

Connecting Canadians

TRANS CANADA TRAIL ANNUAL REPORT 2012-13



Trans Canada Trail
Sentier Transcanadien

Your Trail. Your Journey.

Our Mission

We will promote and assist in the development and use of the Trans Canada Trail by supporting success at the local level in the creation of this national network.

Our Vision

- Create and celebrate the Trans Canada Trail's place in history as one of the longest and grandest recreational trails in the world.
- Be recognized as the nation's best fitness and active-living destination for Canadians to participate in safe, healthy, low cost recreation.
- Be the destination of choice to experience the majestic, pristine beauty of the Canadian outdoors and the rich cultures of our people and places.
- Provide a national context for Canadians to explore our history, learn about the diversity of our land and our communities, and shape our thinking about what it means to be Canadian.
- Contribute to the economic sustainability of local communities, regions and the country: creating jobs, fuelling growth, improving the health of Canadians and showcasing the power of green development.
- Instil a spirit of connection and pride in Canadians, linking us from coast to coast to coast as our national Trail is stewarded for future generations.



Trans Canada Trail
Sentier Transcanadien

Trans Canada Trail

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Cover: The Trail in Glenbow Ranch Provincial Park, Alberta during the 2012 Rotary Music and Motion Fall Festival.
Photo: Jonathan McLeod.



Fundy Trail in New Brunswick.



Equestrians on the Trail in Quebec.



Cowichan Valley Trail.
Photo: Joan Donaldson-Yarmey.

One of the world's longest and **grandest** trails

About the Trans Canada Trail

In 2012-13, the Trans Canada Trail (TCT) celebrated its 20th anniversary. Launched in 1992 as a legacy project for Canada's 125th anniversary, the Trail today is a network of 493 recreational trails, stretching nearly 17,000 kilometres from coast to coast to coast. It showcases urban, rural and wilderness areas in every province and territory, and offers Canadians and visitors countless opportunities to experience Canada's natural beauty and diversity. By providing recreational trails for walking, hiking, cycling, paddling, horseback riding, cross-country skiing and snowmobiling, the Trans Canada Trail offers something for everyone.

Countdown to 2017

Today, TCT is 72 percent connected, with 6650 kilometres to be developed in order to reach coast-to-coast-to-coast connection by 2017, Canada's 150th anniversary of Confederation. Local Trail groups are hard at work – planning Trail routes, negotiating land access, securing permits, raising funds, and constructing Trail to bridge the remaining 144 gaps. TCT is supporting these groups thanks to generous contributions from all levels of government, businesses, foundations and individual donors. The countdown to connection is on!

Who we are

The Trans Canada Trail is managed by a national non-profit charitable organization, the Trans Canada Trail Charitable Organization. Headquartered in Montreal, TCT is a small, efficient organization with a dedicated staff and an energetic board of directors.

In 2010, TCT created a separate organization, the Trans Canada Trail Foundation (TCTF), dedicated to raising much-needed funds to advance the development and maintenance of the Trail.

What we do

The Trans Canada Trail is responsible for the overall direction and design of the Trail. We work with 13 territorial and provincial partner organizations that coordinate regional Trail planning and development. Our partners then work closely with local Trail groups who build, sign and manage local trails.

TCT has three key roles

Support Trail building at the local level by funding community Trail projects, supporting and engaging territorial and provincial partners, and directing the energy of volunteers and supporters.

Promote the Trans Canada Trail network by enhancing the Trail's profile, emphasizing the benefits of the Trail, and encouraging Canadians and visitors to enjoy the Trail.

Execute a robust fund development program to raise the funds needed for the construction, signing, promotion and long-term maintenance of the Trail.

TCT is pleased to present its 2012-13 Annual Review, *Connecting Canadians*, which reports on the organization's progress towards fulfilling its mission and how it performed against its goals.

The Trans Canada Trail wins international award

The Trans Canada Trail is gaining recognition worldwide as a recreation and tourist destination. This year, TCT was awarded the American Trails Association's new International Trails Award Honorable Mention for outstanding trail planning, design and implementation and for enhancing the worldwide trail movement. TCT was extremely honoured to receive the ATA award.

On the Trail...

In British Columbia, ride your bike on the Cowichan Valley Trail on Vancouver Island, whose majestic Kinsol Trestle harkens back to Canada's railway history.

Message from the President & CEO



Building a national legacy

It has been an exciting year at the Trans Canada Trail.

Last October, in honour of the Queen Elizabeth II Diamond Jubilee, I was thrilled to join TCT board members and staff at the opening of a new honorary section of the Trail in Ottawa, our nation's capital.

The Queen Elizabeth II Diamond Jubilee Trail, which travels near the base of our historic Parliament buildings and along

the storied Ottawa River, is both a tribute to our monarch and a powerful symbol of our route to nationhood.

Indeed, how else was Canada developed than through the brave adventure of blazing new Trail?

Across the country, the Trans Canada Trail runs near so many more important landmarks that remind us of the many different journeys our earliest settlers and First Nations peoples have taken.

Today, we are proud that the Trail is 72 percent connected, but we still have a good deal of work left to do before we achieve our 2017 objective of linking Canadians via a free, recreational Trail—from coast to coast to coast—in time for the celebration of the 150th anniversary of Confederation.

Our sights are firmly fixed on our 2017 connection goal, or Vision 2017. In October, the board of directors approved a five-year strategic plan, which was developed through extensive consultation with internal and external Trail stakeholders, board members, Trail partners and local Trail-building groups. With 10 key objectives and 130 actions, the plan is a clear roadmap driving our activities for the next four years. Please visit tctrail.ca to download a copy of TCT's strategic plan, *Together Connected*.

To reach its goal, TCT and its 13 territorial and provincial partners are working more closely than ever. We have updated and refined the Trail Connection Plan, identifying the best and most realistic options for bridging the gaps on the Trail by 2017. Our partners have a heavy and challenging workload and TCT was pleased, once again, to be able to provide them with increased resources for staff, Trail construction projects and engineering studies.

Our partners' Trail building achievements have been impressive. More than 500 kilometres of new Trail were opened, including parts of Path of the Paddle, a wilderness canoe route in Ontario's Quetico Provincial Park, and a scenic hiking trail in New Brunswick's Fundy National Park. As well, partners undertook extensive Trail planning. Business plans were developed and approved for 59 projects, many of which are slated for construction in 2013-14. Every new kilometre of Trail represents years of work—planning, developing partnerships, mapping, obtaining approvals, fundraising, promoting and finally building and/or signing—much of which is carried out by volunteers. TCT is indebted to its partners and local Trail building groups for their passion and dedication.



Their Excellencies the Right Honourable David Johnston, Governor General of Canada, and Mrs. Sharon Johnston joined members of the Trans Canada Trail board for the unveiling of The Queen Elizabeth II Diamond Jubilee Trail in Ottawa. Photo: Blair Gable.

Increasing momentum

This year, we concluded a two-year funding agreement with the federal government. We are very grateful for the \$10-million grant that not only helped TCT fund local Trail building, but supported many promotional activities. We continue to work with all levels of government to gain their support for the many facets of Trail development, including commitments to greenway, land access and signing.

We achieved a 22 percent increase in revenue through our annual fundraising and raised more than \$6 million from our *Chapter 150* Campaign. Our Campaign co-chairs, Valerie Pringle and Hartley Richardson, along with the influential group of business leaders who have joined our Campaign Cabinet, are poised to take the Campaign to the next level. We are pleased to see growing countrywide support in creating a legacy gift for Canadians in celebration of 2017. TCT is grateful for every donation, large and small.

Raising the Trail's profile on a national scale is critical to fulfilling our mission. Thanks to generous in-kind contributions from Shaw Media and The Globe and Mail, TCT increased its marketing reach this year through print and TV advertising, generating significant new interest and support for the Trail. In addition, our ongoing partnership with Esri saw continued enhancements to our online interactive map, making it easier for users to learn about the Trans Canada Trail and the sections nearest them.

