

Museum of Ontario Archaeology



Annual Report 2014 - 2015

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Our Vision

Inspiring the archaeologist in everyone through the exploration of Ontario's diverse human past.

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.

Our Values

Stewardship:

- Inspiring people to become stewards of Ontario's archaeological heritage.
- Demonstrating exemplary stewardship of the cultural resources in MOA's care.

Research:

- Creating and advancing knowledge about Ontario's archaeological heritage.
- Disseminating information as widely and as accessibly as possible.

Education:

- Providing exceptional, interactive, and engaging learning experiences.
- Sharing First Nations culture and heritage through community led programs and activities.

President's Report

This past year, the Board has increased its focus on governance and strategic development for the museum. Committees have been renewed or formed to help the Board achieve its priorities and include Strategy, Audit and Finance, Governance and Nominations, Operations and Standards, Academic and Research, and Marketing and Fundraising. Focusing on strategic issues and board priorities, these committees will help the Board manage its governance and fiduciary responsibilities.

A key achievement this year has been the adoption of a new vision statement for the museum. ***Inspiring the archaeologist in everyone through the exploration of Ontario's diverse human past***, is a reflection of the impact we want the museum to have.

Currently, the Board is actively developing plans to update the museum's current exhibits, improve the management of the Lawson site, and ensure the museum continues to be fiscally sound by prudently managing our assets. We believe MOA is an important community resource with tremendous potential to reestablish itself as the center for archaeology in Ontario.

I want to thank my fellow Board members for their ongoing support. For those who leave us this year, my deepest thanks for all your hard work and dedication. I also want to extend my sincerest thanks to the volunteers who have given their time and talents to the Museum's many programs. Your support is critical to our success and ability to serve our communities. I also want to extend my thanks to our staff for all their hard work and to Joan for her expertise and leadership. 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 the exceptional efforts of everyone involved.

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,

Ron Williamson



Executive Director's Report

During the past year we've made significant improvements internally and continue expanding our reach into the community. We've focused on improving our collection storage and digitizing collection records; adding interactive components in our gallery; and developing a better understanding of the current condition of the Lawson Site.

We've also increased online content through regular blog posts about what is happening at the museum, adding downloadable teaching resources and videos to our website, and launching our on-line Gift Shop and Adopt an Artifact program. We were particularly excited to launch our on-line collections database which gives people access to many of the objects in our collection that are currently not on display.

We've begun the process of soliciting input on how the museum's permanent galleries need to change and will be moving into the second phase in the development of a Management Plan for the Lawson Site during the coming year. We've made steady improvements over the past 3 years and I am excited about the museum's future as we continue to grow. For the coming year, we will continue focusing on improving the overall condition of the museum and increasing access to content about Ontario's archaeological heritage. As we reach out into our communities through a variety of ways - social media, our web site, and programming - we will continue working to build exceptional experiences that excite and inspire people to become actively engaged in how we build appreciation and respect for Ontario's diverse cultural heritage.

This Annual Report details the many programs and activities undertaken this past year and the successes we've had. I am grateful to the museum's staff and volunteers for all their hard work and dedication as nothing we've accomplished would have been possible without them.

MOA is fortunate to have a dedicated and supportive Board of Directors along with a supportive community. I would like to thank Western University, the City of London, London Heritage Council, the Ontario Ministry of Tourism, Sport and Culture, and all our funders, sponsors, and most importantly donors for all your support this past year.

