



# NIAGARA ON THE LAKE **MUSEUM**

## ANNUAL REPORT



[WWW.NOTLMUSEUM.CA](http://WWW.NOTLMUSEUM.CA)

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Sarah Kaufman, Managing Director/Curator  
Amy Klassen, Director of Finance & Marketing  
Shawna Butts, Assistant Curator & Educational Programmer  
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# MANAGING DIRECTOR'S REPORT

The NOTL Museum continued to thrive during another long year under the COVID pandemic. The openings and closures continued, but we still managed to support and engage our community both locally and online!

The most popular program in 2021 was the Poppy display that adorned the exterior of our Museum for the memorial flower's 100th Anniversary. It was fitting that the display was featured on our 1875 high school building as several of our local boys would have attended school there before enlisting. I think the most rewarding part was engaging with the hundreds of onlookers, some of whom travelled great distances to see it, and hearing their touching memories of relative veterans. Students from Royal Oak visited on November 11th and when I asked them what they thought it represented, one boy said he thought the poppies represented individual soldiers and they lead up to heaven where they are now. I was left speechless and teary-eyed from that very beautiful interpretation. The poppy volunteers are looking to expand the project for 2022, so look forward to that in November!

The Community Courtyard was put to great use in 2021 by several community members, visitors, and programs! The Healthy Communities Fund provided new accessible benches with coffee tables, a garbage receptacle, free internet, and a tent for anyone to enjoy. Our gardening volunteers kept the space beautiful so we could all enjoy a moment to ourselves. We also hosted many events in there such as the Treasures Sale, Yoga, Kid Curator Camp and more!

We were happy to finally be able to launch the quiet phase of our Building History, Strengthening Community Capital Campaign in 2021. It is time for the NOTL Museum to become fully accessible, so no one has to feel excluded from learning about our shared history. We are ready to finally have the programming space we need for the many popular activities we host and the collections space to properly house and expand Niagara-on-the-Lake's collection. Finally, I am looking forward to revamping our permanent exhibition to include Indigenous and Black stories as well as more about the villages, wineries, and agricultural history of this community. If you want to know more about this exciting next step or about the recognition levels still available, please don't hesitate to email me at [skaufman@nhsm.ca](mailto:skaufman@nhsm.ca).

On behalf of the Board of Directors, members and staff of the NOTL Museum, thank you to each and every one of you for your support in 2021.

- Sarah Kaufman



# NOTL MUSEUM BY THE NUMBERS

1,466	MUSEUM VISITORS
38,207	WEBSITE VISITS
6,191	SOCIAL MEDIA FOLLOWERS
2,163	PROGRAM PARTICIPANTS
4,261	DIGITAL PROGRAM VIEWS
68	PROGRAMS DELIVERED
480	MEMBERS

2021 Standard  
Reader's Choice  
Awards:  
**Gold Award for  
Museums**

We launched a new publication in 2021 called "Making Her Mark: The Women of Niagara-on-the-Lake"





# COMMUNITY OUTREACH



## **The Tiny Museum**

The school programming to accompany the Tiny Museum was completed in 2021 and several community exhibits were developed to bring the Museum's collection outside our walls. We are excited to finally bring the Tiny Museum out to our favourite community events in 2022!

## **The Poppy Project**

By far our most impactful project of 2021 was the NOTL Poppy Project. Inspired by our friends at the Niagara Falls History Museum who collected thousands of crocheted and knitted poppies to display on their museum, they donated almost 2,000 for us to spread the the project to Niagara-on-the-Lake.

We gathered our own team of local volunteers and started making more poppies to add to the project, including some made of fabric to create a poppy garden. About 40 volunteers along with the 1st NOTL Rangers (Girl Guides) helped to put the moving display together, which was made of over 3,500 poppies!

A very special thanks goes to Davey Tree Expert Company, who donated their crew for the day to trim some trees and attach the installation to the bell tower of our 1875 Niagara High School building, and for sponsorship from the St. David Lion's Club.





# THE COMMUNITY COURTYARD

With generous funding from the Community Foundations of Canada, through the Healthy Communities Fund, we added a tent to our outdoor courtyard and offered the space to the community. With COVID still impacting distancing measures and building capacity, the Community Courtyard was a space for members, visitors and the public at large to relax, read, have lunch or meet a friend for coffee. We offered free Wi-Fi, benches and shade from the heat. We also held a number of programs under the tent, including:

**5 & Dime Movie Nights** - Two silent film nights highlighted the work of Charlie Chaplin and Buster Keaton.

**Treasures Sale** - Our biggest sale ever raised over \$5,000 for the Museum.

**Shades of Summer Dinner** - The Chamber of Commerce held a version of their popular August event in the courtyard.

**Making Her Mark Book Launch and Tea** - We launched our new book under the tent and held two tea sittings in partnership with the Friends of Fort George.