We are also delighted that a number of high-profile Canadian personalities enthusiastically agreed to help raise the Trail's profile by becoming TCT Champions and voicing their support for our national dream. As we approach 2017, we know this list will get longer and longer—just like our Trail! ▶

Trans Canada Trail Champions

Margaret Atwood, Writer & Naturalist
Roberta Bondar, O.C. O.Ont. MC PhD,
President of The Roberta Bondar Foundation
Paul Brandt, Country Music Artist
Kim Cattrall, Actress
G. Raymond Chang, Raymond Chang Foundation
Ambassador Gary Doer, Canadian Ambassador to the
United States of America

Graeme Gibson, Writer & Naturalist
Russ Girling, President & CEO, TransCanada Corporation
Rick Hansen, C.C., O.B.C., Co-Chair, Rick Hansen Foundation
Laureen Harper, Honorary TCT Campaign Chair
Norman Jewison, Film Director & Producer
Their Excellencies, The Right Honourable David Johnston, Governor
General of Canada and Mrs. Sharon Johnston, Honorary Patrons
Craig Kielburger, Co-Founder, Free the Children
Marc Kielburger, Co-Founder, Free the Children

Eugene Levy, Actor & Writer
Stuart McLean, Writer & Broadcaster
Deepa Mehta, Screen Writer & Director
Kelly D. Murumets, President & CEO, ParticipACTION
Julie Payette, Canadian Astronaut, VP Canadaland, Director of the
Montreal Science Centre
Hon. Jim Prentice, Senior Executive Vice President and Vice Chairman, CIBC
Doug Richardson, O.C. McKercher, LLP
Spencer West, Author, Motivational Speaker, World Change Warrior
Vaughn Wyant, President & CEO, Vaughn Wyant Automotive Group



Meewasin Valley Trail, Saskatoon. Photo: MVA.



Trail building in Nova Scotia and Quebec.

The road ahead

We are making steady progress towards our Vision 2017 connection goal. Nonetheless, with 6650 kilometres of Trail yet to be connected, we must increase the pace dramatically.

To assure our success, this year TCT:

- streamlined operations by implementing new systems for Trail data and donor management
- refined the governance structure for both TCT and the TCT Foundation
- built stronger relations with stakeholders, including its Trail partners, like-minded community organizations and all levels of government
- developed and updated strategic plans for Trail connection, fundraising and communications
- created monitoring systems to ensure plans stay on track
- completed a risk-management strategy to identify and address issues that might set us back
- sought greenway support from all levels of government across the country

With these refinements, TCT is confident that it is in the best possible position to make Vision 2017 a reality. The excitement is growing and I know that the next four years will be meaningful and productive for everyone involved in connecting Canada's national Trail.

I thank all the Trail supporters and partners who have worked so hard and contributed so much, past and present, including the members of both TCT boards, our territorial and provincial partners, local Trail-building groups, government partners, corporate and individual donors, staff, and the millions of Canadians who enjoy the Trail.

I encourage everyone to visit our website to monitor our progress, sign up for our Trail Talk newsletter or become a member of our online community and share your Trail experiences on our interactive map.

Together, we are building a legacy that will strengthen our beloved country and inspire future generations by creating a national Trail that connects Canadians to our proud heritage, our tremendous possibilities and to one another.

Deborah Apps
President & CEO

Canada **150** starts now

2017 *STARTS DÉBUTE NOW! MAINTENANT!*

TCT was a proud collaborator on the Canada 150/2017 Starts Now conference series, organized by CBC/Radio-Canada. This cross-country presentation series encouraged Canadians to share their ideas for celebrating the 150th anniversary of Confederation. TCT President & CEO Deborah Apps and former TCT board member Harold Westdal delivered presentations to passionate audiences in Charlottetown and Winnipeg, respectively, and Trail partners attended workshop sessions across the country.

At the final wrap-up session in Ottawa, we were delighted to hear the President of CBC/Radio-Canada Hubert Lacroix recognize TCT's idea of having Canadians across the country standing on a connected Trail with flashlights in hand, creating a human chain of light that would be visible from space and literally connecting us all from coast to coast to coast.

Vision 2017 is Trans Canada Trail's bold plan to fully connect the Trail and Canadians from coast to coast to coast by 2017, the 150th anniversary of Confederation.

Find out more about TCT's strategic plan for Vision 2017 in *Together Connected*, at tctrail.ca.

Fundraising

Increased support drives record activity

The Trans Canada Trail funded more Trail-building projects, provided greater support to Trail partners, raised the Trail's profile and attracted more Trail users this year thanks to the generosity of our donors.

Individuals, businesses, foundations, corporations, and all levels of government continued to make important contributions to Trail projects across the country.

TCT calculates \$150 million is needed to connect the Trail and cover costs associated with Trail construction, promotion and endowment. A robust fundraising program is critical to realizing our plans for Trail connection and achieving our mission.

In 2010, TCT established a separate charitable foundation, the Trans Canada Trail Foundation, which launched the *Chapter 150* Campaign, co-chaired by Valerie Pringle, a well-known Canadian broadcaster, and Hartley Richardson, a highly respected business leader.

The following year, the Campaign Cabinet invited visionary Canadians to become *Chapter 150* members, by donating \$500,000 or more towards Vision 2017. To date, we are delighted to note that many individuals, families, foundations and corporations have generously stepped forward, while many other donors have made significant contributions to the Campaign.

All Donors to our *Chapter 150* Campaign have demonstrated their commitment to creating a national legacy and to connecting Canadians from coast to coast to coast.

TCT is also pleased that Laureen Harper continues to serve as Honorary Chair of the *Chapter 150* Campaign. We are extremely grateful for her tireless efforts to support

the Trail by attending events, participating in TCT public service announcements, and speaking passionately about the importance of the Trail for Canadians and communities.

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



Laureen Harper and singer Paul Brandt on the Trail in Glenbow Ranch Provincial Park in Alberta.



Valerie Pringle, Alberta Premier Alison Redford, Laureen Harper and Hartley Richardson at a Trail event in Calgary.



David Aisenstat, Ross Beaty and Don Lindsay at a Trail event in Vancouver.

Government support

TCT is grateful for the tremendous level of support it has received from all levels of government since launching its national Trail project in 1992.

Long-time generous contributions from the Government of Canada have leveraged significant funding from municipal, territorial and provincial governments for Trail building and promotion. Our dedicated and enthusiastic government partners are essential to TCT's Vision 2017 of creating a free recreational Trail, accessible to Canadians from coast to coast to coast.

This year, TCT completed a successful 27-month partnership with the Government of Canada. Its \$10-million grant to TCT made an important contribution to the completion and promotion of the Trail, allowing us to fund Trail projects, expand activities such as our *Chapter 150* Campaign, and invest in advertising and publicity to raise awareness of the Trail.

TCT was extremely proud to partner with Parks Canada over the past two years, and with Canadian Heritage from 2004 to 2010. TCT thanks former Ministers of the Environment, the Hon. Peter Kent and the Hon. Jim Prentice (now a member of TCT's Campaign Cabinet), and the Hon. James Moore, former Minister of Canadian Heritage, as well as staff at Parks Canada and Canadian Heritage, for their dedication to the Trail.

We would also like to recognize the efforts of outstanding municipal and provincial government partners, who play a vital role in Trail development by spearheading and supporting the development of local projects.

On the Trail...

In Alberta, go horseback riding on the Kananaskis Country Trail, where you can admire the ski slopes of Mount Allan, a breathtaking alpine-events venue for the 1988 Winter Olympics.

Chapter 150 Members

David Aisenstat

Nancy Baron / The W. Garfield Weston Foundation

The Ross Beaty Family

Brookfield Partners Foundation

CN

Coril Holdings Ltd.

