

**SUPPORT APPUYONS
TROOPS NO TROOPES**

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**SUPPORT OUR TROOPS
PROGRAM** *Annual Report*

Fiscal Year 2013/2014



Message from DGMWS

It gives me enormous pride to provide cover to the third edition of the Support Our Troops Program Annual Report for Fiscal Year 2013/2014.

As the official charity of the Canadian Armed Forces, The Support Our Troops (SOT) Program is a key element of a broad integrated network of support for currently serving members and their families, as well as veterans and their families. The SOT Program leverages support from individual Canadians, community-based groups, Corporate Canada and external organizations and foundations to translate that support into valuable morale and welfare programs and services.

Since assuming the position of Director General Morale and Welfare Services, I have had the distinct pleasure of meeting wonderfully generous Canadians who recognize the sacrifices made by our men and women in uniform and their families. There are many repeat donors; there are equally many new donors. I am thankful for all of this support. My team enjoys working with so many diverse Canadians in devising the best way to ensure that the unique needs of the Canadian Forces Community can be met while respecting the wishes of the donors.

I am very excited about the future for SOT. We are modernizing both our governance and Fund structure to ensure that we can meet the current and evolving needs of the Canadian Forces Community, at home and abroad. The Yellow Ribbon has been used since 2009 to represent the SOT Program. Donors and supporters should look for the Yellow Ribbon as a symbol of relationships that exists with the SOT Program.

Many thanks for your interest in, and on-going support of, the Support Our Troops Program.

Yours Aye,

A handwritten signature in blue ink, appearing to read 'Mark B. Watson', with a long horizontal flourish extending to the right.

Mark B. Watson
Commodore, RCN
Director General Morale and Welfare Services

Introduction

This document represents the Fiscal Year 2013/2014 Annual Report for the Support Our Troops Program, covering the period April 1, 2013 to March 31, 2014.

The **Support Our Troops Program** is an invaluable Canadian Armed Forces (CAF) morale and welfare program administered by Canadian Forces Morale and Welfare Services (CFMWS). It is but one element of support that currently exists to help CAF members and their families meet unique challenges and individual circumstances, most often associated with the demands of military service. The team within CFMWS works closely with Department of National Defence (DND) staffs, as well as with provincial and municipal community agencies and other charitable organizations, to help find the best support for our members and their families.

This Annual Report highlights the diverse nature of the support provided by the Support Our Troops Program, beginning with the following core Program elements.



Program Elements

Operation Santa Clause supplies Christmas care packages to CAF personnel who are deployed overseas and away from loved ones during the holiday season. The care packages contain Canadian comforts of home and represent the goodwill of companies and individuals who supply these contents along with messages of gratitude. During the 2013 Christmas season, 1,400 care packages were delivered to CAF members deployed around the world.

Testimonial

"I just wanted to drop you a little note and tell you about our Christmas here on Op Lobe in Libya. On Christmas morning, we met in the morale house at 1000hrs for our brunch followed by the gift opening of the Op Santa presents. Our M&F people went the extra mile to wrap the boxes. I really wish you could have seen the faces of people when they were tearing into their presents. I'm not kidding, there were smiles all around. Even the 25 year old single guy who said he just wanted to sleep in was all smiles. You had people trading their t-shirts for M&Ms while others were collecting the maple syrup lollipops. A big thank you to you and your team for putting together the boxes. They were well appreciated."

The **Hospital Comforts Fund** ensures members of the CAF who are hospitalized for more than forty-eight hours have access to basic comforts of home, such as reading material, access to television and internet, and commissary goods. Historically, the Hospital Comforts Fund has provided support to at least 300 members annually. In FY 2013/2014, 225 members benefited from the Fund.

