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We are emerging from a period of intense change. The last few years have seen many transitions. We have a younger, gender-balanced board that is committed to growing the public impact of our charity. We have new staff in new roles bringing fresh insight, initiative and passion to their work.

We not only look different. We work very differently too. We have made significant investments in new approaches. In 2019, we presented our first digital tour, Dundas + Carlaw: Made in Toronto, winner of the Lieutenant Governor’s Ontario Heritage Award for Community Leadership. We launched a new website and are working on a digital exhibit on Toronto’s music history. We continue to develop Emerging Historians, our fastest growing program, which recognizes that diverse involvement in heritage will build the next generation of advocates, and keep the sector relevant.

We are pursuing new ways to grow our supporters, engage more Torontonians, and lead community discussions on the state of heritage in the city. Our 2019 State of Heritage Report provided direction for the sector, the city, and our charity – to not only do more to preserve our heritage, but to address gaps in the stories shared and commemorated, foremost our Indigenous history. Strategic planning by the Board is currently underway, along with work to develop more compelling and relevant programs for new audiences.

While this annual report summarizes only the successes of the past year, we are mindful that our work has created a strong foundation for the new decade ahead. We will focus on ensuring that heritage continues to play a fundamental role in city building. Understanding our shared histories, and our differences, brings people together. Heritage is essential in creating a compassionate city which honours its diverse stories so that each resident feels reflected, and has a voice, in its future.

Allison Bain
Executive Director

Richard Moorhouse
Chair, Board of Directors
Heritage Toronto is a charity and agency of the City of Toronto that celebrates our city’s rich heritage and the diverse stories of its people, places, and events. Through our programs, including tours, historical plaques, State of Heritage Report, and online exhibits, we engage the public to reflect on the past—both to make sense of our present and to inform our future.

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Thank you to our 2019 supporters and heritage champions.
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Campbell House Museum
City of Toronto Archives
Columbus Centre
Downsview Park
Fort York National Historic Site
The History Factory
Info-Tech Research Group
The Flyer Vault
Leslieville Historical Society

$200+

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National Basketball Association
Yvonne Nearing
OCAD University
Polaris Music Prize
Retronario
Riverdale Historical Society
Studio Bell: National Music Centre

The History Factory
Info-Tech Research Group
The Flyer Vault
Leslieville Historical Society

Partners

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Toronto Police Museum and
Discovery Centre
Toronto Professional Fire Fighters’
Association
Toronto Raptors/Maple Leaf Sports
and Entertainment
Ward’s Dock Renewal Initiative
Warner Bros. Entertainment
Denise White and
Marylou Wilkins Miller
Woods Canada
The Plaques program now commemorates a diverse range of subjects. In 2019, we installed a plaque for Buddies in Bad Times, the largest and longest-running queer theatre company in North America, and a plaque to mark the former site of Lancaster bomber FM104 on Lake Shore Boulevard.

One of the city’s oldest surviving trees was the subject of a plaque. Based on studies, the red oak on Coral Gable Drive in Etobicoke is more than 250 years old. It was once part of a large savannah that was bisected by Indigenous trails and portages between Lake Ontario and

[Plaques] remind us of the importance of recognizing and celebrating Toronto’s diverse history, and the city we love today.
—Councillor Shelley Carroll

1. Rita Ngarambe Laurence (Queen of Emancipation Month) and Dr. Julius Garvey (son of Black nationalist Marcus Garvey) view the UNIA plaque, Toronto City Hall, August 17, 2019.

2. Alan Heisey (TTC), Michael Barsky (Toronto Police), Tony Bavota (Toronto Fire), Councillors Mike Layton and Kristyn Wong-Tam, Gee Chung, at the City Services plaque presentations, October 16, 2019.

