

# Museum of Ontario Archaeology



Annual Report 2013-2014

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## Our Mission

Through stewardship, research, and education the Museum continually strives to advance our understanding of Ontario's archaeological heritage. We bring the human past to life, make it relevant to understanding the present, and inspire an appreciation of, and respect for, Ontario's cultural diversity.

## About the Museum of Ontario Archaeology

Archaeological inquiry brings the stories of countless generations to life and helps us draw meaning and identity from generations of human heritage and experiences. We believe that by connecting people through shared experiences that explore **Ontario's archaeology we can broaden our sense of place in the world, increase awareness and understanding of Ontario's history, foster strong community relationships, and inspire an appreciation of, and respect for, Ontario's cultural diversity.**

The Museum of Ontario Archaeology is a unique Canadian museum devoted to the study, display, and interpretation of the human occupation of Southwestern Ontario over the past 12,000 years. The Museum is located beside the Lawson Village, a site occupied by the Neutral Iroquoians in the 16th century A.D.



The Museum had its beginnings in a collection of artifacts started by Wilfrid Jury (1890-1981) and his father Amos Jury (1861-1964). The connection with the University of Western Ontario began in 1927 when the Jurys were invited to display part of their collection in the library in University College. It was formalized in 1934 with the installation of **The Museum of Indian Archaeology and Pioneer Life in UWO's Lawson Library.**

In 1969 Colonel Tom Lawson donated the site of a Neutral Indian village in northwest London to the University, and through the 1970s plans to develop the Lawson site and create a permanent home for the Jury Collection were implemented. Reconstruction of one longhouse and of the palisades and earthworks began in 1978 and the Museum opened to the public in 1981.

# President's Report

This past year has been incredibly exciting as the Museum moves towards a stronger and more stable future. Many changes have been implemented and they have served to both revitalize the museum physically and excite staff and volunteers.



**I am especially pleased to note that the Museum's financial situation has improved** tremendously. Not only did our investments do very well this year, the Museum posted an operational surplus as a result of increased revenue generation and careful management of expenses. In addition, the museum has adopted a new logo and is in the process of rebranding to reflect a more dynamic and engaging organization. The Board of Directors has continued with its focus on strategy, adopting a new strategic plan that has at its core, a focus on financial sustainability and creating exceptional experiences for our community.

I want to extend my sincerest thanks to all the volunteers who have given their time and **talents to the Museum's many activities. Your support is critical to our success.** To my fellow Board members, I want to thank you for your support and involvement in helping set the new direction for our museum. For those who leave us this year, a heartfelt thank-you for all your contributions. I also want to extend my thanks to our staff for all their hard work. You have all done an amazing job this year and your dedication and commitment to the Museum is greatly appreciated. We truly would not be able to achieve the successes we have without your exceptional efforts.

Finally, I would like to thank Western University for its continuing support of the Museum. We are pleased to be affiliated with Western and benefit greatly from our involvement with the University. I would also like to thank the Province of Ontario, City of London and London Heritage Council along with the many donors and sponsors whose support enables us to provide our many programs, services, and events for the community.

Respectfully submitted,

Maria Ferraro



Museum of Ontario  
Archaeology  
*History In Your Hands*

# Executive Director's Report

We have seen steady improvements at the museum during the past year and I am very excited about our future. While managing our fiscal resources carefully, we have been able to increase our programs, enhance our exhibits, and create more opportunities for students and volunteers, interested in heritage, to develop career skills.

We have had a number of successes this past year which are creating a strong foundation for **the museum's future growth**. **Our new logo reflects our belief that archaeology is (first and foremost)** about people and conveys the sense of excitement and adventure that we want people to experience when they visit. We have also seen a steady increase in volunteers – training over 25 new curatorial volunteers in the past year alone. The Harvest Festival and Pow Wow continues to be our largest event attracting over 2500 visitors and we saw a significant increase in tours this past year as well as hosting more school groups. Our many achievements during the past year are detailed throughout this report.

We have also launched a new membership program designed to create value and build relationships with community members. Based on extensive community research, the new membership program has been designed based on the types of museum experiences potential members value. This represents a significant shift from the type of membership programs currently being offered by museums in that it aims to provide a level of program activity targeted to the specific interest within each group. Launched at the beginning of May 2014, we are looking forward to engaging with members in a new and exciting way.

