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Dear Friends of the Vimy Foundation

I am pleased to present the Vimy Foundation’s Annual Report for 2020. I would like to take this opportunity to thank you for your support and passion for our cause during this past very difficult pandemic year. As we navigated the many changes and challenges that arose, we could not have done it without your help.

Just to refresh us all on why remembering Vimy is important; on Easter Sunday, 9 April 1917, 100,000 Canadian soldiers fought together at Vimy for the first time and secured a rare, stunning victory for the Allied forces. Arguably, for the first time ever the world paid attention to something that our young country had done. From Vimy, the emboldened Canadian Corps went on to a string of victories, beginning with Hill 70 and finishing with the liberation of Mons. We recall these momentous events to remind Canadians of what we as a nation can do when faced with enormous challenges.

The Vimy Foundation, through its experiential education programs and commemorative initiatives like the Visitors Education Centre and the Vimy Foundation Centennial Park, works daily to ensure that Canadians never forget the nation-building effects of the First World War on Canada, and our capacity to overcome the biggest of challenges. As we approach the end of the COVID-19 crisis, the work of the Vimy Foundation continues as we encourage still more Canadian youth to engage and lead within their communities, building a future inspired by the past.

Sincerely,

Christopher Sweeney,
Chair, the Vimy Foundation

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Like all of you, I was happy to see 2020 end and to move on to a new year. However, when I stopped and reflected, despite the challenges and heartbreak of the pandemic, I can happily say that the Vimy Foundation had a very good year.

We welcomed two new cohorts of Vimy Pilgrimage Award and Beaverbrook Vimy Prize students, celebrated 15 years since our first student program and launched several new and exciting initiatives with national partners, including our very well received webinar and podcast series “Beyond the Ridge”. In this strange year, we took the time to reflect on what was important about our message and how we could continue to work with youth and the public to open new conversations about Canada's First World War experience.

I am also proud to announce the launch of the Foundation’s newest youth program “Vimy Inspires Tomorrow”, a history-inspired leadership program delivered nationally by community partners.

Running our ambitious programs, continuing to work in the Centennial Park through several successive lockdowns and converting our functions to remote work were extremely challenging. I would like to sincerely thank my staff colleagues and the board for their support and patience, and our programs funders for their flexibility as we navigated 2020 together.

I hope you will join us in 2021 to continue to build the future, inspired by the past.

Sincerely,

Caitlin Bailey,
Executive Director, the Vimy Foundation
The seventh edition of the Vimy Pilgrimage Award (VPA) once again recognized the meaningful actions and volunteer work of an exceptional group of youth from across Canada who are making positive contributions within their communities. We are continually impressed by the unique and constructive ways that the VPA recipients contribute to bettering the world around them. The 2020 group was no exception.

The culmination of the 2020 VPA program took on a different form due to pandemic-related restrictions that prevented travel to France and Belgium. With support from program sponsors, Scotiabank and Air Canada, the program’s education team created a virtual conference, during which award recipients engaged with historians, dignitaries, and their peers on complex themes related to First World War history in Canada.

While the format was different, the spirit of the program and the critical learning experience it offers remained steadfast, thanks to the dedication and engagement of the VPA recipients and the education team.

Since the program was established in 2006, more than 180 outstanding students have been awarded the prestigious Beaverbrook Vimy Prize. In 2020, thanks to support from Beaverbrook Canadian Foundation, fourteen students from across Canada, one student from France, and one from England joined this group.

While the pandemic forced the postponement of the overseas, immersive educational experience, the recipients have remained engaged and dedicated. Throughout the past year, they have had opportunities to virtually engage with the education team and with each other. Over the coming months, they will continue to learn new perspectives on the connected First and Second World War histories of Canada, Great Britain, and France through readings, and participation in group discussions and history-based activities.
Vimy is a symbol of unity just like the events organized by the Foundation. There, I witnessed motivated, engaged, and brilliant youth, who came together because they wanted to better understand our common past and who we are. They are the very image of the legacy of Vimy. They form a whole, united by our past and the hope of a peaceful future. Together.

Joining VPA has further stimulated this intellectual curiosity of mine as to how stories can connect us all. Hence, studying history has not only made me a better storyteller, but a lifelong learner who devotes a sensitive pair of eyes and ears for complex injustices ingrained in our society.

ELLIO T G RONDIN, GRANBY, QC
2020 VIMY PILGRIMAGE AWARD RECIPIENT

KAREN GUAN, NORTH YORK, ON
2020 VIMY PILGRIMAGE AWARD RECIPIENT
Because of the pandemic, national and international public events commemorating Vimy Day had to be cancelled. Instead, The Vimy foundation organised a public and free webinar with the historian Carla-Jean Stokes. “A Legacy in Images: Ivor Castle’s photographs of Vimy Ridge” replaced the usual public event on April 9th. In this webinar, we learned more about how the Battle of Vimy Ridge was photographed in 1917. During this event, some of Canada’s most iconic war photographs as well as some relatively unknown photos were shared. Special care was also given to our posts on social media and our public declarations around this date. Our interventions aimed at supporting the healthcare workers and the collective efforts, using the example of Vimy Ridge to boost the morale of Canadians.

Canadian machine gunners dug in shell holes in Vimy advance, April 1917, Ivor Castle, LAC MIKAN 3521872.

