

# MUSEUM

STRATHROY-CARADOC

*Discover Our Story!*

# 2024

YEAR IN REVIEW



*Preserve the Past*

*Share the  
Experience*

*Engage the  
Community*

# INTRODUCTION

Throughout 2024, Museum Strathroy-Caradoc saw many successful exhibits, programs, special projects, and much more.

Five exhibits were shown in the main gallery and one pop-up exhibit was on display in the museum's lobby area. The main exhibits consisted of the continuation of "Grandma's Attic," which concluded mid-January. This exhibit was followed by a traveling exhibit "Cipher Decipher" from Ingenium, until the end of April. May brought a student art show, which was done in collaboration with the art students from SDCI. Our summer exhibit, "Strathroy-Caradoc: Through the Architect's Lens" saw many partners including the Strathroy Photography Club, local churches and businesses. The year ended with another traveling exhibit called "Broken Promises" which came from the Nikkei National Museum and Cultural Centre and led to a partnership with the Glencoe Historical Society for the local connection.

Throughout the year, many programs were held at the museum and off-site. We had three different artist workshops, seven Downtown Strathroy market visits, three walking tours, March break programs, school visits, special events, four weeks of summer camps and more.

Lastly, the successful execution of the Strathroy-Caradoc Poppy Project was considered one of 2024's highlights by both staff and the public. The project received an overwhelming positive response with over 10,000 donated poppies, over 20 different public programs, hundreds of volunteer hours, national and international recognition and participation, widespread news coverage, and much more. With the continual support of our local Legions and the community, plans to continue and enhance the project moving forward have already been made for 2025 and beyond.





## 2024 MSC statistics at a glance

**20,721**

Total Visitors

**1500+**

Public Program Participants

**3**

School  
Groups

**78**

Students

**127**

Research Requests

**450+**

Volunteer Hours

**2707**

Social Media  
Followers



# Staff & Governance

## Museum Advisory Committee

The Museum Advisory Committee (MAC) met five times throughout 2024, receiving reports and information from Museum staff. Members also attended a number of events throughout the year, including exhibit openings and programs. Lastly, various members attended 3 Collections Sub-Committee meetings.

## Staffing

MSC saw the hiring of Samantha B. to fill the seasonal role of Museum Assistant. Sam was brought on from May to August to focus on summer programs, including camps and various adult programs, as well as assisting in exhibit prep and created a number of YouTube videos with another museum volunteer.

## Training

Museum staff were able to complete a number of professional development activities including;

- PastPerfect Conference
- Beyond the Blackboard
- Huron Perth Middlesex Museum Network
- Canadian Museum Conference
- Museums Canada Conference

## Volunteers and Co-op Students

In 2024, the museum was the recipient of over 450 volunteer hours from 12 individuals. Volunteers worked on various projects from collections work, media content, programming, and more. The Poppy Project saw approximately 100 people over the course of 6 days (estimating 300-400 hours total) attach poppies to netting. Our records do not include the number of hours people dedicated to the creation of poppies at home, but it is estimated to be in the thousands. One of these outstanding volunteers was Naelle C., who was here from Nice, France through a 6 month exchange program (November 2023 until April 2024) with the Rotary Club. Naelle created and facilitated programs, online material, assisted in the collection, assisted in the Poppy Project, and more. Lastly, this year the museum also welcomed two co-op students, one from Nipissing University's Schulich School of Education, the other from Holy Cross Catholic Secondary School. The students attributed nearly 300 hours of work to the museum focusing mainly on education and programming related content.

## Funding

Museum staff applied for a number of grants that allowed the museum to bring in traveling exhibits and displays, host new programs, and continue other museum operations.

- Canadian Heritage MAP Grant
- Young Canada Works
- CMOG 2024
- Strathroy Middlesex Museum Foundation

## Strathroy Middlesex Museum Foundation

Throughout 2024, new members were recruited for the Strathroy Middlesex Museum Foundation and a number of projects received funding. The Foundation ran their first event since the COVID-19 shutdowns, and set up a new Chess Club to run at the Museum once a month starting in 2025. In December, the Foundation informed museum staff of their decision to dissolve with the remaining funds to enter into a Trust for the Museum. Official dissolution of the Foundation is scheduled to take place in 2025.

# Exhibitions

- *Grandma's Attic (con't)*
- *Cipher Decipher*
- *SDCI Student Art Show*
- *Strathroy-Caradoc:  
Through the Architect's Lens*
- *Broken Promises*
- *Lobby display for National  
Truth and Reconciliation  
Day*





