

Annual Report



THE ROYAL
CANADIAN
GEOGRAPHICAL
SOCIETY

LA SOCIÉTÉ
GÉOGRAPHIQUE
ROYALE
DU CANADA

2008-2009

THE ROYAL CANADIAN GEOGRAPHICAL SOCIETY
LA SOCIÉTÉ GÉOGRAPHIQUE ROYALE DU CANADA

ANNUAL REPORT

2008-2009

November 2009

Society Headquarters
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ANNUAL REPORT 2008-2009

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Letter from the President

July 1, 2008 to June 30, 2009

The 2008-2009 fiscal year has been a challenge. Over the Society's eighty years, we have had our ups and downs but this past year we were seriously impacted by the economic crisis. Last fall *Canadian Geographic* magazine's advertising revenues dropped off suddenly and dramatically, with no sign of coming back in the short term. The Society had to take immediate drastic action on the expense side – program cuts, staff layoffs, salary cutbacks, cessation of RRSP contributions, etc. This helped to offset some of the loss, but not enough. The Society had to look for new revenue opportunities.

For the past few years, the Society and *Canadian Geographic* had undertaken joint special projects, with the support of other partners, which generated a financial contribution. The decision was made to seek out and secure many more of these special projects. In this, we have been successful and together with the other actions taken, the Society has made it through the year and is going forward on a stronger footing.

Ironically, out of adversity, comes opportunity - a new line of business for the Society and *Canadian Geographic* is being developed. The strength of *Canadian Geographic's* communications outreach and the Society's educational outreach into schools form the basis of the joint special projects. We bring top-notch editorial, photographic and cartographic skills together with top-quality educational resources, a unique combination sought after by many of our partners.

The Wind Energy project is a good example of fulfilling the Society's mandate "to make Canada better known" in a new way. A feature story in the June Environment issue was accompanied by a wind energy poster-map and a new wind energy module on the Canadian Atlas Online (CAOL). The teacher-members of the Society's Canadian Council for Geographic Education created 26 bilingual lesson plans for middle-grade and secondary schools based on the poster-map and CAOL module. In addition, *Canadian Geographic* organized a very successful photo contest "Who has seen the wind?" Sponsored by the Canadian Association for Wind Energy, all the components of the project combined to effectively inform and educate the public about renewable wind energy in Canada.

The Society is continuing to place renewed emphasis on traditional fundraising to increase revenues to expand its educational and outreach programs. The Canadian Council for Geographic Education is funded by the Society's joint Endowment Fund with the National Geographic Society. The Research Grants, Expeditions and Speakers series programs however had to be curtailed this year.

Canadian Geographic magazine, despite the drop in advertising revenue, continued its publication schedule of six regular issues and four Travel issues. Circulation remains strong at 205,000 and readership per issue stands at four million. *Canadian Geographic* continues to be ranked as the third best-read magazine in Canada.

I'm pleased to report that, despite the difficulties of the past year, we will be celebrating the Society's 80th anniversary this fall with a new resolve to fulfill the Society's mandate "to make Canada better known to Canadians and to the world" for another eighty years.



Gisèle Jacob
President

November 2009

Society Programs

July 1, 2008 to June 30, 2009

AWARDS

Massey Medal

Instituted in 1959 by Canada's first native-born Governor General, the Right Honourable Vincent Massey, and the Massey Foundation, this award honours outstanding personal achievement in the exploration, development or description of the geography of Canada.

The recipient of the Massey Medal for 2009 is Michael Church, a fluvial geomorphologist — a specialist in how rivers and streams shape the landscape — and professor emeritus at the University of British Columbia. Church has been instrumental in turning fluvial geomorphology from a descriptive discipline into an analytical science. He helped write a new forest-practices code for British Columbia in the 1990s, regarded at the time as one of the most progressive pieces of environmental legislation in the world.

Gold Medal

The Society's Gold Medal was created in 1972 and is awarded on an irregular basis to recognize a particular achievement by one or more people in the field of geography or for a significant national or international event.

The Board of Governors is pleased to announce that Wade Davis has been awarded the Society's 2009 Gold Medal for his extensive ethnographic field work and his contribution to our knowledge of indigenous cultures, many on the brink of disappearing.

