

# 2017-2018 Annual Report: The Meaning of Connection



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

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

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

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

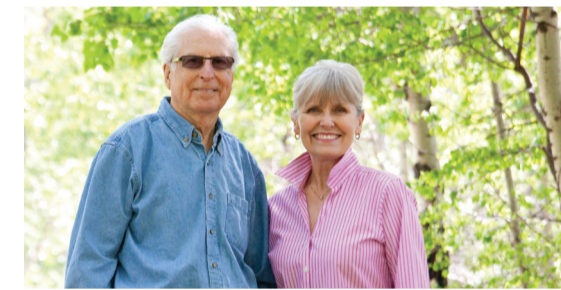
Connection has inspired innumerable communities across Canada to enhance their local Trail sections. This nationwide passion for the Trail is a testament to the importance of this iconic national project – and evidence that the Trail is valued, and that it will be enjoyed and improved on for future generations.

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

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

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

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



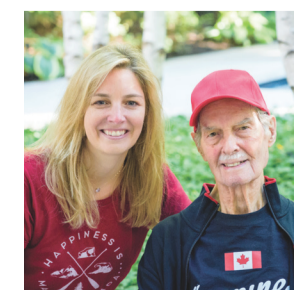
George and Deborah Apps on the Trail in Glenbow Ranch Provincial Park, AB.

## Our Mission

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

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

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



The late Gordon Carton and granddaughter Andrea

## Trailside Highlights

### ALBERTA

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

The Guardian contributor Kevin Rushby (UJO) spent a day on the High Rockies Trail.

### BRITISH COLUMBIA

British Columbia celebrated full connection of The Great Trail in B.C. on October 19, 2017. TCT Champion David Foster was there, spreading good cheer.

After two years of development and \$430,000 of funding from TCT, the Elk Valley Community Trail was officially connected to The Great Trail in August 2017. At sunrise on National Aboriginal Day (June 20), the Cranbrook to Wardner Destination Trail, developed by TrailsBC, was renamed the Chief Isadore Trail. Hosted by the Ktunaxa Nation Council, the event celebrated the unveiling of interpretive signage developed for TCT.

Trail signage was added to the majority of provincial roadways, in collaboration with the British Columbia Ministry of Transportation and Infrastructure.

Six travel writers from China, Germany and Australia experienced sections of The Great Trail.

### MANITOBA

The province celebrated the connection of its section of The Great Trail on June 11, 2017. The event at FortWhyte Alive coincided with the annual Eco Adventure Race, where participants put their orienteering skills to the test on foot, by bike and by boat. Manitoba is now home to 1400 kilometres of The Great Trail.

The development of a new greenway section began along the South Whiteshell Trail near Pennic Bay in fall 2017, supported by a \$25,000 grant from TCT.

German travel writers Carolin Steig & Martin Merton explored The Great Trail.

### NEW BRUNSWICK

One of New Brunswick's many beautiful Trail sections was chosen as the cover story of a special collector's edition of *Canadian Geographic* dedicated to The Great Trail. Readers voted for the photo they wanted to see featured. The winner? The Fundy Footpath.

Our partners, Sentier NB Trail, organized an incredible marathon to celebrate national connection on August 26. As part of Tour 150, cyclists from Edmundston, Lamèque, Port Journalin and St. Stephen brought four wooden jigsaw pieces to Government House in Fredericton, and connected them to form a map of the province. This wonderful celebration is a testament to how the Trail connects New Brunswick and its many communities.

### NEWFOUNDLAND & LABRADOR

In May 2017, we thanked our partners, Newfoundland Railway Council for all their hard work developing the Trail in the Big Land. During the event at the Railway Coastal Museum in St. John's, we also officially announced a new connection to the East Coast Trail, as well as a partnership with the East Coast Trail Association (ECTA).

The TCT pavilion in St. John's is fully renovated, reflecting The Great Trail brand.

### NORTHWEST TERRITORIES

In September 2017, Tuktoyaktuk hosted events to celebrate the full connection of its section of The Great Trail. Festivities also included the welcoming of a Canada 150 Signature Project, the Canada C3 Expedition. The two-day celebration included guided walks, traditional meals, a community-themed play and more.

