



Hear the black crow call
In the valley far below
Walk in streams of water
From the cool mountain snow

Watch footprints fade
On a timeless shore
See a sunbeam playing
On a dark forest floor



2022-2024



W O O D L A N D
C U L T U R A L C E N T R E



“

In memory of all the children who never came home and in honour of those who continue to suffer from the trauma they experienced at the Mohawk Institute Residential School and the children and grandchildren of Survivors who suffer from inter-generational trauma.

Donor

”

LETTER FROM OUR EXECUTIVE DIRECTOR

HEATHER GEORGE

In October of 2022, the House of Commons unanimously voted to declare that Residential Schools are a genocide. The United Nations Convention on the Prevention and Punishment of the Crime of Genocide (Genocide Convention) is an instrument of international law that was codified in 1948. The United Nations defines genocide as "any of the following acts committed with intent to destroy, in whole or in part, a national, ethnical, racial, or religious group, as such: (a) Killing members of the group; (b) Causing serious bodily or mental harm to members of the group; (c) Deliberately inflicting on the group conditions of life calculated to bring about its physical destruction in whole or in part; (d) Imposing measures intended to prevent births within the group; (e) Forcibly transferring children of the group to another group."

There is no doubt that the Woodland Cultural Centre is a site of genocide. How we address this for and with survivors, our community, the public, and our own staff is always a monumental and ongoing task. In addition to our work supporting language reclamation, multidisciplinary arts, and education programming, we are focused on the ongoing restoration and interpretation of the former Mohawk Institute building, a task we could not achieve without the support of all levels of government and many private donors. As we look to reopen the building to the public in 2025, we have been honoured to receive our largest private donation to date for the restoration project from the Barry and Laurie Green Family Trust. In making this donation, Barry shared this thought: "Investment in the Woodland Cultural Centre reflects our core mission—to promote reconciliation with and social justice for all First Peoples..."

It is the responsibility of all Canadians to address this history of genocide in Canada, and I, along with the staff at Woodland, am incredibly grateful for the ongoing support that everyone has shown us in this significant and meaningful work.

We at the Woodland Cultural Centre would like to express our sincerest gratitude for our donors and their continued support of (re)conciliation efforts. Your donations this September would allow the Centre to continue our work and mission towards a future where Hodinohsho:ni people will speak their language, know and practice their culture, and share their history. We would be grateful if you visited our Support Page to find out more on how you can help.



BOARD OF DIRECTORS

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ARTS

2022–2023 and 2023–2024 highlights a vibrant year of artistic and cultural engagement under the Arts/Museum Curator's direction, featuring diverse exhibitions, multi-disciplinary programs, and community events. Notable exhibitions included "Sense of Belonging," "Indigenous Art 2022 and 2023 Juried Exhibitions," and retrospectives like "Doug Maracle: Come Walk with Me." Events ranged from fashion shows to virtual art lectures and workshops, such as the "Radical Design Fashion Show" and "By Design: Beading Workshop." Multi-disciplinary initiatives included screenings of Indigenous films, live performances like "Mush Hole 2.0," and festivals celebrating Indigenous artistry. The museum also acquired significant artworks and published exhibition catalogues, reinforcing its commitment to showcasing Indigenous narratives and fostering community engagement.

