

2020

ANNUAL REPORT



**DALNAVERT MUSEUM
AND VISITORS' CENTRE**

MISSION STATEMENT

The Friends of Dalnavert Museum are committed to:

A photograph of the exterior of the Dalnavert Museum, a large, ornate brick building with a prominent balcony and arched windows.

PRESERVING

A photograph of a formal dining table set with white linens, goldware, and various dishes, including a large cake and a centerpiece.

PRESENTING

A photograph of a group of people playing large, round drums in a courtyard. A man in a patterned shirt is in the center, and others are visible around him.

DEVELOPING

CHAIR'S REPORT

Dear Members of the Friends of Dalnavert Museum,

It has been my pleasure to serve as the Chair of the Board of Directors for the 2020-2021 year. It was certainly a year like no other and while it has tested us as individuals and as an organization, I am pleased to report that the challenge has been met.

Thank you to the Directors who have met online and to the Volunteers and Staff who have come into Dalnavert when they could and have worked and contributed from home when regulations required. Innovation was the hallmark of the year and the online programming that was offered, impressive. Well done! You positioned Dalnavert to meet immediate demands while also preparing the organization for a future that will look for both in-person and online programming.

In September, we said goodbye to our first Executive Director, Thomas McLeod. He brought Dalnavert to a strong positive position and we thank him for his leadership, his commitment, and his efforts to build a strong, financially secure corporation. Then, amid the challenges of COVID-19, we welcomed our new leader, Mark Traynor. His past experience and approach to museum management has ensured a smooth transition and positive forward focus for Dalnavert operations.

Thank you to all who responded to our request for input to our Strategic Planning process. The level of response was impressive. We appreciate your commitment to helping Dalnavert grow and become a stronger entity. The Board expects to complete the process by summer's end.

Thank you to all volunteers, patrons, sponsors, supporters, donors, sustaining members and general members for making the decision to support Dalnavert during the past year, whether by participating in on-site or online programming, donating, or sponsoring. Thank you to our corporate and government supporters - The Winnipeg Foundation, the City of Winnipeg, the Province of Manitoba, and the Government of Canada's Young Canada Works and Canada Summer Jobs employment programs.

Together, we are an impressive and effective group that is making a difference.

We look forward to moving beyond COVID-19 and to continuing our collective efforts to build and to expand Dalnavert's place and role in the community.

Respectfully Submitted,

Penny McMillan
Chair, Board of Directors



STAFF

Mark Traynor, *Executive Director*
Charlene Van Buekenhout, *Director of Programming and Marketing*
Pat Scott, *Accountant*
Doug Scott, *Custodian*
Katelyn McIntyre, *Administrative & Communications Assistant*
Claire Constant, *YCW Collections Assistant*
Sharee Hochman, *YCW Community Outreach and Engagement Assistant*
Drew Cruikshank, *Canada Summer Jobs Museum Coordinator*
Kyle McPhail, *YCW Intern Curator*
Ayda Loewen-Clarke, *YCW Creative Programming and Digital Media Intern*

BOARD MEMBERS

Penny McMillan, Chair
Lilian Tankard, Past Chair
Kelly Scott, Treasurer
Susan Moffatt, Secretary
Giles Bugailiskis
Catherine Beattie (Retired)
Brock Capell
Jennifer Janzen
Kristin Lynch
James Skinner
Calla Lofvedahl

LETTER FROM THE EXECUTIVE DIRECTOR



Dear Members of the Friends of Dalnavert Museum,

When we consider the major global events that Dalnavert has witnessed in its 125 year history, 2020 will surely go down as a year to remember. And while the COVID-19 pandemic has brought numerous challenges, I'm encouraged by the many positive achievements of the past year. Having joined Dalnavert in the midst of this pandemic, a veritable trial by plague, I nevertheless can't help but feel optimistic that this home and the people who treasure it will emerge stronger.

Of course, central to Dalnavert's success over the years has been its committed community of staff, volunteers and supporters. I must first offer thanks to my predecessor, Thomas McLeod, who led and developed our organization for over 5 years. Thomas' hard work during that time has helped to ensure that Dalnavert is in a strong position to weather this storm.

