

ANNUAL REPORT

2021



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.

THE JOURNEY CONTINUES

In our last annual report, we expressed hope that after such a challenging year of the pandemic and pivots, 2021 would bring calmer waters. Despite having to continue persevering through the pandemic, we experienced many exciting moments and milestones, although much of it occurred behind the scenes and online.

From hosting a virtual author's talk with James Raffan to offering virtual tours for seniors in local retirement and long-term care facilities, creating two 360-degree virtual tours of the Museum and Collection Centre, and hosting a tour of the collection with our Curator, there were many ways to experience the Museum from anywhere in the world. We also connected with almost 1400 students across Canada through our live virtual field trips!

By mid-summer, we welcomed visitors back and having locals, tourists, and families exploring the galleries again was a welcome return to (almost) normal.

The new museum project kept us busy, especially during the stay-at-home orders. The Collections team continued caring for the collection and began preparing each canoe for moving. As part of the exhibit development process, the Exhibit Design team interviewed more than 25 elders, knowledge holders, language speakers, canoe builders and paddlers. The team also selected the watercraft for the new exhibits and continued to work on the main content of the seven exhibit zones. Two Exhibit Design team members also had the opportunity to travel to Haida Gwaii to strengthen relationships related to Victor Adams' Eagle Canoe, commissioned by Kirk Wipper in 1971.

We also had the opportunity to celebrate two significant milestones for the new museum.

It is a major success to be able to celebrate the beginning of construction on our new site, with a new design and architect, less than a year after pivoting. It was incredibly special to gather together with everyone who has made this new museum project possible - project donors, funders, partners, members, Elders, knowledge holders, and community members.

We were also excited to launch our public fundraising campaign, *Move the Collection*. On this "final portage" to the water's edge, we are inviting Canadians from coast to coast to support the move of our 600+ canoes, kayaks, and paddled watercraft, as well as countless small artifacts and archives, which is no small feat.

We began the year with our doors closed due to the pandemic and celebrating the purchase of our new Ashburnham property. The year ended with construction beginning on the new museum. We are grateful that you have been pulling with us throughout these swells. Thank you for continuing with us on this journey!

Happy paddling,

CAROLYN HYSLOP
Executive Director

VICTORIA GRANT
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Photos: Fusionriver Photography

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2021: THE YEAR AT A GLANCE

January 2021

New museum design and construction process begins with new project team.



April 28

Virtual stakeholder engagement sessions held for new museum (volunteers, Indigenous communities, public).

June 16

Annual General Meeting held.

September 21

The 100th canoe is prepared for moving!

November 25

Furthest north virtual field trip ever! Umimmak School, Grise Fjord. NU.

January 14

Stay-at-home orders issued in Ontario.

May 12

City recommits \$4M in capital funding for construction of new museum!

July 12

Collections cleaning and moving preparations begin.

September 22

The CCM officially owns Johnson Property.

November 30

Release of on-demand 360 Virtual Tour of Collection Centre.

January 25

City Council approves the sale of Johnson Property.

May 19

First National Council virtual gathering.

July 15-16

Outreach paddle carving program at Camp Kawartha.

October 11

Globe and Mail article highlighting the CCM's journey hits national newsstands on Thanksgiving Monday.

December 7

Bobbi Rose Koe is named as the inaugural recipient of the new Canadian Heritage River Award.

January 27

Virtual webinar: Inside Ice Walker – An Author's Talk with James Raffan.



May 21

CCM board affirms new museum project and accepts the validation report, confirming scope, budget, and schedule.

July 23

The Museum re-opens to the public.

October 16

Community gathers to celebrate the commencement of construction at our new site.

December 10

The 200th canoe is prepared for moving!

February 16

In-museum virtual program delivery resumes as the stay-at-home order is lifted.

June 2

In-museum virtual program delivery resumes as the stay-at-home order is lifted.

August 25

CCM announces new trilingual signage and exhibits will feature languages and voices from Indigenous communities.

November 23

Launch of the *Move the Collection* fundraising campaign.

December 29

Victoria Grant is named an Officer of the Order of Canada.



