

Building the future,
Informed by the past.



THE VIMY FOUNDATION
LA FONDATION VIMY

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

ANNUAL REPORT

2024



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Image Left: Canadians filling their water bottles, etc. Amiens, August 1918. Library and Archives Canada/ PA-002970 (modified from the original). Provided by The Vimy Foundation.



Letter from the Chair of the Board of Directors

DEAR FRIENDS OF THE VIMY FOUNDATION,

As Chair of the Board of Directors, I am honoured to present the Vimy Foundation's Annual Report for 2024. This past year, we continued to build on our mission to commemorate and educate, while deepening public engagement with Canada's military history in meaningful and innovative ways.

In April, we held our second annual Vimy Week campaign, a growing tradition that continues to connect Canadians with the legacy of Vimy Ridge. This year's campaign was marked with a written statement from Her Excellency the Right Honourable Mary Simon, Governor General of Canada, as well as a video message from the Honourable Ginette Petitpas Taylor, then Minister of Veterans Affairs. Their messages underscored the continued relevance of remembrance in shaping our national identity and future.

I am incredibly proud of our team as they created and launched Allward: Bringing Stone to Life—an interactive platform that allows users to explore Walter Allward's original Vimy Memorial maquettes. For the first time in history, we brought to life the historic sculptures through groundbreaking 3D scanning and digitized them to share with the world. This project brings Canadian history into the digital age and offers a powerful new way to experience one of our nation's most iconic monuments.

Since our amalgamation with the Canadian Centre for the Great War, we've proudly become curators of a significant First World War collection of 4,000 artefacts. Our new Vimy Foundation Museum, located in the Maison Louis-Joseph Forget in Montreal, opened its

doors to the public in November, 2024. This beautiful new space highlights the collection and is the location of our new office. We're excited to welcome local and international visitors to explore Canada's history and share its enduring legacy. Congratulations to the entire team on this major milestone as we grow our reach and mandate.

Our educational programs — the Vimy Pilgrimage Award, the Beaverbrook Vimy Prize, and Vimy Inspires Tomorrow — continued to thrive this year. These programs empower young leaders from across the country and abroad to reflect on the past and apply its lessons in building a better future.

As always, the success of this year's initiatives would not have been possible without the dedication of our partners, donors, alumni, volunteers, and friends. Your continued support allows us to expand our reach and reinforce the importance of remembrance for generations to come.

I would also like to express my deep appreciation to our board of directors and executive team for their leadership and tireless work over the past year. Their commitment has helped guide the Foundation through a period of continued growth and innovation.

Thank you for being a vital part of our journey.

Sincerely,

Carolyn Patton



Letter from the Executive Director

DEAR FRIENDS,

I realised when writing this letter that 2024 was my fifth year as Executive Director of the Vimy Foundation. We have grown so much since 2019, both in size and in mission, and I am so proud of the work that we have done together to advance commemoration of the First World War in Canada.

This year we celebrated the launch of a landmark digital project, Allward: Bringing Life to Stone, at the Canadian War Museum. The Allward project digitises and makes accessible the maquettes used by Canadian sculptor Walter S. Allward for the creation of the figures on the Canadian National Vimy Memorial, one of the largest pieces of Canadian public art overseas, and certainly one of the most recognisable First World War memorials. This project is a continuation of our goal to further digital commemoration, and to bring the Vimy Memorial back to Canadians.

We also reached a major milestone in 2024 with the move of our office and museum collection to the Maison Louis-Joseph Forget on Sherbrooke Street in downtown Montréal. With state of the art open storage facilities for our collection of over 4 000 First World War artefacts, and room for our growing team, our new space is opening up new horizons for our growth, including public tours of our collection, and collaborations with our new neighbours.

Our educational programming continues to inspire me personally, as I see not only the long term success of our alumni as they enter higher education

and the workforce, but also the passion and commitment of the young people who participate in our yearly programs; the Beaverbrook Vimy Prize, Vimy Inspires Tomorrow, and the Vimy Pilgrimage Award. They care about their communities, and they care about commemoration, and they continue to share both of those passions with each other and those around them.

The work of the Vimy Foundation would not be possible without the generous support of our staff, our board, our donors and our government funders. A special thank you this year to the team from Canadigm, who volunteered thousands of hours to scan the 15 Allward plaster maquettes in three dimensions, to the Canadian War Museum and the Canadian Military Electronics Museum for access to the maquettes, and Veterans Affairs Canada, Canada Company and the Hewitt Foundation for their support of Allward: Bringing Life to Stone.

