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Canadian War Museum

FULFILLMENT REPORT presented to
The Friends of the Canadian War Museum
Fiscal 2019-2020

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THANK YOU

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.

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.

OVERVIEW

In June 2019, The Friends of the Canadian War Museum agreed to make a gift of \$100,000 to support educational programs and projects at the Canadian War Museum for the 2019–2020 fiscal year.

Each of 7 projects 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.

We acknowledge, with thanks, fulfillment of your gift, and are pleased to submit this report, which outlines the activities that your gift supported between June 2019 and March 2020.



Cheque Presentation Ceremony with Board Members from the Friends of the Canadian War Museum, July 2019 – LeBreton Gallery, Canadian War Museum

PROGRAM DETAILS

1. SCHOOL ACCESS PROGRAM

The program provides students and teachers with a one-day excursion to the Museum, a curriculum-linked workshop, and transportation. The Friends' (FCWM) funding was utilized to enable 600 children to take part in the School Access program.

Target Audience: Schoolchildren aged 6 to 18, from designated underserved communities in the national capital region.

Impact of Gift:

- 1057 students took part in a School Access Program at the Canadian War Museum. The FCWM funding supported 600 of these students.

The students took part in a variety of guided tours and curriculum-linked school programs:

Guided Tours	# of Classes - English	# of Classes - French	Total
Museum Highlights Tour	3	6	9
First World War Tour	2		2
Second World War Tour	2		2
Total (represent 4% of all guided tours)	7	6	13

School Program	# of Classes - English	# of Classes - French	Total
1812: One War – Four Perspectives	3	6	9
Canada and the First World War	3	2	5
Canada and the Second World War	1	2	3
Battle of Plains of Abraham	3	8	11
Witness to History	3	6	9
Total (represents 22% of all programs delivered)	13	24	37

2. WORLD AT WAR LECTURE SERIES:

This highly successful speaker's series explores issues related to war and conflict. The FCWM funding was utilized to support the planning and execution of the FY19-20 series, including all related event costs. The Museum worked on four events over the course of the year.

Target Audience: Adults, academics, and history enthusiasts.

Impact of Gift:

- Two events were held.
- More than 680 people attended.
- Two additional events were planned, and the speakers were booked – cancelled due to COVID-19.

Thursday, June 6, 2019

75 Years Ago: D-Day and the Battle of Normandy



Award-winning historians Dr. Tim Cook, and Dr. Jeff Noakes presented a lecture followed by a discussion about the commemoration and legacy of the D-Day landings and the Normandy Campaign.

Result: The lecture was sold out, with 250 people in attendance in the Barney Danson Theatre.

Sunday November 3, 2019

By Chance Alone: A Remarkable True Story about Courage and Survival at Auschwitz



Dr. Tibor "Max" Eisen presented on his harrowing experience as a survivor of Auschwitz, as recounted in his memoir. He has dedicated the last several decades of his life to educating others about the Holocaust across Canada and the world. Dr. Eisen is the winner of CBC Canada Reads, 2019 and Finalist for the RBC Taylor Prize in 2017. The Museum was honoured to host Dr. Eisen.

Result: The lecture sold out, with 430 people in attendance in LeBreton Gallery. The FCWM funding allowed the museum to offer free tickets to anyone under the age of 18, coming with an adult. This enabled 59 children to attend the event, which is higher than usual for the lecture series.

Thursday March 26th, 2020

Les Parisiennes- How the Women of Paris Lived, Loved, and Died Under Nazi Occupation



New York Times best-selling author Anne Sebba would have explored a devastating period in Paris' history and tells the stories of how women survived - or did not - during the Nazi occupation.

Result: This lecture was cancelled due to COVID-19.

Thursday May 14th, 2020-

Liberating the Netherlands



National best-selling author Tim Cook would have examined the Canadian role in the liberation of the Netherlands in 1945.

Result: This lecture was cancelled due to COVID-19; however the Museum is looking into the possibility of presenting this lecture at a later date and perhaps in a different format.

3. SECOND WORLD WAR SUPPLY LINE EDUCATIONAL PROGRAM



This national educational outreach initiative provides hands-on curriculum-linked discovery boxes for in-class exploration. The discovery boxes come complete with authentic and replica Second World War artifacts, lesson plans, and supporting materials.

Building upon the runaway success of its First World War Supply Line program, the Canadian War Museum officially launched the Second World War version of its popular discovery boxes at an event at Bayside Middle School in Saint John, New Brunswick in September 2019. The launch event received robust national media coverage - 140 news items with an audience reach of approximately 22,122,669 Canadians.

The FCWM funding has been utilized to cover a portion of the shipping costs for the 2019–2020 fiscal year.

Target Audience: National - For students from Grades 4 to 12.

Impact of Gift – The kit has been loaned and delivered, free of charge, to 168 schools across Canada, reaching 11,500 students. We are proud to report that the discovery boxes have been sent to nine provinces and one territory; travelling as far west as Port Hardy, BC; as far north as Whitehorse, Yukon and as far east as Newfoundland.