April 17

In-museum virtual programs are paused again due to the new stay-at-home order.

June 10

City Council approves rezoning and site plan for the new museum on the Johnson Property.

September 20

Kim Muskratt and Tom Cowie of Hiawatha First Nation smudge canoes as part of ceremonial care of the collection.

November 25

Moving the Collection: Behind-the-Scenes Virtual Tour held.

- **New Museum**
- **Current Museum**
- **Collaborative Relations**

FINANCIAL STATEMENTS

Summary Statement of Financial Position

	Operations	New Museum	2021 Totals	2020 Totals
CURRENT ASSETS				
Cash	777,971	4,829,450	5,607,421	805,379
Investments	286,657	962,510	1,249,167	2,432,791
Accounts and Grants Receivable	53,689	2,045,425	2,099,114	99,377
Inventory and Prepaid Expenses	71,293	61,930	133,223	64,241
	1,189,610	7,899,315	9,088,925	3,401,788
LONG TERM ASSETS				
Capital Assets	3,392,115	-	3,392,115	3,448,754
New Museum Construction in Progress	-	3,026,088	3,026,088	-
	3,392,115	3,026,088	6,418,203	3,448,754
TOTAL ASSETS	4,581,725	10,925,403	15,507,128	6,850,542
CURRENT LIABILITIES				
Accounts Payable	55,096	1,362,573	1,417,669	408,889
Deferred Revenue	93,760	-	93,760	24,259
Loan Payable	40,000	-	40,000	30,000
	188,856	1,362,573	1,551,429	463,148
FUND BALANCES				
Unrestricted	1,000,754	-	1,000,754	959,157
Internally Restricted – Capital Assets	3,392,115	3,045,269	6,437,384	3,448,754
Internally Restricted	-	591,806	591,806	585,185
Externally Restricted	-	5,925,755	5,925,755	1,394,298
	4,392,869	9,562,830	13,955,699	6,387,394
TOTAL LIABILITIES AND FUND BALANCES	4,581,725	10,925,403	15,507,128	6,850,542

Summary Statement of Operations

	Operations	New Museum	2021 Totals	2020 Totals
REVENUES				
Donations and Fundraising	225,415	5,187,069	5,412,484	648,554
Government Grants	200,960	3,651,311	3,852,271	303,035
Admissions, Memberships, and Retail (Net)	99,866	-	99,866	65,730
Other (Education, Rental, Investment)	23,855	-	23,855	64,106
	550,096	8,838,380	9,388,476	1,081,425
EXPENSES				
Pre-construction Costs	-	1,485,660	1,485,660	492,670
Wages and Contract Staff	696,135	-	696,135	669,823
Operating and Admin	156,619	171,780	328,399	241,433
Facilities	176,970	-	176,970	102,752
Amortization	96,452	-	96,452	114,009
Fundraising	957	15,019	15,976	145,245
	1,127,133	1,672,459	2,799,592	1,765,932
OTHER INCOME/EXPENSES				
Government Assistance – COVID-19	568,613	-	568,613	314,417
Recovery of Pre-construction Costs	-	410,808	410,808	-
Impairment of Capital Assets	-	-	-	(6,568,032)
EXCESS OF REVENUES OVER EXPENSES	(8,424)	7,576,729	7,568,305	(6,938,122)

These summary financials are based on our financial statements as audited by Grant Thornton.

To view the complete financial statements, please visit: canoemuseum.ca/annual-reports-financials



TREASURER'S REPORT

Following the ups and downs of the previous year, the Museum entered 2021 with determination and new resolve. Despite closing our doors or restricting the number of visitors for much of the year to protect both public and staff, museum operations continued with minimal losses. This was made possible through the continued support of our donors, funders, and partners, along with \$570,000 of government assistance related to COVID-19 recovery.

On the new museum front, our team worked to secure, purchase, and begin construction on the Johnson Property throughout the year. Significant funding has been secured through all four levels of government, of which \$3.6 million was received in 2021. In addition, we received a total of \$5.2 million during the year thanks to our ongoing relationship with the Weston Family Foundation and the many donors listed in this report – for which we could not be more grateful.

