

# Writing A Page of History

OUR CASE *for* SUPPORT



## WRITE A PAGE IN HISTORY

In honour of Canada's 125th birthday in 1992, Pierre Camu of Ottawa and Bill Pratt of Calgary set out a bold vision to create a symbolic and tangible thread to connect Canadians across our vast country: the Trans Canada Trail.

When fully connected, it will be the longest and grandest recreational trail in the world, stretching approximately 24,000 kilometres from the Atlantic to the Pacific to the Arctic Oceans and linking nearly 1,000 Canadian communities.

The idea has already captured the interest and investment of hundreds of thousands of Canadians, corporate partners and all levels of government. But we're not at the finish line yet. The Trans Canada Trail's \$75-million *Chapter 150* Campaign aims to make this dream a reality.

In 2017, Canada will reach two significant milestones: the 150th anniversary of Confederation and, with your generous support, the full connection of the Trans Canada Trail during its 25th anniversary year.

At its core, the Trans Canada Trail is a modern example of Canadian nation-building. Join us; let's write these new pages in our nation's history and connect our national Trail, a lasting gift to Canada and the rest of the world.



VALERIE PRINGLE,  
C.M., LL.D.  
Co-Chair, TCT Foundation



HARTLEY T. RICHARDSON,  
O.C., O.M., LL.D.  
Co-Chair, TCT Foundation

# THE TRANS CANADA TRAIL

## OUR HISTORY

... is a tale of this land. It is the story of overcoming the physical challenges of Canada's geography in order to thrive. Canadians have always found innovative ways to bridge the distances that separate us: the first inhabitants used birch-bark canoes to navigate our continent's waterways; settlers established wagon roads between our fledgling communities; railway lines united us by steam power. Today, cars and telecommunications connect us in the blink of an eye. The Trans Canada Trail will draw us even closer: when complete, our national Trail will challenge us to retrace these historical routes and explore Canada's newly forged paths—at human speed.

# THE TRANS CANADA TRAIL



Building the longest and grandest recreational trail in the world:

# 24,000 KM

## BUILDING THE CANADIAN DREAM

Once complete, the Trans Canada Trail will be approximately 24,000 kilometres long, linking the Atlantic, Pacific and Arctic coasts. Comprised of almost 500 locally managed segments and connecting nearly 1,000 communities, it will be the longest and grandest recreational trail in the world.

It is also one of the largest volunteer efforts ever undertaken in Canada. Passionate Canadians are contributing countless hours towards its development—tens of thousands of kilometres have already been blazed by our dedicated volunteers, but challenging routes still lie ahead.

Significant work remains in almost every province and territory. We intend to bridge these gaps with a range of Trail types, from urban links to pristine wilderness routes. Help us honour the commitment of Canada's volunteer Trail builders by providing the financial means to continue these efforts—until the TCT is connected from coast to coast to coast.

### YOUR CHAPTER 150 DONATION AT WORK

- The bulk of your gift goes to Trail construction: clearing a route, levelling rugged terrain and surfacing the pathway.
- Your support overcomes Mother Nature's natural roadblocks with secure bridges across the rushing streams and scenic gorges so plentiful in Canada's untamed landscapes.
- Your donation allows the TCT's 13 provincial and territorial partners to commission feasibility studies, safety assessments and engineering blueprints, including thoughtful designs for environmentally sensitive areas.
- Your investment continues to benefit Canadians by funding essential wayfinding signage, Trailheads, kiosks and canoe/kayak-launching sites to make the TCT safe and user-friendly.
- Your contribution also provides for Trail maintenance in provinces and territories where the TCT is 100% connected.
- Your generosity ensures this ambitious dream will be realized by 2017, when the Trail can serve as the stage for national events celebrating the 150th anniversary of Canadian Confederation.

# THE TRANS CANADA TRAIL

## THE CHAPTER 150 CAMPAIGN

Led by a national cabinet of proud and influential Canadians, the Trans Canada Trail's *Chapter 150* fundraising campaign is well underway.

To fully connect the Trail in every province and territory means bridging all its remaining gaps, which will require \$75 million of funding from the TCT.

