2019-20 ANNUAL REPORT



PRESIDENT'S LETTER

In 2019, the Society celebrated its 90th anniversary, which means we've entered the final decade of its first century and our 100th anniversary is near. With that milestone in sight, the Society continues to strengthen our position as a leading educational charity, promotin geographical literacy and educating Canadians about their country's physical landscape, its cultures and its environment. Efforts include the preparation of a new Strategic Plan to guide the Society through to 2025, led by Governors John Hovland and Janis Peleshok.

The story of this past year cannot be told, without acknowledging the sudden and challenging onset of the Society by expedition member Dr. Ken Hedges. We are COVID-19 pandemic in March. In difficult times, you need the support of old and steadfast friends and the Society was very fortunate that our Honorary President, Alex Trebek, continued to be amazingly supportive and an incredible advocate for us. He penned a fundraiser letter last spring as part of a successful campaign to keep donations flowing amid the pandemic. Then he lent his name to the first phase of the Society's exciting expansion of our partnership with the National Geographic Society. Announced in July, the Trebek Council will oversee the distribution of grants to further support the innovative and ambitious work of Canadian scientists, explorers, storytellers and educators.

Custom publishing, which has become indispensable to the Society's financial health, continued to thrive and unturned in their search for ways to steer the Society the Society had considerable success in fundraising, pandemic notwithstanding. This year, we also introduced an exciting new way to keep our brand top of mind with the launch of our online Society Shop. It features a range of merchandise, including socks, ties, gues and a number of items created in pa

CEO'S LETTER

We certainly set a tone at last year's 90th College of Fellows Annual Dinner. It featured former Governor General David Johnston, former Prime Minister Joe Clark, Ontario's Lieutenant Governor Elizabeth Dowdeswell, Assembly of First Nations National Chief Perry Bellegarde and astronauts Roberta Bondar, Andrew Feustel, David St. Jacques and Harrison Schmitt (the last man to stand on the moon!) And the Society continues to shoot for the stars.

In December 2019, we were delighted to add another global geographic leader to our ranks. Lord Martin Rees, distinguished cosmologist, astrophysicist and Astronomer Royal, accepted the honorary position of Vice-Patron. Then in September 2020, Margaret Thom, Commissioner of Shoalts, Fellow Michelle Valberg and astronaut the Northwest Territories, was likewise appointed a leremy Hansen, among others. When the pandemic Vice-Patron. Our thriving Fellowship continues to include such renowned and diverse luminaries.

Canadian Geographic Education, meanwhile, continues to prosper, surpassing 25,000 teacher members. And notably, at the end of March it launched the Online Classroom, making our diverse researchers and explorers are still, safely, finding range of free educational resources available digitally not only to educators suddenly thrust into teaching remotely due to the COVID-19 pandemic, but also virtually with scores of schools. directly to students and parents.

I am proud of how our team responded to COVID-19 with such innovations. Of particular note, we reimagined a key component of our new partnership with the Métis Nation – Saskatchewan seemingly overnight, when a planned summer educational event was cancelled. It was replaced with a virtual gathering John Geiger that was met with overwhelmingly positive response.

Our project with MNS was, as usual, just one of many significant partner initiatives that commenced or continued this year. Others included our community Re:Location project, our Paths to Reconciliation program, our Commemorate Canada series and our very exciting emerging Network of Nature venture.

with iconic Canadian clothier Roots. The shop is one

of many initiatives that helped the Society navigate

the economic challenges of the pandemic while

maintaining a solid financial performance in 2020.

We were also very excited, despite the restrictions we

faced due to the pandemic, to have hosted a special

50 Sussex Drive, Ottawa. It featured an array of artifacts

rom the 1968-69 British Trans-Arctic Expedition. The

Polar Passions collection, including a Nansen sled,

tent, wolf-skin parka and more, was donated to the

enormously grateful to Ken for this extraordinary gift.

Naturally, the pandemic also had an impact on

the expeditions we support. Still, our Explorers-in-

Residence managed to find some safe opportunities

afield and Honorary Vice-President Roberta Bondar

carried our Compass Rose flag during bird research she

conducted in Texas in early 2020. And the Expeditions

Committee's Expedition of the Year — a solo hike of the

entire length of the N.W.T.'s 700-plus-kilometre Exeter

The Society was fortunate to be guided through the

pandemic by the strong leadership of CEO John

Geiger and COO Gilles Gagnier, who left no stone

through this unprecedented event. On behalf of the

Board of Governors, I congratulate John, Gilles and

the RCGS staff for their hard work and leadership.