Five years after I started, I am still inspired by the work we do, and I look forward to continuing to work with all of you to build the future informed by the past.

Caitlin Bailey, Executive Director



In **October 2024**, the Vimy Foundation and the Canadian Centre for the Great War **moved their office and collection** to the historic Maison Louis-Joseph Forget in downtown Montreal. This relocation enhances **public access to the Centre's remarkable collection** of First World War artefacts and provides industry-standard archival storage to **ensure the long-term preservation of the collection**. The move was officially marked by an opening ceremony held on November 19, 2024, where guests were invited to experience the new space for the first time.

Image Below (Left to Right): Maison Forget Opening Ceremony; New Collections and Archival space at the Maison Louis Joseph Forget



The recipients of the 2024 Beaverbrook Vimy Prize included Canadian students from seven provinces, one student from France, and one student from the United Kingdom, who were selected after a competitive application process.

Recipients gained new perspectives on the First World War and Second World War by visiting historic sites, museums, and memorials in Belgium and France. The sites commemorated not only Canada's role in these global conflicts, but also that of other nations, providing important context and a unique learning opportunity. Thanks to the expertise and leadership of the education team, and a thematic approach that highlighted many understudied aspects, the recipients gained a more nuanced understanding of the wars and their lasting impact.

We are grateful for the generous support of our long-term donor, The Beaverbrook Canadian Foundation, as well as the Graham and Gayle Cooke Foundation, the Nathan and Lily Silver Foundation, Ellison Travel & Tours Ltd., and Randhawa Group.

Congratulations to the recipients!



“BVP taught me that real understanding is much more than just memorizing facts. It is feeling the weight of history and recognizing the human stories behind it. From the program, I learned that the best learning is when one is fully immersed in the environment in which the history took place. Being at these sites and seeing the trenches and the battlefields and these memorials, helps create a connection with it which cannot be established through any other conventional method of learning.”

Haardik Garg BVP 2024



“Overall, my experience with the BVP goes beyond words, for they do not do it justice. Apart from the obvious enriching new knowledge I've gained, mainly thanks to our lovely chaperones, guides, and friends, the wonderful human side of it is often overlooked... Seeing all of the war sites in person has really impacted me to think about what I can do to spread awareness about everything I've learned throughout this educational experience, and I cannot wait to do more for my community.”

Chloe Guan BVP 2024

THE BEAVERBROOK VIMY PRIZE





THE VIMY PILGRIMAGE AWARD

“Through this program I have been able to understand the importance of reflecting on history and my duty to share the knowledge that I have learned so that it is not forgotten. The Vimy Pilgrimage Award has given me the rare opportunity to learn about history at the location it took place over 100 years ago. This is a personal and powerful experience that will stay with me for the rest of my life—it is truly a once in a lifetime opportunity and inspires youth to become educated on significant historical events. Through learning about the past, we shape the future.”

Hana Hutchinson VPA 2024



“Throughout the tours of each site, I learned an abundant amount on the Great War. However, these were not only statistics and geography, they were a means of putting humanity back into the inhumanity war. Each story and letter we read drew me closer to each one of the soldiers, growing my compassion and respect for their families and sacrifices. Not only does this strengthen the bond between me and the fallen, but to the Canadian nation as a whole.”

Rohan Sylvain VPA 2024



Students from nine provinces were selected for the 2024 Vimy Pilgrimage Award. Each recipient demonstrated a commitment to making a positive impact in their community.

During the program, the recipients visited major First World War sites in Belgium and France, including the Canadian National Vimy Memorial, Beaumont-Hamel Newfoundland Memorial, and Menin Gate. At the latter site, the students had the opportunity to meet the Honourable Ginette Petitpas Taylor, after participating in the Last Post Ceremony. Another highlight of the program was the ceremony commemorating Vimy Ridge Day at the Canadian National Vimy Memorial, organized by Veterans Affairs Canada. VPA recipients had prominent roles in the event, including reading commemorative texts and laying a wreath on behalf of youth.

By touring historic battlefields, museums, and commemorative sites, the recipients came away with greater insight into the scale and impact of the war. At the same time, learning about personal stories of soldiers and nurses enabled a deeper connection to the diverse individuals who served Canada.

