2017-2018 **Annual Report: The Meaning of Connection** 



### A MESSAGE FROM TCT PRESIDENT & CEO, DEBORAH APPS: **OUR CONNECTION TO CANADA'S** NATIONAL TRAIL RUNS DEEP

Since the beginning of this bold project, Trans Canada Trail has made incredible strides in creating a cross-Canada trail. As such, the past year will remain one of the most important in our history. Thanks to our enthusiastic supporters across the country, The Great Trail now stretches for more than 24,000 kilometres and showcases the natural beauty, rich history and enduring spirit of our lands, people and communities.

So what does connection mean? It means that Canadians have access to a Trail network that encourages a healthy lifestyle, as well as respect for nature and diverse cultures. The Great Trail passes through every province and territory, and links 15,000 communities in urban, rural and wilderness areas.

Given the vastness of our country's landscape, connection at times seemed out of reach. However, after 25 years of unrelenting effort and the support of countless Canadians, The Great Trail is now within 30 minutes of 80% of us.

Connection has inspired innumerable communities across Canada to enhance their local Trail sections. This nationwide passion for the Trail is a testament to the importance of this iconic national project – and evidence that the Trail is valued, and that it will be enjoyed and improved on for future generations.

Connection has also created an impressive legacy, both nationally and locally. The excitement at our national connection celebration in Ottawa on August 26 is still palpable. That same fervour was tangible when we revealed the *Chapter 150* Campaign achievement of over \$83 million. I'm very grateful to Valerie Pringle and Hartley Richardson, two determined and passionate individuals who served as co-chairs of the campaign, as well as to the members of the TCT Foundation Board and the *Chapter 150* Campaign Cabinet.

The support of donors, partners, volunteers and all levels of government has been crucial to reaching our goal. In particular, I would like to thank the federal government. After making their matching contribution to the Chapter 150 Campaign, they then renewed their support to the Trail with a recent \$30 million commitment

Even after such a monumental year, the Trail's journey is far from over. We look forward to deepening Canadians' connection to the Trail by protecting and enhancing our shared legacy for generations to come. As we begin this new chapter in The Great Trail's story, we now move forward with a new campaign to raise awareness and funds for this national treasure. This new campaign – *Deeply Connected* – is aptly named. It harkens back to the beginnings of this project in 1992, when Bill Pratt and Dr. Pierre Camu embraced their connection to the country by envisioning a trail that would link Canada and Canadians from coast to coast to coast. It also brings us to the present, reminding us of our personal connections to the land, one another and ourselves.

With your ongoing support, TCT will ensure that the living legacy of The Great Trail will continue to showcase the very best of Canada – now and forever.



George and Deborah Apps on the Trail in Glenbow Ranch **Provincial Park, AB.** 

# **Trailside Highlights**

## ALBERTA

- In 2017/18, we saw the connection of the West Bragg Creek Trail in southern Alberta, giving to the communities of Bragg Creek and the Kananaskis region access to spectacular sections of The Great Trail. Nestled in a beautiful woodland, known locally as an 'enchanted forest', this 15-kilometre rural and wilderness greenway is ideal for hikers, joggers, cyclists, horseback riders, cross-country skiers and snowshoers. In Calgary, the TCT pavilion was renovated to reflect The Great Trail brand.
- The Guardian contributor Kevin Rushby (UK) spent a day on the High Rockies Trail.

## RITISH COLUMBIA

- British Columbia celebrated full connection of The Great Trail in B.C. on October 19, 2017. TCT *Champion* David Foster was there, spreading good cheer
- After two years of development and \$430,000 of funding from TCT, the Elk Valley Community Trail was officially connected to The Great Trail in August 2017. At sunrise on National Aboriginal Day (June 21), the Cranbrook to Wardner Destination Trail, developed by TrailsBC, was renamed the Chief Isadore Trail. Hosted by the Ktunaxa Nation Council, the event celebrated the unveiling of interpretive signage developed for TCT.
- Trail signage was added to the majority of provincial roadways, in collaboration with the British Columbia Ministry of Transportation and Infrastructure.
- Six travel writers from China, Germany and Australia experienced sections of The Great Trail.

- The province celebrated the connection of its section of The Great Trail on June 11, 2017. The event at FortWhyte Alive coincided with the annual Eco Adventure Race, where participants put their orienteering skills to the test on foot, by bike and by boat. Manitoba is now home to 1,400 kilometres of The Great Trail.
- The development of a new greenway section began along the South Whiteshell Trail near Penniac Bay in fall 2017, supported by a \$25,000 grant from TCT.
- German travel writers Carolin Steig & Martin Merten explored The Great Trail.

### **NEW BRUNSWICK**

- One of New Brunswick's many beautiful Trail sections was chosen as the cover story of a special collector's edition of Canadian Geographic dedicated to The Great Trail. Readers voted for the photo they wanted to see featured. The winner? The Fundy Footpath.
- Our partners, Sentier NB Trail, organized an incredible marathon to celebrate national connection on August 26. As part of Tour 150. cvclists from Edmundston, Lamèque, Port Jourimain and St. Stephen brought four wooden jigsaw pieces to Government House in Fredericton, and connected them to form a map of the province. This wonderful celebration is a testament to how the Trail connects New Brunswick and its many communities.

- In May 2017, we thanked our partners, Newfoundland T'Railway Council for all their hard work developing the Trail in The Big Land. During the event at the Railway Coastal Museum in St. John's, we also officially announced a new connection to the East Coast Trail, as well as a partnership with the East Coast Trail Association (ECTA).
- The TCT pavilion in St. John's is fully renovated, reflecting The Great Trail brand.

### IORTHWEST TERRITORIES

In September 2017, Tuktoyaktuk hosted events to celebrate the full connection of its section of The Great Trail. Festivities also included the welcoming of a Canada 150 re Project, the Canada C3 Ex ation included guided walks, traditional meals, a inity-themed play and more

### So begins the next exciting chapter in The Great Trail's story. Moving forward with a new campaign—aptly named Deeply Connected—the goal is to raise awareness and funds, while protecting and enhancing our national treasure.