103 number of artists exhibited

43 number of media screenings

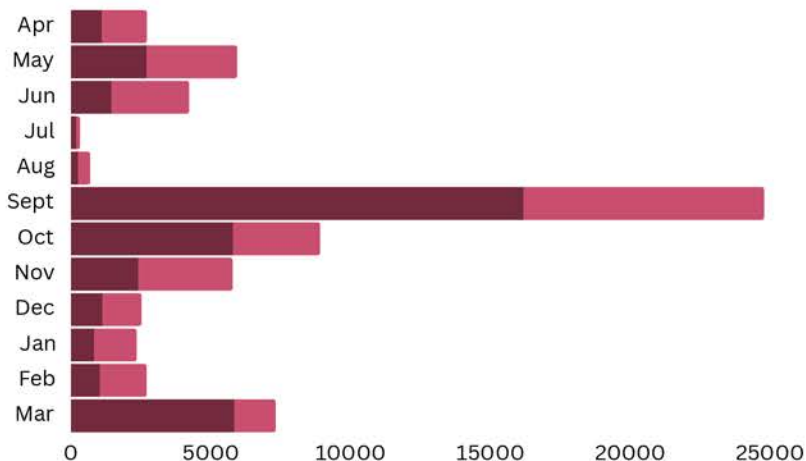
8,974 attended artistic events





EDUCATION

During the 2022-2024 fiscal years, the Education department demonstrated remarkable success, significantly exceeding their revenue goals and with their Orange Shirt Day programming in September, which attracted 272 groups. The team successfully developed new educational programs, collaborated with the Arts department on exhibitions and festivals, and completed 50 recordings of Mohawk Institute Survivors interviews through their Enhancement Project. Throughout the year, Education team has been developing innovative initiatives, including six new Education Kits (Edu-kits) for virtual and rental options, and creating a comprehensive bank of educational resources aimed at helping schools integrate Hodinohsho:ni history and culture into their classrooms.



272 groups for Orange Shirt Day programming

50 recordings of Mohawk Institute Survivors

68,176 tour attendees

Education department continues to expand their educational offerings, develop curriculum-aligned materials, and strengthen university partnerships, all while continuing to focus on promoting Hodinohsho:ni history, culture, and current issues.

(Bar chart number of participants by month 2022 - 2023, 2023 - 2024)



DEVELOPMENT

In the 2022-2023 fiscal year, the Woodland Cultural Centre's Development department achieved significant fundraising success, raising a total of \$432,992.55 through donations, sponsorships, and corporate tours. Notable accomplishments included exceeding their \$20,000 goal in the Great Canadian Giving Challenge with \$26,750.91 raised, a successful Giving Tuesday campaign that generated \$23,740.73 for the Language department, and strong community partnerships including a \$40,000 donation. The department launched several new initiatives, including a quarterly donor e-newsletter and special 50th Anniversary orange shirt sales, while managing successful third-party fundraisers and corporate relationships.

\$432,992

2022-2023 donations,
sponsorships, corporate tours

\$661,129

2023-2024 donations,
sponsorships, corporate tours

In the 2023-2024 fiscal year, Development significantly exceeded its fundraising target by bringing in \$661,129.39 in donations, compared to the original goal of \$500,000. Notable achievements included a successful Giving Tuesday campaign that raised \$25,352, a substantial \$20,000 donation from third party with a pledge for annual \$50,000 contributions, and the gift shop generating \$89,917.75 in profit through sales and admissions. The Centre experienced increased visibility following Robbie Robertson's passing, leading to a surge in donations, and reached a milestone of 10,000 Instagram followers. The year also saw progress in various initiatives, including lobby renovations with IKEA, new partnerships with major corporations, and the approval of an OTF Resilient Communities Fund grant for a Volunteer Program Coordinator position, all while working toward the reopening of the former Mohawk Institute.



OPERATION

In 2022-2023 the Operations team demonstrated strong operational performance throughout 2022-2023, notably exceeding work plan objectives and revenue targets. Facility maintenance showed positive developments, with the HVAC system operating efficiently under a three-year service contract and all lawn care machinery restored to working condition. Security improvements were implemented through a grant-funded camera system, and successful Truth and Reconciliation Month activities reached over 13,000 people.

In 2023-2024 Operations had significant developments and challenges. The facility underwent substantial improvements, including equipment upgrades worth approximately \$70,000, lobby renovations, and construction progress on Phase IV. Despite facing challenges such as construction impacts on HVAC and weather-related incidents, the WCC maintained strong operational resilience and implemented new initiatives including updated safety protocols, improved museum spaces, and enhanced educational programming.

Admissions

2,628
2022-2023

3,319
2023-2024



LANGUAGE

The 2022-2023 Language Department annual report highlights both achievements and challenges in preserving and promoting indigenous languages. Notable successes included the delivery of Ogweh Goga: children's books, production of language-themed merchandise, and completion of 62 videos for the "Protecting Their Stories" project, significantly exceeding the original target of 26 videos. The department generated substantial revenue through gift shop sales and successfully conducted Cycle of Ceremonies workshops. Moving forward, the department plans to focus on fewer projects to prioritize departmental establishment and staff development while continuing revenue-building initiatives through merchandise sales and workshop donations.

