



McCORD MUSEUM



ANNUAL REPORT 2007 | 2008

MISSION:
**COLLECTING HISTORY
&
CONNECTING PEOPLE**

COLLECTING HISTORY

THE McCORD MUSEUM IS A PUBLIC RESEARCH AND TEACHING MUSEUM DEDICATED TO THE PRESERVATION, STUDY, DIFFUSION AND APPRECIATION OF CANADIAN HISTORY.

CONNECTING PEOPLE

THE McCORD MUSEUM HELPS INDIVIDUALS CONNECT WITH GENERATIONS, CULTURES AND COMMUNITIES, INSPIRING THEM TO BECOME INFORMED, OPEN-MINDED AND ENGAGED CITIZENS.

VISION:

**INCLUSIVE
ENGAGED
PROVOKING
RELEVANT**

A UNIQUE FORWARD-LOOKING AND THOUGHT-PROVOKING MUSEUM, EXPLORING CONTEMPORARY ISSUES RELEVANT TO CANADIANS OF ALL BACKGROUNDS, ENGAGED WITH COMMUNITIES AT THE LOCAL, NATIONAL AND GLOBAL LEVEL.



MESSAGE

FROM THE EXECUTIVE DIRECTOR AND CHAIR

For over 85 years, the McCord has fulfilled an essential cultural mission in Canada by collecting our history and connecting people with each other and with our collective past.

This year has been one of reflection and of consolidation. We have taken time to reassess our strengths, in our collections and our expertise, and in the relationships we build with the communities that we serve and with our networks of partners, donors, friends, and volunteers who help us achieve our mission.

This past year, our long-running exhibition *Growing Up in Montreal* came to a very successful end, and we opened our brilliantly conceived exhibition on the female body and its coverings (and uncoverings), *Reveal or Conceal?*. We collaborated with the Montreal Chinese community to develop the remarkable photographic exhibition *Souvenirs of Here*. We continued our deep commitment to our Web audience (2.25 million visits a year and growing!), by adding to our prize-winning online educational resource *Keys to History*.

Museum collections preserve the memory of our nation. This year, we received more than 7 000 artifacts, documents and archival fonds from more than 170 donors from Canada, the United States, and England. Only a miniscule portion of our holdings is on display at any one time, but our collections are available to researchers on site, and globally through our website.

Our ongoing challenge is, however, supporting collections care, and we rely on our Friends and supporters, to whom we owe enormous thanks. This year in particular, we wish to thank one very special supporter of the McCord, Joan McKim, who for 25 years has worked tirelessly as a volunteer in Collections Management. In April, Joan was awarded the Canadian Museums Association Volunteer Award, an honour richly deserved. Chapeau, Joan!

Victoria Dickenson
Executive Director

Manon Vennat
Chair of the Board of Trustees

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THE YEAR IN REVIEW

VISITORS

The McCord welcomed **72,791 visitors** in 2007-2008 and saw more than **4,000** visitors come through its doors on **Montreal Museums Day** (2007).

Configurations, the second instalment of our outdoor exhibition on McGill College Avenue, attracted **818,050** visitors (compared to 650,000 visitors for *Transactions*, the first exhibition in 2006).

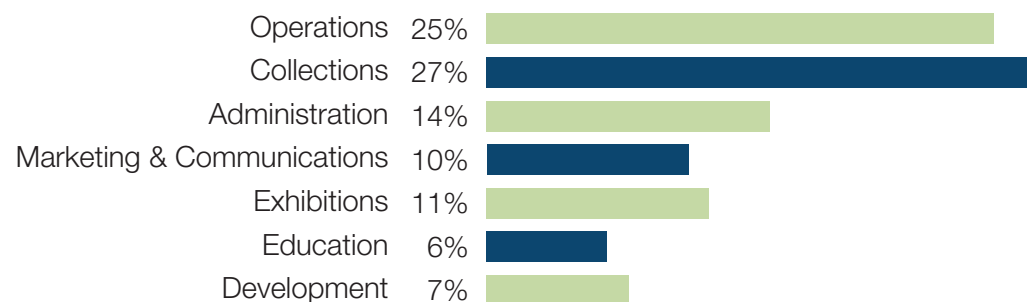
SOURCES OF REVENUE

The McCord receives more than half of its support from fundraising and revenue-generating activities.



EXPENDITURES

Expenditures for Collections include the creation and management of the Museum's Web site.



In 2006, the McCord identified the beginning of an annual "structural deficit" the result of increasing expenses and relatively fixed income. The Museum is working actively to develop and implement a number of short and long-term strategies and actions to address this issue. This has inevitably had an impact on our operations, but the McCord team has worked very hard to ensure that the excellence of programming and content be maintained.

