciate what you see when you look up: clear sky.

When you have much less time ahead of you than behind you in life, there's also a strange comfort – less denial or dismay -- that comes when you pass by the headstones and markers of others' lives lived. The styles may have changed from year to year and certainly from faith to faith. But the tribute paid and the love of family engraved in stone affirms in some reassuring way that our lives are well worth living.

I now run all year long. So Mount Pleasant has become a second home of sorts for me, because it's far safer and frankly more fun to just stay on the cemetery roads in the middle of winter than risk injury on the icy streets outside. The passing of the seasons also reminds me of the changing of traditions. There are fewer great headstones and more gardens of granite, discreet mementoes of ashes not interred. In other newer roundabouts, I pass images that are etched in the stone or photos that have been embedded, underscoring the variety of customs and needs that a contemporary cemetery is required to meet in the service of the living.

• • •

A few years ago, my mother died at 89. We buried her beside my father in a small country cemetery outside Dunnville where they had grown up. At the time, I decided to buy a plot for myself and my husband. It turned out they were on sale and I suddenly thought, this is the right thing to do. My sisters and I had also arranged for the grounds to be tended and maintained, something you can't take for granted in smaller, rural places. Indeed, it's been many years since my last pilgrimage to my mother's grave.

But for whatever rationalization, I think her cemetery is somehow connected to the one I run through, think a lot about life and death in, and relish as a constant companion in our lives. We've biked to the Visitation Centre for summer concerts and sat in the same seats months later united in grief for a friend.

It may be my husband and I will never be buried in that small country cemetery. We may decide to be cremated and have our ashes strewn in a memorial garden and leave our traces among the walkways of a place that has brought respite from the clatter and haste of the city we live in and love.

Dr. Jean Marmoreo is a Toronto physician and marathon runner. Her columns for Zoomer Magazine, "This is What 70 Looks Like," won a 2014 National Magazine Award.



Cemeteries play an increasingly important role as urban green spaces within our communities

SUPPORTING OUR CUSTOMERS

Every year at our cemeteries and visitation centres we support a number of special events for our customers. Events such as: annual Memorial Services, Mother's Day services, Remembrance Day services, and Candlelight services. We host these so that they can pay tribute to their loved ones and at the same time, honour their heritage, cultural group or religious practice.

In September, 2013, we expanded our calendar of events by hosting our first-ever South Asian Memorial Service at Meadowvale Cemetery in Brampton. A first of its kind in the GTA.

People from the Hindu and Sikh communities in Brampton attended the service held under tents on the banks of the beautiful ponds. Their religious spiritual leaders were invited to come and pray, and share words of comfort with their communities. Together, they lit a Unity centerpiece. Each person at the service was given a candle which was then placed on a floating board and released with the unity piece.

The first South Asian Memorial service was such a success that it will become an annual event. It also epitomizes our commitment to understanding and respecting the traditions and cultures of the GTA's many ethnicities and religions.

In fact, we design our cemeteries with special features and sections in order to accommodate different religious and cultural groups. For example, graves are surveyed south-east to face Acre, Mecca or Zion. Other geodetic points of the compass are used for other cultures or religions. Mausoleums have been constructed for those who prefer above

We design our cemeteries with special features and sections in order to accommodate different religious and cultural groups.

ground burial. Our funeral homes and visitation centres are equipped with rooms to perform ritual bathing; icons to signify the religion being observed; Havans for the performance of sacred fire rituals; offering tables; feng shui has been taken into consideration during the design of these centres and much more.

We also offer caskets, vaults, bronze and granite markers and upright monuments to meet the differing needs of groups and individuals. Our inscription services accommodate all languages, and our culturally-diverse workforce ensures that our customers will be served by a knowledgeable funeral director, facilitator or service co-ordinator familiar with the rituals of the various religions, who speaks the language of their choice, and who understands their unique requirements.



COREY WHEADON
Funeral Director's Assistant
Mount Pleasant Visitation
Centre

OUR STAFF AT A GLANCE

I've learned that every family we serve has a unique outlook on death." Some will require more guidance than others. Each service set-up may look the same, but it sure isn't these days. I get a great sense of achievement when customers leave at the end of the day offering a sincere and emotional thank you. Every family we serve starts to feel like your own family

and that's really what makes this job so rewarding.

I also find it rewarding to volunteer with fellow staff to assist with the bingo games at the Sunnybrook Veterans' Centre, and I also get to escort the Vets to Toronto Blue Jays games. The Vets are incredible people and talking with them about their lives is incredibly meaningful for me as well.



