

# 2024 Annual Report



Quinte Museum  
of Natural History

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# A Message from Our Leadership

Dear Friends and Supporters,

In 2024, our doors were closed to the public for the first half of the year. And still—we made it count. We secured \$282,000 in funding. We laid the groundwork for two major exhibits. We strengthened partnerships across education, conservation, and science. And behind the scenes, we continued building something extraordinary for our region.

But more than any number or milestone, one moment stands out. On a quiet morning in November, a 15-year-old boy walked into the museum alone. He had no money—and quietly admitted he couldn't read. I gave him a tour, free of charge. We explored the ancient seas of Quinte, stood beneath the skeletons of ocean giants, and uncovered 500-million-year-old fossils together. He left with wide eyes, and my promise: "You will always be welcome here."

That is the heart of our museum.

We are more than exhibits. We are a space for learning, for belonging, and for awe. For many visitors, especially children, that experience is life-changing. And to keep that experience accessible, we've committed to one of the lowest admission rates in the province: \$8 per person. But affordability has a cost. To sustain this work, we rely on donations and public support.

The truth is: securing \$282,000 in funding was a vital win, but it is only a fraction of what it takes to operate our beloved museum. We run lean. We stretch every dollar. But we cannot do it alone. Since opening in 2022, we've welcomed over 35,000 visitors to our community-built museum. We've brought national and international stories to life right here in Quinte—and connected them to local identity, climate resilience, and discovery.

This is not just a museum. It's a mission.

If you believe in the power of nature, science, education, and belonging, **we ask you to stand with us.** Your support is not just a gift. It's an investment in our community, our collective future, and the belief that every curious mind deserves a place to grow.

With gratitude,



**Deanna Way**  
Executive Director  
Quinte Museum of Natural History



**Suzanne Andrews**  
Board Chair  
Quinte Museum of Natural History



# Our Mission

The Quinte Museum of Natural History sets imagination alight.

We are committed to inspiring discovery, promoting conservation, and fostering stewardship of our natural heritage. Through exhibits, education, scientific inquiry, and community engagement, we invite people of all ages to explore, learn, and take action in an ever-changing world.

# Our Vision

We envision a museum that is bold, inclusive, and essential – a place where science meets storytelling, where learning is hands-on, and where every visitor feels a sense of belonging.

As we grow, we aim to be a **national and international leader** in natural history education and engagement – while remaining deeply rooted in our local community. We believe a museum should not just reflect the world – it should help shape a better one.





# Our Commitments

At the Quinte Museum of Natural History, we are committed to being a community resource, a hub for learning, and a safe space for curiosity and connection.

We fulfill our mission through four key pillars:

## Education

We deliver meaningful, curriculum-connected learning experiences – both in the museum and out in the community. From school visits to exhibit-based learning, we aim to spark lifelong curiosity and support the next generation of critical thinkers and problem-solvers.

## Economic Development

We contribute to the economic vitality of the Bay of Quinte region through cultural tourism, job creation, local partnerships, and reinvestment in small businesses. Museums are more than cultural spaces – they are economic engines that support a thriving, resilient community.

## Community Engagement

We believe in museums that reflect and serve their communities. We are committed to inclusivity, accessibility, and building programs that welcome underserved groups, celebrate diverse voices, and create space for connection, storytelling, and shared learning.

## Online Programming

We use digital tools and online platforms to extend our reach – sharing content that educates, entertains, and connects. Whether it's a virtual exhibit preview, social media content, or online resources, our digital presence helps us stay accessible and relevant in a rapidly evolving world.



# Key Metrics

## Total Visitors (July – December 2024):

4,831

## Students Engaged Through School Visits (October – December 2024):

74 students + 10 adults

(including Trenton High School, Loyalist College, and two homeschool groups)

## Events Participated In:

- Skills Ontario Career Exploration Event (May 2024 – with QEDC, 100 students)
- Canadian Museums Association National Conference (April 2024 – Niagara Falls)
- Hosted team visits and Referee Soirée Event at the museum for the 2024 Canada Soccer Toyota National Championships U-15 Cup that took place in Quinte West (October 9 – 15, 2024)

