



RIPPLE EFFECT

Impact Report: 2019



THE CANADIAN CANOE MUSEUM
LE MUSÉE CANADIEN DU CANOT

In Peterborough, Ontario, we have something that doesn't exist anywhere else in the world. The Canadian Canoe Museum's collection is the largest of its kind, and it carries stories that must be shared. While the museum is hyperlocal, its relevance is regional, provincial, national, and international. And every year, we're reaching further.

The work of the museum has a ripple effect. ***Please read on to find out more about our organization's increasing impact.***

Sincerely,

CAROLYN HYSLOP
Executive Director

JOHN RONSON
Chair, Board of Directors



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.

2019: A statistical snapshot

33,877
total visitors



126,449
total external engagement



21,260
reached by
external events

1,778
members

4,909
school & youth
group visitors



#1
of 38 things to do
in Peterborough
TripAdvisor

403
TripAdvisor
reviews
○○○○○



2,414
students reached
through virtual
field trips

7,430
private function guests
8
weddings

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 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 inspire curiosity and connection through diverse experiences of this unique collection. This sees students opening their minds in our galleries, community members connecting through artisanry, people of all ages 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 it 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.

<p>16,305 social media followers</p> <p>  </p>		<p>119 adult workshop participants</p>	
	<p>731 donors</p>	<p>672 paddling program participants</p>	
	<p>18,721 volunteer hours</p> <p>201 volunteers</p>		

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.



- Close to 5,000 children engaged in experiential education programs in the museum and on the water
- The Great Canadian Family Day and Touch-A-Truck events attracted more than 1,600 community members
- Visitors participated in a summer-long collaborative art project, facilitated by artist Vanessa Coplan, to create a one-of-a-kind textile canoe
- Lock & Paddle, in partnership with Parks Canada, became an evening event, with 100s of canoes and kayaks decorated with lights led through the canal by our voyageur canoe
- The museum supported internships, training, and project mentorship for students from Nipissing University, Trent University, and Fleming College
- More than 670 children and adults experienced our local waterways through paddling camps, adult canoe courses, and voyageur canoe tours
- We took pop-up activities to Peterborough Pulse, Peterborough's Dragon Boat Festival, and Canada Day at Del Cray Park, and installed a canoe exhibit at Venture North in the downtown core



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.

- New acquisitions included an Inuit kayak built and paddled by Maligiaq Padilla and a competition white water kayak. The museum also acquired an 11' Gates canoe, several historic watercraft models, and canoe ephemera, photographs, postcards, and sheet music
- Claudia Van Wijk, co-owner of the Madawaska Kanu Centre and recipient of the Lifetime Achievement Award from the World Paddle Awards, delivered the George P. Luste Lecture – organized in partnership with the Wilderness Canoe Association



- Close to 2,500 students from seven countries connected to the museum via Skype as part of the virtual field trip program
- Five temporary mini exhibits were installed, featuring historic camping goods, the Doris Vallery canoe, Victoria Jason materials, canoe ephemera, and a birchbark canoe built by grade 7 students in Thunder Bay
- In partnership with Lakefield College School and Trent University, the museum welcomed Jack Matthews Fellow Kate Harris, multiple award-winning author and adventurer
- Artifacts from the collection were loaned for exhibit at the Waterloo Museum, the National Gallery, the Parks Canada Visitor Centre, and the office of Catherine McKenna, Minister of Environment and Climate Change
- The highly significant MacGregor Collection – an archival collection of canoe manufacturing materials – was digitized by Library and Archives Canada



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.

- Guided by the canoes in the collection, curatorial staff visited more than 20 Indigenous and non-Indigenous communities, setting out to create the conditions for the knowledge sharing and storytelling that will be the foundation for the visitor experience in the new museum
- With the support of the Lloyd Carr-Harris Foundation and the Johansen-Larsen Foundation, and in consultation with Ojibwe Education, the museum's educators developed Treaty by Canoe, which facilitates understanding of Treaty 9
- National Indigenous Peoples Day at the museum saw students explore fire keeping, jimaan building, bannock baking, beading, and much more thanks to a partnership with Métis Nation of Ontario (MNO) Peterborough and District Wapiti Métis Council and Trent Aboriginal Cultural Knowledge and Science (TRACKS) Program
- Algonquin canoe builder Chuck Commanda joined our team of artisanal and traditional skills instructors to offer a birchbark basket-making workshop



- Traditional care and smudging for the complete collection was provided by a member of Curve Lake First Nation
- The Wapikoni on Wheels travelling film festival made a stop at the museum, bringing Indigenous directors and a suite of youth-directed Indigenous films for an evening of screenings, Q&A, and music



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.

