

## **Canadian Landmine Foundation (CLMF) FACT SHEET**

The mission of the CLMF is to raise awareness and funds to eradicate anti-personnel landmines around the world and end the human and economic suffering they cause. Since its inception following the ratification of the Ottawa Treaty in 1999, the CLMF has undertaken projects in 10 countries: Nicaragua, Israel, Bosnia and Herzegovina, Croatia, Cambodia, Mozambique, Vietnam, Afghanistan, Sri Lanka, and Colombia. The following is a list of the CLMF's accomplishments between 1999 and 2007:

### **National and International Role**

- Canada's primary private sector fundraising organization for humanitarian mine action.
- Raised over \$3.7 million in Canada for mine action projects.
- First NGO to financially support mine action through the Organisation of American States.
- First NGO to partner with the OAS-affiliated Women of the Americas.
- Negotiated creation of an international version of the UNA-USA's program Adopt-A-Minefield.
  - First international partner (subsequent partnerships with UK and Sweden)
  - Now the world's largest non-government contributor to mine action
- Played a key role in the creation and promotion of Peacekeepers Day in Canada, associating veterans and mine action.
- Worked with Mines Action Canada to develop the Symposium for the 5<sup>th</sup> Anniversary of the Ottawa Treaty; worked with the Centre for International Governance Innovation to develop the Symposium for the 10<sup>th</sup> Anniversary of the Ottawa Treaty.

### **Programs and Campaigns**

- Created Night of a Thousand Dinners (N1KD), the world's most significant fundraiser for mine action.
  - Participation in over 40 countries
  - Participation of Canadian and US diplomatic service through N1KD promotion to all Canadian and U.S. Embassies and Missions
  - Participation in 90% of Rotary Districts across Canada
  - high-profile events in Ottawa (Rideau Hall reception hosted by the Governor General), Washington (State Department dinner hosted by Colin Powell), London (reception at Canada House attended by Sir Paul McCartney), Zagreb (organised by the Canadian and U.S. Embassies).
- Created Canine Demine, to raise funds to support the purchase, training and deployment of mine detection dogs (MDD)
  - Strong support among schools and youth.
  - Created special initiative to honour extraordinary Canadians including three lost in Afghanistan
  - Introduced MDD 'Alex,' to her Majesty Queen Elizabeth on her royal visit of 2002, attracted widespread attention to both the program and Canada's role in mine action.
- Created Day of 1,000 Lunches to reach out to the business community and others in support of the Peacekeepers Day initiative.

## **NGO involvement**

- Partnered with Landmine Survivors Network on two Raising our Voices presentations.
- Developed affiliate program to encourage cooperative involvement by many Canadian and US mine action organisations including Mines Action Canada, Street Kids International, the Youth Mine Action Ambassador Program, Canadian International Demining Corps (CIDC).
- Through the Adopt-A-Minefield partnership funded mine clearance projects with Afghan Technical Consultants, Bosnia and Herzegovina Mine Action Centre, Cambodian Mine Action Centre, CIDC, Croatian Mine Action Centre, Demining Agency for Afghanistan, Handicap International, Landmine Survivors Network, Mines Advisory Group, Mine Dog Center, and the Organization for Mine Clearance and Afghan Rehabilitation.
- Through the Adopt-A-Minefield partnership funded survivor assistance projects with AMAR, Association of Inva Corporation, Cambodia Trust, Cambodian National Volleyball League, CIREC, Clear Path International, Comprehensive Disabled Afghans' Program, COPE, Handicap International, Jaipur Limb Campaign, Landmine Survivors Network, Motivation, Mozambique Red Cross, National Centre of Disabled Persons, Nepal Campaign to Ban Landmines, Operations Enfants du Cambodge (formerly OEB), POWER, Reach Out and Care Wheels, Sandy Gall Afghanistan Appeal, STOP Mines, Veterans for America (formerly VVAF), Vietnam Veterans Memorial Fund, World Rehabilitation Fund, and World Vision Cambodia.
- Through the Adopt-A-Minefield partnership funded mine risk education projects with Colombian Campaign to Ban Landmines, Corporacion Paz Y Democracia, Restrepo Barco Foundation, and Secretos Pas Contar.

