

Celebrating

connection, curiosity and new understanding

A YEAR IN REVIEW | 2017



Connected By Canoe:

**A canoe trip from Kingston to Ottawa
and a floating conversation about
the future of Canada**

Photo by Goh Iromoto



THE CANADIAN CANOE MUSEUM
LE MUSÉE CANADIEN DU CANOT

| 20 YEARS

On behalf of the people of Canada, The Canadian Canoe Museum stewards the world's largest collection of canoes, kayaks and paddled watercraft. More than 600 in number, the watercraft and their stories of national and international significance, have a pivotal role to play in our collective future.

In partnership with individuals, groups and communities – locally and from coast to coast to coast – we work to experience and explore all that our collection can inspire. This sees students opening their minds in our galleries; community members connecting through artisanry; people of all ages getting on the water and learning to paddle; and exhibitions and events that spark conversation and collaboration.

And, as part of our responsibility for the collection, a cultural asset of national significance, we are building it a new home. The new museum, at the water's edge, aspires to be as innovative as the canoe itself. This facility, with its award-winning architecture and 21st-century sustainability, will care for the collection the way it deserves to be cared for – preserving, protecting and showcasing for generations to come. One-of-a-kind experiences will draw visitors from near and far, and from this high-profile cultural centre, we will reach further.

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.



A view to the Peterborough Lift Lock from the new museum's galleria. This space will offer visitors an array of opportunities to gather and access indoor and outdoor amenities. The galleria will be open to the public free-of-charge.

2017: A statistical snapshot

25,278
total visitors



172,390
total external engagement



88,145
reached by
external events

1,458
members

5,749
school & youth
group visitors



Photo courtesy of Gillian Foster

#1
of 53 things to do
in Peterborough
TripAdvisor

323
TripAdvisor
reviews
○○○○○



3,383
children reached
through virtual
field trips

5,058
private function
guests

13,705
social media
followers



124
adult workshop
participants



16
weddings

- Facebook
- Instagram
- Twitter

823
donors



17,344
volunteer
hours



4 canoes
and
10 artefacts
new to the
collection

300
Float & Flow
Yoga community
members



780
paddling program
participants



Looking back, looking ahead

A message from our Executive Director and Chair



It's at this time every year that we take the opportunity to look back, and to look ahead. This year, however, the task at-hand is very different than ever before.

In 2017, we celebrated our 20th anniversary and looked back upon two decades of growth and accomplishment. Not without its challenges, the museum, with its world-class collection, has come a long way. For this, we have an array of steadfast supporters and staff members to thank. Many of them joined us at an anniversary celebration in June, which also saw the opening of the museum's newest exhibit.

The museum was built upon the remarkable watercraft collection from Kanawa International Museum of Canoes, Kayaks and Rowing Craft at Camp Kandalore. This collection was initially conceived in the 1950s by Professor Kirk Wipper as an enhancement for programming at a summer camp. In 1997, this collection, numbering approximately 450 watercraft and thousands of small artefacts, moved from the camp to its current location at the former Outboard Marine Corporation factory on Monaghan Road. At the time, the site, a 1960s-era factory in a large gravel parking lot, was considered an interim location for the collection.

In 2002, and as one of the country's only inland maritime museums, the organization started exploring a move to the water, as well as a retrofit that would include a paddling pond at its current location. Unfortunately, neither option was viable for the organization at the time.

Today, the museum is on the move and this past year, the redevelopment project gained incredible momentum. We advanced the architectural design of the facility and can say with certainty that we will be building the best possible permanent home for the collection.



The Peterborough Examiner named the museum 2017 Newsmaker of the Year

Meanwhile, as part of our \$65M capital campaign, we received foundational financial support from leadership donors as well as the County of Peterborough (early 2018), the City of Peterborough, the Government of Ontario and the Government of Canada. We couldn't be more grateful. While we have much more work to do to reach our campaign goal, we are well on our way.

And, while we were working toward the realization of the new museum, and our strategic direction of *Building for a strong, sustainable future*, we advanced our other three strategic directions – *Leading locally*; *Leading nationally* and *Learning from Indigenous Peoples in Canada*. In short, we built relationships through time-tested programming, and innovative new approaches. As always, our staff members and volunteers were committed, creative and curious, inspired by the leadership of a visionary board of directors.

Whether we're looking back, or looking ahead, it's clear that our supporters are the lifeblood of our organization. Our community of contributors pulls together. We have so much to be proud of and so much to look forward to.

On behalf of The Canadian Canoe Museum board and staff, we thank you.


Carolyn Hyslop, Executive Director


John Ronson, Chair, Board of Directors

Our strategic plan

The museum's strategic plan identifies four areas of focus. These, along with the plan's strategic goals, guide the work of the board and the staff.



Leading locally

The organization, as a great source of pride for Peterborough and the region, will become a leader and a partner in the creation and development of a cultural centre.



Learning from Indigenous Peoples in Canada

The organization will build relations, make connections and collaborate with Indigenous Peoples in Canada to achieve a deeper understanding of our collective and respective roles.



Leading nationally

On behalf of the country and its diverse regions, the organization will ensure the stewardship of this national cultural asset and the role it plays in the collective future of Canadians.

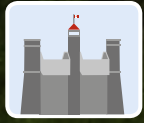


Building for a strong, sustainable future

Through all of its initiatives, the organization will build for a strong, sustainable future, including the development of the new museum as a high-profile hub.



National Aboriginal Day, June 21, 2017, on the Trent-Severn Waterway: Community members and many of the museum's guests from Miawpukek First Nation paddled together up and over the lift lock.



Leading locally

We deepened our roots in Peterborough and the Kawarthas – building relationships, and creating and connecting to community in new and different ways.



EDUCATION: No tours, no shushing: our programs for children and youth are all about active engagement and hands-on discovery. Our world-class collection allows us to offer unique experiential field trips that explore the arts, science, language, social studies, history and native studies curricula, all through the lens of the canoe. Students make, bake, build, sing, carve, paint, experiment, measure and map. They examine primary sources, handle artefacts, paddle canoes and role play treaty negotiations in programs that support all learning styles.

In 2017, we continued to diversify our award-winning offerings, resulting in twice the number of students on the Trent-Severn Waterway as part of our curriculum-connected Voyageur Canoe paddling program, and a 20 per cent increase in French immersion programming.

With the support of the Lloyd Carr Harris Foundation, the museum renewed its commitment to consultation, revision and further development of our school programs that explore Indigenous history and cultures. We look forward to piloting these programs in alignment with the Ministry of Education's revised Indigenous curriculum in 2018.



UNDERWATER DINING AT LOCK 21: We partnered with Peterborough & the Kawarthas Tourism and Parks Canada to offer this one-of-a-kind experience. Visitors paddle the museum's voyageur canoe along the Trent-Severn Waterway and through the world's highest hydraulic lift lock, followed by dinner in the lower lock chamber below approximately 1,700 tons of water! Tickets for this award-winning experience sold out within hours of becoming available.

VOYAGEUR CANOE TOURS: Close to 700 paddlers of all ages took part in our Voyageur Canoe Tours program. We offered family paddling days, and hosted and took part in special events, including Gravenhurst's Antique and Classic Boat Show.

ADULT CANOEING COURSES: Joined by first-time and experienced paddlers alike, the museum offered four Ontario Recreational Canoeing & Kayaking Association (ORCKA) canoeing courses.

CAMPS: Day and overnight camps for youth ages 8 to 16 offered adventures in Kawartha Highlands Provincial Park, a weeklong white water canoe trip on the Madawaska River, and ORCKA certifications.

FLOAT & FLOW YOGA: This weekly yoga class offered alongside the waterfall at the museum gained popularity in part, for the serenity of its setting. The all-ages, all-abilities Float & Flow Yoga community grew to more than 300 members, who attended by donation and raised \$2,850.

UNIQUE RENTAL SPACES: The museum's sought-after rental spaces welcomed more than 5,000 guests to 70 private events, including 16 weddings and, corporate, community and not-for-profit gatherings.

ADULT ARTISANS: We welcomed an array of instructors for more than 20 adult artisan workshops, including weaving and woodworking. Meanwhile, we diversified DIY offerings with natural dyeing and make-a-trail toboggan sessions.

TUMBLEHOME SHOP: Our gift shop offered an increased selection of carefully curated products from local artisans and small businesses from across the country. And, a new online store allowed us to reach out to more shoppers and supporters.

