



FRIENDS of
ROYAL ALBERTA
MUSEUM SOCIETY

2013-14 Annual Report



FRIENDS OF ROYAL ALBERTA MUSEUM SOCIETY (FRAMS)

2013-14 ANNUAL REPORT

For the period 1 April 2013 to 31 March 2014

The **Friends of Royal Alberta Museum Society (FRAMS)** is a registered charity and not-for-profit membership organization that supports the Royal Alberta Museum and its visitors. Founded in 1982, FRAMS is governed by a volunteer board of directors who develop support for the museum in the community.

Mission Statement

The Friends of Royal Alberta Museum Society (FRAMS) supports and enhances the goals and activities of the Royal Alberta Museum (RAM) through a mutually beneficial relationship.

Vision 2017

The Friends of Royal Alberta Museum Society (FRAMS) will be an exciting, visible and dynamic organization that supports Alberta's natural and cultural heritage through its integral relationship with the Royal Alberta Museum (RAM). FRAMS will be a confident and effective advocate of the Royal Alberta Museum's programming through volunteerism and fund development for RAM.

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Cover photo: *Guests try their hand at pattern wizardry during #MuseumAfterDark in January*

President's Message

The Greek philosopher Heraclitus said, "There is nothing permanent except change." I think the entire FRAMS organization would agree whole-heartedly with this statement – especially after all the non-stop activity FRAMS has experienced this year!

Changes of all kinds seemed to permeate FRAMS during 2013-14, from searching for a new business manager to welcoming a new museum liaison, from working with the museum on programs such as the *Time Travellers* lecture series to introducing brand new FRAMS programs such as *Dining with Friends*, from reaching our goal of increasing membership to setting a new record with our annual fund drive, or from launching a new website to being able to purchase FRAMS tickets online. It has been a year of growth, change and continuous activity, and one where at times we simply took a deep breath and went for it.



FRAMS members Jacqueline Moulden (l) and Margaret Yelle (r) with Peggi Ferguson-Pell (c) in the museum café after the May Talk & Tour.

Coupled with all this change, has been the board's on-going work on shaping both a vision and a strategy that will take us through the next few years of rapid change as the museum transitions from its Glenora home to its new location in Edmonton's vibrant downtown. The board is committed to ensuring that FRAMS is a robust, capable organization that will be able to fulfill its purpose of supporting the museum, while being strong and flexible enough to embrace new ideas and challenges.

One way for FRAMS to build strength is to ensure that our finances are on a sure footing and we are pleased to report that FRAMS has had another successful year with a surplus over our operating budget. Much of this surplus will be placed in the new acquisitions fund established by the board this year. We plan to use this fund to support future museum projects and FRAMS initiatives. We will also be using some of this money to renew much of our own office infrastructure with new computers, upgraded financial software, and an enhanced database system to enable us to be well-positioned for expansion when we move downtown.

We have seen much change this year but fortunately for us there is one very important thing that has not changed – the wonderful interest, passion and support FRAMS receives from **you** - our members. When we didn't know if anyone would want to come to *Dining with Friends*, you responded by making it successful beyond our wildest dreams; when we wanted to aim higher for our annual fundraising goal, you far surpassed our expectations; and when we thought perhaps that no one would show up for #MuseumAfterDark, you embraced this new venture with both a smile and a spirit of adventure.

On behalf of the board, it is my honour to thank you for making 2013-14 such a successful year for our organization. You truly inspire us to work as hard as we can to make FRAMS the best it can be. Heraclitus is correct – change is inevitable, but with your steady support we can ensure that change will translate into positive developments for both FRAMS and the Royal Alberta Museum. Thank you!

