Bravo, super bravo for the video testimony of Bishop Martin Laliberté. Very interesting to listen to and very beautiful to watch. On the road and on mission together! **Cardinal Gérald Cyprien Lacroix - Archbishop of Quebec** • Your magazine makes me glow inside. It is a grace to read and reread it. **Hélène A. - Amqui** • *Le Verbe* seems so accessible to all kinds of people and could even interest non-believers in turning to God and seeing how beneficial that could be for their lives. The different opinions expressed also show know that the Church is not monolithic; I think it is important to show that. **Giuliano P. - Quebec** • Keep nourishing the faith of Quebecers, and breaking down the walls of judgment and Christian solitude. **Louis-Félix V. - Sherbrooke** • The mission and work of *Le Verbe* is a vital link for us francophones outside Quebec. **Patrick B. - Windsor, Ontario** • What an intelligent and faithful Catholic media organization. **Luc B. - Saint-Félicien** • I listen religiously and with joy to your program "On n’est pas du monde" on YouTube. You are a breath of fresh air in the media landscape. I congratulate you greatly for your beautiful work and the witness of your faith. **Jacques-Jean G. - Quebec** • Once again, receiving *Le Verbe* gave me great joy and much hope for Quebec! **Paul-Émile D. - Séminaire International d’Ars in France** • All my support to this modern and high quality evangelization tool! **Mgr Marc Pelchat - Quebec** • I am a faithful listener to "On n’est pas du monde"! It is mysterious, you have become like friends who I’m looking forward to see again. I hereby offer a free subscription to your magazine as a gift for someone else. **Joy G. - Laval** • Your magazines are well designed and so interesting. **Mgr Albert Le Gatt - Winnipeg** • *Le Verbe* has become a word that touches all my senses, from my head to my heart, entering through my eyes, then my ears or the reverse! Full of creativity, wisdom and intelligence, good humoured and invigorating, carried by the breath of the Spirit, even as far as the free newspaper stand at Montreal airport! **Father Yvon S. - Rome** • I donate to *Le Verbe* to encourage you and because it is a means of evangelization that can even reach people who do not believe in God. **Ginette L. - L’Épiphanie** • Your work is filled with meaning and, in my opinion, meets a real need in todays society. **Sister Denise B. - New Liskeard, Ontario** • *Le Verbe* is a revelation! I was getting so discouraged seeing how religion is denigrated in the media, as well as being neglected by my family and friends, and then I discovered *Le Verbe*! Your magazine gives me hope for the Church in Quebec. **Suzanne L. - Saint-Lin-Laurentides** • We love your magazine and your all communications, which seem to us essential for the future of Christian Proclamation. **Franciscan Sisters FMIC - Saint-Laurent** • Thank you for being messengers of the Good News. **Éliane B. - Quebec** • I very much appreciate your magazine, the quality of the very well-written and powerful articles, the beauty of the photos and the layout, and which answers a real cultural and catechetical need and gives an account of the Hope that dwells within you. **Marie-Christine J. - France**
Majority Report

Seven years after its launch and having gone through various stages of growth, I think we can say that Le Verbe is finally coming of age. This report is a testament to this both in terms of quantity and quality.

Experience and professionalism, intelligence and dynamism, it is all put to good use by our passionate team so that we can transmit the heritage of our faith to the new generation via new media. In this respect, our podcasts and videos are a major asset.

Our audience, which includes francophones from all over Quebec and across the world, is now (almost) as numerous as the stars in the sky and the sand on the seashore. With almost one million people reached this year, our team is now playing in the major leagues of the media universe.

We owe this small miracle not to our own merits or to any algorithm, but to the One who by his power at work in us, is able to achieve infinitely more than we can ask for or even imagine. We also owe it to our benefactors and collaborators, who when the time comes to help us, admirably forget how to count.

And, as expected of an organization that has come of age, in 2022 we will launch a major fundraising campaign. We hope it will give us the means to fulfil, not our own ambitions, but the mission entrusted to us: to witness to Christian hope. This is our DNA, which will remain unchanged until we become like little children once again.

SOPHIE BOUCHARD,
EXECUTIVE DIRECTOR
Audience

796,000 reached

A significant annual increase due to the rapid growth of our media platforms (+71,000 people) and also from newly available data allowing us for the first time to assess the reach of our presence on Facebook and Instagram (332,000 people).

46 YEARS OLD
average age

58% are women

91% live in the province of Quebec
IN 2021, OUR TEAM OF 10 EMPLOYEES REACHED 796,000 FRENCH SPEAKERS VIA ITS 7 MEDIA PLATFORMS.

Mission

Le Verbe bears witness to Christian hope in the media by combining Catholic faith and contemporary culture.

Editorial line

Whether it is between society and the Church, faith and culture, or between God and men, Le Verbe wants to build bridges in the service of communion.
Le Verbe magazine

6 magazines of 20 pages

100,000 free copies distributed in public
2 special issues of 116 pages

Visitation

Genesis

163,000 readers

122,000

+ 41,000

2020 2021

60 writers

24 illustrators and photographers
New video section launched in September 2021

- 236 new articles
- 94,000 visitors
- 55 contributors
- 250,000 page views

Most read article in 2021:

Story of three students who met God abroad, by Marie-Jeanne Fontaine
Newsletter
A weekly digest of faith and culture

Social networks
8,000 subscribers
341,000 people reached

Now on TikTok
and on YouTube

52 letters sent
3,000 subscribers
Our colorful team
JAMES LANGLOIS
ASSISTANT EDITOR-IN-CHIEF

MARC-ANTOINE BEAUDETTE
AUDIOVISUAL TECHNICIAN

JUDITH RENAUD
GRAPHIC DESIGNER

SARAH-CHRISTINE BOURIHANE
JOURNALIST

AMBROISE BERNIER
WEB EDITOR

Catherine Sugère, President | Gabrielle Bélanger, Lawyer
Raphaël De Champlain, Entrepreneur | Denis Saint-Maurice, Priest
On n’est pas du monde
Radio show

195,000
listeners

173,000
+ 22,000
2020 2021

41
one-hour
programs

44
commentators
and guests

5th season on Radio VM and Radio Galilée

Available on video since September 2021

23
shows filmed

viewed more than
57,000
times!