INTERNATIONAL VISITORS: 28 per cent of the visitors who signed our guest book were from outside of Canada, reflecting increased international interest in the museum. This number has doubled in the last two years.

The museum became a partner in Destination Ontario's Canadian Canoe Culture campaign – a platform to capture the essence of the Canadian Canoe Culture in Ontario and inspire new, existing and future adventurers to get out paddling – #PaddleOn.



9,132
students experienced
the museum –
on site, on the water
and via virtual
field trip





Leading nationally

The world's largest collection of its kind grew in dynamic directions, and its stories informed and inspired conversation across the country and beyond.

VIRTUAL FIELD TRIPS: Via Skype and the Microsoft Educator Community, from the museum’s exhibition galleries, educators connected to close to 3,400 students in classrooms near and far. The program’s live, curriculum-connected lessons travelled hundreds of thousands of “virtual” kilometres, reaching students across Canada, the United States and in other countries including (Rustavi) Georgia, (Waterford) Ireland, and (Kavali Town) India.

NEW ACQUISITIONS: Every year, the Collections Committee enjoys the opportunity to consider a broad range of watercraft, associated artefacts and archival materials that have been offered by generous donors to its permanent collection. In selecting this year’s acquisitions, committee members paid close attention to late 20th-century innovation (modern composite materials) and influential examples from the post-war period. In addition, the museum’s collection was enhanced by archival materials, original artwork, and small accessories and artefacts that help us understand and interpret canoe culture. These were also acquired with the development of future exhibitions in mind.

4 canoes and 10 artefacts added to the collection

- a “courting canoe” made by Toronto’s O.L. Hicks with a double-blade paddle
- a fibreglass canoe made by Bombardier Ltd.
- a Coleman Craft Canoe
- an early 20th-century motorized freight canoe used in Saskatchewan by the Hudson’s Bay Company
- a 1930 oil painting “Shooting the Rapids” by Arthur Heming
- three early 20th-century cameras used by celebrated northern traveler and author George Mellis Douglas
- assorted vintage canoe-making equipment
- a canoe picnic basket
- Walter Dean Canoe and Boat Co. sailing leeboards
- an unusual Warman “Canoe Buddy” system

ARTISAN AND INDUSTRY: A new exhibit opened to coincide with the museum’s 20th anniversary. *Artisan and Industry: Canoe Making in the Age of Manufacturing* explores the blossoming popularity of recreational canoeing in the 19th and early 20th century and the local technical innovations that supported large-scale production to equip these demands worldwide. Many of the artefacts included have never been exhibited before, including several unique watercraft. From collector Roger Young, the exhibit features extremely rare, quarter-scale canoe models produced by manufacturing companies. Also featured are patterns and builders’ tools that date back more than a century, and a rich assortment of archival material and small artefacts that relate to the business of canoe making. Visitors will find some fresh, immersive experiences that include an early canoe builder’s workshop, the pageantry of a canoe regatta in 1910, and the emerging world of early advertisement and graphic design.

The collection continued to offer inspiration beyond its own exhibitions:

- An elegant birch bark canoe was featured as the centrepiece of a new exhibit at the National Gallery in Ottawa.
- A birch bark canoe made by the late Algonquin elders William and Mary Commanda from the Anishnabeg community of Kitigan Zibi, Quebec, was featured at the North American Indigenous Games.
- The museum’s curatorial department delivered eight public presentations to new audiences.



65%
more students
reached via virtual
field trip



Myke Healy, Fusionriver Photography



Learning from Indigenous Peoples in Canada

In collaboration, we worked to create new places and platforms for conversation. Together, we learned.

JJIMAAN: A CANOE FOR THIS LAND: Chuck Commanda, the grandson of the late Algonquin elders William Commanda, O.C., and Mary Commanda, led a 15-day traditional Kitigan Zibi-style birch bark canoe build in the Preserving Skills gallery. As a child, Commanda worked with his grandparents on several canoes currently exhibited at the museum. Today, he is one of few practicing First Nations birch bark canoe builders and he shares his skills with others.

- Several youth from Curve Lake First Nation, Hiawatha First Nation and the Anishinaabe Baptiste community assisted in the build.
- More than 500 students from across Canada and the U.S. learned alongside them, in person and via virtual field trip.
- Hundreds of visitors to the museum witnessed the traditional techniques that saw the 19-foot piece of birch bark take shape.

The canoe was launched at the Peterborough Lift Lock on the Trent-Severn Waterway, and has now become part of the museum's fleet for on-water programming.



