

2020-21 ANNUAL REPORT



PRESIDENT'S LETTER

Waves. Openings. Closings. Mass vaccinations. It has been a whirlwind year as we've adapted to life in a global pandemic. Fortunately, the Society did an incredible job adjusting to the various challenges it faced. We had our best financial performance ever in fiscal 2020/21, thanks in large part to stellar fundraising and custom publishing results. We also continued to deliver amazing programming in fulfilling our mission.

Notably, in partnership with the National Geographic Society, we launched the Trebek Initiative. Named in honour of the Society's late Honorary President Alex Trebek, it supports emerging Canadian explorers, scientists, photographers, geographers and educators. We just announced more than \$360,000 in funding to 2021 grantees.

Beyond that, recipients of funding from our Expeditions program were back in the field this year (adhering to local health regulations). The Expedition of the Year, a 200-day, 7,600-kilometre, North-to-South cross-Canada journey, just finished successfully, our Women's Expedition summited Mount Lucania, Canada's third-highest peak, and our Flag Expedition conducted critical scientific work on Mount Logan, Canada's tallest mountain. All this in addition to the continuing explorations by our Explorers-in-Residence, who welcomed a new colleague in July, Arctic researcher Emily Choy.

The Canadian Geographic Education program likewise continued to make strides in the face of pandemic challenges. It launched its new website, hosted a number of virtual professional

CEO'S LETTER

Our 2020 *Fellows Show* — a virtual, online replacement to the pandemic-cancelled College of Fellows Annual Dinner — encapsulated the best of the Society, and also its digital transformation. It showcased our ability to quickly adapt not only to the immediate, real-life challenges imposed by COVID-19, but to a quickening shift to the digital delivery of our content and programs. Of course, a crucial part of this year's financial success was also a US\$1 million gift from our late Honorary President, Alex Trebek, which was intended to help the Society thrive amid the pandemic. Thrive we did.

This fall, *Can Geo's* first full-length documentary film, *Returning Home* (an intertwining narrative about residential schools and the loss of wild salmon by director Sean Stiller), premiered at Canadian festivals. It won numerous awards, while delivering its powerful learning message to a broad audience. Earlier in the year, our new four-part *Relocation* documentary series aired on CPAC, and shortly afterward, we announced Matt LeMay as the inaugural *Can Geo* Filmmaker-in-Residence. Then there are our GeoMinutes, celebrating anniversaries of national significance, produced as part of a larger partnership with Heritage Canada, and our forthcoming film grant program, made possible by funding from MEC. It's all part of our emerging Can Geo Films division, a critical step toward diversifying *Canadian Geographic*.

Naturally, partnerships contributed greatly to those initiatives, and we continued to realize

development sessions (including for the Anthropocene Project in conjunction with Fellows Edward Burtynsky, Nicholas de Pencier and Jennifer Baichwal, and its first online summer conference) and saw participation in key programs, such as the Can Geo Challenge and the Classroom Energy Diet Challenge, continue to grow. It also facilitated Team Canada's virtual participation in the International Geography Olympiad, where Akib Shamsuddin and Nikita Serkov earned silver medals and Ryan Sharpe and Matthew Woodward nabbed bronze medals.

Speaking of honours, once again the Society recognized the contributions of numerous individuals (see more under "Awards"), and I had the personal privilege of recognizing Haida educator Gaajiaawa Linda Tollas of the Skedans Raven Clan with the Louie Kamookak Medal during a trip to Haida Gwaii with travel partner Maple Leaf Adventures. I also attended the fantastic mid-August event at our Ottawa headquarters for new Honorary Fellow Catherine McKenna, who joins Prime Minister Justin Trudeau, Jean Trebek and Rear-Admiral Rebecca Patterson as notable honorary 2021 additions to the College.

As always, I would like to conclude this note by congratulating the Society leadership on behalf of the Board of Governors. In addition, this year I want to acknowledge the loss of COO Gilles Gagnier. Gilles was a critical part in yet another excellent year. We will greatly miss his energy, enthusiasm and passion.

Gavin Fitch
President

many other collaborations, including work with Rolex, Canada's Ocean Supercluster, Nature United and Sanofi Pasteur (for the latter, we produced our first digital interactive: influenza.canadiangeographic.ca).

We are going to continue to aggressively pursue new opportunities in the digital realm, including relaunching our *Canadian Geographic* website early in 2022, and expanding our *Explore* podcast series to 26 episodes for its third season.

Even beyond the digital, RCGS, *Can Geo* and our many programs found ways to thrive during the pandemic. As an example, we launched, with our great partners at the National Geographic Society, and through the critical support of leading Canadian philanthropists committed to expanding knowledge about our country, the Trebek Initiative, a grant program for emerging explorers. We also invested further in the *Canadian Geographic Travel* brand, readying for the time soon when we will all be exploring our country and the world again.