3. Councillor Mike Colle, Mayor John Tory and MP Marco Mendi-cino pose with Columbus Centre plaque, November 30, 2019.


5. George Corsan plaque presentation, November 16, 2019.

Lake Simcoe. The tree survived European settlement, clearance of the land for farming, and the creation of the subdivision in which it stands in the early 1960s.

We also acknowledged an important part of our Black history with a plaque for the Toronto Chapter of the Universal Negro Improvement Association, an international organization that worked to strengthen solidarity among people of African descent around the world. The unveiling was held in August during the Ontario Black History Society’s annual Emancipation Day event and was repeated at the Emancipation Month Pan African Flag Raising parade at Nathan Phillip Square.

In the coming year, we will unveil a plaque on the local origins of Superman. Toronto-born artist Joe Shuster co-created the Man of Steel and based many aspects of the comic on Toronto. We will also celebrate Toronto’s rich basketball history. 73 years before the Raptors historic championship win, Maple Leaf Gardens hosted the first NBA game — a loss by the Toronto Huskies to the New York Knickerbockers.

Toronto Historical Board Plaques
With funding support from the city, Heritage Toronto has replaced and revised plaques produced by the Toronto Historical Board (1969-1990s). The first replacement plaques were installed in 2019, including a major expansion of the plaque for the Flatiron Building, and new plaques for Trinity and St. Hilda’s colleges in Trinity-Bellwoods Park, and the former Crosse & Blackwell office on Lake Shore Boulevard, which later became the home of OMNI Television.

**Dundas + Carlaw: Made in Toronto**
In 2018, we presented our first digital tour, Dundas + Carlaw: Made in Toronto, winner of the Lieutenant Governor’s Ontario Heritage Award for Community Leadership.

Featuring a colourful design with playful animations, all set within a map of the area, this tour provides an in-depth exploration of a neighbourhood in transition. Tour stops showcase buildings that once housed industry giants, and companies that together formed a manufacturing juggernaut that sent products around the world (and to the top of Mount Everest). The tour also provides insight into factory life, detailing the everyday experiences of the workers through archival images, never-before-seen video, and first-hand accounts.

View the digital tour on a desktop or mobile device at [ExploreDundasCarlaw.heritageToronto.org](http://ExploreDundasCarlaw.heritageToronto.org)

Dundas + Carlaw: Made in Toronto is the culmination of a two-year project that began with the development of ten new plaques that now comprise Toronto’s first Heritage Plaque District.
Hosted in 2019 by CBC radio personality, Nana aba Duncan, the ceremony highlighted the impressive range in work of 40 nominees. Awards were presented to eight winners in four publically-nominated and juried categories. The Heritage Toronto Board also presented a Special Achievement Award to archaeologist and founder of ASI, Ron Williamson for his 40+ year career; and a Volunteer Service Award to Lee Sneddon for his 15+ years of volunteer support.

Among the guests were 30 Emerging Historians, students and young professionals who enjoyed this valuable opportunity to meet seasoned leaders — and potential future employers — in heritage and related fields. Guests heard about a young historian hired by
Not only did I get to meet people from different backgrounds, but I was also able to share my experiences. This event brought clarity to what I value, and shed light on who I should keep an eye on.
—Brittany, Emerging Historian

Heritage Toronto to incorporate Indigenous content throughout existing programming, and to develop a new Indigenous walking tour. Guests generously donated to support the work and address this gap which has been endemic throughout Toronto’s heritage sector.

Heritage Toronto is grateful for the continuing support in 2019 of our colleagues in the heritage, union, development, and private sectors who ensured the success of our annual major fundraiser. Monies raised will develop new programming that inspires people to participate in the building of their communities and city.
The chance to learn about local heritage organizations and their outstanding projects made for a memorable evening. I had the invaluable opportunity to meet fellow arts and heritage professionals while celebrating Toronto’s history and culture. —Attendee

1. Ilana Altman, Co-Executive Director, The Bentway.
4. Isorine Marc (left), producer, for At Heart, Citizens of the Esplanade, with guest Georgia Reynolds.
5. Helena Moncrieff, author of The Fruitful City.
6. Shawn Chirrey, author of Tomorrow is Too Late.
Last night’s Awards @thecarlu celebrated the individuals and groups making a difference in the city by either archiving its past, or building its future. Shout out to @myepiphanyco for the invite and @heritagetoronto for the inspiration. —thebyproduct

7. Members of The Symes team.

8. Andrew Pruss, Principal at ERA Architects, accepting for John H. Daniels Faculty of Architecture, Landscape and Design.

