

# SHINING THE LIGHT ON HISTORY



## ANNUAL REPORT 2020

*Perseverance  
through the  
pandemic*







## MISSION

The **Fort Edmonton Foundation** celebrates Edmonton's vivid, diverse history. We achieve this through building community philanthropic support for capital projects and other initiatives within Fort Edmonton Park.

## VISION

To create and promote an internationally acclaimed living history experience.

## VALUES

The primary core value of the **Fort Edmonton Foundation** is integrity. Integrity is the fundamental principle of our relationships with our donors; it guides our stewardship of their contributions. The Foundation understands that its mission is accomplished solely because of the generosity of those who support it.

The **Fort Edmonton Foundation** believes historical integrity and authenticity are important to the successful development of Fort Edmonton Park as a globally acclaimed living history experience.

The **Fort Edmonton Foundation** values and creates opportunities for accessibility through partnerships and strategic philanthropic support from the community.

The **Fort Edmonton Foundation** strives to ensure that all individuals who work to further its mission, be they donors, volunteers, staff, or stakeholders, are treated according to legally grounded policies and guided by respect and individual rights.

## MESSAGE FROM THE PRESIDENT AND EXECUTIVE DIRECTOR

2020 has been challenging for our Foundation with the COVID-19 pandemic, navigating the deep uncertainties throughout the past year.

We determined that the first half of the year should focus on key plans that needed our attention. Thus, we paused our requests for support until later in 2020, when it felt like a better time to ask. Three significant accomplishments came out of this strategy:

1. The 2020-2023 Fort Edmonton Foundation Strategic Plan was developed and approved.
2. The Capital Campaign Public Phase, Light the Midway, was approved and launched.
3. New, sustainable fundraising strategies were activated.

We accelerated our Capital Campaign goal to raise \$11 Million for the four capital expansion projects, receiving three new lead gifts of \$100,000 each from Canadian Western Bank, Shell Canada, and City Lumber - Rosen Family.

In addition, the \$1 Million Light the Midway Campaign launched in August as a public campaign designed to encourage new supporters to contribute and receive a symbolic bulb for their support. By the end of 2020, over 1,000 supporters donated to support this campaign.

The Foundation board held our annual retreat, focusing on the new Strategic Plan and aligning activities to ensure the organization is sustainable and scalable. We continued our community and government relations with our advocates in government and the community at large.

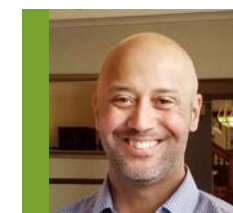
We also reimagined our Fall gala, pivoting to a very successful Fall for the Fort Online Auction presented by EPCOR and Global Edmonton. Our Foundation was a first-mover by implementing online 50/50 raffles early on, yielding over \$80,000 in revenue. We also significantly expanded our social media marketing presence, reaching thousands of people online.

The end of 2020 brought the re-opening of Fort Edmonton Park more clearly into focus as we look forward to celebrating the end of a long redevelopment phase with the Fort Edmonton Management Company and the City of Edmonton. For future projects, we are developing the new accessibility initiative, Fort Edmonton Foundation CARES (Creating Accessible Responsive Education for Sharing), and planning the potential redevelopment of the train station.

We are thankful for the work contributed by our board members and special events and outreach volunteers, especially during such a difficult year. Our fundraising success in 2020 resulted from the community getting behind our actions and supporting this important cause.

We look forward to welcoming each of our volunteers, donors, sponsors, and friends to Fort Edmonton Park when it reopens. Thank you for your unwavering support as we continue to grow and create a bright future for Edmonton's living history museum.

Regards,



*Jason Clarke*  
Jason Clarke  
President



*Janet Tryhuba*  
Janet Tryhuba  
Executive Director





LOOKING  
AHEAD TO  
BRIGHTER  
DAYS  
  
2020 HIGHLIGHTS



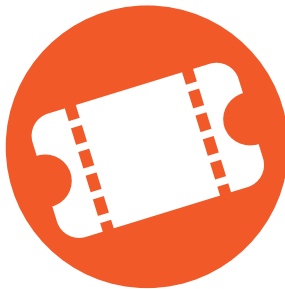
Ryan Young, Light the Midway Committee Co-Chair, holds City of Edmonton's Proclamation of August 25, 2020, being "Light the Midway" day.

We stayed connected with the  
community from a safe distance.