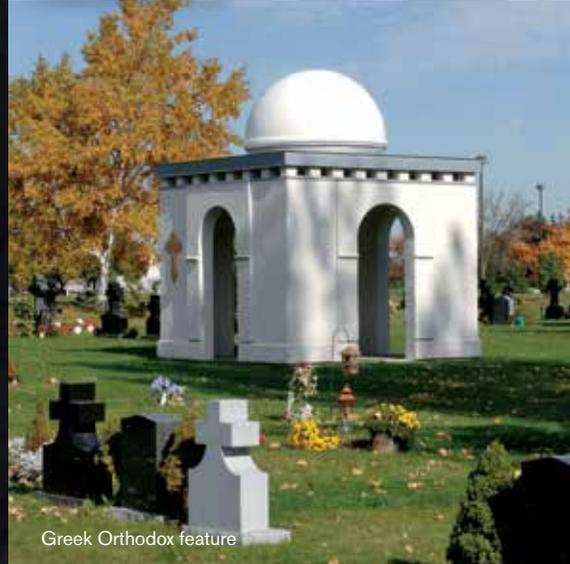
Candlelight memorial services



Lighting the Unity Centrepiece



Mother's Day service



Greek Orthodox feature



Buddhist offering table

MAINTAINING OUR PROPERTIES

Since Mount Pleasant Group is in the “forever business,” maintaining our properties in top shape can never be put off or made a second priority. Our 10 cemeteries make up over 1,200 acres in all – more than twice the size of High Park and Exhibition Place combined.

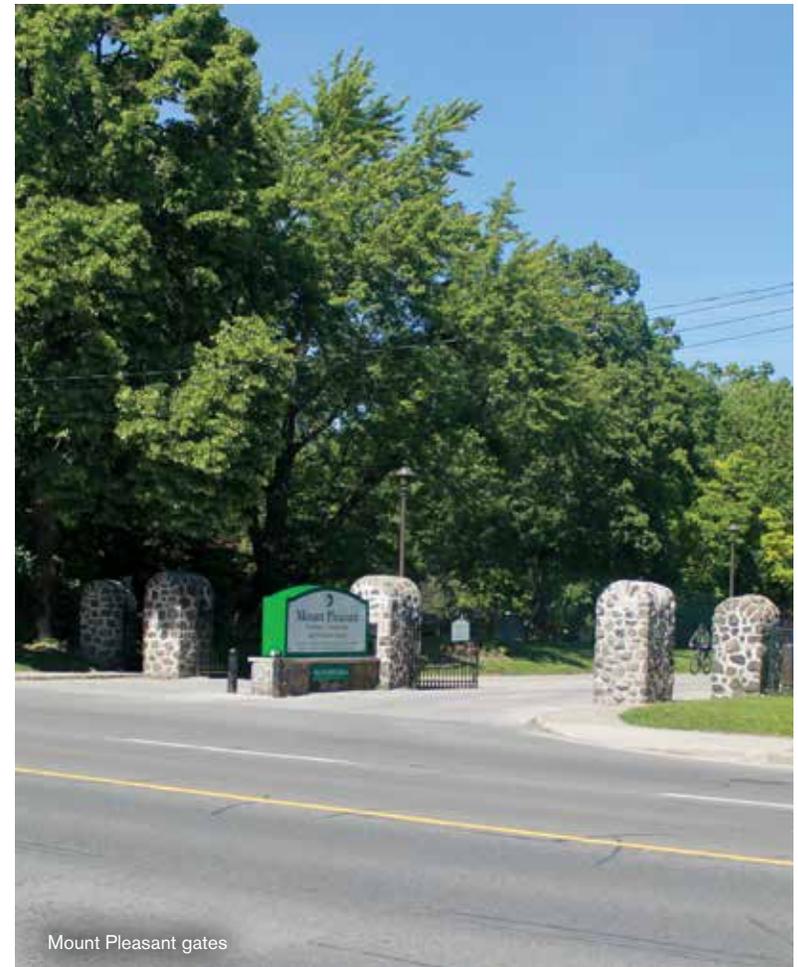
The 200 members of our grounds staff also maintain 70,000 square feet of buildings, more than 100 kilometres of roads, sewers and water system and one of the largest private arboretums on the continent.

Our 10 cemeteries make up over 1,200 acres in all – more than twice the size of High Park and Exhibition Place combined.



New fence along Mount Pleasant Road

So in addition to our regular “perpetual maintenance,” in 2013 we finished one special project and began another: we upgraded the aging chain-link fence that runs along each side of our property on Mount Pleasant Road, replacing it with new, durable wrought iron. The Mount Pleasant Road upgrades will be completed in 2015 when we replace the deteriorating entrance gates.