**Sorella Niagara** - This group of artisans held their first ever Summer Market on our property, bringing a new crowd to the Museum.

**Yoga** - Sonya de Lazzer offered six morning yoga sessions to get us moving.

**Summer Camp** - Our Kid Curators returned for a week in-person and made great use of the tent for camp.





Treasures Sale



Shades of Summer Dinner



# VIRTUAL PROGRAMS & TAKE-OUT EVENTS

As waves of the pandemic continued through 2021, so did our need to provide virtual and take-home programs & events for the community. We also continued to engage and grow our audiences on social media.

**Lecture series** - a total of 13 virtual lectures were delivered via Zoom on a variety of topics from the Queenston Quarry to Treaties & Land Claims in Ontario.

**Members' Trivia Night** - Members joined us online for a fun night of trivia using the app Kahoot! We played 6 rounds and offered a prize to the winner of each round.

**Doc Club** - a virtual monthly meet-up from September to December to discuss and debate a wide range of Canadian and international documentaries.

**NOTL Mini Docs** - with funding from the Niagara Community Foundation and the Niagara Region, Babs Worthy produced three mini documentaries to add to our growing digital collection:

"Black History - A Hidden History", "Fruit & Farming in Niagara: A History of Dirt & Diesel", and "All Along the Waterfront: A History of the Waterfront Industries". They each explore often unknown parts of our community's history and are presented in a short and accessible format. You can view them on our [YouTube channel](#).

**Drive-Thru Pop-Up Pig Roast** - We brought back this take-out dinner in partnership with PigOut Catering as a way to greet the community while people were unable to visit us in person, with more than 180 meals distributed.

**History in the Vineyard (at home)** - After a successful event in 2020, we partnered again with the Friends of Fort George, Ravine Vineyard Estate Winery, Ruffino's Pasta Bar & Grill, and The Garrison House to deliver three of these take-out fundraisers in 2021. Overall, we raised just over \$10,000 for the Museum.



# EXHIBITIONS

## **MAKING HER MARK: The Women of Niagara-on-the-Lake** Oct 28, 2020 - Oct 24, 2021

This exhibit explored the everyday stories of remarkable NOTL women - courageous environmentalists, heritage activists, artists, scientists, war heroes, teachers, matriarchs, politicians, and professionals. These women, who have made their mark on our community, range from our early history to the most recent passing of significant influencers in 2020.

## **PHOTOGRAPHIC MEMORY** November 7, 2021 - April 30, 2022

This exhibition explores photographs and memories of our community from 1945-1985, during a period when Niagara-on-the-Lake was described as “just a quiet, little town”. Even if you didn’t grow up in Niagara-on-the-Lake, the photographs in the exhibition are calling cards for nostalgia. They remind us of all of a time in our lives when things were simpler.

# VIRTUAL EXHIBITIONS

## **GOOGLE ARTS & CULTURE**

We added new research to one of our online exhibitions, Niagara-on-the-Lake's Black History, originally created in 2018. For those unfamiliar with our participation in this platform, it allows us to feature our collection and create online exhibitions. We have over 20 digital exhibitions for you to check out. See them here: <https://artsandculture.google.com/partner/niagara-historical-society-museum>.

Photo of the original MB Foods in Virgil, c.1957.



# COLLECTIONS & RESEARCH

In 2021 we had 19 donors with 99 items collected. Some of the highlights are:

- Cast iron tools that date back to 1935 when boilers were introduced at Greaves Jams factory.
- A Trunk that belonged to May Fifield, a girl who attended Our Western Home.
- A colour lithograph of the Mississauga Point Lighthouse.
- A strawberry carrier that was used by a local resident when she picked strawberries on a farm in NOTL during the summer months.
- Margarita Howe's Royal Canadian Army Service Corps (RCASC) Uniform.
- Report Cards and Class Photographs for Margaret Swayze.

We saw a decline in the number of research requests during the pandemic. We also limited public access to the collection in order to decrease potential exposure of our resources, which cannot be sanitized after contact. In a typical year we average around 250 requests, but in 2021 we handled approximately 92 requests from researchers.

