

ANNUAL REPORT

April 2024 – March 2025

Building trust.
Strengthening purpose.
Looking ahead.



about us

Established in 1988, The Friends of Reynolds-Alberta Museum Society is a non-profit registered charity that exists to support the vision and goals of the Reynolds Museum.

our services

The Friends support the Reynolds Museum by:

- **staffing** yearly and seasonal Museum Educators and Cashiers.
- enhancing museum **programming and events**.
- administering an annual **membership** program.
- securing **funding** through sponsorships, donations, and grants.

at a glance

A year of renewal told in small steps and steady progress:

- **18** staff employed
- **200+** active members
- **1** issue of The Rambler
- **5** sponsored events

our team

Paul Prevost

Chair

Randy Kvill

Vice-Chair

Erin Sekulich

Secretary/Treasurer

Madison Nickel

Director, Human Relations

Kesia Kvill

Director, Museum Relations

Azure Johnson

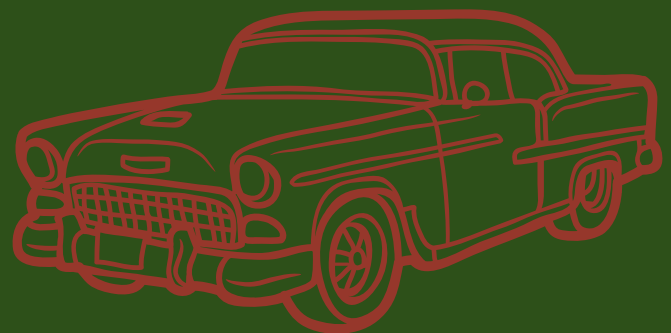
Director at Large

Glen Griesser

Director at Large

Emma Ingen-Housz

Executive Director



financials

Service Agreement

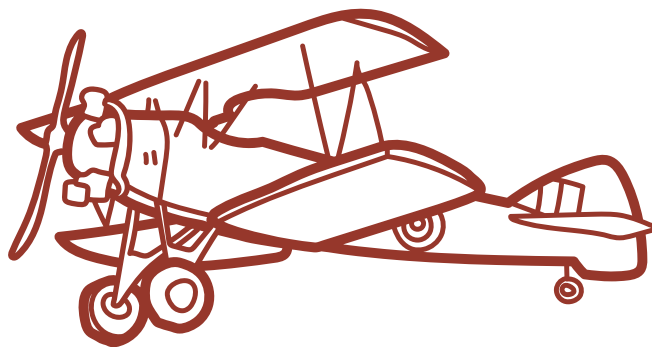
between:

The Minister of Arts, Culture and Status of Women

-and-

The Friends of Reynolds-Alberta Museum Society

\$394,606



● Service Agreement

● Donations

● Membership

● Sponsorship

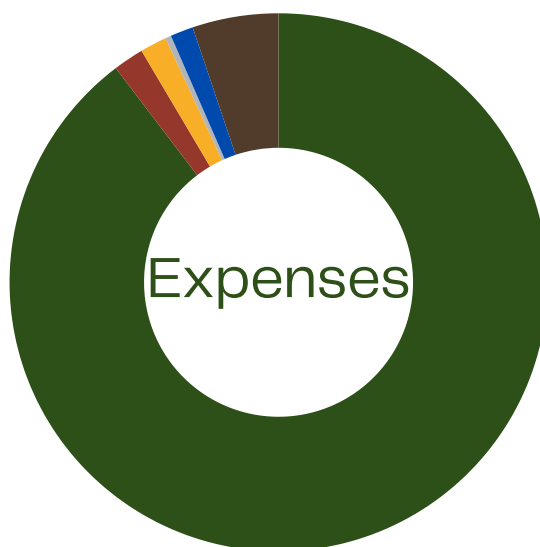
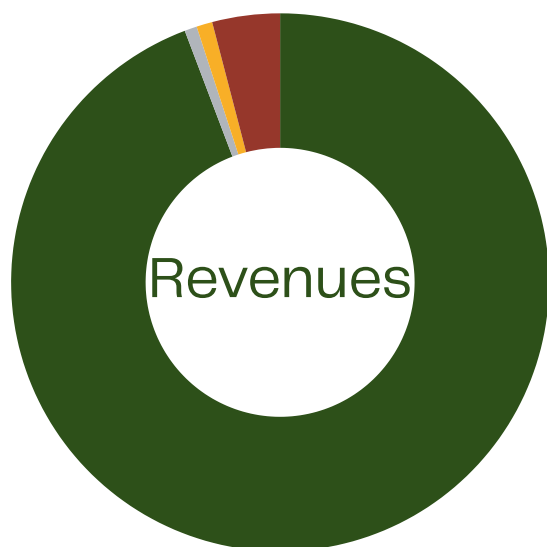
● Wages ● Events

● Overhead

● Promotional

● Reynolds Programming

● Reynolds Marketing



For a detailed breakdown of revenues and expenses, please see the attached Profit and Loss Statement.

