



THE CANADIAN CANOE MUSEUM
LE MUSÉE CANADIEN DU CANOT

Inspiring Canada *- by canoe*



CASE FOR SUPPORT



The Canadian Canoe Museum in Peterborough, Ontario, stewards the world's largest collection of canoes, kayaks and paddled watercraft. More than 600 in number, the watercraft and their stories have a pivotal role to play in understanding our past – and our collective future.

As part of our responsibility for this cultural asset of national significance (*Senate of Canada, 2013*), we are building it a new home that aspires to be as innovative as the canoe itself.

A purpose-built facility on the water, with an array of indoor and outdoor spaces, will allow the museum to deliver on its mission in ways that right now, it can only imagine.

A \$65 million campaign will support this once-in-a-lifetime endeavour.

MUSEUM *on the move*

A new facility for the future will preserve a fundamental part of our past

Built upon the remarkable collection of the late Kirk Wipper, and reflecting more than 50 years of active collecting, the museum's collection is the finest of its kind.

In sharp contrast to the calibre of the collection, the museum is located in the former Outboard Marine Corporation buildings, a 1960s-era factory site in a large gravel parking lot in a highly-concentrated

commercial area. The museum is continually pushing against the limitations of its location – one that has always been considered interim.

The new museum is vital to the care of this one-of-a-kind collection and the realization of all that it can inspire.



The 83,000 square-foot award-winning facility will complement the Peterborough Lift Lock and contour the Trent-Severn Waterway. Conceptual images displayed.

THE NEED

The new facility will ensure that a fundamental part of Canadian heritage is not lost.

The museum has a national role to play but is limited by its lack of suitable space and its inland location. The new museum and all that it encompasses and enables, is foundational to the realization of a strong, sustainable national organization.



More than 400 watercraft are currently stored in space that is inaccessible to the public and inadequate for collections care.

The need for a new museum is rooted in three key areas:

■ *Preservation, Promotion & Protection*

The current museum and its storage facility do not meet the curatorial standards required for a collection of this calibre and significance. The artifacts are at risk of accelerated deterioration, damage and even loss.

■ *Organizational Sustainability & Growth*

Without the opportunity to increase attendance, grow programs and diversify revenue, the long-term strength and permanence of the organization is compromised.

■ *Programmatic Capacity*

Award-winning educational programming has reached capacity due to lack of space. The visitor experience is limited as only 20 per cent of the collection is accessible. On-water programming is restricted due to the museum's inland location.



OUR COMMITMENT

The new museum will care for the collection the way it deserves to be cared for. Our commitment begins with *preservation* and leads to outstanding opportunities for *connection* and *experience*.

MISSION

With our world-class collection as a catalyst, The Canadian Canoe Museum inspires connection, curiosity and new understanding.

VISION

Canadian heritage connecting all peoples to the land and to each other.



Fusionriver Photography

The following beliefs guide us and are at the core of our commitment to the future:



Preserve

We believe that a world-class collection and cultural asset of national significance deserves the best possible home – to preserve, protect and foster skills and traditions for generations to come.



Connect

We believe we have a unique opportunity, with the canoe as our lens, to share Canadians' stories, aspiring to include voices and perspectives from across the country.



Experience

We believe that the best way to learn is by doing – encouraging hands-on discovery for a deeper understanding.

"The Canadian Canoe Museum is a national and international treasure. A unique portal to our past, present and future, with a lifetime of inspiring and profound stories to share. Stories that remind us of our connections to each other and to Mother Earth."

GEOFF GREEN, C.M., Founder and CEO, Students on Ice Foundation; member, Canadian Canoe Museum National Council



PRESERVE

We will:

- Build a LEED designated facility that also meets Category A curatorial standards.
- Allow access to 100 per cent of the collection on site.
- Offer dedicated spaces and opportunities for artisans to teach students of all ages – preserving skills and perpetuating traditions.



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OUR COLLECTION

606 WATERCRAFT

2,000+ square feet
of SMALL ARTIFACTS

200 lineal feet of
ARCHIVAL COLLECTION

16,500 TITLES

450 RARE BOOKS



“Show anyone a canoe and their response is almost unanimously *Canada!* The canoe talks about our origins, it talks about our development and it talks about our continuing commitment to protecting the environment and honouring our past.”

PETER MANSBRIDGE, Broadcaster and Canadian Canoe Museum National Council member



CONNECT

We will:

- Honour the cultural histories and stories within our collection by engaging with and learning from First Peoples, Métis and Inuit communities.
- Be guided by the recommendations from the 2015 Truth and Reconciliation Commission of Canada.
- Provide opportunities for all visitors to find their place at the museum, and to connect with the collection in their own unique way.



