



THE VIMY FOUNDATION  
LA FONDATION VIMY

CANADIAN CENTRE FOR THE GREAT WAR  
CENTRE CANADIEN POUR LA GRANDE GUERRE

# 2022

## ANNUAL REPORT

*BUILDING THE FUTURE, INSPIRED BY THE PAST*







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# LETTER FROM THE CHAIR OF THE BOARD OF DIRECTORS



Dear Friends of the Vimy Foundation,

It is my pleasure to present to the Vimy Foundation's Annual Report for 2022. In my first year as the Chair of the Vimy Foundation, we commemorated the 105th anniversary of the Battle of Vimy Ridge with the launch of our digital project, Vimy: A Living Memorial. This innovative project allowed us to honour the sacrifices made by Canadian soldiers while providing a global educational platform for people to learn more about the First World War.

I would also like to extend my thanks to Christopher Sweeney, our Past Chair, for his invaluable contributions and tireless dedication during his tenure and Christopher's ongoing advocacy and commitment to the Vimy Foundation, now as a Governor.

Additionally, I would like to say a special thank you to the John C. and Sally Horsfall Eaton Foundation, along with the entire Eaton Family, for their Incredible support. Veterans Affairs Canada has been instrumental to our success and many thanks to them for their exceptional partnership and collaboration.

Finally, I would like to express my gratitude to our board of directors and talented executive team for their guidance and leadership. Your work has allowed us to share the Vimy Foundation's mission, ensuring our shared histories resonate for generations to come.

Central to our success are our wonderful donors, partners, students and friends. I extend my heartfelt appreciation for your support. It is an honour to collaborate with you as we envision the evolution of commemoration and education. Your contributions, both in kind and spirit, serve as the driving force behind our transformative programs that shape tomorrow's leaders. With profound gratitude, I extend my deepest thanks for your continued stewardship which has allowed us to continue our mission of forging a future - shaped by the lessons of the past.

Carolyn Patton  
Chair, The Vimy Foundation

# LETTER FROM THE EXECUTIVE DIRECTOR



Dear Friends of Vimy,

The Vimy Foundation had an exciting year in 2022. We marked the 105th anniversary of the Battle of Vimy Ridge on April 9th, 2022, launched our digital project Vimy: A Living Memorial, released our new five year strategic plan, and returned both of our flagship education programs, The Beaverbrook Vimy Prize and The Vimy Pilgrimage Award, to Europe for the first time since 2019.

Our team grew, and our Foundation grew, as a result of our amalgamation with our longtime commemoration partner, The Canadian Centre for the Great War. Now with an expanded staff of eight, and a museum collection housed in Montreal, we look forward to continuing to provide educational resources, digital programming, and travelling exhibitions to Canadians wherever they are.

In April 2022, I had the privilege of working with the President of the George and Helen Vari Foundation, Madame Helen Vari, and her team to open the Vari Gate in the Vimy Foundation Centennial Park. It was my first time working with her, though Madame Vari has been a long time and generous supporter of the Vimy Foundation. Madame Vari has since passed away, and I treasure the time that I got to spend with her and her family last spring. I would like to especially thank Madame Vari's niece, Agnes Hilkenne, for her guidance, kindness, and support, as we worked together to make the event as memorable as possible.

I would also like to thank our partners in our Vimy: A Living Memorial project; Veterans Affairs Canada, the Carswell Family, the National Film Board, the Canadian War Museum, and Canada Post for their support, creative vision, and participation. By the end of 2022, the project had been viewed over 11 million times, and we looked forward to providing a high quality digital experience to the thousands of visitors to the Canadian National Vimy Memorial for years to come.

Finally, to all of our partners, donors, students, board, and our staff, you have my most sincere gratitude. Our work is possible because of you and your commitment to the cause. I am so grateful to continue to share the Vimy Foundation vision with you, and to work together to continue to build the future, informed by the past.

Caitlin Bailey  
Executive Director, The Vimy Foundation





The Beaverbrook Vimy Prize recipients during their visit to the Beaumont-Hamel Newfoundland Memorial.



