

2016 – 2017 ANNUAL REPORT

# The Making of The Great Trail



Trans Canada Trail  
Sentier Transcanadien



YUKON

Whitehorse

NORTHWEST  
TERRITORIES

Yellowknife

NUNAVUT

BRITISH  
COLUMBIA

ALBERTA

Edmonton

SASKATCHEWAN

MANITOBA

ONTARIO

Regina

Winnipeg

Victoria

THE GREAT  
TRAIL

[Cover image]: Running along canola fields near The Great Trail in Alberta © Andrew Penner



# 25 years in the making...



**...and we're  
just getting  
started!**

## THE QUARTER CENTURY MARK

When I look back over the past 25 years and think about how many Canadians have been involved in building The Great Trail, I'm humbled and amazed.

Not often in a lifetime do you have the opportunity to participate in creating an icon for the future of your country. It has been an honour for me, personally. I was one of the original incorporators in 1992, along with TCT founders, Pierre Camu and Bill Pratt, and have been involved for the past 25 years. Over that time, I have been privileged to work with so many people across the country in the development of this extraordinary project.

The Trail reaffirms the greatness of our country and its communities, and epitomizes our Canadian idea of community – a shared outdoor space for people to come together, enjoy some fresh air and get fit while making connections with family and meeting friends, both old and new.

It is almost impossible to name all of those who have built this Trail, but I can say this: The Great Trail exists because there are always people prepared to step in, turn their faces toward the horizon, pick up where others have left off, and move the Trail forward a few more kilometres. We are so grateful for all the volunteers, Trail partners, Board members, donors, TCT Foundation and *Chapter 150* campaign cabinet, government at all levels, builders, national Champions and staff who have risen to the challenge of making this dream a reality.

Although my term as Chair expires this year, my passion for The Great Trail will never diminish. I'm enormously proud of every person who has given their time and resources or lent their public profiles to this quintessential Canadian project. This is your Trail. Build it, use it, treasure it and protect it, it is your legacy to your children and your children's children and a tangible monument to this great country!

“Not often in a lifetime do you have the opportunity to participate in creating an icon for the future of your country. It has been an honour for me, personally.”



**Paul LaBarge**

Trans Canada Trail Chair



## Deborah Apps

Trans Canada Trail President & CEO

"In 2017, we celebrate not only the making of The Great Trail, but also a new beginning. As we look back on the amazing accomplishments of the past 25 years, we also look toward the future, focusing on the continued growth, enhancement and preservation of this shared national treasure."

## THE NEXT CHAPTER

This has been a monumental year, with each passing day bringing us closer and closer to connecting 24,000 km of trails from coast to coast to coast. We are now set to celebrate a powerful symbol of Canadian unity, a national trail that will link the country across our vast geographic landscape.

In 2017, we celebrate not only the making of The Great Trail, but also a new beginning. As we look back on the amazing accomplishments of the past 25 years, we also look toward the future, focusing on the continued growth, enhancement and preservation of this shared national treasure. Our goal is for Canadians and visitors from around the world to enjoy the Trail for generations to come.

While celebrating the accomplishments of the past quarter century and reaffirming our goals for the future, it's important to pause and honour the great effort that went into making this bold dream a reality. When the idea took root in 1992, there were only a few dedicated and visionary people involved. Today, it's my pleasure to thank the thousands of committed volunteers, donors and employees at all levels of government – municipal, regional, provincial, territorial and federal – who made it happen. Trans Canada Trail *is* its volunteers, donors and outdoor enthusiasts: everyone is to be commended and we encourage all to share in the celebration.

It's no casual coincidence that we're celebrating this year – the year of Canada's 150th anniversary of Confederation. The past 12 months in particular were a flurry of activity, as we strove to unite the country in tandem with the sesquicentennial. Thanks to the tremendous commitment of our provincial and territorial partners, and the dedication of tens of thousands of volunteers we reached milestone after milestone across the country, including reaching 100 per cent connection in Yukon, Saskatchewan and New Brunswick.

In New Brunswick, the connection milestone was marked at a public celebration at Government House, the historic residence of the province's Lieutenant-Governors, hosted by Her Honour The Honourable Jocelyne Roy Vienneau. In Saskatchewan, festivities took place in conjunction with the unveiling of the new Trans Canada Trail Pedestrian Bridge in Wakamow Valley, part of The Great Trail. In Yukon, the Trail's 100 per cent connection was marked at the historic Yukon Sourdough Rendezvous, the territory's renowned annual winter event. While these three celebrations of connection occurred in different geographic areas of the country, they shared a notable pride, joy and camaraderie.

The achievements of 2016/17 that contributed to our success were fueled by our donors. We greatly appreciate everyone who made a contribution, and shared in our national dream. TCT takes its financial responsibilities seriously, making sure that every donor dollar is wisely invested.

Through our *Chapter 150* Campaign, generous individuals and organizations committed to a minimum \$500,000 gift in support of TCT, helping to create the momentum needed to ensure Trail connection. Like its citizens, the Canadian government enthusiastically shares in the vision of developing Canada's national trail and continues to financially support its growth. There are so many people to thank for their support, but I would like to personally extend my gratitude to the Honourable Catherine McKenna, Minister of Environment and Climate Change, and the Honourable Bill Morneau, Minister of Finance, for their ongoing collaboration and support.

