

2018-19 ANNUAL REPORT



PRESIDENT'S LETTER

"This is the most important moment in The Royal Canadian Geographical Society's 90 year history," proclaimed CEO John Geiger at the official opening of our new home at 50 Sussex Drive, Ottawa, on May 13. I couldn't agree more.

The event, attended by Prime Minister Justin Trudeau, RCGS Honorary President Alex Trebek, Honorary Vice-Presidents Roberta Bondar, Wade Davis and Joe MacInnis, and a host of other Society VIPs, was the pinnacle of another spectacular year.

That evening, we invested Johnny Issaluk, actor, Inuit Games athlete, Inuit-cultural ambassador and Nunavut-based Arctic explorer, as our newest Explorer-in-Residence. And we announced that the Society's annual Geographic Literacy Award had been renamed the Alex Trebek Medal for Geographic Literacy. In October, Trebek himself became its first recipient during a celebration of the 25th anniversary of the Canadian Geographic Challenge, which has benefited greatly thanks to his long-standing support.

We also recognized other luminaries with Society medals, including Adrienne Clarkson, 26th Governor General of Canada (Gold Medal), George Jacob, president and CEO of San Francisco's Bay Ecotarium (Louie Kamookak Medal), Brian May, lead guitarist of Queen, astrophysics PhD and author (Lawrence J. Burpee Medal), Jane Goodall, legendary primatologist (Gold Medal) and Anne Innis Dagg, groundbreaking zoologist and author (Lawrence J. Burpee Medal).

CEO'S LETTER

As we celebrate the 90th anniversary of The Royal Canadian Geographical Society, it is fair to say we have never been stronger, and that the Society's impact has never been felt more widely and more profoundly by Canadians.

In a year that marked the official opening of 50 Sussex Drive as Canada's Centre for Geography and Exploration, the RCGS simultaneously enjoyed an explosion in membership in Canadian Geographic Education, which grew to 23,000 educator members and introduced numerous new geographic learning tools, such as "Exploring Earth," an initiative led by astronaut David Saint-Jacques, and cutting-edge augmented reality learning resources developed with The Anthropocene Project.

The *Indigenous Peoples Atlas of Canada*, published in 2018, continued to have a great impact in 2019, too — most notably in January, when the Alberta government purchased 1,600 copies to be distributed to schools throughout the province. In furthering the Society's strong relationships with Indigenous Peoples, we have since launched Paths to Reconciliation. This project with the Orange Shirt Society will see us further support nationwide awareness of the impacts of residential schools.

Other significant partner projects include our 10,000 Changes plastic waste reduction campaign,

This year, the Society was also instrumental in a number of landmark expeditions. Expedition committee chair John Pollack was part of the team that announced in late 2018 the discovery of a previously unknown massive cave (its entrance measures 100 metres by 60 metres) in British Columbia's Wells Gray Provincial Park. And in March, climbers Lonnie Dupre and Pascale Marceau completed the first winter ascent of 4,860-metre Mount Wood (Canada's sixth-highest peak), in Yukon's Kluane National Park, on an RCGS flagged expedition. And the RCGS marine ensign flew for the first time during the RCGS *Resolute's* inaugural voyage, from Costa Rica through the Panama Canal.

Meanwhile, the Society continued its solid financial performance in 2018-19. Under the strong leadership of CEO John Geiger and COO Gilles Gagnier, the RCGS achieved considerable success in fundraising. In addition to major gifts by good friends, we continued to host successful fundraising events outside of Ottawa, in Toronto, Calgary and Vancouver. And with our headquarters at 50 Sussex now fully operational, the Society's meetings and events rental business is growing strong.

On behalf of the Board of Governors, I congratulate John, Gilles and the RCGS staff for another excellent year.

Gavin Fitch
President

the community Relocation initiative, and the second year of our Great Trail Treasure Hunt, which has now encouraged thousands of Canadians to get out and explore the nation's landscapes.

