CANADIAN WAR MUSEUM
MUSÉE CANADIEN DE LA GUERRE

Impact Report Presented to
The Friends of the Canadian War Museum
Fiscal Year 2025-2026



June 8, 2026

Submitted by: Linda Kincaid
Director, Major Gifts and Campaigns
Canadian War Museum

EXECUTIVE SUMMARY

The Canadian War Museum appreciates the Friends of the Canadian War Museum ongoing dedication to our mandate and programs. Fiscal 2025–26 was an especially memorable year for the Museum, marked by significant moments of commemoration and celebration, including the 80th anniversary of the end of the Second World War, the 20th anniversary of the opening of the Museum building at LeBreton Flats, the successful War Machines weekend in August and the In Their Own Voices oral history conference in October. These important initiatives were made even more meaningful through the continued participation and support of the Friends.

We are pleased to provide you with this report that demonstrates the impact of your support for the following projects in fiscal 2025-26:

- $50,000 to support the War Machines event in August 2025.
- $30,000 to support the Supply Line national educational outreach program.
- $10,000 to support the 2025 Youth Night Remembrance programming at the Museum
- $10,000 to support the free parking program for Veterans visiting the Canadian War Museum.

WAR MACHINES

War Machines Weekend brought the thrill of roaring engines to visitors at the Canadian War Museum from August 8 - 10, 2025, as history came to life through three days of immersive programming. In recognition of the 80th anniversary of the end of the Second World War, this year's event featured military vehicles from the era, showcased both in static displays and in motion on the demonstration track. New viewing stands provided visitors with an enhanced vantage point to experience firsthand the powerful rumble and movement of these historic machines.

Programming throughout the weekend included a sold-out opening evening event, tank talks, vehicle demonstrations, and interpretive displays, creating a dynamic, engaging and intergenerational experience for Museum visitors. Military history experts were on site throughout the event, sharing their knowledge and offering educational insights into the significance of the vehicles and artifacts, and the role they played in shaping world history. https://www.warmuseum.ca/war-machines-weekend

Target Audience: Families, Veterans and military vehicle enthusiasts

Impact of Contribution: Thanks to your support, the War Machines Weekend provided approximately 3,800 visitors with an immersive and memorable opportunity to experience history in motion. Support for this program helped foster education, remembrance, and community engagement while creating lasting connections between visitors and Canada's military history.

Images from War Machines:





SUPPLY LINE EDUCATIONAL PROGRAM

Supply Line has continued in popularity and and was fully booked for the 2025-2026 school year. Thank you for your generous support; you have been with us right from the begininng and now the program has completed its 12th year! The Friends' contribution of $30,000 helped offset shipping costs of 30 First World War and 20 Second World Discovery boxes across Canada. Unfortunately, the postal strike impacted delivery and caused the cancellation of 9% of the loans in the first booking session – September to December – resulting in a decrease from the previous year.

Over the past school year, a total of 374 classrooms borrowed a Supply Line Discovery Box for two weeks at no cost. We estimate that 37,400 students and educators engaged with the artifacts, lesson plans and learning modules contained in the box. Discovery Boxes reached 10 provinces and 2 territories. Interestingly, PEI had a record number of loans, while loans to other provinces were consistent with population size.

Province/Territory	Number of Loans
Yukon	1
British Columbia	50
Alberta	41
Saskatchewan	6
Manitoba	14
Ontario	171
Quebec	68
Newfoundland	1
New Brunswick	7
Nova Scotia	13
Prince Edward Island	7

Target audience: National – Students from grades 4 to 12

Impact of contribution: We received many favourable testimonials from educators, but we believe the following captures the impact of this program:

"My students held a museum in the library today and had classes (many) come through while they presented their artifacts to small groups. We are a dual stream school which means that we are functioning in two languages. In a place that functions in one almost exclusively. My students don't get the opportunity in BC to speak French in authentic ways very often and they feel far away from the beauty, history and bilingualism of a place like Ottawa.

Today was an exception, I heard kids excited to present their objects after having done additional research and looking at it from a historian's perspective. I learned from them today. 20+ years as a socials teacher and I learned things from my students that I hadn't known before. The connections and the questioning were outstanding. Some of them I have rarely heard speak and they spoke with confidence and enthusiasm and treated their artifacts as precious objects. They felt connected to their artifacts and to Canadian history".

YOUTH PROGRAMMING FOR REMEMBRANCE

As part of the Canadian War Museum's Remembrance programming, Youth Night took place on November 6, 2025. This special evening offered school-aged children an engaging opportunity to explore the Museum and deepen their understanding of Remembrance through hands-on activities and interactive learning experiences.

For the 2025 event, the Museum partnered with students from the Music, Art, and Communications Technology departments at Glebe Collegiate Institute and Lisgar Collegiate Institute. Together, they presented a Youth Night concert, showcased student-created projects and displays, and led a take-home art activity commemorating the 80th anniversary of the Liberation of the Netherlands and the liberation of Allied prisoners of war during the Second World War.