All these achievements reflect, as my late friend (and RCGS COO and *Can Geo* Publisher) Gilles Gagnier used to say, the ethos of a 92-year-old Royal society that has at its core the energy and drive for innovation of a start-up.

John Geiger
Chief Executive Officer

PROGRAMS

AWARDS

To recognize outstanding achievement in the fields of geography, education, science, exploration and for volunteering to assist the Society, the following awards were given in 2021 to individuals who have made a special impact. To learn more about each award recipient, or how to nominate someone in 2022, please visit rcgs.org/awards.



RT. HON. VINCENT MASSEY MEDAL
Awarded to **Yvan Bédard**, geomatics engineer and pioneering researcher in geographical/geospatial science; and **Barbara Sherwood Lollar**, geologist.



GOLD MEDAL
Awarded to **Students on Ice Canada C3**, for leadership, engagement and inspiration of youth in polar education; **Sara Seager**, astrophysicist and planetary scientist; **William Shatner**, philanthropist, actor, author, musician, director and producer; and **Jenni Sidey-Gibbons**, astronaut.



CHARLES CAMSELL MEDAL
Awarded to **Alison Gill**, former governor and committee member; and **Susan Taylor**, for her commitment in producing medals for the Society.



LAWRENCE J. BURPEE MEDAL
Awarded to **Maydianne Andrade**, ecologist.



SIR CHRISTOPHER ONDAATJE MEDAL FOR EXPLORATION
Awarded to **Jacqueline Windh**, geoscientist, athlete, photographer and author.



MARTIN BERGMANN MEDAL FOR EXCELLENCE IN ARCTIC LEADERSHIP AND SCIENCE
Awarded to **Trevor Bell**, geographer.



CAPT. JOSEPH-ELZÉAR BERNIER MEDAL
Awarded to **Cory Trépanier**, artist.



LOUIE KAMOOKAK MEDAL
Awarded to **Kathy Dembroski**, philanthropist and co-founder of Canada Blooms; **Gurdeep Pandher**, Bhangra dancer; **Gaajiaawa Linda Tollas**, Haida Elder; and **Sylvain Voyer**, artist.



ALEX TREBEK MEDAL FOR GEOGRAPHIC LITERACY
Awarded to **Randall Willkie**, educator.



GILLES GAGNIER MEDAL FOR INNOVATION IN GEOGRAPHIC EDUCATION
Awarded to **Margaret Leland**, educator.



RESEARCH GRANTS

The Research Grants Committee received and evaluated 22 grant applications in 2021. To support the evaluation of these and future applications, the committee updated evaluation metrics and tools and customized online application forms and a Terms of Reference document to support consistency of work flow, governance and expectations of Committee members. Many thanks for the hard work of all Committee members. With a funding allocation of nearly \$30,000, the following seven grants and scholarships were awarded:

Four graduate grants totaling \$13,000 were awarded: **Kaylee Baxter** of the University of Calgary for her photogrammetry work to assess the rate of climate change and **Katelyn O'Keefe** at the University of Calgary

for her research on climate change impacts on heritage in the western Canadian Arctic, for masters level; and **Lauren Eckert** of the University of Victoria for her work on conservation conflict in Canada and **Katie Goodwin** of the University of British Columbia for research on climate and herbivory as drivers of population and range dynamics of broadleaf lupine, for the doctoral level.

The Independent Research Grant (\$4,710) was awarded to **David Lawless** from Owen Sound, Ont., for his project Caves, Cedars and Climate Change. The James Maxwell Human Geography Scholarship (\$6,000) was given to **Katarina Djordjevic** of the University of Manitoba and the James Bourque Northern Doctoral Scholarship (\$4,840) went to **Robert Vranich** of the University of Alberta.

EXPEDITIONS

The Expeditions Committee consists of seven accomplished RCGS Fellows with extensive expeditionary experience in mountaineering, ocean exploration, paddling, speleology and related fields. In February 2021, the Committee supported four new expeditions and two postponed expeditions from 2020 with grants and/or RCGS flags along with equipment allocations from MEC. Awardees had to comply with all provincial and national COVID-19 guidelines and advice. Two additional expeditions decided to postpone until 2022.

Completed expeditions

- ▶ The 2021 Expedition of the Year went to AKOR Expedition 2021, led by Guillaume Moreau. An accomplished, Quebec-based, five-person team recently completed the longest continuous north-to-south crossing of Canada (7,600 kilometres over 200 days), from Ellesmere Island, Nunavut, to southern Ontario.
- ▶ In April 2021, the 2020 Flag Expedition completed a very successful first year of a multi-year international scientific exploration project on Yukon's Mount Logan, Canada's highest peak. The team summited and conducted work that included a radar survey of ice thickness, installation of the highest weather station in North America, a re-photographic survey and a re-measuring of the summit elevation.
- ▶ On Apr. 26, 2021, Canadians Eva Capozzola and Pascale Marceau summited Yukon's Mount Lucania (5,226 metres), marking the first all-women ascent of Canada's third highest peak (2020 Women's Grant).