Many organizations and business partners have played their part in the successes of 2016/17. We have friends at ParticipACTION who help promote healthy living and fitness on the Trail. Our partners at BC Ferries and Northumberland Ferries are helping to connect the Trail across water. You will find a full list of our Strategic Alliances on page 17 of this report. As our organization looks at its next 25 years, TCT plans on nurturing more such relationships to enrich The Great Trail.

While we can take great pride in this year's achievements, connection does not mean completion. The Great Trail is a long-term project and each generation will have its part to play in maintaining and developing new Trail. With this in mind, we're using the momentum from the past year to create the next strategic plan to drive our priorities in the post-connection phase. In 2017/2018 and beyond, we will continue to work with our friends across the country and all levels of government to enhance and improve the Trail – for example, this year the Rick Hansen Foundation (RHF) celebrates the 30th anniversary of the inspirational Man in Motion World Tour, and we are delighted to be collaborating with RHF to determine how we can make the Trail more accessible for the 3.8 million Canadians with disabilities. We will also continue to work on tourism marketing to ensure that The Great Trail is promoted nationally and internationally. It's our intention to make sure the world's community of outdoor enthusiasts has The Great Trail on their radar, and on their 'bucket list'.

A cherished and well-used Trail was always the goal of Paul LaBarge, our longest serving board member and champion. This year, we say farewell to Paul, who will retire after decades guiding and representing the organization through these important years of connection and promotion. We thank Paul for his tireless work over the last 25 years – he has been an enthusiastic and visionary leader.

We will miss working with Paul, but we will be in good hands, as we welcome incoming TCT Chair, Neil Yeates, who has been on the Board since 2013. He is an outdoor enthusiast who brings great passion to TCT, along with expertise and experience in government.

The last quarter century taught us that the smallest steps in the right direction make a dream come true. And, so the next adventure begins!



[Top]: TCT Vice-Chair Neil Yeates in Banff National Park  
[Bottom]: George and Deborah Apps taking in the views along the Trail in Alberta © Andrew Penner

## ABOUT TRANS CANADA TRAIL

It began as a bold dream in 1992: the idea of creating a trail that would be a gift from Canadians to Canadians. Since then, Trans Canada Trail (TCT) – a not-for-profit organization – has been working with donors, partners, governments and volunteers to create The Great Trail; an epic trail of trails offering a wide range of outdoor experiences on both land and water routes. Every Canadian province and territory is home to its own stretch of The Great Trail, which is owned and operated at the local level. TCT's goal is to have The Great Trail connected from coast to coast to coast in 2017, for Canada's 150th anniversary of Confederation celebrations.

### National Office

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## OUR MISSION

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





## PAYING TRIBUTE TO TRUE CHAMPIONS OF TRANS CANADA TRAIL

The Honourable Jim Prentice and Stuart McLean encouraged and promoted our work over many years, and loved the national and grand vision of our shared project. They both left many legacies for Canadians to be proud of, and for future generations to nurture, value and enjoy. We were truly blessed to have had the opportunity not only to work with them but to also call them friends. They are dearly missed.

[Right]: The Hon. Jim Prentice © John Evelyn  
[Far right]: Stuart McLean © Scott Blackburn



### Board of Directors

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# A Landmark Year in Atlantic Canada



On the eastside of Canada, The Great Trail presents opportunities for a range of activities. Outdoor enthusiasts have relatively easy access to four unique provinces and their distinct sections of the Trail. While among the smallest of our provinces, don't call any of these Maritime provinces 'bite-sized' — the landscapes you'll find here are as grandiose as they are diverse.



Her Honour the Honourable Jocelyne Roy Vienneau and His Honour Ronald Vienneau with TCT representatives and guests  
© Mullins photography

### **NOVA SCOTIA: THE FINAL PUSH TO CONNECTION!**

In Nova Scotia, we have been honoured to partner with the Department of Transportation and Infrastructure Renewal (TIR) to select safe and picturesque road routes to connect the stunning greenways and waterways across the province. Notably, TIR is also developing a provincial cycling network called the Blue Route. Once fully developed, the Blue Route will include 3,000 km of bike-friendly trails connecting one end of Nova Scotia to the other. Finally, in collaboration with Nova Scotia Trails Federation, we added 55 kilometres of pathway to The Great Trail. In the coming months, Nova Scotia will be fully connected!

### **PRINCE EDWARD ISLAND: A LITTLE SOMETHING FOR EVERYONE**

The Confederation Trail is Prince Edward Island's section of our Canada-wide trail system, and it offers a little something for everyone. With picturesque rolling hills, quaint villages and spacious seascapes, an outing on the Confederation Trail makes the perfect week-long cycling trip. For geocaching aficionados, the 443-kilometre path is a hotspot that offers over 1,600 geocache sites. In Charlottetown, evening strollers can now enjoy The Great Trail using an 11-kilometre refurbished route, which includes an innovative 'dark-sky compliant' lighting system. Unveiled in December 2016, the lighting system consumes 50% less energy, and limits light pollution caused by artificial lighting. Now that's what we call enlightening!

### **NEWFOUNDLAND & LABRADOR: IT ALL STARTS HERE**

TCT welcomed a new partner into the fold this year. The East Coast Trail Association has done amazing work in Newfoundland & Labrador and our new partnership means that Kilometre Zero East of The Great Trail will now be in Cape Spear, the easternmost point of North America. With the addition of the East Coast Trail, 265 km of trail have been added to The Great Trail network. Finally, a warm 'thank you' to the countless volunteers, donors and governments who continue to support this treasure known as the East Coast Trail.