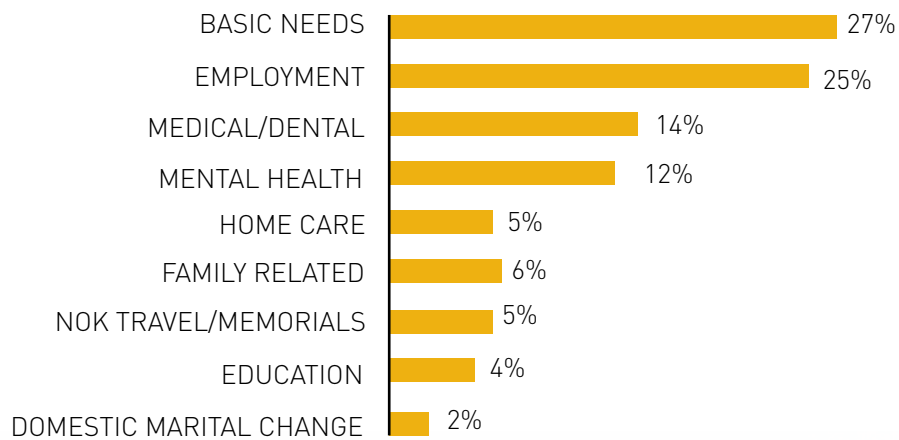
Launched in 2007, the **Military Families Fund** allows the chain of command to quickly respond to the unique, unforeseen and often immediate needs of military members and their families. Support from the Fund may be provided in the form of a grant or an interest-free loan. To qualify for support from the Military Families Fund, the condition or situation giving rise to the financial request from either a member or his/her family must be linked to conditions of service. In addition, there must be a verifiable financial need that cannot be supported through current departmental policies or from personal financial resources, the request for assistance must be supported by the chain of command, and the financial assistance must contribute to

the resolution of the particular situation. Notwithstanding the above, it is recognized that there may be requests that are deemed to be “exceptional” in nature; these are evaluated based on their individual merits. For these cases, decisions are based on the immediate health and welfare needs of the member and/or his/her family.

Annually, the Military Families Fund provides financial support to thousands of military families or their families. During FY 2013/2014, support from the Fund included: basic needs; employment transition; medical travel for families serving in remote locations; financial assistance for counseling support; as well as sending children to camp.

In addition, the Fund also provided interest free loans to ill and injured CF members to ensure that those requiring home modifications to meet their physical or mobility needs could be initiated without delay.

Figure 1 shows a breakdown of the support provided.



The Military Families Fund also receives flow-through funding designated for a specific purpose from external organizations and/or foundations. These funds are maintained in a separate “Restricted” account within the Support Our Troops Fund, which allows for maximum

visibility and accountability. During FY 2013/2014, the flow-through funds were utilized to provide financial assistance to our families in the following ways:

- Tutoring assistance for children of CAF families who required additional educational support;
- Support for families with Special Needs Dependants, including funds for: respite care, assessments/re-assessments, and individual care such as therapy, assistive devices and travel; and
- Procurement of vehicles and the conduct of home renovations for ill/injured members.

The Soldier On Program is a highly visible and integral component of the Department of National Defence and Canadian Armed Forces' commitment and priority towards the recovery, rehabilitation, and reintegration of serving members and veterans with visible or non-visible illnesses or injuries. The program was created in 2006 to provide opportunities for Canadian Armed Forces members, past and present, to overcome their permanent or chronic illness or injury through participation in recreational, sporting and other physically challenging activities.

Since its inception, Soldier On has helped more than 900 ill and injured members to:

- acquire sporting or fitness equipment;
- gain access to high-level training from world-class instructors; and
- participate in a wide range of structured activities from alpine skiing to fishing to adventure expeditions.

More specifically in FY 2013/2014, Soldier On provided access to equipment, training and events that included mentorship and instruction by Canada's top athletes, coaches and trainers and allowing participants to:

- learn a new sport such as horseback riding, skiing or cycling;
- train with and compete against soldiers with similar injuries and illnesses from Australia, France, Georgia, Great Britain, and the United States of America; and,
- push their physical and mental limits through participation in national sporting events such as the Canada Army Run and Allied Winter Sports Camp.

The re-introduction to an active lifestyle provides CAF members with opportunities to develop new skills and build confidence in their abilities. Many injured members credit Soldier On with helping them to overcome their challenges and move forward in life.

Captain Christian Maranda

“When you’re injured, you lose control over many things...your body, your schedule, your work, your personal life. Soldier On gave me opportunities to be with other people with similar challenges and to try different things that helped build my confidence and my morale.”