COLLECTIONS

NEW ACQUISITIONS IN 2007-2008

The McCord collections are a global reference for the study of Canada's material history, both at the Museum and through our online database (www.mccord-museum.qc.ca). People from across Canada and beyond view the McCord as a repository for the objects and documents of our history, evident in the number and significance of donations made to the Museum every year. In 2007-08, the McCord accepted **171 donations** comprising **7,950 artefacts, documents, and archival fonds**.



Six acquisitions were recognized by the **Canadian Cultural Property Export Review Board** as items of exceptional interest and national importance: **11 watercolours** by artist Henry Bunnett (1845-1911) representing Montreal buildings now disappeared, ca 1885-1889; **531 editorial cartoons** by Garnotte, the majority of which were published in *Le Devoir* between 1996 and 2000; **a painted photographic portrait** of Anne Jane Cathcart (1828-1872), wife of Duncan Bell, by Henry Sandham (1842-1910) and



the Notman Studio in 1872; **the May and Jack Cole Collection** of antique French Canadian furniture and Canadian pictorial works of the 19th century; **132 illustrations and editorial cartoons** by Aislin (Terry Mosher), the majority of which were published in *The Gazette* between 1983 and 2003.



Acquisitions in 2007-2008

| Collections | Donations | Artifacts |
|---------------------------------|-----------|---------------------------|
| Iconographic & Textual Archives | 29 | 953 documents and/or lots |
| Photographic Archives | 23 | 5 045 |
| Decorative Arts | 40 | 1 416 |
| Costume & Textiles | 26 | 243 |
| Ethnology & Archaeology | 5 | 227 |
| Paintings, Prints and Drawings | 3 | 66 |
| Cross-collection | 45 | (apportioned above) |



LOANS TO OTHER MUSEUMS OR INSTITUTIONS

During 2007-08, the Museum made 34 loans comprising 187 items to various museums, including the Musée de la civilisation du Québec; Musée national des beaux-arts du Québec; Montréal Science Centre; Montreal Museum of Fine Arts; Pointe-à-Callière, the Montréal Museum of Archaeology and History; Canadian Museum of Civilization; Royal Ontario Museum; and Vancouver Art Gallery.

KNOWLEDGE & RESEARCH

ARCHIVES & DOCUMENTATION CENTRE

In addition to access to our online and in-museum database, the **Archives & Documentation Centre** provides research assistance and access to over 8,000 works and periodicals from the library; more than 2,000 works from the rare book collection; and nearly 700 archival fonds as well as the photographic collections of the Notman Photographic Archives. In 2007-08, the **Centre** hosted **650** in-house research sessions by external researchers and responded to more than **800** reference requests made by mail or e-mail. In addition, the staff provided guided tours of the archival fonds to students and researchers from McGill University, Université de Montréal, UQAM, and representatives of Aboriginal communities. The Centre receives annual funding from the Bibliothèque et Archives nationales du Québec as an approved Archival Centre to support of our efforts to engage new audiences and make our collection more accessible.



McCORD COLLOQUIUM

For the past six years, the McCord has organized a colloquium in conjunction with its exhibition themes, fields of research and collections. The 2007 McCord Colloquium, **Golden Mountain: China and Canada, Interconnected**, was organized in conjunction with the exhibition

Souvenirs of Here - The Photograph Album

As Private Archive. This colloquium, a collaborative effort with Concordia University (November 1-3, 2007), explored the diverse and dynamic relations between Canada and China from historical, economic, cultural and political perspectives. The Colloquium attracted close to 80 participants from across Canada, including representatives from the Chinese-Canadian community. The Colloquium also included a concert of traditional

Chinese music and presentation of the opera *Three Cities in the Life of Norman Bethune* by Canadian composer Tim Brady.



SYMPOSIUM

Every two years the McCord participates in *Le Mois de la Photo*, an international biennale of contemporary photography held in Montreal. This year the McCord, in association with the Gail and Stephen A. Jarislowsky Institute for Studies in Canadian Art at Concordia University and the Université du Québec à Montréal, presented the symposium **Images of Society, Variable Trajectories** (September 20, 2007), which explored the evolution of the practice and perception of documentary photography. It brought together eight lecturers from Canada and welcomed more than 50 participants.

DEVELOPMENT OF ONLINE RESOURCES

The McCord is a Canadian leader in the use of the Internet and new technologies and their integration into the museum visitor experience. A forerunner in the field, the Museum has developed (since 1999!) online thematic tours based on elements and images from the collection for use in classrooms and homes. Today our site, www.mccord-museum.qc.ca is a global reference for Canadian history, a model of online collections accessibility, and an interactive site for exploring history. In May 2007, the Museum launched a special initiative developed in collaboration with Aboriginal communities to make the First Nations collections available online in an interactive interface that encourages communities to incorporate their own classifications and research into the object and image data on the site.