- The 12th annual Beaver Club Gala raised \$107,375 to support children and youth in active engagement and hands-on learning, and, since its inception, has raised close to \$1 million



- More than 200 people channeled their flannel at the first-ever Campfires & Cocktails event, which raised \$40,250 for educational programming. The event featured local food and drink, live music, and an amazing auction of painted paddles
- The Adopt-An-Artifact program, which offers individuals and organizations the opportunity to sponsor paddles and canoes, saw a revenue increase of 25% to \$11,520
- Volunteers are the backbone of our organization, with 201 volunteers contributing 18,721 hours across all areas of the museum's activities. We celebrated our volunteers with a paddling party in June and an annual potluck in November, where we recognized and honoured years served
- Our community of members continued to grow, with a significant increase in Senior and Grandparents' enrollments
- The museum's board held its first weekend-long retreat in Ottawa, dedicated to building the vision and collaborative relationships for a sustainable future



The making of a museum

In a few short years, 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 and the Williams Treaties First Nations makes this premier destination possible. The synergies among these historically significant assets provide the foundation for an extraordinary visitor experience.

Planning highlights

In 2019, planning for our move to the water's edge intensified, as our team of volunteer experts and advisors from across the country continued to work with our board of directors, heneghan peng architects, and Kearns Mancini Architects to lay the groundwork for our new museum and visitor experience.



Exhibit Design – Working with GSM Project, we identified the themes of our exciting suite of new exhibits that will honour the cultural histories and stories within the collection. To do so in the best way possible, we have been working to broaden and deepen our collaborative relations with First Nations, Métis, and Inuit close to home and from coast to coast to coast. As part of this process, we visited more than 20 communities on the east and west coasts, and in the far north, guided by the canoes in the collection.

To learn more about this process and journey visit canoemuseum.ca/collaborative-relations

Architectural Design – As we move into the final stages of planning for construction, our team has been extensively reviewing all aspects of the new museum, examining every square foot of the building for functionality, sustainability, and collections care.

With the pre-construction phase nearing completion, we anticipate breaking ground on our new museum this fall.

NOTE: Developments in 2020 led to significant changes in our new museum project. For an update, please visit canoemuseum.ca/new-museum

An ambitious capital campaign is supporting the museum's move to the water's edge

We are pleased to share we ended the year with 70 per cent of our goal raised and committed. While there is still work to be done, it is clear that momentum is growing as more and more supporters join us on this journey.

The year was an exciting one with the Government of Canada investing \$10 million to support the construction of the new museum, marking the second-largest cultural investment in Ontario, and the largest investment the museum has ever received. This strong national support had ripple effects, as it signalled to both donors and the public confidence in our bold vision of creating a world-class cultural destination here in Peterborough. Also making significant investments in our project this year was an anonymous out-of-province donor – a first for the campaign, Toronto philanthropists George and Kathy Dembroski, and BMO Financial Group.

We were also honoured to experience the giving nature of friends of the museum, as supporters rallied around the project in honour of those who have paddled on, including Kirk Wipper, George Luste, and Ned Franks.

On the horizon is the public phase of the campaign, which will give all of our community members – locally, regionally, and across the country – an opportunity to support the project.

