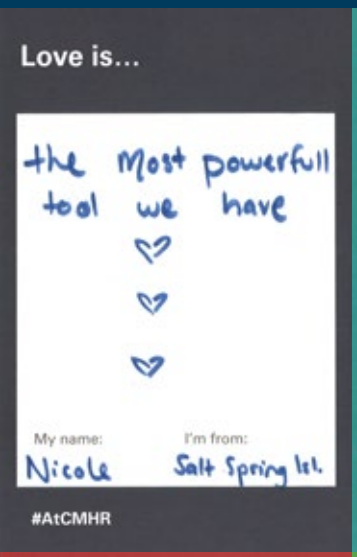
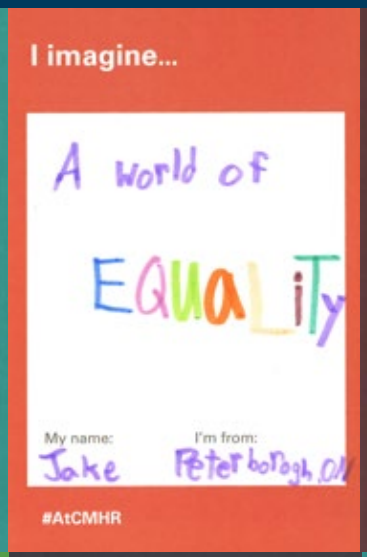
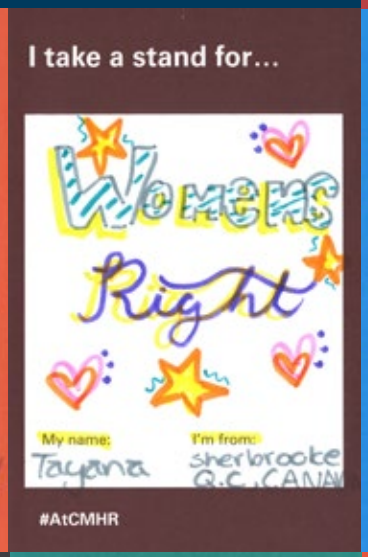
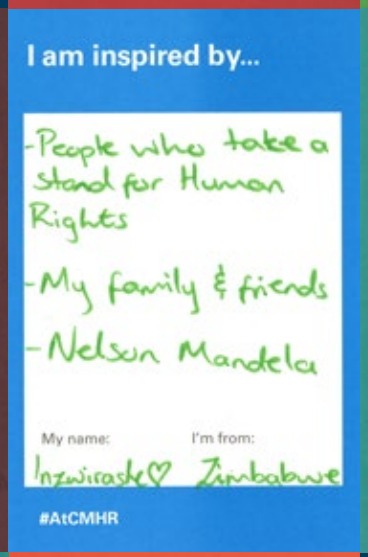
It's all thanks to you