In 2014, the Government of Canada recognized the value of our national Trail by committing \$25 million in matching funds, to be disbursed at the rate of one dollar for every two raised by the TCT by July 1, 2017. Your generous contribution to the *Chapter 150* Campaign will trigger an additional 50 percent in federal funding.

The *Chapter 150* circle begins at the \$500,000 level and welcomes leadership gifts of \$1 million and above. The TCT also offers tailored recognition opportunities for gifts starting at the \$100,000 level. These Trail-blazing *Chapter 150* contributions, accompanied by support from all levels of government and from every Canadian, will ensure the Trail's connection by 2017, the 150th anniversary of Confederation.

On that auspicious occasion, our magnificent national Trail will connect Canada and Canadians, serving as the natural stage for our nation's sesquicentennial celebrations.



*"I encourage all Canadians to experience the Trans Canada Trail and our national parks and historic sites, and to really appreciate all Canada has to offer in terms of its geographic and cultural diversity."*

ALAN LATOURELLE,  
CEO, PARKS CANADA

Campaign Goal: **\$75** MILLION

*“Both CN and the Trans Canada Trail knit together communities across Canada. We support the Chapter 150 Campaign because it will give Canadians a more extensive means of exploring our history and our land.”*

 TCT CHAPTER 150 MEMBER  
CLAUDE MONGEAU  
PRESIDENT & CEO, CN



*“Canada needs big visions like the Trans Canada Trail. That’s why we decided to contribute. The TCT is an excellent way to connect Canadians from coast to coast to coast.”*

 TCT CHAPTER 150 MEMBERS  
ROB AND CHERYL MCEWEN  
On the TCT in Erin, Ontario

*“Almost every day, I run or walk on the Trail. Supporting the TCT is a way for me to give back, celebrate Canada’s 150th birthday, promote green activities and healthy living. That’s good for all of us.”*

 TCT CHAPTER 150 MEMBER  
ROBERT A. QUARTERMAIN  
PRESIDENT AND CHIEF EXECUTIVE OFFICER, DIRECTOR, PRETIUM  
On the TCT at Granville Island, Vancouver, B.C.



## A STORY OF LEADERSHIP

Canada’s history was forged by pioneers and trailblazers. Nation builders. People of the same vision and character as the proud Canadians who support the Trans Canada Trail today.

One of Canada’s most enduring and respected family businesses, James Richardson & Sons, Limited, made the inaugural \$1-million gift to the TCT *Chapter 150* Campaign in 2011.

Since that time, influential leaders of Canadian business and philanthropy have taken up the challenge with their unique and generous contributions to the *Chapter 150* Campaign.

These modern-day nation builders form the *Chapter 150* leadership circle, an ever-expanding group of benefactors determined to achieve the bold vision of the Trans Canada Trail.

And now, as we work towards achieving the Campaign’s goal in 2017, we invite more Canadians to come together, in the spirit of this country’s founding leadership, as members of the *Chapter 150* leadership circle. Help us connect the Trail in time for Canada’s 150th anniversary.

**THE TIME IS NOW: JOIN THE TCT CHAPTER 150 CAMPAIGN.**



INAUGURAL MEMBER



### *The Richardson Foundation*

*“To connect the Trail by 2017, we need serious financial commitments. This needs to be a true partnership among the private sector, leaders in philanthropy, and the federal and provincial governments. It’s an all-hands-on-deck initiative. Chapter 150 donors are proud Canadians who want to be associated with the Trail; they fully comprehend that their investment will make a positive and meaningful difference.”*

HARTLEY T. RICHARDSON, O.C., O.M., LL.D.  
CO-CHAIR, TCT FOUNDATION  
Trustee, The Richardson Foundation  
President, James Richardson & Sons, Limited.  
WINNIPEG, MANITOBA



## A STORY FOR EVERY CANADIAN

As a national treasure, the Trail belongs to all Canadians.

The planned route, which passes within 30 minutes of over 80 percent of Canadian homes, will be used by millions of walkers, hikers, cyclists, cross-country skiers, paddlers, horseback riders and snowmobilers from coast to coast to coast.