- BRAVO: In July, government supporters, Trail partners, volunteers and donors gathered on the Salt Marsh Trail to celebrate the connection of the Trail throughout Nova Scotia.
- Big news from Cape Breton: the Bras d'Or Lake Water Route opened to the public. This beautiful 387-kilometre section was developed with the support of local Trail volunteers and Indigenous communities located on the shores of Bras d'Or Lake, and connects the Trail with this UNESCO-designated Biosphere Reserve.
- The Nova Scotia Department of Transportation and Infrastructure Renewal helped manufacture and install signage on all provincial roads that are part of The Great

### JNAVUT

Following the connection of the Itijjagiaq Trail in 2016, our enthusiastic partners in Nunavut are working with TCT to research other Trail development opportunities that will engage more communities along the Trail.

- BRAVO: The province celebrated the connection of its section of The Great Trail on August 26, with Her Honour LG Elizabeth vell, Lieutenant Governor of Ontario.
- TCT supported the development of one of Canada's few loating' trails! With the help of community-wide efforts, TCT raised the funds to create the Hunter's Bay boardwalk in Huntsville, which provides an excellent waterfront path for walkers and hikers.

Fourteen access points were installed along the Lake Superior Water Trail. Also, TCT pavilions in Toronto, Ottawa, North Bay, St. Thomas, Burlington, Caledon East and Uxbridge were renovated.

# The TCT pavilion in Charlottetown was upgraded to reflect

- The Great Trail brand.
- Negotiations concluded in 2017 to install 400 new signs on Prince Edward Island's Confederation Trail in 2018.

### RAVO: Quebec celebrated the full connection of its section of The Great Trail on January 26, 2018. Guests enjoyed numerous activities along Le P'tit Train du Nord linear park in Val-David, organized by the Corporation du parc linéaire le P'tit Train du Nord and the Conseil québécois du sentier Franscanadien

French travel writer Mathilde Giard experienced the Trail om Toronto to Montréal.

### SASKATCHEWAN

- Elbow Trail received significant enhancements, thanks to a \$70,000 grant from TCT. A pedestrian walkway was created on the new White City overpass near Regina, allowing Trail users to walk safely to the Town of White City. This walkway was developed in partnership with the White Butte Regional Planning Committee, the Government of Saskatchewan Ministry of Highways and Infrastructure, Regina Bypass Partners and our municipal partners in White City and Edenwold.
- New gateway signage was installed at Yukon's borders with British Columbia and the Northwest Territories.
- Five travel writers from Australia, Germany and the United States explored the Millennium Trail.

# **Our Mission**

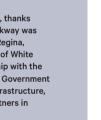
We will promote and assist in the development and use of The Great Trail – created by Trans Canada Trail and our partners – by supporting success at the local level in the continued improvement and enhancement of this national network.

### **PAYING TRIBUTE:** REMEMBERING A GREAT FRIEND OF THE GREAT TRAIL

Gordon Carton inspired us with his entrepreneurial spirit and love for Canada. Happiness Is Inc., the clothing brand he founded at the age of 95 with his granddaughter, Andrea, generously supported The Great Trail. We are grateful to Gordon, who shared our vision of the Trail as a gift from Canadians to Canadians, one that fosters connectedness collaboration and national pride. He is dearly missed.







Moments to Remember

Looking back over the past year, we are moved by the boundless energy, commitment and generosity that resulted in so many successful outcomes. Each of the following highlights—points of pride and the outcome of reward ing partnerships—fill us with gratitude and encouragement

**1.** Thank you to the federal government! They renewed their ongoing support for the Trail with a further commitment of \$30 million, facilitated through our successful partnership with Parks Canada. Photo: Catherine McKenna, Minister of Environment and Climate Change, at the National Connection Celebration in Ottawa







2. It was an action-packed summer. On August 26, we celebrated the cross-Canada connection of The Great Trail with an unforgettable event at Major's Hill Park in Ottawa. On the same day, over 200 events across Canada celebrated this tremendous achievement. The TCT celebratory pavilion – designed to thank donors who supported our Leadership Campaign – was also unveiled in Ottawa. The Canada 150



Fund generously supported this national celebration of connection.

**3.** A treasured keepsake was created. The Royal Canadian Mint launched a rectangular silver coin to celebrate the 25th anniversary of The Great Trail in August 2017. The design of the coin inspired the design for the new Point Zero Markers. They will be installed in Victoria, Tuktoyaktuk, Windsor and Cape Spear in 2018.

Photo, from left: Dakota Whitecap First Nation Councillor Dwayne Eagle, Saskatchewan Deputy Premier Don Morgan, Deborah Apps, TCT President & CEO, and Carman Joynt, Chair of the Royal Canadian Mint Board of Directors. Source: The Royal Canadian Mint.



**5**. Outdoor enthusiast Sarah Jackson achieved a major milestone when she completed her west-east hike of The Great Trail in 2017. Sarah started her ourney in Victoria in 2015, and triumphantly arrived at Cape Spear, Newfoundland and Labrador, two years later. Well done, Sarah! Two other inspirational women, Dianne Whelan and Mel Vogel, are also continuing heir cross-Canada hikes, and we are awed by their amazing journeys.



**6**. Thanks to a fruitful collaboration with Destination Canada. 14 travel vriters and influencers from the U.S., the U.K., France, Germany, China and Australia experienced sections of the Frail. We are still seeing the benefit of their positive coverage in numerous international media. Photo: German travel blogger Steve Hänisch enjoys a sunset in Gatineau Park, QC

🔊 @backpackersteve



Photos, left to right:

A memorable performance by Canadian

artist Cody Coyote / The Rt. Hon David

Johnston and Mrs. Sharon Johnston

welcome attendees in Ottawa / TCT's

National Connection Celebration in Ottawa

**4**. Hudson's Bay made an impressive impact with its Grand Portage fundraising program. The multi-faceted program, which raised \$1 million for TCT, included a collection of commemorative fundraising merchandise (mugs, t-shirts, paddles, hoodies and more) as well as a journey that saw a team of adventurers complete a three-month portage across the country.

