

01



The

CANADIAN

Peace. Freedom. Gratitude.

REMEMBRANCE TORCH

Le

FLAMBEAU DU

Paix. Liberté. Reconnaissance.

SOUVENIR CANADIEN

Reframing remembrance for the next generation

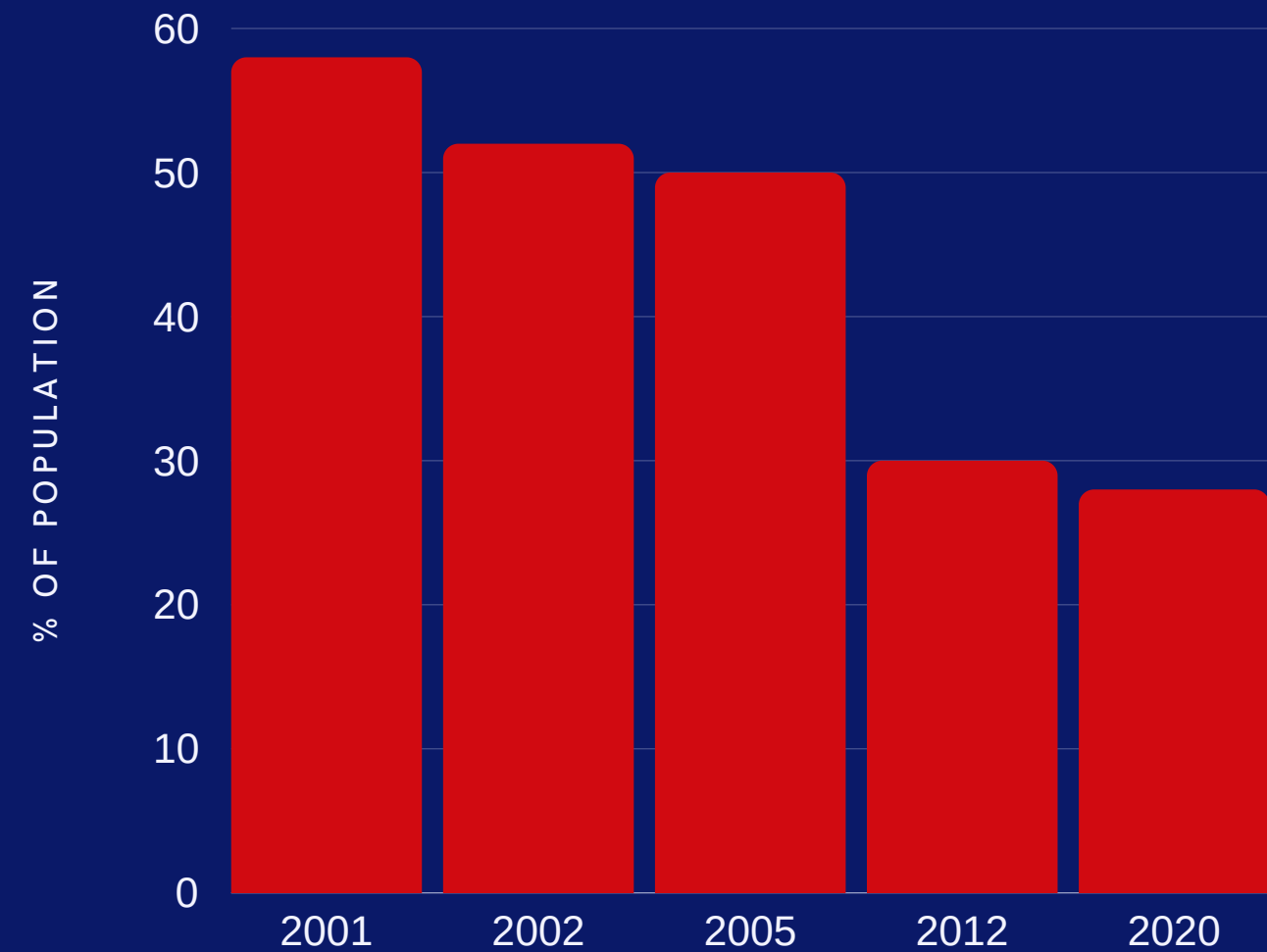
Fundraising \$100,000



02

Canadian remembrance is at risk.

