



FRIENDS' NOTES AUTUMN 2009

Newsletter of the Friends of Royal Alberta Museum Society
Supporting the programs and exhibits of the Royal Alberta Museum

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**FRIENDS' NOTES
EDITOR:**
Marla J. Daniels



Marla J. Daniels
President, FRAMS

MISSION STATEMENT

FRAMS will support and enhance the objectives and activities of the Royal Alberta Museum through a mutually beneficial relationship.

Friends of Royal Alberta Museum Society (FRAMS) is incorporated under the Societies Act and is a Federal Educational Charity registered as #118933225RR0001.
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PRESIDENT'S MESSAGE

As autumn fades away into cooler days, the “season of giving” comes into focus for many of us. It's not surprising that the recent recession has affected the number of cheques we are writing to support our favorite charities. However, when times are tough, it's amazing how concerned citizens come forward with gifts, great and small, to help their community manage during challenging times.

In October, one such caring individual came forward with a \$20,000 donation to our Society in support of the Royal Alberta Museum's *Museum School* program. This generosity will have a long-lasting and important benefit to hundreds of disadvantaged children in Edmonton.

There are ways to support philanthropic interests that don't affect our cheque books quite so directly. A few popular alternatives include:

- Maximizing your charitable tax credit by contributing to a monthly giving program;
- Leaving a future gift of cash to a charity in your will; or
- Naming a charity as beneficiary on your life insurance policy.

Did you know?

- The Friends of Royal Alberta Museum Society (FRAMS) is one of 8,800 Canada Revenue Agency approved registered charities in Alberta – and able to issue official tax receipts for charitable donations.
- Alberta's Community Spirit Program (CSP) provides grant funding to charitable organizations, including FRAMS, based on the amount of individual cash donations received during each fiscal year.

In this “season of giving”, please take the time to inform yourself on the best giving strategies for your circumstances so you can be smart with your money and caring at the same time.

Marla J. Daniels
President, FRAMS

MUSEUM DIRECTOR'S MESSAGE



Most definitions of a museum are rich in verbs like acquire, conserve, research, communicate and exhibit, confirming the central importance of collections. But this definition also recognizes that objects and specimens – those items that are acquired and conserved – are not sufficient in defining museums. The “research, exhibit and communicate” aspects of the definition complete the museum experience, for the stories these collections tell assure the unique role of museums. I’ll illustrate this by referencing a collection that the Royal Alberta Museum recently assessed for acquisition.

Our museum has the opportunity to acquire a collection of kitchen, dining room and bedroom furnishings, representing some 1930s Art Deco style as well as some iconic mid-century modern pieces. They are fascinating as examples of design, but the stories they tell would be diminished if their design is all we knew – patrons would simply reflect on changing fashions, and perhaps even imagine owning the pieces. I suspect if these few thin layers were all we knew, our interest in the collection would wane and we would carefully evaluate whether their acquisition was appropriate.

Instead, what drew us to this collection was that it was owned by an Edmonton family whose patriarch was a steam engineer at Edmonton’s Black Diamond Mines. The family was relatively well-off during the Great Depression, allowing them to keep their home furnishings current as fashions changed, with most pieces purchased at Edmonton furniture stores.

The collection contrasts with our other acquisitions of working-class household materials, also from the Black Diamond Mine settlement. Moreover, in representing the tastes of a modern Canadian family, it contrasts with other family collections at the museum, where status was signified by acquiring and maintaining furnishings representative of a long-past European era. It’s the stories revealed by these furnishings that make the collection appealing, for we now have more ways for visitors to draw a connection to the pieces, which may also be used to illustrate many more stories of our past.

I hope, in future messages, to share more stories of the collections we build and maintain, since they deserve an active life and their stories deserve to be told.

Chris Robinson, Acting Executive Director, Royal Alberta Museum

FRIENDS’ CALENDAR

Please mark these dates on your calendar!

Unless otherwise noted, all events are at the Royal Alberta Museum.

Visit ROYALALBERTAMUSEUM.CA for the latest in exhibits, programs and events or call 780-453-9100.



November 12: FRAMS *Diamonds* Event - ticket sales close on November 5

November 27: Friends and Mammoth Pass Holders Appreciation Evening

To January 17, 2010: *Diamonds: Mined, Refined & Designed*

To April 5, 2010: *Much More Munsch*

December 11, 2009 through 2010 : *Natural Selections – Darwin*

BOARD BUZZ

FRAMS Committee Activities

- **Alberta Arts Days**, September 18-20 – During the free admission weekend, six directors volunteered to attend a FRAMS display at the Royal Alberta Museum to provide information about the Society to visitors.
- **Everyone for Edmonton Event**, September 20 – Four directors volunteered to represent FRAMS at the second annual event for non-profit organizations to meet with the public at the Shaw Conference Centre.
- **Membership Committee** organized the fourth quarter *Inside Info: Talk and Tour* on November 3 for FRAMS members and their invited guests.
- **Fund Development Committee** coordinated the *Diamonds* “friend-raiser / fundraiser” event at the Royal Alberta Museum on November 12.
- **Communications Committee** has been actively promoting FRAMS through a media announcement about the new Board of Directors; a speaking engagement at the Whitemud Network Club; articles submitted to the *Mammoth Tracks* newsletter and *Grandparents* magazine; and implementing an extensive communications plan, in conjunction with RAM staff, in support of the *Diamonds* event on November 12.

