



# McCord Museum

2004-2005 Annual Report

> Growing Up in Montréal



## Our Mission

The McCord Museum is a public research and teaching museum dedicated to the preservation, study, diffusion, and appreciation of Canadian history.

Grounded in its collections and the study of material culture, and building on the national vision of its founder, the McCord Museum pursues excellence in research, collections, exhibitions, and education, using traditional media and innovative technologies and approaches to speak to contemporary preoccupations and to inspire historical enquiry.

## Our Vision

The McCord Museum will become a world-renowned resource that inspires people to learn about the history of Canada and to reflect on our place in the world.

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### McCord Museum of Canadian History

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On the cover: *Children running*, David Hopkins, 1991; *Mrs Miller's children*, Wm Notman & Son, 1890; teddy bear, 1900-1925; *Mrs MacDougall's children*, Wm Notman & Son, 1915; *Hon. Earnest Casgrain and grandchild*, Wm Notman & Son, 1914. **Page 2, bottom left:** caricature by Arthur G. Racey, 1935-1936. **Pages 3-4, bottom:** *After Notman; The Scots*; visitors in *Turning the Tables*; Catherine Charlebois with school group. **Page 4, top:** teddy bear, 1900-1940. **Page 5:** jug, about 1890. **Page 6:** bust of George III, 1765. **Pages 5-6, bottom:** document signed by Louis XIV, 1695; waistcoat, 1790s; brushes belonging to Henri Julien (1852-1908). **Keys to History, Pages 7-8, bottom:** Heather McNabb and Jeff McCarthy; Stephen Reitman, Julia Reitman, Sylvie Chagnon and

Jean Chagnon; George Carter and Judith Webster; Neil Putt. **Pages 9-10, bottom:** Anne MacKay; Denis Plourdes; Erin Fraser. **Centrefold, bottom front:** visitors in *Growing Up in Montréal*; **back:** Julia and Stephen Reitman; Harriet Moquette, Manon Vennat, Lawrence Moquette and Victoria Dickenson; visitors in *Growing Up in Montréal*.

All photos by Marilyn Aitken except those on page 2 (centre), page 7, page 8 (bottom left), and centrefold (front, left and middle) by Neil Riddell; page 4 (bottom right) by Annabelle Laliberté; page 10 (bottom left), centrefold (front, bottom left and middle and back, bottom right) by Roger Aziz.

## Message from the Executive Director and the Chair of the Board of Trustees

Since its inception in 1921, the McCord Museum has grown and flourished through the support and involvement of people who, like our founder David Ross McCord, believe that an understanding of history benefits all Canadians. Over the years we have worked hard to make the McCord a widely respected institution deeply connected to its community, one that takes pride in crafting innovative exhibitions, disseminating knowledge to diverse audiences, and preserving the material evidence of our collective identity.

We could not do it without you. This year's donors enriched our collection with more than **40,000** items and strengthened the institution through their generous support of our campaigns and fundraising events. A full and varied program of exhibitions and activities was made possible by the financial support of corporations and foundations, not to mention dozens of volunteers and more than **1,500** Friends. The successful merger this year of our membership and donor recognition programs allows us to better serve our Friends. And through creative partnerships with other institutions and organizations we are pursuing ever-greater innovation, both on-site and on-line.

Like most cultural institutions, the McCord faces fiscal challenges. In 2004-2005 we addressed these head-on in order to end the year in a strong, balanced position. Throughout, our over-riding commitment was to the community that has supported us all these years. Strengthened by these challenges and bolstered by a clear vision for the future, we are poised to begin a new chapter. As always, we strive for excellence, and you make it possible.



