

2022-23



Annual Report



National Trust for Canada
Bringing Heritage to Life

www.nationaltrustcanada.ca

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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 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.



Bringing Heritage to Life.

Greetings from the National Trust for Canada, and welcome to our overview of highlights from the past year. 2022-2023 was another successful year for the Trust in our efforts to provide game-changing support to keep useful older and heritage buildings out of landfill, and increase the sustainability and impact of places that tell the stories of Canada.

We are deeply appreciative of so many partners, donors and funders who were instrumental in our work this year, and it's our pleasure to acknowledge them within this report. Sincere thanks to them, and to all our members and friends who inspire us in our work to bring heritage to life.

Ingrid Cazakoff
Chair, Board of Governors
National Trust for Canada

Natalie Bull
Executive Director
National Trust for Canada

The Next Great Save

The Next Great Save competition rocked our world this year - delivering \$65,000 to three heritage places, and creating profile and media attention that strengthened all ten competitors who vied for cash prizes to adapt, retrofit, renew, or improve a heritage place in their community. A new initiative that hearkened back to our successful This Place Matters competitions, this signature event funded by Ecclesiastical Insurance helped our longstanding sponsor celebrate their 50th anniversary, and set the stage for our own 50th Anniversary coming up in 2023. We were thrilled to see over 200,000 votes come in as Canadians rallied around beloved places and made the case for their future.

Congratulations to the winners of The Next Great Save!

“ It has been a great awareness raising opportunity at all levels and has grown pride and joy with heritage far and wide.

—Laura Saimoto, Tashme Historical Society, Hope Station, B.C.
3rd Place Winner



Regeneration Works

The intense competition for our Next Great Save heritage funding underscores the challenges so many communities face in sustaining their heritage places, and strengthens our commitment to delivering Launch Pad. **Launch Pad** is 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 this program 5 years ago, we have helped 53 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.

In the past year, Launch Pad benefited six heritage organizations, offering 84 hours of expertise to help them be more successful and sustainable, as well as a three-part suite of free fundraising webinars delivered under the Regeneration Works banner.



The **Aurora Historical Society** (Hillary House/Koffler Museum of Medicine) in Aurora, ON received a Launch Pad Coaching grant to explore new fundraising strategies to help them plan for a sustainable future.

Additional recipients of support via Launch Pad in 2022-2023:

Friends of the Mindemoya Old School
Mindemoya Consolidated / Continuation School (Mindemoya, ON)

The Smiths Falls Heritage House Museum
(Smiths Falls, ON)

Architectural Conservancy Ontario
Toronto Branch (Toronto, ON)

Wells Historical Society
Wells Historical Museum (Wells, BC)

Trinity Historical Society Inc.
Green Family Forge (Trinity, NL)

LAUNCH PAD PROGRAM IMPACT SNAPSHOT SINCE 2017

53

COMMUNITY GROUPS

300+

PARTICIPANTS

670+

HOURS OF COACHING

\$144K+

VALUE OF COACHING

Changing the System

Funding and coaching make a difference, but systems change is needed. We shifted gears on the **Endangered Places List** this year with a special climate-focused edition that made the connection between waste and heritage conservation. With the Worldwatch Institute estimating that the planet will have run out of many raw building materials by the year 2030, we identified a handful of still-viable places at risk of demolition, and made the case that trashing structures and their materials is a luxury that Canada can no longer afford.

Federal leadership is an important part of our systems change agenda. For decades, Canada has been the only G7 country without legislation to protect federal heritage places. In summer 2022, the Minister of Environment and Climate Change finally tabled **Bill C-23 - *An Act respecting places, persons and events of national historic significance or national interest, archaeological resources, and cultural and natural heritage***. The Trust and its partner organizations rose to the occasion, hosting a Gathering and a series of weekly working sessions that resulted in a detailed sector-wide response supported by hundreds of signatories

National Trust Endangered Places List - Special Climate Crisis Edition

HUMANITIES CENTRE (UNIVERSITY OF ALBERTA) (EDMONTON, AB)



AVON CREST CENTRE FOR HEALTH AND WELLNESS (STRATFORD, ON)



THE CHELSEA HOTEL (TORONTO, ON)



ST. CHARLES HOTEL (WINNIPEG, MB)



and shared widely with MPs. The heritage sector’s written submission outlines recommended amendments that are needed to address gaps in the Bill which if resolved would see Canada to join other G7 nations with effective statutory protection for national heritage.

