



NO STONE LEFT ALONE
MEMORIAL FOUNDATION
LA FONDATION COMMÉMORATIVE
AUCUNE PIERRE DANS L'OUBLI

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19 December

President's Message

Q4 2022

No Stone Left Alone.



I want to begin with that name. After 12 years, it feels different to me. It means more to many. I feel the respect for the organization more. I feel the team achievements more. I have more deep affection and appreciation for our veterans, and I am deeply touched by the participation and seriousness of all of our volunteers, our more engaged students, and more importantly our dedicated educators and beyond all of that I feel even more powerful in that I feel part of a wonderful

community of Canadians doing the good service more than ever. More is good, right?

Well, maybe not in all things but for No Stone Left Alone, more has never felt better. The following reports will show the details of more headstones, more student participation, more event locations, more military support, more community engagement, more media attention, and more love from so many who appreciate YOU – and by being part of this organization, you are touching the hearts of all Canadians.

You show you care. Every step you take towards ensuring that poppy is placed at the resting place of our veterans, touches those whose loved ones rest in many different places in Canada and overseas. They are grateful and we feel it. Then you all have taken it further by ensuring the youth who participate learn to care as well. To all of you, thank you so very much.

Organization Update

As we wind down this past season of extraordinary events, it is the time of year to reflect, not only on what we have accomplished but also, reflect on ourselves and others. To do good, to bring comfort and joy where we can to those we love. To follow up from my Q3 message in September, the update on my husband is positive. He is continuing to get stronger and a testament for all of you to envision is that he did get up on the dance floor (with crutches) at our annual Dance to Remember.

No Stone Left Alone celebrated in fine style its 12th year in 2022. A dozen years behind us now. I would have never dreamed this level of success. But our work continues. I am proud to mention the huge success of our interactive *Find a Cemetery* map. This brought a lot of attention to our website and

fostered growth in all provinces. With the streamlined new registration process as well, I believe this was the most successful year of No Stone Left Alone since its inception. We all must acknowledge and give credit to the two employees that worked extremely well together and extremely hard all hours of many days to take their incredible ideas and finalize their projects, which made a huge difference in how we communicate and operate across Canada. The proof is in the numbers. Michelle and Keely, congratulations to you both. I encourage all to reach out to both with a little pat on the back. They are the MVPs of 2022.

Then I must take this moment as well to thank Ethan Hartman, who not only volunteers as a site lead but also manages our Instagram, sharing extraordinary stories and adding his professional and personal touch. As well this year Ethan was my international support for the events in France. I enjoyed working closely with him and I was always confident we could achieve our goal, even when we were down to the last minute and biting our nails that all would come together. Then if that wasn't enough, he always does the labour of putting up our bridge banner signs in and around the City of Edmonton.

Ethan, well done sir, and thank you again for your commitment to this organization. I know the future looks bright with you on our team.

National Live Streamed Ceremony – Beechmount LIVE

Well, I don't know about all of you watching from your schools or homes, but those of us that attended the 12th annual remembrance event at Beechmount Cemetery were COLD! Very cold. So that leads me to say to those in attendance, you are brave, strong in commitment and showed all exactly who this organization is. We are committed to honouring our veterans, and this makes me personally very proud.

We were tested whether to cancel or proceed but after consulting with many I made the decision to streamline it for the 600 students who were to attend - by letting them stay warm and watch the ceremony from their classrooms. However, students from Riverbend Junior High showed up, didn't complain, stood proud (and cold) but were able to honour those veterans with the poppies. I must give a shout out to Jeff Wise, the teacher leading the students that day, who greeted me first on site that morning. I can't tell you how happy it made me to shake his hand and thank him for being there. You are inspiring those children and teaching them that not all events are made for comfort. Showing up to give to something bigger than yourself is very gratifying and I am sure those students in attendance will remember that event for the rest of their lives.

It was wonderful to see the new changes and layout of the event. Really beautiful. Shout out to the City of Edmonton (Muttart Conservatory) for the mums that adorned the stairs leading to the cenotaph.



The EPS Pipe & Drums open the National Live Streamed Event from Beechmount Cemetery in Edmonton on November 7. Photo from the Edmonton Journal.

As always, our VIP/dignitaries showed us their commitment as well. Many braved the cold, and we were honoured to host them. The speeches were powerful and a personal thank you goes to Lieutenant

Governor of Alberta, Her Honour Selma Lakhani, as well as Brigadier General Steve Graham and Shane Schreiber, our resident historian. I think this year's speeches connected a great deal to all that were in attendance, and I hope for those who were watching. Sadly we were unable to have the fly-past as it was too cloudy and cold. We look forward to having them back next year. The Edmonton Police Service Pipes and Drums made a great entrance to kick off the show. They showed no signs of being too cold, just commitment and professionalism. We look forward to having them back as well.

