



# 2020

## ANNUAL REPORT



THE CANADIAN CANOE MUSEUM  
LE MUSÉE CANADIEN DU CANOT



## 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.

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 James Raffan (part-time)  
 Beth Stanley  
 Karen Taylor

This year we unfortunately said  
 goodbye to numerous members of  
 our staff team due to the financial  
 impacts of COVID-19. We thank  
 everyone for their hard work and  
 contributions throughout the years:

Caroline Anderson (Apr. 2020)  
 Karen August  
 Robin Binèsi Cavanagh (Jan. 2020)  
 Alicia Doris  
 Susan Dunkley  
 Dayne Jespersen  
 Allison Lawler  
 Kelly Pineault  
 Carolee Tindale

And our wonderful part-time  
 education and events staff:

Lauren Beauchamp  
 Glen Caradus  
 Gloria McCurdy  
 Samantha Morin  
 Luke Seabrook  
 David Tough

# Finding connection and community in a challenging year

## A message from our Executive Director and Chair

Fostering connections through our collection is at the core of our work at The Canadian Canoe Museum. As a museum, we never imagined that access to both our collections and our community would be shuttered ... until the COVID-19 pandemic hit.

Almost simultaneously, the Museum was confronted with a second challenge: the discovery of contamination at the Peterborough Lift Lock site, where we were to break ground in the fall to construct our new museum.

Never before had both our present and future been in such jeopardy.

Quickly, we rallied to address both challenges. We had to make difficult decisions to ensure the sustainability of the Museum and maintain a home for our collection, including downsizing our staff team and terminating our lease with Parks Canada. Grieving the loss of our colleagues and a years-long project was painful, to say the least.

These unprecedented times did, however, inspire us to refocus on our core offerings. With renewed purpose, we launched new virtual programming for adults and seniors, adapted our award-winning virtual field trips, focused on our digital presence, and worked to reopen the Museum safely.

And, we are pleased to share that in less than a year we have reimagined our new museum project and identified a preferred new site at Johnson Property on the Little Lake waterfront.

Throughout it all, we have been struck by the endurance of our organization, the people within it – staff, board, volunteers, members, donors – and our community (locally, nationally, virtually). As we work to incorporate the lessons learned in 2020 into our framework, plans, and leadership, this year continues to remind us that we are only as resilient as the people surrounding us.

Thank you for being on this journey with us, and may 2021 bring calmer waters!

Sincerely,



Carolyn Hyslop  
Executive Director



Victoria Grant  
Chair, Board of  
Directors

*connection and community*



# 2020 in Review

The words “unprecedented,” “challenging,” and “difficult times” have had such heavy use in 2020 that they have almost lost their meaning, yet such words are hard to avoid. Fortunately, “connection,” “community,” and “innovation” have become equally synonymous with the visitor experience this year, thanks to the resilience and creativity of our staff and the commitment of our members, volunteers, and wider visitorship.

2020 began with a full suite of programming and visitation, guided by our four strategic pillars: leading nationally, leading locally, learning from Indigenous Peoples, and building for a sustainable future. Our outreach, tours, public events, facility rentals, admissions, and – with no sense of foreshadowing – virtual field trips contributed to a 36% increase in attendance over the previous January/February.

- The 6th Annual Great Canadian Family Day welcomed 320 community members through the doors for crafts, puppetry, and even a pop-up canoe café – the kind of creative and celebratory gathering we took for granted until March!