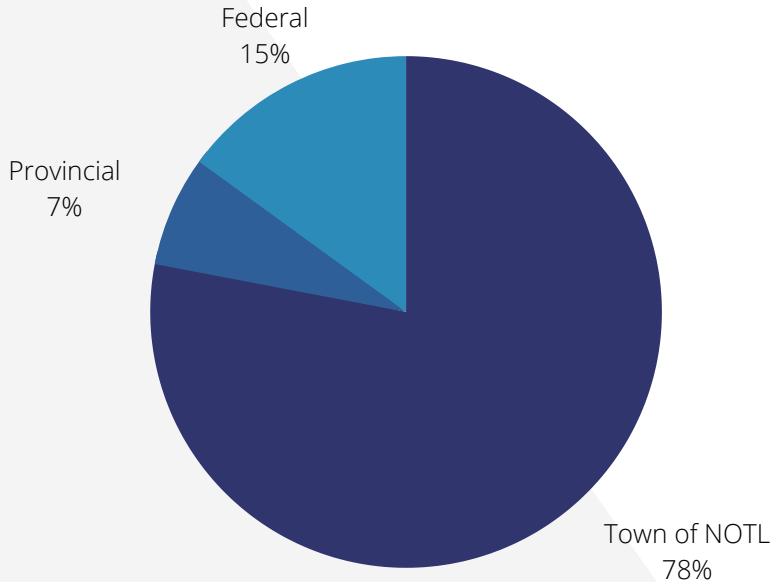
We are continuously uploading more of our [collection online](#). Summer staff and volunteers digitize and write web descriptions for our online database. We currently have 4,783 items listed online. Keep checking our website [www.notlmuseum.ca](http://www.notlmuseum.ca) under the "Collections and Research" section, as we are always adding new content.

## PUBLICATIONS

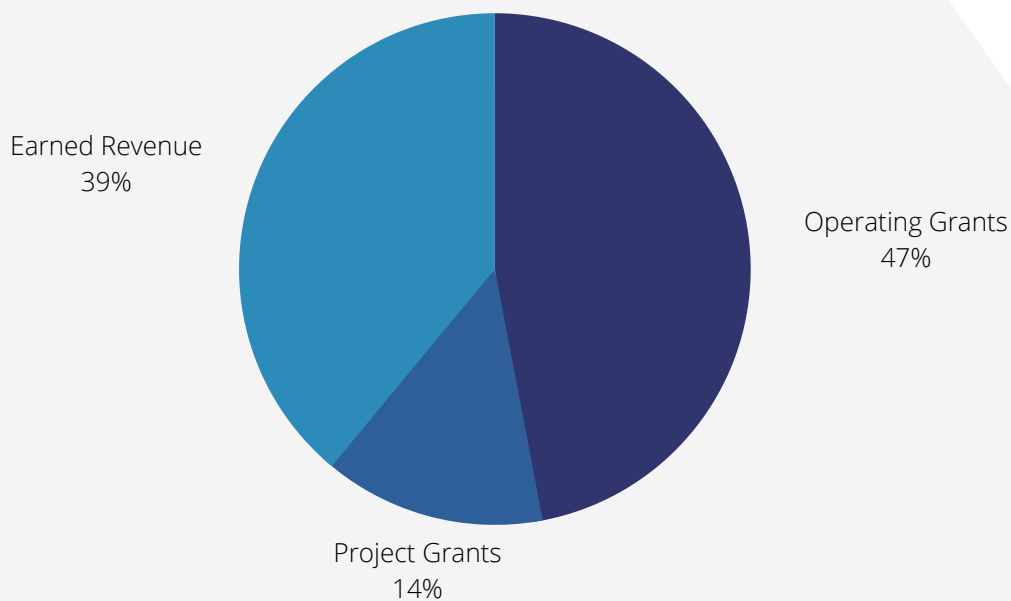
Our long-awaited publication, *Making Her Mark: The Women of Niagara-on-the-Lake*, was published in July 2021. This book explores the everyday stories of Niagara-on-the-Lake's women. Women who were courageous environmentalists, heritage activists, artists, scientists, war heroes, teachers, matriarchs, politicians, and professionals. All of the women featured in this book have made their mark on our community, starting from our earliest history to the most recent passing of significant influencers in 2020. It was so well-received that we sold out just days after our book launch on August 9 and had to order another print run. If you haven't purchased your copy, you can here: <https://notlmuseumshop.square.site/>



# GRANTS & FOUNDATIONS



Operational funding received in 2021, including subsidies related to the pandemic.



Revenue Breakdown 2021

## GRANTS RECEIVED IN 2021

Ann-Louise Branscombe Fund at the Niagara Community Foundation

Canadian Emergency Wage Subsidy (Government of Canada)

Community Museum Operating Grant (Province of Ontario)

Healthy Communities Fund (Community Foundations of Canada)

Niagara Community Foundation

Museum Assistance Program (Government of Canada)

Niagara Investment in Culture (Niagara Region)

Ontario Trillium Foundation

Town of Niagara-on-the-Lake

Young Canada Works/ Jeunesse Canada au travail (Government of Canada)

