

JOGGINS FOSSIL INSTITUTE ANNUAL REPORT

FISCAL YEAR: APRIL 1, 2021 TO MARCH 31, 2022



GUVER PHUTU: PAUL EERHUFF (C) KUTAL UNTAKIU MUSEUM

The Joggins Fossil Institute is a not-for-profit, charitable organization.

Our MISSION is to be exemplary in fulfilling our responsibilities under the United Nations Convention for the Protection of World Cultural and Natural Heritage to protect, conserve, and present the outstanding value of the Joggins Fossil Cliffs through research, education, and tourism.



United Nations Educational, Scientific and Cultural Organization



The Joggins Fossil Cliffs inscribed on the World Heritage List in 2008



Where the world-famous Bay of Fundy exposes a 300-million-year-old story.



The Joggins Fossil Institute acknowledges that it is in the district of Siknikt, in Mi'kma'ki, the traditional territory of the Mi'kmaq people.

MESSAGE FROM THE STAFF

The Joggins Fossil Institute (JFI) opened its doors for another season on June 16, 2021. Once again, our original opening date of May 1 had to be pushed back due to COVID-19 lockdown restrictions. We did experience a rise in attendance from 2020, a trend we hope continues into 2022.

The past year also saw the launch of our online booking system, which has been popular with guests, and likely an overdue improvement to operations. With this system we saw an increase in tours as visitors were able to plan their visit with much more certainty. This was also a year of maintaining a holding pattern, so to speak, with improvements, where prudent. To that end, we offered the 30-minute and 90-minute guided beach tour experiences, with plans to bring back, at least, a couple of opportunities for the 3-hour tour in 2022.

Currently we continue without a Curator of Paleontology; but are happy to announce that the recruitment process, to fill that vacant position, is well underway. Our hope is to have a new Curator on site for the coming summer.

The 2021 season experienced the lowest staff compliment that the JFI has ever fielded. Consequently, the café once again remained closed, outside of catering events. The current year is on tract to be a rebuilding season, with among other things, a reopening of the café.

Another hallmark of COVID times was the absence of school groups. We went without the usual group visits from educational institutions. Regarding bus tours, we were fortunate to welcome a handful over the 2021 season, with many more booked for 2022.

The Joggins Fossil Cliffs are showcased on the international stage with its inclusion in the Royal Ontario Museum's (ROM) Dawn of Life Gallery in late 2021. The ROM brought together fossils from Canada's UNESCO World Heritage sites for this ambitious project and, a large, fossilized tree, lycopod, found in Joggins and donated to the Province of Nova Scotia by the late Don Reid (ONS) takes centre stage in the Carboniferous section of the gallery. This ancestor to today's clubmosses, could have once stood over 30 metres tall. The Joggins Fossil Cliffs will, undoubtedly, become better known, and understood, with its inclusion in this important, and permanent exhibit.

Its evident from this review that 2021 was a marked improvement, for JFI, in every metric, but it was still not a return to normal. While too early to predict, 2022 has many more indicators that the trend of healing will continue. While we are doubtful to see a full return to pre-pandemic operations this year, we are very optimistic that recovery is well underway for the upcoming year. Thank you to all donors, visitors, volunteers, and residents, who supported JFI through the pass twelve months; here's to health and happiness in the future.

Jordan De Blace Jordan LeBlanc



Craig Johnson

Iny M. M.



Luis o Dha Moram Laurie Glenn Norris



BOARD OF DIRECTORS

EXECUTIVE

Don Trenholm

Chair

Resident-Cumberland County

Dayle Morris-Quinn

Treasurer

Resident-Cumberland County, District 7

OTHER DIRECTORS

Mr. Ron Burdock

Member at Large

Mr. Tyler Eddy

Member at Large

Ms. Danielle Leighton

Member at Large

Ms. Stephanie MacPherson

Member at Large

Dr. Jeff Ollerhead

Member at Large Chair, Science Advisory Committee

Mr. Dale Porter

Ex-officio & non-voting

Municipality of the County of Cumberland

APPOINTED

MS. DANIELLE SERRATOS

Resident- Cumberland County, District 7 (Appointed September 2021)