### **NEW BRUNSWICK: CELEBRATING CONNECTION AND LOOKING FORWARD**

Spanning over 900 km from the northwest corner near Edmundston to the Confederation Bridge in the south, The Great Trail in New Brunswick passes through picturesque landscapes, historic communities and magnificent marshes. A notable milestone was achieved in October: New Brunswick's section of The Great Trail was connected, province-wide, making it Canada's fifth province or territory to reach this milestone! The accomplishment was celebrated at the residence of New Brunswick's Lieutenant-Governor — Her Honour the Honourable Jocelyne Roy Vienneau — and an impressive Great Trail-themed cake was served. (If you're imagining rivers, hills, cyclists and runners made out of edible fondant paste you're on the right track.) The Government of Canada, Scotiabank, the McCain Foundation and the Echo Foundation played an integral role in connecting this section of The Great Trail. To these friends and to everyone else who have helped connect the Trail in New Brunswick, we offer a big round of applause!



# Connecting Central Canada



The provinces of Quebec and Ontario are jewels nestled in the heart of our country, impressive for their geographic expanse, sizeable population and natural beauty. We're deeply grateful to the individuals and organizations who have stepped forward to help develop our national Trail across this vast region.



Mississauga First Nation Chief Reginald Niganobe at the West End Trail opening.

## **QUÉBEC: LINKING TRAILS THROUGH TEAMWORK**

In Quebec, focused vision and hard work has been bridging gaps — both figuratively and literally. We're pleased to report that our partners in the *Capitale Nationale* region have connected the Mestachibo and Caps de Charlevoix trails. These two awe-inspiring trails are now linked thanks to the construction of a pedestrian bridge perched 50 metres above the Sainte-Anne River and the addition of a Trail section to connect the town of Saint-Tite-des-Caps. We're also inspired by the partnerships between the Conseil québécois du sentier Transcanadien, the Corporation des sentiers récréotouristiques de la Côte de Beaupré and the Cap Tourmente National Wildlife Area. Their collaborative efforts set a prime example to showcase the power of teamwork.

## **ONTARIO: STRENGTHENING TIES WITH THE LAND**

In Ontario, four exciting new tourism programs are springing to life as a result of an ecotourism program called Grants for Aboriginal Trail Tourism (GATT). The GATT program enables the development of tourism initiatives by Aboriginal communities and/or Aboriginal entrepreneurs in the geographic area that extends from North Bay, Ontario, to the Manitoba border. The GATT Steering Committee assessed applications based on criteria that included creativity, sustainability and how well the proposal would serve trail users. For their innovative ideas that range from teepee sleepovers to hiking among dunes, we congratulate Garden River First Nation, North Superior Charters, Serpent River First Nation and Mississauga First Nation. We are very grateful to TD Bank Group for generously supporting this important initiative.

# Trail Highlights in Western Canada

From prairie plains to rugged peaks to expansive ocean, Western Canada presents the most geographically diverse areas for exploration along The Great Trail. Our esteemed partners in the four western provinces continue to work diligently to connect sections of the Trail, while countless volunteers dedicate thousands of hours to the same goal. Here are a few highlights of what's happening out west.

### **MANITOBA: CREATING CONNECTIONS**

Trails Manitoba, our valued partner, moved forward in leaps and bounds by making wonderful headway on Trail development. Family-friendly Crocus Trail, measuring 136 kilometres from Russell to the Saskatchewan border, now boasts a full connection. Meanwhile other Trail development projects continue to progress such as the Border to Beaches section. As its name suggests, this picturesque part of the Trail will connect the Ontario border to several of Manitoba's beautiful beaches including those at Gull Lake and Otter Falls.

### **ALBERTA: SPECTACULAR ALPINE VIEWS**

Our partnership with Alberta TrailNet gives us the power to move mountains in Alberta, where work is underway on the High Rockies Trail. This trail will connect the Banff Park boundary at Goat Creek to Elk Pass in the south. Once completed, this rugged pathway will serve as the westernmost section of The Great Trail in Alberta, offering hikers some of the most spectacular alpine views in Canada. In other parts of the province, such as Clear Hills County and Northern Sunrise County, new roadway sections take us steps closer to province-wide connection.

### **SASKATCHEWAN: COLLABORATION BUILDS BRIDGES**

Spanning nearly 1,700 kilometres, Saskatchewan's stretch of The Great Trail now boasts province-wide connection! From prairie to pine and waterway to greenway, outdoor enthusiasts can anticipate ample environments to enjoy. This prairie province provides endless opportunities to walk, cycle, paddle and ski through a diverse range of settings: urban municipalities, provincial parks and, of course, stunning plains.

We're proud of you, Saskatchewan, for becoming Canada's fourth province or territory to achieve connection, after Newfoundland, P.E.I. and Yukon. Marking this milestone, a Moose Jaw-based ceremony included the historic unveiling of the Trans Canada Trail Pedestrian Bridge, a collaborative project with the Canadian Armed Forces. (We tip our hats to the reservists from 38 Combat Engineer Regiment, 38 Canadian Brigade Group.) TCT donations provided the construction supplies for the bridge, creating a perfect example of how Canadians continue to work together to build The Great Trail. Accolades are in order for the Saskatchewan Vision 2017 Trail Committee, dedicated volunteers and generous donors. We thank each and every one of you for your ongoing efforts!