We gratefully acknowledge the generous support of the Jon and Nancy Love Fund at the Toronto Foundation, our individual donors, Ellison Travel & Tours Ltd., and Randhawa Group.

Congratulations to all recipients!



“While attending the Remembrance Day Ceremony at our local cenotaph, the biographies of two veterans were read. This experience inspired us to share the stories of all the fallen who are listed on the memorial. We decided that we wanted to make it so that all of the veterans who served our community could have their stories shared year round. With the grant we have received, we will bridge the gap between the current and past members of our community.”

Jacob Taylor VIT 2024

The Foundation’s newest education program continued to grow in 2024. Vimy Inspires Tomorrow received numerous project idea submissions from youth across Canada that sought to create positive change in their communities.

After two workshops – one showcasing leadership during the First World War, and the other dedicated to leadership and project management training – three groups were awarded a \$2,500 grant to help bring their project to life. The winners were Jacob Taylor from Ontario for his project raising awareness of local First World War veteran stories and beautifying the local cenotaph; Maria and Anna MacDonald from Nova Scotia for the initiative “Write Your Mind” focused on mental health support for youth; and Obii Udemgba, Elaine King, Ben Dalzell, and Marlaa Miller, from Saskatchewan for “Heritage in Harmony” bringing aviation kits to local students.

Congratulations to the recipients and participants for their inspiring initiatives!

VIMY INSPIRES TOMORROW

THE VIMY FOUNDATION ALUMNI COUNCIL

Letter from the Vimy Foundation Alumni Council’s Executive Team

This year, the Vimy Foundation Alumni Council’s membership continued to climb, reaching 65 youth from across Canada. Our growth reflects the enduring sense of belonging created during Vimy Foundation programming, and the commitment among alumni to give back to this community.

The Council met 10 times throughout the year, turning ideas about the Vimy Foundation’s programs and communications into action. Several long-term projects moved into early stages of implementation, including strengthening mental health support, broadening outreach to underrepresented communities, and

bolstering the impact and relevance of Vimy Foundation programming. Council members contributed their insights and lived experiences to ensure the evolving needs of participants and alumni are supported. New initiatives will launch in the coming year to deepen alumni engagement and create more leadership opportunities.

The work of the Council is still evolving, but our purpose remains clear: ensure youth continue shaping the Vimy Foundation’s future and build a stronger, more connected community grounded in remembrance, education, and leadership.



Heena Singla
VPA 2021
Co-Chair



Tim Turriff
VPA 2016
Co-Chair

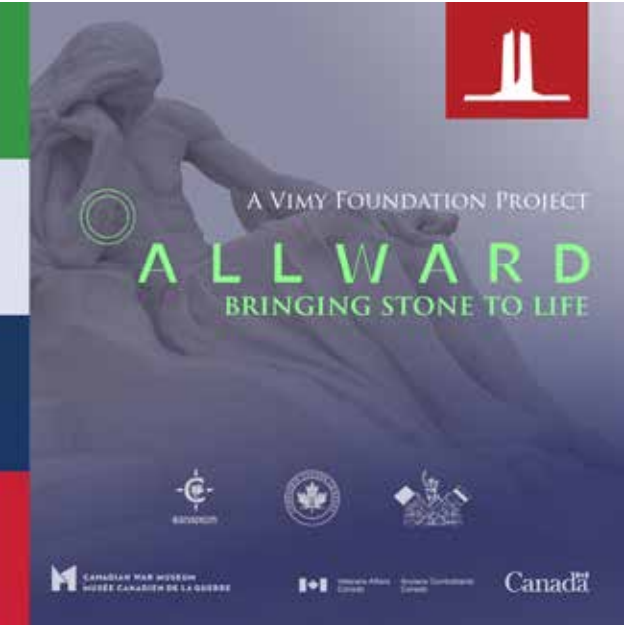


Sung Park
VPA 2021
Co-Secretary



Damien Pilon
VPA 2018
Co-Secretary

During Vimy Week, we were proud to launch Allward: Bringing Stone to Life, an **innovative digital initiative** that brings users closer than ever before to the creative process behind the Canadian National Vimy Memorial — one of the country’s most iconic monuments. Through **interactive 3D models**, the project allows the public to explore **Walter Allward’s original maquettes** — detailed plaster models that served as prototypes for the 20 sculptural figures on the Memorial in France.



