



# THE FRIEND OF BROTHER ANDRÉ

United to promote Saint Joseph's Oratory of Mount Royal!



## Histoire d'une âme (The Story of a Soul)

Dramatic presentation inspired  
by the writings  
of Saint Thérèse of Lisieux

Written and directed  
by Michel Pascal (in French)

Starring Eva Hernandez

Friday, September 23  
at 7:30 p.m.

in the Crypt Church  
of Saint Joseph's Oratory.

Following the drama,  
the relics of Saint Thérèse  
and those of her parents,  
Louise and Zélie Martin  
will be exposed for veneration  
until 10:00 p.m.



Saint Joseph's  
**ORATORY**  
of Mount Royal

## An interactive experience open to the future

Last June, a new interactive exhibit was installed in the project hall located at the entrance to the crypt church. The administration of Saint Joseph's Oratory decided to team up with the firm *Aquarium Media* to rethink and revitalize how future developments at the shrine are presented to the public.

The exhibit is organized on a photographic mural on a large wall. The middle section portrays "The Oratory of the Future." On the left, stands a life-size statue of Brother André looking toward the basilica. The section to the right shows a crowd of faces focusing on the Oratory. Across the mural, some of the images move. As you walk up to it, the exhibit unfolds in four stages: the dream come true; a place of inspiration; the involvement of ordinary people; and a vista over the city.

The interactive adventure starts with a series of photographs showing the construction of the Oratory from 1904 on toward... the future! You can explore at your own pace and progress through a brief history of the shrine which uses exclusive images and several short videos.

This is followed by a detailed explanation of the major steps in the development project: the entrance and the parking lot, the sacred axis, the welcome pavilion, Holy Family Square and the carillon, the area between the domes and the observation deck.

You will know inspiring moments by touring the site through the lens of a short film a moving experience. You will witness large crowds of people, sculptures of impressive shapes and sizes along with luminous, multi

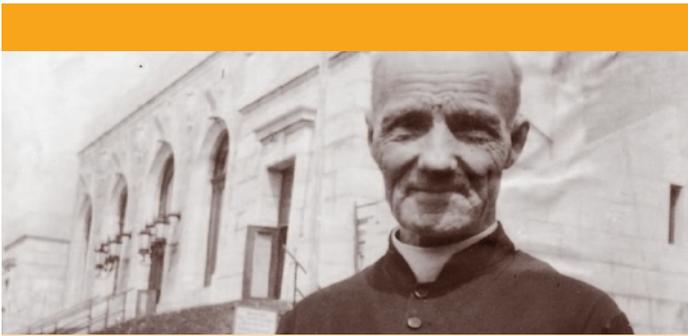


coloured stained glass windows. As well, you can let yourself be inspired by a sacred chant performed by the Petits Chanteurs du Mont-Royal.

Audio testimonials by several Associates of Brother André highlight this group of donors' significant involvement—past, present and future with the Oratory.

You can also memorialize your visit by leaving your mark on an interactive map of the world projected on a screen. Simply use the podium to enter your name and country of origin, both of which will light up immediately on the map.

To end your visit, treat yourself to a photographic panorama taken from the top of the dome of the basilica. One day, pilgrims and visitors will be able to have a unique view of Montreal from the future observation deck. A 360-degree vista on which to feast your eyes! — During your next visit, come and discover this new interactive exhibit which prolongs Brother André's wonderful dream into the future. ■



Archives of Saint Joseph's Oratory

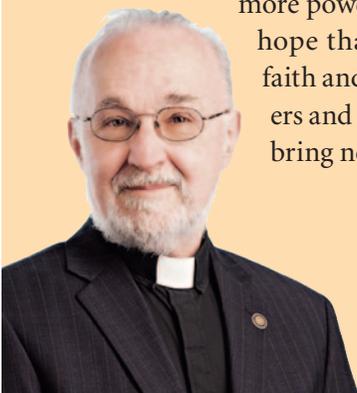
## Saint André Bessette, brother and friend to all

Less than one year after his canonization, we have begun noticing an increased interest in Saint Brother André, above and beyond the enthusiasm raised by last year's event. This excitement is reflected in the multitude of messages left by pilgrims from every corner of the world in the book of intentions placed at the foot of his statue. The words expressed are personal and private; these people talk to him as though they are confiding in a friend.

