

The logo for the McCord Stewart Museum is centered in a white rectangular box. The text is arranged in three lines: 'McCORD' in a teal color, 'STEWART' in a light green color, and 'MUSEUM' in a magenta color. The background of the entire page consists of horizontal stripes in teal, purple, light green, magenta, orange, lime green, and cyan.

McCORD  
STEWART  
MUSEUM

ANNUAL REPORT  
2013-2014



McCoRD  
STEWART  
MUSEUM

ANNUAL REPORT  
**2013-2014**



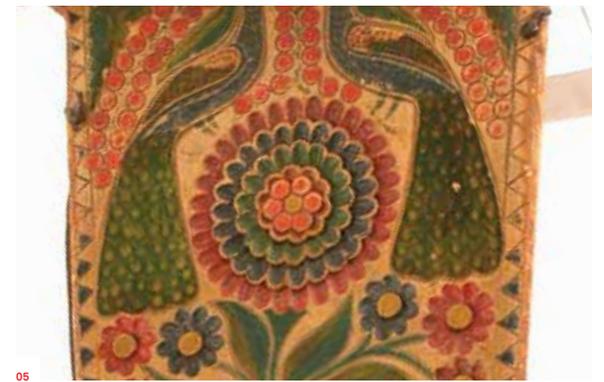
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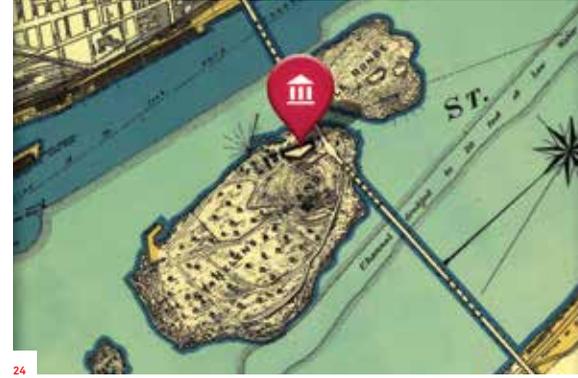
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# MESSAGE FROM THE CHAIR OF THE BOARD



**MONIQUE JÉRÔME-FORGET**  
CHAIR OF THE BOARD  
McCORD STEWART MUSEUM

A handwritten signature in cursive script, appearing to read 'Monique Jérôme-Forget'.

## AN HISTORIC AGREEMENT

The agreement signed by the McCord Museum and the Stewart Museum on July 1, 2013, marks a key moment in the history of our two institutions; it creates a new entity, the McCord Stewart Museum, which will ensure the continuity of two remarkable collections documenting the history of Montreal and Quebec. Building on the longstanding natural links between our two museums, this merger offers new opportunities to develop and promote their collections.

Both the McCord and the Stewart Museum were founded by private collectors with a passion for Montreal and a profound respect for our founding nations. In the short term, the two museums will continue to operate under their respective names. Initiatives are already underway to consolidate their administrations, integrate the collections and share expertise to maximize synergies and better showcase two exceptional collections offering a unique record of Montreal's history.

This merger is entirely consistent with the report presented last November by Mr. Claude Corbo and the working group on the future of museums. However, the Government of Québec has regrettably decided to cut our funding by two-thirds, despite the dynamism and reputations of our institutions, thereby forcing us to take exceptional measures to maintain our vibrant Museum. Fortunately, the Conseil des arts de Montréal has increased its support of the Museum by \$10,000.

Despite a significant reduction in government funding and the challenge of merging two institutions, our President and Chief Executive Officer, Suzanne Sauvage, has done a wonderful job administering both museums and leading the effort to combine their operations. I would like to thank and congratulate her and her entire team for their incredible work and the energy they bring to the task day after day.

I would also like to thank my colleagues on the Board for meticulously fulfilling their responsibilities, as well as our partners and public for increasingly demonstrating their enthusiasm for our collections and activities. In particular, I would like to thank Professor Heather Munroe-Blum and Mr. Jean Raby for their years of service to the Board.

Shortly after the end of our fiscal year, we were very sad to learn of the deaths of two cherished individuals: Ms. Liliane Stewart and Mr. Marcel Côté. Liliane Stewart was Chair of the Macdonald Stewart Foundation and Honorary Co-Chair, with Mr. Derek A. Price, of the new McCord Stewart Museum Board of Trustees; a highly cultured woman, she was a generous patron of the arts and passionate about the history of Montreal. Marcel Côté, a great friend of the Museum and an unfailing supporter of the arts and culture community, had been a member of the Board of Trustees since 2011. We shall take inspiration from the passion and determination of these two extraordinary people to continue the mission of the McCord Stewart Museum.

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# MESSAGE FROM THE PRESIDENT AND CHIEF EXECUTIVE OFFICER



SUZANNE SAUVAGE  
PRESIDENT AND CHIEF  
EXECUTIVE OFFICER  
McCORD STEWART MUSEUM

## NEW OPPORTUNITIES

The year 2013-2014 was one of the most demanding and rewarding in the history of the McCord Museum. While it was financially demanding, it was also rewarding in terms of critical acclaim and attendance. By welcoming a record 153,000 visitors, or more than twice the number recorded just four years ago, the Museum proved that its approach is both relevant and effective. An estimated 640,000 people visited our outdoor exhibition, held for the 8<sup>th</sup> year in a row on McGill College Avenue, while some 144,000 visitors frequented our Urban Forest on Victoria Street. As for our website, it now attracts more than 1.2 million visits a year.

Though all of our exhibitions were very successful, one in particular generated a truly exceptional public response: *From Philadelphia to Monaco: Grace Kelly – Beyond the Icon* was so popular that the Museum was awarded the 2013 Grand Prix de Tourisme Montreal in the category of “Tourist Attraction - 25,000 to 100,000 visitors.”

Once again, the Museum’s numerous educational and cultural activities were very popular. Our experts had many opportunities to share their knowledge, both in and outside the Museum, and thus enhance the reputation of the Museum and its staff.

Obviously, the major event of 2013-2014 was the creation of the McCord Stewart Museum. In her message in this annual report, our Chair of the Board, Monique Jérôme-Forget, underscores how happy we are with this merger that will benefit both institutions. For my part, I would like to briefly review the vital role the Stewart Museum has played for nearly 60 years. Founded in 1955 and located in the historic British arsenal on St. Helen’s Island, the Stewart Museum is recognized as a unique Montreal institution that is key to understanding our history. A centre of excellence in research, education, and historic and heritage interpretation, the Stewart Museum houses an exceptional collection of artefacts documenting the influence of European civilizations on North America. With 1.5 million objects and artefacts, the McCord Stewart Museum now boasts the largest, most diverse collection of documents related to the history of Montreal, from the era of the First Nations to New France and the British colonization, right up to the present day. Without doubt, the complementary strengths and expertise of these two museums will create promising synergies for the new institution.

The entire McCord Stewart Museum team can be very proud of the year 2013-2014. It is our hope that the governments will recognize the essential role played by the new institution and give it the support it needs to flourish, for the benefit of all.

## NEW ACQUISITIONS

The McCord Museum collections are a global reference in the study of the material culture of Montreal, Quebec and Canada. In 2013-2014, the McCord Museum's collection was enhanced by 91 donations and one purchase, for a total of 8,739 artefacts and 1.79 linear metres of textual documents.



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# COLLECTIONS AND ACQUISITIONS

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## McCORD MUSEUM ACQUISITIONS IN 2013-2014

CATEGORIES	DONATIONS/PURCHASES	ARTEFACTS/DOCUMENTS
ICONOGRAPHIC ARCHIVES (CARICATURES)	10	3,364
PHOTOGRAPHIC ARCHIVES	13	4,308
TEXTUAL ARCHIVES	8	1.79 LINEAR METRES
DECORATIVE ARTS	9	81
COSTUME AND TEXTILES	21	93
ETHNOLOGY AND ARCHAEOLOGY	3	10
PAINTINGS, PRINTS AND DRAWINGS	7	883
INTERCOLLECTIONS	21	(SET OUT ABOVE)
<b>TOTAL</b>	<b>92</b>	<b>8,739 AND 1.79 LINEAR METRES</b>

01 Fort Chamblé, QC, 1863, William Notman  
Gift of Mr. Gilles Richard, M2013.11.32 © McCord Museum

## DUNCAN MACPHERSON FONDS

Already recognized as a reference for the study of editorial cartoons in Canada, the McCord Museum was pleased to make a major acquisition in this field last year. Thanks to the generosity of the R. Howard Webster Foundation and the *Toronto Star* newspaper, the Museum purchased 751 caricatures and illustrations created by artist Duncan Macpherson (1924-1993), who was considered Canada's best political cartoonist.