One of the most significant changes we are working **towards is a complete redevelopment of the museum's** permanent exhibits. We want to incorporate the developments in new technology being explored through Sustainable Archaeology, expand the stories being told through our exhibits, and create more opportunities for visitors to experience archaeology through hands-on activities.



I would like to thank the Board of Directors, Staff, and our many volunteers, for all their hard work during the past year. Their dedication and support is critical to the success of MOA and our accomplishments would not have been possible without their involvement. I would also like to thank Western University for its ongoing support of the museum along with the City of London, London Heritage Council and the Ontario Ministry of Tourism, Sport and Culture. I would also like to thank our many donors and sponsors whose support is critical to our work.

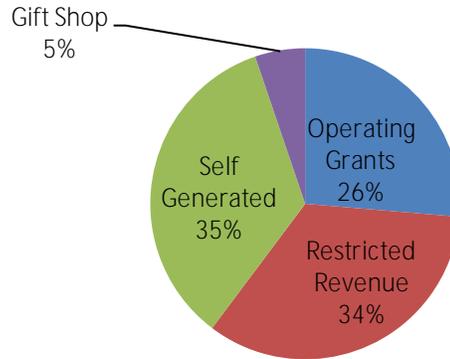
Respectfully submitted,

Joan Kanigan

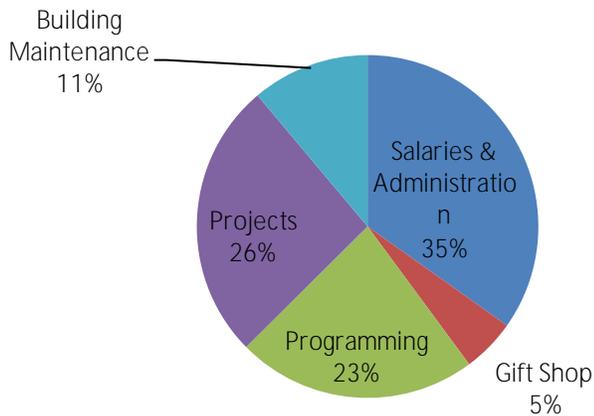
# Financial Report

In 2013/2014, MOA received 26% of its revenues from operating grants from Western University, the City of London including the London Heritage Council, and the Province of Ontario. 74% of the **Museum's annual revenue was generated through** program and service fees, fundraising efforts, project grants, and gift shop sales. In 2013/2014, **the Museum's operating revenues were \$534,612** and expenses were \$520,421 giving the museum a small surplus of \$14,191 at the end of the fiscal year.

## 2013-2014 Revenues



## 2013-14 Expenses



**49% of the Museum's annual operating expenses are tied to programs and service delivery.** This includes the salaries necessary for these programs to operate. Non programming salaries and administration costs represent 35% of the Museum's annual expenses and support the management, marketing, and governance of the museum.

Investment revenues have fluctuated significantly over the past 5 years and as such are not **relied upon to "top up" annual revenues.** Investment returns support the **Lawson Chair of Canadian Archaeology** and help reduce the operating fund deficit that the Museum is currently carrying.

MOA is audited annually by KPMG LLP and the audited financial statements are publicly available on our web site at <http://archaeologymuseum.ca/about-moa/>

# Fundraising & Development

The Museum of Ontario Archaeology's funding structure puts us in a wonderful position to seek new opportunities to ensure that we continually fund existing programs and develop new programming that will ensure exceptional experiences for all our guests.

The Fundraising Plan is built around priorities that directly support the Museum's mission – education and cultural experiences. Our funding priorities are based on programs that have a maximum impact in terms of exposure through visitors and education benefit. This focus allows the Museum to ensure that all monies raised go right into programming that is most important to furthering our mission and ensuring the long-term sustainability of the Museum.



Since the Museum's inception, we have relied on the generous support of passionate donors. In order for the Museum to remain sustainable, we realized that it was imperative to reengage our most loyal supporters. We successfully implemented an annual appeal campaign to give our supporters the opportunity to help with our most pressing needs, provided our supporters with more opportunities to interact with our staff and volunteers, and increased our communications with them.