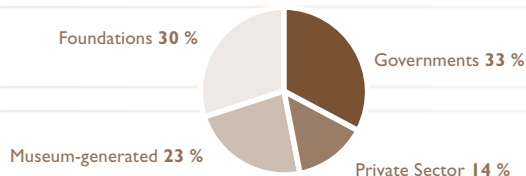
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Victoria Dickenson  
Executive Director

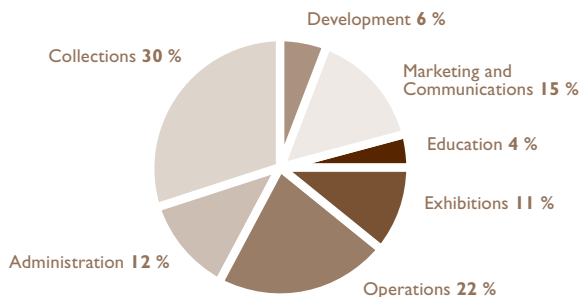


## Financial Overview

### 2004-2005 Sources of Revenue (as percentage of total)



### 2004-2005 Expenditures (as percentage of total)



Audited financial statements are available by request.  
Please visit our Web site at [www.mccord-museum.qc.ca](http://www.mccord-museum.qc.ca)  
or contact Accounting Services at (514) 398-7100, ext. 302.

#### Exhibitions in 2004-2005

- > *Growing Up in Montréal*, October 29, 2004 to June 26, 2006
- > *Cities of Canada — The Seagram Collection*, February 12 to April 12, 2004
- > *The Scots — Dyed-in-the-Wool Montrealers*, October 3, 2003 to September 6, 2004
- > *After Notman — Photographic Views of Montréal, A Century Apart*, July 26, 2003 to July 25, 2004
- > *Simply Montréal — Glimpses of a Unique City*, permanent exhibition

#### Visiting

- > *First Son — Portraits by C.D. Hoy*, August 26, 2004 to May 1, 2005, curated by Faith Moosang and organized and circulated by Presentation House Gallery, Vancouver
- > *Turning the Tables*, May 28, 2004 to April 3, 2005, from the Musée de la civilisation, Quebec City

## The Year in Review

### Programming Excellence

During the 2004-2005 year the McCord provided a range of historical exhibitions, cultural activities and community programs to its almost **95,000** on site visitors.

Two enormously popular exhibitions were carried over from the previous year and continued to draw unprecedented numbers of local visitors. *The Scots — Dyed-in-the-Wool Montrealers* struck a chord with residents from all walks of life, including the broad section of the Quebec population of Scottish descent as well as those with an interest in the history of immigration and the development of Canada's first great metropolis. An impressive experiment in rephotography entitled *After Notman — Photographic Views of Montréal, A Century Apart* also captured visitors' imaginations with its evocative "then and now" images of the city's busy marketplaces, bustling streets, and restful parks — so much so that this year it was chosen to tour a series of Montréal community galleries as part of the *Conseil des arts de Montréal en tournée*.

These exhibitions and their accompanying activities were undoubtedly to thank for increased local visitation, **up by 15 percent** since 2002. The year's major new exhibition continued in this vein. *Growing Up in Montréal* opened in the fall of 2004 to much acclaim. Visitors responded with joy and delight to the wealth of twentieth-century toys, games, clothing and photographs from



the McCord's collection, reminiscing about their own childhood experiences and marvelling at the life-changing discoveries a century could bring. This exhibition, so effective at inspiring inter-generational dialogue, lent itself naturally to programming for schoolchildren and families. Thousands of visitors filled out post-cards recounting memories from their youth, and **Spring Break 2005** saw popular screenings of classic Canadian children's films, such as *The Hockey Sweater*, in our J.Armand Bombardier Théâtre. School programs and weekend workshops allowed children of all ages to travel through time and imagine what life was like for their parents and grandparents. These activities were made possible in part by **Associated Medical Services**, and the exhibition received essential support from **Bell Canada, Canadian Heritage** and media partners **The Gazette** and **CBC Television**.

The McCord also looked beyond Montreal with a well-received exhibition of paintings from the recently acquired Seagram Collection. The **40** striking cityscapes in **Cities of Canada** — displayed for the first time since the 1960s — garnered front-page coverage in the *National Post* and have since begun a very successful cross-Canada tour. Fans of photography were treated to a glimpse of a unique collection from British Columbia in **First Son**, featuring evocative portraits by early twentieth-century Chinese-Canadian photographer Chow Dong Hoy. For decorative arts lovers there were the dramatic and thematic displays of tableware in the magical **Turning the Tables**, on loan from the Musée de la civilisation in Quebec City.

