The announcement on October 24 of 50 Sussex Drive (now) as the new home for The Royal Canadian Geographical Society was a historic event for the organization, marking a dedicated building that is open to the public and features exhibition spaces and a restaurant, while serving as a hub for the Society's operations. The building has accomplished a milestone that few would have thought possible even a few years ago.

This achievement followed a year of success for the Society, including a public event with a keynote address by Dr. Paul Ruest, Minister of Natural Resources and of Labrador. The event was well attended, with a large number of people interested in learning more about the Society's work and its mission. The announcement followed on the heels of other significant developments, including the appointment of new leaders to key positions within the organization, and the development of new programming initiatives that are designed to increase engagement and awareness.

Critical to the success of the Society, of course, are its 900 Fellows and the more than 18,000 members, who together represent a dedicated group of people who are committed to the advancement of geographic knowledge and understanding. The Society is proud to have a community of individuals who are passionate about geography and who are willing to contribute to the Society's mission of making Canada better known to the world.

The Strategic Plan 2015-2020 plays another significant role in the Society's success, providing a framework for the Board's standing committees and the program Committee in consultation with each of the partners. The plan focuses on several key areas, including board governance, financial accreditation, and strengthening confidence in the non-profit sector organization dedicated to building excellence in geography. The plan reflects the Society's commitment to excellence in all of its programming initiatives, and to providing exceptional experiences for its members and partners.

The expeditions program continues to be a major area of focus for the Society, with the annual expedition of the year being one of the Society's most highly anticipated events. The expedition is open to all members, and provides an opportunity for members to participate in meaningful projects that will advance our understanding of the planet. The Society is proud to have supported a number of expeditions in recent years, and looks forward to continuing this tradition in the years ahead.

Innovation in geographic teaching and curriculum continues to be a priority for the Society, with a number of initiatives designed to improve the teaching and learning of geography at all levels. The Society is working with educators and policymakers to develop new resources that will enhance the teaching and learning of geography, and to support the development of new curricula that will help students to better understand the world around them.

Financial information provided for the year ending June 30, 2016. The Society's revenues have increased by $475,714, or 9.4%, to $5,654,097. Expenses have increased by $369,198, or 7.1%, to $5,282,093. The result is an operating surplus of $141,093, or 2.5% of revenues. The Society's financial statements are now available for review on its website. The Society is grateful to all of its members, partners, and supporters for their continued support of the Society's mission.
TWO SPECIAL INTEREST PUBLICATIONS

FROM A STORY IN THE MAGAZINE TO A PROGRAM THAT BECAME A MOVEMENT

Canadian Geographic: "Why doesn’t Canada have a national bird?" In May 2015, the magazine published an article asking this question, and the response was overwhelming. Canadians across the country submitted more than 13,000 comments, each making a case for why their bird should be Canada’s national bird. We developed an initiative that allowed visitors to vote for their favourite bird on a website, and public figures such as Prime Minister Stephen Harper and Governor General David Johnston added their voices to the debate about Canada’s National Bird. Held at the Canadian Museum of Nature, this sold-out event attracted 18,000 attendees.

Our second Can Geo Talks event was an expert debate about Canada’s National Bird. Held at the Royal Canadian Geographical Society, this event showcased perspectives and insights. The inaugural Can Geo Talks event took flight.

MEMBERSHIP IN CANADIAN GEOGRAPHIC EDUCATION

When Canadian Geographic was ranked the #1 best-selling magazine in Canada for the 2015-2016 fiscal year, province-wide is planned for the 2016-2017 fiscal year.

CANADIAN GEOGRAPHIC ENTERPRISES

CAN LOW COSTS

Environmentally-friendly materials and processes were used whenever possible. The “tiled map” program continues to be popular with teachers, Can Geo Education facilitated a number of presentations to encourage teachers to bring these maps into their classrooms. Additionally, the program has been used as part of larger initiatives and events, such as the Grade 8 winners of Canada’s Coolest School Tour.

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