Postponed expeditions

- ▶ Pikialasorsuaq (The Great Upwelling) — Ellesmere Island expedition (a 2020 major grant) will explore, document and research the largest and most biologically productive polynya in the Arctic.
- ▶ This year's major grant went to: Expédition Côte-Nord: Maze to the Aguanish, a 680-kilometre paddling trip in Labrador from the Maze to the little-known Aguanish River; Arctic explorer Sarah McNair-Landry and a professional photographer explored new rock climbs and kayaked wild rivers; and the Come Walk With Us expedition, a two-person hike along the Trans Canada Trail to raise awareness of the importance of protecting wild birds.
- ▶ With a 2020 seed grant, Society Explorer-in-Residence Jill Heinerth and a team of Fellows will explore and document the sunken U.S. navy vessels *Truxtun* and *Pollux* off Newfoundland's Burin Peninsula.

COLLEGE OF FELLOWS

On Oct. 2, 2021, the Fellows Committee completed an in-depth report intended to provide the Committee with an improved understanding of past and current Fellows. This information will guide the Committee in future decisions and improve engagement with the College.

As part of this, the Committee obtained several datasets from staff. The report is broken down into sections broadly based on each source. The first is a review of the College's expansion during the past 60 years, with an emphasis on its current composition. The second section examines nomination data between 2009 and

ADVANCEMENT

The past year was one of significant progress in advancement. At the start of the year, no one could have predicted the outpouring of support we would receive from Fellows, members and donors. In 2020/21, the RCGS saw growth in overall donor participation and an increase in giving, resulting in more than \$3.3 million raised. This wouldn't have been possible without the extraordinary generosity of the Society's late Honorary President Alex Trebek who made a US\$1 million investment in the Society. The Trebek Initiative, the launch of our capital campaign, expanding Canada's Centre for Geography and Exploration and a targeted investment in our digital transformation all

TREBEK INITIATIVE

Building on a decades-old partnership, the Royal Canadian Geographical Society and National Geographic Society have launched a unique new granting program — the Trebek Initiative. The Initiative was conceived to address critically important issues of our time, including biodiversity loss and climate change. Aspiring to ignite a "passion to preserve" among all Canadians, the Initiative supports emerging Canadian explorers, scientists, photographers and

2019 and outlines patterns in the financial contributions and volunteerism from the College and includes an aggregate review of the Fellows who subscribe to *Canadian Geographic* magazine. The third section summarizes the results of a survey conducted by the Committee in late 2020 to measure Fellow satisfaction with the College and capture constructive criticism. The final section contains recommendations to improve selection, on-boarding and engagement with Fellows.

This year, the Society has welcomed 73 nominations for the College of Fellows.

made significant contributions to this year's success. The Society is grateful to everyone who supported our work this year. The advancement team and committee both expanded with new members to help the Society plan and execute a philanthropic strategy that will help guide the Society to its 100th anniversary. Also, with eyes to that milestone, a new Strategic Plan was launched that includes "A Vibrant Society" as one of its priorities. Together with our community, the Advancement Committee is recommitting to building financial resiliency; increasing partnerships, donations and membership to sustain and expand Society programs; and evolving new business and offerings.

educators to lead groundbreaking field work, and report back with inspiring storytelling. The Initiative will further support grantees by broadly sharing their stories on our media platforms. The Trebek Council, a small group of passionate Canadian families, have provided seed capital to launch the program in 2021 and fund up to \$500,000 in grants annually for three years. Interested grantees should visit trebekinitiative.com in winter 2022 to learn more about the upcoming grant cycle.

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.

