

# **i150** GUIDEBOOK

A tool for planning Canada's 150th anniversary.

A gift to all Canadians from imagiNation 150 Calgary.

*Une version française de ce document est disponible.*

It's Canada's 150th birthday in 2017.  
We're all going to be at the party.  
What gifts shall we bring?

**In 1967,** Canadians were encouraged to participate in a public act of gift-giving that resulted in a massive swell of grassroots initiatives and Centennial projects. This community spirit defined the Centennial celebrations and left a legacy that can inspire us again as we look towards 2017. With a little imagination and preparation using this personal planning guide, everybody can help to make the most of our 150th anniversary.

#### A GIFT FOR CANADA

Choosing the right gift for a friend or family member often feels like a challenge. It takes time and careful thought. By comparison, choosing a birthday gift for your country might seem daunting. The solution is simple: use your imagination, and

this guide. This is your chance to join in. We're calling all "Sesquiteers" — 1150 champions and enthusiasts — to initiate local gift-giving activity and link their communities into the country-wide movement. Canada's Sesquicentennial will be celebrated throughout the

country, but it will be rooted in communities like yours. These pages contain suggestions for launching a conversation to learn about your community and its residents. The Sesquicentennial is an opportunity for us all to reflect upon Canada's development and to better understand the country we are today. By delving deeply into this country's history and thinking ambitiously about its future, you can find the perfect gift: something lasting to make our communities better and bring us closer together as a country.

*Let's celebrate the Sesquicentennial by igniting a flame of civic action that will last for another 150 years.*

## PLANNING FOR THE SESQUICENTENNIAL

There are three easy steps to choosing your big, forward-thinking gift ideas for 2017. Anyone can use this guide to develop a local vision for celebrating 2017 and amplify the gift ideas they want to share with fellow Canadians. As you plan your gifts, don't forget to keep i150 Calgary in the loop, so we can share your ideas and help you connect with other Sesquiteers and communities across the country.

### 1. Learn

To start, we encourage you to learn about how and why Canadians celebrated the Centennial in 1967. In the same way, 2017 presents an opportunity to learn more about our communities and one another. It's our collective aspirations that will shape the celebrations and the legacies we wish to leave.

### 2. Lead

Then, it's your chance to lead a local conversation by engaging the people in your community about their hopes for 2017 and their big ideas for marking the Sesquicentennial.

### 3. Link

Finally, link up with the wider i150 community. Share your ideas with Canadians online and in person. As we rally more and more Sesquicentennial supporters and break new ground together, we'll make Canada's 150th birthday an event to remember.

# 1

## Learn

Reviewing the events of Canada's Centennial in 1967 is a good first step in planning for our Sesquicentennial. How did we celebrate and why? Which events captured our imagination? How do legacy projects still benefit us today? Understanding what made 1967 so significant to Canadians will help you to develop sound, imaginative, and meaningful Sesquicentennial gifts. Here are some ways you can learn about the Centennial in 1967 and build local enthusiasm and momentum towards 2017...

1. **Review your local 1967 history.** Our Centennial in 1967 was one of the most memorable and notable years in Canadian history because it captured the imagination of so many. There were over 6,000 local projects and national events across the country. So what made 1967 so successful? There is a wealth of information online about 1967, with detailed archives and evocative photos that are fascinating to flip through. Jot down any themes or examples that resonate.
2. **Ask what Canada needs for 2017.** The Sesquicentennial is an occasion to celebrate, but it also is an opportunity to invest in our communities, in ourselves, and our country. To make a sound investment, it's wise to know what gifts will bring the greatest return. What does Canada need today? Which trends might shape Canada in the years leading up to 2017? What do Canadians today hope or wish for?
  - ✦ Talk to Canadians about their memories of 1967 and their ambitions for 2017. Ask your neighbour. Ask a colleague. Ask a teenager if they know about the Sesquicentennial. Find out what they'd like to build or celebrate in 2017.
  - ✦ Spend an afternoon online. The NFB and CBC Archives have hundreds of clips and reams of archival footage from 1967, ranging from documentaries to old shows and news reports. Similarly, you could flip through old photos and view the art that was produced in honour of the Centennial.
  - ✦ Ask people to share their 1967 artifacts. You'll be surprised at how many people still have an Expo '67 passport in a drawer or a photo of the Centennial train.
  - ✦ Share your early list of ideas with others and ask for their suggestions and contacts who might be in a position to help realize your gifts.
  - ✦ Look into the history of a Centennial building, school, museum, park, event or project in your community. What did other communities do?