Photo: Hudson's Bay completes a three-month journey at the **Connection Celebration in Ottawa** 



7. The Royal Canadian Geographical Society (RCGS) published a collector's edition of Canadian Geographic truly a tribute issue to cherish. The magazine showcased a variety of Trail sections throughout the country, including New Brunswick's Fundy Footpath, the Cowichan Valley in B.C., and the Edmonton River Valley,

LEGEND

 $\overline{\mathbf{i}}$ 

BRAVOI CONNECTION CELEBRATION

CELEBRATION

TRAIL ENHANCEMENTS.

SIGNAGE DEVELOPMENTS

A MESSAGE FROM TCT CHAIR, NEIL YEATES: **PROTECTING THE TRAIL FOR FUTURE** GENERATIONS

Who could have imagined 25 years ago that Canada would be home to the world's longest network of multi-use trails? Many may have thought it impossible to achieve this audacious goal. But, thanks to the incredible effort and support of our partners, volunteers and donors throughout the country, we can all take pride in having created Canada's national Trail.

Since the connection of The Great Trail coincided with my first year as Chair of the TCT Board, this time has been particularly special for me.

On that note, I would like to thank the members of the TCT Board, a group of dedicated and passionate individuals from across Canada. Their vision and determination to deliver a connected Trail for all Canadians have been inspirational. This year, we welcomed a number of new board members - James Goulden (BC), Michael Lindsay (ON), Emma Mohns (ON) and Ron Hicks (BC).

I would also like to pay tribute to board members who have retired in the past year – Cameron Clark, Mylène Forget, Eric Gionet, Ken Killin, Alan McDonald and Ruth Marr, as well as our former Chair, Paul LaBarge. I am also grateful to all TCT staff, who continue to work exceptionally hard to promote and raise funds for the Trail, as well as to oversee its further development

There have been many unforgettable moments during the past year. On August 26, 2017, we celebrated the cross-Canada connection of The Great Trail. Crowds of Trail supporters ioined us in Ottawa. while 200 other celebrations were held across the country on the same day. We also celebrated the marvellous successes of the Chapter 150 Campaign, which raised the funds needed to make this bold dream a reality.

Although we celebrate this extraordinary feat, my fellow board members and I know that the journey continues. We thought

AND PROPERTY AND A CONTRACT OF A CONTRACT OF

9. With areat

oride. TCT

aunchec

lournevs. a

new section

that offers

of the website

inspiration and

8. Five spectacular photos taken on The Great Trail

graced the pages of a special insert in *The Globe and* 

Mail in November 2017. The photographers won a contest

created in partnership with The Weather Network and TCT.

travel ideas for Canadians and visitors. Journeys, which

suggests one-day and multi-day itineraries, was developed

in conjunction with our travel partners – Quench Trip Design,

The Steeples, Cranbrook, BC © Drew Leiterman



**Neil Yeates in Banff National Park** 

tions can discover it, use it and treasure it.

natural disasters.

deep connection to it.

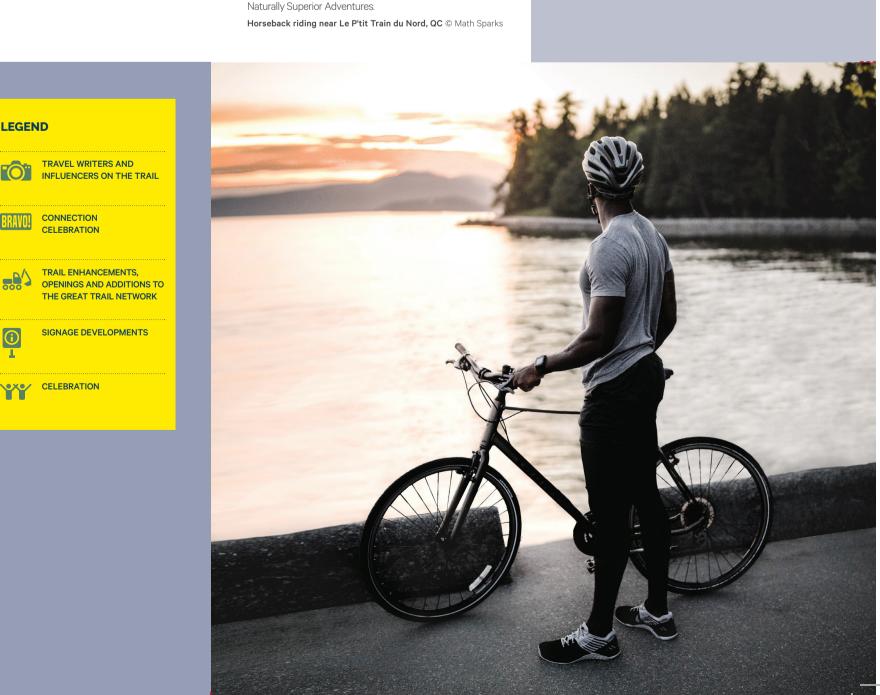
# Leadership

Neil Yeates - CHAIR Japman Bajaj Jim Bishop **Jasmine Brown** James Goulden Graham Green Ron Hicks Michael Lindsay Carolyn MacKay Michele McKenzie Emma Mohns Valerie Pringle Patrice Ryan Robyn Seetal Gill Winckler Kim Wynn

FOUNDATION BOARD OF DIRECTORS

Valerie Pringle - CO-CHAIR Hartley Richardson - CO-CHAIR David Cottingham Kirby Gavelin Anthony Graham Laureen Harper David Hoffman Amanda Lang Ian Pearce Aidan Richardsor Bruce Simpson Wendy Southall Ed Steeves Neil Yeates





connection was ambitious, but we must now protect and encourage the development of the Trail so that future genera-

Our new strategic plan will guide us as we work to increase accessibility and nurture our relationships with Indigenous communities, Trail groups and partners at all levels.