Mount Pleasant gates



KAREN FORD
Property Manager
Meadowvale Cemetery

OUR STAFF AT A GLANCE

I've worked 24 years now in municipal cemetery and parks operations. I joined Mount Pleasant Group in 2011 as Property Supervisor at Mount Pleasant Cemetery because I wanted a challenging career with a progressive and relevant company.

Today, I'm the Property Manager at Meadowvale Cemetery, the first woman to reach that position in the company's history.

My property management responsibilities include everything

from staff scheduling and supervision, to dealing one-on-one with customers and managing the property maintenance budget. What I've learned over the years is just how important teamwork is. I also love how progressive we are, with natural burials, state-of-the-art crematorium equipment, and environmentally friendly LEED and geothermal buildings. We sure don't sit idle and rely on what's worked for us in the past.

DIRECTORS AND SENIOR MANAGEMENT

Mount Pleasant Group of Cemeteries Board



RICHARD BOXER
Finance &
Investment Chair



DIANE CHABOT
Chair



DAVID CROMBIE
Governance &
HR Committee



**THOMAS
DI GIACOMO**
Finance & Investment
Committee



MICHAEL EDWARDS
Lead Director,
Governance &
HR Chair



MARILYN EMERY
Finance & Investment
Committee



GLENN MCCLARY
Director



ANNE SADO
Finance & Investment
Committee



KEVIN SHEA
Governance &
HR Committee

Senior Management Team



GLENN MCCLARY
Cemetery President



DIANE CHABOT
CEO



ANGIE AQUINO
Funeral President



JANET MURRAY
CFO



GLEN TIMNEY
Vice-President
Corporate
Development



LOUISE MACLEAN
Director HR



RICK COWAN
Asst. Vice-President
Marketing



DENNIS MOIR
Director Property
Management



GOWRI THILEEPAN
Controller



**PIM
ROM-COLTHOFF**
Director Information
Technology



JEFF DENNIS
Director
Development



NATHAN JOHNSON
Director
Client Services

Canadian Memorial Services Board



ANGIE AQUINO
Director



WENDY CECIL
Director



MARILYN EMERY
Director



GLENN MCCLARY
Chair

Mount Pleasant Group

CONSOLIDATED FINANCIAL STATEMENTS

March 31, 2014





INDEPENDENT AUDITORS' REPORT

To the Members of
Mount Pleasant Group of Cemeteries

REPORT ON THE CONSOLIDATED FINANCIAL STATEMENTS

We have audited the accompanying consolidated financial statements of **Mount Pleasant Group of Cemeteries**, which comprise the consolidated balance sheet as at March 31, 2014, and the consolidated statements of revenue and expenses, changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's responsibility for the consolidated financial statements

Management is responsible for the preparation and fair presentation of these consolidated financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of consolidated financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' responsibility

Our responsibility is to express an opinion on these consolidated financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the consolidated financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the consolidated financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the consolidated financial statements, whether due to fraud or error. In making those risk assessments, the auditors consider internal control relevant to the entity's preparation and fair presentation of the consolidated financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the consolidated financial statements.

Mount Pleasant Group of Cemeteries

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS
[in thousands of dollars]

March 31, 2014

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the consolidated financial statements present fairly, in all material respects, the financial position of **Mount Pleasant Group of Cemeteries** as at March 31, 2014 and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

REPORT ON OTHER LEGAL AND REGULATORY REQUIREMENTS

As required by the Corporations Act (Ontario), we report that, in our opinion, Canadian accounting standards for not-for-profit organizations have been applied on a basis consistent with that of the preceding year.

Toronto, Canada,
June 23, 2014.

Ernst & Young LLP
Chartered Accountants
Licensed Public Accountants

Mount Pleasant Group of Cemeteries

CONSOLIDATED BALANCE SHEET

[in thousands of dollars]

As at March 31

	2014 \$	2013 \$
ASSETS		
Current		
Cash and cash equivalents	6,042	8,610
Accounts receivable	14,894	13,026
Other	1,336	1,215
Total current assets	22,272	22,851
Long-term accounts receivable	34,755	31,226
Investments <i>[note 3]</i>	540,784	504,369
Cemetery properties	33,808	34,141
Capital assets, net <i>[note 4]</i>	50,084	41,133
Other	400	400
	682,103	634,120
LIABILITIES AND NET ASSETS		
Current		
Accounts payable and accrued liabilities <i>[note 6]</i>	13,442	11,400
Total current liabilities	13,442	11,400
Deferred prepaid trust <i>[note 7]</i>	160,663	153,969
Other deferred revenue <i>[note 8]</i>	7,738	8,932
Accrued benefit liability <i>[note 14]</i>	6,481	5,899
Total liabilities	188,324	180,200
Commitments and contingencies <i>[note 12]</i>		
Net assets		
Externally restricted funds for care and maintenance <i>[note 9]</i>	348,910	320,654
Endowments	3,939	4,008
Internally restricted <i>[note 10]</i>	41,484	38,059
Unrestricted	99,446	91,199
Total net assets	493,779	453,920
	682,103	634,120

