



CANADIAN
WAR
MUSEUM
-
MUSÉE
CANADIEN
DE LA GUERRE



FULFILLMENT REPORT 2018-2019

**PRESENTED TO
THE FRIENDS OF THE CANADIAN WAR MUSEUM**

April 2019

Canada 

EXECUTIVE SUMMARY

The Friends of the Canadian War Museum plays a fundamental role in the Museum's ability to inspire visitors — from families and academics, to amateur history buffs and students — to learn more about Canada's military history.

Each project supported by the Friends reaches a different audience, creating a connection between these audiences and the people, places and experiences reflected in our sharing and interpretation of Canadian military history. Support from the Friends is wide-reaching and crucial to the Museum's continued success.

During the 2018–2019 fiscal year, the Friends has chosen to support the initiatives outlined below. This summary reflects the status of each project from April 1, 2018 to January 31, 2019.

- **Awesome Sundays** — \$13,000
 - 5 programs held
 - A total of approximately 2,250 participants
- **Canada 1919: A Country Shaped by War** Historical Conference — \$10,000
 - Sold-out event: January 17–19, 2019
 - 200 registrants for the full conference program
 - 490 people attended the lecture featuring Margaret MacMillan
- **Second World War Supply Line** Educational Program — \$15,000
 - A project team is now in place.
 - Planning for new Discovery Boxes is underway.
 - Sourcing of boxes, packing materials and some artifacts/reproductions has begun.
- **Mons Armoured Car** — \$30,000
 - The Armoured Machine-Gun Carrier was shipped to Mons, Belgium, and was driven in the 2018 Armistice Day parade.
- **Parking for Veterans** at the Museum — \$5,000
 - More than 400 veterans received complimentary parking at the War Museum through this gift.
- **2018 Colonel Douglas H. Gunter History Award** Program — \$3,000
 - Three prizes of \$1,000 each were awarded in 2018.
- **Adopt-a-Book** Program — \$2,010
 - 51 books were purchased for the Military History Research Centre in 2018.



INTRODUCTION

In July 2018, the Friends of the Canadian War Museum pledged \$73,000 in support of several Museum programs for the 2018–2019 fiscal year. On behalf of the Museum and its visitors of all ages, thank you for your continued support. Your commitment to the advancement of an understanding and sharing of Canada's military history is deeply appreciated.

We acknowledge, with thanks, fulfillment of pledge payments, and are pleased to submit this interim report, which outlines the activities that your gift supported between April 2018 and January 2019.

OBJECTIVES

Your 2018–2019 gift of \$73,000 has been allocated as follows:

- Awesome Sundays — \$13,000 (received in full);
- Historical Conference at the Museum in January 2019 — \$10,000 (received in full);
- Second World War Supply Line Educational Program — \$15,000 (received in full);
- Mons Armoured Car — \$30,000 (received in full); and
- Parking for Veterans at the Museum — \$5,000 (received in full).

We also recognize the Friends' support of the 2018 Colonel Douglas H. Gunter History Award program and the Adopt-a-Book program.

Thanks to the Friends, the Museum can continue each of these endeavours, providing generations of visitors with a window into Canadian military history — past, present and future.



Armoured Autocar in Armistice Day Parade, Mons, Belgium

PROJECT STATUS

Awesome Sundays

Awesome Sundays, which are currently held on the final Sunday of every second month, feature exciting demonstrations, hands-on experiences with experts and fun take-home crafts, around a variety of themes. The Friends of the Canadian War Museum has supported Awesome Sundays since their inception in 2015.

During the reporting period, five Awesome Sundays were held.

1. May 2018 — Awesome Animals — 350 participants
2. July 2018 — Awesome Armour — 905 participants
3. September 2018 — Awesome Fitness — approximately 100 participants
4. November 2018 — Awesome Forts — 669 participants
5. January 2019 — Awesome Music — 228 participants

Funding from the Friends is used in myriad ways to support Awesome Sundays, from the development of new activities, to the purchase of supplies for themed crafts, to the hiring of experts to facilitate the programs.

Each Awesome Sunday is promoted through a variety of communication tools to our email subscribers, the general public and targeted audiences. Please see **Appendix B** for two examples of these communication tools, including recognition for the Friends.