We will preserve this living legacy by developing new Trail sections that showcase the majestic beauty of our Canadian landscapes, converting roadways to greenways where possible and assisting in the repair of damage caused by

I feel a great sense of gratitude for the Trail whenever I enjoy my favourite sections in the Rockies or in Gatineau Park. I invite you to use the Trail as well, and to discover your own



MESSAGE FROM VALERIE PRINGLE AND HARTLEY RICHARDSON, CO-CHAIRS OF THE CHAPTER 150 CAMPAIGN WHAT A CHAPTER YOU WROTE!

After another successful year, we would like to pause to appreciate our extraordinary achievements of the past 12 months. As with any large-scale fundraising effort, there were several challenges along the way; however, generous Canadians responded in spades. We not only reached our goal of connecting The Great Trail from coast to coast to coast – we also concluded the *Chapter 150* Campaign with a grand total of over \$83 million – handsomely exceeding our \$75 million goal!

We have been amazed by the generosity of individual donors, corporations, foundations and all levels of government, and will be forever grateful for everything they have contributed. By supporting this iconic project, our donors have written a new chapter in Canadian history. Specifically, we would like to acknowledge the support of the government for their matching grant to the Campaign, which matched one dollar for every two raised. We would also like to pay tribute to the members of the TCT Foundation Board, our Campaign Cabinet and our regional fundraising committees, who gave their time and expertise so selflessly over the past six years.

We are delighted to have the opportunity to savour the moment and to say thanks to all of you who were able to share in this success. This is the perfect time to take a breath and look back on all the milestones we reached together. The challenges of the past have made this fantastic accomplishment even sweeter.

Over the past 25 years, TCT donors have looked to the horizon and contributed what they could to support the future of this multi-generational project

Our work to enhance the Trail will continue with your help. As we begin a new chapter in the Trail's story, we are excited about our new campaign to capture the big idea of how to make The Great Trail greater.

We believe that everyone has their own special place on the Trail, no matter where they are in Canada. Our new Deeply *Connected* campaign will help TCT raise the funds needed to support the protection of the Trail's legacy by enhancing existing Trail sections and developing new ones, while also creating greater awareness, so that even more individuals will be able to find their place on the Trail.

In addition, this campaign will direct funding to making the Trail more accessible to seniors and people with physical disabilities. Donations will also support our efforts to convert roadways to greenways and to repair Trail sections after disasters like floods, storms or fires. We also look forward to nurturing our partnerships with Indigenous communities across Canada.

This exciting chapter ahead will see our national Trail evolve and grow for generations to come. Join us on this new adventure as we encourage everyone to discover, use and treasure the Trail.



Chapter 150 Co-chairs Valerie Pringle and Hartley Richardson

Don Lindsay

Gail O'Brien

Ian Pearce

Claude Mongeau

Gordon M. Nixon

Megan A. Porter

Sanford Riley

**Michael Shaw** 

**Bruce Simpson** 

Galen G. Weston

Vaughn A. Wyant

The Jarislowsky Foundation

John Risley

# Chapter 150

Donors from across Canada have helped to raise over \$83 million for TCT's Chapter 150 Campaign – \$8 million more than the original goal of \$75 million. Our individual and corporate donors propelled the transition into our future, which will see us preserve and enhance this national treasure for generations to come.

### DONORS

\$1 million + Jack Cockwell, in honour of Daphne Cockwell Inter Pipeline Ltd. The W. Garfield Weston Foundatio

\$1 million David & Leslie Bissett Hudson's Bay Company Ontario Trillium Foundati **RBC** Foundation **Richardson Foundation** TD Bank Group **Teck Resources Limited** 

\$750.000 **BMO Financial Group** 

\$500,000 David Aisenstat The Annual Foundation, in honour of Loretta and Ted Rogers The Ross Beaty Family The John and Judy Bragg Family Foundation Brookfield Partners Foundation. Tim Price and Jack Cockwell

### CN Esri Canada Limited (in-kind)

The Globe and Mail (in-kind) JDS Founders, Jozef Straus & Garv Duck The Joyce Family Foundation Pierre Lassonde / Lassonde Family Foundation Loblaw Companies Limited Jon and Nancy Love Foundation at Toronto Foundation The McCain Foundation Rob & Chervl McEwen Nutrien (formerly PotashCorp) Power Corporation of Canada Robert A. Quartermain Scotiabank Shaw Media (in-kind) The Sobev Foundation Sudbury Integrated Nickel Operations, A Glencore Company TELUS TransCanada Corporation

## \$100.000 +

AltaLink Anonymou Morris and Helen Belkin Foundation Bell Canada Berkshire Hathaway Energy Canada Claudine and Stephen Bronfman Family Foundation Donette Chin-Loy Chang & G. Raymond Chang, O.C., O.J. Columbia Basin Trust Barron Cowan Crabtree Foundation The Dattels Family Foundation Gordon & Leslie Diamond Family FCA Canada (formerly Chrysler Canada) Fondation Écho / Echo Foundation Gibson Energy Anthony & Helen Graham The Grayross Foundation, held at Vancouver Foundation Cecil & Susan Hawkins David & Nina Hoffman

## David Aisenstat Ross J. Beaty David Cottinghan Russ Girling Anthony Graham Laureen Harper David M. Hoffman Ken J. Killin Paul LaBarge Pierre Lassonde IAMGOLD Corporation