# 2

## Lead

As a Sesquiteer, your role is to fire the starting pistol towards 2017 by putting it squarely on everyone's radar. The key is to get people talking. Wherever possible, start a local conversation about Canada's 150th. Together, you can decide what gifts to give to Canada - commission a work of art, bring back a lost tradition, plant a tree for each child, or dedicate a new building.

1. **Kickstart a local conversation.** Talk to at least three friends, neighbours, colleagues, family or community members. Ask them what they want to give to Canada in 2017 and why. Gather around a kitchen table, launch a Facebook group, or organize a community roundtable. Use the i150 Questionnaire to guide your discussion. Ask your contacts to spread the word and report back.
2. **Encourage everyone to participate.** Just as 1967 belonged to everybody, the Sesquicentennial is an opportunity to celebrate Canada's diversity. In 1967, it didn't matter if celebrating meant building a UFO landing pad or racing a Voyageur Canoe Pageant across the country. What mattered was that you got involved with your fellow Canadians. Try to ensure that your community is fully represented to ensure that your gifts enjoy widespread support.
3. **Generate a list of gift ideas.** By now, you should have a sense of the initiatives you might want to contribute to 2017. These could range in scale or scope: from large infrastructure projects to grassroots events that encourage community participation. Look for areas of common agreement - which gift ideas generate the most enthusiasm? Are there themes that stand out? What does your community value most about each other and about Canada? Consider how each of your gifts will embody and strengthen these values. Refine your list and write a brief description for each idea.
  - ❖ Keep it light. Keep it purposeful. But it doesn't have to be overly serious. A bathtub race to boost neighbourhood spirit can be memorable and meaningful.
  - ❖ Start a local i150 Facebook page to build support for 2017, exchange ideas, show your progress, build networks, and link up with other online communities.
  - ❖ Consider inviting a young person to become a Sesquiteer.
  - ❖ Aim high. There is no greater opportunity to engage a local celebrity, personality, or leader as they have the capacity and drive to get things done.
  - ❖ Piggy-back on public events to spread the word about 2017.

# 1150 Questionnaire

As you begin to think about potential gifts for 2017, take a few minutes to ask yourself the following questions. Compare your answers with those of your friends, family members, neighbours, and colleagues. The answers will help you learn what Canadians need and hope for in the years and decades ahead.

1. What do you value most about living in {insert town/community/ Canada}?

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2. What transformations would you like to see in your community / Canada between now and 2017? Why?

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3. If you have one, what is your favourite memory of 1967? What made it memorable?

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4. What are the unifying themes that will make the Sesquicentennial relevant or memorable?

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5. What are the principles and values you'd like to see 2017 organizers adopt?

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6. How can we ensure that all Canadians / everyone in our community is included and can contribute to the Sesquicentennial?

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7. How should we celebrate Canada Day in 2017?

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8. If you could give one gift as part of Canada's 150th birthday, what would it be and why?

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9. How might you expand that gift and share it with other Canadians?

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# 3

## Link

Canada's Sesquicentennial is a chance to link people together and shine a spotlight on how your community plans to make 2017 the most memorable year in a generation. Network widely. Foster local partnerships and connect those who can lend their skills to early planning efforts. Most of all, share your ideas and inspire other Canadians to think broadly and ambitiously about the possibilities that 2017 presents.

Visit [www.i150.ca](http://www.i150.ca) to contribute your gift ideas, and tap into the energy and enthusiasm of Canadians everywhere who are dedicated to making 2017 the biggest and brightest year in Canada's history.