ALLWARD: BRINGING STONE TO LIFE

These 15 maquettes, which are housed in the the collections of the Canadian War Museum and the Military Communications & Electronics Museum, are now reunited and made accessible to all in one digital space. This marks the first time since their creation that the full set can be viewed together.

Thanks to cutting-edge 3D scanning provided by Canadigm, each maquette is rendered with extraordinary precision, capturing the fine artistic details of Allward’s work — including delicate sculptural elements, tool marks, and even the impressions of his fingertips. This technology not only preserves these fragile works of art but also opens new opportunities for education and engagement with Canada’s First World War legacy.



Image Above (Left to Right): Allward: Bringing Stone to Life promotional material; Screenshot of The Vimy Memorial navigational home page from the Allward website.

Image Below: Screenshot of The Spirit of Sacrifice 3D model from the Allward website.

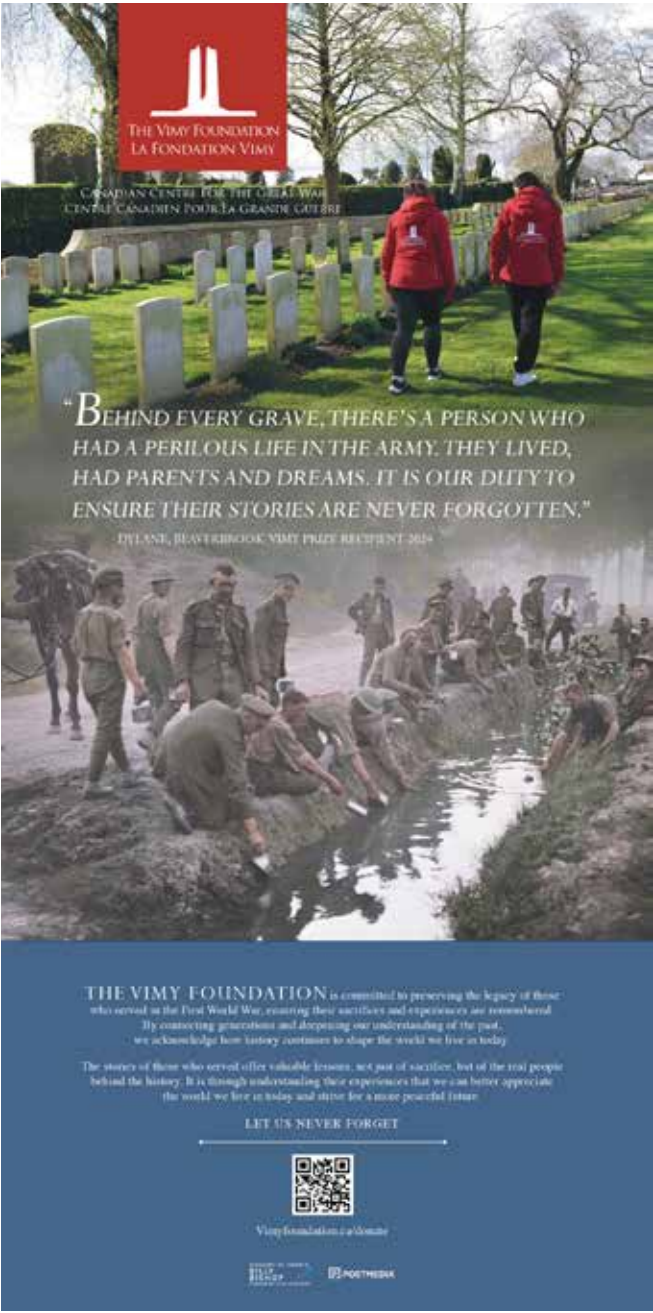
Vimy Week

This year’s Vimy Week campaign was highlighted by a written statement from Her Excellency the Right Honourable Mary Simon, Governor General of Canada, and a video message from the Honourable Ginette Petitpas Taylor, then Minister of Veterans Affairs, both of which emphasized the enduring importance of remembrance in shaping Canada’s national identity and future.

As part of the week’s events, we hosted a press conference at the Canadian War Museum’s Moriyama Regeneration Hall to announce the launch of Allward: Bringing Stone to Life, featuring remarks from The Honourable Ginette Petitpas Taylor and Glenn Ogden, Director of Exhibitions at the Canadian War Museum. This interactive online platform allows users to explore Walter Allward’s original maquettes for the Vimy Memorial in 3D, bringing our shared history into the digital age and offering new ways to connect with the artistry and vision behind one of Canada’s most iconic monuments.

