



**Impact Report Presented to
The Friends of the Canadian War Museum
Fiscal 2020-2021**

July 2021

Submitted By: Linda Kincaid
Director, Major Gifts and Campaigns
Canadian Museum of History and Canadian War Museum

THANK YOU

The Canadian War Museum (the Museum) appreciates the Friends of the Canadian War Museum's (the Friends) continued support of our educational programs and projects. The COVID 19 pandemic shifted and changed the way we worked, but the Museum staff were resilient throughout and continued to develop new educational assets to help audiences explore the breadth of Canadian military history – resilience and heroism.

Thank you for your contribution of \$52,000 for fiscal 2020-21. We are pleased to report on the projects you have supported:

1. 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.

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

Impact of Contribution: We are pleased to report that despite the changing landscape schools across Canada faced due to the pandemic, Supply Line continued to reach students across the country. In fact, with school trips cancelled, and learning moving online, Supply Line discovery boxes were a vital resource for teachers and schools who have used them in increasingly creative and engaging ways.

Audience Reach: During the 2020-21 school year 30 First World War and 20 Second World War boxes were loaned – free of charge – to 267 classrooms and shared with an estimated 27,700 students. This year we reached 9 provinces and 2 territories, with some boxes travelling as far west as Qualicum, BC, as far north as Faro, Yukon and as far east as Sydney River, Nova Scotia.

Testimonials from Teachers:

“Thank you very much for this wonderful and enriching experience. The students will remember it for a long time. Already, several want to start personal research on the First World War.”

Grade 6-8 Teacher at École La Mosaique du Nord, Balmoral, New Brunswick (translation)

“I want to commend you and your team on another fantastic Discovery Box offering to Canada's schools: we loved both the WWI and WWII boxes! I didn't time this latest one very well...our graduation ceremony is tomorrow...but the students were very impressed with everything, especially the number of possessions that were NOT reproductions!! What a great gift this is to our kids.”

Teacher at Dinsmore Composite School, Dinsmore, Saskatchewan

2. REMEMBRANCE MODULE

Launched on November 3, 2020, the new online educational module about Remembrance has been well received. Created primarily for educators but suited to anyone who is looking for materials to develop a Remembrance Day event, this invaluable resource highlights artifacts, archival documents, photographs and works of art from the Museum's collections. These primary sources are supported by historical overviews, lesson plans and ready-to-use presentations that bring accounts of wartime service and sacrifice to life.

Target Audience: Educators, students and public.

Impact of Contribution: We are happy to report that phase 1 of the Remembrance Module is complete. The Museum has developed an easy-to-use, cohesive destination for Canadians — especially educators — looking for Remembrance Day resources with a focus on military history.

To facilitate an enriching experience, content can be searched by topic or resource type. The topics are Remembrance, the First World War, the Second World War, Peacekeeping, and the War in Afghanistan. Available resources include:

- 10 works of art
- 10 artifacts
- 10 documents
- 10 photographs
- 6 Every Object Tells a Story media packages (ready-to-use PowerPoint presentations)
- 5 Historical overviews
- 4 Activity modules (lessons plans)

Many of the resources are cross-referenced under other topics — expanding and contextualizing the resources, while providing flexibility for the end user.

Audience Reach: The Module has had 57,000 individual pageviews, most activity took place in the lead up to Remembrance Day and shortly after. Average session duration for the Module demonstrates active engagement and exceeds expectations.

3. PARKING FOR VETERANS

The Friends long-time support of free parking for veterans visiting the Museum is much appreciated by our visitors. Although the Museum had been closed due to pandemic restrictions for many months during fiscal 2020-21 – complimentary parking had been provided to veterans when we were open to visitors.

RECOGNITION

We are proud to recognize your contribution 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
Recognition in the Museum's Annual Report.	The FCWM will be recognized in the Museum's online Annual Report for the Fiscal 2020-21 year.
Recognition on the Supply Line webpage on the Museum's website.	The following recognition statement is included on the webpage: <i>"The Second World War Supply Line Discovery Boxes are supported by the Crabtree Foundation and the Friends of the Canadian War Museum"</i>
Recognition on the Remembrance Module	The following recognition statement is included on the Remembrance Module. <i>"Generously supported by the Royal Canadian Legion Dominion Command and the Friends of the Canadian War Museum"</i>
Recognition onsite at the Canadian War Museum	The Museum has placed two signs, each one located near the payment kiosks in the parking garage at the Museum. <i>"The Canadian War Museum is proud to offer free parking for Canadian veterans, with support from the Friends of the Canadian War Museum"</i>

ADDITIONAL RECOGNITION

The Museum agreed to provide the Friends with the following additional recognition:

Deliverable	Status
<p>The Museum agreed to feature an article about the new Remembrance Module in an issue of <i>Kudos!</i> the Museum's triannual newsletter highlighting donors and sponsorships.</p>	<p>The Museum was happy to feature an article about the Remembrance Module in the Spring 2021 edition of the <i>Kudos!</i> newsletter, with the title, "<i>Connecting Students with Remembrance</i>," which also included a quotation from Robert Hamilton, President of the Friends.</p> <p>More than 10,000 printed copies have been distributed. The article also remains on the Museum's website as a blog entry, and, an additional 567 people have read the blog, to date.</p>
<p>The Museum agreed to issue a media release about the launch of the new Remembrance Module and recognize the supporters therein.</p>	<p>The Museum issued a Canada-wide media release on November 3, 2020: "<i>Canadian War Museum Launches Online Resources for Remembrance Day</i>." We were pleased to include a quotation from Robert Hamilton, President of the Friends.</p>

IN CLOSING

The Museum was proud to take part in a cheque presentation event on July 28, 2021 – wherein the Friends presented the Museum with a cheque in the amount of \$104,000, representing their total contribution for the last two fiscals.

The Friends fiscal 2021-22 contribution will support two key educational programs, a new initiative and the much-appreciated complimentary parking for veterans visiting the Museum. We look forward to reporting back in 12 months on - Virtual School Programs, the Supply Line, Second World War program and the *In Their Own Voices: Stories from Canadian Veterans and Their Families* project.



Left to Right – John Chow, Tom Burnie, Caroline Dromaguet, Director General, Canadian War Museum, Robert Hamilton, President, Friends of the Canadian War Museum, Scott Healey, and Linda Colwell.