Esri Canada

The Globe and Mail

Pierre Lassonde

Rob & Cheryl McEwen

Power Corporation of Canada

Richardson Foundation

Shaw Communications Inc.

Teck Resources Limited

TransCanada Corporation

Sudbury Integrated Nickel Operations, a Glencore Company

An Anonymous Donor



The Mackenzie River Trail in the Northwest Territories. Photo: Jamie Bastedo.

How you can support the Trail

Annual Giving

With more than 6500 kilometres needed to connect the Trail from coast to coast to coast, each donation brings us steps closer to connecting our nation. Visit www.tctrail.ca/donatenow to show your support now!

Governors' Program

Join a special group of our closest friends and donate \$1000 or more to make this national dream a reality.

Gifts of Stocks and Securities

This type of gift is one of the most tax effective ways you can help connect the Trans Canada Trail. Contact us at 1-800-465-3636 or donorservices@tctrail.ca for more information.

Legacy Giving

A bequest left in your will makes a powerful statement about your lifelong support of the Trail and also provides tax relief that conserves your estate for other beneficiaries. We would be pleased to discuss this with you. Please call Amparo Jardine at 1-800-465-3636 and she can help you plan your legacy gift.

Trans Canada Trail thanks Chapter 150 member Jack Cockwell

Jack Cockwell, Group Chair and Director of Brookfield Asset Management Inc. (BAM), says he can't imagine a better way to celebrate Canada's 150th birthday than with the connection of the Trans Canada Trail.



"The Trail is an amazing national project undertaken by thousands of volunteers for all Canadians and visitors to experience Canada's vastness and natural beauty. The Trail not only reminds Canadians of the importance of a healthy lifestyle, but also symbolically binds us together. It offers a unique way for newcomers to Canada to experience the country."

Cockwell is a member of Trans Canada Trail's Chapter 150 Cabinet. He, along with Brookfield Asset Management and long-time colleague Tim Price, has committed \$500,000 to the Trail. "We feel privileged to be able to contribute to the Trail and look forward with the rest of Canada to its completion," he says.

An avid outdoor enthusiast, Cockwell can be found on most weekends building or maintaining trails at the Limberlost Forest and Wildlife Reserve, a 10,000-acre private conservation area with 70 kilometres of trail, near Huntsville, Ont. He is passionate about the benefits of trails.

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

Corporate support

Many corporations and businesses are contributing to the success of the Trans Canada Trail across the country. We thank each and every one for sharing our 2017 vision, including the following national TCT supporters:

- RBC Foundation
- Loblaw Companies Limited
- Raleigh
- Kamik



The unveiling of interpretive signage on the Trail in Rosemère in Quebec, courtesy of Kamik.

Trans Canada Trail thanks annual donor Nancy McFadyen

Having contributed to the Trail every year since 1997, Nancy McFadyen is one of the Trail's most loyal supporters. A passionate Canadian, Nancy believes the Trail is important to linking Canadians with one another and with our natural heritage. "It is encouraging more people to see Canada, get active and appreciate the environment."



Nancy is a volunteer and supporter of many organizations that promote health, social services, the arts and the environment. Based in Toronto, Nancy's activities have taken her to all parts of Canada over the years. As a member of the Board of the University of New Brunswick, she was a frequent visitor to Fredericton, where a walk on the Trail's Bill Thorpe Walking Bridge was always a must.

Nancy is keen to see the Trail connected for 2017. "The Trans Canada Trail will be a unique symbol of Canadian unity and a major accomplishment for Canada's 150th year," she says.

Donor dollars at work

TCT supports Trail-building projects

TCT's mission is to promote and assist in the development and use of the Trans Canada Trail by supporting success at the local level in the creation of this national network. One of TCT's most important roles is to help fund local Trail-building projects.

The Trail is made up of 493 local trails, which are developed, owned and managed locally by non-profit Trail groups, community organizations, conservation authorities, parks and municipalities. TCT funding will cover up to 50 percent of Trail project costs, which, in many cases, serves as the catalyst needed to attract additional investment and get a project off the ground.

Trail building is expensive. While project costs vary widely depending on terrain, Trail type and infrastructure needs, TCT estimates the average cost per kilometre of the Trail ranges from \$18,000 for a dirt footpath to more than \$180,000 for paved trail.

Trail-building highlights

This year's Trail-building season was one of the most active in the Trail's history. TCT provided \$3.67 million to 55 local groups for:

- 44 Trail construction projects
- 12 Trail upgrade projects
- 30 Trail planning projects
- 3 community development projects

The results were impressive, with:

- 551 km of new Trail
- 211 km of Trail upgrades
- 30 km of Trail in progress
- 27 engineering studies, 2 feasibility studies and 1 signage plan

Closer to connection

These projects moved TCT much closer to Vision 2017. In Ontario, Trail groups added over 100 kilometres in the southern part of the province; New Brunswick added close to 110 kilometres in the Fundy region. In total seven gaps were closed and many others were shortened.

TCT has a Trail Connection Plan, which outlines how each gap on the Trail will be bridged by 2017. First developed in 2010, the Connection Plan is updated regularly, as partners and Trail groups undertake detailed route planning, assess available resources, and determine the most realistic Trail options. The Trail Connection Plan is available to Trail builders on the partners' section of the website.

Currently, 144 gaps exist along the Trail. These range from short urban connector trails to lengthy wilderness stretches. Some gaps involve expensive infrastructure and bridge construction, while others require innovative design to protect environmentally sensitive areas. Partners are working hard to develop concept plans to address each gap.

This year, TCT received and approved 59 concept plans, the majority of which will be ready for construction in 2013-14.

The pace of development

With just four building seasons left before 2017, TCT and its partners need to triple the pace. The TCT's staff works closely with all Trail partners to ensure that 2017 goals are achievable and funds are invested wisely. In addition, all projects are carefully monitored in order to optimize the development of the Trail.

TCT is also committed to ensuring the Trail is properly built. In most cases, construction only begins after an engineering study is complete. Feasibility studies are undertaken if there is a possibility that a proposed route might not be viable.

Quality user experience

For TCT, ensuring Trail users have a quality experience is important. Last November, we developed a White Paper to examine the user experience on the Trail and we are now in the process of implementing key recommendations. Trail maintenance and upgrades are on-going requirements; TCT funded 12 upgrade projects this year to address weather-related Trail damage. We are developing a long-term maintenance plan that will look at options for Trail sustainability in the years to come. This plan, which speaks to the multi-generational philosophy behind the Trans Canada Trail, is an ambitious undertaking in itself and will require significant resources.



Trail openings and unveilings in Peterborough, Ont., St-Lambert, Que. and Rosemère, Que.



Confederation Trail, P.E.I.. Photo: Tourism PEI.



The Trail in Glenbow Ranch Provincial Park in Alberta. Photo: Glenbow Ranch Park Foundation.

Vision 2017 Trail Statistics

	Land Trail (km)	Water Trail (km)	Total Trail (km)	Trail Gaps (km)	Total 2017 Length (km)	Connection (%)
NL	884.5	0.0	884.5	0.0	884.5	100.0
PE	372.9	0.0	372.9	72.8	445.6	83.7
NS	35.2	0.0	375.2	537.8	913.0	41.1
NB	460.0	94.4	554.4	389.4	943.9	58.7
QC	1430.3	27.2	1457.5	57.3	1514.8	96.2
ON	2780.6	132.2	2912.7	2320.4	5233.1	55.7
MB	1348.8	0.0	1348.8	118.3	1467.1	91.9
SK	502.8	0.0	502.8	989.4	1492.2	33.7
AB	940.5	824.9	1765.3	1264.8	3030.1	58.3
BC	2264.3	61.9	2326.2	706.5	3032.7	76.7
NT	633.2	2236.9	2870.1	52.2	2922.4	98.2
YT	1482.2	0.0	1482.2	126.6	1608.7	92.1
NU	143.4	0.0	143.4	0.1	143.5	99.9
TOTAL	13,618.7	3377.4	16,996.0	6635.5	23,631.5	71.9

On the Trail...