Our National Magazine Award-winning publication, *Canadian Geographic*, is now the second most-read in Canada, our Can Geo Talks are filling the Alex Trebek Theatre and venues across Canada, and RCGS-funded researchers and explorers are in the field, making discoveries, conducting science and establishing records. This year also saw Johnny Issaluk appointed Explorer-in-Residence, bringing the program to six explorers dedicated to fostering knowledge about Canada's physical and human geography.

In mid-May, our critical mission and impact was recognized by global geographic literacy leader Princess Anne, when the Princess Royal joined the Fellowship.

We have so much to celebrate. And we are very thankful to our volunteers, led by Board President Gavin Fitch and our dedicated Governors, our donors and all those who continue to support us on this vital journey. After 90 years, it is fair to conclude that the Society is poised to achieve even greater things.

John Geiger
Chief Executive Officer

PROGRAMS

AWARDS

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 2019. To learn more about each award, recipient, or how to nominate someone in 2020, please visit rcgs.org/awards.



RT. HON. VINCENT MASSEY MEDAL
Awarded to **Derek Ford**, geomorphologist.



GOLD MEDAL
Awarded to **Richard Boudreault**, environmental engineer; **Jennifer Baichwal**, filmmaker; **Edward Burtynsky**, photographer; **The Right Honourable Joe Clark**, former Prime Minister; **The Right Honourable Adrienne Clarkson**, former Governor General; **Nicolas de Pencier**, filmmaker; **Andrew Feustel**, astronaut; **Jane Goodall**, primatologist; **The Right Honourable David Johnston**, former Governor General; **Harrison Schmitt**, astronaut; and **Michael Ulta**, president of the National Geographic Society.



CHARLES CAMSELL MEDAL
Awarded to **Beth Dye**, former governor, and **Joseph Frey**, secretary, for their service to the Society.



LAWRENCE J. BURPEE MEDAL
Awarded to **Anne Innis Dagg**, zoologist; **Brian May**, astrophysicist and musician; and **Richard Wiese**, explorer.



SIR CHRISTOPHER ONDAATJE MEDAL FOR EXPLORATION
Awarded to **Charles "Chas" Yonge**, speleologist.



MARTIN BERGMANN MEDAL FOR EXCELLENCE IN ARCTIC LEADERSHIP AND SCIENCE
Awarded to **Wayne Pollard**, geocryologist.



CAPT. JOSEPH-ELZÉAR BERNIER MEDAL
Awarded to **Elizabeth Campbell**, photographer; and **James Fordyce**, lawyer.



LOUIE KAMOOKAK MEDAL
Awarded to **Ron DiFrancesco**, executive client manager; **George Jacob**, museum chief executive officer; **Jessie Jean Isberg**, musician; **Lorie Karnath**, explorer; **Genesis P-Orridge**, artist and musician; **Andrew Pritchard**, RCGS counsel; and **Prince Ermias Sahle Selassie** of Ethiopia.



ALEX TREBEK MEDAL FOR GEOGRAPHIC LITERACY
Awarded to **Alex Trebek**, host of *Jeopardy!*, and **Andrew Young**, educator.



INNOVATION IN GEOGRAPHY TEACHING AWARD
Awarded to **Mary Ellen Gucciardi**, educator.



COLLEGE OF FELLOWS

The Fellows Committee met twice in 2019 to steward the nomination process for new Fellows. This year, the Society has welcomed 133 new nominations for the College of Fellows.

ADVANCEMENT

The RCGS is buoyed by the support of its community and their generous gifts to the Society. Individual donations by Fellows, *Can Geo* subscribers and other Canadians with a deep love of their country financially support and validate the important work of the Society. The Advancement Committee is pleased to report a fifth year of growth in fundraising, with more than \$1.4M received by the end of fiscal 2018. The committee has worked diligently to build new processes and professionalize systems in line with the Society's ongoing Imagine Canada application,

POLICY AND PLANNING COMMITTEE

Under the leadership of the Board of Governors and through the support of the Policy and Planning Committee, the RCGS continues to deliver on essential milestones and outcomes aligned with the Strategic Plan 2015-2020. These are guided by the Society's appreciation of 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.

