



The CANADIAN CANOE MUSEUM
Le MUSÉE CANADIEN du CANOT

ANNUAL REPORT

2016



MISSION

With our world-class collection as a catalyst, The Canadian Canoe Museum inspires connection, curiosity, and new understanding.

VISION

Canadian heritage connecting all peoples to the land and to each other.



CCM LOGO ROCKS

The “Mazinaawbikinigin” of Pictured Lake

- By: James Raffan

The Canadian Canoe Museum’s visual identity was handed on with the world’s largest collection of canoes, kayaks and paddled watercraft by the museum’s Founder Kirk Wipper who, as a symbol of his great respect for Indigenous peoples in Canada and their connection to the land through the canoe, borrowed the pictograph from anthropologist Selwyn Dewdney’s 1962 book *Indian Rock Paintings of the Great Lake*. This particular pictograph is located at Pictured Lake, SW of Thunder Bay.

In many ways, there is no more perfect image to communicate the mission of the Canadian Canoe Museum, which begins with honours and celebrates the canoe’s significance to indigenous people around the globe and particularly in the nation of rivers and the river of nations that is Canada from coast to coast to coast—a group of people in the same boat, pulling together, linking the past to the present and working collaborative to build a common future.

The Canadian Canoe Museum has always been proud of this logo image and all it stands for, even now as it is becoming known worldwide as the symbol of a Canadian cultural institution. But until very recently, no one from the museum had actually visited the site. Encouraged by our First Nations partners, and as part of a conscious act of renewal and reinvention, in February 2016 the Museum organized a first-ever expedition to the storied rocks at Pictured Lake, southwest of Thunder Bay, where the pictograph is located.

Museum personnel connected with the Anishinaabeg of Fort William First Nation, on whose ancestral territory the site is located, and with the Thunder Bay Field Naturalists, who in 2008 purchased and set aside the 108 acre parcel of land as the Painted Rock Nature Reserve. Along with other friends and members from they celebrated the years of good fortune and guidance the image has bestowed on the collection and everyone associated with it. We hope this will be the first of many annual visits to deepen and enrich our understandings of and relationships with the people of Pictured Lake, past, present and future.

FROM OUR CHAIR & GENERAL MANAGER

In this Annual Report, you will read about the Canadian Canoe Museum's accomplishments and the ways its people-all those affiliated with the organization- are supporting, and advancing its strategic plan.

The activities in **2016** reinforced that we are on the national stage, positioned to realize, with our partners, a new facility at the Peterborough Lift Lock National Historic Site on the Trent-Severn Waterway. As part of our role as stewards of the world's largest and most significant collection of canoes, kayaks and paddled watercraft, we are building it a new home.

- A new home that is as important and as innovative as the canoe - and the collection itself.
- A new home that will care for the collection the way it deserves to be cared for, and a new home that will preserve it, protect it, and most importantly, showcase it for generations to come.
- A new home that will become the high-profile hub of the organization and the headquarters from which it reaches out across the country - inspiring connection, curiosity and new understanding.
- A new home that will connect Canadians, through the collection, and through its stories of incredible significance.

We are pleased and proud to share with you that we're moving forward. We're making progress on our redevelopment, and there's momentum on every front.

- We have a strong partner and supporter in our move to the water's edge Parks Canada. There, we will be located with a National Historic Site, and the world's highest hydraulic lift lock.
- We have a visionary design by global award-winning architects.
- We have a refreshed strategic plan, that will see The Canadian Canoe Museum build for a strong, sustainable future, learn from and with Indigenous Peoples in Canada, and lead locally as well as nationally.
- We have a strong business plan that focuses on sustainability.
- We have a staff that is well equipped and supported in taking on this work of national scope and significance.
- We have the groundwork in place for a successful capital campaign.
- We are having productive conversations with our partners at all levels of government and we are connecting with long-time and prospective donors across the country.
- We are enhancing current and pursuing new outreach initiatives from coast to coast to ensure our national relevance.
- We continue to advance and expand our programming assisting to improve the fiscal health of operating the museum.

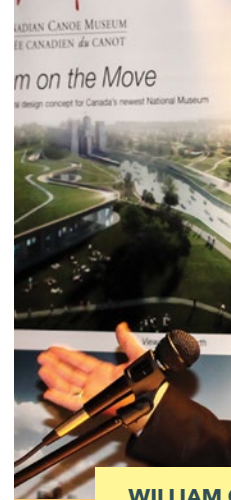
All of this to say, that this is a pivotal point in the evolution of our organization. We are on the cusp of something spectacular, and we're grateful that you have joined us on the journey. You will be hearing more from us, and we would also like to hear from you. Please reach out, and tell us how you would like to be involved in history in-the-making.



