OUR CASE FOR SUPPORT

Help us tell our shared stories



RECONSIDERING MUSEUMS

This is your museum

In our spaces you explore our complex shared history.
It's also where you grasp the impact of our rapidly changing world.
And where you grow your perspective, understanding, and compassion.

The world is changing, and so are we.

Sundre & District Museum is your museum.

Together, let's build a community where collecting perspectives helps us make sense of the world we contribute to.

SUNDRE DISTRICT HISTORICAL SOCIETY

A community member's view: "From the community's quality of life to its economic development, the museum is an invaluably essential institution within the Town of Sundre, and we are better for it"



"By protecting the history of the region, the museum maintains and contributes to the sense of identity of the Sundre area; it is therefore essential to the culture of the area. By hosting free events, such as Winterfest, Haunted Halloween, and Alberta Culture Days, the museum supports quality of life and adds to the public culture of the community. As a historic cultural institution, the Sundre Museum adds value to the community by contributing to tourism and economic development; quality of life and community development; and education, culture and events. Its social return on investment is enormous."

- **Jonathan Allan**
  Community member, Economic Development Practitioner and Entrepreneur
  Sundre, AB

A donor's view: "It is important to support local history."



"The Vooys Family has been connected to Sundre for a great many years. Garry has been here a full 83 years and his lovely wife, Peggy since 1954. The Sundre & District Museum is important to them, and they want to keep it going. They want to retain the stories of Sundre for future generations. Their own history is recorded here at the museum but more importantly their story along with the connected stories of others, tells who we are as a community and how we continue generations from today.

It is individual citizens who make a difference in their community and, it is those same citizens who can make donations to support projects benefitting their community. If we want things preserved, then some of it lies with us, the citizens."

- Garry and Peggy Vooys
  Long time Sundre & District Museum Donors
  Sundre, AB

The value of museums

Sundre, like many communities across Canada, is changing. We are responding to economic shifts in agriculture, forestry, and energy; ongoing conversations around truth and reconciliation; and the challenges of sustaining rural life amid aging populations and limited services. As our contemporary reality evolves, people are increasingly seeking to understand how we got here. People are turning to history, heritage, and lived experiences to find meaning, context, and connection to their world.

Museums can help us make sense of the world around us.

Museums collect our tangible and intangible heritage and invite us to share in the many stories they help tell. Museum collections broaden, inspire, and facilitate a shift in our thinking, but more importantly the work of a museum is to collect perspectives: showing us *how* our stories are told.

Museums, like ours anchor collective memories and share community identity.

Our museum helps people make sense of change by preserving the stories, skills and knowledge that demonstrate how we got here and where we might go next.

3 in 4

think museums are a very important part of Canadian society

84% agree

that museums improve the quality of life in a community

What Canadians told us about the role of museums in their lives

A national study saw more than 3000 Canadians of diverse backgrounds and lived experiences share opinions and ideas about the role of museums in their lives.

Respondents told us the most valuable role of museums today is to educate people about history and the natural world, and to preserve history. Respondents also said:

- They **feel welcome** in museums.
- They believe museums are a **highly credible source of information**, more so than newspapers or television.
- Museums provide **a platform for learning** and are a good place to take children and visitors.
- It's important to them that museums **preserve objects and knowledge** from both Indigenous and Canadian histories.
- Museums help them **understand people** from other regions and cultures.

96% agree

that museums spark curiosity, provoke wonder, and promote creativity and a 'love of learning'

80%

think museums are a highly credible source of information

Our vision for tomorrow's museum is rooted in relevance, connection, and community.

At the **Sundre & District Museum**, we recognize that history must speak to the present. As Canadians ask museums to better reflect the diversity, values, and lived experiences of their communities, we see an opportunity—not a challenge. Our exhibits tell the story of this region—from settlers and ranching families, from industry to personal expression, to Métis and Indigenous voices—and our *World of Wildlife* Exhibit connects visitors with natural history, environmental change, and our relationship to the land.

By working closely with our local community, we're deepening our programs, refreshing our exhibits, and engaging new voices to ensure our stories reflect the realities and aspirations of today's Sundre. In doing so, we offer more than artefacts—we offer space for reflection, dialogue, and understanding in a world that's changing fast.

Museums, like ours help people feel rooted in something meaningful, and that grounding is what makes resilience–and progress–possible.



How the Sundre & District Museum impacts your community

Since opening our society on July 2, 1968, the Sundre & District Museum has proudly stewarded the history, culture, and natural heritage of our region. Each year, nearly 6,000 visitors—including locals, tourists, school groups, and international guests—engage with our exhibits, including the *World of Wildlife*, and take part in several special events. Rooted in our mission to provide a space for arts, culture, education, and celebration, we welcome diverse users: artisans, church and fitness groups, senior and disability homes, newcomers, and other nonprofits. We serve our community an average of five days a week - annually, offering meaningful experiences that connect people to the past, to each other, and to the land we share.