Almost **20,000** school children benefited this year from myriad tours and activities crafted by our dedicated Education staff and volunteers. New offerings in this area include a program specially designed for preschool and kindergarten classes and a new outreach activity for schools in disadvantaged areas of Montréal, created at the request of the Programme de soutien à l'école montréalaise of the Ministère de l'Éducation du Québec. The McCord's school programs are made possible through the generous financial support of **Great-West Life**. Hundreds of families and regular visitors were inspired by the exhibition **Growing Up in Montréal** to participate in a popular series of weekend arts and crafts workshops, and regular visitors were delighted with the wide range of independent activities integrated into every exhibition hall. Included with the price of Museum admission, they are another example of how the McCord strives to be accessible and relevant to all audiences.



#### Virtual

- > **The Magic Lantern**
- > **Urban Life Through Two Lenses**, with the Virtual Museum of Canada
- > **The Victoria Bridge — The Eighth Wonder of the Modern World**

#### On Tour

- > **Cities of Canada — The Seagram Collection**, March 5 to May 8, 2005 at the McMichael Canadian Art Collection, Kleinburg, Ontario
- > **After Notman — Photographic Views of Montréal, A Century Apart**, March 19 to May 1, 2005 at the Stewart Hall Art Gallery,

Pointe-Claire, Quebec, as part of the Conseil des arts de Montréal en tournée

- > **Clothes Make the MAN**, March 24 to September 26, 2004 at the Musée de l'Amérique française, a component of the Musée de la civilisation, Quebec City



## Acquisition Highlights

A number of exceptional artifacts and historical documents were entrusted to the McCord in 2004-2005. Eight donations consisting of more than **300** items were submitted to the Canadian Cultural Property Export Review Board for certification as objects of national, provincial or regional significance.

To the Museum's considerable collection of Canadian political cartoons were added original works by **Arthur G. Racey** (1870-1941), whose caricatures appeared in the *Montreal Witness*, the *Star*, and internationally. Racey's works were donated by **Mrs Margaret Racey Stavert** and **Mrs Susan Racey Godber**. **M. Robert Salagan** bestowed a one-of-a-kind scrapbook commemorating the 1951 Royal Tour of Canada, and **Mme Louise Archambault Sheils** donated a document confirming the concession of the seigneurie of Rouville to Jean-Baptiste Hertel, dated 1695 and signed by Louis XIV and Phelypeaux. An embroidered man's waistcoat dating from the 1790s and donated by **Mrs Marguerite Ahern Normandeau** is one of the most extraordinary costume acquisitions the McCord has received in recent years.

Other noteworthy gifts include sketches by renowned Canadian artist Robert Harris, a gift of Mrs L. Shragovitch-Segall, and an important collection of Portneuf pottery courtesy of **the Hon. and Mme Normand Grimard**. For a complete list of donors to the collections, please turn to the centre pages.



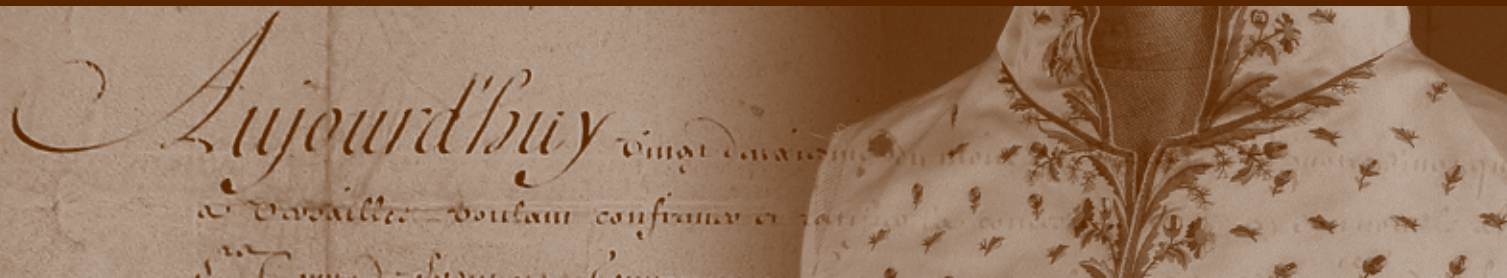
## Research & Innovation

The McCord Museum prides itself on setting high standards for research and the use of new media to reach diverse audiences, both at the Museum and at a distance.