- Delivering 'Our Living History' books to seniors in isolation
- Setting up our info booth at farmer's markets and West Edmonton Mall
- Gathering photos and video stories from keen Light the Midway supporters



New Strategic Plan  
2020-2023



Online 50/50 Raffles  
\$84,000 (Gross Revenue)



Light the Midway Launch  
\$1M Goal



New Website Launch  
[www.supportfortedmonton.com](http://www.supportfortedmonton.com)



Fall for the Fort Online Auction  
\$60,000 (Gross Revenue)



400%  
Growth



190%  
Growth

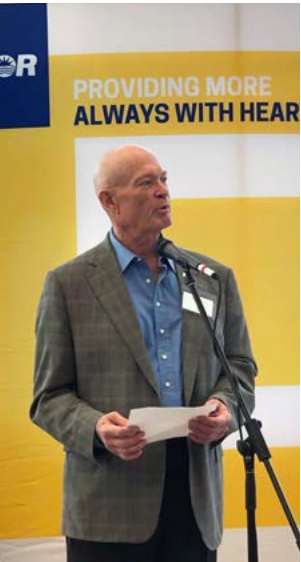


1000%  
Growth



5500%  
Growth

Expanded Our Online Reach



Photos top left to bottom right: Marc Quinn and Grace Kallal at West Edmonton Mall Community Booth. Janet Tryhuba delivering Our Living History books to Revera Riverbend. Dayna Herr (EPCOR), Josh Ramsbottom, Michael Paull and Cheryl McCartney at Fall for the Fort Online Auction launch event. Clayton Tiedemann (EPCOR) speaks at Fall for the Fort Online launch event. Janet Tryhuba, Cameron French, Sarah Higgs and Marc Quinn with big 50/50 Raffle cheque at Alley Kat. Young ambassadors showing their support for the Light the Midway campaign.



