

MUSEUMS
FOUNDATION
of Canada

LA FONDATION
DES MUSÉES
du Canada

REPORT TO STAKEHOLDERS

for

2015-2016

The Museums Foundation of Canada is dedicated to the continued advancement of museums in Canada and the Canadian museum community by providing strategic support, ongoing development and encouragement. Working with the Canadian Museums Association and others, and by using awards, education, training, research and other programs, the Foundation fosters the development of strong museum leaders, informed and knowledgeable Museum Trustees and Supporters as well as a focused and supportive museum community.

Where a Canadian museum or organization does not have or cannot establish their own separate foundation, The Museums Foundation of Canada can play that role to receive and disperse specially directed funds for that specific entity.

A gift to the Museums Foundation of Canada allows the donor to make a contribution to the future of Canadian museums and that gift will receive national recognition and an official tax receipt. The Foundation can also accept shares of publicly traded corporations.

Museums Foundation of Canada Board of Directors

Arthur Drache, Chairman
Joan Goldfarb
Robert Laidler
John McAvity
David Silcox
Yosef Wosk
Sue Lamothe, Secretary (non-voting)

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Chairman's Message

It is my pleasure to provide you with this Report on the activities of the Museums Foundation of Canada, a registered charity to promote and support the museums of Canada.

When we established this Foundation, our goal was to secure more favorable tax treatment as an "Agency of the Crown" and to pass through donations to various museums with the most favorable tax benefits to the donors. The Government of Canada, however, removed the favorable tax treatment for donations to Crown Agencies in favor of better overall charitable tax credits for donors to charities.



We decided at the time to retain the Foundation and use it for its intended purpose regardless of the preferred tax treatments. The museums sector is not exactly overrun with supporting Foundations and remains low on the philanthropy lists of support. It is our vision to improve private support for museums, whether through this foundation or other means. We have been advocates of increased incentives for donations to museums such as the matching donation proposal which has been presented to various ministers and officials and which the Conservative Party of Canada endorsed in the 2015 election campaign with a matching endowment program just for museums of \$10million per year.

In 2014 we increased the number of Directors on the Foundation with the addition of two exceptionally committed individuals, namely Joan Goldfarb and David Silcox. We are looking at various means to develop the Foundation. This is a challenge due to our relatively modest scale and limited resources. The new Board members are well placed to give us significant advice.

We have maintained close contact with the Board of Directors of the Canadian Museums Association, our members, who appoint the Foundation's Directors. As we look to the future, I presented various options for consideration moving forward including collaboration with the Canadian Federation of Friends of Museums. Together we are continuing to consider all options as we look at ways to effectively develop this Foundation.

Sincerely,

Arthur B. Drache, CM, QC
Ottawa, Ontario

THE MUSEUMS FOUNDATION OF CANADA

The Board of Directors of the Foundation is pleased to provide this report for the benefit of all donors and other interested parties. This report is also posted on the CMA website. The Museums Foundation of Canada is a registered charity and did receive its Certificate of Continuance under the New Canada Not-for-Profit Corporations Act.

The Board of the Foundation is comprised of the following members:

Arthur B. C. Drache, CM, QC, Ottawa (Chair)

Joan Goldfarb, O. Ont

David Silcox, CM

Yosef Wosk, OBC

Robert Laidler, Director Emeritus, Oak Hammock Marsh.

John McAvity, CM, D.Litt, CAE, Ottawa

Sue Lamothe, CAE, DFA, serves as the Secretary Treasurer for the Foundation and is not a voting member of the Foundation.

Trustees + Supporters Forum

In 2014, the Foundation sponsored a major meeting attended by some 45 trustees, donors, and friends of museums in Toronto. The meeting was sponsored by a number of donors including Marsh Canada Private Wealth Division, AXA Insurance, and an anonymous donor.

The meeting was extremely well attended and as a result of interest, we propose to host another such meeting in the autumn of 2016 in Toronto. Plans are well advanced. Dates and location to be announced shortly.

Such meetings give the Foundation a broader base to move forward as the Foundation becomes better known to many leaders of major museums and corporations across Canada.

