

Annual Report

2023–24



National Trust for Canada

www.nationaltrustcanada.ca

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National Trust for Canada

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The National Trust for Canada acknowledges that its offices are located on the traditional territory of the Algonquin Anishnabeg. As a national organization, we are committed to respecting the relationships of Indigenous peoples with their traditional lands and cultures.



Bringing Heritage to Life.

Greetings from the National Trust for Canada. It is a pleasure to share with you the highlights for the 2023-2024 year, a year of milestones and transitions for the National Trust.

2023 marked the 50th anniversary since the founding of the Heritage Canada Foundation. We changed our name to the National Trust for Canada in 2015 but continue to be inspired by the same goals: the conservation of important places and their use in communities that value them. This report documents the work that we are doing to bring that foundational vision to life in a world that has changed a lot in the past 50 years.

For the Trust itself, 2023 marked the end of era, as Executive Director Natalie Bull retired. Further to a national search, the Board of Governors was pleased to welcome Dr. Patricia Kell as the new Executive Director of the National Trust for Canada.

The National Trust was saddened this year at the death of Pat Carney on July 23, 2023. Pat was a member of our Council of Advisors. During her time as a Senator, she worked tirelessly to ensure that the Heritage Lighthouse Protection Act became law, the only federal heritage legislation passed since the 1980s. Her tenacity and clarity of purpose remain an inspiration.

We are deeply grateful to the many partners, donors and funders who make it possible for the work of the Trust to flourish. To our members, partners and friends, who act with passion because heritage places are vital to healthy, livable communities – thank you for being on this journey with us.

Ingrid Cazakoff
Chair, Board of Governors
National Trust for Canada

Patricia Kell
Executive Director
National Trust for Canada

Thank you, Natalie Bull!

Natalie Bull retired as Executive Director of the National Trust for Canada at the end of October 2023. Natalie had served the Trust for a remarkable 18 years, transforming the Trust to meet the challenges of the 21st century. The National Trust for Canada, its Board of Governors and staff are grateful to Natalie for her dedicated service.

Mission

The National Trust for Canada brings people together to care for and promote heritage places.

Vision

Heritage places are a catalyst for sustainable, livable, lovable communities.

Values

Stewardship
Inclusion
Transparency
Empowerment



645,505

Canadians engaged with our activities



1,271

Heritage workers and volunteers supported



366

Emerging professionals, Indigenous practitioners, and students funded



835+

Heritage places helped by our programs



Places include National Trust Passport Places, Historic Places Days, and Young Canada Works recipients.




This number represents the total number of places impacted in a particular region.

Happy 50th!

In 2023, we marked the 50th anniversary of our founding in 1973 as the Heritage Canada Foundation! We recognized the occasion with a special edition of *Locale* magazine featuring 50 great stories of places saved with our help. Our conference also had a 50th theme with many old friends on hand to share in the cake and the celebration of 50 years preserving and encouraging the preservation of the heritage of Canada.

1973 


The Heritage Canada Foundation is created as Canada's National Trust.

1974 

The first National Trust Annual meeting is held. Today, the annual conference brings together 500+ participants from diverse backgrounds.

1979 

Main Street® program is launched. By 1991, 70 communities in every province and territory had benefitted from the program, which generated thousands of new jobs, and more than \$90 million in private investment.

1997 


The Trust becomes a Delivery Organization for the 'Young Canada Works' program, distributing federal funds to assist in creating summer jobs and internships for young people in the heritage sector — approximately 100 positions annually in recent years.

2005 

The Endangered Places List is introduced. To date, it has brought national attention to 160+ historic places at risk, from places of faith to Indigenous cultural landscapes, historic homes and schools to traditional main streets.

2008 

The Heritage Lighthouse Protection Act passes after an eight year campaign consistently supported by the Trust. It joins the **Heritage Railway Stations Protection Act** that passed in 1988 after a six-year campaign spearheaded by the Trust.

2014 

This Place Matters is introduced, a national crowdfunding competition to save and renew historic places. Over three years, \$1.4M was directed to 89 community groups.

2016 

The Trust adopts the Truth and Reconciliation Commission's 10 Principles of Reconciliation — not only to signal its support but also to ensure that the Trust's work will become increasingly relevant for Indigenous heritage places and First Nations, Inuit, and Métis people.