See accompanying notes


Board Chair


Director

Mount Pleasant Group of Cemeteries

**CONSOLIDATED STATEMENT OF
REVENUE AND EXPENSES**

[in thousands of dollars]

Year ended March 31

	2014	2013
	\$	\$
REVENUE		
Sales <i>[note 7]</i>	58,220	57,028
Care and maintenance <i>[note 8]</i>	11,725	10,458
Other	616	675
	70,561	68,161
EXPENSES		
Direct <i>[note 15]</i>	16,573	16,768
General and administrative <i>[note 15]</i>	35,546	34,433
Care and maintenance <i>[notes 8 and 15]</i>	11,725	10,458
	63,844	61,659
Excess of revenue over expenses before the following	6,717	6,502
Investment income <i>[note 11]</i>	4,955	1,998
Excess of revenue over expenses for the year	11,672	8,500

See accompanying notes

Mount Pleasant Group of Cemeteries

CONSOLIDATED STATEMENT OF CHANGES IN NET ASSETS

[in thousands of dollars]

Year ended March 31

	2014				2013	
	Externally restricted funds for care and maintenance \$	Endowments \$	Internally restricted \$	Unrestricted \$	Total \$	Total \$
Net assets, beginning of year	320,654	4,008	38,059	91,199	453,920	433,871
Excess of revenue over expenses for the year	—	—	—	11,672	11,672	8,500
Transfers <i>[note 10]</i>	—	—	3,425	(3,425)	—	—
Contributions	10,334	55	—	—	10,389	9,463
Net gain (loss) on investments held for care and maintenance and endowments <i>[note 11]</i>	17,922	(124)	—	—	17,798	2,086
Net assets, end of year	348,910	3,939	41,484	99,446	493,779	453,920

See accompanying notes

Mount Pleasant Group of Cemeteries

CONSOLIDATED STATEMENT OF CASH FLOWS

[in thousands of dollars]

Year ended March 31

	2014 \$	2013 \$
OPERATING ACTIVITIES		
Excess of revenue over expenses for the year	11,672	8,500
Add (deduct) items not involving cash		
Amortization of capital assets	4,222	4,054
Net gain on investments	(3,341)	(516)
	<u>12,553</u>	<u>12,038</u>
Net change in non-cash balances related to operations <i>[note 13]</i>	2,357	10,267
Care and maintenance and endowment contributions	10,389	9,463
Net purchase of investments held for care and maintenance, endowments and prepaid trust funds	(12,444)	(18,497)
Net change in accrued benefit liability	582	772
Cash provided by operating activities	<u>13,437</u>	<u>14,043</u>
INVESTING ACTIVITIES		
Net purchase of investments held for unrestricted and internally restricted	(2,832)	(11,168)
Purchase of capital assets	(13,173)	(2,856)
Cash used in investing activities	<u>(16,005)</u>	<u>(14,024)</u>
Net increase (decrease) in cash and cash equivalents during the year	<u>(2,568)</u>	<u>19</u>
Cash and cash equivalents, beginning of year	8,610	8,591
Cash and cash equivalents, end of year	<u>6,042</u>	<u>8,610</u>

See accompanying notes



Mount Pleasant Group of Cemeteries

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

[in thousands of dollars]

March 31, 2014

1. PURPOSE OF THE ORGANIZATION

Mount Pleasant Group of Cemeteries [the "organization"] controls the operation of ten cemeteries, three funeral homes and five visitation centres in the Greater Toronto Area. Its purpose is to bring some comfort to an otherwise difficult experience by offering each and every person compassion, care and choice.

The organization is incorporated without share capital under the Corporations Act (Ontario), is a not-for-profit organization and is tax-exempt under the Income Tax Act (Canada).

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

These consolidated financial statements are prepared in accordance with Part III of the Chartered Professional Accountants of Canada ["CPA Canada"] Handbook – Accounting, which sets out generally accepted accounting principles for not-for-profit organizations in Canada and includes the significant accounting policies summarized below.

Basis of presentation

The organization consolidates controlled entities.

Revenue recognition

Revenue related to the sale of interment rights is recognized when the contract is signed and a deposit has been received. Revenue from the sale of products and services is recorded when the product is delivered or the service provided.