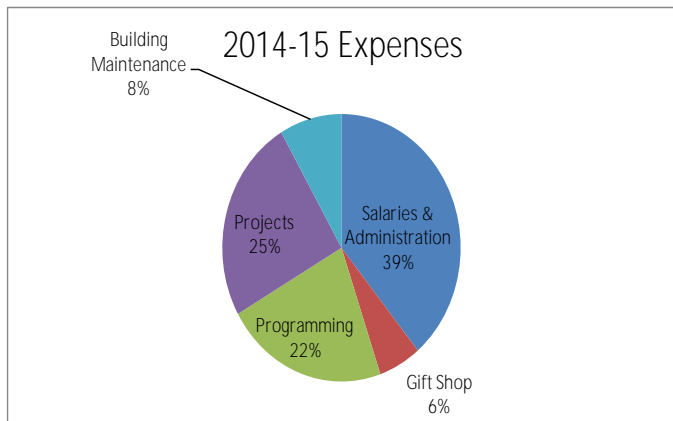
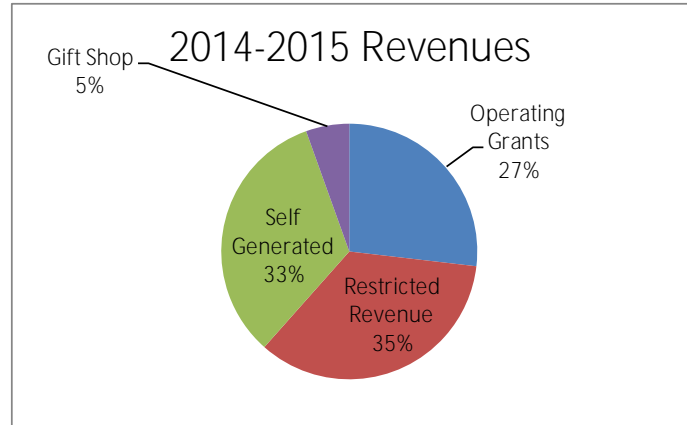
Respectfully submitted,

Joan Kanigan



Financial Report

In 2014/2015, MOA received approximately 27% of its revenues from operating grants from Western University, the City of London including the London Heritage Council, and the Province of Ontario. The remaining funds necessary to operate the museum was generated through program and service fees, fundraising efforts, project grants and gift shop sales. In 2014/2015, the Museum's operating revenues were \$526,490 and expenses were \$551,342 resulting in a planned deficit of \$24,852 which has been covered by investment earnings from the fiscal year.



47% of the Museum's annual operating expenses are tied to programs and service delivery. This includes the salaries necessary for these programs to operate. The Quill Box gift shop accounts for 6% of expenditures and building maintenance 8%. Non programming salaries and administration costs represent 39% 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 normally 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. The MOA Board of Directors is currently reviewing how investments are managed and anticipate making changes in the coming year.

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/>

Note: This report is based on preliminary 2015 information, and audited results may vary. Variances, if any, are expected to be minor. The reader should refer to the audited 2015 financial statements.

Fundraising & Marketing

With only 27% of the Museum's annual operating revenue coming from Western University and government sources, corporate and private donations are vital to our growth and development. Engaging donors and supporters continues to be a key priority and the museum's Fundraising Plan is built around priorities that directly support MOA's mission. We continue to grow individual and corporate support through our Annual Campaign and a variety of sponsorship opportunities. In addition, we have now expanded our fundraising efforts to include on-line gift shop sales and donations.

A new initiative is our Adopt an Artifact Program (www.archaeologymuseum.ca/adopt/). Adopting an artifact is a symbolic way for people to demonstrate their appreciation of Ontario's archaeological and cultural heritage. Not only will people have the opportunity to write a label explaining why the artifact is important, they also receive a Certificate of Adoption including a photograph of their artifact, a charitable tax receipt, and other benefits of adoption.

Supporting all of the museum's activities, our Marketing efforts continue building support and awareness of the Museum. Our audience has increased substantially through our web site and social media efforts and the addition of numerous videos about the museum this past year has helped expand our reach. A partnership with Fanshawe Pioneer Village, London Children's Museum, Royal Canadian Regiment Museum, and the Medical Hall of Fame enabled us to secure a grant from the Province of Ontario to increase digital resources to better reach our audiences.

Going forward, we will continue striving to increase the resources available to MOA – both human and financial. The Board of Directors continues to increase the museum's fundraising targets and take an active role in ensuring the museum achieves its goals.



Supporters

Corporate, Foundations, Community, and Government Funders

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



In-Kind Donors

Healthy Weights Connection, Bereaved Families of Ontario, 102.3 JackFM, Speed Pro, Domino's Pizza, Elgie Bus Line, Culligan Water, Kiwi Kraze, A.I.A.I., N'Amerind Friendship Centre, S.O.H.A.C., Crouch Neighbourhood Resource Ctr.



Donors

W. Barnett	David Leasa
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S. Edwin Carroll	Miggs Morris
John Dubois	Andrew Nelson
Lisa Hodgetts	Ronald Richardson
Sheila Johnson	Andrew Stewart
Joan Kanigan	John Tatter sall
Grete Kaschper	

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

NOTE: MOA publicly recognizes only those donors who have given us their permission to do so.