The 2020 Beaverbrook Vimy Prize recipients during their visit to the Vimy Memorial

The Beaverbrook Vimy Prize also returned to Europe for the first time since 2019. The recipients from Canada, France, and the United Kingdom were selected in 2020 and eagerly awaited the opportunity to participate in the program under more optimal travel conditions. Their patience was rewarded in August 2022, when the group visited Canadian and global sites connected to the First and Second World Wars in Belgium and France.

During the twelve-day program, which was generously supported by the Beaverbrook Canadian Foundation and Air Canada, students engaged in critical discussions and debate about major historical world events; presented individual and group research projects; and gained new skills which they will be able to apply to any number of future education and career opportunities. The group also had the exceptional experience of participating in commemorations for the 80th anniversary of the Dieppe Raid, in the presence of Canadian and French dignitaries, veterans, and fellow Canadian and French youth.

Thanks to the expertise of the education team leading the program, the students garnered new global perspectives on major events in world history.

Congratulations to the recipients!







The 2022 Vimy Pilgrimage Award recipients during their visit to the Vimy Memorial

## THE VIMY PILGRIMAGE AWARD

The Vimy Pilgrimage Award (VPA) program returned to Europe for the first time since 2019. Thanks to the generous support of Scotiabank, Air Canada, and the Love Family Foundation, twenty-one deserving youth from 9 provinces and 1 territory received the award for their impactful contributions to their communities.

The recipients had the opportunity to visit important First World War sites in Belgium and France and learn alongside their peers. To expand their knowledge and understanding of the war and those who served, the students completed individual research projects to honour a soldier or nurse and group projects to explore themes and topics that are not often taught in the classroom. A highlight for the group was their participation in the Remembrance Day Ceremony at the Canadian National Vimy Memorial.

Led by a team of educators and historians, the program continues to offer students unique insights into the history of the war from Canadian and global perspectives, in ways that are inclusive and relevant to the interests of youth today.

Congratulations to all recipients!





## THE VIMY FOUNDATION ALUMNI COUNCIL

### Ensuring the voice of youth in our programming

In 2022, The Vimy Foundation launched the Alumni Council; a cohort of former youth-program participants who volunteer their time to advise on current and future programming. Composed of alumni from programs dating as far back as 2014, more than 35 youth (and counting!) are now part of the Council. Led by two Co-Chairs and two Co-Secretaries, Council members meet virtually to discuss how the Foundation's youth initiatives can continue to remain inclusive, relevant, and cutting-edge for young people today. Two committees focused on programs as well as outreach and communication provide strategic suggestions on key areas of the Foundation's work.

The Alumni Council plays an integral role in helping shape the future of history programming at The Vimy Foundation.

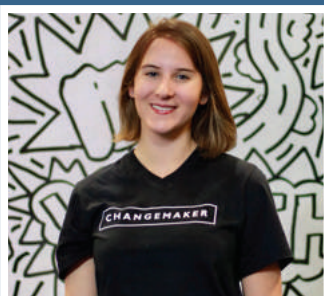


**Claire Belliveau**  
ALUMNI COUNCIL CO-CHAIR

"The experience I had with the Vimy Foundation, as a 2017 BVP recipient, prepared me for my future in ways that I never could have imagined.

It led me to work as a student guide at the Canadian and Newfoundland First World War Memorials in France in the fall of 2019 and now I work in the Department of Intergovernmental Affairs for the province of Nova Scotia, assisting on the Military Relations file.

I am incredibly grateful for the Vimy Foundation and the opportunities it has provided me since."



**Amy Spearman**  
ALUMNI COUNCIL MEMBER

"As a young person who is working towards a career in diplomacy and international relations, I often reflect back on my time as a participant with the VPA in 2018. The VPA undoubtedly solidified in me my passion for advocating for human rights and positively representing Canadian youth voices and Canada in the international community. After participating in the VPA, I have come to deeply value experiential learning and I hope to continue to promote this way of learning in my future career and during my time as a member of the Vimy Foundation Alumni Council."