- The 2020 Wipper Lecture hosted social historian and National Council member Jessica Dunkin for the Ontario release of her book *Canoe and Canvas: Life at the Encampments of the American Canoe Association, 1880-1910*, and a Q&A with James Raffan, explorer, author, and our Director of External Relations.
  - A Pop-Up Day Camp supported parents and their elementary students during the Ontario teachers’ job action.
  - Museum leadership presented at the Wilderness and Canoe Symposium, a 300+ gathering of passionate outdoors and canoe enthusiasts.
  - Virtual Field Trips reached 650 students in January and February alone, connecting our educators with classes across Canada and the US.
  - Education staff presented our Treaty by Canoe secondary school program at ESRI Canada’s “GIS in Education and Research” Conference, showcasing the digital mapping activity developed in partnership with Fleming College’s Geographic Information Systems Application Specialist program.
- Travelling over 2,000 km to Peterborough, students from Salluit, Nunavik were joined by Curve Lake First Nation youth at the Museum for paddle-carving, traditional food preparation, and other learning experiences, co-facilitated by the Museum, Curve Lake First Nation, and Ikusik School staff.
  - Volunteers and staff facilitated a multi-day outreach booth and stage presentation at the Toronto Outdoor Adventure Show, with a reach of 26,000+ visitors.





### New to the Museum's collection: The PlyCraft canoe

In early 2020, the Museum's Collections Committee accepted a canoe made in Winnipeg, MB by Canada PlyCraft Corporation. It was manufactured shortly after the Second World War from shaped layers of wood veneer bonded with resin. The war effort had refined these techniques for many applications, perhaps most notably producing components for the celebrated DeHavilland "Mosquito" fighter-bomber.

"PlyCraft" emerged from the efforts of another manufacturer (S&S Aircraft Propeller Co., Winnipeg) to find new markets after wartime defence contracts declined, with these elegant recreational canoes among the many items produced. Winnipeg's prominent Richardson family was an investor in the company, and this particular canoe still carries the initials of its late owner, Kathleen Margaret Richardson.

*newest acquisition*

## Reimagining connection and community

On March 14 – two days from the start of March Break camp, and while preparing for the 2nd annual Campfires and Cocktails fundraiser and any number of other events and programs – the Museum closed its doors in response to COVID-19.

With a skeleton staff of four during the first few months of the pandemic, we began the challenging work of reimagining our mandate and mission for the new and constantly changing reality. Our priority was to ensure that every initiative served to steward our collection, and to connect us as staff, volunteers and community, wherever we might be.

From our AGM by Zoom, to online volunteer gatherings and new online activities for quarantined families, we spearheaded a stream of virtual experiences that we would continue to develop throughout 2020. When we were finally able to reopen part-time to the public in July, we welcomed back a few additional staff and a small crew of volunteers to implement and revise the museum experience in alignment with health and safety protocols and with the same mandate to steward, inspire, and connect.

No question: the impact of COVID-19 on our programming and visitation has been harsh. With months of closure, the decimation of tourism and event industries, the ongoing visitation restrictions, and a much-reduced staff capacity, we've seen an 87% decrease in in-person visitation this year.

However, 2020 also saw the diversification of virtual programming and online engagement for local and worldwide audiences, as well as reimagined in-museum experiences, creating new ways to connect with each other and the collection that we will carry forward into the coming years.

- #CCMfromHome, an evolving suite of free activity downloads, videos, and other on-demand content, engaged 157,360 worldwide.



**61,969** social media engagements, a 5.5% increase

11% increase in social media followers



- National Canoe Day went virtual with the #CanoeHug campaign, inviting our wider community to share the love for their canoe or kayak – without the need to leave quarantine! More than 100 people contributed #CanoeHugs from across Canada and around the globe, reaching more than 36,178 people on social media.



- Our curatorial team worked with two Fleming College Museum Management and Curatorship interns, who carried out crucial collections work, preparing canoes for deaccessioning, and documenting materials connected to the dugout canoe built by late Haida carver Victor Adams.
- The Temagami Community Foundation Arts Camp, which brings together Indigenous and non-Indigenous children every summer, had planned their second overnight museum visit for 2020. Instead, we provided live-streamed workshops for their suddenly virtual camp.
- Curator Jeremy Ward hosted our first live virtual tour of the Artisan and Industry gallery for 75+ attendees from Canada, England, and the US.
- To support teachers and students during this challenging school year, we expanded our online, curriculum-linked program offerings and delivered live virtual field trips for 991 remote and in-person learners in the Kawarthas and across Canada.