Like many organizations, the toll of the pandemic has been substantial. We remained closed to the public for almost half the year. As a result, while we successfully secured numerous pandemic supports, with income from primary sources of earned revenue down 63%. Sadly, our core staff capacity was also reduced during the year. We were challenged too by the need to stretch resources and adapt programming with little notice. Here acknowledgment must go to our Director of Programming and Marketing, Charlene Van Buekenhout, who along with our team of students and interns, produced fabulous virtual programming in an effort to ensure that Dalnavert remained open and accessible to all.

Although the pandemic shut our doors for much of the year, it has been humbling to see the hard work and dedication of our volunteers during these difficult times. Every aspect of our operation is sustained by volunteers – from visitor services and tours, programming and events, to gardening, collections care, and the many other forms of support that maintain our mission. That every volunteer at Dalnavert brings their own unique wisdom and passion to bear makes it all the more special. In 2020, despite the long periods of closure and restrictions, our volunteers contributed over 2,080 hours of their time. Thank you all.

Thanks must also go the loyal staff and volunteers who continued to care for our collection of over 6,000 artifacts throughout the year. Our volunteer Collections Registrar, Inés Bonacossa, supported by students and interns, ensured that our Collections Care Program could continue through the periods of closure. Significant progress was made to identify duplications and missing records from our collections system, as well as updating listings from older systems. Important initiatives, such as our painting restoration program (see p. 8), also marched forward to ensure that this home and its objects will be enjoyed by future generations.

Recognizing that stewardship of the historic house is central to our mission, we also pushed ahead with our exterior woodwork restoration project in late summer 2020. Substantial work to restore the veranda wood skirting and balcony fascia was completed by Beau Knapp and his team. We were also grateful for the support of the Province of Manitoba's Heritage Department. Since 2016, almost \$138,00 has been invested in this project.

Finally, while we continue to face into another year of uncertainty, we can be buoyed by the fact that we closed the year with a healthy surplus. Our Treasurers Report (p. 5) outlines how we managed to steer our way through the financial obstacles of the year, but I will close by reiterating that the driving force behind all of our achievements has been people power. Thank you all. I look forward to facing into the challenges of the next year with you.

Respectfully Submitted,

Mark Traynor,
Executive Director, Friends of Dalnavert Museum

TREASURER'S REPORT

Dear Members of the Friends of Dalnavert Museum,

On April 7, 2015 the Friends of Dalnavert Museum Inc. (FDM), incorporated under the Manitoba Corporations Act as a not-for-profit organization. FDM have successfully positioned the Museum with a sustainable and balanced operating plan that includes support from The Winnipeg Foundation, the City of Winnipeg, numerous provincial and federal grants, in addition to earned revenue, donations, sponsorships, memberships, programming and fundraising events. However, the impact of the COVID-19 pandemic on Dalnavert's operations has been significant.

Revenue for the year ending March 31, 2021 reached \$461,982 thanks in part to the substantial COVID-19 supports secured by FDM during the year. However, earned revenue was down more than \$48,000 from 2020, primarily due to the pandemic, but this was partially offset by almost \$30,000 in increased Government Funding.

Expenditures closed at \$316,240, but it should be noted that restoration work costs of \$46,490 have been amortized and are thus not reflected in that figure.

Financial supports associated with the pandemic totaled \$143,306 from the Canadian Emergency Wage Subsidy, the Museum Assistance Program, the Winnipeg Foundation, and the Province of Manitoba. In addition, the Friends of Dalnavert Museum have been able to take advantage of the Canadian Emergency Business Account (CEBA) program. This has provided us with a \$60,000 federal emergency loan that will assist the organization this year if we encounter cash flow issues due to additional COVID-19 shutdowns. If we repay this loan prior to December 31, 2022 it will result in loan forgiveness of 33 percent of the funds borrowed (\$20,000), and we fully expect to be able to take advantage of this forgiveness.

Despite the challenging circumstances of the past year, management and staff were able to realize year-end operating earnings of \$59,437. The FDM internally Restricted Reserve, that was established to support the future preservation of the heritage building and property, has a current year-end balance of \$15,400.

FDM is pleased to advise that we have contributed \$10,486 to the FDM Fund held with The Winnipeg Foundation. These contributions will leverage another \$6,058 from the Manitoba Heritage Trust Program. This means that since the launch of the program we have raised \$71,806, greatly exceeding our target of \$60,000 by March 31, 2021.