Camsell Medal

Named in honour of the Society's founder, Charles Camsell, this medal was established in 1992 to recognize individuals who have given outstanding service to the Society. At the College of Fellows Dinner in November 2008, Camsell Medals were presented to Ken Boland and Carman Joynt.

Ken Boland was the Society's legal counsel for nearly two decades, and in that time he played a pivotal role during a challenging period marked by unprecedented growth and financial challenges.

He has served on the Board of Governors and continues to volunteer as a member of the Finance and Audit Committees.

For more than three decades, Carman Joynt served as the Society's auditor, providing invaluable financial advice during a difficult period.

Following his retirement from Deloitte and Touche in 2006, his interest in *Canadian Geographic* and the Society's programs did not wane. He is now a volunteer member of the CGE Management Board. In 2007, he was appointed to the Board of Trustees of the RCGS Endowment Fund, a fund he assisted in setting up in 2004.

The 2009 Camsell Medals will be awarded at the annual dinner of the College of Fellows on November 5, 2009.

EXPEDITIONS

The Expeditions program was launched in 1995 to encourage geographic expeditions that would include some measure of accomplishment, expand geographic knowledge and support the Society's mandate.

During the 2008-09 fiscal year, due to budget cutbacks, the Expeditions Committee did not consider any new applications for expeditions in 2009. However, James Coleridge, who launched the Summits of Canada expedition program in 2006, a Society-sponsored effort to reach the highest peak of every province and territory, continued his efforts and ascended British Columbia's Fairweather Mountain, on the border with Alaska, in June. This marks Coleridge's fifth successful climb, having reached the highest points in Alberta, Ontario, Manitoba and the Yukon.

GEOGRAPHIC EDUCATION

CCGE Network

At year-end, membership in the CCGE stood at approximately 4,000 members. Members received a teaching resource package in the fall of 2008. The CCGE continues to e-mail the GeoSources e-newsletter four times a year.

Great Canadian Geography Challenge

The 15th year of the Geography Challenge saw 582 schools and 108,000 students participate. The National Final was held online on the Geography Challenge website www.geochallenge.ca on May 21 with 35 students competing from all across Canada. Peter Brandt, a 15-year-old from Steinbach, Manitoba came in first place followed by Chris Chiavatti from Burnaby, British Columbia and Alexander Cohen from Ottawa, Ontario. The top three students won HSBC Bank Canada scholarships of \$3,000, \$2,000 and \$1,000 respectively.

This year the 2009 National Geographic World Championship was held in Mexico City, Mexico from July 11-15. This event, which is hosted by National Geographic, is held every two years. Team Canada was comprised of Peter Brandt and Chris Chiavatti, who placed in the top two positions in the 2009 National Final and Graham Tompkins from Dartmouth, Nova Scotia, who placed second in the 2008 National Final. Competing against teams from 14 other countries from around the world, Team Canada brought home the Gold medal. Team USA and Team Poland finished in second and third place, respectively. This is only the second time that Canada has won the gold medal (the first time was in 1997).

CCGE Executive Elections

A new representative for the Ontario region was elected to the CCGE Executive in November 2008 – Ethel Johnston from Toronto, Ontario.

A new representative for the Canadian Association for Geographers was also appointed to the CCGE

Executive in June 2009 – Norm Catto from St. John's, Newfoundland.

The CCGE regional representative for the Atlantic Region, Peggy March, was acclaimed for a second three-year term in June 2009.

CCGE Special Projects

This past year, the CCGE jointly published “Teaching about Geographical Thinking” with The Critical Thinking Consortium, based in Vancouver. Teachers will find this resource very useful when wanting to engage students in geographical thinking through critical inquiry. It provides a solid framework of concepts, examples and questions that clearly develop what critical inquiry means in geographical problem-solving. Most of the examples draw upon current and pressing geographic problems in Canada. The examples are followed by concise discussions of the key dimensions, and suggestions for practical teaching applications across the curriculum.