- The Museum created *The Stories They Hold*, a new video series offering a close-up view of the collection for all those who couldn't visit in person. Viewed over 92,150 times, the three videos feature the stories of William and Mary Commanda's birchbark canoes, Gordon Lightfoot's "Canary Yellow Canoe," and canoe builder May Minto with wildlife painter Robert Bateman. Peterborough-based Birchbark Media produced the series, with funding by Kawarthas Northumberland in collaboration with Peterborough & the Kawarthas Tourism.



**OVER**  
**150** hours of Canoe  
Museum online video  
content watched

# 8,808 Volunteer hours

- Connected North/Taking IT Global, which provides technology and programming to schools in the far north, added our field trips to their catalogue, providing the opportunity to connect with the Indigenous classrooms supported by their network.
- Ongoing Zoom coffee clubs and an online version of our annual potluck gathering kept connections strong with our community of 165 volunteers.
- With support from the Emergency Community Support Fund and Peterborough United Way, programs staff developed virtual tours for seniors in the Kawarthas to mitigate the isolation from COVID-19 restrictions.
- To support visitor confidence, we earned the Safe Travels Stamp, an internationally recognized accreditation of public safety protocols from the Tourism Industry Association of Ontario and the World Travel and Tourism Council.
- Katimavik Peterborough, a leadership program with residencies for youth from across Canada, was able to meet public health guidelines to visit several times during the fall for group tours and hands-on programs.
- A new temporary exhibit of Don Starkell's Orellana canoe celebrated the 40th anniversary of his 20,000 km journey from Winnipeg to Brazil with his teen sons.



## The Canadian Canoe Museum Store

There were significant changes at the Museum's store in 2020. Early in the year, we consolidated all online and in-store retail sales and inventory onto one software platform that also processes admissions, memberships, event ticketing, and registrations. Little did we know how important this integration would be for the months to come: it allowed for the dramatic build-out of the online store during the pandemic, as well as supporting remote inventory management and curbside pickup.

Health and safety protocols also inspired a new, more open layout in the store itself.

In October, we rebranded "Tumblehome" as "The Canadian Canoe Museum Store" to clarify the retail experience as an extension of and support for the Museum itself.

**167%** 2020 saw a substantial increase in online store orders

# New Museum

## Milestones on the horizon

In 2020, The Canadian Canoe Museum anticipated celebrating exciting milestones for our new museum project and capital campaign.

Our project team, nearing the finalization of the design documents, would soon move onto the construction phase. Preliminary planning also began for a groundbreaking ceremony at the Lift Lock. This event, expected to occur in the fall, would mark a significant milestone for the project!

Through the Inspiring Canada by Canoe Campaign the Museum expected to engage with more donors than ever before in 2020. Donor relations and public outreach increased as we approached the launch of the campaign's public phase, which would invite Canadians to be part of history in the making.

Little did we know that two significant events would completely alter these plans and our project.

## COVID and contamination

In March, amidst the early days of the pandemic, the Museum learned disturbing news: significant amounts of chemicals, previously undetected in our testing, were leaching into the groundwater of the Lift Lock property from an adjacent site.

As we worked with the provincial authorities, Parks Canada, and our project team to make sense of this alarming news, we also mobilized a Pivot Task Force to consider all alternatives.

Unfortunately, the remediation process would take years and require the Museum to assume ongoing costs of treatment. The extensive delays, combined with the inevitable rising project costs, meant the Lift Lock was no longer a viable location, and we amicably terminated our lease with Parks Canada.

It was devastating to walk away from the Lift Lock site after more than five years worth of work, a national campaign, and an award-winning design, but efforts quickly shifted to securing a new location. Failure was not an option with an ageing museum and storage facility that was never intended to be a long-term home for our world-class collection.





## Our vision reaffirmed

Throughout this process, The Canadian Canoe Museum reached out to leadership and campaign donors and partners to keep them informed of the situation. While distressed to hear the news, the positive support and encouragement to continue forging ahead for a new waterfront home for the collection were overwhelming! Donors affirmed that it was the inherent values of the Museum and goals for the project, which had not changed, that they strongly supported, and they asked us to propose a new project.

