

National Trust for Canada



Bringing heritage
to life



Annual Report 2019–2020

National Trust
for Canada



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Bringing heritage to life.

Every year our annual report offers a glimpse of the National Trust's work to safeguard and revitalize places that offer Canadians understanding, social cohesion, identity, and spiritual connection. And it's also a place where we express gratitude to our members, donors, sponsors, partners, and supporters. It's been said many times, but we literally can't do it without you!

Like you, we are passionate about the role of historic places in addressing pressing issues like climate change and social isolation, and we know that renewing and investing in historic places can help communities meet today's needs, create new green jobs and improve local quality of life. Yet every day more and more great places are lost. Charities, community groups, homeowners, business leaders, and private citizens face barriers that make it challenging to preserve or re-purpose them. With your support this year, the Trust was able to provide more game-changing coaching, expertise, and funding. And in partnership with the many heritage organizations, volunteers, and industry leaders that make up our sector, we helped strengthen the heritage movement and bring more diverse voices together in our collective work to 'change the game for historic places.' A highlight of the year was the *Maamiikwendan Gathering* – a partnership with the National Centre for Truth and Reconciliation, and the National Indigenous Residential School Museum of Canada which brought together 125 Indigenous representatives to discuss the commemoration of Residential School sites and cemeteries in the process strengthen community relationships, accelerate dialogue, and advance Reconciliation.

And now, as our world grapples with a global pandemic, heritage organizations and historic places are facing new challenges, and our work is more essential than ever. We are gratified that with your help over recent years we've expanded programs under the Regeneration Works banner that embrace remote and online delivery, allowing us to lend a virtual helping hand without missing a beat. There's so much more to do. But with your support, and the Trust's passionate board and staff, it's onward and upward.



Natalie Bull
Executive Director



Michael Seaman
Chair

Equipping Canadians to save and renew special places

Since opening in 1883, the Acton Town Hall has benefited from a long history of guardian angels, and the National Trust is pleased to be one of them. In 1982, a group of volunteers swooped in to save the Hall from the wrecking ball, purchasing it for \$2 dollars and putting in motion decades of restoration and renewal. Last year, through our donor-funded Launch Pad program, Trust staff coached the volunteer Board through the process of strategizing the launch of their next ambitious fundraising campaign.



The knowledge we gained through our Launch Pad Coaching Grant has been a game changer for our campaign to fund ongoing restoration of our Victorian era Town Hall in Acton, Ontario. Thank you!

– Peter E. Rowe, Vice-Chair, Heritage Acton



Central to the National Trust's mission is empowering the passionate and hardworking grassroots volunteers and organizations who own or operate Canada's historic sites and special places – because we know they are essential to resilient, creative, and inclusive communities. Volunteers and community organization staff continue to rely on the Trust's virtual **Regeneration Works** tools, resources, and training. With the generous support of our donors, funders, and sponsors, we connected 1,600 participants to the latest thinking on everything from how to use social media to engage heritage audiences to how to rethink revenue generation to renew Canada's places of faith

We are especially proud of our **Launch Pad Coaching Grants**. With this innovative approach to online long-distance coaching, we have delivered game-changing support to 237 volunteers and staff in urban, rural, and remote settings

In spring 2020, in the face of a pandemic that suddenly hindered in-person programs, our ability to offer help and expertise remotely is standing us in good stead. In the new reality of COVID-19, when historic places are coming to terms with closures, cancelled events, and uncertain revenue, the Trust was able to respond without missing a beat to offer additional sessions on developing virtual experiences, navigating insurance challenges, and managing finances during a crisis.

Regeneration Works At a Glance



1,600 people accessed regeneration strategies and expertise through webinars, workshops, and coaching grants this year.



Since it was introduced 3 years ago, we have delivered 26 Launch Pad Coaching Grants and 360+ hours of coaching

Inspiring and delighting Canadians with great places to visit and discover

Last year, the Trust led Canada in celebrating the third annual **Canada Historic Places Day** – a national initiative that encourages Canadians to explore historic places in their communities. On July 6, a wide range of historic places across the country, including museums, lighthouses, historic forts, libraries, and more welcomed visitors from near and far. Almost 600 places participated, and many held special events to entice and excite young visitors and the young at heart – like the Cod Liver Oil Challenge at the Newfoundland & Labrador Pharmacy Museum in St. John's, NL. Canadians also took to social media to share stories and photos of participating places, generating over 2 million social media hits.

We are grateful for financial support from Parks Canada and for the many prizes provided by sponsors including VIA Rail, National Geographic, Canadian Geographic, The Walrus, Historica Canada, and Canada's History, who helped make Canada Historic Places Day 2019 a great success.



