

# The Canadian Canoe Museum

## 2012



## Who Are We?

The Canadian Canoe Museum is a unique national heritage centre that explores the canoe's enduring significance to the peoples of Canada through an exceptional collection of canoes, kayaks and paddled watercraft.



## What Do We Do?

We share the art, culture, heritage and spirit of paddled watercraft through exhibits and programs that are inclusive, memorable and engaged with our communities.

# 2012

These past twelve months stand out as having been particularly productive for the Museum as well as something of a watershed moment for the organization as a whole. Progress was made in every aspect of the Museum's operations.

New Canadian citizens were affirmed in a moving ceremony in our Education Centre. We launched two very impressive new interactive exhibits. We added new offerings to our Artisan Workshops. Our web and social media presence continued to grow. Our school programs thrived. Our CanoeKids Summer Paddling Camps were a great success.

In partnership with Rapid Media and Paddle Canada, we set plans in place to grow National Canoe Day into National Paddling Week. We doubled our individual and family memberships and added new corporate members. We fielded a team of voyageurs who represented Canada in the Queen's Diamond Jubilee Flotilla on the Thames River in London, England.

Another highlight of the year came in the form of a special lunch at Elmhirst's Resort

on Rice Lake, hosted by our Patron His Royal Highness, The Duke of York. With the Mayor, Warden, MP and local First Nations Chiefs and dignitaries in attendance, His Royal Highness formally launched a multi-stage redevelopment program for the Museum, beginning with a detailed examination of the feasibility of moving the Museum to an on-the-water location in downtown Peterborough.

This momentum has also encouraged the City of Peterborough to acquire a downtown property, adjacent to the river, to serve as a possible new location for the Museum. We greatly appreciate the initiative and involvement of the City of Peterborough and look forward to moving ahead together to approach the provincial and federal governments and the private sector for additional support.

We would like to thank the members, friends, staff, volunteers and donors, without whose collective effort and generous support these great strides during the last several years would not have been possible.

Jim Matthews  
Board Chair

James Raffan  
Executive Director

## In Memorium

The Museum mourns the sudden passing of stalwart volunteer and long-time supporter BJ Curtis on February 13<sup>th</sup>, 2013. She was one of the many dedicated souls whose unstinting efforts over the last fifteen years have helped to shape the Museum that we have today.



## In Memorium

Board member, Olympian, and great friend of the Museum John Wood died suddenly on January 23<sup>rd</sup>, 2013. Having competed in C-1 and C-2 sprints at the Summer Olympics in Mexico City (1968), Munich (1972) and, of course, in Montreal (1976), where he won the silver medal in C-1 500m, John brought Olympic lustre to the Board. Along with his considerable paddling accomplishments, he also brought a gentle, cooperative nature and a very generous spirit of giving. He will be missed.



# 2012 was a great year at the Museum

Thanks to the enthusiastic comments of our visitors, the Museum was ranked #1 of 20 attractions in Peterborough by reviewers on TripAdvisor.com.



Hundreds of people, young and old, joined us at Millenium Park to celebrate National Canoe Day by getting out on the water in canoes old and new, large and small.



**"One of the Best Museums Anywhere.**  
We took Danish friends there a couple of years ago intending to stay for about an hour and ended up being there most of the afternoon. Very well laid out with just the right amount of written commentary. Shows the importance of canoe travel throughout our great Canadian History."



Kids learned to paddle and be safe in a canoe through our CanoeKids summer paddling camps where they also made new friends, gained canoeing skills and learned something about themselves.



**PATRON:** HRH Prince Andrew, Duke of York  
**FOUNDER:** Kirk Wipper  
**AMBASSADOR AT LARGE:** Shelagh Rogers

145

VOLUNTEERS who support the Museum by donating their time

1342

TWITTER followers

## Board of Directors

Jim Matthews (Chair); Ken Powell (Vice Chair); Bev Haun (Secretary); Bill Morris (Treasurer); Wendy M. Cecil; Michael Davies; Peter Elmhirst; Bob Hall; Judy Heffernan; Pat Hooper; Michael Peterman; Terry Guest; Donald Ross; Winfield Sifton; Jim Stewart; Ron Whetung; John Wood

1143

FACEBOOK likes

709

MEMBERS across Canada and around the world

### "Epic History

One man's dream, a nation's jewel... can't say enough good about this unique Canadian cultural site. Explore your roots, sit in a Hudson's Bay fur trader's outpost or a teepee!"