In Saskatchewan, strap on your cross-country skis and glide along the Danielson Provincial Park Trail, where one of the largest earth-filled dams in the world led to the creation of Lake Diefenbaker in 1967.

In Manitoba, walk the Crocus Trail, which travels by each of the Inglis Grain Elevators National Historic Sites, architectural symbols of Western Canadian agriculture and the Prairies.

The Trans Canada Trail also includes a number of honorary and spur Trails (not included in our Vision 2017 connection plan), such as the Laura Secord Legacy Trail (Ont.), Cypress Hills Interprovincial Park (Sask.), the Sea to Sky Trail (B.C.), and the Pégase Sentiers Équestres (Que.).

Connecting the Trail from coast to coast to coast

Canadian communities are building one of the world's longest and grandest trails. On July 1, 2017, Canada will celebrate the connection of the Trail as a continuous path from the Atlantic to the Pacific and Arctic oceans. TCT is making steady progress towards that goal and would like to thank local Trail builders from coast to coast to coast for this year's Trail-building achievements.

Trail highlights 2012-13

British Columbia. The NorthStar Rails to Trails Society completed the NorthStar Rails to Trails, a scenic 24.6-kilometre paved greenway connecting Kimberley and Cranbrook. The Cowichan Valley Regional Authority undertook significant Trail work on Vancouver Island. *TCT contributed \$2 million to Vancouver Island projects, including the Kinsol Trestle.*



A panoramic view of the opening on Wycliffe bridge of the NorthStar Rails to Trails. Photo: Brian Clarkson.

Alberta. Lacombe County in central Alberta developed a 9.6-kilometre section of the Bluebird Trail from Lacombe to Blackfalds. The Athabasca Recreational Trails Association added 10 kilometres to the Athabasca Landing Trail. Our partner, Alberta TrailNet, undertook a major engineering study for the 70-kilometre greenway from Goat Creek Trail, near Canmore, to Elk Pass on the Alberta-B.C. border. *TCT contributed a total of \$435,000 to these projects.*



The Lacombe County Trail, before and after paving.

Saskatchewan. Saskatchewan Trails Association secured approvals from rural municipalities to designate over 600 kilometres of grid (rural) roads as part of the Trans Canada Trail. The Meewasin Valley Authority completed a 2-kilometre addition to Saskatoon's popular Meewasin Trail. *TCT contributed \$293,000 to the Meewasin project.*

When connected in 2017, over 50 percent of the 1492-kilometre Trail route across Saskatchewan will follow rural roads and road rights-of-way. Partners have successfully secured support for the Trail from rural municipalities across the province.

Manitoba. Trails Manitoba (formerly Manitoba Recreational Trails Association) developed 32 kilometres of the Border to Beaches Trail, which stretches from the Ontario border to Lake Winnipeg, leaving the province with only 118 kilometres to bridge in order to reach 100 percent connection in Manitoba. *TCT contributed \$64,000 to this part of the Border to Beaches Trail, bringing the total contribution to nearly \$1 million.*



Photo: Trails Manitoba

The completion of western Manitoba's 136-kilometre Crocus Trail was celebrated on International Trails Days with the unveiling of interpretive signage near Madge Lake in Duck Mountain Provincial Park.



Photo: Michael Sorensen

The opening of the Beaten Path Trail segment between Atikokan and Quetico was celebrated with a cross-country skiing event. "The Trail opening marked the culmination of five years of planning and development," said Trail planner Lise Sorensen. "From laying out the route through untravelled terrain, to clearing the Trail, grooming and then finally skiing it! It's exciting to see it all come together."

Ontario. The Beaten Path Nordic Ski Club opened a 14-kilometre section of the Beaten Path Trail between Atikokan and Quetico. Trail groups in southern Ontario connected over 100 kilometres of Trail, including the completion of the 32.4-kilometre Lang-Hastings Trail in the Kawartha Northumberland region. Quetico Provincial Park developed a 127-kilometre section of the 900-kilometre Path of the Paddle water route in northwestern Ontario. *TCT contributed a total of \$322,600 to these three projects.*

Quebec. The City of Charlemagne opened a dedicated cycling lane, a welcome addition for people who use the Trail to commute to Montreal. The Société des sentiers de la région de la Capitale nationale undertook two studies and made significant Trail progress in the Charlevoix region. *TCT contributed a total of \$284,000 to these projects.*

New Brunswick. New Brunswick Trails Council added over 100 kilometres of Trail, including a route connecting the Fundy Footpath, Fundy National Park and Dobson Trail. This scenic trail network offers wilderness hiking and is an ideal destination for hikers seeking a long-distance experience. *TCT contributed \$14,500 to this project.*

Nova Scotia. The Halifax Regional Municipality completed the Barrington Street Active Transportation Greenway and other developments in the Halifax area. *TCT contributed \$132,000 to these projects.*



Celtic Shores Coastal Trail

Celtic Shores Coastal Trail, Cape Breton, NS

Congratulations to Nova Scotia Trail volunteers on the recently rebranded Celtic Shores Coastal Trail. The 92-kilometre Trail, formerly known as the Trans Canada Trail in Inverness County, was named one of the Top 25 Attractions in Nova Scotia. View the new logo and website at www.celticshores.ca.

Prince Edward Island. The Town of Stratford added 10.84 kilometres to the Confederation Trail between Iona and Stratford. *TCT contributed \$288,000.*

Newfoundland. Newfoundland T'Railway installed new TCT signs along 550 kilometres of the 884-kilometre route across the Island.

Yukon Territory. Our partner, the Klondike Snowmobile Association, installed new Trail signs on the Klondike Highway.

Northwest Territories. TCT's partner, the Northwest Territories Recreation and Parks Association, developed a concept plan for a new Trail through the community of Hay River.

Nunavut. TCT, in collaboration with the Nunavut Department of the Environment, developed new trilingual Trail signs and traverse signs for remote areas of the 165-kilometre Trail route in Nunavut.

New Trail signage

Trail signage is critical for a safe, high-quality Trail experience. It is also vital to raising the profile of the Trail. In TCT's 2012-17 strategic plan, signage is a priority. Our goal is to have TCT signs at every Trail access point and every decision point along the 24,000-kilometre Trail route by 2017.

2012-2013 achievements:

- developed a national signage strategy
- redesigned standard TCT signs for greater visibility and durability and created options for co-branding and custom signage
- installed signs on 1765 kilometres of Trail and arranged installation on an additional 1200 kilometres
- made major progress in Atlantic Canada, signing the Confederation Trail, bridges along the Newfoundland T'Railway, most Trail sections within New Brunswick and the Halifax Regional Municipality
- held discussions with 18 key Canadian municipalities regarding sign installation.

Economic impact of the Trail

The economic benefits of the Trail were highlighted in a new study of P.E.I.'s Confederation Trail, part of the Trans Canada Trail, commissioned by the Atlantic Canada Trails Association (ACTA).

From June to September 2012:

- 20,028 people used the Trail for 33,081 trips
- 59 percent non-residents
- Of non-residents, 15 percent were international visitors (4 percent U.S.), 16 percent came from other Atlantic provinces, and 28 percent from other parts of Canada
- Cyclists made up 63 percent of users, pedestrians 37 percent
- Trail-related spending totaled \$2.6 million
- \$1.5 million of value added to P.E.I.'s economy, including \$1 million worth of revenue, and 45 full-time equivalent jobs (135 full-time seasonal jobs).



The Trail in the Town of Charlemagne in Quebec.

TCT Supports and engages partners

Building strong partnerships with our territorial and provincial partners and providing appropriate resources are critical to successfully connecting the Trail and fulfilling TCT's mission.

