

Bringing Heritage to Life

Annual Report 2015-2016





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ABOUT US

The National Trust for Canada leads and inspires action for places that matter.

Our sites, projects and programs engage Canadians, enhance local identity and bring heritage to life.

We believe

That connecting people with the fabric and the stories of places that matter creates belonging, shapes our collective national identity, connects us to our roots and improves quality of life.

That heritage is dynamic and essential – linked to social justice, the environment, sustainable living and the cultural diversity of Canada.

That heritage is the cornerstone of vibrant and healthy communities.

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A YEAR OF MOMENTUM







Momentum is the word that comes to mind as we reflect on the past year! The National Trust for Canada is leading and inspiring action for places that matter, and we are proud to share some important achievements.

Through This Place Matters, Canada's first crowdfunding site for heritage, we delivered \$368,000 to 52 historic places – a record for the organization. An additional \$243,775 in Young Canada Works funding delivered to heritage organizations helped create jobs in heritage for 74 young people across the country.

Heritage and regeneration are about grassroots effort, and we've responded with new programs like Launch Pad, which reinforces local capacity to save and renew places that matter with the power of volunteer coaches, experts, students and young professionals. Throughout Canada, communities grappling with endangered places of faith need hope, so we've created new training, which we look forward to sharing with you.

The heritage movement also needs inspiration, and we were proud to host an extraordinary gathering of 495 delegates at the National Trust Conference 2015 in Calgary, delivering a range of learning opportunities. One of the highlights, *Moh-Kins-Tsis*, the Calgary Indigenous Heritage Roundtable,

We delivered \$368,000 to 52 historic places – a record for the organization.

has led to critical reflection on all aspects of our work.

As we approach the 150th anniversary of Confederation, we've made great strides in raising the profile of heritage, closely aligning our work with the development of struggling communities, social justice and diversity. We increased outreach through site visits and training events. Our tangible outputs and demonstration initiatives showed that heritage is dynamic, urgent and essential for sustainable living in Canada.

The National Trust is fortunate to have a dedicated Board of Governors, talented staff and passionate volunteers. We take this opportunity to extend sincere thanks to all members, donors, volunteers, partners and funders who inspire and drive our organization. We also acknowledge heritage investors and stewards, and the many Canadians who actively care for the historic fabric of our places, our diverse communities and our irreplaceable ways of life.

Tom Urbaniak

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Chair, Board of Governors

Natalie Bull Executive Director

Natale Bull



BYTHE NUMBERS

\$616,624



delivered to projects, scholars and organizations across Canada

56 places



given direct advice and assistance

Thanks to 802 new donors

495 participants

at National Trust Conference 2015 in Calgary, Alberta

2,145

trained

in heritage regeneration

jobs for youth

funded through

Young Canada Works

219,794

172,442 🔤

website visits



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11 awards

distributed to deserving Canadians and heritage projects

Votes cast during *This Lighthouse Matters*

"I am grateful to the National Trust for caring about our heritage and helping Canadians to preserve it."

> - The Honourable Margaret McCain, This Lighthouse Matters Project Champion





"The wisdom, guidance, caring and vision expressed [at Moh-Kins-Tsis] was humbling, significant and very encouraging."

- Dr. Brian R. Sinclair, Alberta



"Our This Place Matters campaign was so successful we put our new skills to work and launched a second crowdfunding campaign!"

- Mary Forbes, British Columbia



"The Conference was a great opportunity to network with, and learn from, colleagues from across the country."

Royce Pettyjohn, Saskatchewan

HIGHLIGHTS

We are pleased to share some of the ways we delivered on our mission to lead and inspire action this year, reaching people and places with hope, inspiration, resources and funding.

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The Cape Forchu Lighthouse project team celebrates after winning

THIS LIGHTHOUSE MATTERS

We helped 26 Nova Scotia communities save their lighthouses.

During *This Lighthouse Matters*, \$300,000 was directed to communities working to save their lighthouses. Thank you to the RBC Foundation, the TELUS Atlantic Canada Community Board, the Nova Scotia Lighthouse Preservation Society, The Hon. Margaret McCain, The Hon. Myra Freeman, Jane Nicholson and the late Jalynn Bennett for making this possible!



