

WE ARE CHOICE

Mount Pleasant Group
2018 Year in Review

WE ARE PEOPLE WITH A SHARED VISION

WHAT WE DO

ENSURE THAT EVERYONE IN THE GTA HAS RELEVANT AND
MEANINGFUL CHOICE.

HOW WE DO IT

MAKE THE MEMORIES OF LIFE AND THE WISHES OF LOVED ONES
THE HEART OF EVERYTHING WE DO.

PRESIDENT AND CEO MESSAGE

Time moves so quickly these days that it can be difficult to truly understand or connect to our past. This is something we at the Mount Pleasant Group are very aware of.

Thousands of people visit our cemeteries and funeral centres across the GTA every day, but few understand the deep, two-centuries-old roots of our organization, or the ways in which we have grown with our city and its communities.

Telling our origin story (the founding of Potters Field) as we do in this *Year in Review*, can shed some light on those times, but it's difficult to recognize the city of York circa 1826 in the sprawling metropolis that is the GTA today.

Another way to connect to the past is through ideas that transcend time. As any good historical novel shows us, things like love, friendship and family are timeless. They are common to every era and every generation. When we focus on the things that don't change, rather than on the things that have changed, history can come alive for us in wonderful ways.

For the Mount Pleasant Group, the idea that runs through our entire history, the thing that has never changed, is choice. It was our founding principle, the very reason we were created, and it remains central to everything we do today.

This *2018 Year in Review* is meant to bring that idea to life; to show the many ways in which the idea of choice guided our past, guides our

present, and especially our future. As you read through these pages, you'll experience choice in many different ways. In the founding of Potters Field to accommodate non-sectarian burials and our rich history since then. In innovations like solar-powered geothermal climate controlled glass niche buildings. In the environmental stewardship of North America's cleanest cremation equipment. In bringing cremation into the funeral service through witnessing. And even through memory boxes, which help people plan how they want to be remembered by their families after they're gone.

The Mount Pleasant Group is nearly two hundred years old and yet many of these innovations put us at the forefront of our industry. How does an organization this old continue to innovate? Not only by responding to the needs of our diverse communities, but by anticipating those needs and keeping our focus on providing choice to our customers.

Whether you and your family are new to the GTA or your roots run deeper than ours; whether you are familiar with Mount Pleasant Group's history or new to it, I hope this *Year in Review* brings MPG to life for you.



GLENN McCLARY
President & CEO

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Mount Pleasant Group has been an innovative part of Toronto's communities for nearly 200 years.



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A HISTORY OF INNOVATION

WE ARE ENDURING

STROLLING THROUGH AN OLD SECTION OF A CEMETERY, LOOKING AT WEATHERED GRAVESTONES AND READING THE NAMES OF THOSE WHO DIED A CENTURY AGO CAN MAKE US FEEL GROUNDED AND TRANQUIL. SIMILARLY, TAKING PART IN A FUNERAL SERVICE, NO MATTER WHAT THE RELIGIOUS OR CULTURAL BACKGROUND, CAN MAKE US FEEL A BIT CLOSER TO OUR ANCESTORS WHO PERFORMED THOSE SAME RITUALS TO HONOUR THEIR DEAD.



NORTHWEST CORNER OF
YONGE AND BLOOR STREETS
WHERE POTTERS FIELD WAS
LOCATED, LATE 1910s.

An important part of the funeral and cemetery business is to provide comfort through reflection and permanence, but for the Mount Pleasant Group, there is another, equally important side to what we do.

Just beyond those weathered gravestones you might find a state-of-the-art crematorium or a solar-powered and geothermal climate controlled, glass-fronted niche building to house cremated remains. And step into the bright, inviting funeral centre, and you might overhear a decidedly non-traditional funeral service.

Finding this balance between the ancient and the modern, the traditional

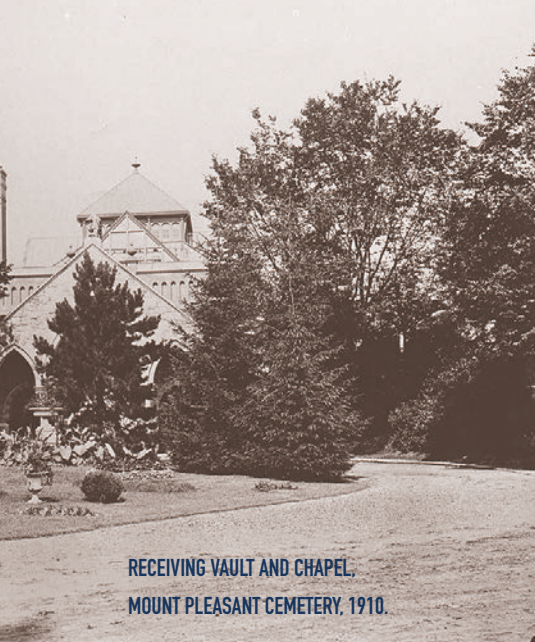


and the innovative, is what Mount Pleasant Group has always done. For us, it is about recognizing the incredible diversity of our communities and providing everyone with choices around how they celebrate their loved ones.

This focus on choice has led us to become one of the most innovative cemetery and funeral companies in North America.

OUR FOUNDING

The founding of what is now the Mount Pleasant Group was based on choice. In the town of York in the early 1800s, cemeteries served only those of the Catholic and Anglican faiths. Everyone else had to be buried outside the city. So, in 1826 a group of community leaders created the York General Burying Grounds, or Potters Field. This was the first non-sectarian cemetery in what is now Toronto.



RECEIVING VAULT AND CHAPEL,
MOUNT PLEASANT CEMETERY, 1910.



CLOCKWISE FROM
TOP LEFT: PINE HILLS
VETERANS SECTION (CIRCA
1940); MOUNT PLEASANT
CEMETERY, GARDEN OF
REMEMBRANCE (CIRCA
2000); PINE HILLS FUNERAL
CENTRE, THE GTA'S FIRST
FUNERAL FACILITY WITHIN
A CEMETERY (1999); YORK
CEMETERY GEOTHERMAL
SOLAR-POWERED NICHE
BUILDING (2009).

Potters Field was located away from the Town of York at the northwest corner of Yonge and Bloor streets, but the city expanded quickly necessitating the relocation of the cemetery. Some of the buried remains were moved to Toronto Necropolis and to new land, which would become Mount Pleasant Cemetery.

One of our most important innovations was also one of the earliest – the creation of Canada's first "Care and Maintenance Fund" in the 1880s. This fund puts aside a portion of the cost of each grave purchased to ensure that our cemeteries can be maintained in perpetuity. It wasn't until 1955 that Ontario mandated similar funds for all cemeteries.

EARLY 20TH CENTURY

In 1917, as the dead were being returned home from the First World War, Prospect Cemetery opened Canada's first Veteran's Burial Plot. In 1919, The Prince of Wales planted a Silver Maple tree on this section in honour of his comrades-in-arms already buried there. In 1939, a new Veteran's section was opened at Pine Hills Cemetery.

In 1920, Mount Pleasant Cemetery opened Ontario's first community mausoleum and in 1933, Necropolis opened Ontario's first crematorium.

LATE 20TH CENTURY

After the Second World War, the pace of innovation accelerated. Between 1950 and the new millennium we opened five new cemeteries, bringing the total to 10, along with four cremation centres.

In the late 1980s we brought funeral services into our organization, first through the creation of the Simple Alternative, and later by opening Funeral Centres on some of the cemetery properties.

This period also saw the rapid growth of mausolea for above ground burial and the introduction of new ways to house cremated remains. In 1998, Mount Pleasant Cemetery created the GTA's first Garden of Remembrance, a "cemetery within a cemetery" to house cremated remains in a garden-like environment. A second Garden of Remembrance followed quickly at Meadowvale Cemetery in 1999.