Thank you to our event sponsors:

HAGERTY
CLASSIC CAR INSURANCE


HORIZON
AG & TURF

a year in review

A YEAR OF STEADY RENEWAL

As we reflect on the past year at The Friends of the Reynolds Museum, we are filled with a quiet sense of pride and gratitude.

This has been a time of renewal – not marked by dramatic change, but by steady progress, growing trust, and a return to stability. For the first time in several years, we were able to look ahead with purpose, and that shift has made all the difference.

“This was the year we stopped looking back and began moving forward.”

Our focus has been on strengthening the foundation of our organization: clarifying procedures, supporting staff, and restoring meaningful connections. One highlight was our new staff performance evaluation process, developed internally and since adopted across other Government of Alberta cultural sites.

EXPANDING OUR CONTRIBUTIONS

We were proud to return to a more active role in Museum programming. The Friends sponsored musical entertainment at every major Reynolds event, including the Ultimate Car Show, Ride to Reynolds, Harvest Festival, and Christmas at Reynolds. We also supported coffee service for vendors at the Metal Art Show & Sale, and for the first time, contributed directly to supplies used by the Museum's Public Programs team.

These contributions reflect the kind of partnership we are working to build: collaborative, responsive, and grounded in shared goals.

MEMBERSHIP AND STEWARDSHIP

In July, we relaunched our membership program with updated benefits and revised levels that better reflect the needs of our community. We are especially grateful to the individuals and families who remained members during a time when engagement was limited — your quiet support gave us something to build on.

Now, with renewed focus on stewardship and connection, we are excited to see our membership not just grow in numbers, but deepen in purpose. We are especially looking forward to introducing a new group membership tier that will invite businesses and community organizations into closer partnership.

RECONNECTING WITH OUR COMMUNITY

Community outreach has been a priority. We relaunched The Rambler, our quarterly newsletter, to stay connected and share stories, updates, and opportunities. We have also begun rebuilding our volunteer roster, with our first new opportunity scheduled for this August.

“Now, our membership is not just growing in numbers, but deepening in purpose.”

This hasn't been a flashy year, but a steady, thoughtful, and encouraging one. We are moving forward with purpose and we are grateful to everyone who helped us get to this point. To our members, donors, volunteers, partners, and staff – thank you.

letter from the chair

Over the past year, it's been my privilege to serve as Chair of the Board for The Friends of the Reynolds Museum. As someone who first got involved with the Museum as a volunteer in 2018, I've long believed in the value of this place – not only for its remarkable collections, but for what it represents to local communities.

When I joined the board last year, the organization was in a period of significant transition. There had been hard conversations, big changes, and some heavy lifting already underway. But what I saw – and what made me say yes to stepping in – was a team deeply committed to rebuilding something better.

I've been continually impressed by the thoughtfulness, professionalism, and persistence that have guided The Friends through this chapter of renewal.

This year has been about more than recovery – it's been about regaining momentum. We've strengthened internal processes, reconnected with our community, and renewed our partnership with the Reynolds Museum in promising new ways.

I'm especially proud of the thoughtful leadership that's guided The Friends through this year. Our Executive Director, Emma Ingen-Housz, has worked with care and consistency to strengthen the organization's foundation, alongside a board that has shown real focus and engagement. That shared effort has been central to the progress we've made.

We've also begun to lay the groundwork for new growth – from improved communication and membership outreach to stronger volunteer engagement and opportunities for local involvement. There's still work to do, but we've come a long way. What's clear to me is that this organization has heart, and that it's moving forward with purpose.

Thank you to all of our members, partners, donors, and volunteers – and to the staff and team at the Reynolds Museum – for your support and collaboration over the past year. I'm honoured to be part of this work, and I look forward to the continued progress ahead.

With gratitude,

Paul



looking ahead

As we look to the year ahead, The Friends are focused on continuing the work of reconnection and renewal. We will grow our membership program, welcome new volunteers, and support the Reynolds Museum with intention and care. With a solid foundation in place and strong relationships across our community, we are excited for what's next!