**YEAR ENDED  
DECEMBER 31, 2021**

**STATEMENT OF REVENUES & EXPENDITURES**

<b>REVENUE</b>	<b>2021</b>	<b>2020</b>
Municipal Grant	264,935	264,935
Federal and Provincial Grants	167,373	286,921
Donations	144,253	46,445
Event Fundraising	58,894	34,260
Gift Shop Sales	26,210	14,180
Harmonized sales tax refunds	21,456	23,011
Memberships	13,230	15,915
Programs and Events	7,552	360
Admissions and Tours	4,732	2,878
Special Projects and other	2,185	1,288
Interest Revenue	1,331	2,021
	<b>712,151</b>	<b>692,214</b>
<b>EXPENSES</b>		
Staff Salaries and Benefits (permanent and contract)	277,544	235,005
Capital Assets Purchased with Designated Revenues	113,559	149,000
Event Fundraising	45,170	24,603
Administration	38,464	37,940
Maintenance and Utilities	35,921	32,742
Curatorial	21,224	2,916
Harmonized Sales Tax	21,033	29,750
Programs and Events	19,880	23,773
Advertising and Website	19,711	13,661
Gift Shop Merchandise	11,383	10,128
Niagara Community Foundation Endowment	10,160	0
Exhibition	5,230	5,307
Planning studies and Other	5,025	9,572
Publishing and Education	4,619	476
	<b>628,923</b>	<b>574,873</b>
<b>EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES</b>	<b>83,228</b>	<b>117,341</b>
<b>STATEMENT OF CHANGES IN NET ASSETS</b>		
Net Assets - Beginning of the Year	307,041	189,700
Excess (deficiency) of Revenue over Expenses	83,228	117,341
<b>Net Assets - End of Year</b>	<b>Operations: 250,376</b> <b>Capital: 139,893</b>	<b>307,041</b>

**FOR A FULL COPY OF THE AUDITED FINANCIAL STATEMENTS BY BRIDGMAN & DURKSEN, CHARTERED ACCOUNTANTS, PLEASE CONTACT THE MUSEUM.**



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Guy Fedorkow

### In Memory of Jean Cushing

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### In Memory of Lenore Morrison

Garron Wells

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When planning your estate remember the Niagara Historical Society. Contact us to learn more about different [planned giving options](#).

The Society & Museum wishes to thank the **Town of Niagara-on-the-Lake and the Province of Ontario for their ongoing support.**



## THE PHOENIX CIRCLE

In 2021, the Phoenix Circle contributed \$8,500 towards our operating costs. As a thank you for their annual contribution, they enjoyed a special private tour of the new Niagara Parks Power Station as well as a “sneak peek” of our fall exhibition.

The Phoenix Circle is crucial to the sustainability of the Society. If you are interested in making an annual individual commitment of \$500 to preserve our heritage, please contact the staff at the Museum.

## THE NIAGARA-ON-THE-LAKE MUSEUM ENDOWMENT

The **Niagara-on-the-Lake Museum Endowment Fund** was established in 2018 at the Niagara Community Foundation, the annual earnings of which go straight to Museum operations. If you are interested in contributing to our endowment to assist with building sustainable funding for the Niagara-on-the-Lake Museum, please speak to Sarah Kaufman, Managing Director. Donations of stocks and securities are accepted.

A private endowment fund was also created in 2020 to help support Museum operations, the **Ron and Linda Fritz Endowment Fund at the Ontario Arts Foundation**. Thank you for the generous gifts from these donors who appreciate the importance of our future sustainability.



## 2021 Ontario Volunteer Service Award Winners:

**10 year pin:** Lorraine Joyner, Elizabeth Surtees, David Livett

**5 year pin:** Jolanta Janny, Geoff & Elizabeth Senson

As always, volunteers are the heart of the Niagara-on-the-Lake Museum, and whether it's a pandemic, or the most beautiful day of the year, our volunteers insisted on playing their part.

In 2021 we were still unable to invite volunteers back for collections and archival work. However, our weekly walking tour guides marched on, our hardy gardeners nurtured, dug and weeded, and Board and committee members showed up for countless Zoom meetings.

And of course the 40+ members of the infamous Poppy Brigade spent more than 1000 hours knitting, crocheting, sewing, gluing, tying, and generally building our popular poppy display.

Our annual Volunteer Recognition Event was again a drive-by picnic - but what a joy it was to see everyone in person.

The restrictions of 2021 meant that the Museum missed the good cheer and laughter of our volunteers, but we are eternally grateful for their continued passion for the NOTL Museum.

“ I continue to take my dog-walks by-passing the Museum, to chat with the visitors about “the process” of our collective artwork and its wonderful outcomes. It has been very rewarding. Congrats on a job well done!

(Nancy Macri speaking about her involvement with the Poppy Project)

# VOLUNTEERS





NIAGARA ON THE  
LAKE  
**MUSEUM**

**43 CASTLEREAGH STREET  
NIAGARA-ON-THE-LAKE,  
ONTARIO, L0S 1J0  
CONTACT@NHSM.CA  
905.468.3912**

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