HONORARY CAMPAIGN CHAIF

Valerie Pringle - CAMPAIGN CO-CHAIR

Hartley Richardson - CAMPAIGN CO-CHAIR

Jack Cockwell

Wendy Adams

Richard M. Ivey Haig Kelly Paul LaBarge & Dorothy Speal Margaret McCain The J.W. McConnell Family Foundation The McLean Group Jim Meekison & Carolyn Keystone **Ross Mitchell** National Bank Andrew & Valerie Pringle R. Howard Webster Foundation John Risley, President, Clearwater Fine Foods Incorporated SaskTel William (Bill) Shurniak Tracy & Bruce, Fraser, Elliott & Adair Simpson Kurt & Marianne Strobele Suncor Energy Foundation TimberWest Giancarlo and Odette Tognetti Legacy Trust Foundation TransAlta Jim & Sandi Treliving The George and Helen Vari Foundation Bill & Wendy Volk Family Foundation David & Anne Ward

### \$10.000 to \$99.999 Airlie Foundation

Anonymous Deborah & George Apps Robert & Mary Pat Armstrong Doris A. Arnold Gail Asper, O.C., O.M., LL.D. & Michael, Stephen & Jonathan Paterson ATB Financial Edmund A. Aunger Evelvn Anne & Bob Ballard Karen & Bill Barnett The Barrett Family Foundation Anne & David Beatty **Richelle & Ian Beatty** J.P. Bickell Foundation Rodney Briggs & Roberta Pascoe Anne Cameron Canadian Western Bank Canfor Corporation Clif Bar & Company Johnny & Carolyn Coffin Coril Holdings Inc. David & Kathryn Cottingha Bea & Purdy Crawford Norma Croxon Michael B. Cruickshank Mark & Mary Cullen **Donner Canadian Foundation** Flair Foundation FortisBC The Linda Frum and Howard Sokolowski Foundation Kirby Gavelin & Louise Tymocko Alastair and Diana Gillespie Foundation Joan & Clifford Hatch Foundation Jim Hinds & Sue Weedon Estate of Helen Grace Hogan HSBC Bank Canada Hvdro One Inc. Investors Group Richard & Donna Ivey Ivev Foundation Jacma Foundation

Norman and Margaret Jewison Charitable Foundation KEEN Canada Patrick & Barbara Keenan Foundation Audrey & Tim Kenny Larissa & Mauricio Kuperman Sonia & Arthur Labatt The Langar Foundation Estate of Charlotte Lavigne Robert H. Lee Foundation Maureen & Col. George Logan Estate of Pauline Hilda Longstaf Rod MacLennan The McBurney Family Foundation Michael H. McCain Diane McCurdy Nancy & John McFadyen The McLean Foundation The Catherine and Maxwell Meighen Foundation T.R. Meighen Family Foundation NFI Group Inc. Janet & Gordon Nixon Gail & David O'Brien Helen O'Brien P. & L. Odette Charitable Foundation Janice L. Pasieka David, Ed & Jerry Patchell in honour of their mother **Dorothy Phillips** Otto and Marie Pick Charitable Foundation Sandra & Jim Pitblado Polygon Homes Ltd. Brian & Megan Porter Priority Printing Ltd. Raleigh Canada Allan B. Revnolds Gordon & Robyn Ritchie J. William Ritchie Rocky Mountaineer / Armstrong Family Foundation Roots Canada Ltd Grace & Arnold Rumbold The Sabourin Family Foundation Saskatchewan Indian Gaming Authority Inc. The Shaw Group Limited The Sidney Crosby Foundation Joan Snyder Spatz Foundation Maureen & Wavne Squibb Steve and Sally Stavro Family Foundation Cornell Stefaniuk Matthew & Mondy Stevenson Kate Subak Estate of Alan Tavlor Michael & Renae Tims and Family Estate of Arthur Llovd Transom VanCitv Estate of Mrs. Tina Van Egmond The WB Family Foundation W.C. Kitchen Family Foundation Jodi White, C.M. The Henry White Kinnear Foundation The Wilson Foundation Christopher & Loravne Winn

The Winnipeg Foundation

# **Financial Highlights**

STATEMENT OF OPERATIONS AND NET ASSETS

	2018	2017
REVENUES	\$	\$
Government grants	2,180,810	5,799,897
Donations	6,303,925	7,548,970
Sponsorship	112,146	25,000
Investment income	93,818	88,079
Miscellaneous income	31,033	29,079
Total revenues	8,721,732	13,491,025
EXPENSES		
Trail construction	5,458,019	8,738,005
Trail promotion and education	2,627,343	2,195,907
Fundraising	1,172,914	1,577,846
General and administrative	1,472,786	1,365,222
Sponsorship	78,257	345,619
Amortization of equipment	28,639	37,424
Total expenses	10,837,958	14,260,023
Excess of revenue (expenses)	(2,116,226)	(768,998)
Net assets at beginning of year	9,780,291	10,549,289
Net assets at end of year	7,664,065	9,780,291

Year ended March 31, 2018. The following information has been extracted and summarized from the Trans Canada Trail Consolidated Financial Statements audited by Richter S.E.N.C.R.L./LLP. The complete set of statements may be requested from Trans Canada Trail.

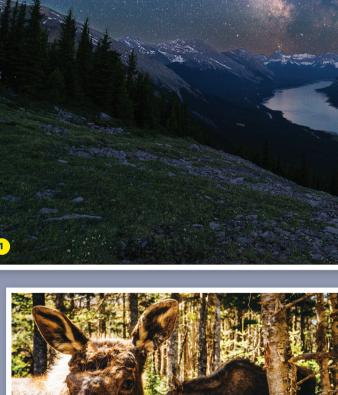
R	AL	Δ	N	CF	SH	IFFT	

	201
ASSETS	
Cash	7,862,90
Marketable securities	52,65
Accounts receivable	896,23
Prepaid expenses	51,02
Equipment	78,33
Total assets	8,941,14
LIABILITIES	
Accounts payable and accrued liabilities	560,43
Deferred contributions	716,64
Deferred revenue - government grants	
Total liabilities	1,277,07
NET ASSETS	
Invested in equipment	41,77
Endowment fund	52,65
Unrestricted	7,569,63
Total net assets	7,664,06
Total liabilities and net assets	8,941,14

# **The Big Picture**

ratulations to the winners! Our partnership with e **Royal Canadian Geographical Society** engage er 2,000 Canadian shutterbugs. From breathtaki tarry skies to exhilarating whitewater adventures. neir photos revealed how Canadians from coast to past to coast connect with their Trail, their culture and one another. These priceless moments, captured prever, bear witness to the Trail's lasting value.