2017 

Historic Places Days launches in partnership with Parks Canada. In 2022, 579 historic sites participated, reaching 2.4M Canadians and hosting over 170 in-person and virtual events.

2017 

Launch Pad Coaching Grants are introduced. To date, 48 community heritage groups have benefitted from 672+ hours of coaching in business planning, fundraising, advocacy, and more — a value of \$144K.

2021 

The John Edwards Conference Bursary is created thanks to a generous donor, funding 28 heritage volunteers to date. It joins the **Herb Stovel Scholarship**, which has funded 29 students and young professionals in the heritage sector since it was created in 2013.

2022 

The Trust joins the International National Trusts Organization (INTO). Trust members can access 1,000+ international places, in addition to 100+ special places in Canada through **Passport Places**, introduced in 2016.

2023 

The Next Great Save Competition — made possible thanks to the generous sponsorship of Ecclesiastical Insurance — sees over 200,000 votes from coast to coast and awards three cash prizes totalling \$65,000 to three groups saving heritage places.

2023 & beyond

As we celebrate and reflect on the last 50 years of saving and renewing historic places, we are also looking forward to a sustainable future. Thank you for your support over the years.



Supporting the Heritage Sector

1,271

Heritage workers and volunteers supported

Conference

The National Trust 50th Anniversary Conference (with CAHP and Indigenous Heritage Circle), Transforming Heritage, took place in Ottawa, October 26-28, at the Chateau Laurier Hotel, site of the organization's first AGM and conference in 1974. With an all-time high attendance of 750 attendees including 95 people streaming online, the conference brought together inspiring sessions, reflective debate, and special events, and for the first time ever, in-person registration had to be closed off due to space. The 49 sponsors constituted a Who's Who of Canada's heritage professional and industry firms, and the buzzing Exhibit Hall was at capacity with 22 booths.

We were honoured to launch this special conference with a Sacred Fire in Major's Hill Park (adjacent to the venue) with Sacred Fire Keeper, Elder Peter Decontie. Elders and knowledge keepers

from the Host Nation communities of Kitigan Zibi Anishinabeg and the Algonquins of Pikwakanagan First Nation held special Elders' Circle sessions throughout the conference where they generously shared their teachings. The Anishinabe Odjibikan Indigenous archaeological field school team organized sessions. A spectacular Anishinabe Evening social, with over 150 in attendance, featured the Eagle River drummers, traditional dancers, crafts, vendors, and delicious bannock and tea. Everyone joined in an intertribal round dance too!



Top left: Conference Session, Annual Conference, 2023. Source: National Trust for Canada



Bottom left: Indigenous Elders and Participants attend the Anishinabe Algonquin Elders' Session at the Annual Conference, Ottawa, 2023. Source: National Trust for Canada



John Edwards Volunteer Conference Bursary

The John Edwards Conference Bursary was established to honour the legacy of longtime heritage advocate and volunteer, John Edwards. The bursary provides much-needed financial support to help volunteers participate in the National Trust Annual Conference. In 2023, thanks to the generosity of the Edwards family, 14 volunteers from across Canada were able to travel to Ottawa to participate in the Annual Conference.



*John Edwards Conference Bursary recipients meet with Helen Edwards to learn more about her involvement in the volunteer heritage sector in Canada and to share their own volunteer experiences working to support heritage in their communities.
Source: National Trust for Canada*

Launch Pad Coaching Grants

The National Trust's donor-funded Launch Pad Coaching grants and Learning Events offer volunteers, organizations and communities creative strategies to unlock the potential of their historic places.

Our learning opportunities provide practical solutions, resources and expertise to ensure communities across Canada grow their capacity and find the support they need as they work to save and sustain historic places.

This year, we offered learning webinars on a variety of topics, and our Launch Pad Coaching Grant program expanded as a result of the generosity of Trust donors to include a new pilot Launch Pad offering at no cost, to support organizations conducting Green Audits at their heritage sites. Both the Willowbank School for the Restoration Arts, in Queenston, Ontario, and the Maritime Conservatory of the Performing Arts, in Halifax, Nova Scotia, benefited from donors' contributions:

“Thank you very, very much for sharing your time and expertise, and for providing valuable and practical approaches to help make the building greener. Plenty for us to act on!”

Katie Houghton, Willowbank School of Restoration Arts, Participant of National Trust's green Audit Initiative.