WILLIAM O. MORRIS
Chair, Board of Directors



CAROLYN HYSLOP
General Manager



WILLIAM O. MORRIS Chair, Board of Directors



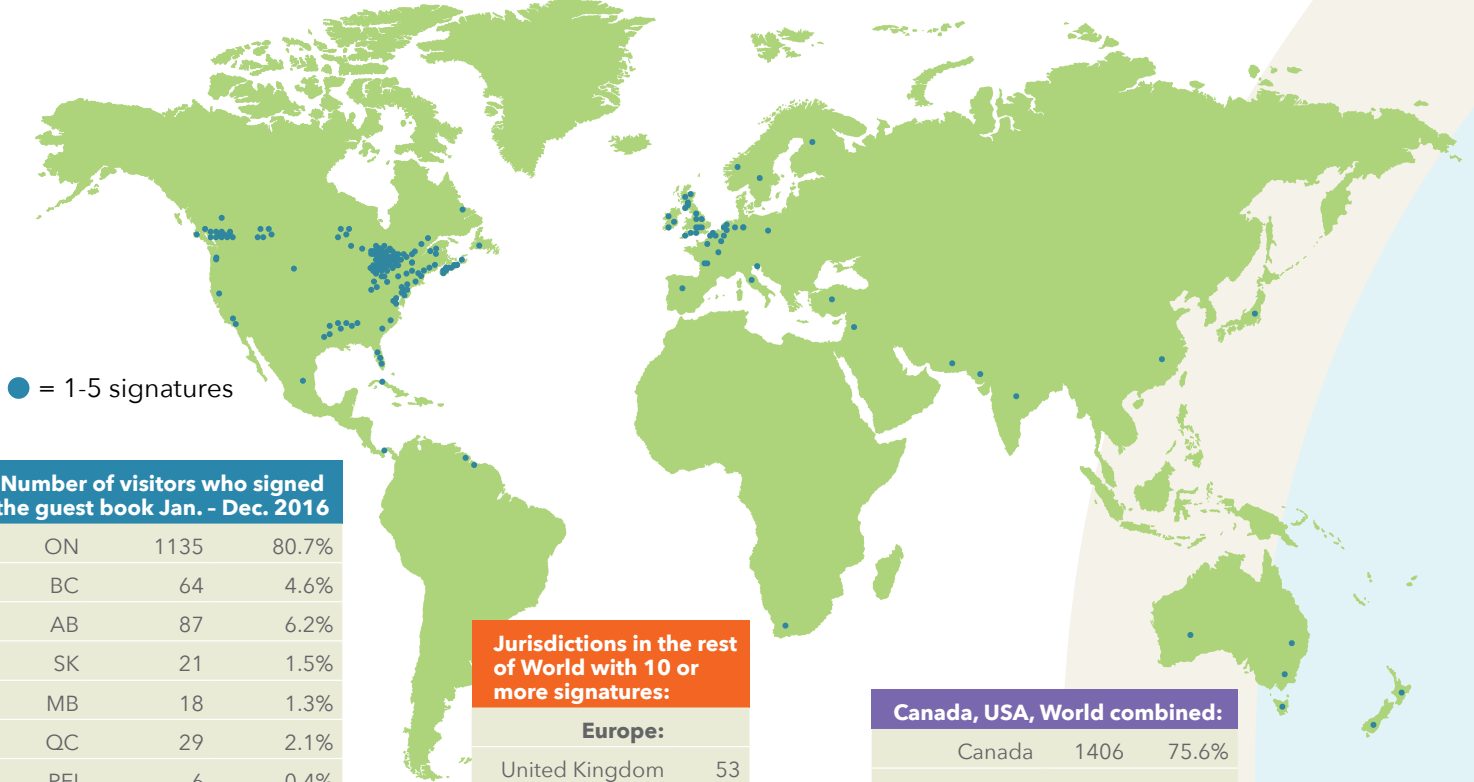
CAROLYN HYSLOP General Manager

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BY THE NUMBERS

GUEST BOOK SIGNATURES 2016



● = 1-5 signatures

Number of visitors who signed the guest book Jan. - Dec. 2016		
ON	1135	80.7%
BC	64	4.6%
AB	87	6.2%
SK	21	1.5%
MB	18	1.3%
QC	29	2.1%
PEI	6	0.4%
NS	8	0.6%
NB	20	1.4%
ND	10	0.7%
NWT/YK	8	0.6%
NU	0	0.0%
TOTALS	1406	100.1%

Jurisdictions in the rest of World with 10 or more signatures:	
Europe:	
United Kingdom	53
Germany	41
Holland	35
France	14
Australia	11
Taiwan	10
Brazil	10

Canada, USA, World combined:		
Canada	1406	75.6%
USA	209	11.2%
Rest of World	246	13.2%
TOTALS	1861	100%

Poland: "Beautiful tradition, perfect museum!"

Canada: "Exceptional! What a gift to Canada's history. What a gift to Peterborough"

China: "Learned a lot of knowledge. Wonderful place!"

Egypt: "I learned new things about the world and of course Canada"

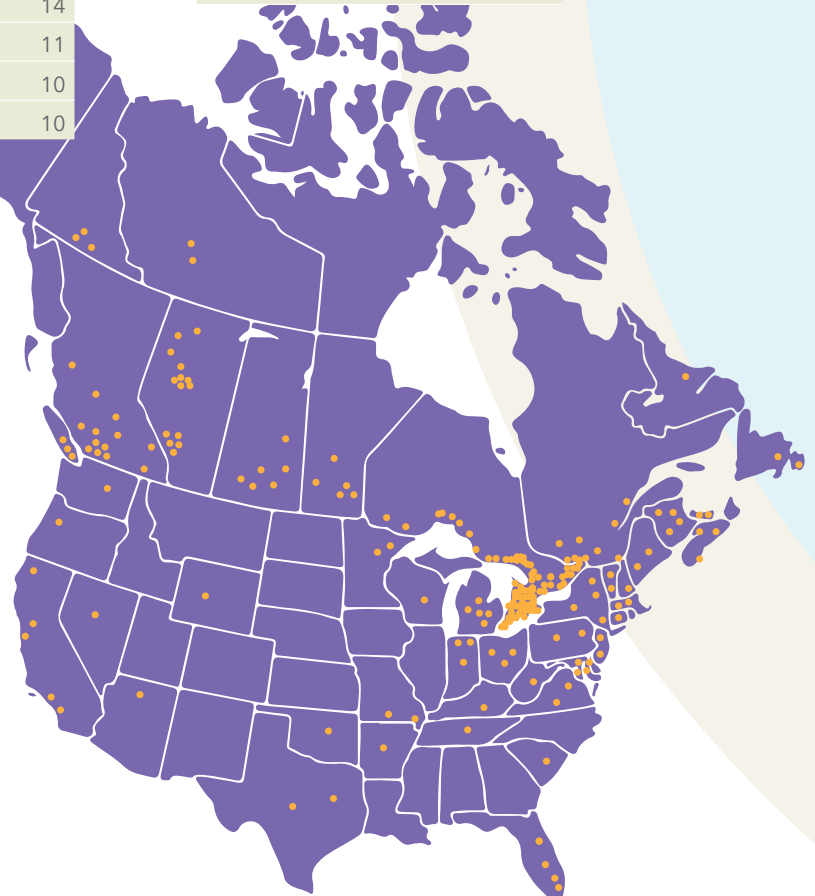
Pakistan: "It's really amazing to see such an informative history and culture"

Finland: "Great. JUST GREAT...!"

France: "Superbe musée!"

Germany: "Third time in this museum! So it must be great! Looking forward to our next visit"

Ireland: "A wonderful experience - Both educative and inspirational. Thank you to all"



12

WEDDINGS
WERE HELD AT THE
MUSEUM

**CANOEES
ADDED
TO COLLECTION:**



1276

MEMBERS
38% INCREASE

719

DONORS

133

VOLUNTEERS



687

**VOYAGEUR
CANOE TRIP
PARTICIPANTS**
↑ 34% INCREASE

**27,267
TOTAL
VISITORS**



**SCHOOL &
YOUTH GROUPS
VISITS:**
4564
↑ 10% INCREASE

**ADULT ARTISAN
WORKSHOP
PARTICIPANTS**
↑ 25% INCREASE



150

SOCIAL MEDIA @CNDNCANOEMUSEUM

f 5050 FOLLOWERS ↑ **38%**

t 4846 FOLLOWERS ↑ **25%**

ig 1810 FOLLOWERS ↑ **246%**

globe 57,368 UNIQUE VIEWS ↑ **13%**



Be sure to also check out our
YouTube channel at:
[/CanadianCanoeMuseum](https://www.youtube.com/CanadianCanoeMuseum)

MUSEUM ON THE MOVE

heneghan peng architects and Kearns Mancini Architects

In late 2018, the organization will be ready to begin construction of a new museum that will physically connect the more than 600 watercraft in its collection to the waterways of this country. Thanks to a partnership with Parks Canada, this **approximately 75,000 square-foot facility** will be co-located with the Peterborough Lift Lock National Historic Site on the Trent-Severn Waterway.