In closing I would like to sincerely thank staff, volunteers, along with past and continuing board members for continuing to support Dalnavert through a very difficult period.

Respectfully Submitted,

Kelly Scott
Treasurer, Friends of Dalnavert Museum

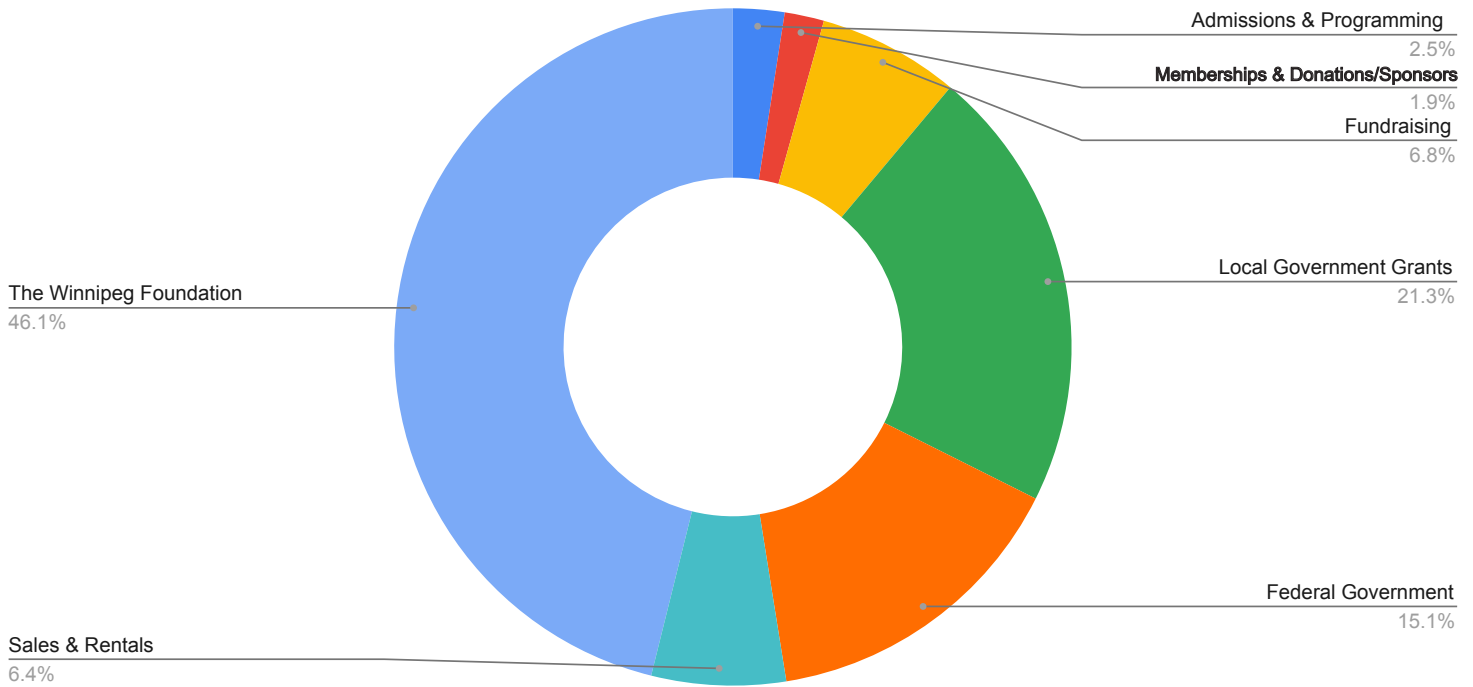


\$143,306
Pandemic Supports
Accessed

\$461,982
Revenue

\$71,806
Contributed to
FDM Fund

2019-2020 ACTUAL REVENUE



36% Government Funding

City Museum Grant
Winnipeg Arts Council
Community Museum

7% Fundraising

Fundraising Events
Donations
Special Grants
Corporate Sponsorships

9% Earned Revenue

Admissions
Program Revenue
Memberships
Venue Rentals
Special Events
Parking Lot Rental