#HISTORICPLACESDAY

#JOURNEELIEUXPATRIMONIAUX



Maison Hurtubise, Westmount, QC

“ Shortly after my grandmother passed away, we discovered a letter in her possession informing her that the Hurtubise House, once owned by her ancestors, was now a heritage site. I immediately knew I had to see it and learn all about it. The land, now in Montreal's wealthy Westmount community, was bought in 1699 by one of the first Hurtubise in Canada, and it is now Westmount's oldest home, having been built in 1739.

– Melissa, Ottawa, ON shares a story of a place that matters during Canada Historic Places Day 2019

”

This year we welcomed Colony of Avalon, The Hurtubise House, the Gulf of Georgia Cannery National Historic Site and a dozen more sites as **National Trust Passport Places** – a growing network of special destinations in Canada that we promote and market and that National Trust members visit for free.

Gulf of Georgia Cannery National Historic Site (Richmond, BC)




passport
PLACES

“ I have visited many properties covered by the membership most of which were in England. We love touring estate properties using the Canadian membership card. I am looking forward to using it more in Canada this year.

– Karen Longland

”

Celebrating resilient historic places and transformative projects

Every year, we celebrate contributions to community, identity, and sense of place with the National Trust Awards.

The **Prince of Wales Prize**, established through the generous patronage of His Royal Highness The Prince of Wales, recognizes communities and their local governments for successful heritage stewardship.

The National Trust's **Ecclesiastical Insurance Cornerstone Awards** recognize transformative projects that have creatively renewed or transformed historic places or landscapes historic places that have demonstrated extraordinary resilience and benefit to a community over ten years or more.

The National Trust **Governors' Awards** recognize important accomplishments and initiatives that reflect the Trust's values and represent inspiring models for others to follow.



The Town of Maple Creek (SK)
Recipient of the Prince of Wales Prize



The Long Plain First Nation (Portage la Prairie, MB)
Recipient of a National Trust Governors' Award



Sharon Temple National Historic Site and Museum (ON)
Recipient of an Ecclesiastical Insurance Cornerstone Award
(*Resilient Historic Places*)



Sambro Island Lighthouse (NS)
Recipient of an Ecclesiastical Insurance Cornerstone Award
(*Transformative Projects*)

We are grateful for financial support from **Ecclesiastical Insurance Canada** who make the Cornerstone Awards possible.

“ Council would like to dedicate this award to all of the property owners, businesses, and community organizations whose commitment to the conservation and celebration of our local heritage has brought national recognition to our community.
– Town of Maple Creek Mayor, Michelle McKenzie, on receiving the 2019 Prince of Wales Prize ”

Empowering the next generation of heritage leaders

We know that the future of Canada's heritage is in the hands of young people. We need their fresh perspectives and innovative approaches to breathe new life into historic places across the country and we need to create opportunities for them to be part of the heritage movement.

The National Trust has worked in partnership with the Department of Canadian Heritage for more than two decades to deliver **Young Canada Works** funding. This program creates meaningful youth employment opportunities in the heritage field, while building the capacity of heritage organizations. This past year, the Trust provided over \$630,000 in much-needed funding to 85 heritage organizations and created essential jobs in heritage for 118 young Canadians.

This project has been made possible by
the Government of Canada.

Ce projet a été rendu possible grâce au
gouvernement du Canada.

Canada



Young Canada Works students onsite at
Fort la Reine, Portage la Prairie, MB

Thanks to generous donors and funders, the Oliver-Stovel family, and the Herb Stovel Scholarship Advisory Committee, the **Herb Stovel Scholarship** has supported 18 students and emerging professionals in the field of heritage conservation since its inception. Each year, Scholarship recipients can travel, network, and enrich their research in an area of interest.



Sampoorna Bhattacharya and David Siebert – 2019 Herb Stovel Scholars



Over \$633,000 in funding
to heritage organizations.



118 jobs in heritage.

“

"Heritage is something we all carry within us, something sacred to us. Historic places remind us of our heritage and show us how to move forward in life."

– Sampoorna Bhattacharya, Herb Stovel Scholar 2019

”

The second annual **Heritage Hackathon: Adaptive Reuse Challenge** — mounted in collaboration with the Canadian Association of Heritage Professionals (CAHP) — brought eight high school students together with heritage professionals to develop solutions for vacant heritage buildings in the Exchange District in Winnipeg. The Hackathon concluded with a poster presentation event where students shared their work with conference delegates. Twelve University of Manitoba School of Architecture students and an array of heritage professionals also participated in a one-day charette on Broadway — a historic boulevard in need of revitalization — which culminated in digital and scale model presentations at the conference's opening reception.



