National Trust for Canada

2016-2017 Annual Report

Be part of it.

National Trust for Canada  Fiducie nationale du Canada
Bringing heritage to life.

At the National Trust for Canada, we are on a mission to bring heritage to life – in more ways than one! We love historic places, but we’re really in the people business: equipping people with tools and resources to save places that matter to them, and inspiring Canadians with great heritage places where they can live, learn, work, and play.

Reaching people and making places alive are goals we take seriously, and this year we dramatically expanded our reach, thanks to Regeneration Works – a new web-based portal with live webinars, remote coaching, and more made possible by funding from the Government of Canada.

Launched at our record-breaking 2016 conference in Hamilton and helmed by a team of dedicated professionals, Regeneration Works is now expanding on its initial fundraising and revenue generation focus to make broader regeneration strategies and expertise widely available.

Speaking of reach, our bespoke crowdfunding-and-competition platform THIS PLACE MATTERS continued to make waves this year, raising over $263,000 in crowdfunding donations. With its creation, THIS PLACE MATTERS has delivered over $1.4 million dollars to 89 worthy projects at historic places, and the excitement has reached millions of Canadians through news stories and social media.

Programs like our Top 10 Endangered Places List take a very different approach, but can have an equally powerful impact for communities working to keep historic places alive. Case in point: in spring 2017, just as the once-dilapidated Guild Inn was about to re-open after a $20 million transformation, the president of the Friends of Guild Park got in touch to say that inclusion on the List by the National Trust in 2011 was the catalyst that brought together local residents and Guild Park supporters, ultimately creating a strong advocacy voice that couldn’t be ignored. What a privilege to play a role in success stories that engage Canadians, enhance local identity, and bring heritage to life!

Richard Moorhouse, Board Chair

What a privilege to play a role in success stories that engage Canadians, enhance local identity, and bring heritage to life!

-Natalie Bull, Executive Director

We also love connecting Canadians with diverse people and cultures by offering special experiences at historic places. This year the National Trust launched Vintage Destinations and Passport Places, expanding the network of sites that our members can enjoy with special privileges. Thanks to mutually beneficial partnerships, our members are welcomed at places as diverse as T’sh Classical School in Tofino, BC, Toronto’s Enoch Turner Schoolhouse, and Calgary’s Lougheed House. For those looking to dine or stay in historic surroundings, we have begun to promote Vintage Destinations, a curated list of iconic establishments including Quebec’s Fairmont Chateau Montebello, the largest log cabin in the world, and Grant Hall, a reimagined railway-era hotel in Moose Jaw, SK. National Trust members enjoy free access or special discounts at these and other places that tell the story of Canada better than any textbook. And we are proud to be part of a global brand that offers reciprocal visiting privileges to our members when they visit National Trust properties abroad.

Relevance for all Canadians continues to be a priority for the Trust. In October 2016, the Board passed a resolution adopting the 10 Principles of Reconciliation – not only to signal its support but also to ensure that the National Trust’s work will become increasingly relevant for places that matter to First Nations, Inuit, and Metis people. We are grateful to Lorna Crowshoe, a Piikani First Nations member from southern Alberta who joined the National Trust’s board in 2015 and is helping the organization reflect and find its path.

We know historic places are the cornerstone of a vibrant and sustainable future, essential to sustainable living, and a reflection of the cultural diversity of Canada. We invite you to get inspired by what you see in this annual report, which features some of our activities and priorities over the past year. Or better yet, get in touch! We love to connect with our members and supporters to hear your stories about places that matter, and we want to thank you sincerely for making our work possible.
THE 2016 THIS PLACE MATTERS CROWDFUNDING COMPETITION HELPED COMMUNITIES RAISE MONEY AND AWARENESS FOR THEIR MAIN STREETS

$80,000 in cash prizes | $263,000 raised through crowdfunding

When the Friends of the Kentville Library (FoKL) heard about the National Trust’s 2016 THIS PLACE MATTERS competition, they hoped their project in a former church would engage hearts and pocketbooks. FoKL leaders Sarah Leslie and Kate Collins were watching the numbers as THIS PLACE MATTERS voting and donating neared an end. “We saw that another group had just raised a large donation,” says Sarah. They jumped on their phones to call donors, clinching their $40,000 prize. That’s not all: they crowdfunded an additional $59,299!