THE NEW MILLENNIUM

The new millennium brought innovations focused on caring for the natural environment. In 2009, the newly constructed Funeral Centre at Mount Pleasant Cemetery was designated as a SILVER LEED building. In 2010, Canada's first solar-powered and geothermal climate controlled niche building was opened in York Cemetery.

Natural burial sites, a final resting place which allows the body to return to the earth in the most natural way possible, were introduced at Meadowvale and Duffin Meadows. Both were firsts for the GTA.

In 2009, we also began an ambitious project to modernize all of our cremation centres. All of our cremators now use the most advanced and environmentally responsible technology in North America. This new technology has also allowed us to bring the cremation process into the funeral by allowing families to witness the cremation.



WITNESSING

WE ARE VISIONARY

THE GROWING POPULARITY OF CREMATION IS TRANSFORMING THE FUNERAL AND CEMETERY INDUSTRY. AS A RESULT, BUSINESSES THAT MANY CONSIDER TO BE STAID AND TRADITIONAL ARE CHANGING AND INNOVATING RAPIDLY.

For decades, cremation was separate from the funeral experience. The funeral would end and then the cremation would take place elsewhere, often in a dark industrial-like facility, far removed from family and friends.

The Mount Pleasant Group is a leading innovator in making the cremation process part of the funeral experience by allowing friends and family to “witness” the cremation. For some, this notion is shocking, but the

actual experience is very comforting. MPG’s witnessing rooms are bright, spacious, comfortable rooms that can accommodate large groups. State-of-the art cremation technology allows family members to safely and comfortably witness and even take part in seeing the casket enter the cremation chamber.

Witnessing is a way for people to participate in the last part of their loved one’s journey, not unlike watching a casket being lowered into the grave.

This innovation, which is made possible by the most advanced cremation technology in North America, actually has its roots in ancient traditions. For those who practice certain faiths like Hinduism, Sikhism or Jainism cremation is a mandatory requirement as part of their religious beliefs and being present to witness and participate in the cremation is very important to them.



IF DESIRED, FAMILIES CAN VIEW THE FINAL STEPS OF THE CREMATION PROCESS IN A PRIVATE WITNESSING AREA.

But this trend is not only being driven by those of a particular faith. For the remainder of those preferring cremation, witnessing simply wasn't something that was ever considered as a possibility. Once people realize it is an option, and they understand exactly what the experience will involve, an increasing number choose to make it part of their funeral and cremation arrangements.

WHY WITNESSING IS GROWING IN POPULARITY

Diversity

The GTA is the most culturally diverse urban centre in North America and several ethnic groups who now call the GTA home bring with them religious and cultural practices involving witnessing.

The rise of "No Religious Affiliation"

In Ontario, the percentage of those with no religious affiliation reached nearly 25% in 2011, double the figure just twenty years earlier. While these people have abandoned formal religion, many remain spiritual but often in ways that are personal and meaningful to them. Freed from longstanding traditional rituals, they are coming up with new ways to commemorate a life lived and for some, witnessing is a welcome addition to their funeral arrangements.

Closure and Reassurance

For some, it is important that they see their loved one through the complete process right up to receipt of the urn. Knowing that they can be present for the process is reassuring. For others, the cremation is their final opportunity to say goodbye and they find comfort participating in the final step before the interment, entombment or scattering.



THORNTON CREMATION CENTRE WITNESSING AREA.



FORMER CREMATOR EQUIPMENT AT MOUNT PLEASANT CREMATORIUM.

WE ARE COMMUNITY

“IT IS CLEAR YOUR STAFF POURED A LOT OF THEMSELVES INTO THE PREPARATION AND PRESENTATION, AND THEY SHOULD KNOW IT WAS GREATLY APPRECIATED. YOU STRUCK THE PERFECT BALANCE OF HONOURING OUR LOVED ONES, SENSITIVELY BLENDED WITH SUPPORT AND ENCOURAGEMENT FOR THOSE OF US WHO MUST CARRY ON, ONE DAY AT A TIME.”

— ELGIN MILLS CANDLELIGHT SERVICE PARTICIPANT

Throughout the year our properties host events for families and friends to remember and honour loved ones who have passed away. We hold Memorial and Candlelight services, Remembrance Day ceremonies and special events on Mothers' and Fathers' Day.

We're also focused on welcoming local communities into our cemetery properties for nature and arboretum tours, history walks, summer concerts and passive recreation. We love hosting events and work hard to make them welcoming and meaningful.

HOSPICE & PALLIATIVE CARE

WE ARE CARING



 **Better Living**
Charitable Foundation

“KENSINGTON HOSPICE HAS BEEN THRILLED TO RECEIVE MOUNT PLEASANT SUPPORT IN THE FORM OF MONEY, ACTIVE PARTICIPATION ON OUR PLANNING COMMITTEES, AND ADDITIONAL SUPPORT OF MOUNT PLEASANT STAFF ON EVENT DAYS. KENSINGTON HOSPICE CONTINUES TO BE DELIGHTED TO WORK WITH MOUNT PLEASANT CEMETERY AND FUNERAL CENTRE AND THEIR STAFF THIS PAST YEAR AND LOOK FORWARD TO CONTINUING TO GROW AND DEVELOP THE RELATIONSHIP FOR MANY MORE EVENTS AND YEARS TO COME.”

Every day our staff work with people who have recently lost loved ones. This gives us a deep understanding of and respect for hospice and palliative care. Mount Pleasant Group is proud of our ongoing support of Hospice and Palliative Care Ontario (HPCO).

HPCO is a leader in Canada's hospice palliative care movement. It has helped grow the movement to more than 80 hospice programs, including 39 residential hospices. Many of MPG's funeral and cemetery locations are paired with a local hospice in the GTA,

allowing us to offer volunteer hours and fundraising at the community level.

We were also very proud to play an important role in the HPCO's annual conference: "Striving for Equity in Hospice Palliative Care." The conference welcomed thought leaders, service providers, health system planners, researchers, policy makers, administrators, front-line practitioners and volunteers from across the health care spectrum to discuss cutting-edge innovations and evidence-based research.

YORK CEMETERY AND FUNERAL CENTRE AND BETTER LIVING CHARITABLE FOUNDATION RAISE \$1,430 FOR HIKE FOR SENIORS.



THE MOUNT PLEASANT GROUP TEAM AT THE HEALING CYCLE FUNDRAISER.



REPRESENTATIVES FROM MOUNT PLEASANT GROUP AND KENSINGTON HOSPICE.

WE ARE DIVERSE

Meadowvale Cemetery features the KOREAN WAR MEMORIAL WALL, recognizing the 516 volunteer soldiers who died in Korea

Meadowvale Cemetery
Cremation and Funeral Centres

NEARLY 200
EMPLOYEES

work to maintain our
beautiful cemetery
properties



TOTAL LAND
HOLDINGS
across all MPG
PROPERTIES:
1,222 ACRES

Canada's
first
Veteran's
Burial plot
was opened
at Prospect Cemetery in 1917

Beechwood Cemetery

Prospect Cemetery

The Simple Alternative
Funeral Centre - Mississauga

York Cemetery and
Funeral Centre

The Simple Alternative
Funeral Centre - Toronto

Mount Pleasant Cemetery
Cremation and Funeral Centres

Toronto Necropolis Cemetery



at YORK CEMETERY
in Canada honour
recipients of the V

THE MOUNT PLEASANT GROUP IS OLDER THAN THE CITY OF TORONTO AND WE HAVE GROWN WITH OUR CITY. TODAY, OUR CEMETERIES, FUNERAL AND CREMATION CENTRES SERVE OUR RICH, DIVERSE COMMUNITIES FROM ONE END OF THE GTA TO THE OTHER. A LOT GOES INTO CARING FOR OUR PROPERTIES, CUSTOMERS AND COMMUNITIES.