RETIRED

MR. DONALD JAMES

Ex-officio & non-voting Department of Energy & Mines Government of Nova Scotia (Retired November 2021)





MANAGEMENT TEAM

Mr. Craig Johnson

Director, Development & Strategic Engagement

Mr. Jordan LeBlanc

Director of Operations

Ms. Lorna Terrio

Director of Administration

Ms. Laurie Glenn Norris

Education and Outreach Manager

SEASONAL STAFF



Dana Brown



Weylin Smith (Photo by Katia Papasoff)



(L to R) Joyce MacAloney & Sarah Beardsley



"A UNESCO World Heritage Site should have a great staff & this one doesn't disappoint. The staff was exceptionally friendly and helpful."

AllyS August 15, 2021, Trip Advisor

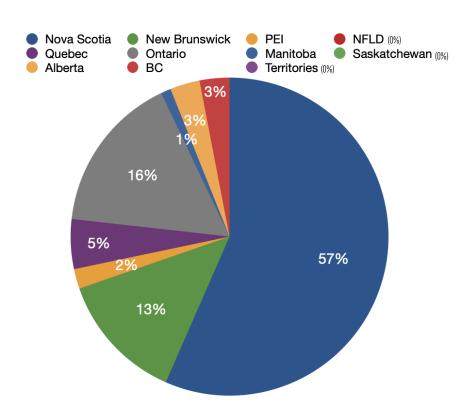


THE NUMBERS

Number of Facebook fans	4,536
Number of Twitter followers	1,139
TripAdvisor rating	4.5
Average number of website sessions per day	103
Total number of website sessions this year	37,591
Number of people who paid admission	5,269
Estimated* visitors to Joggins Fossil Cliffs UNESCO World Heritage Site	12,000
Highest weekly sales	August 1-7, 2021

*The estimated visitation number is just that, an estimate. Access to the Joggins Fossil Cliffs is free for everyone. The only accurate tracking we have for visitation is at the admissions desk. We then estimate how many visitors we believe came to the site, and add it to the admission totals to get the 'Estimated Visitors' number. As a reminder it is only a best guess made by staff based on anecdotal evidence.

CANADIAN VISITOR PROVINCE OF ORIGIN



^{*}From visitors that reported province of origin.



EDUCATION, EXHIBITIONS & OUTREACH

Education is a critical component of our mission at the Joggins Fossil Institute. Everyone who visits the UNESCO World Heritage Site is immersed in some form of education, from multi-generational family groups visiting the beach and discovering fossils, to planned visits by school groups who are seeking to accomplish specific learning outcomes. Outreach is also an important component of education at the Institute and allows us to reach an even broader audience.

EDUCATION

GROUP TOURS

A typical group visits the Exhibition Gallery and the beach and may also participate in a curriculum-oriented activity such as: CSI Joggins (Carboniferous Scene Investigation), Geological Timeline Exploration, or casting and molding of fossils. Popular activities for university-aged groups include creating a stratigraphic log of a portion of the cliffs and fossil quadrat surveys.

SUMMER AND MARCH BREAK CHILDREN'S DAY CAMPS

The Summer Children's Day Camp was held on July 12, 2021, with "Fossil Stories" with Sandra Phinney. The participants worked with fossils from the teaching collection to draw and write stories. The March Break Children's Day Camps was held on March 17, 2022, with "Follow the Goose Butt to Nova Scotia." Odette Barr, a New Brunswick author and illustrator, lead participants through drawing and physical activities as a backdrop to the readings of her children's books, *Follow the Goose Butt to Nova Scotia* and *Take off to Tantramar*.



March Break with Odette Barr Photo by Ashley Grant



Summer Day Camp with Sandra Phinney and volunteer Arlene Ferguson Photo by Craig Johnson



FIBRE ARTS FRIENDS

Fibre Arts Friends has proved to be a popular programme. It is offered eight months of the year. Participants bring their rug-hooking, knitting, crocheting, stain-glass work, cross-stitch, needle point, etc., and have a wonderful time creating.

STAFF TRAINING

The Director of Development and Strategic Engagement and the Manager of Education and Outreach completed a 12-week, online course, with the University of Alberta. Taught from an Indigenous perspective, *Indigenous Canada*, explores key issues facing Indigenous peoples today, from a historical and critical perspective, highlighting national and local Indigenous-settler relations.