Children enjoying Awesome Sundays
in the Lebreton Gallery

Canada 1919: A Country Shaped by War

From Thursday, January 17 to Saturday, January 19, 2019, world-renowned historians, scholars and history buffs gathered at the Canadian War Museum for **Canada 1919: A Country Shaped by War**. This sold-out conference, which explored various aspects of the First World War and its many legacies, was an outstanding success.

Two hundred people registered for the full conference, while almost 500 people attended the opening lecture by Margaret MacMillan. Feedback from attendees was overwhelmingly positive — a testament to the calibre of the speakers, and to the public's continued interest in military history.



Guest speaker Dr.
Margaret MacMillan

The Museum promoted the conference, which was highly anticipated within academic circles (please see a sample of promotional material and examples of media coverage in **Appendix C**).

While the Friends chose not to have its own table during the conference, its presence was felt, as members of the Friends helped staff the registration table.

We extend our sincere thanks to the Friends for its support of this conference — and of our efforts to commemorate the First World War Centenary over the past four years.

World War Supply Line Educational Program

Building upon the success of the First World Supply Line program, and with the financial support of the Friends and other donors from across Canada, the Museum is currently creating a Second World War Supply Line program, which will be launched in the fall of 2019.



To date, a project team — including a historian, programming specialist and project manager — has been assigned to develop Second World War-themed Discovery Boxes for the expansion of this program. Planning is well underway, and a preliminary list of actual and replica objects has been created. Initial sourcing exercises have indicated that several of the 20–25 objects will need to be reproductions of original artifacts, as originals are less available. The team has also begun to source additional cases and packing materials to ensure that the artifacts, lesson plans and supplementary materials are well protected on their journeys across Canada.

In total, 20 Second World War Discovery Boxes will be produced to provide new, curriculum-based content to classrooms across the country, at no charge. Thirty of the existing First World War Discovery Boxes will continue to be shipped and loaned to schools at no cost.

Mons 1913 Autocar Restoration Project

The 1913 Autocar armoured machine-gun carrier in the War Museum's collection is the same vehicle that was used by Canadians to help save the city of Mons, Belgium, at the end of the First World War. This same vehicle drove through Mons in a victory procession on Armistice Day, November 11, 1918.

One hundred years later, with support from the Friends, this vehicle returned to Mons, in working condition, to participate in a parade marking the 100th anniversary of Armistice Day. This poignant moment was one of remembrance and commemoration, and is reflective of the successful ongoing partnership between the Museum and the Friends.



Dr. James Fleck, Chair of the Board of Trustees; Michael Miller, Artifacts Restoration Preparator; and Jim Whitham, Acting War Museum Director General, participate in the 100th Anniversary Armistice Day Parade in Mons, Belgium.

Parking for Veterans at the Museum

The Museum is proud to honour Canadian veterans by offering complimentary on-site parking. Thanks to the Friends' annual gift of \$5,000 toward this initiative, more than 400 veterans parked at no cost at the Museum this fiscal year.

ADDITIONAL FUNDING

We also recognize additional funding received from the Friends of the Canadian War Museum during the 2018–2019 fiscal year, for the initiatives described below.

The 2018 Colonel Douglas H. Gunter History Awards

Named for a former member of the Friends, who left a bequest for educational purposes when he passed away in 2005, the Colonel Douglas H. Gunter History Award is an annual national history competition for senior high school students. Each year, the competition — sponsored by the Museum and supported financially by the Friends — gives students an opportunity to reflect upon a different theme related to military history.

In 2018, students from across Canada were invited to submit an original work exploring “the legacy of the First World War.” The following three students were each awarded a \$1,000 prize:

Laora Fonderflick
Cochrane High School
Calgary, Alberta
Category: Text
[*Canada Day Versus Memorial Day*](#)

Sarah Sheppard
Etobicoke School of the Arts
Oakville, Ontario
Category: Visual Art
[*Every Day Memorials*](#)

Xuesi (Athena) Zhong
Bayview Secondary School
Markham, Ontario
Category: Visual Art
[*The Unseen Contributors to the Canadian Identity*](#)

As we take time in 2019 to review the Colonel Douglas H. Gunter History Awards, the Museum offers its sincere thanks to the Friends of the Canadian War Museum for more than a decade of supporting this engaging and inspiring program.