*St. Andrews United Church, Kaslo, B.C.
Source: St. Andrews United Church and Heritage Hall in Kaslo team*



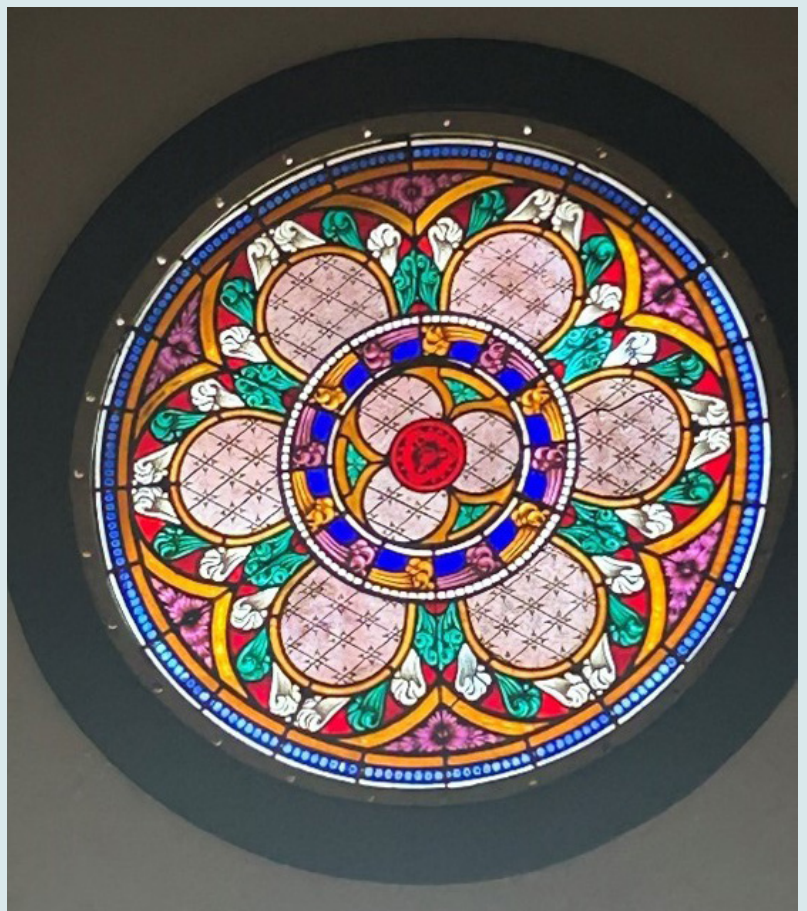
*St. Andrews Lodge Historic and Cultural Society Board members attend a Launch Pad session on Grant Writing, Winter 2023 supporting their conservation of St. Andrews Lodge, Qualicum Beach, B.C.
Source: National Trust for Canada*

Papineau Chapel

The National Trust is the proud owner of the Papineau Memorial Chapel in Montebello, QC, a national historic site. The Chapel was built in the early 1850s by political leader and local seigneur Louis-Joseph Papineau as a place to lay members of the family to rest near his home. The Chapel was donated to the Trust in 1974 by Papineau descendants.

The National Trust has completed a major restoration project on the Chapel. The copper roof was replaced, the masonry was repaired and repointed, the windows and door refinished, and the walls and floor repainted. The Trust is thankful for the generosity of donors, along with funding from the Ministère de la Culture et de la Communication du Québec, the Conseil du patrimoine religieux du Québec and from Parks Canada's National Cost-Sharing Program for Heritage Places that supported this work.

In summer 2023, the Chapel opened once more for visitors, thanks to a partnership with the Société historique Louis-Joseph Papineau and funding from the Young Canada Works Program. We are delighted that the building is now in excellent condition and once again available to the public.



Top image: Papineau Chapel, National Historic Site, Montebello, Q.C.; Bottom image: Stained glass window, Papineau Chapel.
Source: National Trust for Canada