The Director of Development & Strategic Engagement attended a Canada Helps webinar on the status of fundraising in Canada, one year into the pandemic.

The Director of Development & Strategic Engagement attended an Association of Fundraising Professionals webinar on "Fundraising in a Digital World", hosted by the Cape Breton Chapter of the Association of Fundraising Professionals.

ARTSCAPE: THE ARTIST-IN-RESIDENCE PROGRAMME

The 2021 ArtScape: Artist-In- Residence programme was sponsored by the Municipality of the County of Cumberland.

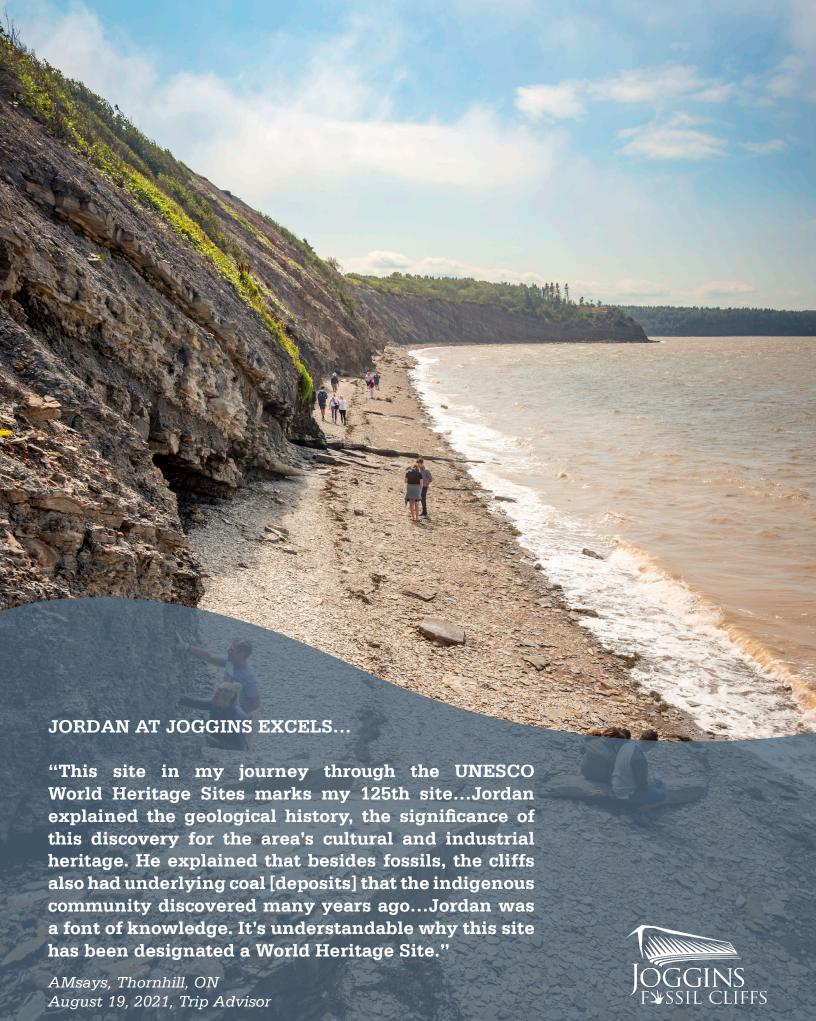






Left: Josephine Clarke, a visual artist from Arichat, Nova Scotia, was chosen as the 2022 ArtScape Artist-in-Residence. (Photo by Corey Katz.) Right: Sandra Phinney, a writer from Yarmouth, Nova Scotia, was the 2021 JFI ArtScape: Artist-In-Residence. Her project, Fossil Mindfulness, was sponsored by the Municipality of the County of Cumberland. (Photo by Dana Brown.)





EXHIBITIONS

In December, the Royal Ontario Museum (ROM) launched its *Dawn of Life Gallery*. Included in the space, which focuses on fossils from UNESCO World Heritage sites across the country, is an example of the Carboniferous-period fossilized trees, for which Joggins is world famous. Discovered by, and donated to the Provincial collection, by Don Reid, the tree is now on long-term loan to the ROM.