Since its inception in 1992, the Trans Canada Trail has captured the imagination of Canadians. When fully connected, the Trail will be a lasting gift from Canadians to Canadians, and there are meaningful ways for every Canadian to support this national legacy project.

In addition to our *Chapter 150* members, the TCT has hundreds of thousands of proud grassroots supporters who not only fund the TCT through generous donations, but also volunteer their time to help build and maintain the Trail and explore it with their friends and family.

Bolstered by this enthusiasm, the TCT is on target to achieve connection by 2017, and ensure that every Canadian can benefit from the Trans Canada Trail, both now and in the years to come.



*“For some, the Trans Canada Trail may seem symbolic, but what is real are the many people across the country working together to make stronger connections with one another.”*

SHIRLEY HUMPHRIES, from Regina, Saskatchewan, is a longtime supporter of the TCT who walked 20 kilometres of the Trail—one small section at a time—with her 88-year-old father, and now plans to travel the entire Saskatchewan portion of the Trail with husband, Greg Lawrence (pictured).

*“... and once it is on the ground, it is sacred.”*

Valerie Pringle  
Trans Canada Trail

*“When I’m on the Trail, I just feel Canadian.”*

Nick Harris, Fredericton, NB



*“I am pleased that segments of the Trail are accessible to people with disabilities, reflecting our emphasis on creating an inclusive society.”*

TCT NATIONAL CHAMPION  
RICK HANSEN  
CHIEF EXECUTIVE OFFICER,  
RICK HANSEN FOUNDATION



THE TRANS CANADA TRAIL'S BOLD VISION:

**13** Provinces & Territories      **400** Local Trail Groups  
**1,000** Communities      **3** Oceans  
**24,000** Kilometres

CAMPAIGN GOAL:  
**\$75 million**

THE FINISH LINE:  
**2017**



KETTLE VALLEY RAIL TRAIL, BRITISH COLUMBIA  
PHOTO: R. THOMAS

SYLVIA GRINNELL TERRITORIAL PARK, NUNAVUT  
PHOTO: CAMERON DELONG



GRAND FALLS TCT / SENTIER GRAND SAULT, NEW BRUNSWICK  
PHOTO: NEW BRUNSWICK TOURISM



CROSS-COUNTRY SKIING ON THE LA TRAVERSÉE DE CHARLEVOIX,  
QUÉBEC. PHOTO: JEAN-FRANÇOIS BERGERON/ENVIRO FOTO



NEWFOUNDLAND T<sup>R</sup> RAILWAY PARK ST. JOHN'S,  
NEWFOUNDLAND AND LABRADOR. PHOTO: ANDREW PENNER



## YOUR IMPACT ON THE GROUND



*“Now that the TCT is fully connected in PEI, people from around the world can enjoy this lovely corner of Canada at a leisurely pace; beaches, historic sites and other attractions will be just a walk or bike ride away.”*

 TCT CHAPTER 150 MEMBER  
MRS. NANCY BARON  
TRUSTEE, THE W. GARFIELD  
WESTON FOUNDATION  
whose \$1-million donation  
enabled PEI to connect its final  
portion of the Trail.



*“The Trans Canada Trail is part of building a strong country and we are proud to be contributing to a project that will unite communities across Canada.”*

 TCT CHAPTER 150 MEMBER  
DON LINDSAY  
PRESIDENT & CEO,  
TECK RESOURCES LIMITED,  
whose \$1-million donation helped  
facilitate the connection of the  
Trans Canada Trail in parts of British  
Columbia’s Kootenays region, where  
many Teck employees live and work.

*“Even a short walk on a trail will leave you feeling more refreshed, healthier and a more thoughtful person. If you walk with a friend, it will change your relationship—make it deeper, more meaningful.”*

 TCT CHAPTER 150 MEMBER  
JACK COCKWELL  
GROUP CHAIRMAN,  
BROOKFIELD ASSET MANAGEMENT,  
who partnered with Tim Price and  
the Brookfield Partners Foundation to  
contribute \$500,000 to help connect  
the TCT in southern Ontario.