## New Exhibits in Development:

- Roots of Resilience
- Expedition Alert: Stories from the High Arctic

**Funding Secured:** \$282,000 for operations, exhibits, and accessibility

**Social Media Growth:** +380% reach across all platforms

**Website Engagement:** 13,000 users | 17,500 pageviews

**Visitor Reach:** Guests came from across Ontario, Quebec, British Columbia, the U.S., and 5 international countries

# Notable Highlights

## Deanna Way, Executive Director:

- Named Community Champion by MP Ryan Williams (August 2024)
- Elected to the Ontario Museum Association Board of Directors (October 2024), advancing provincial advocacy for the arts, culture, and community impact of museums

Hired **Stacey Kerr, Exhibit & Programs Coordinator** (August 2024)

Laid groundwork for reintroducing school programs and volunteer opportunities in 2025

Sustained museum visibility through national leadership, advocacy, and digital engagement



# Progress On Our Strategic Goals

## 1 Grow and tend to our collection

- Continued ethical and sustainable collection planning aligned with our evolving exhibit and education needs.
- Advanced curatorial research and object selection for two major exhibits: *Roots of Resilience* and *Expedition Alert: Stories from the High Arctic*.
- Strengthened internal planning for long-term collections growth, including the care and interpretation of local fossil specimens

## 2 Expand our sustainability

- Integrated sustainability principles into the design process for upcoming exhibits, particularly *Roots of Resilience*, which will highlight pollinator ecosystems and home-based environmental stewardship.
- Continued refining our operational planning to align with environmental responsibility, affordability, and accessibility goals.

## 3 Strengthen our financial resiliency

- Secured \$282,000 in funding to support operations, exhibit development, and accessibility.
- Maintained one of Ontario's lowest admission rates (\$8 per person), keeping access equitable while continuing to seek diverse revenue streams.
- Received support from federal and regional funders including:
  - FedDev Ontario – Tourism Growth Program**
  - Trenval – CEED Program**
  - Enabling Accessibility Fund – Government of Canada**
- Submitted a municipal funding proposal to the City of Quinte West to support a long-term financial partnership.

## 4 Embark on new partnerships

- Participated in the **Canadian Museums Association** Conference (Niagara Falls), connecting with national museum leaders and advocating for small, community-based institutions.
- Partnered with **Quinte Economic Development Commission (QEDC)** to host 100 students during a **Skills Ontario Career Exploration** event, showcasing the museum's role in workforce readiness and science engagement.
- Formed a cross-institutional collaboration with students and researchers from **Université du Québec à Rimouski (UQAR)** to support the development of the *Expedition Alert* exhibit. This partnership brings both academic and cultural expertise to the exhibit's themes of climate change and biodiversity.
- Continued building relationships with **Loyalist College**, involving students in program design and future exhibit support.
- Reconnected with local schools through small-group visits in Fall 2024, re-establishing education partnerships for a 2025 relaunch.

## 5 Be excellent

- Executive Director **Deanna Way** was appointed to the **Ontario Museum Association** Board of Directors (Oct 2024), amplifying the museum's leadership voice in provincial arts and culture advocacy.
- Awarded the **Community Champion Award** by MP Ryan Williams in recognition of outstanding leadership and impact (Aug 2024).
- Developed internal review processes to ensure all upcoming exhibits meet standards of scientific accuracy, inclusivity, and engagement.
- Prioritized transparent communication with our supporters, partners, and municipal funders through detailed reporting and collaborative planning.



# Our Future

As we look ahead, one truth is clear: natural history has never been more relevant. From climate change to biodiversity loss, today's challenges demand spaces where science, curiosity, and community intersect.

## ***The Quinte Museum of Natural History is that space.***

2024 was a year of quiet determination – of designing exhibits, writing funding proposals, and laying the groundwork for a stronger, more impactful future. In 2025, we will see the results begin to bloom.

## **What's Coming Next:**

### ***Roots of Resilience***

A dynamic and interactive exhibit exploring the role of pollinators, biodiversity, and sustainable practices in our home environments. This initiative will also launch our Seed Library, empowering visitors to grow change from the ground up.

### ***Expedition Alert: Stories from the High Arctic***

A major new exhibit bringing Canada's northernmost landscapes to life. Visitors will experience an immersive journey through land, sea, and air—learning how science comes together to understand a changing Arctic. This exhibit is developed in collaboration with researchers and students from the **Université du Québec à Rimouski (UQAR)**

### **Expanded School Programming**

With new staff in place and community interest stronger than ever, 2025 will mark the formal relaunch of our curriculum-based education programs—welcoming students back for hands-on learning experiences rooted in STEAM, environmental education, and curiosity.