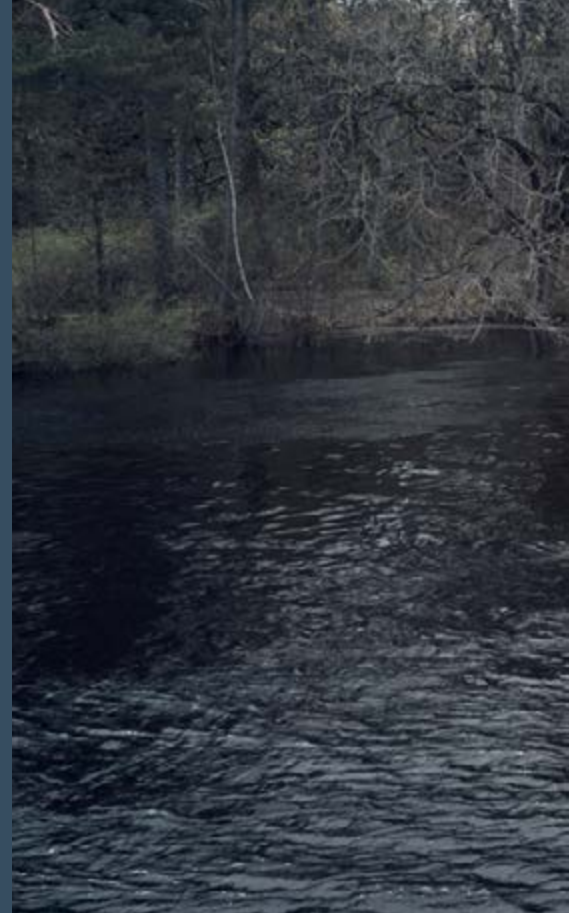
Chuck Commanda



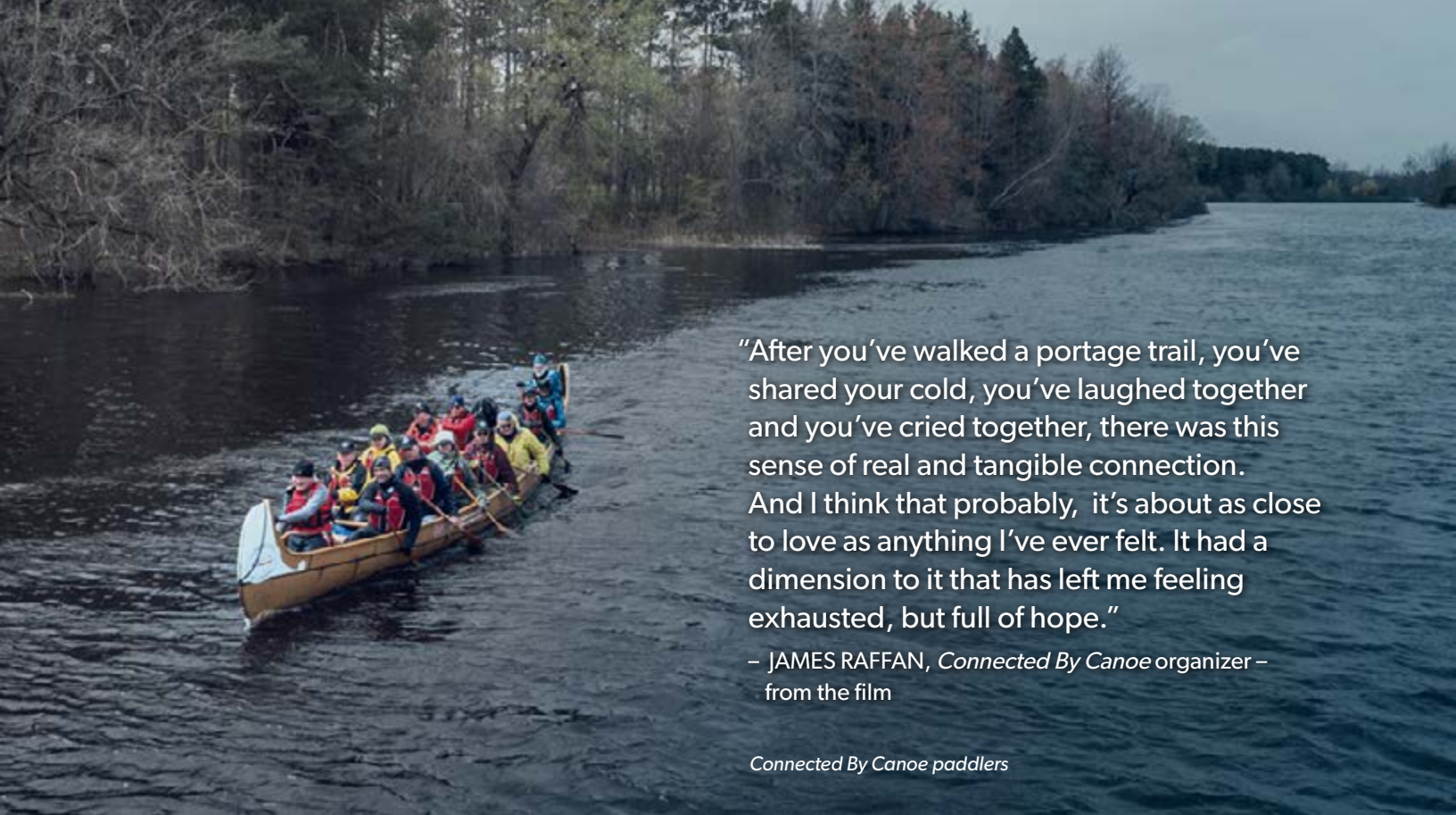
Launching the birch bark canoe



Chuck Commanda and Chief Laurie Carr of Hiawatha First Nation



Miawpukek First Nation's journey to the museum for National Aboriginal Day was the culmination of a winter-long canoe build with elders and youth in the Conne River community. The canoe was donated to the collection and celebrated with an on-water launch.



“After you’ve walked a portage trail, you’ve shared your cold, you’ve laughed together and you’ve cried together, there was this sense of real and tangible connection. And I think that probably, it’s about as close to love as anything I’ve ever felt. It had a dimension to it that has left me feeling exhausted, but full of hope.”

– JAMES RAFFAN, *Connected By Canoe* organizer – from the film

Connected By Canoe paddlers

NATIONAL ABORIGINAL DAY: We were honoured to welcome Sagamaw Mi’sel Joe and members of Miawpukek First Nation from Newfoundland for National Aboriginal Day celebrations at the museum and the Peterborough Lift Lock.



Sagamaw Mi’sel Joe of Miawpukek First Nation

It was a day filled with performance and participatory workshops on language, dance, drumming, canoe building, traditional foods and more, led by the Sipiujij Drummers, and Eastern Owl, canoe builders and Chief Mi’sel Joe, along with the museum’s education team. Thanks to funding from Celebrate Canada, we were able to offer this transformative experience at no cost to more than 400 participants from local schools and the community.

CONNECTED BY CANOE: The *Connected by Canoe* journey was a canoe trip from Kingston to Ottawa and, a floating conversation about the future of Canada. As paddlers from an array of backgrounds travelled the Rideau Waterway, they engaged in discussions focused on equity, inclusivity and sustainability.

This one-of-a-kind canoe trip carried a message about the ongoing importance of canoes for community building in Canada’s continuing evolution as a nation. On its final day, it also helped to welcome delegates to the Community Foundations of Canada annual gathering in Ottawa.

Connected by Canoe was a sesquicentennial project of the museum and Community Foundations of Canada, in partnership with the Ottawa Community Foundation, Parks Canada and many community organizations along the way.



THE FILM: Accomplished paddler and filmmaker Goh Iromoto was on the journey, and has produced an award-winning film that captures its essence. To see the film, visit canoemuseum.ca



Building for a strong, sustainable future

With the new museum on the horizon, the organization was strengthened by the engagement and generosity of many.



The museum's culture of philanthropy deepened in a number of areas including:

- An increased focus on securing major gifts and an impressive 90 per cent increase in this level of giving.
- A 35 per cent increase in the response rate to our spring and fall requests for support, as part of our annual appeal program.
- Friend-raising events: Three Silver Canoe receptions were held, engaging more than 300 individuals in Kingston, Ottawa and Toronto. Thank you to our generous hosts Hugh Christie & Debra Haak (Kingston); Peter Lukasiewicz, CEO, Gowling WLG (Ottawa); and John Terry, Partner, Torys LLP (Toronto). To date, seven of these events have been held across the country. We're heading east in the year ahead!

MUSEUM MEMBERSHIP: The museum's membership burgeoned to close to 1,500 – a 13 per cent increase. Members are local, as well as national and international, and support the work of the museum in a foundational way. Members are like family, and have special access to all our offerings.

OUR ROYAL PATRON HIS ROYAL HIGHNESS, PRINCE ANDREW, DUKE OF YORK: The Duke of York is the official Royal Patron of the museum and has, for many years, had a strong personal interest in arts and culture.

PADDLER'S ALE PROCEEDS: The museum received close to \$7,300 from Publican House Brewery – a portion of the sales from Paddler's Ale, a new and unique offering last year.



BEAVER CLUB GALA: The 10th anniversary of the Beaver Club Gala was celebrated with special guest host James Raffan. The sold-out event – the largest in its history – raised \$102,793 for the museum. Thanks to the extraordinary efforts of the organizing committee and the generosity of the museum's supporters, this signature event has raised more than \$750,000 in 10 years.



Beaver Club Gala Committee: Joanne Brown (Co-Chair) Shirl Delarue (Co-Chair) • Devon Bathurst • Beverley Bradbury Marg Broadfoot • Mollie Cartmell • Sue Hadden • Elizabeth Ichniovsky • MaryAnne Irwin • Gail Lockington • Anne Marshall Gail Martin • Val McRae • Penny Rush • Christina Skuce Katie Stewart • Ann Whipper



\$750,000
 Beaver Club Gala
 proceeds raised
 in 10 years

VOLUNTEERS: Skilled volunteers in our community and across the country allowed the museum to increase its capacity and add expertise to its team. Simply put, the contributions of our volunteers propelled us forward in every way. They have always been, and will always be, at the heart of the organization.

- In 2017, 135 extraordinary volunteers supported every department and every program at the museum by contributing 17,344 hours of their time.
- “Our volunteers are at admissions, in visitor services, in the gift store, in collections and archives, in the library and in the offices. They’re artisans, wood shop crew members, workshop instructors, researchers, tour guides, and board and committee members. They’re prepping program supplies, doing data entry, processing memberships and donations, organizing fundraisers and galas, cleaning artefacts, sweeping floors, building boats, changing lightbulbs, doing maintenance and upkeep. YOU make everything here possible. Thank you.”

– STACEY ARPPE, Volunteer Manager

Volunteer Council: Barry Diceman (Chair) • Stacey Arppe • Beverley Bradbury • Jane Breukelaar • Sue Guest • Jo Harris • David Reeves

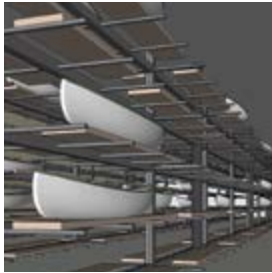
ADOPT-A-CANOE: As part of this program, supporters can symbolically adopt canoes from the museum’s vast collection. It’s a meaningful way to support the museum.

REACHING OUT:

- An eight-page supplement featuring the work of the museum appeared in the November issue of *The Walrus* magazine. We were thrilled to be able to benefit from the magazine’s total monthly reach of 590,000. The piece highlighted not only the plans for the new museum, but also our multifaceted partnerships and educational programming. The supplement was made possible by the generosity of a long-time supporter of the museum.
- The museum became even more “social” – sharing and engaging stakeholders via Facebook, Twitter and Instagram: @CndnCanoeMuseum.
 - 5,255 Twitter Followers (3.9% increase)
 - 6,106 Facebook Followers (20.6% increase)
 - 2,344 Instagram Followers (22.8% increase)
- Close to 70,000 people visited us online – a 6.3% increase over last year.

TOUCH A TRUCK: Our third annual Touch A Truck event was our best yet, with more than 1,200 visitors and 20 trucks on display. This event raised more than \$6,000 for educational and public programs.





