

**Impact Report Presented to
The Friends of the Canadian War Museum
Fiscal Year 2024–2025**



Students exploring the First World War Gallery at the Canadian War Museum

June 4, 2025

Submitted by: Linda Kincaid
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Canadian War Museum

EXECUTIVE SUMMARY

The Canadian War Museum (the Museum) sincerely appreciates the Friends of the Canadian War Museum's (the Friends) dedication to our mandate. We are thankful for your active volunteer involvement and your generous financial support during the 2024–25 fiscal year.

As per the contribution agreement, the Friends' support has been designated to the following programs:

- \$30,000 to support the Supply Line national educational outreach program
- \$10,000 to support the 2024 Youth Night Remembrance programming at the Museum
- \$50,000 to support the acquisition of a beach armoured recovery vehicle (BARV) that was deployed at Juno Beach in Normandy during the Second World War
- \$10,000 to support the free parking program for Veterans visiting the Canadian War Museum.

SUPPLY LINE EDUCATIONAL PROGRAM

We are pleased to report another successful year of the Supply Line program, now in its 11th year of operation. As part of the program, 30 First World War and 20 Second World War Discovery Boxes are available to loan. The schedule was fully booked!



The Friends' contribution of \$30,000 helped offset shipping costs for fiscal year 2024–25. Thanks to your support, we were able to deliver educational boxes—by bus, train, plane and even ATV—to some of the most remote communities across the country. For example, earlier this year, a rural school in the Northwest Territories had the opportunity to borrow one of the Supply Line Discovery Boxes. Their community, located on the Dempster Highway, is accessible only by ice road in the winter and ferry in the summer. After several months of coordination with one of the school's teachers, the box was successfully delivered by helicopter!

Target audience: National – Students from grades 4 to 12

Impact of contribution: Over the past fiscal year (April 2024 to March 2025), a total of 464 classrooms borrowed a Supply Line Discovery Box for two weeks at no cost—an increase of almost 20% over the previous year. We estimate that 46,400 students and educators

engaged with the artifacts, lesson plans and learning modules contained in the box. Discovery Boxes reached 10 provinces and 2 territories.

Testimonials:

“Thank you! I did a museum project with my grade 10 class this semester. It was super. We had other grade 10 social studies classes come through and visit... The students incorporated items from the box but built an interactive display that tried to develop a theme about their topic. The students, both the visiting classes and my students, loved it.”

From a teacher in Victoria, British Columbia

Thank you so much for your help! The class loved the World War I box.

From a teacher in Okotoks, Alberta

“Another successful time! The kids were great and really enjoyed it. As always, the artifacts opened the door to some great discussions and questions. I am so thankful for this program!”

From a teacher in Lower Sackville, Nova Scotia

YOUTH PROGRAMMING FOR REMEMBRANCE

As part of the Museum’s Remembrance programming, Youth Night took place on Friday November 8, 2024. This event gave school-aged children an opportunity to experience the Canadian War Museum and featured programming that helped them learn more about the importance of Remembrance.

Participants have full access to the Museum at this after-hours event. A highlight of the evening is meeting Veterans and learning about their experiences firsthand. The event included a number of elements, from a formal presentation on the importance of remembrance to strategy games, a scavenger hunt and painting. The Friends’ contribution of \$10,000, as well as the volunteer support provided, ensured a successful evening.

Target audience: Local – Members of Girl Guides and Scouts Canada

Impact of contribution: The event was a great success—564 members from 21 local guiding and scouting groups took part in the evening. Your contribution allowed us to deliver the program and provide refreshments to participants. Events such as these are important to educate and inspire future generations about the importance of Remembrance.

ACQUISTION OF A BEACH ARMoured RECOVERY VEHICLE (BARV)

The Museum is in the final stages of acquiring the BARV from the Tank Museum in Bovington, United Kingdom. This exceptionally rare vehicle is one of only four known to exist, and its use on Juno Beach will significantly enhance the Museum's collection.

As part of the preparation for shipping, the BARV underwent important remediation work in the United Kingdom to address potential hazardous materials. Staff and volunteers in Bovington played a key role in this effort, stepping in to clean and pressure wash the vehicle ahead of transport. Their dedication highlights the significance of this acquisition and the shared commitment to ensuring its safe and successful delivery.

The transfer agreement has been signed, and the BARV is scheduled to depart Liverpool in the first week of June, with an expected arrival in Halifax on June 20. From there, it will continue by road to the Canadian War Museum, with the final delivery date to be confirmed.

We look forward to the BARV's arrival!



Before and after images of the initial cleaning



Another image highlighting the significant restoration work required

PARKING FOR VETERANS

Our visitors appreciate the Friends' long-time support of free parking for Veterans visiting the Museum.