Our Executive Director, Natalie Bull, and Kurt Seredynski, RBC Canada, appounce the launch of *This Place Matters*

THIS PLACE MATTERS

We created Canada's first crowdfunding and competition site dedicated to heritage.

Since its launch in June 2015, 52 projects have participated in crowdfunding on *This Place Matters*. Through the generosity of hundreds of Canadians, funding has been directed to heritage projects all across Canada. Thanks to the RBC Foundation, we matched \$25,000 in contributions made during fall 2015.



Participants listen to speakers at the National Trust Conference 2015.

NATIONAL TRUST CONFERENCE

We hosted the largest ever National Trust Conference and our first Indigenous Heritage Roundtable.

A record 495 participants joined us in Calgary for *Heritage Energized*, the National Trust Conference 2015, featuring more workshops, sessions and tours than ever before. *Moh-Kins-Tsis*, the Calgary Indigenous Heritage Roundtable brought together Elders, experts and heritage professionals.

OF THE YEAR

Our impact is powered by the support of our members, donors, volunteers, partners and funders, who are at the heart of these success stories.



Participants of our first Launch Pad mission at the former St. Alphonsus Church

LAUNCH PAD

We introduced Launch Pad.

Thanks to our 150 Founding Launch Pad donors, we debuted Launch Pad, a program that brings together local players with a volunteer team of experts and students to find solutions to save heritage places. In March 2015, we completed our first mission, helping the Stone Church Restoration Society identify future uses for the former St. Alphonsus Church in Nova Scotia.



Through Young Canada Works, the Willowbank School of Restoration Arts was able to hire two students and an intern.

YOUNG CANADA WORKS

We helped employers create 70 student jobs and four internships.

Through Young Canada Works, we partnered with the Department of Canadian Heritage to fund jobs in heritage organizations throughout the country, giving students and recent graduates hands-on experience working in heritage.



We are developing tools for rural places of faith regeneration with Faith & the Common Good

REGENERATING PLACES

We engaged over 2,145 people through National Trust Regeneration training, coaching and support services.

From developing new training to help faith groups find new uses for their places of faith, to leading solution-oriented workshops on topics like Main Street revitalization in communities across the country, to creating an Action Plan to improve the vitality of downtown Wolseley, Saskatchewan, we've helped communities regenerate places that matter.

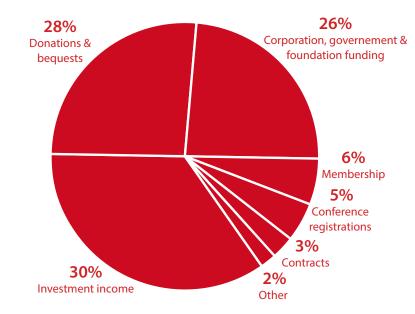
FINANCIAL IMPACT

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Your membership fees, donations and gifts help save places that matter.

Here's how we raised money in 2015-2016.

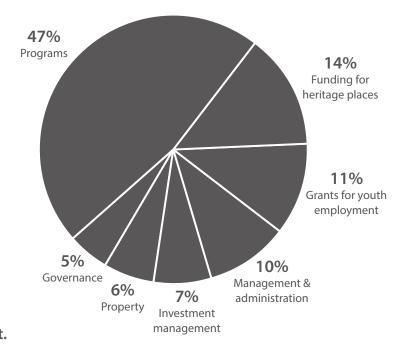
	2015-2016
REVENUE	
Investment income	\$ 502,304
Donations and bequests	458,037
Corporation, government and foundation funding	427,985
Memberships	90,998
Conference registrations	83,050
Contracts	56,951
Other	36,776
TOTAL	\$ 1,656,101



Thank you to all of our donors, members, sponsors and partners! Here's how your money was put to work in 2015-2016.

	2015-2016
EXPENDITURES	
Programs (regeneration, leadership, public engagement)	\$ 1,259,865
Funding for heritage places	368,012
Grants for youth employment (Young Canada Works)	284,795
Management and administration	273,618
Investment management	188,050
Property	156,997
Governance	131,325
TOTAL	\$ 2,662,662

For our financial statements, visit our website at national trust canada.ca/annual report.



THANK YOU!

The National Trust for Canada thanks all of the donors, sponsors and partners who make our work possible.

Together, we are making a difference for communities.

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