Demand for the Second World War Supply Line exceeded expectations. More than 230 schools requested a loan of one of the 20, new fully bilingual Second World War Supply Line discovery boxes. The COVID 19 pandemic impacted the final three months of the fiscal, causing cancellation of numerous loans.

Province	BC	AB	SK	MN	ON	QC	NB	NS	PEI	NFL	NWT	NU	YK
# of Loans	24	28	9	9	63	12	8	12		1			2

Quote from an Ontario Educator:
“The World War 2 discovery box provided my students with an excellent opportunity to experience some of the clothing and items that would have been used by individuals on the home front and abroad. It gave students the rare chance to see and touch real life and reproduction items from World War 2. My students loved putting on the uniforms and were excited to hypothesize the uses for the various items. With support from the teaching resources offered by the Canadian War Museum, my students analyzed the items and made guesses about their uses during the war. The photographs provided students with further context and they were excited to learn whether their guesses were correct. This discovery box is an amazing enhancement for any Canadian history classroom”.



Image of student exploring a Second WW Supply Line discovery box at West Boundary Elementary School Grand Forks, BC

4. GALLERY ANIMATION PROGRAM

This new initiative was focused on enhancing animation in Gallery 3 of the Museum and providing tactile hands-on experiences for all visitors in relation to Canadian combat involvement during the Second World War. The FCWM funding was designated to retrofit the animation cart, and to research, develop and produce programming materials.

Target Audience: All visitors to the Museum.

Impact of Gift

- All research, content validation and training materials were prepared for a new Gallery Animation station on Medal Literacy – with a focus on Second World War medals.

The Medal literacy initiative has a strong connection to our mandate. Medals are one of the most common ways of recognizing military service, and a frequent feature in the Museum's galleries. This Gallery Animation is an opportunity for the Museum's Program Interpreters to coach our visitors in medal literacy and provide them with basic tools to decode some of the meaning behind medals sets.

This project has been impacted by COVID-19. The Museum was about to begin design work and acquire the fixtures and reproductions elements when closure took place in early March 2020.

We look forward to completing this project in the future when the Museum reopens.

5. EDUCATIONAL PROGRAMMING – REMEMBRANCE DAY PROGRAM

New initiative to create a signature Remembrance Day event for youth groups, and to enhance a popular highlights tour that is offered throughout the year. The FCWM funding was utilized to plan and produce program materials for the Remembrance Day, and cover all costs associated with the event. In addition, the funding also supported costs to research and develop the necessary assets to expand the highlights tour.

Target Audience: Students and youth groups and families.

Impact of Gift:

- New signature event was developed.
- First event took place on November 7, 2019 at the Canadian War Museum.
- More than 1,300 youth took part in the event.
- Completion of improved training materials to enhance and expand the highlights tour of the Museum.

The “Remembrance” Program was very well received and exceeded expectations. On November 7, 2019, the Museum welcomed over 1,300 members of youth groups, Girl Guides, Scouts, and other organized groups. They spent an evening exploring the Museum, joining in Remembrance-focused activities, and meeting veterans and other volunteers. Younger members enjoyed meeting author Mireille Messier and hearing her read her new book about brave goat named Sergeant Billy. (based on true Canadian First World War events)

The human resources support of the FCWM as volunteers during the event was extremely valuable – if not essential – in operating some of the activities and providing additional support and guidance for visitors.

Highlights Tour:

Funding for the Highlights Tour was applied to improving training materials and enhancing two thematic tours: The Remembrance Tour and the Highlights Tour for Families. The family tours are offered during the spring breaks and the Museum saw an increase in bookings during the Quebec school break.

6. ADOPT A BOOK PROGRAM

This was the 21st year of the FCWM Adopt-a-Book initiative, which enhances the Museums’ collection of resource materials by adding selected volumes each year. Each book acquired through this program features a book plate recognizing its donor.

In FY19-20, the program benefited the Military History and Research Centre with 47 new titles, bringing a grand total of titles adopted by the FCWM since 1998 to 965.

7. PARKING FOR VETERANS

The FCWM long-time support of free parking for Veterans visiting the Museum is much appreciated by our visitors and more than 400 veterans received complimentary parking at the War Museum through this gift

APPENDIX A: RECOGNITION

We are proud to recognize your investment in helping Canadians understand their country's military. Recognition continues on the Museum's Donor Wall and on the following elements, related to specific projects, as described:

RECOGNITION	
Deliverable	Status
(i) Recognition in the Museum's Annual Report.	The FCWM will be recognized in the Museum's online Annual Report for the 2019–2020 fiscal year.
(ii) Recognition on the Supply Line webpage on the Museum's website.	The following recognition statement was included on the webpage: "The Second World War Supply Line Discovery Boxes are supported by the Crabtree Foundation and the Friends of the Canadian War Museum"
(iii) Recognition on the World at War Speakers' Series Webpage	The following recognition statement was included on the webpage for each event: "Generously supported by the Friends of the Canadian War Museum."
(iv) Recognition on the School Access Program description on the CWM webpage.	The webpage was reformatted – recognition will be added once again.