Peggi Ferguson-Pell
FRAMS President



FRAMS Directors

(left to right, front)

Patricia Fong
Charlotte Moran
Norma McElhone
Wendy Hiew
Jane Mahoney Outar

(left to right, back)

Danielle Thibaudeau
Ken Kouri
B.J. Normand
Bill Page
David Dickinson
Peggi Ferguson-Pell

2013-14 FRAMS Board of Directors

President: Peggi Ferguson-Pell
Vice-President: B.J. Normand
Treasurer: Ken Kouri
Secretary: Wendy Hiew

Directors: David Dickinson
Patricia Fong
Jane Mahoney Outar
Norma McElhone

Charlotte Moran
Bill Page
Danielle Thibaudeau

2013-14 FRAMS Facts

Friends Society established	28 June 1982
Members at 31 March 2014	208
2013-14 Budget	\$868,000
Employees <i>during fiscal year</i> <i>(HR contracts with Government of Alberta, plus FRAMS employees)</i>	71
Volunteer Hours <i>(estimated)</i>	2020
Projects:	
Aboriginal Museum Internship (AMI)	#MuseumAfterDark
The Bug Room	Museum Exhibition Previews
<i>Dining with Friends</i>	Summer Student Employment
Discovery Room	Talk & Tour
GO! Program	Wild Alberta Gallery
Heritage Collections Acquisition	

Project Highlights

Aboriginal Museum Internship (AMI) Program

Since 1998, FRAMS has been committed to supporting paid summer internships for First Nations, Inuit, and Métis students who are pursuing careers in native studies, natural history or Canadian History, to work under the supervision of curators at the museum. This highly successful program has given students the opportunity to learn, explore and receive hands-on experience in their chosen field of interest.

In 2012, the funding partnership between FRAMS, Syncrude Canada Ltd. and Indspire expired. Despite this loss of funding, the FRAMS board went ahead with a commitment to fund one intern last summer and was able to use casino funds to support this program. The board also committed to pursuing additional sources of support in order to establish full, secure funding for this program.

We are delighted to announce that as a first step in securing ongoing funding for this program, Peace Hills Insurance has committed to a four-year sponsorship of the FRAMS Aboriginal Museum Internship Program. This past January, FRAMS received the first of four installments of \$2500 per year for four years, for a total of \$10,000. On behalf of FRAMS, we acknowledge with thanks this vital support from Peace Hills Insurance.



Michael Swampy (r) with his supervisor, Kyla Tichkowsky (l), RAM Schools Program Coordinator.

For last summer's intern – Michael Swampy – the internship was a chance to learn how to collect oral histories from local Aboriginal people and turn the material he collected into short films. An undergraduate at the University of Alberta, Michael spent the summer travelling to powwows and other local events, interviewing people as they shared their thoughts and reflections.

Michael's specific areas of interest were education, dance, drumming and regalia. In August, he concluded his internship by holding a viewing for museum staff of the three films he had completed: education, dance and drumming. The films offered thoughtful, personal insights into the importance of role models in education, and the complexities, protocols and deep spiritual values of drumming and dancing – especially with younger Aboriginal men and women as they carry these traditions forward to a new generation.

FRAMS continues to pursue ongoing funding for our FRAMS Aboriginal Museum Internship Program. If you would like to know more about AMI or are interested in helping to sponsor this program, please contact the FRAMS office at: 780-453-9103 or frams.office@gmail.com.



"It's been a great experience working at the museum, and to have the opportunity of people sharing their stories with me. This internship has opened up new options for me in terms of where I may want to go in my career. But most of all, this experience has given me the opportunity to showcase the beauty of Aboriginal culture."

- Michael Swampy

Project Highlights (continued)

Dining with Friends

Sometimes you have to search for new opportunities and sometimes they are simply handed to you on a plate. When Linda Tzang, RAM Curator of Cultural Communities, approached FRAMS with the idea of holding monthly dinners at different Chinese restaurants and offered to be the guide for each dinner, the board did not hesitate to accept her proposal.

The board recognised this offer as an opportunity to increase FRAMS visibility and community engagement, while providing our members with a new museum experience. For Linda, as curator of the museum's exhibition: *Chop Suey on the Prairies*, these dinners were a way of extending and expanding the experience of this unique exhibition directly into the community.



Our very first Dining with Friends in May 2013 – delicious Dim Sum!