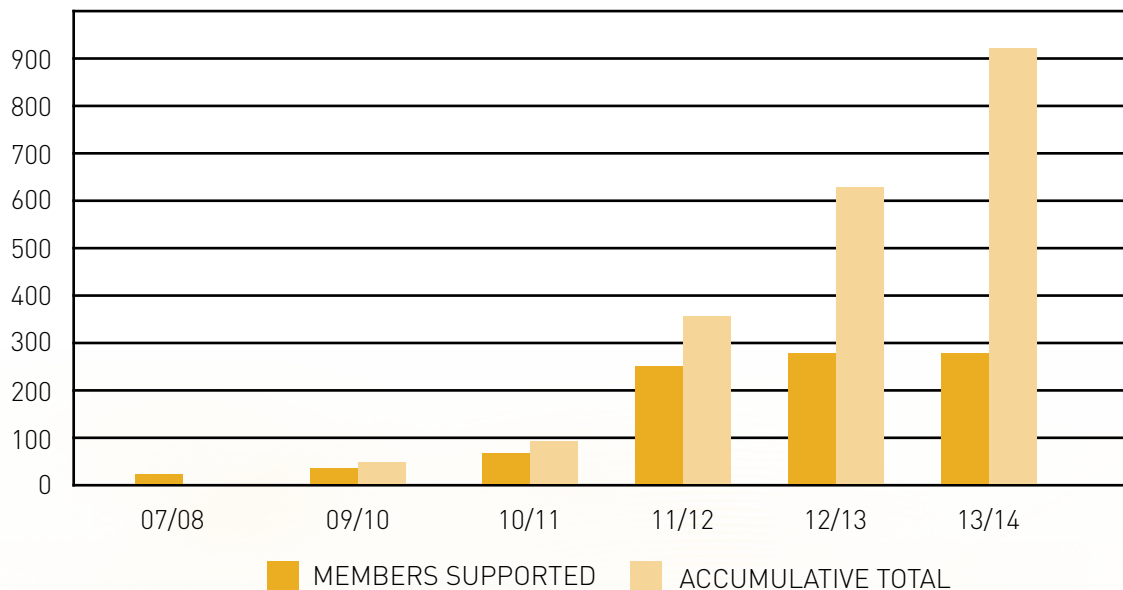
Cpl (Retired) Christine Gauthier

“Soldier On helped me to get over my depression, to find a balance in life; to re-discover an active lifestyle. Thank you Soldier On!”

Sgt Frédéric Roy

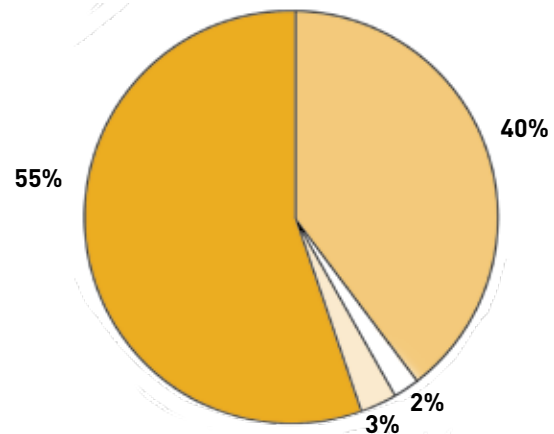
“Thanks to Soldier On, I have the passion for adventure and I am living life to the fullest.”

The following chart shows the growth in CAF members supported by Soldier On.



Soldier On Disbursements by Category

- Equipment and Training Expenses
- High Performance
- Regional, National or International Events
- General and Administrative



Although not formally part of the Support Our Troops Program, the **Canadian Forces Personnel Assistance Fund** is a charity that provides assistance to military members through grants and low-interest loans across four distinct programs. In FY 2013/2014, the Canadian Forces Personnel Assistance Fund assisted more than 2,500 serving members and veterans with almost \$10M in financial assistance.

Testimonial:

Captain Christian Maranda was injured by an IED blast while on a routine patrol in 2009.

