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**190 Bronson Avenue** Ottawa, Ont. K1R 6H4 1-866-964-1066 info@nationaltrustcanada.ca **Charitable Registration Number:** 119237477RR0001

## Bringing heritage to life.

Our country celebrated 150 years of Confederation in 2017, and it was also a very big year for the National Trust for Canada. In many ways, it was a major milestone in a new journey – one that started when we changed our name and renewed our vows as a National Trust. Now, four years later, we are well and truly part of a global network of National Trusts charged with protecting and celebrating the world's special places.

Our made-in-Canada vision includes welcoming members to an expanding network of wonderful National Trust properties at home and abroad. But our ambition goes so much further. Thanks to new programs that equip hardworking heritage groups with essential tools, training and funding, we are now seeing many more historic places saved and renewed. Case in point: our THIS PLACE MATTERS crowdfunding competition, which has delivered \$1.4 million in funding to renew 89 historic places since its inception in 2015.

That kind of impact is only possible through collaboration, when caring partners and donors come together to match our ambitions. We are deeply appreciative of national partners like RBC, hundreds more corporate sponsors, and new relationships like our partnership with the Canadian Construction Association this year. We are also blessed with longstanding productive relationships with organizations that make up our National Council, a network of provincial/territorial NGOs with mandates in the protection and celebration of historic places. And we benefit from the advice of a pan-Canadian volunteer Board of Governors, and a panel of distinguished Canadians who serve on our Council of Advisors.

On the following pages we are proud to share an overview of our year, and also acknowledge all those partners, donors and funders who've made our work possible. Thank you for being part of it.



**Natalie Bull** Executive Director



**Richard Moorhouse** Chair

## **2017-2018** By the Numbers

\$684,000 \$ \$608,565



TO HERITAGE ORGANIZATIONS

TO WORTHY HERITAGE PROJECTS



**YOUTH JOBS AND SCHOLARSHIPS** 

THROUGH YOUNG CANADA WORKS AND THE HERB STOVEL SCHOLARSHIP



**PLACES** 

GIVEN ADVICE, ATTENTION, OR SUPPORT



9.841

**PEOPLE** 

PARTICIPATED IN OUR PROGRAMS



**PEOPLE REACHED** 

**THROUGH MEDIA STORIES** 

4 LOOKING BACK 5

### We delivered more funding to help historic places survive and thrive.

Early in the year, thanks to generous contributions from **RBC** and **Commercial Properties Limited**, and a substantial gift to Canada from our own funds, we celebrated Canada's 150th celebrations with an exciting competition that generated \$464,000 in funding for historic places. THIS PLACE MATTERS is the National Trust's bespoke crowdfunding competition platform —

a fun way to engage Canadians in saving and renewing places that matter to communities. Since its launch in spring 2015, over \$1.4 million has been directed to worthy heritage projects through this innovative platform – and in the process we've helped strengthen the capacity of local groups to fundraise, use social media, and secure media attention.



Photo: Joey Smith - Truro Daily News

When the people of First United Church in Truro, NS joined the 2017 THIS PLACE MATTERS competition, community leader Eleanor Norrie told us that they didn't know much about crowdfunding – but they went on to take the \$60,000 national prize and crowdfund an additional \$100,000 for the restoration of their church, built in 1917.

First United Church was just one of the eight winning projects in our 2017 THIS PLACE MATTERS competition. What a thrill to present local leaders across the country with thousands of dollars in prize money, and watch the resulting repair and renewal of beloved historic places unfold in communities – restoring bricks and mortar and building new visitor amenities but also bringing people together and generating community pride.

### More help to unlock the potential of historic places.

This year we joined forces with the **Canadian Construction Association** to amplify the National Trust's Top 10 Endangered Places List, which shines a national spotlight on historic places at risk. We also celebrated 'wins' like the New Petrie Building in Guelph, ON, which revealed its gloriously restored ornate façade of stamped galvanized iron early in 2018. The Petrie Building story is doubly satisfying because the Architectural Conservancy of Ontario (Guelph-Wellington Branch) raised over \$23,000 for the restoration through the National Trust's THIS PLACE MATTERS crowdfunding competition. We love it when the stars – and our tools – align for places that matter!