% WHO PLAN TO ATTEND VIRTUAL/IN-PERSON REMEMBRANCE DAY CEREMONY





03

Because our
century-old
tradition hasn't
adapted to
change.

LEST WE
FORGET

facebook

 Instagram

 YouTube



04

Because remembrance has focused on the First and Second World Wars.

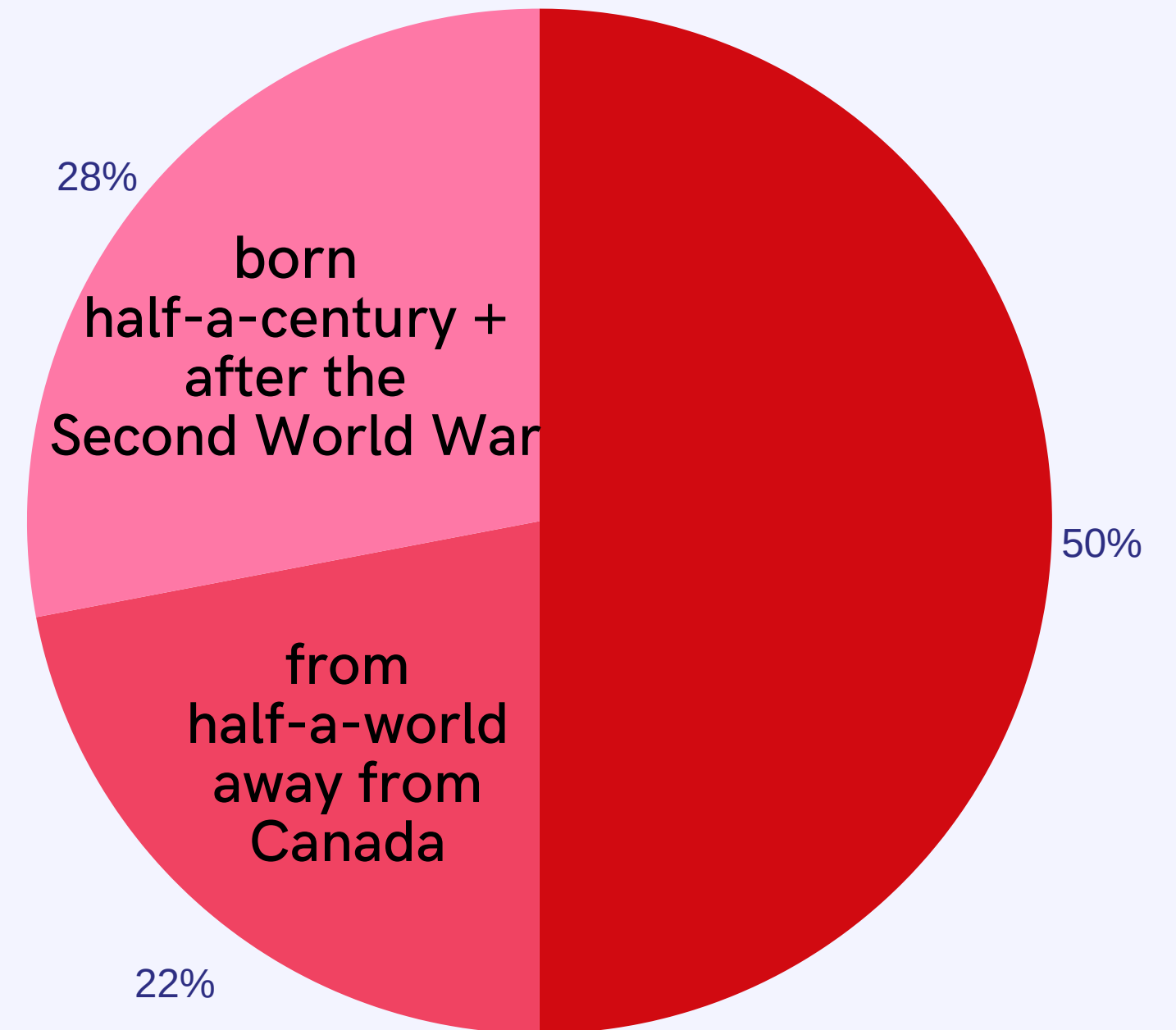


**% OF POPULATION ALIVE FROM
SECOND WORLD WAR**



05 **Because half the population are disconnected.**

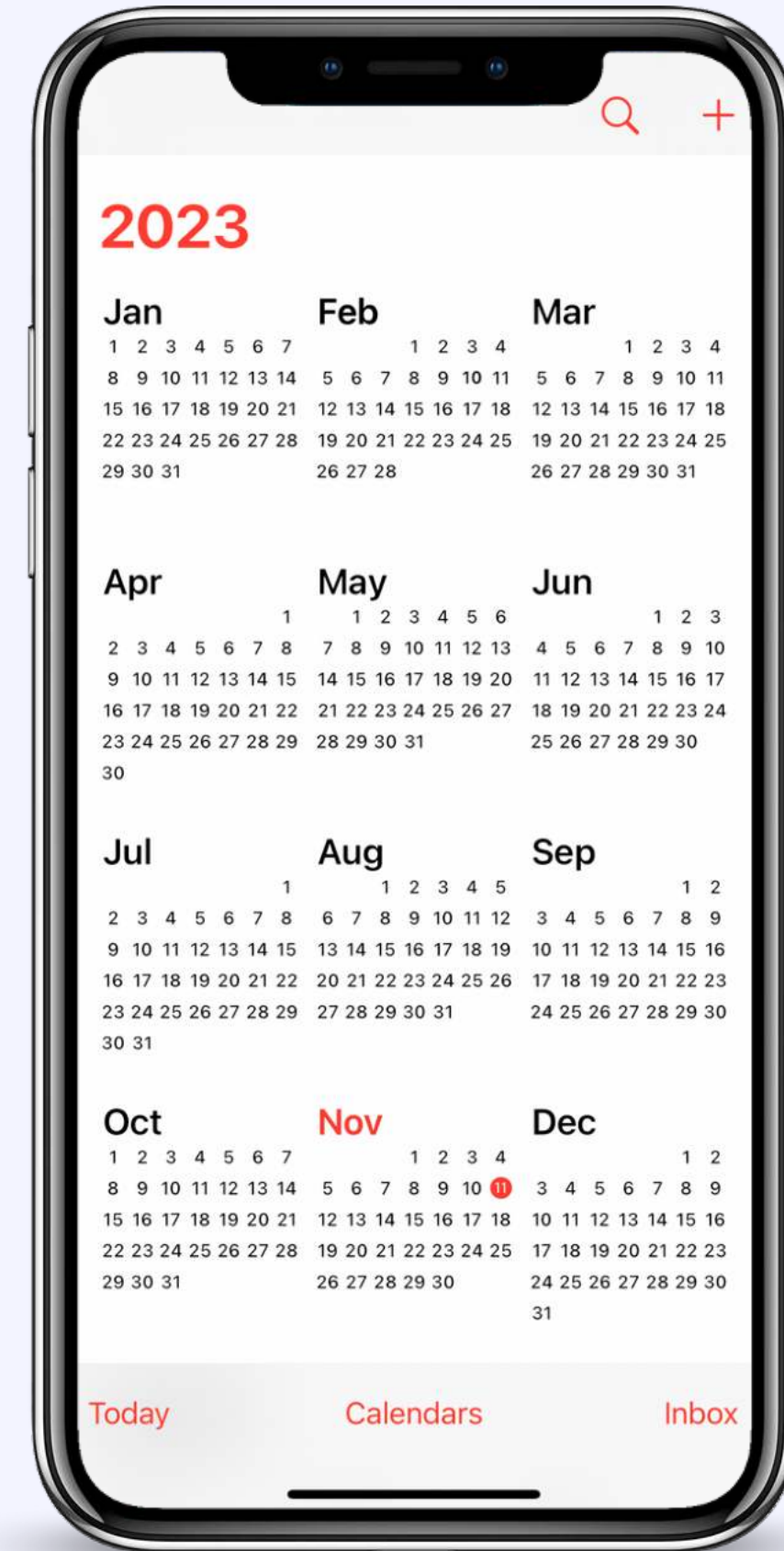
CANADIAN POPULATION





06

Because remembrance is one day of the year.