# POWERED BY PASSIONATE PEOPLE

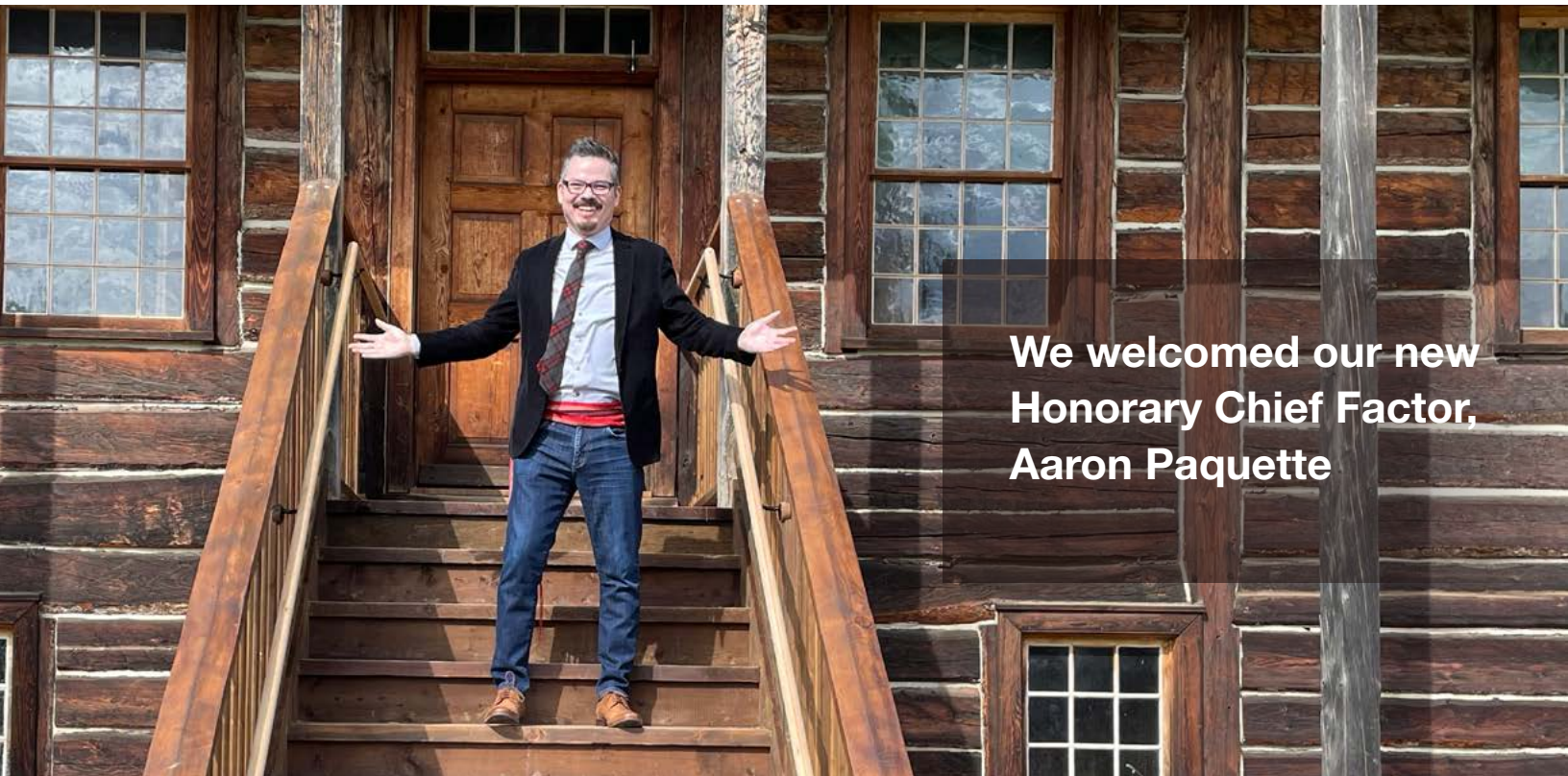


## Board of Directors

Jason Clarke, President	Alle DeMelo	D. Timothy Marriott
Andrew Otway, Vice President	Angela Ferguson	Josh Ramsbottom
Michael Paull, Past President	Grace Kallal	Clayton Tiedemann
Paul Harris, Treasurer	Stephen Lau	Jim Wachowich
	Michael Lohner	Ryan Young

## Staff

Janet Tryhuba, Executive Director  
Marc Quinn, Manager Corporate Sponsorship  
Anne Brown, Executive Administrator  
Cheryl McCartney, Marketing and Communications Coordinator (Temporary Leave)  
Jody Hrabiwchuk, Marketing and Communications Director (Contract)



We welcomed our new  
Honorary Chief Factor,  
Aaron Paquette

## Committees

### Governance

Andrew Otway - Chair  
Jim Wachowich  
Angela Ferguson  
Jason Clarke  
Janet Tryhuba

### Finance

Paul Harris - Chair  
Grace Kallal  
Jason Clarke  
Janet Tryhuba

### External Community and Government Relations

Tim Marriott - Chair  
Stephen Lau  
Josh Ramsbottom  
Jason Clarke  
Janet Tryhuba

### Capital Campaign Cabinet

Clayton Tiedemann - Chair  
Tim Spelliscy  
Michael Lohner  
Tim Cartmell  
Aaron Paquette  
Josh Ramsbottom  
Jeff Robinson  
Robb Campre  
Jason Clarke  
Janet Tryhuba  
Michael Paull  
Lynn Wyton  
Marc Quinn

### Light the Midway

Ryan Young - Co-Chair  
Michael Lohner Co-Chair  
Tim Spelliscy  
Jason Clarke  
Janet Tryhuba  
Jody Hrabiwchuk  
Marc Quinn

### Fall for the Fort

Margaret Min - Chair  
Grace Kallal  
Shirley Belyea  
Anna Posteraro  
Madeline Verhappen  
Jennifer Domanski  
Lisa Jodoin  
Anne Brown  
Janet Tryhuba  
Marc Quinn  
Jody Hrabiwchuk

### Rotary Legacy\*

Lynn Wyton - Chair  
Cheryl McCartney  
Michelle Johnson  
Brielle Dergousoff  
Jim Riddell  
Wolfgang Kaminski  
Kimberleigh Wyton

\* 2020 event cancelled

## Voting Members

Jason Clarke	Angela Ferguson	Michael Lohner	Tim Spelliscy
Sue Currie	Doug Goss	Tim Marriott	Clayton Tiedemann
Lyndon Decore	Paul Harris	Andrew Oway	Jim Wachowich
Alle DeMelo	Grace Kallal	Michael Paull	Doug Warren
Anna Fahrion	Judi Kendall	Jeff Polovick	Ryan Young
Richard Fahrion	Stephen Lau	Josh Ramsbottom	

Foundation Members who purchased their 2020/2021 membership by the deadline of March 31, 2021,  
are the voting Members of the Foundation.