Our VIP host, the Honourable Laurie Hawn, who was tasked this year to lead the VIPs on site and direct the VIP luncheon did an outstanding job. I think this role is his for life now. Well done sir.

I want to recognize the professionalism of the Global team as well. It was an honour to have Gord Steinke host the event. We were so happy to have him back with us, even in his post-retirement.

To all of you thank you again for supporting our signature site, where it all began. And if you missed the event, you can watch it [here](#) any time.

A Dance to Remember

I can't adequately describe to you how wonderful it was to see our fundraising gala, *A Dance to Remember*, return in full form at the gorgeous JW Marriott Edmonton ICE District. What a beautiful evening it was.

With the generous support of sponsors like Leading Edge Physiotherapy, Hughes Petroleum, Capital Power and Quikcard, we hosted a room full of our friends and supporters for what was truly *A Dance to Remember*. The event was not only a welcome opportunity to spend time together, but a successful fundraising effort. Thank you from the bottom of our hearts to everyone who attended and participated in our online and live auctions.

Board of Directors

Our board meeting was held on the 15 December 2022. There was a lot of business to cover, all positive. We have many exciting projects for 2023. We have reviewed and approved the financials. The core members are all very committed and will serve again in 2023. Sara McNeill has resigned from service on the board but will remain a Member of the Society for the foundation. In January we will hold a meeting to address the potential recruitment of interested members. We hope to recruit, but are not limited to, an educator, legal governance advisor, fund development support. Report update Q1 in New Year.

Advisory Group

Brigadier General (ret'd) Bill Fletcher has joined our Advisory Group. How lucky we feel. He will bring tremendous support and we look forward to working with him in 2023. The advisory group will meet in January of 2023. Report update Q1 in the new year.

Staff and Support Team

First, I am so grateful that the same team members remain in place for the 2022-23 season. They are all very professional and have settled into their roles with confidence, great ideas and with the important focus on honouring our veterans.

National Coordinator – Michelle Koch

Thanks to the hard work of volunteers, participants and supporters across Canada and beyond, 2022 has seen NSLA grow at a rate unseen in our previous 11 years.

The interactive *Find a Cemetery* map, complemented by a new online registration system and promoted on our social media team, brought the No Stone Left Alone mission to more people and communities than ever. In fact, the accomplishment that I'm most proud of is that NSLA events were held in a staggering **95 new communities** this year. Ninety-five new communities who have taken up the torch to engage youth and honour veterans – helping to ensure lasting remembrance. A list of these new communities is included at the end of this message. I hope you'll join me in welcoming them all to the NSLA family.

While it's truly not all about the numbers, I am incredibly grateful and proud to share that we did see an increase across all our key growth metrics in 2022, exceeding even our own projections in all areas but one.

NSLA Ceremonies Statistics, Historical and 2022 Projected and ACTUAL

	2019 Actual	2020 Actual	2021 Actual	2022 Projected	2022 Actual	% change YoY
Ceremonies	123	85	131	170	226	+72.5%
Headstones Honoured	64,503	28,722	67,171	70,000	79,896	+19%
Students Engaged	12,297	1,510	7,702	13,000	9,778	+27%
Communities	69	60	88	123	168	+91%

And this growth isn't the only thing to be proud of in 2022. This fall also saw us launch our Teacher and Student Resources, to bring the NSLA experience more deeply into classrooms. This educational resource, developed in collaboration with [InPraxis Learning](#), gives educators tools to expand their exploration around remembrance, before and after NSLA events. Thank you to all who participated in the development and review of these resources, and all who used them in their classrooms this year.

Lastly, outlook for 2023 is already incredibly encouraging. To date, 19 new communities have pre-registered. And this, before 2022 is finished. We are excited to welcome these new communities in 2023.

Edmonton Zone – Keely Yates

Coming from 2021 where we had 21 sites run, I think we had massive success in our Edmonton zone.

This year we had 3 more sites from 2019 return and even brought on a brand-new cemetery where a group of scouts held a ceremony for 1 veteran who lay there. We had only one site from 2021 not return, they only have one school in the area and chose to stay in school this year, they did not confirm whether they watched the live stream but were aware of it.

We also allowed groups to come separately to honour veterans at the same site with ended up creating multiple events at several cemeteries for the first time ever.