Encouraged, we set out to secure an alternative location. The Pivot Task Force undertook an exhaustive search of waterfront sites in and around Peterborough that would meet the core needs of the project. These included: water access for on-water programming, the ability to house 100 per cent of the collection on-site, meeting Class A museum environment control conservation standards, and the ability to meet funding milestones and timelines.

## A new home

Less than eight months after learning of contamination on our former site, the Museum announced Johnson Property, the City-owned site at 2077 Ashburnham Drive, as our preferred site for building the new museum. The five-acre site, located alongside the Little Lake waterfront, is ideal and features connections to the Trans Canada Trail and plentiful greenspace with nearby parks, including a campground.

After confirming the site's viability through due diligence explorations and testing, the project team is now working with the City of Peterborough to determine the next steps to secure the location.

Helping us realize a new creative vision for our new waterfront location is local, award-winning Lett Architects Inc.

Using an Integrated Project Delivery (IPD) process to maximize efficiencies and accelerate the construction schedule, the project team looks forward to securing the Johnson Property location, unveiling conceptual designs, and breaking ground in 2021!



*water's edge location*

# Financial Statements

## SUMMARY STATEMENT OF FINANCIAL POSITION

<b>Current Assets</b>	<b>2020</b>	<b>2019</b>
Cash	\$805,379	\$1,451,905
Investments	2,432,791	2,398,310
Accounts and grants receivable	99,377	107,894
Inventory and prepaid expenses	64,241	65,833
	3,401,788	4,023,942
<b>Capital Assets</b>	3,448,754	10,013,125
	6,850,542	14,037,067
<b>Current Liabilities</b>		
Accounts payable and accrued liabilities	408,889	669,617
Deferred revenue	24,259	41,934
Loan payable	30,000	
	463,148	711,551
<b>Fund Balances</b>		
Unrestricted	959,157	574,756
Internally restricted – invested in capital assets	3,448,754	10,013,125
Internally restricted – other	585,185	549,143
Externally restricted	1,394,298	2,188,492
	6,387,394	13,325,516
	\$6,850,542	\$14,037,067

## SUMMARY STATEMENT OF OPERATIONS

<b>Revenues</b>	<b>2020</b>	<b>2019</b>
Admissions, memberships, and retail sales (net)	\$65,730	\$140,178
Donations, grants, and fundraising	954,789	3,346,915
Courses, rentals, and investments	64,106	266,627
	1,084,625	3,753,720
<b>Expenditures</b>		
Wages and contract staff	669,823	1,203,452
Pre-construction costs	492,670	
Facilities	102,752	119,346
Operating and administrative	241,433	451,705
Fundraising	145,245	479,823
Amortization	114,009	118,203
	1,765,932	2,372,529
<b>Other</b>		
Impairment of capital assets	(6,568,032)	
Government Assistance	311,212	
<b>Excess of Revenues Over Expenditures</b>	<b>(\$6,938,122)</b>	<b>\$1,381,191</b>

To view the complete financial statements, as audited by Grant Thornton LLP, visit: [canoemuseum.ca/annual-reports-financials](https://canoemuseum.ca/annual-reports-financials)