The broader and more tangible influence of Brother André's mission, however, is manifested by the creation of several groups of Christian parishes and Christian communities that have decided to place the future of their community under the patronage of Saint Brother André, namely in Laconia, New Hampshire; Portland, Oregon, Wilkes Barre, Pennsylvania; and Aurora and Ottawa, Ontario. Moreover, it would appear that this fervour is only the beginning—the huge number of requests to display Brother André's reliquary speaks for itself.

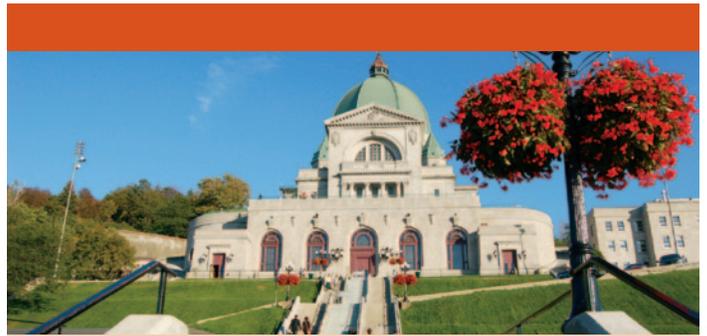
As a friend of Brother André and a person devoted to your spiritual community, you too can adopt Brother André as a model and protector for your projects. As Brother André used to say: "When I die and go to heaven, I'll be much closer to God than I am now; then, I'll have

more power to help you." I sincerely hope that Saint Brother André's faith and compassion for his brothers and sisters will inspire you and bring new life to your projects. ■



**Father Claude Grou, CSC**  
Rector

Maxime Boisvert



A. Charron

## We need you!

In the last issue of *The Friend*, I spoke about several ways in which the Associates of Brother André can participate in developing Saint Brother André's great mission. Many of you responded with suggestions, which led to several new ideas that I'd like to present here.

*Breathe new life into the Remembrance Mass celebrated on November 2, by inviting the Associates to pray for loved ones and fellow Associates who have passed away during the year.*

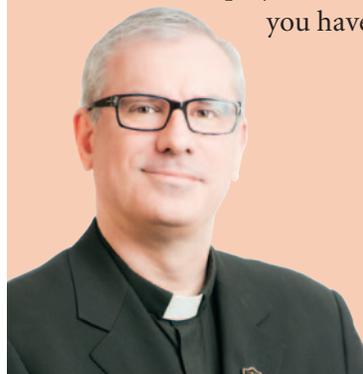
I would like to take this opportunity to remind you that every 7:30 p.m. mass at the Oratory is offered for the intentions of the Associates of Brother André.

*Invite all Associates who took part in the activities surrounding the canonization event in Rome or in Montreal to a special celebration marking the first anniversary of the canonization of Brother André.*

It would be delightful to relive this wonderful religious event together.

*We could also invite people close to the Associates to give a testimonial on the impact that Brother André had on their lives.* Several names have already been forwarded to me! This is yet another exciting idea that merits exploring!

I will soon be providing more information on these projects. Don't hesitate to contact me if you have other good ideas! ■



**Mario Lachapelle, CSC**  
Director  
Associates of Brother André

Maxime Boisvert

## A charitable gift annuity: a profitable choice for all

Only a few charitable organizations are authorized by law and applicable regulations to issue charitable gift annuities to their donors. Saint Joseph's Oratory of Mount Royal is one of those organizations.