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## CULTURAL PROPERTY

During the year 2013-2014, nine donations were recognized by the Canadian Cultural Property Export Review Board as being of outstanding significance and national importance. These donations included 36 pieces of silverware from 1751 to 1922 belonging to the Cuthbert-Bostwick family, an album containing 48 period prints from *Photographic Selections, Volume 1*, a series by William Notman published in 1863, and editorial cartoons by Aislin (*The Gazette*), Bado (*Le Droit*), Chapleau (*La Presse*), Fleg (*Yahoo!*), Garnotte (*Le Devoir*) and Jenkins (*Globe and Mail*).



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## THE McCORD STEWART COLLECTION

The merger of the McCord and Stewart museums has united two remarkable collections of objects and documents that bear witness to our past. This new collection, the largest of its type in Montreal, is also one of the most exceptional in Quebec and Canada. The table on the opposite page illustrates the scope of the combined collection of 180,000 objects, 1.3 million photographic images and 275 linear metres of archives.

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## LOANS TO OTHER MUSEUMS

The McCord Museum made or renewed 20 loans in 2013-2014, for a total of 89 objects in circulation. Among the museums that benefited were the Art and Exhibition Hall of the Federal Republic of Germany, the Martin-Gropius-Bau in Berlin, the Canadian War Museum, the Montreal Museum of Fine Arts and the Musée national des beaux-arts du Québec.

For its part, the Stewart Museum made or renewed 21 loans, for a total of 294 objects in circulation. Several institutions, including the Montreal Museum of Fine Arts, Pointe-à-Callière - Montréal Museum of Archaeology and History, the Musée de la civilisation and the Canadian Museum of History, have displayed these loans as part of their exhibitions.

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## TABLE OF DEPARTMENTS AND DIVISIONS IN THE McCORD STEWART COLLECTION

<b>ARCHIVES AND RARE BOOKS</b>	TEXTUAL ARCHIVES ICONOGRAPHIC ARCHIVES MAPS AND PLANS (20 <sup>TH</sup> CENTURY) RARE BOOKS: CANADIANA (17 <sup>TH</sup> -20 <sup>TH</sup> ) EUROPEAN (15 <sup>TH</sup> -19 <sup>TH</sup> )	275 LINEAR METRES 62,500 ILLUSTRATIONS 1,150 DOCUMENTS  2,000 BOOKS 1,500 BOOKS
<b>PHOTOGRAPHS</b>	NOTMAN PHOTOGRAPHIC ARCHIVES DOCUMENTARY COLLECTION CAMERAS AND PHOTOGRAPHIC EQUIPMENT	700,000 PHOTOGRAPHS 600,000 PHOTOGRAPHS 250 OBJECTS
<b>FINE ARTS</b>	WATERCOLOURS DRAWINGS PRINTS MINIATURES PAINTINGS SCULPTURES	21,600 WORKS
<b>DRESS, FASHION AND TEXTILES</b>	FASHION, CLOTHING AND ACCESSORIES TEXTILE FURNISHINGS	23,600 OBJECTS 1,300 OBJECTS
<b>MATERIAL CULTURE</b>	COMMERCIAL AND INDUSTRIAL OBJECTS DOMESTIC OBJECTS RECREATIONAL OBJECTS MILITARY OBJECTS AND WEAPONS RELIGIOUS OBJECTS OBJECTS OF SCIENCE AND TECHNOLOGY	51,050 OBJECTS
<b>FIRST PEOPLES</b>	HISTORICAL OBJECTS ARCHAEOLOGICAL OBJECTS	7,900 (19 <sup>TH</sup> CENTURY TO 1945) 8,500 (10,000 BC TO 18 <sup>TH</sup> CENTURY)

# KNOWLEDGE AND RESEARCH



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## THE ARCHIVES AND DOCUMENTATION CENTRE: A VALUABLE TOOL FOR RESEARCHERS

The McCord Museum makes its collections available to researchers through an online database and computerized catalogue available on-site. The Archives and Documentation Centre also offers users access to a library of 9,000 works and specialized periodicals, in addition to over 2,000 titles in its rare book collection. Researchers can consult more than 750 archival fonds and collections comprising a total of nearly 269 linear metres of textual documents and over 1.345 million photographic images. The Centre is certified and receives an annual grant from the Bibliothèque et Archives nationales du Québec (BAnQ) to support its efforts to develop archival collections and make them accessible to a wide public.

The Centre's staff welcomed 420 researchers on-site in 2013-2014 and answered more than 1,500 requests by telephone, email or mail, in addition to leading guided tours for several groups of specialized researchers.

## SHARING OUR EXPERTISE

The McCord Museum is proud to share its staff's knowledge with other institutions and the public via publications and lectures, meetings and symposia organized by the Museum and other institutions.

## PUBLICATION

### WEARING OUR IDENTITY – THE FIRST PEOPLES COLLECTION

For the exhibition *Wearing Our Identity – The First Peoples Collection*, the McCord Museum published a 235-page catalogue with Éditions Gallimard. Featuring magnificent photographs and texts written by 16 members of Aboriginal communities, this work introduces readers to the clothing traditions of the First Nations, Inuit and Métis cultures.

## COLLOQUIUM

A colloquium entitled *Collecting Knowledge: New Dialogues on McCord Museum Collections* attracted approximately 150 participants to the Museum on November 7-9. Organized jointly by the research team of *Montréal, Dynamic Hubspace* and the McCord Museum, this unique event was designed to establish a dialogue about new research frontiers and stimulate discussions to enhance public knowledge of the Museum's collections. The keynote address, *Journal intime de l'objet*, was given by Jacques Mathieu, Professor Emeritus, Université Laval, an historian specializing in New France. In all, over thirty speakers shared their work, including seven professionals from the McCord Museum.

McCord Museum staff presented the following papers: Anne MacKay, Head, Conservation: *When is Conservation?*

*Treatment and Object Biography*; Guislaine Lemay, Curator, Ethnology and Archaeology, and Interim Curator, Decorative Arts: *L'objet identitaire – L'exposition Porter son identité – La collection Premiers Peuples*; Cynthia Cooper, Head, Collections and Research, and Curator, Costume and Textiles: *Biography of a Collection: Costume and Textiles at the McCord Museum*; Heather McNabb, Technician, Photographic Services and Copyright: *Collecting Knowledge and Disseminating History: The Arrival of the Notman Collection and the Changing Role of Photographs within the McCord Museum*; Hélène Samson, Curator, Notman Photographic Archives: *Photographie et connaissance. Enjeux d'observation et de collecte*; Céline Widmer, Curator, Textual Archives: *Le potentiel renouvelable de l'archive. Revisiter sa mémoire en interrogeant les mille vérités des sources*; and Christian Vachon, Curator, Painting, Prints and Drawings: *"L'Oncle Sam, un cousin pas si éloigné." Quelques jalons d'une affiliation canadienne dans la genèse d'une figure allégorique américaine.*

IN 2013-2014, THE CONSERVATION DEPARTMENT CONTINUED TO OVERSEE ALL PREVENTIVE CONSERVATION ACTIVITIES RELATED TO THE MUSEUM'S COLLECTIONS, FROM ENVIRONMENTAL MONITORING TO THE HANDLING, STORAGE AND TRANSPORTATION OF OBJECTS. IT ALSO UNDERTOOK TREATMENT ON OBJECTS FROM OUR COLLECTIONS FOR SPECIAL PROJECTS, EXHIBITIONS AND LOANS. IN ADDITION, THE CONSERVATION TEAM PARTICIPATED IN SEVERAL LECTURES AND WORKSHOPS PRESENTED AT THE MUSEUM AND ELSEWHERE.

## SPECIAL PROJECTS

Thanks to a generous gift from Mr. D. Miles Price, the Department was able to study and conserve an upholstered Mi'kmaq chair from the Ethnology and Archaeology collection featuring two bark panels decorated with porcupine quills.