## CELEBRATING VIMY 105



2022 marked the 105th anniversary of the battle of Vimy Ridge. For the occasion, the Vimy Foundation travelled to France to commemorate the event and launch its newest digital initiative, Vimy: A Living Memorial On April 9th at the visitor centre at the Canadian National Vimy Memorial with our partners from Veterans Affairs Canada, the National Film Board, and the Canadian War Museum.

Since then, the Expedition mobile app has been downloaded more than 60,000 times, and multiple user testimonies have been added to the Digital Pilgrimage; the two complementary assets the Living Memorial project offers. It has become a key component of the visitor experience at the Vimy Memorial, as well as an innovative tool for active commemoration and allows Canadians from across the country, or people internationally, the chance to experience Vimy from anywhere in the world.

The Digital Pilgrimage also received a nomination as one of the Palmarès at the 2023 Numix Awards in Quebec for the Cultural Web Production Category.



*Deputy Minister of Veterans Affairs Canada  
Paul Ledwell at the Visitor Centre  
for the Vimy: A Living Memorial launch  
Event, April 9th, 2022.*



In 2022, members of the Vimy Foundation had the opportunity to participate in regular Remembrance Day commemoration activities for the first time since 2019. The day was marked with the laying of 11 wreaths at Remembrance Day ceremonies in cities across Canada including Montreal, Calgary, Ottawa, and Vancouver. Members of the Foundation also participated in 11 national interviews including a 3-minute segment on CTV Montreal exclusively featuring the Vimy Foundation. On November 4th our Executive Director, Caitlin Bailey, also participated in the opening of the re-designed Remembrance park in Verdun, Quebec, which included the planting of a Vimy Oak.

It was a pleasure for all of us at the Foundation to be part of Remembrance Day 2022 in person, and with so many other Canadians who made the effort to attend.



Vimy Foundation Chair Carolyn Patton and VPA recipient Roshni Dwivedi laying a wreath on Remembrance day in Edmonton, Alberta.



Unveiling of Remembrance Park in Verdun, Quebec, with the Honourable David Lametti, Mayor of Verdun Marie-Andrée Mauger, Vimy Foundation Executive Director Caitlin Bailey, and Montreal City Councillor Sterling Downey.

## THE CANADIAN CENTRE FOR THE GREAT WAR

### Our new partner in commemoration

In the summer of 2022, the Vimy Foundation amalgamated with our longtime partner the Canadian Centre for the Great War, a not-for-profit museum collection that aims to promote and make accessible the social history of the First World War in Canada. Grouping the two organisations under one administration enabled the CCGW to increase its audience and broaden its outreach, and brought the Vimy Foundation access to its considerable archival and museum collections, housed in Montreal.

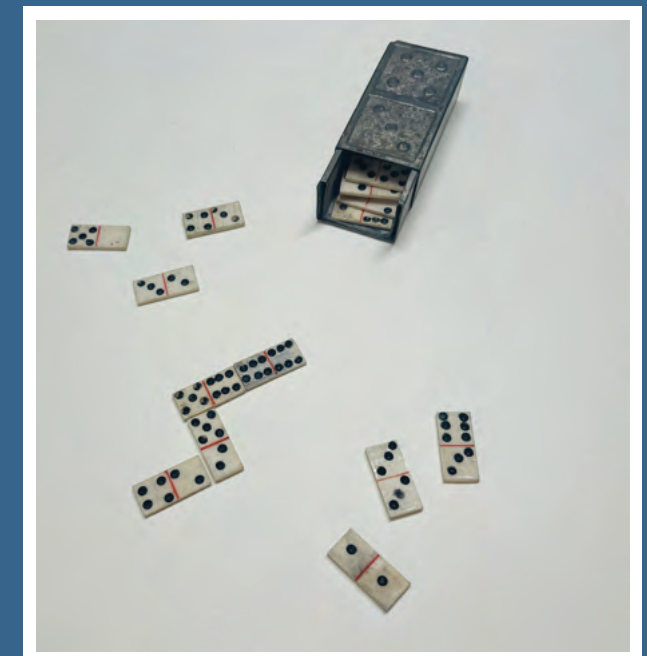
As the exhibition arm of the Vimy Foundation, the Canadian Centre for the Great War will continue to stage national travelling exhibitions, run in-school workshops in our home city of Montreal, and to collect artefacts and archives related to the Canadian experience of the First World War.