Image Right: Remembrance Day Advertisement which ran across Postmedia titles nationally.

Image on the next page: Remembrance Day Ads which were shown on the Billy Bishop Toronto City Airport screens.



OUTREACH

Remembrance Day

In 2024, fifteen members of the Vimy Foundation community—including alumni from our student programs—proudly represented the Foundation at twelve Remembrance Day ceremonies across Canada and France.

These ceremonies were held in Canadian cities such as Montreal, Halifax, Toronto, Ottawa, and Edmonton, as well as at the Canadian National Vimy Memorial.

As part of our annual Remembrance Day campaign, we also shared stories and commemorative content on our social media platforms. Thanks to the support of our media partners at Billy Bishop Toronto City Airport and Postmedia, this content reached even wider audiences.





The Vimy Reception

Vimy Foundation supporters, and members of the defence and diplomatic communities gathered at the Canadian War Museum's LeBreton Gallery to attend the 12th annual Vimy Reception and celebrate the opening of Allward: Bringing Life to Stone. The evening was marked with speeches by General Wayne Eyre (Ret'd), then Chief of the Defence Staff and Paul Ledwell, Deputy Minister of Veterans Affairs Canada.

Our most sincere thanks to the Canadian War Museum and their team for their support of the event and the work of the Vimy Foundation.



Image on Top (From left to right): Carolyn Patton, Chair of the Vimy Foundation; Frank Marchetti, Minister-Counselor, Ambassade de France au Canada; the Honourable Ginette Petitpas Taylor, then Minister of Veterans Affairs Canada; Caitlin Bailey, Executive Director of the Vimy Foundation

Image Above: General Wayne Eyre (Ret'd), then Chief of the Defence Staff

The Road to Vimy 110

As we prepare for the 110th anniversary of the Battle of Vimy Ridge in 2027, the Vimy Foundation has begun developing Vimy 110, a multi-year marketing, programming and engagement campaign.

This initiative includes a newly developed visual identity and brand messaging strategy that will guide all communications leading up to the anniversary. The branding emphasizes the continued relevance of Vimy Ridge, while reinforcing the Foundation's commitment to remembrance, education, and youth engagement.

The Vimy 110 branding will appear across our social media, projects and digital campaigns, helping to create a unified look and message. Each campaign will focus not only on raising awareness, but also on strengthening relationships with partners—including educators, cultural organizations, and community networks—who will help amplify our work and broaden our reach ahead of 2027.

Vimy 110 is more than a commemorative campaign—it is a call to action for a new generation to engage with history and to help shape how Canada remembers. Project support is provided through a generous foundational gift from Karen Girling and Bruce MacClellan.

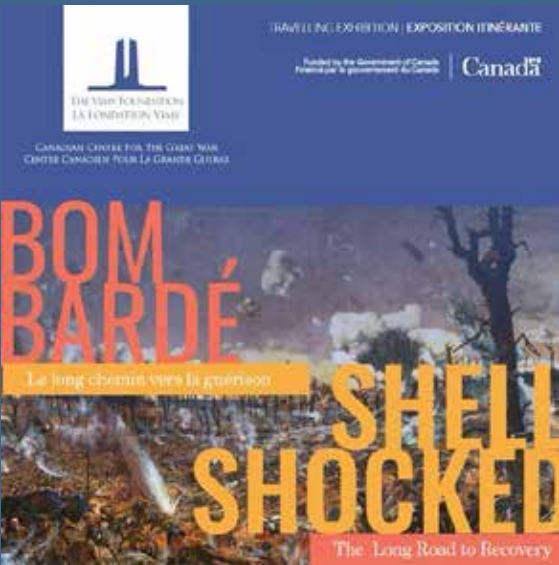


BATTLE OF VIMY RIDGE • BATAILLE DE VIMY

Image Right (Top to Bottom): *Beyond the Ridge* guest Dr. Geoffrey Bird; *Beyond the Ridge* guest Dr. Jane McGaughey; Promotional material from the exhibition *Shell Shocked*

Beyond the Ridge

In 2024, we launched the fourth season of the Vimy Foundation Beyond the Ridge podcast. This season was released in two parts—one at the end of 2024 and the other in early 2025—to coincide with the launch of Vimy Memorial: Living Stories. The episodes featured insightful conversations with Dr. Jane McGaughey, on Newfoundland’s memory of Gallipoli, and Dr. Geoffrey Bird, on the Battle of Ypres in Canada’s national memory. This marked our second season to be offered in both audio and video formats, expanding the accessibility and reach of the series.