Thank you to our countless supporters, near and far, who continue to propel us forward in our efforts to inspire Canada – *by canoe!*

Thank you to our government partners and lead donor

Canada

Ontario



peterborough

THE W. GARFIELD WESTON
FOUNDATION



Inspiring Canada
- by canoe

Summary Statement of Financial Position

Year Ended December 31, 2019

Revenues	2019	2018
Admissions, memberships and retail sales (net)	\$140,178	\$180,392
Donations, grants and fundraising	5,261,915	4,101,211
Course, rental and investment	266,627	258,730
	\$5,668,720	\$4,540,333

Expenditures	2019	2018
Wages and contract staff	\$1,203,452	\$1,138,772
Facilities	119,346	138,639
Operating and administration	451,705	320,243
Fundraising	479,823	569,847
Amortization	118,203	118,472
	\$2,372,529	\$2,285,973

To view the complete financial statements, please visit:

canoemuseum.ca/annual-reports-financials

TREASURER'S REPORT

The year ended December 31, 2019 saw an increase in total revenues of \$1,136,000 (24 %) over the prior year. This increase resulted primarily from an increase of \$2,460,000 in donations and fundraising, offset by a reduction of \$1,299,000 in grants. With expenditures being only slightly higher than 2018, the net result is an excess of revenue over expenditures of \$3,296,000, an increase of \$1,042,000.

The operating fund was profitable with results consistent with the prior year.

The Statement of Financial Position reflects an increase in fund balances of about \$367,000, primarily as a result of an increase in the New Museum Fund, offset by amortization of capital assets.

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Full-time Staff (as of December 31, 2019)

Carolyn Hyslop, Jeremy Ward, Robin Binèsi Cavanagh, Beth Stanley, Shirianne Pawley-Boyd, Karen August, Stacey Arppe, Rachelia Giardino, Caroline Anderson, Alicia Doris, Diana Francis, Kate Kennington, Karen Taylor, Dayne Jespersen, Kelly Pineault, Allison Lawler

PART-TIME STAFF: Jen Burnard, James Raffan, MJ Proulx, Amelia Metcalfe, Raine Knudsen, Graham Burgess, Lauren Beauchamp, Carolyne Gardner, Jasmine Rose, Amanda Gallagher, Gloria McCurdy, Claire Burnard, Glen Caradus, Devon Harding, David Tough, Mary Elizabeth Konrad, Ian Burke, Skylar Lisette, Samantha Morin, Liana Honsinger, Connor Salmon, Shawn Hives, Carolee Tindale

We thank the following full-time employees who have moved on for their contributions: Victoria Veenstra, Tara Lember



THANK YOU

to our donors, sponsors,
and partners

In 2019, 731 donors, sponsors, and partners provided funds to support: the care of our artifacts, the creation of new exhibits, the development of programs that focus on the importance of paddled watercraft to our cultural heritage, the sustainability and day-to-day operation of the museum, and the campaign for the new museum.

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The Venue
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Ronald Thorpe
Doug Threndyle
Ruth Tombs
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Rene Trahan
Chad Tranter
Glenn Tranter
Judy Tranter
Roburt Tranter
Sue & Keith Turner
Twohey's Home Furniture

V
Margaret Valentic
Ipie Van der Veen
Bill Van Koot
Marina & Tom
VanAmerongen
Susan & Graham Vance
Audrey & Robert Vandewater
Norm Vanstone
Patricia Varty
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Joan & Alan Wotherspoon
Eleonore & Dagobert
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Mike Yealland

Y
Jim Young
Neil Young
Robin Young
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Robert Youtz

Gifts In Honour Of

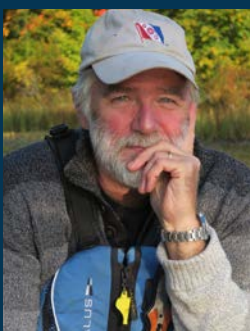
Ian Campbell
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Terry Guest
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Susan, Sally and Nancy
Howson
Steele and Lukowski Families
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Morley & Ethel Bickle
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Janet Greene
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Bruce Hodgins
Timothy MacIntosh
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National Council

The National Council is a group of distinguished individuals who are passionate about the work of the museum – past, present, and future. They believe in the importance of the canoe to Canada, and are lending their support to the building of our new national museum.



“Each member of our National Council is inspiring in his or her own right. By bringing them together, we have the opportunity to demonstrate the breadth, depth, and diversity of distinguished Canadians who support the museum and its mission. We expect that together we will be able to reach further, inspiring individuals, groups, and communities, from coast to coast to coast, to join us in the important work ahead.”

– JAMES RAFFAN, Director of External Relations

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THE CANADIAN CANOE MUSEUM
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