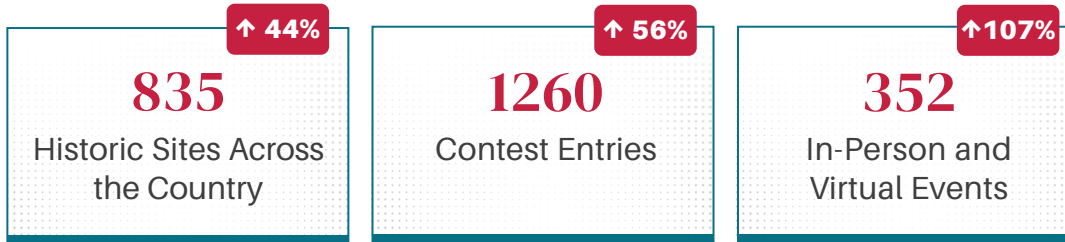
Engaging Canadians

645,505

Canadians engaged with our activities

Historic Places Days

HISTORIC PLACES DAYS 2023 IMPACT SNAPSHOT



* In comparison to data gathered from Historic Places Days 2022

Source: National Trust Canada

Now in its seventh year, Historic Places Days has evolved to become an immersive and inclusive summer event that connects over 800 diverse historic sites across the country. Participating sites enthusiastically embraced the celebration by hosting in-person events and activities as well as extensive social media campaigns. This year we welcomed Equitable Real Estate Investments Corp as an outreach partner for British Columbia sponsoring an incredible tour of the Clock Tower in the Vancouver Block in Vancouver and promoting the celebration in general to BC residents.



“LGBTQ²⁺ histories and spaces have been invisible and hidden for years. As many of these spaces change and disappear, it is essential to map out these places to show how LGBTQ²⁺ history remains a part of our everyday lives. By adding these spaces to the Historic Places Days map and inviting people to become more aware, LGBTQ²⁺ history is made visible and valued.”

Reagan Swanson, Executive Director for the ArQuives

Julia C. in front of the ArQuives during Historic Places Days
Source: National Trust for Canada

Next Great Save

Last year, we piloted the Next Great Save competition with the generous support of Ecclesiastical Insurance. The competition generated excitement in communities, raised awareness and awarded prize money for projects to adapt, renew or improve heritage places for the future. **Nearly 200,000 votes were cast across the country and \$65,000 in cash prizes were won by three communities.** It was a joy to see Canadians rally around these significant places and make the case for their future.

Building on last year's success, and the remarkable need that exists to support heritage, we were delighted to announce that Ecclesiastical would be contributing again with a remarkable \$50,000 first prize and support to further develop the program, for a total of \$75,000 for the 2024 edition of the Next Great Save Competition.



Conservation work underway at La Vieille Maison, Meteghan, Nova Scotia - 2nd place winner of the Next Great Save Competition in 2023. Source: La Societe Vieille Maison Association

“Our participation in the Next Great Save Competition was a game changing experience for the Society. It was the networking event of all networking events for us. The contest created an opportunity for us to get the backing of other organizations and other funders thereby creating new and lasting partnerships.”

Christina Reid, Executive Director,
Heritage Abbotsford Society

The Reset is Complete – Heritage is Living!

The 2023-24 year brought to a close the Heritage Reset project. The Heritage Reset was a joint project with 15 partner heritage organizations to examine the social, environmental and economic value generated by the heritage sector and to spark interest in heritage through a public awareness campaign. With the completion of this phase of the work, we are poised to launch 'Heritage is Living', a new website, podcast series, case studies and video which examine the value of heritage in contemporary Canada in a way that is engaging and informative. Stay tuned for the launch of the campaign in fall 2024!

The National Trust is grateful to our project partners (who are listed later in this report) and to our funding partners: Ontario Heritage Trust, Heritage BC, Heritage Saskatchewan, the Edmonton Heritage Council and Commercial Properties Limited. A special thank you to the Government of Canada (Department of Canadian Heritage and Parks Canada) whose generous contribution made this project possible. We would also like to acknowledge the inspired and sustained involvement of Borealis Creative in bringing 'Heritage is Living' to life.



Nurturing Youth

336

Emerging professionals,
Indigenous
practitioners, and
students funded



Marco (right) was a 2023-2024 summer student with the Rossland Gold Fever Follies performing historical reenactments.
Source: Lisa Henderson

Young Canada Works

The National Trust for Canada receives funding from the Canadian government which is passed on to employers across Canada to employ youth in Heritage jobs through two streams of funding. The summer student stream allows Canada's youth to access contract work opportunities that suit student schedules while encouraging a career in the heritage field. The internship stream is dedicated to helping graduates of post-secondary programs broaden their skillsets and acquire valuable experience in the heritage field, intended to act as a pathway for graduates to find new opportunities.

In 2023-2024 the **National Trust
for Canada** provided

\$880,633.44

to **120** heritage organizations
supporting **121** jobs for Youth.