Lake esker — was completed in early September.

exhibit this past summer at our headquarters at

Prior to COVID-19 restrictions, we also continued to further activate our headquarters at 50 Sussex Drive, Ottawa. In the fall of 2019 and early 2020, we hosted popular Can Geo Talks with Perry Bellegarde, National Chief of the Assembly of First Nations, and honorary Society Vice-President Wade Davis, Explorers-in-Residence Jill Heinerth and Adam forced us to curtail live events, we promptly introduced a series of top-notch virtual ones.

Our National Magazine Award-winning publication, Canadian Geographic, remains the second most-read in Canada, and RCGS-funded their way afield, albeit closer to home. Plus, our five Explorers-in-Residence continue to connect

We have much to celebrate, and we are very thankful for those who continue to support us on this vital journey. As the Society approaches its 100th anniversary, I remain as enthused as ever about bigger and better opportunities to come.

Chief Executive Officer

PROGRAMS

To recognize outstanding achievement in the fields of exploration, geography, education and science, the Society presented the following awards to deserving individuals that made an impact in 2020. To learn more about each award, recipient, or how to nominate someone in 2020, please visit rcgs.org/awards.



AWARDS

RT. HON. VINCENT MASSEY MEDAL Awarded to John Smol, paleolimnologist.

and Joan and Doug Heyland, committee

members, for their service to the Society.

Awarded to **Bryan Adams**, musician;

LAWRENCE J. BURPEE MEDAL

SIR CHRISTOPHER ONDAATJE

MARTIN BERGMANN MEDAL

FOR EXCELLENCE IN ARCTIC LEADERSHIP AND SCIENCE

Awarded to Jason Edmunds,

expedition leader

RESEARCH GRANTS

46

EXPEDITIONS

Completed expeditions

Postponed expeditions

The Society's Research Grants program

received 25 applications in 2020. Due to financial

► The Hudson Bay Descent saw Justin Barbour

canoe 290 kilometres over 52 days through

Newfoundland's Bay du Nord Wilderness Reserve.

This year's Women's Grant went to Melanie Vogel, who

The Seed Grant went to RCGS Explorer-in-Residence

and a team of RCGS Fellows will explore and

► The Pikialasorsuaq (The Great Upwelling) —

Newfoundland's Burin Peninsula.

continued her solo, multi-year trek of The Great Trail.

Jill Heinerth for her Great Island Expedition. Heinerth

Ellesmere Island expedition will see a team led by

Dave Garrow ski a 400-kilometre loop on the sea

ice northeast of Aujuittuq. The expedition's main

Pikialasorsuaq (The Great Upwelling), also known

as the North Water Polynya, the largest and most

The Society also used 2020 strategic funds to support two additional expeditions:

biologically productive polynya in the Arctic.

undertook a solo expedition — Alone Across

kilometres across the Hudson Bay Lowlands.

North America's Wetland — solo paddling 1,300

► RCGS Explorer-in-Residence Adam Shoalts

objective is to explore, document and research

document the U.S. Navy vessels Truxtun and Pollux off

constraints of the COVID-19 pandemic on the Society,

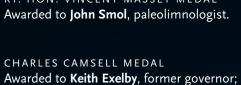
the Research Grants program for this year was postponed

until 2021. As such, the Committee did not meet in April

Awarded to **David Jones**, mountaineer.

MEDAL FOR EXPLORATION

and Jan Morris, historian.



CAPT. JOSEPH-ELZÉAR BERNIER MEDAL Awarded to **Ken Hedges**, doctor; and Brian Hodgson, Lt. Col.



LOUIE KAMOOKAK MEDAL Awarded to the Honourable Elizabeth Dowdeswell, 29th Lieutenant Governor of Ontario; Nellie Kusugak, fifth Commissioner of Nunavut; and Cecil Paul, Haisla Elder.



ALEX TREBEK MEDAL FOR GEOGRAPHIC LITERACY Awarded to Lisa (Diz) Glithero, educator.



INNOVATION IN GEOGRAPHY TEACHING AWARD Awarded to Peter Cameron, educator.

to choose grant recipients. All applicants were contacted

regarding the postponement. Additionally, due to these

2020 Annual General Meeting. The Committee plans to

meet again next year to review the submissions for 2021.

Expedition of the Year when to the Exeter Lake

North America's longest esker.

Esker Hike, which saw Dwayne Wohlgemuth complete a solo, 41-day, 800-kilometre trek of

Pascale Marceau and a partner will attempt to be

the Yukon's Kluane National Park and Reserve.

Alison Criscitiello will carry the RCGS Flag in

the first all-female team to climb Mount Lucania,

The team plans to re-measure the official height

a repeat photography survey to investigate rates

of landscape change, drill a new high-resolution

ice core for the Canadian Ice Core Lab, and

communicate its findings widely.

comprehensive study ever of the Society's Fellows by conducting a survey and analyzing various membership lists, aggregate fundraising data, commitments made ADVANCEMENT

COLLEGE OF FELLOWS

This year, the Fellows Committee undertook its most

to volunteering and Canadian Geographic magazine subscription data. This study will be used to better serve our Fellows. In 2020, the Society has welcomed 54 new nominations for the College of Fellows.

