

## Our Vision

**We will be valued partners in the enhancement of the Royal Saskatchewan Museum, increasing its visibility and access to vital resources in the community.**

## Our Mission

**The mission of the Friends of the Royal Saskatchewan Museum is to promote the knowledge and understanding of Saskatchewan's natural history through active support of the Museum, and by encouraging public involvement and financial support of the Museum and its educational and scientific activities.**

## Our Values

**The values and guiding principles of the Friends of the Royal Saskatchewan Museum are:**

- 1: Integrity** -- trustworthy, ethical, honest, honourable, quality
- 2: Fairness** -- consistent, reasonable, compassionate
- 3: Committed** -- responsive, efficient, productive
- 4: Accountable** -- responsible, transparent

## At a Glance

**Formed in 1985** by a group of dedicated volunteers, the **Friends of the Royal Saskatchewan Museum** is a nonprofit charitable organization that provides services and programs at the **Royal Saskatchewan Museum (RSM)**. It does this through tax-deductible donations received from individuals, corporations and businesses; grants from governments and agencies; bequests and planned giving; memberships in the Friends of the Neville; and proceeds from paid programs, the Gift Shop and Facility Rentals.

The Friends also operate the **Discovery Centre Gift Shop** at the **T.rex Discovery Centre** in Eastend Saskatchewan. We operate facility rentals and run special events such as Megamunch's Birthday and Dinomania.

Each year the Friends raise money to support the **RSM Graduate Scholarship** through our signature event – **Artifact/Artifiction**. We help off-set exhibit-related expenditures, such as the Thescelosaurus in the 150 for 150 Exhibit in 2017-2018, and research expenses such as the teaching microscopes in 2016-2017.

The Friends work in partnership with the Royal Saskatchewan Museum to provide educational opportunities and services, and to help preserve Saskatchewan's rich natural and human history for generations to come.

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## There are many ways you can the Friends:

**Visit us!** Come and visit and bring your family and friends. You'll have a great time.

**Donate.** We welcome donations of any amount, either as cash in our donations box, or by cheque or credit card. You can also give online at [royalsaskmusuem.ca](http://royalsaskmusuem.ca).

**Give an unrestricted gift.** To be used where it is most needed

**Help a scientist.** Donate to the RSM Graduate Scholarship Fund, and help a future scientist.

**Sponsor an exhibit.** All of the Royal Saskatchewan Museum exhibits are crafted in-house, and are truly unique.

**Bequest.** Remember us in your estate plans. When making a bequest, we recommend you consult your lawyer.

**Become a Friend.** From as little as \$30 per year, you can become a member.

**Volunteer.** We have many varied roles, so if you are able to give your time occasionally, give us a call.

**Social Media.** Like us on Facebook and Instagram; follow us on Twitter. Make a review on Trip Advisor.

**Email.** Keep up to date by signing up and receiving our emails.

**Shop at the Museum Gift Shop or the Discovery Shop.** From holiday and special event gifts to souvenirs, the Museum Shop has that item that is just right.

**Special events.** Rent our auditorium for your special event or program, or attend one of ours.

**Thank you for helping the Friends of the Royal Saskatchewan Museum.**



## PRESIDENT'S REPORT

Karen Mercier, MInstF, CFRE  
President, Friends of the Royal Saskatchewan Museum Board of Directors



For the past six years it has been my honour to serve on the Board of the Friends of the Royal Saskatchewan Museum (FRSM) in several capacities including Chair of the Resource Development Committee, Vice President and now President of the Board.

The Royal Saskatchewan Museum (RSM) is an amazing place. It's vibrant, innovative and full of life. It's the one place in our province where all people can come together and learn about the rich diversity of our people, culture, environment and history. Its staff and researchers are at the forefront of important discoveries all while offering visitors exciting new temporary and travelling exhibits, programs and unique experiences. It's in honour of this important work that the Friends of the Royal Saskatchewan Museum exists. We work with our supporters and the community at large with one sole purpose – to help provide the vital resources the RSM needs to undertake its work.