Historic Places Days

In addition to strengthening places and organizations and influencing the system, the **Trust seeks to engage as many people as possible in the future of historic places, responding to the imperatives of Reconciliation and making space for underrepresented communities and voices.** Historic Places Days is an increasingly powerful vehicle in that regard: now in its sixth year, it has evolved to become an immersive, inclusive, and increasingly local summer

**HISTORIC PLACES DAYS 2022
IMPACT SNAPSHOT**

579 HISTORIC SITES ACROSS THE COUNTRY	2.4M CANADIANS REACHED VIA SOCIAL MEDIA
803 CONTEST ENTRIES	170+ IN-PERSON AND VIRTUAL EVENTS

event that connects almost 600 diverse historic sites across the country. Historic Places Days inspires public engagement in spades, reaching 2.4 million Canadians via social media this year.

Late in the year, we launched a **Diversity and Inclusion Resource Kit**, funded by the Canada History Fund, which will support sites participating in Historic Places Days in 2023.



Historic Places Days was awarded the International National Trusts Organization 2022 Excellence Award, recognizing the program’s work to be more diverse and inclusive, build the sector’s capacity through tools and training and innovating to make heritage available to more and more Canadians each year.

National Trust Conference

We know the value of bringing the movement together, and did so at least once per month last year, for virtual webinars and gatherings on topics that ranged from Digital Storytelling, Insurance for Heritage Properties, Understanding Real Estate Economics, and Unpacking Bill C-23. In fall 2022, the beloved **National Trust Conference** was finally held in person again, after two years of virtual versions and pent-up energy to convene and connect.

The Toronto event was an exuberant and successful collaboration with the Indigenous Heritage Circle and the Canadian Association of Heritage Professionals, bringing together a broad cross-section of the movement. Delegates were able to tap into funding from the Herb Stovel Scholarship and the John Edwards Bursary for Heritage Volunteers, and thanks to new partners including the

Inspirit Foundation and the Canadian Commission for UNESCO, we provided funded Diversity Scholarships, ultimately bringing many more students and the entire Board of the Indigenous Heritage Circle (IHC) to the conference.

“I'm sending you a most enthusiastic THANK YOU for the magnificent National Trust conference last month in Toronto. I had such a good time, met so many interesting people, and learned so, so much! I'm also incredibly grateful for the John Edwards Conference Bursary; I couldn't have attended otherwise. I have next year's conference in Ottawa in my date book!

-Maira Dann, John Edwards Conference Bursary Recipient and Board member at Craigdarroch Castle (Victoria, BC)

2022 NATIONAL TRUST ANNUAL CONFERENCE (TORONTO, ONTARIO)





Young Canada Works



The Young Canada Works (YCW) funding delivery program had another successful year, building on over two decades of partnership with the Department of Canadian Heritage.

This past year, the Trust administered over \$500K in funding to create 102 meaningful youth employment opportunities in the heritage field, while building the capacity of heritage organizations.

The Heritage Reset

The conference continued key conversations about the ‘heritage brand’ – the focus of the **Heritage Reset**, a project partially funded by the Department of Canadian Heritage and Parks Canada, and led by the National Trust with a dozen partners and advisors. Through surveys, conversations, outreach and research, the Reset is taking the temperature of the field, exploring how heritage is perceived by key audiences, and gathering examples of how heritage conservation can play a bigger role in social equity, diversity, climate change and housing. A full 99% of respondents agree that some degree of change is needed to the field of heritage conservation, with one in five calling for substantial revision. The Heritage Reset is influencing the Trust’s future directions, as we develop a new Strategic Plan and embrace our mission to power a movement that conserves heritage places for the benefit of people and the planet.



Kingston Peninsula Heritage in NS received support through YCW to hire Emma Giberson, a summer student who supported the creation of a heritage driving tour, including a detailed map and audio recordings explaining the significance of the various buildings and locations seen.



About the National Trust

*We are on a mission to
bring heritage to life*

The National Trust powers a movement that conserves heritage places for the benefit of people and the planet.

Our vision is that people are empowered to save and renew special places that tell their stories, and use and adapt older and existing buildings to solve community challenges and meet contemporary needs.