Educational Programming

MOA's Educational programming includes half-day and full-day programs, which are designed to support and enhance the Ontario curriculum. These include the popular Special full-day programs *Archaeologist for a Day* and *Life in a Longhouse*. We emphasize hands-on and experiential learning, and our programs focus on First Nations history and culture in Ontario and archaeology and its methods using the museum's collections and exhibits wherever possible. This year saw the formal addition of the Wampum Belt and Soapstone Pendant workshops.



Education Programs

MOA delivered 97 education programs to local and regional schools, during which 3767 students and 364 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, coordinated by the London Heritage Council, collaborates with teachers to move their classroom to a museum setting for a full week of curriculum-based experiential learning. With an emphasis on journal writing, students are able to slow down and better observe their lessons throughout the week developing their writing, problem solving and critical thinking skills.

Working with MOA staff, teachers design a program that is rich with hands-on, authentic, and experiential learning activities. The week-long schedule of activities consists of both museum-led programs and teacher-planned activities and instructional time. This year MOA delivered four weeks of Museum School with 99 students and 24 teachers and chaperones. Participant classes were from Arthur Ford P.S., Hillcrest P.S., Ashley Oaks P.S. and Chippewa P.S. Museum School weeks create closer relationships between museum staff and the teachers. We are able to discuss programming development and learning outcomes with the teachers as each workshop and activity relates to their class. This provides exceptional constructive feedback, which often results in changes to the way programs are run.

"Museum School at the Museum Of Ontario Archeology in London Ontario is an authentic experience for students. It provides hands on, engaging activities that link directly to the social studies curriculum in both grade 5 and 6. Students remember this experience as one of their best memories of elementary school. I often have former students come back that frequently mention many of the activities that they remember fondly about their week in Museum School."

Dora Chams (Ashley Oaks P.S. Grade 5/6)

Public Programming

MOA offers a variety of Public Programming throughout the year to various groups including private and public organizations, community groups, day camps, ESL groups and adult programs. MOA also delivers our popular children's day camps, birthday parties as well as a variety of workshops.



General Public Programs:

In 2014/15 we delivered 26 public education programs to adult and youth groups from private and public organizations, such as community groups, scouts and brownies, day camps, ESL groups and adult programs; there were a total of 815 participants, and 56 leaders and chaperones.

Summer Demonstrations

Historical and Archaeological Interpreter Summer Staff developed daily demonstrations for general visitors. These included weekly public dig days, during which a simulated archaeological site was prepared for any visitors to experience throughout the day. This was done each Thursday in July and August. Indoor and Outdoor demonstrations were developed: including Basket Weaving, Natural Ink Dye, Interactive Context Models, and What is Preserved in Soil?



Workshops

This year MOA offered 3 workshops. One on Drum Making and 2 on how to make moccasins.

Attendance Summary:



Educational Programs:
3864 Students
388 Teachers / Chaperones

Special Events:
2770 Participants

Visitors:
2705 Visitors

General Programs:
815 Participants
56 Leaders / Chaperones

Camps & Birthdays:
831 Participants

Workshops:
37 Participants

Public Programming

Children's Day Camps 2014/15

MOA ran 9 weeks of children's summer camp activities, and a March Break camp (both ages 5-9), plus two, 3-day archaeology camps for children ages 10-14. Camp themes were chosen based on three criteria: archaeology, local history, and First Nations history. Camp themes for the 2014/15 season were: Earth's Endangered Animals, Canada's First Peoples, Journey Across Canada, and Archaeology Around the World (Summer Camp); and Wonderful World Adventures (March Break).



Throughout the nine weeks of summer camps 253 children, aged 5-9 participated in the main camp and 14 children, aged 10-14, participated in the Dig-It camps. Along with another 28 children over March Break.

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

Birthday Parties

Birthday parties continue to be popular, and the Museum delivered 47 parties in 2014/15 to 550 children aged 4-11. There are five different party themes: Dinosaur Discovery, Crime Scene Investigation, Native Legends, Creative Minds 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.



Special Events

MOA holds three main Special Events every year and each provide an opportunity to engage visitors in a variety of different experiences and activities at 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. Despite the extreme cold that day, 121 people visited the museum and took part in a variety of indoor activities.