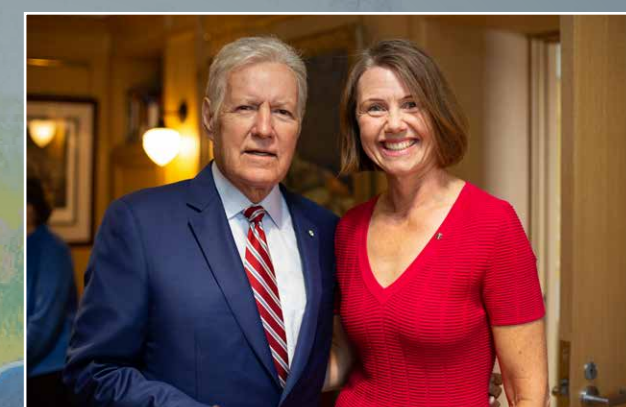
As a fundamental part of this process, the RCGS continues to work toward accreditation through Imagine Canada's Standards Program. As mandated by the Board of Governors, the Policy and Planning Committee has been monitoring and providing direction for the work being done to meet the 73 criteria that must be satisfied

with an eye to improving donors' experiences with the organization.

In 2019, our priorities have remained focused on overseeing the RCGS fundraising strategy and development operations, particularly on raising critical core funding for priority programs. As the Society continues to grow, the Advancement Committee is also constantly planning for the future, gathering and shaping new ideas that will help ensure the ongoing financial stability of the RCGS.

to be accredited. These criteria are grouped under five separate categories: Board Governance, Financial Accountability, Fundraising, Staff Management and Volunteer Involvement.

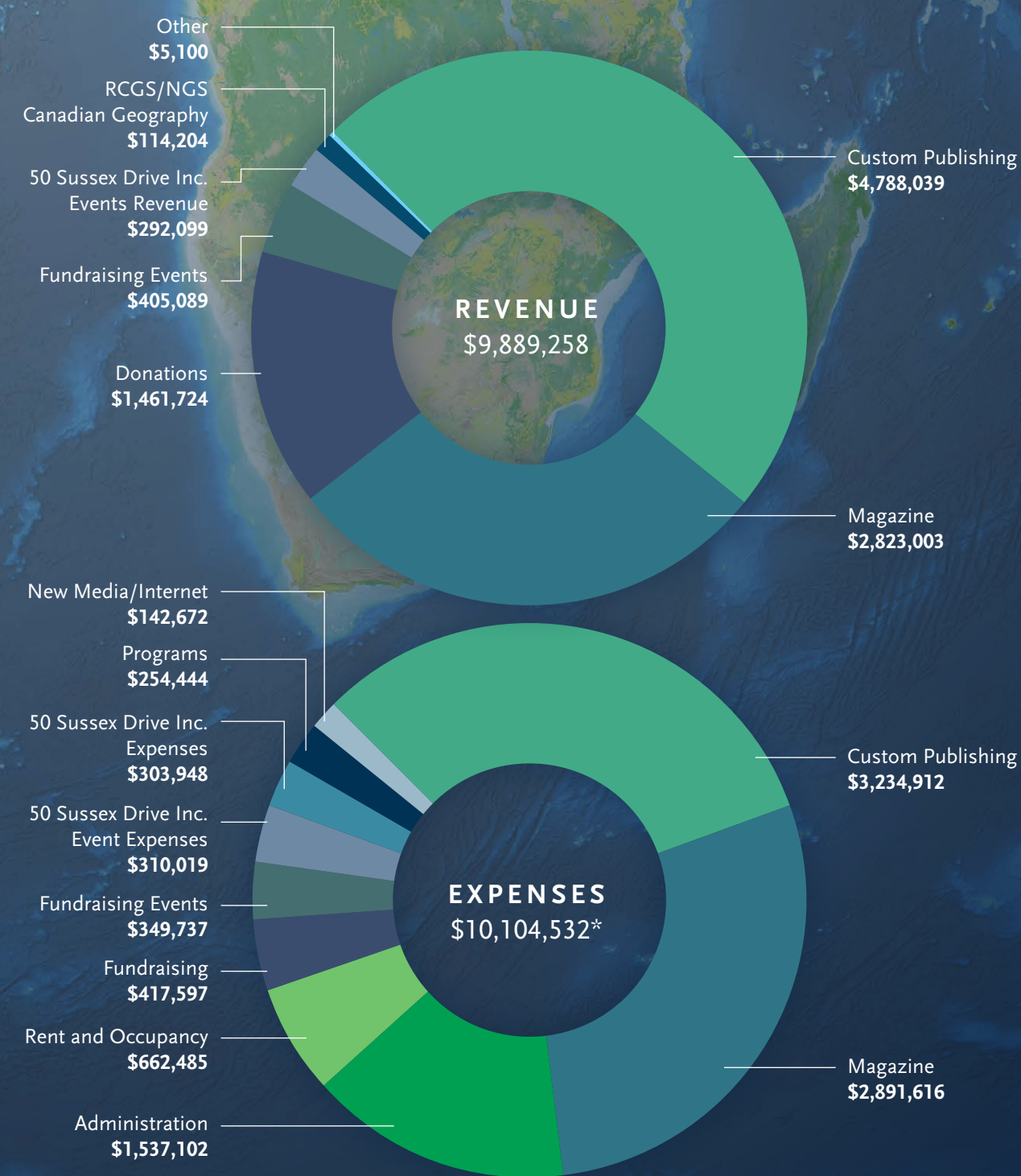
By the January 2020 meeting of the Board of Governors, the Committee expects that the first three sections (Board Governance, Financial Accountability and Fundraising, accounting for 51 of the 73 criteria) will be complete. The Committee will engage a third party consultant with expertise in human resources issues in the non-profit sector to assist with the final two sections (Staff Management and Volunteer Involvement, representing the remaining 22 criteria). The Committee's goal is to submit the Society's application to Imagine Canada prior to the 2020 Annual General Meeting.



