



2024

Year in Review



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From the President and CEO

Our unwavering dedication to providing compassionate care to grieving families across the GTA drives every aspect of our work at the Mount Pleasant Group.

Reflecting on the 2024 fiscal year (April 1, 2023 to March 31, 2024), I am proud of these and other signs of MPG's dedication to our clients and their communities:

Satisfied Clients: Our client satisfaction survey results averaged **4.8** out of **5** for both our cemetery and our funeral clients, reflecting the high quality of care and support we provide.

Growing Demand: We helped more families than ever make funeral plans for their loved ones at the time of their passing and completed more future cemetery arrangements than in any previous year.

Environmental Stewardship: We achieved a net increase of **59** trees in our tree canopy of over **16,000** trees, expanded our team of professional arborists and formally adopted the Canada Green Building Council's Zero Carbon Building Standards for our future building projects.

Expanding for the Future: We purchased property in Bradford for a future cemetery and completed a new building for niches at our York Cemetery in North York.

Financial Health: We met all key budgetary targets even as we reduced prices for select funeral-related services and adopted "pricing principles" that reflect our values and priorities as a not-for-profit corporation.

Increased Engagement: We increased social media impressions by **200** per cent over the previous year, a sign that more people are finding value in connecting with us in our online community spaces.

Public Recognition: We conducted comprehensive market research that confirmed properties are well-recognized and highly valued within the communities where they are located.

Accessibility Champion: We formally adopted the Rick Hansen Accessibility Standards to be applied to any new construction project and our outdoor spaces. We also began working closely with the Ontario Disability Employment Network (ODEN) to enhance our teams' knowledge of how to serve and support people with disabilities.

Community Outreach: In addition to continuing our support of local food banks and hospices, we helped to sponsor the 2023 Good Mourning Festival at the Evergreen Brickworks and served as the presenting sponsor of the award-winning "Space for Grief" exhibit. We also continued our practical support of Hospice Palliative Care Ontario (HPCO), donating – with clients' permission – the full value of all the recycled materials that we gather through the cremation process.



As encouraging and impressive as these collected achievements may be, the thing that matters most at MPG is that every individual client who uses our services or facilities experiences the same high degree of professionalism, care and compassion that our company has been providing to the people of the GTA for almost two centuries.

MPG is committed to building upon these strengths to ensure that when our clients are having their worst day, we are always operating at our best. Through good governance practices, careful financial management and constantly evolving to reflect the changing populations we serve, MPG looks forward to serving its past, current and future clients in perpetuity.



John Monahan
President & CEO



2024 Year in Review

The Mount Pleasant Group (MPG) team is committed to supporting grieving families and enabling client choice and options wherever possible, ensuring that all MPG sites are places where everyone feels welcome. We respect the land on which we operate and tirelessly maintain our beautiful outdoor spaces so that people can honour their loved ones. As a non-profit organization, our business is driven by compassion instead of profit.

A Commitment to Excellence

In a recent satisfaction survey, our customers gave us an average score of **4.8 out of 5**. Even during the most difficult times of their lives, our clients felt that they received excellent care and support. But even one disappointed client is one too many. We are constantly striving to elevate the level of client service we deliver.

We completed more funeral arrangements in 2024 than we did in any previous year. We are proud that people in the GTA continue to place their trust in MPG, whether they are planning for their future requirements or have a more immediate need for funeral, cemetery or cremation services.

As the population of the GTA continues to grow, so do we. We purchased land for a future cemetery development in Bradford, which will allow us to serve more families across the GTA in years to come. We also completed a new niche building at York Cemetery in North York and we are very close to completing a new niche building at Elgin Mills Cemetery in Richmond Hill.

Customer satisfaction:

4.8/5

Funeral Services: 4573

With burial – **1960 (43%)**

With cremation – **1640 (36%)**

Direct Cremation – **973 (21%)**

Cemetery Interments:

Casket – **6303**

Urn – **3431**

Total Interments – **9734**

Cremations Performed: 2563

25% of cremations were witnessed by family

Urban Oases

Our beautiful cemetery sites are synonymous with the very name of our company. It is important that we not only maintain the beauty of our sites in perpetuity, but also respect and honour the land itself.

Across our **10** cemeteries, we have a canopy of more than **16,000** trees that together serve as an important “carbon sink” for an increasingly populous and urbanized region. In **2024**, we added **59** “net” new trees to that canopy.

In addition to the completed niche buildings at Elgin Mills and York, we continued with renovations at our TSA Mississauga location and re-tooled and adapted designs for our future funeral centres at Beechwood and Duffin Meadows to align with our enhanced commitments to accessibility and sustainability.



