

JUNO  
BEACH  
CENTRE®



**Supporting renewal and growth at Canada's Juno Beach Centre,  
the only Canadian Second World War museum in Europe.**

## **FOR FUTURE GENERATIONS**

As the world approaches the 80<sup>th</sup> anniversary of the end of the Second World War, your help is needed to preserve and share the stories of young Canadian volunteers who risked their lives to liberate Europe from tyranny and fight for a better world.

# **CAPITAL FUNDRAISING CAMPAIGN**

**NORMANDY, FRANCE**





A black and white photograph of Canadian infantrymen in a Landing Craft Assault (LCA) during the D-Day landings. The soldiers are wearing helmets and uniforms, looking forward with determination. The LCA is moving through the water, with the sea visible in the background. The image is used as a background for the infographic.

# 84%

of Canadians say it is important to commemorative the lives of Second World War Veterans and modern Veterans

# 86%

of Canadians interested or somewhat interested in knowing more about the role of a family member in the Second World War

# 45%

of Canadians have a family member who served in the Canadian Armed Forces in the Second World War

# 82%

of Canadians say it is important that Canadians are educated on Canada's role in the First and Second World Wars

# 91%

of Canadians support continuing to hold Second World War remembrance ceremonies



# BRAVERY REMEMBERED: A TANGIBLE AND FITTING MEMORIAL

Thanks to Veterans who raised funds for its creation, Canadians and Europeans opened the doors to the Juno Beach Centre over 20 years ago. The museum, located on the beaches of Normandy, provides a tangible and fitting memorial to Canada's participation in the Second World War.

Juno Beach Centre preserves the legacy of 14,000 brave Canadian volunteers who stormed the beaches on D-Day, June 6, 1944 and serves as an educational portal to understanding the vital role more than 1.1 million other Canadians in uniform and civilians played in liberating Europe from tyranny and oppression. It is the only Canadian museum located on the D-Day landing beaches and the only museum in Europe that covers the full scope of Canada's contributions to victory in the Second World War.

This unique youth-focused Canadian museum and cultural centre tells the incredible and moving story of young people from a past generation who made grave sacrifices to preserve freedoms we enjoy today. Their commitment continues to guide and shape our nation.



Reserve troops landing at low tide on the afternoon of D-Day, "Canada House" in Bernières-sur-Mer can be seen at the centre of the image (Library and Archives Canada).



Three airwomen being given experience in taking photographs from the air, head to their aircraft for a training flight (Canadian Forces Joint Imagery Centre / PL-20839).



# A TIME FOR RENEWAL: THE 80<sup>TH</sup> ANNIVERSARY OF VE-DAY AND BEYOND

**Juno Beach Centre is a portal for future generations to understand a pivotal moment in world history and Canada's proud role in it.**

One-quarter of visitors are under 18 years old, and this museum is a rare opportunity for them to walk in the footsteps of young people their own age whose meaningful and brave actions laid the foundation for a better world for future generations.

The museum shows how Veterans from a former era helped shape the Canada we have today, and offers an experiential means to understand the warning signs as new forms of dictatorship and oppression threaten the foundations of freedom and democracy in many parts of the world.

As we approach the 80<sup>th</sup> anniversary of the end of the Second World War, the Juno Beach Centre has a bold vision to **grow, preserve, and expand** the reach of this Canadian landmark, to become a **model institution in sustainability**, and to **help preserve and steward land** in the area.

The whole world will be watching as donors on both sides of the Atlantic join hands once again to create a **once-in-a-generation legacy and experience to keep the story alive for future generations.**



Troops of the 9<sup>th</sup> Canadian Infantry Brigade (Stormont, Dundas, and Glengarry Highlanders) going ashore from LCI (L) 299 [Landing Craft Infantry, Large], Bernières-sur-Mer, Normandy, France, 6 June 1944 (Lieut. Gilbert A. Milne / DND / Library and Archives Canada / PA-122765).