CURATORIAL AND CONSERVATION EXPERTISE

The McCord team includes specialist curators and conservators whose research is featured in scientific publications, conferences and exhibitions. This expertise greatly contributes to the excellent reputation the McCord enjoys within academic and research networks around the world.

PUBLICATIONS (a selection)

Victoria Dickenson

- *The Herons are Still Here*, Address for the **50th anniversary of the Graduate Program, History Department**, Carleton University, Ottawa, March 2007
- *Searching for Lachine*, **McCord Colloquium: Golden Mountain, China and Canada, Interconnected**, November 2007
- "Meticulous Depiction, Animals in Art, 1400-1600", chapter in *The Renaissance, Cultural History of Animals*, Volume 4 (Oxford: Berg, 2007)

Nicole Vallières

- "Séminaire de synthèse," Masters of Museology program, Université de Montréal (2007)
- Member of Programming Committee, **ICHIM 2007**, Digital Culture and Heritage, Toronto, October 24-27, 2007
- "Les outils innovants de la toile, créateurs de nouvelles pratiques culturelles, Sites Internet: quelles ressources pour les visiteurs?" Guest speaker **Journées d'études de l'OCIM** (Office de coopération et d'information muséographiques), Paris, Palais de la Découverte, November 21-22, 2007

Cynthia Cooper

- *The History of Tailored Clothing and the Garment Industry in Canada*, Guest speaker, **International Association of Clothing Designers and Executives**, Annual Convention, Montreal, May 5, 2007
- "Masquerade Dress in the U.S. and Canada and The Garment Industry and Retail in Canada", in *The Encyclopaedia of World Dress and Fashion*, (Oxford: Berg, 2010)

Anne MacKay

- *The Exhibition of Aboriginal Heritage at the McCord Museum*, **Symposium 2007: Preserving Aboriginal Heritage: Technical and Traditional Approaches**, Library and Archives Canada, September 24-27, 2007

- Technical research on a painting attributed to Paul Peel, M992.87.1 (with the ICC, in progress)
- Technical research on an Amerindian headdress, M182 (with the ICC, in progress)

Hélène Samson

- *Le photogénique. Exploration conceptuelle*, Images et figures du corps en photographie: Photographie et corps politique IV, **75^e congrès de l'ACFAS**, Université du Québec à Trois-Rivières, May 7-8, 2007
- *From the Archives to the Street*, Visual Arts Department, Concordia University, June 10, 2007
- *Configurations: une exposition hypermoderne?*, **McCord Symposium: Images of Society: Changing Trajectories**, September 20, 2007
- *First Nations Peoples and Photography in the Notman Photographic Archives*, Art History and Communications Department, McGill University, November 6, 2007

Guislain Lemay

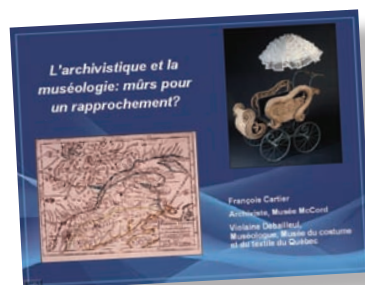
- Representative, **Reciprocal Research Network (RRN)** with the Musqueam Indian Band, U'mista Cultural Society, Stolo Nation/Tribal Council, UBC Museum of Anthropology
- Member, **Great Lakes Research Alliance for the Study of Aboriginal Arts and Culture (GRASAC)**, Carleton University

Marie-Claude Larouche

- "Voyage chez les Inuits et les Mi'kmaq, une aventure tirant profit des ressources Web du Musée McCord," in *Traces*, Revue of the *Société des professeurs d'éducation du Québec*, in collaboration with Nicole Lebrun and Anik Meunier, November-December 2007, vol. 45, no 4, p.16-18
- "ÉduWeb, un environnement d'apprentissage sur le site du Musée McCord," In *Le manuel scolaire, d'ici et d'ailleurs, d'hier à demain* (Proceedings of the international symposium held at the Bibliothèque nationale du Québec, April 11-14, 2006), under the direction of Monique Lebrun, Quebec, Presses de l'Université du Québec.
- "Sur les traces des Premiers occupants," in *Traces*, Revue of the *Société des professeurs d'éducation du Québec*, March-April 2007, vol. 45, no.2, p.10-11