This support takes many forms and thanks to the dedicated FRSM Executive Director, Michelle Hunter and staff, my fellow board members and the donors and sponsors who give so generously, the FRSM has been able to expand its support of the RSM tremendously over the past several years. From offering programs and public events to securing the critical funding needed to present new exhibits to supporting graduate student research through our annual Artifact or Artificion fundraiser, the FRSM has been working hard to fulfill our mission. But as with all organizations, in order to achieve growth, change is often necessary and it is no different with the FRSM.

The FRSM is moving forward with a bold vision to greatly increase the financial support it can provide to the RSM. While it will maintain core functions such as operating retail operations, facility rentals and administering grants for the RSM, the focus will move from offering programming and summer camps to resource development. This is a strategic decision the Board and Executive Director of the FRSM made in consultation with the leadership team at the RSM. Simply put, the FRSM will dedicate its time and efforts to raising funds to support the RSM to help achieve its programming, research, exhibit and capital goals.

While challenging, this is an exciting time for the FRSM. Building new donor and sponsorship opportunities, creating meaningful stewardship activities, increasing grant revenue and growing internal capacity in the organization will be a multi-year focus. There is no shortcut to building, growing and maintaining a fundraising program that is ethical, transparent and donor-centered. The results of the work, however, have the opportunity to support the RSM in ways that seemed impossible just a few short years ago.

In closing, I want to express my thanks and appreciation to all of the current and past board members for your commitment to the organization. To the staff of the FRSM, thank you for your continued hard work and excellent contributions. To everyone at the RSM, your dedication to sharing Saskatchewan's story with the world is inspiring. But most importantly, thank you to the many members, volunteers and supporters of the FRSM who make our good work possible. I look forward to seeing all of the wonderful things to come.

Despite living in an increasingly digital world, there are a few things I still like to keep as physical reminders. So every time I see an exhibition, I make a pit stop at the museum gift shop to buy a postcard of something that inspired me.

**Ruzwana Bashir**

**Peter Menzies**  
**Director**  
**Royal Saskatchewan Museum**



The 2017-18 season was one during which the Royal Saskatchewan Museum (RSM) continued to build on the remarkable advances made in 2016-17 in terms of public engagement and visitation levels.

At the same time, the RSM embraced a period of change as it prepared the foundations for what could be a new and more flexible structure.

The highlight of the year in terms of new exhibition development was the 150 for 150 exhibit which launched on July 1, 2017 and drew about 3,500 visitors on its first day. The opening date was designed to coincide with Canada's sesquicentennial allowed the *Snakes Alive* exhibit to continue to draw visitors for the first two months of the fiscal year as well, setting the RSM off to a strong start to the year in terms of visitation numbers in excess of those of the previous year.

That strength, as it turned out, was what carried the RSM visitation numbers to surpass those of 2016-17 by finishing just below 141,000. Notable in this is that the trend at year's end was, when compared to historic visitation numbers, still strong but on a year to year basis was below 2016-17 in six of the year's final seven months.

Yet the fact that the numbers were as strong as they were was a testament to the resourcefulness of the staff and the unprecedented co-operation levels with the Friends of the Royal Saskatchewan Museum (FRSM). During those seven (7) months, access to the building was severely restricted due to construction work required for a new elevator. This had a negative impact on visitation levels as people with accessibility challenges were encouraged to stay away and due to the fact work was ongoing through the evenings, the auditorium was not as available as it might have been otherwise.

In addition, RSM management took advantage of the period of construction to make a number of other improvements to the main building's aging infrastructure. These included: new carpet throughout the First Nation's Gallery; renewed floors in the men's and women's washrooms, fresh paint for the lobby and the FRSM Gift Shop; freshly polished lobby and auditorium foyer floors; fresh paint in the boardroom hallway; the construction of a new, fully accessible, gender-neutral washroom and cloakroom, and; the installation of staff and open public WiFi throughout the building. Further improvements are planned for later in the 2018-19 year.

In addition, a renewed emphasis was placed on a number of areas - Visitor Experience, Visitor Research, Sponsorship and Promotions, Indigenous Engagement and research of alternative museum structures. Working groups were established in all these areas and included an unprecedented level of involvement and shared influence with the FRSM and its staff. Some of those working groups have merged while others have been placed on hold in order to relieve pressure on human resources.