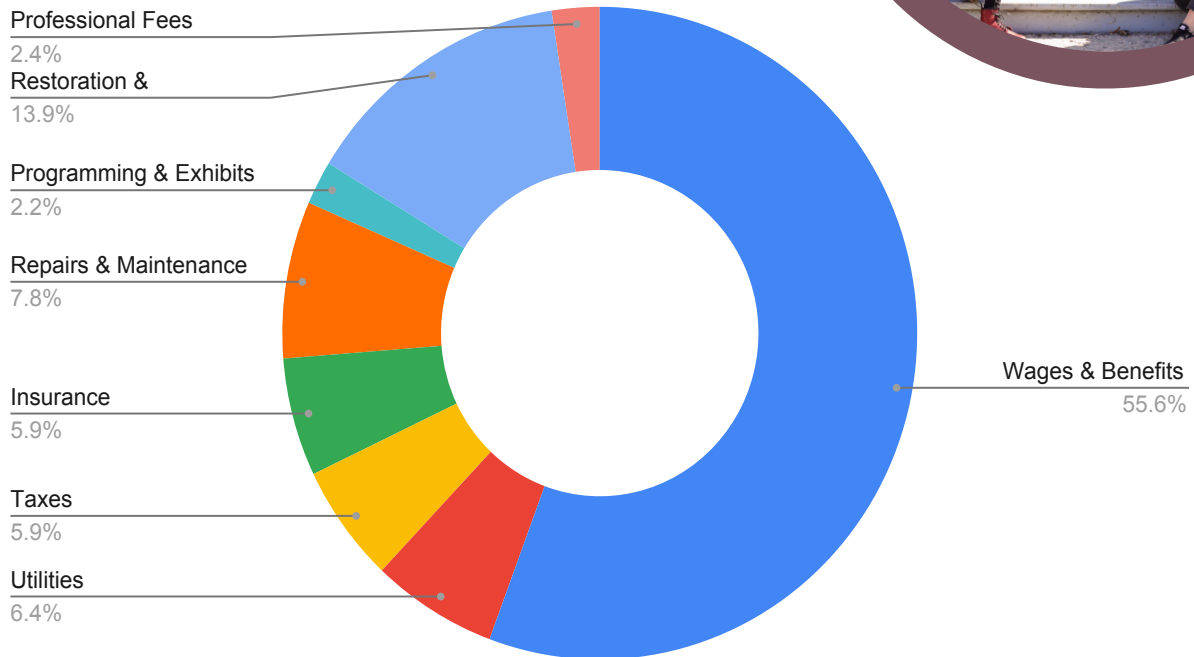
45% The Winnipeg Foundation

FDM Endowment Fund
TSM Heritage Fund

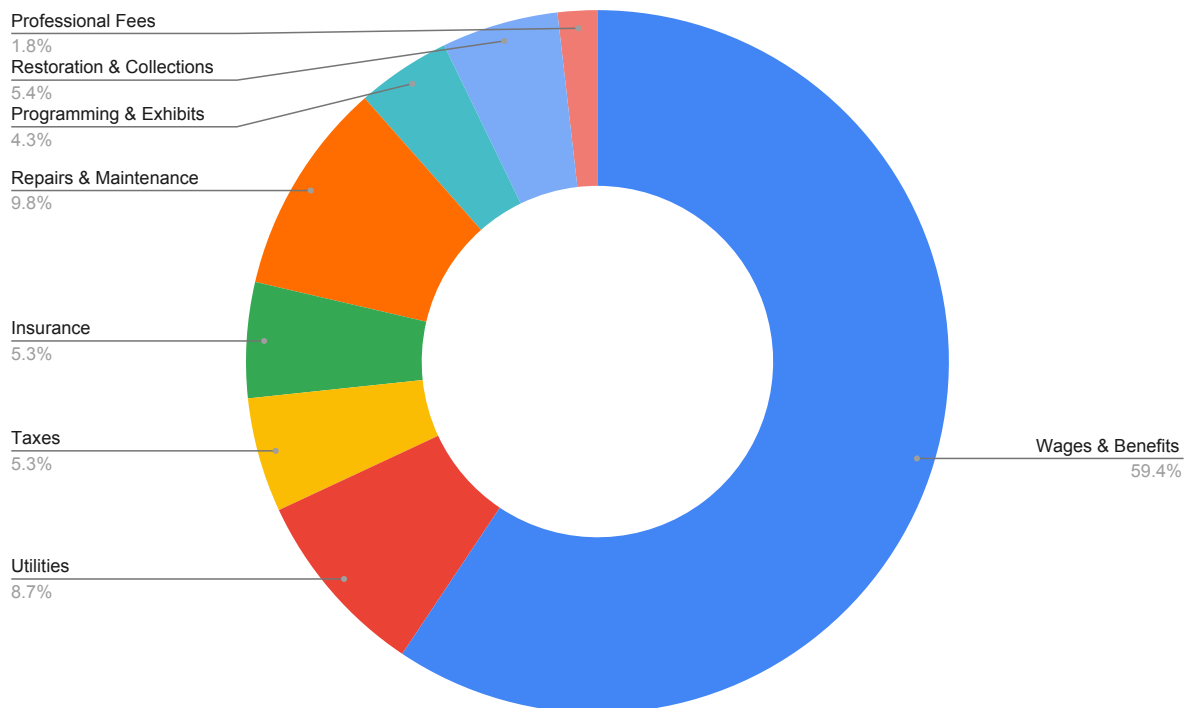


EXPENSES

EXPENSES 2020-2021



PROJECTED EXPENSES 2021-2022



A Word from our Donors

Jane Fudge has volunteered with Dalnavert Museum for years, contributing hundreds of hours of her time and expertise to improving our collection and programming.



Why did you choose to make this donation?

"It has been a delight to be part of the Dalnavert volunteer crew since the 1980s.

Throughout my volunteering I have had a particular interest in the collection of more than 6,000 artefacts which include some items from my family. Not a year has gone by that friends and I have found something unique for adding to the collection. For a long time I have