FINANCIAL INFORMATION

JULY 1, 2018 TO JUNE 30, 2019

Full audited financial statements will be available at rcgs.org after the Annual General Meeting of the College of Fellows on Nov. 20, 2019.



OPERATING RESULTS \$ (215,274)

* This amount is inclusive of \$216,000 in-kind rent the National Capital Commission must charge on a monthly basis — however, this will be offset in future fiscals. To get a clear picture of the cash performance, reduce total expenses by the in-kind amount.

NOMINATIONS

The Nominating Committee met on Oct. 9, 2019, to review the Board positions that are to be filled at the Annual General Meeting, including those of the President and two Governors.

The recommendations of the Committee will be presented to the College of Fellows for election at the Annual General Meeting in Ottawa on Nov. 20, 2019.

The Committee reviewed the current status of business operations and heightened profile of the Society, noting the dramatic growth over the last year in both fundraising and public visibility. The Committee also discussed the increasing need for Governors to possess the appropriate skills to support and oversee the larger role that the RCGS is rapidly assuming in Canadian life. The impact of the new Society headquarters at 50 Sussex Drive, the importance of the *Indigenous Peoples Atlas of Canada* and many new projects being undertaken by the Society,

HONORARY OFFICERS

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.N.U.
Sir Christopher Ondaatje, O.C., C.B.E.
The Right Hon. John N. Turner, P.C., C.C., Q.C.

HONORARY PRESIDENT
Alex Trebek, O.C.

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

and the increased frequency of public events were all recognized for their roles in the new domestic and international status of the Society. Nominations for Governor were assessed with a view to meeting these needs.

As we celebrate our 90th Anniversary, the Nominating Committee is sensitive to the impending 100th anniversary of the founding of The Royal Canadian Geographical Society and to the fact that the Board of Governors will need to increase its work during the next decade to prepare for this auspicious anniversary. Over the past year, work was undertaken to develop a list of skills, executive capacities and experience suited to ensuring the success of the Society. A list of potential nominees was drawn up from individuals who have clearly demonstrated their commitment to the Society and who have the requisite abilities and experience to advance its mission.

