With the passing of D-Day invasion anniversaries, it has become increasingly important to ensure the legacy of our veterans is not forgotten.

The current generation of students will be the last to have direct contact with veterans from the Second World War. For this reason, we, as educators, must keep the memory alive so that students may understand the sacrifices of our veterans and pass on their legacy of freedom to subsequent generations.

The Juno Beach Centre is a museum and cultural centre, in Normandy, France. It presents the war effort made by all Canadians, civilian and military alike, both at home and on the various fronts during the Second World War, as well as the manifold faces of contemporary Canadian society.

Because the JBC is dedicated to preserving the memory and contributions of Canadian veterans, we created a Commemorative Brick Program to honour the sacrifices made by Canadian men & women, and to fund the non-profit Centre which commemorates their accomplishments.

As a Canadian educator, you and your class can become a lasting part of the Juno Beach Centre. For $250, all of which can be fundraised, your class can purchase a brick to be mounted on one of the Memorial Kiosks outside of the Centre. Each brick purchased includes an engraving of your choice.

Teachers who have contributed in the past have engraved their class and school name, and the date of their accomplishment. Another option is to purchase a brick in honour of a veteran. The brick could include their name, rank, and operation. The choice is yours!

How do I get involved?

Once you’ve decided to buy a brick, start your fundraising activities! All of the fundraising ideas included below can be completed at school and therefore do not require door-to-door campaigns.

For an additional $25 you can purchase a wooden replica of the brick that will be sent to your class. It will allow your students to physically see their achievement.

Once you have purchased the brick, you will be able to locate it on one of the Memorial Kiosks in Normandy, France or via our website: www.junobeach.org. After purchasing a brick, your school name will also appear on our website, alongside the hundreds of other schools who have contributed to the Juno Beach Centre.

Ideas to Help Your Class Fundraise

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<thead>
<tr>
<th>Bake Sale</th>
<th>‘Grams’ - candy, cookies, etc.</th>
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<tbody>
<tr>
<td>Dance-a-thon</td>
<td>Sell School Clothing</td>
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<tr>
<td>Hold a Pasta Night for Parents</td>
<td>Create/Sell a School Calendar</td>
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<tr>
<td>Silent Auction</td>
<td>Dress Down Days</td>
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<td>Hold a Car Wash</td>
<td>Battle of the Bands</td>
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<tr>
<td>Student/Staff Sports Event</td>
<td>Gift-wrapping Service at Holidays</td>
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<tr>
<td>Hold a School Carnival</td>
<td>School BBQ at Lunch</td>
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Once the money is raised . . .

- Log on to the Juno Beach Centre’s website, then click on ‘Contributions’, then ‘Donation Forms’.
- Fill out a donation form. You can either print the form and mail it or fill it out via our secure server.
- For more information log on at www.junobeach.org or contact us at donations@junobeach.org.
What will my brick look like and where will it appear?

Once you have purchased your brick, you will be able to access it online. Although bricks are installed on the Memorial Kiosks only twice a year (spring & fall), the location of your brick is available on our website only a few weeks after purchase.

If you choose to purchase a Veteran Commemorative Brick, the engraving will consist of four lines with 26 spaces available on each. A Donor Commemorative Brick has three lines available for inscription, also with a maximum of 26 spaces on each line.

Bricks are made of titanium, which ensures that your commemorative gift is durable and long-lasting.

A receipt for Canadian Income Tax purposes can be issued for all brick purchases and made out to your school.

If you choose to purchase a wooden replica of the brick for an additional $25, it will have the identical inscription and dimensions. It will allow your students to see what your Commemorative Brick at the Juno Beach Centre in Normandy, France looks like.

Juno Beach Centre’s Education Program

The Juno Beach Centre is proud to offer a comprehensive education program which includes a guided beach tour, an educational presentation and a visit of the permanent exhibits using one of our Juno Quiz (elementary or secondary level).

Educational presentations are adapted to your school group: “A Canadian on D-Day” for 7-11 years old or “History on Wheels” for 11 years +. Authentic Second World War objects, some of which can be handled by students, are used to bring history to life!

For more information about our educational programming, our annual professional development trip for educators or a wide variety of useful links, please log on to our website and click on Education.

We regularly update our resources and greatly appreciate any lesson plans or activities that you would like to share with us.

Additional Information

For more information about our Commemorative Brick Program and/or making a donation in Canada contact:

Juno Beach Centre Association
828 Legion Road
Burlington, ON
L7S 1T5, Canada
Tel: 1-877-828-JUNO (5866)
Fax: 1-905-333-0233
donations@junobeach.org
Charitable # 89125 7149 RR0001

For more information about our educational programs or to plan a visit to the museum in France contact:

Centre Juno Beach
Voie des Français Libres B.P. 104
14470 Courseulles-sur-Mer
France
When dialing from Canada:
Tel: (011.33) 2.31.37.32.17
Fax: (011.33) 2.31.37.83.69
contact@junobeach.org

HELP KEEP THE MEMORY ALIVE
WWW.JUNOBEACH.ORG