





# SHAPING THE FUTURE

ANNUAL REPORT 2020-21











## MESSAGE FROM THE CHAIR

Canada's History magazine celebrated its one hundredth anniversary in the middle of a historic challenge — the ongoing COVID-19 pandemic.

We recognize the paradoxes of the present. Canada is at a curious moment that emphasizes the

importance of both Canadian communities and the Canadian state. The federal government has never been more important. as centralized relief programs were part of a national investment in benefits, subsidies, and loans on an unprecedented scale.

Sasha Mullally Yet we have never been closer to home and as reliant upon our local communities as we have been while pursuing the common public-health goal of keeping everyone safe.

Canadians have taken on the challenges of learning and working from home, adjusted to new travel restrictions, and sheltered in place — all for the greater good. And we have endured the separation from, and even the loss of, loved ones.

Our organization joined this effort. Canada's History adjusted to these challenges, inspired by the potential of what Canadian

economic and communications historian Harold Innis called the "space-binding" possibilities of new communications. technologies.

Using an array of virtual platforms, we maintained and even expanded our network of mem-

> bers, award laureates. and donors, cultivating a wider readership for publications like Canada's History magazine and Kayak: Canada's History Magazine for Kids. We continued to celebrate teaching and research excellence. while annual events like our Canada's History Forum and Gov-



We can only imagine what sense historians of the future will make of the stories that come forward from 2020 and 2021.

One thing is certain: Canada's History Society will continue to share stories that make sense of the present moment. We encourage Canadians to draw insight and inspiration from our collective past, as we collectively face the challenges ahead.

— Sasha Mullally



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Canada's History Society was founded in 1994 to popularize Canadian history. The Society's work includes Canada's History magazine, CanadasHistory.ca, Kayak: Canada's History Magazine for Kids, and the Governor General's History Awards.



The Hudson's Bay Company History Foundation is the history society's founding patron. It remains our largest private donor, providing an annual grant essential to supporting the delivery of our programs.

#### On the Cover:

Clockwise from top left: An illustration by Leticia Spence from Fvery Child Matters. The cover of the centennial issue of Canada's History. Medals presented to the laureates of the Governor General's History Awards. The logo of the new Canada's History Society program #OurStoriesOurVoices. The cover of the September 2020 issue of Kavak: Canada's History Magazine for Kids. A poster for the 2020 Canada's History Forum, which was held virtually due to the ongoing COVID-19 pandemic.

Top left: Alberta farmers wear face masks during the 1918-20 Influenza pandemic.

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Canada's History's centennial issue, published in October 2020, showcased the photographic legacy of The Beaver magazine.

# A CENTURY OF STORYTELLING — 100 YEARS OF THE BEAVER

In the inaugural issue of *The Beaver*, editor Clifton Thomas wrote of his ambition to make the magazine more than just an inhouse newsletter of the Hudson's Bay Company.

"If you can inspire us to make a better *Beaver*, give us your thought," Thomas wrote in October 1920. "This is a 'Journal of Progress' in every sense."

Founded just over a century ago as *The Beaver*, the magazine now titled *Canada's History* has evolved into Canada's premier national history magazine.

In so many ways, *The Beaver* has educated readers and enriched their lives. Its pages have featured some of the country's greatest writers and historians, from Pierre

Berton and Charlotte Gray to Desmond Morton, Lawrence Hill, and countless others. The magazine has helped to connect Canadians to those who lived here before us — celebrating our fellow citizens' achievements, mourning our country's losses, and offering lessons upon which to draw for the future.

To mark *The Beaver*'s centennial, *Canada's History* in October 2020 published a special hundred-page issue that showcased the important photographic legacy of the magazine while offering new perspectives on the photos as records of northern Canada in the early twentieth century.

We invited some of Canada's greatest historians and authors to

write special essays that added context to the complex legacy of *The Beaver* — a magazine created in southern Canada and shaped by settler perceptions of the North. With reconciliation in mind, *Canada's History* ensured that Indigenous voices were a crucial part of the storytelling in the special anniversary issue.

Looking to the future, *Canada's History* is committed to amplifying Indigenous voices while also honouring the legacy of *The Beaver*.

Starting in October 2021, *The Beaver* will return as an annual supplement in *Canada's History* that will showcase Indigenous stories and storytelling while also offering fresh perspectives on the history of northern Canada.

# SUPPORTING STORYTELLERS: THE EDITOR'S CIRCLE

More than \$100,000 was raised for a new Editor's Circle program to mark the one hundredth anniversary of *Canada's History* magazine in 2020.

Long-time subscribers to *The Beaver* joined volunteer directors of the board of Canada's History Society, families of former HBC Governors and employees, and suppliers and friends of Canada's History Society to

build this incredible new fund.

This initiative will be developed into an annual giving program to help to sustain the magazine and to support the creation, beginning in 2021, of a special supplementary edition of *The Beaver*.