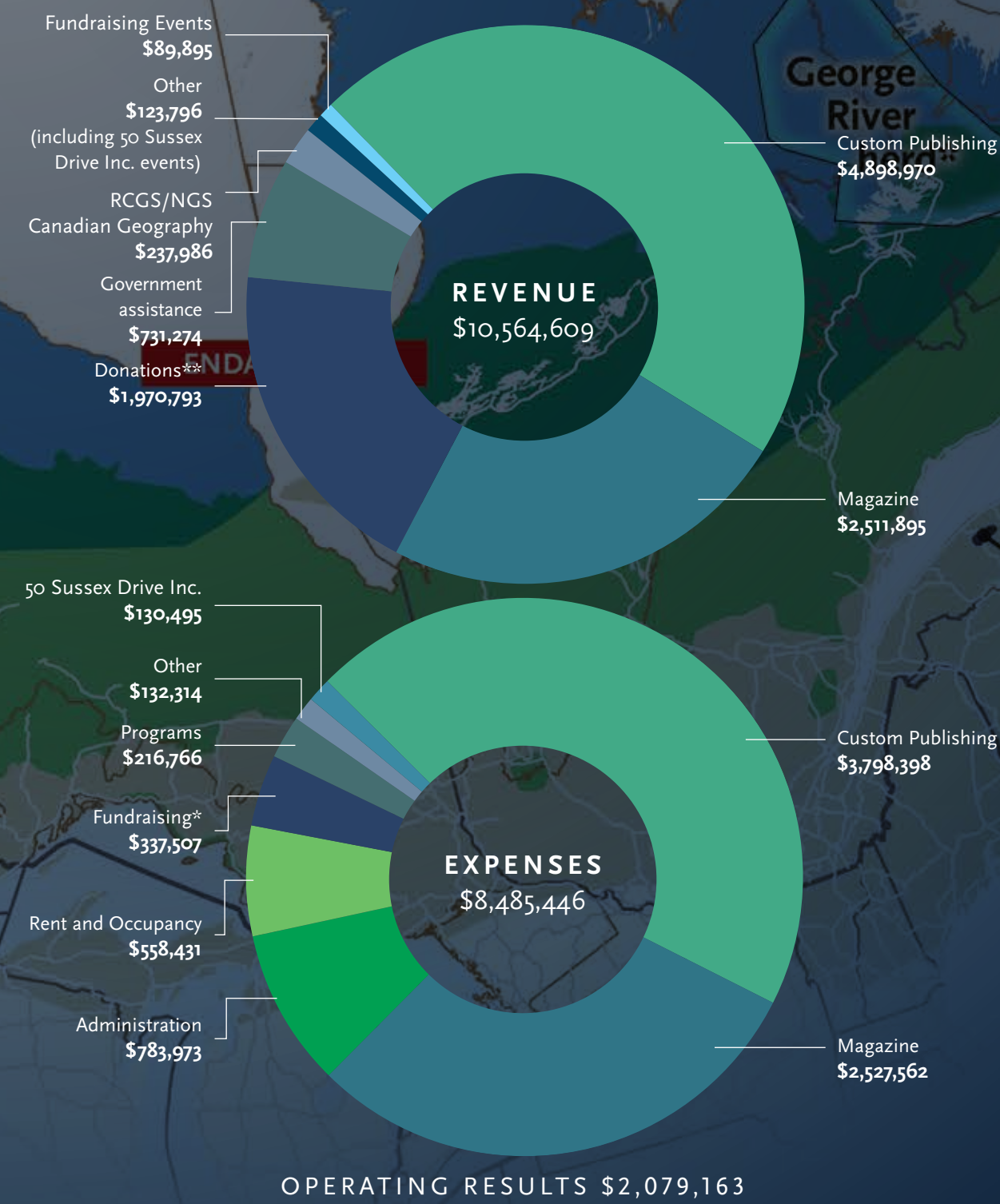
The RCGS continues to work toward accreditation through the Imagine Canada Standards Program. As mandated

by the Board of Governors, the Committee has been monitoring and providing direction for the work being done to meet the 73 criteria (comprising 97 separate requirements) that must be satisfied for accreditation. This work is substantially complete. Of the 97 requirements, 89 have been completed and the supporting materials uploaded to our online application at [Imagine Canada](https://imaginecanada.com). The Committee is continuing its work on the remaining eight requirements, with the goal of completing the Society's application before the end of 2021.

FINANCIAL INFORMATION

JULY 1, 2020 TO JUNE 30, 2021

Full audited financial statements will be available at rcgs.org after the Annual General Meeting of the College of Fellows on Nov. 17, 2021.



*Fundraising/advancement raised unrestricted and restricted donations of \$3,357 million (2020: \$1,129 million). The cost of fundraising decreased in 2021 (2021: \$337,507; 2020: \$447,593), due to cleaned up processes and improved controls over the coding of expenses, the ratio of fundraising costs to total donations revenues for the Society increased to 10.05% (2020: 39.65%). This was the result of several significant gifts received in both unrestricted and restricted donations.

NOMINATIONS

The Nominating Committee met twice in 2021: August 23 and September 2. The Committee approved a call to Fellows for nominations to the Board of Governors, reviewed the Society's specific leadership and governance needs and carefully assessed the new and reserved nominations. At its final meeting, the Committee approved the nominations to go forward to the Annual General Meeting.

Despite substantial turbulence in the world due to the pandemic, the Society has continued to thrive in serving Canadians through its outreach work and in its fundraising activities. The Committee is committed to the continual strengthening of the Board of Governors as we navigate a challenging national and international

HONORARY OFFICERS

VICE-PATRONS

Sir Christopher Ondaatje, O.C., C.B.E.
Lord Martin Rees, O.M.
Commissioner Margaret M. Thom, ONWT

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.