OUTREACH

PRESENTATIONS

- 'Streaming' presentations continued as part of JFI outreach programming.
- Jordon LeBlanc, Director of Operations, hosted ZOOM presentations to the following institutions:
- The Canadian National Institute for the Blind (CNIB) Foundation group
- River Hebert District School with two presentations: one on fossils/geology/paleontology, and another on coastal erosion and weather.

IN-HOUSE PROGRAMMING/NETWORKING

On June 21, JFI recognized National Indigenous People's Day, and used its online platforms to encourage followers to learn about Treaty Education

On July 7, the JFI UNESCO 13th anniversary was observed with a PowerPoint presentation, "Everyone is at Home at a Methodist Minister's House: The Recovered Letters of Mary and Jenny Seaman, 1874-1890", by Laurie Glenn Norris.

On September 23, The Science Literacy Week presentation featured "Risk takers and Innovators" with Sandra Phinney – on-site with the recorded video placed on Facebook.

On February 21, during a Nova Scotia Heritage Day presentation, Claude DeGrâce, Executive Director of the Landscape of Grande Pré UNESCO site, presented a PowerPoint talk via ZOOM. JFI and the Landscape of Grand Pré co-hosted the event.

JFI commenced a new education/outreach programme on Facebook and Twitter – "Fossil Focus with Dana" (Brown), with weekly posts on Joggins fossils through the "season", and sporadically throughout the rest of the year.



MEDIA, CLIFF NOTES NEWSLETTER & COMMUNITY NEWSLETTER MAIL-OUT

To get the word out about happenings at the Centre, staff distributes a quarterly newsletter entitled *Cliff Notes* (past editions found under the "Outreach" tab of the JFI website: http://jogginsfossilcliffs.net/ outreach/cliff-notes/).

The Cliff Notes Newsletter was distributed by MailChimp. The Community Newsletter was distributed via Canada Post to homes in Joggins, River Hebert, Lower Cove, Minudie, Strathcona, Maccan, Lower Maccan, Chignecto and Athol.

Articles and photos were published in the *Cumberland Wire* over the past year. On-line articles appeared in *The Globe and Mail* and *The Chronicle-Herald* as well as Public Service announcements and interviews on CBC Radio in Nova Scotia and New Brunswick, and Cable 10.

NETWORKING

JFI staff participated in meetings of the Minudie Heritage Association and River Hebert/Joggins and area Development Association.

In July JFI hosted an information table at the first annual Acadian Day at Minudie.

In March, Ashley Grant, a River Hebert District School grade 11 student, began an 80-hour work placement at the Centre in conjunction with the Options and Opportunities Career Pathways Programme.







"I wanted to reach out and say thank you. I am unsure what all happens in one of your camps, but it has been a very long time since my child has come home from anywhere happy. Please pass along my thanks to anyone who supported today."

An appreciative parent, March 17, 2022, via email.

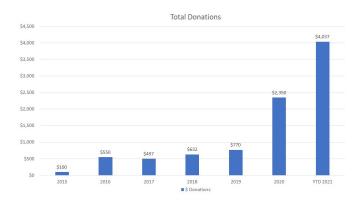


DEVELOPMENT & STRATEGIC ENGAGEMENT

Friends,

The Joggins Fossil Institute faced many of the same challenges in 2021-2022 as it had done in the previous fiscal year; COVID-19 restrictions, periods of "lockdown," and economic uncertainty, continue to affect all of us. The Joggins Fossil Centre did enjoy a slight uptick in visitor traffic on the year prior but, earned revenue from tours and admissions remained low relative to pre-COVID years. Thankfully, despite all this, JFI has, once again, managed to finish another COVID year in a positive financial position.