[Top]: TCT President & CEO Deborah Apps; Lieutenant Colonel Paul Davies, Commanding Officer of 38 CER, 38 CBG; TCT Foundation Co-chair Valerie Pringle and Canadian Army Reservists from 38 Combat Engineer Regiment (38 CER) and 38 Canadian Brigade Group (38 CBG) © Wandering Whimzy  
[Bottom]: BC Ferries' Queen of Westminster Vessel © BC Ferries

### **BRITISH COLUMBIA: ALL ABOARD? YES, CANADA'S GREAT TRAIL INCLUDES BOATS**

Beautiful British Columbia is blowing it out of the water through a ground-breaking new partnership with BC Ferries. We are delighted to include three BC Ferries routes to connect Trail users to the extensive land-based paths of The Great Trail. Trail users can look forward to using these blueways to traverse the magnificent coastal waters between Vancouver Island and the mainland. British Columbia's progress extends to other parts of the province where a number of greenway projects reached completion this year. These completed sections include a spectacular mountain bike trail called Morning Mountain in Central Kootenay and the must-see Kinsol Trestle View Platform on the Cowichan Trail on Vancouver Island.



# The Top of the Trail





If any region of Canada is ripe for adventure, it's the vast northern territories. The Great Trail offers an ideal entry point for outdoor enthusiasts to embark on jaunts unlike anything they'll experience outside northern Canada. From hiking to dogsledding to canoeing, the trails and waterways of the north are unspoiled and ready for discovery.



[L-R]: David Akeegok, Deputy Minister, Environment; The Hon. Monica Eil-Kanayuk Deputy Premier; The Hon. Bardish Chagger, Minister of Small Business and Tourism, TCT Board Member Graham Green

## **NORTHWEST TERRITORIES: WILDLIFE AND EXPANSIVE VISTAS**

We salute our partners in the Northwest Territories who completed the construction needed to fully connect the 8.35-kilometre Hay River Trail. While the majority of this trail features natural surface such as dirt or gravel, several paved sections provide an excellent surface for running, roller blading or meandering with strollers, with ample opportunities to spot wildlife along the Hay River Trail.

## **YUKON: ONE-OF-A-KIND EXPERIENCES**

From mountain biking and mushing to snowshoeing and snowmobiling, The Great Trail across Yukon provide one-of-a-kind experiences. Now fully connected, TCT's route in Yukon spans just over 1,600 kilometres, including sections such as the Klondike Highway, Pine Lake Trail and the Ridge Road Heritage Trail. We owe a debt of gratitude to our many TCT partners, donors and volunteers for their sustaining support and tireless work to enhance this portion of the Trail. Mush!

## **NUNAVUT: SPECTACULAR TUNDRA LANDSCAPES**

The spirit of the North is alive and well in Nunavut, where The Great Trail seems to transform with the seasons. In the brisk winter air, snowmobilers and dogsledders frequent The Trail, while in the bright days (and nights!) of summer, hikers emerge to explore the area.

As a point of pride, Nunavut recently became Canada's sixth province or territory to celebrate its connection to the countrywide network through the incomparable Itijjagiq Trail, which stretches 177 kilometres along the southern coast of Baffin Island. In November, TCT partners, volunteers and government supporters gathered at Iqaluit's Frobisher Inn for a celebratory luncheon to mark the milestone. The Honourable Bardish Chagger, Minister of Small Business and Tourism and The Honourable Monica Eil-Kanayuk, Nunavut Deputy Premier, shared in the festivities.

Over the past year, we further enhanced the Itijjagiq Trail by posting navigation signage on warming huts along the route. We extend our thanks to the Government of Nunavut for their ongoing supportive partnership.

# The Perfect Fit

Our partners are absolutely essential to enhancing The Great Trail experience, whether they contribute through technology or by amplifying our voice across the country. We're proud of our ongoing relationships and we will continue to foster them. At the same time, we are always seeking new opportunities to bolster connections with businesses and communities. We are brimming with gratitude for these robust partnerships — and the results speak for themselves with amazing outcomes: a nationwide Grand Portage, an up-to-the-minute mobile app and a national platform to promote pride in the Trail.

## A CROSS-CANADA CELEBRATION

Mark your calendars! Thanks to CAN150 funding, we successfully reached out to Trail partners to plan cross-country celebrations for August 26, 2017, complete with a bustling party hub at Major's Hill Park in Ottawa. This nationwide celebration would not be possible without our many supporters, and we're tremendously grateful for their contributions.

## THE GRAND PORTAGE

The Hudson's Bay Company recently launched their Grand Portage program to help in the effort to connect The Great Trail. By creating commemorative merchandise, this iconic Canadian retailer is able to promote awareness and raise funds with a portion of each sale supporting Trans Canada Trail. Adding to the excitement, HBC is also sending a team of adventurers to portage across the country and inspire communities to support our cause.

## THE GREAT TRAIL APP – POWERED BY KEEN

Downloaded almost 20,000 times since it launched in October 2016, our new app is already a groundbreaking hit. The mobile trail guide and trip planner enhance the user's experience by providing up-to-date information. With a focus on creating tangible connections, the app also provides a platform to track journeys and share pictures on social media. With Keen's support and expertise, we had the opportunity to release an update in March 2017. As a result, app users can now enjoy state-of-the-art mapping capabilities, including the ever-useful offline mapping option.

## MEDIA PARTNERSHIPS

Our media partners have been walking alongside us, supporting us every step of the way. We cherish our ongoing relationship with these partners, including **The Globe and Mail**. In their pages and online, they invite us to tell our story and promote The Great Trail as a symbol of national unity. We also extend our heartfelt thanks to **Cineplex Inc.** – their support allowed us to screen our inspirational video in theatres across the country in October 2016. Together, these media initiatives helped to make The Great Trail a household name in Canada and beyond..