Winner, Trail Vistas: The Great Trail Meets the Milky Way y Zachary Bergamin **2.** Winner, Trail Biodiversity: Moosin ound by Curtis Dauphney **3.** Winner, People on the Trail wists and Turns by Windy Corduroy





4-H Canada Alberta Bicycling Association Alberta Equestrian Federation Alberta Hiking Association Alberta Snowmobile Association Boys and Girls Clubs of Canada Canadian Council of Snowmobile Organizations Canada Day Challenge Canadian Recreational Horse and Rider Association Canoe Kayak Ontario Communities in Bloom Cross Country New Brunswick Cross Country Saskatchewan Cross Country Ski Association of Manitoba Cycle PEI Cycling Association of the Yukon Cycling Canada Equestrian Canada Équestre Fédération québécoise de la marche Girl Guides of Canada - Guides du Canada

Greatness, The Great Lakes Project Hike Canada en Marche Hike Nova Scotia Hike Ontario Hiking NB Horse Council British Columbia International Mountain Biking Association Manitoba Cycling Association Manitoba Runners' Association National Health and Fitness Dav Nature Canada New Brunswick Equestrian Association Parks Canada ParticipACTION Québec Cheval **Rick Hansen Foundation Royal Canadian Geographical Society** The Running Room Saskatchewan Snowmobile Association Saskatchewan Horse Federation Saskatchewan Cycling Association

Scouts Canada

**SNOMAN - Snowmobilers of Manitoba Snowmobilers Association of Nova Scotia** Snowshoe Canada Take Your Seat University of Ottawa Heart Institute Vélo Québec Yukon Canoe & Kayak Club

Licensee Happiness Is Inc.

**Travel Partners BC Ferries Destination Canada** Great Canadian Trails Indigenous Tourism Association of Canada Naturally Superior Adventures Northumberland Ferries Limited Quench Trip Design Tourisme Québec

;	2017
;	\$
)	9,862,259
	52,654
-	1,081,827
,	102,835
)	89,977
I	11,189,552

ŀ	522,352
2	773,231
)	113,678
5	1,409,261

17,597	
52,654	
9,710,040	
9,780,291	
11,189,552	

# Making an Impact





# R. Howard Webster Foundatio Fondation R. Howard Webste





### is not easy, but that's exactly what Blake Hutcheson and the community of Huntsville. Ontario, did. When Blake discovered that the section at Hunter's required an extension to be fully connected to the Trail, he endeavoured to raise friends, family and neighbours, the Hunter's \$125,000 to support the construction of a new Bay boardwalk is one of the few 'floating'

boardwalk. Joining forces with Jack Cockwell and Valerie Pringle, Blake organized a benefit complete and magical". lunch in July 2017 and succeeded in reaching the fundraising goal.

**BLAKE HUTCHESON** 

Raising thousands of dollars in one afternoon

**BOB AND MARY PAT ARMSTRONG** 

No matter where a contribution comes from – a family, a corporation or a

foundation – there is one constant: a desire to protect Canada's national Trail for

generations to come. Discover the stories of just four of our many valued donors

Bob and Mary Pat Armstrong have been generous supporters of The Great Trail since 1997, when they attended the opening of the newly-installed pavilion on their local Trail section in Ontario. "The concept of developing a national trail

that connected our country was a phenomenal idea, and we were excited that it passed near our home in Caledon," explains Bob. "We love to spend time outdoors, and we use the Trail for walking, cycling and cross-countr skiing," says Mary Pat. "We often go with our

Since its inception, the R. Howard Webster

the nation by supporting programs and

Trail was a natural fit.

**COLIN DEACON** 

instilled" in him by his parents.

Trail in Prince Edward Island.

explore it with them."

**RODNEY BRIGGS** 

ages back to nature.

near you," he adds.

projects for the benefit, improvement and

with themselves and one another," explains

Howard Davidson, President of the Foundation.

For Colin Deacon, supporting The Great Trail's

development was something "genetically

Colin's parents were among the Trail's first

"My parents dreamed of others being able

Edward Island, they would want us to go

Whenever there was a new section in Prince

to enjoy what they loved," Colin recalls.

Rodney Briggs has a simple reason for

"We are becoming more disconnected from

nature as the world becomes more digital.

I think having a trail like this provides easy

us," he explains. "When you have a young

access to go out and enjoy the world around

family, for example, it's easy to get on the Trail

supporters in 1992. His father, Donald Deacon,

was one of the founders of the Confederation

## THE R. HOWARD WEBSTER FOUNDATION

The Foundation has been a generous donor Foundation has been dedicated to connecting since 1999, and later pledged an incredible \$300,000 gift to support connection for Chief Whitecap Waterway and Elbow View Trail along Lake Diefenbaker in Saskatchewan. development of Canadian society. Therefore, the Foundation felt that supporting The Great 'The Trail is about making a park for Canada and that, for the Webster Foundation, is very From sea to sea, this Trail allows people to connect interesting," he adds.

"Local citizens and cottagers alike found it in

their hearts to celebrate with us and support

us." he said. "When you put the word out in the

community, even if the idea is audacious, the

Thanks to the generosity of Blake and his

trails in Canada. In Blake's words, it is "fully

Photo: Blake Hutcheson and Jack Cockwell

In 2012, the Armstrongs generously boosted

their giving to the Trail as Governor program

donors. They later reaffirmed their support

with further donations to connect the Trail in

"It's nice to leave your country a little better

than when you arrived," says Mary Pat. "And

The Great Trail is something from which

Canadians will benefit forever."

community rallies around."

children and grandchildren.