Perhaps the most tangible outcome of that work to date has been that the RSM now collects demographic data in order to have a more fulsome portrait of its visitation which, in turn is necessary to develop relevant programs and create sponsorship opportunities. We now have a sense for the age and gender range of our visitation and through the collection of postal codes from visitors have a better sense of the geographic and economic profile of the people who mostly frequently visit the RSM. This data is shared with the FRSM as it shares its donations data with the RSM for the benefit of both organizations in what, hopefully, is a productive "one team" approach.

Co-operation with the FRSM also led to the development of coincidentally Acceptance of Gifts and sponsorship policies so that the RSM and FRSM could streamline their approach. This also led to development of the sponsorship package for Zoom and will be valuable in developing more opportunities in the future. And, as always, RSM staff were delighted to join the FRSM in the production of the coolest event in Regina – Artifact/Artifiction. The necessity of an efficient partnership between the RSM and FRSM was highlighted again during the examination of business models that showed that provincial government funding only covers roughly 75 to 80% of the operations conducted under the auspices of the organizations.

This not only includes the obvious functions such as bookings and retail operations in gift shops, it expands in very important ways in terms of facilitating access to research and employment grants that make possible the ability of the RSM to continue to build its reputation as a scientific leader.

Numerous RSM scientists continued to maintain high profiles through their research work, particularly in the fields of amber, bees and pollination but also in terms of the development of eco-museums, ethnology and paleontology – work that expands throughout the province in the months when weather permits. Much of this work would not be possible were it not for the facilitation of grants through the FRSM.

We intend to further examine ways to expand on these opportunities in the future and, as the FRSM applies increased emphasis to fundraising and the RSM absorbs programming, see how that could unfold in terms of infrastructure improvements.

At Eastend, the T.rex Discovery Centre continued to experience a renaissance in visitation, with attendance up roughly 12% over the previous year, finishing 2017-18 at 9,100. The improvements in the facility's visitor experience and overall ambiance appear to be paying dividends along with an improved promotions strategy and support from the Cypress Hills tourism area. Important decisions on the long-term development of the operations there will be made in the year ahead.

RSM also sent a construction team to Eastend for a week in October to build a new shade facility for the TRDC in cooperation with FRSM.

Our ambitions for the year ahead are considerable from a scientific point of view and, in terms of visitation, largely dependent upon the appeal of our new Zoom exhibit. We will also be pushing hard to develop our reputation as partners in the preservation and promotion of First Nations cultures as we program Indigenous History Month with a number of events and celebrate the silver (25<sup>th</sup>) anniversary of our First Nations Gallery. However, our fortunes will also depend upon continuing to build our reputation for excellence throughout our local community and beyond. And a good deal of that will depend upon the willingness of every member in our organization and those with whom we partner and connect to do what is needed to succeed.

The best museums and museum exhibits about science or technology give you the feeling that, hey, this is interesting, but maybe I could do something here, too.

**Paul Allen**

## EXECUTIVE DIRECTOR'S REPORT

**Michelle Hunter**  
**Executive Director**  
**Friends of the Royal Saskatchewan Museum**



2017-2018 was an extraordinary year for the Royal Saskatchewan Museum and the Friends of the Royal Saskatchewan Museum. We invited you to celebrate Canada's sesquicentennial with us, and you responded with enthusiasm. More than 140,000 visitors came out for events, participated in our programming and activities, and visited the "150 for 150" and "We are all Treaty People" exhibits. During this milestone year, you connected with us and shared your stories and perspectives. It's clear that our staff, visitors and friends of our Museum feel a deep sense of pride and ownership.

2017-2018 was extraordinary in other ways. Thanks to you, our social media and digital presence grew dramatically. With more than 135,000 website visits per year, 10,000 Facebook, 6,000 Twitter and 3,000 Instagram followers, we continue to attract new attention throughout the digital world. Through social media, our YouTube channel and other means, many more people have been touched by our work, our exhibits and our programs, and have connected with our stories.