07

And because the remarkable stories are hidden.





08

We make
remembrance
relevant for
everyone,
year-round.



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09

Our registered charity's initiatives have already engaged thousands of Canadians.



INITIATIVES

In Our **FATHERS'** **FOOTSTEPS**

A WWII DUTCH
LIBERATION PILGRIMAGE



10

Canadian descendants of Second World War veterans walked in the footsteps of the Canadian troops in the Netherlands.

HRH Princess Margriet participated in our "passing of the Torch to the next generation" ceremony at Het Loo Palace.





What participants said ...

"This Remembrance Day will have even more depth and meaning than it ever has before."

Heidi McLane, Edmonton, AB

11

"This is a legacy I will pass on to my son and my granddaughter."

Laird Niven, Dartmouth, NS

"I learned more about WWII than I ever knew."

Joanne Edey-Nicoll, BC

"This pilgrimage completed the quest that I have had within me for most of my adult life."

David Smith, Guelph, ON





INITIATIVES

The Canadian Remembrance Torch



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Designed and built by McMaster University engineering students in 2022, The Canadian Remembrance Torch symbolizes our promise: *We will remember.*

The Canadian Remembrance Torch serves as our national symbol of gratitude for peace and freedom.





THE TORCH; BE YOURS! (2020)

WATCH VIDEO

Funded by Veterans Affairs Canada
Financé par Anciens Combattants Canada





What the McMaster students said ...

"Building The Canadian Remembrance Torch with Yuvraj and Sebastian has been the most rewarding experience I've had at McMaster to date."

Anna Esposito, Mechanical Engineering

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"As I carried the Torch through the streets of the Netherlands, I was overwhelmed with emotion and appreciation for those who fought in the war and made it possible to live in freedom today."

Yuvraj Sandhu, Computer Engineering & Management

"The Torch, the pilgrimage, and the stories along the way have deeply impacted me for the rest of my life, and I am sure to never forget the true meaning of Canadian Remembrance."

Sebastian Tattersall, Mechanical Engineering





INITIATIVES

15



Thankful

Written and performed by three young Canadian artists, and filmed by a team of media program graduates, our hip hop song and music video showcases Canadian veterans.



WATCH VIDEO 



Funded by Veterans Affairs Canada
Financé par Anciens Combattants Canada

Canada



What the performing artists said ...

"We want to make sure that we bring us—our generation—to them (our veterans) and keep the connection ... keep remembering them."

Yanzzy

16

"We honour our veterans in the beginning of Pow wow before Grand Entry ... The fact that I had a chance to include the language was very meaningful." Lena Recollet

"I know what it feels like to have someone close to you posted in places like Bosnia and Serbia."

Joey Rose





INITIATIVES



Student TorchBearers

17

Student TorchBearers *do* history.

Detectives investigate and report.

Creatives design and implement.

Influencers create content and share.





What student torchbearers are saying ...

"We are making these people more than statistics, more than just numbers. We are making them human, showing that they have interests similar to high school students nowadays." *Abbey, Detective*

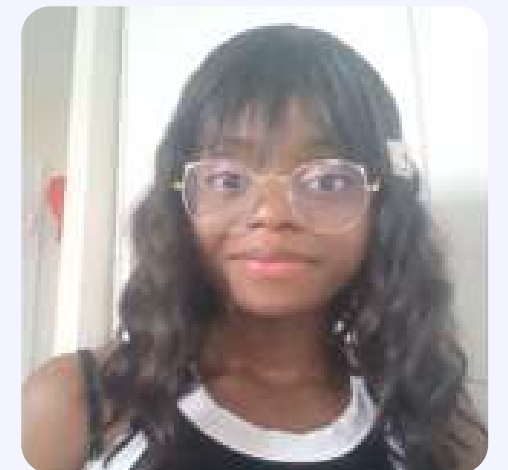
"It's given me a chance to combine my passion with a purpose."
18 *Rania, Creative*

"It doesn't matter if you are a Canadian or not, you don't need to have this huge knowledge about Canadian history to learn about Canadian soldiers and how to appreciate them." *Itunu, Influencer*

What teachers are saying ...