been a proponent of adding to the museum draft budget a designated amount for care of the artefacts. This needs to happen. Last year and this year I have helped fund the restoration of some of the artwork.

If one goes to Dublin to see the National Museum of Art you will be inspired by the art restoration there and find out how that came to be. Thomas McLeod was willing to lead in the exploration of the process to do so for which I am grateful. Mark Traynor was happy to assist in making this happen again. Thanks to Mary DeGrow and Jan Taylor for their expertise."



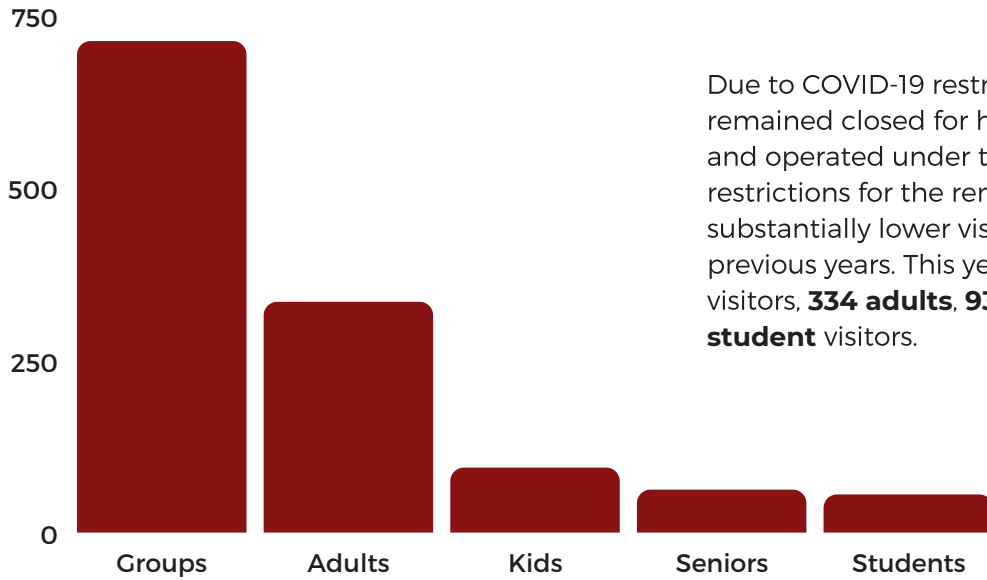
In 2021, Giles Bugailiskis acquired a commemorative pin of Sir Hugh John Macdonald alongside Charles Tupper dated c. 1896, which he generously donated to Dalnavert Museum's Collection.