A museum *on the move*

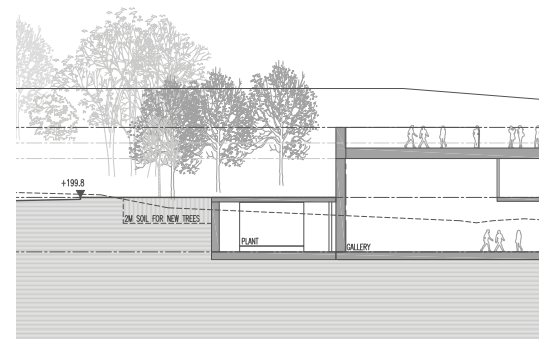
Like the watercraft in the collection moved through the waterways they once travelled with increasing strength and speed, the new museum project has momentum.

The relocation of the museum to the water's edge was a major focus for the organization and its countless supporters in 2017. We believe that a shared vision for the future, along with partnership, passion and possibility, propelled us forward. As the architectural design of the building was advanced, funders, both public and private, were brought on board to support the transition from concept to completion.

In the future, visitors will explore the canoe's leading role in Canada's past, present and future alongside the world's highest hydraulic lift lock on one of the country's most celebrated waterways.

A major cultural and recreational destination between Toronto and Ottawa, the new museum will be located next to the Peterborough Lift Lock and the Trent-Severn Waterway – both National Historic Sites. A partnership with Parks Canada makes this premier destination possible and the synergies among these historically significant assets provide the foundation for an extraordinary visitor experience.

"The new museum will allow us to do so much more. In the very best way possible, we will share more of Canada, with more of Canada." – CAROLYN HYSLOP, Executive Director





New museum
concept design
complete in
2017

Planning highlights

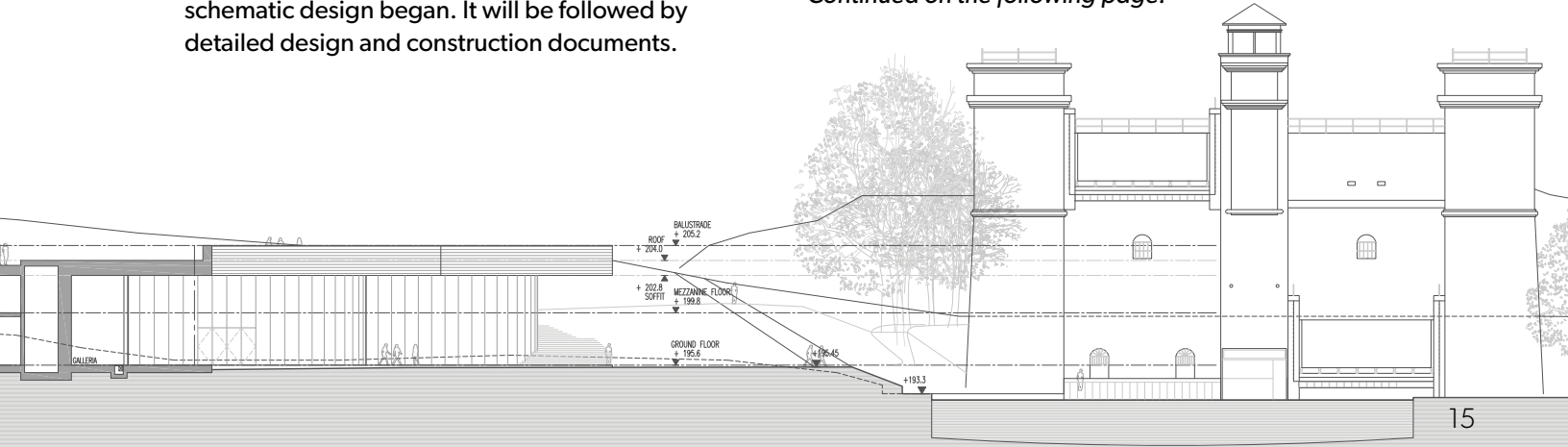
Board, staff and volunteers, along with partners, stakeholders, advisors and of course, architects, made incredible progress in planning for the new museum.

CONCEPT DESIGN COMPLETE: Weekly meetings with the architectural team of heneghan peng (Dublin, Ireland) with Kearns Mancini Architects (Toronto, Canada), along with the regular involvement of others, allowed the museum to complete the first of four phases of the project. In concept design, preliminary floor plans and elevations were created based on the functional requirements of the organization. Late in the year, schematic design began. It will be followed by detailed design and construction documents.

CATEGORY A COLLECTIONS CENTRE: It was decided as part of concept design that the Collections Centre, which will house the museum’s collection and be totally accessible as part of the visitor experience, will be a Category A collecting facility. We believe that this high level curatorial standard is in the best interest of the collection.

OF NOTE: Today, 80 per cent of the collection is stored in a warehouse across the parking lot from the museum proper. It is inaccessible to the public. The new museum has been designed so that the complete collection will be accessible.

Continued on the following page.



“The strengths of this design are its simplicity and its sophistication.”

– LISA ROCHON, Chair, Architect Selection Committee and Design Director

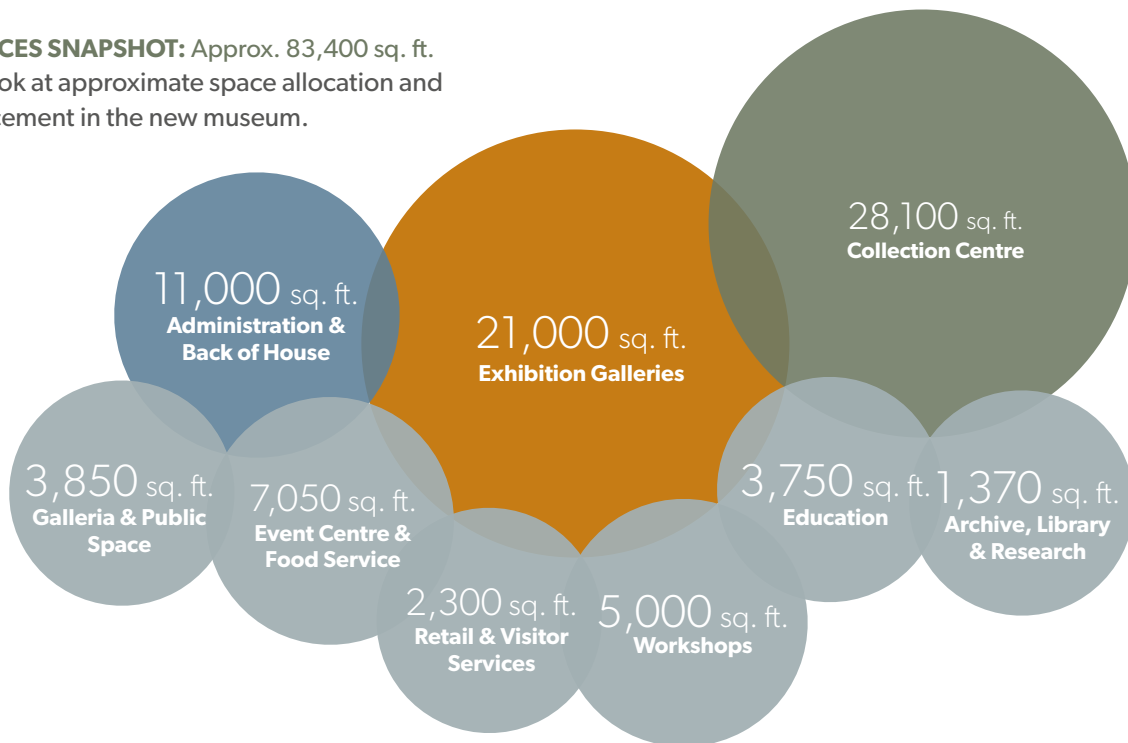
SIGNIFICANT SPACES ADDED: The size of two important public spaces increased.