We began our delicious journey through China last May with a visit to the Dynasty Restaurant at lunchtime to immerse ourselves in an authentic Dim Sum experience. Under Linda's guidance we tried 14 different dishes, from Lo Bok Gao (pan fried turnip cake) to Sticky Dumplings. We then returned to the Dynasty on a June evening to experience a full 10-course Chinese banquet with Linda speaking to us about the dishes – including West Lake Soup and Ginger & Scallion Lobster – and dinner etiquette.

We took a break over the summer and resumed our culinary journey in September with 62 guests for Peking Duck, a dish once reserved for the Emperor and his court, at Beijing Beijing. We then travelled to the Shanghai Grill to sample the specialties of this cosmopolitan port city, including wonderful xiao lung boa (juicy pork dumplings). In November – despite a snowstorm – everyone arrived safely at Kings Noodle & Hot Pot to warm themselves up with a delightful all-you-can-eat dinner with each table cooking their dishes in a communal hot pot of fragrant broth.



Dinner attendee Heather enjoys two spicy Szechuan dishes.

After a December break, we celebrated Chinese New Year in style with an amazing evening at The Lingnan, with the Quon family as our generous hosts. A surprise lion dance and New Year's gifts made the evening truly memorable for our 81 guests. February found us at the Golden Szechuan for a taste of this region's fragrant hot and spicy dishes. In March we tried out the urban Chinese hot pot experience at 97 Hot Pot with a wonderfully varied all-you-can-eat menu and individual hot pots to cook our meals in.

Our year-long journey ended in April with the perfect evening at the Blue Willow, celebrating the glory days of the Chinese restaurant with all the favourite dishes. Stan Mah was a gracious host, delighting the 73 guests with a history of the Blue Willow and surprise door prizes.

Thanks to Linda – and our members – *Dining with Friends* has proved to be a successful new initiative for FRAMS, increasing our visibility and enabling us to make new friends in the community. We look forward to continuing with this program as we re-introduce *DWF* this autumn as a quarterly dining experience. Linda will again be our guide as we set out to explore the many international flavours of Alberta. We hope you will be able to join us.

Project Highlights *(continued)*

#MuseumAfterDark

Another first-time opportunity offered itself to the FRAMS board during 2013-14 in the shape of an idea suggested by board member B.J. Normand.

In keeping with the board's Vision 2017 statement to *"be an exciting, visible and dynamic organization that supports Alberta's natural and cultural heritage through its integral relationship with RAM,"*

B.J.'s idea was to hold a January networking evening at the museum. The event would be a chance to have an adults-only, fun night at the museum. B.J. also wanted the event to entice young professionals to reconnect with the museum, as he felt many had possibly not been there since their school days. The evening would be a chance for guests to re-visit old memories and make new ones. To make a long story short, our first #MuseumAfterDark was a sell-out success.



Enjoying a #MAD photo op with the museum's bison



FRAMS members Bert and Bernadette enjoying the first #MAD event in January.

We were able to achieve our goal of welcoming many new people to the museum, along with many FRAMS members and their guests. Numbers of people bought FRAMS memberships on the night and many more signed up to be on our mailing list.

Guests enjoyed great food, a DJ, cash bar, a presentation on the new museum by RAM Executive Director Chris Robinson, and a rousing game of #MAD bingo with some great prizes.

We would like to thank all the people and companies who helped make our first #MAD event such a success including Page Management Counsel Ltd; Peter Markiw Design & Photography; RAM for

donating a Golden Ticket prize (a behind-the-scenes tour of both the present RAM and the new one before it opens); Famoso Jasper Avenue, Cloud Nine Pajamas, Café Tiramisu and Good Luck Sock. There were also several anonymous donors who we thank as well for their strong support. In addition, #MAD could not have happened without the help of our amazing team of volunteers – including many RAM employees and FRAMS members – who did an outstanding job throughout the evening.

There's no doubt that #MAD was a departure for FRAMS in relation to our regular preview nights, Talk & Tours, etc., but the FRAMS board is committed to expanding the reach of our society and trying out new events is part of that strategy. As we begin to look downtown to what will be our new home and location, the board is working to ensure that FRAMS will be well-positioned and ready to be part of the new energy, ideas and interest this mammoth move will create. We plan to present further #MuseumAfterDark evenings over the next few years, with the next one coming up on Saturday, July 5 from 7:30-11pm. We look forward to greeting friends that night – both longstanding and brand new.

