

National Trust for Canada



Bringing heritage
to life



Annual Report 2020–2021

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for Canada



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Cover photos (left to right):

1. 2020 Canada Historic Places Day Grand prize selfie winner, Meena Chopra at The Grange (Mississauga, ON)

2. Shingwak Residential Schools Centre (Sault Ste. Marie, ON)

3. Aerial view of Lunenburg, NS

4. Métis Crossing (Smoky Lake, AB)

Bringing heritage to life.

As we look back on the past year, rocked by a global pandemic that touched every aspect of our world — including heritage — we are deeply thankful to our sponsors, partners, members and donors who supported the National Trust's efforts to strengthen heritage places and the people who work to safeguard and revitalize them. More than ever, we know that heritage places offer Canadians understanding, identity, and spiritual connection, and can be powerful gateways to important ideas and conversations.

2020-2021 was a year like no other, and a busy one for the Trust. Responding to lockdowns, travel restrictions, and site closures, and then to emerging social movements that saw the toppling of monuments, the National Trust kicked into high gear early in the year with a series of 'Gatherings of the Heritage Sector.' These public conversations, each attended by hundreds across the country, explored the changing landscape, gave a voice to our constituency about what is needed now, and offered timely resources on everything from re-opening protocols to diversity and inclusion.



National Trust virtual gatherings and webinars brought together over 5,000 heritage leaders throughout the year.

One of the outcomes was the Shovel Ready Heritage campaign — a major public policy effort to position heritage projects for eventual stimulus funding. Indeed, the campaign successfully led to a commitment of nearly \$20 million in stimulus funding directed at heritage in BC — the single largest fund ever to be rolled out by the province specifically to support heritage infrastructure in BC's communities. This public policy effort was matched with new work this year on tackling the barriers to reusing heritage buildings, with a major study that laid out the range and type of barriers in place, followed by a national survey to gather intelligence on priorities and relative significance.

[Read about the Shovel Ready Heritage Campaign](#)

Early in the pandemic we recognized that with lockdowns and closures, heritage places open to the public would need all the help they could get to sustain public awareness — and so, with support from Parks

Canada, we successfully shifted Canada Historic Places Days online and expanded it from a single day to all summer long! The response was impressive: 4.6 million Canadians reached, and a 350% increase in public participation over the previous year. Through Historic Places Days, we work to engage as many Canadians as possible in the future of Canada's historic places — responding to the imperatives of Reconciliation, and making space for underrepresented communities and voices. How gratifying to get feedback like this from Ryan Ellan at the Sunshine Valley Tashme Museum, which shares the story of the resilience of Japanese Canadians interned during the Second World War: "We had record attendance during the Canada Historic Places Day event. We were able to welcome 261 visitors over 4 consecutive Saturdays — all during limited hours because of COVID-19. Considering our town's population is 130, we are quite pleased!"

[Read about Canada Historic Places Days 2020](#)

As part of the launch of Historic Places Days, the Trust released the findings of a national public poll on Canadians' attitudes to heritage. We were pleased to learn that 90 per cent of Canadians feel it is important to preserve heritage sites and historic places — but only one in four can name a single heritage place! Conducted by Environics, with financial support from Parks Canada, this work is the first step in a substantial project now getting underway to address fundamental questions facing the sector at this moment: How can we realign the heritage movement to be useful and meaningful to a broader public? What must we do to see heritage places play their part in climate action, waste reduction, affordable housing, economic resilience and more?

[Read about the National Public Poll](#)

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. This year we ramped up the volume on Trust programs under the Regeneration Works banner, which were already embracing remote and online delivery long before lockdowns and travel restrictions came into effect. We are especially proud of Launch Pad — an innovative approach to online long-distance coaching that delivers game-changing support to volunteers and staff who are grappling with the challenges of



Trust staff worked closely with the Sunshine Valley Tashme Museum team (BC), participants in Canada Historic Places Day and winners of a Launch Pad Coaching Grant.

saving and renewing heritage sites in their care. Since launching three years ago, we have helped 36 community groups tackle everything from fundraising and sponsorship to business planning and marketing. The feedback from the Executive Director at the Canada Energy Museum, one of this year's recipients, inspires us to do more: "The Launch Pad Coaching Grant program has given our organization an incredible opportunity to learn, grow, share, and collaborate with an experienced team...showing us ways to promote our unique facility and make donors, old and new, feel appreciated and invested in our success."

