



Lupa ay Buhay | Land is Life

On exhibit July and August 2024



MANITOBA CRAFTS MUSEUM AND LIBRARY Year End Report 2024



MCML GUIDING PRINCIPLES

Vision: Manitobans inspired, engaged, and connected through craft

Mission: The mission of the Manitoba Craft Museum and Library is to:

- Collect, preserve, and hold historical and contemporary craft in trust
- Celebrate craft through exhibits, presentations, and programs
- Facilitate the exchange of ideas and build interest in and appreciation for craft

Values:

Honouring the handmade | MCML recognizes the inherent value of creating and appreciating craft

Organizational excellence | MCML endeavours to maintain the highest standards in developing and preserving its collection and in providing services

Exchanging knowledge | MCML values learning in all its forms and strives to offer and support opportunities for growth and increased understanding of craft and its cultural roles

Fostering participation | MCML aims to ensure that its collection and programs are accessible to all

Ensuring transparency | MCML is accountable to its membership and its community and operates openly and intentionally

Commitment to diversity and inclusion | MCML strives to be inclusive and welcoming and to ensure diversity throughout the organization and its operations

LAND ACKNOWLEDGEMENT

The Manitoba Crafts Museum and Library is located on Treaty One territory, the traditional lands of the Anishinaabeg, Ininiwak, Dene, Anishininewuk, Dakota Oyate, Inuit Peoples, and the national homeland of the Red River Métis.

We also receive our life sustaining water from Shoal Lake 40 First Nation, located in Treaty 3 Territory.

As a museum, MCML recognizes that we have an inherently colonial past, one that we are actively addressing through our efforts to make the collection more accessible, through exhibits and on-line content, and through partnerships with community groups. We hope our efforts will result in greater knowledge and appreciation of our shared history and in positive relationships with Indigenous individuals and communities in Manitoba. If you would like to know more about our Reconciliation efforts, please get in touch by email (mcml@c2centreforcraft.ca) or phone (204.615.3951).

CO-PRESIDENTS' MESSAGE

Dear MCML members,

Members are our lifeblood; thank you!

While it's hard to compete with the excitement of winning the Governor General's Award in 2023, 2024 was itself an exciting and successful year with milestones of its own. It is also the first year, when we could truly see the effects of being fully back in person after the restrictions of the pandemic. The increase in in-person activity and growth in membership reflect that sense of reconnection. However, the pandemic also showed us how important a virtual presence can be, and so we have continued to grow our online information and activities allowing us to reach a larger and more diverse population than before. Meanwhile, the day-to-day work on the collections, implementing our strategic plan, reviewing our policies and upgrading our operating, financial and communications functions continues behind the scenes.

One of our "hidden" milestones was the full implementation of our upgrade to the MCML library system. Thanks to the dedicated work of a former librarian and MCML volunteer Pam Green, our library holdings are now all fully searchable online and of course, they remain available for members to borrow whenever the Manitoba Crafts Museum & Library is open.

This year we also hosted our first live evening of trivia and prizes. The Halloween themed evening was held at Devil May Care brew pub; Sabrina Janke created questions to challenge participants and Leah Gertzen was the creative force behind decorating the space. Not only was the evening great fun, but we also raised some money, so we'll definitely be reprising the event in 2025.

Of course, none of this would happen without the amazing leadership provided by our Curator, Andrea Reichert. We would also like to thank our hardworking staff and all the members of the board who not only attend our meetings but who step up to volunteer for events and "odd jobs" as needed. In addition, we want to thank all our volunteers and members that work with the board and make the work with MCML so enjoyable and rewarding.

We hope you will visit our exhibits, participate in our programs, try out our fabulous new library system, volunteer and donate as you are able. MCML is a unique institution which you help to build and maintain. We look forward to 2024 and hope you will continue to join us as we work to inspire, engage, and connect through craft.

Marieke Gruwel and Judith Huebner
Co-Presidents

CURATOR'S MESSAGE

It's hard to follow up from last year, when we were awarded the Governor General's Award for Excellence in Museums, but 2024 was also a fantastic year for MCML.

There are five highlights I'd like to recognize.