Military History Resource Centre 2018 Adopt-a-Book Program

On average, 30 researchers access the Military History Research Centre each month. A wide range of other individuals also visit and consult our archival and book collections. The Centre is an invaluable resource for high school and university students working on papers; families conducting genealogical research; well-known authors, artists and historians; and film and television production companies.

This was the 20th year of the Friends' Adopt-a-Book initiative, which enhances the Centre's collection of resource materials by adding selected volumes each year. Each book acquired through this program features a book plate recognizing its donor. In 2018, **51** books were acquired, bringing the grand total of titles adopted by the Friends since 1998 to 918.

IMPACT

The strategic and thoughtful support of the Friends of the Canadian War Museum is deeply appreciated. Your partnership makes a significant difference to the War Museum and its ability to ensure — through its collections, exhibitions, research facilities and educational programs — that future generations of visitors, both on site and online, will have authentic, tangible examples of the Canadian military experience.

Through restored artifacts and educational outreach programs, visitors from across Canada and around the world have learned about, and will continue to appreciate, the extraordinary experiences of generations of Canadians during formative periods in our nation's history. Your gifts to the Museum represent a remarkable dedication to sharing our history, culture and identity.

RECOGNITION

Since 1985, the Friends has been a steadfast supporter and partner of the Canadian War Museum. We are proud to recognize your investment in helping Canadians understand their country's military in our Annual Report and on our donor wall, in addition to recognition related to specific projects.

We look forward to providing you a report on activities from February to June 2019 in July. Thank you again for your continued support of the Canadian War Museum.

CONTACT

Linda Kincaid
Director, Major Gifts and Sponsorships
Canadian Museum of History and Canadian War Museum
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APPENDIX A: RECOGNITION AND DELIVERABLES

RECOGNITION TERM

The Museum has agreed to recognize the contribution from the Friends for a term of no less than one year, commencing at the onset of each program and project, and concluding one year later.

RECOGNITION	
The Museum agrees to recognize the Friends' contribution for the full recognition term in the following ways:	
Deliverable	Status
(i) Recognition in the Museum's Annual Report.	The Friends will be recognized in the Museum's online Annual Report for the 2018–2019 fiscal year.
(ii) Recognition on the Supply Line webpage on the Museum's website.	Recognition will be included on the webpage when the Second World War Supply Line Discovery Boxes are launched.

ADDITIONAL RECOGNITION	
The Museum agrees to provide the Friends with the following additional recognition:	
Deliverable	Status
(i) The Museum will feature the Friends' contribution in an issue of <i>Kudos!</i> , the Museum's biannual newsletter highlighting donors and sponsorships. This feature will include a quotation from the Friends.	The Friend's ongoing commitment to the Museum will be featured in the Spring 2019 <i>Kudos!</i> .
(ii) The Friends will be recognized in all Awesome Sundays promotional materials.	The Friends was recognized in the following promotional tools for all Awesome Sundays during this reporting period: <ul style="list-style-type: none">• Web calendar at warmuseum.ca• Awesome Sundays webpage• Facebook posts• E-newsletters and public service announcements• Member's Newsletter• LCD screens at the Box Office

(iii) The Friends will be recognized in any promotional materials produced by the Museum for the Mons Armoured Car.	Support from the Friends was recognized in a Facebook post about the Mons Armoured Car on November 22, 2018.
(iv) The Friends will be recognized in all promotional materials produced by the Museum for the historical conference in January 2019. Recognition to be confirmed by the Museum.	<p>The Museum is pleased to have recognized the Friends' support in the following promotional tools.</p> <ul style="list-style-type: none"> • Conference webpage • Promotional email to the Museum's subscribers • Conference poster • Rack card • Conference program <p>The Friends was also thanked by Tim Cook in his speech during the event.</p>

BENEFITS AND ENTITLEMENTS

The Museum agrees to provide the Friends with the following benefits and entitlements in relation to the historical conference in January 2019:

Deliverable	Status
(i) The Museum agrees to provide the Friends with 10 passes to attend the conference.	Ten full registrations were provided to Robert Hamilton in December 2018.
(ii) The Friends are entitled to set up an information booth/table during the conference. Location of table to be confirmed by the Museum.	An information table was offered to the Friends. While it was not used, some members of the Friends helped man the conference registration table.