The RBC Mentorship Program



This valued program continues, and based on financial support from RBC, it provides meaningful internships in museums in Canada for recent graduates of programs. In 2015, internships were established in Alberta and were announced at the CMA Conference in Banff by the Vice President of RBC for that region, Mr. Andrew MacNair.

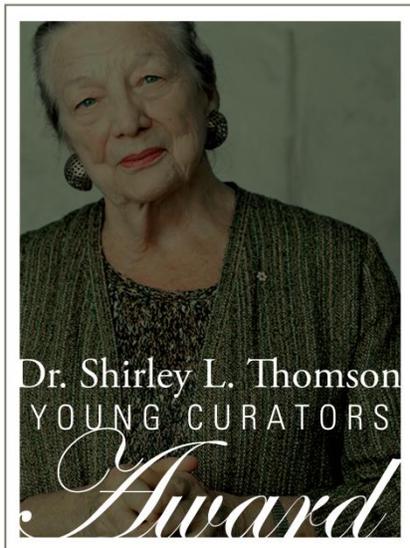
This program is being revised to be a mentorship program for the future in collaboration with RBC.

We are grateful for the ongoing support and encouragement of RBC Foundation for this important investment in our youth. RBC has approved funding for the 2016 Mentorship Program to be awarded to museums in Nova Scotia, the site of the CMA National Conference.

OTHER PROGRAMS SUPPORTED

The Foundation also administers several designated funds including the Dr Shirley L Thomson Award for young Curators, the Barbara Tyler Award for Leadership and the CMA Fellows Lecture Fund. Details follow of each.

Dr. Shirley L. Thomson Award for Young Curators



We are delighted to administer the Dr. Shirley L. Thomson Award for Young Curators. The Foundation raised considerable funds in memory of the late Dr. Thomson who was a driving force in Canadian culture.

In 2016 the **Winnipeg Art Gallery** will be offering a 15 week-long **Canadian Art Curatorial Practicum** internship. The intern will work under the supervision of the WAG's Curator of Historical Canadian Art to collaborate on the preparation and mounting of several exhibitions of historical and contemporary Canadian art for presentation at the Gallery.

Fellows Lecture, Banff, Alberta, 2015

The Foundation has special funds to support the annual Fellows Lecture which were contributed by Dr. Yosef Wosk and matched by the Canadian Museums Association. In April 2015, we were pleased to support the Fellows Lecture given in Banff by Dr. Richard Sandell, of Leicester UK.

Dr. Sandell's lecture on museums and social relevance and engagement was well received.



Canadian Museums Day on Parliament Hill

The Foundation supports the Canadian Museums Day each year. No financial support is provided to it by the Foundation.

In 2015 a panel of senior political party officials provided a lively briefing for the 45 delegates including:

- Joe Jordan, former Liberal MP
- Alain Pineau, Liberal Cultural Policy Advisor
- Patrick Robert, Government Affairs Specialist, Gowlings

The following day delegates met with Members of Parliament and a gala reception was hosted by the new Minister of Canadian Heritage, Melanie Joly.

The reception also featured a giant map of Canada where many MPs posed for photos. Thanks to CMA's partnership with the Royal Canadian Geographical Society this was a big hit with legislators. Please see photos and video at the CMA website,

www.museums.ca



Milan World's Fair 2015

The Foundation had hoped to build upon its success of an exclusive tour of the Shanghai World's Fair in 2010 by offering a similar VIP tour of the Milan World's Fair in September 2015. We worked at this proposal for over a year as all 35 delegates from the Shanghai Fair asked us to do this again to a major World's Fair. An optional side trip to the Venice Biennale was to be offered.

World's Fairs have a major relations to museums, through innovation in design, architecture, and interpretation, ever since the first one in London in 1851. Much of what we saw in Shanghai can now be seen as influencing new museum design. In Shanghai, discussions were held with special speakers to explore this relationship, including John Chan, VP of the Shanghai Chamber of Commerce and Dr. Anthony Sheldon from the UBC Museum of Anthropology.

Events of this nature help bond individuals with shared interests, and also help develop a better understanding of the work of museums. Our delegation included many corporate officials, trustees, donors and museum officials. It was extremely successful and we wish to build upon these unique opportunities in the future.