The RCGS is very grateful to all of our donors, from across the country and around the world, who have rallied that positions us well to embrace new opportunities. As together in this difficult year to provide critical support to our work. The 2019-20 fiscal year began with great optimism. The Society was enthused by early successes related to in-person events and meetings. We entered the new calendar year with a renewed sense of confidence in our fundraising pipeline thanks to significant donations in our major-gift portfolio. Over the course of the year,

we built out a strong, multi-channel fundraising strategy committed to, teams across the Society came together to develop and implement best practices related to development operations. While the Society has faced many challenges related to the COVID-19 pandemic, we have been buoyed by the generosity, support and enthusiasm of our donors who are enabling the Society to continue forward with most of our activities.

POLICY AND PLANNING COMMITTEE

Under the leadership of the Board of Governors and with the support of the Policy and Planning Committee, the RCGS continues to deliver on its essential milestones and outcomes. These are guided by the Society's appreciation for the value of exploration, education and environmental awareness, and reflect its ambition to continuously expand its capacity for connecting Canadians and the world with Canada's geography.

The Society continues to work toward accreditation through the Imagine Canada Standards Program. As mandated by the Board of Governors, the Policy and Planning Committee has been monitoring and providing direction for the work being done to meet the 73 criteria that must be satisfied. The first three sections of the Imagine Canada requirements (Board

Governance, Financial Accountability and Fundraising) are largely complete. The Committee will work with the Society's external human resources consultant to assist with the final two sections (Staff Management and Volunteer Involvement), with the goal of submitting the Society's application to Imagine Canada prior to the 2021 Annual General Meeting.

The Committee has also been asked by the Board of Governors to update the Society's Strategic Plan, which now covers the period 2015-2020. The Society has changed substantially since the current Strategic Plan was drafted. The Committee is soliciting input from Governors and Fellows on future strategic priorities for the Society and is preparing a new draft Strategic Plan for discussion by the Board.

HONORARY OFFICERS

NOMINATIONS

The Nominating Committee met three times in

2020: August 24, September 28 and October 8.

The work of the Committee included reviewing the

and governance needs going forward, approving

a call to Fellows for nominations to the Board

established a preliminary work plan for 2021.

of Governors, and assessing and approving the

appropriate nominations to go forward to the Annual

General Meeting. At its final meeting, the Committee

The recommendations of the Committee will be

presented to the College of Fellows for election

at the Annual General Meeting in Ottawa (and

Given that 2020 has proven to be a highly unusua

year for the world and the Society, the Committee

online) on Nov. 17, 2020.

upcoming recommendations for Officers and Board

Members, assessing the Society's specific leadership Board of Governors to deal with this new and

PATRON Her Excellency the Right Honourable Julie Payette C.C., C.M.M., C.O.M., C.Q., C.D. Governor General of Canada

VICE-PATRONS The Honourable Nellie T. Kusugak, O.Nu (Term as Gisèle Jacob Commissioner of Nunavut ended June 2020) Sir Christopher Ondaatje, O.C., C.B.E. Lord Martin Rees, O.M. Commissioner Margaret M. Thom, ONWT The Right Honourable John Turner, P.C., C.C., Q.C., (Deceased September 2020)

HONORARY PRESIDENT Alex Trebek, O.C.

HONORARY VICE-PRESIDENTS Roberta Bondar, O.C., O.Ont. Pierre Camu, O.C. Arthur E. Collin Wade Davis, C.M. Joseph MacInnis, C.M., O.Ont. Denis A. St-Onge, O.C.

paid special attention to the unique challenges the

RCGS confronted this year and will likely continue

to face in coming years. Nominations for Governor

Last year, the Committee drew up a list of executive

capabilities and experience Governors should

bring to the Board. This list is extremely helpful

as we look to Board renewal over the coming few

years. During 2021, the Committee will continue

to seek out nominations for candidates who have

the requisite experience, abilities and commitment

to ensure the Society can continue to advance its

mission through ever-changing circumstances.

were assessed with a view to strengthening the

difficult landscape which we, as a non-profit

organization, find ourselves inhabiting.

EXPLORERS-IN-RESIDENCE Jill Heinerth, George Kourounis, Mylène Paquette, Adam Shoalts (Westaway Explorer-in-Residence), Ray Zahab

BOARD OF GOVERNORS

PRESIDENT Gavin Fitch, Q.C., Calgary

VICE-PRESIDENTS Wendy Cecil, C.M., Toronto Connie Wyatt Anderson, The Pas, Man.