CANADIAN CENTRE FOR THE GREAT WAR

This year marked the Centre’s long break from public programming and our focus redirected to moving our collection to the new space at Maison Forget with industry-standard archival storage.

Our final presentation prior to closure for relocation was during Vimy Week 2024, we showcased *Shell Shocked: The Long Road to Recovery*, a temporary exhibition that ran from April 2 to 9. The pop-up explored the evolving understanding and treatment of shell shock—now recognized as Post-Traumatic Stress Disorder (PTSD)—during and after the First World War. The exhibition garnered notable attention, including coverage by CTV News.

Images Above: Our volunteer Bryan McGaw assisting us with packing and logging transitory information at our old location. Bryan also helped with unpacking and logging new storage information at our new location at Maison Forget.

Following Vimy Week, our focus shifted to preparing the collection for relocation. This extensive process involved cataloguing, rehousing, and safely packing the collection. We are especially grateful to our dedicated volunteers, whose time and expertise were instrumental in supporting this work. Their contributions ensured the continued care and preservation of our artifacts as we prepare for the next chapter in our organization’s development.

The Crétier Peace Circle

We were pleased to open the Stéphan Crétier and Stéphanie Maillery Peace Circle in 2024, in the presence of M. Stéphan Crétier and Mme Stéphanie Maillery, their friends and French and Canadian officials. Situated in the heart of the park, the Peace Circle invites visitors to pause and reflect on the bravery and sacrifices of the past while also embracing a vision for a peaceful future. The circular arrangement embodies unity and harmony, encouraging visitors to find solace in the tranquil surroundings.

Our sincere thanks to the Fondation Stéphan Crétier for making the Peace Circle possible.

Image Right: Stéphan Crétier and Stéphanie Maillery of the Fondation Stéphan Crétier cut the ribbon at the opening ceremony of the Peace Circle in 2024.



