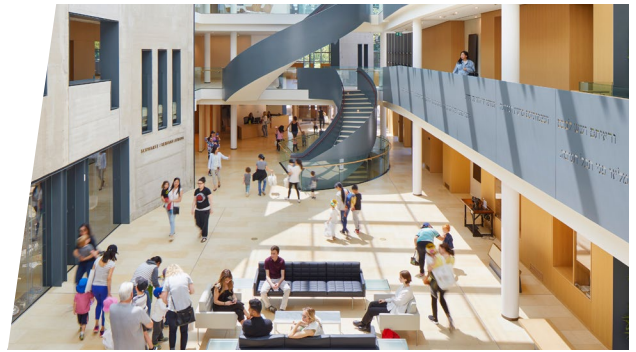


National Trust for Canada



Bringing heritage
to life



Annual Report 2021–2022

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Bringing heritage to life.

Greetings and sincere thanks for your support to the National Trust's efforts to sustain heritage places and strengthen the people who work to safeguard and renew them. Again this year, we helped advance the heritage movement and brought more diverse voices together in our collective work to 'change the game for heritage places.' We could not have done it without our sponsors, members and donors, or without the many heritage organizations, volunteers, and industry leaders who are making heritage conservation happen on the ground across the country.

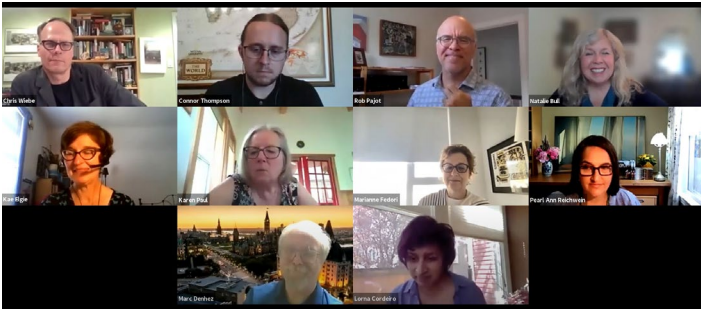
For the fifth year in a row, Historic Places Days shone as a way to **engage as many Canadians as possible in the future of Canada's historic places**. This national awareness campaign goes from strength to strength, this past year reaching [2 million Canadians](#) online and offering 579 heritage places a powerful platform to tell their stories of Canada. Participating sites received a boost of marketing, and support to **make space for underrepresented communities and voices**, via webinars like *Telling your heritage story* and *Attracting young people to your heritage place*. How gratifying to get feedback like this from Lauren Stoyles at the Lang Pioneer Village in Keene (Ontario):

"Participating in Historic Places Days gives sites, like ours, the opportunity to share these stories with a wide audience. Not only does taking part in Historic Places Days allow sites to connect with people from across the country, but it also serves as a reminder of the important role that historic places play as sites of remembrance, learning, and reflection."

Central to the National Trust's mission is empowering the passionate and hardworking grassroots volunteers and organizations who own, operate, or advocate for heritage places that are essential to resilient, creative, and inclusive communities. This year our '**Gatherings of the Sector**' — launched during the first year of pandemic — became part of the way we do business. These public conversations attended by hundreds across the country brought the sector together on a regular basis and offered timely resources on everything from [getting heritage on the radar during municipal elections](#) to [understanding climate heritage action](#) and [the Heritage Reset](#). Indeed, the Heritage Reset project has



become a theme underlying many of these conversations – designed 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? Funded in part by Government, the project went into full gear this year, with multiple partners meetings, a summit at the conference, and two parallel surveys of the sector and the general public. The purpose is to assess attitudes and levels of awareness around reconciliation, diversity, social justice, and climate change and get the sector aligned around shared values.



The Trust's 'Gatherings of the Heritage Sector' bring together hundreds of participants across the country to explore the changing landscape of the heritage sector.

We continued to ramp up the volume on Trust programs under the **Regeneration Works** banner — this year reaching over 1,400 who attended our webinars or events and over 13,250 unique visitors to the Regeneration Works website — not to mention the 449 delegates who participated in our national virtual conference. We are committed to expanding access to the conference so that many more can benefit from the rich content and discussions that happen there. We are thankful to [Helen Edwards, a longtime member and former National Trust Governor who helped us create the John](#)

[Edwards Conference Bursary in 2020](#). This new National Trust bursary program has already assisted [20 volunteers to participate in the conference](#), complementing the Herb Stovel Scholarship's conference bursaries for students and young professionals.