The 2004 McCord Colloquium took place in October, bringing together scholars from across North America and as far as Europe and China to discuss **Comparative and Interdisciplinary Approaches to Child Health in the Twentieth Century**. The event was chaired by Professor George Weisz and held in conjunction with the McGill University Department of the Social Studies of Medicine, with the financial support of Associated Medical Services. Several major research initiatives were also undertaken this year, including one into the visual arts activities of Montreal's **Pen and Pencil Club**, supervised by Professor Laurier Lacroix of the Université du Québec à Montréal and funded by Miles Price of New York. Executive Director Victoria Dickenson has joined forces with scholars from McGill and Concordia Universities and the Université du Montréal to begin an in-depth

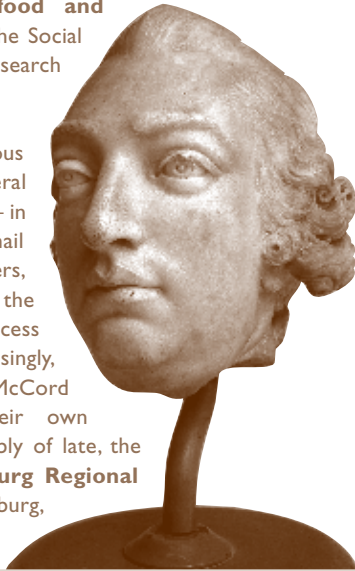
### Acquisitions in 2004-2005

> Collection	Number of donations	Number of items
> Iconographic and textual archives	37 donations	1,543 documents and/or lots
> Photographic archives	14 donations	38,634 photographs
> Decorative arts	44 donations	1,345 artifacts
> Costume and textiles	36 donations	250 artifacts
> Ethnology/archaeology	6 donations	36 artifacts
> Paintings, prints and drawings	7 donations	121 works
> Cross-collection acquisitions	38 donations	(apportioned above)
<b>&gt; Total</b>	<b>182 donations</b>	<b>41,929 items</b>



examination of **Canadian food and culinary history**, funded by the Social Sciences and Humanities Research Council of Canada.

Staff and volunteers in various departments respond to several thousand enquiries each year — in person, by telephone and by email — from individual researchers, enthusiasts and members of the press seeking information or access to the collection. And increasingly, other institutions are using McCord holdings to supplement their own exhibition projects. Most notably of late, the **Senator John Heinz Pittsburg Regional History Center** in Pittsburg,



Pennsylvania, borrowed six important artifacts and works of art, including two outstanding portraits, a silver wine cup owned by the Marquis de Montcalm, and a 1765 bust of George III. All are featured in the exhibition *Clash of Empires — The British, French and Indian War, 1754-1763*, slated to travel to the **Canadian War Museum** in Ottawa and the **Smithsonian International Gallery** in Washington, DC.

The McCord's award-winning **Web site** received almost **3.2 million** page hits and over **550,000** visits in 2004-2005, a testament to its breadth, depth and quality. The on-line initiative **Keys to History** expanded to include two more partner museums and now encompasses eight institutions across five provinces. With 34 new web tours, games and pedagogical activities to choose from and **110,000** images accessible through the on-line database, users have even more exciting and innovative ways to explore Canada's material history in a digital environment.

### Awards and Recognition

- > In April of 2004, two Web-based learning resources spearheaded by the McCord Museum — **Keys to History** and **ClioClic** — earned the McCord the first-ever Museums-Schools Partnership Award. Co-sponsored by the Canadian College of Teachers and the Canadian Museum of Nature, the award was presented at the 2004 annual meeting of the Canadian Museums Association.
- > In June of 2004, the McCord received an **A+ rating** from the *Ministère de la Culture et des Communications du Québec*. This evaluation, carried out every three years by expert evaluators, assesses the quality of museums' services and provides an

objective means of comparison across institutions. The most recent report on the McCord represents an improvement upon an already impressive A rating, received in 2001.

- > In January of 2005, Parks Canada and the Historic Sites and Monuments Board unveiled a plaque commemorating the national historic significance of Museum founder **David Ross McCord**. The plaque recognizes McCord's role as a visionary collector of objects, images and manuscripts associated with Canada, one whose bequest continues to inspire and strengthen national identity.