Remembrance Day Day

November 11th, 2020 marked the 102nd anniversary of the Armistice. For the occasion, The Vimy Foundation broadcast ads on several media outlets, including the National Post, to raise awareness about the battles fought by Canadians during the First World War.

Remembrance Day was also the occasion to launch the first episode of our podcast series, Beyond the Ridge, created in partnership with NFB and Veterans Affairs Canada. This new project was launched on multiple platforms, including Spotify, Soundcloud, Castbox, IheartRadio, etc. The first episode, “Soldiers, Nurses, and the 1918-1919 Pandemic”, looked at Canada’s pandemic reality over a century ago and how it informs our current reactions to the Covid-19 crisis. The podcast was an adaptation of our series of conversations, presented earlier this year.

BEYOND THE RIDGE

SOLDIERS, NURSES, AND THE 1918-1919 PANDEMIC
The Vimy Foundation and the Government of Canada presented, at the Visitor Education Center of the Canadian National Vimy Memorial, the exhibit: “The Great War in Colour.” This powerful exhibit adds colour to dozens of black and white images from the collections of Library and Archives Canada and partners across Canada.

Beyond the Ridge: Webinars and Podcast
Beyond the Ridge, a series of conversations, brought together Vimy Foundation program alumni and expert academics to examine knowledge of the First World War and how it relates to the Canadian experience today. Started as a response to the first Covid-19 wave, the project expanded to a series of 6 webinars and 6 podcasts released throughout the year. Season 2 is currently in production for release in 2021.

We would like to sincerely thank our project partners, The National Film Board of Canada and Veterans Affairs Canada for their support, and our presentation partners, Defining Moments Canada, the University Club of Montreal, the Toronto Zoo, the Canadian War Museum and the Canadian Museum of History.

Vimy - A Living Monument
The Foundation was also proud to announce the beginning of our programming for the 105th Anniversary of the Battle of Vimy Ridge; Vimy - A Living Monument/Vimy: Monument vivant. This project will be launched nationally in the spring of 2022 and include the creation of two significant digital initiatives.

We would like to thank our project partners The Carswell Family, The National Film Board of Canada and Veterans Affairs Canada for their support.

This year was the second full operational year of the Centennial Park. 2020 also saw new plans for the future of the park. In April 2020, The Vimy foundation announced the winners of a national design competition for its new water feature. Scott Normand, Kevin Complido and Brendan Dyck are master’s students in the Azrieli School of Architecture and Urbanism, Carleton. Their design, The Ridge: To Venerate A Buried Past, was selected by the jury for its focus on tranquility, dialogue and remembrance.

Due to Covid-19, we welcomed fewer international visitors this year, but the park was still carefully maintained throughout and stayed open to the public when conditions allowed. A sincere thank you to our park donors who helped us continue this important work during a difficult time.

The Ridge: To Venerate a Buried History (rendering), by Scott Normand, Kevin Complido and Brendan Dyck.
**Revenues & Expenses**

**Revenues:** $599,460 total

- **Unrestricted 44.8%**
- **Merchandise sales 4.4%**
- **Restricted 50.8%**

**Expenses:** $479,705 total

- **Operations 32%**
- **Administration 10%**
- **Merchandise 1%**
- **Programs 57%**

*for the 2020 fiscal year

**Program Partners**
- **Beaverbrook Vimy Prize**
- **Beyond the Ridge**
- **Vimy Inspires Tomorrow**
- **Vimy Pilgrimage Award**
- **Scotiabank**
- **Travel Partner**
- **Media Partner**
- **Strategic Planning Partner**
- **Vimy Reception Partner**

**Vimy 105 – Vimy: A Living Monument**
- **The Carswell Family**
- **The National Film Board of Canada**
- **Veterans Affairs Canada**

**Centennial Park Donors**
- **The Stéphan Crétier and Stéphany Maillery Peace Circle**
- **La Fondation Stéphan Crétier**

**Centennial Benches**
- **The Rossy Family Foundation**

**Centennial Oaks in Canada**
- **The City of London, ON**
- **Greenwood Retirement Communities**
- **John W. Jeffrey**
- **Ron Kielstra**
- **The Hon. David Lametti**
- **The Toronto Zoo**

**Thank You**
The Vimy Foundation is very fortunate to have dedicated men and women 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.

**Board of Directors**

**Honorary Chair**
General (Ret’d) Rick Hillier

**Chair**
Christopher Sweeney

**Vice Chair**
Carolyn Patton

**Members**
Daniel Frajman
Chris Gray
Geoff Irvine
Gilles Levasseur
Christopher Shannon
Richard Williams
Deborah Wolfe

**Founder**
Andrew Powell (1930 – 2014)

**Patrons**
Bruce Bolton
Stuart Iversen
Reford Macdougall
Dean Oliver
Desmond Morton (1937 – 2019)
Vincent Prager
William Stavert (1934 – 2017)

**Advisory Board**
John Clemes
Shaun Francis
Jonathan Leigh
Art Linton
Lt. Gen. (Ret’d) Michel Maisonneuve

**Staff**

**Executive Director**
Caitlin Bailey

**Communications Coordinator**
Guillaume Bouchard Labonté

**Administrative and Billing Coordinator**
Claire Carny

**Education Lead**
Alicia Dotiwalla

**Special Projects Coordinator**
Pamela Plamondon