In large part, our success is due to our amazing supporters. We are so thankful for our visitors and donors. People continue to demonstrate how much they value the Joggins Fossil Cliffs, the Joggins Fossil Centre, and JFI. In 2021-2022, the number of individuals who gave to the Institute was double that on the year prior. We also enjoyed the support of the Government of Nova Scotia's Department of Communities, Culture, and Heritage (\$250,000); Tourism Nova Scotia (\$5000); Canadian Heritage (\$51,000); the Municipality of Cumberland (\$26,000);



The Royal Canadian Legion in Joggins (\$200); and the Christie-Smith Community Fund (\$5000). Overall, due to an increase in donors and successful grant applications, fundraising and development has far exceeded budget expectations and past precedent. We aim to build on this success in the coming year as we begin to transition into a post-pandemic world.

JFI has also focused on better leveraging online tools for both giving and engagement. In 2021-2022, we made greater efforts to connect with donors, using the CanadaHelps online giving platform, and we sought to provide new ways for supporters to offer feedback by launching an online visitor experience survey in the summer of 2021. We also currently partner with Donate-A-Car Canada (www.donateacar.ca) to offer an additional way for supporters to give.

We enjoyed an increase in community engagement and look forward to more as pandemic restrictions continue to lift in the coming year. We were particularly proud to participate as a vendor at the First Annual Acadian Day at Minudie. We enjoyed chatting with visitors to the area and used the opportunity to raise awareness about the Joggins Fossil Centre and activities in the wider community. We also had the opportunity to connect locals, and newcomers to the community, signing up 11 new families for the Joggins Fossil Centre local resident pass.

Over the past year I have also enjoyed connecting with others working throughout Cumberland County as a board member of the Amherst & Area Chamber of Commerce. I look forward to more opportunities to engage with people throughout the county, and the wider community sector, as COVID-19 restrictions fade, and more events take place.

Once again, THANK YOU to all our friends and supporters. As a not-for-profit, and a registered charity, we could not do this without you.

With Good Wishes,

Craig Johnson

Director Development and Strategic Engagement



SCIENTIFIC RESEARCH & COLLECTIONS

SCIENCE ADVISORY COMMITTEE (SAC)

The Joggins Fossil Institute's Science Advisory Committee (SAC) advises the Board on matters of research and other scientific matters related to the site and its management. Members specialize in geology, palaeontology, biology, or environmental sciences. The Curator of Palaeontology is an ex-officio member of the SAC and, in conjunction with the Chair, is responsible for organizing meetings, writing and distributing minutes, and reporting to the Board on SAC recommendations. The SAC meets twice a year and submits an annual report to the Board summarizing the committee's work.

RESEARCH

Formal research collaborations remain established between JFI, Acadia University and Mount Allison University.

COLLECTIONS

The total number of specimens in the collection numbers over 1800, with a working collection of approximately 85 specimens. The working ollection is used for educational experiences and activities in the gallery and off-site for outreach. All specimens are collected with a Heritage Research Permit issued by the Province of Nova Scotia. The on-line database for the Collection held at the Joggins Fossil Centre can be found at:

http://jogginsfossilcliffs.net/research/collection/



The fossilized tree, lycopod, now on display in the Royal Ontario Museum's Dawn of Life Gallery. Paul Eekhoff (C) Royal Ontario Museum.



EVENTS 2021/2022

FIBRE ARTS FRIENDS	April 20, Sept. 21, Oct.19, and Nov. 16, 2021; Feb 15 and March 15, 2022	
CENTRE OPENING	June 16, 2021 – with COVID-19 protocols in place.	
13TH UNESCO ANNIVERSARY	July 7, 2021- "Everyone is at home at a Methodist minister's house", by Laurie Glenn Norris	
ARTSCAPE: ARTIST-IN- RESIDENCE PROGRAM	Fossil Mindfulness with Sandra Phinney One-on-one writers' sessions throughout program July 10 – July 21, 2021.	
ROUND TABLE ON WRITING	July 10, 2021 - with Sandra Phinney	
CHILDREN'S SUMMER DAY CAMP	July 12,2021 – "Fossil Stories" with Sandra Phinney	
ANNUAL GENERAL MEETING	July 12,2021	
GREAT CANADIAN SHORELINE CLEAN-UP	Sept. 9, 2021 – Lower Cove Beach	
ARTSCAPE: ARTIST-IN- RESIDENCE PROGRAM	Fossil Mindfulness with Sandra Phinney One-on-one writers' sessions throughout program Sept. 13- Sept. 25, 2021	