# TCT NATIONAL CHAMPIONS

*“Trails have been my life. To move through nature without crashing and tromping, thereby not disturbing wildlife or plants—and to savour the joy and beauty of nature away from the world of machines—is a gift to all Canadians.”*

TCT NATIONAL CHAMPION  
ROBERT BATEMAN  
ARTIST AND NATURALIST



*“As a proud Canadian who has crossed our vast country so many times, I am delighted to be a part of the Trans Canada Trail. Seeing Canada from space is a rare and marvellous perspective, especially when it’s also possible to experience it on foot, close-up, and shared with everyone.”*

TCT NATIONAL CHAMPION  
COLONEL CHRIS HADFIELD  
ASTRONAUT AND PROFESSOR



*“My father would have been ‘tickled pink’ with this Trail. His every free moment, and there were few, was spent doing outdoor activities with us six kids. I applaud the efforts of all involved in this amazing project ... yet another reason to be a proud Canadian.”*

TCT NATIONAL CHAMPION  
ANNE MURRAY  
SINGER AND AUTHOR

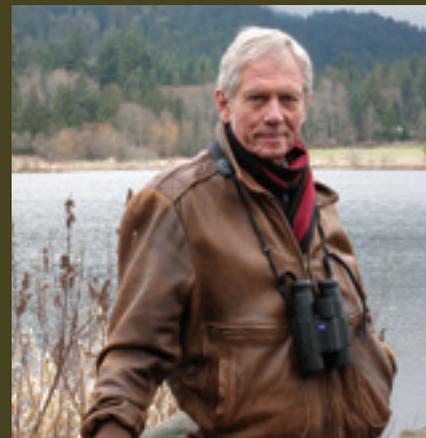


PHOTO: BIRGIT FREYBE BATEMAN

## WORKING TOGETHER FROM COAST TO COAST TO COAST

The Trans Canada Trail works closely with key stakeholders and dedicated partners to ensure we achieve success in connecting the Trail by 2017.

We are proud to have:

Strong and motivated partnerships with 13 provincial/territorial organizations and nearly 400 trail groups working on the ground

\$25 million in matching funds from the Government of Canada, to help build and promote the Trail

Financial support from increasing numbers of generous *Chapter 150* members

Dedicated national board members, passionate about connecting Canada and Canadians by 2017

A Trail Connection Plan that details the strategy and estimated cost to connect the Trail by 2017

National media support

A growing number of prominent Canadians who have publicly declared their support of the Trail as TCT National Champions

A multi-year organizational plan to achieve our 2017 vision and celebrate the 150th anniversary of Canadian Confederation on the Trans Canada Trail

### *Our Provincial and Territorial Partners*

Trails BC and other community Trail organizations

Alberta TrailNet

Saskatchewan Vision 2017 Trail Committee

Trails Manitoba

Trans Canada Trail Ontario

Conseil québécois du sentier Transcanadien

New Brunswick Trails Council Inc.

Nova Scotia Trails Federation

Island Trails (PEI)

Newfoundland T’Railway Council

Klondike Snowmobile Association (YT)

NWT Recreation and Parks Association

Nunavut Parks and Special Places

# THE TRANS CANADA TRAIL



TCT'S KANANASKIS COUNTRY TRAIL, ALBERTA.  
PHOTO: ANDREW PENNER

## THE LASTING BENEFITS OF THE TRANS CANADA TRAIL

By supporting the *Chapter 150* Campaign, you not only help to connect our national Trail, but also provide Canadians with immediate and meaningful benefits:

The TCT is a highly valued asset in Canadian hearts and minds, a gift from Canadians to Canadians that is creating a national legacy and promoting national unity.

The TCT is a national and global destination of choice, where we can learn more about our land, our history, our environment and our heritage.

The TCT provides opportunities for friends and families to spend time together outdoors, and safely explore our magnificent landscapes.

The TCT encourages active living and contact with nature, which help support the physical and mental well-being of Canadians.