DID YOU KNOW?

Since the launch of THIS PLACE MATTERS in 2015:

$1.4 MILLION WON OR CROWDFUNDED BY COMMUNITIES

297+ LOCAL AND NATIONAL EARNED MEDIA STORIES

MILLIONS OF CANADIANS REACHED THROUGH EARNED MEDIA

Lock One, located in the commercial core of Port Dalhousie, pre-dates Confederation and played a role in Canada’s emergence as a nation. The Save Lock One project team saw THIS PLACE MATTERS as a way to win funds and restore the lock as a community gathering place. They started at the top, sharing get-out-and-vote messages from the Mayor and Chief of Police on social media. Thanks to THIS PLACE MATTERS, Port Dalhousie is $77,227 closer to saving Lock One!

REGENERATION WORKS, LAUNCHED IN FALL 2016, IS THE NATIONAL TRUST’S NEW ONE-STOP SHOP FOR TOOLS, TRAINING, AND COACHING TO IMPROVE THE VITALITY OF HISTORIC PLACES

We know that finding funding and achieving financial sustainability are real challenges facing heritage organizations and historic places. Our new program and website Regeneration Works draws on the most innovative success stories from across the country and connects Canadian organizations with creative tools and bold new strategies.

- Alison Faulknor, Director, New Initiatives

Nakusp, BC was one of several communities that signed up for the National Trust’s Main Street Boost, which features an energizing event to spark the process of community-led regeneration for traditional downtowns.
Looking Back

LAUNCH PAD COACHING GRANTS

The historic Glenaladale Estate in Tracadie Bay, PEI – the last intact estate of one of the island’s earliest landowners – is up for sale. The Glenaladale Heritage Trust turned to the National Trust’s Launch Pad volunteer program for help in attracting partners and brainstorming sustainable new uses.

Thanks to the support of donors and partners, the National Trust awarded inaugural Launch Pad coaching grants to four communities in different parts of the country.

“A RECORD 535 PARTICIPANTS
59 CORPORATE SPONSORS AND GOVERNMENT PARTNERS
100 ATTENDEES AT SECOND INDIGENOUS ROUNDTABLE”

We’re a volunteer organization. We don’t have the expertise or experience that the National Trust brings to the table. Launch Pad gave us our path forward. We’re underway and it just wouldn’t have happened without Launch Pad.

-Aggie-Rose Reddin, Vice Chair of the Glenaladale Heritage Trust

Looking Back

OUR TOOLS FOR PUBLIC AWARENESS AND EDUCATION ARE GETTING SHARPER

Each year, the Top 10 Endangered Places List shines a national spotlight on historic places at risk due to neglect, lack of funding, inappropriate development, or weak legislation.

“Having Nottawasaga Lighthouse included on the Top 10 Endangered Places List gave our campaign national exposure and credibility.”

-Robert Square, Director, Nottawasaga Lighthouse Preservation Society

This year we launched Locale, a magazine dedicated to the people and the places that bring heritage to life. Locale shares success stories of great buildings, sites, and communities being regenerated and renewed, celebrates heritage champions and game changers, and features heritage destinations to visit and discover.

“Your new National Trust magazine looks really great. It gives us a different view of other areas of Canada.”

-John and Helen Edwards, National Trust Members

Using social media, the National Trust engages and informs Canadians on important heritage issues, such as places endangered by demolition.