### Interested in seeing the collection or visiting?

Visit [www.greatwarcentre.com](http://www.greatwarcentre.com) for digital exhibitions, collection access, or to book a tour.



The Archives at the Canadian Centre for the Great War in Montreal, QC.



A set of miniature dominos used by soldiers of the First World War, CCGW collection



## VIMY INSPIRES TOMORROW

The Foundation ran its second full year of our community leadership program, Vimy Inspires Tomorrow, throughout the 2022-2023 school year. Vimy Inspires Tomorrow seeks to foster and develop leadership skills for youths between the ages of 13 and 17. After participating in six modules which draw on First World War history, student participants submit a compelling community-building project for the chance to receive a \$1,500 grant to achieve their goals. Our first grant recipient, Daniel Marques, was announced in the spring of 2023 for his plan to create a newcomers welcome group in Marpole, Vancouver. Applications for the 2023-2024 school year open in September.



## SHELL SHOCKED TRAVELLING EXHIBIT

As part of its travelling exhibition mandate, The Canadian Centre for the Great War completed the development of its 6th national travelling exhibition, Shell Shocked: The Long Road to Recovery, which is travelling to various museums and organisations across Canada in 2023. We would like to extend a special thank you to our partners in this exhibition, Heritage Canada, Veterans Affairs Canada, and the Zeller Family Foundation, for making Shell Shocked a reality.

## VIMY PINS

During Vimy Week 2022, the Vimy Foundation was pleased to see that all Members of Parliament, The Senate, and Veterans Affairs Canada staff were offered Vimy pins. We would like to thank our partners at Veterans Affairs Canada for making this possible.



Fort de Beaumont, a coastal defence fort built during the First World War, photo: Gaston Cadrin, 2018

## ADVOCACY

Working with local partners, the Vimy Foundation successfully prevented the demolition of the historic First World War gun emplacement, the Fort de Beaumont, in Beaumont, Quebec. The site is now under consideration for classification as a provincial heritage site by the Gouvernement du Québec.

## OPENING OF THE VARI GATE

On April 8th, 2022, the Foundation was pleased to open the Vari Gate in the Vimy Foundation Centennial Park in the presence of Madame Helen Vari, C.M, Grand Officier de la Légion d'honneur and President of the George and Helen Vari Foundation, The Honourable Lawrence MacAulay, Minister of Veterans Affairs Canada and Monsieur Pierre Sénéchal, Maire of the Commune of Givenchy-en-Gohelle. We would like to thank the over eighty guests who travelled from France and Canada to attend the opening, and the Toronto Scottish Regiment for their participation in the ceremony.

## THE EATON WALKWAY

In March 2022, the Vimy Foundation announced the planning and construction of the Eaton Walkway, which will finish the entry of the Vimy Foundation Centennial Park and link the property to the Canadian National Vimy Memorial site. We are extremely grateful for the 1.5 million dollar contribution of the Eaton family foundations towards the project, which will open in 2024.

The Foundation would also like to thank the Whitmer Trudel Foundation and the family of Robert Thomas Ruggles for their significant contribution to the Centennial Park in 2022, which will allow the installation of six custom entry gates in the park.

## IN MEMORIAM:

The Vimy Foundation continues to mourn the passing of Madame Vari in March 2023, and is grateful for the chance to have opened the Vari Gate with her the year before.



The Honourable Lawrence MacAulay, Minister of veterans affairs, speaking at the opening ceremony for the Vari Gate.



Monsieur Pierre Sénéchal, Maire of the Commune of Givenchy-en-Gohelle, speaking at the opening ceremony for the Vari Gate



The Honourable Lawrence MacAulay, Minister of Veterans Affairs with Madame Helen Vari at the opening ceremony.