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

### NOVA SCOTIA

In July, government supporters, Trail partners, volunteers and donors gathered on the Salt Marsh Trail to celebrate the connection of the Trail throughout Nova Scotia.

Big news from Cape Breton: the Bras d'Or Lake Water Route was developed with the support of local Trail volunteers and Indigenous communities located on the shores of Bras d'Or Lake, and connects the Trail with this UNESCO-designated Biosphere Reserve.

The Nova Scotia Department of Transportation and Infrastructure Renewal helped manufacture and install signage on all provincial roads that are part of The Great Trail network.

### NUNAVUT

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

### ONTARIO

The province celebrated the connection of its section of The Great Trail on August 26, with Her Honour LG Elizabeth Dowdeswell, Lieutenant Governor of Ontario.

TCT supported the development of one of Canada's few 'floating' trails! With the help of community-wide efforts, TCT raised the funds to create the Hunter's Bay boardwalk in Huntsville, which provides an excellent waterfront path for walkers and hikers.

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

### PRINCE EDWARD ISLAND

The TCT pavilion in Charlottetown was upgraded to reflect The Great Trail brand.

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

### QUEBEC

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

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

### SASKATCHEWAN

Elbow Trail received significant enhancements, thanks to a \$70,000 grant from TCT. A pedestrian walkway was created on the new White City overpass near Regina, allowing Trail users to walk safely to the Town of White City. This walkway was developed in partnership with the White Butte Regional Planning Committee, the Government of Saskatchewan Ministry of Highways and Infrastructure, Regina Bypass Partners and our municipal partners in White City and Edenwold.

### YUKON

New gateway signage was installed at Yukon's borders with British Columbia and the Northwest Territories.

Five travel writers from Australia, Germany and the United States explored the Millennium Trail.



## Moments to Remember

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

1. Thank you to the federal government! They renewed their ongoing support for the Trail with a further commitment of \$30 million, facilitated through our successful partnership with Parks Canada.

Photo: Catherine McKenna, Minister of Environment and Climate Change, at the National Connection Celebration in Ottawa.



Photos, left to right: A memorable performance by Canadian artist Cody Coyote / The Rt. Hon David Johnston and Mrs. Sharon Johnston welcome attendees in Ottawa / TCT's National Connection Celebration in Ottawa

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



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

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



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

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



Sarah Jackson

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



6. Thanks to a fruitful collaboration with Destination Canada, 14 travel writers and influencers from the U.S., the U.K., France, Germany, China and Australia experienced sections of the Trail. We are still seeing the benefit of their positive coverage in numerous international media.

Photo: German travel blogger Steve Hänisch enjoys a sunset in Gatineau Park, QC © @backpackersteve



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

Photo: German travel blogger Steve Hänisch enjoys a sunset in Gatineau Park, QC © @backpackersteve

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

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

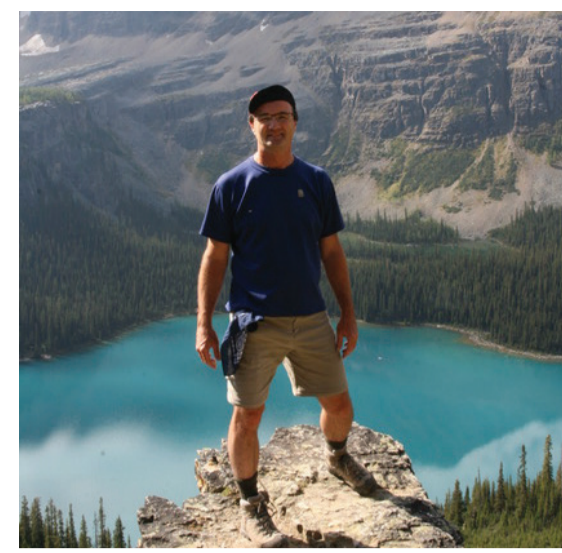
Since the connection of The Great Trail coincided with my first year as Chair of the TCT Board, this time has been particularly special for me.

