

THE HERITAGE CANADA FOUNDATION



ANNUAL REPORT
2000 - 2001

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T H E B O A R D O F G O V E R N O R S

Trudy E. Cowan	<i>Chair, Alberta</i>
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Brenda Shannon	<i>Vice-Chair, Nova Scotia</i>
Jim Bezanson	<i>New Brunswick</i>
Claude Dubé	<i>Quebec</i>
Don Kerr	<i>Saskatchewan</i>
David McDowell	<i>Manitoba</i>
Shane O'Dea	<i>Newfoundland and Labrador</i>
James Gordon Nelson	<i>Ontario</i>
Warren Schmitke	<i>Northwest Territories</i>
Paul H. Schurman	<i>Prince Edward Island</i>
Loree Stewart	<i>Yukon</i>

C H A I R ' S M E S S A G E



DEAR MEMBERS AND SUPPORTERS,

Each year the report from the chair of the Heritage Canada Foundation takes the pulse and temperature of the organization. It gives me great pleasure in my first year as chair to assure you that the foundation is in excellent health.

Financially, we have stabilized expenses and enhanced our revenue position slightly. Operationally, we have our house in order. Both the board

and staff not only are more efficient in managing our affairs, but are working as colleagues to further the aims of the foundation. In the heritage programming realm we are reaching further afield than ever before. Our thematic annual program is garnering accolades, and more than that, it is being used—by teachers, youth group leaders and parents.

The foundation is becoming more visible across the country—through exhibits and other participation in heritage events, through briefs and presentations at preservation hearings, and through distribution of the reports of our Pollara survey concerning Canadians and their attitudes on heritage and the Calgary conference, *Towards a National Trust*. The media have found that we have a great deal to say about the future of Canada's past, and are seeking out our executive director, governors and some of our members for interviews regarding heritage issues. The honour paid to the foundation by

HRH The Prince of Wales in his comments about our foundation's work, and by making time in his busy schedule to present the Prince of Wales Prize to the Mayor of Markham, Ontario, during his recent visit to Canada did much to recognize Heritage Canada's role publicly.

After a number of years of diminishing membership, Heritage Canada is once again attracting new members. Further, we are seeing movement in our efforts to become the national trust for Canada and to encourage changes to the tax regime.

My thanks go to each governor and staff member for a year of dedicated effort. Many thanks also go to the many members who take the time to work with the foundation by bringing issues to our attention, and by making helpful suggestions about how we can preserve Canada's historic buildings and cultural landscapes more effectively.

All in all, positive results from a busy year.

Trudy Cowan

Chair
Board of Governors
The Heritage Canada Foundation

EXECUTIVE DIRECTOR'S LETTER

DEAR MEMBERS,

When the Heritage Canada Foundation received the results of a public opinion survey commissioned in mid-year, we were pleased, but not surprised, to learn that large numbers of Canadians care about our country's built heritage. The survey merely confirmed what we had long believed, in addition to revealing high support for the creation of a national trust.

Later in the year, the idea of a national trust for Canada was the focus of our annual conference, held in Calgary. Most delegates, like our survey respondents, felt that Heritage Canada was the best body to take on this task, a role it was nominally given at the time of its founding 27 years ago. It became evident that if we are to halt and reverse the steady loss of our built heritage and create a climate conducive to its preservation, the establishment of a national trust would be one of the most effective ways to meet this challenge.

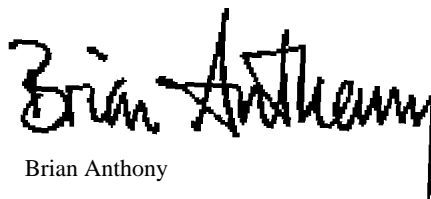
Equally important, in the eyes of our members, is the need for greater fiscal incentives to promote preservation. To this end, the foundation continued to meet with officials at the Department of Finance to encourage a more sympathetic tax regime as well as other measures.