Roof View Concept for the new Museum

The new museum will be the high-profile hub of the organization and the headquarters from which it reaches out across the country. The new facility will allow the organization to fully realize its role as a national museum.

The new museum's architecture has been envisioned with, and for, its community. The facility will be a leader in 21st century sustainable design. The new home for this world-class collection will be as innovative as the

IT'S AN EXCITING TIME FOR THE MUSEUM - AND FOR CANADIANS.

We believe that Canadian heritage has the power to connect all peoples to the land and to each other. And with our world-class collection as a catalyst, our role is to inspire connection, curiosity, and new understanding.

As part of our responsibility as stewards of this national cultural asset, we are building the collection a new home that is as important and as innovative as the canoe itself. This new home will care for the collection the way it deserves to be cared for - and preserve it, protect it, and showcase it for generations to come.

collection itself, and will play a key role in the stewardship of this national cultural asset. First and foremost, the new museum will meet curatorial and conservation standards, and will be a suitable long-term home for the collection.

The current estimate for the cost of the construction of the new museum is **approximately \$50 million**.

The redevelopment project will rely on public funding from all levels of government and private funding through a capital fundraising campaign. Current projections indicate that approximately 57% of the capital campaign goal will come from municipal, provincial and federal funding sources. At this time, the Museum's government partners are engaged and the organization is encouraged by their interest. Meanwhile, approximately 42% of the capital campaign goal will come from private funding sources.

The construction and commissioning of the new museum is expected to take approximately 30 months. This will be the most significant arts and heritage infrastructure project in the region. **Once complete, the museum, co-located with the Lift Lock, will be the most significant attraction located between Toronto and Ottawa.** Via our highways, railways, waterways, and by air, this cultural centre will draw tourists from across the province, the country and internationally.

The collections more than 600 artifacts range from the great dugouts of the First Nations of the Pacific Northwest, to the singular bark canoes of the Beothuk of Newfoundland; and the skin on frame kayaks of northern peoples from Baffin's Island in the east, to the Mackenzie River Delta in the northwest, to the all-wood and canvas-covered craft manufactured by companies with names like Herald, Peterborough, Chestnut, Lakefield and Canadian.

In 2013, the Senate declared The Canadian Canoe Museum and its collection a cultural asset of national significance - "The Canadian Canoe Museum is a truly unique facility showcasing our national heritage and the canoe's enduring significance to that heritage."

2016 REDEVELOPMENT PROJECT UPDATES:

- The team of **Heneghan Peng Architects**, in a joint venture with **Kearns Mancini Architects**, was presented with a prestigious **Canadian Architect Award of Merit** for the design of the new **Canadian Canoe Museum** at the magazine's annual awards gala in December. The awards, now in their 49th year, are the highest recognition for excellence at the design stage in the Canadian architectural sector.
- The Museum received formal confirmation of **Canadian Cultural Spaces Fund support**. The Museum publically announced **receiving \$1.4 million** from the Government of Canada on February 24th, 2017. This funding, matched by a group of leadership donors, will allow the work with the architect team and consultants to progress in earnest.
- The draft Business Plan is complete, and over the next few months, the Museum will be using it to inspire conversation with its key project partners and supporters. This document is iterative in nature and will evolve as planning progresses.
- Much important survey and study work has recently been completed. The topographic and boundary survey is complete, as are the geotechnical and aquatic ecology studies. Neither revealed unexpected results of any kind.
- The Museum continues to work with Parks Canada - one of its key project partners. Both organizations are now focused on the intricacies of the site plan. Meanwhile, the preliminary grading design is underway. The Museum also continues to work in concert with the City of Peterborough.



From left to right: Dan McNeil, Richard Tucker, William O. Morris, Carolyn Hyslop, Roisin Heneghan, Jonathan Kearns, Lisa Rochon.

- The Building and Design Committees are beginning their work. Consisting of thought leaders, experts, and advisors, these committees will play an important advisory role as part of the new museum planning process. The Museum is pleased to announce that Lisa Rochon, celebrated architecture critic and Senior Fellow, Global Cities Institute, University of Toronto, has agreed to chair the Design Committee and has already started her work.
- The Exhibit Committee will also be mobilized in early 2017.

SOURCES OF FUNDING: PROJECTIONS

57% municipal, provincial and federal funding sources

43% private funding sources



Concept for the new Museum

**LATE 2018
GROUNDBREAKING
- APPROXIMATELY
75,000
SQUARE-FOOT FACILITY**

WHAT WE DO

As a catalyst for education the Canadian Canoe Museum strives to provide diverse and engaging cultural experiences that are accessible and appealing to multiple audiences. The Museum works to connect culture and heritage to all Canadians from coast to coast to coast.

THE MUSEUM'S FOCUS OF OPERATIONS INCLUDE:

AUTHENTIC ARTISAN WORKSHOP PROGRAMS

The Museum offers one and two-day courses for where participants can learn traditional skills in a relaxed environment with supportive, knowledgeable instructors. These programs are an important generator of earned revenue for the Museum. Throughout the year several workshops were hosted at the Museum and 2016 saw the addition of five new workshops! These programs included an evening Upscale-Camp Cooking course, a Peyote Stitch beading workshop, courses in finger weaving and wood burning, and the addition of a Summer Moccasins Workshop.

ENHANCED COLLECTIONS

Each year, many objects are offered by donation to the Museum's collection and in 2016 the Collections Committee was pleased to acquire a 16-foot canvas-covered canoe attributed to J.B.O'Dette & Sons from Doug Davidson; a 12-foot canvas-covered canoe made by May Minto/Minto Marine from Birgit and Robert Bateman; a 16-foot longitudinal-strip canoe made by Brown Boat Co. from Angus and Sandy Matthews; a 16-foot Y-stern Prospector model canvas-covered canoe made by Canadian Canoe Co. from the Family of Helen and Stuart Scott; a Canoe-Fishing jacklight from Douglas Andrews; and an 85 canoe-themed postcards from early 20th century from Art Seidenberg. In accordance with the Museum's values, all of these items will be celebrated, documented, preserved, handled and conserved in ways befitting their uniqueness and value.