Pricing for Greater Access

Fiscal responsibility and prioritizing compassion over profit are important to us, so in 2024, we formally adopted new “pricing principles.” We are committed to price transparency and to offering options at a wide range of price points across all our locations (although not all locations necessarily have all the same prices). We recently reduced our pricing on rental caskets and direct cremation, and approximately **14** per cent of our burials are provided to families on social assistance at no cost to them.

We recently reduced our pricing on rental caskets by **60%** and direct cremation by **30%**.

As part of a municipally funded program, we provided **900** assisted burials for families on social assistance at no cost to them.

Fiscal Highlights 2024 Year in Review

	2024	2023
Proceeds	\$126.2 Million	\$129.6 Million
Contribution to Perpetual Care Trust Fund	(\$22.2 Million)	(\$26.2 Million)
Sales/Other Revenue	\$104.0 Million	\$103.4 Million
Perpetual Care Trust Fund (1)	\$628.0 Million	\$581.0 Million
Prepaid Trust Fund (2)	\$275.6 Million	\$256.7 Million

1. The Perpetual Care Trust Fund generates income to pay for the maintenance of our cemeteries. It is legislated by the Province of Ontario and the principal cannot be touched, only the annual income. Under law:

- 40% of the selling price of the interment rights for every grave is set aside in the Fund
- 20% of the crypt interment rights
- 15% of niche interment rights

2. The annual income from the Fund must be used for specific maintenance to ensure the general upkeep and appearance of the cemetery property.

The Prepaid Trust Fund is administered along similar lines. All revenues from people purchasing cemetery and funeral services in advance of need are held in a trust fund until that product or service is delivered.

In addition to these financial highlights, our total investments also exceeded **\$1 billion** for the first time in the history of the organization.

A Caring Employer

Many of our employees have built their careers with us, and **89** per cent would recommend MPG as a great place to work. We are deeply committed to our staff, which is why we've increased our focus on health and wellness. We've partnered with experts from CAMH to develop and implement a comprehensive Mental Health Strategy for MPG. Ensuring we provide top-tier benefits, psychological support and services is a priority for us.

By embarking on a partnership with the Ontario Disability Employment Network this year, we've started to incorporate more inclusive and accessible language and processes into our application procedures. This includes drafting a new Inclusive Hiring Policy, adding statements about our commitment to diversity and accessibility in all MPG job postings, and using a wider range of job posting platforms to reach diverse audiences and candidates.





Part of the Community

Our sites have been present in communities across the GTA for almost **200** years and they are like neighbours to the families, schools, places of worship, charitable organizations and businesses sharing space in those communities. Brand research shows that MPG is strongly recognized by locals and that when people make end-of-life planning decisions and purchases, they usually choose the funeral and cemetery operator that is most present in their local communities. It is important that we honour the communities in which we operate and invest in forming positive relationships with the people who live and work there.

That's why, in 2024, we hired a Community Outreach Specialist, and also why we established a partnership with Evergreen Brickworks that included our participation in their "Good Mourning Festival" and our lead sponsorship of their "Space for Grief" interactive exhibit. We also began holding meetings with leaders of Indigenous communities and diverse faith and cultural groups to better understand their traditions, requirements and preferences for funeral, burial and/or cremation services.

MPG is also committed to maintaining and deepening our relationship with Hospice Palliative Care Ontario (HPCO), to whom we donate all revenue generated by our cremation metals recycling program. We will also continue our funding support to local hospice programs and food banks.

As we look to our 200th anniversary in 2026, we aspire to expand and deepen our relationships with community partners whose interests and values align with our own.



Collectively, our sites donated **\$219,600** to local food banks across the GTA.



MPG sites donated **\$139,000** to hospice associations in their neighbourhoods.



MPG also provided **\$103,236** to Hospice Palliative Care Ontario through our cremation metals recycling program.



MPG's sites across the GTA hosted or sponsored more than **100** community events last year. These included history tours, memorial events, Remembrance Day services and a summer concert series at our Mount Pleasant Cemetery location.

Looking Ahead

We have both challenging and exciting opportunities ahead of us. In the coming year and beyond, MPG will be paying close attention to critical issues like how to address the shortage of burial land in our growing city. We and other industry partners are working together to discuss these issues with all relevant levels of government and to encourage them to take the actions needed today to avoid more problems tomorrow.

With the cost of living in the GTA rising, many families, including seniors, are feeling the strain. As noted above, to help ease this burden, we have already taken some steps to reduce some of our prices. However, there is more to be done, and we will be exploring additional ways to make death care services more accessible to more people.

Finally, in the coming year, we will begin planning in earnest for our 200th anniversary year in 2026. We are looking forward to honouring our past and to expressing our gratitude to the hundreds of thousands of families who have come to us for their cemetery, funeral or cremation needs over the years. We are honoured by the trust that each of them has put in us, and we will never treat it lightly or take it for granted.