EVENTS 2021/2022

ALL ABOUT MEMOIR	Sept 18, 2021 - Writing workshop with Sandra Phinney
SCIENCE LITERACY WEEK	Sept 23,2021 - "Risk takers and Innovators" with Sandra Phinney – on-site with recorded video placed on Facebook
13 TIPS FOR TAKING WOW PHOTOS!	Sept 25, 2021 – workshop with Sandra Phinney
MEMOIR WRITING GROUP MEETING	October 29, and Nov 17, 2021 Feb. 25, March 25, 2022 - with Laurie Glenn Norris
CHILDREN'S MARCH BREAK DAY CAMP	March 17, 2022 "Follow the Goose Butt to Nova Scotia" with Odette Barr



Ashley Grant, an Options & Opportunities Placement student, River Hebert District School.



Jordan LeBlanc with the winning ticket for the JFI gift basket. The winner was Helen Glenn, Halifax.



MEMBERSHIPS, PARTNERSHIPS & SUPPORTERS

JFI IS A MEMBER OF:

- The Amherst and Area Chamber of Commerce
- The Association of Nova Scotia Museums
- The Atlantic Geoscience Society
- The Bay of Fundy Ecosystem Partnership
- TIANS: Tourism Industry Association of Nova Scotia

JFI IS A PARTNER WITH:

- The Fundy Geological Museum
- Tourism Nova Scotia (A division of Communications, Culture, Tourism and Heritage)

JFI IS A SUPPORTER OF:

- The Adopt-A-Highway Program
- The Atlantic Universities Geoscience Conference
- River Hebert District School
- The Royal Canadian Legion, Branch #4, Joggins
- The River Hebert/Joggins & Area Development Association
- The River Hebert Heritage Models Museum
- The Minudie Heritage Association
- The Cumberland County Genealogical Society
- The Cliffs of Fundy GeoPark Society

JFI IS SUPPORTED BY:

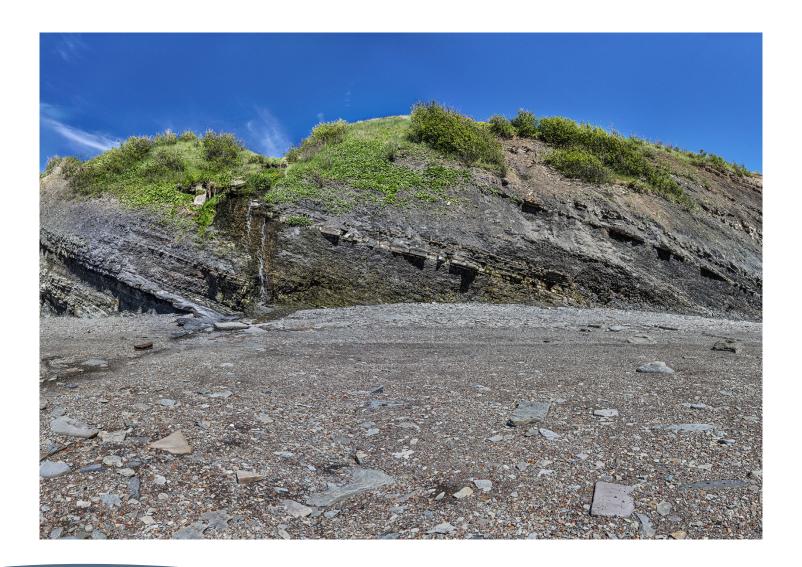
- The Government of Canada
- The Province of Nova Scotia
- The Municipality of the County of Cumberland
- Christie-Smith Community Fund



LIFETIME KEEPERS OF THE CLIFFS

Lifetime Keepers of the Cliffs are those individuals who have made a significant contribution to the development and support of the Joggins Fossil Institute.

- Ms. Jenna Boon
- Mrs. Edna Boon
- Mr. Mark Boon
- Dr. John Calder
- Dr. Elisabeth Kosters
- Dr. Laing Ferguson (1935-2013)
- Mrs. Rhonda Kelly
- Mr. Don Reid ONS (1922-2016)
- Dr. Graham Williams





VOLUNTEERS 2021/2022

The individuals listed below have enthusiastically donated their time to assist with activities, events and/or to sit on the JFI Board of Directors, Fundraising and Science Advisory Committees.