In February, we introduced our newly designed Web site to provide more complete and up-to-date information on these and other matters to members and public alike. The response from users exceeded our expectations and indeed grows monthly. On the Heritage Day link we featured highlights about our theme, Travel Through Time, an overview of the history of transportation, undertaken with our partner, Transport Canada. We also added a section to the Heritage Day site specifically designed for youth. The latter is an introductory step to the proposed development of a separate educational link that will serve young people throughout the year.

The foundation assisted youth in other ways by administering contributions under the Young Canada Works program for the fourth consecutive year. Not only were eighty-seven summer jobs related to the heritage field created for students, but both they and their employers were enthusiastic about the program. Students increased their knowledge about heritage preservation through hands-on experience, and employers were able to complete much-needed projects.

Given the increasing interest in preservation reporting by the media, Heritage Canada created a Journalism Prize to be awarded annually to a journalist whose coverage of heritage issues it judges to be outstanding. The first such prize will be awarded at our next annual conference.

The foundation continued to work on developing other ways and means by which we may better promote preservation and increase the public and political profile of our built heritage.



Brian Anthony

Executive Director
The Heritage Canada Foundation



THE YEAR IN REVIEW

A YEAR OF REVIEW

In the past thirty years, Canada has lost between one-fifth and one-quarter of its heritage building stock, an attrition rate that shows no signs of abating. With that sobering fact in hand, the Heritage Canada Foundation, in the 2000-2001 program year, seriously re-evaluated the concept of a national trust as this was the original role envisioned for the foundation back in 1973.

What role a national trust could play in the acquisition, maintenance and public access to heritage buildings and historic sites, what information-gathering tools and legislative resources it might need were all part of the deliberations at its September 2000 annual conference. A summary report, *Towards a National Trust*, highlights the conference sessions and discussions.

To find out where the Canadian public stands on heritage, the foundation commissioned the Pollara study, concerning heritage conservation issues in Canada. In a summary report, *Canadians and Their Attitudes on Heritage*, the public opinion survey showed that nine in ten Canadians believe that preservation of our built heritage is important to our culture and identity. Three in four Canadians also believe that the Heritage Canada Foundation should become a true national trust, among other measures needed to preserve our built heritage. There was also almost complete support (93 percent) from the Heritage Canada members polled for the foundation to assume the role of a national trust.

With this information, the Heritage Canada Foundation prepared a needs assessment report for a national trust for the Department of Canadian Heritage. It concluded that a truly national set of effective protective measures is required to halt the loss of our built heritage and that a national trust is one way to achieve that goal.

In March 2001, the Minister for Canadian Heritage, Sheila Copps, announced that the federal government would help to encourage the preservation of historic buildings, citing plans for a national registry and tax incentives for historically significant buildings. The Heritage Canada Foundation continued its efforts to push for changes to the federal tax regime.

At the annual general meeting on September 15, 2000,

the Heritage Canada Foundation resolved to make representation to the federal government to pass legislation (Bill S-21) which would preserve and protect Canada's heritage lighthouses.

The governors of the Heritage Canada Foundation elected Trudy E. Cowan chair of the board last October. She joined the board in 1997 as governor for Alberta and has served as vice-chair since 1998.

Members of the Heritage Canada Foundation gained and lost benefits during 2000-2001. The reciprocal membership agreement made between the Heritage Canada Foundation and the Australian Council of National Trusts allows members of one organization free admission to the historic properties of the other. Unfortunately, after a review by the Canada Customs and Revenue Agency, Heritage Canada had to revoke its long-term practice of issuing tax receipts for basic membership fees. This new policy, in effect on April 1, 2001, conforms to that of most non-profit charitable organizations.

GOVERNMENT RELATIONS AND ADVOCACY

In addition to developing the *Report to the Department of Canadian Heritage on the Needs Assessment for a New National Trust*, the Heritage Canada Foundation also held discussions with officials from the Infrastructure Canada Program, part of the Treasury Board Secretariat. The revamped program now allows designated local heritage properties to be eligible for funding in the cost-sharing program.