François Cartier

- *Discussions sur le document d'archives historique en tant qu'objet de culture matérielle dans le cadre muséal*, **7^e Journée des archives de l'Université catholique de Louvain (Belgium)**
- *L'archivistique et la muséologie: mûrs pour un rapprochement?* Conference on the convergence of archival science and museology presented as part of the **36^e Congrès annuel de l'AAQ** (2007); presented with Violaine Debailleul
- "L'archivistique et la muséologie : mûrs pour un rapprochement?" in *Actes du 36^e Congrès annuel de l'AAQ* (2007); co-written with Violaine Debailleul
- "Slicing Through History. A Landmark Delicatessen Lives on in Montreal, Thanks to the Work of the McCord Museum", in *Canadian Architect* (February 2008)



EXHIBITIONS

Each year, the McCord provides its visitors with a program of temporary exhibitions presented with the support of our media partners, *The Gazette* and *La Presse*, and developed by the Museum exhibition team or borrowed from our partner museums. Highlights from this year's program include:

Souvenirs of Here - The Photograph Album As Private Archive

This exhibition was devoted to the personal photographic archives of Montrealers of Chinese origin. Through a selection of images from four personal collections, this exhibition explored how individuals have used photography as a means of remembering and sharing personal and community history (presented in French, English and Chinese).

Open-Air Exhibition: *Configurations*

Building on the success of *Transactions*, the McCord's first free outdoor exhibition, the Museum presented *Configurations*, the second instalment of a trilogy. This exhibition was made possible with the support of **Alcan**, **Cascades** and the **Borough of Ville-Marie**. Photographs from William Notman's 19th-century studio were juxtaposed with more recent images representing the photographic documentary tradition of the 1970s and 1980s. These contemporary, politically engaged photographs witness the social changes and upheavals of those decades, particularly in the city of Montreal. For two summers now, this open-air project has provided close to 1.5 million visitors with exceptional access to the city's heritage and the remarkable Notman Photographic Archives.

HEC Montréal - 100 Years Young!

In honour of the 100th anniversary of École des Hautes Études Commerciales de Montréal, the McCord presented an exhibition that traced, through archival documents, photographs, objects and artworks, the evolution and the extraordinary path forged by the institution since its beginnings.

With this exhibition, the McCord continued its efforts to document corporate history, an initiative that also saw Museum staff undertake the acquisition of the archives associated with Bens Delicatessen, an historic Montreal business.

ON TOUR: *SCOTS IN QUÉBEC*

With the support of the Québec Delegation in London, the exhibition *Scots in Québec* was presented at the Scottish Parliament in 2006. This small exhibition highlighted the achievements of Scots in Montreal and Quebec through a selection of images from the Notman Photographic Archives. In January 2007, the Delegation worked with the Canadian High Commission in London to celebrate the 400th anniversary of Quebec City by presenting *Scots in Québec* at Canada House in Trafalgar Square. Dr. Victoria Dickenson, the Museum's Executive Director, was on hand to present the exhibition to Quebec Premier Jean Charest, Des Browne, UK Secretary of State for Scotland, and James R. Wright, High Commissioner for Canada in the UK.



EXHIBITIONS PRESENTED IN 2007-2008*

*from April 1, 2007, to March 31, 2008

AT THE MUSEUM

Reveal or Conceal?

February 22, 2008 - January 18, 2009

Souvenirs of Here - The Photograph Album As Private Archive

September 1, 2007 - May 4, 2008

Growing Up in Montréal

October 29, 2004 - January 7, 2008

HEC Montréal - 100 Years Young!

April 21 - August 5, 2007

Simply Montréal Glimpses of a Unique City

Permanent exhibition

OPEN-AIR

Configurations

McGill College Avenue

June 15 - October 15, 2007

TRAVELLING

Scots in Québec

Scottish Parliament, Edinburgh, Scotland

March 15 - April 12, 2007

Canada House, Trafalgar Square, London

January 22 - March 24, 2008

VIRTUAL

Keys to History – Aboriginal Cultures

The Photographic Studio of William Notman

Urban Life through Two Lenses

The Victoria Bridge

The Magic Lantern

Collections Exploration Themes

Available online permanently

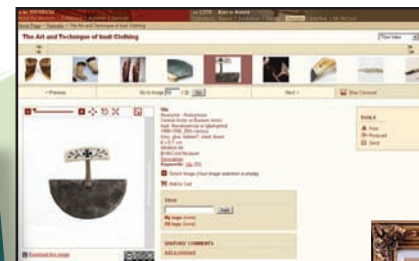
Reading and Writing

- Learning to Read
- The Postcard
- Writing to Another
- Writing to Yourself
- The Illustrated Press
- Reading in the Street (Parts 1 & 2)

Web Tours

- From Pemmican to Poutine: Eating in Canada
- The Huron-Wendat Craft Industry from the 19th Century to Today [French, English and Wendat versions]