## Involvement

The McCord Museum relies on countless groups and individuals to maintain its high standards in collecting, exhibiting, programming, and services.

The Museum benefits enormously from the work of more than **50** volunteers. They give of their time and expertise to help deliver activities and programs, conduct research and catalogue the collection, and do countless tasks that are essential to day-to-day operations. At the same time, **1,500** people count themselves as Friends of the McCord. These donors to the collection and our annual giving campaigns are key factors in the McCord's ongoing success, and we are pleased to be able to offer them unique benefits and privileges in return. We gratefully acknowledge the many individuals, corporations, foundations, organizations, and government agencies that demonstrated their commitment to the McCord during the 2004-2005 year.

Each spring the McCord holds a fundraising gala thematically linked to the season's major exhibition. Guests to the 2004 event proved to be true "dyed-in-the-wool Montrealers," many coming out in Highland dress to support the McCord and celebrate the city's Scottish heritage. A total of **\$100,000** was raised for the Museum that evening. Many thanks go to **Mr Robert Ritchie**, President and CEO of Canadian Pacific Railway and honorary chair of the evening, to event co-chairs **Lawrence and Harriet Moquette**, and to all the dedicated members of the organizing committee and the sponsors and donors who made the evening a grand success. The Museum is also grateful to **Jean and Sylvie Chagnon**, co-chairs of the 2003-2004 Annual Giving Campaign, to **Daniel and Heather Gagnier**, co-chairs of the 2004-2005 Campaign, and to everyone who responded with generosity to our fundraising efforts in the past year. For a complete list of financial contributors for the period of April 1, 2004 to March 31, 2005, please turn to the centre pages.

### Organizing Committee, 2004 Gala

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# People

## In Memoriam

We were deeply saddened this year by the passing of two very special members of the McCord family:

### *E. Lee Hambleton (1939-2005)*

E. Lee Hambleton, a prominent member of the Montreal broadcasting community and sitting member of the McCord's Board of Trustees, passed away in January of 2005 after a determined battle with cancer. His service to the McCord is one of many indications of his wide-ranging involvement in the Montreal community. All who knew him attested to his leadership, his soft-spoken sophistication and his gentlemanly manner. His dedication and enthusiasm will be greatly missed.

### *Mario Héту (1967-2004)*

McCord staff lost a much-loved colleague in November of 2004, when Mario Héту died suddenly of a cardiac arrest. A familiar face at the Museum since 1992, he began work as a security guard, then as Assistant Technician, and finally, assumed the role of Coordinator, Building Services. Right up until the day before his untimely passing he worked cheerfully and tirelessly to ensure the smooth running of special events and day-to-day operations. The McCord will not be the same without him.



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# THE McCORD MUSEUM OF CANADIAN HISTORY

## Balance sheet

as at March 31, 2005

	Operating Fund	Restricted Fund	Capital Assets Fund	Endowment Fund	Total	
					2005	2004
	\$	\$	\$	\$	\$	\$
<b>Assets</b>						
<b>Current assets</b>						
Cash	344,787	-	-	624,954	969,741	574,712
Amounts receivable	195,260	-	-	-	195,260	221,140
Grants receivable	51,070	49,936	94,845	-	195,851	381,710
Due from (to) other funds	100,971	144,774	278,432	(524,177)	-	-
Inventory	102,282	-	-	-	102,282	124,038
Prepaid expenses	44,841	-	-	-	44,841	41,858
	839,211	194,710	373,277	100,777	1,507,975	1,343,458
Grant receivable	306,423	-	569,067	-	875,490	1,021,405
Investments at cost	-	-	-	10,335,679	10,335,679	7,773,371
Deposit	-	-	100,000	-	100,000	-
Capital assets	-	-	2,052,781	-	2,052,781	2,371,321
	1,145,634	194,710	3,095,125	10,436,456	14,871,925	12,509,555
<b>Liabilities</b>						
<b>Current liabilities</b>						
Accounts payable and accrued liabilities	700,502	19,469	-	12,650	732,621	646,018
Deferred revenue	103,855	166,855	278,432	-	549,142	360,167
Current portion of long-term debt	51,070	-	94,845	-	145,915	145,915
	855,427	186,324	373,277	12,650	1,427,678	1,152,100
Deferred revenue, long-term	-	-	100,000	-	100,000	-
Long-term debt	306,423	-	569,067	-	875,490	1,021,405
Deferred contributions	-	-	1,164,260	-	1,164,260	1,423,493
	1,161,850	186,324	2,206,604	12,650	3,567,428	3,596,998
<b>Fund balances</b>						
Invested in capital assets	-	-	888,521	-	888,521	947,828
Externally restricted	-	8,386	-	10,229,074	10,237,460	7,738,960
Internally restricted	-	-	-	194,732	194,732	263,266
Unrestricted	(16,216)	-	-	-	(16,216)	(37,497)
	(16,216)	8,386	888,521	10,423,806	11,304,497	8,912,557
	1,145,634	194,710	3,095,125	10,436,456	14,871,925	12,509,555