SECRETARY Joseph Frey, C.D., Toronto TREASURER

Keith Exelby, Ottawa

IMMEDIATE PAST PRESIDENT Paul Ruest, Winnipeg

COUNSEL Andrew Pritchard, Ottawa

> GOVERNORS Jean C. Andrey, Waterloo, Ont. (Resigned August 2019)

Glenn Blackwood, St. John's Carl Gauthier, Ottawa John Hovland, Toronto Claire Kennedy, Toronto Kathryn McCain, Toronto Lynn Moorman, Calgary Janis Peleshok, Toronto John Pollack, Bonnington, B.C.

Paul VanZant, Amaranth, Ont.

FINANCE COMMITTEE

William Thompson

SOCIETY COMMITTEES

STANDING COMMITTEES

AUDIT COMMITTEE Claire Kennedy (CHAIR), Keith Exelby, Gavin Fitch, Ted Johnson, John Pollack, Andrew Pritchard (ex-officio) CGE MANAGEMENT COMMITTEE Keith Exelby (CHAIR), Bruce Amos, Kevin Fitzgerald, John Hovland, Nicolas Jimenez, Carman Joynt, Doug Patriquin EXECUTIVE COMMITTEE

Gavin Fitch (CHAIR), Wendy Cecil, Keith Exelby, Joseph Frey, Connie Wyatt Anderson FELLOWS COMMITTEE Joseph Frey (CHAIR), Antoine C. Normandin, John Pollack, Lisa Tomas, Paul VanZant

ADVANCEMENT COMMITTEE Janis Peleshok, Steve Thomas

AWARDS COMMITTEE Helen Kerfoot (CHAIR), Glenn Blackwood, Dianne Draper, Alison Gill, Phil Howarth, John Iacozza, Chris McCreery, Wayne Pollard

CANADIAN GEOGRAPHIC EDUCATION Paul VanZant (CHAIR), Catherine Boisvert, Michel Emery, Ewan Geddes, Andrew Kitchen, Lise Martin-Keilty, Kelley McClinchey, Don McLaughlin, Lynn Moorman, Janet Ruest, Anne Smith, John Thompson

NOMINATING COMMITTEE Wendy Cecil (CHAIR), Glenn Blackwood, Brian Hodgson, Lynn Moorman, André Préfontaine

Keith Exelby (CHAIR), Jim Carter, Allen Clarke, John Hovland,

POLICY AND PLANNING COMMITTEE John Hovland (CHAIR), Wendy Cecil, Keith Exelby, Gavin Fitch, Joseph Frey, Claire Kennedy, Helen Kerfoot, Kathryn McCain, John Pollack, Paul VanZant

OTHER COMMITTEES

Kathryn McCain (CHAIR), Wendy Cecil, Louise Levitt,

BY-LAWS COMMITTEE Claire Kennedy (CHAIR), Gavin Fitch (ex-officio), Andrew Pritchard (ex-officio)

EXPEDITIONS COMMITTEE John Pollack (CHAIR), Lisel Currie, Jill Heinerth, Priidu Juurand, TA Loeffler, Jean-Marie Beaulieu, Zac Robinson, Michael Schmidt

RESEARCH GRANTS COMMITTEE James Boxall (CHAIR), Janis Dale, Christine Duverger-Harrison, Alison Gill, Greg Halseth, Peter Lafleur, Sarah de Leeuw, Pat Maher, Denis St-Onge, Robert Summerby-Murray

ACCOUNTS PAYABLE/ACCOUNTS RECEIVABLE CLERK Lydia Blackman

RCGS & CGE LEADERSHIP AND STAFF

CHIEF EXECUTIVE OFFICER AND PRESIDENT John Geiger CHIEF OPERATING OFFICER AND PUBLISHER

MANAGING EDITOR Sarah Brown ASSOCIATE EDITOR Michela Rosano DIGITAL EDITOR Alexandra Pope SOCIAL MEDIA EDITOR Angelica Haggart ASSISTANT EDITOR Abi Hayward

DIRECTOR, BRAND AND CREATIVE lavier Frutos CARTOGRAPHER Chris Brackley PRODUCTION DESIGNER Katherine Van der Ploeg

ACCOUNT MANAGER Lisa Duncan Brown

national director, climate change and environment. Aran O'Carroll Executive assistant to the ceo. Sandra Smith

ADMINISTRATIVE ASSISTANT Darlene Pelletier DIRECTOR, DEVELOPMENT AND PARTNERSHIPS lason Muscant MANAGER, EDITORIAL AND TRAVEL PARTNERSHIPS Andrew Lovesey