41,109 views on Facebook

7,628 views on YouTube
Podcast

252 episodes available

37,659 plays

76% of the audience between 18 and 44 years old

Most viewed episode

Christians in Nigeria
Modern Witches Dialogue

November 1, 2021
Witnesses

New series of video testimonies

7 first capsules seen more than 45,000 times!

She didn’t want to bother anyone with Laurence Godin-Tremblay

An experience of God with Lamphone Phonevilay

Keep an eye on each other with Édouard Shatov
Meeting Eugene
with Mgr Martin Laliberté

I want to become a saint
with Thérèse Nadeau-Lacour

I need you to give more
with Marybel Mayorga

Je veux devenir sainte

C'est la vérité qui nous a rendus libres

The truth has set us free
with Brigitte Bédard et Hugues Pelletier
Where do your donations go?

- Development: 25%
- Web: 20%
- Magazine: 16%
- Administration: 14%
- Communication: 5%
- Video: 8%
- Radio: 12%
Finances

100% free and financed by your donations

Where do our donations come from

- Individuals $196,000 (33%)
- Communities $283,000 (47%)
- Foundations $122,000 (20%)

$4,150 received in a bequest!

Total donations $600,000
Contributions to report

Producing our annual report is somewhat like a *mise en abime* for all the Catholic journalists who work so hard for *Le Verbe*. We spend all day long reporting, so producing a report which reports on what we have already reported always makes me smile a little.

But as it was for the Hebrew people and for the early Christians, the fact of sitting down and putting pen to paper to recount how God has acted among us is both a *memorial* and a *source of hope* which inspire us to keep going. So, this annual report of all the stories which have touched hundreds of thousands of hearts and souls in 2021 is an occasion for us to give thanks.

The passage of time, of course, brings its fill of positive experiences and unexpected challenges alike. The last year at *Le Verbe* has been full of both, as this report testifies: new content, new collaborations, a growing audience...

Finally, if *free content* and *accessibility* remain at the heart of *Le Verbe medias’* operational model, it is essentially because hundreds of people let themselves be touched by God and by what he creates via our team. The coming year will be no less fruitful, we trust.

Thank you again for each of your contributions, those of 2021 and those to come, which allow us to continue the work of reporting the wonders wrought by the Holy Spirit in the people we meet!

ANTOINE MALENFANT, EDITOR-IN-CHIEF
Your radio show really speaks to me. It is both current and full of opinions on life and religion. I believe it is reconciling me with my faith. Jean-François R. – Quebec • Excellent! Rejuvenating! Inspiring! In these painful times of scandals and abuses, both in the Church and in the world, it is a ray of light, a breath of renewal to hear your witness of faith and commitment in the Church and the City. Gérard L. – Montreal • You are an essential means to make Jesus known again in Quebec. Nicolas M. – Quebec • I find your work both serious and refreshing; you manage to cast hope on some of darker issues of modern culture, without judgement. It is good food for our faith! Bertrand L. – Montreal • Congratulations! I really appreciate the style of your magazine. Mgr Reynald Rouleau – Manitoba • Keep up your heartfelt mission! Abbé Denis Veilleux – Radio Galilée de Québec • With you with all my heart! Sister Lorraine Caza – Congregation Notre-Dame in Montreal • What motivates me to give to Le Verbe is the richness of the contents, the diversity of the themes dealt with, the quality of the editorial team and the radiant energy of the animators in the studio. Éric B. – St-Casimir • Thank you for offering your magazines for free. Your new video clips are reaching another category of people. Hélène T. – Quebec • The various subjects addressed to the new generations allow me to give the magazine to the young people around me. Gérard D. – Joliette • What a great discovery Le Verbe is! I am not a practicing or believing person, but I find in your productions the same message of love, peace and faith as in my spirituality. Valérie Lambert – Saint-Guillaume • Your magazine is great! Wonderful, full of creativity. Jacques S. – Baie-Comeau • Thank you for your high quality content, inspiring, motivating, and faith-igniting. Diane H. – Gaspé • You are a beacon in this world. Monique L. – Huberdeau • You do an extraordinary job. Congratulations and thank you. Thérèse C. – Rouyn-Noranda • Hello to you missionaries of hope! Thank you for your compassionate reports that breathe the life of Jesus into us. Communauté Myriam Bethléem sur Mer – Cap-Chat • I am looking forward to reading your next magazine and I love your very human presentation style. Paulette B. – Ottawa • What a joy for my husband and me to see our Church, His Church, renewed through your work! Intelligent, quality articles that make me think and nourish my belonging to Christ. Marie D. – St-Julien • You carry within you the reality of a new world and one that we want to discover with you! Jean-Pierre M. – Joliette • Superb team, very interesting website and magazine. Daniel C. – Sorel-Tracy • You are a dynamic team, very dynamic and in tune with my Christian values. Colombe L. – Boischatel • I admire the work of your team which, month after month, offers us high quality articles. Jessica L. – St-Hubert • May the Spirit continue to blow in your sails to reach as many thirsty people as pos-