Canadian Geographic Literacy Award

The CCGE established the Geographic Literacy Award in 2000 to honour and recognize individual effort in the development, enhancement and/or promotion of geographic literacy in Canadian education. The recipient of the 2008 Geographic Literacy Award, Linda Gollick from Toronto, Ontario, has played an integral role in the development of geographic education in Ontario for more than 30 years. In addition, she has been the first and only coordinator to-date of the Ontario Provincial Championships of the Great Canadian Geography Challenge since 1995. Linda is currently the Head of Geography, History, Sociology, Law, Family Studies and Civics at Loretto College School in Toronto, Ontario.

SPEAKER SERIES

The goal of the Speaker Series program is to provide a timely and interesting roster of public speakers to all parts of Canada. Co-sponsorships

with other interested organizations will continue to be a part of this program. In 2008-09, the RCGS Speaker Series Committee arranged a program of speakers who were eager to share their knowledge and their enthusiasm for Canada.

2008 Fall Speaker Series

In September, Ian Stirling gave presentations on “Meeting Nanuk” in Victoria and Vancouver. In all, approximately 150 people attended and they were very keen to hear about how climate change is affecting Canada’s population of polar bears. Ian also visited a middle school in Victoria and spoke to over 200 students in Grades 4-6. This proved to be a very successful visit.

2009 Spring Speaker Series

The Society’s Spring 2009 Speaker Series featured Paul Nicklen, an underwater photographer whose photographs have appeared in *Canadian Geographic* and *National Geographic* magazines. Known for diving into the freezing waters of the Arctic and Antarctic, Nicklen’s mission is to take great photographs of the animals that thrive in these environments and to show how climate change is affecting them. This one-night event took place on April 22, 2009 at CentrepoinTE Theatre in Ottawa. Paul stayed for over an hour after the event to speak to guests and to sign autographs. The response was extremely positive and this event is being touted as one of our best to date.

Co-Sponsored Events

On January 29, 2009, we were a partner in the Nunavut 10th Anniversary Celebration along with Library and Archives Canada and Carleton University. The day included an opening ceremony, traditional food, music and drum dancing, followed by a panel discussion in the evening.

In February 2009, the RCGS was a sponsor of Darwin Week held at Carleton University. This week-long event presented a series of public

lectures to celebrate the 200th anniversary of Charles Darwin’s birth and the 150th anniversary of the publication of *On the Origin of Species*. Specifically, the RCGS was the sponsor of the lecture on February 10th that featured Michael Summerfield’s presentation entitled “Darwin’s Landscape Vision”.

On April 15th, Canadian Geographic and the RCGS were sponsors of the “Reason for Hope: A Special Presentation by Jane Goodall” event in Ottawa. During the day, the Jane Goodall “Roots and Shoots” program held a full-day educational event for 150 local Ottawa students at Algonquin College. The RCGS facilitated one of the educational workshops to 15 local high school students. In the evening, Jane Goodall spoke at CentrepoinTE Theatre about her reasons for hope for the future of the planet.

RESEARCH GRANTS

Due to budget cutbacks, the RCGS was unable to award Research Grants in the fiscal year 2008-2009 in any of the following categories.

Regular Grants

Grants up to \$5,000 awarded to undergraduate students for geographical research projects.

Maxwell Studentship in Human Geography

This studentship was created in 1996 and named for James W. Maxwell, former Executive Director of the RCGS. The \$5,000 award is granted to a master’s student conducting research on an aspect of Canadian human geography.

James W. Bourque and the RCGS Studentship in Northern Geography

The \$5,000 RCGS and Bourque Studentships in Northern Geography were not awarded in 2009.

JOINT RCGS-CGE INITIATIVES

In the 2008-09 fiscal year, CGE and RCGS undertook a number of special projects that took advantage of the strengths of CGE (the communications reach of the magazine and the web) and the strengths of the Society (CCGE's educational outreach).

Canadian Atlas Online – Historical Geography

Funded by the Department of Canadian Heritage, and in partnership with The Historical Atlas of Canada (University of Toronto), ten thematic bilingual modules on historical geography were added to the Canadian Atlas Online in June 2009 along with 39 curriculum-linked bilingual lesson plans created by teacher-members of the CCGE.