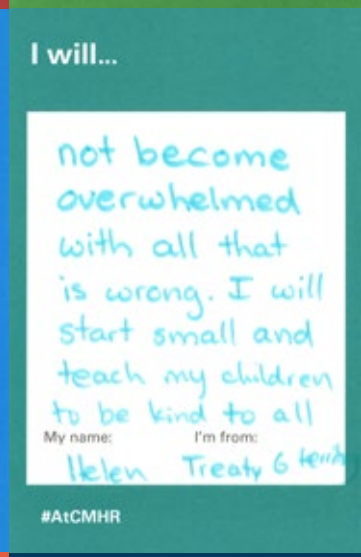
Spring 2019 Donor Impact Report

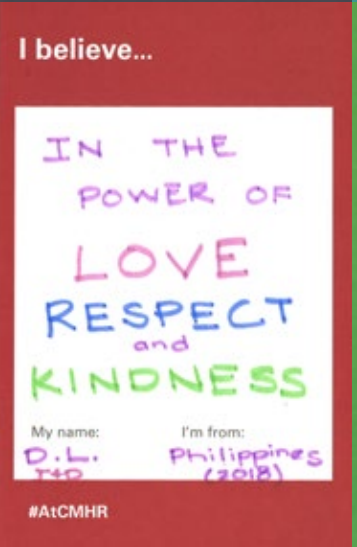


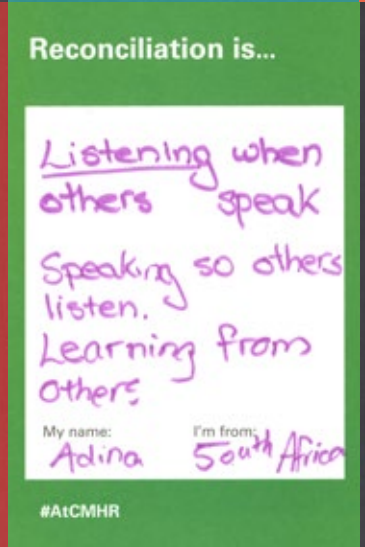


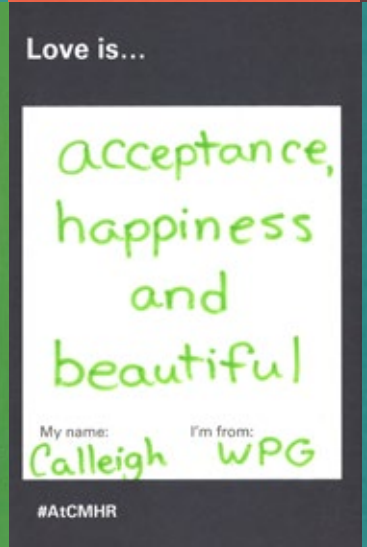


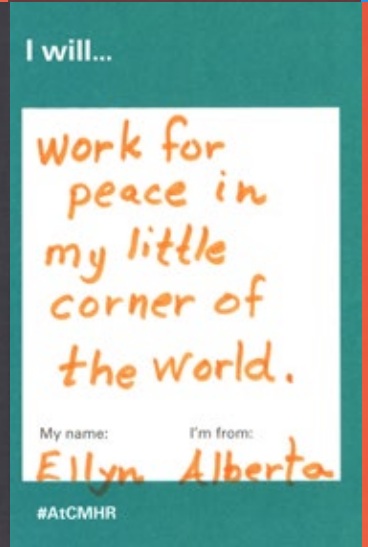


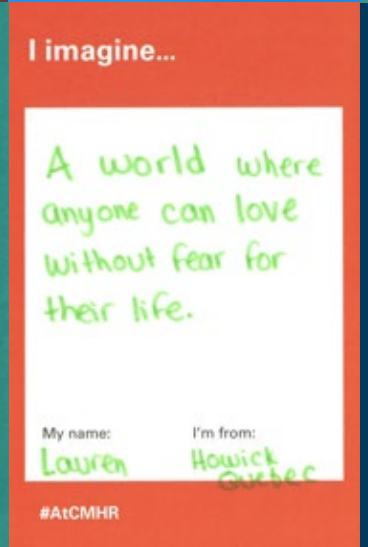


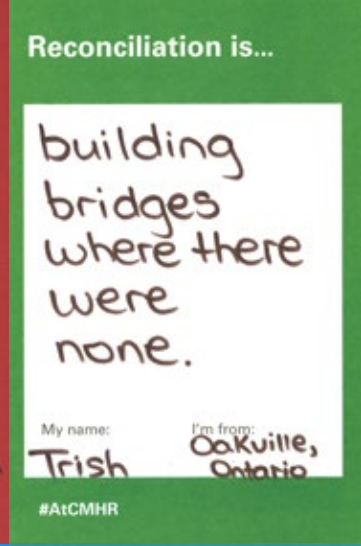












FRIENDS
OF THE CANADIAN MUSEUM FOR HUMAN RIGHTS

A new era in human rights began with the opening of the Canadian Museum for Human Rights in the fall of 2014. By examining and celebrating stories from across Canada and around the world, the Museum is stimulating thought, dialogue and action. Ultimately, the Museum is creating inspiring encounters with human rights.

1,400,000
visitors since opening

97%
satisfied or very satisfied

94%
inspired

12
different school programs

120,000
student visitors

70%
of visitors from outside of Winnipeg

22,000
media stories

1,600,000
unique online visitors

11,000,000+
webpage views

39
awards for our galleries, programs, architecture, design and communications

194
volunteers who donated 18,026 hours of their time in 2018

Executive Messages

This past year, tens of thousands of students took part in our educational programs. Hundreds of thousands of visitors experienced our galleries and public events. Millions visited us online. But the most important lesson I've learned during my time with the Friends of the Canadian Museum for Human Rights is it only takes one person to make a difference.

You are that person.

