

MUSEUMS
FOUNDATION
of Canada

LA FONDATION
DES MUSÉES
du Canada

REPORT

for

2016-2017

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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Registration Number: 88120 8243 RR0001

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 hope 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.

This year we have launched the new Award in Philanthropy to be given out at the CMA and we hosted a major symposium of Trustees and Supporters in Toronto.

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 supporters and interested parties. 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, Toronto

David Silcox, CM, Toronto

Yosef Wosk, OBC, Vancouver

Robert Laidler, Director Emeritus, Oak Hammock Marsh, Winnipeg

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.

SYMPOSIUM FOR TRUSTEES + SUPPORTERS



In late October, the Foundation sponsored a major event for museum trustees, friends and supporters which was held at the Gardiner Museum in Toronto. Over 40 invited guests attended this special symposium as well as several major corporate leaders.

This was a complete success and built upon the earlier 2014 event held in Toronto. Magic was created amongst the delegates in large part thanks to the hospitality of Joan and Martin Goldfarb who hosted an ice breaker dinner at their art rich home in Toronto.

The symposium included Brian Levitt, chair of TD Bank's Board of Directors and former chair of Montreal Museum of Fine Arts, Rupert Duschence, CEO of AIMIA Corporation, Prof. Jack Lohman of the RBCM and many other chairs of museums from BC to Newfoundland.



CMA provided the organizational necessities including fundraising for this MFC event. The Foundation thanks its sponsors including:

Joan and Martin Goldfarb
XL Catlin Insurance
Pacart Ltd.
Yosef Wosk
Canadian Federation of Friends of Museums
Gardiner Museum

The RBC Mentorship Program



This valued program continues, and with the generous support from RBC Foundation, it provides meaningful mentorships in museums in Canada for recent graduates of programs.

In 2016, mentorships were established in Nova Scotia and were announced at the CMA Conference in Halifax by the RBC Regional Vice President Metro Halifax, Alisa Alyward. Recipients were Julia McMillan who mentored at the Saint Mary's University Art Gallery and Mark Sweeney who mentored at the Nova Scotia Museum.



Alisa Alyward,
RBC Regional Vice President, Metro Halifax

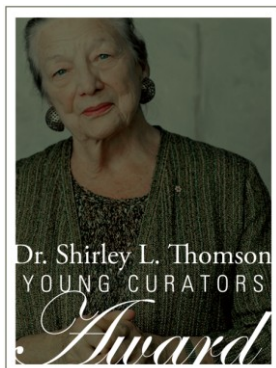
This program has been revised and restructured to be a mentorship program in collaboration with RBC.

We are grateful for the ongoing support and encouragement of RBC Foundation for this important investment in our youth.

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** offered a 15 week-long **Canadian Art Curatorial Practicum** to Hannah Keating. This mentorship worked 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, Halifax, NS, 2016



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. Each year a special committee selects an outstanding professional to present the annual Fellows Lecture.

In April 2016, we were pleased to support the Fellows Lecture given by René Rivard, FCMA, of Montreal, a renowned Canadian museologist. René Rivard is a stellar and experienced museum visionary and his presentation was enlightening to the delegates in Halifax.

As a result of his lecture, he was invited to appear before the Standing Committee on Canadian Heritage for their study on The State of Museums in Canada in Ottawa.

BARBARA TYLER AWARD FOR LEADERSHIP

This award for Leadership in memory of Barbara Tyler is given out every 2 years. The Foundation manages the fund for this award. No applications were received in the last awards invitation. We believe this award should be reviewed for the future.

Canadian Museums Day on Parliament Hill

The Foundation supports CMA's Canadian Museums Day on Parliament Hill each year with its involvement and expertise. No financial support is provided to it by the Foundation.

In 2016 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 dozens of Members of Parliament, Senators and officials. A gala reception was held on Parliament Hill with the new Minister of Canadian Heritage, Hon. Melanie Joly as special guest of honour.

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 www.museums.ca



Information Assistance and Partnerships

The Foundation routinely receives many requests for information and advice including how Canadians can make donations, to 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. The CFFM partners with us in the October Symposium for Trustees + Supporters.



Jessica London,
Executive Director
Council for Canadian
American Relations

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.

In late 2016 The Foundation entered into an investment strategy with Doherty and Company in Ottawa to manage our funds. This was following a tender request and we were impressed with Doherty's commitment especially for non-profit organizations including their return of half of their fees to us.

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 was planned for 2016, but has been delayed.

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* by Dr. Lynne Teather, FCMA. We have secured some financial support for this which has gone to editing of the manuscript. We await the final manuscript for publication.

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

Goldfarb, Joan and Martin

Doherty and Company

Laidler, Robert

Lamothe, Sue

McAvity, John

Gardiner Museum

Gowlings

RBC Foundation

XL Catlin Inc

Pacart

Yosef Wosk

Many anonymous donors and supporters

THE FOUNDATION`S YEAR END IS MARCH 31, 2017 AND THE FINANCIAL STATEMENTS ARE NOT READY AT THIS TIME. THEY WILL BE POSTED AS SOON AS POSSIBLE.