COLLECTION ACTIVITY HIGHLIGHTS

From research to collections, the Canoe Museum has made great strides in 2016. The Museum took part in seven public speaking events and had two travelling exhibits in the summer of 2016; "The Canoe: A Canadian Cultural Icon" at the Wye Marsh, and "Canoes to Go: the search for a truly portable boat" at the Antique Boat Museum. The Museum also acquired a fascinating collection of 14,000 books related to canoeing and the Canadian north, donated by "Family of George G. Luste". This collection includes about 340 rare books and materials. Thanks to Lauren Tregenza, the Museum's Conservation Intern, a primary focus was put on cleaning and documenting a rare 18th century birch bark canoe.



EDUCATIONAL YOUTH PROGRAMMING:

Our education staff continue to offer exceptional experiential learning opportunities for students, youth groups and families. With our award-winning hands-on programs, students explore the curriculum through song, story, carving, baking, making, building, and more, with the canoe as a unique lens for understanding history, social studies, language and the arts.

Highlights of 2016 include the Tillikum Lens project, a paddle-carving, photography, and on-water experience for First Nations youth, delivered in partnership with The Nogojiwanong Friendship Centre, The International Sustainability Education Foundation and Sony Canada. We also continued our partnership with Trent Aboriginal Knowledge and Science (TRACKS) to deliver P.A. Day programming, and provided Professional Development for teachers from PVNCCDSB and DDSB.

Our reach across Canada and beyond extended significantly in 2016, when we became the first Canadian museum on the Microsoft Educator Network to offer Virtual Field Trips. Thanks to donor support, we have been able to develop and deliver unique, live, and interactive virtual Museum programs, using Skype to connect with over 1500 students across North America between February and the end of the year.



TUMBLEHOME GIFT SHOP

Our gift shop is gaining traction with local community members as a destination for local and handmade goods. Tumblehome prides itself on a carefully curated selection of products from local artisans, canoe-culture inspired gifts, and all things Canadiana. Our goal is to offer something for everyone while supporting the “Made in Canada” movement!



FLOAT & FLOW YOGA

In the beginning of 2016, we hosted the Museum’s very first yoga class! Originally, Float & Flow Yoga was a 4-week trial series that was by-donation with all proceeds going to the Museum. Due to the amazing response from class participants, our yoga class continued weekly and has now been in session for over a year! This all-levels class is taught by our wonderful Retail & Visitor Services Manager, and certified Yoga Teacher, Melissa Nagy. It is held on the Grand Portage, where attendees are surrounded by the collection and the soothing sound of the waterfall. In one year, Float and Flow Yoga raised \$2,700 in donations with 161 attendees!



INSPIRED RENTAL FACILITY

In 2016, the Museum was rented to host 12 weddings, over 10 Jack and Jills, and a variety of unique events including tradeshows, anniversaries, business workshops, community events, and more. With approximately 77 rentals in 2016, the Museum had approximately 6448 guests come through the doors to attend all kinds of different public and private events.



OUR CULTURE OF PHILANTHROPY

2016 DONATIONS & FUNDRAISING REVENUES

GOAL \$673,415

27%

ACTUAL \$859,553

Each year the Museum requires significant support to: create new exhibits; develop curriculum to teach both young and old the importance of paddled watercraft to our cultural heritage; care for our artifacts; conduct national outreach; and operate the museum on a day-to-day basis. With the support of over 700 donors and partners, the Museum had another successful year in 2016. Thank you to those who have provided support, shared our vision and have embraced our plan for redevelopment.

FOUNDERS' CIRCLE

The Founders' Circle builds on two decades of philanthropy provided by the Museum's first generation of donors and invites visionaries and philanthropists to assist with the reinvention and relocation of the museum. Founders' Circle members have made a minimum investment of \$50,000 over one to two years to support operational and transitional expenses.

The Museum is most grateful and wishes to thank and acknowledge the following Founders' Circle members who have generously contributed as of December 31, 2016. Please refer to page 17 for a complete listing of all Museum Donors, Sponsors and Partners.

Anonymous (3)

Brand Health

Priscilla & Rick Brooks-Hill

Elizabeth Russ & Bill Buxton

Wendy M. Cecil and Jack Cockwell Family

The Dalglish Family Foundation

Judy & Mark McLean

Betty & Bill Morris

Gretchen and Donald Ross

Andrew Stewart

Katie & Jim Stewart

Terry Richmond & Doug Ward

Walrus Foundation

2016 FUNDRAISING STATS

In 2016, donors continued to demonstrate their commitment to the sustainability and renewal of the museum.

\$101,372 was raised through the outstanding efforts of the BCG Organizing Committee and generosity of the guests who attended the 9th Annual Beaver Club Gala.

Over 12% more than the event's fundraising goal!



Thanks to the support of Les and Beverly Cassidy, Mercedes Benz Peterborough, Commercial Press & Design and the 34 donors who contributed **over \$33,000** through

the Paddles Up fundraising initiative at the Beaver Club Gala, the Museum was able to purchase and wrap a utility van. The van will be used to transport children to summer paddling camps and multi-day canoe trips, travel to schools to provide outreach programming, transport artifacts to stage exhibits at partner museums, transport watercraft and interactive educational opportunities to community events, and to tow canoes to camps and trip launch sites.

Our annual giving campaign **surpassed its goal by more than 17% raising \$65,856** in support of the *Manufacturing a Tradition: Canoe Making in the Industrial Age* exhibit, virtual field trips, accessibility upgrades within the Museum and museum operations.



SILVER CANOE RECEPTIONS

In 2016 Silver Canoe dinners/receptions were held in Calgary, Toronto, Vancouver and Winnipeg. **Over 390 individuals** joined us as we shared the story of the Silver Canoe, enhanced our knowledge about canoe culture in each of these communities and revealed the design for Canada's newest national museum.

LEAVE A LEGACY

Have you ever considered leaving a legacy that will enrich the lives of future generations?

Planned giving allows you to make a significant donation without affecting your current lifestyle and provides the opportunity to create a legacy in your name or the name of someone you wish to honour. By making a planned gift you can advance the learning, discovering, creating, researching and teaching that happens every day the Museum. For more information about the Museum's Planned Giving program contact the Development Office at **705.748.9153 x214 (toll free 866.342.2663)**.