The organization also accepts pre-payment for products and services to be provided at a later date. Revenue is deferred until products and services are delivered. Payments received are credited directly to individual customer accounts and invested. Interest earned on funds is credited to the customer's account as earned. At the time of utilization, revenue to be recognized from prepaid trusted funds will be equal to the payments received from the customer in relation to that portion of the contract being utilized plus any investment income earned on those payments, to a maximum value of the current retail selling price of the goods or services being utilized.



Mount Pleasant Group of Cemeteries

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

[in thousands of dollars]

March 31, 2014

The Funeral, Burial and Cremation Services Act, 2002, requires that a certain percentage of sales of various products be set aside and invested to provide income for the care and maintenance of cemetery properties. These funds are recorded as externally restricted funds for care and maintenance. The organization also accepts contributions for the special care and maintenance of specific areas within its cemeteries, which are recorded as endowments. Contributions for care and maintenance that are to be held as trusted funds and gains (losses) on the investment of these funds are recognized as direct increases (decreases) in net assets.

Investment income (loss), which consists of interest, dividends, income distributions from pooled funds, and realized and unrealized gains and losses, is recorded as revenue in the consolidated statement of revenue and expenses, except to the extent that it relates to externally restricted funds for care and maintenance, endowments or deferred prepaid trust funds, which is added directly to the balances or is restricted and recognized when the related expenses are incurred.

Cash and cash equivalents

Cash and cash equivalents consist of cash on deposit, units of short-term investment funds and short-term investments with an original term to maturity of less than 90 days at the date of acquisition. Cash and investments meeting the definition of cash and cash equivalents that are held for investing rather than liquidity purposes are classified as long-term investments.

Financial instruments

Investments reported at fair value consist of equity instruments that are quoted in an active market as well as investments in pooled funds and any investments in fixed income securities that the organization designates upon purchase to be measured at fair value. Transaction costs are recognized in the consolidated statement of revenue and expenses in the period during which they are incurred.

Investments in fixed income securities not designated to be measured at fair value are initially recorded at fair value plus transaction costs and are subsequently measured at amortized cost using the straight-line method, less any provision for impairment.

All transactions are recorded on a trade date basis.

Other financial instruments, including accounts receivable and accounts payable, are initially recorded at their fair value and are subsequently measured at cost, net of any provisions for impairment.

Mount Pleasant Group of Cemeteries

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

[in thousands of dollars]

March 31, 2014

Cemetery properties

Cemetery properties, which consist of land, land development costs, crypts and niches, are recorded at cost.

Direct costs of cemetery properties sold comprise costs determined on the following bases:

- Land and development costs attributable to specific lots - expensed when lots are sold.
- Crypt and niche costs - expensed when sold.
- Initial cemetery development costs, major cemetery features and other development costs not attributable to specific lots - amortized on a straight-line basis over 13 to 20 years.

Capital assets

Capital assets are recorded at cost less accumulated amortization. Amortization is provided on a straight-line basis designed to charge operations with the cost of the capital assets over their estimated useful lives as follows:

Buildings	15 - 25 years
Furniture, fixtures and equipment	3 - 10 years

Defined contribution pension plans

Contributions to defined contribution pension plans are expensed on an accrual basis.

Non-pension post-retirement defined benefit plans

The organization accrues its obligations under non-pension post-retirement defined benefit plans as employees render services. The cost of non-pension post-retirement benefits earned by employees is actuarially determined using the projected benefit method pro-rated on service and management's best estimate assumptions. The excess of the cumulative unamortized balance of the net actuarial gain (loss) over 10% of the benefit obligations is amortized over the average remaining service period of employees. The average remaining service period of the active employees is 13.3 years. Liabilities are discounted using current interest rates on long-term high quality corporate bonds.

Mount Pleasant Group of Cemeteries

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

[in thousands of dollars]

March 31, 2014

Allocation of expenses

Salaries and benefits directly related to certain activities are allocated to cemetery properties, capital assets and expense categories based on time sheets or an estimate of time spent on these activities. Other direct operating costs are allocated to the appropriate category. No general and support costs are allocated except for insurance, which is allocated based on the value of properties, and utilities, which are allocated based on estimates of consumption.

Income taxes

The organization follows the taxes payable method of accounting for income taxes in connection with for-profit entities. Under this method, only current income tax assets and liabilities are recognized.