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

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

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

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



Neil Yeates in Banff National Park

connection was ambitious, but we must now protect and encourage the development of the Trail so that future generations can discover it, use it and treasure it.

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

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

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



8. Five spectacular photos taken on The Great Trail graced the pages of a special insert in *The Globe and Mail* in November 2017. The photographers won a contest created in partnership with The Weather Network and TCT. *The Steeples, Cranbrook, BC* © Drew Leiterman



9. With great pride, TCT launched *Journeys*, a new section of the website that offers inspiration and travel ideas for Canadians and visitors. *Journeys*, which suggests one-day and multi-day itineraries, was developed in conjunction with our travel partners—Quench Trip Design, Great Canadian Trails, BC Ferries, Northumberland Ferries and Naturally Superior Adventures.

Horseback riding near Le P'tit Train du Nord, QC © Math Sparks

## Leadership

### BOARD OF DIRECTORS

Neil Yeates - CHAIR

Jayman Bajaj

Jim Bishop

Jasmine Brown

James Goulden

Graham Green

Ron Hicks

Michael Lindsay

Carolyn MacKay

Michele McKenzie

Emma Mohs

Valerie Pringle

Patrice Ryan

Robyn Seetal

Gill Winkler

Kim Wynn

### FOUNDATION BOARD OF DIRECTORS

Valerie Pringle - CO-CHAIR

Hartley Richardson - CO-CHAIR

David Cottingham

Kirby Gevelin

Anthony Graham

Laureen Harper

David Hoffman

Amanda Lang

Ian Pearce

Aidan Richardson

Bruce Simpson

Wendy Southall

Ed Steeves

Neil Yeates



### LEGEND

TRAVEL WRITERS AND INFLUENCERS ON THE TRAIL

CONNECTION CELEBRATION

TRAIL ENHANCEMENTS, OPENINGS AND ADDITIONS TO THE GREAT TRAIL NETWORK

SIGNAGE DEVELOPMENTS

CELEBRATION

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

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

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

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

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

Our work to enhance the Trail will continue with your help. As we begin a new chapter in the Trail's story, we are excited

about our new campaign to capture the big idea of how to make The Great Trail greater.

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

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

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



Chapter 150 Co-chairs Valerie Pringle and Hartley Richardson

## Chapter 150

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

### CAMPAIGN CABINET

#### HONORARY CAMPAIGN CHAIR

Jack Cockwell

#### VALERIE PRINGLE – CAMPAIGN CO-CHAIR

Hartley Richardson – CAMPAIGN CO-CHAIR

Wendy Adams

David Aisenstat

Ross J. Beatty

David Cottingham

Russ Girling

Anthony Graham

Laureen Harper

David M. Hoffman

Ken J. Killip

Paul LaBarge

Pierre Lassonde

Don Lindsay

Claude Mongeau

Gordon M. Nixon

Gail O'Brien

Ian Pearce

Megan A. Porter

Sanford Riley

John Risley

Michael Shaw

Bruce Simpson

Galen G. Weston

Vaughn A. Wynn

#### IAMGOLD Corporation

ISC

Richard M. Ivey

Haig Kelly

Paul LaBarge & Dorothy Speak

Margaret McCain

The J.W. McConnell Family Foundation

The McLean Group

Jim Meekison & Carolyn Keystone

Ross Mitchell

National Bank

Andrew & Valerie Pringle

R. Howard Webster Foundation

John Risley, President, Clearwater Fine

Foods Incorporated

Michael H. McCain

William (Bill) Shurniak

Tracy & Bruce, Fraser, Elliott & Adair Simpson

Kurt & Marianne Stroble

Suncor Energy Foundation

TimberWest

Giancarlo and Odette Tognetti Legacy

Trust Foundation

TransAlta

Jim & Sandi Treiving

The George and Helen Vari Foundation

Bill & Wendy Volk Family Foundation

David & Anne Ward

CI

Esri Canada Limited (in-kind)

The Globe and Mail (in-kind)

