



OUR CASE FOR SUPPORT

Help us tell our shared stories

This is your museum

This is where you explore our complex shared history.
It's also where you grasp the impact of our rapidly changing world.
And where you grow your perspective, understanding, and compassion.

The world is changing, and so are we.

Greenville Museum is your museum.

**Together, let's build a community where
collecting diverse perspectives helps make
sense of the world around us.**



A community member's view: "It made me feel more welcome"



"I moved to Greenville in 2019 for work and I didn't know anyone. I came to the museum because I wanted to learn the town's history and the stories of the people who live here. Learning that history made me realize that all sorts of people had made this community their home and that made me feel more welcome as a newcomer."

- Liz Johnson
Community member
Greenville, AB

A donor's view: "Some of it is up to us"

*"My partner's family came to the Millet area in 1912 and bought property right on the edge of town. His family has always been connected to the Millet community since its very earliest days. That was part of what made the museum important to us: **it preserves history of just ordinary people**. It's specific to the community in terms of how ordinary people living ordinary lives have influenced who we are as a community and how we thrive.*

*It is ordinary people who make a difference in communities and, and it is ordinary people who can make donations to support projects in their communities. If we want things preserved, then **some of that is up to us.**"*

- Jay & Gaie Goin
Millet Museum donors
Millet, AB

The value of museums

Canada, and Greenville, is changing. We are undergoing rapid societal change in response to truth and reconciliation, the climate crisis, economic uncertainty, and so much more.

As our contemporary reality shifts, people want to understand how we got here.

Museums can help us make sense of the world around us.

They collect our tangible and intangible heritage and invite us to share in the many stories they help tell. Their collections broaden, inspire, and facilitate a shift our thinking, but the most important work of museums is in **collecting perspectives**: in showing us *how* our stories are told.

What is the role of museums in an uncertain future?

What is the role of our museum in Greenville's future?

3 in 4

**think museums are a very
important part of Canadian society**

84% agree

**that museums improve the
quality of life in a community**

What Canadians told us about the role of museums in their lives

We began collecting perspectives on the role and value of museums for Canadians.

A national study saw more than 3000 Canadians of diverse backgrounds and lived experiences share opinions and ideas about the role of museums in their lives.

Respondents told us the most valuable role of museums today is to educate people about history and the natural world, and to preserve history. Respondents also said:

- They **feel welcome** in museums.
- They believe museums are a **highly credible source of information**, more so than newspapers or television.
- Museums provide **a platform for learning** and are a good place to take children and visitors.
- It's important to them that museums **preserve objects and knowledge** from both Indigenous and Canadian histories.
- Museums help them **understand people** from other regions and cultures.

80%
think museums are a **highly
credible** source of information

96% agree
that museums spark curiosity,
provoke wonder, and promote
creativity and a 'love of learning'

Your vision for museums of tomorrow

There's work to be done to ensure your museum reflects your world. Greenville Museum needs to reflect the changing community of Greenville.

- Only half of respondents said **museums tell stories that reflect their interests and values**.
- Half of respondents said **museums don't always reflect today's world**.
- More than half said **museums should connect more with their communities** to develop programs that resonate with community interests.

Canadians want museums to work with diverse cultural groups to **tell more relevant stories of ALL Canadians**. They said that museums would be more engaging if they were more flexible in adapting to the changing world around us, making complex societal issues easier to understand.

Younger audiences want to see museums become **stronger advocates for social change** through a focus on relevant contemporary societal issues that matter to them.

With your help we can tell the changing story of Greenville, and of the residents who have decided to make it their home.



How your museum impacts your community

Since 1985, Greenville Museum has stewarded the history and objects of Greenville, sharing stories about our collective history with 4,500 visitors annually. This includes locals and tourists, summer camps and adult programs, and Greenville's quilting club, who exhibit their quilts each fall, and more. Our facilities are also used by the Elks and Lions Clubs, and the Town of Greenville, all of which rent our facilities for their meetings and events. All together, Greenville Museum is serving your community interests, not only through our collections and exhibits, but through events and rentals, on average, 200 days every year.