- **PRE-FUNCTION SPACE:** This space, integral to the Event Centre, provides a pre-event gathering space and will be used for check-in tables and coffee breaks at conferences, and gatherings before dinner at wedding receptions. Directly accessible from the outdoors, it will also support events on the lawn or in marquis tents. This pre-function space complements and adds capacity to what is already a one-of-a-kind, much-needed space for Peterborough and the Kawarthas. Along with the other amenities in our area, this facility will be a draw for large-scale events, contributing significantly to community capacity and local economic growth.
- **THE GALLERIA:** This space is the wide hallway that winds along the waterway – adjacent to the serpentine glass wall. The Galleria celebrates the connection to the historic Trent-Severn

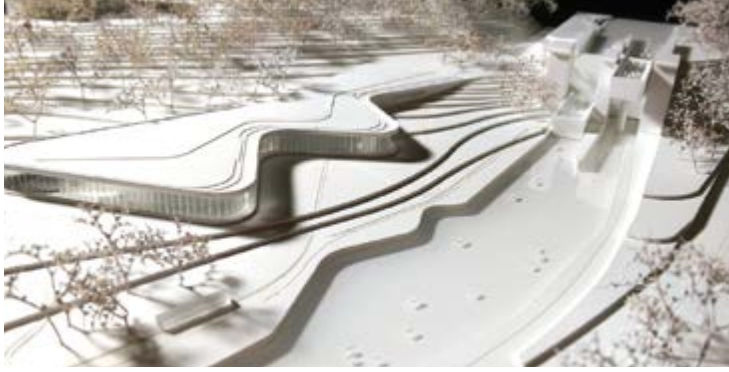
Waterway and will offer visitors an array of opportunities to gather and access indoor and outdoor amenities. The Galleria, open to the public free-of-charge, will be a space to warm up in the wintertime after skating on the canal, or to cool down after a paddle or a yoga class on the green roof. It will be a gathering space where community members and visitors alike will convene for coffee, informal gatherings, or to take in a local art installation.

PROJECT BUDGET INCREASED: There were important developments in the design of the new museum and the board carefully considered each of them. A Class D costing was undertaken by the Altus Group Ltd. indicating an increased cost in the range of approximately \$10M to \$15M. While costing will be advanced and refined with every subsequent phase, the board is confident that the museum, as planned, is the one required to fulfil its role as stewards of this one of a kind collection.

SPACES SNAPSHOT: Approx. 83,400 sq. ft. A look at approximate space allocation and placement in the new museum.



Trent-Severn Waterway



EXHIBITION DESIGN FIRM SELECTED: Following a nationwide selection process, the museum partnered with GSM Project, a world-class exhibition design firm with offices in Montreal, Dubai and Singapore. The museum joined GSM Project’s repertoire of more than 1,000 exhibit design and production projects in more than 120 cities worldwide. GSM Project was the lead designer of the new Canadian History Hall at the Canadian Museum of History – the largest exhibition about Canadian history ever developed.

FINANCIAL PLANNING FURTHERED: The Business Plan will be updated in early 2018 to include findings from economic impact and market feasibility studies. These findings further reinforce the financial sustainability of the museum.

DESIGN AND EXHIBIT COMMITTEES MOBILIZED: Volunteer experts and advisors from across the country came together to form two key committees that will inform the architectural design and the exhibit design direction of the new museum. These committees, chaired by board members, make recommendations to the board, and their roles are pivotal to the decision-making process.

Design Committee

Jocelyn Brown (Chair) • Lisa Rochon (Design Director) • Nadia Amoroso
 Dave Bowick • Sheila Britton • Andrew Frontini • Ryan Gorrie • Hugh Macklin
 Alissa North • Chris Pommer • Dave Wills

Exhibit Design Committee

Dianne Lister (Chair) • Rick Beaver • Jamie Benidickson • Rob Clark • Darren Keith
 Deb Scott • Dale Standen

Project Director: Richard Tucker

Campaign Consultants: The Dennis Group Inc.

\$111.3M*
 Overall economic impact
 2017–2021

Combining the direct and indirect impacts of the museum’s operations and redevelopment project



\$14.5M
 Economic impact:
 operations



\$96.8M
 Economic impact:
 new museum project



1,059
 Job equivalents
 supported by the overall
 economic impact

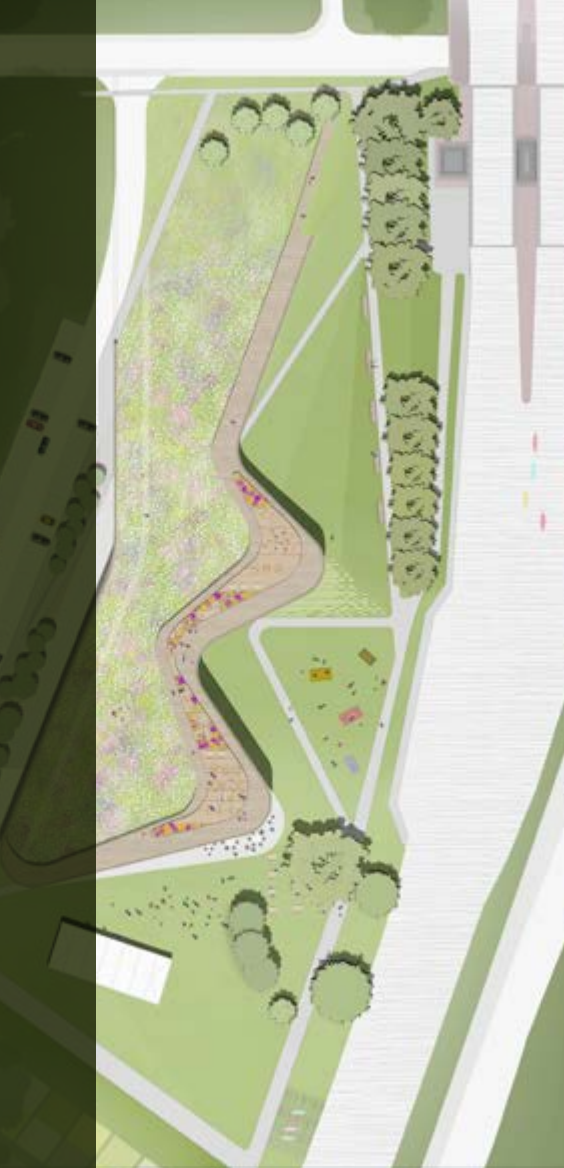


138
 Job equivalents
 supported by operational
 project impact



921
 Job equivalents
 supported by new museum
 project impact

* Economic impact figures increased in 2017, in tandem with the hard costs of the new museum project.



An ambitious capital campaign will support the museum’s move to the water’s edge

A message from our Campaign Chair

In 2017, we embarked on a journey – one with an ambitious, yet incredibly important destination. While we planned for a national fundraising campaign that would engage donors from across the country, we were also working to build awareness of the museum and its important work. Sharing these stories and the powerful messages that our collection carries, with municipal, provincial and federal governments, has helped us realize strengthened relationships, new project partners and support for the new museum. Meanwhile, we have several leadership donors on board and there is much momentum with philanthropists from coast to coast to coast. The year ahead will see us continue to cultivate potential leadership donors, including corporations and foundations. We hope you will join us as we continue our journey.

Thank you.

– BILL MORRIS, Campaign Chair and Past Chair, Board of Directors

BUOYED BY PARTNERSHIP AND SUPPORT – THANK YOU!

The redevelopment project will be supported by a \$65 million capital campaign. Investments from donors locally, provincially, and nationally, and all levels of government, will bring the new museum to fruition. Early investment is strong and the museum is grateful for the following commitments – each is fundamental to the future.

JANUARY: Early investment from lead donors set the stage for the year ahead, and for funding from municipal, provincial and federal governments. This support, at this time, was pivotal, and we thank these donors for believing in this project of national scope and significance.