Madame Helen Vari in front of the Vari Gate with the Toronto Scottish Regiment

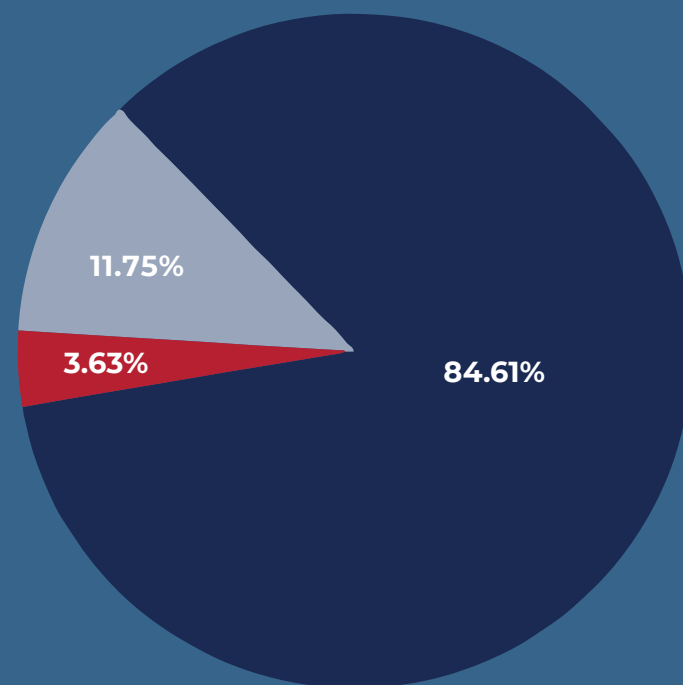


## Revenue: \$ 1 061 404

Unrestricted : 11.75%

Restricted: 84.61%

Merchandise: 3.63%



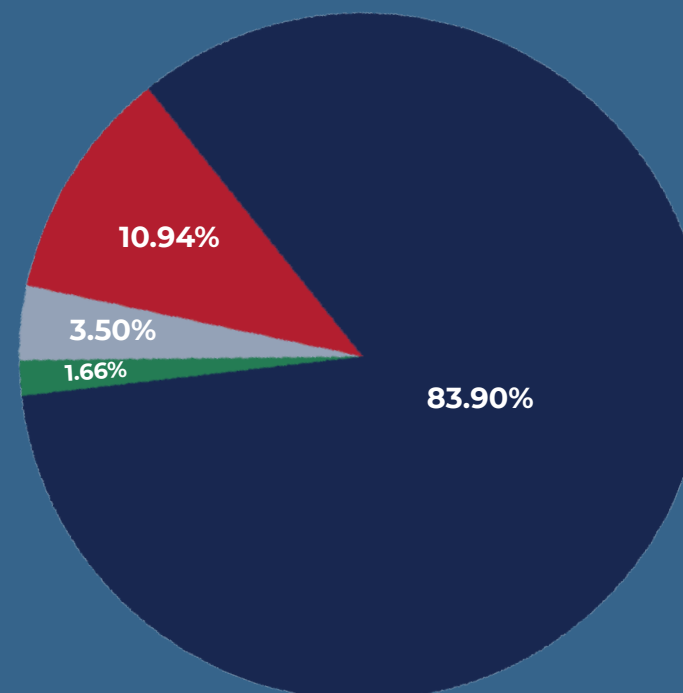
## Expenses: \$1 043 927

Programs: 83.90%

Merchandise: 1.66%

Operations: 3.50%

Admin: 10.94%



NOTE: Post amortisation, total revenue is \$ 1 061 404 and total expenses are \$ 1 095 519