When a student decides to take a stand against bullying or violence in their school because they learned about the importance of being an upstander at the Museum, that success belongs to you. When a visitor decides to take action like the human rights defenders they learned from at the Museum, that success belongs to you. When the Museum is looked at as an iconic symbol of peace and justice, and a gamechanger in the global landscape of human rights education and dialogue, that success also belongs to you.

The following pages contain just a snapshot of the impact you've had. On behalf of the entire Board of the Friends of the Canadian Museum for Human Rights, thank you.

Arni Thorsteinson
Vice-Chair, Board of Directors
Friends of the Canadian Museum for Human Rights

There is a simple truth that shines through all the accolades received by the Canadian Museum for Human Rights: we are only able to succeed because of support from donors like you.

Over the past year the Museum took incredible strides forward. As the number of students and visitors who pass through our doors or interact with us online continues to grow, we never forget that behind every success over the past year– from an image of the Museum being featured on the new $10 bill to passing the one million visitor milestone – there is a donor who has committed themselves to realizing human rights for everyone.

Our work to advance human rights here in Canada and around the world is far from finished, but the pages that follow offer a glimpse of the impact your gift has had over the past year.

On behalf of the entire team at the Friends of the Canadian Museum for Human Rights, thank you for being with us on this journey.

Mena Gainpaulsingh
Chief Executive Officer
Friends of the Canadian Museum for Human Rights

Photo opposite: CMHR, Aaron Cohen **Photo above, right:** CMHR, Thomas Fricke

You are reminding a nation where it came from and where it can go

Wanda Robson,
Viola Desmond's sister

In 1946, Viola Desmond took a trip to the movies that changed the course of Canadian history.

After she refused to give up her seat in the whites only section of the theater, she was dragged out, thrown in jail, and later convicted on the charge of evading a one-cent tax on the ticket she'd bought. It wasn't until 2010 that she was posthumously pardoned. Her courageous stand inspired the fight against racial segregation in Canada.

The Museum has told Viola's story since opening in 2014. In November of 2018, we were thrilled and honoured to welcome Viola's sister Wanda Robson to the Museum for the launch of the new $10 bill, featuring Viola on one side and the iconic image of the Museum on the other.

For Gail Asper, who serves on the Boards of both the Friends and the Museum, the launch was a reminder of why the ongoing work of the Museum is so important.

"It is an immense honour for the Canadian Museum for Human Rights to be featured alongside Viola Desmond on the new $10 bill. It shows me that in just a few short years, the Museum has become recognized as an iconic symbol of human rights - somewhere all Canadians should visit," said Asper. "But still today, far too few Canadians know the story of Viola Desmond. That's why the Museum is so important. We need to keep sharing stories like Viola Desmond's to inoculate ourselves against indifference to human rights violations, and to inspire Canadians of all ages and backgrounds to take action for human rights in their communities."

Photos left to right: CMHR, Keith Fraser; CMHR, Douglas Little; FCMHR, Carol McNaughton

"My sister, a woman, a Black woman, is on the $10 bill. The Queen is in good company."

Wanda Robson,
Viola Desmond's sister

"We need to keep sharing stories like Viola Desmond's to inoculate ourselves against indifference to human rights violations, and to inspire Canadians of all ages and backgrounds to take action for human rights in their communities."

Gail Asper,
Friends of CMHR Board of Directors, CMHR Board of Trustees

Dr. Dolana Mogadime,
creator of “Teaching Nelson Mandela”

You are inspiring Canadians with the courage of legends

In June, the Museum opened the special exhibition *Mandela: Struggle for Freedom*. The exhibition tells the story of Nelson Mandela's journey from prisoner to President and his tireless commitment to peace, democracy and human rights. It also tells the stories of people in South Africa, Canada and around the world who took action to end apartheid.

To celebrate the opening, the Friends threw a wonderful gala and the Museum hosted a public launch that included Dr. Dolana Mogadime, whose family fled apartheid-era South Africa to come to Canada in search of a better future. An expert in the story of Mandela, Dr. Mogadime partnered with the Museum to develop "Teaching Nelson Mandela", a series of workshops based on the exhibition to help teachers across Canada share Mandela's story with their students.

"The story of Mandela, his imprisonment and fight against apartheid, is largely absent from classrooms across Canada," said Dr. Mogadime. "The workshops will bring the exhibition to life, ushering into focus how the lessons of Mandela's life are those we want to pass on to the next generation of Canadians – to be free from the ignorance of racism, to show resilience in the face of challenges, and to embrace those challenges to create a better future for everyone."