"I am so impressed with your program." *Laura Hache, Co-op Program*

"Accessing Ancestry has been such a great resource. Thank you for making this possible!" *Vanessa Kirtz, Contemporary Studies*



CLICK PHOTOS TO HEAR
MORE



INITIATIVES

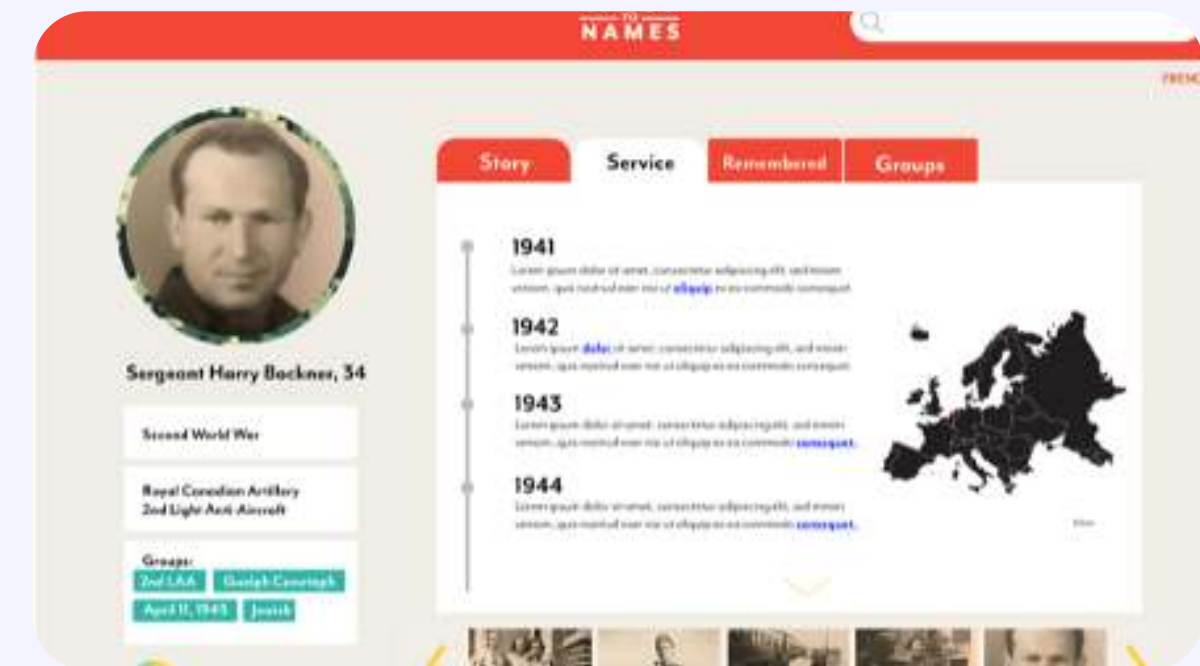
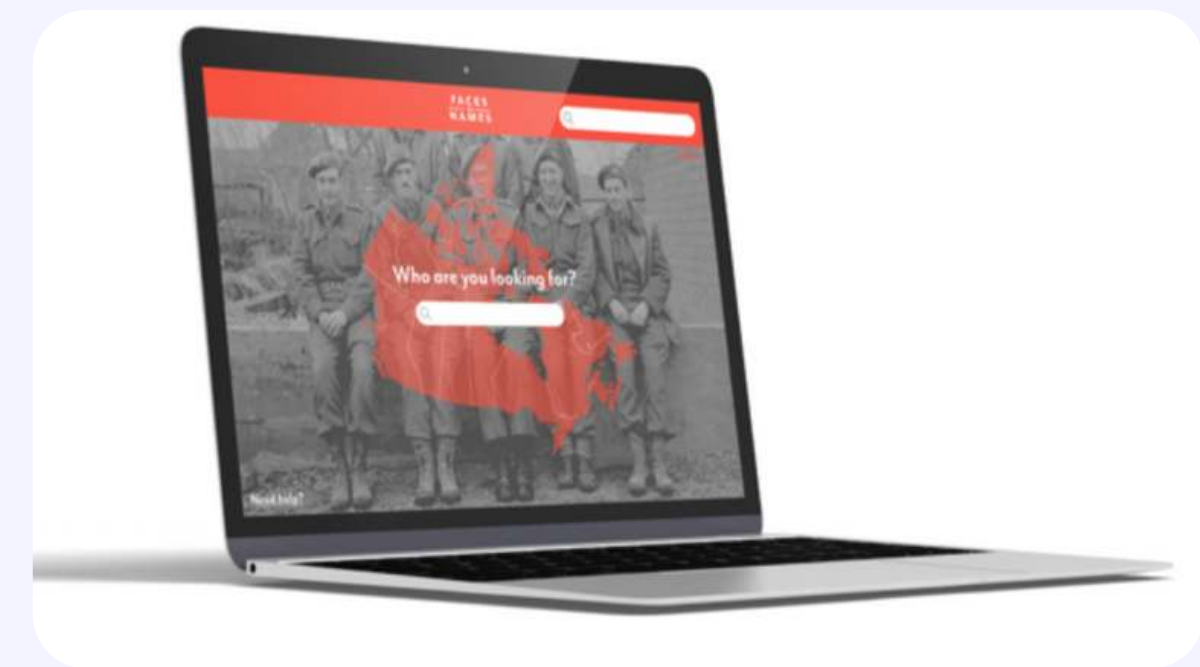