Winnipeg high school students participate
in the Heritage Hackathon: Adaptive Reuse
Challenge

Leading a national movement for places that matter

As Canada's national heritage organization, we take our leadership role seriously – and we know that true leadership is about serving and empowering. So, we are finding new ways to bring the sector together, give airtime to more voices and perspectives, and inspire collective action to 'change the game for historic places.'

We still have work to do – but we hope you are seeing our commitment to respecting and reflecting the cultural diversity of Canada increasingly in everything we do: in the people and places we feature in our publications; in the themes tackled at our annual conferences; in the list of Passport Places we market and promote to our members; and in the many partnerships that shape our work.

We are engaging Indigenous community leaders and partners at our conference, in our advocacy work, and reaching Indigenous communities through our programs. A key component of the National Trust Conference 2019 was the ***Maamiikwendan Gathering: Remembering Residential Schools and Cemeteries as Indigenous Sites of Conscience***, organized in partnership with the

National Centre for Truth and Reconciliation, and the National Indigenous Residential School Museum of Canada. This break-through event brought together 125 Indigenous representatives to discuss the commemoration of Residential School sites and cemeteries and to strengthen community relationships, accelerate dialogue, and advance Reconciliation.

The National Trust Conference 2019 saw over 500 heritage volunteers, practitioners, and professionals come to Winnipeg, MB to discuss the future of historic places from multiple perspectives, including diversity, design, economics, the environment, and Indigenous heritage. This important annual gathering was made possible with the support of 44 sponsors who joined us and our longtime partners, the Canadian Association of Heritage Professionals.

We try to reflect the breadth of heritage through the awesome people, places, and stories featured in our magazine, ***Locale***, and in our online *Stories*: Graham Singh, offering a second act for places of faith; Toronto's Casey House mansion converted for people living with HIV and AIDS; and Irene Galea writing about social inclusion at sites like Fountains Abbey, to name a few.



Graham Singh, Ry Moran, and Natalie Volland – a few of the inspiring leaders featured in *Locale* magazine.



Photo credit: Mike Sudoma

Roberta Hill and Dawn Hill from Woodland Cultural Centre, Brantford, ON, and Sherri Chisan from the University nuhelot'jine thaiyots'j nistameyimâkanak Blue Quills (UnBQ), St. Paul, AB.

When the COVID-19 pandemic hit, we mobilized quickly to understand the impact on the heritage sector. Our bi-weekly **virtual 'Gatherings'** brought hundreds of colleagues together to share their concerns and agree on collaborative strategies to advocate for Canada's special places in a post-COVID-19 economy.

About the National Trust for Canada

The National Trust provides game-changing coaching, expertise, and funding that empowers communities to save, celebrate, and renew historic places that tell the story of Canada.

Our work to support local groups and places helps shape our national leadership and advocacy action for public policy that keeps useful older and heritage buildings out of landfill and supports resilient and sustainable communities.

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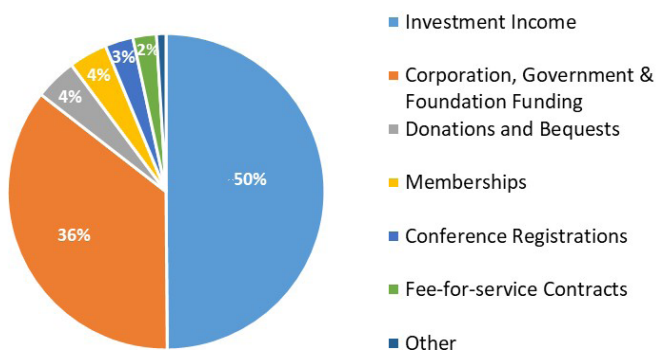
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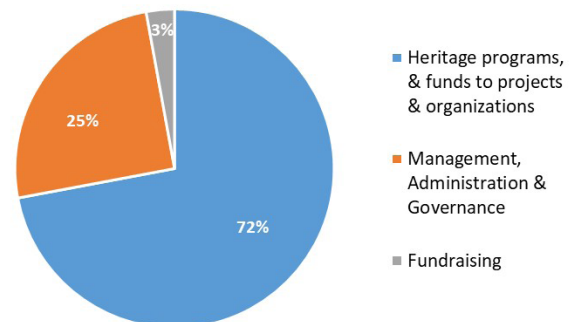
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Your membership fees, donations, and gifts help us protect, celebrate, and renew places that matter. Here's where our funding came from in 2019-2020.



How Resources Are Used

Here's how your investment in the National Trust was put to work in 2019-2020.



Thank you!

We thank the many donors, sponsors, funders, partner organizations, and volunteers who support our work to lead the heritage movement and protect, celebrate, and renew places that matter. Together, we are stronger. Thank you!

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