The annual appeal and subsequent communications have allowed us to reengage with donors and ensure that we continue to grow these critical relationships. Aside from growing individual support, the Museum has been working with local business leaders to begin educating corporate London on the wonderful programs we offer.

Looking to the future, we will continue developing new and exciting programs to engage visitors and Londoners in our archaeological heritage. Fundraising plays a critical role in ensuring that these programs and initiatives come to fruition.

**With only 26% of the Museum's operating revenue coming** from Western University and government sources, corporate and private donations are vital to our growth and development.



We will continue to listen to our core supporters and work to engage them even more. We will begin seeking additional support from corporate funders and grow our future supporters through our new membership program and other engagement and learning opportunities. The Museum of Ontario Archaeology is committed to growing our support to ensure that we are able to create new and exciting programs and exhibits.

# Fundraising & Development

## Corporate, Foundations, Community, and Government Funders

Department of Canadian Heritage - Young Canada Works  
Department of Canadian Heritage - Heritage Festivals Grant  
Harrison Pensa LLP  
Healthy Weights Connection, Western University  
London Heritage Council  
Ministry of Tourism, Culture and Sport  
Ontario Trillium Foundation  
TD Bank  
The City of London

## In-Kind Donors

**Domino's Pizza**  
Elgie Bus Lines  
Speedpro Imaging



## Individual Donors

Evan Agnew  
Don Ardiel & Kathy Kozell  
Claire Arnold  
W.L. Barnett  
Kevin Bice  
Doug Bocking  
George Brown  
Kathryn Brush  
Howard Cameron  
Edwin Carroll  
Michael Clancy  
Karen Cory  
Peggy Duly  
Rob Elford & Ina Elford-Chan  
Maria Ferraro  
Miklos Fulop  
Cherie Lind Fry  
Joyce Garnett  
Mr. & Mrs. Ian Gillespie  
Dorinda Greenway  
Gavin & Bea Hamilton



Sam & Patricia Hearn  
Lisa Hodgetts  
Donald & Sheila Johnson  
Joan Kanigan  
Patrice Katsiroumbas  
Harold Keeling  
Phil King  
Mary Lou Kingham  
Peter McCann  
Don Menard  
Miggs Morris  
Andrew Nelson  
Alison Ogilvie  
Wilson Rodger  
Cecil H. Rorabeck  
Andrew Stewart  
Sandra Vilovski-Anjoli  
Caroline Walker  
Jerry White  
Ron Williamson

*Thank you to all of our donors who wish to remain anonymous.*

# Educational Programming

MOA's Educational programming includes half-day, full-day, and special (Archaeologist for a Day, Life in a Longhouse) programs designed to support the Ontario curriculum. MOA also participates in the London Museum School program coordinated by the London Heritage Council. The Ontario Social Studies curriculum was updated in 2013 and our education programs were updated to reflect the changes. All of MOA's education programs engage students and children with the museum's content and collections, as well as provide them with a unique and positive museum learning experience.

Highlights of our School programs MOA delivered 94 education programs to local and regional schools, during which 3529 students and 393 teachers and chaperones participated. Students learn about First Nations History and culture in Ontario as well as the methodologies and practices of archaeology. Our special programs allow students to experience a day in the life of an archaeologist and what it would be like to live in an Iroquoian village 500 years ago.



## London Museum School

The London Museum School program allows teachers to move their classroom to a museum setting for a full week of curriculum-based experiential learning. There is an emphasis on journal writing, which encourages students to slow down and better observe their lessons throughout the week. Museum School is an award winning program, which enables students to develop their writing, problem solving and critical thinking skills.



Teachers work with MOA staff to design a program specific for their class, which is rich with hands-on, authentic learning activities. The week-long schedule of activities consists of both museum-led programs and teacher-planned activities and instructional time. Between May 2013 and April 2014, MOA delivered seven weeks of Museum School.