Through our ongoing collaboration with the Department of Canadian Heritage, [Young Canada Works](#) created meaningful youth employment in the built heritage sectors, by helping employers offer student summer jobs and internship positions. For example, the Muskowekwan First Nation hired two students to research and present the past so it will never be forgotten. The students gained valuable knowledge working first hand with Elders capturing their stories, telling and honouring the story of the former Muscowekwan Indian Residential School, the last residential school to close in Canada.

We know that visiting historic places is an important way to **engage Canadians in the future of heritage in Canada**, so we are pleased to be part of the new [INTO Places](#) reciprocal visiting program, which gives our members free access to thousands of Trust properties around the world. And we are proud to provide marketing and support to [over 100 Passport Places that do the same for our members here in Canada](#), including some wonderful new additions to our network: McAdam Railway Station (McAdam, NB); Battle Harbour National Historic District (Battle Harbour, NL); and Mercantile Premises (Trinity, NL) to name a few.



The McAdam Railway Station in New Brunswick joined the Trust's Passport Places program in 2021.

*Photo courtesy of the McAdam Historical Restoration Commission.
Photo credit: Jason Bennett*



"Attending the National Trust Conference both informs me of developments in the heritage sector and makes me even more enthusiastic."

—F. Leslie Thompson, 2021 recipient of the John Edwards Conference Bursary for Heritage Volunteers

We are driven by our mission to increase the sustainability and impact of places that tell the story of Canada, and provide game-changing support to help keep useful older and heritage buildings out of landfill.



The Alexandra Bridge between Gatineau (QC) and Ottawa (ON) was one of the Trust's 2021 Endangered Places listings.

We are especially proud of **Launch Pad** – an innovative approach to online long-distance coaching for volunteers and staff who are grappling with the challenges of saving and renewing heritage sites in their care. Since launching four years ago, we have helped 47 community groups tackle everything from fundraising and sponsorship to business planning and marketing – building their success and leveraging more funds raised and revenue generated on the ground. The feedback from Howard Shimokura, a Board member at the [Tashme Historical Society, one of this year's recipients](#), inspires us to do more:

"The coaching sessions opened our eyes to the importance of having a strong communications strategy as a foundation to forming and expanding our relationships with the public, our partners and, in particular, with our donors."

We are moving ahead systematically on addressing the barriers to reusing existing buildings – this year advancing work on the rapidly emerging insurance issue through webinars, collaboration with AMPAQ in Quebec, and a national insurance survey garnering approximately 900 responses that will shape our next steps.

We continue to structure our advocacy and public policy work around key issues facing heritage places, this year using [Endangered Places](#) listings like St. Thomas Anglican Church (Moose Factory, ON), the Ring Houses (University of Alberta, Edmonton, AB), the Hudson's Bay Building (Winnipeg, MB) and Alexandra Bridge (Gatineau, QC and

Ottawa, ON). With these and other cases, we bring national attention to the need for better financial incentives, more statutory protection, and measures to facilitate more building re-use and less waste.

Increasing the strength and effectiveness of the National Trust is a core commitment for the Board. This year the Board struck a Diversity Task Force charged with keeping the Trust moving forward in reflecting the diversity of Canada in our work. Putting our resources toward what matters, the Board approved funding to create a new position – Manager of Reconciliation, Diversity and Inclusion – whose webinar on Reconciliation in Heritage late in the year garnered over 350 registrants and received feedback like this:

"It reinforced for me that the TRC Actions remain a productive starting point for addressing reconciliation. It suggested some important questions anyone can ask themselves in the course of one's work in order to identify opportunities to move forward. I am impressed with the resources provided on the National Trust Website on this topic."

As heritage organizations and historic places continue to face longstanding and new challenges, this work is more essential than ever. With your support, and the Trust's passionate board and staff, it's onward and upward.



Natalie Bull
Executive Director

Natalie Bull



Dr. Anne Leckie
Chair

Anne Leckie

About the National Trust



**National Trust
for Canada**

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

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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"I believe in your team's work to educate, create awareness, celebrate and honour our present and future through the amazing skill, vision and contributions of our past, so in a small way try to support my rhetoric while I can."

