



NO STONE LEFT ALONE
MEMORIAL FOUNDATION

LA FONDATION COMMÉMORATIVE
AUCUNE PIERRE DANS L'OUBLI

OUR MISSION

To honour the sacrifice and service of Canada's military by educating and inspiring youth to place poppies on veterans' headstones.

nostoneleftalone.ca

**Our youth honouring
Canada's veterans through
personal acts of remembrance,
gratitude and citizenship,
every year, forever.**

In 1971, a child of twelve sat at her dying mother's bedside. Her mother, a veteran, asked her not to cry and to try not to forget her on Armistice Day.

Never missing a year since her mother's passing, she visited the gravesite to lay a poppy each Remembrance Day. As her own family grew and joined in her remembrance, her daughters began to ask, "Why don't the others receive a poppy?"

With the help of a few friends, she began building upon this vision. In 2011, No Stone Left Alone was born, with the goal of honouring all of Canada's veterans, and changing the way the next generation remembers.

TIMELINE

2011 → 2023

- NSLA incorporated September 6th by Maureen Bianchini-Purvis
- Registered under the AB Societies Act as Nonprofit
- Receives blessing of Minister of Veterans Affairs, Gov't of Canada
- Key partnerships formed with the Lord Strathcona's Horse (Royal Canadians), Lieutenant-Colonel Trevor Cadieu, 3rd Canadian Division
- First NSLA Remembrance Ceremony held on November 11 at Beechmount Cemetery in Edmonton, AB
- 120 students attend and honour 4,149 military headstones



2011

2012

- New logo launched in October
- Online/Public donation campaign begins
- Executive committee formed
- Key relationship formed with Edmonton Poppy Fund
- Third year of Remembrance Ceremonies in Edmonton, with 19 locations participating
- First Remembrance Ceremony held in Calgary, AB
- Receives support from AB Education
- 1,183 students honour over 9,198 military headstones



2013

2014

- New website and logo launched in September
- Licensed in MB, NB, ON, NS, PEI, NL & Labrador
- Fifth year of Remembrance Ceremonies, held in 83 locations
- Lieutenant Governor of AB and Minister of Education attend Beechmount ceremony
- Live stream into AB schools via NSLA website
- 4,761 students honour over 39,000 military headstones



2015

2016







- Maureen Bianchini-Purvis receives Queen Elizabeth Diamond Jubilee Award
- NSLA receives CRA Number
- All donated funds gifted to Edmonton Poppy Fund
- Second annual Remembrance Ceremony held on November 9 at Beechmount and 15 other Edmonton cemeteries
- Colonel (Ret'd) the Honourable Don S. Ethell, Lieutenant Governor of AB attends Beechmount ceremony
- 150 VIPS attend first luncheon at NSLA offices
- 698 students honour over 8,938 military headstones



- Fourth year of Remembrance Ceremonies, held in 25 locations
- Licensed in BC July 31
- Global TV first live production at Beechmount Cemetery
- Public begins to attend live event at Beechmount Cemetery
- Donated funds gifted to Lord Strathcona's Horse Military Family Fund Ottawa, Enactus MacEwan University, Food Bank, Edmonton Poppy Fund
- 2,647 students honour over 19,077 military headstones



- First "fly-past" with Snowbirds at Beechmount Cemetery
- Licensed in SK Nov 4th
- Sixth year of Remembrance Ceremonies, held in 111 locations
- First Nations participation at Beechmount
- First Dance to Remember Gala fundraising event
- 7,046 students honour over 44,679 military headstones

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- NSLA places poppy on headstone of Corporal Nathan Cirillo in Burlington, ON
- First ceremonies held in eastern Canada
- Prime Minister Justin Trudeau places poppies at Beechwood Cemetery in Ottawa, ON
- MP Kelly McCauley speaks of NSLA in House of Commons
- First international ceremony; NSLA honours Canadian military headstones in Krakow, Poland
- Maureen Bianchini-Purvis receives Senate 150 medal
- Licensed in Quebec and NWT
- Seventh year of Remembrance Ceremonies, held in 100 locations
- 8,001 students honour over 49,821 military headstones



- First ceremony held near ghost town of Anyox, BC; Rangers and Jr Rangers fly in via helicopter

- 9th year of Remembrance Ceremonies, held in 118 locations
- Dance to Remember event moves to JW Marriott Edm ICE District
- Governor General Julie Payette becomes Viceregal Patron. Lieutenant Governor of AB, Lois Mitchell, becomes Honourary Chair
- Message from Gov. Gen. Julie Payette read at national livestream
- First ever student-led ceremony takes place in Calgary, AB
- Queen Elizabeth II sends letter of encouragement
- Canada's largest cemetery, Brookside Cemetery in Winnipeg, MB, holds first NSLA ceremony
- New ceremony at Driftpile Cree Nation, AB to honour D-Day veteran Peter Willier
- 3rd Canadian Division produces video for NSLA participants
- Lynn Patrick Volunteer Award honours Jamie Lantz
- 5 new events in Yukon, Northwest Territories and Nunavut