TCT's 13 partners, together with 382 local Trail organizations, represent the Trans Canada Trail across the country and are the driving force behind the building of the Trail. Our partner organizations are primarily small, volunteer-driven organizations, with no staff or very small staff complements. The heavy workload and tight timelines associated with TCT's Connection Plan are stretching the resources of our partners and the capacity of local volunteers.

TCT's strategic plan identified partner support as a priority. This year, TCT invested increased resources and energy in our territorial and provincial partners.

Partner Resources & Staffing

TCT provided more than \$830,000 to partners for community development projects and the hiring of staff. These staff members played a critical role in advancing the Trail by working with volunteer Trail groups, exploring route options, garnering support from local communities, developing work plans and concept plans, submitting funding requests, reporting on projects and promoting the Trail.

Project Management

Realistic planning, staying on schedule and monitoring progress are critical factors to achieving Vision 2017. TCT implemented a new Trail database and monthly reporting system that partners are now using to ensure we have up-to-date information on each project and accurate data on the status of each gap.

Trail-Building Tools

Improved Trail-building tools are helping to streamline work at the local level. TCT expanded online resources for local Trail builders by providing best practices information, simplified funding processes, and a partner chat forum, where volunteers and staff across the country can ask questions and share solutions with one another.

Education & Best Practices

Once fully connected, the Trans Canada Trail will include water routes and connections across the country. To help partners create the optimum water-Trail experience, TCT organized a workshop on best practices, which included topics such as community engagement, trail design, liability and signage.



Trail partners work together in Ottawa.

Greenway Advocacy

TCT and partners have always been committed to preserving and promoting greenway trail, as articulated in TCT's Greenway Policy, reaffirmed in 2009. (Greenway trails prohibit summertime-motorized use.) We continue to face challenges from Off Highway Vehicle groups, who are illegally using non-motorized sections of the Trail – causing damage to the Trail – and are strongly advocating for greater access to the Trans Canada Trail. TCT has been working with provincial governments to gain assurances of their commitment to TCT's Greenway Policy and is optimistic it will receive official recognition of support from some jurisdictions in the near future. TCT will continue its efforts to secure greenway support from municipal, provincial and federal levels of government as it works towards Vision 2017. It is unfortunate, but without the support of all levels of government some pristine TCT greenway trail may be lost.

Glorious Greenways

P.E.I.'s new greenway designation means that cyclists and hikers along the Confederation Trail will continue to enjoy the peaceful, scenic beauty for which the Island is renowned. The Island's greenway designation will also go a long way towards ensuring the Trail will remain natural and pristine for years to come.

Quebec's trail system is an exemplary model for Trail development that considers the specific needs of a variety of users. Cyclists and hikers have access to dedicated trails that they can enjoy serenely and safely, while OHV users have access to an extensive network of routes built to support the particular demands of automated vehicles.



Confederation Trail in P.E.I.

Trail partners continue their journeys.

TCT wishes a fond farewell to Trail partners who are continuing their journeys on new paths. Our profound thanks to Barb Trainor, former President of Island Trails (P.E.I.); Ted Scrutton, former President of Nova Scotia Trails Federation; and Cathy Watts, President of Saskatchewan Trails Association, TCT's former partner in the province, for their significant contributions to Trail development in their regions.



Whiteshell River Bridge on the Border to Beaches Trail in Manitoba. Photo: D. Lipnowski, Trails Manitoba.

Government Relations

“The Trans Canada Trail not only weaves communities together across this great country, but imbues Canadians with a powerful sense of belonging and pride.”

Brock Carlton, Federation of Canadian Municipalities

This year, TCT held discussions with elected officials and staff at all levels of government across Canada to encourage continued support of our Vision 2017 goals.

TCT also met with the Federation of Canadian Municipalities and representatives of municipal governments throughout the country. Many are strong backers of active transportation* (such as cycling and walking) and have invested heavily in popular Trans Canada Trail sections in urban areas. TCT is encouraging municipalities to get behind our connection goal and support Canada’s 2017 celebrations by installing Trans Canada Trail signs on relevant sections.



Winnipeg Trail in Manitoba’s capital.



TCT National Director of Trail Jane Murphy, TCT President & CEO Deborah Apps and David Read, Chairman of the East Coast Greenway. Photo: East Coast Greenway.

International connections

TCT represents its Trail-building partners at international Trail events. President & CEO Deborah Apps and National Director of Trail Jane Murphy attended the East Coast Greenway Alliance’s Annual Meeting in Maine, where Deborah provided the keynote address.

Engaging partners

TCT held regular meetings of its Territorial and Provincial Advisory Council (TPAC) to fine-tune Trail-building plans and share updates on current projects. To engage partners further, TCT initiated a new TPAC Communications Committee, which meets bimonthly to discuss promotion and local projects.

* Active transportation refers to any form of human-powered transportation, such as walking, cycling, using a wheelchair, snowshoeing or skiing.

Partner Planning Session

TCT held a planning meeting for partners and staff in Ottawa to review Trail strategies for achieving Vision 2017. Partners reviewed the Connection Plan, shared best practices and focused on work plan priorities. “It was a great opportunity for all of us to learn from one another,” said Jane Murphy, National Director of Trail.



TCT Honorary Campaign Chair Laureen Harper joined Trail partners and staff in Ottawa.

TCT thanks its territorial and provincial partners

Newfoundland T'Railway Council
www.trailway.ca

Island Trails
www.islandtrails.ca

Nova Scotia Trails Federation
www.novascotiatrails.com

New Brunswick Trails Council Inc.
www.sentiernbtrail.com

Conseil québécois du sentier Transcanadien
www.sentier.ca

Trans Canada Trail Ontario
www.tctontario.ca

Trails Manitoba
www.trailsmanitoba.ca

Saskatchewan Trails Association
www.sasktrails.ca

Alberta TrailNet
www.albertatrailnet.com

The Trails Society of British Columbia (Trails BC)
www.trailsbc.ca

Klondike Snowmobile Association
www.ksa.yk.ca

NWT Recreation and Parks Association
www.nwtrpa.org

Nunavut Department of the Environment
www.nunavutparks.com

Trans Canada Trail thanks Trail partner Blaise MacEachern and Nova Scotia Trails Federation

Blaise MacEachern of Judique, N.S. knows the Trail in Cape Breton like the back of his hand.

Fourteen years ago, he started working as a volunteer on a 19-kilometre rail trail in his community. Thanks to Blaise's energy and vision, the project blossomed into the development of 92 kilometres of Trans Canada Trail, from Port Hastings to Inverness. Now known as the Celtic Shores Coastal Trail, this section of TCT is recognized by the Nova Scotia government as one of the Top 25 attractions in the province.

Blaise attributes the Trail's success to great partners and volunteers. Early on, he recognized that forming partnerships with Trail builders in five connecting communities would help boost local Trail-building capacity. His ability to demonstrate leadership and motivate volunteers led to more than 60 strategic partnerships across the county.

Since 2008, Blaise's role has taken on a provincial dimension; he is now chair of the Nova Scotia Trails Federation's Trans Canada Trail committee. His enthusiasm and dedication to building the Trans Canada Trail are an inspiration to all who work with him. In 2010, his colleagues selected him for the White Hill Summit Award for outstanding contribution to the development of recreational trails in the province.



Blaise believes passionately that trails can help address many community challenges. He says, "Think of N.S. Trails' motto, 'Take Trails to HEART: health, education and environment, arts and culture, recreation, tourism and transportation.' I really believe these trail benefits make better communities, and in time connect communities to one another."

N.S. Trails Federation and Trail volunteers are working hard

on plans to connect the Trail across Nova Scotia for 2017. Blaise is playing a major role. "We are looking for community visionaries, the Gap Champs as I call them, who can fire up local volunteers to complete local Trail sections. It's a challenge in rural areas, but we are giving it the best effort we can."