“My new vehicle not only is adapted to my limitations and handicaps, but also enables me to transport my hand-powered bicycle and my kayak so that I can go on outings with my two daughters. I want to express my deepest gratitude to the donors and managers of the Military Families Fund. Thanks to your support, I can look ahead to the future with a greater peace of mind.”

In addition to the core Programs outlined above, the Support Our Troops Program also received a number of other donations which were translated into valuable programs and services for members of the CAF and their families. These are described in more detail below.

Through a partnership with Shell Vacations Club initiated in 2012, the **Vacations for Veterans Program** offers CAF members who have sustained an injury while on a special duty area (SDA) or on a special duty operation (SDO) with free lodging at 23 Shell Vacation properties in Canada, Mexico and the United States. Since this Program was introduced, 118 eligible applicants have registered for their Vacations for Veterans getaway.



Since 2008, thousands of children of military families have attended a week-long camp program through the **Support Our Troops Summer Camp Program**. In FY 2013/2014, three hundred children attended Camp Maple Leaf, near Peterborough, and forty attended Muskoka Woods Camp.



The **Support Our Troops Program** is currently tracking 26 Canadian scholarship and bursary programs at various academic institutions.



Officially unveiled in 2012, the **Support Our Troops Merchandise Program** offers Support Our Troops/Yellow Ribbon and Soldier On apparel to the Canadian Forces community, as well as more broadly to Canadians. The SOT Program enjoys partnerships with many retailers to support the production and sale of merchandise, with all of the proceeds accruing to the Fund. The complete line of clothing can be found at www.sotstore.myshopify.com.



In 2011, Scouts Canada launched the **Canadian Forces Popcorn Program** through which customers donate bags of Trail's End popcorn to CAF members serving at home or abroad. In FY 2013/2014, one hundred and thirty two cases of Scouts Canada popcorn were distributed to military bases across Canada.



In FY 2013/2014, CFMWS partnered with Mirvish Productions to highlight, through The **Two Worlds of Charlie F**, the challenges of military service and the long road to recovery resulting from physical and mental injuries. In late February 2014, the Princess of Wales Theatre in Toronto and the Chief of Defence Staff played host to two hundred special guests for an opening night performance followed by a special reception.



Through **Boogaard's Booguardians**, more than 180 members of the Canadian Forces Community had the opportunity to attend an Ottawa Senators game at the Canadian Tire Centre in FY 2013/2014. Derek Boogaard was a player in the National Hockey League with the Minnesota Wild and the New York Rangers. Derek used to purchase season tickets at his home arena and offer those tickets to children of local military, police forces, fire departments, and Emergency Management Services. Since Derek's death, his father has carried on his son's legacy through Boogaard Booguardians.



Last Flight from Afghanistan - Final Homecoming - The last soldiers to return home from a decade long mission in Afghanistan arrived at the Canada Reception Centre, in Ottawa, on 18 March 2014. The military members were greeted by family, friends and government officials including His Excellency the Right Honourable David Johnston, Prime Minister Stephen Harper and the Minister of National Defence, Rob Nicholson. The Support Our Troops Program provided welcome packages for returning troops as well as refreshments for all in attendance.



MWO Rick Taylor and family received funds to assist with therapy costs for their daughter.

“We are posted to Wainwright, Alberta, and the Provincial Health Care system isn’t able to provide the specialist medical services that my daughter requires. These services are only available through a private civilian provider. Due to the high costs of the private treatment, without the assistance from the MFF, we would not have been able to afford the treatment for her. We have experienced first-hand the huge difference this fund can make in the lives of soldiers and their families.”

Corporal Antoine Vachon-Lehoux was injured in an accident in 2012.

“Thanks to the Military Families Fund, I now have a vehicle tailored to my new physical condition and that gives me the mobility I need to get around. I will be able to go back to school and function independently.”

In collaboration with the Support Our Troops Program, in June 2013, a specially appointed “Canadian Tire ambassador” travelled to Switzerland, Belgium, Germany and Holland to deliver the **Ultimate Canada Day Gift Package** to families of CAF members serving abroad. Bursting with red, white and Canadian pride, the care packages – delivered in a Canadian flag adorned cooler - had everything from fun family games (Frisbees, jump ropes and water balloons) to the perfect Canada Day outfit (hats and t-shirts), and, most importantly, our nation’s flag.