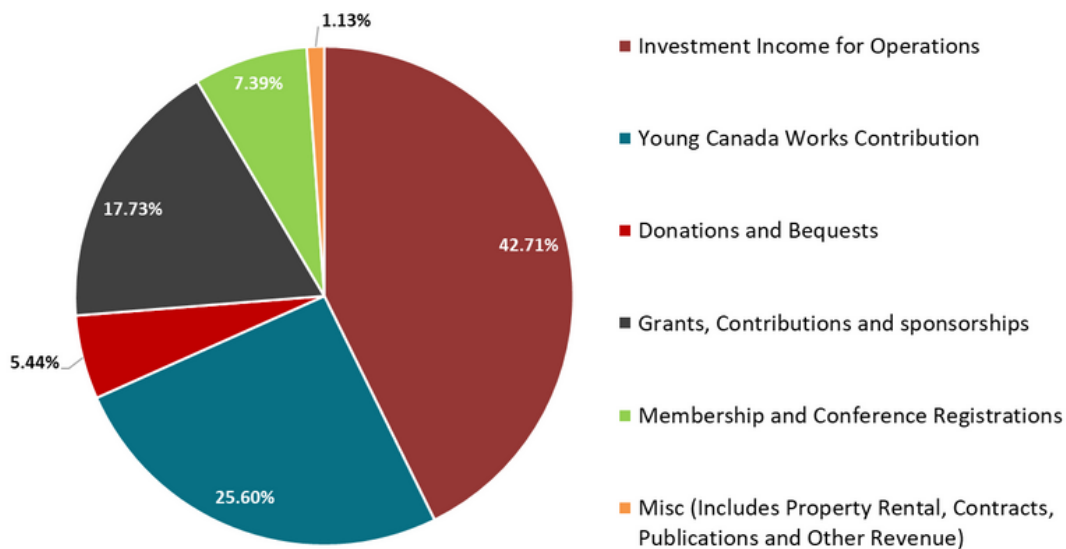
How we work

- > We communicate and advocate about the state of heritage places and the movement, measuring the positive impact for communities, and understanding the system and the barriers that hold us back.
- > We convene conversations that tackle barriers, build bridges and spark action inside the movement and beyond.
- > We mobilize action with tools and resources and opportunities to get involved.

Financial Sustainability

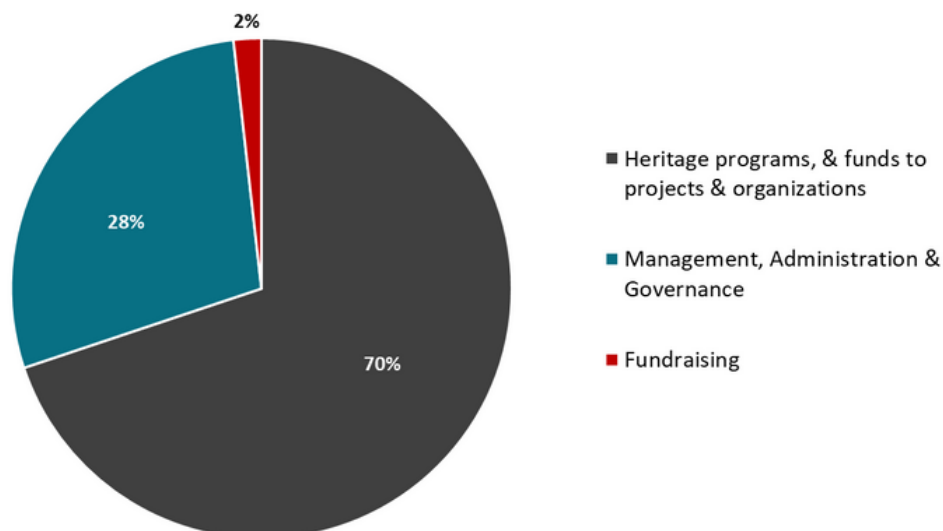
Revenue Sources

Your membership fees, donations, and gifts help us protect, celebrate, and renew places that matter. Here's where our funding came from in 2022-2023.



How Resources are Used

Here's how your investment in the National Trust was put to work in 2022-2023.



We couldn't do it without
your generous support.



Thank you

to all our 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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