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

EXPLORERS-IN-RESIDENCE
Jill Heinerth, Johnny Issaluk, George Kourounis, Mylene Paquette, Adam Shoalts, Ray Zahab

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, Jean Andrey, Andrew Binkley, Kevin Fitzgerald, Alison George, John Hovland, Nicolas Jimenez, Carman Joynt, Paul Taillon

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

OTHER COMMITTEES

ADVANCEMENT COMMITTEE
Kathryn McCain (CHAIR), Wendy Cecil, Anthony Hendrie, Steve Thomas, Janis Peleshok

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

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

RCGS & CGE LEADERSHIP AND STAFF

CHIEF EXECUTIVE OFFICER AND PRESIDENT
John Geiger

CHIEF OPERATING OFFICER AND PUBLISHER
Gilles Gagnier

EDITOR-IN-CHIEF Aaron Kylie
MANAGING EDITOR Nick Walker
ASSOCIATE EDITOR Michela Rosano
DIGITAL EDITOR Alexandra Pope
SOCIAL MEDIA EDITOR Kiley Bell
SPECIAL PROJECTS EDITOR Tanya Kirishni
TRANSLATION Geraldine Green

DIRECTOR, BRAND AND CREATIVE Javier Frutos
CARTOGRAPHER Chris Brackley
GRAPHIC DESIGNERS Kathryn Barqueiro, Christy Hutton

ACCOUNT MANAGER Lisa Durcan Brown
DIRECTOR, STRATEGIC PARTNERSHIPS Tim Joyce
DIRECTOR, DEVELOPMENT AND PARTNERSHIPS Jason Muscat
MANAGER, EDITORIAL AND TRAVEL PARTNERSHIPS Andrew Lovesity

ACCOUNTING MANAGER Bhavisha Pankhania
ACCOUNTS PAYABLE/ACCOUNTS RECEIVABLE CLERK Lydia Blackman
EXECUTIVE ASSISTANT TO THE CEO Sandra Smith
ADMINISTRATIVE ASSISTANT Darlene Pelletier

FINANCE COMMITTEE
Keith Exelby (CHAIR), Jim Carter, Allen Clarke, John Hovland, William Thompson

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

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

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

EXPEDITIONS COMMITTEE
John Pollack (CHAIR), Jean Marie Beaulieu, Lisel Currie, Jill Heinerth, Priidu Juurand, TA Loeffler, 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

VICE-PRESIDENT, FINANCE AND ADMINISTRATION
Catherine Frame

CHIEF EXECUTIVE OFFICER EMERITUS
André Préfontaine

SENIOR DIRECTOR, OPERATIONS Nathalie Cuerrier
NEW MEDIA MANAGER Paul Politis
LOGISTICS COORDINATOR Emma Viel
PROJECT COORDINATORS Keegan Hoban, Danica Mohns
EVENT COORDINATOR Stacy Galasso

NATIONAL DIRECTOR OF DEVELOPMENT Sarah Legault
DIRECTOR OF RECONCILIATION Charlene Bearhead

DIRECTOR OF EDUCATION Ellen Curtis
MANAGER, EDUCATION PROGRAMS Sara Black
EDUCATION PROGRAM COORDINATORS Andrea Buchholz, Michelle Chaput

MANAGER, RCGS PROGRAMS Kendra Stielor
COMMUNICATIONS MANAGER Deborah Chapman

ARCHIVIST Wendy Simpson-Lewis
PHOTOGRAPHERS-IN-RESIDENCE Scott Forsyth, Daisy Gilardini, Michelle Valberg

CONTRIBUTING PHOTOGRAPHER Ben Powless



CANADIAN GEOGRAPHIC ENTERPRISES

Since its launch in June 2018, the *Indigenous Peoples Atlas of Canada* has been a bestseller, with more than 18,000 sets of books sold. As of October 27, 2019, it is still listed on Amazon as the third-best seller in education and reference.

