



## APPROACHING THE FINISH LINE WITH YOUR HELP

### Highlights

#### MESSAGE FROM THE EXECUTIVE DIRECTOR

Executive Director Janis Monture, gives an update on the challenges and victories Save the Evidence has faced this year and shares the vision for completing the project and the hopes of opening the space to the public in 2024.

#### TOP 5 FUNDRAISING TIPS

Read inside for exciting and interesting ideas to incorporate into your fundraising strategy. See what others are doing in the community and plan your next campaign with the help of our new fundraising assistant, Jerzie King.

#### ORANGE SHIRT DAY WRAP UP

This year Orange Shirt Day had national awareness and our team worked hard to create virtual educational workshops that all of Turtle Island could participate in for the first National Truth & Reconciliation Day.

## WHAT IS THE SAVE THE EVIDENCE CAMPAIGN?

The Save the Evidence campaign is an initiative launched by the Woodland Cultural Centre to raise awareness and support for the restoration of the former Mohawk Institute Residential School building. The vision is to turn the building into an Interpretive Historic Site and Educational Resource. The Mohawk Institute building itself is only one of a handful of Residential School buildings left standing in Canada, and the only one in Ontario that offered guided tours until its closure for repairs.



# MESSAGE FROM THE EXECUTIVE DIRECTOR

**JANIS MONTURE, EXECUTIVE DIRECTOR**

As the year comes to a close in a few weeks, it provides me time to reflect on the year 2021 has been and the successes and challenges encountered to our Save the Evidence campaign.

When the year began, there were many unknowns as the community and Province were in a lockdown due to COVID-19. This meant that any in-person events or fundraisers that were planned were having to be postponed, cancelled or moved completely on-line. On the other side though we saw the Development Team reach our goal of hitting just over \$160,000 in private donations for our fiscal year!

Some new changes came as Carley Gallant-Jenkins our Save the Evidence Coordinator went on parental leave and we welcomed Stephanie Pile to our team. Stephanie hit the ground running with some new initiatives and connecting with some new donors in the Spring.

As we were gearing up for our next fundraising marketing plan for the summer, the news came about the discoveries of a mass grave in Kamloops, B.C. From that day forward, the world as we knew it here at Woodland Cultural Centre and Save the Evidence forever changed. The overwhelming support that came forward and the advocacy many other individuals, businesses and organizations were doing for Save the Evidence was incredible. Many people reached out wondering how to get involved as more former residential school sites were being investigated and as more people were learning more about this dark chapter in our shared history.

To date, we surpassed our target goal of fundraising for Phase 3 of the renovations for the former Mohawk Institute and our Save the Evidence Campaign. Today I'm happy to report we are already half way to reaching the \$1 Million goal for Phase 4 and continue to receive several third-party fundraiser requests and donations. The awareness around the subject of Residential Schools is continuing and as more people learn about this history, they are also seeking out ways to become involved. This has been a difficult time; however, I think it has also been a time for reflection and learning. The support received for Save the Evidence to date I can't put into words. Everyone who has reached out or made donations have been so generous; we can't say it enough we are so very thankful – Nia:wen ko:wa.

As the year comes to a close, Woodland looks to reach our goal for finishing off Phase 4 so that we can begin the work to complete the restoration and open the Mohawk Institute to the public in late 2024. It also means that the Development team will be working on our next adventure – stay tuned!



**Janis Monture**  
Executive Director

## DONOR MESSAGES

Your work is so important...thank you

We need to Save the Evidence. The Woodland Cultural Centre/Mohawk Institute Residential School is a critical piece of our shameful history. Change will come with his knowledge.

We are grateful to contribute to a cause that will help us remember what has been done! Thank you for your efforts to "save the evidence"!

We honour our First Nations People!

This money was raised by my 3 children who put on a lemonade stand to support Save The Evidence!

This donation is made in gratitude to all of the people who have shared their knowledge, experiences and culture with teachers and students in schools.