(In development)

19 Dying for freedom isn't the worst that can happen. Being forgotten is.

Faces to Names brings remembrance to life like never before. A combination of Ancestry and Wikipedia, the online resource promotes education and research, facilitates storytelling, creates communities, and inspires commemorations.

Accessible online and via QR codes at cenotaphs and cemeteries.





What people said about the 2020 Pilot Project ...

"The video you posted of my mother speaking about her dad was so moving. To hear her talk about him like it was yesterday...She was 5 years old the last time she saw him and she will be 82 in February. 77 years of memories. Please keep up the good work." Helen Peacock, Guelph, ON

20

"Faces to Names does such a wonderful job of paying respect to the servicemen who died in World War II as well as showing important links with their legacy for the present. Your project is remarkable in enlarging our understanding and expanding our horizons." Nancy Baele, Ottawa, ON

"You have truly lifted high the torch for our family and we appreciate your efforts to raise awareness for future generations." Jonathan Mills, Fergus, ON

"You've done a good thing with this project -- I hope folks get to know these fellas a bit. Thank you for the work you and your team are doing to recognize these men and women." Susan Pynenburg, Cambridge, ON



Funded by Veterans Affairs Canada
Financé par Anciens Combattants Canada





Canada 

In just two years,
we've established
some great
partnerships.



21



LORD ELGIN
Hotel - Ottawa





22

**And attracted lots
of attention.**

\$43,000

grants & donations

\$72,000

gifts-in-kind

135 +

news items

CLICK THE LOGOS TO READ OR WATCH



NATIONAL POST

THE GLOBE AND MAIL

CBC news

The National

Global NEWS



Legislative Assembly of Ontario

EDMONTON JOURNAL

CTV NEWS

REGINA LEADER-POST

CALGARY HERALD



HOUSE OF COMMONS
CHAMBRE DES COMMUNES
CANADA

OTTAWA CITIZEN

MONTREAL GAZETTE

CBC

CBC TORONTO

The Chronicle Herald

LEGION MAGAZINE

De Telegraaf

TELEGRAPH JOURNAL

LEGION
CANADA'S MILITARY HISTORY MAGAZINE



Our Founder and Executive Director is the daughter of a Second World War Veteran.

Her grandfather served in the First World War.

Karen Hunter is a social entrepreneur, adventurer, and published writer who is dedicated full-time to remembrance, gratitude, and charity.

Self-employed for over 30 years in communications, marketing, and project management, she's known for her boundless energy and infectious passion.



CLICK TO READ





25

By reframing remembrance, we will inspire over 11 million young people to "keep the promise."

We envision The Canadian Remembrance Torch as Canada's national symbol of gratitude for peace and freedom, as visible and iconic as the Canadian flag.



We envision Faces to Names as Canada's national site for remembrance research, education, and year-round commemorative inspiration.