The Heritage Canada Foundation was invited to appear before the Senate Standing Committee on Fisheries to discuss Bill S-21, proposed legislation to protect heritage lighthouses. Although the foundation was unable to appear owing to the dissolution of Parliament, it sent a brief in support of the bill while the Senate was in session.

During 2000-2001, the Heritage Canada Foundation promoted the inclusion of built heritage in the federal government's updated Sustainable Development Strategy. It argued that the retention, restoration and reuse of existing building stock can result in reduced

demand for natural resources, reduced energy consumption and pollution, and reduced landfill. These environmental implications of the stewardship of built resources are now being considered for an addition to the eight themes identified by the recent National Round Table on the Economy and the Environment (NRTEE).

Throughout the year, Heritage Canada continued to monitor endangered heritage properties across Canada. Foundation staff worked with governors, organizations in the Canadian Heritage Network and local community groups to provide information, assistance and intervention with various governments and the private sector to protect these properties.

The Heritage Canada Foundation voiced its opposition to the proposed demolition and/or possible façadism of the municipally and provincially heritage designated Garden Crest Apartments in Halifax, N.S., and of the 1928 Concourse Building in Toronto. It also presented a brief to the Alberta Energy and Utilities Board against the proposed development at the historic Rosedale Low-pressure Power Plant in Edmonton, suggesting instead an overall conservation plan for the site.

The foundation also asked for a delay in the proposed abandonment and removal of railway track from Windsor Junction to Rockingham Station, N.S., citing the local heritage community's concern that the resultant widening of roads and increasing traffic will impact negatively on the unique stock of built heritage in the area.

COMMUNICATIONS

Magazine

Questions about the Heritage magazine were included in the Pollara survey. The magazine's design, style of writing and length of articles were highly rated by those polled. During the year, the quarterly featured articles on historic ranches in Alberta (Summer 2000), the built heritage of Dawson City (Fall 2000), transportation heritage in Canada (Winter 2001) and Mennonite Architecture in Waterloo, Ont. (Spring 2001). In the 2000 Fall issue, the *Annual Report* was included within the magazine for the first time.

Other publications

Heritage Canada continued to publish its *Media Review* each month. The news, gathered from a press clipping service as well as a radio and television monitoring service, is a popular resource for information relating to built heritage. The complete proceedings from the September 2000 annual conference, *Towards a National Trust*, was published, as was a summary report of the Pollara study, *Canadians and Their Attitudes on Heritage*.

Web site

A design firm was chosen in May 2000 to develop a more professional Web presence for the Heritage Canada Foundation. The revamped site (<http://www.heritagecanada.org>) was functioning by February 2001. It now provides up-to-date information in several sections: What's New, Featured Buildings, press releases and announcements. As well, the site includes the feature article from the most recent Heritage magazine, access to the monthly *Media Review* newsletter, and an archive of Heritage Canada Foundation reports such as summaries of the annual conferences.

The Pollara survey, based on the preliminary version of the Web site, showed that about four in ten Internet users interviewed had visited the site. It is expected that the redesigned and expanded site will attract more visitors and result in greater user satisfaction.

Heritage Directory

The fifth edition of the popular reference tool *The Heritage Directory 2001* was researched, updated and published in 2001. It lists contact information for more than 500 organizations, agencies and government departments in Canada, in addition to providing information on educational heritage programs. The *Directory*, a who-does-what in the field of heritage conservation, has become a popular reference tool for heritage conservation groups. The information can also be accessed from the publication section of Heritage Canada's Web site. In 2000-2001, there was a notable increase in use of the *Heritage Directory* on-line; the database was accessed 18,000 times with almost 3,000 searches performed.