Read about some of our Launch Pad alumni:

[Heritage Acton Town Hall Centre \(ON\)](#)

[The Colony of Avalon Foundation \(NL\)](#)

One observation from our Launch Pad work is that many heritage places open to the public rely on partnerships between multiple organizations that share key stewardship roles, including owners, operators, program delivery teams and more. This year, with the support of the McLean Foundation, Canadian Heritage (Young Canada Works), and generous donors, we launched the findings of the National Trust's first-ever research into the challenges inherent in the shared stewardship of historic sites. Based on dozens of interviews with representatives from sites across the country, the resulting [Toolkit and Report](#) point to lessons that can be applied to all types of historic sites.

Visit www.nationaltrustcanada.ca/annual-report to access list of links to the stories in this Annual Report.

In addition to 10 Launch Pad groups across the country, we reached 5,050 who attended Regeneration Works webinars or events; attracted 16,000 unique visitors to the Regeneration Works website; and generated 1,303,000 social media impressions — not to mention the 865 delegates who participated in our national/international virtual conference (with the Association for Preservation Technology International and the Canadian Association of Heritage Professionals). This year's conference saw its first class of John Edwards Conference Bursary recipients: We were honoured to help Helen Edwards, a longtime member and former Governor, turn her late husband's passion for heritage into a new bursary program that complements existing conference bursaries for students and young professionals.

[Read about creating a legacy for heritage volunteers](#)

We learn so much from the sites that participate in Launch Pad and our Passport Places network — and the Trust is also at the 'sharp end of practice' when it comes to owning and funding a heritage place. Thanks to generous funding from Parks Canada's National Cost Sharing Program for Heritage Places and the Ministère de la Culture et des Communications (through the Conseil du patrimoine religieux du Québec) the Trust was able to invest \$550,000 this year in conservation work at the Papineau Chapel. Even better, we enjoyed sharing the story with thousands of people via vlogs, social media posts and stories in our newsletter and in our print magazine.

[Watch the Papineau Chapel VLOG](#)

Staff hosted a 'behind the scenes' personal tour for Trust donors in September, and we were the first National Trust to offer a free virtual visit of the completed project to an international audience of National Trust members in December — kicking off our participation in the INTO Places reciprocal visiting program that will give our members free access to thousands of properties around the world. Here in Canada, we are proud to provide marketing and support to 50 more Passport Places added to our network this year —



The Woodland Cultural Centre (Brantford, ON) joins the Trust's network of Passport Places. The Centre (which includes the former Mohawk Institute Residential School) preserves and promotes Indigenous history, art, language and culture.

bringing the total to 100 culturally diverse sites including the former Mohawk Institute Residential School in Ontario, King's Landing in New Brunswick and Métis Crossing in Alberta.

[Read about the National Trust's Passport Places](#)

Thank you for your interest in these highlights from the Trust's past year. With support from sponsors, partners, members, and donors this year, the Trust was able to provide more game-changing coaching and expertise at a critical time. 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.'

Now, as the world recovers from a global pandemic, heritage organizations and historic places are facing new challenges, and our work is more essential than ever. There's so much more to do. But with your support, and the Trust's passionate board and staff, it's onward and upward.

With thanks,



Natalie Bull
Executive Director



Dr. Anne Leckie
Chair

Visit www.nationaltrustcanada.ca/annual-report to find a list of links to the stories in this Annual Report.

About the National Trust

At the National Trust for Canada, we strive for a Canada where people are empowered to save and renew places that tell their stories, and are inspired to use heritage as a building block for strong and sustainable communities.