## **Canadian NGO Capacity**

- Longstanding support for Mine Detection Dog (MDD) training by the CIDC.
- Assisted in the development of the Manitoba Campaign to Ban Landmines.
- Engaged Adopt-A-Minefield international partners in supporting CIDC MDD training.
- Supported CIDC's efforts to develop its capacity in landmine clearance.

## **Celebrity Engagement**

- Engaged/educated national/ international Celebrities on the issue, trumpeting Canada's pivotal role (including Steven Stills, Sonja Smits, Rob Reiner, Jay Leno, Owen Wilson).
- Through the Adopt-A-Minefield partnership engaged Paul McCartney in the landmine cause;
- Raised significant profile for the landmine issue by writing and arranging for a video statement by Paul and Heather Mills McCartney for the plenary session of the Rotary International Centennial Conference.
- Attracted Her Majesty Queen Noor of Jordan to Canada to attend the CLMF Inaugural Gala

## **Military and Veterans**

- Created the Peacekeepers Demining Fund to raise funds for mine action projects in recognition of Canadian Peacekeepers and Peace Support Operations personnel.
- Garnered support in Peacekeepers Day events from the Chief of the Defence Staff, the Commissioner of the RCMP and the OPP, and police forces across Canada.
- Led effort to remove barriers to support of the landmine issue by the Royal Canadian Legion and the participation of many Legion branches in mine action events.
- Hosted events at the Canadian War Museum.

## **Service Clubs**

- Successfully engaged Rotary International (RI) in the issue by:
  - creating the Rotarians for Mine Action (RFMA) movement
  - obtaining a conference resolution calling on RI to support mine action;
  - securing and delivering an international seminar at the Rotary International Centennial Conference.
  - Engaging Rotarians in over 20 countries.
- Successfully engaged other service Clubs including Kiwanis, Lion's, Kinsmen, Optimist.

## **Churches**

- Engaged United Churches across Canada.
  - United Churches in ON, NB and BC led community-based campaigns
  - Participation by churches in every province
  - Operational support extended by the General Council office of the United Church
- Engaged Presbyterian, Mennonite, Baptist, Anglican and Catholic churches.
- Engaged Jewish, Muslim, and Buddhist organisations.

## **Media Engagement**

- Generated press coverage of the issue in every province in Canada through hundreds of print, TV, and radio articles and appearances generating tens of thousands of impressions. Through national media and regional press, the Foundation has reached into
- Created print, radio and television advertising with a retail value of over \$400,000, all donated by leaders of the Canadian advertising industry.
- Produced and globally distributed seven significant informational videos to raise awareness of the landmine issue and Canada's international leadership.
- Produced a succession of brochures and posters – the latest being 'When the land is clear, we walk without fear'.
- Produced the award winning Public Service Announcement "Someone will find them"

## **Government Engagement**

- Engaged Canadian parliamentarians through the Senators Against Landmines.
- Regular and frequent contact with MP's and Senators
- Regular and frequent contact with MPP's across Canada.
- Engagement of many municipal governments across Canada.

## **Youth and School Engagement**

- Supported the Youth Mine Action Ambassador Program through direct grant, active participation, and providing fundraising advice and assistance.
- Developed lesson plans for schools with curriculum links covering grades 5 to 12.
- Created the Youth Champions program to engage youth in the issue of landmine eradication.
- Worked with the University of Winnipeg to develop a 10<sup>th</sup> Anniversary Youth Forum.
- Created the Every Step Take Walk About.
- Created the Mark R. Isfeld Essay contest to engage Canadian youth in a dialogue about how to create and maintain peace in their community and around the world.

## **Awareness**

- Led positioning of mine action and Canada's leadership role as top of mind with Canadians.
- Recognized as Canada's most important mine action project funding organisation.