# NOW IS OUR MOMENT

## AN OPPORTUNITY FOR CANADIANS TO BUILD AND GROW A LIVING MEMORIAL CELEBRATING ONE OF OUR PROUDEST MOMENTS

The Juno Beach Centre has already begun its transformation with a magnificent modernization of exhibits and storytelling in our permanent exhibition space in time for the 80<sup>th</sup> anniversary of D-Day in 2024. Now we will continue our unfolding \$11-million vision over 5 years to grow, preserve, and expand the reach of this Canadian landmark, and to become a model institution in sustainability and preservation.

We are advancing the Juno Beach Centre as a modern 'living' museum relevant for diverse young people today. Plans include a major commemorative landscaping project, physical expansion, a new eco-friendly café and boutique, and experiential education programs reaching young people all over the world. Recognizing that climate change is one of the key threats facing this generation of young people, special environmental sustainability initiatives are a key focus, and preservation of surrounding dunes and acreage will ensure stewardship of the site for generations to come.

## DONORS AND CORPORATE SPONSORS ARE THE KEY TO UNLOCKING OUR POTENTIAL AS A WORLD EDUCATIONAL RESOURCE

Governments and donors in France and Canada have agreed to contribute almost \$3.55 million of the \$11.05 million needed to realize this once-in-a-generation vision and opportunity. These friendships forged in fire are an important part of Canada's cultural legacy and diplomatic relations abroad: It's fitting that we meet our partners at this pivotal moment in our shared history.

We are asking individual Canadians, corporations, businesses, organizations, and charitable foundations to **join the effort with the remaining \$7.5 million needed** to realize this vision, pass the torch to future generations, and celebrate the bravery, ingenuity, and sacrifice of young Veterans whose courage and commitment shapes the freedoms and the Canada we enjoy today.

**LET'S GO CANADA! We need \$7.5 million from Canadians to bring this vision to fruition. Please join us for this once-in-a-generation opportunity to showcase a great Canadian story and legacy.**

### INVESTING IN THIS VISION IS:

- An opportunity to respect and preserve Canada's history
- Socially responsible action in today's uncertain world
- A commitment to remembering Canada's Second World War Veterans as their generation leaves us.
- A way to stand for peace in an increasingly troubled world, and participate in an act of engaged remembrance and citizenship



**SUPPORT YOUR WWII MUSEUM ON  
THE D-DAY LANDING BEACHES!**

*Background photo: Veterans of The Royal Hamilton Light Infantry visit the graves of their fallen comrades outside Dieppe, France in September 1944 (Ken Bell / DND / LAC / PA-176696).*

# PRIORITY 1: STEWARDSHIP OF HERITAGE LANDS | \$3.25 MILLION

**Preservation and stewardship are key themes in our ongoing commitment to sustainability.** Hence, preservation of the lands directly adjacent to the site, which have been protected with the help of Canadians through the *Save Juno Beach* citizens' campaign, is paramount. Funds are needed to protect, preserve, and plan for the sustainability of these lands.

## PROJECT CONCORDIA: A COMMEMORATIVE LANDSCAPING PROJECT

In early October 2022, Veterans Affairs Canada, the Canadian and French governments and local authorities secured an agreement to protect the Juno Beach Centre from a proposed condominium development. This agreement followed a lengthy legal battle costing the Centre \$800,000 over multiple years. Thankfully, Canadians stepped up to write over 65,000 letters to politicians in Ottawa and France with calls to protect the site. These letters and the resulting media blitz prompted the Government of Canada to act, eliminating the threat to the Juno Beach Centre and the Canadian memorial presence in Normandy.

The result of this victory is the development of an initiative with the placeholder name of *Project Concordia*. For several months, we have had a team of experts working to develop a master plan for the site. Their study has recommended a direction for the project which will:

- **Help the Juno Beach Centre take better advantage of its changed surroundings and enhance accessibility to the Centre by adding pedestrian pathways offering both convenience and safety;**
- **Preserve the natural landscape of the local section of Juno Beach by restoring the surrounding dune lands, ensuring the preservation of precious ecosystems and biodiversity; and**
- **Enhance the memorial park surrounding the Centre as a space for reflection and learning. This will include visual and interpretive elements to remind visitors of the history of the site and to pass the torch of memory to future generations.**

***Project Concordia* is our top priority in this capital campaign.** Not only will it protect our commemorative site from urbanization but these objectives also align with the Juno Beach Centre's sustainable development strategy. Canadians have seen a resolution to the condo dispute and now want to see the site preserved in a way that compliments the Juno Beach Centre and honours the Canadians who gave their lives to start the liberation of northwest Europe from this spot.