For Anji Hickey-Gillespie, an elementary teacher from Ontario, the workshops will be a "game changer for students across Canada."

"I've always wanted to visit the Museum, and it was absolutely breathtaking. As I entered the exhibition and experienced the workshop, I felt like I was actually in those moments walking alongside Mandela and South Africans," said Gillespie. "I felt like I knew the man – his struggle, but also his courage and determination."

We are grateful to our corporate partners The Asper Foundation, TD Bank Group, Air Canada and Travel Manitoba as well as our generous donors The Gail Asper Family Foundation, Marjorie & Morley Blankstein, and Charles & Rita Bronfman for their support of this exhibition. Thanks to you, Canadians of all ages are being inspired by the courage of legends.

"I've always wanted to visit the Museum, and it was absolutely breathtaking. As I entered the exhibition and experienced the workshop, I felt like I was actually in those moments walking alongside Mandela and South Africans. I felt like I knew the man – his struggle, but also his courage and determination."

Anji Hickey-Gillespie,
elementary school teacher from Ontario

Photos left to right: CMHR, John Woods; CMHR, Aaron Cohen; CMHR, Jessica Sigurdson

You are educating the human rights champions of tomorrow

As a teacher, Graham Lowes has always wanted to have a lasting, transformative impact on students.

With this goal in mind, Lowes joined the Museum as its first Educator in Residence. He has worked extensively with the Museum's "Be an Upstander" program, which brings students from Grades 5 to 8 to the Museum to learn stories of people who took a stand for human rights, like Nelson Mandela and Malala Yousafzai. The program demonstrates to students how they can put their own personal strengths to work and be upstanders too. After visiting the Museum, students choose a human rights issue they're interested in, learn about it and together develop a human rights museum in their own classroom. Then, they translate that learning into action.

"I had a group of three young boys in the program who were interested in homelessness. They went away, did some basic research, and came back to their teacher with the conclusion that people are homeless because they're lazy. Well, we asked them to think deeper. As a result, they did some more research, went out and volunteered at a local homeless shelter and developed an incredibly thoughtful presentation about the root causes of homelessness," said Lowes. "A few weeks later, I got a call from their teacher. One boy's grandmother let her know that whenever they see someone who might be homeless, he tells her the person isn't homeless because they're lazy and shares all the root causes of homelessness with her."

It's that kind of transformative learning that drives Lowes. In 2019, he will launch an online version of "Be an Upstander" to broaden the impact of the program. He has also developed a similar program for older students in Grades 9 to 12, and the Virtual Field Trip, which has made it possible for hundreds of classrooms around the world to digitally connect with the Museum. These are just a few of the programs the Museum has developed to inspire students to take action for human rights.

Together with outstanding educators like Lowes, you are making it possible for the Museum to transform students into human rights champions.

Photos left and right: Mike Peters images for Tourism Winnipeg **Photo above:** CMHR, Ruth Bonneville

"First, I had a basic idea of human rights, and now I have a deeper idea. I can act better than I used to and help the world. Other kids can learn more too, a deeper meaning, and they can pass those skills down and make everything better."

Harmon,
Grade 8 student

"We want students to be aware of human rights issues, but we're also helping them translate that learning into action and recognize that they have the power to create change."

Graham Lowes,
CMHR Educator in Residence

You are sharing voices from the front lines of the struggle for human rights

Vladimir Kara-Murza, 2018 President's Lecture Series guest

As part of the 2018 President's Lecture Series, the Museum welcomed Vladimir Kara-Murza, a prolific journalist, filmmaker and one of Russia's most outspoken advocates for democracy and human rights. Speaking to a full house in Bonnie & John Buhler Hall and viewers around the world via a livestream offered by the Globe and Mail, Kara-Murza shared his experiences fighting for Russian citizens to have their rights and dignities respected by the Putin regime. Despite having been twice poisoned and seeing Boris Nemtsov, his close friend and fellow human rights advocate, gunned down on a bridge near the Kremlin, Kara-Murza shared with the audience that his faith in the importance of dialogue about ideas and opinions in a society where citizens can decide for themselves what they believe remains unshaken.