We congratulated our  
2020 Sam Dickson Award  
recipient, Jeff Polovick







PRESERVING  
EDMONTON'S  
HISTORY  
FOR FUTURE  
GENERATIONS

Thank you to our donors and sponsors  
for their tremendous support in 2020.

For a full list of all supporters, please visit our website  
[www.supportfortedmonton.com](http://www.supportfortedmonton.com)



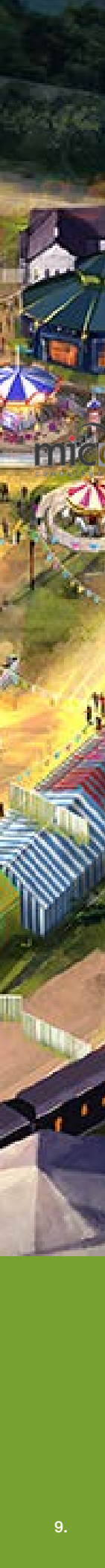
PROVIDING MORE



Rotary Club of Edmonton Sunrise  
Rotary Club of Edmonton Mayfield  
Rotary Club of Edmonton Glenora



Thank you to ATCO for donating  
the new Midway ride cover.





# FINANCIAL STATEMENTS

## To the Members of Fort Edmonton Foundation

### Opinion

We have audited the financial statements of Fort Edmonton Foundation (the Foundation), which comprise the statement of financial position as at December 31, 2020, and the statements of operations, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Foundation as at December 31, 2020, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

### Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Foundation in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with those requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Foundation's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless management either intends to liquidate the Foundation or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Foundation's financial reporting process.

### Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards

will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Foundation's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Foundation's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Foundation to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

King + Company

CHARTERED PROFESSIONAL ACCOUNTANTS

Edmonton, Alberta  
May 18, 2021

## Summary Statement of Financial Position As at December 31

	2020	2019
<strong>ASSETS</strong>		
Cash	\$ 3,243,072	\$ 2,701,434
Accounts receivable and prepaid expenses	220,905	36,637
Long-term investments	71,288	68,035
Equipment	2,797	6,217
Steam railway rolling stock collection	429,651	429,651
	<u>\$ 3,967,713</u>	<u>\$ 3,241,974</u>
<strong>LIABILITIES</strong>		
Accounts payable and accrued liabilities	\$ 62,923	\$ 51,161
Deferred contributions related to operations and park development	2,296,868	1,670,098
	<u>2,359,791</u>	<u>1,721,259</u>
<strong>NET ASSETS</strong>		
Externally restricted for steam railway rolling stock collection	429,651	429,651
Restricted for endowment purposes	71,288	68,035
Unrestricted	1,106,983	1,023,029
	<u>1,607,922</u>	<u>1,520,715</u>
	<u>\$ 3,967,713</u>	<u>\$ 3,241,974</u>

## Summary Statement of Operations Year ended December 31

	2020	2019
<strong>REVENUE</strong>		
Unrestricted donations and fundraising	\$ 1,161,317	\$ 1,170,132
History Book sales, interest and other	131,092	60,310
Deferred contributions recognized from operations and park development	55,641	61,086
Transferred to deferred contributions related to operations and park development	(682,408)	(611,617)
	<u>665,642</u>	<u>679,911</u>
<strong>EXPENSES</strong>		
Salaries and benefits	317,774	327,596
Print and promotional materials	155,925	62,474
Fundraising	54,517	84,201
Office	38,616	35,500
Professional fees	7,671	7,441
Amortization of equipment	3,419	2,874
Consulting fees	513	9,533
History Book project	-	39,573
Park development	-	20,815
	<u>578,435</u>	<u>590,006</u>
<strong>EXCESS OF REVENUE OVER EXPENSES</strong>	<u>\$ 87,207</u>	<u>\$ 89,904</u>