### **Community Engagement & Partnerships**

Our relationships with Loyalist College, and local schools will deepen through collaborative programming, student mentorships, and new outreach opportunities that strengthen the museum's role as an educational and economic asset.

**In a time of global uncertainty, we believe in the power of local institutions to inspire change. The Quinte Museum of Natural History is more than fossils and facts – it's a place to spark imagination, to ask questions, and to build a more informed, connected community.**

**With the right support, we are ready to grow.**



# FINANCIAL STATEMENTS YEAR END DECEMBER 31 2024

## Revenues 2024\*      2023

Admissions	23,826	67,722
Gift Shop	3,811	6,302
Donations	12,792	14,902
Tourism Relief Fund	36,175	323,751
City of Quinte West	75,000	25,000
Expense Contributions**	69,422	---
Government Employment Subsidy	10,406	4,546
Other Grants	10,000	---
Interest & Misc.	2,253	4,167
	\$243,637	\$446,390

## Expenses 2024      2023

Amortization	7,530	7,440
Interest & Bank Charges	1,688	1,519
Non-rebatable HST	706	10,100
Operations	44,031	209,957
Facilities	44,751	34,456
Wages and Contract Staff	118,663	202,738
	\$217,369	\$466,264

<b>DEFICIENCY OF REVENUES OVER EXPENSES</b>	\$26,268	\$(19,874)
NET ASSESTS, beginning of year	\$36,522	\$56,396
NET ASSETS, end of year	\$62,790	\$36,522

These summary financials are based on our financial statements as prepared by Welch LLP.

**\* Note 1** – In 2024, the Quinte Museum of Natural History was closed to the public for the first half of the year and reopened mid-June. As a result, revenues from admissions and gift shop sales reflect approximately six and a half months of operations. This context is important when interpreting financial performance and comparing earned revenue to previous years.

**\*\* Note 2** – During the year, a related party paid for exhibit rental costs, rent, and utilities on QMNH's behalf. The expenses were measured at their fair value, as determined by management.





# Thank You

To everyone who stood with us in 2024 – **thank you.**

Thank you to the donors who believed in us when our doors were closed but our mission carried on. To the funders who saw the potential in our vision. To our municipal partners, community allies, and collaborators who recognized the value of what we're building together.

Your support made this year of quiet resilience possible – and your continued belief is what will bring it to life in 2025.

From securing critical funding to designing new exhibits and re-engaging our community, this was a year of planting seeds. In 2025, we will grow.

Whether you gave financially, shared your expertise, or simply walked through our doors with curiosity, **you are part of this story.** Together, we are creating something extraordinary for our region: a place where science, nature, and imagination come alive for everyone.

We look forward to continuing this journey with you. The best is still to come.

With deep gratitude,

***The Team at the Quinte Museum of Natural History***

## **Sponsors and Community Partners**

City of Quinte West

Research Casting International

Wilkinson & Company LLP

Trenval

## **Grants Received**

Canada Summer Jobs, Employment and Social Development Canada, Government of Canada

Tourism Growth Program, FedDev Ontario, Government of Canada

Trenval's CEED program

Enabling Accessibility Fund, Government of Canada



## Board of Directors

Suzanne Andrews (Board Chair)  
David Evans  
Dug Stevenson (Secretary)  
Kurt Gregoire (Treasurer)  
Peter May  
Robin Pilon  
Sally Freeman

## Staff

Deanna Way (Executive Director)  
Stacey Kerr (Exhibit & Programs Coordinator)  
Emmett Quibell Quick (Canada Summer Jobs - Summer Student)  
Ryan Gray (Canada Summer Jobs - Summer Student)

## Donors

Anonymous  
Consecon Foundation  
Deanna Way  
Dorothy Gabbey  
Evan Hall  
Frances Burton  
Gordon Hannah  
Jennipher Cunningham  
Marie Durling  
Rebecca Verhage  
Thelma Jones  
Victoria Chua

## Volunteers & Students

Matthew Buie  
Dwayne Ellis  
Marika Godwin  
Emmett Quibell-Quick  
Hayden Tange  
Jackie Ward







Quinte  
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*of* Natural  
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