[Center]: Olympic triathlon champion Simon Whitfield, TV Host Jeanne Beker, Hudson's Bay President Liz Rodbell, TCT Foundation Co-chair Valerie Pringle and Canadian sprint canoeist and Olympic medalist Mark Oldershaw © Hudson's Bay  
[Right]: A look at The Great Trail App Powered by Keen © Daniel Baylis



# Strategic Alliances

TCT is working with other like-minded groups in an effort to make a real impact in the protection and the promotion of one of our greatest natural resources – the Canadian landscape. We are proud to be collaborating with these Canadian organizations toward our shared goal of creating healthier and happier communities.

4-H Canada  
Alberta Bicycling Association  
Alberta Equestrian Federation  
Alberta Hiking Association  
Alberta Snowmobile Association  
Boys and Girls Clubs of Canada  
Canadian Council of  
Snowmobile Organizations  
Canada Day Challenge  
Canadian Recreational Horse and  
Rider Association  
Canoe Kayak Ontario  
Cheval Québec  
Communities in Bloom  
Cross Country New Brunswick  
Cross Country Saskatchewan  
Cross Country Ski Association of Manitoba  
Cycle PEI  
Cycling Association of the Yukon  
Cycling Canada  
Equestrian Canada Équestre  
Federation québécoise de la marche  
Girl Guides of Canada - Guides du Canada  
Greatness, The Great Lakes Project  
Hike Canada en Marche  
Hike Nova Scotia  
Hike Ontario  
Hiking NB  
Horse Council British Columbia  
International Mountain Biking Association  
Manitoba Cycling Association  
Manitoba Runners' Association

National Health and Fitness Day  
Nature Canada  
New Brunswick Equestrian Association  
Parks Canada  
ParticipACTION  
Rick Hansen Foundation  
Royal Canadian Geographical Society  
The Running Room  
Saskatchewan Snowmobile Association  
Saskatchewan Horse Federation  
Saskatchewan Cycling Association  
Scouts Canada  
SNOMAN - Snowmobilers of Manitoba  
Snowmobilers Association of Nova Scotia  
Snowshoe Canada  
Take Your Seat  
University of Ottawa Heart Institute  
Vélo Québec  
Yukon Canoe & Kayak Club

## **Licensee**

Happiness Is Inc.

## **Travel Partners**

BC Ferries  
Destination Canada  
Great Canadian Trails  
Naturally Superior Adventures  
Northumberland Ferries Limited  
Quench Trip Design  
Tourisme Québec



# A Modern Vision of Nation Building







**Valerie Pringle**

Trans Canada Trail Foundation  
Co-chair



**Hartley Richardson**

Trans Canada Trail Foundation  
Co-chair

## A MILESTONE YEAR FOR THE TRANS CANADA TRAIL FOUNDATION

As bold as it was to think that we could connect 24,000 km of trail across this immense country, it was equally ambitious to think that we could raise the necessary \$50 million and trigger an additional \$25 million from the federal government to build the Trail. Thanks to extraordinary support, raise it we did. The massive and successful response speaks volumes about Canadians and their love of this country and The Great Trail that connects it.

Our efforts at the TCT Foundation are energized by the knowledge that Canadians are inspired by The Great Trail. The country responded to the vision of a lasting gift to Canada from Canadians and supported it with their donations. That vision, in turn, moved people to donate. It was understood that a gift to TCT was a gift for a greener and healthier country – in other words, an investment in our future. Our donors were thinking of their children and their children’s children, imagining generations to come enjoying the benefits of getting on the Trail.

We are so grateful for all the gifts we received – from the \$25 million grant from the federal government that matched one dollar for every two raised, to the thousands of donations from Canadians. It has been a pleasure to make personal connections across the country and accept those donations with appreciation.

This fiscal year, Jack Cockwell, our new Honorary Campaign Chair, made an additional \$2 million donation, bringing his total contribution to \$5 million. We believe this to be the largest personal gift made in support of trail development in Canada. Jack believes, as we do, that every minute you spend walking on a trail will leave you healthier and refreshed. His financial support allows all Canadians to get out on the Trail, and we are staggered by his generosity.

In this celebratory moment, we are delighted to partner with Hudson’s Bay Company for their Canada 150 project, the Grand Portage. HBC has committed to raising \$1 million for the Trail through the sales of commemorative merchandise. You can read more on this wonderful project on page 16.

BMO Financial Group committed \$750,000 to bridge three of the remaining gaps in southern Ontario. Those sections of the Trail were once tracks for the Grand Trunk Railway, a building initiative supported by the then Montreal Bank in the late 1800s. We thank BMO for taking us from “rail to trail” and continuing their great history of helping to build Canada.

RBC Foundation’s generous support of \$1 million will develop three signature paddling routes, supporting 500 kilometres of water routes in British Columbia, Saskatchewan and Nova Scotia. These blueway and portage routes connect Trail users to Canada’s history and the routes that played an essential role in the lives of Indigenous peoples, early traders, explorers and settlers. They are beautiful and essential water trails.

We’d like to extend our thanks to all the *Chapter 150* donors who have so generously embraced our vision to connect The Great Trail for 2017. It has been an honour to work together on this common goal.

Finally, our thanks to the current and new members of the TCT Foundation Board and to the *Chapter 150* Campaign Cabinet, who have given so generously of their time, expertise and financial support. The Foundation will remain dedicated to raising the funds to support The Great Trail as a national treasure. This is the greatest project ever and it has been a team effort to see it succeed!