## ACKNOWLEDGEMENTS

### PROGRAM PARTNERS

**BEAVERBROOK VIMY PRIZE**  
THE BEAVERBROOK CANADIAN FOUNDATION

**BEYOND THE RIDGE**  
ANONYMOUS

**VIMY INSPIRES TOMORROW**  
VETERANS AFFAIRS CANADA

**VIMY PILGRIMAGE AWARD**  
SCOTIABANK  
THE LOVE FAMILY FOUNDATION  
THE RANDHAWA GROUP

**TRAVEL PARTNERS**  
AIR CANADA  
CANADIAN NORTH

**SPECIAL MENTIONS**  
GREG LATREMOILLE  
THE JACKMAN FOUNDATION  
THE JIM AND LAVERNE POWOWICH FOUNDATION  
JOANNE R. SUTHERLAND  
THE NATHAN AND LILY SILVER FOUNDATION

**MEDIA PARTNERS**  
POST MEDIA  
PORTS OF TORONTO- BILLY BISHOP  
INTERNATIONAL AIRPORT

### VIMY: A LIVING MEMORIAL

**PARTNERS**  
THE CARSWELL FAMILY  
THE NATIONAL FILM BOARD OF CANADA  
VETERANS AFFAIRS CANADA

**CREATIVE PARTNERS**  
LIFT INTERACTIVE  
LA BOÎTE INTERACTIVE  
MIRARI

**CONTENT PARTNERS**  
CANADIAN WAR MUSEUM  
CANADA POST  
HISTORICA CANADA

### COMMUNICATION PARTNERS

CBC – RADIO-CANADA  
JOE MEDIA GROUP  
VANGUARD  
VIA RAIL CANADA  
PARKS CANADA

### THE VIMY FOUNDATION CENTENNIAL PARK

THE WHITMER TRUDEL FOUNDATION

### THE EATON WALKWAY

THE CATHERINE AND FREDERIK EATON  
CHARITABLE FOUNDATION  
THE JOHN C. AND SALLY HORSFALL  
EATON FOUNDATION  
THE THOR E. AND NICOLE EATON  
FAMILY CHARITABLE FOUNDATION

### SPECIAL MENTIONS

ALENTOURS EVENEMENTIEL  
JUDITH-ALEXIA BÉRUBÉ-ROBIN  
COLAS NORD-EST  
LES JARDINS DE NICOLAS  
LA COMMUNE DE GIVENCHY-EN-GOHELLE  
AUDREY WAREMBOURG

### THE CANADIAN CENTRE FOR THE GREAT WAR

**EDUCATION WORKSHOP PROGRAM**  
THE HAY FOUNDATION

**TRAVELLING EXHIBITION PROGRAM**  
HERITAGE CANADA  
VETERANS AFFAIRS CANADA  
THE ZELLER FAMILY FOUNDATION

### SPECIAL MENTIONS

THE PHILIP AND JUDITH WEBSTER  
FAMILY FOUNDATION



# BOARDS AND STAFF

The Vimy Foundation is very fortunate to have dedicated individuals who have devoted their time and efforts to furthering the Foundation’s goals. They each bring an impressive slate of experience and skills to oversee the management and the major policy decision-making of the organization.

**FOUNDER, THE VIMY FOUNDATION**  
ANDREW POWELL (1930 – 2014)

**FOUNDER, THE CANADIAN CENTRE  
FOR THE GREAT WAR**  
MARK CAHILL

**PATRONS**  
BRUCE BOLTON  
STUART IVERSEN  
REFORD MACDOUGALL  
DESMOND MORTON (1937 – 2019)  
DEAN OLIVER  
VINCENT PRAGER  
WILLIAM STAVERT (1934 – 2017)

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GENERAL (RET'D) RICK HILLIER

**GOVERNOR**  
CHRISTOPHER SWEENEY

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**VICE CHAIR**  
KENT HOVEY-SMITH

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DANIEL FRAJMAN  
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DEBORAH WOLFE

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JONATHAN LEIGH  
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CLAIRE CARNY

**COMMUNICATIONS COORDINATOR**  
KEVIN MCGAW

**EDUCATION LEAD**  
ALICIA DOTIWALLA

**EDUCATION PROGRAMS COORDINATOR**  
PIERRE WAVELET

**PROJECT COORDINATOR**  
PAMELA PLAMONDON

**PROJECT COORDINATOR**  
FLORENCE REGIMBALD-ROY

**COLLECTION MANAGER**  
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