Blaise is the recipient of a Queen Elizabeth II Diamond Jubilee Medal for his outstanding volunteer contribution to his community.

The City of Vancouver Trail.





The Trail in rural Saskatchewan.

Promoting Canada's national Trail

The Trans Canada Trail is gaining recognition, nationally and internationally, as a recreation and tourism destination. TCT wants every Canadian to be proud of our national Trail.

Building awareness of the Trail is a strategic priority for TCT. Our success in raising funds, attracting volunteers, galvanizing partners and building momentum for connection hinges on the awareness of our brand. This year, thanks to our media partners, we invested significant resources in promotion and advertising, and we were successful in reaching millions of Canadians.

Powerful TV presence

Thanks to a partnership with Shaw Media/Global, three public service announcements were produced and aired over 96,700 times on Global TV networks. The PSAs feature prominent Canadians, including Laureen Harper; His Excellency, the Governor General of Canada, David Johnston; Olympic athletes Hayley Wickenheiser, Jon Montgomery, Cindy Klassen and Eric Guay; country music star Paul Brandt; broadcaster Valerie Pringle, and CBC Dragon Bruce Croxon. The three TCT PSAs aired on Eastlink, Global TV, and Shaw specialty channels (HGTV, History, National Geographic, Showcase, Slice), as well as on American spill channels such as TLC, FoxNews, CNN, BBC World News, Golf Channel and A & E.

Extended reach in print

Sixteen ads were placed in newspapers and publications. The Globe and Mail, in particular, continues to be a major supporter of the Trail, generously providing monthly ads in its Saturday edition. For the second year, TCT had an informative Canada Day supplement in the Globe. The report highlighted TCT's plan to connect the Trail by 2017, the *Chapter 150* Campaign and our generous donors. More than 330,000 copies were distributed.

Website development

TCT continued to enhance its website, attracting new visitors and online supporters. This year, we saw a 69 percent increase in website visitors with close to 20,000 unique visits monthly and a 169 percent increase in membership in our online community, now at 5230 members. TCT continues to post weekly updates on the site and add innovative features. New this year, Trail users can customize their Trail routes, create and download Trail maps, and share map content, photos and comments on Facebook and Twitter.



Communication highlights

- 96,700 airings of new Shaw PSAs
- 1.3 million page-views at www.tctrail.ca
- 3300 likes on Facebook
- 2400 followers on Twitter
- 10,470 newsletter subscribers
- 330,000 Globe and Mail 8-page supplements distributed across the country and online

Stakeholder updates

TCT is committed to communicating regularly with Trail stakeholders. Trail Talk, featuring news from the Trail, is sent to 10,000 Trail supporters bimonthly; Trail Connections, featuring Trail updates and Trail building tips, was issued to our 13 Trail partners and 382 Trail-building groups. President & CEO Deborah Apps also communicated quarterly with stakeholders.

On the Trail...

In Ontario, paddle the Path of the Paddle, which follows routes that voyageurs canoed and portaged in the 1700s and 1800s, as well as centuries-old traditional Native trade routes.

TCT directs the energy of **volunteers** and **supporters**

The Trans Canada Trail is one of the largest volunteer projects ever undertaken in Canada. Since 1992, thousands of volunteers have generously committed their time and energy to developing, maintaining and promoting the Trail. TCT's remarkable progress is a tribute to the hard work and passion of a very special group of Canadians.

Celebrating Trail volunteers

New TCT Honour Roll

To recognize and celebrate Trail volunteers, TCT launched a new online Honour Roll, where 600 people posted their names and stories. We encourage everyone who has contributed to the building of the Trail to register at www.tctrail.ca/honourroll. When the Trail is connected in 2017, we want to be sure the thousands of people who have contributed to this bold national legacy project are acknowledged.

Queen Elizabeth II Diamond Jubilee Medals

Trans Canada Trail volunteers from coast to coast to coast were honoured for their dedication to building the Trail at Queen Elizabeth II Diamond Jubilee Medal ceremonies throughout the year. TCT nominated outstanding Trail supporters from every province and territory. We congratulate:

Deborah Apps (Alberta)
Avery Bain (Nova Scotia)
Normand Besner (Quebec)
Brian Clark (New Brunswick)
Debbie Cole-Gauer (Alberta)
Ilse Ketelsen (Manitoba)
Paul LaBarge (Ontario)
Léon Lebrun (British Columbia)
Blaise MacEachern (Nova Scotia)
Linda Morin (Manitoba)

Debbie Olsen (Alberta)
David Peterson (New Brunswick)
Valerie Pringle (Ontario)
Robert Sadee (Alberta)
Richard Sénécal (Quebec)
Barry Spencer (New Brunswick)
Julian Tomlinson (Northwest Territories)
Jim Tudor (Nova Scotia)
Cathy Watts (Saskatchewan)
Holly Woodill (Nova Scotia)

We know provincial and local Trail groups have also nominated Trail volunteers and we extend our congratulations to all Queen Elizabeth II Diamond Jubilee Medal recipients.

Progress and partnerships

Projects as large as the Trans Canada Trail require collaboration and partnerships for success. TCT works closely with many groups to further mutual goals.

- **IMBA Canada/Parks Canada Trail Care Crew.** TCT, Parks Canada and the International Mountain Biking Association (IMBA) completed a three-year partnership to provide resources for Trail groups, including workshops on sustainable Trail design, building and maintenance.
- **Canadian Heritage.** For the 10th year, TCT partnered with Canadian Heritage to promote the annual Canada Day Poster Challenge for people aged 5–18. The 2012 Poster Challenge winner was Calvin Chan, age 16, of Markham, Ont.



- **ParticipACTION.** TCT and ParticipACTION share a common goal of motivating Canadians to get outside and be active. TCT committed to supporting ParticipACTION's 2013 Longest Day of Play campaign.
- **Atlantic Canada Trails Association (ACTA).** TCT is a member of the Atlantic Canada Trails Association (ACTA), a regional partnership of government, tourism and trail organizations from N.S., P.E.I., N.B., and Nfld. ACTA advocates for greenway trails throughout Atlantic Canada as a means of generating social and economic benefits for the region. The partnership has resulted in the development of infrastructure for trail tourism, trail improvements, and an analysis of the economic benefits of recreational trails.

Building ties with First Nations

In many parts of the country, the Trail passes through First Nations lands. Last year, the Trail continued working with First Nations communities near the Trail to ensure that these sections are built with the utmost respect for traditional lands and customs.

TCT looks forward to collaborating with its First Nations Trail partners on several innovative and community-minded Trail initiatives as we work towards Vision 2017.

Collaborative signage.

The Sea to Sky Trail (STST) passes through traditional lands of the Squamish and Lil'wat First Nations, on TCT's route from Squamish to Whistler, B.C. Both Nations are working with STST on trilingual signage that incorporates traditional place names and logos on Trail maps and signs.





The view from the Trail in Northern Ontario. Photo: Dana Meise.

Kudos to municipal partners

Building a trail as long as the Trans Canada Trail is a bold undertaking that continues to ignite the passion of Canadians. The support of municipalities has been exceptional.

In every provincial and territorial capital, in large cities and small towns, Canadian municipalities have invested millions of dollars in high-quality trails that are prized sections of the Trans Canada Trail.

In a wonderful illustration of how Trail connects communities, North Vancouver Mayor Darrell Mussatto, an ardent TCT supporter, is championing the development of a looped trail system that will connect North Vancouver to Vancouver and is working with Mayor Gregor Robertson of Vancouver to make it happen.

“The Trans Canada Trail promotes active transportation and a healthy lifestyle that enhances the well-being of Canadians across the country.”