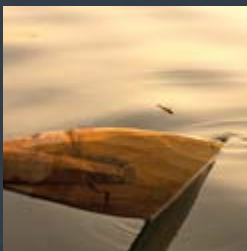
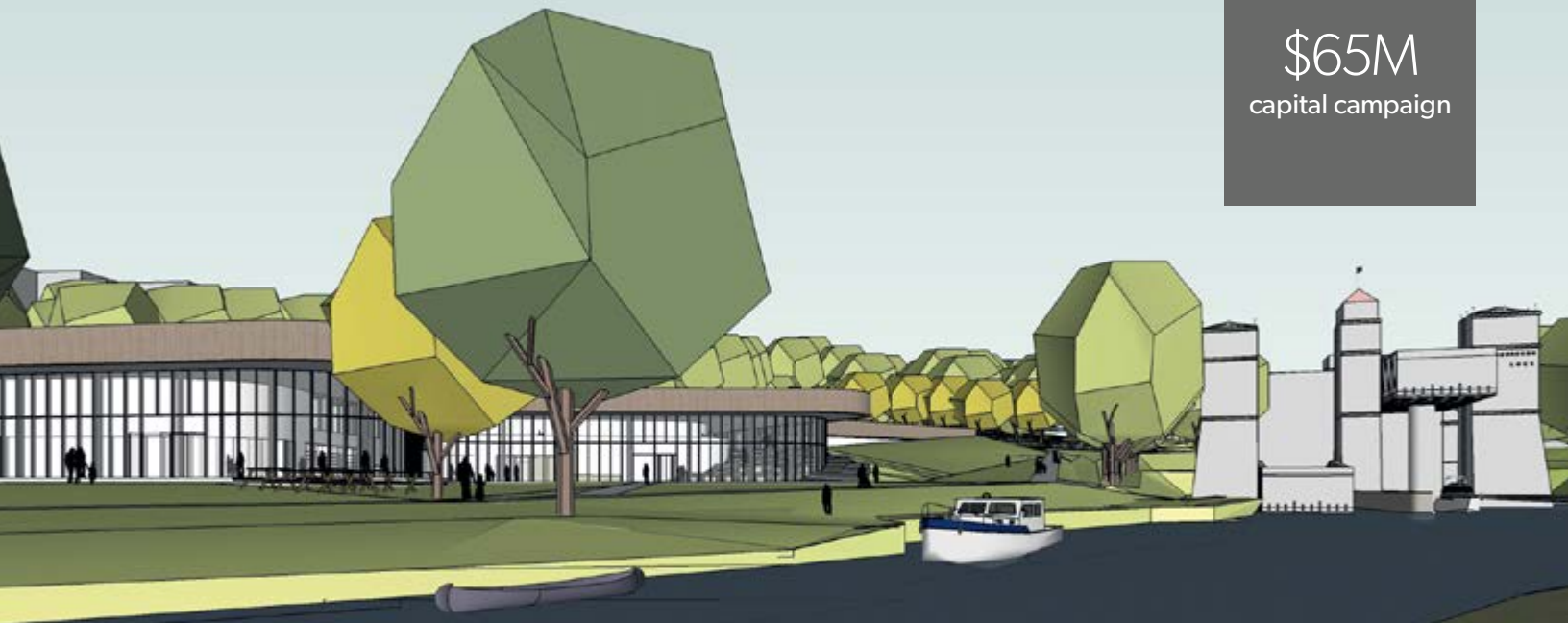
FEBRUARY: The Honourable Maryam Monsef, Minister of Status of Women and Member of Parliament (Peterborough–Kawartha), on behalf of the Honourable Mélanie Joly, Minister of Canadian Heritage, announced \$1.4M from the Canada Cultural Spaces Fund. This foundational investment supports the preparation of pre-construction documents, and allowed the museum to proceed with the first phase of the project in earnest.



MAY: The Honourable Jeff Leal, Minister of Agriculture, Food and Rural Affairs and Member of Provincial Parliament for Peterborough, announced \$9M in funding. This transformational investment, from the Ministry of Tourism, Culture and Sport, supports the planning and construction of the new museum over a three-year timeframe, and has allowed the museum to move ahead with planning for the project through to its completion.



\$65M
capital campaign



DECEMBER: City Council voted in favour of investing \$4M over eight years in the new museum project – a demonstration of strong support and local leadership. Over the last 20 years, the City of Peterborough has provided one-time, operational and transitional funding. This commitment signaled the beginning of an even more significant partnership – one that solidifies the synergies between a nationally-recognized museum and its hometown.



MARCH 2018: The museum invited the County of Peterborough to invest in the new museum in October 2017. In March 2018, County Council voted in favour of investing \$500,000 over eight years. This commitment saw the beginning of an important new partnership, and provided another vote of confidence at the local level – a key indicator for current and future funding partners and potential donors.



THROUGHOUT THE YEAR: Funding applications were submitted to foundations and granting bodies across the country. The museum is also in the process of applying for additional support from the Canada Cultural Spaces Fund for the construction phase of the new museum.

LOOKING AHEAD

2018: Our fundraising focus will continue with leadership donors from across the country.

WINTER 2019: The board has resolved that construction of the new museum will begin once 90 per cent of the project funding is in place.

We are forecasting that slightly less than half of the total will be generously funded by government sources, while the remainder will come from private donors across the country.

2019–2021: We will reach out broadly as part of the public phase of the campaign.

SPRING 2022: The new museum is scheduled to open.

SUMMARY STATEMENT OF FINANCIAL POSITION

Year Ended December 31, 2017

CURRENT ASSETS	2017	2016
Cash	2,946,380	723,128
Investments – short-term	276,456	274,223
Accounts and grants receivable	73,134	120,584
Inventory and prepaid expenses	68,747	71,193
	3,364,717	1,189,128
CAPITAL ASSETS	6,212,893	3,855,728
	9,577,610	5,044,856
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	2,105,067	133,712
Current portion of loan payable	5,901	8,664
Deferred revenue	814,674	66,912
Demand loan payable	–	500,000
	2,925,642	709,288
LONG TERM DEBT	–	6,481
	2,925,642	715,769
FUND BALANCES		
Unrestricted – operating	–	(11,496)
Unrestricted – new museum	1,074,497	–
Internally restricted	540,211	500,000
Invested in capital assets	4,274,404	3,840,583
Externally restricted – new museum	762,856	–
	6,651,968	4,329,087
	9,577,610	5,044,856

SUMMARY STATEMENT OF OPERATIONS

REVENUES	2017	2016
Admissions, memberships and retail sales (net)	162,736	149,137
Donations, grants and fundraising	3,764,057	1,596,001
Course, rental, investment and other	285,637	286,598
	4,212,430	2,031,736
EXPENDITURES		
Wages and contract staff	839,582	764,420
Facilities	140,615	149,217
Operating and administrative	388,633	232,469
Fund raising	403,170	244,688
Interest on long term debt	105	1,740
Amortization	117,444	122,397
	1,889,549	1,514,931
EXCESS OF REVENUES OVER EXPENDITURES	2,322,881	516,805



Prepared by McColl Turner LLP
Chartered Professional Accountants

To view the complete financial
statements, please visit:
canoemuseum.ca



TREASURER'S REPORT

The year 2017 resulted in an excess of revenue over expenditures of \$2,322,881 compared to \$516,805 in the previous year. The increase mainly reflects government grants and a private lead donation in support of new museum development costs. These increases in revenue were partially offset by higher staffing, fundraising and other costs related to the new museum campaign.

Capital assets of \$6,212,893 as at December 31, 2017 increased by \$2,357,165 in relation to the previous year. The increase is primarily attributable to new museum development costs.

Cash and short-term investments amounted to \$3,222,836 as at December 31, 2017. This position is comprised of \$552,556 restricted to the ongoing working capital requirements of the existing museum, and \$2,670,280 which has been reserved for new museum development and building costs.

The year-over-year increase in accounts payable and accrued liabilities mainly reflects \$1,837,500 of architectural services provided during fiscal 2017.

Deferred revenue of \$814,674 is comprised of \$51,818 relating to the existing museum and \$762,856 restricted for specific construction elements of the new museum.

– ROBERT B. CLARK, Treasurer



Our dynamic team

Board of Directors

At April 26, 2017

JOHN RONSON, Chair
BILL MORRIS, Past Chair
KEN POWELL
ROBERT CLARK, Treasurer
JOCELYN BROWN
WENDY M. CECIL
DEBORAH JACOBS
DIANNE LISTER
BILL LOCKINGTON
HUGH MACKLIN
VICKY MARTINS
VAL MCRAE
ANDY MITCHELL
HEATHER STELZER

Staff

As of April 2018

The museum has a core of committed, dedicated full- and part-time staff members that is supported and amplified by more than 15 part-time, seasonal and on-call staff members. Each member of our team plays an important role in supporting the museum's day-to-day operations and in planning for its future. To advance the museum's reinvention and relocation agendas, we are building our capacity in human resources. Several new positions have been added to the organization to strategically support the museum, its redevelopment project and its capital campaign.