Wind Energy

In partnership with the Canadian Wind Energy Association, a two-sided bilingual poster map accompanied a cover story on wind energy in the June 2009 Environment issue. A wind energy module was added to the Canadian Atlas Online and CG organized a national photo competition entitled "Who has seen the wind?" The CCGE created 26 bilingual lesson plans. The poster-map and lesson plan summary is being mailed to all Canadian schools for Geography Awareness Week in November 2009.

Earth Observation Satellite Technology

In partnership with the Canadian Space Agency, bilingual learning resources on earth observation satellite technology in the form of a thematic module on CAOL and classroom activities created by the CCGE were produced and distributed to teachers in November 2009.

International Polar Year

Funded by the Federal Program Office for International Polar Year, a prototype for an online interactive mapping tool that could display information on all Canadian IPY projects was developed.

Arctic Photo Exhibition

An 80-year retrospective exhibit of Arctic photos published in *Canadian Geographic* was assembled with the assistance of the Canadian Museum of Nature and opened in June 2009 in London at Canada House. This exhibit will travel to other Canadian delegations in Europe over the next three years.

Geographic Education

Natural Resources Canada provided support for the 2008-09 Geography Challenge and other educational programs of the Society's Canadian Council for Geographic Education.

These special projects not only serve the Society's mission to inform and educate, but will also make a positive financial contribution. A number of similar projects are already underway for the 2009-10 fiscal year.

géographica

The Society's french language magazine *geographica* was published in partnership with *L'actualité* and Rogers Media from September 1997 to January 2008. Following the original Editor's retirement with the Winter 2008 issue, both the Society and Rogers Media, reassessed the publishing agreement and mutually agreed to end the relationship in the spring of 2008.

The Society intends to resume publishing *géographica* on an ad-hoc basis under a new arrangement with Canadian Geographic Enterprises. The new Editor of *géographica* is Dominique Forget, award-winning author of the book *Perdre le Nord* and long-time contributor to *géographica*. Ms Forget will collaborate with *Canadian Geographic* Editor-in-Chief Eric Harris in planning stories for upcoming issues. The first issue of *géographica* under the new arrangement will be published in January 2010.

CANADIAN GEOGRAPHIC ENTERPRISES

July 1, 2008 to June 30, 2009

CGE continued to modestly improve its financial performance during the course of Fiscal 2008-09 in spite of the global recession and after having absorbed one-time relocation expenses of over \$130,000 that included the office moves from McArthur Avenue to Lola Street and from the temporary space to the Society's permanent offices.

This does not mean however that CGE was shielded from the adverse economic conditions that so negatively impacted the publishing industry. Rather, CGE had to implement far-reaching expense reductions and aggressively pursue new revenue opportunities to offset the bottom-line impact of an unprecedented drop in print and online advertising revenues.

Cost control measures that affected all aspects of the company's operations throughout the year included a reduction in staff, salary cuts for all employees and the suspension of company RRSP contributions. As a result, overall expenses for Fiscal 2008-09 were under budget by nearly \$1 million, once costs related to unbudgeted special projects are excluded.

At the same time, and in close co-operation with the Society, CGE was able to secure a number of special projects (CAOL Phase III, IPY Interactive Map, Earth Observation Satellite Technology and Wind Energy) that generated over \$900,000 in new revenues.

***Canadian Geographic* magazine**

Literally doing more with less, the Editorial department produced six regular issues of the magazine as well as four issues of *Canadian Geographic Travel*.

Widely praised, the October 2008 climate change issue, published in conjunction with *Geographical*

(U.K.), *Africa Geographic*, *Australian Geographic* and *New Zealand Geographic*, transformed itself into "A Global Challenge", a photographic exhibition that was first hosted at Canada House, in London, and that was subsequently presented at the Scottish Parliament in Edinburgh, and then moved to Helsinki. The exhibit will finish its European tour in December 2009 at the Copenhagen UN Conference on Climate Change.

This was soon followed by the ever popular December "Wildlife Stories of the Year" issue that sold 24,178 copies, short by 23 of the all-time record. The issue featured the winners of the first "Wildlife Photography of the Year" contest. These pictures were part of a photographic exhibition held at the Canadian Museum of Nature throughout the summer months which will now travel on a three-year cross-Canada tour with the Canadian Alliance of Natural History Museums.