Designed to complement programming offered by Scouts Canada, Girl Guides of Canada, and the Canadian Cadet Organizations, all Youth Night activities were provided free of charge. Students also created a commemorative badge for participants, offering a lasting reminder of the evening's themes and experiences.

Target Audience: Local members of Girl Guides, Scouts Canada, and the Canadian Cadet Organizations.

Impact of Your Contribution: The event was a tremendous success, welcoming 870 participants – a 54% increase from previous year! Your contribution of $10,000, along with volunteer support, enabled the Museum to deliver this free program and provide refreshments for attendees. By supporting Youth Night, you helped create a meaningful educational experience that engaged young people with Canada's military history and fostered a deeper appreciation of remembrance and service.







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 555 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 and BENEFITS	
Element	**DETAILS**
Online: War Machines Weekend	The following credit line together with the Friends logo appeared on the War Machines webpage: (se appendix c) "Generously supported by the Friends of the Canadian War Museum" Generously supported by the Friends of the Canadian War Museum. F C W M ✦ A M C G
On site: War Machines Weekend	Credit line and Friends logo appeared on the external banners displayed around the viewing track. (see appendix A)
On site: War Machines Weekend	Credit line and Friends logo appeared on the electronic screens in the Museum lobby for the duration of the event.
On site: Activation for War Machines Weekend	The Museum was delighted to welcome the Friends' on-site presence in the Museum lobby and appreciated the opportunity for the Book Store to remain open during the event. 
On site: Activation for War Machines Weekend	The Museum was pleased to provide tickets to members of the FCWM Board to attend the opening event on Friday August 8, 2025.
Eblast: War Machines Weekend	Credit line and logo appeared on the August "What's On" eblast distributed to Museum constituents. (see appendix B)

Media: War Machines Weekend	The Museum promoted the event in traditional media and through social media: Traditional media: • 10 mentions across local media. • Total reach - 794,600 Social Media • 183- Published posts – including content and videos • 1,237,662 - Canadians reached across all platforms • 293,400 - Canadians reached from our two top-performing posts • 31,117 - Engagements
Online: Museum's Annual Report	The Friends are recognized in the list of major donors in the Museum's online Annual Report for the 2025-26.
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 C.)
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. The Friends were recognized in the media release about the acquisition of the M4A2 Sherman Beach Armoured Recovery Vehicle (BARV) on July 2, 2025, with the following statement: *"Its transportation to Canada is due to the generous support of the Friends of the Canadian War Museum"*

Appendix A – Promotional Banners





Appendix B – Eblast

WHAT'S ON

AUGUST 2025



WAR MACHINES WEEKEND

Saturday, August 9 and Sunday, August 10
Free with general admission

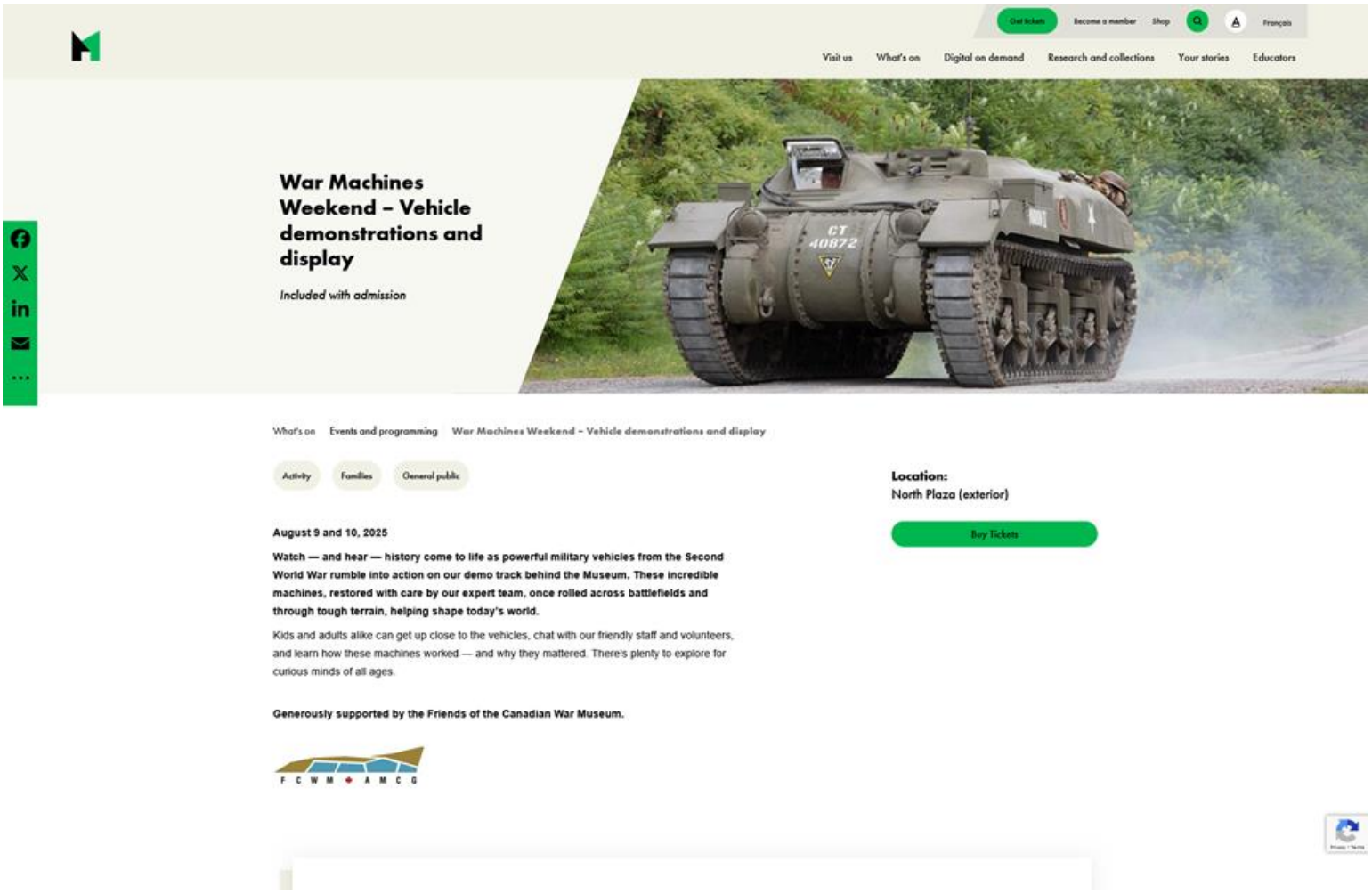
Watch — and hear — history come to life as powerful military vehicles from the Second World War rumble into action on our demo track behind the Museum.