Executive Director • Carolyn Hyslop

Curatorial and Collections

Curator • Jeremy Ward
Associate Curator • Beth Stanley
Collection Intern* • Liz Watkins (Contract)

Philanthropy

Director of Philanthropy •
Shirlanne Pawley-Boyd
Annual Giving Coordinator • Devon Bathurst
Campaign Associate* • Karen August
Director of External Relations •
James Raffan (PT)

Communications and Marketing

Director of Communications* • Alicia Doris
Marketing & Community Relations
Manager (tba)

Finance and Administration

Finance Manager • Marina Van Amerongen
Volunteer Manager • Stacey Arppe
Retail & Visitor Services Manager •
Melissa Nagy
Executive Assistant* • Éliane Lalonde Knox

* New positions

Programs

Director of Programs • Karen Taylor
Program Coordinator* • Kelly Pinneault
Programs Registrar • Victoria Veenstra
Lead Animator • Jen Burnard (PT)
Event Coordinator • Kate Salmon

Weekend Staff (Part Time, Casual)
Hayley Nabuurs • MJ Proulx

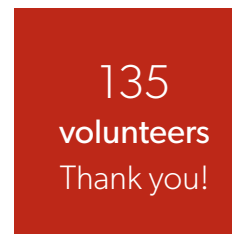
Event Staff (Part Time, Casual)
Brittany Cook • Isabella Cumming • John
Howes • Lauren Tregenza • Jessica Whiston

Animators (Part Time, Casual)
Jack Brown • Glen Caradus • Brit Cook
John Friesen • John Howes • Gloria
MacCurdy • Eva Paleczny • Alex Renaud
Carolyn Whipp • Jessica Whiston

On-Water/Camp Staff (Part Time, Casual)
Claire Burnard • Kim Chamberlain
Bretton Clark • Jen Elchuk • Alison Laing
Chris Manduca • Dave Taylor

Summer Students (Seasonal)
Bobby Henry • Josée Boulanger
Jenna McMahon

Two photos: Myke Healy
Fusionriver Photography



Longtime volunteer
Ipie van der Veen



LOCK & PADDLE: We celebrated National Canoe Day at the second annual Lock & Paddle event, in partnership with Parks Canada and The Land Canadian Adventures. Working together, we filled both chambers of the lift lock with 328 canoes and kayaks.

COMMITTEES OF THE BOARD

As of 2017

Finance Committee

Rob Clark (Chair) • Andy Mitchell • Bill Morris
Jim Stewart • Jeff Taylor

Nominating Committee

Ken Powell (Chair) • Terry Guest • Bill Morris • John Ronson
Heather Stelzer

Fundraising Cabinet

Bill Morris (Chair) • David Hadden • Bill Lockington • Ken Powell
John Ronson • Jeff Taylor

Ad hoc Collections Committee

Jeremy Ward (Chair) • Ken Brown • Bill Buxton • Vernon
Doucette • John Jennings • Dick Persson • Beth Stanley

Thank you to our donors

In 2017, more than 800 donors made gifts to support: the care of our artefacts; the creation of new exhibits; the development of programming that focuses on the importance of paddled watercraft to our cultural heritage; and the sustainability and day-to-day operation of the museum.

A

Anonymous (11)
Absolute Sounds DJ & Photobooth
Anne Ainsworth
Kate Hyde & Thomas Aitken
Alf Curtis Home
Improvements Inc.
David Allgood
John Ambler
Ancient Mariners Canoe Club
Ellen & Peter Anderson
Arc N Saw
Garth Armstrong
Ashburnham Ale House
Margaret Aquilina
Avantages Sociaux Delta Inc.

B

Dana Bach
Wendy Baillie
Eileen Balfour
Kathy & Brian Balsdon
Sally Barton
Margaret Bates
Helen & Doug Batten
Andy Baxter
Jeff Beedell
Barbara Bellchambers
Jewell & Mayor Daryl Bennett
Margaret Bentham
Robert Berntson
Lisa Besseling
Paul Blanchard

John Boorman
Jonathan Bordo, Doreen Small &
Family
Christine Boriss
Cindy & Andrew Boughen
Liz & Alan Breakey
Sheila Britton
Marg & Neil Broadfoot
Jocelyn Brown
Burgundy Asset Management Ltd.
Sandra & Richard Burri
Sandy Robinson &
Barry Butcher
John Butcher
Robin Butler
Elizabeth Russ & Bill Buxton

C

Cahill's Outerwear Specialists
Julia Cameron
Amethyst Campbell
Ian Campbell
Nan Campbell
Mary & Robin Campbell
Robert Carman
Valerie Carpentier
Dawn & David Carr
Wendy Cecil
Diane Celotti
Cogeco
Celtic Connection
Cerro Design
Wendy Chambers
Kirk Chenier

Earl Cherniak
Peer Christensen
Debra Haak & Hugh Christie
CIBC
Lorraine Clark
Lisa & Robert Clark
Carolyn & Hugh Cleland
Bruce Cole
Jean Cole
Myra Collins
Community Foundations of
Canada
Conam Foundation
Tom Connell
Doug Cook
Mara Cook Real Estate
Brad Copping
Cottage Cloth Co.
The Cove Country Inn
Barron Cowan
Dan Cowan
Creative Inks Studio
Creative Wood Turning
Penny & Garry Culverson
Chris Cunningham
Gordon Currie
Margaret Currie
Curve Lake First Nation

D
Waleed Dabbah
The Dalglish Family Foundation
Aurelia Dalinda
Patricia Davenport
Valerie Davidson
Douglas Davis
Femke De Mann
Michael de Pencier
Joanne Brown & Shirl Delarue
George Dembroski
Chonee & Michael Dennis
Barbara & Barry Diceman
Carol-Lee Dobbie
Delia Dobson
John Doherty
Dr. Christopher Moore Family
Dentistry
Janet Drysdale
Diane & Frank Dudas
Leanne Duncan
Ann & Larry Dunlop
Richard Dupuis

E
Helen & David Eastaugh
Elmhirst Vacation Air Ltd.
Elmhirst's Resort
Engage Engineering Ltd.
Everett English
Euphoria Wellness Spa

F
Ann Farlow
Christianna Ferguson
Madeline Sands & Dan Ferguson
Diane Ferguson
Fitzsimmons & Sons

Sue & Jock Fleming
Flourish Fashion
Anna Marie Arenson & Bruce
Fountain
Pinky & Robert Franklin
Front Row Centre B&B

G
Regent Gagnon
Daniel Gallant
Stan Gardiner
GE Energy Connections
Paul Gemmiti
Heather & Geoffrey Gilbert
Barbara & Prof. Peter Gilbert
Garth Girvan
Heather Gorman
Marilyn Goslin
Peter Gould
Granite Creations
Jean Grant
Shelagh & Jon Grant
Wendy Grater
Elyn Green
Jack Gregg
Heather & Geoffrey Grieve
Andrea Grin
Sue & Terry Guest

H
Susan & David Hadden
Sandra Hahn
Christy Haldane
Leo Hall
Eleanor & George Hamilton
Maggie Hamilton
Gail & Gary Hancock
Mary Harlan
Brenda & Eric Harris
Gwen & Dr. Donald Harterre
Havelock Metal Products Inc.
Maggie Hayes
Carolyn Hyslop & Myke Healy
Howard Heffler
Cathy & Chris Helyar
Bob Henderson
Hiawatha First Nation
David Hickey
Brenda & Brian Higgins
Thomas Hill
Carol & Bruce Hodgins
Barb & Dr. Roger Holmes
Doreen Hooper
Robert Horwood
Ernest Howard
Gwyneth Hoyle
Hunter Street Books
Hydro One Employees' &
Pensioners' Charity Trust
Elizabeth & Milan Ichniovsky

I
Indigo Books & Music Inc.
Ralph Ingleton
Dr. Jenny & The Hon. Alan Ingram
Doris & John Irvine
MaryAnne Irwin

J
Patricia D.S. Jackson
Dwayne James
Nancy Januszewski
Nicola & John Jennings
Nadine & Robert Jennings
Norman & Margaret Jewison
Charitable Family Foundation
Karen Johnston
Cara Jordan

K
Kamerin Fund (Community
Foundation of Greater
Peterborough)
Kandalore Camp Co. Ltd.
Kawartha Credit Union
Kawartha Lakes Construction
Kawartha Nordic Ski Club
Tracey Keeler
Yasmin Kehret
Vicky Kelsey
Arlene & Al Ketchum
Lyn Kimmitt
Joan & Bill King
Robert Kinnear
Peter Knapp
Shelley Ambrose & Doug Knight
Wendy Wingfelder & Peter
Koetsier
John Krestic
Peggie & Arndt Kruger
Laidlaw Foundation

