



CANADA'S  
**HISTORY**

## **Donor Impact Report 2024-2025**

Canada's National History Society

# MESSAGE FROM THE PRESIDENT AND THE CHAIR



**Melony Ward** (left)  
*President & CEO*



**Natasha Pashak** (right)  
*Chair, Board of Directors*

## ***This year, generous contributions from our donors helped Canadians of all ages to explore the stories of our past.***

History education has never been more important than it is now. If today's young people are to transcend the easy answers of social media to become tomorrow's informed, engaged, caring citizens, they need an understanding of how our country came to be — the forces that continue to shape it, the stories of others, the challenging times and the proud achievements.

We believe that history education is the cornerstone of an informed and engaged citizenry. Our work with young people to learn about and connect with Canada's history is one of the most meaningful things we do. With the resources we provide,

students discover the things that interest them about our past, to explore all aspects of our history and to reflect on what it means. By helping create a common understanding, we are also helping to counter misinformation while building awareness and empathy.

No matter their age, the more Canadians understand our diverse and complicated history, the more connected they will be to each other and to the country we share. We are honoured to support and celebrate the work of the teachers, historians, community volunteers and museum professionals who are shining a light on that history for all of us.



## **Canada's National History Society mission**

Our vision is a Canada where people are connected through history. We help strengthen understanding of the complex and diverse histories of our country and their part in shaping contemporary Canada through our education, publishing and recognition programs.

Canada's National History Society receives support from individuals, foundations, corporate donors, sponsorships, subscriptions, advertising revenue and government funding. To ensure donor contributions have the greatest possible impact, we keep management and fundraising expenses low. As a result, 87 per cent of our expenses are directly related to charitable activities.

The work of informing and inspiring Canadians about their history is only possible because of donors like you. This report shows how your support is helping achieve our shared goals and holds us to account along the way.

**Thank you for supporting Canada's National History Society.**

# HISTORY IS FOR EVERYONE



***As we move into our second century of publishing, our magazine and website provide a treasure trove of Canadian stories.***

Anyone looking for thoughtful articles, great writing and an approach to our past that includes the traditional and the challenging knows *Canada's History* is the magazine of choice. This year saw Jacqueline Kovacs take on the role of editorial director. She brings a wealth of experience in the magazine industry along with a keen eye for a good story well presented. The team at *Canada's History* is working on redesigning the magazine's look to ensure it stays fresh for our devoted readership, which includes a high proportion of younger folks and people who are relatively new to our country.

For instance, although millennials make up about 28 per cent of the Canadian population, they represent 40 per cent of the magazine's readers. Visitors to our website can dive into Canada's History Archive, featuring *The Beaver* and *Kayak: Canada's History Magazine for Kids*, which contains more than a century's worth of articles and images. Our active and judicious social media presence points followers to timely stories, and our regular newsletters highlight related material from previous magazines as well as current topics for those interested in exploring Canada's fascinating past.

## 3 million+

**people connect to the work of Canada's National History Society**

Digitally and in print, *Canada's History* magazine attracts the majority of this audience, continuing a century of excellence. The editorial team's work has achieved recognition from the National Magazine Awards, the Canadian Online Publishing Awards, the Publisher Podcast Awards and the Canadian Ethnic Media Association.

We believe in print publications, while also ensuring we reach a wide range of people on a variety of digital platforms. For instance, more than 25,000 people have signed up to receive our general interest history newsletter. Of our total audience, more than 925,000 were born outside Canada.

**"In these troubling times... it's a great comfort to receive my regular edition of *Canada's History*. I commend the entire team for publishing these remarkable stories of Canada's historical legacy, not always perfect but nonetheless admirable as one of the world's most lasting and successful democracies. ... Your publication serves our country well in this period of global stress."**

— *Canada's History* subscriber, Toronto

# GOVERNOR GENERAL'S HISTORY AWARD CELEBRATIONS



## *We celebrate and connect those who lift up Canada's stories.*

For the first time, these annual awards were held somewhere other than one of the official residences of the Governor General of Canada. The Canada's History team overseeing the awards worked with Rideau Hall as well as Manitoba's Government House to present this prestigious program in Winnipeg. We were honoured that the Lieutenant Governor of Manitoba, the Honourable Anita Neville, hosted the ceremonies at which the Right Honourable Mary Simon, Governor General of Canada, presented the awards to glowing

recipients. Both stayed afterward to meet and chat with the delighted guests. The whirlwind of events in Winnipeg the previous day included the memorable Governor General's History Symposium. This thought-provoking conversation explored the idea of fostering understanding and empathy through inclusive history. In the evening, history enthusiasts from all over Canada mingled and made new connections at a celebratory gala at the historic Fort Garry Hotel.

# 260

## **laureates since the awards' inception**

This year's 12 new Governor General's History Award recipients join a community of inquisitive, generous history-lovers who continue to share their expertise and knowledge. Awards are presented for excellence in teaching, scholarly research, museums, popular history and community programming.