2016 and 2017.

Inspired by his parents' dedication to the Trail in their area, Colin grew up to become a volunteer, a member of the TCT fundraising ommittee for Atlantic Canada and a donor

"I'm so enormously proud of my parents as examples of Canadians who had a vision of a gift that keeps on giving for generations to ome," he adds

Photo: Colin Deacon and his son, Quin

Rodney believes the Trail's connection will also

supporting the Trail – to bring Canadians of all help to attract more international visitors to Canada

> "I think it provides an opportunity to see more of Canada, to do the Trail in Manitoba – mv home province - or in Newfoundland." he save "Knowing that the Trail is there will encourage us to see more of our country."

### **A LASTING IMPACT**

We would like to thank all the donors who immortalized their commitment to The Great Trail in their estate plans contribution in support of a national legacy that will benefit Canadians and visitors for generations to come.

## **Great Brands Think Alike**

Our sponsors have made invaluable contributions to The Great Trail. **KEEN Footwear** played a critical role in the development of The Great Trail app – Powered by KEEN. The app. which has racked up over 45,000 downloads so far, allows users to plan and track their outings on the Trail.

relationship with The Globe and Mail which continues to help us to share the inspiring stories of the Trail with creativity and innovation.

Trail family. In its first year as a sponsor, Clif Bar produced some of the most inspiring Trail videos we have seen to date, and was a valued supporter of our cross-Canada connection events.

across the country and around the world can take advantage of our interactive online map. By donating resources to develop this map. Esri has been helping us to build a valuable asset of collective knowledge that preserves our national heritage and makes the Trail accessible to everyon







© ClifBaı



© Daniel Bavlis

esri

Bryan Adams Susan Aqlukark Mark Angelo Julie & Colin Angus Shawn Atleo Margaret Atwood Lt. Gov. Janet Austin Randy Bachman Robert Bateman Jeanne Beker Jean Béliveau Angélique Bernard Alexandre Bilodeau Yannick Bisson Roberta Bondar Joseph Bovden Paul Brandt Dean Brody **Bonnie Brooks** lan Brown Kurt Browning Robert Buren Edward Burtynsky Sharon Butala The Rt. Hon. Kim Campbell Cassie Campbell-Pascall Pierre Camu George Canyo Lorne Cardina Brent Carver Kim Cattrall The Rt. Hon. Jean Chrétien The Rt. Hon. Adrienne Clarkson Premier Philippe Couillard David Crombi Sidney Crosby Jim Cuddy Cynthia Dale Wade Davis Victor Dodig Gary Doer Denise Donlor Lt. Gov. Elizabeth Dowdeswel Alan Doyle Lt. Gov. J. Michel Dovor Atom Egoyan Edna Elias The Hon. Frank F. Faga

\$1.000 to \$9.999

Colm Feore Lt. Gov. Janice C. Filmon Phil Fontaine David Foster John Furlong Nelly Furtado Sarah Gadon Premier Brian Gallant John Geiger Robert W. Ghiz Graeme Gibso Russ Girling David Goldbloom Jean Grand-Maître The Hon. John Grant Graham Greene Wayne Gretzky Paul Gross The Hon. Judith Guichon Chris Hadfield Rick Hansen Laureen Harpe John Hartmai Allan Hawco Jennifer Heil Keith Henry Peter A. Herrndorf Jay Ingram Sarah Jackson Tom Jackson Ron James The Rt. Hon. Michaëlle Jean Norman Jewison The Rt. Hon. David Johnston Sharon Johnstor Michael Kaeshamn Karen Kain Stana Katic Simon Keith Sheldon Kennedy Craig Kielburger Marc Kielburger Wab Kinew Cindy Klassen Adam Kreek Jean-Daniel Lafond

Eugene Levy The Hon. H. Frank Lewis Izzy Lynch Roy MacGregor Joe MacInnis Linden MacIntyre Premier Wade MacLauchlan Natalie MacMaster Peter Mansbridge The Rt. Hon. Paul Martin The Hon. Margaret McCain Gary & Joanie McGuffin Ashleigh McIvor David McKay Don McKellar Nina McLachlan Sarah McLachlan Murray McLauchlar Premier Robert R. McLeod Deepa Mehta Dana Meise **Rick Mercer** The Hon. Margaret Mille Lt. Gov. Lois Mitchell Colin Mochrie Lt. Gov W. Thomas Molloy Ben Mulronev The Rt. Hon. Brian Mulrone Anne Murray The Hon. Graydon Nicholas Paul Nichols Mercedes Nicoll Gordon Nixon **Premier Rachel Notley** Samantha Nutt Mark Oldershaw The Hon. David Onley Steven Page Premier Brian Pallister Natalie Panek **Tahmoh Penikett** The Hon, Chantal Petitcler **Douglas W. Phillips** Dave Pierce Gordon Pinsent Steve Podborsk **Brian Porter** Chris Pratt