## TREASURER'S REPORT

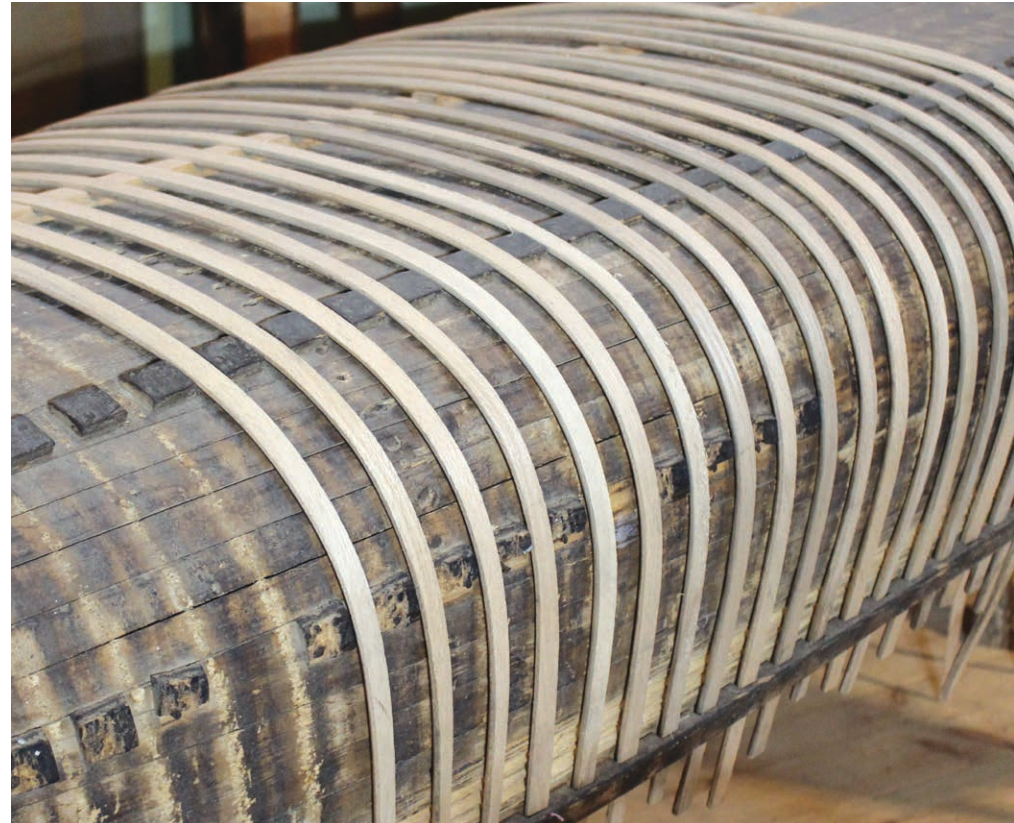
As with many organizations and individuals, 2020 was a very challenging and difficult year for the Museum. On-site operations were shut down with the onset of the pandemic and remained severely curtailed for the balance of the year. In spite of that, operating results for the year were quite strong and resulted in a substantial excess of revenue over expenses for the year totalling just over \$423,000. Contributing factors include the support of our generous donors combined with expense controls and government assistance of \$311,000 related to the pandemic.

As we have now completed all the necessary work to conclude matters associated with the Lift Lock project, you will see a write-off of \$6.6 million of costs related to that site which had previously been capitalized. This write-off is included in the Statement of Operations as "Impairment of capital assets" in our 2020 financial statements.

Our funders and donors are aware of this, and we are pleased to report that they have confirmed their strong, continued support for the new museum build at the Johnson Property, for which we are extremely grateful.

Respectively submitted,

KEVIN MALONE, Treasurer-Secretary



# Thank you to our donors, sponsors, and partners

In 2020, **460 donors, sponsors, and partners** provided funds to support: the care of our artifacts, digitization efforts, COVID-19 economic recovery, the sustainability and day-to-day operation of the Museum, and the campaign for the new museum.

Anonymous (32)  
Jim Abel  
Sheila Alexander  
Ancient Mariners Canoe Club  
Jamie & Patsy Anderson  
Libby Anglesey-Hayes  
Sharon Arcaro  
Howard Armitage  
Devon Arnold  
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Don Tapscott  
David Taylor  
The Gordon And Lorraine Gibson Family Foundation  
The Lloyd Carr-Harris Foundation  
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The Norman And Margaret  
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The Publican House  
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Elizabeth Watson  
Cynthia Weaver &  
John Leacy  
Madelyn Webb  
Janet & Mark Webber  
Mildred Weidhass  
Paul Weir  
Chris Wells  
Betty Ann & Don Welsh  
Heather Wheat  
Michelle & Richard White  
Shireen Whitmore &  
Bill Houston  
Jim & Melany Whittaker  
Patricia Whittaker  
Vanessa & Nimba Whyte  
Margaret Wiegand  
Wilderness & Canoe  
Symposium