An increasing number of people are showing interest in charitable annuities and are subsequently turning to Saint Joseph's Oratory. What is a charitable gift annuity? In return for a capital sum transferred by the donor, the Oratory makes regular payments—which can be broken up into semi-annual or monthly payments—to the latter for the rest of his life.

In many cases, a charitable annuity ensures the donor receives a better rate of return than most fixed-rate investments as well as a significant tax receipt. The preferential rate is guaranteed for life and the donor gets a stable annuity income, despite any turbulence in the financial markets.

When the gift annuity is created, the donor will be issued a tax receipt for at least 20% of the assets transferred. The portion of the capital that corresponds to the gift is calculated by taking the assets

transferred minus the market value of the annuity. This tax credit can be claimed in the year the donation was made or be deferred over the next five years.

Most of the time, only a small portion of the annuity payment is considered taxable; it depends on the donor's life expectancy. An older donor will benefit from higher annuity payments, and all or substantially all of his payments are tax-free.

For example, an 80-year-old donor contributes \$100,000 for a gift annuity with Saint Joseph's Oratory of Mount Royal. On verification of the market value for such an annuity, a donation receipt in the amount of \$20,000 will be issued to the donor. Based on his life expectancy, which is eight years, he will receive annual annuity payments in the amount of \$10,000, paid out in 13 monthly installments of \$833.33 each.

Given the donor's age, this annuity is tax-free. With the combined income tax credits, the \$20,000 donation will generate \$9,612.61 in income tax savings.

A charitable gift annuity can also be arranged for two people: upon the donor's death, annuity payments continue

to be made to the surviving person until his/her death. The person in question can be a spouse and must be at least 65 years old, same as the donor.

In addition to the tax advantages and the generous 10% return on investment, donors who take out an annuity with Saint Joseph's Oratory will be demonstrating incredible generosity and will be ensuring this wonderful Sanctuary lives on forever.

We are grateful to all our valued donors for their kindness. It is thanks to you that the Oratory is a part of our lives! ■

Follow me online for other information capsules on planned gifts at: [CotcClaudia.blogspot.com](http://CotcClaudia.blogspot.com)

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Claudia Côté, B.A., LL.L.

Director

Planned Giving Program

514-733-8211, ext. 2523 or (toll-free) 1-877-672-8647

[ccote@osj.qc.ca](mailto:ccote@osj.qc.ca)



## GATHERINGS AND FUNDRAISING ACTIVITIES

### September 2011

**Sunday, September 25, 2:00 p.m.**

**Pilgrimage of Italian parishes and communities**

**Friday, September 23, 7:30 p.m.**

*Histoire d'une âme* (The Story of a Soul)

Dramatic presentation inspired by the writings of Saint Thérèse of Lisieux. Written and directed by Michel Pascal (in French). Performed by Eva Hernandez.

in the Crypt Church

### October 2011

**Sundays, October 2, 9, 23 and 30**

**Sundays of the Associates of Brother André**

Appreciation day; by invitation

Mass at 11 a.m. in the Basilica followed by a meal

**Sunday October 16, 2:00 p.m.**

**Celebration marking the first anniversary of the canonization of Saint Brother André**

Come and remember the great moments of the canonization of the founder of the Oratory:

October 16 and 17 celebrations in Rome and Montréal,  
October 16 and 17 and the Thanksgiving Mass  
at the Olympic Stadium October 30.

*F. andré*

**A friend. A brother. A saint.**

### November 2011

**In the Oratory Museum from November 5**

**Exhibition of 200 nativity scenes from over 100 countries**

Admission fees; schedule and special prices for families and groups available via registration at Visitor and Pilgrim Services at 514 733-8211 or [pelerinage@osj.qc.ca](mailto:pelerinage@osj.qc.ca)

### December 2011

**Sunday, December 4, 3:00 p.m.**

**Communal celebration of forgiveness**  
in the Crypt Church

**Saturday, December 17, 8:00 p.m.**

**A Classical Noël at the Oratory with Marc Hervieux and the Petits Chanteurs du Mont-Royal**

Benefit concert to fund our major renovation and restoration project

In the Basilica

Tickets \$35, \$50, \$100

Special Tickets \$250 (post-concert cocktail with the artist and income tax receipt)