### "What a Collection!

This museum has a lot going for it. It is beautifully done inside, with many different types of canoes. . . Took my class there for a trip, they loved it!"



### "Time Machine

What a great day spent teaching my daughter and nephew about the past. . . they couldn't get enough of the exhibits. The scavenger hunt for kids is both fun and educational as well."



## What do visitors say about us?

### "Canadiana

This is Canadian history seen from a canoe and you don't have to love canoes to love this museum. Beautiful, haunting, a unique look at the exploration and development of Canada."

# \$ IN

## 34%

Donations and Fundraising

## 15%

Public and Educational Programs

## 18%

Government Support and Grants

## 22%

Rentals, Sales and Commercial Activities

## 11%

Admissions and Memberships

## Your support at work . . .

# \$ OUT

## 7%

Fundraising

## 61%

Exhibits and Public Programming

## 32%

General Operating

# Our members and donors mean everything to us

Here's just a few of the things they help us do each and every day:

- Share the history and culture of the Canoe and its place in the story of Canada with thousands of school-age children each year;
- Offer accessible opportunities to learn new skills and make something beautiful and useful in our artisan workshops;
- Care for our unique and priceless collection of more than 600 canoes, kayaks and paddled watercraft, the largest of its kind in the world;
- Create memorable and engaging exhibits;
- Draw visitors from around the world to Canada and Peterborough;
- Keep the lights on all year 'round!

## Members

### HONOURARY LIFETIME

Carl Doughty, David Houghton, Donald Ross, Bryan Vaughan, Ann Wipper.

### CORPORATE

Bear Mountain Boats, Camp Ponacka, Camp Wanapitei, Elmhirst's Resort, FOCA, Rapid Media, Varcroft & Bianco Wooden Creations.

### ADOPT-A-CANOE

Mark Adams; In Memory of Tom Allen; Bryan Bowers & Family; In Memory of Rev. William Walter Buxton; Ian & Amy Campbell; In Memory of Bill Dibble; Henry B. Dinsdale; Craig Mann & Christy Doyle; Leanne Duncan; The Duncan Family, Cambridge, UK; John Fallis; Dr. Peter Fritz; William & Valerie Given; Scott & Debbie Gorman; Brenda & Brian Higgins; Jenda PaddleSports; Robert & Nadine Jennings; Brian Kempton; Peter Koetsier; Dr. Paul W. Lapp; Dick Persson, Buckhorn Canoe Company; Charlene & Daniel Roy; Tonya Shalay; John Summers; Aliah, Nadine & Patrick Turner; Sarah Turner-Hawtin; Charles Varty; Rod Voss; John D. Weatherseed.

### FAMILY

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“Breathtaking! What an archive of paddling history! The hands-on displays were excellent – for both young and old! Very knowledgeable volunteers!”

## Donors

### \$10,000 AND ABOVE

Anonymous, Mountain Equipment Co-op, Norlien Foundation, The Ross Family, Katie & Jim Stewart, The W. Garfield Weston Foundation.

### \$5,000 TO \$9,999

Badger Paddles, Priscilla & Rick Brooks-Hill, Michael Davies, Mark McLean, Carolyn Keystone & James Meekison, Betty & Bill Morris, Kathleen & Alex Ramsay, RBC Foundation.