ARCHIVIST Wendy Simpson-Lewis

André Préfontaine

Nathalie Cuerrier

VICE-PRESIDENT, OPERATIONS

FINANCIAL CONTROLLER Robert Westgarth

ACCOUNTING CLERK Samuel St Jacques

MANAGER, TRANSLATIONS Emma Viel

PROJECT COORDINATOR Keegan Hoban

MANAGER, RCGS PROGRAMS Danica Mohns

DIRECTOR OF EDUCATION Michelle Chaput

EDUCATION PROGRAM COORDINATORS

Justine Bohn, Dominique Patnaik

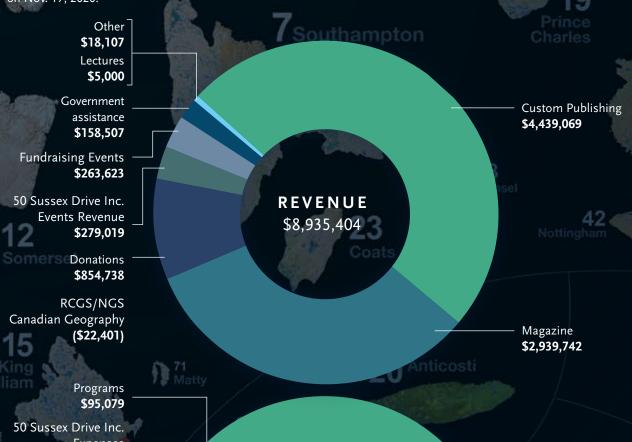
MANAGER, EDUCATION PROGRAMS Sara Black

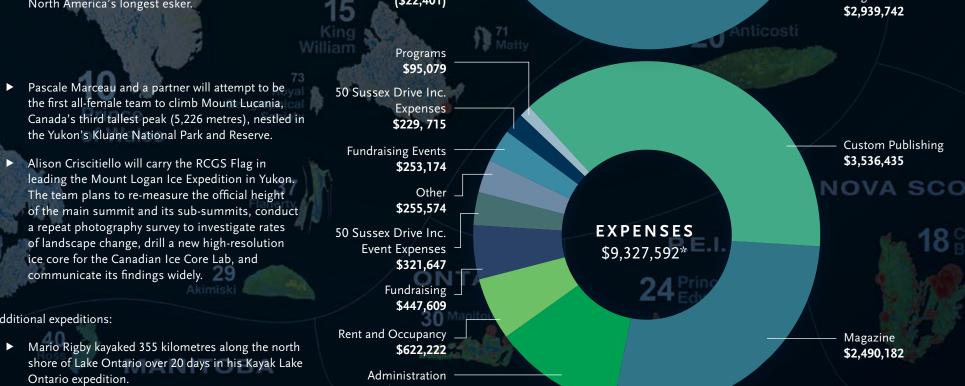
NATIONAL DIRECTOR OF DEVELOPMENT Sarah Legault

DIRECTOR OF RECONCILIATION Charlene Bearhead

FINANCIAL INFORMATION

JULY 1, 2019 TO JUNE 30, 2020





Ontario expedition. \$1,127,008

The Society's next call for proposals will close in early January 2021. For more information on our expeditions program and the expeditions noted here, please visit rcgs.org/expeditions.

In February 2020, the Expeditions Committee supported six new proposals with grants and/or RCGS flags along

provincial travel difficult, if not impossible. The 2020 awardees were given the options of either cancelling their

expeditions, postponing until 2021 or continuing as planned, provided they could do so in compliance with all

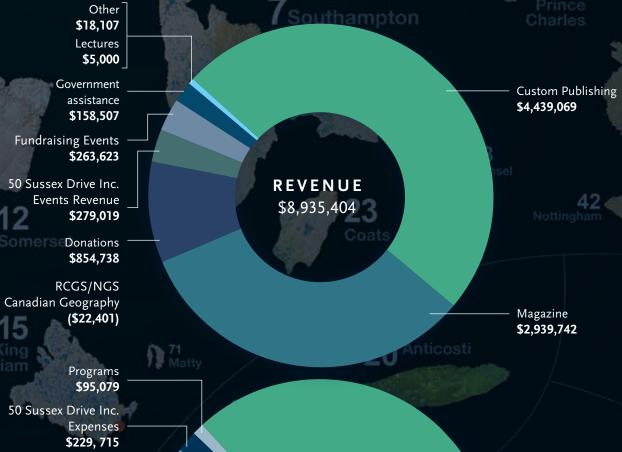
provincial and national health guidelines. Four groups decided to postpone their expeditions, while two solo

expeditions proceeded. A seventh multi-year solo expedition also continued.

Additionally, the Society used a private gift to support three other expeditions

with an equipment allocation from MEC. Thereafter, the COVID-19 pandemic made international and inter-

Full audited financial statements will be available at rcgs.org after the Annual General Meeting of the College of Fellows circumstances, there will be no student presentation at the on Nov. 17, 2020.



OPERATING RESULTS

* This amount is inclusive of \$157,172.53 in-kind rent.

\$ (483,241)

To get a clear picture of the cash performance, reduce total expenses by the in-kind amount.