Why do you feel donating to a small museum like Dalnavert is important?

"Donating to the collection is my way of volunteering. We all have different interest and skills. This is my way of giving to a wonderful organization with very devoted volunteers and staff. Dalnavert is this city's prime educational facility for providing stories about Winnipeg's history. It helps the public put the jigsaw together about who we are."



VISITORS

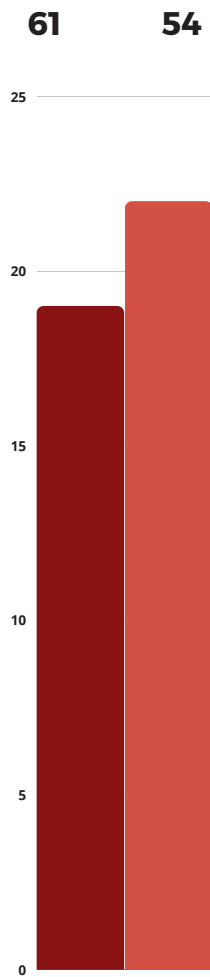


Due to COVID-19 restrictions, Dalnavert Museum remained closed for half of the 2020 fiscal year and operated under tight public health restrictions for the remainder. This is reflected in substantially lower visitor rates compared to previous years. This year, we received **713 group** visitors, **334 adults**, **93 kids**, **61 seniors**, and **54 student** visitors.

Virtual Programming

In a year where gathering in person was impossible for a large portion of the time, Dalnavert Museum successfully pursued online growth via virtual engagement. We adapted in-person events, like our annual Christmas programming, and held them safely online.

Our flexibility, ability and ambition are reflected in the engagement our social networks received: 316 engagements on Twitter, 120 registrations for virtual lectures, 12k impressions on Instagram, and nearly 20k reached via Facebook!



● 2019
● 2020

1200
Instagram
Impressions
270 **19.9k**

Virtual Programming Attendees Facebook Reaches

Website visits per 1000



Programming Highlights

In 2020 Dalnavert turned 125 years old and did so by weathering its second pandemic in style! We leaped in and out of lockdowns and reopenings, pivoting our programming with the best skills and efforts of our talented staff and volunteers.

During the first lockdown, Dalnavert launched its new Virtual Museum Tour developed in partnership with VR Manitoba. To date it has received 4,322 views.



We also launched the Literature Out Loud podcasts. Season 1 included H.C Wells' *The Time Machine* read by Kevin Klassen and featuring conversations with expert guests, as well as *Alice's Adventures in Wonderland*, with companion kid-videos hosted by Alice Christopher.

During the Summer we were thrilled to host Jazz Winnipeg's Garden Party Series with Dalnavert serving as the beautiful backdrop for local musicians like Helen White, Zachary Rushing, and Sweet Alibi!

Ojibway Elders Barb and Clarence Nepinak came on board as Elders-in-Residence, starting with a Drumming lesson with drum carrier Lawrence Spence. Their residency included "Stories For A Frozen Earth" through the winter months and a "Teepee ornament" craft with the support of Assiniboine Credit Union and Safe at Home Manitoba.

During Halloween our audio ghost story "*The Empty House*" allowed small groups to explore the house at night. We added a rentable video version for extra accessibility! This partnership with sound and video artists Jaymez and Marti Sarbit, along with actor Kevin Klassen, proved a spooky intimate experience inside and outside of the house!

"Dalnavert's Pandemic Christmas" included Ron Robinson's reading of "*A Christmas Carol*", a shadow puppet version of the latter plus 2 ghost stories told using a "crankie", a Victorian Christmas video tour of Dalnavert, and the streamed event "The Drag Before Christmas" with local drag performers Rose Mortel and Sylv. This was recorded onsite at Dalnavert Museum using the skills and talents of our entire staff team!

In 2021 we launched The Elizabeth Alloway Lecture Series in partnership with The Winnipeg Foundation Centennial Institute with a talk about Robert Louis Stevenson that saw over 70 participants, several from overseas!

Dalnavert offered Safe at Home programming which included video tours, the aforementioned teepee craft and stories, but also "Stories From Home" a museum focused initiative that gets participants to view their own homes as museums.