Amazing Engagement | The MCML Membership increased by 48% in 2024! From around 90 at the beginning of the year we now have 130 members. There probably isn't one reason for this dramatic increase, but something is obviously resonating with our audience and we are on the right track in our on-going development.

Reflecting our Community | MCML is making huge strides in terms of diversity. Half of the exhibits and public programming showcased equity seeking groups or were led by instructors from the BIPOC community. We are on our way to making the Indigenous collections more accessible to community. And we worked in partnership with Aurora Family Therapy to host craft based workshops for newcomers.

Post Covid-19 | MCML has recovered from the uncertainty of the Covid-19 pandemic years. Through 2024 visitation returned in full, with successful exhibit openings, special events and public programs. When we opened in the C2 Centre for Craft in 2017 we knew that there would be a few years of work to grow our audience. Just over two years into that process, our momentum was abruptly cut short, followed by least two years of patchy opening and closing, and another year or two of hesitancy by many in our community to come back to MCML in person. Now, it truly feels like we are past all that and that audiences are hungry for what we offer at MCML and at the C2 Centre for Craft!

The collection | The collection is becoming more diverse and more modern. In 2024 we added works by ten contemporary artist from equity seeking groups. And in the fall we started to actively ask established artists in the community if they would like to add an item or two to the collection.

Long-term financial support | We are so grateful that Shirley Richardson, a long time supporter of craft and the arts in Manitoba, and who passed away in 2023, remembered MCML in her will. We learned in December that we will receive around \$10,000 annually through the Shirley Ann Richardson Annual Giving Trust Fund, in perpetuity. This will definitely help MCML to be financially sustainable into the future.

Finally, I say this every year, but every year it's still so true. MCML could not operate without the dedicated team of volunteers who commit their time and expertise to make things happen. Nor without the partnership with the Manitoba Craft Council and the contributions of their staff. The successes at MCML are always a group effort. Thank you to everyone who helps to make great things happen at MCML!

Andrea Reichert
Curator

EXHIBITS

Shirley Richardson Craft Gallery

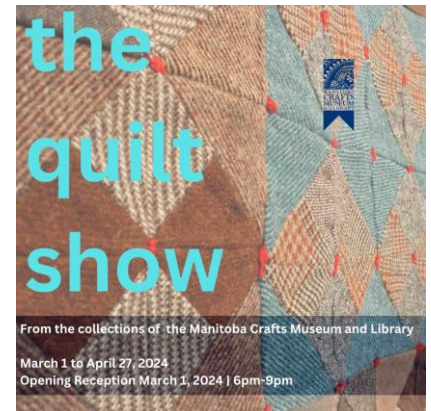
March - April the quilt show

This exhibit included over 15 full size bed quilts and woven blankets, along with several smaller art quilts, and quilting samples, all from the MCML collection.

July - August

Lupa ay Buhay | Land is Life

Lupa ay Buhay | Land is Life was an exhibition showcasing Filipino culture through its rich craft traditions across the archipelago, including textile weaving and beaded jewelry from the Igorot of Northern Luzon and the Lumad of Mindanao, delicately embroidered *Barong* (men's traditional shirt) and *Baro't Saya* (women's traditional clothing), and woven *Salakot* (hat). MCML worked in partnership with the Philippine Canadian Centre of Manitoba and Kultivation to produce this exhibit.



November - December

Through Words and Deeds

Through Words and Deeds features oral history clips from 30 artists, all recorded by MCML between 2006 and 2024. These short videos are the artists' own stories, in their own words, allowing the viewer to learn about their personal perspective on their craft and how it fits into Manitoba's broader craft and art community. To complement these videos, the exhibit also included a work by each artist.

Heritage Gallery

Diversified

What does Reconciliation and Decolonizing mean for museums? For MCML it includes (but certainly isn't limited to) actively working to diversify our museum collection to better reflect the community. In 2023, we launched a fundraising drive to purchase work by artists from under-represented communities. MCML donors contributed \$1,500. This was supplemented with \$2,500 from the estate of Delza Longman from a 2022/2023 bequest. Using these funds, MCML purchased works by ten artists.

Artists: Adriana Alarcón, PJ Anderson, Tashina Houle-Schlup, Takashi Iwasaki, Naila Janzen, Erin Konsmo, Candace Lipischak, Paul Robles, Fred Spence, and Lin Xu.