This led to the Edmonton zone holding 29 events from November 1st to the 10th this year. An increase of 8 events in this area alone. Out of these events, at least 7 were brand new groups/participants that came from the map/ registration page.

Thanks to support from 3rd Canadian Division, we were also thrilled to have active military members designated to 11 of our Edmonton and Area sites which made such an impact on our student's experiences.

International Sites

Arlington, USA: 23 October 2023

Social Media Report

2022 was a fantastic year on social media. Our audience was very engaged, and we saw amazing growth. The top campaigns were definitely the Find a Cemetery initiative and the Teacher and Student Resource launch.

Here are a few highlights.

- An incredible 2,129,799 Facebook impressions to date in 2022
- Over 11,000 followers and page likes on Facebook alone
- Highly engaged followers with 93,930 engagements on Facebook
- Follower growth across Twitter, Instagram, Tik Tok and LinkedIn

Connect with Us!

Website: nostoneleftalone.ca

Twitter: [@NoStoneAlone](https://twitter.com/NoStoneAlone)

Facebook: [@NoStoneLeftAlone](https://www.facebook.com/NoStoneLeftAlone)

Instagram: [@NoStoneLeftAlone](https://www.instagram.com/NoStoneLeftAlone)

Lynn Patrick Award

I was so proud to introduce our two recipients of 2022 Lynn Patrick Volunteer Award at this year's Dance to Remember Gala held 4th November 2022. Our BC Vancouver Island Coordinator, Maryanne Trofimuk and Debbie Persinger, Calgary Coordinator. These two strong leaders have been with us for many years now. We are so proud of them and wish them all the best in their future endeavors.

Debbie Persinger

Debbie works part time in sales and has a passion for running. She has volunteered for the in-school mentoring program in Calgary for 7 years. She has been a volunteer for No Stone Left Alone for over 8 years. In her role as Regional Coordinator for Calgary and Area, she has been instrumental in understanding and promoting the mission of NSLA. She has also been a life long friend of NSLA founder Maureen Bianchini Purvis. Debbie's motto in life...because I can!

Maryanne Trofimuk

Coming from a military family and serving in the 11th Service Battalion as a Reservist for 2 years, Maryanne was always a strong supporter of honouring service members. Maryanne's father, MWO Philip Trofimuk proudly served in the RCAF for 35 years and was buried in his uniform on May 27, 2010 after he passed. Maryanne recognized that not only was NSLA an

honourable way to support service members past, present and future, but to pay tribute to her own father.

Despite being busy as principal of a new school of over 500 students while also being involved in the building of a new school, Maryanne remains committed to helping Vancouver Island continue to grow No Stone Left Alone.

Community Showcase

After seeing a news clip on NSLA, Reston, Manitoba school librarian Kim MacKenzie reached out to get involved. But Kim didn't limit her school's participation to simply honouring the few easily identified headstones in the Reston Cemetery. Kim, along with teacher Elana Wray, undertook to identify all the veterans they could in the four communities which feed their school.

With the help of local seniors who walked the cemeteries, they worked to identify as many veterans as possible at Reston Cemetery, Tilston Cemetery, Sinclair Cemetery and Pipestone Cemetery. Together the group identified 170 names.



From there, students took on two or three veterans each to research. By reaching out in their communities, they were able to engage many families of these veterans and interviewed them about their loved ones. Then on November 1, those families were invited to join the students for their NSLA event – where together they honoured the 170 veterans.

In a wonderful turn of events, military support for the Reston/Tilston/Sinclair/Pipestone events was provided by Captain Derek Millard, CD. Capt Millard had previously been NSLA's contact with 1 Canadian Ranger Patrol Group, helping to coordinate events in the north.

Capt Millard had this to say about his participation in No Stone Left Alone,

"I am very fortunate to be working remotely for Ottawa from Manitoba and Reston is my wife's home town. So when they asked if I would like to participate in their events, I was more than honoured. Working with NSLA through my time in Yellowknife with 1 CRPG, I grew to appreciate the efforts that NSLA was instilling in the youth across Canada, and to be able to participate with the local students in Reston, was truly an honour. It was a wonderful day, that saw us visit four local cemeteries and we had the family of the veterans join us at the respective cemeteries where their loved ones were buried. It was a moving event that I will endeavour to continue every year. During the school remembrance day event on 10 Nov, the students shared their research with a slide show and all the family were in attendance. In speaking with the people of Reston and area, they have said time and again that this was the best service they have seen in all the years they have attended, the NSLA was what made the week so memorable."