“National Trust for Canada / Fiducie nationale du Canada
The 18th Street houses on Wellington Row in Saint John, N.B. are set to be demolished in coming weeks. Please sign this petition if you oppose the demolition. Let’s try to save this endangered place!
Petition: https://go.do/7Qg
Learn more about the 18th Street houses: https://go.do/1fJz

The city of Saint John: RESCUE SAINT JOHN HISTORIC JELLYBEAN HOUSES
We support the city of Saint John’s historic jellybean houses on Wellington Row. We believe they should be preserved. They are an important part of the city’s history and heritage. Join us in our campaign to save them.

E-Mail: info@rescuesaintjohn.ca
Website: https://rescuesaintjohn.ca

Your new National Trust magazine looks really great. It gives us a different view of other areas of Canada.”

-John and Helen Edwards, National Trust Members

Using social media, the National Trust engages and informs Canadians on important heritage issues, such as places endangered by demolition.

“Each year, the Top 10 Endangered Places List shines a national spotlight on historic places at risk due to neglect, lack of funding, inappropriate development, or weak legislation.”

-Robert Square, Director, Nottawasaga Lighthouse Preservation Society

This year we launched Locale, a magazine dedicated to the people and the places that bring heritage to life. Locale shares success stories of great buildings, sites, and communities being regenerated and renewed, celebrates heritage champions and game changers, and features heritage destinations to visit and discover.

“Your new National Trust magazine looks really great. It gives us a different view of other areas of Canada.”

-John and Helen Edwards, National Trust Members

Using social media, the National Trust engages and informs Canadians on important heritage issues, such as places endangered by demolition.

“National Trust for Canada / Fiducie nationale du Canada
The 18th Street houses on Wellington Row in Saint John, N.B. are set to be demolished in coming weeks. Please sign this petition if you oppose the demolition. Let’s try to save this endangered place!
Petition: https://go.do/7Qg
Learn more about the 18th Street houses: https://go.do/1fJz

The city of Saint John: RESCUE SAINT JOHN HISTORIC JELLYBEAN HOUSES
We support the city of Saint John’s historic jellybean houses on Wellington Row. We believe they should be preserved. They are an important part of the city’s history and heritage. Join us in our campaign to save them.

E-Mail: info@rescuesaintjohn.ca
Website: https://rescuesaintjohn.ca

Your new National Trust magazine looks really great. It gives us a different view of other areas of Canada.”

-John and Helen Edwards, National Trust Members

Using social media, the National Trust engages and informs Canadians on important heritage issues, such as places endangered by demolition.

“National Trust for Canada / Fiducie nationale du Canada
The 18th Street houses on Wellington Row in Saint John, N.B. are set to be demolished in coming weeks. Please sign this petition if you oppose the demolition. Let’s try to save this endangered place!
Petition: https://go.do/7Qg
Learn more about the 18th Street houses: https://go.do/1fJz

The city of Saint John: RESCUE SAINT JOHN HISTORIC JELLYBEAN HOUSES
We support the city of Saint John’s historic jellybean houses on Wellington Row. We believe they should be preserved. They are an important part of the city’s history and heritage. Join us in our campaign to save them.

E-Mail: info@rescuesaintjohn.ca
Website: https://rescuesaintjohn.ca

Your new National Trust magazine looks really great. It gives us a different view of other areas of Canada.”

-John and Helen Edwards, National Trust Members

Using social media, the National Trust engages and informs Canadians on important heritage issues, such as places endangered by demolition.

“National Trust for Canada / Fiducie nationale du Canada
The 18th Street houses on Wellington Row in Saint John, N.B. are set to be demolished in coming weeks. Please sign this petition if you oppose the demolition. Let’s try to save this endangered place!
Petition: https://go.do/7Qg
Learn more about the 18th Street houses: https://go.do/1fJz

The city of Saint John: RESCUE SAINT JOHN HISTORIC JELLYBEAN HOUSES
We support the city of Saint John’s historic jellybean houses on Wellington Row. We believe they should be preserved. They are an important part of the city’s history and heritage. Join us in our campaign to save them.