“At this time in Canada, we are beginning a process for Truth and Reconciliation. Together, we need to learn, understand and acknowledge our shared history. We can’t do that without first knowing and understanding the impact of the canoe in Canada’s story, from those very early times when the first visitors came to our shores. The Canadian Canoe Museum provides us with an opportunity to learn, to feel, to smell, and to see the canoe in its diversity and endurance.”

VICTORIA GRANT, Teme-Augama Anishnabai Qway, Past Chair, Community Foundations of Canada; member, Canadian Canoe Museum Board and National Council

EXPERIENCE

We will:

- Provide experiential learning opportunities in the museum, outside the museum, on the water and virtually.
- Provide dedicated spaces that encourage and facilitate hands-on learning, like classrooms, workshops and the green roof.
- Inspire adventure, spiritual connection, personal reflection and discovery.



“One of my passions is building skin-on-frame boats, and I am so fortunate to be able to do that at The Canadian Canoe Museum. As I build, I get to share my passion, while passing on skills and knowledge to the next generation.”

RUSS PARKER, Canadian Canoe Museum volunteer since 2011



AT THE WATER'S EDGE

A major cultural and recreational destination between Toronto and Ottawa, the new museum will be located next to the Peterborough Lift Lock and the Trent-Severn Waterway – both National Historic Sites.

A partnership with Parks Canada makes this premier destination possible. The synergies among these historically significant assets provide the foundation for an extraordinary visitor experience.

This 21st century sustainable facility was designed by the award-winning architectural team of heneghan peng (Dublin, Ireland) with Kearns Mancini Architects (Toronto, Canada).

World-class exhibition design firm, GSM Project, with a repertoire of more than 1,000 exhibit design and production projects in more than 120 cities worldwide, will bring the collection to life.



Spaces with Significance

71% of the space in the new museum will support mission-driven activities and include the Exhibition Galleries, Collection Centre, Research and Knowledge Centre, classrooms, artisan skills workshops and a canoe-building studio.

29% of the space will consist of visitor support services and include the Galleria, a gathering space spanning the length of the building that is open to the public at no charge; café with bar; gift shop; and a large Event Centre with pre-function space and a catering kitchen.

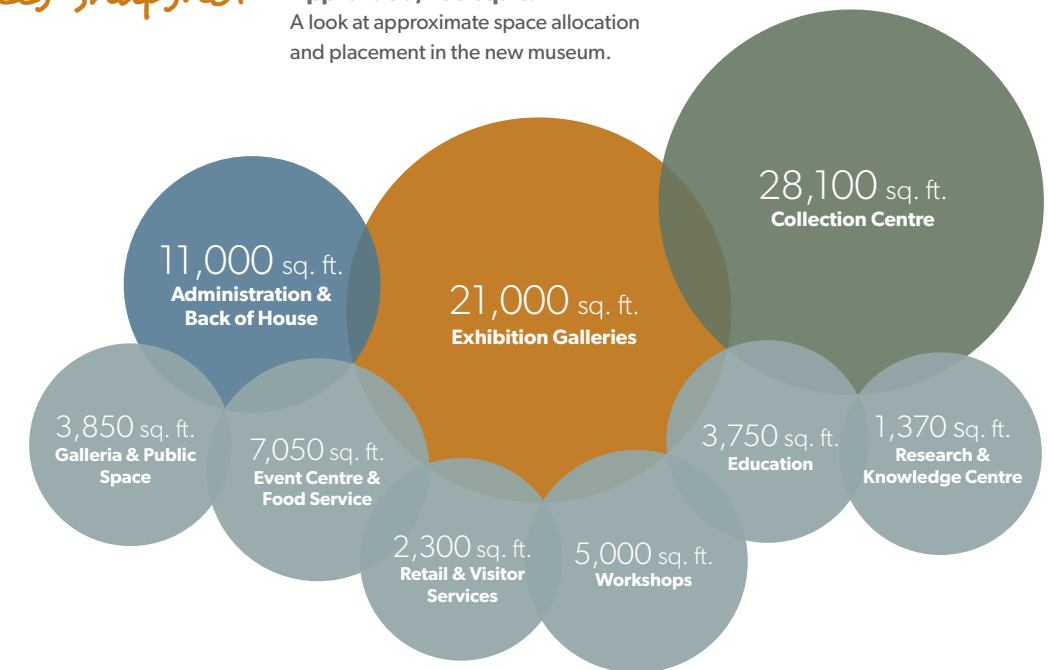
Category A Curatorial Standard

The highest curatorial standard set by the Canadian Conservation Institute, achieved through precise environmental equipment and controls designed to slow the deterioration and degradation of cultural artifacts.

Spaces Snapshot

Approx. 83,400 sq. ft.