1. **Distribute widely and enlist support.** Circulate your Sesquicentennial wish list to everyone who had a hand in creating it. Put a PDF online. Start a Facebook page. Send a copy to community leaders with a personal note inviting them to be a 2017 champion. Use it as a calling card when you approach partners to discuss potential projects.
2. **Connect the dots.** Put individuals or organizations in touch that have raised similar or complementary ideas for 2017 to foster early partnerships. Look to community, businesses or municipal leaders — as well as individual Sesquiteers — who are in a position to shore up planning efforts. Engage those who have already committed to making your community a healthier, happier, more harmonious place to live. 2017 is the perfect occasion to bring Sesquiteers together!
3. **Join the i150 movement.** In 1967, Centennial organizers understood the value of unrestricted planning: it allowed Canadians to learn from one another and amplify their efforts. In the same way, how better to celebrate 2017 than to link up with other Canadians? imagiNation 150 is connecting Sesquiteers across the country to spark a country-wide movement of gift-giving.
  - ✦ Download the imagiNation 150 Handbook at [www.i150.ca](http://www.i150.ca) to learn how you can host a series of local workshops and draft a comprehensive i150 Plan — a strategic document to guide your community's Sesquicentennial planning.
  - ✦ Wherever possible, encourage a community leader from government, business or non-profit organization, to join your 2017 efforts.
  - ✦ Watch for naysayers. There may be some who look at your idea and say, "This can't be done." Before revising it, get a clear answer as to why and then ask, "What can we do to give it our best shot and get it done?"
  - ✦ The sky's the limit. Prepare as many gifts, large or small, that your community can dream up. If you've got an idea that doesn't quite fit, share it with us and your fellow Canadians. There's a good chance that someone can make it happen.

## The i150 Manifesto

Soon, we Canadians will celebrate the birth of an idea.

A vision. A hope and a dream.

A promise.

In 2017, we will celebrate the 150th birthday  
of our great nation.

Let us rise, we passionate Canadians,  
we dreamers and builders. And bring our nation  
the gift of our boundless imagination.

Once again, as we have done generation after generation,  
let us imagine an even greater Canada.

A Canada even more generous and just.

Even more bold, more innovative.

Even more vital, more compassionate.

Even more strong and free.

As we approach Canada's birthday let us speak, *entre nous*,  
of the nation we could be.

On the day, let us bring Canada the gift of a new dream.

And the next day, and in the days to follow,

let us roll up our sleeves and build it.

## About imagiNation 150 Calgary

i150 Calgary is a community-based organization that aims to stimulate dialogue about Canada and inspire country-wide gift giving in honour of the Sesquicentennial. We envision that people everywhere, from coast to coast to coast, will become i150 champions—*Sesquiteers*—and help spark a discussion about the Canada we want to create for each other, for future Canadians, and for the world. [www.i150.ca](http://www.i150.ca)

imagiNation 150 Calgary operates under the distinguished patronage of His Excellency the Governor General David Johnston and her Excellency Mrs. Johnston.

*The following companies have contributed money and other resources:*

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**SUNCOR**  
ENERGY

*Special thanks for the creation of this handbook:*

Support for creation and distribution

Concept e' Authorship

Design e' production

THE J.W. MCCONNELL  
FAMILY FOUNDATION  
LA FONDATION DE LA  
FAMILLE J.W. MCCONNELL

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# Contact us

We welcome your feedback, ideas and updates on the progress you are making. Email us and we'll put you on our eNewsletter list to keep you in the loop on all things i150.

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## An iconic mark, reimagined for 2017

An homage to the 1967 logo, the sesquicentennial logo is created from 13 segments to represent the 10 provinces and 3 territories of Canada. Its angular forms symbolize our diverse and dynamic cultures. You are more than welcome to download the logo and place it on stationery, on your car or embed it in a bridge you're building. Go to [i150.ca/sesquiloogo](http://i150.ca/sesquiloogo)



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