# Sydenham River Exhibit



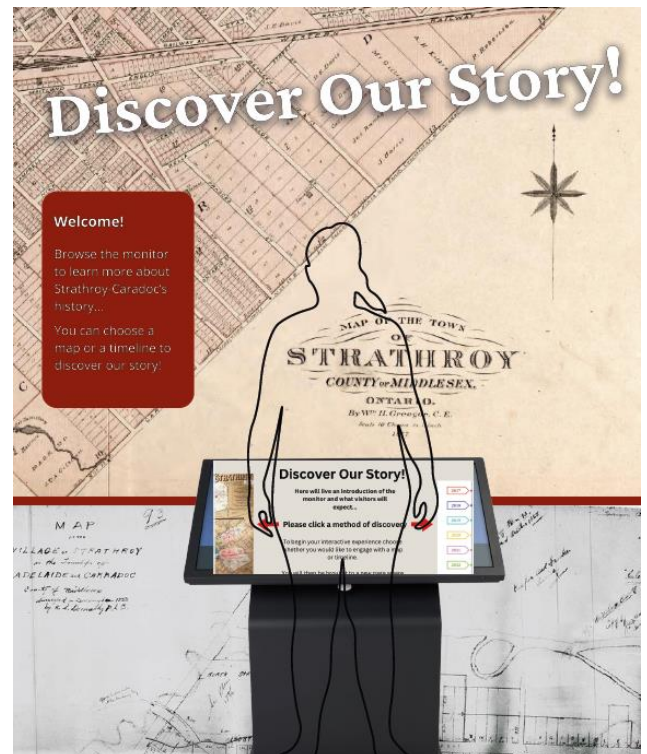
Redesign of fish tank display into “Sydenham River” and the addition of new fish.



# History of Strathroy-Caradoc Exhibit



New permanent display on the history of the area, located in the museum’s lobby. Partnership with the Master of Museum Studies program from U of T (Oct. 2023 to April 2024). Project scheduled to be completed in 2025.





# Education / Programming

Throughout 2024, Museum staff developed and executed a number of successful programs for both children and adults. These ranged from exhibit opening nights, artist events, walking tours, market appearances, summer camps, murder mystery parties, school visits, and many more.

“Great stories about the veterans, their service and family histories. A great deal of work went into your research and preparation. Look forward to more tours in the future.”

– Participant Feedback

In the winter semester, the museum accepted a co-op student from Nipissing University’s Schulich School of Education. The student focused on education programs and content, and was able to create a full week of March Break kids camp.

Museum staff continued relationships with Holy Cross Catholic Secondary School and Strathroy-Caradoc Christian School (S.C.C.S). During the Fall semester, we hosted one Co-op student From Holy Cross, who worked on various projects including collections, exhibit, marketing, programing and more. Most notable projects involves content and programming relating to the poppy project, as well as creating content for the Museum’s YouTube channel.

The position of Sam B. as the Museum Assistant from May-August allowed for the increase in summer programing including adult program, market visits, and kids camps, which saw near 20% increase in number of campers from 2023. Through camps, a new partnership was formed with EarlyON through their Tales and Trails program, where campers stories based on artifacts was displayed at Alexandra Park in September.

There were 21 programs relating to the Poppy Project throughout 2024. These included poppy making sessions, attaching sessions and eight special Remembrance programs during installation. Overall, programs saw over 350 volunteer and participants at these events.





# Special Projects



“Thanks for the project, it has been a big up lift for me. Right from the start, it has made me feel worthwhile with something to do in the blah days of Feb. I feel invested now and thankful...If it doesn't get done tonight PLEASE let me know and I will be out to help. Again THANK You”

– Volunteer Feedback



**Poppy Project** – To celebrate the 100<sup>th</sup> anniversary of the Strathroy Cenotaph, over 10,000 poppies were made by volunteers to cascade down the front of Strathroy Town Hall and in Mount Brydges Cenotaph Park. About 4000 poppies were used, remaining planned for 2025.


**Middlesex Heritage Trail** – Updates on the Middlesex Heritage Trail signs located throughout the Municipality. To be installed in 2025.

**Printing Press** – Repairing of our nearly 200-year-old printing press began in Oct. 2024.

THE MUNICIPALITY OF STRATHROY-CARADOC


*Middlesex Heritage Trail*

**Township Community Hall**  
22501 Adelaide Road



Constructed in 1870, the Caradoc Township Community Hall was the centre of social and political life in Mount Brydges. Completed at a cost of \$1,400, the original structure boasted ten large double windows, 20 brick pillars, oak joists and 48 ornamental seats and crowned with an octagonal cupola on its roof. With the village of Mount Brydges serving as the seat of local government, the hall was necessary as a venue for meetings of Township Council and other community functions.

In 1920, the old frame building was renovated, finished with brick and expanded to accommodate a large auditorium space. The auditorium featured a 16-foot stage, a hardwood dance floor, and folding plywood seats, and was used for political events dances, card parties, political gatherings, assemblies, dramatic performances, and on occasion, a silent movie. The renovations also included the installation of "Caradoc's Honor Roll," a large marble tablet inscribed with the names of all the Caradoc soldiers and nurses who served in the Great War. The cost of the monument made possible by \$500 in private donations gathered from the community.



On occasion, the community hall was used as a medical clinic, with local doctors Parry and McAdams holding regular Saturday tonsil clinics where entire families could have them removed. The basement contained a kitchen used for church dinners, as well as a room that served as a public library, and cells for the village jail.

The building remained the centre of community life for many years, until demolished in 1991.