Photo: Hans Zegerius

The New Petrie Building's inclusion on the 2014 Top 10 Endangered Places List helped unlock a new future for the building, which started with its acquisition by Tyrcathlen Partners, Guelph developers with a focus on heritage restoration and adaptive reuse. The work on the façade was revealed in January 2018 to many who eagerly awaited the scaffolding to come down.



The National Trust's Launch Pad Coaching Grants program also got traction this year — and it's only the second year offering this hands-on approach to 'watering the grass roots'. With the generous support of donors, we gave eight community organizations access to multiple coaching sessions from a team of seasoned professionals who were hand-picked for the challenge at hand. Using remote meeting technology, we are now helping people all over the country come to terms with fundraising, revenue generation, organizational development and more, so they can get on with the business of renewing their historic place.

What's more, we are doing this work with minimal expense, and building the file of inspirational case studies shared at regenerationworks.ca. In fact, this year over 3,000 people accessed regeneration strategies and expertise through free webinars, learning events, our national conference and donorfunded coaching grants.

We were very excited to have been selected as a participant for this initiative and the benefits to our organization will be felt for years to come. The team at the National Trust put together a concise plan to help us attain our objectives and followed us every step of the way. This was a truly enriching experience for our organization; the support and coaching by the National Trust team was exemplary.

 Emmanuel Comtois, Treasurer, North Highlands Community Museum and Culture Centre (Cape Breton, NS) LOOKING BACK LOOKING BACK

### The largest heritage conference ever held in Canada.

In partnership with the Association for Preservation **Technology International** and the **Canadian Association** of Heritage Professionals, we welcomed over 1,000 delegates, including 123 sponsors and funders, to a milestone conference in the historic capital city of Ottawa – the place to be for Canadian Confederation's 150th anniversary celebrations. It was a match made in heaven, and the perfect opportunity to explore how people, policy, and preservation practice intersect to renew landmarks, protect what matters, and create vibrant places.

Our commitment to responding to the Truth and Reconciliation Commission was reflected in our conference, which saw Indigenous heritage content and Indigenous speakers front and centre in a prominent program track designed and presented by Indigenous leaders.







### More jobs and funding for the next generation of heritage leaders.



It goes without saying that the future of historic places is in the hands of young people. That is why we are so excited about the future of the Herb Stovel Scholarship: 2017 was a banner year for the program, with a substantial financial gift that will allow us to ramp up the impact for students and young professionals going forward.

It was also a red-letter year for the Young Canada Works program, which helps employers offer meaningful student summer jobs and internships in historic research, heritage site interpretation, Doors Open events, and more. This year, the National Trust delivered \$608,565 in funding from the **Department of Canadian Heritage** which in turn funded 16 internships and 100 summer student positions. We know that these positions are often a lifesaver for understaffed heritage NGOs, and an inspiring opportunity for young people who may go on to build careers in the heritage sector.

As an urban planning student, I was ecstatic at the opportunity to attend the 2017 National Trust Conference and to bridge my academic understanding of heritage planning with insights from the foremost thinkers in the profession in the nation's capital. The conference opened my eyes to the multi-faceted nature of the heritage conservation field, and guided my career towards heritage consulting upon graduation.

- Yuki Naganuma, 2017 Herb Stovel Scholar (Toronto, ON)

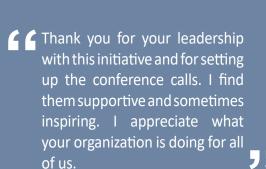
8 LOOKING BACK

## More great places to visit and discover.

In July 2017, we launched Canada
Historic Places Day – a new celebration in
partnership with **Parks Canada** designed to
shine a spotlight on sites of all types and
sizes that are ready and willing to share their
story with visitors. We are excited about
the way we can use Canada Historic Places
Day to help build capacity for participating
sites, by increasing their knowledge of
communication and social media tools to
grow their audience.