The Language Department's 2023-2024 annual report highlights key developments, challenges, and progress over the year. The team, made significant strides, including acquiring Cayuga language materials from Dr. Michael K. Foster, conducting a well-received hide tanning workshop, and facilitating the annual Smoke Dance competition. Efforts included training staff, translating exhibit labels, developing promotional materials, and planning for a language policy. Overall, the department is actively preserving and promoting cultural heritage while addressing operational needs.

\$5,848.97
2022-2023 sales
from gift shop

\$9,840.30
2023-2024 sales
from gift shop



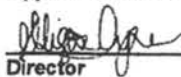
FINANCIAL SUMMARY

2022-2023

Woodland Cultural Centre Statement of Financial Position As at March 31, 2023

	General Fund	Reserve Fund	Capital Fund	2023	2022
Assets					
Current					
Cash and cash equivalents	1,434,761	1,454,903	-	2,889,664	6,401,214
Accounts receivable (Note 3)	1,330,990	-	-	1,330,990	304,050
Inventory	2,000	-	-	2,000	2,000
Prepaid expenses	4,908	-	-	4,908	4,630
	2,772,659	1,454,903	-	4,227,562	6,711,894
Capital assets (Note 4)	-	-	15,092,433	15,092,433	14,074,588
	2,772,659	1,454,903	15,092,433	19,319,995	20,786,482
Liabilities					
Current					
Accounts payable and accrued charges (Note 6)	631,452	-	-	631,452	2,884,287
Deferred contributions (Note 7)	763,639	-	-	763,639	1,011,589
Deferred contributions related to capital assets (Note 8)	-	-	12,956,976	12,956,976	12,016,321
	1,395,091	-	12,956,976	14,352,067	15,912,197
Contingencies (Note 9)					
Net Assets					
Unrestricted	1,377,568	-	-	1,377,568	387,906
Internally restricted	-	1,454,903	-	1,454,903	2,428,112
Invested in capital assets	-	-	2,135,457	2,135,457	2,058,267
	1,377,568	1,454,903	2,135,457	4,967,928	4,874,285
	2,772,659	1,454,903	15,092,433	19,319,995	20,786,482

Approved on behalf of the Board


Director


Director

FINANCIAL SUMMARY

2022-2023

Woodland Cultural Centre Statement of Operations For the year ended March 31, 2023

	General Fund	Reserve Fund	Capital Fund	2023	2022
Revenues					
Indigenous Services Canada - fixed funding (Note 10)	609,620	-	-	609,620	609,620
Amortization of deferred contributions related to capital assets	-	-	720,282	720,282	59,353
Donations and fundraising	390,423	48,172	-	438,595	1,673,048
Cultural centre	215,133	-	-	215,133	142,238
Other grants (Note 15)	1,039,156	-	-	1,039,156	1,097,945
Other income	577,397	-	-	577,397	340,510
Repayment of funding	(217)	-	-	(217)	-
Total revenues	2,831,512	48,172	720,282	3,599,966	3,922,714
Expenditures					
Administration and honoraria	92,459	-	-	92,459	14,422
Advertising	64,193	-	-	64,193	34,882
Amortization	-	-	769,512	769,512	96,687
Artist fees	110,889	-	-	110,889	71,292
Bad debts	46,971	-	-	46,971	-
Bank charges and interest	9,285	-	-	9,285	8,072
Board of Governors	970	-	-	970	299
Insurance	51,034	-	-	51,034	43,035
Material and supplies	35,282	-	-	35,282	77,093
Office equipment rental	28,534	-	-	28,534	12,908
Office supplies	139,094	-	-	139,094	275,073
Professional fees	552,650	-	-	552,650	263,148
Program costs	99,768	-	-	99,768	7,049
Repairs and maintenance	66,365	-	-	66,365	90,433
Shipping	3,533	-	-	3,533	4,808
Telephone	11,638	-	-	11,638	9,723
Travel and training	22,421	-	-	22,421	5,517
Utilities	74,052	-	-	74,052	66,369
Wages and benefits (Note 11)	1,332,673	-	-	1,332,673	1,097,039
Total expenditures	2,741,811	-	769,512	3,511,323	2,177,849
Excess (deficiency) of revenues over expenditures	89,701	48,172	(49,230)	88,643	1,744,865