The most significant development has been the beginning of construction in October 2021. \$3 million worth of construction work was completed by the end of 2021, and more is to come. Our current year excess of revenues over expenses of \$7.5 million will be used to directly pay for the continued construction of the building and exhibits, along with the landscaping and administrative costs.

Respectfully,

KEVIN MALONE, Treasurer-Secretary



EXHIBITS AND COLLECTIONS

Exhibits Development and Collaborative Relations

Every canoe has a story to tell. These vessels serve as a lens to understand the world, reminding us that we are all connected by water. The Canadian Canoe Museum aims to share these stories in new and engaging ways as we work to develop a full suite of new exhibits in six thematic zones in which visitors will engage with stories from across the country and around the world. Learn about design and ingenuity, how watercraft connect us to water, to ourselves and to each other.

Early in the exhibit development process, The Canadian Canoe Museum committed to a target of parity of Indigenous and non-Indigenous content, voice and perspectives throughout the new exhibition, and a balanced representation of geographical regions, cultures, and gender. This commitment in 2020 led to a year of tapping into existing and starting new relationships across the country with a diverse group of people who have their own stories to tell.

Collaborative relationships with community coordinators, cultural leaders, canoe and kayak makers, industry professionals, subject experts and paddlers from many different walks of life are feeding stories and content into our new exhibitions. Using first-person voice allows people to tell their stories about specific watercraft and their contexts.

Curatorial and Collections

The Museum's collection is at the heart of everything we do. In July, we began cleaning, photographing, documenting, and packing each canoe and kayak for transfer to our new Class A facility. We finalized the custom cradle design, which will support each canoe and kayak moving into our Collection Hall and protect them during the move to our new facility. By the end of 2021, more than 200 canoes were cleaned and ready for their custom cradle.

We packed our archival holdings and a portion of our small artifacts throughout the winter months, and the boxing of our reference library began thanks to volunteer support.

To help prepare the canoes for their upcoming move, Elders from local First Nations acknowledged the canoes' living spirits while performing traditional care on the collection.

NEW MUSEUM RENDERINGS

A Design Inspired by the Canoe

The new museum's architecture is inspired by craftsmanship, and the use of natural elements reflects a connection to the land and the artisanship of canoe making. The new home for the collection will be as innovative as the canoe itself and will play a vital role in the stewardship of this national cultural asset. Assisting the Museum with the realization of a creative vision for our waterfront campus is the award-winning architectural firm, Lett Architects Inc. (Peterborough, ON).

Renderings: Lett Architects Inc.



The Canadian Canoe Museum's unique curved façade and use of weathered steel make for an impressive view from the street.

The public atrium of the Canadian Canoe Museum features soaring double-high ceilings and beautiful exposed mass timber elements as well as views into the Museum's Collection Centre.



From the entrance of the Museum looking south, visitors experience the impressive, curved façade of the building and get a glimpse of the large fireplace in the café lounge.

The public terrace directly off the Museum's café offers scenic lakefront views and a large fireplace for the public to enjoy.

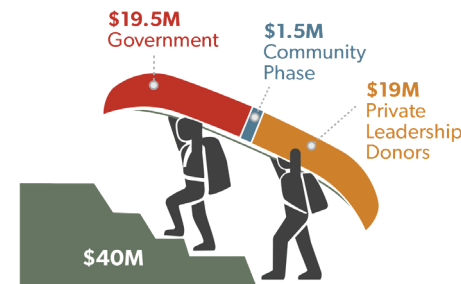
CAMPAIGN UPDATE

The Canadian Canoe Museum is on a \$40 million journey to build a new home for the collection on the shores of Little Lake in Peterborough.

A mix of private leadership donors, government partners, and the public will fund the new museum. As we join together from coast to coast to coast, collectively as one, we will ensure this nationally significant collection is protected and a fundamental part of Canadian heritage is not lost.

With a location and design secured, our team revised and secured funding agreements for the new project, continued stakeholder engagement and donor stewardship, built new relations, and sought funding through all available channels. We are grateful for our donors' and partners' patience, unending support, and enthusiasm for our new vision at Little Lake.