NEWFOUNDLAND BOARD OF GOVERNORS

ATLANTIC- GASPÉSIE

PRESIDENT
Gavin Fitch, Q.C., Calgary

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

SECRETARY

Claire Kennedy, Toronto

TREASURER

John Hovland, Toronto

IMMEDIATE PAST PRESIDENT

Paul Ruest, Winnipeg

non-profit landscape to deliver on our mission at the highest possible level.

In 2020, the Committee created a list of executive capabilities and experience Governors should bring to the Board. We used this guide in assessing all nominations, including those in hand and those recently received. With two spaces to be filled on the Board of Governors, the Committee unanimously chose two excellent candidates whose nominations will be presented to the College of Fellows for election at the Annual General Meeting. The recommended candidates have the requisite experience, abilities and demonstrated commitment to advance the mission of the Society.

EXPLORERS-IN-RESIDENCE

Emily Choy, Jill Heinerth, George Kourounis, Mylène Paquette, Adam Shoalts (Westaway Explorer-in-Residence), Ray Zahab

COUNSEL

Andrew Pritchard, Ottawa

GOVERNORS

Glenn Blackwood, St. John's
Carl Gauthier, Ottawa
Aakash Maharaj, Toronto
Kathryn McCain, Toronto
Hon. Lois Mitchell, C.M., A.O.E., Calgary
Lynn Moorman, Calgary
Janis Peleshok, Toronto
John Pollack, Bonnington, B.C.
André Préfontaine, Summerstown, Ont.

SOCIETY COMMITTEES

STANDING COMMITTEES

AUDIT COMMITTEE
Claire Kennedy (CHAIR), Gavin Fitch, John Hovland, Ted Johnson, John Pollack, Andrew Pritchard (ex-officio)

CGE MANAGEMENT COMMITTEE
Keith Exelby (CHAIR), Bruce Amos, Kevin Fitzgerald, John Hovland, Nicolas Jimenez, Carman Joyn, Doug Patriquin, André Préfontaine

EXECUTIVE COMMITTEE
Gavin Fitch (CHAIR), Wendy Cecil, John Hovland, Claire Kennedy, Connie Wyatt Anderson

FELLOWS COMMITTEE
Joseph Frey (CHAIR), Antoine Normandin, Claire Kennedy, John Pollack, Lisa Tomas, Paul VanZant

OTHER COMMITTEES

ADVANCEMENT COMMITTEE
Kathy McCain (CHAIR), Wendy Cecil, Louise Levitt, Ted Meighen, Janis Peleshok, Steve Thomas, Andrya Schulte

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

CANADIAN GEOGRAPHIC EDUCATION
Paul VanZant (CHAIR), Michael Emery, Ewan Geddes, Christy Harrick, Paula Huddy-Zubkowski, Jennifer Leduc, Anne Mansfield, Lise Martin-Kelly, Kelley McClintchey, Lynn Moorman, Janet Ruest, John Thompson

RCGS & CGE LEADERSHIP AND STAFF

CHIEF EXECUTIVE OFFICER AND PRESIDENT
John Geiger

EXECUTIVE ASSISTANT TO THE CEO
Sandra Smith

VICE-PRESIDENT, PHILANTHROPY
Sarah Legault
DEVELOPMENT ASSOCIATE
Norman Osman

DIRECTOR OF RECONCILIATION
Charlene Bearhead

VICE-PRESIDENT, FACILITIES
Mike Elston
BUILDING CARETAKER
Mike Marshall

NATIONAL DIRECTOR, GOVERNMENT RELATIONS AND ENVIRONMENT
Aran O'Carroll

NATIONAL DIRECTOR, TRAVEL PARTNERSHIPS
Catherine Lawton
DIRECTOR, STRATEGIC PARTNERSHIPS
Tim Joyce
SENIOR DIRECTOR, BUSINESS DEVELOPMENT
Jason Muscant
ASSOCIATE DIRECTOR, BUSINESS DEVELOPMENT
Andrew Lovesey

DIRECTOR OF FINANCE
Robert Westgarth
ACCOUNTING CLERK
Samuel St Jacques
ACCOUNTS PAYABLE/ACCOUNTS RECEIVABLE CLERK
Lydia Blackman

CHIEF OPERATING OFFICER AND PUBLISHER
Gilles Gagnier (1969-2021)

VICE-PRESIDENT, OPERATIONS
Nathalie Curiertier
MANAGER, TRANSLATIONS
Eritra Viel
PROJECT MANAGER
Dimitra Mohs
ADMINISTRATIVE ASSISTANT
Darlene Pelletier
PROJECT COORDINATOR
Keegan Hoban

ASSOCIATE PUBLISHER AND EDITOR-IN-CHIEF
Aaron Kylie
MANAGING EDITOR
Sarah Brown
ASSOCIATE EDITOR
Michela Rosano
DIGITAL EDITOR
Alexandra Pope
SOCIAL MEDIA EDITORS
Angelica Haggart, Kendra Thompson
ASSISTANT EDITOR
Abi Hayward
SPECIAL PROJECTS EDITOR
Tanya Kirishini