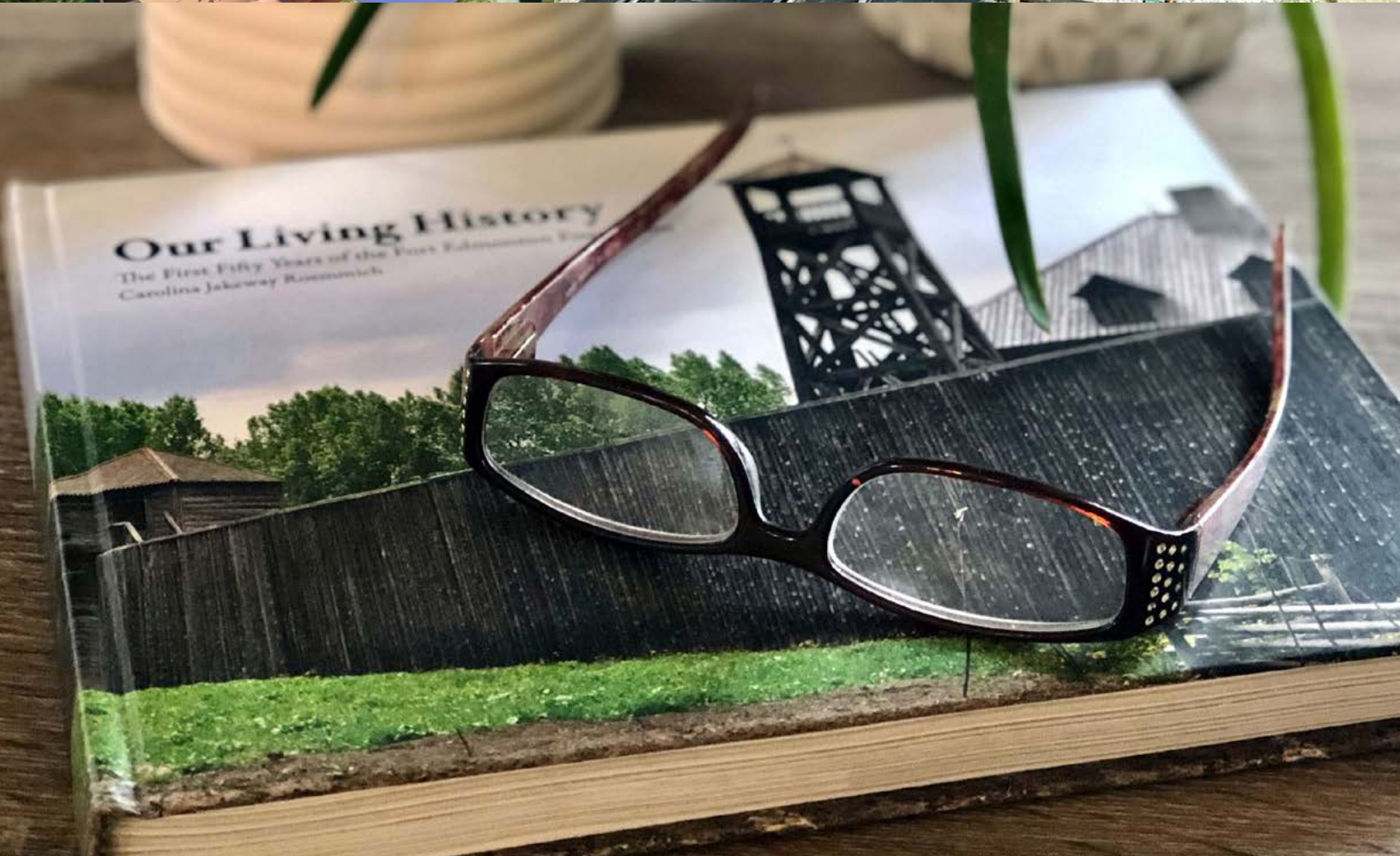
## Summary Statement of Cash Flows Year ended December 31

	2020	2019
<strong>CASH FLOWS FROM OPERATING AND INVESTING ACTIVITIES</strong>		
Cash receipts from donors, fundraising and government assistance	\$ 1,042,148	\$ 1,224,178
Cash receipts from interest	41,405	47,513
Purchase of equipment	-	(7,732)
Purchase of long-term investments	(3,253)	(6,395)
Cash paid to suppliers and employees	(538,662)	(601,262)
	<u>\$ 541,638</u>	<u>\$ 656,302</u>
<strong>INCREASE IN CASH</strong>		

Note 1: These summary financial statements reflect, with certain lines and numbers aggregated, the main classifications of assets, liabilities, operating results and cash flows presented in the audited financial statements, but exclude all note disclosures required under Canadian accounting standards for not-for-profit organizations.

Note 2: For complete financial statements, including notes, contact the organization at (780) 496-6978.





**Fort Edmonton Foundation**

PO Box 67112 Meadowlark RPO • Edmonton, Alberta T5R 5Y3

Phone (780) 496-6977

[www.supportfortedmonton.com](http://www.supportfortedmonton.com)

Charitable Registration No. 10739 4058 RR0001