The Friends provided support to the RSM in many ways, including financial. In 2017-2018, the Friends funded the building of a sunshade at the T.rex Discovery Centre in Eastend to enhance the visitor experience. We provided funding for the casting of the thescelosaurus in the 150 for 150 exhibit – a center-piece of the exhibit. We applied for and received grants for both "Community Outreach" as well as the "Elder in Residence" programs. Looking towards the future, the Board in its wisdom created reserve funds to help the Museum in a more sustainable and on-going manner. To ensure accountability and transparency, we created and adopted an "Acceptance of Gifts" policy.

In 2017-2018, we bid a fond farewell and a happy retirement to Harold Bryant, the Director of the Museum. Harold was at the Museum for 19 years, and is a paleontologist. While Harold will be missed, we also welcomed the new Museum Director, Peter Menzies. Peter is, among other things, the former CRTC Vice Chair and past publisher of the Calgary Herald, and brings a wealth of organizational and business skills to the Museum. Peter has been tasked with envisioning the RSM of the future.

While much of the focus this year has been on commemorating landmark events, other essential, long-term work has continued. Some of this work, including the installation of the elevator and the gender-neutral, family-friendly, accessible washroom, was disruptive to our business aspects, however have provided much needed upgrades to the Museum and will provide a better visitor experience overall.

Thank you to all of our partners, sponsors and funders. Without the support of these people and organizations, we would not be able to deliver special events and programming that support the Museum and help us fulfill our Mission. For more than 30 years, the Friends have been assisting and promoting the Museum, and celebrating Saskatchewan's rich and diverse natural history. Our sponsors and donors,

help us support the scientific research of the Museum, provide affordable programs for children and family, and help enhance the Museum visitor experience.

It's been a busy year, but there is more to come. 2018-2019 will look dramatically different than previous years. We will focus on development and seek Museum support in the community. Our commitment is to build partnerships with businesses, non-profit organizations and educational institutions, and to continue to strengthen our relationship with the Museum and with government. We will focus on the strategic goals of the Museum, and help forge stronger community partners where ever possible.

I would like to express my sincere gratitude to all my colleagues, both at the Friends and at the Museum, for their incredible passion and dedication. I would also like to thank Karen Mercier, President of the Board, and all the members of the Board for their trust, support and hard work, year after year.



If the world were to end tomorrow and we could choose to save only one thing as the explanation and memorial to who we were, then we couldn't do better than the Natural History Museum...

**A. Gill**

## OUR PEOPLE

### Board of Directors

<b>Name</b>	<b>Position</b>
Karen Mercier	President
Amanda Thick	Vice President & Chair – Audit & Finance
Tania Wendling	Chair – Governance
Nourhene BenYousseff	Board Member
Nathaniel Day	Board Member
Sarah Fedorchuk	Board Member
Chelsea Galloway	Chair – Nominations Subcommittee
Breanna Grief	Board Member
James Matravolgyi	Board Member
Lorne Pavelick	Board Member
Tobias Sperlich	Board Member
Robert Vancise	Board Member

### Employees

<b>Name</b>	<b>Position</b>
Michelle Hunter	Executive Director
Matthew McGillis	Director of Operations
Sherry Bellegarde	Programs & Events Coordinator
Laura Strem	Fund Development & Facility Coordinator

### Our Intrepid Volunteer

#### **Name**

Debbie Ferguson

The true value of a collection is sharing it with as many people who are interested to experience nature's diversity of expression.