True to its tradition of fostering discussion on topics of high interest, the magazine published a special report on the 10th anniversary of Nunavut, including an updated map of the territory presented in English, French and Inuktitut. Illustrative of the spirit of co-operation that has developed between the RCGS and the magazine, the Society then convened a one-day conference on Nunavut's first 10 years in partnership with Library and Archives Canada and Carleton University's Arthur Kroeger College of Public Affairs.

The June annual "Environment Issue" cover feature on wind energy provided the impetus for a multimedia special project undertaken jointly by the Society and CGE in partnership with the Canadian Wind Energy Association. The project included a two-sided bilingual poster map inserted in the magazine, 75,000 copies of which were distributed in Québec by *La Presse*, a thematic module in the Canadian Atlas Online, a photo contest, 26 lesson plans and a school pack distributed to 15,000 schools across the country in November 2009.

The 2009 PMB Report restored the magazine's readership to nearly 4 million, making *Canadian Geographic* the third most widely read magazine in Canada, after *Reader's Digest* and *Canadian Living*. The report also delivered significant improvements in qualitative data such as education levels and household income.

As it does every year, the magazine received its share of nominations for the National Magazine Awards. *Canadian Geographic* was a finalist in the "Politics and Public Interest", the "Science, Technology and the Environment" as well as the "Words and Pictures" categories. The December Wildlife Stories of the Year issue, that featured a grizzly bear on the cover, is a finalist for the 2009 "Newsstand Cover of the Year" award.

Circulation

The June 30, 2009 Audit Bureau of Circulation report showed a slight increase in paid circulation to 204,611 from 204,500 a year earlier, making *Canadian Geographic* one of the few magazines in the country to have seen a year-over-year circulation increase. During that same period, newsstand sales went up 4% to reach 108,960.

The renewal rate for confirmed subscribers (those who have renewed at least once) remained stable at nearly 80% while the overall renewal rate (confirmed and first-year subscribers) dropped slightly to 57.5%. Both stand among the best in the industry.

Circulation contribution of \$1,733,318 showed a year-over-year increase for the first time since 2002 even though circulation revenues of \$3,344,131 continued to decline, be it at the slowest pace since 2004.

Advertising

Reflecting the worldwide slump in advertising that accompanied the recession, print and new media advertising revenues of \$2,847,327 came in \$759,198 below last year. All advertising categories showed year-over-year drops, including travel advertising.

CG Travel

Notwithstanding this, the four issues of *CG Travel* published in Fiscal 2008-09 generated a contribution of \$638,301, exceeding last year, when three issues were published, by over \$130,000. This is due to cost control measures implemented early in the year to ensure that *CG Travel* would continue to be published profitably.

NEW MEDIA (INTERNET)

In addition to operating all of CGE's and the Society's websites (Canadian Geographic, CG Photo Club, CG Travel, CG Kids, Canadian Atlas Online, RCGS, CCGE and the Geography Challenge), the New Media department was actively involved in each of the special projects awarded to the Society and CGE in the course of Fiscal 2008-09.

Phase III of the Canadian Atlas Online, which included 10 new thematic modules based on content from *The Historical Atlas of Canada*, was by far the largest but all of the other projects undertaken included thematic modules to be added to the CAOL as well as new lesson plans to be uploaded to the CAOL's learning resource centre.

The New Media Department also manages CGE's and the Society's newsletters which include CG Extra (65,000 subscribers) CG Travel (65,000 subscribers) CG Photo Club (20,000 subscribers), the RCGS Fellows (250 subscribers) and CCGE (4,000 subscribers).

CG PHOTO CLUB

The CG Photo Club maintained a steady growth throughout the year and, by the end of the fiscal, boasted more than 15,000 members who had uploaded in excess of 60,000 photos to the club's website. The club is also the home of the Canadian Geographic Annual Photo Contest, now in its 25th year, and the Wildlife Photo of the Year contest. The winners of the second edition of the contest will see their photos appear on stamps that will be issued in mid-2010. The club also organized the "Who has Seen the Wind" photo contest that was part of the Wind Energy multimedia project.