PROGRAMS

Heritage Day

On Heritage Day, February 19, 2001, the Heritage Canada Foundation held a special celebration, promoting this year's theme, Travel Through Time: the Heritage of Transportation. The event was hosted by the Canada Science and Technology Museum in Ottawa. The Honourable David Collenette, Minister of Transport, and Brian Anthony, executive director of the Heritage Canada Foundation, unveiled the 2001 poster and Teacher's Guide. More than 60,000 posters and 30,000 Teacher's Guides were distributed to schools, libraries, heritage organizations, museums, elected officials and transportation companies throughout Canada.

Awards

The purpose of the Heritage Canada Foundation Awards Program is to recognize and celebrate excellence in the heritage preservation field as demonstrated by individuals and groups, through achievements or projects consistent with Heritage Canada's mission, philosophy and guiding principles.

In 2000-2001, the Town of Markham, Ont., became the first recipient of the Prince of Wales Prize. Established in 1999 under the generous patronage of the Prince of Wales, this prize pays tribute to a Canadian municipality for outstanding stewardship of the built heritage within its jurisdiction. Markham was cited for its 25-year-old heritage policies, bylaws and programs that systematically encouraged heritage designation of historic properties and the creation of conservation districts.

The Gabrielle Léger Award for individual achievement in heritage preservation went to Anne West of Halifax, N.S. Ms. West voluntarily spearheaded the campaign that raised more than \$4.5 million for the restoration of the 200-year-old St. George's Round Church in Halifax. The jury described her tireless fund raising and leadership as heroic.

The Heritage Canada Journalism Prize was created during this program year. It is to be presented annually to a journalist working in any media and whose coverage of heritage issues is judged to be outstanding. Through the

introduction of this new award, the foundation hopes to encourage and reward greater coverage of heritage issues in the print, broadcast and electronic media.

In 2000-2001, the Lieutenant Governor's Award for outstanding achievement in heritage conservation by an individual or group in a province or territory was not presented.

Young Canada Works

For the fourth year, the Heritage Canada Foundation administered contributions under the Young Canada Works program. Part of Canada's Youth Employment Strategy, and funded by the Department of Canadian Heritage, this program provides contributions to employers to assist in the creation of jobs for students.

In 2000-2001, the foundation provided funding to assist in the creation of 87 student summer jobs related to the heritage sector. Employers found that the student employees met or exceeded expectations and contributed greatly to the accomplishments of their organizations' summer projects. Students believed their summer positions provided both practical and professional experience for future occupations. They also felt that they contributed much to the project in which they were employed.

During the program year, the foundation also assisted in the development of two international internships, another component of the Young Canada Works program. University post-graduate students were hired by two different Canadian institutions and obtained work experience in France and Greece respectively.

Outreach

Towards a National Trust was the theme of the annual conference, which was held in Calgary last September. In addition to the keynote address by Dr. Alan Graham of the Australian Council of National Trusts, there were sessions on what roles a national trust could play: stewardship, legal advocacy, education, constituency, information dissemination, philanthropy and granting. While the consultation process on how to best establish a national trust in Canada continues, a strong argument is being made for the Heritage Canada Foundation to take on this demanding but vital role.

While the foundation's annual conference remains the major thrust of its outreach program, staff also participated in two exhibits, one sponsored by the Vancouver Heritage Foundation and the other by Agriculture and Agri-Food Canada.

In addition, it continued its committee work, sitting on the program advisory committee for Algonquin College's Centre for Canadian Heritage Trades and Technology in Perth, Ont., and on the advisory council of Ottawa's Central Experimental Farm, which is now a national historic site.

Staff assisted in the preparation of a commemorative integrity exercise and statement for the Parliamentary Precinct.

Heritage Canada also helped the Masonic Temple in Montréal in its research towards applying for a national historic site designation. Through letters to the mayors of Canadian municipalities and through its magazine the foundation publicized the revamped federal Infrastructure Program, which has funding available for heritage properties.