This does nothing to erase the wrongs done to indigenous people at these institutions, but if it helps bring some accountability, it's what I can do.

This is a request from a delightful couple's wedding registry in honour of the bride's heritage and a desire to help restore this building and all the history that goes with it. From Michael and Ashley Brown.

The Woodland Cultural Centre is a gem and the Save the Evidence campaign is key to making a better future.

The Sisters of St. John the Divine visited the Woodland Cultural Centre in 2018 and had a wonderful tour led by two young and very articulate women. We had just decided today at our budget Meeting that we would like to make a donation and then this offer came. We are happy to help you purchase bricks.

# THE WOODLAND CULTURAL CENTRE AND THE SAVE THE EVIDENCE CAMPAIGN HAVE HAD GREAT SUCCESS ON GIVING TUESDAY THANKS TO THE GENEROUS DONORS AND REPEAT MATCHING DONOR FOR 2021!



This year, Giving Tuesday will be Tuesday November 30th, and Woodland Cultural Centre is hoping that you will consider supporting the work of the Centre. This year's campaign is targeted to help support Phase 4 of the restoration of the Mohawk Institute Residential School site at Woodland Cultural Centre.

*"The Save the Evidence is so close to realizing our goal for our final phase of the campaign. Our hope is that through Giving Tuesday our fundraising goal can be reached and the important work of the interpretation can begin." – Janis Monture, Executive Director*

Phase 4 covers the final work on the site and is one of the most important aspects. Phase 4 will be the installation of the exhibits and interpretative elements that will tell the stories of the Survivors and the history of the Mohawk Institute and the residential school system. This last phase will hopefully overlap with the final physical restorations, and if all goes well, will enable the site to open to the public in late fall 2024.

The Hamilton Community Foundation has been an invaluable partner throughout the Save the Evidence campaign offering support, advice and generous donations. Once again, in partnership with the Hamilton Community Foundation, the generous matching donor from our 2020 Giving Tuesday campaign has stepped up again!

The Woodland Cultural Centre is honoured and grateful to have the support of the Dufresne- Ray Fund at Hamilton Community Foundation, who for the second year in a row will match your donations for the first \$5000 raised for the day.

*"The Woodland Cultural Centre stands as a place of hope and reconciliation for generations to come. Every dollar raised in the community brings this important restoration project closer to completion." – Dufresne - Ray Fund*

Make sure to follow our [Facebook Event](#) to be reminded of this opportunity to double your donation. Many community supporters, schools and organizations are using the month of November to raise awareness and funds to double the impact of their donation by making it on November 30th. WCC encourages all fundraisers to contact [ste@woodlandculturalcentre.ca](mailto:ste@woodlandculturalcentre.ca)



**Melanie Fernandez**  
Special Projects Consultant

**[WOODLANDCULTURALCENTRE.CA](http://WOODLANDCULTURALCENTRE.CA)**





## ORANGE SHIRT DAY WRAP UP

This year the awareness surrounding residential schools has undoubtedly increased with the findings of remains in several school sites around the country.

Our educational team knew that the country would be looking for meaningful and significant programming, and our team wanted to make sure that happened.

Two years ago we were able to bring over 400 students to the grounds for a full day of learning, crafting and connecting.

Last year things had to shift virtually, and over 2000 students in grade 6+ attended our special programming online.

This year we wanted to provide a broader range of programming to be able to insight powerful events at all age levels.

Kindergarteners through Grade 3 participated in a special Thanksgiving Address Workshop with myself and Tehahenteh Miller, a language keeper from Six Nations. Children across the country reflected on their relationship to the living world around them through drawing, colouring, games and songs.

The WCC educational staff is also very proud of the launch of the new Truth & Reconciliation workshop, which takes a deeper look and discussion into the legislation that allowed residential schools to happen, the TRC, and the 94 Calls to Action. Highschool students across Canada joined us for this learning experience.