JDS Founders, Jozef Straus & Gary Duck

The Joyce Family Foundation

Pierre Lassonde / Lassonde Family Foundation

Loblaw Companies Limited

Jon and Nancy Love Foundation at

Toronto Foundation

The McConnell Foundation

Rob & Cheryl McEwen

Nutrien (formerly PotashCorp)

Power Corporation of Canada

Robert A. Quartermain

Scotiabank

Shaw Media (in-kind)

The Sobey Foundation

Sudbury Integrated Nickel Operations,

A Glencore Company

TELUS

TransCanada Corporation

\$100,000 +

AltaLink

Anonymous

Morris and Helen Belkin Foundation

Bill Canso

Berkshire Hathaway Energy Canada

Claudine and Stephen Brontman Family

Foundation

Donette Chin-Loy Chang &

G. Raymond Chang, O.C., O.J.

Columbia Basin Trust

Barron Cowan

Crabtree Foundation

The Dettels Family Foundation

Gordon & Leslie Diamond Family

FCA Canada (formerly Chrysler Canada)

Foundation Echo / Echo Foundation

Gibson Energy

Anthony & Helen Graham

The Grayross Foundation, held at

Vancouver Foundation

Cecil & Susan Hawkins

Ivey Foundation

David & Nina Hoffman

The Jarilowski Foundation

Norman and Margaret Jewison

Charitable Foundation

KEEN Canada

Patrick & Barbara Keenan Foundation

Audrey & Tim Kenny

Larissa & Mauricio Kuperman

Sonia & Arthur Labatt

The Langar Foundation

Estate of Charlotte Lavigne

Robert H. Lee Foundation

Maureen & Col. George Logan

Estate of Pauline Hilda Longstaff

Rod MacLennan

The McBurney Family Foundation

Diane McCain

Diane McCurdy

Nancy & John McFadyen

The McLean Foundation

The Catherine and Maxwell Meighen Foundation

TR. Meighen Family Foundation

NFI Group Inc.

Janet & Gordon Nixon

Gail & David O'Brien

Helen O'Brien

P. & L. Odette Charitable Foundation

Janice L. Pasieka

David, Ed & Jerry Patchell in honour of

their mother

Dorothy Phillips

Otto and Marie Pick Charitable Foundation

Sandra & Jim Pitblado

Polygon Homes Ltd.

Brian & Megan Porter

Priority Printing Ltd.

Raleigh Canada

Allan B. Reynolds

Gordon & Robyn Ritchie

J. William Ritchie

Rocky Mountaineer / Armstrong Family

Foundation

Roots Canada Ltd

Grace & Arnold Rumbold

The Sabourin Family Foundation

Saskatchewan Indian Gaming Authority Inc.

The Shaw Group Limited

The Sidney Crosby Foundation

Joan Snyder

Sonix Corporation

Maureen & Wayne Squibb

Steve and Sally Stavro Family Foundation

Cornell Stefaniuk

Matthew & Mondy Stevenson

Bea & Purdy Crawford

Nancy Cusson

Michael B. Cruickshank

Mark & Mary Cullen

Donner Canadian Foundation

Flair Foundation

FortaBC

The Linda Frum and Howard Skolowski

Foundation

Kirby Gavelin & Louise Tymocko

Alastair and Diana Gillespie Foundation

Joan & Clifford Hatch Foundation

Jim Hinds & Sue Weedon

Foundation Echo / Echo Foundation

HSCB Bank Canada

Hydro One Inc.

The Grayross Foundation, held at

Vancouver Foundation

Ivey Foundation

Jacma Foundation

## Financial Highlights

### STATEMENT OF OPERATIONS AND NET ASSETS

	2018	2017
<b>REVENUES</b>	\$	\$
Government grants	2,180,810	5,799,897
Donations	6,303,925	7,548,970
Sponsorship	112,146	25,000
Investment income	93,818	88,079
Miscellaneous income	31,033	29,079
<b>Total revenues</b>	<b>8,721,732</b>	13,491,025
<b>EXPENSES</b>		
Trail construction	5,458,019	8,738,005
Trail promotion and education	2,627,343	2,195,907
Fundraising	1,172,914	1,577,846
General and administrative	1,472,786	1,365,222
Sponsorship	78,257	345,619
Amortization of equipment	28,639	37,244
<b>Total expenses</b>	<b>10,837,958</b>	14,260,023
<b>Excess of revenue (expenses)</b>	<b>(2,116,226)</b>	(788,998)
Net assets at beginning of year	9,780,291	10,549,289
Net assets at end of year	7,664,065	9,780,291