Darrell Mussatto, Mayor, City of North Vancouver



Dave Turner of the City of North Vancouver Parks, paralympian Rick Hansen, Laureen Harper and North Vancouver Mayor Darrell Mussatto at a Vancouver Trail event.

Toronto opens new greenway

The City of Toronto has opened phase 2 of the Mimico Waterfront Park, a 1.1-kilometre greenway Trail that showcases Toronto’s waterfront. With boardwalks, wetland pockets and native plantings, it is a wonderful addition to the Trans Canada Trail, replacing a busy roadway section in Toronto’s west end. The project cost \$18.6 million, funded jointly by municipal, provincial and federal governments.



Photo: Jane Craig.

On the Trail...

In Quebec, rollerblade the Trail that runs through the Lachine Canal National Historic Site, an urban park filled with warehouses that occupied a strategic position on the fur route as a departure and arrival point for trading expeditions.

In New Brunswick, hike the Fundy National Park Trail, where you follow an old cart path and can just make out the remnants of a 19th-century Irish settlement at Goose River.

TCT encourages Canadians to enjoy the Trail

Today millions of Canadians are using the Trail for day trips, multi-day adventures and quick breaks. Whether picnicking in an urban park, cycling historic rail trails, experiencing Canada's legendary wilderness, commuting to and from work, exploring provincial and territorial capitals or paddling the routes of early explorers, Trail users can enjoy the Trans Canada Trail at their own pace and in their own way. The Trail offers countless opportunities to explore and discover Canada's breathtaking landscapes, rich history and diverse cultural heritage.

The benefits of the Trail

The Trans Canada Trail is one of the country's best fitness and active-living destinations, where Canadians can participate in safe, healthy, low-cost recreation. Located within 30 minutes of 80 percent of Canadians, the Trail is accessible to more than 27 million people, living in cities, towns, rural and wilderness areas.

The health benefits of exercise are well known. New studies indicate that spending time outside also enhances the ability to concentrate, reduces stress, and improves medical outcomes and the well-being of those with mental and physical illnesses.

Getting outside is particularly important for children. In our technology-driven world, too many of us are experiencing what health professionals and educators are calling nature deficit disorder and its plethora of negative side effects.



The Sentier de la Vallée near Asbestos, Que.

Advanced mapping system makes Trail planning easy and fun

To help people plan their Trail outings, TCT offers free online maps at www.tctrail.ca/explore-the-trail.

With just a click on the Explore the Trail tab, website visitors can view the Trail in various formats (map, satellite, hybrid or canvas); get information about specific sections of the Trail; read comments from other Trail users; create and print maps; or download data for a GPS device or mapping software.

The map's interactive features let Trail users locate the nearest section of Trail or choose a route based on a desired activity. Then, by zooming in on satellite images, they can get a closer look at the sections they're interested in. TCT also introduced a new feature that allows users to share maps and post photos and comments via Facebook and Twitter.

TCT extends a heartfelt thank-you to our partner and *Chapter 150* member, Esri Canada, for its commitment to providing the multi-year development services behind our state-of-the-art map—an easy and popular way for Canadians to find out how to access and enjoy our national recreational Trail.

Fun for kids

Trans Canada Trail's BioKit encourages children to explore the Trail and learn about Canada's biodiversity. The 38-page publication, available in print and at tctrail.ca, is full of fun interactive activities for families and children.



TCTF Co-Chair Valerie Pringle helps a young TCT user learn about nature with a Trail BioKit.

Trans Canada Trail applauds Trail user Cathy Watts



The first time Cathy Watts heard about the Trans Canada Trail, she knew she wanted to explore it. Over the last 15 years, the Saskatoon native has cycled Trail sections in eight provinces, from B.C. to P.E.I.

A passionate Canadian and history buff, she says the Trail has opened many doors for her. "I have been to places and had experiences that I would never even have dreamed of without the Trail. I feel so lucky. I have learned so much about our history, geography, people and country."

Cathy's enthusiasm for the Trail is infectious. She is constantly encouraging others to get out and use it. Several years ago, she led a cycling trip for 31 women on a 40-kilometre route in rural Saskatchewan. For many, it was their first long-distance cycling experience and a real adventure. This year, Cathy led a Jane's Walk in Saskatoon and helped organize a successful International Trails Day ride from Wanuskewin to downtown Saskatoon on the Meewasin Trail.

As President of the Saskatchewan Trails Association, Cathy is actively involved in the promotion of the Trail in her province. She is keen to see the creation of a destination Trail section that would link Wanuskewin First Nation, north of Saskatoon, to White Cap Dakota First Nation to the south, a route steeped in history, heritage and culture. "I just cannot stop dreaming about the amazing possibilities for the Trans Canada Trail in Saskatchewan," she says.

Cathy Watts is the recipient of a Queen Elizabeth II Diamond Jubilee Medal for her tremendous volunteer contributions to her community.



A planned site of the Trail in Bas-de-la-Baie, Quebec.

Trans Canada Trail thanks Trail volunteer Gwen Coolidge and the Border to Beaches Trail team

When Manitoba's Border to Beaches Trail is connected in 2015, it will be the longest Trail in the province—a spectacular 370-kilometre destination trail for hiking and cycling.

Stretching from the Ontario border to the shores of Lake Winnipeg, the \$4.6-million Trail will inspire visitors to explore eastern Manitoba's rocky Canadian Shield, fast-moving rivers, sandy provincial forests, scenic towns, and the popular beaches of Lake Winnipeg. "The Trail offers so many different features," says Gwen Coolidge, a Trails Manitoba board member and volunteer chair of the committee overseeing the project.



Gwen, a civil engineer, and the Border to Beaches Trail committee members—several of whom represent Trail groups on the route—oversee the work of two project managers. They are dedicated to ensuring the Trail is completed on time and on budget. While 245 kilometres of the Trail are now operational, 15 gaps remain.

"We have a lot of work to do securing crown land and wildlife management permits, negotiating with private landowners, exploring highway crossing options with provincial officials, forging relations with municipalities and liaising with local communities. There are ongoing challenges but we are making significant progress," says Gwen.

This year, a new 40-kilometre section of the Trail from Old Pinawa Dam Provincial Park to North Whiteshell Park Gate was completed. Plans are in the works for Trail construction near Lac du Bonnet and the acquisition of permits for the Trail from the Rural Municipality of Alexander to Grand Beach Provincial Park. Canadian Military Engineers are also building a bridge across Caribou Creek.

The Trail is moving steadily forward towards connection, thanks to the dedication and commitment of volunteers like Gwen and the Border to Beaches team, and many other Trail builders from coast to coast.

Benefits of the Trail

- **National Legacy:** creating a sustainable gift for future generations
- **Health:** inspiring active living and transportation
- **Environment:** preserving green space and promoting conservation
- **Education:** deepening awareness of Canada's history, culture and natural heritage
- **Economic Development:** stimulating tourism and creating jobs

"The Trans Canada Trail is a beautiful, lasting way to honour the story of Canada."

Stuart McLean,
Writer & Broadcaster, TCT Champion

On the Trail...

In Nova Scotia, walk on the Inverness County Trail (or Ceilidh Coastal Trail) and tread territory named for the region of Scotland from which most of the early settlers came in the mid-19th century.

In Prince Edward Island, cycle the Island tip-to-tip on the Confederation Trail, which was developed on the meandering abandoned lines of the historic Prince Edward Island Railway.

Trans Canada Trail **thanks** our leadership donors

The Trans Canada Trail gratefully acknowledges the contributions of a distinguished group of leadership donors who made gifts of \$1000 or more.

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TCT would like to thank former Board Members
 Bruce Croxon and Cameron Clark for their contributions.

On the Trail...

In Newfoundland and Labrador, hike the Wreckhouse Trail and discover a part of the country that has received visitors since the Basque whalers of the early 16th century.

In the Yukon, snowmobile on the Klondike Highway Trail, which runs parallel to the route used by an estimated 100,000 prospectors during the 1898 Klondike Gold Rush.