John Wilkinson  
Mindy Willett  
Dale & Brian Wilson  
Dianne & Paul Wilson  
Lucie & Terry Wilson  
David Wintre  
Ann Wipper  
Stan Wolanski  
Rick Wolfe  
Robert Wolfe  
Ellen Woodward  
Gordon Woolsey  
Connie Wright-Rafuse  
Robert Yanowski  
Mike Yealland  
Jim Young  
Alan Younger

**Gifts In Honour Of**

Schuyler Bankes  
Joan Barrett  
Camp Temagami  
Ian Campbell  
W. Bruce Clark  
Marion Daniels  
Mark Edmonds  
John Fallis  
Eleanor Hamilton  
Sally Howson  
Carolyn Hyslop  
Bill Lockington  
Ian McIntyre  
National Canoe Day  
Dr. James Raffan  
Romaine Robson &  
Brian MacIsaac  
Susan Ryan  
Matthew Steele  
Jeremy Ward  
Don & Sharon Watkins

**Gifts In Memory Of**

David Auger  
Jake Baklinski  
Jim & Peggy Blaiklock  
Doug Bocking  
John Boothroyd  
Neil Broadfoot  
Robert Buchanan  
Bill Dibble  
C.E.S. Ned Franks  
Peter Gilbert  
Beatrice (Trix) Geary  
Shelagh Grant  
Johnny Guigues  
Charles Hannan  
Carol Hollingsworth  
L. & D. Chellew Sherwood  
Forest Camp  
George Luste  
Norman & Barbara  
Macdonald  
Jack Matthews  
Sandra Ann Morratt  
Stanley Nowicki  
Leon O'Dette  
Norman Pettet  
Edward Rowlands  
Murray Smith  
Patti Stevenson-Thompson  
Roger Stover  
Jay Strom  
Mary Elizabeth Thompson  
Bea & Barney Vanstone  
Sassy Waddell  
Kirk Wipper



*thank you*



# Volunteer Recognition

Extraordinary year, extraordinary volunteers: 165 volunteers contributed close to 9,000 hours to our organization despite the pandemic! Thank you to all of our volunteers – including those who have not yet returned to their roles but who continue to support us from afar.

Brackets indicate years of service typically recognized in person at the annual Volunteer Potluck.

- |                          |                     |                     |
|--------------------------|---------------------|---------------------|
| Virginia Allott          | Brian Groves        | Paul Neumayer (5)   |
| Charles Armstrong        | Braeden Gruber      | Russ Parker         |
| Sam Ault                 | Sue Guest           | Laura Peers         |
| Basia Baklinski          | Terry Guest         | Dick Persson        |
| Jamie Benedickson        | David Hadden        | Paul Plant          |
| Jessica Bisson           | Eleanor Hamilton    | Ken Powell          |
| Steve Boyd               | Charlotte Hoffmann  | M.J. Proulx         |
| Nick Boyd                | Aiya Hyslop         | James Raffan        |
| Beverley Bradbury        | Jenny Ingram (2)    | David Reeves        |
| Jane Breukelaar (5)      | Deborah Jacobs      | Raif Richardson (2) |
| Jocelyn Brown            | Nicole Jennings     | Steven Riddell      |
| Meredith Brown           | John Jennings (35)  | John Ronson         |
| Ken Brown                | Cara Jordan         | Tim Rutherford      |
| Claire Burnard           | Darren Keith        | Judy Ruttle         |
| Jen Burnard              | Arlene Ketchum      | Barbara Samson-     |
| Bill Buxton              | Peter Knapp         | Willis (2)          |
| Dorothy Christensen      | Betty LaBranche     | Rick Schuett        |
| Joan Clare               | Mark Lamb           | Deb Scott           |
| Rob Clark                | Dianne Lister       | Linda Sheward       |
| Patrick Conway           | Simon Liston        | Nan Sidler (15)     |
| Randy Crawford (20)      | Bill Lockington     | Pam St. Onge        |
| Mary Rose Daigle         | Chris MacLean       | Jim Stewart (15)    |
| Catherine Dalton-Harding | Janet MacLennan     | Bernice Standen     |
| Julie Davie              | Andrew Major        | Dale Standen        |
| Barry Diceman            | Kevin Malone (2)    | Heather Stelzer     |
| Lisa Dixon               | Roger Martin        | Rachel Taunton      |
| Vernon Doucette          | Eila Martin         | Jeff Taylor (5)     |
| Don Duncan               | Terry McCall        | Jane Ulrich         |
| John Ernsting            | Susan McInnes       | Ipie van der Veen   |
| Max Faille               | Zach McLean         | Pat Varty           |
| Kate Farnell             | Val McRae           | Paul Wilson         |
| Natalie Gennaro          | Noriko Merrett (20) | Marjorie Vendrig    |
| Kathy Gillis             | Jane Moore          |                     |
| Kaitlyn Gillis           | Bill Morris         |                     |
| Victoria Grant (2)       | Russ Musgrove       |                     |