PUBLIC PROGRAMMING

Special Events Programming

- Doors Open – with demonstration of ceramics by Great Canadian Pottery Throw Down finalist Kiefer Florial.
- Culture Days/Nuit Blanche – with drop in dye bundling workshop, with instructor Katrina Craig.
- August First Friday – Demonstration of a Filipino coconut processing and snacks.

MCML Workshops & Programming

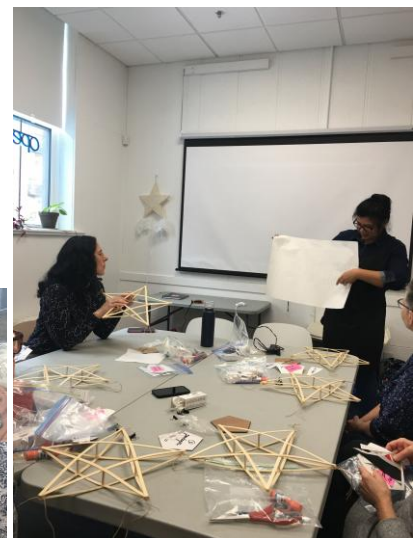
- MCML was a guest for a Canadian Museum Association Session on Collaboration as part of the Moved to Action series of webinars on Indigenous empowerment in museums.
- MCML Curator Andrea Reichert was invited to participate in a round table by Urban Shaman on beadwork, talking about the success of the māmawihitowin exhibit from 2023.
- The Calm of Calligraphy, with instructor Janet Murata
- Fabric Gift Warp, with instructor Maureen Winnicki-Lyons
- Baybayin Filipino syllabic demo/workshop, with Ally Gonzalez
- Leather Bag Making, with instructor Pavlo Levchuk
- Parol Making, with Diane Espiritu
- Seven workshops in partnership with Aurora Family Therapy (March, April, June, July, August, September and December), with instructor Ana Ilagan.



Making Kumihimo bracelets at an Aurora Family Therapy workshop.



Revealing the results at the Fabric Gift Wrap Workshop

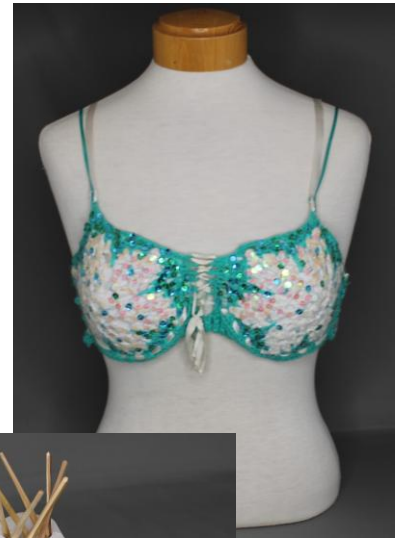


Parol Making workshop in progress.

MUSEUM & LIBRARY COLLECTION

The MCML museum collection continued to grow. Notable additions include ten works purchased from artists in under-represented groups (details in exhibits section of this report), donations from a number of artists in the Through Words and Deeds exhibit including Matthew Jenkins, Cathie Ugrin, Kathyne Koop and Herman de Vries, and a quilt from quilt artist Marilyn Stothers.

Adriana Alarcon (right) and
Frederick Spence (below)



Kathyne Koop (above) and
Herman de Vries (right)

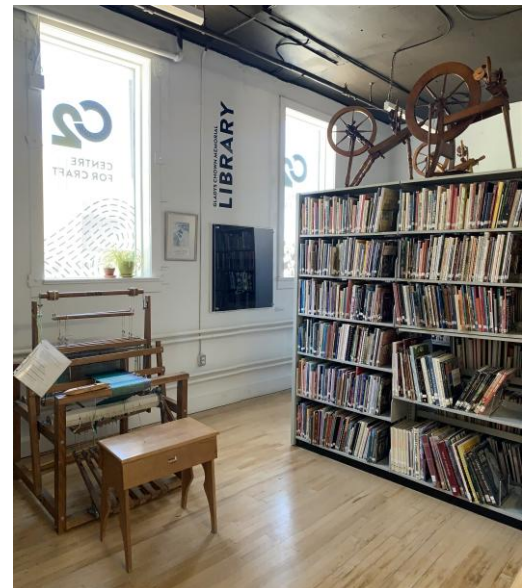


The Gladys Chown Memorial Library enjoyed a full year of operation using the new WikiLibrary on-line database system. 81 books were taken out of the library in 2024. Although we do not have records for 2023 and earlier, anecdotally this is a huge increase.