Business Manager's Report – by Marilyn Nelson & Rose Carmichael



(l-r) Rose and Marilyn

The theme of change has impacted FRAMS in almost every aspect of our operations this past year and the key position of FRAMS business manager was no exception. After serving more than 10 years as business manager and providing continuity in our organization that has enabled FRAMS to run smoothly, Marilyn Nelson is leaving to pursue new adventures. In February, following an in-depth search process, Rose Carmichael was appointed as FRAMS' new business manager. Rose and Marilyn have been working closely together since February to ensure a smooth transition and knowledge transfer during this period of accelerated growth in FRAMS membership and activities.

Go! Program

Over the past year, the FRAMS' *Go! Program* provided 4,500 passes to economically challenged adults and families to enable them to visit the Royal Alberta Museum free of charge. The program has now expanded to operate year-round and in 2013-14 *Go!* passes became valid for a full year. The response to the program continues to be positive and the list of partner organizations is also growing with Ronald McDonald House, Uncles at Large and the Kids Up Front Program all joining in the past year. Thank you to the following partner organizations that help us to distribute *Go!* passes.

ABC Head Start Programs
Bent Arrow Traditional Healing Society
Boyle Street Co-op
Boys and Girls Club of Edmonton
Candora Society of Edmonton
Catholic Social Services, Host Program
Changing Together: A Centre for Immigrant Women
Crystal Kids Youth Centre
Dickinsfield Amity House
Edmonton Food Bank
Edmonton Inner City Housing Society
Friendship Force of Edmonton
Hope Mission
Jasper Place Baptist Church (Food Bank)

Kara Family Support Centre
Kids Up Front
Mustard Seed Street Church
Norwood Child & Family Resource Centre
Operation Friendship Seniors Society
Ronald McDonald House
St John's
Salvation Army Family Services
Seniors Association of Greater Edmonton (SAGE)
Seniors Caring About Seniors
Seniors Outreach Network Society
Spirit of Our Youth Homes
Uncles At Large
WINGS of Providence Society

Summer Students

FRAMS applied for and received \$17,000 to fund four summer students to work at the Royal Alberta Museum in 2013; one student was funded from the federal Young Canada Works program and three from the federal Canada Summer Jobs program. Students gained experience in their field of studies in the following Royal Alberta Museum programs: military and political history, geology, conservation, and ethnology. In return, the Royal Alberta Museum gained from the hard work, enthusiasm and knowledge of these young students!

Community Spirit Donation Grant Program

In response to our application, FRAMS received \$6629.72 from the Alberta Lottery Fund's Community Spirit Program. This program, now concluded, was a donor-driven program that has helped Alberta's non-profit, charitable organizations raise funds since 2008. FRAMS used its 2013-14 grant to assist with operational costs and charitable activities. We would like to thank all our individual donors for making this grant possible for FRAMS.

FRAMS Committee Achievements

The FRAMS board of directors meets quarterly to conduct board business and discuss matters arising that require board action. The board executive (president, vice-president, treasurer and secretary) also serve as the nominating committee and as the budget committee, although all board directors are welcome to participate on these two committees.

Apart from serving on the board, directors are expected to serve on at least one FRAMS committee, which meet as needed throughout the year. Each committee is chaired by a FRAMS director and FRAMS members in good standing are eligible to serve on these committees. All committees report directly to the board as a whole. The board president is an ex officio member of all committees and the FRAMS business manager attends committee meetings as a resource person.

During 2013-14, there were three committees that met regularly: communications, fund development and membership. As the year went on, however, and new activities were added such as *Dining with Friends* and #MuseumAfterDark, the board felt the need to create a new events committee to help oversee the planning and execution of events. This new committee is chaired by the Vice-President and has at least one board representative from each of the other three committees serving as liaisons on this committee. In April, at the suggestion of board member Patricia Fong, the committee organized a Celebration Tea to acknowledge the success of the museum's *Chop Suey on the Prairies* exhibition. More than 100 people enjoyed tea and Chinese treats before touring the gallery. We would also like to thank Mei Hung for helping to organize a group of Chinese seniors to attend this event.