... AND INTO 2017

As we pursue our reinvention and relocation agenda, 2017 provides the museum with a wealth of opportunities

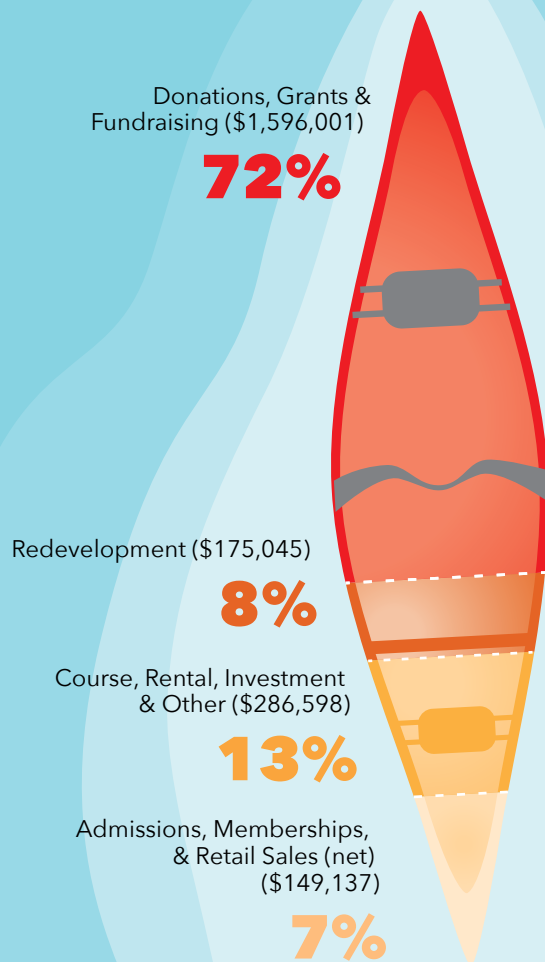
- We are ready for a year of celebration. The Museum's 20th Anniversary, the Beaver Club Gala's 10th Anniversary and funding from both Celebrate Canada 150 and Celebrate Ontario that facilitates the celebration of canoe making. As a recipient of Celebrate Canada 150 funding, we have the opportunity to host a wonderful celebration at the museum on National Aboriginal Day on June 21st in partnership with Miawpukek First Nation of Newfoundland and local first nations communities. And two days later we will open the *Manufacturing a Tradition: Canoe Making in the Industrial Age* exhibit that will feature a walking/riding tour of the sites in our region where canoe-making companies were once situated thanks in part to funding received by Celebrate Ontario.
- We will be continuing to host Silver Canoe receptions and are planning for events in Kingston, Montreal, Ottawa and Toronto in 2017. These will provide opportunities to reconnect with old friends and cultivate new relationships for the Museum.
- The Museum's membership program is continuing to advance as we expand categories of membership to include Seniors, Students and Grandparents and enhance the benefits offered to members to ensure we are recognizing the ongoing support provided for museum operations.

2016 FINANCIAL HIGHLIGHTS

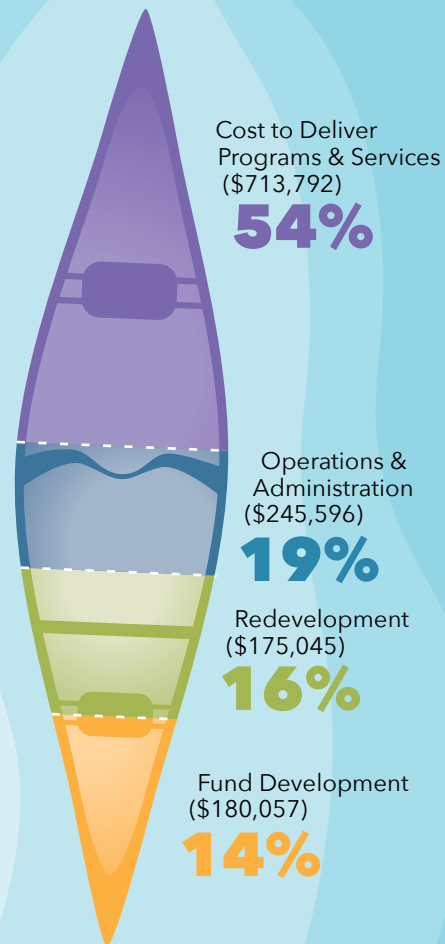
USE OF FUNDS

HOW FUNDS WERE RAISED

2016 Total Revenues: \$2,206,781.00



2016 Total Expenditures: \$1,314,490.70
(Excludes amortization)



TREASURER'S REPORT

The year 2016 resulted in an excess of revenue over expenditures of **\$516,805** compared to **\$12,121** in the previous year. This improvement was primarily attributable to an in kind donation of **\$350,338** relating mainly to the acquisition of a rare book collection from the late George Luste. The balance of the year over year improvement related to revenue increases in donations, admissions, educational programs and rental income, partially offset by higher staffing levels in support of redevelopment objectives.

Capital assets of **\$3,855,728** as at December 31, 2016 increased by **\$499,392** in relation to the previous year. Most of the increase related to the in kind donation mentioned above. However, capital asset additions also included **\$195,932** related to new museum development costs.

Cash and short-term investments amounted to **\$997,351** as at December 31, 2016, a **\$317,327** increase compared to the previous year. The increase in cash and investments mainly reflects the proceeds from a \$500 thousand loan which will be used as working capital in support of architect and various consulting activities related to new museum development costs.

Robert B. Clark
Treasurer

THE CANADIAN CANOE MUSEUM Year Ended December 31, 2016

SUMMARY STATEMENT OF FINANCIAL POSITION

	2016	2015
CURRENT ASSETS		
Cash	723,128	358,169
Investments - short-term	274,223	321,855
Accounts and grants receivable	120,584	26,332
Inventory and prepaid expenses	71,193	72,514
	1,189,128	778,870
CAPITAL ASSETS	3,855,728	3,356,336
	5,044,856	4,135,206
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	133,712	175,838
Current portion of loan payable	8,664	9,814
Deferred revenue	66,912	122,216
Demand loan payable	500,000	-
	709,288	307,868
LONG TERM DEBT	6,481	15,056
	715,769	322,924
FUND BALANCES		
Unrestricted	(11,496)	(39,184)
Internally restricted	500,000	500,000
Invested in capital assets	3,840,583	3,351,466
	4,329,087	3,812,282
	5,044,856	4,135,206

SUMMARY STATEMENT OF OPERATIONS

	2016	2015
REVENUES		
Admissions, memberships and retail sales (net)	149,137	133,800
Donations, grants and fundraising	1,596,001	1,075,915
Course, rental, investment and other	286,598	199,603
	2,031,736	1,409,318
EXPENDITURES		
Wages and contract staff	764,420	657,301
Facilities	149,217	142,920
Operating and administrative	232,469	225,532
Fundraising	244,688	242,240
Interest on long term debt	1,740	-
Amortization	122,397	129,204
	1,514,931	1,397,197
EXCESS OF REVENUES OVER EXPENDITURES	516,805	12,121

McCOLL TURNER
CHARTERED PROFESSIONAL ACCOUNTANTS

TO VIEW THE COMPLETE FINANCIAL STATEMENTS, PLEASE VISIT:

canoemuseum.ca/annual-reports-and-financials

WHO WE ARE

The contribution of time and talents of the Museum's Volunteers, Members, Board, Donors, and Staff is the intangible wealth of the Canadian Canoe Museum. Thank you for this critical gift.