Wilfrid Jury Day, held each year in July, celebrates archaeology. At our 2014 event, visitors took part in simulated excavations and learned about some unique artifacts in Wilfrid Jury's collection. 49 people participated in the day's activities

The largest of our events is the **Annual Harvest Festival and Traditional 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; 1909 people participated in 2014. We are particularly grateful to our Pow Wow Supporters and Sponsors. Without their support this event would not be possible.

Pow Wow Funders:

Government: Canadian Heritage, Ontario Arts Council
Corporate: TD, Harrison Pensa, Green Shield Canada, Healthy Weights Connections

Pow Wow Supporters:

Community: Healthy Weights Connection, Bereaved Families of Ontario, 1023 JackFM, Speed Pro, Domino's Pizza, Elgie Bus Line, Culligan Water, Kiwi Kraze, A.I.A.I., N'Amerind Friendship Centre, S.O.H.A.C., Crouch Neighbourhood Resource Ctr.



Throughout the year MOA also participated in London and area special events, such as Doors Open London/Culture Days (2014 attendance – 406) and Kids' First Day in April (186).

Feature Exhibits

Three exhibits were featured in the Gallery this past year, one of which was developed by museum staff, while students from Huron College in conjunction with MOA developed a travelling exhibit using museum resources and artifacts.



From April to September the Temporary gallery hosted **The Story of Our "Grandfathers": Our Original Medicine** guest curated by Dakota Ireland.

This exhibit demonstrated 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 journeyed back to the origins of our Mother Earth to learn about nature's roots through the

Haudenosaunee creation story. Interactive herb scents and artifacts accompanied the imagery and story.

The exhibit was complemented by a feature video of the Haudenosaunee creation story filmed specifically for this exhibit.



Blood Memories: Pieces to a Puzzle curated by local Métis artist Ken Rollinson was featured from September to December.

Ken Rollinson is a Métis Artist with Abenaki/Mic mac and European ancestry. His show featured carvings, illustrations and photographs documenting his research into the use of plants in aboriginal traditional medicine, through the use of meditational prayer and heritage tobacco.

The imagery documents his spiritual connection and communication with the plants he works with as was done in the past. This exhibit helps people understand the belief that all things are connected through spirit and when that is respected the result is the sharing of information that enables survival for all.



Feature Exhibits

From January to May we held **War of 1812: The Chippewa Experience** developed by Antler River Associates on behalf of the Chippewas of the Thames First Nation. This exhibit took the viewer through the war as experienced by First Nations. By learning about significant communication methods such as trail marker trees, wampum belts, and trade goods, we explore the art and artifacts depicting daily life during the war and look at Tecumseh's legacy leading the First Nations through the struggle to defend their homeland.



The entire month of April, London Public Library hosted **A History of Adornment: First Nation Beadwork in the Great Lakes Region**. This exhibit engaged viewers with a history of adornment beginning with pre contact bone beads and ending with post contact glass beads. Utilizing both archeological and ethnographic materials, viewers learned how beads were used and what the meaning is behind them. The exhibit was curated by Huron University Students enrolled in the *Historians Craft* course and participating in the Community Learning Program.



Curatorial and Collections

During the past year, curatorial staff and volunteers have been focused on digitalizing objects, photographs, and archival/library materials into Pastperfect Cataloguing Software. Our digitized records grew from only 600 total records to over 4700. The increased digitalization of collection information has allowed the museum to introduce an online database (<http://bit.ly/1LpjDee>) which has enhanced accessibility to our collection. Our increased online presence has allowed for more research requests from researchers all over the Great Lakes Region.

This past year, we increased the organization and conservation of our collection. The Museum's collections are being stored at Sustainable Archaeology and in the process of preparing collections for storage, we have been able to reduce non archival quality boxes while creating open shelving for all oversized materials and other objects either needing to be catalogued or needing proper archival housing. We also initiated an improved maintenance schedule in order to maintain a high quality of standard and accountability for all objects and archival materials in our collection.

Work from this year has provided a solid foundation to continue improving and standardizing our collection for the upcoming years while enhancing accessibility and viewership to what our museum has to offer.



Lawson Village

This year the museum began developing a Management Plan for the Lawson Village. Thanks to support from the London Community Foundation, the first stage of the plan was completed. Dr. Matthew Beaudoin was contracted to complete a "State Of" report on the current condition of the site and collections. His report will form the foundation for ongoing planning and conservation of the site.