EMPLOYEES

Cemetery: 441
Funeral: 97



ACRES OF
GREENSPACE
ACROSS ALL
MPG PROPERTIES:

1,118

PAVED
ROADWAYS
ACROSS ALL
MPG
PROPERTIES:
64 km

WEIGHT of granite
monuments
installed each
year at MPG
cemeteries:

3
MILLION
POUNDS

TOTAL BURIALS SINCE 1826:

700,000
IN 2018: 8,600

CASKET RELATED:
5,649

Ground Burial 93%
Crypt Entombment 7%

CREMATION RELATED:
2,951

Ground Burial 74%
Niche Entombment 19%
Scattering 7%

THE VICTORIA CROSS MEMORIAL

It is the only memorial
honouring the 99 CANADIAN
Victoria Cross

Pino Hills Cemetery and
Funeral Centre

Ontario's first
Crematorium
is opened at
NECROPOLIS
in 1933



NUMBER OF
WOODY PLANT
SPECIES AT
OUR VARIOUS
CEMETERIES:
525+

TOTAL NUMBER OF
TREES AND SHRUBS
AT VARIOUS
CEMETERIES:

63,000

Duffin Meadows Cemetery

The Simple Alternative
Funeral Centre - Pickering

Thornton Cemetery
Cremation and Funeral Centres

CREMATIONS (2018) TOTAL: 2,343

Number with witnessing: 426

Percentage of cremations
that are placed within a
cemetery: 43%

FUNERALS (2018) TOTAL: 4,005

Funeral service
with burial: 1,647

Funeral service
with cremation: 1,506

Direct Cremation
with no funeral service: 852

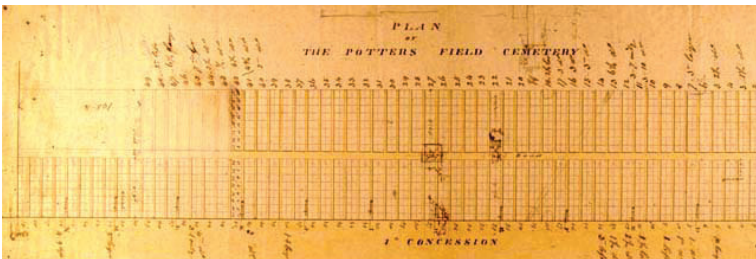
POTTERS FIELD (AKA THE YORK GENERAL BURYING GROUND)

WE ARE HISTORIC

AT THE MOUNT PLEASANT GROUP, WE TALK A LOT ABOUT CHOICE. AND IN MANY WAYS, THIS IDEA IS AT THE CORE OF EVERYTHING WE DO. IT COMES INTO PLAY WHETHER WE'RE TALKING ABOUT OUR 10 LOCATIONS ACROSS THE GTA, EACH DEEPLY ROOTED IN ITS COMMUNITY, OR OUR COMMITMENT TO BEING ABLE TO DELIVER SERVICES THAT ARE APPROPRIATE TO THE INCREDIBLY RICH CULTURAL AND RELIGIOUS DIVERSITY OF THE GTA, RIGHT DOWN TO INNOVATIVE APPROACHES TO BURIAL AND CREMATION.

This idea of choice is deeply rooted in our DNA. It was planted by our founders when they created Potters Field – the beginning of what has become Mount Pleasant Group.

In 1825, the City of Toronto did not yet exist. The town of “Muddy” York was the capital of Upper Canada, with a fast-growing population of just over 1,700. (York had more than doubled in size since the War of 1812). Slowly expanding west of the Don River and north of King Street, York had more than 250 houses and almost 50 merchants’ shops. With the growing population came an increase in disease. Many inhabitants suffered from fevers brought about by poor sanitary conditions and the crowded living quarters of the poor. Tuberculosis was a constant threat, as were epidemics of cholera, smallpox and scarlet fever. The town had two burying grounds. One for the Catholics and one for Anglicans. If you weren’t of either faith, you were not welcome to be buried in their cemeteries.



SURVEY PLAN FOR THE SIX-ACRE POTTERS FIELD PARCEL OF LAND (1826); LEFT: MEMORIAL IN POTTERS FIELD FOR GERMAN LABOURERS WHO DIED OF CHOLERA IN 1834; BOTTOM LEFT: UNVEILING THE POTTERS FIELD COMMEMORATIVE PLAQUE AT THE CORNER OF YONGE AND BLOOR STREETS (1988); BOTTOM RIGHT: RESTING PLACE OF PIONEERS PLAQUE AT TORONTO NECROPOLIS.



York desperately needed a burial option for those who weren't associated with the predominant churches of the day.

In late 1825, public notices appeared calling "a meeting of the inhabitants of York" at the Masonic Lodge on Colborne Street south of King Street. William Poyntz Patrick was named chairman, and William Lyon Mackenzie was appointed secretary for the meeting, which he reported on in the December 8th issue of the "Colonial Advocate," the newspaper he had founded the year before. Thomas Carfrae, Jr. who had been asked to find a suitable piece of land for York's first public burial ground for "all classes and sects," reported that he had located a six-acre property at what is now the north-west corner of Bloor and Yonge Streets, one mile north of the town limits of York. The property was part of the farm of John Elmsley.

Carfrae's recommendation was approved by the meeting and Messrs. Patrick, Carfrae and Mackenzie were asked to draft a petition to the two members of the Legislature representing York, "praying for an act of incorporation" for the public burying place.

The petitions were successful, and an Act of Incorporation was passed on January 30th, 1826. The cost for the burial ground was \$300 which was raised through public subscription, with no one person permitted to give more than one dollar.

Five men were appointed Trustees of the York General Burying Grounds: Thomas Carfrae, Jr.; Peter Paterson; John Ewart; Thomas Helliwell; and,

Dr. Thomas D. Morrison. Unfortunately for them, their work wasn't over with the opening of the "Potters Field." Following Incorporation in 1834, the City of Toronto grew rapidly northwards and in no time at all, the cemetery was no longer the required one mile beyond the city limits.

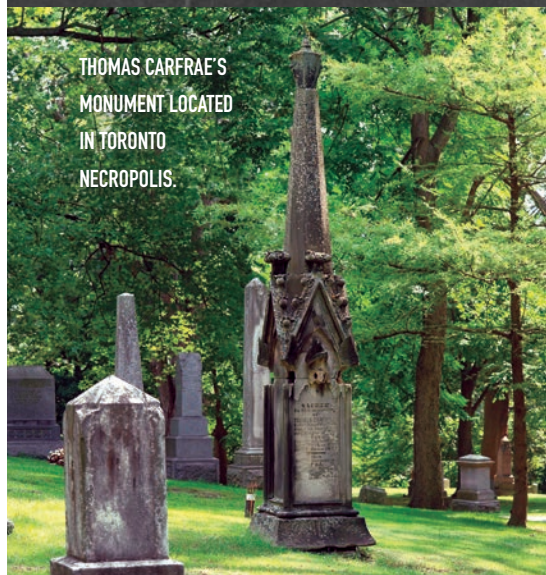
In 1849, the Trustees once again petitioned parliament, this time to allow them to purchase new land in the township of York. They repeated the petition two years later and were able to buy up to 25 acres of land in York township.

In the meantime, the town of Yorkville came into existence north of Toronto, and the residents objected to the nearby Potters Field. In 1855, they were successful in petitioning the government to close the cemetery. The Trustees were empowered to sell the land as soon as all the remains had been removed, and re-buried. Most of the remains were removed by friends and relatives, with the Trustees providing equivalent burial space elsewhere. Those remains that hadn't been claimed by 1875 were removed by the Trustees, and Potters Field was finally closed. Of those remaining, 984 were re-buried in the Necropolis, which the Trustees had bought in 1855. The remaining 364 bodies were moved to the new Mount Pleasant Cemetery. Both of these properties were the requisite one mile beyond the city limits.

Potters Field was only a cemetery for 30 years, but its founding principle – to provide non-sectarian burial choice for Toronto residents – persists in everything we do.



THOMAS
CARFRAE



THOMAS CARFRAE'S
MONUMENT LOCATED
IN TORONTO
NECROPOLIS.