BOARD OF DIRECTORS

GENERAL MANAGER



As of December 31st, 2016

* PART TIME
** PART TIME SEASONAL

BOARD OF DIRECTORS

Our volunteer Board of Directors have worked, and continue to work tirelessly to create the strong governance foundation that guides the growth and sustainability of the Canadian Canoe Museum. Directors meet at least quarterly, attend regular committee meetings, and come together for an annual retreat in the fall. Our Directors bring a range of skills and experience to their roles. Directors typically hold 3 consecutive 2-year terms and each Director supports the Museum through membership, donations, and regular attendance at meetings, committee work, and museum events. Our public Annual General Meeting takes place in April of each year.

For a closer look at our Board of Directors visit www.canoemuseum.ca/meet-the-board

BOARD OF DIRECTORS AT APRIL 22, 2016		BOARD OF DIRECTORS AT DEC 31, 2015	
Chair	William O. Morris	Chair	William O. Morris
Vice Chair	John Ronson	Treasurer	Robert B. Clark
Treasurer	Robert B. Clark	Past Chair	Ken Powell
Past Chair	Ken Powell	Director	Wendy M. Cecil
Director	Wendy M. Cecil	Director	Peter Elmhirst
Director	Peter Elmhirst	Director	David Goyette
Director	David Goyette	Director	Dianne Lister
Director	Deborah Jacobs	Director	Bill Lockington
Director	Dianne Lister	Director	Hugh Macklin
Director	Bill Lockington	Director	Vicky Martins
Director	Hugh Macklin	Director	Val McRae
Director	Vicky Martins	Director	Andy Mitchell
Director	Val McRae	Director	Heather Stelzer
Director	Andy Mitchell	Director	Ron Whetung
Director	Heather Stelzer	Director	Donald Ross
Director	Ron Whetung	Director	Deborah Jacobs

OUR STAFF

The Museum has a small organization of professional, talented and creative individuals who are passionate about the growth and sustainability of the Museum. This includes ten full-time and four part-time employees.

In April of 2016 Richard Tucker, the organizations Executive Director since 2014, assumed the role as Project Director, created to oversee the planning of the new Museum.

Carolyn Hyslop, Director of Operations, filled a new role as General Manager. Her duties include national outreach strategies, updating and implementing the refreshed Strategic Plan, and working with the Board of Directors to move the redevelopment project forward.

In July 2016, recognized community fundraiser Shirlanne Pawley-Boyd accepted the Director of Philanthropy position at the Canadian Canoe Museum. Shirlanne will create, manage, and oversee the organization’s annual fund development plan and corresponding initiatives. The Museum acknowledges and appreciates the Ontario Trillium Foundation’s contribution to the Director of Philanthropy position.

The Museum’s unique team environment and inclusive decision making guide the day-to-day operations of the Museum where staff are inspired to take on multiple roles and responsibilities to ensure the success of the Museum. All of this would not be possible without the support and efforts of over 15 part-time/seasonal or as-needed staff that play an invaluable role in supporting the activities of the Museum including school visits, camps, weekend visitor services, facility rentals, outreach and public events.



CANADIAN CANOE MUSEUM STAFF AS OF DECEMBER 31, 2016	
FULL TIME	
General Manager	Carolyn Hyslop
Associate Curator & Adult Programs Manager	Liz Watkins (contract - parental leave)
Curator	Jeremy Ward
Development Manager	Devon Bathurst (contract - parental leave)
Director of Philanthropy	Shirlanne Pawley-Boyd
Education Manager	Karen Taylor
Finance & Administration Manager	Marina VanAmerongen
Marketing & Media Relations Manager	Jessica Fleury
Retail & Visitor Services Manager	Melissa Nagy
Volunteer & Public Programs Manager	Stacey Arppe (formerly Reynolds)
PERMANENT PART-TIME	
Director of External Relations (PT)	James Raffan
Education Coordinator (PT)	Victoria Veenstra
Events Coordinator (PT)	Kate Salmon
Lead Animator (PT)	Jen Burnard

FRIENDS OF THE MUSEUM

OUR ROYAL PATRON

**His Royal Highness,
Prince Andrew, Duke of York**

The Duke of York is the official Royal Patron of the Canadian Canoe Museum and has for many years had a strong personal interest in arts and culture.

AMBASSADORS AT LARGE

The Ambassadors help to engage and carry the Museum’s story to new audiences.

**Joseph Boyden
Shelagh Rogers
Les Stroud**



COMMITTEES

If you are interested in joining a Committee of the Canadian Canoe Museum, please send a formal request to:

Email: info@canoemuseum.ca

Letter Mail: Governance and Nominating Committee,

c/o The Canadian Canoe Museum, 910 Monaghan Road, Peterborough, ON K9J 5K4.

EXECUTIVE COMMITTEE

The Executive Committee is responsible for the oversight of the Museum's strategic, business and risk management planning processes. In addition, the Committee conducts the annual performance review of the General Manager.

MEMBERS: Bill Morris (Chair), Rob Clark, Dianne Lister, Bill Lockington, Ken Powell, and John Ronson.

BEAVER CLUB GALA COMMITTEE

The Beaver Club Gala Committee is responsible for ensuring the Museum's annual signature fundraising event, the Beaver Club Gala, is a successful fundraising initiative that provides financial support for education and public programming. The Committee's mandate is to plan and implement logistics, sponsorship, ticket sales, marketing, and to coordinate the silent and live auction items.

MEMBERS: Sally Chenoweth (co-Chair), Joyce Mackenzie (Co-Chair), Devon Bathurst, Beverley Bradbury, Joanne Brown, Marg Broadfoot, Mollie Cartmell, Penny Culverson, Sue Hadden, Elizabeth Ichniovsky, MaryAnne Irwin, Gail Lockington, Anne Marshall, Gail Martin, Val McRae, Penny Rush, Katie Stewart, Ann Wipper.

COLLECTIONS COMMITTEE

The Collections Committee is responsible for: making determinations on new acquisitions to the Museum's

collection of artifacts; recommending deaccessions; exhibition planning; archives acquisition; and all other activities related to the Museum's collection.

MEMBERS: Jeremy Ward (Chair), Ken Brown, Bill Buxton, Vernon Doucette, John Jennings, and Dick Persson.

FINANCE COMMITTEE

The Finance Committee provides strict monitoring and oversight of the Museum's financial controls and administration to ensure the protection of all assets and ensure responsible fiscal management. The Committee assists the Board in fulfilling its fiduciary responsibility by managing the fiscal reporting processes and budgets, internal controls, and communicating between the Board and external auditors.

MEMBERS: Rob Clark (Treasurer), Peter Elmhirst, Carolyn Hyslop, Bill Morris, Shirlanne Pawley-Boyd, Jim Stewart, Jeff Taylor, and Marina Van Amerongen.