THE \$40M CAMPAIGN JOURNEY



Thank you to our lead donor and government partners:



The Government of Canada, the Weston Family Foundation, the City of Peterborough, Peterborough County, and the Province of Ontario.

Public Phase: Move the Collection

In November, with excitement building for the new museum, we launched the public phase of our fundraising campaign, inviting Canadians to join us on our portage to the water's edge!

What does it take to move more than 600 watercraft and 500 paddles, along with hundreds of artifacts and an entire archive and library collection? It takes a community!

To prepare for this move, each vessel needs to be cleaned, photographed, documented, tagged, fitted for a custom-built pallet for transportation and storage, and then quarantined before the Collections and Curatorial team can install it in the new museum.

By supporting the move of a canoe, kayak, or paddle, you are not just moving an artifact; you are preserving its stories and ensuring that the knowledge it holds will be shared for generations to come.

To learn more or donate, visit canoemuseum.ca/move



THANK YOU
to our donors, sponsors and partners

In 2021, more than 524 donors, sponsors and partners provided funds to support: the care of our artifacts; the creation of new exhibits; the development of programming that focuses 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.

A

Anonymous (38)
Margaret Abbott
Susan Ackerman
Bill Adair
Audrey Alexander
Sheila Alexander & Brian Mackenzie
Janet Ali
David Allgood

B

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 Jim & Katie Stewart
 Kelly Stiles
 Mark Stiles
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Peter Taylor
 Walter Taylor
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 The Brooks Family Charitable
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 The Chawkers Foundation
 The Gordon And Lorraine
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 The Lloyd Carr-Harris
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 The Norman and Margaret
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 David Thompson
 John Thompson
 Lynda Thompson
 Alan Thomson
 Andy Thomson
 John Thorp
 John G. Thorpe
 Beverley Thorpe
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 Sean Van Rassel
 Marina & Tom VanAmerongen
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 Jocelyn Palm
 Don and Aggi Ramsdon
 Peter Twynstra
 Jeremy Ward & James Raffan
 Eric Williams

In honour of decades of happy
 canoeing on Stoney and
 Clear Lakes! (and in
 Saskatchewan and
 Manitoba too)
Gifts In Memory Of
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 Neil Broadfoot
 Robert Buchanan
 Ben Byrick
 Bobby Cherniak
 Bill Copland
 Bill Dibble
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 Jack Matthews
 Fred H. (Bumpy) Mogelin
 Lee Bryant Morgan
 Murray Leighton Paterson
 Norman Pettet
 Richard Sadleir
 Sibyl Stairs
 John Arthur Stoddart
 Bruce Taylor
 Michael Moore Taylor
 Kirk Wipper

Thanks, in part, to support from TD Bank Group through the TD *Ready Commitment*, signage and exhibits in the new museum will be trilingual, featuring languages and voices from Indigenous communities.



Thanks to support from the Ontario Trillium Foundation (OTF) Resilient Communities Fund, we developed digital studio spaces in our Collection Centre and upgraded our technical capacity to produce virtual programming.



An agency of the Government of Ontario
 Un organisme du gouvernement de l'Ontario

Thanks to support from United Way of Peterborough and the Government of Canada's COVID-19 Emergency Community Support Fund we were able to continue offering live virtual tours to seniors in care in Peterborough City and County.



THE CANADIAN RIVER HERITAGE AWARD

In partnership with the Canadian River Heritage Systems (CHRS), The Canadian Canoe Museum awarded the first Canadian River Heritage Award (formerly the Bill Mason National River Conservation Award).

The award recognizes individuals who have made an outstanding contribution of national significance to river heritage and conservation.



Congratulations to the inspiring inaugural recipient, **Bobbi Rose Koe** (Teetl'it Gwich'in), for her work in protecting the Peel River watershed!

The award is housed at the Museum and will be featured in Zone 6: Inspiration as part of the new exhibits.

To learn more, visit canoemuseum.ca/canadian-river-heritage-award

Front cover photo: SÉO-Route Champlain