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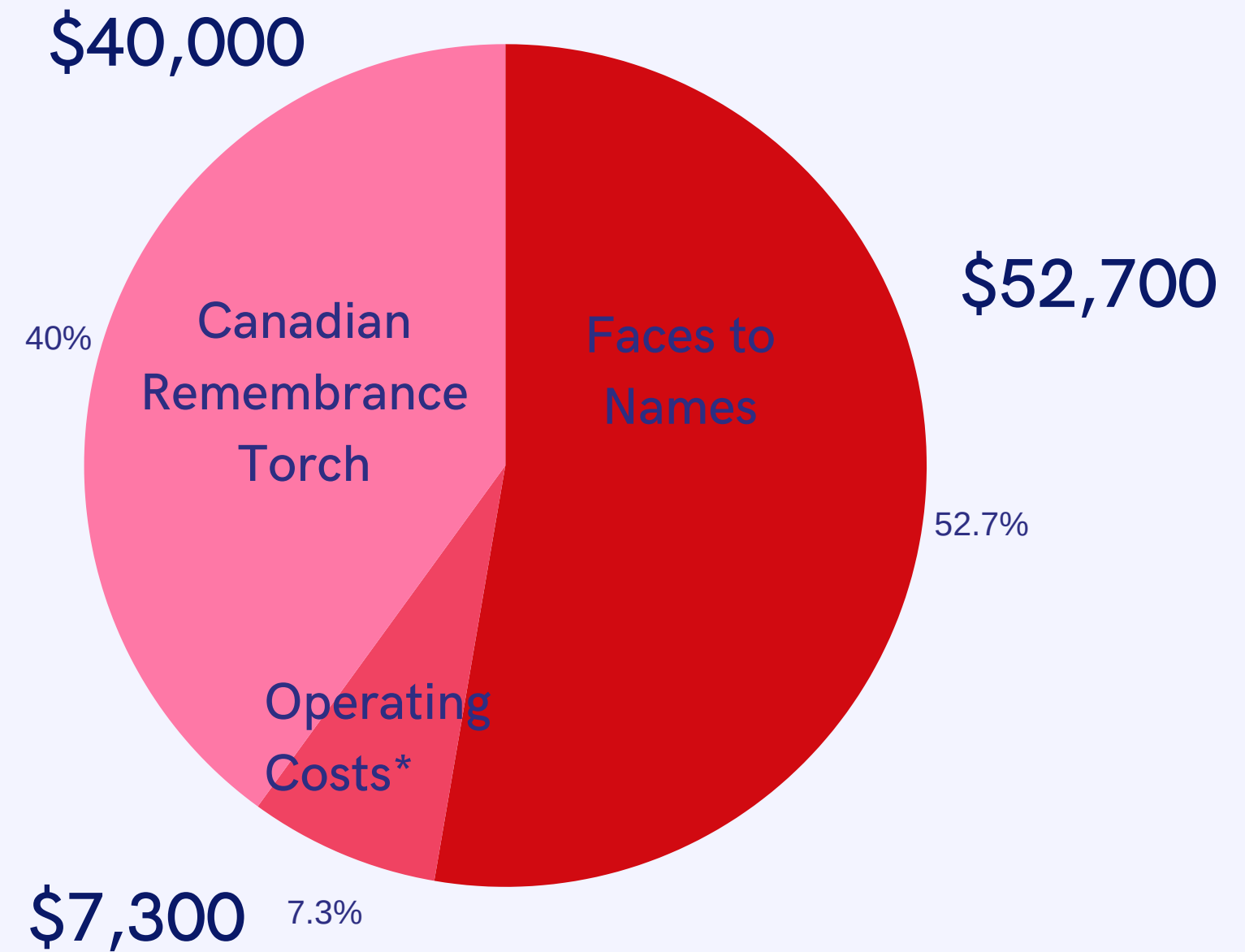




We're raising \$100,000

27

- to develop Faces to Names
- to support commemorative events
- to defray operating costs





We have ambitious goals and a promise to keep.
Let's talk about how you can help.



519.835.1314



hello@canadianremembrancetorch.ca



www.canadianremembrancetorch.ca

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Charitable Registration #: 74397 2275 RR0001