Great food, live music, and tanks on parade — it all happens here. Grab a seat and stay a while!

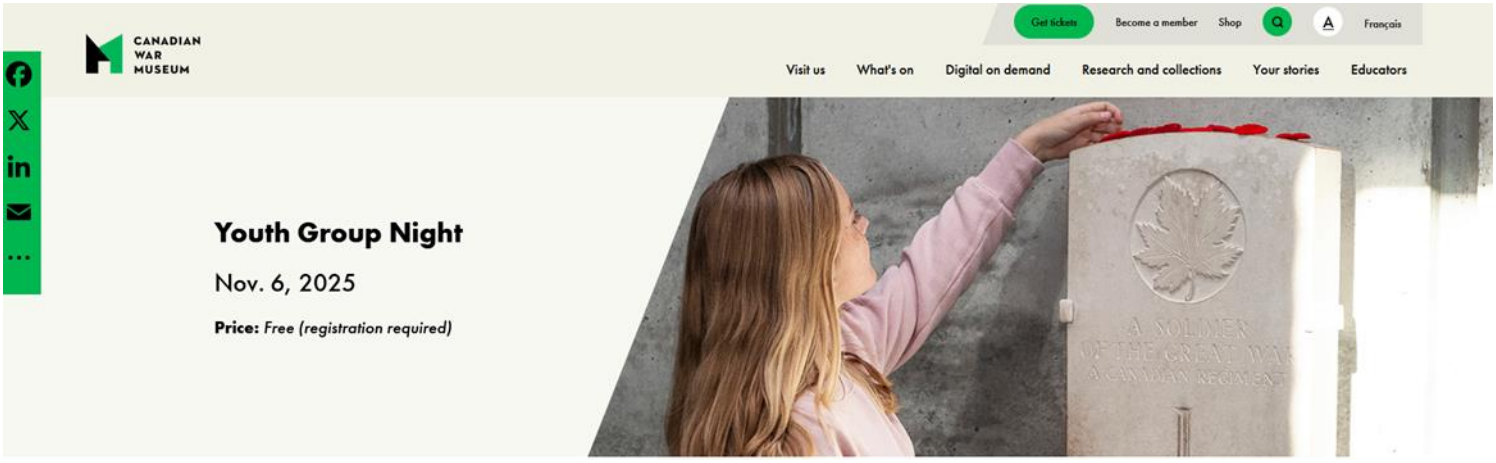
Generously supported by the Friends of the Canadian War Museum

MORE INFORMATION

Appendix C – Web page:



Appendix D – Youth Group Night



What's on | Events and programming | Youth Group Night

Special event | Activity | Youth

Remembrance Activities for Youth Groups

Visit the Canadian War Museum for free with your youth group.

Students from the Music, Art, and Communications Technology Departments at the Glebe Collegiate Institute and Lisgar Collegiate Institute will come together to present a special Youth Night concert event, showcase special projects and displays, and lead a take-home art activity commemorating the 80th anniversary of the Liberation of the Netherlands and the liberation of Second World War soldiers.

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 6. The students have also designed a special NEW badge for you to take home!

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

Supported by the Friends of the Canadian War Museum.

English:
5 pm to 8 pm

French:
5 pm to 8 pm

Location:
Throughout the Museum