WHERE DID THE NAME "POTTERS FIELD" COME FROM?

The York General Burying Grounds is more commonly known as Potters Field. The nickname, which was given to the cemetery by the local citizens, comes from Matthew 27:7 in the Christian Bible and refers to the money paid to the Apostle Judas for his betrayal of Christ. Judas is said to have thrown the 30 pieces of silver back at the priests who had paid him. The priests feeling that it was "blood money" and therefore could not legally be put back into the treasury used the money to buy the local potters field in which to bury strangers.

CREMATION NICHES

TRELLIS NICHES AT
THORNTON CEMETERY.

WE ARE INNOVATION

The world is running out of burial space.

This surprises many people, but it's true in just about every urban area the world over. In the GTA, land use policy, planning constraints and the physical make up of our city make it very unlikely we'll see many new cemeteries opening. In Toronto specifically, with the lake to the south, the greenbelt to the north and intense development to the east and west, there simply won't be enough burial land a generation from now.

This reality is just one of the factors leading more and more people to choose cremation over ground burial. Other factors driving the trend include

changing tastes, cultural and religious preferences and cost. A final important driver of this trend is something that might surprise – innovation.

Cremation may seem a simple and straightforward solution, but it offers an increasingly wide range of options to memorialize loved ones. Cremation niches are one of the options many GTA families now prefer. Niches are small, walled compartments that are designed to house cremated remains. Some are located outside and are granite fronted, like a traditional crypt. Others are inside and are glass fronted, allowing families to place mementos, photos and other personal items inside the niche with the urn.



GEOTHERMAL NICHE BUILDING AT
YORK CEMETERY.

GEOTHERMAL NICHES

INDOOR, GLASS-FRONTED NICHES ARE GROWING IN POPULARITY. BUT THESE STRUCTURES COME WITH A UNIQUE CHALLENGE – THEY NEED TO BE POWERED, FOR LIGHTS AND CLIMATE CONTROL, BUT FEW CEMETERIES HAVE POWER RUNNING THROUGH THEIR ENTIRE PROPERTIES. MOUNT PLEASANT GROUP SOLVED THIS CHALLENGE IN AN INNOVATIVE WAY. IN 2010 WE BUILT NORTH AMERICA'S FIRST SOLAR-POWERED AND GEOTHERMAL CLIMATE CONTROLLED NICHE BUILDING. GEOTHERMAL BUILDINGS USE THE EARTH'S RELATIVELY STABLE TEMPERATURE TO COOL IN THE SUMMER AND HEAT IN THE WINTER. THE INNOVATION HAS PROVEN SO POPULAR WE WILL SOON OPEN OUR THIRD GEOTHERMAL NICHE BUILDING.

WE ARE TECHNOLOGY

WE THINK OF CEMETERIES AS DEEPLY PERSONAL SPACES, WHERE WE GATHER TO COMMEMORATE OUR LOVED ONES. BUT THEY ARE MUCH MORE THAN THAT.

Cemeteries are rich storybooks, providing glimpses into the past, including the famous (and infamous) who came before us. Fathers of confederation. Founders of Toronto. Criminals. Revolutionaries. War heroes. Artists and inventors. These are

just some of the people buried in Mount Pleasant Group's cemeteries.

Cemeteries are also vast, rich greenspaces full of rare plants and trees and some of the most vibrant urban ecosystems in the GTA.

Mount Pleasant Group has created a tool to unlock all of the history, mystery and wonder in our cemeteries.

Finditatmpg.com currently allows you to search in three ways, but we're always adding new search features, so check back often.

FIND A GRAVE

FIRST LAUNCHED IN 2016, THIS FEATURE ALLOWS USERS OF GPS-ENABLED SMART PHONES TO FIND AND LOCATE ANYONE THAT IS BURIED OR ENTOMBED IN A MPG CEMETERY. LEVERAGING GOOGLE MAPS' PLATFORM, THE TOOL WILL NAVIGATE YOU RIGHT TO YOUR LOVED ONE'S GRAVE.

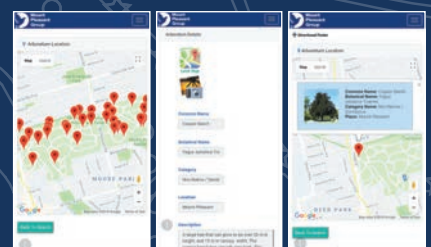
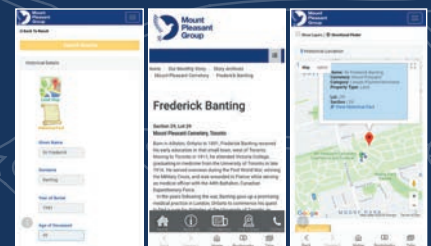
NOTABLE FIGURE SEARCH

CEMETERY VISITORS CAN EXPLORE AND LEARN ABOUT THE MANY INTERESTING AND HISTORICAL PERSONALITIES WHO MADE UP OUR CITY'S HISTORY. PICK A CEMETERY, THEN TYPE IN THE NAME OF A HISTORICAL FIGURE YOU ARE LOOKING FOR. SELECT FROM THE DROP-DOWN MENU

OR SEARCH BY ONE OF THE INTERESTING CATEGORIES. EACH SEARCH PROVIDES LINKS TO A SHORT HISTORICAL BIOGRAPHY AND A LOCATION MAP WHICH OFFERS THE OPTION TO GET DIRECTIONS TO THE GRAVE.

ARBORETUM SEARCH

EXPLORE THE MANY TREE SPECIES IN ONE OF CANADA'S LARGEST PRIVATELY MAINTAINED ARBORETUMS AT MOUNT PLEASANT CEMETERY. SEARCH BY COMMON OR BOTANICAL NAMES, OR FILTER BY TREE CATEGORIES. EITHER WAY, EXAMPLES OF EACH TREE ARE MAPPED. A BRIEF EXPLANATION OF THE TREE INCLUDING A PICTURE IS PROVIDED AS YOU EXPLORE THE GROUNDS WITH GPS TO LEAD THE WAY.



WE ARE DEDICATED



EMPLOYEE ENGAGEMENT IS A HEIGHTENED EMOTIONAL AND INTELLECTUAL CONNECTION THAT AN EMPLOYEE HAS FOR HIS OR HER JOB, ORGANIZATION, MANAGER, OR COWORKERS THAT, IN TURN, INFLUENCES THEM TO APPLY ADDITIONAL DISCRETIONARY EFFORT TO THEIR WORK. THE FEELINGS THAT HIGHLY ENGAGED EMPLOYEES HAVE INCLUDE:

- PROUD
- FOCUSED
- OPTIMISTIC
- DETERMINED
- RESILIENT
- FLEXIBLE
- COMMITTED
- CONNECTED
- MOTIVATED
- INSPIRED
- EMOTIONALLY INVESTED

THERE ARE A LOT OF THINGS THAT MAKE OUR INDUSTRY UNIQUE. DEALING WITH DEATH ISN'T FOR EVERYONE AND FOR MANY, IT CAN SEEM LIKE AN UNUSUAL CAREER CHOICE. BUT FOR OUR EMPLOYEES, WORK ISN'T JUST A JOB. FOR THEM, HELPING PEOPLE THROUGH ONE OF LIFE'S MOST DIFFICULT TIMES IS AN IMPORTANT, DEEPLY REWARDING SERVICE THEY PROVIDE.

People who work in the funeral and cemetery businesses have always known that deeply personal, exceptional customer service is the only option when serving someone who has lost a loved one.

What makes good customer service? It can be a bit intangible; the kind of thing

that we all recognize when we experience it (and when we don't). But one of the best indicators of whether a company delivers great customer service is the level of job satisfaction of its employees. How are they treated? Do they like their job? Are they proud of the organization? Are they emotionally invested in what they do?

We believe that if employees are well cared for, they almost always care for customers in the same way.