FINANCIAL SUMMARY

2023-2024

Woodland Cultural Centre Statement of Financial Position As at March 31, 2024

	General Fund	Reserve Fund	Capital Fund	2024	2023
Assets					
Current					
Cash and cash equivalents	930,810	1,739,271	-	2,670,081	2,889,664
Accounts receivable	2,494,549	-	-	2,494,549	1,330,990
Prepaid expenses	6,150	-	-	6,150	4,908
Inventory	2,000	-	-	2,000	2,000
	3,433,509	1,739,271	-	5,172,780	4,227,562
Capital assets (Note 4)	-	-	15,035,316	15,035,316	13,371,476
Collections	-	-	1,724,457	1,724,457	1,720,957
	3,433,509	1,739,271	16,759,773	21,932,553	19,319,995
Liabilities					
Current					
Accounts payable and accrued charges (Note 6)	1,565,661	-	-	1,565,661	631,452
Deferred contributions	680,680	-	-	680,680	763,639
Deferred contributions related to capital assets	-	-	14,563,506	14,563,506	12,956,976
	2,246,341	-	14,563,506	16,809,847	14,352,067
Contingencies (Note 9)					
Net Assets					
Unrestricted	1,187,168	-	-	1,187,168	1,377,568
Internally restricted	-	1,739,271	-	1,739,271	1,454,903
Invested in capital assets	-	-	2,196,267	2,196,267	2,135,457
	1,187,168	1,739,271	2,196,267	5,122,706	4,967,928
	3,433,509	1,739,271	16,759,773	21,932,553	19,319,995

Approved on behalf of the Board


Director


Director

FINANCIAL SUMMARY

2023-2024

Woodland Cultural Centre Statement of Operations

For the year ended March 31, 2024

	General Fund	Reserve Fund	Capital Fund	2024	2023
Revenues					
Indigenous Services Canada - fixed funding	609,620	-	-	609,620	609,620
Amortization of deferred contributions related to capital assets (Note 8)	-	-	810,304	810,304	720,282
Cultural centre	179,008	-	-	179,008	215,133
Donations and fundraising	733,944	-	-	733,944	438,595
Other grants	720,429	-	-	720,429	1,039,156
Other income	501,172	-	-	501,172	577,397
Repayment of funding	(1,693)	-	-	(1,693)	(217)
	2,742,480	-	810,304	3,552,784	3,599,966
Expenditures					
Administration and honoraria	3,800	-	-	3,800	92,459
Advertising	51,891	-	-	51,891	64,193
Amortization	-	-	864,232	864,232	769,512
Artist fees	165,388	-	-	165,388	110,889
Bad debts	10,874	-	-	10,874	46,971
Bank charges and interest	8,855	-	-	8,855	9,285
Board of Governors	471	-	-	471	970
Insurance	53,505	-	-	53,505	51,034
Material and supplies	13,819	-	-	13,819	35,282
Office equipment rental	12,908	-	-	12,908	28,534
Office supplies	99,791	-	-	99,791	139,094
Professional fees	541,079	-	-	541,079	552,650
Program costs	70,896	-	-	70,896	99,768
Repairs and maintenance	98,759	-	-	98,759	66,365
Shipping	1,169	-	-	1,169	3,533
Telephone	19,573	-	-	19,573	11,638
Travel and training	22,332	-	-	22,332	22,421
Utilities	68,053	-	-	68,053	74,052
Wages and benefits (Note 10)	1,294,111	-	-	1,294,111	1,332,673
	2,537,274	-	864,232	3,401,506	3,511,323
Excess (deficiency) revenue over expenses	205,206	-	(53,928)	151,278	88,643

WOODLAND CULTURAL CENTRE

184 Mohawk St.,

Brantford, ON

N3S 2X2

(519) 759-2650



MAKE YOUR GIFT TODAY.

woodlandculturalcentre.ca