This is such a fabulous program, particularly with the new social studies curriculum based on Aboriginal studies and first contacts... The long house cooking, archaeological digs - I could never replicate this program in my classroom. It's an authentic learning environment that they often don't experience in the classroom. Grade 5 Teacher - Ashley Oaks P.S

# Public Programming

MOA offers a variety of Public Programming throughout the year to groups from private and public organizations, such as community groups, day camps, ESL groups and adult programs. **MOA also delivered our popular children's day camps, birthday parties as well as other Special Events.**

## General Public Programs:

In 2013/14 we delivered 34 educational programs to groups from various private and public organizations, such as community groups, day camps, ESL groups and adult programs; there were a total of 894 participants, and 83 leaders and chaperones.

## Children's Camps 2013/14



MOA ran 9 weeks of children's summer camp activities, and a March Break camp (ages 5-9), plus two, 3-day archaeology camps for children ages 10-14. We also delivered a PD Day camp in December to **help families affected by the teacher's strike** and a PD Day camp in February.

Camp themes were chosen based on three criteria: archaeology, local history, and First Nations history. Camp themes for the 2013/14 season were: Time Travelers, Seven Wonders of the World, Safari

Adventure, and Myths & Monsters (Summer Camp); Olympics (March Break). Throughout the nine weeks of summer camps 267 (aged 5-9) and 32 (aged 10-14) children participated along with another 37 children over March Break.

Children's camps are planned throughout the year by museum education staff and Western work study students and facilitated by the Summer Canada Jobs funded, Senior Camp Counselor (Summer), Young Canada Works funded Education Assistant (Summer), Western work study students, and numerous volunteers.

## Attendance Summary:



### Educational Programs:

3529 Students  
894 Adults  
476 Chaperones

### Child & Youth Programs:

1165 Children  
13 Chaperones

### Special Events:

4071 Participants

### Workshops:

21 Participants

### Visitors:

6719 Visitors

### Outreach:

215 Students

# Public Programming

## Birthday Parties

Birthday parties continue to be popular, and the Museum delivered 56 parties in 2013/14 to 672 children aged 4-11. There are four different party themes: Dinosaur Discovery, Crime Scene Investigation, Native Legends, and Archaeology, of which there are both indoor and outdoor varieties. Each Birthday party is 2.5 hours long, which includes 1.5 hours of crafts and activities with a party animator and 1 hour in the party room.

## Scouts and Guiding Badge Programs

To meet the needs of local Scouts and Guiding groups we have developed programs designed to help them achieve specific merit badges that coincide with First Nations Heritage and related topics. Groups are welcome to book other programs to meet their needs. Nine programs were delivered to 157 children and 13 leaders and chaperones in 2013/14.



These programs include:

- Brownies – Aboriginal People in Canada
- Guides – Heritage
- Cubs – Aboriginal Awareness
- Scouts – Heritage

## Workshops

On November 10, 2013 and January 19, 2014 we hosted two moccasin making workshops facilitated by Six Nations artist Marjorie Henhawk. Participants made their own custom moccasins from traditional hide. Space was limited to 10 participants each workshop and a total of 21 people attended. During our Pow Wow, we also hosted **mandala making, hand drumming, kid's hip hop, lacrosse, traditional cooking, and bead loom workshops.** We hope to increase the number and variety of workshops throughout this coming year.



# Special Events

MOA hosted four main Special Events throughout the year. Each of our events are provide an opportunity to engage visitors in a variety of different experiences and activities a the Museum.



Winter Village Family Fun Day, held annually on Family Day, celebrates winter in Southern Ontario and highlights First Nations sports and traditions as well as contemporary winter activities. Attendance for the 2014 Winter Festival was 649 people; an excellent turn-out for a very cold day.

Wilfrid Jury Day, held each year in late July, celebrates archaeology. At our 2013 event, visitors were able to learn the processes of archaeology as well as the manufacturing techniques of common archaeological finds. It is a hands-on and interactive family event. Attendance in 2013 was 77.



The largest of our events is the Annual Harvest Festival and Pow wow. We work closely with local First Nations community members and organizations to be able to offer a traditional pow wow and stage this large two day event. Alongside the powwow there are also many First Nations cultural demonstrations, both traditional and contemporary, as well as craft and food vendors. This event also offers a free shuttle bus due to large attendance numbers; 2618 people participated in 2013.