CHIEF EXECUTIVE OFFICER EMERITUS

Gilles Gagnier

SOCIAL MEDIA COORDINATOR Hannah Waye SPECIAL PROJECTS EDITOR Tanya Kirnishni

GRAPHIC DESIGNERS Kathryn Barqueiro, Christy Hutton

DIRECTOR, STRATEGIC PARTNERSHIPS Tim Joyce

CONTRIBUTING PHOTOGRAPHER Ben Powless Scott Forsyth, Daisy Gilardini, Michelle Valberg

FROM LEFT: DAVID SAINT-JACQUES/CSA; JAVIER FRUTOS/CAN GEO; AARON KYLIE/CAN GEO; RAY ZAHAB; BEN POWLESS/CAN GEO. BACKGROUND IMAGE: CHRIS BRACKLEY/CAN GEO















CANADIAN GEOGRAPHIC ENTERPRISES

The fiscal 2019-2020 year for Canadian Geographic Enterprises is best described in two parts: July 1 to March 16 and March 17 to June 30, pre- and post-COVID-19 shutdown. teachers online, and, for the first time, made them avail-

Prior to March 16, 2020, CGE (and the Society) was on track for its best year ever, both in terms of finances and in delivering on our mandate. (50 Sussex Drive was also on course for its best fiscal yet.) CGE finished the year with a profit of \$778,920.15, its second-best financial performance to date. (It missed the previous high in 2017 by about \$17,000.) Prior to COVID-19, the company was on pace for a profit of more than \$1 million. CGE's result, as has been the case in recent years, was driven by a combination of factors: custom publishing revenue of \$4.2 million, made possible by strong products and an audience of more than 4.1 million much-sought-after network of more than 25,000 members.

The period from March 17 until the end of the fiscal year presented unique challenges. We had to quickly adapt numerous processes and procedures with our entire staff working from home. And the availability of, and our qualification for, federal We have an incredible staff, a supportive board, a loyal government assistance programs was unclear in the weeks immediately following pandemic-related shutdowns.

Each challenge was tackled as it presented itself. The editorial team published the May/June magazine remotely, as

well as subsequent issues. We rapidly reimagined our Can Geo Education strategy, moving its focus and resources for able directly to students and their parents. (Our Director of Education was featured on CBC TV in April about that initiative.) The editorial team hosted virtual trivia nights and Can Geo Talks. And we hosted weekly virtual all-staff meetings to ensure all the organization's work was clearly articulated to all team members. Ultimately, the transition to remote work was handled professionally and our teams continued to fulfill the Society's mandate with no noticeable disruption.

Staff have now partially reoccupied our headquarters at 50 Sussex Drive, Ottawa, in complete compliance with government-mandated COVID protocols. We look forward Canadians per month, and Canadian Geographic Education's to a full return and hosting in-person talks, Society events and students on a daily basis, while we continue creating the best magazine in the country, educating Canadians and mobilizing partnerships with, and programs for, like-

> audience and an important mission. Despite team members being physically separated due to COVID, our common cause has made us as close as ever. The past few months have not only been marked by significant change, but also by cooperation and collaboration.

STRATEGIC PARTNERSHIPS

The Society continues to seek and enhance strategic partnerships with organizations that share its values and commitment to making Canada better known to Canadians and to the world.

Despite the difficulties brought on by COVID-19, the RCGS continued to maintain close partnerships with Nikon Canada, MEC, Via Rail, Canadian North and others to help deliver its core programming.

The Society continues to work collaboratively with a number of important partners to deliver national engagement programs aligned with our mandate. In this regard, we are particularly proud to acknowledge the Department of Canadian Heritage, Environment and Climate Change Canada, Parks Canada, the Canadian Coast Guard, the Government of Ontario, Métis Nation – Saskatchewan,

RBC, the Canadian Space Agency, Polar Knowledge Canada,

memorandums of understanding with a host of other organizations including WWF, Nature United, Tree Canada, the Indigenous Leadership Initiative, the Canadian Historical Association, the Toronto Zoo, Telus World of Science, the RCMP, Ottawa International Writers Festival and Vulcan Entertainment, among others. These partnerships not only support the RCGS in its delivery of key programming, but also foster new and exciting opportunities for the Society to expand on its ability to connect Canadians with their geographical heritage.

TRAVEL PARTNERSHIPS

Despite the many challenges facing the travel industry in the wake of the COVID-19 pandemic, The Royal Canadian Geographical Society continued to strengthen its bonds with long-standing partners such as Maple Leaf Adventures, Adventure Canada, Exodus Travels and leading travel companies.