NOMINATING COMMITTEE

The Nominating Committee is responsible for Board recruitment and education including succession planning as well as evaluating the board and its Committees' performance. The Committee ensures that the Board's composition best represents the community and all the needs of the Museum with an appropriate balance of diversity and expertise.



MEMBERS: Terry Guest, Carolyn Hyslop, Bill Morris, Ken Powell, James Raffan, and Heather Stelzer.

PHILANTHROPY & STEWARDSHIP COMMITTEE

The Philanthropy and Stewardship Committee takes great care in the stewardship of both Donor trust and Donor dollars. The mandate of the Committee is to provide governance and oversight of the planning and implementation of the Museum's fund development place and activities to realize and strengthen the Museum's revenue objectives.

MEMBERS: Dianne Lister (Chair), Wendy Cecil, Terry Guest, John Jennings, Vicky Martins, Bill Morris, Ken Powell, James Raffan, John Ronson, Christina Skuce, Heather Stelzer, and Ron Whetung.

STEERING COMMITTEE

The Redevelopment Steering Committee was established in early 2016. The Committee is comprised of both board and community leaders. Currently, subcommittees are being created and will include; Campaign Cabinet, Building, Design and Exhibits. The group has been meeting regularly to discuss all facets of the Canadian Canoe Museum's Redevelopment Project.

MEMBERS: Bill Morris (Chair), Torri Balson, Rob Clark, Chonee Dennis, Alicia Doris, David Hadden, Carolyn Hyslop, Bill Lockington, Shirianne Pawley-Boyd, Ken Powell, John Ronson, Richard Tucker and Jeremy Ward.

VOLUNTEER COUNCIL

The Volunteer Council is comprised of a passionate group of volunteers and staff who represent a variety of volunteer departments and positions within the Museum. The Council reviews important Museum news and changes, and plans a series of volunteer appreciation and social events.

MEMBERS: Barry Diceman (Chair), Stacey Arppe, Beverley Bradbury, Jane Breukelaar, Sue Guest, Jo Harris, and David Reeves.



OPPORTUNITIES AND CHALLENGES

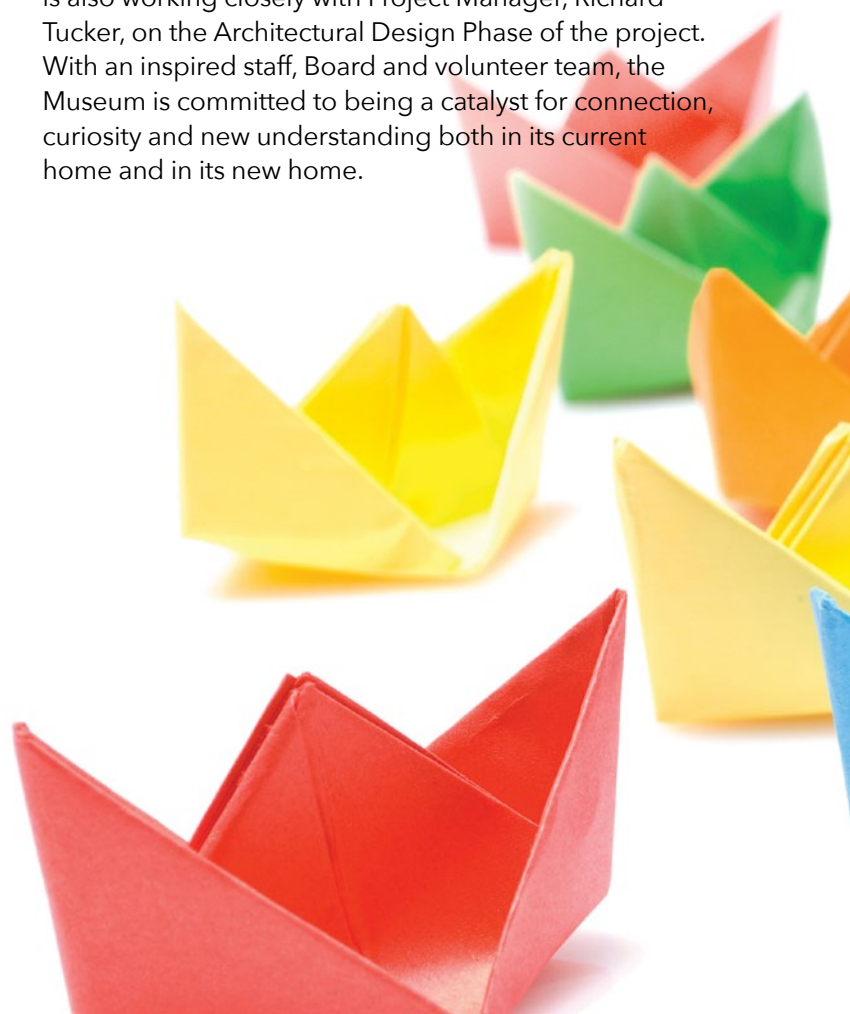
As we move towards the national stage the Canadian Canoe Museum faces a number of opportunities and challenges. The Museum staff and Board work harmoniously to review risks and implement strategies to ensure the operation of the current museum remains successful as a campaign is launched to raise funds for a new Museum. The following key opportunities and challenges are discussed here.

FUNDING

One of the challenges facing the Museum is the ability to ensure the sustainability of the current operations of the Museum, while also initiating the foundation for a successful fundraising campaign. It is imperative that the Museum continue to improve its financial sustainability through developing the scope and depth of its supporters.

Recognizing this, the Museum was able to hire recognized community fundraiser, Shirlanne Pawley-Boyd, as the Museum's Director of Philanthropy thanks to the support from the Ontario Trillium Foundation. Shirlanne has been creating, managing and overseeing the organization's annual fund development plan and corresponding initiatives. In early 2016 the Museum also hired professional fundraising consultants,

The Dennis Group Inc, to assist with organizational readiness as well with pre-campaign planning. A Steering Committee was formed as added support to the Museum's Redevelopment Project. The committee is comprised of both Board and community leaders. Recent work has included working with consultants from The Dennis Group on a refreshed Strategic Plan, updated Business Plan, Campaign Priorities and numerous other collateral materials. The committee is also working closely with Project Manager, Richard Tucker, on the Architectural Design Phase of the project. With an inspired staff, Board and volunteer team, the Museum is committed to being a catalyst for connection, curiosity and new understanding both in its current home and in its new home.



AWARENESS

As the Museum continues to strive towards its goal of having a place on the national stage, it faces the challenge of creating awareness locally, provincially and nationally. It is pivotal that the Museum is able to showcase its significant collection, exhibitions, and programs from coast to coast to coast.