FINANCES

At year-end, June 30, 2009, the consolidated results for the Society, including Canadian Geographic Enterprises, showed an excess of revenues over expenses of \$402,294. The previous year reported a consolidated deficiency of \$160,143. The Society's audited statement of revenue and expenses is shown on Table 1.

The Society's revenue totaled \$1,569,989 in the 2008-09 fiscal year. That was comprised of a Canadian Atlas Online grant of \$659,950, an International Polar Year grant of \$92,985, Education revenue of \$174,249, Lectures revenue of \$7,443, RCGS Endowment Fund contributions of \$4,400, Donations revenue of \$480,079, Miscellaneous income of \$17,317, CGE occupancy cost recovery of \$161,000, RCGS/NGS Education Fund loss of \$26,084 and Investment losses of \$1,350. The Society's Education revenue of \$174,249 included grants received from the National Geographic Society, a grant from Natural Resources Canada, and sponsorship and school registration fees for the Geography Challenge.

Expenses totaled \$1,644,309 and included \$680,150 for the Canadian Atlas Online project, \$87,844 for the International Polar Year project, \$200,370 for Programs, \$232,637 for Administration, \$283,566 for Fundraising, \$111,576 for Buildings & Grounds, \$198 for amortization and \$47,968 interest.

The Society has two Endowment Funds. The RCGS/NGS joint Endowment Fund established in 1999 stood at \$1.1 million US as of Dec. 30, 2008, of which the RCGS's share was \$585,051

CDN. In 2008, the RCGS/NGS Fund paid out \$82,630 CDN to the RCGS, which was directed to the Society's geographic education programs. In 2004, the RCGS established its own Endowment Fund. At June 30, 2009, the balance stood at \$288,661. During the fiscal year, \$12,327 was paid out to the Society to fund education programs.

CGE Revenue and Expenses for 2008-09 are shown on Table 2. Revenue for *Canadian Geographic* magazine totaled \$6,103,369, which includes \$1,396,792 revenue from the *Canadian Geographic Travel* issues. Additional project revenues brought the total to \$7,667,495. That compares to \$8,060,719 in the previous year, the difference mostly due to the decline in advertising revenue. CGE expenses totaled \$7,470,067 which resulted in a surplus of \$197,428.

The CGE surplus is reported at the bottom of the RCGS statement of revenue and expenses, together with the \$279,186 gain on sale of the Society's property at 39 McArthur Avenue. The land and building sold for \$2,250,000. Expenses on the sale amounted to \$135,000 and at the disposal date, the asset had a net book value of \$1,835,814 which generated a gain of \$279,186. Taken together with the Society's operating deficiency of \$74,320, the resulting excess of revenue over expenses for the year ending June 30, 2009 is \$402,294.

If you wish to receive a complete copy of the Auditor's Report and Financial Statements, please call the RCGS toll-free line 1-888-201-5022.

TABLE 1
The Royal Canadian Geographical Society
La Société géographique royale du Canada
Statement of Revenue and Expenses
YEAR ENDED JUNE 30, 2009

	2009			2008
	Operations Fund	Endowment Fund	Total	Total
Revenue				
Atlas online grant	\$659,950	–	\$659,950	\$23,616
International Polar Year Grant	92,985	–	92,985	–
Education	174,249	–	174,249	117,463
Lectures	7,443	–	7,443	8,086
Bequest and endowment contributions	–	4,400	4,400	19,317
Donations	480,079	–	480,079	400,773
Miscellaneous	17,317	–	17,317	4,635
Occupancy costs recovery	161,000	–	161,000	161,000
RCGS/NGS Canadian Geography				
Education Fund	(26,084)	–	(26,084)	110,017
Investment losses	(1,350)	–	(1,350)	(1,444)
	1,565,589	4,400	1,569,989	843,463
Expenses				
Atlas online grant	680,150	–	680,150	12,631
International polar year grant	87,844	–	87,844	–
Programs	200,370	–	200,370	329,916
Administration	232,637	–	232,637	339,003
Fundraising	283,566	–	283,566	237,721
Buildings and grounds	111,576	–	111,576	39,332
Amortization of capital assets	198	–	198	75,022
Interest	47,968	–	47,968	123,303
	1,644,309	–	1,644,309	1,156,928
Excess (deficiency) of revenue over expenses	(78,720)	4,400	(74,320)	(313,465)
Gain on sale of land and building	279,186	–	279,186	–
1694144 Ontario Inc. excess of revenue over expenses	1,974	–	1,974	1,533
Canadian Geographic Enterprises excess of revenue over expenses (Schedule)	195,454	–	195,454	151,789
Excess (deficiency) of Revenue over Expenses	\$397,894	\$4,400	\$402,294	\$(160,143)