The treatment consisted of a study of the materials, fabrication and design of the chair, a comparative study of similar chairs in other Canadian collections, the stabilization and cleaning of the quills and the restoration of the upholstery. This project has enriched our understanding of this kind of object and has made possible the exhibition of the chair, which had been in storage since its acquisition in 1971.



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## EXHIBITIONS, LOANS AND ACQUISITIONS

The Conservation Department lent its expertise to the planning and mounting of the Museum's exhibitions, treating more than 400 objects for *Wearing Our Identity* and *Toys - Mission Cosmos*, as well as conserving numerous objects used in the rotation of the Museum's permanent exhibition, *Montreal - Points of View*. The Department also worked on the exhibition *From Philadelphia to Monaco: Grace Kelly - Beyond the Icon*, establishing the mannequin design team and overseeing the mannequin-making team. At the request of the Princely Palace of Monaco, the Museum treated nine dresses formerly belonging to Princess Grace.

The Conservation Department also continued to play an important role on the acquisitions and loans committees, ensuring that the highest conservation standards are maintained in all the Museum's activities.



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# CONSERVATION

## EXHIBITIONS

### MONTREAL - POINTS OF VIEW

PERMANENT EXHIBITION –  
AS OF SEPTEMBER 16, 2011

Inaugurated in September 2011, the McCord's permanent exhibition explores 10 different facets of Montreal's history, from its earliest residents (before the arrival of Europeans) to the city of today with its metro and skyscrapers. Visitors are invited to discover iconic districts, pivotal moments in the city's history and the people who marked its development. The exhibition also makes use of new media, incorporating touch screens, audio stations and podcasts that provide visitors with access to additional content on some of the objects on display. In short, it offers a contemporary look at a fascinating multi-faceted city.



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11 Cape, early 20<sup>th</sup> century, Iyarhe Nakoda  
Gift of Miss Mabel Molson, M5995 © McCord Museum

### WEARING OUR IDENTITY - THE FIRST PEOPLES COLLECTION

PERMANENT EXHIBITION – AS OF MAY 1, 2013

This must-see exhibition opens the door to ancient traditions, including original clothing that illustrates a rich heritage of identities and cultures. After all, dress does not serve solely utilitarian purposes; it also helps differentiate between allies and enemies, identify spiritual leaders and express the respect that hunters have for the animals that enable their families to survive. A major symbol of the First Nations, Métis and Inuit, clothing contributes to the development, preservation and communication of their social, cultural, political and spiritual identities.

Created in a close partnership with First Nations communities, the exhibition *Wearing Our Identity* revisits our perceptions of clothing as a signal of identity affirmation. Twice a year, works by contemporary artists selected by curator Nadia Myre, a member of the Algonquin Nation in the Kitigan Zibi Anishinabeg community, are added to the exhibition. First Peoples are thus able to demonstrate their desire to preserve their ancestral cultural values while giving free rein to their creativity.



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09 Velocipede, late 19<sup>th</sup> century, adopted by the Fondation  
Pierre Desmarais Belvédère, M994X.2.43 © McCord Museum  
10 Arnauti or widow's amauti, 1890-1897, Nunatsiarmiut  
Gift of Mrs. R. Fairbanks and David Ross McCord, M5836 © McCord Museum



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**BENOIT AQUIN – HAITI:  
CHAOS AND DAILY LIFE**

FEBRUARY 28 TO MAY 12, 2013

Created using 40 oversize colour photographs by Montreal photographer Benoit Aquin, this exhibition presented a contemporary view of Haitians. Powerful, yet very sensitive, the photos by this committed photographer covered a period of almost three years following the January 2010 earthquake. To help visitors understand the context, the exhibition opened with a short

summary of Haiti's political history. *Haiti: Chaos and Daily Life* offered an empathetic, yet never pessimistic, look at the vitality and extraordinary resilience of Haitians. The display also included several excerpts from the novels of Dany Laferrière.

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**HATS OFF!**

APRIL 30 TO AUGUST 18, 2013

Although caps seem to have become more popular than hats, the latter were, for many years, indispensable accessories of daily life. *Hats Off!*, an exhibition from the Musées de la civilisation, displayed numerous head coverings of various uses and styles, showcasing a fashion accessory that was long a wardrobe staple in Quebec, particularly from the 1920s to the 1970s.



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**FROM PHILADELPHIA TO MONACO:  
GRACE KELLY – BEYOND THE ICON**

JUNE 6 TO OCTOBER 6, 2013

When confronted with the gossip spread by the media, Grace Kelly often alluded to the real person behind the celebrity. An American princess incarnate, she influenced women around the world, but very few people really knew her. This exhibition showcased the personality, talent and values of Grace Kelly through some 100 objects and archives such as testimonials, letters, photos, film clips and, above all, numerous articles of clothing and accessories, including the famous Kelly bag, a Hermès creation that marked the history of fashion. This original presentation

offered a look at the various facets of the personality of this great woman who dedicated her life to her family, her people and the Principality of Monaco. Produced by the Grimaldi Forum Monaco, the entire exhibition was redesigned by the team at the McCord Museum.

15 His Serene Highness Prince Albert II of Monaco and Cynthia Cooper, Head, Collections and Research and Curator, Costume and Textiles, visiting the exhibition *From Philadelphia to Monaco: Grace Kelly – Beyond the Icon* on September 25, 2013  
Photo by Delphine Delair Photographie © McCord Museum

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12 *Carnival I, Les Cayes*, 2011 © Benoit Aquin  
13 87-2532; 84-719, Photo: Nicola-Frank Vachon – Perspective © Musée de la civilisation  
14 Grace Kelly, Photo by Sharland / The LIFE Picture Collection / Getty Images



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**OUTDOOR EXHIBITION  
HONOURING MEMORY -  
CANADA'S RESIDENTIAL SCHOOLS**

JUNE 19 TO OCTOBER 20, 2013

For its 2013 exhibition on McGill College Avenue, the McCord Museum worked with the Truth and Reconciliation Commission of Canada to heighten awareness of the tragic reality experienced by Aboriginal and Inuit students in the residential school system from the 1880s to the 1990s. The 24 photographs displayed came from the McCord Museum's photography collection and the archives of institutions participating in the Truth and Reconciliation movement. They depicted children moving to residential schools,

standing in groups in front of their schools, sitting in classrooms or performing various types of manual labour. This exceptional exhibition, mounted on 13 structures installed on the sidewalk of McGill College Avenue between De Maisonneuve and President-Kennedy, was an offshoot of the national event in Montreal organized by the Truth and Reconciliation Commission of Canada on April 24-27, 2013. The exhibition was presented by BMO Financial Group.

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**PLOTTING FROM ABOVE -  
MISHKA HENNER AND MONTREAL AERIAL SURVEY**

SEPTEMBER 7, 2013, TO JANUARY 5, 2014

As part of the 13<sup>th</sup> edition of the Mois de la Photo à Montréal – *Drone: The Automated Image*, guest curator Paul Wombell from the Mois de la Photo designed this exhibition, an exploration of the theme of automated photography. Displaying aerial photographs from the McCord Museum and works by British artist Mishka Henner using satellite imagery, the exhibition also included aerial views taken by Montreal's geomatic division

in the 1960s and 1970s. Printed on large sheets of glass, these archival photos were displayed on light boxes.



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**TOYS -  
MISSION COSMOS**

NOVEMBER 16, 2013, TO APRIL 21, 2014

The fourth edition of the *Toys* exhibition, presented by STM and YOOPA, invited children on a fun, interactive journey to rescue the charming character of Professor Copernoc who was stranded on the planet Quartz. During their "mission," children had to answer questions to help the professor restart his spaceship and reach his destination. The exhibition featured nearly 200 toys and artefacts from the Museum's

collection, including many on display for the first time. This family exhibition designed for children ages 3 to 9 led visitors on a surprising adventure!