9. Lee Sneddon, Volunteer Service Award recipient.

10. Ron Williamson, accepting the Special Achievement Award.

Images by Herman Custodio and Kristen McLaughlin.
Juried Category Award Recipients

Community Heritage
Hellenic Heritage Foundation

Member’s Choice Award
Friends of Guild Park and Gardens

Public History
At Heart, Citizens of the Esplanade — Jamii
If, But, What if? — The Bentway

Book Award
Tomorrow is Too Late: Toronto’s Hardcore Punk in the 1980s
Authors: Shawn Chirrey and Derek Emerson
Publisher: UXB Press

The Fruitful City: The Enduring Power of the Urban Food Forest
Author: Helena Moncrieff
Publisher: ECW Press

William Greer Built Heritage Award
The Symes, 150 Symes Road
Owner: Symesbridge Inc.
Architects: Jedd Jones Architect Ltd., Philip Goldsmith Architect

John H. Daniels Faculty of Architecture, Landscape and Design, One Spadina Crescent
Owner: University of Toronto
Architects: NADAAA Architects. ERA Architects, Adamson Associates, PUBLIC WORKS

Traditional Indigenous opening prayer by Summer Thompson (at the podium) with father Sean.
Image by Herman Custodio.

15 Heritage Toronto
Tours Program

2019 marked our 25th Tour season. Over the years, we have travelled thousands of kilometers across the city, on thousands of free walks, with the odd bike, bus and even boat tour mixed in. Notably, this 25th season continued our tradition of sharing important stories with residents and visitors. We partnered with community groups and local volunteers to reach new audiences. We worked with young people in our Emerging Historians program to bring under-represented voices and perspectives to the stories that define our city.

In 2019, we refreshed and diversified our tours to explore lesser-known topics. Working with 10 community partners and 10 emerging historians, we created new and exciting offerings that spanned the city and highlighted its diverse communities. These tours included explorations of the neighbourhoods along the transitional Eglinton East/West corridors; the little-known stories of women who pushed boundaries in politics, business, and other fields by challenging the status quo; and the lessons learned from the 1918 Anti-Greek Riots.

All tours featured digital packages of photos, maps and links to additional information. The digital packages allowed us to include and share stories beyond the 90 minute tour, and

Photo: Little Jamaica tour, August 8, 2019.
Image by Ali Mosleh.
they could be accessed anywhere, at any time, using a smartphone, tablet or computer.

We know that these program changes are valued by participants, who once again set a record for the most donations raised. The highest-rated tour of the season was *Lady Action: Toronto’s Trailblazing Women*, a tour developed and led by an emerging historian.

The highest-attended tour was *Off the Beaten Path: The Toronto Necropolis*, which also garnered the most public donations.

In the coming year, we will deliver more tours that take place outside the downtown core, commission more tours written by emerging historians, and share the histories of Toronto’s diverse cultural communities.
Big ups to Ontario Black History Society & Heritage Toronto for taking us through the history of Eglinton Ave. We learnt about the community that Caribbean migrants have been building for over 25 years.

—blackurbanism_to

Emerging Historians

The Emerging Historians program supports and empowers the next generation of heritage advocates through internships, access to key sector events, and paid contracts. Since the program’s launch in 2017, support from donors has allowed us to double participation and triple the number of paid contracts.