10th Anniversary of the Herb Stovel Scholarship

This Scholarship commemorates the work of Herb Stovel (1948-2012) who left a huge legacy in the field of heritage conservation, both nationally and internationally. He was active as an educator, professionally, and in service to numerous organizations and boards working to grow the work of conservation around the world. The Herb Stovel Scholarship keeps his legacy alive by providing one or more post-secondary students and/or emerging professionals (ages 20-35) in the field of heritage conservation with opportunities to travel, network and enrich their research. In the 10 years of the Scholarship, the Trust is proud to have supported 29 individuals in their studies and career growth.

"In 2019 I received the Stovel Scholarship to attend the Canadian Rural Revitalization Conference before pursuing a Master of Sciences in Rural Planning and Development at the University of Guelph.... I learned about key issues facing rural communities....and gained more confidence and knowledge about the subject; it helped me figure out how to best navigate my own."

Sampoorna Bhattacharya,
Scholarship Recipient



*Herb Stovel Scholarship recipients, past and present, celebrate 10 years of the Herb Stovel Scholarship and connect over conference lunch with Jury members Meryl Oliver and Rebecca Sciarra, October 2023.
Source: National Trust for Canada*

Youth at the Conference

The National Trust Conference 2023 (with CAHP and Indigenous Heritage Circle) brought together an exceptionally robust contingent of youth in heritage, with over 20 emerging heritage professional/workers as speakers, and an all-time high of 58 student participants.

Growing Accessible Experiences with the Support of our Community

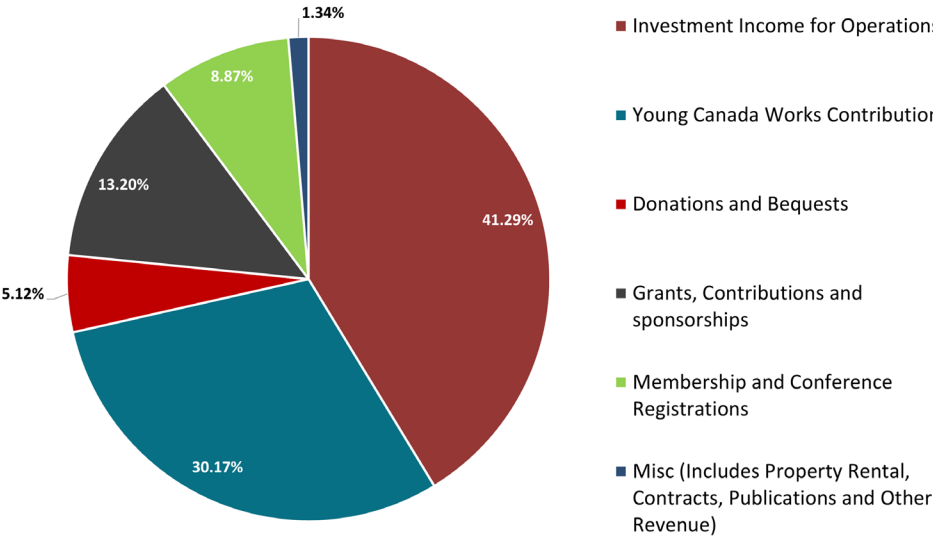
This year thanks to ERA Architects in Toronto, Ontario, the largest number of Indigenous cultural heritage specialists and students yet got involved

in the Annual Conference, as participants and presenters. The Trust also is grateful to Equitable Real Estate in Vancouver who provided funding for Streaming Live Access to the conference, which ensured greater access to Conference offerings, and supported the free registration of a number of British Columbia participants unable to attend in person.