In partnership with the Association of Canadian Studies, which is organizing the Giving the Future a Past conference in Winnipeg in October 2001, the foundation hosted a meeting to help organizers meet Ottawa-based interested parties for this second conference on the teaching of history.

COMMUNITY HERITAGE DEVELOPMENT

The Heritage Canada Foundation entered into the fourth year of its partnership with the Federal Office of Regional Development in Quebec and the Quebec Ministry of Municipal Affairs to fund the *Fondation Rues principales*. This non-profit organization offers assistance in community heritage development and related revitalization programs for the downtowns of large and small communities, primarily in Quebec.

PROPERTY

The foundation continued providing its support for four historic properties: Runciman House in Annapolis Royal, N.S.; Papineau Chapel in Montebello, Que.; Myrtleville House in Brantford, Ont.; and the offices of the *Fondation Rues principales* in Québec City.

The Runciman House, originally built in 1817, was purchased by George Runciman and his wife in 1822. Since then, six generations of the Runciman family have owned it. The one-and-a-half-storeys-high wood clapboard Regency-style house was transferred from the Runcimans to the Heritage Canada Foundation in 1978. It is rented as a private residence, but is accessible to visitors by permission.

The 1851 Papineau Chapel is a funerary chapel and mausoleum for the famous Quebec patriot, Louis-Joseph Papineau, and members of his family. It is operated by *La Société Louis-Joseph Papineau* and is open for summer visitors. The foundation contributes to its summer interpretation program.

The two-storey, nine-room Myrtleville House, built by Francis Pickle and R.S. Stevens, dates from 1837-8. Originally owned by Allen and Eliza Good and later occupied by four consecutive generations of the family, the farmhouse and land were donated to the nation in 1978. Held in trust by the Heritage Canada Foundation, the property operates today as the Myrtleville House Museum. The Friends of Myrtleville House manage the house and grounds, and provide curatorial functions.

The offices of the *Fondation Rues principales* are located in two adjacent buildings in a heritage row in the lower town of historic Québec City. The 1670 property was purchased by the Heritage Canada Foundation in 1985 and restored to serve as one of its regional offices; 11, rue l'Ancien-Chantier now serves as the home of the *Fondation Rues principales*. These offices may be viewed by appointment during business hours.

FINANCIAL STATEMENTS

THE HERITAGE CANADA FOUNDATION CONDENSED CONSOLIDATED BALANCE SHEET

as at March 31, 2001
(In thousands of dollars)

	2001	2000
ASSETS		
Current	\$ 565	\$ 641
Investments at market value	22,401	25,813
Capital assets	67	65
Heritage properties	250	250
	\$ 23,283	\$ 26,769
LIABILITIES		
Current	200	196
Mortgage payable	44	52
	244	248
NET ASSETS		
Non-endowment	6,859	10,341
Endowment	16,180	16,180
	23,039	26,521
	\$ 23,283	\$ 26,769

Note: Complete financial statements are available on written request to Heritage Canada.

To the members of the Heritage Canada Foundation:

We have examined the financial statements of the Heritage Canada Foundation for the year ended March 31, 2001, and have reported thereon without qualification to the members in our report dated May 24, 2001. The accompanying condensed consolidated balance sheet and condensed consolidated statement of revenue, expenses and net assets have been extracted from these financial statements.

Ottawa, Canada
May 24, 2001

Deloitte & Touche LLP
Chartered Accountants

Management Comments On The Financial Statements

The downturn in the financial market had a dramatic impact on the reported results for the fiscal year ended March 31, 2001. You will note that the value of our investment portfolio declined by \$3,412,000 and that decline was the major component of a reported excess of expenses over revenue of \$3,482,000. However, the foundation views this as a market correction that has erased only a portion of the gains made in market value over the previous three years. We have obtained assurances from our investment counsellor that our portfolio of investments is strong enough to withstand this correction. We are continuing to concentrate on our objectives.