Admission Network: 514 790-1245 - [www.admission.com](http://www.admission.com)

Oratory Gift Shop: 514 733-8211



The tenor Marc Hervieux

**Saturday, December 24**

**Christmas Eve Masses**

6:00 p.m.: family mass

9:00 p.m. and midnight; with *Les Petits Chanteurs du Mont-Royal*

Organ concert preceding masses

Pass required for the 9:00 p.m. and midnight Masses: available as of Saturday, November 26 from the Information and Blessings Office

**Saturday, December 31**

11:30 p.m.: prayers, followed by midnight mass in the Crypt Church; with the Haitian community,

**Sunday, January 1**

**Blessing of pilgrims and families** at 2:30 p.m. in the Crypt Church

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**Schedule subject to change.**

Visit our website to discover our complete program

**[www.saint-joseph.org](http://www.saint-joseph.org)**  
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## Confidence in Brother André and Saint Joseph: a family tradition

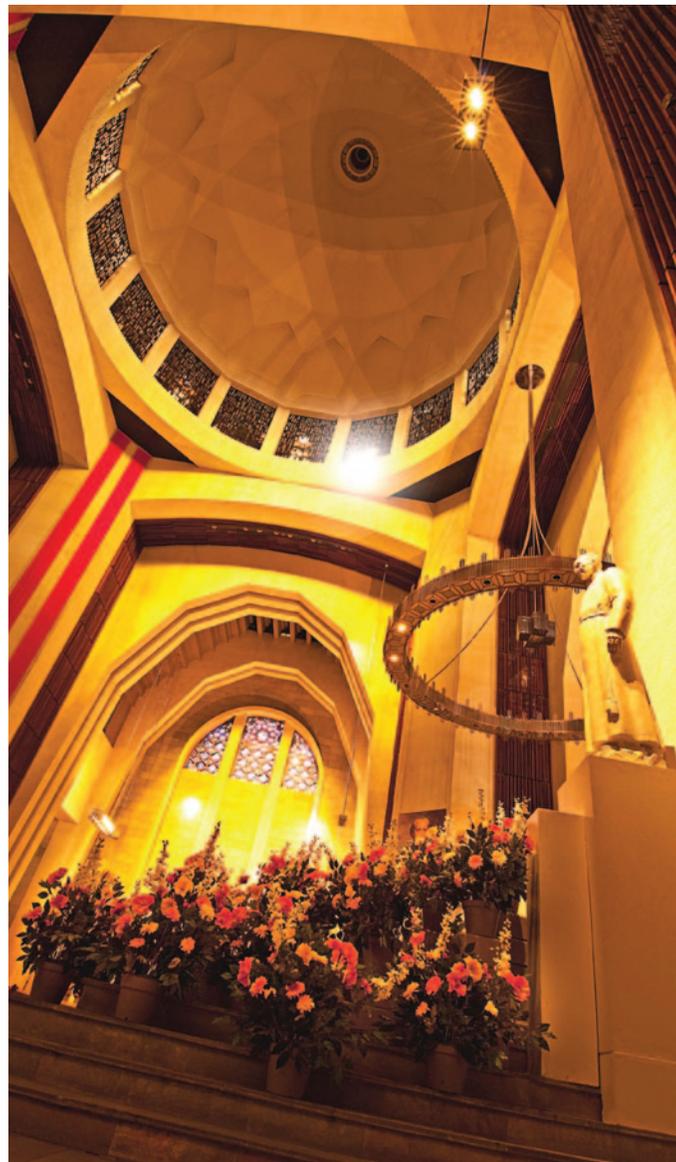
It is comforting to know that confidence in Brother André and Saint Joseph is a tradition handed down from generation to generation. An Associate of Brother André from New Brunswick has shared with us her message of hope and faith, and of the importance of prayer in her family.