In 2019, we supported 48 youth. We extended year-long contracts to two emerging historians—our Plaques Coordinator and our Indigenous Content Coordinator—and 20 short-term paid contracts. But the demand continues to grow. We will work with our sponsors and partners to expand support for Toronto’s bright and passionate youth, increasing the breadth and depth of opportunities in 2020.

This was a fantastic opportunity for me to receive support from a well-established heritage organization while delving deeper into an area of particular interest for me. I am so grateful to have had the opportunity to bring women’s history alive on the streets of Toronto.

—Emily Gwiazda

**State of Heritage**
During Heritage Week in February, Heritage Toronto launched *Changing the Narrative: State of Heritage Report 2019*. The culmination of consultations with 58 organizations and over 500 stakeholders, the report makes 17 recommendations on how we can use heritage as a tool for sustaining and growing our city. From environmental stewardship to economic incentives, the wide-ranging recommendations were picked up on by international media and like-minded organizations from around the world.

The new “State of Heritage” report from Heritage Toronto is refreshing as it expands both what heritage means and its responsibility to a growing city.
—Shawn Micallef, Toronto Star

**Doors Open**
In May, Heritage Toronto and its partners, TD Bank and Cadillac Fairview, welcomed 950+ attendees to the TD Conference Centre for the first public event held in TD Bank’s brand new facility. Curated tours that showcased the building’s architecture and the art collection of TD Bank were overwhelmingly well-received by attendees and volunteers alike.

**Sounds Like Toronto**
In 2019, we continued to lay the groundwork for our online exhibition, Sounds Like Toronto, creating stories about artists and venues in the last 65 years of the city’s music history. Through research with high school students across Toronto, we are developing an immersive project that will inspire the next generation of music fans and heritage advocates.

I came, I saw, I talked about art. Another amazing @doors_opento presenting art with @heritagetoronto at @tdcentreto! —Emma Jenkins
Supporting Heritage Champions

Our partners at the Fairmont Royal York marked their 90th anniversary this summer, and to celebrate they donated 90 luxury hotel-nights to support heritage work in the city. We auctioned off half at the Heritage Toronto Awards to support our public programs, and offered the other 45 to volunteer and community-driven organizations across the city to support their important work. We received so many requests that we had to run a lottery. Congratulations to the winners:

Amadeusz
Architectural Conservancy Ontario (ACO), Toronto Branch
Art Starts
Back to Basics Community Engagement 101
Bellwoods Centres for Community Living Inc.
CD Farquharson Community Association
Etobicoke Historical Society
Friends of Fort York
Friends of Guild Park & Gardens
Girls Social Justice Action Committee, The Linden School
Hellenic Heritage Foundation
Heritage York
High Park Nature Centre
Ireland Park Foundation
La Société d’histoire de Toronto
Neilson Park Creative Centre
Ontario Black History Society
Ontario Jewish Archives
PARC (Parkdale Activity-Recreation Centre)
Parkdale People's Economy
POWERFILLED YOUTH TO
Pride Toronto
Project Bookmark Canada
Ralph Thornton Community Centre

Revue Film Society
Rise Up Feminist Digital Archive
Riverdale Historical Society
Scarborough Historical Society
St. Lawrence Neighbourhood Association
StopGap Foundation
Swansea Historical Society
The ArQuives
The Beach and East Toronto Historical Society
The Bentway Conservancy
The Children’s Book Bank
The Neighbourhood Land Trust
The Theatre Centre
Toronto Council Fire Native Cultural Centre
Toronto Humane Society
Toronto Ward Museum
Toronto York Region Metis Council
Town of York Historical Society/Toronto’s First Post Office
Village of Islington Mural Guides
West Neighbourhood House
Donors
Every one of our donors, from one-time donations to multi-year gifts, has a profound impact on the services and programming we provide. Your philanthropy is a direct investment in heritage education and accessible public programs.