Financial Sustainability

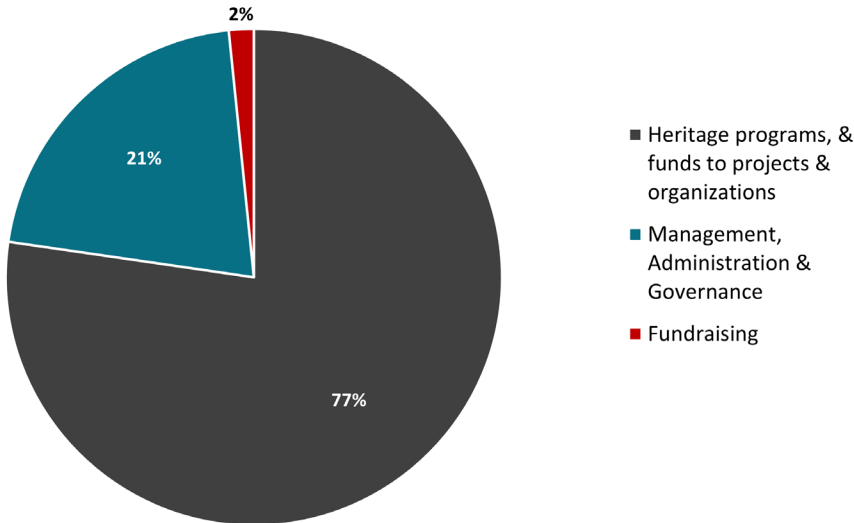
Revenue Sources

Your membership fees, donations, sponsorships, and gifts help us protect, celebrate, and renew places that matter. Here’s where our funding came from in 2023-2024.



How Resources are Used

Here’s how your investment in the National Trust was put to work in 2023-2024.



* For a complete set of the National Trust's financial statements, visit nationaltrustcanada.ca/annualreport

Funders

As a non-profit and charity, the National Trust for Canada generates some **30%** of its income through a diversified revenue strategy that includes grants, donations, sponsorships and earned revenues. We are deeply grateful to the following new and long-standing partners for their invaluable support during the past year.

Staffing, Student Grants

Government of Canada, Canada Summer Jobs
Government of Canada, Young Canada Works
ICOMOS Youth in Heritage

Corporate Partnership, Next Great Save Ecclesiastical Insurance

Historic Places Days Funding and Gifts in Kind

Canadian Geographic
Canada's History
Canoo, Institute for Canadian Citizenship
Historica Canada
Heritage Trust of Nova Scotia
Equitable Real Estate Investment Corp. Ltd
VIA Rail Canada Inc.

Annual Conference

Each year the National Trust for Canada Conference works with dedicated sponsors and partners to ensure its success. This year, the conference was supported by **48** corporate sponsors and included support from the following foundations, agencies and government partners:

CCUNESCO
City of Ottawa
Government of Canada, Support for Interpretation and Translation
Heritage Ottawa
Inspirit Foundation
Parks Canada

We couldn't do it without your generous support.

Thank you

to all our donors, members, 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.

3,215

Total number of National Trust members and donors

Heritage Patrons Circle Donors

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Helen Edwards 

Stations Masters

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Donations in Honor & Memory

In honour of the Allen Family Christmas 2023
In honour of Beth Hanna
In honour of Natalie Bull for her great work!
In honour of Natalie Bull for her outstanding contributions
to preserving and promoting our Nation's built heritage
In honour of Ron Dale
In honour of Shirley Bailey
In honour of Tamara Anson Cartwright's milestone birthday*
from the Caron Thorburn Institute and the Rogan Foundation,
the Trust is able to offer 60 free memberships to students across
Canada
In honour of the late Brent Slobodin and the board
of 20+ years ago
In honour of Volunteers
In memory of Bruce Dixon
In memory of Delfuga Morrison
In memory of Evelyn Grey Mclean
In memory of Fred Kenny
In memory of Herb Stovel
In memory of Jean Doan
In memory of Jeffrey Fiell
In memory of John Bruce Smythe, my husband of
42 years who died of cancer 08 Sept 2022
In memory of Kanaiyalal Padhya
In memory of Keith & Helen Kell
In memory of Mary Elizabeth Bayer
In memory of John S. Davies
In memory of Lee Seaton (Tasse)
In memory of Rudolph Seidl
In memory of Paul O Robertson
In memory of Russell Lyon
In memory of Ruth Weihmann
In memory of Sandra Johnston

**Thanks to a generous donation from Tamara Anson Cartwright's B&R club tennis friends, the Trust is able to offer free memberships to 35 students in the field of heritage across Canada.*

Donors of ten years or more 🌟

Donors of five years or more 🍁

Can't find your name? Your gift may fall outside the minimum inclusion for the list or the reporting period (April 1, 2022 to March 31, 2023), or you may have requested to remain anonymous. For assistance, or to update your status, please call 1-866-964-1066.

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Association
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Alliance
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Architectural Conservancy
of Ontario
Association Heritage New
Brunswick
Canadian Heritage of
Quebec
Community Heritage
Ontario
Fédération Histoire Québec
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