This past year was our best ever in terms of custom publishing revenues and was also a fantastic year for fulfilling the mandate of the RCGS through this work. Notable projects include the following:

Relocation is a two-year project that examines relocated communities in Canada, the challenges faced by communities that are forced to move as well as the long-term ramifications of such relocations. This project includes four half-hour documentaries, a Giant Floor Map, an article in the magazine and a dedicated website.

The Anthropocene education program is a partnership with the makers of the film *Anthropocene: The Human Epoch* by Edward Burtynsky, Jennifer Baichwal and Nicholas de Pencier. For this project, we are creating augmented and virtual reality kits (based on the content of the film) which will tour schools for three years. This is a truly cutting-edge program we can all be very proud of.

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.

To that end, the RCGS worked closely with One Ocean Expeditions, Nikon Canada, MEC, VIA Rail, Air Canada, Canadian North, Desert Hills Estate Winery and others to help deliver its core programming.

The Society has also established new memorandums of understanding with a host of other organizations, including the Canadian Canoe Museum, Historica Canada, the Eccles Centre for American Studies, the Royal Canadian Mint and the Canadian Mountain Network, among others. These partnerships not only support the RCGS in its delivery of key programming,

TRAVEL PARTNERSHIPS

Over the past year, the Society has continued to nurture its relationships in the travel sector by extending old agreements and developing new ones.

In 2019, the RCGS launched a partnership with Exodus Travels, introducing eight international trips featuring Fellows and *Can Geo* staff as special

CANADIAN GEOGRAPHIC EDUCATION

Canadian Geographic Education now has a membership of 23,000 educators across the country as of Nov. 2019, and continues to grow. Can Geo Education continues to build on its reputation as a national bilingual organization that creates and provides valuable, innovative geographical resources.

CAN GEO CHALLENGE
The 24th year of the Canadian Geographic Challenge concluded in May with the National Final, held at 50 Sussex. Explorer-in-Residence Jill Heinerth hosted the final five competitors in a gruelling battle, with David Landry of Ottawa, then in Grade 10, coming out on top. Our top five finalists were awarded the One Ocean Expeditions' Fins and Fiddles trip in July 2019, which allowed them to expand their geographic knowledge while exploring some of Canada's most breathtaking East Coast scenery.

This year, Can Geo Education integrated the International Geography Olympiad into the Challenge as its new Level 3, open to students aged 16 to 19. Following the success of Team Canada at the iGeo in Quebec City in 2018, Jerry Sun, Andrew Ding, Jake Douglas and Ben Woodward travelled to Hong Kong in July 2019 — and did not disappoint. By winning two gold medals and one silver, these tenacious young geographers proved, once again, that Canada is a geographic powerhouse. In the coming school year, the next Team Canada will be selected to compete in the 2020 iGeo in Turkey.



10,000 Changes, Canada's commitment to rethink plastics, was launched this past year as well. A partnership with Environment and Climate Change Canada and the Recycling Council of Ontario, this forward-looking program uses websites, infographics and video as well as a pledge dashboard to encourage Canadians to reduce their reliance on plastics.

Recognizing the importance of travel to our brand, we will not only continue to deliver quality travel content through our website and social media channels, but will now feature a special *Can Geo Travel* section in two extended *Can Geo* issues every year.

After many years at #3, *Can Geo* has officially become the second-most-read magazine in Canada. With a combined audience of 4.1 million readers and viewers per month, we are pleased with our place in the Canadian media landscape, but we continue to prioritize online growth and will not rest on our laurels. We redesigned the Can Geo Photo Club this past year, and Canadian Geographic Education's website will be the next to be redone with the remainder of our online properties to follow.

but also foster new and exciting opportunities for the Society to expand on its ability to connect Canadians with their geographical heritage.

In addition to these key partnerships, the RCGS continues to work collaboratively with a number of important partners, without whom we could not move forward on many of our most impactful projects. In this regard, we are particularly proud to acknowledge the Department of Environment and Climate Change Canada, Department of Canadian Heritage, International Development Research Centre, Canada Post, Polar Knowledge Canada, Shell Canada, CAPP, CPAC, RBC, Ingenium, Google, Roots Canada, Trans Canada Trail, Recycling Council of Ontario and the National Geographic Society.

resource people. The Society also renegotiated its term with Maple Leaf Adventures to extend the partnership for another five years, doubling both revenue and trip offerings for each calendar year. Arctic Kingdom offers the Society increased revenue potential from the two co-branded trips running in 2020 with RCGS Explorer-in-Residence Jill Heinerth.