- Exploration in the Canadian Arctic [Inuktitut version]
- The Art and Technique of Inuit Clothing [French, English and Inuktitut versions]
- Nunavik: Building on the Knowledge of Ancestors [French, English and Inuktitut versions]
- Living Words: Aboriginal Diplomats of the 18th Century
- The Innu Language of the Forest - Ekuanitshit Community "My body is here but my spirit is always there" [French, English and Innu versions]
- Here a scandal, there a scandal: More fodder for cartoonists
- The National Policy and Uncle Sam's Chagrin
- The Birth and Torment of Miss Canada and Johnny Canuk, or the Beginnings of the Federation
- Once a Politician, Always a Butt: Introduction to Editorial Cartooning
- The Splendour and Misery of Urban Life



LEARNING & ACCESSIBILITY

The Museum is a leader in educational programs for children and adults alike. Our continuing partnerships with **Great-West Life Insurance**, **London Life**, **Canada Life** and **Canwest** have ensured a rich and diverse selection of educational and cultural activities.

SCHOOL PROGRAMS

School groups represented almost a fifth of all visits, and students (groups and individuals) account for close to a quarter (23.4%) of total Museum attendance for the year. Our new activities for schools are driven by our mission and encourage students to connect with generations, cultures and communities, inspiring them to become more informed, open-minded and engaged citizens.



Growing up in Montréal was a highly popular McCord exhibition, attracting a great number of young visitors until the very end of its run. During its final month (December 2007), more than half of Museum visits were spurred by this exhibition.

During 2007-08, we also reevaluated and made adjustments to long-running educational programs. *Manituminaki*, a programme created seven years ago, was transformed into a new activity exploring the use of natural resources by the First Nations before the arrival of the Europeans (*On the Back of the Turtle*). This year, we also workshopped a new program as part of the innovative *École Montréalaise* project, *Aboriginal Science and Technology*. This dynamic offering has been designed to present the scientific and technological principles underlying Aboriginal knowledge before 1500 to more than 450 Cycle 3 elementary school students.

This year was also one of new partnerships and collaborations, such as those with the First Nations Garden (Montreal Botanical Garden) and the Sir Georges Étienne Cartier national historic site. High school groups benefited from these programs, first established two years ago and today in full operation. Thanks to the financial support of the **Telus** community investment plan, we have also been able to offer free admission to more than 1,000 high school students.

OUTREACH

The McCord continues to bring history into the classroom via our portable education kits on the Industrial Revolution, available to school groups unable to travel to the Museum to take part in our activities. The kit can be used independently or with the assistance of a Museum interpreter who leads the activity in the classroom. An interpreter is also available to lead *Photographer's Workshop*, another outreach activity available to all schools in the Greater Montreal Region and beyond. New themed kits are currently being planned.



As part of the *Keys to History – Aboriginal Cultures* project, new teaching plans and resources have been posted online in the EduWeb section of the McCord Web site for Quebec's elementary and high school teachers. In addition, through the support of the Canadian Heritage Information Network of the Canadian Heritage department, we have created five new Web activities (and video clips) on historical political cartoons, available in English and French, as well as five new teaching plans. Testing of a teaching plan on Aboriginal Cultures also led to a pilot project in five elementary schools, and a plan designed for Inuit students was tested in three Nunavik high schools, through collaboration with the Kativik School Board.



FAMILIES

The McCord offers creative workshops at the Museum every weekend as well as special activities during the holidays. For the second year, we offered *Parents & Tots*, a free monthly program for parents with babies (under 18 months) that features tactile play boxes, baby-friendly activities, and interpreter-led workshops.

The McCord Day camp is an accredited member of the **Association des camps du Québec**, and last summer, more than **100 children** discovered history through a host of activities, special visits, and tours. This year the camp focused on photography and the history of sports, two strengths in the McCord's collections.



ADULTS

The McCord's cultural activities, are designed primarily for Friends of the Museum but also open to the general public. From special visits, such as the *Director's Choice* and conservation seminars, to talks on exhibitions to historical tours, our activities attracted more than 500 visitors this year.



Among the activities was a Friends trip to Toronto to explore the city from a new angle.

CITIZENSHIP PROGRAMS

In April 2007, with the support of the City of Montreal, the McCord Museum implemented *Les rendez-vous du McCord*. An **innovative service designed for newcomers** to Canada, the goal of the program is to introduce the many facets of Canadian, Quebec and Montreal culture. The initiative, offered free of charge on the first Saturday of each month, is part of the participants' French immersion training.



The Museum is playing an increasingly important role with new arrivals to the country. Two exceptional in-museum programs, *Postcards from Canada* and *Montreal Mosaics*, have been recognized as well-structured, progressive programs for this clientele, whose needs and expectations are very specific.