18 Photo by Delphine Delair. Photographie © McCord Museum  
19 Elderly Actors, C'tr'ò ton tour Laura Cadieux, Montreal, 1978  
© Claire Beaugrand-Champagne

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**CLAIRE BEAUGRAND-CHAMPAGNE.  
TOUCHING REALITY -  
PHOTOGRAPHS FROM 1970 TO 2013**

DECEMBER 5, 2013, TO APRIL 21, 2014

Claire Beaugrand-Champagne has been photographing the people around her since the 1970s. Thanks to her unique talent for capturing the emotion of each encounter, her photo essays are a powerful portrait of society. This exhibition, which included over one hundred photos by the Quebec photographer, documented a unique journey in the history of documentary photography in Canada. Her work can be found

in private international collections and major Canadian museums. In 2004, she published *Des gens de mon quartier* with Les Éditions Libre Expression. The McCord Museum exhibited several photographic series by the artist on the elderly in 1977, as well as some on Vietnamese immigrants in 1984.

16 Students at the Brandon Indian Residential School, MB, 1903,  
Wm. Nottman & Son, View-3636 © McCord Museum  
17 Image © Mishka Henner

**KENT MONKMAN - WELCOME TO THE STUDIO**

JANUARY 30 TO JUNE 1, 2014

As part of the second edition of the Museum's Artist in Residence program, internationally renowned contemporary artist Kent Monkman presented a work inspired by the McCord Museum's collection. This original installation, which focussed on the relationship between photography and painting, simultaneously immersed visitors in the world of photographer William Notman and the world of painter Gustave Courbet. Entitled *Welcome to the Studio*, the work was a composite of over 30 portraits by Notman in a setting inspired by the celebrated Gustave Courbet painting, *The Artist's Studio: A Real Allegory of a Seven-Year Phase in My Artistic and Moral Life* (1855).

Of Cree descent, artist Kent Monkman uses a wide array of media (painting, film, video, performance and installation) to create his works. He enjoys challenging and subverting various power relations. At the heart of his artistic practice is the representation of identities, primarily Aboriginal, and the construction of historic narratives. Using irony and visual cues from art history, he establishes a new order that facilitates dialogue between reality and fiction. The artist has participated in numerous solo and group exhibitions in galleries and major museums in Canada and abroad.



20 M. de Blois Thibaudeau, costumed for Chateau de Ramezay Ball, Montreal, QC, 1898, Wm. Notman & Son, II-12305 © McCord Museum  
21 Kent Monkman, *Welcome to the Studio: an Allegory of Artistic Reflection and Transformation*, 2014, Collection of the artist.





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### HISTORY AND MEMORY

#### PERMANENT EXHIBITION

Created in 2011, the permanent exhibition *History and Memory* encompasses nearly 500 artefacts, images, archival documents and old maps from the Museum's vast collection, illustrating the influence of European civilizations in New France and North America.



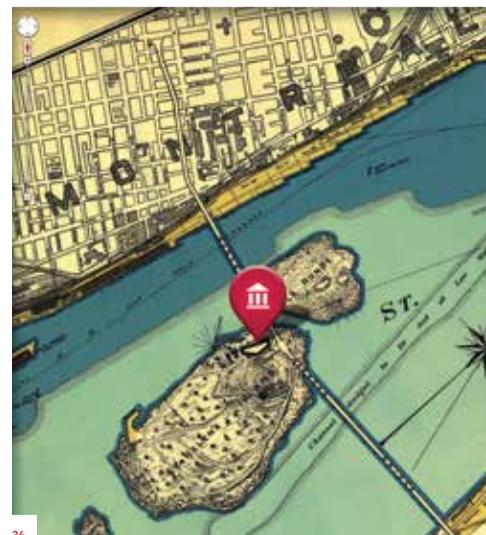
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24 20,000 Leagues Over Land and Sea exhibition, 2013, © Stewart Museum  
25 Figurine, Santa, my feet hurt!, 1993 © Private collection

### 20,000 LEAGUES OVER LAND AND SEA – EXPLORING SIX CENTURIES OF CARTOGRAPHY

MAY 22, 2013, TO MAY 4, 2014

This exhibition presented approximately one hundred old maps, globes and scientific instruments, all from the Museum's collection, which is the largest, most consistent and comprehensive collection of ancient cartography and cosmography found in a private Quebec museum. A dozen reproductions of plans of the Port of Montreal from 1800 to today was presented by The Port of Montreal's archives department.



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22 Sedan chair (detail), France, 18<sup>th</sup> century, 1966.15 © Stewart Museum  
23 Celestial Map, Hemisphaeritii Borealis Coeli et Terrae Sphaeritii Cascano Graphia, The Netherlands, Andreas Cellarius, 1708, 1992.104 © Stewart Museum

### SANTAS ARE TAKING OVER THE STEWART MUSEUM

NOVEMBER 16, 2013, TO JANUARY 5, 2014

This holiday exhibition featured over 30 Santa figurines handmade by renowned Canadian and American artists. To complete the exhibition, a series of Christmas short films from The National Film Board of Canada were presented on big screen.



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## EDUCATIONAL AND CULTURAL MISSION

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IN 2013-2014, THE EDUCATION PROGRAM TEAM FOCUSED ON TRAINING FACILITATORS AND INCREASING ATTENDANCE AND MUSEUM ACCESS AMONG FAMILIES AND STUDENTS FROM SCHOOLS IN UNDERPRIVILEGED NEIGHBOURHOODS. THESE EFFORTS WERE SUCCESSFUL, AS THE EDUCATION TEAM WORKED WITH MORE THAN 22,000 VISITORS AT THE MUSEUM AND THROUGH ITS OUTREACH PROGRAMS, INCLUDING 8,824 ELEMENTARY STUDENTS AND 2,065 HIGH SCHOOL STUDENTS, AN INCREASE OF ALMOST 20% COMPARED TO THE PREVIOUS YEAR.

### SCHOOL PROGRAMS

For the past decade, the J. Armand Bombardier Foundation and the Great-West Life, London Life and Canada Life group have enabled the Museum to develop and offer school programs for elementary and high school students. As a result, the Museum was able to offer thematic tours of the permanent exhibitions *Montreal - Points of View* and *Wearing Our Identity - The First Peoples Collection*, as well as customized tours of all the temporary exhibitions.

For the exhibition *Toys - Mission Cosmos*, the Education Program team designed a fun-filled tour inspired by an intergalactic world, as well as a "story time" based on the same theme. Nearly 1,950 students and teachers took part between November 2013 and March 2014.

In addition, a workshop entitled *Education Behind the Scenes* introduced more than 200 university students to the exceptional resources the Museum offers future teachers.



26 Dominique Trudeau, Head, Education Programs, and a few members of the *Partageons notre mémoire et nos histoires* project proudly accept the "innovative project award" from the association *L'amitié n'a pas d'âge*.

### A NEW OUTREACH PROGRAM

In 2013-2014, the Museum participated in an intergenerational project called *Partageons notre mémoire et nos histoires*. More than 40 enthusiastic young volunteers ages 13 to 17 met with over 180 seniors living alone in nursing homes or hospitals to discuss objects from the Museum's educational collections. These meetings took place at the Saint-Michel residence as well as at the Notre-Dame and Hôtel-Dieu hospitals of the Centre hospitalier de l'Université de Montréal (CHUM). The project received support from the Government of Canada's *New Horizons for Seniors Program*, the Fondation J.A. DeSève and the CHUM.

### FAMILY ACTIVITIES

The 2014 day camp welcomed 177 campers, half of whom attended both thematic weeks: *Finery, parades and rituals* and *Urban Riddles*. The Sunday Workshops attracted 2,317 individuals and a total of 340 children attended birthday parties celebrated at the Museum. All of the Museum's family activities were grouped under the name *The Adventure at the Museum*, a program presented by Hydro-Québec in collaboration with *mamanpourlavie.com*.

*Parents and Tots*, the monthly get-together for parents of children 18 months old and younger, enabled 490 young parents to share a special moment at the Museum with their babies.

The 2014 spring break activities, inspired by the exhibitions *Toys - Mission Cosmos* and *Wearing Our Identity - The First Peoples Collection*, attracted 1,742 participants.

### CITIZENSHIP PROGRAMS

The Alter-Echo mentoring program, aimed at young people ages 15 to 18 from Montreal's cultural communities, was offered once again; participants met with mentors from the Museum and the world of culture, participated in creative workshops and exhibited their work. This project is the product of a partnership with Citizenship and Immigration Canada (CIC) and three other Canadian museums: the Scarborough Museum and Markham Museum in Ontario, and the Surrey Museum in British Columbia.