Through the support of visitors, volunteers, donors, community partners and government grants, our museum has engaged in many programs and services, including:

- **Collecting unique oral histories and engaging seniors in digital learning – New Horizons for Seniors Project**
- **Events: Winterfest, Indigenous Peoples Day, Multicultural Day, Canada Day, Alberta Culture Days, Sundown in Sundre**
- **Partnerships that promote fun celebration, week-long summer youth camps, heritage demonstrations and unique workshops**
- **Programming opportunities that enrich community life by preserving local voices, sharing skills and creating meaningful, inclusive experiences for all people, all ages and all walks of life**
- **We are a local cultural center that celebrates our history, our community, our citizens and worldwide guests through local tourism**



Our Goals and the Path Forward

As your museum, we're committed to our deep roots enhancing programs that reflect local voices, expand hands-on learning through heritage demonstrations, youth camps, and strengthen partnerships that serve diverse communities. With your support, we can build on our legacy while creating new opportunities for connection, learning and celebration.

Investing in your museum means investing in shared stories, meaningful learning, and a stronger, more connected community.

At **Sundre & District Museum**, our vision for the future is to **create a vibrant, inclusive, and accessible community space through our unique facility and offerings and by investing in resources that can deliver engaging experiences**.

It's a bold vision and it's going to take all of us, working together, to make it happen. Government grants in support of museums are shrinking. It's now up to all of us – including our friends and neighbours -- who believe in our shared vision to come together.

Together, we can **offer more opportunities for youth, seniors, newcomers and local artisans to connect through heritage, culture and learning – strengthening community spirit and ensuring our stories continue to inspire future generations**.

This is a campaign to raise $80,000

Your investment in your museum will be spent on:

- **$40,000 Barn Roof and Ranger Station Roofing Projects**
- **$25,000 Operations – staffing to ensure continued public programming; assistance with rising utility costs to stay open**
- **$7,500 Village - schoolhouse bathroom fixtures, lamp post solar project, equipment to maintain the grounds, signage**
- **$7,500 Gallery – handicap button**

A society's view: "Creating local engagement and public ownership"



*"As the **Sundre & District Historical Society Board Chair**, I want to thank our Executive Director, our Society Board Members and our Excellent Group of Volunteers and all the People who have supported the Sundre & District Museum. I also want to thank our Amazing Donors, Museum Supporters, Individuals and the Businesses who throughout 2025 have contributed to our operational financial stability. Our first annual spring online auction was a huge success this year raising nearly $13,000. Additionally, it has been great to host great events such as Winterfest, Canada Day, Indigenous Peoples Day and Alberta Culture Days. These activities support our community partnerships and are well received by our community. In June, we once again hosted Numera Films. This is the third time they have filmed at our museum and this is a unique revenue generating opportunity for our museum. The 2025 Annual Strawberry Tea celebrated the publication of "Whiskers" written by local author Marilyn Halvorson and illustrated by museum volunteer Pat Groom. These types of projects showcase the museum's ability to create local engagement and the public ownership of our very special local artefacts, history and shared stories. 2025 has been a year of challenge but **each contribution** whether attending youth summer programming, a chainsaw and crosscut sharpening course, supporting our cookie fundraiser or visiting the Chester Mjolsness' World of Wildlife as an outdoor education class from Hanna, AB **leaves impact and ensures we stay operational**."*

- Ken Walker
  Board Chair
  Sundre & District Historical Society, Sundre, AB

Sundre & District Museum is your museum, your community!

A museum's view: "Creating opportunities for today and generations to come"



*"At the **Sundre & District Museum**, we believe in creating opportunities for stories to shine – stories that reflect who we are, where we have come from, and where we are going together. Every day, we see the power of connection as visitors, newcomers, students, seniors, our Indigenous elders, Métis curators and local artisans engage with our exhibits, events, artefacts and each other. Our commitment is to serve as a safe, welcoming space where voices are heard, experiences are shared, and learning is celebrated as a lifelong journey.*

As we look to the path forward, our goal is to reflect the diversity of our community and contribute meaningfully to the broader story of our roots. Through partnerships, programs, and dialogue, we aim to bring people together in ways that celebrate our shared heritage while embracing new perspectives.

*Your support helps us to keep these stories alive – **for today, and for generations to come**."*

- Carrie Couch
  Executive Director
  Sundre & District Museum, Sundre, AB

For our museum to be relevant to our community, **we need support from the whole community**: newcomers laying new roots; Indigenous peoples; seniors; youth; families with ancestral roots in the area; and anyone who trusts us to **tell our community's story**.

Please give generously to help us connect generations, celebrate diverse voices, and strengthen community spirit through heritage, culture, and learning.

*"For **museums** to really be able to support their communities, they **need the community to support them**."*

- Jennifer Forsyth
Executive Director / CEO
Alberta Museums Association

This is your museum.

Your investment will help us tell our shared stories and preserve Sundre's history.

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We respectfully acknowledge our presence on the ancestral territory of Indigenous peoples, who have lived on and stewarded this land and its stories for millennia. We are grateful for the diverse people who now make this land their home and seek to collect the many perspectives that contribute to our shared history, present, and future. We are honoured to continue this work of collecting perspectives.

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