As much as we miss in person events like the Survivors Gathering and Orange Shirt Day, we are grateful that technology has allowed us to still gather, learn, heal and grow together. We thank everyone for their support and participation this year!

**Layla Black**  
Programming & Marketing Supervisor

## STE WELCOMES THEIR NEWEST MEMBER



Sge:no' / Hello Friends and Supporters of the Woodland Cultural Centre and the Save the Evidence Fundraising Campaign.

My name is Trisha Kelley and I happily introduce myself as the new Development Coordinator for Woodland Cultural Centre and the Save the Evidence Campaign. We recently congratulated STE Coordinator Carley Gallant-Jenkins on the birth of her first child, and soon we will be congratulating our current Projects and Development Coordinator, Stephanie Pile, on the birth of her first child. I am excited to announce that I will be taking over the role until our incredible team returns to us.

I have been working with Woodland Cultural Centre since February in the Marketing Department and I am honoured to have the opportunity to continue to work with this extraordinary team. Through my work with Marketing, I have been fortunate to assist and collaborate with the Development team and I'm excited to continue to work on this monumental campaign to 'Save the Evidence'.

I've been astonished by the support we've received, not only since I've taken on this role, but throughout the whole campaign. As we pass the half way point of Phase 4 fundraising, I want to thank you all for your support, we wouldn't be able to do this without you!

Please feel free to contact me by email at [ste@woodlandculturalcentre.ca](mailto:ste@woodlandculturalcentre.ca), or by phone at 519-759-2650 ext 232.

I'm here to answer your questions and offer support, and I would love to connect with you!

# THANK YOU TO THE CITY OF BRANTFORD

*Save the Evidence Team*



On July 1st the Woodland Cultural Centre was honoured to accept a generous donation of \$100,000 from the City of Brantford towards the Save the Evidence Campaign. This contribution was made in honour of the children that attended the Mohawk Institute Residential School as an act of solidarity towards Truth and Reconciliation. An additional donation of \$2,227 was made by community members to include with the City's donation.

This gracious contribution aided in the completion of our Phase 3 fundraising of the physical restoration of the Mohawk Institute building. With these funds secured, we are hoping to begin Phase 3 construction soon!



This will focus on the construction of an accessible entrance, elevator, masonry, interior finishing, and preservation of the brick work.

Woodland Cultural Centre would like to say Nya:wəh Go:wah (big thank you) to the City of Brantford for their incredibly kind donation and for taking action towards Truth and Reconciliation.



**Trisha Kelley**  
Development Coordinator

[WOODLANDCULTURALCENTRE.CA](http://WOODLANDCULTURALCENTRE.CA)

# MOHAWK INSTITUTE: PHASE 3 RESTORATION CONSTRUCTION UPDATE



The much anticipated Phase 3 restoration is about to get underway!

Nya:wəh / Thank you, to the Federal/Provincial Infrastructure program, Investing in Canada's Program (ICIP), the City of Brantford, SC Johnson, Woodland Cultural Centre support communities of Six Nations of the Grand River, Mohawks of the Bay of Quinte and Wahta Mohawks, and all the generous STE donors (listed on the Woodland Cultural Centre website), for supporting this important final phase of the physical restoration of the Mohawk Institute.

The final physical restoration includes, restoration of all masonry on the building façade, replacement of all remaining historic windows (approximately 150 windows), the addition of a generator, accessibility ramp and elevator, interior finishing, a reception areas and a few more improvements.

It is very exciting to have this final physical phase underway because it brings the building closer to completion and its opening to the public. Although this is Phase 3, much of the construction work still to be undertaken is very intensive, so you will see the building covered in scaffolding for a period of time. Phase 4 of the project will be the preparation of, and installation of, interpretive materials which tell the important stories and history of the site.

The journey to completion of this important site has been a long one but one that was undertaken due to the vision, strength and determination of Mohawk Institute Survivors. It is hoped that the building can open to the public in late Fall 2024.

We will keep you updated as the Phase 3 progresses and post updates on the WCC website.