E-Mail: info@rescuesaintjohn.ca
Website: https://rescuesaintjohn.ca

Your new National Trust magazine looks really great. It gives us a different view of other areas of Canada.”

-John and Helen Edwards, National Trust Members

Using social media, the National Trust engages and informs Canadians on important heritage issues, such as places endangered by demolition.
THIS YEAR WE LAUNCHED VINTAGE DESTINATIONS AND PASSPORT PLACES, EXPANDING THE NETWORK OF SITES THAT OUR MEMBERS CAN EXPERIENCE WITH SPECIAL PRIVILEGES

Canada is a treasure trove of unique and special places to visit and discover, and we are creating new ways for our members to do just that. Passport Places are a carefully curated collection of great historic sites across Canada that our members can visit at a discount.

"I was so pleased to show my membership card and receive a complimentary visit at a National Trust property in London, England – 2 Willow Road – the 1939 family home of the influential modernist architect, Ernö Goldfinger. Visiting National Trust properties while travelling in the UK, US, and Australia is a terrific bonus of being a member of the National Trust for Canada.

- Judy Oberlander, National Trust Member

For those looking to dine or stay in historic surroundings, the National Trust promotes Vintage Destinations: a set of iconic establishments across the country that offer discounts on food, lodging, and experiences.

MORE VINTAGE DESTINATIONS PROMOTED BY THE NATIONAL TRUST

The Great George Hotel (Charlottetown, PEI)
Dalvay by the Sea (Dalvay, PEI)
West Point Lighthouse (West Point, PEI)
Anne’s Chocolates (Charlottetown, PEI)
Château Frontenac (Québec City, QC)
Hôtel Gault (Montreal, QC)
Lumbertown Ale House (Arnprior, ON)
Lord Elgin (Ottawa, ON)
The Grand Victorian (Niagara-on-the-Lake, ON)
Rino’s Kitchen (Windsor, ON)
Grant Hall (Moose Jaw, SK)
Six Mile Pub (Victoria, BC)

YOUNG CANADA WORKS

Since 1997, the National Trust has administered the Young Canada Works program, distributing funds from the Department of Canadian Heritage to heritage organizations nationwide.

$344,440 DELIVERED TO ORGANIZATIONS ACROSS CANADA
84 JOBS FOR YOUTH FUNDED THROUGH YOUNG CANADA WORKS

Through Young Canada Works, the Kettle Valley Steam Railway was able to hire a summer student.

Revenue Sources

Your membership fees, donations, and gifts help save places that matter. Here’s where our funding came from in 2016-2017.

How Resources Are Used

Here’s how your investment in the National Trust was put to work in 2016-2017.

For a complete set of the National Trust’s financial statements, visit nationaltrustcanada.ca/annualreport.

For our charity return information, visit goo.gl/mRAzhP.
Annual Report 2015-2017
Generous donors, funders, and partners help make the National Trust for Canada’s work possible. We extend our thanks to the following supporters who contributed to making a difference in communities over the past two years.

HERITAGE PATRON

CIRCLE DONORS

Community Builder: $75,000+
R.C. MacLeod
R.C. MacLeod
Charmaine Florence
Cindy Freeman
Barbara Goldberg

DONORS

Muriel Aboul-Atta
William A. Adams
Joanne Anderson
Julie Dompierre
Heritage Leaders: $500+
Tom Urbaniak
Paul R. King

Growth

Heritage Patrons: $2,000+
Susan Millar
Mary Gladwin

HONOR

Heritage Leaders: $500+
Tom Urbaniak

iQmetrix
Scott M. Hand


Generous donors, funders, and partners help make the National Trust for Canada’s work possible. We extend our thanks to the following supporters who contributed to making a difference in communities over the past two years.