*“The Trail is a national treasure for all Canadians. It provides an easy way to discover our landscape and heritage in a healthy way. Trail building also fosters important societal values like volunteerism, collaboration and respect for our environment.”*

MRS. LAUREEN HARPER  
TCT HONORARY CAMPAIGN CHAIR

# THE TRANS CANADA TRAIL

400  
local trail groups

\$25 million  
in matching funding from the Government of Canada

Nearly  
1,000 communities

13 provincial/territorial partners

## OUR VISION

The *Chapter 150* Campaign team is working hard to realize the dream of a connected TCT, with widespread support from Canadian business leaders, philanthropists and all levels of government, as well as from every Canadian.

Our vision is to:

Create and celebrate the Trans Canada Trail's place in history as the longest and grandest recreational trail in the world.

Provide a national context for Canadians to explore our history, learn about the diversity of our land and our communities and shape our thinking about what it means to be Canadian.

Contribute to the economic sustainability of local communities, regions and the country.

Be recognized as the nation's best fitness and active-living destination for safe, healthy, low-cost recreation.

Instil a spirit of connection and pride in Canadians linking us from coast to coast to coast, as our national Trail is stewarded for future generations.

Be the destination of choice to experience the majestic, pristine beauty of the Canadian outdoors and the rich cultures of our people and places.

*"The whole concept of the Trans Canada Trail is ownership, participation, action and community. The Trail is a national, sustainable legacy that will enrich the lives of future generations of Canadians."*

PAUL LABARGE, LL.B., LL.M.  
CHAIR AND FOUNDING MEMBER  
TRANS CANADA TRAIL



# THE TRANS CANADA TRAIL



A legacy for future generations

## CREATE A CANADIAN LEGACY

The Trans Canada Trail is a tangible reflection of what makes Canada great—the breadth and diversity of its landscapes, the resilience and determination of its peoples, and its culture of respect and collaboration.

As the nation's grand sesquicentennial approaches, Canadians everywhere are reconnecting with their national identity, with our national Trail as a key part of what it means to be truly Canadian.

The Trail is enjoying a groundswell of support from private donors, corporations, foundations, philanthropists and all levels of government. The momentum is building, spurred on by a growing excitement about the Trail's importance to Canada's 2017 anniversary celebrations.

We all want to make a difference and bring lasting meaning to a life well lived. We invite you to play your part.

**JOIN THE TRANS CANADA TRAIL CHAPTER 150 CAMPAIGN.  
WITH YOUR SPECIAL GIFT, YOU CAN HELP CREATE A  
CANADIAN LEGACY.**



*"The Trans Canada Trail promotes fitness and carbon-free travel. It encourages people to get outside and enjoy the beauty of nature, and it is a great symbol of Canadian unity."*

 TCT CHAPTER 150 MEMBER  
ROSS BEATY  
On the TCT at Stanley Park,  
Vancouver, B.C.

The finish line:  
**2017**



THE TRANS CANADA TRAIL NEAR TAGISH, YUKON, AT THE HEADWATERS OF THE YUKON RIVER. PHOTO: DANA MEISE

*For further information, please contact:*  
The TCT *Chapter 150* Campaign  
**Trans Canada Trail / Sentier Transcanadien**  
321 de la Commune Street West, Suite 300  
Montreal, QC H2Y 2E1  
1-800-465-3636

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**COVER IMAGE:**  
THIS PEN IS INSCRIBED WITH THE NAME "LORD DUFFERIN", CANADA'S THIRD GOVERNOR GENERAL (1872-1878).  
IT WAS OWNED BY A CALGARY FAMILY WHOSE ANCESTORS HAD CONNECTIONS TO FEDERAL POLITICIANS IN THE 1870-1890S.  
LORD DUFFERIN REDEFINED THE ROLE OF GOVERNOR GENERAL BY PROACTIVELY SEEKING OUT WAYS  
TO CONNECT WITH CANADIANS ACROSS THE COUNTRY. HE COULD CONVERSE IN BOTH ENGLISH AND FRENCH,  
AND BECAME KNOWN FOR HIS CHARM AND HOSPITALITY. HE VISITED EVERY CANADIAN PROVINCE DURING HIS TERM.

COLLECTION OF GLENBOW MUSEUM C-14151 A-B