In 2019, our donors came out in strong support of two initiatives: expanding the Emerging Historians program and developing Indigenous content. We agree that the future of heritage and a healthy city lies in supporting its youth and its diversity, and are excited to continue this work together.

As a small gesture of gratitude, we partnered with Metrolinx to take some of our donors on an exclusive, underground tour of the Eglinton Crosstown. Aside from being a once-in-a-lifetime opportunity, experiencing the engineering feat first hand was an apt metaphor for the work we are doing together. Thank you to all of our donors for joining us on the frontlines of celebrating Toronto’s past, present and future.

Photo: Heritage Toronto donors pose in tunnel of the Metrolinx Eglinton-Crosstown line, June 19, 2019.
This will be our second year as members. Last year, we really enjoyed the bus tour. This year we plan to do the same plus take part in more walking tours. As a history and art teacher I really look forward to learning from all that you offer, tours, museums and adventures!
—Brenda Ohngemach + Steven Havelock

Members
Our members are passionate about Toronto’s heritage, and it shows with 214 new members joining us in 2019. Members attended the official launch and reception for the State of Heritage Report, hosted by our partners Aird & Berlis.

When not advocating for the protection and accessibility of Toronto’s heritage, our members gathered to experience the city. Photographers Vik Pahwa and Amanda Large ran two members-only Architectural Photography tours, providing tips and tricks on how to capture the beauty of Toronto’s built landscape.

Members were also treated to an intimate conversation with authors Helena Moncrieff (The Fruitful City), Katie Daubs (The Missing Millionaire) and Rob Bowman (The Flyer Vault: 150 Years of Toronto Concert History), who shared the excitement and challenges of writing about Toronto.

We thank our members for supporting our work and for their dedication to building a city that values its past.
Satisfaction comes from being able to use my abilities to assist in different ways, but one of the greatest benefits to me is working with so many friendly and interesting people who provide joy and camaraderie.

—Lee Sneddon, 2019 Volunteer Service Award

Volunteers
In 2019, our volunteers supported us on tours, committees, and at the Heritage Toronto Awards. They took photographs, created social media posts, undertook research, stuffed envelopes, and as members of our Board, made important decisions to guide our charity forward. Champions of Toronto’s heritage, our volunteers come from all walks of life and different neighbourhoods across the city.

We thank all of our volunteers for their considerable contributions to the success of our charity.

Recognition for Hours of Service (>30 hrs)
Peter Berton
Fallon Butler
Liza Chalaidopoulos
Caitlin Coleman
Herman Custodio
Leone Earls
Edward J. Formosa
Meaghan Froh Metcalf
Stefanie Kennell
Anna Krentz
Erin Mackie
Emily Macrae
Hanifa Mamujee
Kate Marshall
Vito Mola
Richard Moorhouse
Ali Mosleh
Ellen Scheinberg
Leslie Sinclair
Lee Sneddon
Shayda Spakowski

Photo: Volunteers on the Hidden Treasures tour, August 9, 2019. Image by Herman Custodio.
By the Numbers

- **65 Public Tours**
  - 42 people per tour

- **141 Volunteers**
  - 2,851 hours valued at $74,668

- **8,029 E-newsletter subscribers**

- **105 Plaques produced**

- **358 Members**
  - 214 new members

- **48 Emerging Historians**
  - 71% increase
  - 22 paid contracts 150% increase

- **637 Donors**

- **Awards**
  - $144,956 raised to support public programs
2019 Financials

Revenue
$1,200,410

Expenses
$1,176,223

- 36% City of Toronto
- 17% Sponsorships
- 16% Special Projects and Grants
- 8% Donations and Memberships
- 23% Tickets and Fees

- 67% Public Programs
- 14% Administration
- 10% Communications
- 9% Fundraising
- 2019 Financials

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*Projected budget as of December 31, 2019. Final 2019 Financial Statements, audited by Welch LLP, will be available at heritagetoronto.org on June 1, 2020.