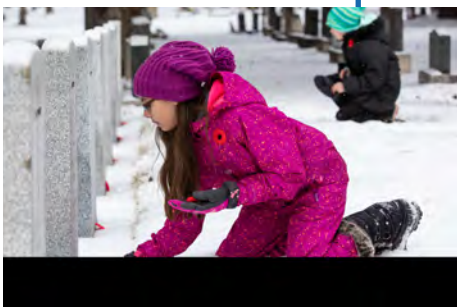
- Holocaust Survivor Dr. Eva Olsson speaks at national livestream
- Over 12,200 students honour 64,500 military headstones

2017

2018

2019

2020



- Licensed in Yukon
- Eighth year of Remembrance Ceremonies, held in 105 locations
- Dance to Remember hosts nearly 200 guests
- New ceremony in Kugluktuk, Nunavut
- 9,236 students honour over 58,941 military headstones

- 10th Anniversary of NSLA ceremonies
- COVID-19 pandemic severely limits in-person participation
- With many schools unable to participate due to public health restrictions, individual families and homeschooling groups stepped up to take part in greater numbers than ever.



- Live Stream from Beechmount Cemetery in Edmonton goes to a virtual format, and expands to include pre-taped segments from across Canada. Over 100,000 Canadians viewed the ceremony.
- A Dance to Remember fundraising gala goes virtual, via Zoom conferencing
- Ceremonies held in 11 NEW communities across Canada, for a total of 85 ceremonies in 60 communities
- Lynn Patrick Volunteer Award honours the Hartman Family

2011
1 event
4,149 Headstones
120 Students



2023
287 events
80,838 Headstones
11,340 Students

- 11th year of NSLA ceremonies
- 131 ceremonies held in 88 communities across Canada and internationally
- 29 new ceremonies held in 23 new communities
- 3 new events bring NSLA back to NL
- 7,702 students honour over 67,171 headstones
- NSLA Founder Maureen Bianchini Purvis receives Meritorious Service Medal
- NSLA partners with Juno Beach Centre and Beechwood Cemetery to educate youth about safeguarding the memory of veterans
- NSLA chosen as the 2021 recipient of net proceeds from Canadian Walk for Veterans.
- NSLA presents We Remember - a one hour televised special featuring excerpts from the film Died for Freedom
- First ever NSLA ceremony in Apeldoorn, Netherlands



2021

2022

2023

- 13th year of NSLA ceremonies
- 287 ceremonies held in 168 communities across 9 countries
- 43 events in NEW communities
- 11,340 students honour 80,838 headstones
- NSLA produces National Live Stream event from Beechmount Cemetery independently
- O Canada sung in Cree for first time at National Live Stream Ceremony from Beechmount Cemetery
- First ever NSLA commemoration at Arlington National Cemetery in Virginia, US. Honourable Laurie Hawn attends as NSLA representative.
- First ever NSLA event at Lijstthentoeke Cemetery in Ypres, Belgium, commemorating the first Commander of 3rd Canadian Division, Major-General Malcom Smith Mercer. Maureen Bianchini Purvis and Randall Purvis attended.
- First NSLA commemorations in Germany, Belgium, Portugal, Scotland and Spanish Morocco.
- NSLA launches online store
- NSLA collaborates with Bell Media for the first time on a digital marketing campaign, including the creation of three moving vignettes.
- NSLA website optimized to capture significant interest driven by social media and digital marketing efforts.

- 12th year of NSLA ceremonies
- 226 events held in 168 communities across Canada and internationally
- 112 new events held in 95 new communities
- 9,778 students honour over 79,896 headstones
- Find a Cemetery map enables Canadians to easily adopt cemeteries to commemorate in their community
- NSLA Founder Maureen Bianchini Purvis receives AB Order of Excellence and Queen Elizabeth II's Platinum Jubilee Medal (AB)
- NSLA Vice Chair and Secretary Treasurer Randall Purvis receives Queen Elizabeth II's Platinum Jubilee Medal (AB)
- Launch of NSLA's newly developed Teacher and Student Resource package
- A Dance to Remember fundraising gala returns to an in-person format, hosting guests at the JW Marriott ICE District in Edmonton
- NSLA events for the first time ever in France - three separate commemorations in Caix and Tourville-des-Ifs