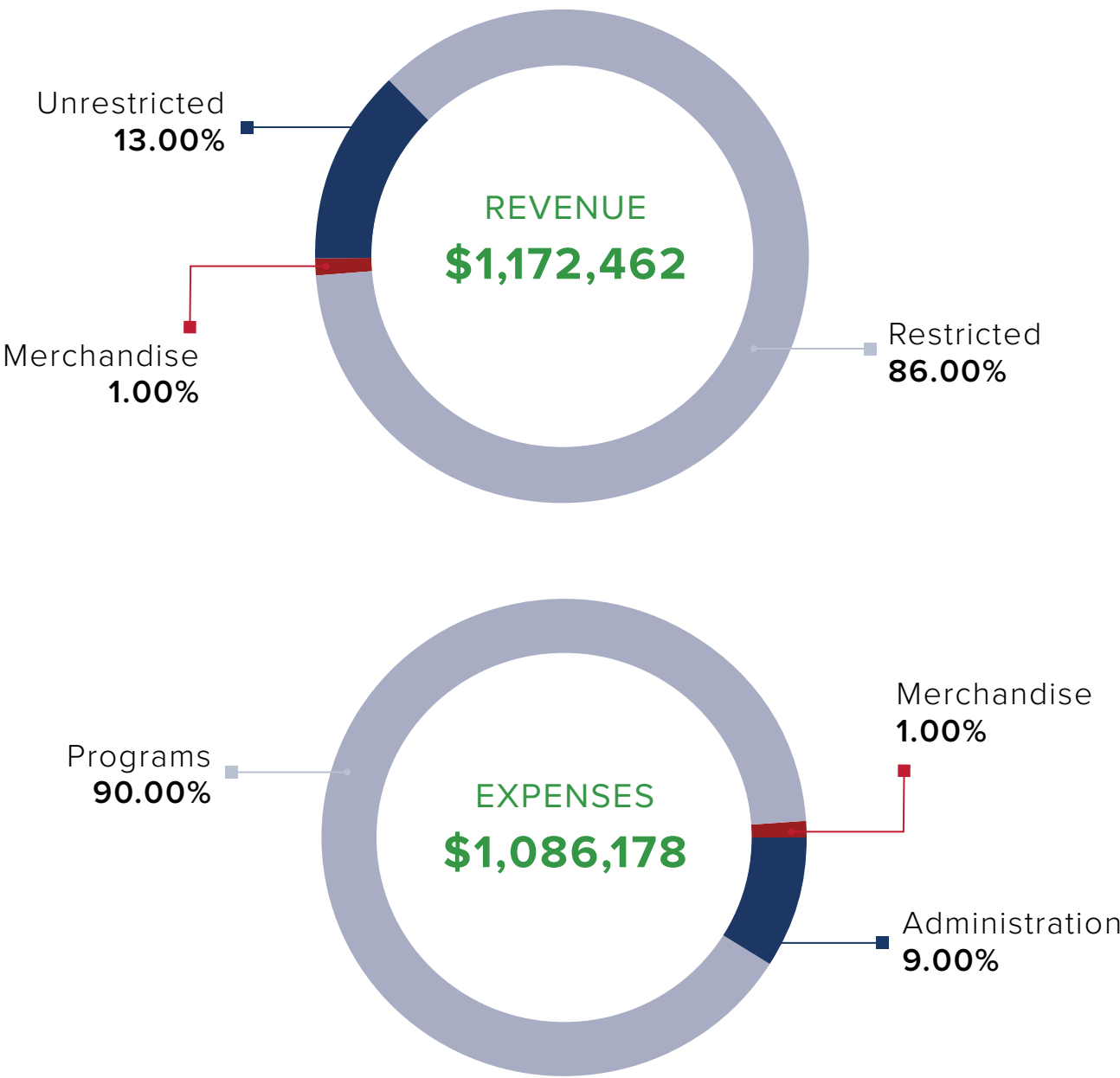
THE VIMY FOUNDATION CENTENNIAL PARK

A Living Memorial

With the installation of visitor counters, we are so pleased to confirm over 40 000 visitors to the Centennial Park from June to December 2024. As the grove of Vimy Oaks continues to grow, with the careful support of our gardener and our Parks team, the Centennial Park continues to provide a reflective space for visitors to consider the Canadian National Vimy Memorial and the Canadians who fought at Vimy Ridge over a century ago.

FINANCIALS

NOTE: Post amortisation revenue is stated as \$ 1,415,963 and expenses are stated as \$1,167,002.



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VIMY INSPIRES TOMORROW

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VIMY 110

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LA FONDATION STÉPHAN CRÉTIER

SPECIAL MENTION

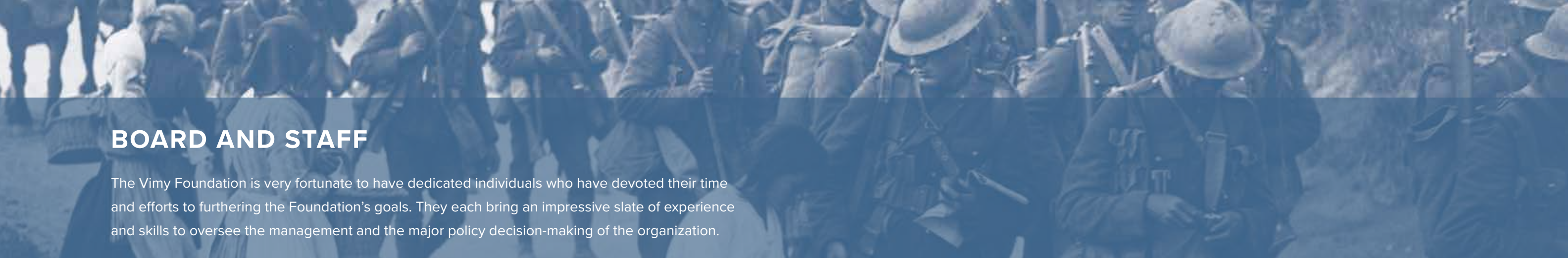
COLAS NORD-EST
LA COMMUNE DE GIVENCHY-EN-GOHELLE
LINDA DICAIRE
LES JARDINS DE NICOLAS
LDMD
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THE CANADIAN CENTRE FOR THE GREAT WAR

HERITAGE CANADA
YOUNG CANADA WORKS - BUILDING CAREERS
IN HERITAGE
THE ZELLER FAMILY FOUNDATION

SPECIAL MENTION

THE PHILIP AND JUDITH WEBSTER
FAMILY FOUNDATION



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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.

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FOUNDER

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for The Great War**
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