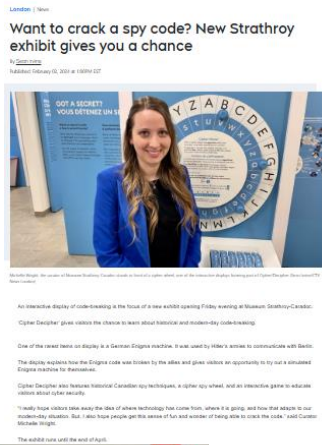
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**MUSEUM**  
21 EAST HISSY CARADOC  
Discover Our Story!





# Media



Various articles and special events listed in local papers and magazines, including;

- Keepin' it Local
- Hometown Strathroy-Caradoc
- Age Dispatch
- The Banner



Multiple interviews on events and news for local radio station, myFM Strathroy 105.7 and CTV London

Widespread media on Poppy Project, including local MPP Steve Pinsonneault's social media page.

# Gift Shop



20+ returning and new local artists participate.

New museum items added throughout the year.



# Digital Visitors

strathroy.museum

Museum Strathroy-Caradoc

1,490 posts 919 followers 230 following

Museum and art gallery in Strathroy, Ontario. Home of the Sir Arthur Currie Memorial.  
34 Frank Street, Strathroy, Ontario  
www.strathroymuseum.ca

Professional dashboard  
1.7K views in the last 30 days.

Edit profile Share profile Contact

Museum Ev... New

um at home

Average 9700 reaches a month

Facebook followers 1773

Instagram followers 915

Average 1977 reaches a month

Collections Blog 1822 views

YouTube 1312 views

6 new videos

Total followers

Museum Website Visits 6350

# 2707

1940'S MURDER MYSTERY

WE ARE HAVING OUR VERY OWN MURDER MYSTERY NIGHT BUT WE'VE GOT PEOPLE WITH A LOVE OF THEATRE & DRAMA!

MUSEUM STRATHROY-CARADOC

AUGUST 19 FROM 6:30 TO 9:00P

AGE 16+ COST: \$40

Boost

As the last party of the summer, we are bringing back our ...

August 12, 2024, 10:00 AM  
ID: 1042329471232253

Interactions

13 reactions 5 comments 3 shares

Overview Performance Paid results Feed preview

### Performance

#### Overview

Reach	Impressions	Interactions	Link clicks
4,061	4,679	16	25



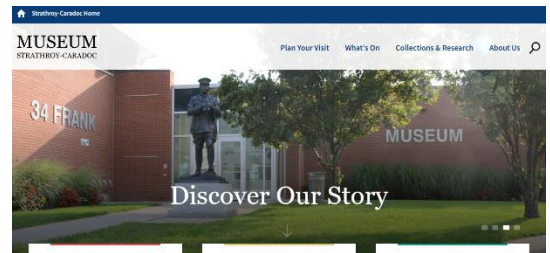
MINI DIY CRAFT SERIES:  
Coaster on homemade loom

377 views • 7 months ago



Strathroy-Caradoc Poppy Project Crochet Tutorial

391 views • 11 months ago



Visit our online memorial for profiles of each of the soldiers listed on our community



Experience the museum from home! Explore digital exhibits, learn with our educational

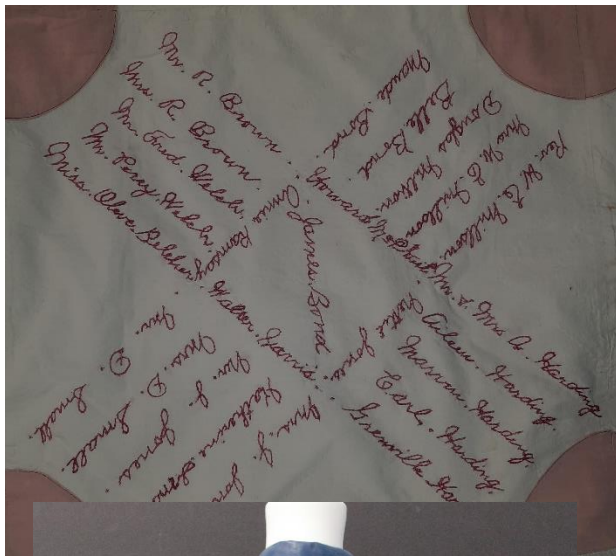


Join one of the museum's knowledgeable tour guides on a scenic walk through time and learn



# 2024 Collections Highlights

In 2024, the Collections Committee met 3 times to discuss potential donations. There were 15 donations, with 25 new items accepted into the permanent collection as well as a number of education pieces and scanned material. The below images highlight a few of the items that were accepted; World War II art done by Ken Rushby (Ken was lost at sea Dec 14 1942), Strathroy-opoly, Signature Quilt – Mount Brydges Ladies Aid, SDCI Jacket, and a Deller’s Appliance Store Mount Brydges Souvenir Calendar.



“I cannot thank you enough for all of this amazing information. I deeply appreciate your help!”  
– Researcher Feedback