Our most sincere thanks go to Captain Millard, Kim, Elana and all who participated in these beautiful events.

Partnerships

NSLA, JBC and Beechwood Cemetery Ottawa continue to partner to share network and ideas for educating young Canadians.

SPECIAL ACKNOWLEDGEMENT

I would like to acknowledge the Vimy Foundation staff in Canada and France. They were instrumental in achieving our NSLA event in Caix, France.

I would also like to sincerely thank Mr. FW (Russ) Russell-Rivoallan, BA (Hons), MSc, FRSA, MCIPR who single handedly accomplished our first event at the cemetery in Tourville-les-Iffs, France. This story is one of the important stories that aired on the National special on 11 November. It was a beautiful visual to witness from afar. Thank you, Russ and to the people of Tourville-les-Iffs and look forward to working together in 2023.

Thank you sincerely to all, for your support of our mission. I would like to wish you and yours a happy holiday and all the very best in 2023 and beyond.

If you'd like, you can also view my holiday video message, [here](#).



With respect,

A handwritten signature in black ink that reads "Maureen Bianchini Purvis". The signature is written in a cursive, flowing style.

Maureen Bianchini Purvis, M.S.M., A.O.E.
Founder, President, and Chair

Lest We Forget

PS - Please don't forget to take a look at the next page for the incredible list of 95 communities who joined the NSLA family this year. I welcome all of them, and look forward to many years of working together.

New NSLA Communities in 2022

Bon Accord, Alberta
Bruderheim, Alberta
Brule, Alberta
Carvel Corner, Alberta
Daysland, Alberta
Eagle Butte, Alberta
Edmonton, Alberta
Heatherdown, Alberta
Lamont, Alberta
Mountain Park, Alberta
Spruce Grove, Alberta
Sylvan Lake, Alberta
Telfordville, Alberta
Villeneuve, Alberta
Warburg, Alberta
Chemainus, British Columbia
Delta, British Columbia
Salt Spring Island, British Columbia
Surrey, British Columbia
Tumbler Ridge, British Columbia
Pipestone, Manitoba
Reston, Manitoba
Sinclair, Manitoba
Tilston, Manitoba
Oromocto, New Brunswick
Avondale, Newfoundland
Colliers, Newfoundland
Conception Harbour, Newfoundland
Harbour Main, Newfoundland
Holyrood, Newfoundland
Amiraults Hill, Nova Scotia
Annapolis Royal, Nova Scotia
Arcadia, Nova Scotia
Argyle, Nova Scotia
Brazil Lake, Nova Scotia
Brenton, Nova Scotia
Brooklyn, Nova Scotia
Carleton, Nova Scotia
Cedar Lake, Nova Scotia
Chebogue, Nova Scotia
Comeaus Hill, Nova Scotia
Darling Lake, Nova Scotia
Dartmouth, Nova Scotia

Dayton, Nova Scotia
Deerfield, Nova Scotia
East Kemptville, Nova Scotia
East Pubnico, Nova Scotia
Forest Glen, Nova Scotia
Gavelton, Nova Scotia
Greenville, Nova Scotia
Hebron, Nova Scotia
Kemptville, Nova Scotia
Lake George, Nova Scotia
Lower Argyle, Nova Scotia
Melbourne, Nova Scotia
Middle East Pubnico, Nova Scotia
Middle West Pubnico, Nova Scotia
North Chegoggin, Nova Scotia
North Kemptville, Nova Scotia
Norwood, Nova Scotia
Pembroke, Nova Scotia
Pinkney's Point, Nova Scotia
Pleasant Lake, Nova Scotia
Pleasant Valley, Nova Scotia
Plymouth, Nova Scotia
Port Maitland, Nova Scotia
Pubnico, Nova Scotia
Quinan, Nova Scotia
Sanford, Nova Scotia
South Canaan, Nova Scotia
South Ohio, Nova Scotia
St. Anne de Ruisseau, Nova Scotia
Surettes Island, Nova Scotia
Tusket, Nova Scotia
Tusket Falls, Nova Scotia
Wedgeport, Nova Scotia
Yarmouth, Nova Scotia
Belleville, Ontario
Brantford, Ontario
Cochrane, Ontario
Kakabeka Falls, Ontario
Magnetawan, Ontario
Milton, Ontario
Paris, Ontario
Richmond Hill, Ontario
Roches Point, Ontario

Uffington, Ontario
Walkerton, Ontario
York, Ontario
Escuminac Flats, Quebec
Fort Walsh, Saskatchewan
Hanley, Saskatchewan
Caix, France
Tourville-les-Iles, France