### \$1,000 TO \$4,999

Anonymous, Bear Mountain Boats, Daryl Bennett, Bullock Family Foundation, Elizabeth Russ & Bill Buxton, Joanne & Bill Byrick, Camp Kandalore, Wendy M. Cecil, CHEX Television, Colio Estate Wines, Jean Wansbrough & Tim Dauphinee, Katherine & George Dembroski, John Doherty, Heather Gardiner & Mike Evans, Ron Frenette, Shelagh & Jon Grant, Alex Gray, Eleanor & George Hamilton, Maggie Hayes, Norman & Margaret Jewison Foundation, The Harold A. Kopas Family Foundation, Joan & Clifford Lax, LLF Lawyers LLP, Jacqueline Le Saux & Jim Matthews, Kathleen J. Matthews, Vladka & Bruce Mitchell, Monkman, Gracie & Johnston Ins., Glenn Morris, Dr. Beverley Haun & John Moss, William Pashby, Parkhill on Hunter, Fred Primeau, Betsy & Tom Reburn Sr., Susan & David Reeves, Philip Rimmer Artificer, RONA Building Centres, Bernice & Dale Standen, Steve Loney Creations, Andrew Stewart, Steve Thibaudeau, Townsend Family Foundation.

### \$500 TO \$999

Adventure Outfitters, Gabriele & Thomas Ahrens, John Bankes, Barrie Canoe & Kayak Club, Christie Bentham, Maureen McDonald & Dr. Daniel Bourgeois, Erica Cherney, Dr. Bruce Cole, Comox Valley Project Watershed Society, Sara Griffiths & Tom Connell, Gloria Gibson, Peter Gould, Sue & Terry Guest, David Hickey, Gwyneth Hoyle, Patti Kraft, Margaret Copeland & Elspeth Kushnir, Lakefield Dentistry, Mike Landry, Nancy & Jon Love, Madawaska Kanu Club, Tom Martin, Terry McCall, Doris Miller, Naked Chocolate, Russ Parker, Barbara & Joseph



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**\$100 TO \$499**

Lenore & Arnold Allen, Eric Amos, Ellen & Peter Anderson, Anonymous, Barrie Canoe & Kayak Club, Shane Bast, Margaret & Tom Bates, Helen Batten, Ed Beattie, Laurence Beaulieu, John Beedell, Bella's Bazaar, Barbara Bellchambers, Deborah & Michael Berrill, Shirley & Jack Berwick, Nancy & Carlo Bos, Margaret & Neil Broadfoot, Ken Brown, Lindsay & Peter Bryan, Kathleen Bull, Business Management Services, Rob Butler, Cahill's Outerwear Specialists, Kevin Callan, Amy Campbell, Scott Campbell, Canadian Society of Decorative Arts, Barbara J. Canton, Bev & Bob Carman, Mary & Clive Chamberlain, Paul Chamberlain, Michael Chartier, David Clark, Carolyn & Hugh Cleland, Lidy Cliff, Jean Cole, Lionel Colman, Elizabeth Coupland, Betty & Peter Crabtree, Paul Cragg, BJ & Dr. Don Curtis, Michael Curtis, Helen & George Cuthbertson, Honor & Michael de Pencier, Marilyn & Neil Dellandrea, Barbara & Barry Diceman, Mary Jane & Mackenzie Dickson, Henry B. Dinsdale, Ann & Ross Dobbin, Leanne Duncan, Susan & Ronald Duncan, Ann & Larry Dunlop, Anthony Dymott, Betty Jean & Winston Ernst, Glen Fallis, Nancy & Gilbert Farmer, Krystyna Perron & David Feldbruegge, Diane & Jim Ferguson, S Loons, Fran & Don Flanagan, Chris Fleming, David Forkes, Mary Ellen Hebb & Robin Fraser, Regent Gagnon, Peter Gilbert, Valerie Higgott & William Given, Helen & David Goslin, Sharon & Bruce Grantier, Betty Anne Graves, The Green House on the River, Philip Green, Janet Greene, Jack Gregg, Susan & David Hadden, Trudy & Bob Hall, Gary Hancock, Charles Hannan, Clare & Howard Harrison, Gwyneth & Dr. Donald Harterre, Cathy & Chris Helyar, Margot Peck & Bob Henderson, Brenda & Brian Higgins, Dr. Roger Holmes, Dr. M. Homewood, Richard Hook, Doreen Hooper, Pat & Doug Hooper,

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“World class professional museum. On par with any museum in existence. Great work! Keep it up.”