ADDITIONAL RECOGNITION	
The Museum agreed to provide the FCWM 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	The Museum presented an article about the FCWM long-time commitment to fundraising for the Canadian War Museum. This article was in

triannual newsletter highlighting donors and sponsorships.	the spring 2019 edition and will remain online on the Museum's webpage. See appendix B.
(ii) The Museum agreed to issue a media release about the launch of the new Second World War Supply line Discovery Boxes.	<p>The Museum issued a Canada-wide media release on September 18, 2019 announcing the launch of the new program. Acknowledgement of support was recognized with this statement:</p> <p>"The Supply Line Second World War Discovery Boxes are supported by the Crabtree Foundation and the Friends of the Canadian War Museum" See appendix C.</p>

BENEFITS AND ENTITLEMENTS	
Deliverable	Status
(i) The Museum agreed to provide the FCWM with 10 passes to attend World at War Series.	Passes were made available to each event and FCWM attended events.
(ii) The FCWM were entitled to host an information table at each of the world at War events.	The FCWM chose not to host an information table.
(iii) The Museum agreed to keep the FCWM informed of new volunteer opportunities with respect to programs supported by the Friends.	<p>The Museum appreciated invaluable volunteer support provided by the FCWM for the new Remembrance event hosted on November 7, 2019.</p> <p>The Museum also appreciates the FCWM volunteer support throughout the year.</p>

APPENDIX B:

Copy of articles featured in Kudos - 2019

FRIENDS IN DEED



Photo: Sergeant Vincent Carboneau, Canadian Forces Combat Camera

Live Aid, the first Reagan-Gorbachev summit, Michael Jordan's rookie season: 1985 was a memorable year in many ways, not the least of which was the creation of the Friends of the Canadian War Museum. Thanks to the Friends and supporters from across Canada, the Museum moved to Lebreton Flats, regularly acquires important and unique artifacts, and brings military history to countless Canadian children.

The Friends donate their time and expertise through their active involvement in the collection of oral histories, in-gallery interpretation of exhibitions, and hands-on restoration projects.

They show enormous leadership in Museum fundraising efforts. With the unwavering support of the Friends and other dedicated donors, students can learn about Canada's military history through the Supply Line program, which brings real and replica objects into classrooms. Their enthusiasm for adopting books for the Military History Research Centre is legendary, resulting in a sold-out program in 2018.

The Museum would like to thank the Friends for their heartfelt and tireless support.

34: number of years the Friends have been active

\$17 million: funds raised by their "Passing the Torch" campaign to support the new War Museum on Lebreton Flats

918: books acquired by the Military History Research Centre through their Adopt-a-Book initiative

6,000: annual volunteer hours provided by members of the Friends

APPENDIX C:

Media Release about launch of Second World War Supply Line – September 2019



Canadian War Museum receives major gift to support youth educational programs

Ottawa, Ontario, September 5, 2019 — The Friends of the Canadian War Museum has generously given \$100,000 to the Canadian War Museum in support of educational programs for the 2019–2020 fiscal year. This is the first year since the organization was established in 1985 that the majority of the Friends’ gift will support projects dedicated to educating the next generation about our military heritage.

“The Friends has supported the Museum in a variety of ways for many years,” said Caroline Dromaguet, Acting Director General of the Canadian War Museum. “Our educational programs are an invaluable way for us to keep youth connected with Canada’s military history, and this gift enables us to continue to share that history in a number of meaningful ways.”

The Friends of the Canadian War Museum was established to support and assist the Museum in its mandate to educate, preserve and remember. The Friends donate their time and expertise through their active involvement in the collection of oral histories, in-gallery visitor interaction, and hands-on restoration projects.

The Friends’ 2019–2020 contribution will further the ability of the Museum to engage and inspire youth at the Museum and all over Canada. Within the walls of the Museum, the donation will support the School Access program, the World at War International Speaker Series, and the enhancement of programming materials for in-gallery activities. A portion will also fund the creation of a signature Remembrance Day event for youth groups visiting the Museum.

“The Friends is excited to be participating with the Museum in enhancing understanding of Canada’s military history,” said Commodore (Ret’d) Robert Hamilton, President of the Friends of the Canadian War Museum. “We are especially delighted to make this contribution toward inspiring youth.”

The Friends of the Canadian War Museum is also one of the supporters of the soon-to-be-launched Second World War Discovery Boxes to schools throughout the country. This is a new addition to the Museum’s highly successful Supply Line travelling educational program, available free of charge to Canadian schools, following the launch of the First World War

Discovery Box in 2014. The Supply Line Discovery Boxes provide students with hands-on curriculum-linked materials, complete with authentic artifacts and reproduction objects, for in-class exploration.

About the Canadian War Museum

The Canadian War Museum is Canada's national museum of military history. Its mission is to promote public understanding of Canada's military history in its personal, national, and international dimensions. Work of the Canadian War Museum is made possible in part through financial support of the Government of Canada.

About the Friends of the Canadian War Museum

The Friends of the Canadian War Museum is a federally incorporated registered charity that contributes volunteer expertise, knowledge, and financial assistance to promote and support the Museum, its programs, and its activities. Find out more at <http://www.friends-amis.org>.