PROFESSIONAL DEVELOPMENT
This year, Can Geo Education both hosted and attended numerous education workshops. With the continued support of the R. Howard Webster Foundation, 14 educators from across Canada travelled to Ottawa to learn about integrating technology in a three-day summer institute at 50 Sussex, and 10 educators learned about sustainable energy development in Fort McMurray, Alta. Additionally, seven one-day workshops — supported by both Google and the National Geographic Society — were offered to teachers as a means of enhancing their understanding of the Geographic Inquiry process.

STUDENT PROGRAMMING
2018-19 was a big year in the development of on-site student programming at 50 Sussex: a number of experiences were offered to students in grades 5 to 12. Programming, which ranged from sustainability and the environment to Indigenous knowledge and traditional ways of knowing, truly demonstrated to students the diversity and excitement of geography and inspired them to be explorers in their own right. Continued work with local school boards and educational organizations will allow further growth in this space as best practices are established.

RESOURCES
In addition to the continuing development of Can Geo in the Classroom and the IDRC workbooks, Can Geo Education continues to grow the Giant Floor Map and printable tiled map programs.



CUSTOM PUBLISHING PROJECTS

CANADA'S COOLEST SCHOOL TRIP

PARTNER: PARKS CANADA
The September/October 2019 issue of *Can Geo* featured a story on Canada's Coolest School Trip, which saw the winning grades 5, 6 and 7 class from Teslin, Yukon, go on a trip to Manitoba in June 2019. The Canada's Coolest School Trip contest has been extended for an additional two years.

ENERGY IQ

PARTNER: CANADIAN ASSOCIATION OF PETROLEUM PRODUCERS (CAPP)
20 Giant Floor Maps continued circulating to schools across Canada. Additional explainer videos were added to the Energy IQ library, and an Atlantic Canada fact book was developed and printed. In July 2019, we held a Responsible Energy Development Summer Institute which brought together 15 educators from across the country to one of the busiest energy centres in Canada — Fort McMurray, Alta. — to learn about Canada's energy mix and how the country is responsibly developing its oil sands resources.

CLASSROOM ENERGY DIET CHALLENGE

PARTNER: SHELL CANADA
In its eighth year, the Classroom Energy Diet Challenge saw participation increase to 1,374 classrooms across Canada and the completion of 2,054 challenges. The program has been renewed for one additional year.

GIANT FLOOR MAP

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

IDRC BLOG

PARTNER: INTERNATIONAL DEVELOPMENT RESEARCH CENTRE
This was the third year during which *Canadian Geographic* produced a series of 12 blogs highlighting the valuable work IDRC is doing to help communities across the globe, as well as accompanying learning activities. The partnership included an annual summary digest distributed with the November/December issue of *Can Geo*.

INDIGENOUS PEOPLES

ATLAS OF CANADA
PARTNER: CANADIAN HERITAGE (CANADA 150)
Working with the Assembly of First Nations, Inuit Tapiriit Kanatami, the Métis National Council, Indspire and the National Centre for Truth and Reconciliation, we created an unprecedented legacy work. Over the past year, we completed work on English and French atlases in print and online, teacher guides for distribution to our education network, Giant Floor Maps, tiled maps, synthetic maps, a poster map, an app, dedicated issues of *Canadian Geographic* and *Geographica* magazines.

3M INFOGRAPHICS

PARTNER: 3M CANADA
3M provided funding to create infographics featuring innovative technology in the Discovery section of each issue of *Can Geo*. An educational activity was created to accompany each infographic and increase dissemination.