APPENDIX B: EXAMPLES OF RECOGNITION FOR AWESOME SUNDAYS

On Facebook

The screenshot shows a Facebook event page for "Awesome Music" at the Canadian War Museum. The browser address bar displays the URL: <https://www.facebook.com/events/2374458205958605/>. The page layout includes a top navigation bar with "Home", "Create", and a profile picture of "Megan". Below the navigation bar, the event details are shown, including the event name "Awesome Music", the location "Canadian War Museum", and the date "Thu, 21 Feb at 21:00". The event description reads: "Listen up! The Museum is offering a fun-packed day of activities and performances in celebration of song and sound. Discover new musical skills by trying out instruments like drums, pianos and guitars. Let Sonart Music School inspire you with the power of music by participating in various 'musical awakening' activities. On top of that, learn about the Sonart Musical Day Camp, offered at the Canadian War Museum in summer 2019." The event is categorized as "Music" and "Family". The "About the venue" section features a banner for "VICTORY 1918". The "Related Events" section lists several other events, including "On Her Shoulders - Hot Docs", "Family Fun Frost Fest", "Cool Science Saturday", "Winter Carnival", "Mommy and Me! - Family Fitness", and "Family Day at Goulbourn Recre...". The page also includes a "Share" button and a "See less" link.

https://www.facebook.com/events/2374458205958605/

Search

Events

Calendar

Birthdays

Discover

Awesome Music

Hosting

+ Create Event

Invite

Invite

Share

Details

Listen up! The Museum is offering a fun-packed day of activities and performances in celebration of song and sound. Discover new musical skills by trying out instruments like drums, pianos and guitars. Let Sonart Music School inspire you with the power of music by participating in various "musical awakening" activities. On top of that, learn about the Sonart Musical Day Camp, offered at the Canadian War Museum in summer 2019.

Meet the Regimental Band of the Governor General's Foot Guards and watch them perform traditional, military and popular music, including selections from the movies Harry Potter, Star Wars and The Lord of the Rings.

Add in musical-themed crafts, and it's a family outing that will be music to your ears! Especially enjoyable for families with children aged 3 and up.

This program is part of the Awesome Sundays series, presented by the Friends of the Canadian War Museum. Awesome activities for the whole family!

See less

About the venue

VICTORY 1918

Related Events

On Her Shoulders - Hot Docs ...
Thu, 21 Feb at Canadian War Mu...
206 guests
Interested · Going

Family Fun Frost Fest
Sat, 2 Feb at 2185 Arch St, Otta...
1,021 guests
Interested · Going

Cool Science Saturday
Sat, 16 Feb at Canada Science a...
777 guests
Interested · Going

Winter Carnival
Sat, 23 Feb at Elizabeth Manley ...
467 guests
Interested · Going

Mommy and Me! - Family Fitne...
10:30 at Carlingwood Shopping ...
109 guests
Interested · Going

Family Day at Goulbourn Recr...
Mon, 18 Feb at Goulbourn Recre...
40 guests
Interested · Going

English (UK) · English (US)
Français (Canada) · Español
Português (Brasil)

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On Webpage: <https://www.warmuseum.ca/learn/activities/awesome-sundays/#tabs>

AWESOME SUNDAYS
BIRTHDAYS AT THE CANADIAN WAR MUSEUM
MUSICAL DAY CAMPS

AWESOME SUNDAYS

Presented by the Friends of the Canadian War Museum.

Featuring a different theme each time, **Awesome Sundays** offer exciting demonstrations, hands-on experience with experts, and fun take-home crafts.

Free with Museum admission.

PRESENTED BY



AWESOME MARCH BREAK

March 2 to 17, 2019

LeBreton Gallery

10 a.m. to 5 p.m.

Join us for the Quebec and Ontario March Breaks — two full weeks of awesomeness where families can build, play, create and learn. The Museum is yours to discover!

Please note that all events are subject to change without notice.

*This program is part of the **Awesome Sundays** series, presented by the Friends of the Canadian War Museum. **Awesome activities for the whole family!***


APPENDIX C: EXAMPLES OF RECOGNITION FOR THE HISTORICAL CONFERENCE

Conference poster



ACTIVITIES ▶

CONFERENCE – CANADA 1919: A COUNTRY SHAPED BY WAR



See dates and times below
Throughout the Museum
Adults

BUY TICKETS ▶

SHARE

FEES AND BOOKING

Full conference: \$175; \$125 for students, seniors and members.
One-day registration: \$100; \$75 for students, seniors and members.
Register before Thursday, January 10.
Tickets are available online.