Gardens in the Village

- **Three Sisters Garden** grows traditional corn, beans and squash, indigenous tobacco, sweet grass, artichoke, sunflowers and bittersweet.
- **Pioneer Garden** contains onions, leeks, garlic, potatoes, mint, tomatoes and garden flowers.
- **Medicine Wheel Garden**, an initiative of the First Nations Studies program at Western includes plants and herbs such as sage, high bush cranberry, cedar and bergamot.
- **Forest Area** includes a variety of native wild flowers and trees such as burdock, plantain, sumac and wild grapes.

Staff & Volunteers

Museum Staff

Nicole Aszalos - Museum Curator
Patrice Katsiroumbas - Development Officer¹
Joan Kanigan - Executive Director
Cindy Barrett - Administrative Officer
Katrina Urban - Learning Coordinator
Jillian Baker - Acting Learning Coordinator²
Jennifer Stead - Experience Coordinator³

¹Resigned in September 2014

²From May to August 2015

³Resigned in May 2015

Board of Directors

Ronald Williamson - President	Rick Fehr - Director
Andrew Nelson - Vice President	Elizabeth Green - Director
Sandra Vilovski-Anjoli - Treasurer	Lisa Hodgetts - Director
Maria Ferraro - Past President	Peter McCann - Director
Casey Dockendorff - Director	Don McLeod - Director
Chris Ellis - Director	Miggs Morris - Director
Neal Ferris Lawson Chair of Canadian Archaeology (Non-voting)	Joan Kanigan Executive Director (Non-voting)

Curatorial, Education, and Public Programming Staff

Young Canada Works

Samantha Keller - Education Assistant
Nicole Braden - Archaeological Interpreter
Katie McLean - Historical Interpreter

Canada Summer Jobs

Stephanie Alegria - Senior Camp Councilor
Jonathan English - Education Assistant

London Training Centre

Dakota Ireland - Education Assistant / Exhibits

YMCA Summer Exchange Program

Robin Girard - Junior Camp Counselor

Youth Opportunities Unlimited

Alex Barnard
Mackenzie Force
Adam Galloway

History Lives Here Project

Katrina Pasierok
Jordan Downey
Marjolein Ouwehand

Staff & Volunteers

Western University – Work Study

Curatorial Assistants

Kylie Kelly
Kayley Sherret

Interpreters

Haliz Brindar Omar
Sarah Irwin

Experience Assistants

Nisreen Eldeeb
Yousef Risha
Natalie McNeil

Camp Councillors

Jonas Trottier
Natalia Kondratieva
Cassie Brooks
Sharankar Ganeshalingam
Esther Kim
Andrea Holstein

Horticulture

John Hoare

Education Assistants

Marta Jesinowska
Ilinca Olariu
Falan Fox
Dane Ferry
Michelle Dumont
Aienne Apers

Western University - Public History

Vasanthi Pendakur - Research Assistant

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 2014/15 year such a success.

Rachel Abbott
Jesika Arseneau
Dianna Bailey
Nathan Baker
Sarah Barzak
Aaron Blanshard
Derek Bowden
Nicole Braden
Irina C.
Ted Chappell
Carolina Delgado
Spencer Diver
Gordon Diver
Nadia Dowhaniuk
Christine Englot
Colin Evans
Fenton Family
Fionn Ferris
Meagan Fillmore

Nadine Finlay
Jennifer Gail
Mac Goodyear
Mary Hall
Heather Hepburn
Kai Hutchence
Hiba Imran
Teodora Invanovic
Brianna Johns
Jessica Kehoe
Tyler Kerkof-Fox
Natalia Kondratieva
Janice Kubiak
Monika Low
Xiao Lu
Kathleen Lynch
Allivia McDonald
Marjolein Ouwehand

Lindsay Peloquin
Nick Pettit
Rob Pihl
Paul Pineda
Carey Platt
Veronica Purvis
Vanessa Rapagna
Mohamed Risha
Christian Saavedra
Ruiqi Sha
Katie Singer
Alyson Tang
Paul Tohat
Claire Van Nierop
Mark Wilcox
Justin Woo
Erica Yang
Sharon Yang

If we have missed anyone, we are sincerely sorry.