The T.O.T.E.M. project, a joint initiative with *A Montreal School for All*, was also renewed for a second year. With the help of two artists and the organization GUEPE (Groupe uni des éducateurs-naturalistes et professionnels en environnement), this program brought 394 underprivileged pre-school children to the Museum on two occasions.

Finally, 725 individuals took advantage of guided tours and activities adapted for visitors learning French and English.

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THE STEWART MUSEUM ENHANCED ITS EDUCATIONAL PROGRAMS IN 2013-2014 BY APPEALING TO A BROADER PUBLIC, ENTERING INTO PARTNERSHIPS AND INCREASING THE VISIBILITY OF ITS PROGRAMS AMONG SCHOOLS AND TEACHERS; IN ALL, IT ATTRACTED OVER 4,500 INDIVIDUALS TO ITS VARIOUS EDUCATIONAL ACTIVITIES.

## SCHOOL PROGRAMS

Three school programs are aimed at elementary students; they showcase the Stewart Museum's collection to illustrate how the Museum and school complement one another, in accordance with the *Quebec Education Program*.

At the secondary, college and university levels, the Museum is proud to have signed three partnership agreements that should prove very fruitful. The first, with the Commission scolaire de Montréal, has enabled Secondary 4 students to take a special Museum tour, free of charge, as part of a half-day open house entitled *Passez ces portes et entrez dans l'histoire*. Under the second agreement, a test group of students from Cégep Lionel-Groulx enjoyed a special tour that included handling artefacts selected with the help of their teachers. Entitled *L'histoire matérielle de l'époque moderne au Musée Stewart*, the tour referenced the *History of Western Civilization* course. The third partnership, with UQAM, aims to improve a museum education course for future teachers; as part of this program, entitled *Pédagogie muséale au Stewart*, UQAM students explored the Museum as an educational resource that could eventually be integrated into their teaching.

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## GUIDED TOURS AND FAMILY TOURS

In addition to its guided tours, in 2013-2014 the Museum offered families self-guided tours in connection with the *History and Memory* exhibition. One explored the theme of animals and was aimed at children ages 4 to 6, while the other examined the theme of clothing and targeted children ages 7 to 10. An observation game was also created for the exhibition *Santas Are Taking Over the Stewart Museum*.

TO FURTHER ENHANCE ITS PROGRAM OF CULTURAL ACTIVITIES FOR ADULTS, IN 2013-2014 THE MUSEUM EXTENDED SEVERAL OF ITS PARTNERSHIPS, NOTABLY WITH HERITAGE MONTREAL, THE BLUE METROPOLIS INTERNATIONAL LITERARY FESTIVAL, THE MONTREAL FIRST PEOPLES FESTIVAL AND THE MCGILL UNIVERSITY FACULTY OF CONTINUING EDUCATION, IN ADDITION TO PRESENTING SEVERAL CONFERENCES, FILM SCREENINGS AND SPECIAL EVENTS.

## LECTURES / CONVERSATIONS

### GRACE KELLY, A LESSON IN STYLE SEPTEMBER 4, 2013

Quebec designer Jean-Claude Poitras discussed how the style of Grace Kelly influenced international fashion.

### CITY TALKS OCTOBER 2013 TO MAY 2014

Organized in partnership with Heritage Montreal for the 3<sup>rd</sup> year in a row, this four-part series looking at Montreal's evolving urban landscape once again attracted a large audience.

### CLAIRE BEAUGRAND-CHAMPAGNE. TOUCHING REALITY FEBRUARY 12, 2014

The Museum continued its collaboration with Les Belles Soirées de l'Université de Montréal by hosting a public conversation between Hélène Samson, Curator of the Notman Photographic Archives, and photographer Claire Beaugrand-Champagne to coincide with the Museum's exhibition of her work.

### KENT MONKMAN FEBRUARY 26, 2014

Hélène Samson interviewed renowned international artist Kent Monkman on the topic of his work *Welcome to the Studio*, created during his residency at the Museum.

## FILM SCREENINGS

Once again, the J.A. Bombardier Theatre was transformed into a movie theatre to present public screenings of films associated with the subjects of the Museum's exhibitions.



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### GRACE KELLY FILMS SEPTEMBER 11, 18 AND 25, 2013

The last three Wednesdays of September were devoted to Alfred Hitchcock films starring Grace Kelly.

### WAPIKONI MOBILE OCTOBER 30 TO NOVEMBER 20, 2013

In connection with the new permanent exhibition *Wearing Our Identity - The First Peoples Collection*, the Museum developed a new partnership with the Wapikoni Mobile organization to present four films by young First Nations directors during the fall, with the directors in attendance.

## SPECIAL EVENTS

### GOD SAVE MY SHOES FEBRUARY 6, 2013

To showcase the Museum's Costume and Textiles collection, an evening devoted to shoes featured a screening of *God Save my Shoes*, preceded by a presentation by Cynthia Cooper, Curator, Costume and Textiles, of select shoes from our collection. The event was so popular that a second session was scheduled for the same evening.

### NUIT BLANCHE URBAN SLAM MARCH 1, 2014

Accompanied by the beat of DJ B'UGO, budding slammers of all ages came forward to shine during this special evening. Participants had the opportunity to attend a bilingual writing workshop led by professional slammers David Goudreault and Chris Masson before stepping up to the mic to share their creations.



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## OUTDOOR PROGRAMMING

URBAN FOREST, VICTORIA STREET  
MAY 26 TO SEPTEMBER 29, 2013

In 2013, the McCord Museum organized the third edition of the green oasis known as the *Urban Forest*; with the help of landscape architect firm WANTED, the Museum transformed Victoria Street with 34 natural trees and various grasses. A relaxing retreat for workers and passers-by, the *Urban Forest* featured a giant bench swing, a piano for passing pianists, both amateur and professional, and picnic tables. New this year, the Museum was one of the nine locations selected by the City of Montreal and the Association des restaurateurs de rues du

Québec for the pilot food truck project. The street was also enlivened by a music program developed in partnership with Vision Diversité and the STM. Over 140,000 people visited the site over the course of the summer, or 12% more than the year before. The STM was the presenting partner of the *Urban Forest*.



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IN 2013-2014, THE STEWART MUSEUM HOSTED SEVERAL ACTIVITIES IN CONNECTION WITH ITS COLLECTION; SEVERAL WERE HELD IN COOPERATION WITH PARC JEAN-DRAPEAU, THE MONTREAL MILITARY CULTURE FESTIVAL AND THE MONTRÉAL ARCHITECTURAL HERITAGE CAMPAIGN.

## SPECIAL EVENTS

THE HISTORY OF THE ST. HELEN'S  
ISLAND MILITARY DEPOT  
APRIL 21, 2013

In cooperation with Heritage Montreal, the Museum organized guided tours as part of International Day for Monuments and Sites.

INSURRECTION AT THE STEWART MUSEUM  
MAY 19, 2013

For National Patriots Day, the Museum offered a guided tour of its collection and the role played by the British military depot on St. Helen's Island.

FÊTE FRANCO-ÉCOSSAISE:  
A CELEBRATION OF THE AULD ALLIANCE  
JULY 13, 2013

In partnership with Parc Jean-Drapeau's *Week-ends du monde*, this event featured a big picnic with music and organized activities in the Museum's courtyard.

FROM ARMOUR TO SHAKO - THE STEWART MUSEUM'S  
MILITARY ARTEFACTS UNDRRESSED  
AUGUST 31 AND SEPTEMBER 1, 2013

As part of the Montreal Military Culture Festival, this guided tour of the *History and Memory* exhibition included a children's workshop to make a Morion helmet.

LA GÉOGRAPHIE, UN JEU D'ENFANT!  
SEPTEMBER 28 AND 29, 2013

In partnership with Les Journées de la culture, participants played an 18<sup>th</sup> century version of a snakes-and-ladders geography game during the *20,000 Leagues Over Land and Sea* exhibition and made a jigsaw puzzle using a reproduction of our maps.

THE FÊTE DES NEIGES DE MONTREAL  
EVERY WEEKEND FROM  
JANUARY 18 TO FEBRUARY 9, 2014

The Museum provided facilitators for an old-fashioned curling rink, in cooperation with Parc Jean-Drapeau.

GAME STORY  
MARCH 5-9, 2014

For the week of spring break, the Museum offered period games and crafts in conjunction with the *History and Memory* exhibition.