C2 SHOP

Highlights for 2024 include:

- The C2 Shop represents over 70 artists.
- New artists were added in the spring, after the annual call for submission.
- A successful holiday ornament sale was held in November and December
- In December we partnered with Women Helping Women, providing a venue for them to sell works beaded by women currently or recently in the a correctional facility, allowing them a connection to culture and a way to earn funds for their families.



SPECIAL PROJECTS

MCML worked on several special projects through 2024.

Public Programming Planning 2023-2025

This project, started in fall 2023, continued through all of 2024. We focused on resuming public programming post Covid-19 and specifically with a focus on diversity. We hope that it will continue into 2025 with more diversity related initiatives.

This project was funded by Young Canada Works (Canadian Heritage) and the Heritage Grants Program (Province of Manitoba), and by the Arts, Culture and Sport Grant (Province of Manitoba)

Covid-19 Recovery

This Covid-19 Recovery project focused on customizing our contact management program to be most effective, on planning for fundraising and donor relations, and on developing a strong communications plan and process.

This project was funded by the Community Services Recovery Fund (Government of Canada)

Collections Photography

From May through December we photographed portions of the collection and worked on social media and blog posts. Projects like this add important documentation, both written and photographic, to the Musetoba collections database.

This project was funded by Young Canada Works (Canadian Heritage) and the Heritage Grants Program (Province of Manitoba)

Indigenous Collections

Starting in September 2024, this project has focused on improving the documentation, both written and photographic, for all the Indigenous works held at MCML. Continuing in 2025, this project will result in documents added to the website with detailed information about all Indigenous works, two viewing sessions, and also an exhibit hosted in the Shirley Richardson Gallery in July/Aug 2025.

This project was funded by the Community Museums Project Grant (Province of Manitoba)

Musetoba Entities

Continuing our work with Musetoba, we focused this time on the individuals represented in the MCML collection, mostly the artists. Transferring information from paper files to Musetoba and adding additional information sourced from research, this work will allow us to include more detailed information in exhibits, programs and on-line content. It will continue into 2025 and will also include an exhibit in the Heritage Gallery.

This project was funded by Young Canada Works (Canadian Heritage) and the Heritage Grants Program (Province of Manitoba)

Crafting Wellness

This project includes an exhibit and public programming, to be hosted at MCML in March and April 2025. Preparatory work started in summer 2024.

This project was funded by The Winnipeg Foundation and the Winnipeg Arts Council.

FUNDERS REPORT

Regular Operating Funders

The Winnipeg Foundation; Province of Manitoba-Community Museums Grant

Special Project Funders

Province of Manitoba – Heritage Grants Program; Province of Manitoba – Community Museum Project Grant, Province of Manitoba – Arts, Culture and Sport Grant, Department of Canadian Heritage-Young Canada Works; Government of Canada – Community Services Recovery Fund; The Winnipeg Foundation – Community Grants and the Winnipeg Arts Council – Project Grant

Individual Donors – to MCML Directly and to Manitoba Heritage Fund

Norma Bergman, Cynthia Boehm, Monique Brandt, Katrin Buschhausen, Paul & Doreen Bromley, Janet Carroll, Willy Carleton, Connie Chappel, Diana Cooper, Laura Dyck, Donna Earl, Marieke Gruwel, Leona Herzog, Judith Huebner, Melanie Lewis, Karen Paul, Andee Penner, Lee-Anne Penner, Andrea Reichert, Helen Russell, Louise Sloane, Gerdine Strong, Susan Styrchak, Susanne Sulkers, Rise Thompson, Jo Anne Tabachek, Brenda Toutant, Melissa Twance, Cathie Ugrin, and Louise Van Buckenhout.