### WHY CONCORDIA?

The roots of this Latin word mean an agreement, a union, or a harmony. This space will be designed and developed as one of harmony and concord, to bring together the peoples connected to the D-Day landing on this site: Canadians, French, and Courseullais.



## PRIORITY 2: ENHANCING THE VISITOR EXPERIENCE | \$6.8 MILLION

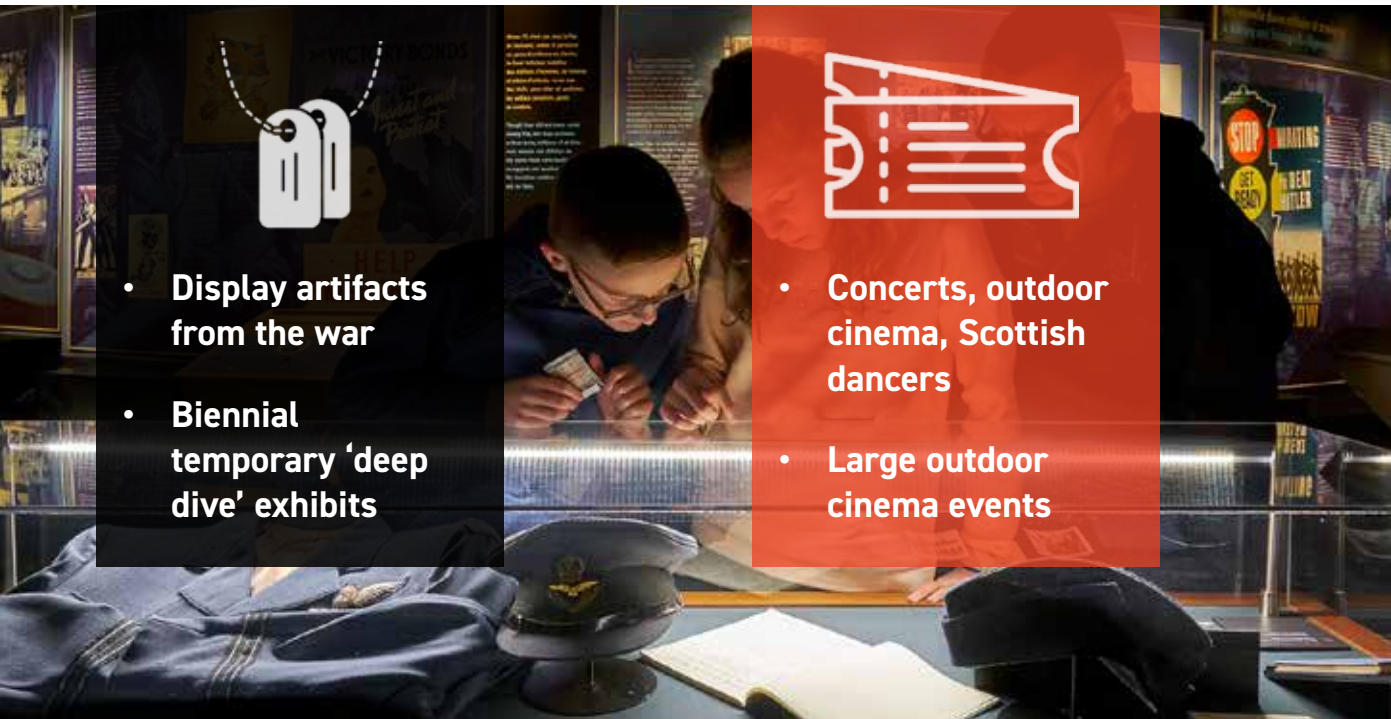
### EXPANSION TO CREATE ECO-FRIENDLY BOUTIQUE & CAFÉ | \$6.3 MILLION

The Juno Beach vision continues with a **\$6.3-million, 450-square-meter expansion of the physical facility to accommodate an expanded boutique and a new café** (at present, there are just 2 vending machines there), effectively increasing the footprint of the museum by 25 per cent.