# Many Make the Milestone



These corporate supporters – and many like them– share our vision of creating this national Trail, to be treasured for generations to come. We appreciate their investment in making this dream a reality.



### GROWING WITH THE NATION

Providing far-reaching support, **CIBC** has contributed an impressive \$750,000 to date. A portion of this substantial donation is dedicated to extending The Great Trail all the way to Cape Spear in Newfoundland, the easternmost point in North America.

With an extraordinary track record of connecting Canadian communities, CIBC is a natural partner for Trans Canada Trail. From serving clients in Dawson City during Yukon's gold rush to selling victory bonds for both world wars, CIBC has played a pivotal role throughout our country's history. And, there are plenty of reasons to celebrate, since CIBC is celebrating its 150th birthday in 2017, along with Canada. Amid all the festivities for this shared milestone, we want to express our deep appreciation for CIBC's ongoing support.



### BRINGING COMMUNITIES TOGETHER

Heartfelt thanks are in order for **Hydro One**, a Canadian trailblazer that contributed to the *Chapter 150* Campaign this year. Their \$90,000 gift will help bridge an 11.8-kilometre gap between Barrie and Springwater, creating a crucial link between the southern and northern Ontario communities along The Great Trail. Hydro One's donation to TCT is in keeping with their decades-long legacy of contributing to the health and prosperity of all communities across Ontario.



### NURTURING CANADA'S NATURAL HERITAGE

**TimberWest** is Western Canada's largest private timber and land management company — and another corporate donor that understands the importance of The Great Trail in promoting active lifestyles within a natural environment. Their \$100,000 donation will fund the spectacular Sooke Hills Wilderness Regional Trail, which spans 21 kilometres in British Columbian wilderness. This scenic addition will link two outstanding sections of the Trail — the Cowichan Valley and Nanaimo Regional Trails in the north with the Galloping Goose Regional Trail in the south. TimberWest's generous gift reflects their philosophy of responsible stewardship and their commitment to the economic and social well-being of the communities in which they operate. Thank you, TimberWest, for bringing British Columbia's section of The Great Trail one step closer to province-wide connection.

[Top]: CIBC employees dogsledding on the Trail in Whitehorse, YT © Archibould Photography.  
[Center]: TCT Board Member Jim Bishop and TimberWest President & CEO Jeff Zweig  
[Bottom]: Winter fun on the Trail in Barrie, ON © Nelz Tabcharani



# Making an Impact



Whether a contribution comes from a family, a corporation or a foundation, there is one constant: a desire to connect the longest trail in the world. Here is a spotlight on two of these valued contributors who care deeply about strengthening our legacy.

### REDEFINING WEALTH FOR FUTURE GENERATIONS

**Vancity's** vision of redefining wealth dovetails with TCT's mission. As Canada's largest community credit union, this financial co-operative chose to showcase Victoria's bustling downtown waterfront via a signature pathway. To that end, they've donated \$50,000 toward developing the David Foster Way – a segment of the City of Victoria Trail. With Vancity's support, this significant public amenity will allow Victoria's residents and visitors to gain access to the harbour waterfront Trail network. The picturesque pathway will also provide enjoyment for schools, community groups and visitors to the area. Fostering a positive ripple effect that will extend far into the future, Vancity's gift will help generations of trail builders by providing an abundance of outdoor areas for education and environmental awareness of fun ways to get out on the trails and waterways as a family.

### BUILDING A NATION OF PHILANTHROPISTS

The Coffin family believes that exercise and outdoor activities are essential elements of their overall well-being. So when health coach and former physiotherapist Carolyn Coffin read about The Great Trail in *The Globe and Mail* a few years ago, she knew she wanted to direct her family's giving to TCT. Today, the Trail is a gift to others from Carolyn and her family.

"This past Christmas, we made a gift to TCT for my brother-in-law and included a note in their card about the Trail, with resources for the Winnipeg section," she explains. At the same time, the Trail also acts as a gift to their own active family of four, since Carolyn, her husband John, nine-year-old son Trevor and seven-year-old daughter Elyse are already planning their vacations using The Great Trail map.

"Our big dream is to do the entire thing — not all at once but over time," Carolyn says. "We look at it as an adventure and as a way to see parts of the country we knew about but wouldn't otherwise have seen."



The Coffin Family on the Cowichan Trail © Carolyn Coffin



# Donors Make Their Mark



Dedicated donors are clearing the path to connection. Many trailblazers contribute directly to specific sections of this ambitious project, and we'd like to share a few of their stories.

### **PERMANENT PATHWAY**

For outdoor enthusiast Sheila Ross, it's second nature to contribute to a cause that aligns with her appreciation of outdoor activity. Philanthropy is a way of life for Sheila, whose iconic Canadian family believed in giving back to the community. A long-time champion of Trans Canada Trail, she increased her giving in order to help achieve national connection in 2017. Sheila shared her enthusiasm for this great Canadian project with her late husband Bob, who donated to TCT through Sheila's Grayross Foundation. "It's such a permanent thing," says Sheila, who enjoys reading about the project's progress. "So many things come and go, but not The Great Trail." Today, Sheila continues to encourage others to appreciate our country's expansive nature and history.