The Art & Craft Sale is held the 3rd Sunday in November, and features a variety of traditional art and craft vendors as well as family activities throughout the museum. Due to inclement weather on the day of the event the majority of activities were cancelled, however, there was still a small attendance in 2013 of 17.

Throughout the year MOA also participated in London and area special events, such as Doors Open London/Culture Days (2013 attendance – 544), Kids' First Day in April (166), and supported Solidarity Day celebrations on June 21st.

# Feature Exhibits

The feature gallery was very active this past year. In addition to hosting three different exhibits, two of which were developed by MOA staff, the space was used as a public archaeology lab from May to August 2013. MOA has been working diligently to prepare archaeological collections to transfer to Sustainable Archaeology and a cadre of work study students and volunteers worked through the summer to re-box collections.



From September to November, MOA was pleased to host O'y ya'h ohdiwena goh: Through the Voices of Beads, an exhibition on Iroquois Beadwork developed by the Royal Ontario Museum. Featuring Iroquois beadwork on loan from the Royal Ontario Museum, and from artist Samuel Thomas, the exhibition reveals the meaning expressed in Iroquois beadwork and how this art still thrives and continues to hold meaning today.

*An excellent exhibition - beautiful beadwork and so good to have the meaning of the regalia and beadwork in the accompanying notes. Nyaweh - Miggs.*

*Meegwitch. I am better for having experienced these wonderful pieces. —Brenda.*

The Winter Archaeologist Exhibit (January to May) featured many of the activities archaeologist undertake when excavating is no longer possible because of the weather. The exhibit highlighted various types of lab work, artifact conservation, and cataloguing. Featured as part of the exhibit were artifacts from the recently excavated Fugitive Slave Chapel in London.



Currently on exhibit is The Story of Our "Grandfathers": Our Original Medicine guest curated by Dakota Ireland. This exhibit demonstrates how plants, food, medicines and First Nation spirituality are interconnected and illustrates the importance of a reciprocal relationship between all living things from plants to humans. Visitors journey back to the origins of our Mother Earth and learn about nature's roots through the Haudenosaunee creation story. Interactive herb scents and artifacts accompany the imagery and story. The exhibit is complemented by a feature video of the Haudenosaunee creation story filmed specifically for this exhibit.



# Lawson Village

## Longhouse Makeover

In early August, MOA's longhouse got a makeover! Larry McLeod and his crew from the Sagamok First Nations reserve in North Bay worked on re-facing the birch bark longhouse over the course of a weekend. Taking care of the longhouse is of great importance as it is not only a highlight of our site, but a hands-on teaching tool in which students can experience what life was like in a longhouse 500 years ago. The longhouse was last refurbished by Larry McLeod in 2007 and is built on the site where an original longhouse stood five centuries ago.



## Gardens

The Three Sisters Garden grows traditional corn, beans and squash. Our garden also includes indigenous tobacco, sweet grass, artichoke, sunflowers and bittersweet. There is also a perimeter of garlic planted along the fence line to deter animals.



The Pioneer Garden is located at the north western palisade fence. This garden features onions, leeks, garlic, potatoes, mint, tomatoes and garden flowers.

The Medicine Wheel Garden is an initiative of the staff and students of the First Nations Studies program at Western. It currently yields eleven plants and herbs such as sage, high bush cranberry, cedar and bergamot.

Our Forest garden is located in the forested area. Various wild flowers such as mullein, goldenrod, burdock, plantain, milk weed, dandelion, and catnip grow naturally in this garden area along with sumac trees and wild grapes.

***Thanks to all who have supported our gardens.***

# Staff & Volunteers

## Museum Staff



From left to right:

Patrice Katsiroumbas - Development Officer  
Joan Kanigan - Executive Director  
Cindy Barrett - Administrative Officer  
Katrina Urban - Learning Coordinator  
Jennifer Stead - Experience Coordinator

## Board of Directors

Maria Ferraro - *President*

Elizabeth Greene - *Vice President*

Sandra Vilovski-Anjoli - *Treasurer*

Jerry White - *Past President*

Chris Ellis<sup>1</sup> - *Director*

Sally Glanville<sup>2</sup> - *Director*

Peter McCann - *Director*

Don McLeod - *Director*

Miggs Morris - *Director*

Andrew Nelson - *Director*

Ronald F. Williamson - *Director*

<sup>1</sup> On sabbatical January to July 2014 <sup>2</sup> Resigned during term.