Board Governance

The FRAMS Board of Directors recently approved the following *new* policies and official documents:

- Master Cooperating Agreement (MCA) between FRAMS and the Minister of Culture and Community Spirit, November 1, 2009 to March 31, 2012. As requested by the Government of Alberta, the MCA replaces the previous three-year Memorandum of Understanding.
- FRAMS Code of Conduct and Conflict of Interest Policy (required for the MCA above)
- FRAMS Board of Directors Job Description – duties and responsibilities for volunteers
- FRAMS Investment Management Policy
- FRAMS Visual Identity Guidelines – for use of our logo, letterhead, etc.

Special thanks to Royal Alberta Museum Curators

Prior to some of our monthly board meetings and during the quarterly *Inside Info: Talk and Tour* series, directors and members have enjoyed the opportunity to get to know RAM curators and their areas of specialization. Thank you to the following Museum staff for their informative and entertaining tours during the past year:

- Melissa Bowerman, Geology
- Melissa Jo Moses, Syncrude Gallery of Aboriginal Culture
- Mark Steinhilber, Wild Alberta Gallery
- Peter Heule, The Bug Room
- Susan Berry and Ruth McConnell, Ethnology – The Southesk Collection
- Cathy Roy, Western Canadian History - shoe collection
- Tyler Cobb, Alberta Biodiversity Monitoring Institute (ABMI) lab at RAM

Inside Info: Talk and Tour

Watch the mail for your February invitation to the first Talk and Tour in 2010!

DONATION GRANT PROGRAM

Thank you to our donors for helping to make FRAMS vibrant and strong!

- The Alberta Community Spirit Program Donation Grant provides an opportunity for non-profit and charitable organizations such as ours to receive a grant based on the total eligible cash donations we receive from individual Albertans over a 12-month period.
- We can apply to the program once we demonstrate we have received the minimum total of \$1,000 in eligible cash donations from individual Albertans. The maximum grant available is \$25,000 per year, or \$50,000 over three years.
- Based on what we have received and the available program funding, the provincial government will issue a grant that we can use to help support our operations, programs or capital projects.

WANTED: CANDIDATES TO FILL TWO BOARD VACANCIES

Do you have experience, knowledge and skills in business management, policy development, committee leadership, fundraising or event planning?

We are looking for several conscientious volunteer Board and committee members to provide leadership and strategic direction, and who are interested in getting actively involved with FRAMS in supporting the Royal Alberta Museum. Requirements include:

- Being a member in good standing of the Friends of Royal Alberta Museum Society
- Commitment to the Mission of FRAMS
- Attendance at monthly Board meetings and the Annual General Meeting (AGM)
- Willingness to serve on a committee and attend occasional committee meetings
- Support of and participation in special events and/or fundraising events
- The ability to communicate by e-mail is desirable.

Board members are initially elected for a two-year term, with a maximum of six years. Standing committees, which are each chaired by a Board member, include: Communications; Fund Development; Membership; and Nominations Committee. Candidates are requested to submit a statement of 100 words or less, outlining your qualifications and interest in supporting the Friends of Royal Alberta Museum Society, either by e-mail to marla@framsociety.ca or by mail to the FRAMS Nominations Committee at the address on the cover page of this newsletter.

Oops! Correction from Summer 2009 issue in the President's Message on page 1:

"I have enjoyed my three *terms* on the board, most recently as vice president" should have been worded three "years" rather than three "terms". – MJD

Help us grow our membership!

After enjoying this issue of *Friends' Notes*, please forward it to friends, family and colleagues. If you received a paper copy of this newsletter, it means we need your e-mail address! Please e-mail your name and e-mail address to marilyn@framsociety.ca to receive future newsletters electronically. By helping reduce the number of newsletters we print, you'll also help us reduce greenhouse gas emissions. E-mail us today and stay informed in an environmentally-friendly way.



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YES! I want to support the Museum by contributing to the Friends Society.

Title: Mr./Mrs./Ms/Dr.(circle one)

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First name _____ Last name _____

Address _____ Postal code _____

TEL _____ FAX _____ E-mail _____

Here's my gift contribution of:

Thank you for your donation!

\$35 \$50 \$100 My choice \$ _____ *

*Your gift is tax deductible. A charitable tax receipt will be issued for contributions of \$20.00 or more.

YES! I want to join the Friends of Royal Alberta Museum Society as a member.

YES! Please send me information about **Monthly Planned Giving**.

YES, you DO have my permission to publish my name as a contributor. **

Signature _____ Date _____

Payment method:

Enclosed is my cheque payable to **Friends of Royal Alberta Museum Society.**

Please charge my gift to: _____ VISA _____ MasterCard

Credit card number _____ Expiry Date _____ / _____

Name on credit card _____

Signature _____ Date _____

To make a donation online, please visit our website: www.framsociety.ca

Registered Charitable Business Number 11893 3225 RR0001

**The Friends of Royal Alberta Museum Society (FRAMS) respects the personal privacy of our donors. We do not sell or share our donor list with other organizations. FRAMS uses your donor information to support the processing of your gift and for ongoing fundraising and appreciation activities at the Royal Alberta Museum. As part of our recognition program, we may publish donor and volunteer names in FRAMS publications, such as our newsletter and Annual Report. If you prefer your support to remain Anonymous, please contact us. Your e-mail address will be used to communicate with you directly and to send you the *Friends' Notes* newsletter.