This year the McCord also welcomed the Canadian Citizenship Court, which held citizenship ceremonies at the Museum. We took advantage of this celebratory occasion to provide the families with complimentary passes to the Museum.

Among the programs that have had an impact among our diverse audiences is our literacy initiative, *Montreal Stories*, which, through a collaboration with the **Foundation of Greater Montreal** and **Canwest Foundation**, has allowed some 1,000 people to visit the Museum free of charge and in the process discover that culture is accessible to all.

THE McCORD ONLINE

Facilitating public access to the collections is an essential part of the McCord mandate. Our Web site is integral to our mission and makes our Museum a global resource. Our incredibly content-rich, easy to navigate, and entirely bilingual site is free to all. With more than 2,250,000 visits annually—and growing—www.mccord-museum.qc.ca has become an important landmark in the virtual cultural landscape.

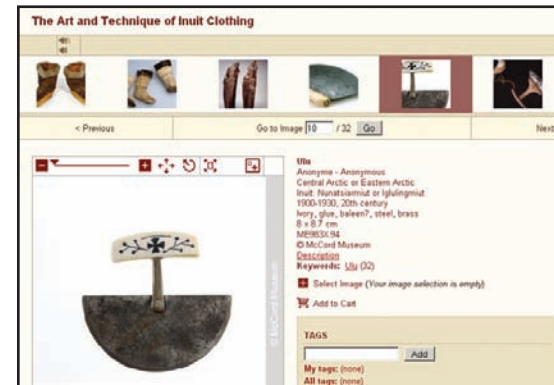
The McCord Web site is recognized both by our peers and Internet experts for the quality of its design and the excellence of its content.

Prizes

2008 Excellence Award, Canadian Museums Association, Education category, for the project “Keys to History/Clefs pour l’histoire, offre éducative en ligne”

2007 Silver Summit Creative Award, Summit International Awards (Portland, USA) in the Educational Web Site category for “The Photographic Studio of William Notman/Le studio photographique de William Notman”

We officially celebrated the **10th anniversary** of our Web site in spring 2008 during a visit to the McCord by the Minister of Canadian Heritage. Over the past year, we have introduced new tools to allow visitors to the site to access a personalized section known as My McCord, which allows them to interact in a more dynamic and direct way with the collection.



Keys to History

Keys to History – the McCord Online Database entered its fourth development phase on Aboriginal Culture. In all, some 5,000 Aboriginal objects made and used by people in all regions of Canada have been digitized and made accessible on our Web site. Our existing database now holds almost 135,000 images.

Keys to History has been made possible through the participation of the McCord’s Aboriginal partners and the Canadian Culture Online program of the Department of Canadian Heritage. This innovative initiative was recently distinguished with the **Award of Outstanding Achievement in the Education** category by the **Canadian Museums Association**, which applauded the site’s national reach, high quality concept and extraordinary standards of practice.



VISITOR SERVICES & COMMUNICATIONS

Every two years, the McCord participates in the Omnibus Léger Marketing Survey to determine top-of-mind awareness of the Museum by Quebecers. In the past two years, the awareness rate of the McCord has increased from 20% to nearly 25%. The McCord is now one of the best known museums in Quebec, second only to our much larger colleague, the Montreal Museum of Fine Arts.



Our popular and long-running exhibition *Growing Up in Montréal* ended in January 2008. With the opening of our new exhibition *Reveal or Conceal?* in February, visits increased almost 23%, as winter-weary Montrealers flocked to see how the female body has been revealed or concealed and why. Visits to our open-air exhibition, *Configurations*, on McGill College Avenue, jumped from 650,000 in the summer of 2006 to 818,050 in 2007.

MCCORD NEWSLETTERS

Every year the McCord publishes three editions of its Friends Newsletter, whose recurring “Story of an Acquisition” feature has become a reader favourite. Last December, we launched the first e-newsletter, the @McCord, sent out every two months, with news of all of the Museum’s activities and programs.



MCCORD IN THE MEDIA

The McCord continues to receive good coverage across all media platforms, including front page articles in major Montreal newspapers (*La Presse*, *Le Devoir*, *The Gazette*). The new McCord exhibition *Reveal or Conceal?* drove our strong presence in traditional and online media in 2008.



FUNDRAISING & SPONSORSHIPS

SUPPORT

The Museum is grateful to the Friends of the McCord who support us. Our Friends are fundamental to our continued success, as are our dedicated volunteers, who form a vital part of our educational and visitor services.



One of the oldest and most dedicated of our volunteers is **Joan McKim, C.M.**, and the McCord was extremely proud when Ms. McKim was named as recipient of the 2008 **Canadian Museums Association Award for Outstanding Achievement in Volunteerism**. The award was given in recognition of her remarkable contribution to the museum community for more than 25 years in managing and documenting the McCord Museum collections.