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## MARKETING AND COMMUNICATIONS

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### REMARKABLE INCREASE IN ATTENDANCE

Attendance at the McCord Museum rose significantly in 2013-2014. In fact, over 153,000 people visited the Museum or participated in one of its activities, a 50% increase over the year before. Self-generated revenues also surpassed targeted objectives and profitability. For its part, the Stewart Museum saw attendance increase to 14,830 visitors, a 15% jump over the 12,701 visitors recorded last year.

### BOUTIQUE AND ROOM RENTALS

Although 2012-2013 had been a banner year for the McCord Museum Boutique as a result of the commercial distribution of Museum published catalogues, this year the Boutique saw an increase in net gains of 37% compared to the year prior. Revenues from room rentals rose more than 30%, compared to last year, and profitability jumped more than 60%.

Room rentals at the Stewart Museum were also strong in 2013-2014, notably because of large corporate clients like TVA, the Royal Canadian Mint, Sony Pictures and Radio Canada.

### MEMBERSHIP PROGRAM

The McCord Museum increased its membership by 26% between April 2013 and March 2014, bringing the number of members to 1,555 as of March 31, 2014. It is interesting to note that new Museum members are younger and increasingly likely to purchase a family membership. Revenues from the membership program increased by 23% compared to last year and profitability was also up.

### COMMUNICATIONS

Supported by a major promotional campaign, the exhibition *From Philadelphia to Monaco: Grace Kelly – Beyond the Icon* alone attracted approximately 75,000 visitors to the McCord Museum. This large-scale exhibition earned the Museum the Grand Prix de tourisme Montreal in the category of “Tourist Attraction - 25,000 to 100,000 visitors.” The Museum also won the 2013 Coup d’Éclat Award in the category “Promotional contest - All budgets,” given by the Société des Attractions Touristiques du Québec.

Of course, the other exhibitions presented at the McCord Museum were also supported by major communication campaigns, particularly *Wearing Our Identity – The First Peoples Collection* and *Toys – Mission Cosmos*.

Special efforts were made to raise awareness of the Museum’s products among members of the tourism industry and increase the number of group tours, particularly for seniors and school groups.

At the same time, the team at the Stewart Museum increased its efforts to publicize the Museum’s programming and historic site, to make it a destination of choice. In this spirit, a major advertising campaign was conducted for the *20,000 Leagues Over Land and Sea* exhibition, while the *Santas Are Taking Over the Stewart Museum* exhibition was primarily supported by press relations efforts in print and online. These efforts were successful because Museum attendance quadrupled between mid-November and early January, compared to the same period the year before.

Finally, our Marketing and Communications Director, Pascale Grignon, gave a lecture entitled *Relancer le Musée McCord, le rôle essentiel de la communication et de la promotion* at the 2013 congress of the Société des musées québécois.



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## SOCIAL MEDIA AND THE WEB

Both the McCord and Stewart museums have a significant online presence and their communities and platforms are growing steadily. These new tools are particularly effective at communicating with the two institutions' target clientele.

## MEDIA PARTNERSHIPS

The McCord Museum's media profile and visibility have increased significantly, thanks to the following valuable partners: *Le Journal 24h*, *The Gazette*, *Le Devoir*, *mamanpourlavie.com*, Cogeco Métromédia, Radio-Canada, Destination Centre-Ville, Vie des Arts, La Vitrine, Tourisme Montréal and Urbania.

The Stewart Museum received essential support from Cogeco Métromédia, Radio-Canada and Tourisme Montréal.

	McCORD MUSEUM	STEWART MUSEUM
MUSEUM WEBSITE	1,134,833 VISITS	44,412 VISITS
NEWSLETTER	4 EDITIONS SENT TO OVER 6,000 SUBSCRIBERS	-
FACEBOOK PAGE	5,500 FOLLOWERS	NEARLY 1,000 FOLLOWERS
TWITTER ACCOUNT	6,076 FOLLOWERS	200 FOLLOWERS
FLICKR PAGE	1,625,978 VISITS	-
YOUTUBE CHANNEL	93,489 VISITS	-
TRIPADVISOR	VOTED NUMBER 55 OUT OF 235 MONTREAL ATTRACTIONS 66 REVIEWS 2013 CERTIFICATE OF EXCELLENCE	RATING OF 4 OUT OF 5
McCORD MUSEUM APPLICATION	3,383 USERS	-
MTL URBAN MUSEUM APPLICATION	4,165 USERS	-



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## SPONSORSHIPS

The McCord Museum and Stewart Museum both enjoyed the privilege of having the valuable support of sponsors who are loyal partners.

## SUSTAINABLE DEVELOPMENT

The Museum has adopted an eco-efficient approach to eliminate waste and use resources intelligently. For example, the McCord Museum has coordinated waste collection to encourage reuse. This initiative is helping us recycle more materials and equipment by redistributing such items to various local social economy organizations. In addition, waste sorting bins have been installed in the Museum's public areas for visitors' use.

McCORD MUSEUM	
HYDRO-QUÉBEC (PRESENTING SPONSOR), MAMANPOURLAVIE.COM (COLLABORATING SPONSOR)	THE ADVENTURE AT THE MUSEUM
BMO FINANCIAL GROUP (PRESENTING SPONSOR), RIO TINTO ALCAN, ARRONDISSEMENT VILLE-MARIE, BUSAC, BUFFALO JEANS, HÔTEL-MUSÉE PREMIÈRES NATIONS	ANNUAL EXHIBITION ON MCGILL COLLEGE
ELLE QUÉBEC, HOLT RENFREW, KLM, RITZ-CARLTON, FESTIVAL MODE & DESIGN, MUSÉE DES BEAUX-ARTS DE QUÉBEC, ORPHÉO	EXHIBITION FROM PHILADELPHIA TO MONACO: GRACE KELLY - BEYOND THE ICON
STM AND YOOPA FROM THE TVA GROUP (PRESENTING SPONSORS), DESTINATION CENTRE-VILLE, GALLIMARD, COSMODÔME, PLANETARIUM RIO TINTO ALCAN	EXHIBITION TOYS - MISSION COSMOS
TOURISME MONTRÉAL	EXHIBITION WEARING OUR IDENTITY - THE FIRST PEOPLES
STM (PRESENTING SPONSOR), FIRST CAPITAL REALTY, SAVARIA, DESTINATION CENTRE-VILLE, ARRONDISSEMENT VILLE-MARIE	URBAN FOREST ON VICTORIA STREET
IVANHOÉ CAMBRIDGE	MTL URBAN MUSEUM (APPLICATION)
BABOO FROM NATREL	PARENTS AND TOTS PROGRAM
STEWART MUSEUM	
RESTAURANT JOE BEEF, LETKO BROSSEAU, MILOS, XX ARTES, TOQUÉ, BLACK STRAP BBQ, MOISHES, MARC GARCEAU, BAREFOOT, BOB HENDRICKS, JAVA U, GENEVIÈVE GRANDBOIS, RICKARDS, DJ MARC ANTHONY	JOE BEEF EVENT AT THE MUSEUM EVENT
PORT OF MONTREAL, POWER CORPORATION OF CANADA, ORDRE DES ARPENTEURS-GÉOMÈTRES DU QUÉBEC, NATURAL RESOURCES CANADA, GOVERNMENT OF QUÉBEC, GENATEC	EXHIBITION 20,000 LEAGUES OVER LAND AND SEA



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**THE McCORD MUSEUM OF CANADIAN HISTORY AND THE STEWART MUSEUM  
COMBINED STATEMENT OF OPERATIONS AND CHANGES IN FUND BALANCES  
YEAR ENDED MARCH 31, 2014**