The President's Lecture Series is designed to enhance the Museum's contribution to the dialogue about essential and emerging human rights issues. In 2018, the series also welcomed Michael Petrou, the journalist and author who exposed the enormous effort and resources dedicated by ISIS to a propaganda strategy seeding hatred against the Yazidi, and John Borrows, Anishinaabe professor of law at the University of Victoria and a leading thinker on environmental, constitutional, and Indigenous law.

Together with the support of donors like Jon Love, whose contributions made the 2018 President's Lecture Series possible, you are sharing voices from the front lines of the struggle for human rights.

Photos: CMHR, John Woods

"As I watched the faces in the audience, it was clear that Vladimir's words were inspiring people to consider the global importance of human rights and ask themselves to what lengths they would be willing to go to protect their rights and the rights of others.

The President's Lecture Series is an exciting new way that we've been able to advance our goal of making the Museum an internationally recognized hub of human rights dialogue and education. To our generous and committed donors who make this series possible, I offer my deepest gratitude and thanks."

Dr. John Young,
President & CEO, CMHR

You are building
strength in
communities
across Canada

In the 1800s, Black Nova Scotians started settling in the northern part of what is now the City of Halifax. Their neighbourhood became known as Africville and for the next 150 years it developed into a vibrant, close-knit community and a refuge from racism.

For many years, citizens in Africville were denied the same services as other neighbourhoods in Halifax. Instead, over a number of years the City decided to relocate Africville residents, with no meaningful consultation. In 2010, the City of Halifax apologized for the "distressing consequences" of that decision.

But what happens after a community receives an apology for a violation of their rights? That's the question the Museum explored in Halifax in October when it hosted former residents of Africville and their descendants at the Black Cultural Centre for Nova Scotia.

This gathering was part of the After the Apology dialogue series, which has hosted events across Canada to explore the aftermath of a government apology for a historic wrong. The series brings together people affected by a human rights violation to create dialogue about the violation, the apology, and how to move forward.

According to Irvine Carvery, who was born in Africville and went on to become the President of the Africville Genealogy Society, it was an example of why the work of the Museum is essential.

"It means a lot to have the Museum come to our community here in Halifax. Talking about how our rights were violated is difficult, but it helps our community become stronger and move forward. It also helps prevent this kind of human rights violation from happening to us or anyone else ever again," said Carvery.

Previous gathering in the After the Apology series focused on the apology to Indian residential school survivors and the apology to Japanese-Canadians for injustices during the Second World War.

"It means a lot to have the Museum come to our community here in Halifax. Talking about how our rights were violated is difficult, but it helps our community become stronger and move forward. It also helps prevent this kind of human rights violation from happening to us or anyone else ever again."

Irvine Carvery,
former President, Africville Genealogy Society

Photos: CMHR, Adams Photography - Paul Adams

You are
transforming the
ways we lead

There's a lesson shared throughout the Museum: it only takes one person to make a difference.

In 2018, the Museum put that lesson into action by partnering with the University of Winnipeg to launch the Indigenous and Human Rights Executive Leadership Program. The program immerses private and public sector executives in a five-day course at the Museum that builds essential skills for leaders who must consider Indigenous and human rights as they make important decisions every day.

Participants engage in expert lectures, group discussions, community outings, workshops and personal reflection. They consider essential issues like Indigenous leadership and governance models, reconciliation, how to change organizational systems and cultures, and the importance of relationship building - all while being immersed in the inspirational stories of human rights champions told by the Museum.

In the first iteration of the program, participants heard from outstanding experts in Indigenous and human rights, including; Kevin Chief, Vice President of the Business Council of Manitoba; Alex Neve, Secretary General of Amnesty International Canada; Michael Redhead Champagne, Founder of Aboriginal Youth Opportunities; Dr. Annette Trimbee, President and Vice-Chancellor of the University of Winnipeg; and Senator Marilou McPhedran.

For Kim Champion Taylor, Vice-President, People Solutions with Assiniboine Credit Union, the program should be experienced by everyone in a position of leadership.

"This program was amazing. It connected me with the most remarkable experts and leaders, and I was able to draw connections between what I was learning and the inspiring stories in the Museum. Everyone in a leadership position should go through this program – it has had a profound impact on how I view my role within my organization and my personal responsibility to advance Indigenous and human rights."

Because of your support, the Museum is able to connect leaders from across society, to work and learn together, and to transform the ways we lead.