HERITAGE PATRON

CIRCLE DONORS

Community Builder: $75,000+
R.C. MacLeod
R.C. MacLeod
Charmaine Florence
Cindy Freeman
Barbara Goldberg

DONORS

Muriel Aboul-Atta
William A. Adams
Joanne Anderson
Julie Dompierre
Heritage Leaders: $500+
Tom Urbaniak
Paul R. King

Growth

Heritage Patrons: $2,000+
Susan Millar
Mary Gladwin

HONOR

Heritage Leaders: $500+
Tom Urbaniak

iQmetrix
Scott M. Hand

In 2015-2017, the National Trust for Canada was honored to receive contributions from a wide range of donors, funders, and partners. These contributions were vital in supporting the organization’s efforts to protect and promote Canada’s heritage sites.

### Key Supporters

- **Heritage Patrons ($2,000+):** This category includes donors who provided significant support to the National Trust’s mission. Notable contributors include Susan Millar, Mary Gladwin, and others.
- **Heritage Leaders ($500+):** These donors made a notable impact on the organization’s work. Tom Urbaniak and Paul R. King are among the leaders recognized.
- **CIRCLE DONORS:** This group includes individuals and organizations that provided substantial financial support. Examples include iQmetrix and Scott M. Hand.

### Thank You

The National Trust for Canada extends sincere thanks to all supporters, emphasizing the value of their contributions in safeguarding Canada’s heritage.

---

### Recognition

- **Recognition of Contributions:** The organization acknowledges the importance of donors who contributed in excess of $10,000 per year over the reporting period.
- **Recognition of Inclusion:** Contributions fell outside the minimum threshold of $10,000 per year were not included in this list.

### Contact Information

For more information or to support the National Trust for Canada, visit nationaltrustcanada.ca or contact donorsupport@nationaltrustcanada.ca.

### Additional Information

- **Architectural:** Architects Ltd. & Landscape
- **Environmental:** Heritage Standing
- **Heritage Grade:** Heritage Standing
- **Historic Resources:** Applied Roof Foundation
- **Cleaning:** RESCA Advanced Cleaning Technologies Inc.
- **Consulting:** Clark Environmental Consulting
- **Conservation Services:** Heritage Standing
- **Community Strategies:** Design Shopp International Inc.
- **Workshops:** Workshop Architectural Design Shopp
- **Restoration:** Clifford Restoration Limited
- **KING & KPM Industries Ltd.**
- **Construction:** BRC Restoration Inc.
- **Built Green Solutions:** Built Green Solutions Group Inc.
- **Conservation Services:** Canadian Heritage Conservation Services Society of Alberta
- **Canal Trust:** Canal Trust
- **Company Foundation:** Community Foundation of Ottawa
- **Construction:** Canoe Building Management Inc.
- **Cleaning:** RESCA Advanced Cleaning Technologies Inc.
- **Consulting:** Clark Environmental Consulting
- **Conservation Services:** Heritage Standing
- **Community Strategies:** Design Shopp International Inc.
- **Workshops:** Workshop Architectural Design Shopp
- **Restoration:** Clifford Restoration Limited
- **KING & KPM Industries Ltd.**
- **Construction:** BRC Restoration Inc.
- **Built Green Solutions:** Built Green Solutions Group Inc.
- **Conservation Services:** Canadian Heritage Conservation Services Society of Alberta
- **Canal Trust:** Canal Trust
- **Company Foundation:** Community Foundation of Ottawa
- **Construction:** Canoe Building Management Inc.
- **Cleaning:** RESCA Advanced Cleaning Technologies Inc.
- **Consulting:** Clark Environmental Consulting
- **Conservation Services:** Heritage Standing
- **Community Strategies:** Design Shopp International Inc.
- **Workshops:** Workshop Architectural Design Shopp
- **Restoration:** Clifford Restoration Limited
- **KING & KPM Industries Ltd.**
- **Construction:** BRC Restoration Inc.
- **Built Green Solutions:** Built Green Solutions Group Inc.
- **Conservation Services:** Canadian Heritage Conservation Services Society of Alberta
- **Canal Trust:** Canal Trust
- **Company Foundation:** Community Foundation of Ottawa
- **Construction:** Canoe Building Management Inc.