— Eva Salter, Heritage Patrons Circle Donor

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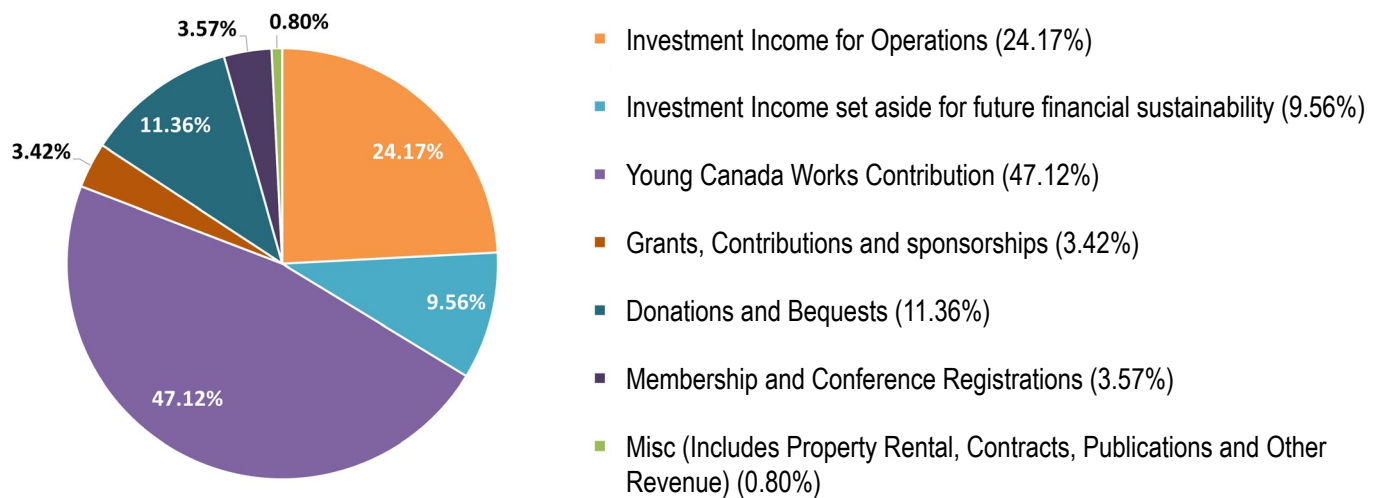
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This year the Trust exceeded total revenue targets and brought the 2021/2022 budget in at substantially less than the original budget approved by the Board, despite the ongoing impact of a global pandemic.

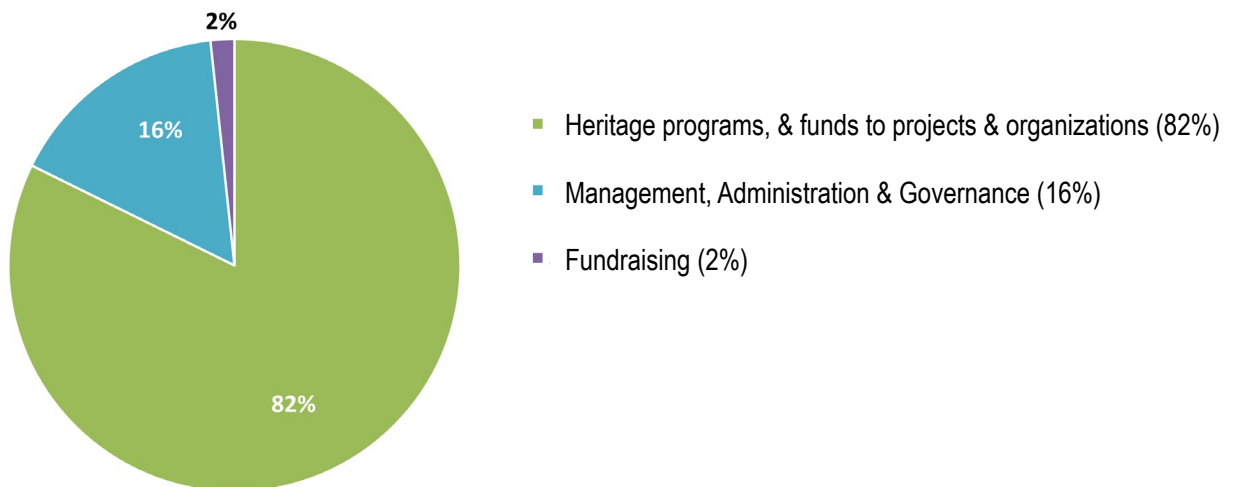
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Your membership fees, donations, and gifts help us protect, celebrate, and renew places that matter. Here's where our funding came from in 2021-2022.



How Resources Are Used

Here's how your investment in the National Trust was put to work in 2021-2022.



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

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Your support makes a difference in communities.

Thank you for helping us save and renew places that matter.



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The National Trust for Canada acknowledges and respects the ancestral lands of Indigenous peoples, and their cultural and traditional relationships with the land and environment. We know that Canada's history and heritage is complex and contentious, dominated by white settler perspectives, and that our work and the system we are a part of needs to change. We believe that diversity means inclusion and reflection of all people including cultures, languages and perspectives. Join us on our journey to understand Indigenous ways of being, do our part to support Reconciliation with Indigenous peoples, and find ways to serve more underrepresented communities in our work to protect and celebrate Canada's diverse heritage places.

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