	2014		
	McCORD MUSEUM (\$)	STEWART MUSEUM (\$)	TOTAL (\$)
<b>Revenue</b>			
Government of Quebec	1,762,679	385,000	2,147,679
Government of Quebec (long-term debt)	23,036	13,013	36,049
Government of Canada	29,286	54,500	83,786
Other grants	54,265	2,468	56,734
The Montreal Arts Council	91,216	22,230	113,446
Ville de Montréal	40,000	12,598	52,598
Contributed services	66,480	-	66,480
Stewart Museum Foundation grants	1,300,000	-	1,300,000
McCord Museum grants	-	1,300,000	-
McCord Museum Foundation grants	1,264,216	-	1,264,216
Investment income	259,034	697	259,731
Visitor services	306,751	930	307,681
Admissions	705,677	74,195	779,872
Fundraising	82,787	121,824	204,611
Sponsorship	180,427	15,000	195,427
Rental	78,192	23,414	101,606
Other	277,622	117,144	394,766
	<b>6,521,668</b>	<b>2,143,013</b>	<b>7,364,681</b>
<b>Expenses</b>			
Administration	1,345,852	555,432	1,901,284
Administration - related party	(54,000)	54,000	-
Visitor services	340,865	18,048	358,913
Interest on long-term debt	23,036	13,013	36,049
Building and security	1,041,399	377,348	1,418,747
Collections	965,977	282,152	1,248,129
Education programs	608,095	389,998	998,093
Exhibitions	1,651,667	115,984	1,767,651
Development, marketing and communications	679,479	228,588	908,067
Amortization of capital assets	276,709	18,738	295,447
Contributions made to the Stewart Museum	1,300,000	-	-
	<b>8,179,079</b>	<b>2,053,301</b>	<b>8,932,380</b>
(Deficiency) excess of revenue over expenses before the following	(1,657,411)	89,712	(1,567,699)
Change in the fair value of investments	1,043,647	(1,359)	1,042,288
Sale related to collections	1,700,000	-	1,700,000
<b>Excess (deficiency) of revenue over expenses</b>	<b>1,086,236</b>	<b>88,353</b>	<b>1,174,589</b>
Fund balances - beginning of the year	14,175,681	(33,215)	14,142,466
<b>Fund balances - end of the year</b>	<b>15,261,917</b>	<b>55,138</b>	<b>15,317,055</b>

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**THE McCORD MUSEUM OF CANADIAN HISTORY AND THE STEWART MUSEUM  
COMBINED STATEMENT OF FINANCIAL POSITION  
AS AT MARCH 31, 2014**

	2014		
	McCORD MUSEUM (\$)	STEWART MUSEUM (\$)	TOTAL (\$)
<b>Assets</b>			
Current assets			
Cash	41,393	139,441	180,834
Amounts receivable	203,558	93,068	296,626
Grants receivable	1,505,259	104,887	1,610,146
Due from the McCord Museum Foundation	79,747	-	79,747
Due from the McCord Museum	-	5,485	-
Inventory	126,500	-	126,500
Prepaid expenses	61,695	9,069	70,764
	<b>2,018,152</b>	<b>351,950</b>	<b>2,364,617</b>
Restricted investments	73,886	-	73,886
Grants receivable	263,135	210,166	473,301
Investments	12,474,433	-	12,474,433
Capital assets	4,037,993	44,574	4,082,567
Collections	-	1	1
	<b>18,867,599</b>	<b>606,691</b>	<b>19,468,805</b>
<b>Liabilities</b>			
Current liabilities			
Bank overdraft	9	-	9
Accounts payable and accrued liabilities	628,820	207,404	836,224
Government remittances	131,924	33,446	165,370
Due to The Stewart Museum	5,485	-	-
Deferred revenue	214,577	651	215,228
Current portion of long-term debt	1,397,736	99,886	1,497,622
	<b>2,378,551</b>	<b>341,387</b>	<b>2,714,453</b>
Long-term debt	263,135	210,166	473,301
Deferred contributions	963,996	-	963,996
	<b>3,605,682</b>	<b>551,553</b>	<b>4,151,750</b>
<b>Fund balances</b>			
Externally restricted	10,813,034	-	10,813,034
Invested in capital assets	3,073,997	44,574	3,118,571
Internally restricted	1,272,986	-	1,272,986
Unrestricted	101,900	10,564	112,464
	<b>15,261,917</b>	<b>55,138</b>	<b>15,317,055</b>
	<b>18,867,599</b>	<b>606,691</b>	<b>19,468,805</b>

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<sup>1</sup> PRESENTATION OF THE COMBINED FINANCIAL STATEMENTS: These combined financial statements representing the results of the financial statements of the McCord Museum of Canadian history ("McCord Museum") with those of the Stewart Museum ("Stewart Museum"), known as the "McCord Stewart Museum" on a combined basis. Transactions and balances between the entities have been eliminated.

## MESSAGE FROM THE FOUNDATION'S INTERIM CHAIR OF THE BOARD AND THE EXECUTIVE DIRECTOR

The mission of the McCord Museum Foundation is to properly manage its endowment and develop fundraising initiatives to support the Museum's activities and ensure its sustainability.

During the 2013-2014 fiscal year, the Foundation contributed the sum of \$1,247,140 to the Museum: \$706,660 came from various fundraising events while another \$540,480 was generated by the endowment. This represents an increase of 19% over the year before.

It goes without saying that the Foundation's contribution would not be possible without the unwavering support of all our donors, be they individuals, businesses or private foundations. This support has become even more important since government institutions have reduced their funding for the arts and culture.

To fulfil its role, the Foundation must also count on the invaluable support of all its volunteers, who support and actively participate in its various fundraising activities.

The Foundation is governed by a Board of Trustees made up of skilled, devoted individuals, who have worked for the Museum for many years. We would like to thank each and every one of them, particularly the outgoing Chair, Mr. Jean Raby, an effective leader who was both approachable and attentive.

The Foundation must also acknowledge the work accomplished day in and day out by its team of employees. It is thanks to the energy, professionalism and rigour of these individuals that the Foundation maintains a climate of trust, respect and collaboration with the Museum's donors, volunteers and employees.



**MANON VENNAT**  
FOUNDATION'S INTERIM CHAIR  
OF THE BOARD

*Manon Vennat*



**NATHALIE LÉVESQUE**  
EXECUTIVE DIRECTOR

*Nathalie Lévesque*

# THE McCORD MUSEUM FOUNDATION

## FUNDRAISING INITIATIVES

### ANNUAL FUNDRAISING CAMPAIGN AND MAJOR GIFTS

The Annual Fundraising Campaign is key to the Museum's financial situation, contributing to a significant percentage of its funding. Thanks to the donations of 566 individuals, foundations and businesses in 2013-2014, the Foundation managed to raise the \$250,000 budgeted for the year.

Major gifts are also a crucial source of support for the Museum, as evidenced by the \$275,000 donated over the past year. More specifically, these major gifts enabled the Museum to:

- fund four educational and cultural activities at the Museum
- offer free Museum admission on Wednesday evenings
- create programs like the *Artist-in-Residence* and mount the outdoor exhibition on McGill College Avenue
- provide our *Urban Forest* with varied summer programming
- purchase audio-visual equipment

### FUNDRAISING EVENTS

Every year, the Foundation organizes enjoyable events to enable participants to interact in a festive setting. In 2013-2014, our three main fundraisers brought in a total of \$359,078.

### ADOPT-AN-ARTEFACT

This year again, the Adopt-an-Artefact program helped preserve objects in our extensive collections.

## RECOGNITION EVENTS

### CURATORS' COCKTAIL

In 2013-2014, nearly 125 generous donors were invited to an exclusive tour of some of our acquisitions from here and around the world, specially selected by our curators.

### TEA AT THE McCORD

This free activity, presented five times over the course of the year, is a special opportunity for Museum members and donors to meet with curators and guest speakers.

## THE FOUNDATION BOARD OF TRUSTEES

### MANON VENNAT

INTERIM CHAIR OF THE BOARD OF THE McCORD MUSEUM FOUNDATION  
MANON VENNAT & ASSOCIATES INC.