DIRECTOR, BRAND AND CREATIVE
Javier Fritos
CARTOGRAPHER
Chris Brackley
GRAPHIC DESIGNERS
Kathryn Barqueiro, Christy Hutton, Edward Swan

CONTRIBUTING PHOTOGRAPHER
Ben Powless
PHOTOGRAPHERS-IN-RESIDENCE
Scott Forsyth, Daisy Gilardini, Michelle Valberg
FILMMAKER-IN-RESIDENCE
Matt LeMay

ACCOUNT MANAGER
Lisa Duncan Brown

ARCHIVIST
Wendy Simpson-Lewis



CANADIAN GEOGRAPHIC ENTERPRISES

Fiscal 2020-2021 was a memorable year to say the least. All publications, project planning and delivery, meetings, education programming, membership and newsstand planning were done remotely. The organization had to adapt quickly to numerous new processes and procedures with our entire staff working remotely, all while having our best financial year ever with a total contribution of more than \$1 million.

Throughout the year, we delivered 32 custom publishing projects, all aligned with priorities established in our Strategic Plan and in service of our mandate. Notable projects included the Métis Nation of Ontario Educational Platform, year two programming for the Métis Nation – Saskatchewan Future of Michif initiative, the 2021-22 Commemorate Canada work funded by the Department of Canadian Heritage, the Canada Council for the Arts Arctic Arts Summit 2022 and the Canadian Heritage-funded Path to Reconciliation project, which led to the creation of *Returning Home*, Canadian Geographic Films' first feature documentary. *Returning Home* captured the best Canadian documentary awards at the Calgary, Edmonton and Vancouver 2021 international film festivals.

In editorial, magazine content continues to be stellar and receives great reader response. In addition, we published

CANADIAN GEOGRAPHIC FILMS

Canadian Geographic Films is leading a digital transformation for the Society to support its commitment to promote an awareness of the past, the challenges of the present and the opportunities of the future. The unprecedented success of its first feature documentary film *Returning Home*, is a true testament to the excitement and promise of this new venture.

During the past year, film and video content evolved as central components of custom publishing and educational programming. The four-part *Re:Location* documentary series

TRAVEL PARTNERSHIPS

Despite the challenges facing the travel industry in the wake of COVID-19, the Society continued to strengthen its long-standing partnerships with Maple Leaf Adventures and Exodus Travels, as well as move forward developing its own travel brand. With a focus on supporting domestic tourism, Canadian Geographic is prioritizing a collaboration with trusted Canadian travel operators in each province and territory to deliver Canadian Geographic Adventures, a designated travel collection. With a commitment to align exceptional travel experiences, Canadian Geographic Adventures embraces the ethos and priorities of the modern-day adventurer. Those who choose to travel

CANADIAN GEOGRAPHIC EDUCATION

Despite the on-going challenges presented by COVID-19, Can Geo Education continued to build and support its community of more than 25,000 educators, providing access to new and innovative resources, programs and professional development opportunities that support best practices in geographic and geospatial education.

NEW WEBSITE In May, Can Geo Education officially launched its new website. The design contains fresh content, is easier to navigate and provides access to all programs, resources, competitions and professional development opportunities.

CONFERENCE Can Geo Education held its first-ever virtual conference on Aug. 19, 2021. The theme of the conference was "Geographic Literacy: The Power of Storytelling" and it featured three keynote speakers: Métis artist and educator Jaime Black; RCGS Westaway Explorer-in-Residence Adam Shoalts; and *Can Geo* cartographer Chris Brackley. The full-day event offered 24 workshops covering a range of content for K-12 teachers. It was attended by more than 500 educators from across Canada and around the globe. Plans are already underway for 2022.

PROGRAMS AND RESOURCES In February and March, the Canadian Coast Guard partnered with Can Geo Education to run the **Adopt a Ship** pilot program, which assigned Coast Guard vessels to two elementary school classrooms (one English and one French). Students were able to track their vessel and communicate directly with the crew. **The Bluenose 100** project celebrated the 100th anniversary of Canada's treasured schooner *Bluenose*. Educational videos and lesson plans are now available. **Water is life** is a resource developed with the support of the McConnell Foundation. Can Geo Education worked with Indigenous educator and artist Jaime Black to create a learning package designed to accompany the *Indigenous Peoples of Canada Giant Floor Map*, but that can also be used as a stand-alone classroom resource. It focuses on land-based learning, centered on women's teachings about, for and from Mother Earth, with a specific focus on water.

content in support of various custom publishing projects. We are producing as much, or more, content than ever in print, online and through social media. In early 2021, the January/February issue officially launched on Apple News+, the preeminent digital publication subscription service (it accounts for 80 per cent of digital magazine readers).