**Alan Bronstein**

SPONSORS



ARTIFACT OR ARTIFICION



S-media

Payworks

Joe Tapaquon

Parkland Publishing

Ambassador Coffee Boutique

Gail Carlson

Glen Schrimshaw

Larry Easton

BG Bears

Chalupiak & Associates

Caliber Coffee

SGI

CAA Saskatchewan

FRSM

Berting Glass

Mackenzie Art Gallery

RCMP Heritage Centre

Saskatchewan Science Centre

Western Development Museum

HJ Linnen & Associates

Aon

Tunnels of Moose Jaw

Evraz

Government House

Willow Wine and Spirits

Judith Silverthorne

YNWP

Home Hardware

Edenborough Designs

## “ADPOT AN ARTIFACT”

Michelle & Brad Hunter	Charles Neufeld	RSM Interpretive Staff
Cam & Amanda Thick	Dr. J.W.R. LeBlond (in memoriam)	Wendling Family
Donna Woloshyn	Claire Thorseth	Morrison Family
Ethan & Mara Heichert	Norman Sharp (in memoriam)	Grayson Mercier
Brynnley Fondrick-Thiele	Greg Watkins	Harold & Colleen Bryant
Cal, Ida & Abigail Sadowski	John R. Watkins	Lesley Sawa
Cady Shaw	Dennis Avery	June Young
Grayson Strem & Kaylex Thiemann	Arlene Macallister & Jim Kostal	Tony Neal
	Matthew McGillis & Scott Thomson	Rhys Morris

## MEMBERS

Diana Adams	Tobias Sperlich	Twyla Owens
the Bedard-Karwandy Family	Claire Thorseth	Karyne Pillai
Erin Drake	Linda & Doug Turner	Andrew Stevens
Sarah Fedorchuk	Mealnie Waldron	Shuk-fan Suen
Chelsea Galloway	Stephanie & Trent Wotherspoon	Qinyi Tang
Jen Getz	Peggy Forsberg	Evelyne Wahl
Gerry & Helen Gilavish	Sharon Fuilero	Kendra Warner
Breanne Greif	Michael Jackson	Rick & Janet Watson
Adam MacDonald	Andrea Jordan	Amy Watson
Allison McKay	Christina Kuprzyk	Tianna Young
Julie Millette	Kevin McLean	Kim Banadyga
Heather Parker	Karen Meagher	Michael Brown
Cory Patron	Shauna Powers	Audra Bryanton
Lorne Pavelick	Paula & Peter Ricci	Heck Byton
Yi Peng	Jessica Anderson	Tammy Scott
Scott Sutor	Shaunna Dunn	Janis Smith
Lawson Tui	James Jasper	Marie Stroh
Greg Watkins	Cal & Ida Sadowski	Yan Wang
Karlee Zbeetnoff	Judy Verbeke	Xin Zhao
Kerry Hecker	Meghan Woods	Cindy Abrey

Kerry Avery  
Mark Bringham  
Misty-Jo Forrest  
Nada Gorman  
Christopher Harris  
Bechedza Hatitchki  
Ciara McIlwaine  
Keith & Rae Anne Moen  
Jean & Keith Roney  
Madelyn Sloan  
Chris Stevenson  
Perry Andress  
JoAnne Harrison  
Donna-Lynn Hender  
Louise Hoffert  
Katie Jessop  
Patricia Smith & Kerry Babcock  
Terry & Joan MacDonald  
Gavin & Angie Mitchell  
Andrew & Natalie Mitchell  
Jessica Moore  
Kim Newsham  
Monique Seffelaar

Kathy Erhardt  
Lori Hodgins  
Tannis Marks  
Janelle Anderson  
Jason Earle  
Marjorie Weiss  
Brian Thorpe  
Dwight Blomander  
Lara Brierley  
Judy Eisenzimmer  
Tanya Lariviere  
Margaret Skeel  
Nevin Dube  
Jean Esson Weldmichael  
Kristen Barr  
Stacy Bellegarde  
Tyler Butz  
Charlene Bzdel  
Crystal Campbell  
Danielle Dosch  
Melanie Hodges  
Garnet Johnston  
Terra Kot

Terra Dynne  
Erin Folgering  
Tracey Fraser  
Wei Han  
Allison Mang  
Carmen Mooe  
Candace Olson  
Fred Rackow  
Maryanne & Chris Reed  
Pam Ritsco  
Julie Rutledge  
Jaida Rybchynski  
Jacqui Shcumiatcher  
Laura & Jon Strem  
Bradley Walter  
Barbara Young  
Natalie Romaniuk  
Mark Cooper  
Ron Borden  
Harold Bryant  
Bill Dellebuur  
Paula Hill  
Deanne Selinger

“...That's why we have the Museum, Matty, to remind us of how we came, and why: to start fresh, and begin a new place from what we had learned and carried from the old.”

**Lois Lowry, Messenger**