"Everyone in a leadership position should go through this program – it has had a profound impact on how I view my role within my organization and my personal responsibility to advance Indigenous and human rights."

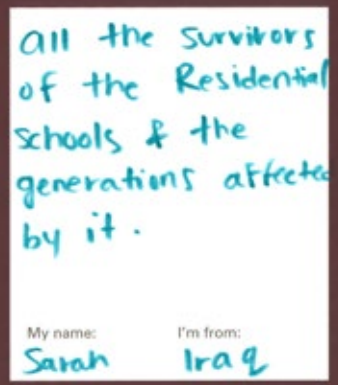
Kim Champion Taylor,
Vice-President, People Solutions, Assiniboine Credit Union

Photo left: CMHR, Ruth Bonneville **Photos above:** CMHR

I believe...

#AtCMHR

I take a stand for...



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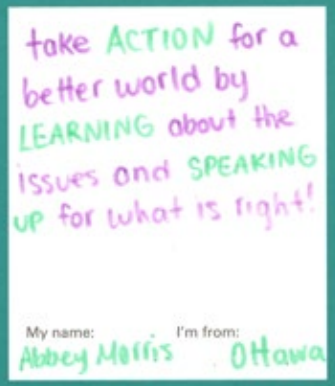

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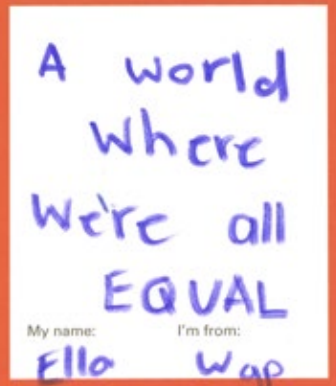

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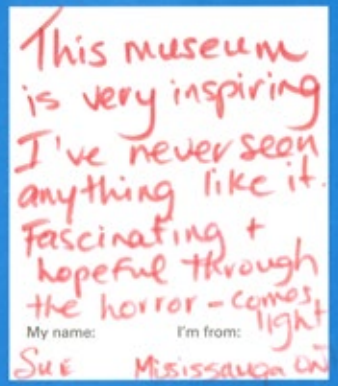

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Love is...

#AtCMHR

Love is...

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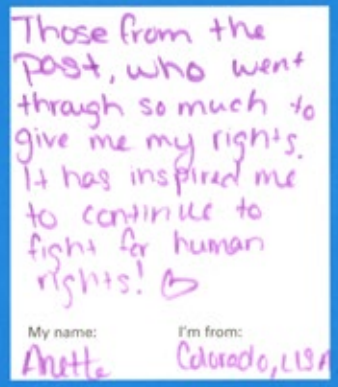

#AtCMHR

Inclusion is...

#AtCMHR

Visitors to the Canadian Museum for Human Rights experience a series of galleries that take them through the steps and missteps on the path to greater human rights for everyone. At the end of their journey, they can fill out one of these cards to share their thoughts or make a commitment to take action. We picked a few of the many thousands we received in 2018 to share with you here.

On behalf of each and every one of these visitors, and more than a million others, thank you for your support of the Canadian Museum for Human Rights.

I will...

#AtCMHR

Our work at the Canadian Museum for Human Rights is just getting started. If you want to know more about the many ways you can be involved, here's how to get in touch with us:

85 Israel Asper Way
Winnipeg, Manitoba
Canada, R3C 0L5

1-866-828-9209

info@friendsofcmhr.com

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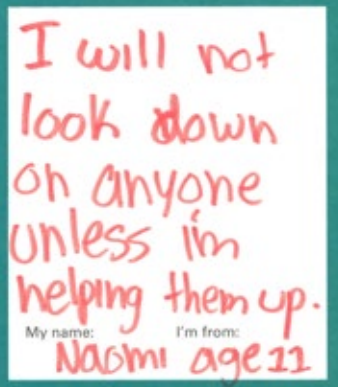

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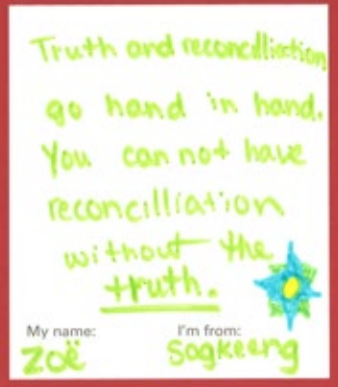

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