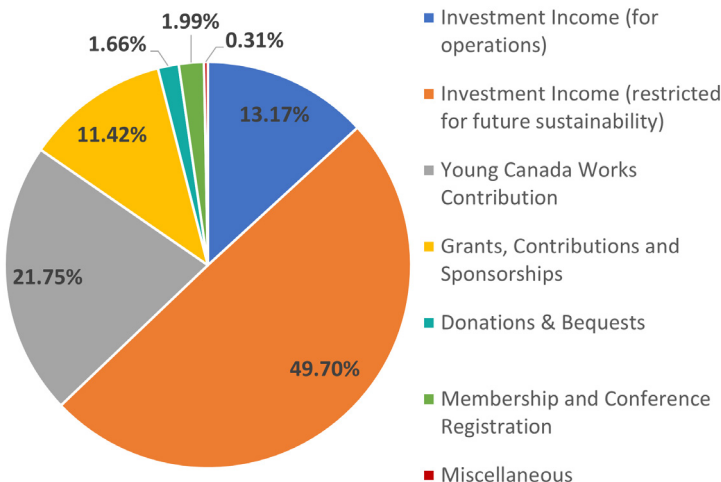
We believe Canada's diverse story is told through special places: Cultural landscapes, historic lighthouses and schools, places of faith, Indigenous heritage sites, industrial complexes, older homes in traditional neighbourhoods, and the buildings and vibe on Main Street. Whether rural or urban, we know that these places are cornerstones for memories and identities that reflect the cultural diversity of Canada.

Our work responds to a suite of concerns, including global climate change, waste, limited resources, and growing social and economic inequities. 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.

As the world searches for ways to achieve a sustainable footing, the National Trust strives to safeguard and revitalize places that offer people understanding, social cohesion, identity, and spiritual connection.

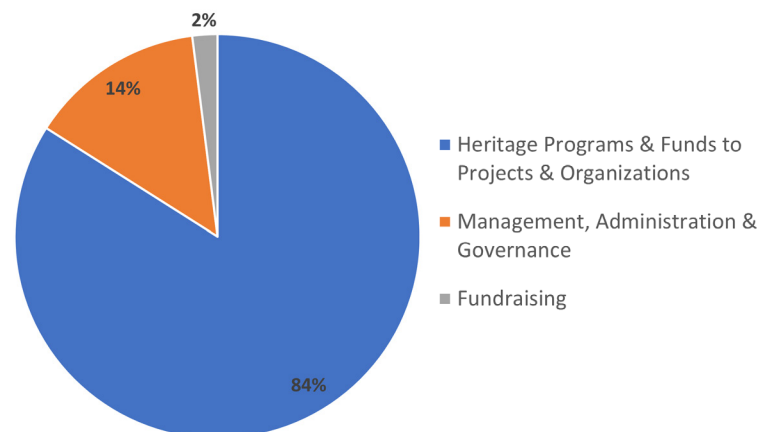
Revenue Sources

Your membership fees, donations, and gifts help us protect, celebrate, and renew places that matter. Here's where our funding came from in 2020-2021.



How Resources Are Used

Here's how your investment in the National Trust was put to work in 2020-2021.



For a complete set of the National Trust's financial statements visit: nationaltrustcanada.ca/annual-reports



The National Trust is a registered charity that works to empower communities in saving and renewing historic places that tell the story of Canada.

We provide game-changing coaching, expertise and funding — and national leadership to change the system.

Our advocacy action and public policy efforts seek ways to keep useful older and heritage buildings out of landfill, and support resilient and sustainable communities.

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Thank you! We couldn't do it without 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.

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Lorna Crowshoe	Graham Nickerson
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Nicole Drake	Aggi-Rose Reddin
Nancy Dunton	Colin Robertson
Kae Elgie	Susan Ross
Wendy Fitch	Laura Saimoto
Kendra Fry	Colin Sparks
Renée Genest	Michael Seaman
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Paul Gravett	Alan Stacey
Cody Groat	Douglas Stevens
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Erik Hanson	Cindy Tugwell
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