This year we had a leading employee engagement organization look at our team. The results shed more light on just how our staff meet and exceed our customers' expectations.



88%
EMPLOYEE
ENGAGEMENT

JOB PROVIDES A SENSE OF
PERSONAL ACCOMPLISHMENT



92%
CUSTOMER
FOCUS

ENCOURAGED TO EXCEED
CUSTOMER EXPECTATIONS



78%
INCLUSION, RESPECT
AND DIVERSITY

DIVERSE IDEAS AND WAYS OF
THINKING & WORKING ARE
VALUED IN ORGANIZATION

MEMORY BOXES

WE ARE MEMORIES

Most of us have things that remind of us of loved ones. The smell of a familiar perfume; hearing a favourite song on the radio; or finding a forgotten hand-written note. It doesn't take much to take us back in time, to feel surrounded in spirit by the people we loved.

Funerals and cemeteries play an important part in memory. Funerals are where we gather with family and friends to memorialize those who have died and cemeteries help focus and keep those memories alive. Cemeteries also help preserve our collective memories. Memorials within cemeteries like the Korea Veterans National Wall of Remembrance at Meadowvale Cemetery just north of Toronto are a powerful reminder of the

sacrifice Canadian veterans made for our country. Similarly, a sculpture of two children playing leapfrog, situated in the children's section of Mount Pleasant Cemetery, reminds us of the fragility of life, even for the very young.

At the Mount Pleasant Group we understand the important role memory plays in everything we do. So, we work hard to create memorable, personalized funeral services, beautiful cemetery properties and memorials like the Victoria Cross Memorial and grand allée at York Cemetery.

This year Mount Pleasant Group launched a project that recognizes the importance of memories, but also encourages the living to think about

“DEATH LEAVES A HEARTACHE NO ONE CAN HEAL, LOVE LEAVES A MEMORY NO ONE CAN STEAL”

— FROM AN IRISH HEADSTONE

what memories they want their families to keep after they're gone.

The program centers around Memory Boxes. These are simple wooden boxes that people fill with mementos that matter to them; things they want their families to remember them by. The program is about being more intentional about collecting some of those memory triggers in one place.

The contents of each memory box are unique to each person. Many of the stories are quite moving.

The powerful lesson of the memory box is that with a little thought and planning, each of us can share the gift of lasting memories for those we leave behind.

JOHN INCLUDED A LOVE LETTER HE WROTE TO HIS LATE WIFE, AND A RING HE WEARS, WITH A SMALL COMPARTMENT IN IT CONTAINING SOME OF HER ASHES.

VIDEOS AT WWW.YOUTUBE.COM/USER/MOUNTPLEASANTGROUP

ARLENE LEFT VIDEOTAPES TELLING OF HER TRIP TO RUSSIA TO ADOPT HER SON, AND CHILDREN'S BOOKS SHE CREATED FEATURING HER SON TO TEACH HIM TO READ.

MOUNT PLEASANT GROUP

2018 YEAR IN REVIEW

17

CURRENT DIRECTORS & SENIOR MANAGEMENT

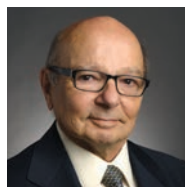
MOUNT PLEASANT GROUP OF CEMETERIES BOARD



RICHARD BOXER
Finance &
Investment
Committee Chair



DIANE CHABOT
Chair



THOMAS DI GIACOMO
Finance & Investment
Committee



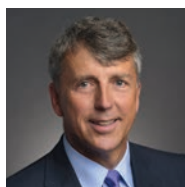
MARILYN EMERY
Governance &
HR Committee



BRENT HOULDEN
Finance & Investment
Committee



GLENN McCLARY
Director & Board
Secretary



DON MORRISON
Finance & Investment
Committee
Governance &
HR Committee



ANNE SADO
Governance & Human
Resources Committee
Chair



CONNIE SUGIYAMA
Finance & Investment
Committee
Governance &
HR Committee

CANADIAN MEMORIAL SERVICES BOARD



ANGIE AQUINO
Director & Board
Secretary



MARILYN EMERY
Director

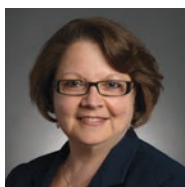


GLENN McCLARY
Chair

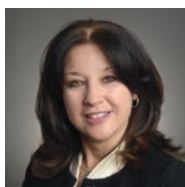


KEVIN SHEA
Director

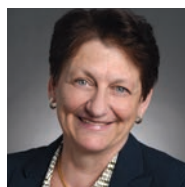
SENIOR MANAGEMENT TEAM



ANGIE AQUINO
Funeral President



LUCY LOMBARDI
Vice President
Finance



LOUISE MacLEAN
Director Human
Resources



GLENN McCLARY
Cemetery President
& CEO



GLEN TIMNEY
Vice President
Corporate
Development



RICK COWAN
Asst. Vice President
Marketing



JEFF DENNIS
Director Development



NATHAN JOHNSON
Director Client Services



GARY LINTON
Director Property
Management



GOWRI THILEEPAN
Director, Corporate
Financial Services

WE ARE TRANSPARENT

Consolidated Financial Statements

March 31, 2018

INDEPENDENT AUDITOR'S REPORT

To the Members of
Mount Pleasant Group of Cemeteries

We have audited the accompanying consolidated financial statements of **Mount Pleasant Group of Cemeteries**, which comprise the consolidated balance sheet as at March 31, 2018, 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.

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, 2018, 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.

Ernst + Young LLP

Chartered Professional Accountants
Licensed Public Accountants

Toronto, Canada
June 25, 2018

CONSOLIDATED BALANCE SHEET

[in thousands of dollars]

As at March 31

	2018 \$	2017 \$
ASSETS		
Current		
Cash and cash equivalents	5,573	7,522
Accounts receivable	19,139	25,995
Prepaid expenses and other	1,606	1,521
Total current assets	26,318	35,038
Long-term accounts receivable	45,714	42,916
Investments [note 3]	706,843	671,787
Cemetery properties [note 18]	58,835	44,782
Capital assets, net [note 4]	65,297	66,367
Other	400	400
	903,407	861,290
LIABILITIES AND NET ASSETS		
Current		
Accounts payable and accrued liabilities [notes 6 and 17]	13,920	14,603
Deferred revenue	1,306	1,544
Total current liabilities	15,226	16,147
Deferred prepaid trust [note 7]	202,726	193,761
Other deferred revenue [note 8]	1,049	2,307
Accrued benefit liability [note 14]	9,411	7,664
Total liabilities	228,412	219,879
Commitments and contingencies [notes 3, 5 and 12]		
NET ASSETS		
Externally restricted funds for care and maintenance [note 9]	432,577	412,881
Endowments	4,396	4,461
Internally restricted [note 10]	41,208	40,759
Unrestricted	196,814	183,310
Total net assets	674,995	641,411
	903,407	861,290

See accompanying notes

On behalf of the Board:


Board Chair


Director

CONSOLIDATED STATEMENT OF REVENUE AND EXPENSES

[in thousands of dollars]

As at March 31

	2018 \$	2017 \$
REVENUE		
Sales [note 7]	71,605	72,811
Care and maintenance [note 8]	13,255	12,781
Other	559	645
	85,419	86,237
EXPENSES		
Direct [note 15]	19,878	21,117
General and administrative [note 15]	40,189	39,794
Care and maintenance [notes 8 and 15]	13,255	12,781
	73,322	73,692
Excess of revenue over expenses before the following	12,097	12,545
Gain on Langstaff land sale [note 18]	—	24,577
Investment income [note 11]	2,847	8,450
Excess of revenue over expenses for the year	14,944	45,572

See accompanying notes

CONSOLIDATED STATEMENT OF CHANGES IN NET ASSETS

[in thousands of dollars]