ACTIVITIES

Explore more family-friendly activities like our Awesome Sundays

SEE ALL ACTIVITIES

Thursday, January 17 to Saturday, January 19, 2019

Join world-renowned historians to explore different aspects of the First World War and its many legacies: the return of Indigenous veterans, the conflict's impact on French Canada, the contributions of nurses, the challenges of forging peace from the ashes of war, and much more. Scholars and history buffs won't want to miss this bilingual academic conference, organized by the Canadian War Museum in conjunction with the exhibition **Victory 1918 – The Last 100 Days** and in commemoration of the centenary of the end of the conflict.

Speakers include international and Canadian experts like Michael Heberg, Catriona Pennell, J. L. Garatstein, David Bercuson, Tim Cook, and Margaret MacMillan, author of *Pains 1919*.
Generously supported by the *Friends of the Canadian War Museum*.

REGISTRATION FEES

Note: Proof of eligibility for the discounted rate may be requested.

CATEGORY	FULL CONFERENCE ¹	FRIDAY ONLY ²	SATURDAY ONLY ³
Adults	\$175	\$100	\$100
Seniors (66 and +)	\$125	\$75	\$75

Examples of media coverage: From the Carleton University Newsroom and the Laurier Centre

Canada 1919 Explores A Nation Shaped by War | Carleton Newsroom Page 1 of 7

Canada 1919


Conference Explores A Nation Shaped by War

By Joseph Mathias
Photos by Chris Roussakis and the Canadian War Museum

It could be argued that the events of 1919 — which ultimately ended the First World War and set the stage for the next one hundred years — took place in another world. "History is messy. It's contested. It's fought over," says historian and Carleton University Prof. Tim Cook.

"We generally think that the past is done and buried, but historians are continually coming back to it and reinvestigating using new eyes, finding new evidence, applying new theories, asking different questions."

The conference [Canada 1919: A Country Shaped by War](#) from Jan. 17 to 19, 2019 aims to host many such reinvestigations. The three-day event takes place at the Canadian War Museum (CWM) almost exactly 100 years to the day of the Paris Peace Conference.



Tim Cook

Canada 1919 will present seven themed sessions and several daily lectures interspersed with coffee breaks, lunches and a dinner, which Cook hopes will allow conference attendees to converse with eminent historians like [Margaret MacMillan](#), the author of *Paris 1919: Six Months That Changed the World*, and [J.J. Granatstein](#), once director and CEO of the CWM.

A wide range of lectures from more than 20 speakers will be included in a book that the University of British Columbia plans to publish by 2020, says Cook.

The conference also coincides with the CWM special exhibition [Victory 1918 – The Last 100 Days](#), which chronicles in colour photos the final war effort of the 100,000 soldiers in the Canadian Corps. It will be on until the end of March.

Both the exhibition and the conference were co-curated by Cook and Granatstein, and they will also edit the UBC book.



LAURIER CENTRE for MILITARY STRATEGIC and DISARMAMENT STUDIES
WILFRID LAURIER UNIVERSITY

Home » Conferences » Events » First World War » Conference—Canada 1919: A Country Shaped by War, January 17-19

December 21, 2018 • By: [Iyla Falcon](#) • In: Conferences, Events, First World War • No Comment

CATEGORIES

Select Category

CONFERENCE — CANADA 1919: A COUNTRY SHAPED BY WAR

Between 17 and 19 January, some of the leading historians on the First World War will be gathering in Ottawa to discuss various aspects of the war and its legacy. Speakers will include Jack Granatstein, Tim Cook, Carole Pinnell, Margaret MacMillan and Michael Neilberg among many others. LCMSSD will also be represented by Lyndsay Rosenthal, Kandace Bogaert and Mark Humphries who will be speaking on venereal disease, wounded ex-servicemen and the 1918 influenza pandemic, respectively. A full list of speakers can be found [here](#). Cost for the full conference is \$175 and \$125 for students, seniors, and members of CWM. One-day registration is \$100 and \$75 for students, seniors and members. Tickets can be purchased online.





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