On 16 December 2013, 22 serving and former members of the CAF participated in the **NHL HockeyTown Winter Festival with Soldier On**. These players challenged the USA Warrior Hockey team to a friendly game of stand-up outdoor ice hockey as part of the HockeyTown Winter Classic Festival.



Some of Our Donors

The SOT Program is funded entirely by the generous donation of Canadians. The following are a few examples of the contributions made to the Support Our Troops Program this past year:

- As in past years, the 2013 Canada Army Run provided a substantial contribution to the Support Our Troops Fund;
- All the royalties from Prime Minister Harper's *A Great Game: The Forgotten Leafs & The Rise of Professional Hockey* have been donated to the Military Families Fund;
- Maple Leaf Sports and Entertainment donated proceeds from the sale of Camouflage Jerseys and 50/50 raffle tickets at their annual Canadian Forces Appreciation Game to the Military Families Fund;
- The Winnipeg Jets True North Foundation continued its commitment to provide funds to Soldier On and the Military Families Fund in each of the next nine years;
- The True Patriot Love Foundation made several generous contributions to the Military Families Fund;
- The Support Our Troops Program is the beneficiary of donations through the Government of Canada Charitable Workplace Campaign;
- Through an agreement with BMO Bank of Montreal, a specific percentage of the transactions made by Canadians on their BMO Support Our Troops MasterCard accrued to the Support Our Troops Program.

Governance

The Support Our Troops Program is managed by the Director General Morale and Welfare Services and his team of dedicated professionals.

The Support Our Troops Fund Executive Committee provides the Chief of Defence Staff and the Director General Morale and Welfare Services with advice and guidance in developing fundraising and fund sustainability strategies, in supporting the establishment of key strategic partnerships, and in evaluating third party fund-raising proposals.

The Executive Committee is comprised of the following members:

Chair

- Commodore Mark Watson, Director General Morale and Welfare Services

Directors

- Mr. John de Hooge, Fire Chief, City of Ottawa
- Ms. Gaynor Jackson, Executive Director, Canadian Forces Base Esquimalt Military Family Resource Centre
- Mr. Max Keeping, long-time member of the Canadian broadcasting community and distinguished ambassador for many charitable organizations within the greater Ottawa area
- Lieutenant-General (Retired) William Leach, an active member of the community through service with foundations and institutions that offer support to the CAF community
- Mr. Dave Ready, a seasoned advisor on philanthropic and strategic marketing
- Mr. Dave Smith, a popular philanthropist and restaurateur, as well as a highly decorated Canadian
- Rear-Admiral (Retired) Bryn Weadon, an active member of the community who provides financial and logistics advice to a number of volunteer organizations

Financial Reports

The enclosed charts represent the Statement of Revenue and Expenses and the Statement of Financial Position for the Support Our Troops Funds for Fiscal Year 2013/2014. These financial resources are held within the Canadian Forces Central Fund as Non-Public Funds.

Questions/Comments

Questions or comments about this report may be forwarded to the Director Strategic Outreach and Initiatives, Canadian Forces Morale and Welfare Services at 613-947-3839. For more information concerning our programs, please visit our website at: www.supportourtroops.ca or www.cfmws.com.