The new annual supplement will showcase new voices and unique stories within the magazine.





## **EVERY CHILD MATTERS**

In September 2020, Canada's History Society in partnership with the National Centre for Truth and Reconciliation published a special magazine for youth focused on reconciliation.

Every Child Matters: Reconciliation Through Education was written for both Indigenous and non-Indigenous youth in grades five to twelve with the goal of offering them advice and encouragement as they navigate their own personal reconciliation journeys.

The magazine, written by Monique Gray Smith, who is of Cree, Lakota, and Scottish descent, was divided into chapters, each based on one of the Seven Sacred Teachings: Respect, Honesty, Wisdom, Humility, Love, Courage, and Truth. The magazine also featured calls to action so that young readers can actively engage in reconciliation-related activities both at school and in their communities.

Co-edited by Ry Moran, a member of the Métis Nation and the founding director of the National Centre for Truth and Reconciliation, and co-designed by Leticia Spence of Pimicikamak First Nation in Manitoba, the magazine is engaging and accessible for young readers while also providing a valuable educational resource for parents and teachers.



Students examine the Truth and Reconciliation Commission of Canada's bentwood box, which was used to collect items from residential school survivors.

The magazine was published in conjunction with Orange Shirt Day — the annual day of remembrance of residential school students, survivors, and their families that is held each September 30. In 2020, due to the ongoing COVID-19 pandemic, Orange Shirt Day was turned into a virtual event that reached thousands of young people and their families across Canada.

Copies of Every Child Matters were published in both English and French and were offered free to teachers through online registration. We originally planned to print 50,000 copies. However, demand was overwhelming, with all copies reserved in just a few days. Thanks to a generous sponsorship from TD Bank Group, we were able to print an additional 110,000 copies. Thousands more teachers downloaded digital versions of the publication along with education resources.

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# **#OURSTORIESOURVOICES**

In March 2021, Canada's History Society launched a new national youth program that gives students aged nine to eighteen the opportunity to explore important stories from their communities' pasts and to share them with Canadians across the country through social media, an online contest, a virtual youth forum, and a special publication.

By creatively sharing these stories, young Canadians discover new people, places, things, and events that illuminate our diverse past.

The first stage of the program focused on sharing classroom resources to bolster the abilities of students to establish historical significance and to use primarysource evidence.

More than five hundred teachers registered online to receive a free digital educator's package that contained promotional materials and valuable classroom resources. Students across the country are engaging with these resources to strengthen their historical-research skills, to enhance their storytelling savviness, and find inspiration to tell the stories that truly matter to them.

Canada's History Society looks forward to amplifying youth voices and perspectives with the #OurStoriesOurVoices program as it continues throughout 2021 and early 2022.

# MAKING HISTORY FUN FOR KIDS

The Kayak team has learned that for a kid stuck at home getting something in the mail is pretty great. And, for parents and teachers looking to keep kids reading and learning, our digital editions — in French and English, with lesson plans coordinated by Canada's History program staff — are a treasure trove. Over the past year, the magazines looked at Canada's role in the Second World War, growing up healthy, trees, and stories of people seeking safety here. The latter was also



Each issue of *Kayak* features a special history-related theme.

published in print as a full-length French edition. Meanwhile, our digital issue focused on early settler life and the impact of settlement on Indigenous peoples.

# OUR AUDIENCE BY THE NUMBERS

At Canada's History Society, we believe that our audience should see itself reflected in our publications and in our programming. But who is that audience? The answer might surprise you.

**27.7** 

The percentage of readers who were born outside of Canada.

# 1.6 MILLION

Canada's History Society's total audience across all media platforms, including print, online, and social media.

**37.9** 

The average age of a *Canada's History* reader.

714,000

The number of readers who are millennials (people born between 1981 and 1996).

48.4

Percentage of readers with children under the age of eighteen.



# IN THE COMPANY OF ADVENTURERS

Canada's History Society acknowledges with gratitude the continuing and exceptional leadership of donors who have contributed to the giving program "in the company of *Adventurers*." Established in 2015 to recognize Canada's History Society's most generous donors, "in the company of *Adventurers*" provides enduring recognition to cherished supporters whose cumulative giving has reached or exceeded \$50,000 in total contributions.

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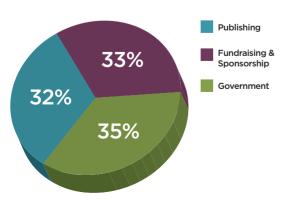
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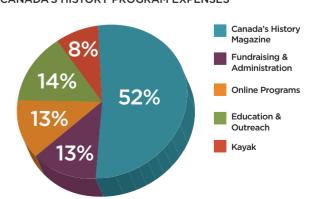
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Interested in learning more? Call or email **Olya Vrublevsky** at 1-844-852-7377 x 217 / ovrublevsky@canadashistory.ca