The Museum gained national exposure in 2016 through four Silver Canoe receptions that took place across Canada, reaching over 375 people. Through these events the Museum was able to enhance its knowledge about canoe culture in each of the four communities as well as reveal the design for Canada's newest national museum. As an outlet to share our own stories the Museum took part in two travelling exhibits: "The Canoe: A Canadian Cultural Icon" at the Wye Marsh Wildlife Centre in Midland, Ontario; and "Canoes to Go: The Search for a Truly Portable Boat" at the Antique Boat Museum in Clayton, New York. It was from these receptions, unique exhibits, and multiple tradeshow that the Museum was able to expand its reach and share its knowledge.

Additionally, the Museum was fortunate to begin working with BrandHealth, a health and wellness marketing agency located in Peterborough, on developing a national advertising campaign. This ad will be seen in canoeing, watercraft, and outdoor living publications across Canada.



DONORS

THANK YOU DONORS!

A special thanks to each of the following Donors, Sponsors, and Partners who have generously contributed to the Museum in 2016. With tremendous gratitude and appreciation from all those who are touched on-site and online by the Canadian Canoe Museum, the Museum proudly acknowledges your generous gifts that make it possible:

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GRANTS

In 2016, the Canadian Canoe Museum was fortunate to be chosen to receive the following grants:

CANADIAN MUSEUMS ASSOCIATION

(Young Canada Works in Heritage Organizations)

\$13,411.26 to create 3 student summer employment opportunities

CANADA SUMMER JOBS

\$6,300 for two students to lead our summer outreach programs.

MINISTRY OF TOURISM, CULTURE AND SPORT

(Community Museum Operating Grant)

\$47,505 to strengthen the Museum's role as custodians and interpreters of an irreplaceable heritage collection.

ONTARIO TRILLIUM FOUNDATION

\$95,000 for a fundraising feasibility study (2015), a case for support and printing materials and a campaign manager (2016)

CITY OF PETERBOROUGH

(Community Service Grant)

\$206,551.00 in total was received. **\$106,551.00** was to provide programs and services to Peterborough and area residents as part of the Community Service Grant and an additional **\$100,000** for transitional expenses associated with the redevelopment project.



MEMBERS

THANK YOU MEMBERS!

Membership matters! The over 1000 members at the Canadian Canoe Museum help sustain and nurture the Museum's collection, exhibits, and award-winning programming.

The museum would like to thank and recognize each individual and family, for their commitment and participation – your engagement fosters excellence and inspires the Museum to be the best for all Canadians and visitors to enjoy.

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Priscilla & Rick Brooks-Hill
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Kevin Wattier
John Weatherseed
Bob Webster
Milly Weidhaas
Lily Weiss
Perry Wells
Don Weston
Gary Weston
Ed White
Greg White
Marian White
Lauren Whitehead
Sara Whitehead
Peter Wiens
Wendy Wilkins
James Willett
Richard Willging
Lewis Williams
Ron Williamson
Don Willoughby
Alan Wotherspoon
Robin Young
Roger Young
Karen Zielbauer





CORPORATE MEMBERS

The Museum is thankful for the commitment made by its corporate members. These dedicated organizations provide an important source of operating support and help to ensure that the Museum can continue to offer award-winning programming and exhibitions.

Interested in corporate membership? Find out more about how your company can support the Museum by visiting canoemuseum.ca or by call toll free at **866.342.2663 x211**.

LIST OF CORPORATE MEMBERS:

- Adventure Canada
- Cahill's Outerwear Specialists
- Camp Ponacka
- Camp Wanapitei
- Elmhirst's Resort
- FOCA
- Grey Owl Paddles Ltd
- Rapid Media



CAHILL'S
OUTERWEAR
SPECIALISTS

Building Better Boys



SINCE 1947

CAMP PONACKA



Federation of Ontario Cottagers' Associations



WANT TO ADOPT A CANOE?

ADOPT YOUR PIECE OF HISTORY

You can symbolically 'adopt' a canoe from the Canadian Canoe Museum's vast collection and uniquely support the Museum. It's easy, affordable, meaningful, and makes a great gift. Choose from the great dugouts of the Pacific Northwest, birch bark canoes, cedar-canvas canoes, and more. Adopt a canoe today by visiting canoemuseum.ca, calling toll free **866.342.2663**, or by **visiting the Museum in person**.







VOLUNTEER HOURS:

16,210

Total hours contributed by 133 volunteers including the Board and Committees.

VOLUNTEERS ARE AT THE HEART OF THE MUSEUM.



In 2016, we saw a significant increase in the number of hours dedicated by volunteers compared to the previous year - an extra 5,021 hours to be exact! This shows that our volunteer base is leaning in to support the growth and redevelopment of the Museum. Our volunteers are engaged, passionate and hard working, and they are giving more of their time, talents and energy than ever before. Thank you to the volunteers - you make everything we do possible.

INTERESTED IN VOLUNTEERING?

If you would like to volunteer at the Museum's front desk, at events, in the office, or in any other way, please contact the Museum. Send an email outlining your interests to volunteer@canoemuseum.ca or call **705.748.9153 x210**.

WE TO HEAR FROM YOU!

Would you like to discuss ways to support the Museum through donations, planned giving, memorial gifts, fundraising events, or sponsorships?

Contact Shirlanne Pawley-Boyd at:
shirlanne.pawleyboyd@canoemuseum.ca or toll free
866.342.2663 x214

Are you interested in renting space for your next meeting/event/conference or for your wedding?

Contact Kate Salmon at:
rentals@canoemuseum.ca or call 705.748.9153 x215

Are you interested in volunteering with the Museum?

Contact Stacey Arppe at:
volunteer@canoemuseum.ca or call 705.748.9153 x210

Are you interested in joining the Museum's Board of Directors?

Contact: info@canoemuseum.ca
or toll free 866.342.2663 x208

Would you like to visit with your class or learn more about other youth programs rooted in the principles of experiential education?

Contact Karen Taylor at:
education@canoemuseum.ca or toll free 866.342.2663 x203

Are you interested in taking a hands-on artisan workshop like paddle carving or booking an experiential tour of the Museum?

Contact Liz Watkins at:
workshops@canoemuseum.ca or toll free 866.342.2663 x206

Would you like to sell your artisan products or other items in the Museum's Tumble Home Store? Or would you like more information on the great products available in the store?

Contact Melissa Nagy at:
sales@canoemuseum.ca or toll free 866.342.2663 x202

We want to hear from you and welcome your feedback!

Contact: info@canoemuseum.ca or toll free 866.342.2663 x205






The CANADIAN CANOE MUSEUM
Le MUSÉE CANADIEN *du* CANOT

The Canadian Canoe Museum
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705-748-9153 | 1-866-342-2663

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