### **A CHANCE TO STAND AND STARE**

Nancy Baron fondly recalls an idyllic childhood in England with her family, where they enjoyed biking, paddling and strolling together in nature. Now a trustee of The W. Garfield Weston Foundation, Nancy's support for the Trail stems from these early memories. Following a similar path in Canada, she continues to stay close to nature. Since 2013, her gifts have been directed to trail-building efforts in P.E.I. and Nova Scotia. "The Trail will give everyone a chance to stand and stare," she once said, referencing a poem by William Henry Davies. Recently, her enthusiastic support proved instrumental in developing several trails in Nova Scotia, including the spectacular Ship Railway Trail and beautiful Bealach Brèagha Lake Ainslie trails.

### **EAST COAST APPRECIATION**

For more than 60 years, the Crabtree Foundation has contributed to a sea of change in support of Eastern Canada. Although based in Ottawa the Crabtree Foundation is proud to support The Great Trail in Nova Scotia. Walking the talk, Crabtree family members often hike the Trail's scenic New Brunswick stretch and they're keen to see a national connection. They love their home by the Bay of Fundy in New Brunswick, making them ardent supporters of the entire East Coast.



[Top]: Sheila Ross at the Van Dusen Gardens, BC  
[Center]: Nancy Baron on the Confederation Trail, PE  
[Bottom]: Sandra Crabtree and her husband Gerald MacGarvie



## Jack Cockwell

Honorary Campaign Chair



# Chapter 150

Trans Canada Trail recognizes the following individuals and corporations as members of the *Chapter 150* leadership circle, an ever expanding group of benefactors determined to achieve the bold vision of fully connecting The Great Trail in 2017. By committing a minimum of \$500,000, these modern day nation builders are helping to connect the The Great Trail for all Canadians. All gifts to Trans Canada Trail are matched by the Government of Canada at one dollar for every two raised, which leveraged an additional \$5.06 million this year.

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Mayor Céline Beauregard, La Macaza  
Mayor Déborah Bélanger, Rivière-Rouge  
Mayor André Bellavance, Victoriaville  
Mayor Gilbert Brassard, Labelle  
Mayor Luc Brisebois, Mont-Tremblant  
Mayor Robert Bussière, La Pêche  
Mayor Bernard Cayen, Déléage  
Mayor Denis Chalifoux, Sainte-Agathe-des-Monts  
Mayor Denis Charron, Aumond  
Mayor Denis Coderre, Montreal  
Mayor Frédéric Dancause, Château-Richer  
Mayor Claude Dauphin, Lachine  
Mayor Nicole Davidson, Val-David  
Mayor Georges Décarie, Nominingue  
Mayor Chantal Deschamps, Repentigny

Mayor Lynn Dionne, Lorraine  
Mayor Guy Drouin, Val-Morin  
Mayor Marc Dubeau, Saint-Joachim  
Mayor Gilles Fortier, Princeville  
Mayor Jean Fortin, Baie-Saint-Paul  
Mayor Gaétan Gamache, Rivière-du-Loup  
Mayor Marcel Gaudreau, Saint-Alphonse-de-Granby  
Mayor Caryl Green, Chelsea  
Mayor Kenneth G. Hague, Ivy-sur-le-Lac  
Mayor Sonia Larrivée, Saint-Louis-du-Ha! Ha!  
Mayor Denis Lavoie, Chambly  
Mayor Madeleine Leduc, Rosemère  
Mayor Stéphane Maher, Saint-Jérôme  
Mayor Maurice Plouffe, La Conception  
Mayor Michel Plourde, Danville  
Mayor André Pontbriand, Shefford  
Mayor Christian Richard, Saint-Antoine-de-Tilly  
Mayor Pascal Russell, Waterloo  
Mayor Hugh M. Scott, Lac-Tremblant-Nord  
Mayor Claudette Simard, Saint-Urbain  
Chief Konrad Sioui, Huron-Wendat Nation  
Mayor Sylvain Tremblay, Saint-Siméon  
Mayor Bernard Vanasse, Compton

## **Saskatchewan**

Lieutenant Governor Vaughn Solomon Schofield  
Premier Brad Wall  
Mayor Michael Fougere, Regina  
Chief Darcy Bear, Whitecap Dakota First Nation  
Reeve Judy Harwood, Corman Park  
Mayor Bryan Matheson, Lumsden  
Reeve David Popowich, Good Lake  
Mayor Gina Rakochy, Canora

## **Yukon**

Lieutenant Governor Douglas W. Phillips  
Premier Sandy Silver  
Mayor Dan Curtis, Whitehorse  
Tagish Advisory Council  
Mayor Lee Bodie, Carmacks  
Mayor Scott Bolton, Mayo  
Chair Lisa Chevalier, Mount Lorne  
Mayor Clara Jules, Teslin  
Mayor Wayne Potoroka, Dawson City  
Mayor Michael Riseborough, Haines Junction

# Financial Highlights

## Year ended March 31, 2017

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

### STATEMENT OF OPERATIONS AND NET ASSETS

	2017	2016
<b>REVENUES</b>	\$	\$
Government grants	5,799,897	12,336,952
Donations	7,548,970	8,002,496
Sponsorship	25,000	40,000
Investment income	88,079	95,143
Miscellaneous income	29,079	17,026
<b>Total revenues</b>	<b>13,491,025</b>	20,491,617
<b>EXPENSES</b>		
Trail construction	8,738,005	15,018,509
Trail promotion and education	2,195,907	967,216
Fundraising	1,577,846	1,520,638
General and administrative	1,365,222	1,422,662
Sponsorship	345,619	255,737
Amortization of equipment	37,424	47,007
<b>Total expenses</b>	<b>14,260,023</b>	19,231,769
<b>Excess of revenue (expenses)</b>	<b>(768,998)</b>	1,259,848
Net assets at beginning of year	10,549,289	9,289,441
Net assets at end of year	9,780,291	10,549,289