The view from Fundy Trail, N.B. Photo: Tim Hoskin.

Trans Canada Trail Patrons

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In Memoriam

It is with sadness that TCT notes the passing of Dr. Sherman Oakley Olson, who served as chair of the TCT board from 1996 to 2003. His leadership and ability to project to others the great potential of the Trans Canada Trail were instrumental in the Trail's development.

A devoted equestrian, Sherman was the founding president of the Horse Council of B.C. and served on the board of the Canadian Equestrian Foundation (now Equine Canada). He will be greatly missed by friends in the equestrian community and at TCT. TCT extends its sincere condolences to Sherman's family and friends.

TCT also extends its deepest condolences to the families and friends of TCT Patron and former Premier of Alberta, Peter Lougheed, who passed on December 17, 2012 and TCT Patron Barbara Poole, who passed on September 12, 2012. Premier Lougheed's outspoken enthusiasm for the Trail and commitment to providing recreational infrastructure that bettered the lives of Canadians leave a lasting legacy in our communities and in our hearts. Ms. Poole's numerous social and cultural contributions will be forever remembered for their effect on the well-being of so many.

The enthusiastic support of Mr. Olson, Premier Lougheed and Ms. Poole for a national Trail will continue to inspire our commitment to creating a recreational Trail that connects Canadians from coast to coast to coast.

On the Trail...

In the Northwest Territories, stop at Axe Point as you paddle the Great Slave River and find the ruins of a military base camp; the Territories were an important part of North America's defense during World War II.

In Nunavut, jump on your dogsled and mush across the traditional overland route of the Itijjagiq Trail, where you might discover sites of early habitation dating back 4000 years.

TRANS CANADA TRAIL

for the years ended March 31, 2013 and 2012

STATEMENT OF OPERATIONS AND NET ASSETS	2013	2012
REVENUES		
Parks Canada grant	5,930,296	3,569,704
Designated donations	12,500	70,335
Donations	195,720	1,408,332
Investment income	777	5,488
Miscellaneous income	6,736	6,933
Contributions from Trans Canada Trail Foundation	1,289,764	588,000
	<u>7,435,793</u>	<u>5,648,792</u>
EXPENSES		
Trail construction	4,988,890	1,927,430
Trail promotion and education	775,339	1,588,625
Fundraising	649,600	949,778
Strategic alliances	55,150	142,790
General and administrative	614,591	777,412
Amortization of equipment	114,760	57,598
Loss on disposal of equipment	-	4,006
	<u>7,198,330</u>	<u>5,447,639</u>
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	<u>237,463</u>	<u>201,153</u>
Net assets at beginning of year	712,475	511,322
Net assets at end of year	<u>949,938</u>	<u>712,475</u>

TRANS CANADA TRAIL

STATEMENT OF FINANCIAL POSITION

	2013	2012
ASSETS		
Cash	197,192	410,367
Marketable securities	1,300,000	401,297
Accounts receivable	94,086	43,662
Prepaid expenses	71,401	98,561
Due from Trans Canada Trail Foundation	-	85,476
Equipment	261,577	361,283
TOTAL ASSETS	1,924,256	1,400,646
LIABILITIES		
Accounts payable and accrued liabilities	681,180	210,742
Deferred contributions	266,563	472,270
Deferred revenue - Parks Canada grant	-	5,159
Due to Trans Canada Trail Foundation	26,575	-
TOTAL LIABILITIES	974,318	688,171
NET ASSETS		
Invested in equipment	28,200	49,753
Endowment fund	51,723	51,204
Unrestricted	870,015	611,518
TOTAL NET ASSETS	949,938	712,475
TOTAL LIABILITIES AND NET ASSETS	1,924,256	1,400,646

The above information has been extracted and summarized from the 2013 Audited Financial Statements.
The complete set of statements audited by Richter S.E.N.C.R.L./LLP may be requested from Trans Canada Trail

TRANS CANADA TRAIL FOUNDATION*for the year ended March 31, 2013 and the nine month period ended March 31, 2012*

STATEMENT OF OPERATIONS AND NET ASSETS	2013	2012
		(9 months)
REVENUES		
Annual donations	882,121	679,043
Campaign contributions	1,604,881	835,621
Interest income	15,578	-
	<u>2,502,580</u>	<u>1,514,664</u>
EXPENSES		
Contributions to Trans Canada Trail	1,289,764	588,000
Fundraising	117,614	28,434
Advertising and promotion	522,135	112,400
General and administrative	165,266	141,609
	<u>2,094,779</u>	<u>870,443</u>
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	407,801	644,221
Net assets at beginning of year	<u>644,221</u>	<u>-</u>
Net assets at end of year	<u>1,052,022</u>	<u>644,221</u>

TRANS CANADA TRAIL**STATEMENT OF FINANCIAL POSITION****2013****2012****ASSETS**

Cash	589,638	804,695
Marketable securities	2,000,000	-
Interest receivable	23,759	-
Due from Trans Canada Trail	26,575	-
TOTAL ASSETS	2,639,972	804,695

LIABILITIES

Deferred contributions	1,587,950	75,000
Due to Trans Canada Trail	-	85,474
TOTAL LIABILITIES	1,587,950	160,474

NET ASSETS

Unrestricted	1,052,022	644,221
TOTAL NET ASSETS	1,052,022	644,221

TOTAL LIABILITIES AND NET ASSETS**2,639,972****804,695**

The above information has been extracted and summarized from the 2013 Audited Financial Statements.
The complete set of statements audited by Richter S.E.N.C.R.L./LLP may be requested from Trans Canada Trail

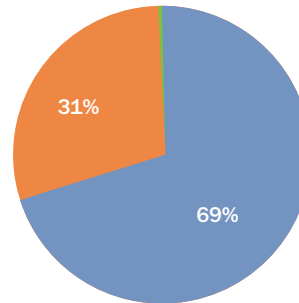


Trans Canada Trail—Combined Operations

For the year ended March 31, 2013 (in thousands of dollars)

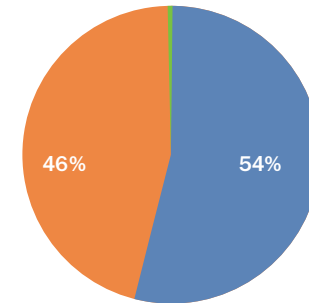
Unaudited

2012/13 Revenue = \$8,648



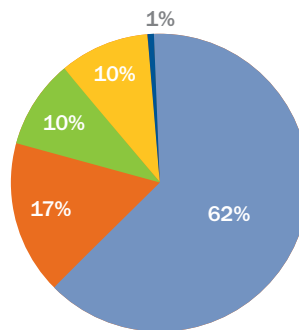
■ Parks Canada = \$5,930
 ■ Donations = \$2,695
 ■ Other income = \$23

2011/12 Revenue = \$6,575



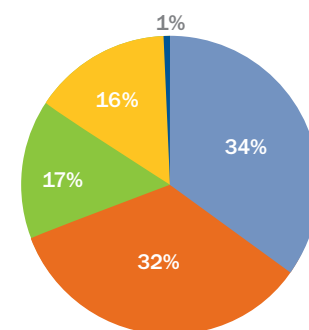
■ Parks Canada = \$3,570
 ■ Donations = \$2,993
 ■ Other income = \$12

2012/13 Expenses = \$8,003



■ Trail construction = \$4,989
 ■ Trail promotion and education = \$1,352
 ■ Fundraising = \$767
 ■ General and administrative = \$780
 ■ Amortization/loss on disposal of equipment = \$115

Expenses = \$5,730



■ Trail construction = \$1,927
 ■ Trail promotion and education = \$1,844
 ■ Fundraising = \$978
 ■ General and administrative = \$919
 ■ Amortization/loss on disposal of equipment = \$62