GALA ANNIVERSARIES

The Museum’s annual Gala was held in May 2007 at the Marché Bonsecours. Inspired by the Notman Photographic Archives, the gala attracted more than 400 people, and their generosity raised a record \$250,000 to benefit the photographic archives. Andrea and Peter McConnell and their extraordinary committee, as well as our Board Members, sponsors and donors, made the **Black and White Ball** a resounding success.

In October 2007, the Museum joined with the Chinese Community Cultural Centre, under the joint leadership of Gail Johnson and Pierrette Wong, to host a special fund-raising and friend-raising evening in celebration of “Chinese Autumn at the McCord”. Attended by representatives from the Chinese Embassy, members of the Montreal Chinese community, Friends of the Museum, and the families of the photographers, it was a wonderful evening to celebrate the new exhibition, *Souvenirs of Here*.

ANNUAL FUNDRAISING CAMPAIGN

The annual McCord fundraising campaign was launched on September 1, 2007, chaired by Jean Laurin, President of Devencore. Thanks to our generous and loyal supporters, we reached our campaign goal of \$250,000.

PLACEMENTS CULTURE

The McCord was accepted into the Placements Culture program of the Conseil des arts et des lettres du Québec, a program to encourage matching donations. The Museum matched a \$250,000 contribution, adding \$500,000 to our endowment fund. We thank our many friends and donors who helped us meet our objective.

SPONSORS

For the past five years, the McCord Museum’s educational programs have enjoyed invaluable support from **Great-West Life** and **Canwest**. The **Alcan** leadership gift has made possible our exhibition initiative on McGill College Avenue, as has the continued support of **Cascades** and the **Borough of Ville-Marie Montréal**. *The Gazette* joined our literacy program, *Montreal Stories*, and **Air Canada** partnered with the McCord to present the exhibition *Reveal or Conceal?*

FINANCIAL OVERVIEW

STATEMENT OF OPERATIONS & CHANGES IN FUND BALANCE YEAR ENDED MARCH 31, 2008

| | Operating Fund | Restricted Fund | Capital Assets Fund | Endowment Fund | Total 2008 | Total 2007 |
|---|--------------------|--------------------|------------------------|-------------------|-------------------|-------------------|
| | \$ | \$ | \$ | \$ | \$ | \$ |
| Revenue | | | | | | |
| Government of Quebec (Note 4) | 1,506,657 | - | 47,750 | - | 1,554,407 | 1,661,826 |
| Government of Canada (Note 5) | 329,898 | 32,230 | - | - | 362,128 | 673,438 |
| Other grants | 70,403 | - | - | - | 70,403 | 38,554 |
| Montreal Urban Community | 60,000 | - | - | - | 60,000 | 64,101 |
| Ville de Montréal | 23,000 | - | - | - | 23,000 | 55,000 |
| Contributed services (Note 3) | 151,484 | - | - | - | 151,484 | 148,514 |
| Foundation grants | 815,932 | - | 286,848 | - | 1,102,780 | 1,097,384 |
| Foundation supplemental grant - capital assets | - | - | - | - | - | 1,706,000 |
| Investment income | 21,543 | - | - | - | 21,543 | 20,313 |
| Auxiliary services | 327,068 | - | - | - | 327,068 | 359,900 |
| Admissions | 265,362 | - | - | - | 265,362 | 295,706 |
| Fundraising | 675,204 | - | - | - | 675,204 | 364,103 |
| Fundraising - capital assets | - | - | - | - | - | 800,000 |
| Sponsorship | 181,211 | - | 7,116 | - | 188,327 | 254,885 |
| Rental | 163,988 | - | - | - | 163,988 | 124,433 |
| Other | 185,140 | - | - | - | 185,140 | 42,564 |
| | 4,776,890 | 32,230 | 341,714 | - | 5,150,834 | 7,706,721 |
| Expenses | | | | | | |
| Administration | 842,015 | - | - | - | 842,015 | 865,934 |
| Auxiliary services | 253,154 | - | - | - | 253,154 | 253,017 |
| Interest on long-term debt | 13,315 | - | 47,750 | - | 61,065 | 82,999 |
| Building and security | 855,519 | - | - | - | 855,519 | 853,425 |
| Collection (Note 3) | 1,669,774 | 30,978 | - | - | 1,700,752 | 1,620,163 |
| Education programs | 362,268 | 1,252 | - | - | 363,520 | 360,853 |
| Exhibitions | 702,709 | - | - | - | 702,709 | 660,333 |
| Development | 410,598 | - | - | - | 410,598 | 269,713 |
| Marketing | 186,869 | - | - | - | 186,869 | 195,503 |
| Communications | 456,618 | - | - | - | 456,618 | 456,827 |
| Amortization of capital assets | - | - | 383,162 | - | 383,162 | 406,263 |
| | 5,752,839 | 32,230 | 430,912 | - | 6,215,981 | 6,025,030 |
| (Deficiency) excess of revenue over expenses before the undernoted | | | | | | |
| | (975,949) | - | (89,198) | - | (1,065,147) | 1,681,691 |
| Investment income and the change in fair value of investments (Note 2) | (251,036) | - | - | - | (251,036) | 691,777 |
| Endowment administration expenses | (52,452) | - | - | - | (52,452) | (52,927) |
| (Deficiency) excess of revenue over expenses | | | | | | |
| | (1,279,437) | - | (89,198) | - | (1,368,635) | 2,320,541 |
| Fund balances, beginning of the year | (780,128) | - | 3,468,274 | 10,456,240 | 13,144,386 | 10,817,845 |
| Change in accounting policies (Note 2) | 1,229,868 | - | - | - | 1,229,868 | - |
| Endowment contributions | - | - | - | 224,294 | 224,294 | 6,000 |
| Interfund transfers (Note 6) | (477,951) | - | 21,155 | 456,796 | - | - |
| Fund balances, end of the year | (1,307,648) | - | 3,400,231 | 11,137,330 | 13,229,913 | 13,144,386 |