Target audience: Veterans

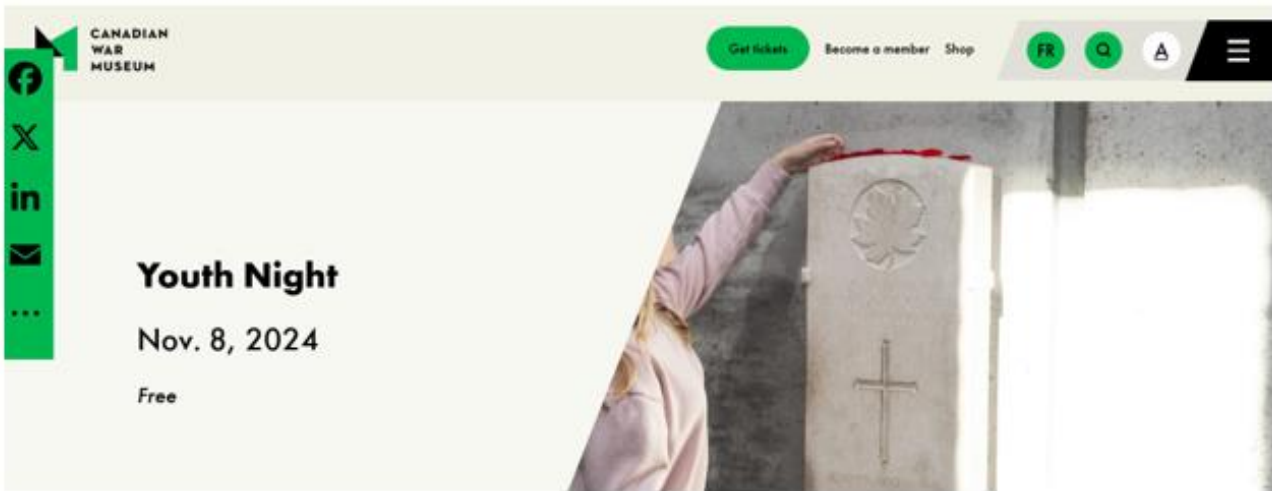
Impact of your contribution: We estimate that your contribution of \$10,000 enabled 769 Veterans to park at no cost while visiting the Museum.

RECOGNITION

We are proud to recognize your contribution to helping Canadians understand their country's military.

RECOGNITION	
Element	Status
Online: Museum's Annual Report	The Friends are recognized in the Museum's online Annual Report for the 2023–24 fiscal year (on page 68). The 2024–25 Annual Report has not been submitted yet.
Online: Supply Line	The following recognition statement is included on the Supply Line web page: "The Second World War Supply Line Discovery Boxes are supported by the Crabtree Foundation and the Friends of the Canadian War Museum."
Online: Youth Night programming	The Friends were recognized in the web promotion for Youth Night with the following statement: "Supported by the Friends of the Canadian War Museum." (See Appendix A.)
Additional recognition	The Friends continue to be recognized for their contribution in support of the In Their Own Voices: Stories from Canadian Veterans and Their Families (Voices) project. • In October, the Friends' President and a Friends board member attended the launch of the Voices online exhibit—an interactive digital module designed for educators. • The Friends are recognized as a supporter of the project in the media release from October 30, 2024, and on the Voices web module (see Appendix B).

Appendix A – Youth Night promotion



What's on Events and programming Youth Night

Special event

Activity

Youth

Remembrance activities for youth groups

Visit the Canadian War Museum for free with your youth group. Meet Canadian veterans in the gallery spaces, play strategy games, explore paintings with the help of uniform replicas, watch videos, or take part in a self-guided scavenger hunt to learn more about the experiences of Canadians during the Second World War. You can also take home a specially created badge.

Connecting directly with programs offered by Scouts Canada, Girl Guides of Canada, and the Canadian Cadet Organizations, all activities are free to groups on November 8.

Supported by the Friends of the Canadian War Museum.

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

English:

5 pm to 8 pm

French:

5 pm to 8 pm

Location:

Throughout the Museum

New online exhibition from the Canadian War Museum centres on powerful stories of the veteran

Published

Oct. 30, 2024

Ottawa, Ontario, October 30, 2024 — Explore the lasting impacts military service has had on veterans and their loved ones with a powerful new online oral history exhibition: *In Their Own Voices: Stories From Canadian Veterans and Their Loved Ones*. Through 50 compelling clips drawn from a collection of over 200 interviews, this virtual exhibition and online resource unveils often-overlooked narratives and offers personal reflections on how conflict has shaped the lives and legacies of individuals, communities, and Canada as a whole.

“*In Their Own Voices* highlights the continued impact of military service and the ways in which it can be profound, intimate and far-ranging,” said James Whitham, Director General of the Canadian War Museum. “This online exhibition — and indeed the whole collection of interviews — will provide an important research and teaching tool for today and for future generations.”

With its focus on life after service, this online resource provides a window into the “hidden history” of the veteran experience, and helps visitors connect to the stories through personal and revealing interviews. Sweeping through military service from the Second World War to the present day, these selected video and audio clips cover such conflicts as the Korean War and the war in Afghanistan, as well as other conflicts and peacekeeping missions. Audiences can search by conflict or military experience, or choose from 12 themes that explore topics like the transition to civilian life, nostalgia, remembrance, and reflections on kinship and identity. There are also options to explore specific perspectives or to experience the collection through curated playlists.

For educators, the digital module features a dedicated resources section designed to spark conversations and encourage deeper research in the classroom and at home. Resources include historical overviews, a student activity on how to analyze oral history interviews, and a teaching tool for facilitating conversations about difficult historical subjects. More resources will be added in the future, including objects-based learning tools, guidance on how to conduct your own oral history interviews, and additional historical overviews.

In Their Own Voices: Stories From Canadian Veterans and Their Loved Ones is generously funded by donors including the A. Britton Smith Family; the Azrieli Foundation; Arthur B.C. Drache, C.M., K.C., and Judy Young Drache; The Royal Canadian Legion; The Legion National Foundation; Friends of the Canadian War Museum; the Crabtree Foundation; Robert Stollery, in honour of his service in the Second World War; Colonel (Ret’d) Stanley A. Milner, O.C., A.O.E., M.S.M., C.D., LL.D.; and individuals from across Canada.

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 the financial support of the Government of Canada.

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