As at March 31

	2018					2017
	Externally Restricted Funds For Care And Maintenance \$	Endowments \$	Internally Restricted \$	Unrestricted \$	Total \$	Total \$
Net assets,						
beginning of year	412,881	4,461	40,759	183,310	641,411	560,126
Excess of revenue over expenses for the year	—	—	—	14,944	14,944	45,572
Remeasurements related to employee defined benefit plan	—	—	—	(991)	(991)	(80)
Transfers [note 10]	—	—	449	(449)	—	—
Contributions [note 9]	13,174	20	—	—	13,194	13,509
Net gain (loss) on investments held for care and maintenance and endowments [note 11]	6,522	(85)	—	—	6,437	22,284
Net assets, end of year	432,577	4,396	41,208	196,814	674,995	641,411

See accompanying notes

CONSOLIDATED STATEMENT OF CASH FLOWS

[in thousands of dollars]

As at March 31

	2018 \$	2017 \$
OPERATING ACTIVITIES		
Excess of revenue over expenses for the year	14,944	45,572
Add (deduct) items not involving cash		
Amortization of capital assets	5,313	4,563
Net gain on investments	(208)	(5,582)
Gain on Langstaff land sale	—	(24,577)
Employee benefits expense related to defined benefit plan	924	562
	20,973	20,538
Net change in non-cash balances related to operations [note 13]	(3,294)	(5,612)
Care and maintenance and endowment contributions	13,194	13,509
Net purchase of investments held for care and maintenance, endowments and prepaid trust funds	(25,845)	(8,660)
Employer contributions to defined benefit plan	(168)	(160)
Cash provided by operating activities	4,860	19,615
INVESTING ACTIVITIES		
Net purchase of investments held for unrestricted and internally restricted funds	(2,566)	(25,772)
Purchase of capital assets	(4,243)	(17,140)
Net proceeds from Langstaff land sale	—	24,704
Cash used in investing activities	(6,809)	(18,208)
Net increase (decrease) in cash and cash equivalents during the year	(1,949)	1,407
Cash and cash equivalents, beginning of year	7,522	6,115
Cash and cash equivalents, end of year	5,573	7,522

See accompanying notes

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

[in thousands of dollars]

March 31

1. PURPOSE OF THE ORGANIZATION

Mount Pleasant Group of Cemeteries [the “organization”] controls the operation of ten cemeteries, three funeral homes and six funeral 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 a corporation without share capital that was formed by Special Act and is governed by the *Corporations Act* (Ontario). It 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 *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 its controlled entity, Canadian Memorial Services [“CMS”]. CMS operates three funeral homes and six funeral centres in the Greater Toronto Area and is incorporated without share capital under the *Corporations Act* (Ontario).

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 trust 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.

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.

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

[in thousands of dollars]

March 31

Contributions for care and maintenance that are to be held permanently, 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, in which case it 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.

Alternative investments comprise investments in real estate, infrastructure, real assets, private equity, private debt and limited partnerships and are valued at the net asset value per unit reported by each investment fund manager, which represents fair value.

Investments in short-term investments and 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.

Cemetery properties

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

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

[in thousands of dollars]

March 31

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 and crematoria 10 – 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 plan

The organization maintains a non-pension post-retirement defined benefit plan and accounts for these benefits using the immediate recognition approach. Under this approach, the organization recognizes the amount of the accrued benefit obligation in the consolidated balance sheet. Current service and finance costs are expensed during the year, while remeasurements, representing actuarial gains and losses, are recognized as a direct increase or decrease in net assets. The organization accrues its obligations under the non-pension post-retirement defined benefit plan 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 accrued benefit obligation is determined using a roll-forward technique to estimate the accrued liability from the most recent actuarial valuation that is prepared at least every three years.

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.

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

[in thousands of dollars]

March 31

3. INVESTMENTS

Investments consist of the following:

	Carrying value	2018 \$	2017 \$
Canadian short-term investments	Amortized cost	77,645	26,856
Canadian equities	Fair value	156,624	217,327
Pooled funds			
Canadian bonds	Fair value	233,201	366,457
Canadian mortgages	Fair value	73,335	—
Global equities	Fair value	93,289	40,389
Alternative funds			
Canadian real estate income	Fair value	31,925	17,838
Canadian real estate mortgages	Fair value	600	—
Canadian private debt	Fair value	4,958	2,920
Global income	Fair value	35,266	—
		706,843	671,787

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 Canadian short-term investments [1%], Canadian bonds [39%], Canadian equities [21%], Global equities [22%] and alternative funds [17%]. Endowments are primarily invested in bonds. Prepaid trust funds are invested in Canadian bonds [46%] and Canadian mortgages [54%]. Internally restricted funds are invested in Canadian short-term investments [40%] and Canadian equities [60%].

The organization has committed to make total investments in Canadian real estate mortgages and Canadian private debt of \$10,000 and \$25,000, respectively, of which \$600 and \$4,958, respectively, has been funded to date. Subsequent to year-end, the organization committed to make additional investments in Canadian real estate income of \$10,000, of which \$1,000 has been subsequently funded.

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

[in thousands of dollars]

March 31

4. CAPITAL ASSETS

Capital assets consist of the following:

	2018		
	Cost	Accumulated amortization	Net book value
	\$	\$	\$
Land	3,014	—	3,014
Buildings and crematoria	91,081	34,775	56,306
Furniture, fixtures and equipment	23,248	17,271	5,977
	117,343	52,046	65,297
	2017		
	Cost	Accumulated amortization	Net book value
	\$	\$	\$
Land	3,014	—	3,014
Buildings and crematoria	89,098	31,943	57,155
Furniture, fixtures and equipment	22,506	16,308	6,198
	114,618	48,251	66,367

Buildings include construction in progress of \$2,718 [2017 – \$3,900] that will not be amortized until placed in service. Fully amortized assets of \$1,518 [2017 – \$1,772] have been removed from cost and accumulated amortization as they are no longer in use.

5. BANK FACILITY

The organization has a line of credit of \$1,300 available with a Canadian chartered bank, bearing interest at the bank's prime rate of 3.45% [2017 – 2.70%] against which letters of credit totalling \$776 [2017 – \$471] are outstanding. In addition, the organization has a line of credit of \$197 available with a Canadian chartered bank, bearing interest at the bank's prime rate of 3.45% [2017 – 2.70%] that was not utilized as at March 31, 2018 and 2017. Annual fees are charged on outstanding letters of credit at 0.75%.

6. GOVERNMENT REMITTANCES PAYABLE

As at March 31, 2018, accounts payable and accrued liabilities include government remittances payable of \$1,438 [2017 – \$1,322].

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

[in thousands of dollars]

March 31

7. DEFERRED PREPAID TRUST

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

	2018 \$	2017 \$
Balance, beginning of year	193,761	183,947
Contributions during the year	19,121	19,180
Interest income earned during the year [note 11]	4,391	4,321
Loss during the year [note 11]	(2,265)	(2,214)
Services performed during the year recognized as revenue	(12,282)	(11,473)
Balance, end of year	202,726	193,761

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:

	2018 \$	2017 \$
Balance, beginning of year	2,307	3,158
Investment income [note 11]	11,997	11,930
Revenue recognized related to care and maintenance	(13,255)	(12,781)
Balance, end of year	1,049	2,307

9. EXTERNALLY RESTRICTED FUNDS FOR CARE AND MAINTENANCE

Externally restricted funds for care and maintenance represent that portion of revenue that 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 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.

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

[in thousands of dollars]

March 31

11. INVESTMENT INCOME

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

	2018 \$	2017 \$
Total investment income	23,407	44,771
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	(6,522)	(22,424)
Net loss on investments held for endowments recognized in the consolidated statement of changes in net assets	85	140
Interest income on prepaid trust funds [note 7]	(4,391)	(4,321)
Net loss on prepaid trust funds [note 7]	2,265	2,214
Investment income on externally restricted funds for care and maintenance and endowments recorded as other deferred revenue [note 8]	(11,997)	(11,930)
Investment income recognized in the consolidated statement of revenue and expenses	2,847	8,450

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.