**Melanie Fernandez**  
Special Projects Consultant

**[WOODLANDCULTURALCENTRE.CA](http://WOODLANDCULTURALCENTRE.CA)**



# TOP 5 FUNDRAISING TIPS

*Save the Evidence Team*



Interested in doing a Fundraiser? Whether you are looking for ideas to spark your creativity or just curious about the proper measures that need to be taken to ensure that your fundraiser has a successful outcome, here are some strategies from our Development Team to keep in mind, and help you get started!

## **1. Aim for a compelling and catchy title accompanied by a relatable campaign description**

- When formulating a title, it's important to keep in mind two factors: the audience you want to target, and for whom the event is for. The use of specific and or catchy words within your title, will gain peoples attention, and a relatable driving factor behind your event will increase the community's support.
- An example of effective campaign planning would be The Orange Road Home. This is a 20KM run/walk campaign from Layla Black, our Marketing and Programming Supervisor, to honour the children who ran away from the Mohawk Institute and didn't make it home. Runners would place an orange rock at every km to mark the spot.
- You can look at the Orange Road Home here, <https://www.canadahelps.org/en/charities/woodland-cultural-centre/p2p/orangeroadhome/#>

## **2. Create a clear fundraising goal and strategy**

- A clear strategy when executing a fundraiser is always advised to help prevent miscommunication between the different parties, so that your fundraising vision can be brought to life, and meet its fullest potential.
- You want to have a solid strategy before you start fundraising because there are a lot of factors to think about. You have to think about what you need to successfully execute your plan and how much those things will cost. It's important to budget out your resources to ensure your costs don't exceed the funds you're raising.
- Once you have a thought-out plan, you can fill out our fundraising form— these can be attained by emailing: [ste@woodlandculturalcentre.ca](mailto:ste@woodlandculturalcentre.ca), by calling the Centre: 519-759-2650 x 232, or on the Woodland Cultural Centre's website <https://woodlandculturalcentre.ca/the-campaign/>

## **3. Leverage your community networks**

- Every successful fundraiser is centered around the community that made it happen! In order to ensure the success of your fundraiser, you need to find the people that will strengthen your network.
- You have to be able to identify what you need and what you can offer in order to build those authentic connections. Think of it like an exchange of resources.

## **4. Ensure that you are following the local and provincial protocols and guidelines**

- Make sure that you are filling out the required paperwork from your organization and following the given protocols of the area that your fundraiser is happening.
- For example, if you are planning on doing a walk or run and coming onto Woodland grounds, please fill out the third party walk/run forms— these can be found here <https://woodlandculturalcentre.ca/the-campaign/>

## **5. Identify your partnerships, the organizations you are working with, and beneficiaries and engage with them frequently**

- We want to hear from you! The team at Woodland Cultural Centre is here to help you with what ever you need to run your fundraiser. You're putting in so much hard work for us, we want to make sure you feel supported!

**[WOODLANDCULTURALCENTRE.CA](https://woodlandculturalcentre.ca)**

# SUPPORT COMMUNITIES ANSWERED THE CALL OUT



This past year we have seen organizations large and small step up and take action towards this important project.

Our support communities have also stepped forward to show their support and belief in the work we are doing. KT Gas from Ohsweken raised a \$30,000 donation from all their hard work.

*"What started out as an effort to bring awareness and reconciliation to our community quickly turned into \$30,000 of support to Save the Evidence. Our committed KT team worked diligently to organize, plan and facilitate our fundraiser to sell orange shirts as well as orange masks donated by Annette Vreeken. Together with our community, we were able to continuously increase our goal and further our mission to bring awareness. We want to thank our extremely loyal customers who allowed us to make this donation possible.*

*We hope that our donation will awaken a response to the intergenerational impact of Indian Residential Schools, recognize the tragic experiences of Survivors of the schools, and bring education to our local community by saving the evidence." - KT Gas, Six Nations*

Due to the national Orange Shirt shortage, our supply of orange shirts was dramatically impacted and we were not able to keep up with the demand. It was amazing to see other organizations fulfilling the demand for Orange Shirts and contributing their profits to the Save the Evidence campaign.