A look at approximate space allocation and placement in the new museum.



Trent-Severn Waterway

ENABLING MORE

Increased Attendance

Consolidating three of the most significant destinations in the region, community members and visitors alike will explore the museum along with one of Canada's most spectacular waterways and the world's highest hydraulic lift lock. It is estimated the museum will welcome on average 87,000 visitors annually – more than three times the current admission.

Indigenous Peoples Collaborative Relations

First Peoples designed, built and used the first canoes and kayaks on this land. The museum believes in the importance of honouring these cultural histories and stories. In the Research and Knowledge Centre, for example, First Peoples, Indigenous Knowledge Holders, and academics will share cultural traditions and encourage understanding.

Whole New Visitor Experience

The exhibitions will be immersive, dynamic and experiential, thus allowing the visitor to engage in multiple ways through a variety of mediums. One hundred per cent of the collection will be accessible to the public. In addition, Category A standard of care will allow the display of artifacts from other museums and an evolving temporary exhibit will offer fresh experiences, attracting repeat visitors.

Educational Programming

The new museum's location and spaces will dramatically change how educational programming is delivered. Almost three times the number of young people will be able to learn, play and explore. The on-water location will allow for outdoor activities, adding relevance to classroom discussions and firsthand experiential opportunities. The museum's national outreach initiatives will take award-winning interactive programs across Canada and the world.

Artisan Programming

With dedicated, purpose-built spaces, the museum will double its offerings of artisan workshops. As well, an increase in the variety of heritage craft programs will make use of the outdoor spaces, gardens and the green roof. Partnerships with local organizations and Indigenous communities will grow.

Financial Strength & Permanence

Financial sustainability is a key driver for the museum as evidenced by the ongoing revenue growth over the last four years. The new museum allows for greater diversification of revenue sources, making the museum less reliant on visitor attendance and fundraising.

Economic Impact

The museum's operations and its redevelopment project will have an overall economic impact on Peterborough estimated to be \$111.3M and the equivalent of 1,059 jobs between 2017 and 2022.



Environmentally Sustainable Design

The museum consulted a global leader in 21st century sustainable design. With a 100 per cent intensive green roof; more than 60 per cent of the wall area below grade; and extensive use of the latest lighting, mechanical systems and controls, the museum will be almost 40 per cent more energy efficient than a comparable design that only meets current standards and codes.



“In 2017, we celebrated our 20th anniversary and looked back upon two decades of growth and accomplishment. The museum, with its world-class collection, has come a long way. The new facility will take us to a whole new level and ensure a strong, sustainable future.”

JOHN RONSON, Chair, Canadian Canoe Museum Board of Directors



CHARTING THE COURSE



Connecting Canada by Canoe



"Canoe routes criss-cross Canadian history; canoes have made possible our unique country. They symbolize survival and trade, exploration and adventure, for both Indigenous and non-Indigenous peoples. As we struggle towards reconciliation between the different narratives of the past and for the future, the Canoe Museum can play a crucial role in bringing people together to marvel at the skill of canoe-builders who created vessels that are superbly adapted to this landscape. Canoes are extraordinary artifacts, reliable workhorses, and an emotional link for all of us with the outdoors."

CHARLOTTE GRAY, Author and Historian – Ontario

"...The canoe illuminates the cultural strengths that built Canada. And that's why a national museum dedicated to the canoe is critically important."

LARRY McDERMOTT, Member Shabot Obaadjiwan First Nation, Commissioner of Ontario Human Rights Commission and Executive Director, Plenty Canada – Ontario



"...Ottawa has a Museum of Nature, a Museum of Science and Technology and a Museum of History – Peterborough's Canadian Canoe Museum will combine all three and offer even more."

ROY MACGREGOR, Paddler, Writer and *Globe and Mail* Columnist – Ontario

Learn more about the membership of the National Council at canoemuseum.ca.

A passionate Board of Directors

is leading the organization onto the national stage. Along with a team of experts, advisors, consultants and volunteers, the Board is guiding the architectural, exhibit design and building processes, and the \$65M capital campaign.

A Campaign Cabinet with members and advisors spanning the country are seeking support from donors nationwide.

The museum's National Council is a group of distinguished individuals who are passionate about the work of the organization – past, present and future. They believe in the importance of the canoe to Canada, and are showing their support and enthusiasm for the building of this new national museum.



A MESSAGE *from our Campaign Chair*



Bill Morris, Campaign Chair

The canoe is a vital symbol of who we are as Canadians, and a new Canadian Canoe Museum is vital to ensure the collection, and all of its stories, are preserved and protected for generations to come.

This is not just a project for the City of Peterborough; it is a project for our entire country. And, this is not just a project for canoe enthusiasts; it is a project for all Canadians – First Peoples, historians, educators, storytellers, artists, athletes and more.