### BALANCE SHEET

	2018	2017
<b>ASSETS</b>	\$	\$
Cash	7,862,900	9,862,259
Marketable securities	52,654	52,654
Accounts receivable	896,232	1,081,827
Prepaid expenses	51,025	102,835
Equipment	78,330	89,977
<b>Total assets</b>	<b>8,941,141</b>	11,189,552
<b>LIABILITIES</b>		
Accounts payable and accrued liabilities	560,434	522,352
Deferred contributions	716,642	773,231
Deferred revenue - government grants	0	113,678
<b>Total liabilities</b>	<b>1,277,076</b>	1,409,261
<b>NET ASSETS</b>		
Invested in equipment	41,777	17,597
Endowment fund	52,654	52,654
Unrestricted	7,569,634	9,710,040
<b>Total net assets</b>	<b>7,664,065</b>	9,780,291
<b>Total liabilities and net assets</b>	<b>8,941,141</b>	11,189,552

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

## Making an Impact



Photo: Blake Hutcheson and Jack Cockwell



Photo: Bob and Mary Pat Armstrong



R. Howard Webster Foundation

Foundation R. Howard Webster

No matter where a contribution comes from – a family, a corporation or a foundation – there is one constant: a desire to protect Canada's national Trail for generations to come. Discover the stories of just four of our many valued donors.

### BLAKE HUTCHESON

Raising thousands of dollars in one afternoon is not easy, but that's exactly what Blake Hutcheson and the community of Huntsville, Ontario, did.

When Blake discovered that the section at Hunter's required an extension to be fully connected to the Trail, he endeavored to raise \$125,000 to support the construction of a new boardwalk. Joining forces with Jack Cockwell and Valerie Pringle, Blake organized a benefit lunch in July 2017 and succeeded in reaching the fundraising goal.

"Local citizens and cottagers alike found it in their hearts to celebrate with us and support us," he said. "When you put the word out in the community, even if the idea is audacious, the community rallies around."

Thanks to the generosity of Blake and his friends, family and neighbours, the Hunter's Bay boardwalk is one of the few "floating" trails in Canada. In Blake's words, it is "fully complete and magical".

Photo: Blake Hutcheson and Jack Cockwell

### BOB AND MARY PAT ARMSTRONG

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

"The concept of developing a national trail that connected our country was a phenomenal idea, and we were excited that it passed near our home in Caledon," explains Bob.

"We love to spend time outdoors, and we use the Trail for walking, cycling and cross-country skiing," says Mary Pat. "We often go with our

children and grandchildren."

In 2012, the Armstrongs generously boosted their giving to the Trail as generous program donors. They later reaffirmed their support with further donations to connect the Trail in 2016 and 2017.

"It's nice to leave your country a little better than when you arrived," says Mary Pat. "And The Great Trail is something from which Canadians will benefit forever."

"The Trail is about making a park for Canada and that, for the Webster Foundation, is very interesting," he adds.

### THE R. HOWARD WEBSTER FOUNDATION

Since its inception, the R. Howard Webster Foundation has been dedicated to connecting the nation by supporting programs and projects for the benefit, improvement and development of Canadian society. Therefore, the Foundation felt that supporting The Great Trail was a natural fit.

"From sea to sea, this Trail allows people to connect with themselves and one another," explains Howard Davidson, President of the Foundation.

### COLIN DEACON

For Colin Deacon, supporting The Great Trail's development was something "genetically instilled" in him by his parents.

Colin's parents were among the Trail's first supporters in 1992. His father, Donald Deacon, was one of the founders of the Confederation Trail in Prince Edward Island.

"My parents dreamed of others being able to enjoy what they loved," Colin recalls. "Whenever there was a new section in Prince Edward Island, they would want us to go explore it with them."

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

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