Louanne Berry	March Break Day Camps
Dr. Nikole Bingham-Koslowski	Advisory Committee Member
Ron Burdock	Board of Directors Member
John Cormier	Science Advisory Committee Member
Charlene Daborn	March Break Day Camps
Dr. Lynn Dafoe	Science Advisory Committee Member
Tyler Eddy	Board of Directors Member
Dr. Tim Fedak	Science Advisory Committee Member
Arlene Ferguson	Children's Summer Day Camps
Ashley Grant	Options & Opportunities River Hebert District School
Andy Hinners	Su Morin Memorial Garden
Donald James	Board of Directors Member
Danielle Leighton	Board of Directors Member
Dr. Jason Loxton	Science Advisory Committee Member
Dr. Jeff Ollerhead	Chair, Science Advisory Committee, Board of Directors Member
Stephanie MacPherson	Vice-chair, Board of Directors Member
Dayle Morris Quinn	Treasurer, Board of Directors Member
Dr. Julie Paquet	Science Advisory Committee Member
Dale Porter	Board of Directors Member
Charlie Rhindress	Selection panel, ArtScape Artist-in-Residence
Danielle Serratos	Board of Directors Member
Mo Snyder	Science Advisory Committee Member
Amy Tizzard P.Geo.	Science Advisory Committee Member
Don Trenholm	Chair, Board of Directors
Dr. Grant Wach	Science Advisory Committee Member



THIS PLACE ROCKS! (GROAN)

"This Joggins Fossil Centre is well worth the visit. The museum is cool... sign up for a tour – affordable and well worth it."

JB81ontheroad, Halifax Sept 29, 2021, TripAdvisor



STATEMENT OF FINANCIAL ACTIVITY

Statement of Revenues and Expenditures Year Ended March 31, 2022

	General	Capital Fund	Contingency	Total	Total
			Fund		
	2022	2022	2022	2022	2021
REVENUES					
Federal funding	\$80,334	-		\$80,334	\$50,506
Provincial funding	\$255,000		-	\$255,000	\$263,797
Municipal funding	\$20,000	-	-	\$20,000	\$55,105
Non-government funding	\$3,346	_	-	\$3,346	-
Fundraising	\$5,378		-	\$5,378	\$2,414
Admissions	\$43,706	_	-	\$43,706	\$29,843
Gift shop	\$33,841	_	-	\$33,841	\$19,976
Cafe	\$2,260	-	-	\$2,260	-
Other	\$266	-	-	\$266	\$337
Interest earned	-	-	\$549	\$549	\$529
Total Revenue	\$444,131	-	\$549	\$444,680	\$422,507
EXPENSES					
Advertising and promotion	\$6,988	_	_	\$6,988	\$7,245
Amortization	-	\$16,402	-	\$16,402	\$19,934
Artist in Residence	\$7,959	-	-	\$7,959	\$11,187
Insurance	\$5,877	-	-	\$5,877	\$5,773
Interest and bank charges	\$5,801	-	-	\$5,801	\$4,908
Legal fees	\$761	_	-	\$761	\$31
Memberships	\$455	-	-	\$455	\$130
Miscellaneous	\$1,142	_	-	\$1,142	\$522
Office	\$7,889	_		\$7,889	\$9,589
Professional fees	\$6,750	_	_	\$6,750	\$6,750
Purchases (Gift Shop and Café)	\$21,142	_		\$21,142	\$9,834
Repairs and maintenance	\$41,899	_	-	\$41,899	\$63,169
Salaries and wages	\$223,459	_	-	\$223,459	\$193,457
Supplies	\$1,042	_	_	\$1,042	\$2,261
Telephone	\$5,955	_		\$5,955	\$5,818
Training	\$241	-		\$241	\$178
Travel	\$217	_		\$217	\$211
Utilities	\$38,360	_		\$38,360	\$39,154
Total Expenses	\$375,937	\$16,402		\$392,339	\$380,151
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	\$68,194	(\$16,402)	\$549	\$52,341	\$42,356