“**M**y own mother was cured by Brother André and his prayers to Saint Joseph. In early 1927, she accidentally swallowed some wood paint stripper and fell into a coma that lasted several days. The doctors were advising to “let her go to heaven.” That’s when my grandmother called Brother André, who told her to begin praying a novena with him; the Sunday following the end of the novena, my mother came out of her coma. She slowly began to eat and get better. The doctors said it was a miracle! She lived the rest of her life with a narrower-than-normal esophagus and could only swallow small portions at a time, but she overcame this disadvantage without any serious side effects.

This story has been passed down through my family for as long as I can remember. My mother prayed to Saint Joseph and Brother André, just as her mother did before her, and they both passed on me this religious confidence. When I applied for my first job, I carried a medal of Saint Joseph in my pocket. I worked at the same bank for 40 years and, to this day, I still keep that medallion close to me.

My confidence is unshakeable as my gratitude toward Saint Joseph and Saint Brother André. ■

Testimonial by Carole Deschamps  
Associate of Brother André



Maxime Boisvert

**Thinking of becoming an Associate of Brother André?**

One phone call is all it takes!

514 733-8211 or [www.saint-joseph.org](http://www.saint-joseph.org)

**Why not do it today!**

You will join a unique group filled with fellowship in the spirit of Blessed Brother André.



## NEWS IN BRIEF

### Saint Joseph's Oratory receives three Awards of Excellence from the SQPRP

It is with immense pride that the Office of Communications team of Saint Joseph's Oratory and the Massy-Forget Public Relations firm accepted three Awards of Excellence at the Société québécoise des professionnels en relations publiques (SQPRP) awards gala. This special evening took place Thursday, May 26 at the CDP Capital Centre, and brought together several hundreds of communications and public relations professionals from various fields.

#### Tactical Excellence, writing category

**Platinum:** Commemorative issue of *L'Oratoire* magazine, published for the canonization of Brother André

**Silver:** Communications Office of Saint Joseph's Oratory and Massy-Forget Public Relations for the entire media kit prepared for the canonization of Brother André

#### Strategic Excellence, media relations campaign category

**Gold:** Communications Office of Saint Joseph's Oratory and Massy-Forget Public Relations for the campaign surrounding all events relating to the canonization of Brother André

The public relations campaign created to promote the canonization of Brother André was also awarded the *Coup de cœur* prize (People's Choice) from the SQPRP, following a popular vote by some 750 members of the association and their partners.



Jean-François Poirier

Holding the valued trophies: Éline Mayrand and Mylène Forget (Massy-Forget Public Relations), Danielle Decelles (Office of Communications and Publications of Saint Joseph's Oratory) and Nathalie Dumas (Editor-in-Chief of *L'Oratoire* and *The Oratory magazines*). They are surrounded by Annie Langlois (MFPR), Lucie Martineau, Sabrina di Matteo and Laura Ieraci (Diocese of Montreal), Joanie Doucet and Annick Robert (Saint Joseph's Oratory) and Michel Archambault (graphic designer for *L'Oratoire* and *The Oratory magazine*).

It is with great pleasure that both teams accepted these honours and emphasized the significant contributions from their associates at the Communications Office and *L'Oratoire* magazine, and their colleagues at the Diocese of Montreal. This prestigious recognition was a gratifying way to end the celebrations honouring the canonization of Brother André.



Nathalie Dumas

### Montreal Museums Day

For the first time this year, the Oratory museum was among the destinations recommended to the public during the Montreal Museums Day, held Sunday, May 29. This activity, organized by the Board of Montreal Museum Directors, offered thousands of people free access to 33 of the city's museums via seven free bus routes. The Oratory museum welcomed 2,216 people of all ages, including several young families who explored and enjoyed the exhibit on Brother André "The Saint of Mount Royal" as well as the collection of nativity scenes, which are always a huge favourite!