### BALANCE SHEET

	2017	2016
<b>ASSETS</b>	\$	\$
Cash	9,862,259	11,552,063
Marketable securities	52,654	52,654
Accounts receivable	1,081,827	2,251,453
Prepaid expenses	102,835	130,164
Equipment	89,977	127,592
<b>Total assets</b>	<b>11,189,552</b>	14,113,926
<b>LIABILITIES</b>		
Accounts payable and accrued liabilities	522,352	809,238
Deferred contributions	773,231	1,955,354
Deferred revenue - government grants	113,678	800,045
<b>Total liabilities</b>	<b>1,409,261</b>	3,564,637
<b>NET ASSETS</b>		
Invested in equipment	39,976	53,194
Endowment fund	52,654	52,654
Unrestricted	9,687,661	10,443,441
<b>Total net assets</b>	<b>9,780,291</b>	10,549,289
<b>Total liabilities and net assets</b>	<b>11,189,552</b>	14,113,926

# Supporting Each Stride to Connection

Trans Canada Trail has taken substantial strides towards success. During the 2016/17 fiscal year, we allocated over \$6.5 million in grants – listed below – to local Trail groups and municipalities. Committed to the cause, they plan and execute a range of initiatives such as installing signs, maintaining pavilions and building paths, bridges and trailheads. Behind the scenes, promotional work is always underway to increase awareness about this invaluable amenity that will be enjoyed for generations to come. Step by step, we are realizing our goal of countrywide connection, thanks to ongoing support from donors and government partners. We have progressed far down the path, but we continue to keep in mind that connection is not completion. With an eye on the horizon, our next chapter will focus on enhancing the Trail while also building on our achievements of the past 25 years. We look forward to having our supporters walk alongside us on this exciting journey, and we're only just getting started!

## TCT GRANTS: ATLANTIC CANADA

### Newfoundland and Labrador

Newfoundland T'Railway Trail	\$17,000
Cape Spear Trail	\$47,000

### Nova Scotia

Pictou to New Glasgow	\$100,000
Guysborough Rail-Line	\$12,000
Cole Harbour to Dartmouth	\$3,000
Stellarton to Plymouth	\$130,000
New Brunswick border to Oxford	\$70,000
Old Barns to Stewiacke	\$11,000
Bras d'Or Lake Water Route	\$155,000
Guysborough to Mulgrave	\$10,000
Shubenacadie River	\$115,000
Whycocomagh	\$80,000
Mastodon Trail	\$50,000
Cobequid Trail	\$20,000
Bealach Brèagha Lake Ainslie Trail	\$230,000

### New Brunswick

Sentier de l'Étoile	\$100,000
Saint John to Hampton	\$40,000
The Marshes	\$115,000
Grand Falls Connection	\$70,000

## TCT GRANTS: CENTRAL CANADA

### Quebec

Tronçon Mestashibo	\$48,000
Sentier Louise-Gasnier	\$115,000

### Ontario

Commanda to Callander Trail	\$3,000
Callander Trail to Kate Pace Way	\$105,000
Durham Region Trans Canada Trail	\$7,000
Frontenac K&P Trail	\$20,000
Linoo Oowan Trail - Path of the Paddle	\$10,000
Nine Mile Portage Heritage Trail	\$25,000
Norfolk and Oxford County Rail Trails	\$4,000
Huntsville Trans Canada Trail	\$58,000
Pigeon River Trail	\$4,000
Quetico Trail - Path of the Paddle	\$5,000
Migizy Trail - Path of the Paddle	\$3,500
Maukinak Trail - Path of the Paddle	\$5,000
Peterborough Trans Canada Trail	\$8,000
Sudbury North Bay Trail	\$50,000
Hon. Herb Gray Parkway	\$80,000
Lake Superior Water Trail	\$20,000
Lake Huron North Channel	\$115,000

## TCT GRANTS: WESTERN & NORTHERN CANADA

### Manitoba

Crocus Trail	\$95,000
Crow Wing Trail	\$15,000
Red River North Trail	\$660,000
Blue Water South Trail	\$65,000

### Saskatchewan

Elbow View	\$115,000
Good Spirit Lake Trail	\$6,500
Meewasin Trail	\$18,000
Mount Pleasant Trail	\$155,000
Regina Trans Canada Trail	\$55,000
Sandy Beach to Lebret	\$10,000
Chief Whitecap Waterway	\$7,500
Northern Trails of Saskatchewan	\$16,500

### Alberta

Athabasca Landing Trail	\$555,000
Athabasca River Trail	\$130,000
High Rockies Trail	\$305,000
Kiskayo Trail to Leduc	\$55,000
Strathcona County Trail	\$470,000
West Bragg Creek Trail	\$170,000
Trail-Head Park	\$95,000

### British Columbia

Langford to Shawnigan Lake	\$670,000
Cowichan Valley Trail	\$40,000
Round Prairie to Elk Pass	\$5,000
Isadore Canyon Trail to Wardner	\$235,000
Kootenay Bay Ferry to Kimberley	\$12,000
Castlegar to Nelson	\$70,000
Elk Valley Community Trail	\$440,000

### Nunavut

Itijjagiq Trail	\$3,000
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**And, so the  
next adventure  
begins!**