Gisele Koffman

TRANS CANADA TRAIL IS GRATEFUL TO THE FOLLOWING DONORS FOR THEIR GENEROUS CONTRIBUTIONS

Doone & George Estey

Lt. Gov. Arthur J. LeBland

Silken Laumann

Norman Abbott Diana Fairty The Chris Allan Legacy Fund Anne Falko Alpema Foundatior Susan Feldma William & Patricia Mary Archibald Armstrong Family Louise Atkins Carmen Au & Family Salah Bachir & Jacob Yerex David Bailey A. Charles & Marilyn Baillie Janet Baker Lorraine Balderson Jay Garland Karen & Bill Barnett Carol & Vern Barney Birgit & Robert Batema The Bateman Family Alberta Beaman Roger & Dana Beaman Sabine Behnk & Steven Furing James Goulden Beau's All Natural Brewing Company Ltd. Michael & Claire Beckermann Patrick Bergin Lvnn Bevan, Mediator Chuck Greene Laura & Ian Beverley **Bigwin Island Golf Club** Don Guthrie Jim & Sharon Bishop G. Michael Bonnor Janis Hamilton John Bowen & Stasia Bowen Diane & Michael Boysen lason FitzGerald Mira. Chris & Joshua Budo Peter Businger Kevin Callahan Robert A. Campbell Canadian Progress Club Canadian Association of Fire Simone Hicken Bomber Pilots Dawn L. Hicks Marcia Cardamore The Carr-Laferriere Family Lian Eng Chan Jon Holmes Geordan Chester Peter Holmes **Clark Family Foundation** Alan Clarke John & Pattie Cleghorn and Family Eric Hosking La Coalition pour l'Acquisition de Saines Habitudes - (CASH) Burns Philip & Ruth Coleman John Conly Linda Huehn **Cowie Capital & Family** Don Craig Stephen Cushing & Deborah Gill David Cuthbertson Hvde Familv Frederick F. Dalley Alexander Darragh Victor Janzen lan Darragh Colin & Jennifer Deaco Simon Dean Descon Convevor Systems Denis Desiardins Patricia Dillabough Andrea Dingle Alison & Tim Doherty J. Fred Doris Ann Kadrnka Claude Doughty George & Helen Driediger Helen Murray & Larry Durst Chris Earle Beverly Keys Elizabeth Edwards Edna & Albert Einsiedel Don King



Sister Benigna Macadaeg Jill & Julie MacDonald Ms. Kyle MacDonald Heather, Doug, Sandy, Rob & Tim Mackay The Martin MacLeod Family Doug & Glynis Maley The Matthews Grierson Family Christopher Mazurkewich Aileen McCorkell Lois McDonald Marci McDonald & Clair Balfour Lori Spence & Kenneth Shaw Anne McDougall & Douglas McGill Wilma & James Spence Nancy & John McFadyen Doug McGrego Nicole McKenna **Delphine McKinnon** W. M. Tex McLeod Jonathan & Roslyn McMann Patrick B. Meneley Ted and Judy Mills Brigitte Misera Celestine & James Montgomery Robert & Anne Morash Margaret Morison Gabriella Moro Diana Motyl & Sam Mottram Margaret Munk Peter Navlor W. Robert Needham Timothy L.F. Ng Dan Nixon & Janet Grahar Howat & Michele Noble Bruce & Pearl Nowlan O'Hearn Family Lvnn Oldfield Norm Opperman Denise Orr Ottawa RVC 2017 Client Dinner Dorothy Panabaker Joanne Papineau Jeff Peacock Michelle & Ian Pearce Valerie Phelan **Dorothy Phillips** Patricia & M. Paul Picherack Emmanuel Julien Pietrzak Elena Polishchuk Nicholas & Janis Poppenk **Courtney & Alexa Pratt** Dorothy & Kneale Quayle Quench Trip Design Bill & Cindy Quinn



Marion Ellis





Trans Canada Trail Sentier Transcanadien





Geoffrey Knight



We're also grateful for our ongoing

We welcomed Clif Bar to The Great

Thanks to Esri Canada, people from F  $\mathbf{v}$ 

EED

The Hon. Nancy Greene Raine Ken Read Ed Robertson Lloyd Robertson Elizabeth Rodbell Dave Rodney It. Gov. Jocelyne Roy Vienneau John Ralston Saul Robert J. Sawver The Hon. Vaughn Sol on Schofield Greg Selinger Kyle Shewfelt Adam Shoalts Martin Short Peter Shostak Premier Sandy Silver **Michael Smith** Sonja Smits Les Stroud George Stroumbo Peter Taptuna Veronica Tennan The Tenors Mark Tewksbury Alex Trebek Jim & Sandi Treliving Cory Trépanie George Tuccaro The Rt. Hon. John Turn Aritha van Herk Adam van Koeverder Hannah Vaughan Brad Wall **Spencer West** Robert C.P. Westbury Dianne Whelan Ron White Simon Whitfield Havlev Wickenheis Brian Williams Michael Wilson Sharon Wood Kathleen Wynne Ray Zahab

Bob Rae

Fairwin Quon Tim Ragan James & Joan Rayne Andrew Ritcey Jane Rodd Thomas & Brenda Marianne Romano William Ross Anthony Rubin Grace & Arnold Rumbol Ryan Affaires publiques Inc Geoff Rvtell Robert O. Sanderso H. Saunders Christine & Peter Schmidt Erica Schumache Tom & Pamela Scool The Second Wedge Brewing Company James Shannon Ken Shaw Linda & Michael Shav Barbara Sherrer Jill & Donald Sinclair Joan Skiba Kenneth Smee Eileen Smith Stephen Smyli Susan Snell Paul Sopuck Laura, Kathy, Ken, Edward & **Bill Spira Richard Staples** Kevin Stucken **Tammy Sutherland** Shellev Sweenev Gordon & Beverley Tallma Kaarina Talvila Jiann-Sang Tang Don Tapscott C. M. Ana P. Lopes, C. M. Taylor Property Management Inc Howard Andrew Telosky Paul Thomas Greg Thompson Timothy Thompson Michael & Renae Tims and Family James & Violet To Ken Tomlinson J. Richard Trimble & Ella F. LeGreslev Karen Trimble & Jay Carfagnini The Tromp Family Peter & Anne Trousdale and Famil Lorie Jane Turner Margaret & Hans Wagne Dorothy R. Washbern Jeff Watson Mavis D. Wheatcroft Ted & Shirley White Lorne Widmer Greg Wiebe Kathy Willner Maurice Wilson Christopher & Loravne Winr Michael & Debra Winship Wanda & Jerzy Wojcicki Kenneth & Anne Woods Yun Chao Xu (Charlie) Neil & Glenda Yeates

f 🖸 🎔 🖨 🖻

Henry Yeung

The Great Trail – Powered by KEEN Available on Available on Google Play