# THE McCORD MUSEUM OF CANADIAN HISTORY

## Statement of operations and changes in fund balances

year ended March 31, 2005

	Operating Fund	Restricted Fund	Capital Assets Fund	Endowment Fund	Total	
					2005	2004
	\$	\$	\$	\$	\$	\$
<b>Revenue</b>						
Québec Government	1,247,907	10,221	49,395	-	1,307,523	1,531,494
Canadian Government	122,716	595,614	-	-	718,330	1,141,129
Conseil des arts de Montréal	82,500	-	-	-	82,500	48,000
Ville de Montréal	5,600	-	-	-	5,600	-
Foundation grants	1,622,051	-	289,897	-	1,911,948	1,673,360
Other grants	3,777	-	-	-	3,777	16,152
Contributed services	142,021	-	-	-	142,021	136,776
Auxiliary services	357,518	-	-	-	357,518	387,319
Investment income	22,754	-	-	-	22,754	24,163
Admissions	323,780	-	-	-	323,780	303,812
Fundraising	413,427	-	-	-	413,427	287,994
Sponsorship	339,705	-	7,116	-	346,821	123,775
Rental	161,728	-	-	-	161,728	278,486
Other	43,228	-	-	-	43,228	74,882
	<b>4,888,712</b>	<b>605,835</b>	<b>346,408</b>	<b>-</b>	<b>5,840,955</b>	<b>6,027,342</b>
<b>Expenses</b>						
Collections	1,408,421	551,401	-	-	1,959,822	1,832,783
Building and security	906,985	-	-	-	906,985	888,837
Administration	742,557	-	-	-	742,557	731,411
Exhibitions	690,932	-	-	-	690,932	726,280
Marketing	331,593	-	-	-	331,593	280,008
Education programs	269,371	-	-	-	269,371	340,570
Communications	364,908	-	-	-	364,908	515,422
Development	317,520	55,934	-	-	373,454	286,467
Auxiliary services	277,424	-	-	-	277,424	250,196
Interest on long-term debt	26,597	-	49,395	-	75,992	85,492
Amortization of capital assets	-	-	417,443	-	417,443	427,219
	<b>5,336,308</b>	<b>607,335</b>	<b>466,838</b>	<b>-</b>	<b>6,410,481</b>	<b>6,364,685</b>
<b>Deficiency of revenue over expenses before the undernoted</b>	<b>(447,596)</b>	<b>(1,500)</b>	<b>(120,430)</b>	<b>-</b>	<b>(569,526)</b>	<b>(337,343)</b>
Endowment investment income	513,479	-	-	-	513,479	374,234
Endowment administration expenses	(52,013)	-	-	-	(52,013)	(43,747)
<b>(Deficiency) excess of revenue over expenses</b>	<b>13,870</b>	<b>(1,500)</b>	<b>(120,430)</b>	<b>-</b>	<b>(108,060)</b>	<b>(6,856)</b>
Fund balances, beginning of year	(37,497)	9,886	947,828	7,992,340	8,912,557	6,419,413
Endowment contributions	-	-	-	2,500,000	2,500,000	2,500,000
Interfund transfers	7,411	-	61,123	(68,534)	-	-
<b>Fund balances, end of year</b>	<b>(16,216)</b>	<b>8,386</b>	<b>888,521</b>	<b>10,423,806</b>	<b>11,304,497</b>	<b>8,912,557</b>

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