In 2013, the board executive also convened a search committee to hire a new business manager for the society. The committee consisted of the board executive and several directors. We were extremely fortunate to have on the board a number of directors with extensive human resource experience who were able to guide the board through the entire hiring process. We would like to especially acknowledge Jane Mahoney Outar who put in countless hours as the point person for receiving and reviewing resumes, conducting phone interviews and leading the interview process.

The board also held a strategic planning retreat in September 2013, and has met since then to discuss areas of focus raised at the retreat, which include:

- increasing FRAMS visibility, including in the downtown neighbourhood of the new museum
- ensuring FRAMS is positioned for growth in terms of its office capabilities, software, etc.
- positioning FRAMS to support the museum during this time of transition to its new home.



FRAMS worked closely with the museum this year to support events such as the 20th anniversary of the *Time Travellers* series and the spring curatorial lecture series, preview nights, and the spring yarn-bombing event: (left) Peggi Ferguson-Pell with Richard III speaker Dr. Jo Appleby; Wendy Hiew and Jane Mahoney Outar at the Art of Seating preview night (middle); FRAMS members created many yarn works including bright purple pom-poms, which were then used to decorate the outside of the museum (right).

Communications Committee

- B.J. Normand, Chair (website, Facebook)
- Peggi Ferguson-Pell (newsletter; Twitter)
- Norma McElhone
- Danielle Thibaudeau



- Kelley Abercrombie (member)
- Bert Yeudall (member)

Key achievements and activities:

- Launched new FRAMS website and are continuing to update and improve the site
- In the process of updating and redesigning the FRAMS brochure
- Developed and implemented communications tactics for *Dining with Friends* and #MuseumAfterDark
- Introduced new online method for purchasing tickets to FRAMS events
- Published quarterly *Friends' Notes* newsletters and e-news; continued to increase website and social media communications
- Developed articles for the museum's *Mammoth Tracks* newsletter

Fund Development Committee

- David Dickinson, Chair
- Patricia Fong
- Jane Mahoney Outar
- Norma McElhone



Key achievements and activities:

- Peace Hills Insurance committed to a four-year, \$10,000 donation to support FRAMS Aboriginal Museum Internship Program (*Pictured right at the January cheque presentation are (l-r) board members Norma McElhone and Peggi Ferguson-Pell, Peace Hills Insurance CEO, Diane Brickner, and board member David Dickinson*)
- Thanks to our members, the Annual Fund Campaign not only exceeded our goal of \$10,000, but it set a new record of \$14,012 raised through this direct mail campaign
- Received funding from the Butler Family Foundation
- Ongoing research on identifying corporations, foundations and granting institutions that have qualifying guidelines for which FRAMS is eligible to successfully apply
- Revising planned giving information for website and brochure

Membership Committee

- Wendy Hiew, Co-Chair
- Charlotte Moran
- Bill Page, Co-Chair
- Karen Hansen (member)



Key achievements and activities:

- Continue to host the popular quarterly, curator-led Talk & Tour series for our members (*pictured above are members and guests at the May Talk & Tour: Western Threads*)
- Surpassed our goal of 200 members by the end of 2013 – we ask everyone to continue encouraging their friends to join us; a FRAMS membership is a great value at \$20!
- Implementing membership benefits introduced last year
- Examining a realignment of membership structure and donor contributions

Acknowledgment of Support

The Friends of Royal Alberta Museum Society receives meaningful support from our members, donors, volunteers, and other partners. We are proud to acknowledge the significant contributions made by the following supporters for the period from 1 April 2013 to 31 March 2014:

Royal Circle \$10,000 +

Forest Resource
Improvement
Association of
Alberta

Alberta Circle \$1,000 +

James Boulton
Ewa & John Burton
Butler Family
Foundation
Martin & Peggi
Ferguson-Pell
Mark & Nancy Heule
Ken & Jennifer Kouri
Charlotte Moran
Page Management
Counsel Ltd.
Peace Hills Insurance

Curator Circle 500 +

Joyce C Hastings
Sharon & Allan Kerr
Jane Mahoney Outar
& O'Neil Outar
Masson Family
John Mclvor

Explorer Circle \$100 +

Anonymous (1)
Kelley Abercrombie
Alice & Alan Bell
Elizabeth Bodner
Richard & Patricia
Clayton
Marla J Daniels
David Dickinson
Trevor Dodd
Lois Drew
Anna & Richard Fahrion
Lois Field
Patricia Fong
Sylvia Galbraith
Brian Gervan
Karen Hansen
Wendy Hiew
Shirley & Stanton
Hooper
Godfrey Huybregts
Ian & Carol Anne Inglis

Kathryn Ivany
Mary Jane Klein
Donna Krucik
Kim Lynch-Staunton
Edwina & Gaylord Madill
Norma & Paul
McElhone
Maureen & Jim Moran
Edwin Radke
Ronald Rowswell
Douglas & Marnie
Sherburne
Richard & Sarah Strel

Pathfinder Circle \$20 +

Anonymous (1)
Neil Adesky
Robert Chapman
Rose Chodkiewicz
Melissa Creech
Mary Daniels
Betty Lou Docherty
Evelyn Doberstein
Erna Dominey
Trevor Dodd
Isabel Douglas
Sylvia Duffus
Victor Fedyna
Mary Suzanne French
Sylvia Glass
William J Hill
Sharmin Hislop
Mary C Johnson
Brenda Kane
Margaret Kelly
Leni Keough
Joan Keough
Don & JoAnne Klapstein
Charles Latimer
Cindy Lee
Elizabeth Lint
David C Marriott
Mary Marshall
Jane McCreery
Diana McGillawee
Jacqueline Moulden
Kenneth Munro
Kathy Murrie
Lynn D Otteson
Sabastian Panciuk
Randy Peterson
Ed Paul
Mary Paul

Irene Powell
Denise Purcell
Joan Sachse
Diana Sam
Margaret M Yelle
Robert Yuedall

Friends Circle

Tanya Brkin
Dave & Michelle Batke
Diann Bowes
Marlene Brown
Carolynne Bruha
Joan Buckley
Marc Carnes
Robert Churchill
Jennifer Chung
Karen Colwell
Bonnie Felker
Victor Fedyna
Fabian Flintoff
Joe Foster
Jean Funk
Catherine Garvey
Rose-Marie Garvey
Olive Goodfellow
Diane Guglich
Luisita & Roger Hackett
David Head
Steve Hoskin
Diana Hrynchuk
Susan & Neil Hryciw
Mei Hung
Lance Hyndman
Barb Innes
David Jones
Peter & Marge
Kirchmeir
Nora Lizotte
Roberta Luk
Adele Mandryk
Joan H Marshall
Krystal McLay
Bhushan Mulpuri
Nan Morrison
Elizabeth Myles
B J Normand
Irene Powell
Linda Relling
Margaret Romaine
Loretta Russell
Rose Shedden
Dianne Sherley
Colin Shillabeer

Earl Shindruk
Jonathan Smethurst
Ann Stebner
Mary Sturgeon
Rene Tardif
Danielle Thibaudeau
Mary Thibaudeau
Tony Thibaudeau
Bart West
Elsie & Maurice White

Other Contributors & Supporters

Canadian Museums
Association – Young
Canada Works
Edmonton Numismatic
Society
Empress of Ireland
Society
Friendship Force of
Edmonton & Area
HRDC – Canada
Summer Jobs
Anne Paterson

In Memorium We Remember Them

*Thank you to our
supporters who
have chosen to
honour the memory
of a loved through a
gift to FRAMS:*

Sheila Abercrombie
James D. Daniels
Carol Funk
Olga Latimer
Roskewich Family

Auditor's Report and Financial Statements
For the year ended 31 March 2014