Through the support of visitors, volunteers, donors, and government grants, your community has engaged in many programs and services at Greenville Museum, including:

- **The Annual Harvest Festival:** A three-day event every fall that celebrates our farming history, introduces locals and tourists to Greenville's diverse local restaurants, and explores the contributions of diverse members of our community who are farm workers with the Seasonal Agricultural Worker Program. By sharing the stories of both our pioneer farming community and seasonal foreign workers, we are working to build connections and increase tolerance and understanding between diverse community members.
- **Summer Camps:** Over 300 local children take part in our summer camps, offered both daily and weekly throughout the summer. These camps teach our young residents about their local history and help to instill community pride in them through history programs, hands-on art projects, and outdoor fun.



Our vision for the future

Times are changing and so are we. As your trusted source of truth-telling, it's time for your museum to reengage with you -- our community. How has our community changed? What stories about our community are needed right now? How can we make sense of our ever-changing story?

We value museums because they make sense of the world around us. As a museum, we collect Greenville's tangible and intangible heritage and invite the community to share in the many stories we help tell. Our collections work to broaden, inspire, and facilitate a shift in our thinking, but the most important work of museums is in **collecting perspectives**: in showing the community *how* our stories are told. *What makes Greenville uniquely Greenville?*

Collecting perspectives is an invitation to help us better tell the truth about our shared history.

At Greenville Museum, our vision for the future is to better reflect our community. Our population is changing, we're working towards reconciliation with the local First Nation, new residents are moving in, and some are moving on. The way we're doing it is by reaching out and making friends with everyone who calls, or has called, Greenville and area home. Whether it was for a year or a lifetime, their stories are what make us unique. It's time that we start telling them.

It's a bold vision and it's going to take all of us, working together, to make it happen. Government grants in support of museums are shrinking. It's now up to all of us -- including our friends and neighbours -- who believe in our shared vision to come together.

Together, we can make Greenville a more welcoming and inviting place. We can make it a town where people want to put down roots, to raise their children, and invest in the community because it's their community.

This is a campaign to raise \$20,000

Your investment in your museum will be spent on:

- **\$10,000** on staff to run the summer day camps
- **\$5,000** on program supplies for year-round programs
- **\$5,000** to record oral histories of workers

A museum's view: "Creating opportunities for stories to shine"

"Interacting with our communities was a challenge during COVID. Our new museum experience is through online portals. It's a challenge, but it's also an opportunity. By diversifying exhibits, exhibit content, and who's doing those exhibits, it demystifies the institution as a place of authority."

The aspiration of representing all Canadians is a signal we need to get outside of our four walls and see what the community wants. I'm interested more than ever about doing exhibits in different places and spaces. We're looking at putting a monster screen outside that's going to be community programmed. Are there opportunities for us to facilitate and really lift voices up?

*Being more progressive is not necessarily being the teachers but being the facilitators where voices can shine. **We create opportunities for voices and stories to shine.**"*

- Darrin Martens
CEO / Executive Director
Galt Museum & Archives, Lethbridge, AB

For our museum to be relevant to our community, **we need support from the whole community**: newcomers, Indigenous people, seniors, youth, families with ancestral roots in the area, and anyone who trusts museums to **tell our community's story**.

Please give generously to help us tell your truth, encourage dialogue, and advocate for social change in your community.

*“For museums to really be able to support their communities, **they need the community to support them.** Museums need to look at investing in sharing more diverse stories. If visitors don't see themselves reflected, they're not going to return.”*




- Jennifer Forsyth
Executive Director / CEO
Alberta Museums Association

Greenville Museum is your museum.

Your investment will help us tell our shared stories.

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We respectfully acknowledge our presence on the ancestral territory of Indigenous peoples, who have lived on and stewarded this land and its stories for millennia. We are grateful for the diverse people who now make this land their home and seek to collect the many perspectives that contribute to our shared history, present, and future. We are honoured to continue this work of collecting perspectives.