3. INVESTMENTS

Investments consist of the following:

	Carrying value	2014	2013
	\$	\$	\$
Canadian investments			
Short-term notes	Amortized cost	2,882	1,724
Guaranteed investment certificates	Amortized cost	19,212	18,850
Equities	Fair value	209,273	172,008
Pooled funds			
TD Emerald Canadian Short-Term Investment Fund	Fair value	17,612	17,464
TD Emerald Canadian Bond Fund	Fair value	242,015	237,909
TD Emerald Canadian Real Return Bond Fund	Fair value	49,790	53,470
TD Global Equity Fund	Fair value	—	2,944
		540,784	504,369

Mount Pleasant Group of Cemeteries

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

[in thousands of dollars]

March 31, 2014

Investments held for the following purposes are managed separately with different investment mixes based on the underlying purposes of the funds. Externally restricted funds for care and maintenance are invested in short-term notes [5%], bonds [44%] and Canadian equities [51%]. Endowments are invested in short-term notes [4%] and bonds [96%]. Prepaid trust funds are invested primarily in fixed income securities. Internally restricted funds are invested in short-term notes [3%], bonds [49%] and Canadian equities [48%].

4. CAPITAL ASSETS

Capital assets consist of the following:

	2014			2013		
	Cost \$	Accumulated amortization \$	Net book value \$	Cost \$	Accumulated amortization \$	Net book value \$
Land	3,014	—	3,014	1,190	—	1,190
Buildings	67,886	25,984	41,902	57,530	23,355	34,175
Furniture, fixtures and equipment	20,560	15,392	5,168	19,927	14,159	5,768
	91,460	41,376	50,084	78,647	37,514	41,133

Buildings include construction in progress of \$7,716 [2013 - \$790] that will not be amortized until placed in service.

5. BANK FACILITY

The organization has lines of credit totalling \$1,497 bearing interest at prime plus 0.25% [March 31, 2014 - 3.25%] against which letters of credit totalling \$28 are outstanding. The lines of credit were not otherwise utilized as at March 31, 2014. Annual fees are charged on outstanding letters of credit at 0.75%.

Mount Pleasant Group of Cemeteries

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

[in thousands of dollars]

March 31, 2014

6. GOVERNMENT REMITTANCES PAYABLE

As at March 31, 2014, accounts payable and accrued liabilities include government remittances payable of \$1,511 [March 31, 2013 - \$1,413].

7. DEFERRED PREPAID TRUST

The continuity of deferred prepaid trust for the year ended March 31 is as follows:

	2014	2013
	\$	\$
Balance, beginning of year	153,969	144,039
Contributions during the year	15,015	14,312
Interest income earned during the year <i>[note 11]</i>	4,068	4,577
Gain (loss) during the year <i>[note 11]</i>	(2,810)	86
Services performed during the year recognized as revenue	(9,579)	(9,045)
Balance, end of year	160,663	153,969

Mount Pleasant Group of Cemeteries

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

[in thousands of dollars]

March 31, 2014

8. OTHER DEFERRED REVENUE

Other deferred revenue represents unspent income on externally restricted funds for care and maintenance and endowments. The continuity of other deferred revenue for the year ended March 31 is as follows:

	2014	2013
	\$	\$
Balance, beginning of year	8,932	8,268
Investment income <i>[note 11]</i>	10,531	11,122
Revenue recognized related to care and maintenance	(11,725)	(10,458)
Balance, end of year	7,738	8,932

9. EXTERNALLY RESTRICTED FUNDS FOR CARE AND MAINTENANCE

Externally restricted funds for care and maintenance represent that portion of revenue which is set aside under legislation and permanently maintained to provide for the care and maintenance of cemetery properties. These amounts are added directly to net assets in the consolidated statement of changes in net assets.

10. INTERNALLY RESTRICTED NET ASSETS

The Board of Directors of the organization, at its discretion, has agreed to internally restrict additional amounts to provide for, amongst other things, the continued care and maintenance and development of cemetery properties. Transfers to/from the internally restricted net assets are approved annually by the Board of Directors.

Mount Pleasant Group of Cemeteries

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

[in thousands of dollars]

March 31, 2014

11. INVESTMENT INCOME

Investment income recorded in the consolidated statement of revenue and expenses is calculated as follows:

	2014	2013
	\$	\$
Total investment income	34,542	19,869
Add (deduct)		
Net gain on investments held for externally restricted funds for care and maintenance recognized in the consolidated statement of changes in net assets	(17,922)	(2,087)
Net loss on investments held for endowments recognized in the consolidated statement of changes in net assets	124	1
Interest income on prepaid trust funds [note 7]	(4,068)	(4,577)
Net loss (gain) on prepaid trust funds [note 7]	2,810	(86)
Investment income on externally restricted funds for care and maintenance and endowments recorded as other deferred revenue [note 8]	(10,531)	(11,122)
Investment income recognized in the consolidated statement of revenue and expenses	4,955	1,998

12. COMMITMENTS AND CONTINGENCIES

[a] The organization is subject to various claims and potential claims in connection with operations. Where the potential liability is able to be estimated, management believes that the ultimate disposition of the matters will not materially exceed the amounts recorded in the accounts. In other cases, the ultimate outcome of the claims cannot be determined at this time. Any additional losses related to claims will be recorded in the period during which the liability is able to be estimated or adjustments to the amount recorded are determined to be required.