Regrettably we could not offer the Milan World's Fair experience. It may be a coincidence but Canada was the only major nation not to have a pavilion at the Milan Fair. Despite considerable planning and negotiations, the World's Fair officials could not offer us the required VIP tickets and we regretfully had to cancel this offering despite considerable interest from our stakeholders. The Foundation is looking at related opportunities to organize special trips which may be of interest to stakeholders and others.

Information Assistance and Partnerships

The Foundation routinely receives many requests for information and advice including how Canadians can give to foreign museums and vice versa, and to receive tax breaks for their generosity. Thanks to the legal expertise of our Board Chair and other experts in the field available to us, these requests are assisted with excellent advice.

Many other requests are received each year over donations of all kinds, tax issues, and the formal Cultural Property Issues. We have monitored the changes at the Canada Revenue Agency as well as the recent administrative changes to the Cultural Property Import and Export Agency.

We maintain direct relationships with the Council of Canadian American Relations which provides tax deductions for US tax payers to Canadian museums and charities as well as with other relevant international bodies such as the World Federation of Friends of Museums. We are also in talks with the Canadian Federation of Friends of Museums over collaboration and welcome their interest in working with us.

Foundation Investment Policy

To date we have had a very conservative approach to investing our limited funds, mainly in GICs which return virtually no interest or growth.

In 2015, the Board has asked for a review of this policy with a view to attracting a better rate of return. Accordingly we have researched this on the advice of our Chair and have considered various approaches including adopting an Investment Policy.

The Board of the Foundation will be considering these options in March 2016 and we expect a much better rate of return on our investments while putting preservation of capital retention as our priorities.

Looking Forward

We are reviewing our by-laws with a view to updating them. The current version is many years old and a somewhat out of date. This review is planned for 2016, including a review of its future relationship with the CMA.

The Foundation is considering many and all means to move forward including establishing donor recognition levels, special opportunities for stakeholders, annual giving programs, directed bequests and other arrangements. We have several projects planned, including supporting the publication of a history of Canadian museums (some funds are in place for this) and other undertakings.

We remain committed to managing special funds for the Barbara Tyler Leadership Award, the Shirley Thomson Award, the CMA Fellows Annual Lecture Fund and others as they arise.

We are committed to assisting the museum community across Canada as best we can with our modest resources at present. Our spirit and aspirations exceed our present resources.

Donors/Contributors

We are pleased to recognize all donors who have contributed to assist the programs of the Foundation over this period. Their names are recognized below:

Drache, Arthur

Laidler, Robert

RBC Foundation

Museums Foundation of Canada
Comparative Income Statement
Fiscal Year 2015-16 and Prior Year

	<u>Apr1/15-Mar31/16</u>	<u>Apr1/14-Mar31/15</u>
REVENUE		
Revenue		
Interest Revenue	5,886	3,636
Transfers from CMA	0	0
RBC Internship Program	29,500	25,000
General Donations *	2,500	1,650
Total Revenue	<u>37,886</u>	<u>30,286</u>
TOTAL REVENUE	<u>37,886</u>	<u>30,286</u>
EXPENSE		
Expenses		
Bank Charges/Interest	37	33
Communications Expenses	0	0
Postage/Courier Expenses	59	0
Office Supplies	153	668
Design & Printing	0	0
Consultant Fees	0	0
RBC Intern Payments	29,500	20,000
Trustees Forum Expenses	0	6,102
Payroll Expenses	0	0
Contribution to CMA	0	0
Total Expenses	<u>29,749</u>	<u>26,802</u>
TOTAL EXPENSE	<u>29,749</u>	<u>26,802</u>
NET INCOME	<u>8,137</u>	<u>3,484</u>

***In addition to the donations stated above, \$5,850 was received in fiscal year 2014-2015 and \$5,000 in fiscal year 2013-2014, to support the Trustees + Supporters Forum. These funds were received and processed by the Canadian Museums Association, along with many of the expenses relating to the Trustees + Supporters Forum as it occurred as a part of the CMA National Conference.**