In-Kind Donations – Museum Collection

Meridel Archambeau and Herman de Vries

Membership Benefit Supporters

Thank you to our membership partners: McNally Robinson, Prairie Studio Glass, and Wolseley Wool who provide discounts to MCML members.

Heritage Fund

In 2024 the fund grew from about \$82,000 to about \$90,000!

Shirley Anne Richardson Giving Trust Fund

In December 2024 we learned that MCML was included in a new fund, established by the family of Shirley Richardson, one of our long-time supporters. We should expect to receive about \$10,000 annually from this fund in perpetuity!

MCML Fundraisers

Fundraisers this year included a Trivia Night fundraiser, Made in the Middle and a Craft Destash event (held jointly with MCC).

STRATEGIC PLAN REPORT

1. Grow membership and organizational involvement - expand and diversify the membership of MCML as well as increasing value for membership and program participation

Achievements:

- a. Membership increased from 85 in December 2023 to 126 in December 2024, a 48% increase!

2. Grow organizational capacity – generate sustainable income and ensure capable and supported human resources

Achievements:

- a. By end of 2024 the Heritage Fund was over \$90,000!
- b. The Covid-19 Recovery project allowed us to improve our use of Keela (membership database), structure our fundraising activities, and the way we record volunteer hours.

3. Increase MCML’s inclusivity, diversity, and connectivity - make MCML more accessible by engaging with underserved communities, building and expanding partnerships, and removing barriers to participation

Achievements:

- a. Exhibited the ten works purchased for the MCML Collection by underrepresented artists, using funding from the Delza Longman bequest and a targeted fundraising drive.
- b. Worked through the year with Aurora Family Therapy for newcomer programming. Although it will be on hiatus for most of 2025, we do hope to resume.
- c. Held our first exhibit with a cultural community. In July and August we hosted Lupa ay Buhay, in collaboration with the Filipino Community
- d. Other programming include 50% led by instructors from diverse audiences.

HOURS OF OPERATION & VISITATION STATISTICS

Hours of Operation:

Wednesday – Saturday, 12pm – 4pm daily

Days open to public in 2024: 196 (784 hours)

Visitors:

1,058 onsite casual visitors

1,712 onsite events

437 off-site events

37 on-line events

3,646 YouTube viewers

Total: 6,938

2024 MCML TEAM

Board Executive

Judith Huebner, Co-President; Marieke Gruwel, Co-President; Emma Hill Kepron, Secretary; Lise Brown
Treasurer

Members at Large

Leah Gertzen, Sabrina Janke, Catherine Acebo (March – September)

Staff

Andrea Reichert, Curator

Caley Dyck, Archives Assistant (June - December)

Margaret Firlotte, Community Engagement Coordinator (January - May)

Syd Caldwell, Assistant Exhibit Curator (January to April)

Ana Ilagan, Communication and Engagement Assistant (January through December)

Mackenzie Martens, Museum Collections Assistant (May to December)

Debbie Girard, Bookkeeper

Sandra Simpson, Cleaner

Committees

Made in the Middle Committee: Janet Carroll, Susanne Sulkers, Rise Thompson

Fundraising Committee: Marieke Gruwel, Sabrina Janke, and Robert Shaw

Exhibit and Programming Committee: Marieke Gruwel, Theresa Shaw

Collections Committee: Norma Bergman, Emma Hill Kepron, Heather Meiklejohn

C2 Shop Committee (Joint with MCC): Lily Despic

Communication Committee: Ingrid Lincoln, Claire Spearman, Maureen Winnicki Lyons

Volunteers

The following 20 volunteers contributed a total of 465 hours during 2024. Thank you!

Catherine Acebo, Brenda Belmonte,
Norma Bergman, Lise Brown, Janet Carroll,
Lily Despic, Leah Gertzen, Pam Green,
Marieke Gruwel, Leona Herzog,
Emma Hill Kepron, Judith Huebner,
Sabrina Janke, Ingrid Lincoln, Heather
Meiklejohn, Rob Shaw, Theresa Shaw,
Susanne Sulkers, Rise Thompson and
Maureen Winnicki Lyons.



2024 C2 Volunteer Appreciation
Hosted at Lee-Anne Penner's Home