## NATIONAL COUNCIL

The National Council is a group of distinguished individuals passionate about the Museum's work – 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. In 2020, we welcomed seven new councillors, growing the National Council to 70 members!

- |                             |                         |
|-----------------------------|-------------------------|
| Shelley Ambrose             | Philip Lee              |
| Tom Andrews & Ingrid Kritch | Mark Lund               |
| Stephen Augustine           | Roy MacGregor           |
| Brian Back                  | Scott MacGregor         |
| Bob Baun                    | Peter Mansbridge        |
| Priscilla Brooks-Hill       | Becky Mason             |
| Meredith Brown              | Larry McDermott         |
| Bill Buxton                 | Mark McLean             |
| Kevin Callan                | Craig Oliver            |
| Barb Cameron                | Sanford Osler           |
| Chief Laurie Carr           | Jocelyn Palm            |
| Wendy Cecil                 | Michael Peake           |
| Robert Comeau               | Aaju Peter              |
| Chuck Commanda              | Rob Prichard            |
| Claude Cousineau            | Valerie Pringle         |
| Norm Crerar                 | Tom Potter              |
| Wade Davis                  | Michael Robinson        |
| Paul Desmarais Jr.          | Shelagh Rogers          |
| Ric & Theresa Driediger     | Donald M. Ross          |
| Jessica Dunkin              | Candace Savage          |
| John J. Eberhard            | Wally Schaber           |
| Bob Gainey                  | Andrew Stewart          |
| Ray Goodwin                 | Jim & Katie Stewart     |
| Victoria Grant              | Les Stroud              |
| Charlotte Gray              | Don Tapscott            |
| Geoff Green                 | Kristen Ungungai-Kownak |
| Neil Hartling               | Adam van Koeverden      |
| Patrick Henry               | Doug Ward               |
| Bruce & Vicki Heyman        | Mindy Willett           |
| Ed Hill                     | Phyllis Williams        |
| Ted Johnson                 | Marie Wilson            |
| Genesee Keevil              | Ann Wipper              |
| Bobbi Rose Koe              | John B. Zoe             |

# To our Community...

The past year has brought many changes for The Canadian Canoe Museum, altering the structure and activities of our current museum and the plans we had for our new museum project.

With silent, empty galleries, it would have been easy to feel disconnected from our community and alone, yet we have not. You have been with us on every leg of this journey, offering support and words of encouragement.

Thank you for visiting, volunteering, donating, renewing memberships, shopping online, booking virtual field trips and tours, interacting with us on social media, and all the many ways, big and small, you have shown your support for the Museum and the work that we do.

As we continue along this path of recovery and reimagining, we hope you will join us on this next stretch – it is sure to be an exciting one!

With heartfelt gratitude,

*The Canadian Canoe Museum*

910 Monaghan Road, Peterborough, Ontario, Canada K9J 5K4

[canoemuseum.ca](http://canoemuseum.ca)



THE CANADIAN CANOE MUSEUM  
LE MUSÉE CANADIEN DU CANOT