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

	\$
2019	421
2020	229
2021	181
2022	191
2023	192
Thereafter	419

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

[in thousands of dollars]

March 31

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

[c] The organization is committed to construction costs of \$8,526 related to its cemetery properties, of which \$2,318 of costs have been incurred to date.

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

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

	2018 \$	2017 \$
Accounts receivable	6,856	(8,797)
Prepaid expenses and other	(85)	1,186
Long-term accounts receivable	(2,798)	(5,294)
Cemetery properties	(14,053)	1,205
Accounts payable and accrued liabilities	(683)	(2,098)
Deferred revenue	(238)	(777)
Deferred prepaid trust	8,965	9,814
Other deferred revenue	(1,258)	(851)
	(3,294)	(5,612)

14. POST-RETIREMENT DEFINED BENEFIT PLAN

The organization's non pension post-retirement defined benefit plan comprises medical and dental coverage for certain groups of employees. The latest actuarial valuation for the non pension post retirement defined benefit plan was performed as of March 31, 2018.

15. ALLOCATION OF EXPENSES

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

	2018 \$	2017 \$
Direct	71	84
Care and maintenance	714	919
	785	1,003

16. FINANCIAL INSTRUMENTS

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

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

[in thousands of dollars]

March 31

Currency risk

The organization is exposed to foreign currency risk with respect to its investments denominated in foreign currencies, including the underlying investments of its pooled funds denominated in foreign currencies, because the fair value and future cash flows will fluctuate due to the changes in the relative value of foreign currencies against the Canadian dollar.

Credit risk

The organization is exposed to credit risk in connection with its accounts receivable and its short term and fixed income 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. In addition, the organization is exposed to interest rate risk with respect to its bank facilities because the interest rate is linked to the bank's prime rate, which changes from time to time, causing cash flows to fluctuate.

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, 2018, the organization estimates taxes payable of approximately \$74 [2017 – nil], which has been recorded in accounts payable and accrued liabilities, and \$9,871 of unclaimed capital cost allowance available to be carried forward indefinitely.

18. LAND TRANSACTIONS

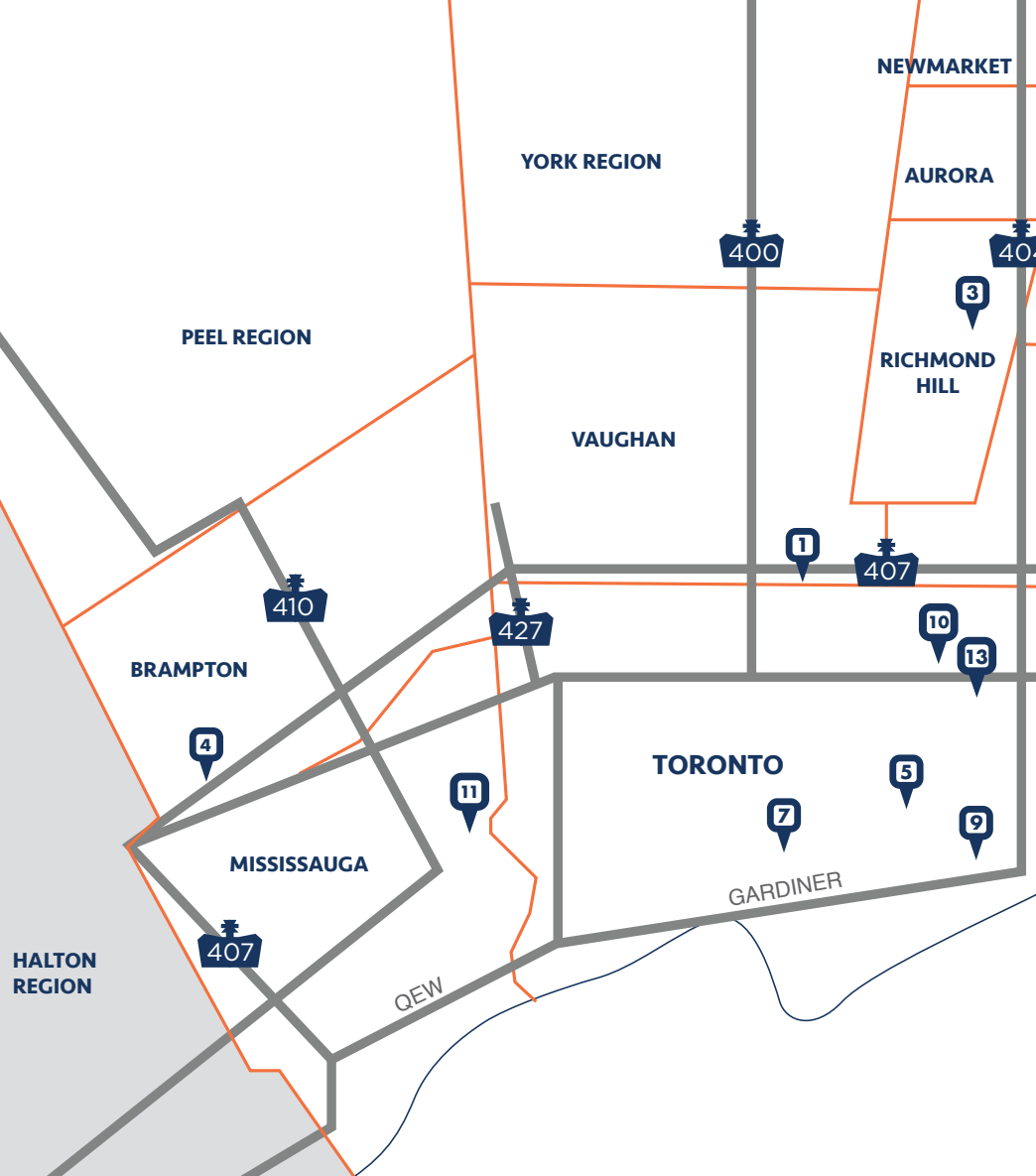
During fiscal 2018, the organization purchased property for total cash consideration of \$13,668.

During fiscal 2017, remaining land at the Langstaff farm location was sold. Proceeds were \$24,704, with a gain of \$24,577 recorded in the consolidated statement of revenue and expenses.

19. COMPARATIVE FIGURES

Certain reclassifications of 2017 amounts have been made to facilitate comparison with the current year.