This is more than just a physical space...it is critical that families and visitors have time for **reflection, dialogue, and integration**, and at present the tiny shop is a major bottleneck. These spaces will not only provide an opportunity for reflection, discussion, and the chance to create and sell commemorative books and items, they will enable revenue generation in support of the museum.

### SPECIAL EXHIBITIONS & COMMUNITY EVENTS | \$500,000

These funds will enable special events and critical exchanges:



- Display artifacts from the war
- Biennial temporary 'deep dive' exhibits

- Concerts, outdoor cinema, Scottish dancers
- Large outdoor cinema events



- Visiting lecturers, historians
- Scholarly conferences

## LEADERSHIP IN SUSTAINABLE TOURISM AT THE JUNO BEACH CENTRE

The Juno Beach Centre in Courseulles-sur-Mer is the first museum in Normandy engaged in an overarching strategy of decarbonizing and sustainable development. Situated on the channel coast, the Juno Beach Centre is also on the Seulles river and the harbour of Courseulles. **The consequences of global warming will have an impact on the future of the museum.** The threat of climate disorder to peace and democracy directly links the cause of remembrance to the environment. It is our duty to fight for environmental causes as part of our effort to commemorate the soldiers from 1944 and honour the peace that they left us as their legacy.

**The Juno Beach Centre's ambition is to act on a daily basis to contribute to:**

1. The reduction of greenhouse gases
2. A more just society
3. A sustainable economy

These actions are aligned with the United Nations Sustainable Development Goals. Many activities have already taken place and more are in the works. Importantly, our Sustainable Development plan will remain incomplete without the investments required for our expansion to create an eco-friendly boutique and café.

More information about the Centre's approach to sustainable development can be found in our annual Corporate Social Responsibility Reports.



*They fought to protect our country and our freedom. Together, we must protect what they fought for.*





## PRIORITY 3: EXPERIENTIAL LEARNING: PASSING THE TORCH TO FUTURE GENERATIONS | \$1 MILLION

**Education of future generations, and a museum for Canada's children and grandchildren are central to the mandate of the Juno Beach Centre.** As we look to the future at a time when many Canadian children learn little about the war, preservation of the stories, the lineages, the ideas, and the meaning of a site like this must be kept alive in the minds of Canadians. Reaching across the world, digital and virtual programs for teachers and school children, bringing more people to the Centre for immersive experiences, and pilgrimages, are all part of our unfolding plan and vision that the Veterans who founded the Centre entrusted us with.

**VISITS:** Gifting a unique, once in a lifetime, visceral experience for young, diverse Canadians

**SUMMER INSTITUTES & PILGRIMAGES:** We hope to physically bring groups of teachers and groups of students – from schools, scouting, youth groups and beyond, for visceral curated and unforgettable learning experiences and pilgrimages.

**DIGITAL OUTREACH/VIRTUAL EXPERIENCES:** A complete revamp and upgrade to our website, online learning, virtual tours, bunker tours, web cams and ways to experience the site from anywhere in the world.



**GUIDES PROGRAM:** Each year, 7-9 exceptional young Canadians come to Juno Beach to become Guides: Young Canadian historians who take visitors through Juno Park, the bunkers and the fortifications outside the museum. Costs for travel, housing, and VISAs are needed, in addition to the salaries and living allowances they are paid as summer staff. This is a vital example of education in action, as guides learn and are steeped in the story, share it with visitors around the world, and return to Canada as knowledgeable ambassadors.

# CONCLUSION

***Now is our moment:*** An opportunity for Canadians to build and grow a living memorial celebrating one of our proudest moments. The Juno Beach Centre needs \$7.5 million from Canadians and Canadian corporations to bring this vision to fruition.

**Please join us for this once-in-a-generation opportunity to showcase a great Canadian story and legacy!**

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