TABLE 2
Canadian Geographic Enterprises
Statement of Revenue and Expenses
YEAR ENDED JUNE 30, 2009

Revenue	2009	2008
Magazine		
Circulation	\$3,344,132	\$3,585,110
Advertising	1,284,412	1,905,042
CG Travel	1,396,792	1,449,390
Canadian magazine fund	78,033	96,165
	<hr/> 6,103,369	<hr/> 7,035,707
Canadian environment awards	204,885	373,546
Merchandise	72,092	68,560
New media	176,465	205,898
Other	105,305	105,302
Publishing	–	22,658
Special projects	1,005,379	249,048
	<hr/> 7,667,495	<hr/> 8,060,719
Expenses		
Administration and other expenses	830,710	881,853
Advertising	844,943	852,951
Amortization of capital assets	68,216	74,161
Canadian environment awards	–	388,343
CG Kids	900	7,753
CG Travel	758,491	1,047,172
Circulation	1,610,821	1,855,287
Editorial	970,162	1,010,630
Interest	36,635	17,520
Magazine production and distribution	1,195,682	1,321,320
Merchandise	42,511	15,553
New media/internet	360,769	161,003
Publishing	–	48,352
Moving and related costs	116,342	–
Special projects	633,885	225,499
	<hr/> 7,470,067	<hr/> 7,907,397
Excess of Revenue over Expenses	<hr/> \$197,428	<hr/> \$153,322
Royal Canadian Geographical Society's share of excess of revenue over expenses	\$195,454	\$151,789
1694144 Ontario Inc.'s share of excess of expenses over revenue	\$1,974	\$1,533

Endowment Funds

The RCGS Endowment Fund, which was launched in June 2004 to mark the Society's 75th anniversary, stood at \$288,261 on June 30, 2009. This represents a 18% decline from the prior year, due to a decrease in the value of the investments held by the fund.

Each year, 3.5% of the Fund's year-end balance (June 30) is paid out to the Society to support ongoing programs. The Trustees of the Fund met in December 2008 and based on the June 30, 2008 year-end balance, the Trustees approved a payout of \$12,327 to the Society. The Trustees of the Fund now include RCGS Fellows Jim Maxwell (Chair), Grete Hale, Edward Johnson, Carman Joynt and Élisabeth Nadeau.

The Society also has a joint endowment fund with the National Geographic Society Education Foundation which is used to support RCGS geographic education programs. This joint endowment fund totals \$1.1 million US as of Dec. 30, 2008. The 2008-09 payout from the RCGS/NGS Fund was \$82,630 CDN.

Membership

Fellows

Fellows are the voting members of the Society. Collectively they comprise the College of Fellows. There were 223 active Fellows as of June 30, 2009. In addition, the College includes 34 Honorary Fellows.

Regular Members

Regular Members of the Society are non-voting members whose membership fees entitle them to receive a Society magazine, *Canadian Geographic* or *géographica*, and other Society benefits. These include a discount on tickets to Society lectures, and the opportunity to participate in the magazine's annual photo contest.

The Society ended the 2008-09 fiscal year with 192,343 Regular Members. The paid circulation of *Canadian Geographic* was 204,611 at June 30, 2008 and exceeds the Regular Members because magazine sales through newsstands and airlines are included.

RCGS BOARD OF GOVERNORS

2009
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Philip Howarth
Dundas, Ontario

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The President is *ex-officio*, a member of all Society committees, with the exception of the Nominating and Fellows committees.

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