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Neal Ferris  
Lawson Chair of Canadian Archaeology

Joan Kanigan  
Executive Director

## Curatorial, Education, and Public Programming Staff

### Young Canada Works

Brenna Ardiel – Education Assistant  
Sienna Taylor – Archaeological Interpreter  
Tyler Kerkhof-Fox – Historical Interpreter

### Canada Summer Jobs

Jillian Baker – Senior Camp Counselor

### Western University – Public History Research Assistant

Laura Walters  
Joel Sherlock

### London Training Centre

Dakota Ireland - Education and Curatorial Assistant



# Staff & Volunteers

## Curatorial, Education, and Public Programming Staff

### Western University – Work Study

#### *Junior Camp Counselors*

Naila Nur  
Rawand Reslan  
Lorena Alarcon  
Stephanie Alegria  
Shasta Tunks  
Rachel Moskwa  
Tara Urekar  
Julia Taylor

#### *Curatorial Assistants*

Stephanie Ly  
Jun Kwon  
Yifan Hu  
Sammy Shahatto  
Ban Choi  
Teshan Aponso  
Hyun Seo  
Mona Abu Sharkh  
Kiyong Kimm  
Kylie Kelly  
Erik Skouris

#### *Education Assistants*

Breanne Reibl  
Jillian Baker  
Lauren Garry  
Rory Hibbs  
Basil Agyekum  
Tyler Kerkhof-Fox

#### *Reception / Front Desk*

Tara Urekar  
Yousef Risha  
Sean Haaf  
Stephanie Alegria  
Rowa Mohamed

#### *Birthday Party Animator*

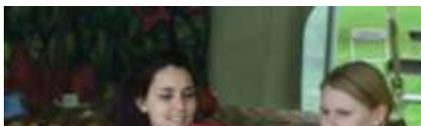
Marta Jesionowska

#### Youth Opportunities Unlimited:

#### Summer Jobs for Youth

#### *Junior Summer Camp Counselors:*

Hannah Hewitt  
Jefferson Romero  
Christian Buchanan  
Austin Laird



# Staff & Volunteers

## Volunteers

Volunteers are critical to our daily operations and without the support of so many people, our programs and services would not be possible. We would like to thank everyone who contributed their time and expertise to making the 2013/2014 year such a success.

Kara Adams  
Lorena Alarcon  
Mariam Alobeid  
Brenna Ardiel  
Mahshid Attari  
Diana Bailey  
Amrit Bains  
Natalie Barrett  
Bojana Beric  
Aaron Blanshard  
Nicole Braden  
Rohanna Buzamlak  
Scott Cameron  
Krista Carson  
Ted Chappell  
Tamara Danylchenko  
Olivica DeBrabandere  
Liz Demetrious  
Spencer Diver  
Gordon Diver  
Nadia Dowhaniuk  
Colin Evans  
Shereen Fatima  
Lauren Flynn

John Gallin  
Deanna Geddes  
Mac Goodyear  
Kelly Greene  
Alicia Haniford  
Kai Hutchence  
Jason Jacobs  
Brianna Johns  
Jessica Keogh  
Richard Kim  
Melanie Knott  
Janice Kubiak  
Nadia Leigh  
Terri Low  
Kathleen Lynch  
Arlyn Martin  
Nata Mateev  
Cara McGuire (and Matt)  
Rachel Moskwa  
Trevor Osmond  
Jennifer Ouimette  
Marjolein Ouwehand  
Tyler Pattenden  
Shelby Payton

Lindsay Peloquin  
Carey Platt  
Stuart Polk  
Holly Rundle  
Christian Saavadre  
Rowan Sanders  
Matthew Severn  
Ruiqi Sha  
Tasha Shelds  
Craig Smith  
Mary Spinks  
William Staikos  
Alyson Tang  
Megan Taylor  
Paul Tohat  
Claire Van Nierop  
Paulina Wegrzyn  
Kira Westby  
Jessica Wheeler  
Seanda Wilkins  
Carly Wilkinson  
Jamelia Williams



If we have missed anyone, we are sincerely sorry.