Mount Pleasant Group of Cemeteries

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

[in thousands of dollars]

March 31, 2014

[b] The organization is committed with respect to leases for office premises. The future minimum annual lease payments under operating leases are as follows:

	\$
2015	449
2016	208
2017	305
2018	250
2019	193
Thereafter	1,151

In addition to minimum rentals, leases for offices generally require the payment of various operating costs.

13. NET CHANGE IN NON-CASH BALANCES RELATED TO OPERATIONS

The net change in non-cash balances related to operations consists of the following:

	2014 \$	2013 \$
Accounts receivable	(1,868)	1,660
Other current assets	(121)	81
Long-term accounts receivable	(3,529)	(2,082)
Cemetery properties	333	1,129
Accounts payable and accrued liabilities	2,042	(1,115)
Deferred prepaid trust	6,694	9,930
Other deferred revenue	(1,194)	664
	2,357	10,267

Mount Pleasant Group of Cemeteries

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS
[in thousands of dollars]

March 31, 2014

14. EMPLOYEE FUTURE BENEFITS

Non-pension post-retirement defined benefit plans

The organization's non-pension post-retirement defined benefit plans comprise medical and dental coverage for certain groups of employees. The latest actuarial valuation for the non-pension post-retirement defined benefit plans was performed as of March 31, 2013. The organization measures its accrued benefit obligation for accounting purposes as at March 31 of each year.

Information about the organization's non-pension post-retirement defined benefit plans is as follows:

	2014	2013
	\$	\$
Accrued benefit obligation and plan deficit	7,333	7,276
Unamortized net actuarial loss	(852)	(1,377)
Accrued benefit liability	6,481	5,899

15. ALLOCATION OF EXPENSES

General and administrative expenses allocated to other expense categories are as follows:

	2014	2013
	\$	\$
Direct	78	78
Care and maintenance	587	571
	665	649



Mount Pleasant Group of Cemeteries

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

[in thousands of dollars]

March 31, 2014

16. FINANCIAL INSTRUMENTS

The organization is exposed to various financial risks through transactions in financial instruments.

Credit risk

The organization is exposed to credit risk in connection with its accounts receivable and its short-term investments because of the risk that one party to the financial instrument may cause a financial loss for the other party by failing to discharge an obligation.

Interest rate risk

The organization is exposed to interest rate risk with respect to its investments in fixed income investments and pooled funds that hold fixed income securities because the fair value will fluctuate due to changes in market interest rates.

Other price risk

The organization is exposed to other price risk through changes in market prices [other than changes arising from interest rate or currency risks] in connection with its investments in equity securities and pooled funds.

17. INCOME TAXES

As at March 31, 2014, a controlled entity has tax losses of approximately \$1,748 not recognized in the consolidated financial statements which expire between 2026 and 2034 and \$10,819 of unclaimed capital cost allowance available to be carried forward indefinitely.

OUR LOCATIONS



- 1. Beechwood Cemetery
- 2. Duffin Meadows Cemetery
- 3. Elgin Mills Cemetery
- 4. Meadowvale Cemetery
- 5. Mount Pleasant Cemetery
- 6. Pine Hills Cemetery
- 7. Prospect Cemetery
- 8. Thornton Cemetery
- 9. Toronto Necropolis
- 10. York Cemetery
- 11. The Simple Alternative - Mississauga
- 12. The Simple Alternative - Pickering
- 13. The Simple Alternative - Toronto