BALANCE SHEET AS AT MARCH 31, 2008

| | Operating Fund | Restricted Fund | Capital Assets Fund | Endowment Fund | Total 2008 | Total 2007 |
|---|-------------------|--------------------|------------------------|-------------------|---------------|---------------|
| | \$ | \$ | \$ | \$ | \$ | \$ |
| Assets | | | | | | |
| Current assets | | | | | | |
| Cash | 46,827 | - | - | 730,478 | 777,305 | 741,373 |
| Amounts receivable | 147,620 | - | - | - | 147,620 | 127,979 |
| Grants receivable | 79,055 | - | 141,905 | - | 220,960 | 397,713 |
| Due from Operating Fund (Note 3) | - | 14,475* | 42,298* | 644,785* | - | - |
| Inventory | 101,150 | - | - | - | 101,150 | 116,488 |
| Deposit | - | - | - | - | - | 235,750 |
| Prepaid expenses | 81,558 | - | - | - | 81,558 | 54,817 |
| Deferred costs | 30,235 | - | - | - | 30,235 | - |
| | 486,445 | 14,475 | 184,203 | 1,375,263 | 1,358,828 | 1674,120 |
| Grant receivable | 153,213 | - | 604,852 | - | 758,065 | 949,740 |
| Investment (Note 2) | - | - | - | 9,762,067 | 9,762,067 | 9,756,609 |
| Capital assets (Note 7) | - | - | 4,174,603 | - | 4,174,603 | 4,536,610 |
| | 639,658 | 14,475 | 4,963,658 | 11,137,330 | 16,053,563 | 16,917,079 |
| Liabilities | | | | | | |
| Current liabilities | | | | | | |
| Bank indebtedness (Note 8) | 140,592 | - | - | - | 140,592 | 345,018 |
| Accounts payable and accrued liabilities | 736,665 | 2,606 | - | - | 739,271 | 791,876 |
| Due from Operating Fund | 701,558* | - | - | - | - | - |
| Deferred revenue | 164,208 | 11,869 | 43,598 | - | 219,675 | 426,048 |
| Current portion of long-term debt (Note 9) | 51,070 | - | 140,605 | - | 191,675 | 191,675 |
| | 1,794,093 | 14,475 | 184,203 | - | 1,291,213 | 1,754,617 |
| Long-term debt (Note 9) | 153,213 | - | 604,852 | - | 758,065 | 949,740 |
| Deferred contributions (Note 10) | - | - | 774,372 | - | 774,372 | 1,068,336 |
| | 1,947,306 | 14,475 | 1,563,427 | - | 2,823,650 | 3,772,693 |
| Fund balances | | | | | | |
| Invested in capital assets | - | - | 3,400,231 | - | 3,400,231 | 3,468,274 |
| Externally restricted (Note 11) | - | - | - | 10,459,368 | 10,459,368 | 10,235,074 |
| Internally restricted (Note 11) | - | - | - | 677,962 | 677,962 | 221,166 |
| Unrestricted | (1,307,648) | - | - | - | (1,307,648) | (780,128) |
| | (1,307,648) | - | 3,400,231 | 11,137,330 | 13,229,913 | 13,144,386 |
| | 639,658 | 14,475 | 4,963,658 | 11,137,330 | 16,053,563 | 16,917,079 |

* These amounts are not included in the total column because they offset each other.

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