### JEAN-JACQUES CARRIER

PRESIDENT AND CHIEF FINANCIAL AND RISK OFFICER, INVESTISSEMENT QUÉBEC

### MONIQUE JÉRÔME-FORGET

(EX-OFFICIO)  
CHAIR OF THE BOARD OF THE McCORD STEWART MUSEUM  
SPECIAL ADVISOR  
OSLER, HOSKIN & HARCOURT

### JEAN RABY

EXECUTIVE VICE-PRESIDENT  
CHIEF FINANCIAL & LEGAL OFFICER  
ALCATEL-LUCENT

### KIM McINNES

PRESIDENT AND MANAGING DIRECTOR TRIOVEST

### NATHALIE LÉVESQUE

(EX-OFFICIO)  
EXECUTIVE DIRECTOR OF THE McCORD MUSEUM FOUNDATION

### DEREK A. PRICE

TRUSTEE OF THE McCORD MUSEUM FOUNDATION

### SUZANNE SAUVAGE

(EX-OFFICIO)  
PRESIDENT AND CHIEF EXECUTIVE OFFICER OF THE McCORD STEWART MUSEUM

### LORNA J. TELFER

EXECUTIVE VICE-PRESIDENT,  
LEGAL AFFAIRS AND CORPORATE SECRETARY  
IVANHOÉ CAMBRIDGE

## 2013 ANNUAL BALL COMMITTEE

### ANNE-MARIE HUBERT

HONORARY CO-PRESIDENT

### JEAN RABY

HONORARY CO-PRESIDENT

### KATHRYN MULLER

EX-OFFICIO

### GRÉGOIRE BAILLARGEON

BENTE CHRISTENSEN  
MARINA CUTLER  
CHARLES FLICKER  
ANGÉLINE FOURNIER  
MARIE-LAURE GUILLARD  
ANDRÉE GUY  
CHRISTIANE LANGEVIN  
VÉRONIQUE MERCIER  
STELLA SCALIA  
LORNA J. TELFER

## WINE AND FOOD 2014 COMMITTEE

### ELAINE BARSALOU

CO-CHAIR

### ANNIE LAPOINTE

CO-CHAIR

### JEREMY BRISSET

TRACY CHEHAB  
VANESSA COITEUX  
KARINE DION  
DAVID MILLETTE  
FRANÇOIS PARADIS  
MARIANNE RATTÉ  
AZITA TARAVATI

## YOUNG McCORD COUNCIL (YMC) & COMMITTEES

### EXECUTIVE COMMITTEE

### ALEXANDRA SCHWARZ

YMC CHAIR

### CHRISTINE LENIS

YMC VICE-CHAIR

### MAGUY HACHEM

YMC SECRETARY

### DERMAI DARRAGI

YMC FOUNDATION REPRESENTATIVE

### DEVELOPMENT COMMITTEE

### NA'EEM ADAM (YMC)

CHAIR

### ADELE LASNE

FOUNDATION REPRESENTATIVE

### CRISTINA BIRKS (YMC)

AMANDA FRITZ

MAGUY HACHEM (YMC)

### MARKETING AND COMMUNICATIONS COMMITTEE

### STÉPHANIE ALISON BERTHIAUME (YMC)

CO-CHAIR

### OLIVIANA MINGARELLI (YMC)

CO-CHAIR

### MELISSA BALAZE

FLORENCE BIENVENU (YMC)

JULIE DAGENAIS

CAROLINE LAVOIE

KATE SHINGLER

## SUGAR BALL 2013 COMMITTEE

### CHRISTINE LENIS (YMC)

CO-CHAIR

### BRAHM MAUER (YMC)

CO-CHAIR

### DERMAI DARRAGI (YMC)

FOUNDATION REPRESENTATIVE

### FLORENCE BIENVENU (YMC)

BRIGITTE LENIS

JORDANA LOPORCARO (YMC)

HARDIP MANKU

ADAMO MARIANI

STEPHANIE RASSAM

LISA REITMAN

ALEXANDRA SCHWARZ (YMC)

JESSICA STARCK

MELISSA TEHRANI (YMC)

FUNDRAISING EVENT	NUMBER OF PARTICIPANTS	PROCEEDS
ANNUAL BALL	390	\$246,942
SUGAR BALL	650 YOUNG PROFESSIONALS	\$66,211
WINE AND FOOD	200	\$45,925



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2013 Annual Ball Committee: Andrée Guy, Anne-Marie Hubert, Angeline Fournier, Christiane Langevin, Marie-Laure Guillard, Véronique Mercier, Stella Scalia, Kathryn Muller, Marina Cutler, Bente Christensen. Missing from photo: Grégoire Baillargeon, Charles Flicker, Jean Raby, Lorna Telfer, Jean Raby.



37  
2013 Sugar Ball Committee: Alexandra Schwarz, Florence Bienvenu, Lisa Reitman, Christine Lenis, Brigitte Lenis, Stephanie Rassam, Nadia Niro, Jordana Loporcaro, Raphaëlle Marchese, Hardip Manku, Nicolas Chenard Paul, Brahm Mauer. Missing from photo: Dermal Young, Simon Cazetals

## THE McCORD MUSEUM FOUNDATION STATEMENT OF OPERATIONS

### YEAR ENDED MARCH 31, 2014

	2014 12 MONTHS (\$)	2013 10 MONTHS (\$)
<b>Revenue</b>		
Investment income	1,981,757	1,518,648
Fundraising		
Annual campaign	251,499	248,797
Major gifts	287,201	303,555
Fundraising events	547,915	56,124
Other revenue	10,000	15,000
	<b>3,078,372</b>	<b>2,142,124</b>
<b>Expenses</b>		
Investment management fees	55,503	52,724
Administration	243,690	244,211
Fundraising		
Annual campaign	20,280	11,803
Fundraising events	190,957	12,477
Donor recognition	2,076	10,652
Capital campaign	148,963	-
Contributions made to the McCord Museum	1,247,140	796,767
	<b>1,908,609</b>	<b>1,128,634</b>
<b>Excess of revenue over expenses</b>	<b>1,169,763</b>	<b>1,013,490</b>

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## THE McCORD MUSEUM FOUNDATION STATEMENT OF CHANGES IN NET ASSETS

### YEAR ENDED MARCH 31, 2014

	INTERNALLY RESTRICTED (\$)	UNRESTRICTED (\$)	2014 12 MONTHS (\$)	2013 10 MONTHS (\$)
<b>Balance, beginning of year</b>	15,000	12,992,599	13,007,599	11,994,109
Excess of revenue over expenses	-	1,169,763	1,169,763	1,013,490
Interfund transfer	10,000	(10,000)	-	-
<b>Balance, end of period</b>	<b>25,000</b>	<b>14,152,362</b>	<b>14,177,362</b>	<b>13,007,599</b>

## THE McCORD MUSEUM FOUNDATION STATEMENT OF FINANCIAL POSITION

### AS AT MARCH 31, 2014

	2014 (\$)	2013 (\$)
<b>Assets</b>		
Current assets		
Cash	124,542	225,532
Accounts receivable	1,375	-
Sales taxes receivable	48,130	25,909
Prepaid expenses	42,607	78,828
	<b>216,654</b>	<b>330,269</b>
Investments	14,102,757	12,826,030
	<b>14,319,411</b>	<b>13,156,299</b>
<b>Liabilities</b>		
Current liabilities		
Accounts payable and accrued liabilities	40,602	36,153
Due to the McCord Museum	79,747	77,547
Deferred revenues	21,700	35,000
	<b>142,049</b>	<b>148,700</b>
Commitments		
<b>Net assets</b>		
Internally restricted	25,000	15,000
Unrestricted	14,152,362	12,992,599
	<b>14,177,362</b>	<b>13,007,599</b>
	<b>14,319,411</b>	<b>13,156,299</b>

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## STATEMENT OF CASH FLOWS

### YEAR ENDED MARCH 31, 2014

	2014 12 MONTHS (\$)	2013 10 MONTHS (\$)
<b>Operating activities</b>		
Excess of revenue over expenses	1,169,763	1,013,490
Adjustment for		
Realized gains and losses in investments	136,831	(26,221)
Unrealized change in fair value of investments	(1,383,071)	(1,120,420)
	<b>(76,477)</b>	<b>(133,151)</b>
Changes in non-cash operating working capital items		
Accounts receivable	(1,375)	-
Sales taxes receivable	(22,221)	(20,446)
Prepaid expenses	36,221	(78,828)
Accounts payable and accrued liabilities	4,449	26,153
Due to the McCord Museum	2,200	77,547
Deferred revenue	(13,300)	35,000
	<b>(70,503)</b>	<b>(93,725)</b>
<b>Investing activities</b>		
Purchase of investments	(14,196,999)	(758,092)
Disposal of investments	14,166,512	998,242
	<b>(30,487)</b>	<b>240,150</b>
Net cash (outflow) inflow	(100,990)	146,425
Cash position, beginning of period	225,532	79,107
<b>Cash position, end of period</b>	<b>124,542</b>	<b>225,532</b>



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