Can Geo Education shifted its focus and resources for teachers online, and, for the first time, made them available directly to students and parents, all while still delivering on its ever-popular student contests and growing its much-sought-after membership to more than 25,000 educators.

Recognizing the importance of travel to our brand, we began a three-year process of repositioning our travel program for a post-COVID environment. The new *Canadian Geographic* travel program (branded as Canadian Geographic Adventures) will, through partnerships with trusted travel operators, develop pathways of recognition between editorial, cartography and photography, and offer guests a unique travel experience that only *Canadian Geographic* can deliver.

The dedication and resilience of the staff was instrumental in these successes in this year we will not soon forget.

was completed and enthusiastically received by CPAC. The Métis Nation-Saskatchewan documentary, led by our first filmmaker-in-Residence Matt Lemay, commenced principal photography. And our *GeoMinutes* platform continued to engage new audiences across education, broadcast and social media. Key development projects also advanced, including the groundbreaking *Guardians of the Earth* documentary series being produced in partnership with the Indigenous Leadership Initiative, and a documentary that will follow Explorer-in-Residence Ray Zahab's Ellesmere Island traverse in February 2022.

alongside Canadian Geographic Adventures appreciate more than the experience, as guests are embraced into the very place, people and culture of every voyage. Travelling with purpose and driven by curiosity, guests support local economies, learn and become part of a sustainable travel experience and build memories to last a lifetime — all while supporting Canadian companies and the Society through every booking. The Society continues to make Canada better known to Canadians and to the world — both at home and in the field, providing opportunities for our readers, members and friends to experience the stories they read about in real life.

CONTESTS Despite pandemic-related challenges, Can Geo Education hosted the 26th **Canadian Geographic Challenge**, allowing students to compete online with the assistance of teachers and parents. More than 1,500 students took part in the classroom, school and provincial/territorial rounds, while 20 finalists competed in the National Final. In the final round, broadcast live online, **Ethan Nguyen** of Newmarket, Ont., captured the title. Meanwhile, four senior-level students also proved they are among the top young geographers in the world at the **17th International Geography Olympiad**. This year's iGeo was held virtually. Team Canada members **Akib Shamsuddin** and **Nikita Senikov** earned silver medals, while **Ryan Sharpe** and **Matthew Woodward** earned bronze. The team finished 14th out of 46 and looks forward to competing at the iGeo in Paris next July. This year was the 10th anniversary of the **Classroom Energy Diet Challenge**, which included a new website, updated lesson plans and more prizes than ever. More than 500 classrooms participated and submitted more than 1,300 challenges.

NEW THIS FALL: Oceans World Map: Can Geo Education has partnered with the National Geographic Society to produce an ocean-themed educational resource, which will include a tiled map of the world's oceans, a poster map, an accompanying teacher's guide and an interactive StoryMap. This program will be launched during Geography Awareness Week in November. **#ExploreCan** is a new program created by Can Geo Education in partnership with Exploring by the Seat of Your Pants and Heritage Canada. Between September 2021 and March 2022, there will be monthly virtual events and learning resources available for K-12 educators. Monthly themes will include exploration of Canada, science and environmental stewardship, with a major focus on truth and reconciliation woven throughout the program. Lastly, Can Geo Education is launching a new competition this fall focusing on the **Anthropocene Project**. This competition was developed to inspire Canadian students to become the next generation of global change makers and to develop innovative ways of using art and media to solve some of the world's most pressing environmental problems.



THE TREBEK INITIATIVE



CUSTOM PUBLISHING PROJECTS

THE FUTURE OF MICHIF

PARTNER: MÉTIS NATION-SASKATCHEWAN
In partnership with the MN-S, *Canadian Geographic* launched a comprehensive Indigenous language revitalization program to support the re-adoption and growth of the Michif language in Saskatchewan. Program elements include a dedicated website (metisgathering.ca), curriculum-inspired educational material, digital event hosting, a podcast series and the establishment of provincial-wide Michif immersion program in Saskatchewan. The program will continue to expand in fiscal 2022.

BLUENOSE

PARTNER: SOUND VENTURE PRODUCTIONS
Working in partnership with Sound Venture Productions, *Canadian Geographic* developed and implemented a commemorative project to celebrate the 100th anniversary of the famed fishing/racing schooner *Bluenose*. As part of this work, *Canadian Geographic* created a poster map and *Geographica* issue to support a feature story in the magazine, a "Can Geo in the Classroom" lesson plan and a fulsome promotional strategy to support the initiative.