Churchill Wild. Although many of our co-branded trips were grounded after the pandemic brought travel to a standstill, the Society has continued to plan for future travel and explore new relationships with

Education continued to support classrooms across

demand for digital resources to facilitate e-learning, Can Geo Education launched its Online Classroom, a portal where educators and families can access impactful lessons on a variety of subjects. During its first month, the Online Classroom received more than 30,000 unique page views and its success set the stage for numerous collaborations during the remainder of the school year and into the summer. Notably, Can Geo Education worked with the Aga Khan Foundation Canada, WWF Canada, The Great Trail, The Healing Forest, AdventureSmart and the RCGS Explorers-in-Residence to develop and share engaging activities. New content continues to be shared

PROGRAMS AND RESOURCES

Giant Floor Maps continue to be sought-after resources, particularly for safe learning opportunities for schools continuing with in-person classes. New GFMs were produced as part of the Anthropocene Education, Ontario Parks and Re:Location programs this year.

The launch of the Paths to Reconciliation teacher's guide, a 73-page resource focused on 62 residential schools not recognized by the Indian Residential Schools Settlement Agreement, was a major accomplishment celebrated

The Energy IQ program underwent a significant refresh with the development of a new website and interactive energy map and the creation of the Classroom-in-a-Box, an ensemble of lesson plans, explainer videos, maps and infographics available for free for teachers to download.

Can Geo Education hosted its first virtual summer camp for youth in August. It included a week's worth of sustainability, environmental science and nature-based HBC, the Royal Canadian Mint, the Canadian Mountain Network, CAPP, Husky Energy, Rolex, Trans Canada Trail, Sanofi Pasteur, Shell Canada, the Fraser Watershed Initiative and the National Geographic Society.

In addition, the Society has established new

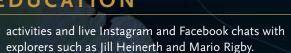
CANADIAN GEOGRAPHIC EDUCATION

Despite challenges presented by COVID-19, Can Geo Canada, increasing its membership to more than 25,000.

ONLINE CLASSROOM

In response to school closures and an unprecedented via the Online Classroom.

nation-wide on September 30, Orange Shirt Day.



Lastly, several virtual professional development webinars were offered by Can Geo Education staff, including sessions on ArcGIS for classrooms, the Anthropocene Education Program and outdoor learning.

Despite challenges related to the pandemic, Can Geo Education still hosted the 25th edition of the Can Geo Challenge by allowing students to compete online from home with the assistance of teachers and parents.

More than 300 students competed at the classroom, school and provincial/territorial rounds and 20 finalists from across Canada took part in the national round, which saw Aaron Chung, Awad Khalid, Noah Deng, Tony Wang and Xavier Spano named finalists. Xavier Spano took home the title after a final round that was broadcast live online. Although the International GeoOlympiad was cancelled, students still competed enthusiastically for a spot on Team Canada, which ultimately included David Landry, Peter Zhang, Jason Yu and Ryan Sharpe.

The Classroom Energy Diet Challenge also continued despite schools being closed. More than 90 prizes were awarded to classrooms from around the country, and Brooke Herwig and Deborah Lumley were named Energy Educators of the Year. A new website will be available to participating classrooms in the 2020-21 school year as part of the 10th anniversary celebration of the program.

Gan Geo Education now delivers three newly designed monthly newsletters to its educator, youth and parent/ guardian networks in both English and French, which has boosted readership and engagement. Likewise, a new approach to our social media strategy — including daily posts with impressive reach and engagement rates — has seen the number of Can Geo Education online followers grow to more than 13,500.

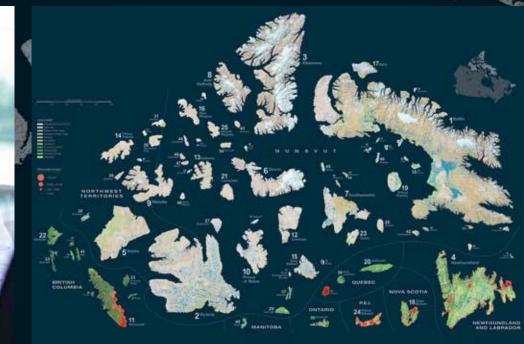


LE MILIEU POLAIRE :

















Geography is the study of our Earth, our one home. Every culture, every border, every plant and every stone has a story to tell and I can't help but enjoy learning more about other people.









CUSTOM PUBLISHING PROJECTS

THE FUTURE OF MICHIF

PARTNER: MÉTIS NATION-SASKATCHEWAN In January 2020, the Society joined the Métis Nation–Saskatchewan in announcing a \$2.1-million pilot project to preserve Michif language and culture in Saskatchewan. The program will see the development of Michif learning products including: the translation of the Métis book of the Indigenous Peoples Atlas of Canada into Michif, the development of an educational website, a podcast series and a feature documentary film.

ICONIC ROCK

PARTNER: CANADIAN MOUNTAIN NETWORK This project in support of CMN's National Research Centre of Excellence program includes: development of a pull-out poster map in Canadian Geographic, educational tools and promotion of their program through print and social media ads.