**"History is everything, not simply because of context but because as human beings, as social beings, our desire for dignity, our desire for certain rights, our desire to affirm who we are and from whence we came, are all rooted in our capacity to tell the world who we are and to articulate our experiences."**

– Wendell Nii Laryea Adjete, 2024 recipient of the Governor General's History Award for Scholarly Research

**"It was an amazing whirlwind meeting some exceptional historians and educators. Thank you to Canada's National History Society for the opportunity to participate in an excellent program."**

– Janet Reid, Curator, Markham Museum, co-recipient of the 2024 Governor General's History Award for Excellence in Community Programming



## SPOTLIGHT ON HERITAGE FAIRS



### *More students are displaying their interest in Canada's history.*

It's impossible not to be captivated by the participants in a Heritage Fair. These students, generally between ages ten and fourteen, choose an aspect of Canada's history that interests them, research it and create a display. Their enthusiasm bubbles up as they answer questions from judges and visitors. Students with outstanding projects can participate in Heritage Fairs at the level of their school district, and then to a provincial or territorial fair. After years of virtual-only fairs, participation is bouncing back. This year saw an impressive increase in the number of students who took part in thirty regional and provincial/territorial fairs.

Canada's History provides practical guidance, both in print and digitally, in French and English, for teachers interested in having their students participate in Heritage Fairs. We send ribbons, magazines, posters and other items to encourage students, and provide professional development to help teachers bring Heritage Fairs to their classrooms. In 2024, four students from across Canada who turned their Heritage Fair projects into videos received national recognition as Young Citizens as part of a national showcase at the Governor General's History Awards celebrations. Each laureate also received a \$500 contribution to a Registered Education Savings Plan.

# 17.5%

## **increase in participation in Heritage Fairs**

Creating a Heritage Fair project gives students an exciting way to explore a question about Canada's history that piques their curiosity. The teachers who help them to develop those research and reflection skills appreciate the support we provide. This year, we distributed more than 1,400 Heritage Fair classroom kits to teachers all over the country. With about 65 per cent of those educators participating for the first time, we look forward to even more growth in the years ahead.

"We doubled the number of student participants."

"[We saw] increased Indigenous student participation and overall number of Indigenous history and culture-themed projects being presented. Record high number of Heritage Fair projects presented in French."

"Another success was providing students with the opportunity for higher level thinking by implementing the historical thinking concepts into their projects."

"We received positive feedback from all of the parents whose children participated."

# HISTORY FOR YOUNG CANADIANS



## *We bring our country's fascinating history to vivid life.*

There's nothing else quite like the publications we create for Canadian students. Each issue of *Kayak: Canada's History Magazine for Kids* / *Navigue dans l'histoire du Canada* explores a subject through fact, fiction, an original comic and more for readers aged seven to twelve. The theme might complement existing curriculum materials on major subjects such as elections and how Canada adopted electricity or offer an in-depth look at anything from agricultural fairs to ancient and new snow technology.

Thanks to a generous sponsor, for several years we have reprinted the special "Black History in Canada" issue annually to meet demand, which is also high for the Truth and Reconciliation Week publication we create under the leadership of the National Centre for Truth and Reconciliation. *What's the Story?* / *Quelle histoire!* gives older students an accessible guide to historical inquiry, something that hadn't existed before.

# 755,000

**copies distributed of our publications for youth**

At a time when young people are inundated with digital information, print magazines have become an innovative way for students to engage with the stories of Canada. Our enjoyable, accessible publications provide hands-on learning that teachers appreciate. For instance, it took just two weeks for all 225,000 copies of *Kayak's* special issue on Black history to be reserved in advance of Black History Month. Knowing that a federal election was coming, we did a second printing of the "Choosing our Leaders" issue of *Kayak* to help teachers talk about the electoral process with their students.

**"Thank you, Canada's History, for offering these great free resources for classrooms!"**

– classroom teacher

**"Merci beaucoup pour les exemplaires de *Kayak*. Les visiteurs vont beaucoup apprécier je crois!"**

– Centre des mémoires montréalaises

**"Love the magazines as a home-school group."**

– home-school teacher

# SUPPORTING EDUCATORS IN CHANGING TIMES



## *We equip teachers for complex conversations.*

As our understanding of Canada's history deepens and broadens, educators are working hard to incorporate a wide range of perspectives and challenge their students to think both critically and empathetically about how the country they know has come to be. It's a big job, especially given all the other expectations placed on teachers in a rapidly changing learning environment. We are here to help these dedicated professionals by connecting them

through our national networks to others who care as much as they do. They can take part in webinars such as the six-part Virtual Historical Thinking Institute, which highlights the six foundational ways of looking at history. They can download lesson plans built around our magazines for youth and adults. Perhaps most important of all, they can rest assured that they are not alone in the essential work of educating those who will one day lead Canada.

# 25,820

**educators have signed up to receive our newsletters**

Teachers, home-schoolers and museum outreach staff from all over Canada appreciate our custom newsletters, available in English and French. These publications help educators to expand their own knowledge and take advantage of thoughtful, up-to-date learning resources, from lesson plans to professional development events for social studies and history.

**"Teaching is not an easy profession, but we have a great responsibility to ensure that the youth of today, especially in the field of history, have an understanding of where we've been to help them solve the challenges and dilemmas of the future."**

– Connie Shea, Saint John, New Brunswick,  
2024 Governor General's History Award  
for Excellence in Teaching

**"We are really excited about the resources put out by Canada's History and looking forward to incorporating them into our outreach activities and next year's Heritage Fair. Continue developing more resources along these lines!"**

– Janae Redgrave, Galt Museum & Archives

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