Charlene Van Buekenhout
Director of Programming & Marketing

THANK YOU TO OUR SPONSORS



THANK YOU TO OUR SUSTAINING SUPPORTERS

Brock Capell
 Calla Lofvendahl
 Carmen Nedohin
 Carol Ann Scott
 Linda McDowell
 Gary & Barbara McEwen

Giles Bugailiskis & Margo Foxford
 Harry & Mary Lynn Duckworth
 Heather Laser
 Heather Richardson
 Irene Sanderson
 James Skinner

Judith Valenzuela
 Katarina Kupca
 Margaret & James Astwood
 Penny McMillan
 Rick Frost
 Thelma Martin
 Vanessa Warne

THANK YOU FOR YOUR SUPPORT

Thank You To Our Volunteers!

Six years after we reopened, we would not be where we are today without our volunteers. Because of our volunteers, we're able to punch way above our weight – we are able to give tours, take care of our collection and our beautiful garden, keep our house clean, look after our members (many of whom are also volunteers!), set up for Christmas and Halloween, and deliver program after amazing program, and so much more. A huge THANK YOU to everyone who has contributed their time, expertise, and passion, to our success.

This year our volunteers generously contributed over 2,080 hours of their time.

Nancy Anderson*
 Donna August
 Aurora
 Catherine Beattie
 Ines Bonacossa**
 Jean Boyes**
 Heather Lee Brereton
 Giles Bugailiskis
 Brock Capell**
 Drew Cruikshank
 Declan
 Michelle Desourdy**
 Mary Lynn Duckworth**
 Christianna Dupas
 Melodie Eshoo
 Lorraine Endler

Jim Fielder
 Susan Fraser
 Jane Fudge**
 Emily Gartner
 Marie Grouette
 Hayley
 Marion Harrison
 Jeannie Hiebert*
 Leslie Hoffman**
 Beverley Holmes
 Jennifer Janzen
 Kevin Klassen
 Virginia Lockett
 Calla Lofvendahl**
 Paul Longtin
 Kristen Lynch
 Scott MacKenzie*

Mame
 Arla Marshall
 Barb McEwen**
 Gary McEwen**
 Linda McDowell**
 Penny McMillan
 Susan Moffatt**
 Val Mollison
 Heather Mousseau*
 Jade Naylor
 Carman Nedohin
 Dawn Neufeld
 Shannon Ralkie-Blomquist
 Brendan Reimer
 Ron Robinson
 Deb Riel
 Linda Rigaux

Joanne Roach*
 Stephen Rozniatowski*
 Dyna Sanderson
 Kelly Scott
 Pat Scott
 Jim Skinner*
 Kelsey Smith
 Eleanor Stardom*
 Mary Steinhoff**
 Tabitha Stevenson
 Hayley Summers*
 George Tacik
 Lilian Tankard
 Philip Veness
 Ursula Venness
 Vanessa Warne
 Tylene Wright

* Volunteer since 2015

** Also volunteered under the MHS as well

THIS YEAR AT DALNAVERT



Dalnavert turned 125 years old in 2020 so we launched a pandemic friendly fundraising campaign called Dalnavert 125. Participants donated \$125 and received a package of goodies: vintage greeting cards, a copy of an article from 1896 about the design of the house, and a limited edition Dalnavert 125 branded mask in colours inspired by the house. This campaign exceeded expectations, raising over \$7,500, and we are grateful to those who participated.

The Winnipeg Foundation turned 100 in 2021 and we are helping them celebrate. We launched the Elizabeth Alloway Lecture Series with their Centennial Institute this February. It includes expert lecturers giving talks on a range of topics including Rooster Town, Corsets, and Dracula! This series is offered online and is free to participate.

We are also hosting Derry Days at Dalnavert, a series of 6 teas in honour of Elizabeth Alloway. Everyone loves a theme! From Drag, to the 1920s, to Al Simmons at the Children's tea, there is something for everyone.

We are honoured to have our Elders-In-Residence Barb and Clarence Nepinak back this fall to continue their programming with us. A United Drumming event will happen this fall with Culture Days, as well as more workshops and storytelling through the fall and winter.





125

1895-2020