Wolf Energy from Wahta worked around the clock to raise \$50,000 towards the project,

*"As the owner of Wolf Energy, I received most of the credit. The truth is, I had tremendous support from my staff to raise the \$50,000. The money was raised through the sales of several items of Every Child Matters merchandise. For my part I mobilized my resources to secure as many shirts, hats, keychains, etc. as I could possibly purchase. From there it just took off like a wildfire. My business location was key as we receive thousands of cars a day. Once people saw our large variety of items and that 100% of the proceeds were going to charity, everyone embraced us. As a First Nations entrepreneur with resources, I felt a strong duty to contribute to this cause as much as humanly possible. It really broke my heart the more I was enlightened on the issue. Another reason I am so committed to making a change comes from my family. My grandfather Peter Montour was a philanthropist in the First Nations community and it impacted me greatly. My Grandfather and uncle Jerry Montour created the Dreamcatcher Charitable Foundation which is the largest private First Nations charity in existence, so I have strong roots in philanthropy. My next goal is to contribute \$100,000 in total to the Woodland Cultural Centre's Save The Evidence Campaign. Until that goal is met, I will not be satisfied. I'm hoping my donation will raise more awareness for Save the Evidence Campaign, and inspire others to support the cause." - Lenny Monture*



We could not do this work without support from our local communities and we acknowledge all the helping hands that went into making these donations possible.

**WOODLANDCULTURALCENTRE.CA**





HOW YOU CAN  
**HELP**

## MAKE A DONATION

### *Donation Levels*

- **\$500 – \$1500** will receive an invitation to the annual Donor Appreciation Event
- **\$1500 – \$5000** will receive an invitation for a preview tour of the Mohawk Institute restoration plus above.
- **\$5000 – \$20,000** will be recognized on the Donor wall within the Mohawk Institute plus above.
- **\$20,000 +** will receive a copy of our Mohawk Institute Video detailing its history plus above.

Use the form below or visit us online to learn more:

**WOODLANDCULTURALCENTRE.CA/THE-CAMPAIGN**

## YOUR DONATIONS WILL BE USED TO:

- Complete restoration on the Mohawk Institute windows; the building has over 200 windows and each window costs \$5000 to restore
- Document Survivor Stories through audio and video
- Complete restoration of the masonry with an estimated total cost of \$3M or \$5 per brick
- Development of educational resource materials
- Development of the exhibits
- Create an endowment fund to ensure the Mohawk Institute legacy in perpetuity

Want to be recognized on the Donor Wall and at the Annual Reception for the Survivors Gathering?

See Donation levels available and support any way you can!

See our website for fundraising ideas.

### PAYMENT DETAILS

- ☐ I have enclosed a cheque  
(payable to Woodland Cultural Centre)
- ☐ Donate online  
([www.woodlandculturalcentre.ca/donate/](http://www.woodlandculturalcentre.ca/donate/))

### Charitable registration number: 891177990RR0001

Woodland Cultural Centre respects your privacy. We protect your personal information and adhere to all legislative requirements with respect to protecting privacy. We do not rent, sell or trade our mailing lists. The information you provide will be used to deliver services and to keep you informed and up-to-date on the activities of Woodland Cultural Centre and Save the Evidence through periodic contact. If at any time you wish to be removed from any of these lists, simply contact Woodland Cultural Centre at 519-759-2650

With my gift of \$ \_\_\_\_\_ I am pleased to support **Save the Evidence**

### CONTACT DETAILS

NAME

E-MAIL ADDRESS

STREET NAME

SUITE/APT #

CITY

PROVINCE

POSTAL CODE

PHONE (DAYTIME)

PHONE (EVENING)

NAME FOR RECOGNITION ON SAVE THE EVIDENCE DONOR WALL (FOR DONORS \$5,000 AND UP)