This first successful year sets the stage for an exciting annual event that builds visitor numbers and awareness for historic places open to the public.

Our role in Canada Historic Places Day is a great fit for us as the National Trust, as we continue to reinvent and expand on that historic brand. Our goal is to link many sites and projects into a high profile network that will engage Canadians in our history and in regenerating our communities. We now have 42 Passport Places in our own network of sites that welcome our members for free, and they are increasingly diverse, including Cape Bonavista Lighthouse in Newfoundland, T'ashii Paddle School in Tofino, BC and Fort York in Toronto, ON.



 F. Leslie Thompson, President, Architectural Conservancy of Ontario





# A Year of Action to #changingthegame4heritage.

In December 2016, a Private Member's Bill proposing tax incentives for historic places launched renewed hope for federal action – and a year of action for the National Trust. We've been front and centre ever since, working with a wonderful new champion, Liberal MP John Aldag, building a collaborative relationship with Parks Canada, and offering tool kits, webinars and regular newsletters and "town hall" teleconferences to keep leaders of the movement informed and engaged. The outcome is yet to be seen – but we are proud of our efforts to offer leadership and rally the sector around shared priorities.

### A sound financial investment

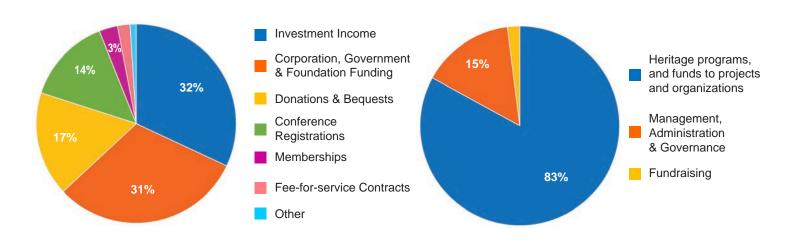
The organization set in place a new approach to financial sustainability this year, striking a board committee and working hand-in-hand with senior staff to focus our human and financial resources on what matters. We've invested aggressively in growth and program development over the last few years, and the work of the Financial Sustainability Committee will ensure that the organization continues to grow and increase its impact as well as its financial reserves.

### **Revenue Sources**

Your membership fees, donations, and gifts help save places that matter. Here's where our funding came from in 2017-2018.

### **How Resources Are Used**

Here's how your investment in the National Trust was put to work in 2017-2018.



For a complete set of the National Trust's financial statements, visit national trust canada.ca/annual-reports.

For our charity return information, visit goo.gl/mRAzhP.

HONOUR ROLL

## Thank you!

Generous donors, funders, corporations, and partners help us in our mission to lead and inspire action for places that matter. We extend our thanks to the following supporters who contributed to making a difference in communities across Canada over the past two years.

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## **About the National Trust**

At the National Trust for Canada, we know Canada's collective story is told through our special places, whether they are historic lighthouses or schools, places of faith, industrial complexes or cultural landscapes. We know that historic places are cornerstones of memory and identity in Canada's rural and urban landscapes. But, we also know that these beloved community places are at risk.

Working together with donors, sponsors and partners, and with programs like THIS PLACE MATTERS and Launch Pad, we raise awareness for places at risk, direct much needed funding to communities renewing historic places and offer support and tools to passionate volunteers, community organizations, and the next generation of heritage leaders.

What inspires me to financially support The Trust? Knowing that each dollar is invested. The National Trust for Canada is able to leverage that dollar on a national level toward broader support... Whether that be a humble structure just around the corner in my neighborhood or a distant majestic structure...

— Henry Maisonneuve, National Trust donor and member



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