**SUPPORT OUR TROOPS FUND
STATEMENT OF REVENUES AND EXPENSES
FOR THE PERIOD ENDING 31 MARCH 2014**

	OP Santa	Hospital Comforts Fund	Soldier On Fund	Military Families Fund	SOT Fund	Program Rebates	TPL Restricted	Total
REVENUE								
Donations	\$34,656.96	\$35,007.25	\$510,974.94	\$755,750.88	\$137,300.64	-	\$450,000.00	\$1,923,690.67
Product In Kind Donations	\$140,900.00	-	-	1,832.00	\$408,679.71	-	-	\$549,579.71
Investment Dividends	-	-	-	-	-	-	-	\$1,832.00
Operating Income	-	-	73,224.74	0.00	-	-	-	\$73,224.74
Other Revenue (Note 1)	-	-	2,769.60	0.00	617,548.71	57,042.97	0.00	\$677,361.28
Donated Stock Gain/(Loss)	-	-	-	1,556.00	-	-	-	\$1,556.00
TOTAL REVENUE	\$175,556.96	\$35,007.25	\$586,969.28	\$759,138.88	\$1,163,529.06	\$57,042.97	\$450,000.00	\$3,227,244.40
EXPENSES								
Grants	-	53,819.51	662,940.82	704,410.41	-	-	769,442.15	\$2,190,612.89
Program Expenditures	171,455.11	-	3,250.75	0.00	499,235.47	21,930.11	-	\$695,871.44
General and Administrative	-	-	8,936.85	629.10	273,914.31	-	-	\$283,480.26
	\$171,455.11	\$53,819.51	\$675,128.42	\$705,039.51	\$773,149.78	\$21,930.11	\$769,442.15	\$3,169,964.59
Excess of Revenue Over Expenses	4,101.85	(18,812.26)	(88,159.14)	54,099.37	390,379.28	35,112.86	(319,442.15)	\$57,279.81
Fund Balances - beginning of year	36,823.26	0.00	1,219,058.61	3,886,929.95	90,708.89	26,723.24	503,672.79	\$5,763,916.74
Inter-Fund Transfers	0.00	20,000.00	0.00	0.00	(20,000.00)	0.00	0.00	\$0.00
FUND BALANCES - END OF MARCH	\$40,925.11	\$1,187.74	\$1,130,899.47	\$3,941,029.32	\$461,088.17	\$61,836.10	\$184,230.64	\$5,821,196.55

Note 1 - \$617K represents interest received.

**SUPPORT OUR TROOPS FUNDS
STATEMENT OF FINANCIAL POSITION
FOR THE PERIOD ENDING 31 MARCH 2014**

	OP Santa	Hospital Comforts Fund	Soldier On Fund	Military Families Fund	SOT Fund	Program Rebates	TPL Restricted	Total
ASSETS								
CURRENT								
Cash and Bank	\$40,925.11	\$1,187.74	\$769,300.90	\$3,831,504.32	\$431,088.17	\$61,836.10	\$642,843.46	\$5,778,685.80
Inventory RR			\$316,401.74					\$316,401.74
Inventory SOT			\$29,345.15					\$29,345.15
Prepaid			\$15,851.68		\$0.00			\$0.00
Accounts Receivable								\$15,851.68
Loans Receivable (Note 1)					30,000.00		0.00	\$30,000.00
	40,925.11	1,187.74	1,130,899.47	3,831,504.32	461,088.17	61,836.10	642,843.46	\$6,170,284.37
SHORT-TERM INVESTMENTS (Note 2)				109,525.00				\$109,525.00
TOTAL ASSETS	40,925.11	1,187.74	1,130,899.47	3,941,029.32	461,088.17	61,836.10	642,843.46	\$6,279,809.37
LIABILITIES AND FUND BALANCES								
CURRENT								
Accrued Liability	0.00						458,612.82	\$458,612.82
TOTAL LIABILITIES							458,612.82	\$458,612.82
FUND BALANCES								
Unrestricted	40,925.11	1,187.74	1,130,899.47	3,941,029.32	461,088.17	61,836.10		\$5,636,965.91
Restricted (Note 3)				0.00			184,230.64	\$184,230.64
TOTAL FUND BALANCES	40,925.11	1,187.74	1,130,899.47	3,941,029.32	461,088.17	61,836.10	184,230.64	\$5,821,196.55
TOTAL LIABILITIES AND FUND BALANCES	\$40,925.11	\$1,187.74	\$1,130,899.47	\$3,941,029.32	\$461,088.17	\$61,836.10	\$642,843.46	\$6,279,809.37

Note 1: Support from the Military Families Fund may be provided by a grant or an interest free loan. The amount shown here are loans that have been extended to our ill and injured members to facilitate home or vehicle modifications. \$30K under SOT Fund represents a loan to Forces & Families.

Note 2: Military Families Fund has received a number of stock donations from generous Canadians. Value reflected is as at 31 March 2014. Adjustments are actioned on an annual basis.

Note 3: The Military Families Fund sometimes receives donations for a specific purpose.