ARCTIC CIRCUMPOLAR MAP

PARTNER: POLAR KNOWLEDGE CANADA Two Giant Floor Maps and three Classroom-sized Floor Maps continued circulating to schools across Canada. We expanded our outreach to teachers in the North with the development of a how-to-use-thefloor-maps video, and we are working on a program to document how modern science can work with traditional knowledge in the North to create a map.

ANTHROPOCENE EDUCATION PROGRAM PARTNERS: THE ANTHROPOCENE PROJECT AND RBC FOUNDATION

The AEP supports the landmark documentary film Anthropocene: The human epoch, produced by Jennifer Baichwal, Nicholas de Pencier and Edward Burtynsky. This program allows students to learn the history and science behind the Anthropocene and how much people are changing Earth's natural systems. This is our first program that integrates augmented and virtual reality with new media, art and film. Students are taken on a one-of-akind journey focusing on human-environment interactions around the world.

PATHS TO RECONCILIATION PARTNER: HERITAGE CANADA

An educational project sharing hard truths of the Indian residential school system with students across Canada. This project started off with a Canadian Geographic Education tour of 24 schools across the country featuring residential school survivor Phyllis Webstad (founder of the Orange Shirt Society). The project also produced a feature article and poster map in Canadian Geographic, along with a learning program, an interactive website and suite of educational resources. Production of a one-hour documentary film by Secwepemc director

RE:LOCATION

PARTNER: HERITAGE CANADA This program examines community relocations in Canada through a geographic lens. Community relocations are a peculiar part of the shaping of Canada as a country. Supported by the Government of Canada, Canadian Geographic is creating a four-part documentary series (in partnership with the Canadian Public Affairs Channel), an interactive website, feature story and poster map in Canadian Geographic, a Giant Floor Map and a photo competition.

COMMEMORATE CANADA 2020

PARTNER: HERITAGE CANADA This project included articles in Canadian Geographic magazine, podcasts, educational resources and a series of engaging one-minute videos under a newly developed GeoMinute banner.

CANADA'S COOLEST SCHOOL TRIP

PARTNER: PARKS CANADA The September/October 2019 issue of Canadian Geographic featured a story on Canada's Coolest School Trip that saw the winning grade 5, 6 and 7 class from Teslin, Yukon, go on a trip to Manitoba in June 2019. This contest has been postponed for the 2020 season due to COVID-19, but will resume in 2021.

CLASSROOM ENERGY DIET CHALLENGE PARTNER: SHELL CANADA

The Classroom Energy Diet Challenge had 1,402 classes register (a two per cent increase over 2018). Despite the COVID-19 pandemic, 226 classrooms completed the challenge after modifications were made to accommodate distance learning. The program has been renewed for an additional year in celebration of the 10th anniversary and a new website is currently being built.

NATIONAL GEOGRAPHIC

PARTNER: NATIONAL GEOGRAPHIC SOCIETY As part of our ongoing agreement with Nat Geo, Canadian Geographic Education assisted with the French translation of the National Geographic Geo-Inquiry educator and student guides and poster, led numerous Educator Certification Professional Development workshops and developed an escaperoom activity for classrooms. Our agreement for the 2020 year has exciting new elements, including a joint citizen science project.

ONTARIO PARKS GIANT FLOOR MAP PARTNER: ONTARIO MINISTRY OF

ENVIRONMENT, CONSERVATION AND PARKS The 10-by-10 metre Ontario Parks Giant Floor Map highlights the province's parks system, as well as Indigenous treaty areas, highways and urban and rural communities, and is accompanied by 15 themed learning activities connected to Ontario's social studies and geography curriculum. The joint launch event was postponed due to COVID-19, however the map has been touring Ontario schools, and the digital teacher's guide continues to be a great reference for educators who cannot book the physical map.

PARTNER: CANADIAN ASSOCIATION OF PETROLEUM PRODUCERS (CAPP) Twenty Giant Floor Maps continued circulating to schools across Canada. Two additional explainer videos were added to the Energy IQ library and a Canada factbook was developed. Funding from the Energy IQ program was used to rebuild the Giant Floor Map booking website to allow a more automated delivery process, as well as a new website for the program itself. In response to COVID-19, the Classroom-in-a-Box was created, which included lesson plans, maps, infographics, quizzes and more. It was delivered to educators electronically.

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FROM LEFT TO RIGHT, FIRST ROW: BEN POWLESS/CAN GEO; MARIO RIGBY; BEN POWLESS/CAN GEO; SECOND ROW: JAVIER FRUTOS/CAN GEO, FIFTH ROW: BEN POWLESS/CAN GEO; HIRD ROW: BEN POWLESS/CAN GEO; HI