The \$65M campaign has already garnered encouraging early support. Four levels of government have provided foundational funding, along with our lead donor, The W. Garfield Weston Foundation, and numerous other donors from across Canada.

We all have a responsibility to ensure the story of the canoe, and its impact on Canadian heritage, continues. Your financial commitment is essential to make certain we cross the threshold. Please envision your financial role in the work that needs to be done and secure your place in history in the making.

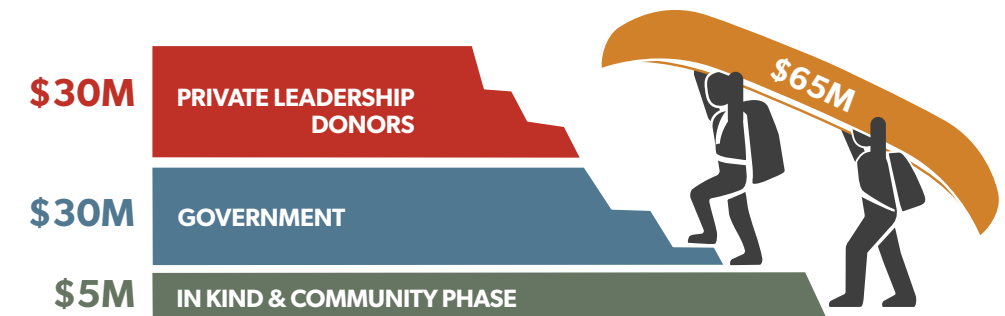
We have set out on our most important journey to date. And, on behalf of our Campaign Cabinet and fundraising advisors across the country, I ask that you join us in ***Inspiring Canada – by canoe.***

Sincerely,

BILL MORRIS, Campaign Chair; Past Chair, Board of Directors

Inspiring Canada *- by canoe*

THE \$65M CAMPAIGN JOURNEY



“The Foundation is pleased and proud to provide the lead private gift to the capital campaign. We have shared the vision for the new museum for quite some time now. This is an opportunity to be part of history in the making and to bring to life a new museum that has a national role to play. We hope that this investment will inspire others to support this extraordinary endeavour.”

GARFIELD MITCHELL, Director, The W. Garfield Weston Foundation



JOIN US

A \$65M campaign is a monumental task.

Every contribution to the campaign is a significant one. As we join together from coast to coast to coast, collectively as one, we will ensure this national treasure and all that it represents is not lost for future generations.

Please consider which level on the gift chart best represents your commitment. Canada Revenue Agency provides tax credits against your donation which can considerably reduce the final 'cost' of your charitable gift. The chart provides some examples based on a 47 per cent Ontario tax credit, however, when considering any kind of gift, it is important to seek professional counsel to assist you with the planning and understanding of the financial implications to your personal financial situation.

Available Naming Opportunities	Total Gift	Tax Credit Based on 47%	Actual Cost of Total Gift
1	\$7,500,000	\$3,525,000	\$3,975,000
1	\$5,000,000	\$2,350,000	\$2,650,000
2	\$2,500,000	\$1,175,000	\$1,325,000
1	\$1,500,000	\$705,000	\$795,000
1	\$1,200,000	\$564,000	\$636,000
6	\$1,000,000	\$470,000	\$530,000
2	\$750,000	\$352,500	\$397,500
11	\$500,000	\$235,000	\$265,000
11	\$250,000	\$117,500	\$132,500
2	\$150,000	\$70,500	\$79,500
8	\$100,000	\$47,000	\$53,000

Other giving vehicles are available such as gifts of stocks or securities that provide increased tax benefits.

Provincial tax credits may vary.

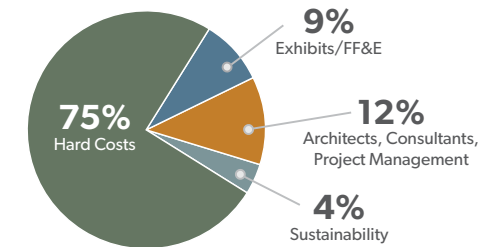
All donations \$10,000 and greater will be recognized on our Donor Recognition Wall.

The Impact of Your Gift

Your support of The Canadian Canoe Museum will enable us to:

- Build a purpose-built facility
- Provide a Category A environment for the collection
- Grow educational, on-water and artisan programming
- Share all of the collection all of the time
- Expand our audiences and increase visitors
- Diversify revenue streams to ensure financial sustainability

Project Outflows



“The new museum will allow us to do so much more. In the very best way possible, we will share more of Canada, with more of Canada.”

CAROLYN HYSLOP, Canadian Canoe Museum Executive Director



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JOIN US


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