“Avec le musée des civilisations et le musée du canot de Peterborough, j'ai commencé a comprendre le Canada. C'est passionnant.”

“More than a Canadian Treasure – this is a World Treasure.”

“A wonderful experience for adults and children alike. The collection of hand-built water craft from ancient times to recent is vast and complete. The exhibits are organized in a way that creates an exciting learning experience. I love to bring visitors to the area here. They all love it, without exception.”

# The Financials

The year 2012 proved challenging from a financial point of view, ending with a cash loss of \$37,238.

Most of this was caused by three items: 1) educational group revenue was below budget by almost \$18,000 owing to teachers' job actions which curtailed school field trips in the fall; 2) RONA Inc. terminated their lease of Museum property which resulted in a rental revenue shortfall of about \$15,000; and 3) unexpected repairs and maintenance to the building contributed another \$15,000 to the loss.

The financial impact of this cash operating loss, as well as capital expenditures necessary to keep the storage building in operation, resulted in a reduction of the cash position by about \$60,000 during the year.

At December 31<sup>st</sup>, 2012, the Museum's balance of cash and investments stood at approximately \$550,000, of which \$50,000 was monies raised from donors for the feasibility study.

<b>THE CANADIAN CANOE MUSEUM</b>		
Year Ended December 31, 2012		
<b>SUMMARY STATEMENT OF FINANCIAL POSITION</b>		
	2012	2011
<b>CURRENT ASSETS</b>		
Cash	3,321	61,581
Investments - short-term	217,746	604,896
Accounts and grants receivable	20,718	16,101
Inventory and prepaid expenses	74,994	88,054
	<u>316,779</u>	<u>770,632</u>
<b>INVESTMENTS - LONG-TERM</b>	337,846	-
<b>CAPITAL ASSETS</b>	<u>3,499,797</u>	<u>3,536,480</u>
	<u>4,154,422</u>	<u>4,307,112</u>
<b>CURRENT LIABILITIES</b>		
Accounts payable and accrued liabilities	22,452	22,806
Current portion of loan payable	12,500	12,500
Deferred revenue	152,432	135,421
	<u>187,384</u>	<u>170,727</u>
<b>LOAN PAYABLE</b>	<u>15,625</u>	<u>28,125</u>
	<u>203,009</u>	<u>198,852</u>
<b>FUND BALANCES</b>		
Unrestricted	(75,851)	7,509
Internally restricted	555,592	604,895
Invested in capital assets	3,471,672	3,495,856
	<u>3,951,413</u>	<u>4,108,260</u>
	<u>4,154,422</u>	<u>4,307,112</u>
<b>SUMMARY STATEMENT OF OPERATIONS</b>		
	2012	2011
<b>REVENUES</b>		
Admissions and retail sales (net)	100,236	102,780
Membership, donations, grants and fundraising	495,467	512,772
Course, rental, investment and other	163,062	175,937
	<u>758,765</u>	<u>791,489</u>
<b>EXPENDITURES</b>		
Wages and contract staff	504,853	431,637
Building repairs and utilities	102,172	95,605
Operating, administrative and insurance	126,332	131,868
Fundraising	62,646	60,415
	<u>796,003</u>	<u>719,525</u>
<b>EXCESS OF REVENUES OVER EXPENDITURES BEFORE AMORTIZATION</b>	(37,238)	71,964
Amortization	119,609	96,227
<b>EXCESS OF EXPENDITURES OVER REVENUES FOR THE YEAR</b>	<u>(156,847)</u>	<u>(24,263)</u>

**McCOLL TURNER LLP**  
CHARTERED ACCOUNTANTS

The Board has approved a break-even budget for 2013 and at this point in time, there is no reason to expect that the budgeted results will not be achieved.

Bill Morris  
Treasurer



Photos Throughout: Mollie Cartmell, Myke Healy, Marco Venzelaar and the Staff and Volunteers of The Canadian Canoe Museum.

2012