Our operating revenues were up marginally this year thanks to increased membership and attendance at our annual conference. Expenses increased in several areas as we prepared for an expanded role as a potential partner in the historic places initiative. We undertook a significant redesign of our Web page and conducted a survey of the membership and general public on the need for a national trust for Canada. We also participated with the Friends of Myrtleville and the Millennium Bureau of Canada in a necessary restoration project on our property in Brantford, Ontario.

THE HERITAGE CANADA FOUNDATION
CONDENSED CONSOLIDATED STATEMENT OF REVENUE,
EXPENSES AND NET ASSETS

year ended March 31, 2001

(In thousands of dollars)

	2001	2000
REVENUE		
Operations		
Contracts	\$ 505	\$ 505
YCW contribution	274	260
Memberships	68	76
Conferences and symposiums	61	21
Grants	61	64
Property	18	17
Donations and bequests	11	7
Publications	2	2
Other	13	21
	1,013	973
Investment (Loss)	(1,783)	3,895
Total revenue	(770)	4,868
EXPENSES		
Community heritage development and networking	897	878
Management and administration	876	772
YCW	274	260
Policy and programs	251	183
Publications	160	130
Property	100	63
Board	99	89
Communications	55	21
Total expenses	2,712	2,396
Excess (Deficiency) of revenue over expenses	(3,482)	2,472
NET ASSETS		
Non endowment, beginning of year	10,341	7,869
Non endowment, end of year	6,859	10,341
Endowment, beginning and end of year	16,180	16,180
Total net assets	\$ 23,039	\$ 26,521

FACT SHEET

The Heritage Canada Foundation (Heritage Canada) is a national, membership-based organization and a registered charity (#11923 7477 RR0001). It was incorporated in 1973 by the federal government as a non-governmental organization to encourage the protection and promotion of the built, natural, historic and scenic heritage of Canada.

Governance: Heritage Canada's board of governors consists of 12 members, representing the provinces and territories, elected by Heritage Canada's members.

Programs: Heritage Canada has two principal programming activities: communications and demonstration programs.

COMMUNICATIONS PROGRAM

Publications: magazine, published quarterly; biennial *Heritage Directory*; monthly *Media Review*, *Annual Report*.

Advocacy: We work with government at all levels to improve heritage programs, policies and legislation. We support the preservation and careful stewardship of heritage buildings and historic landscapes.

Annual Conference: Each year, we hold an annual conference to present and debate issues central to the preservation of Canada's heritage places.

Awards: Prince of Wales Prize, Gabrielle Léger, Lieutenant-Governor's, Achievement awards and Journalism Prize.

Heritage Day: We encourage all Canadians to celebrate Canada's heritage on the third Monday in February. Each year, we produce a Heritage Day poster on a theme reflecting the richness of Canada's built heritage. We also produce a Teacher's Guide for use by schools and youth organizations throughout the year.

DEMONSTRATION PROGRAMS

Property: We are custodians of four properties: the Runciman House in Annapolis Royal, Nova Scotia (1817), the *Fondation Rues principales* premises in Québec City (1670), the Papineau Chapel in Montebello, Quebec (1851), and the Myrtleville House Museum in Brantford, Ontario (1837).

Young Canada Works: We administer federal grants to assist non-profit organizations and agencies in hiring young people to gain experience in the various aspects of heritage preservation.

Community Heritage Development: We work with municipalities to recognize and use heritage properties and amenities for the benefit of the community and visitors.

Research And Development: We investigate current trends and emerging issues and communicate our findings.



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Cover: The Coat of Arms of The Heritage Canada Foundation

The emblem of Heritage Canada, a maple leaf and keys on the shield, is surmounted by a three-turreted fort, a symbol of our built heritage. Supporting the shield are two beavers, symbols of perseverance and recognized as symbols of Canada for many generations.

The Latin motto, *Patrimonii publici propugnatores*, translates as “Champions of our heritage” and alludes to the mission of the Heritage Canada Foundation in protecting and promoting heritage buildings and places for the benefit of all Canadians.