WE ARE HERE



1 BEECHWOOD CEMETERY

7241 Jane Street
Vaughan, ON L4K 1A7
☎ 905-669-1827

✉ beechwoodinfo@mountpleasantgroup.com

2 DUFFIN MEADOWS CEMETERY

2505 Brock Road North
Pickering, ON L1V 2P8
☎ 905-427-3385

✉ duffinmeadowsinfo@mountpleasantgroup.com

3 ELGIN MILLS CEMETERY, CREMATION AND FUNERAL CENTRES

1591 Elgin Mills Road East
Richmond Hill, ON L4S 1M9
☎ 905-737-1720

✉ elginmillsinfo@mountpleasantgroup.com

4 MEADOWVALE CEMETERY, CREMATION AND FUNERAL CENTRES

7732 Mavis Road
Brampton, ON L6Y 5L5
☎ 905-451-3716

✉ meadowvaleinfo@mountpleasantgroup.com

5 MOUNT PLEASANT CEMETERY CREMATION AND FUNERAL CENTRES

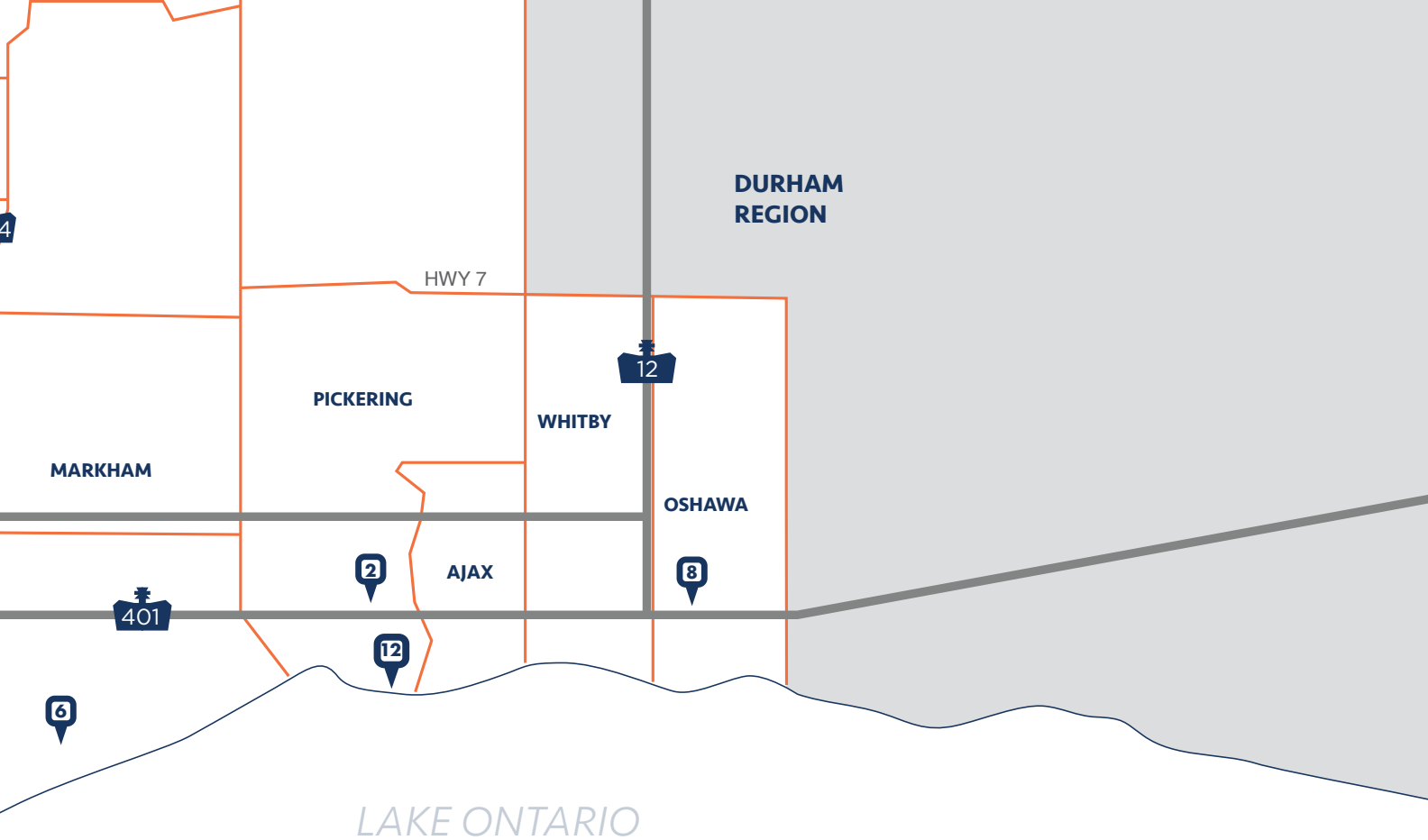
375 Mount Pleasant Road
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☎ 416-485-9129

✉ mountpleasantinfo@mountpleasantgroup.com

6 PINE HILLS CEMETERY AND FUNERAL CENTRE

625 Birchmount Road
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☎ 416-267-8229

✉ pinehillsinfo@mountpleasantgroup.com



7 PROSPECT CEMETERY

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

11 THE SIMPLE ALTERNATIVE FUNERAL CENTRE – MISSISSAUGA

1535 South Gateway Road
Mississauga, ON L4W 5J1
☎ 905-602-1580
✉ tsamississaugainfo@mountpleasantgroup.com

8 THORNTON CEMETERY, CREMATION AND FUNERAL CENTRES

1200 Thornton Road North
Oshawa, ON L1J 0C9
☎ 905-579-6787
✉ thorntoninfo@mountpleasantgroup.com

12 THE SIMPLE ALTERNATIVE FUNERAL CENTRE – PICKERING

1057 Brock Road
Pickering, ON L1W 3T7
☎ 905-686-5589
✉ tsapickeringinfo@mountpleasantgroup.com

9 TORONTO NECROPOLIS CEMETERY

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

13 THE SIMPLE ALTERNATIVE FUNERAL CENTRE – TORONTO

275 Lesmill Road
Toronto, ON M3B 2V1
☎ 416-441-1580
✉ tsatorontoinfo@mountpleasantgroup.com

10 YORK CEMETERY AND FUNERAL CENTRE

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

CURRENT SITE MANAGERS

CEMETERY MANAGEMENT TEAM



NELSON BOAVENTURA
York & Meadowvale
Cemeteries



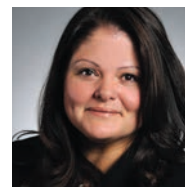
HAMEES HASSAN
Thornton & Duffin
Meadows
Cemeteries



ANITA MAZZARA
Elgin Mills
Cemetery



NEIL O'BRIGHT
Pine Hills
Cemetery



ANTONIETTA SWEENEY
Prospect &
Beechwood
Cemeteries



HEATHER WEIR
Mount Pleasant &
Toronto Necropolis
Cemeteries

FUNERAL MANAGEMENT TEAM



BILL BAXTER
The Simple
Alternative Pickering
& Thornton Funeral
Centre



ERIKA BYERS
The Simple
Alternative
Toronto



ANNE HUIZINGH
Elgin Mills Funeral
Centre



LINDA LEE
York Funeral
Centre



WENDY McCLURE
Mount Pleasant
Funeral Centre



JOHN MORRISON
The Simple Alternative
Mississauga



MICHELLE PAUKOVIC
Meadowvale
Funeral Centre



DAVID PERRY
Pine Hills
Funeral Centre

PRE-PLANNING MANAGEMENT TEAM



MIKE PAGANI
Central-West District



MAX SEO
North District



WADE SHREVE
East District

CURRENT SITE MANAGERS

PROPERTY MANAGEMENT TEAM



PAUL CANDY
Elgin Mills Cemetery



LUIS FICHER
Mount Pleasant &
Toronto Necropolis
Cemeteries



KAREN FORD
Meadowvale
Cemetery



MARK FRANCIS
Equipment
Maintenance
Manager



MARTIN GARCIA
Beechwood
Cemetery



CHARLIE IRETON
Pine Hills Cemetery



GARY IRVING
Prospect Cemetery



PAUL SHEPPARD
Thornton &
Duffin Meadows
Cemeteries



PETER SUMMERS
York Cemetery

Mount Pleasant Group is committed to conducting itself with transparency and a focus on exceeding our customers' expectations. If we fail to live up to these commitments, please let us know so that we can improve.

MPG'S CUSTOMER FEEDBACK AND COMPLAINT PROCESS

If you would like to provide us with feedback or have a complaint, please visit the "About Us" section our website to see how to make us aware of your feedback. You may also send us an email at clientconcerns@mountpleasantgroup.com or call our Corporate Office at 416-696-7866.

We are committed to acknowledging all concerns within two business days.

THE BEREAVEMENT AUTHORITY OF ONTARIO

If consumers feel a bereavement service provider is not conducting itself appropriately they may contact the Bereavement Authority of Ontario (BAO). The BAO is a not-for-profit corporation, responsible for administering the provisions of the Funeral, Burial and Cremation Services Act, 2002 and associated regulations on behalf of the Ontario Ministry of Government and Consumer Services. The BAO oversees the entire bereavement sector in Ontario, including funeral establishments, funeral directors, funeral pre-planners, transfer service operators and transfer service sales representatives, and cemetery and crematorium operators and sales representatives. More information can be found at www.thebao.ca.

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