OUR CONTACT INFORMATION

Cemeteries

1. Beechwood Cemetery

7241 Jane Street
Vaughan, ON L4K 1A7
Tel: 905-669-1827
beechwoodinfo@mountpleasantgroup.com

4. Meadowvale Cemetery

7732 Mavis Road
Brampton, ON L6Y 5L5
Tel: 905-451-3716
meadowvaleinfo@mountpleasantgroup.com

7. Prospect Cemetery

1450 St. Clair Avenue West
Toronto, ON M6E 1C6
Tel: 416-651-4040
prospectinfo@mountpleasantgroup.com

10. York Cemetery

160 Beecroft Road
North York, ON M2N 5Z5
Tel: 416-221-3404
yorkinfo@mountpleasantgroup.com

2. Duffin Meadows Cemetery

2505 Brock Road North, R. R. #1
Pickering, ON L1V 2P8
Tel: 905-427-3385
duffinmeadowsinfo@mountpleasantgroup.com

5. Mount Pleasant Cemetery

375 Mount Pleasant Road
Toronto, ON M4T 2V8
Tel: 416-485-9129
mountpleasantinfo@mountpleasantgroup.com

8. Thornton Cemetery

1200 Thornton Road North
Oshawa, ON L1H 7K4
Tel: 905-579-6787
thorntoninfo@mountpleasantgroup.com

3. Elgin Mills Cemetery

1591 Elgin Mills Road East
Richmond Hill, ON L4S 1M9
Tel: 905-737-1720
elginmillsinfo@mountpleasantgroup.com

6. Pine Hills Cemetery

625 Birchmount Road
Scarborough, ON M1K 1R1
Tel: 416-267-8229
pinchillsinfo@mountpleasantgroup.com

9. Toronto Necropolis

200 Winchester Street, Toronto
ON M4X 1B7
Tel: 416-923-7911
necropolisinfo@mountpleasantgroup.com

Funeral and visitation centres

3. Elgin Mills Visitation Centre

1591 Elgin Mills Road East
Richmond Hill, ON L4S 1M9
Tel: 905-737-1720
elginmillsvcinfo@mountpleasantgroup.com

5. Mount Pleasant Visitation Centre

375 Mount Pleasant Road
Toronto, ON M4T 2V8
Tel: 416-485-5572
mountpleasantvcinfo@mountpleasantgroup.com

11. The Simple Alternative - Mississauga

1535 South Gateway Road
Mississauga, ON L4W 5J1
Tel: 905-602-1580
tsamississauga@mountpleasantgroup.com

13. The Simple Alternative - Toronto

275 Lesmill Road
Toronto, ON M3B 2V1
Tel: 416-441-1580
tsanorthyork@mountpleasantgroup.com

4. Meadowvale Visitation Centre

7732 Mavis Road
Brampton, ON L6Y 5L5
Tel: 905-451-3716
meadowvalevcinfo@mountpleasantgroup.com

6. Pine Hills Visitation Centre

625 Birchmount Road
Scarborough, ON M1K 1R1
Tel: 416-267-8229
pinchillsvinfo@mountpleasantgroup.com

12. The Simple Alternative - Pickering

1057 Brock Road
Pickering, ON L1W 3T7
Tel: 905-686-5589
tsapickering@mountpleasantgroup.com

10. York Visitation Centre

160 Beecroft Road
North York, ON M2N 5Z5
Tel: 416-221-3404
yorkvcinfo@mountpleasantgroup.com

Crematoriums

3. Elgin Mills Crematorium

1591 Elgin Mills Road East
Richmond Hill, ON L4S 1M9
Tel: 905-737-1720
elginmillsinfo@mountpleasantgroup.com

4. Meadowvale Crematorium

7732 Mavis Road
Brampton, ON L6Y 5L5
Tel: 905-451-3716
meadowvaleinfo@mountpleasantgroup.com

5. Mount Pleasant Crematorium

375 Mount Pleasant Road
Toronto, ON M4T 2V8
Tel: 416-485-9129
mountpleasantinfo@mountpleasantgroup.com

8. Thornton Cemetery

1200 Thornton Road North
Oshawa, ON L1H 7K4
Tel: 905-579-6787
thorntoninfo@mountpleasantgroup.com

OUR SITE MANAGERS

Cemetery Family Service Managers



ANDRÉ ARNDT
Elgin Mills
Cemetery



NELSON BOAVENTURA
York & Meadowvale
Cemeteries



ANITA MAZZARA
Thornton & Duffin
Meadows Cemeteries



NEIL O'BRIGHT
Pine Hills
Cemetery



ANTONIETTA SWEENEY
Prospect & Beechwood
Cemeteries



HEATHER WEIR
Mount Pleasant &
Toronto Necropolis



MIKE PAGANI
Central-West District



WADE SHREVE
East District



MAX SEO
North

Pre-planning Sales Managers

Funeral Service Managers



BILL BAXTER
TSA Pickering



PAUL CARTER
Elgin Mills VC



CÉCILE DE BRETAN
Meadowvale VC



LINDA LEE
York VC



JOHN MORRISON
TSA Mississauga



MICHELLE PAUKOVIC
TSA Toronto



DAVID PERRY
Pine Hills VC



WENDY MCCLURE
Mount Pleasant VC

Property Managers



PAUL CANDY
Elgin Mills Cemetery



LUIS FICHER
York Cemetery



KAREN FORD
Meadowvale
Cemetery



CHARLIE IRETON
Beechwood
Cemetery



GARY IRVING
Prospect Cemetery



PAUL SHEPPARD
Thornton & Duffin
Meadows Cemeteries



PETER SUMMERS
Pine Hills Cemetery



IAN YOUNG
Mount Pleasant &
Toronto Necropolis



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