L
Thom Lambert
Ann Wipper & Cal Langman
Gordon LaRock
Lucie Larose
Bill Lawrence
Catherine Lawrence
Joan Leistner
James LeNoury
Goodith Heeney & Bruce Lister
Dianne Lister
LLF Lawyers LLP
The Lloyd Carr-Harris Foundation
Gail & Bill Lockington
Tracy & Matt Logan
Brian Love

M
Craig MacDonald
Peter MacDonald
Bart MacDougall
Wayne MacGregor Parker
Yvonne & Bruce MacKay
Joyce Mackenzie
Michael MacKenzie
Sharon & Hugh Macklin
Jim MacLachlan
Marilyn & Dr. Peter MacLoughlin
Mary MacPherson
Glenda & Keith Madgwick
Terry Blair & Glen Major
Linda Malcolm
Gord & Enid Mallory

Christy Doyle & Craig Mann
Jo Mann
Cathy Mark
Nancy & Bob Martin
Charlie Martin
John Martin
Eila & Roger Martin
Tom Martin
Vicky Martins
Jacqueline LeSaux &
Jim Matthews
Stan McBride
Graham McCallum
McCloskey International
Sylvia & Paschal McCloskey
McColl Turner LLP
Cathy McConnell
Dr. Robert McCormack
Joziene & Alex McCubbin
Christopher McDonald
Agnes Mclvor
George McKeiver
Mark McLean
The McLean Foundation
Sarah & Bruce McMahan
Linda McMullen
Daniel McNeil
Lorene & Barry McNicol
Val & John McRae
Merit Precision Moulding
Noriko & Neil Merrett
Louis Michaud
Dave Miller
Peter Milliken
Jeff Mills
Barbara & Orm Mitchell
The Honourable Maryam Monsef
Russ Moore
Betty & Bill Morris
Glenn Morris
Dr. Beverley Haun & John Moss
Rowena Mulholland
MT Management Services

N
Allison Cooper & Jim Nancarrow
Phyllis Nelson
Fraser Noble
Estate of Doris Noftall
Naomi Norquay

O
Old Keene Road Self Storage
Leslie O'Leary
Colleen O'Nanique
Wendy Ogaki
Sara & Peter Orgill
Ralph Orr
Ann & Hugh Osler

P
Otto & Marie Pick Charitable
Foundation
Paris Marine
Mary & Stu Parker
Russ Parker

Thank you to our donors

Barbara & Joseph Paterson
Judy Patterson
Peterborough & The Kawarthas
Economic Development
Peterborough Horticultural
Society
Peterborough Inn & Suites
Peterborough Multiple Storage
Peterborough Veterinary Services
Cara & Michael Peterman
Bill Phipps
June & Tom Pick
Diane & Stan Pineau
Felicity & Richard Pope
Elizabeth Popham
Margaret & Marc-L Porter
George Post
Penny Rush & Ken Powell
Publican House Brewery

R

Gail Simmons & James Raffan
Rosemary Ramey
Don Rankin
Susan Rankin
RBC Foundation
Roma Rees
Lori Reynolds
Megan Richards
Sandy Richardson
Bill Riddick
Guy Ridgway
Philip Rimmer
Heather & Deryck Robertson
Sandi Robinson
Daphne Rogers Molson
Dave Rogers

Kathleen Rogers
Nancy & John Ronson
Gretchen & Donald Ross
Felicia Ross
Rotary Club of Peterborough
Kawartha
Peter Rotter
Rusland's Auctioneers and
Appraisers
Rob & Jackie Rusland
Tony Russell

S

Jyoti Sapra-Shannon
Sheyfali Saujani
Jamie Schmale, MP
Rick Schuett
Laurie Scott, MPP
Louise Scully
Doreen & Tom Sears
Venci Sebek
Nan Sidler
Ken Simmonds
Norman Sims
Michael Skaliotis
Catia & Michael Skinner
Linda Slavin
Janet Spindloe & Robert Sleeth
Devida Smith
Ian G. Caulfield Smith
Kim Smith
Souris River Canoes
Pattie & Dr. Donald Spink
Carol Spratt
Bernice & Dale Standen
Heather & Dr. Hans Stelzer
Doris & Terry Stephens

Mary Stephenson
The Stewart Family Foundation
Andrew Stewart
Katie & Jim Stewart
Julian Mark Stiles
Don Stinson
David Swales

T

Jeff Tanguay
Bill Terry
Lisa Rochon & John Terry
Stephen Thom
David Thompson
Heather & Guy Thompson
Brian Toller
Rene Trahan
Jennifer Young & Richard Tucker
Linda Twohey

V

Jane Armstrong & Chris
Vandergrift
Nick Van der Kamp
Claudia & Dirk Van Wijk
Robert Vandewater
Patricia & Charles Varty

W

The W. Garfield Weston
Foundation
Nancy & Hugh Waddell
Terry Richmond & Doug Ward
Kim Wark
Jane Humphreys & Mike Weir
Betty Ann Welsh
Carole Westwood
Whelan's Flooring Centre

Rosetta & Ron Whetung
The WHIGS
Marylyn White
Rita White
Brenda Whitlock
Wild Rock Outfitters
Wilderness Canoe Symposium
Jane & Dr. Warren Wilkins
Lindsey Williams
Robert Willoughby
Keith Wilson
Patricia Wilson
Dianne & Paul Wilson
Scott Wootton
Dagobert Wyslouzil
YMCA of Central East Ontario

MEMORIAL GIFTS

Donald J. Cameron
Darrel Ryce
Kris Mohindra
Eric Morton
Mary Waddell

IN HONOUR OF GIFTS

Maggie Hayes
Penny Rush
Dianne Lister
Katie Stewart
Jim Stewart
Andy & Deb Williams



Gordon Lightfoot supports the museum

In December 2017, the museum was pleased to welcome iconic Canadian singer-songwriter Gordon Lightfoot and several of his colleagues. An avid expedition canoeist, Mr. Lightfoot and his group brought four canoes for donation to the museum's collection. Having toured the museum, and surrounded by staff, volunteers and local reporters, Mr. Lightfoot and his good friends shared stories of past adventures. Standing alongside the yellow canoe featured in his song *Canary Yellow Canoe*, they discussed its scars from an infamous mishap on the Nahanni River in 1980.

"Needless to say, it was an incredible day. We are honoured to be adding to our collection three of Gordon's canoes and one from his good friend and paddling companion, Fred Gaskin. We know that for Gordon, canoeing was a critical diversion from a very demanding career. Many who know him, know how important his canoe trips were to him. And, all the while, he was building national and international recognition. These are remarkable stories, and this museum is indeed the perfect setting for those stories to be told. We are grateful to have been entrusted with them."

– JEREMY WARD, Curator

Our logo story: The “Mazinaawbikinigin” of Pictured Lake

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 Professor Kirk Wipper, who, intending 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, south-west of Thunder Bay, Ontario.

In many ways, there is no more perfect image to communicate the mission of the museum, which begins with honouring and celebrating the canoe’s genesis in Indigenous cultures around the globe and particularly, in the nation of rivers and the river of nations that is Canada. From coast to coast to coast, we envision a group of people in the same boat, pulling together, linking the past to the present and working collaboratively to build a common future.

Encouraged by our First Nation 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.

Connecting 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 on which the site resides as The Painted Rock Nature Reserve, museum personnel with other friends and members from the area paid tribute for the years of good fortune and guidance the image has bestowed on the collection and everyone associated with it. A second visit in early 2017 also served to deepen and enrich our understandings of, and relationships with, the people of Pictured Lake, past, present and future.

– JAMES RAFFAN, Director, External Relations



A photo enhancement tool has allowed us see more detail in the photographs of the pictograph at Pictured Lake.





Bill and Betty Morris and James Raffan at Pictured Lake in early 2017.





Photo: Myke Healy Fusionriver Photography

910 Monaghan Road
Peterborough, Ontario
Canada K9J 5K4
705-748-9153 | 866-342-2663
canoemuseum.ca

 @CndnCanoeMuseum

 CndnCanoeMuseum

 @CndnCanoeMuseum

 YouTube Canadian Canoe Museum



THE CANADIAN CANOE MUSEUM
LE MUSÉE CANADIEN DU CANOT

| 20 YEARS