PATHS TO RECONCILIATION

PARTNER: DEPARTMENT OF CANADIAN HERITAGE AND THE ORANGE SHIRT SOCIETY
As a final deliverable for the highly impactful Paths to Reconciliation project, *Canadian Geographic* produced *Returning Home*, a feature documentary directed by Secwépem filmmaker Sean Stiller. The film follows Orange Shirt Society founder Phyllis Jack-Webstad as she embarks on a cathartic cross-Canada educational tour, while her own family struggles to heal from multigenerational trauma. The film is currently being screened in multiple Canadian film festivals, and has won numerous prestigious awards.

ICONIC ROCK

PARTNER: CANADIAN MOUNTAIN NETWORK (UNIVERSITY OF ALBERTA)
As a participating member of the Canadian Mountain Network, and funded through the Network Centre of Excellence program, *Canadian Geographic* collaborated with academics, cartography experts and educators across the country to create a suite of assets and education material related to Canadian mountains. The first of these assets, a poster map, appeared in the November/December 2020 issue of *Canadian Geographic*, with an adjoining lesson plan made available to Canadian Geographic Education members.

COMMEMORATE CANADA

PARTNER: DEPARTMENT OF CANADIAN HERITAGE
Through funding from the Department of Canadian Heritage, *Canadian Geographic* delivered a cross-platform education and awareness initiative promoting a series of seven significant anniversaries tied to Canada's rich cultural history. To do so, the program created and launched editorial content, podcasts and video vignettes, or "GeoMinutes" tied to education material.

FLU INTERACTIVE

PARTNER: SANOFI PASTEUR
As an extension of its groundbreaking 2018 project, Unmasking Influenza, *Canadian Geographic* collaborated with Sanofi Pasteur to launch a digital interactive experience, welcoming participants to explore the importance of vaccination in addressing the flu and mitigating its impacts on our collective health. The interactive story encouraged the viewer to participate in one of three unique storylines, by making their own choices regarding immunization and flu prevention, and exploring the associated outcomes. The interactive was extended this fall with three additional storylines.

ADOPT A SHIP

PARTNER: CANADIAN COAST GUARD
Launched in partnership with the Canadian Coast Guard, the Adopt a Ship program took students from across the country on a "behind-the-scenes" tour of two Canadian Coast Guard vessels, led by Coast Guard crews and staff. Through the program, students were encouraged to track and communicate with the crews of *John P. Tully* and *Martha L. Black*, allowing them to better understand the important work being done and potential career opportunities that await them related to water and navigation.

RE:LOCATION

PARTNER: DEPARTMENT OF CANADIAN HERITAGE
Leveraging a diverse set of communication and education tools and programs, the Re:Location program engaged viewers and readers by sharing stories of how the forced relocation of communities impacted the lives of Canadians throughout the country's geography and history. The program produced a broadcast documentary series shown through CPAC, a digital platform and numerous adjoining educational and storytelling products.

IPAC GIFTS

PARTNER: HUSKY ENERGY
Through the generous support of Husky Energy, *Canadian Geographic* was able to extend the reach and impact of its *Indigenous Peoples Atlas of Canada* project by gifting copies of our remarkable atlas to every school in the province of Saskatchewan. The atlas continues to be a welcome addition to school libraries and has played an important role in fostering discussion, understanding and discover across the country.

In addition, the Society, through Canadian Geographic Education, continued to deliver on its core suite of educational programming, including the **Classroom Energy Diet Challenge**, **Energy IQ**, and its educational partnership with National Geographic.

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 persistent challenges brought on by COVID-19, the Society continued its successful partnerships with Nikon Canada and VIA Rail, while expanding the scope of its partnership with MEC.

The Society continued to work collaboratively with a number of important partners to deliver national engagement programs that aligned with our strategic direction and mandate. In this regard, we are proud to acknowledge the Government of Canada, the Government of Ontario, the Canadian Space Agency, the Métis Nation – Saskatchewan, the Métis Nation of Ontario, the National Geographic Society, the

Royal Bank of Canada, TD Bank, Shell, the Canadian Association of Petroleum Producers, the Canadian Mountain Network, Rolex, the Hudson's Bay Company, Sanofi Pasteur, Husky, Nature United, Canada's Ocean Supercluster, Sound Venture Productions, Vulcan Media, among others. The Society also collaborated with a number of significant Canadian philanthropic foundations, including the Birks Family Foundation, the Weston Family Foundation, the McConnell Foundation, the Purpleville Foundation and the Crabtree Foundation.

In addition, the Society has established new memorandums of understanding with a host of other organizations, including the Canadian Heritage Information Network, the Indian Residential School History and Dialogue Centre, Palmorex Corp., Swim Drink Fish, and World Wildlife Fund Canada.

SOCIAL MEDIA

- CanGeo
- CanGeoTravel
- CanGeoEdu
- RCGS.SGRC
- @CanGeo
- @CanGeo_Travel
- @CanGeoEdu
- @RCGS_SGRC
- @cangeo
- @cangeotravel
- @cangeoeducation
- @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