THE GREAT TRAIL TREASURE HUNT

PARTNER: TRANS CANADA TRAIL
In celebration of the one-year anniversary of the unification of The Great Trail, *Can Geo* and the Trans Canada Trail created The Great Trail Treasure Hunt. Through this national treasure hunt, Canadians in every province and territory are encouraged to seek out treasure boxes hidden along The Great Trail and post pictures of their finds on social media, making them eligible for incredible prizes.

SHOW US YOUR CANADA

PHOTO CONTEST
PARTNER: INNOVATION, SCIENCE AND ECONOMIC DEVELOPMENT CANADA (ISED)
From May to August 2018, *Can Geo* held a photo contest dedicated to the Canada-China Year of Tourism. The contest called on Canadians to show the love they have for their country through beautiful and compelling photography. Winners were promoted in *Can Geo* and a special souvenir booklet was produced.

SPANISH FLU — UNMASKING INFLUENZA

PARTNER: SOUND VENTURE
On the centenary of the 1918 Spanish Flu, *Can Geo* delivered a timely commemorative project that examines the lasting impact of the world's deadliest flu pandemic in Canada, and reveals whether or not we are prepared for another potential pandemic. Some of the main assets included a feature article in the September/October 2018 issue of *Can Geo*, a special *Can Geo*-led discussion on the Spanish Flu with Canada's Chief Public Health Officer, Dr. Theresa Tam, and author/historian Eyllt Jones (held at 50 Sussex and broadcast by CPAC), a Giant Floor Map and curriculum-based learning resources, and a major Spanish Flu Exhibit, which premiered at the 2018 Canadian Immunization Conference in December.

CANADA AND THE 49TH PARALLEL

PARTNER: DEPARTMENT OF CANADIAN HERITAGE
Can Geo commemorated the 200th anniversary of the 49th Parallel by creating engaging learning resources across its print, social media and digital streams. It was anchored by a special feature article and quiz in the September/October 2018 issue of *Can Geo*, which was further supported by a special pull-out map showcasing the border in detail, its history and many other interesting aspects of the boundary. Along with this promotion in the magazine, an engaging video and additional printed resources for Canadian Geographic Education's cross-Canada teacher network were also created.

EXPLORING EARTH

PARTNER: INGENIUM, THE ROBERTA BONARD FOUNDATION, WESTERN UNIVERSITY
Exploring Earth is an online learning platform designed to teach K-12 students the science behind how the Earth works using photos taken by David Saint-Jacques during his 2018-19 mission on the *International Space Station*. Saint-Jacques' photos are paired with educational blogs, national science and geography curriculum expectations, hands-on learning activities and supporting resources. The bilingual content, which is available free to teachers and accessed via an interactive world map, highlights the complementarity of Earth observation from space and ground-level geographic data for learning more about the planet and its natural and human systems.

ROUTE 338: MAPPING DEMOCRACY

PARTNER: CABLE PUBLIC AFFAIRS CHANNEL (CPAC)
Five Giant Floor Maps and an accompanying suite of learning activities encouraging students to learn about democracy in Canada continued circulating among schools across the country. A photo contest highlighting the democratic process and electoral ridings in Canada was completed and published in the July/August 2018 issue.

CANADA FROM SPACE

PARTNER: CANADIAN SPACE AGENCY AND INGENIUM
This year, five *Canada from Space* Giant Floor Maps continued to tour schools across Canada. Three additional Giant Floor Maps have visited all schools in Nunatsiavut and Nunavik. They will continue to visit schools in Nunavut, the Northwest Territories and Yukon this coming year.

SOCIAL MEDIA

- CanGeo
- CanGeoTravel
- CanGeoEdu
- RCGS_SGRC
- @cangeo
- @cangeotravel
- @cangeoeducation
- @rcgs_sgrc
- @CanGeo
- @CanGeo_Travel
- @CanGeoEdu
- @RCGS_SGRC
- canadiangeographic

CONTACT

The Royal Canadian Geographical Society
50 Sussex Drive
Ottawa, Ontario K1M 2K1
613-745-4629 | fax: 613-744-0947
rcgs@rcgs.org
rcgs.org | cangeo.ca

