



SUPPORT OUR TROOPS

Year in Review

2022-2023





Table of Contents

Forward	04
What we achieved with your help	06
2022-2023 in Review	08
Get Involved	09
Campaigns	12
Our Stories	17

Forward



Our military community is strong and adaptable, but not immune from facing difficulties. New postings every few years require serving members and their families to uproot themselves and begin anew, often far from their support networks. In addition, long absences from home through deployments and training, coupled with the dangers of service life, continue to complicate home life for many members. Support Our Troops has worked hard this past year to continue to provide our Canadian Armed Forces (CAF) community with a safety net for our members, Veterans, and their families to help them navigate challenges that may arise because of the realities of military life.

Thanks to the generosity of our donors and partners over the last year, Support Our Troops has been able to provide support to our CAF community when they needed it most. In addition to providing direct support to members, Veterans, and their respective families, Support Our Troops also indirectly provided support by securing funds for programs that assist with personal and family well-being.

This past year also saw the in-person return of the incredibly popular Canada Army Run; a resurgence of third-party fundraising events; and a number of exciting collaborations with our donors and partners.

Our military has remained dedicated to serving Canada during times that require resilience and commitment. While our military faces the realities of today, Support Our Troops remains responsive, offering assistance to those providing selfless service within Canada and across the world.

Thank you for your support and for standing with us. It is truly having an impact for our members, Veterans, and their families.

With gratitude,

Laurie Ogilvie
Senior Vice President, Military Family Services
Canadian Forces Morale and Welfare Services

What we achieved with your help

Every day members of the Canadian Armed Forces put on a uniform and commit themselves to keeping Canadians and Canada safe. With your continued support, we can ensure that when a member, Veteran, or family steps forward to seek support, their request can be granted.

The generosity of our donors is outstanding. Your generosity helps our military members and their families face their unique circumstances with hope, strength, and dignity. Here is how our donors and partners have provided help to families, Canadian Armed Forces communities, as well as to the ill and injured.

Impact in 2022-2023

April 1, 2022 - March 31, 2023



7,093

Canadian Armed Forces members, Veterans, and families supported.



\$2.3M

Raised for Canadian Armed Forces members, Veterans, and their families in need thanks to the generosity of Canadians.



2022-2023 in Review

Support for our Canadian Armed Forces members, Veterans, and their families.

Thanks to the generosity of our donors and partners, we supported **over 7000 members and their families** with grants and programs that improved their financial wellbeing and helped them adapt to an illness or injury. Examples of the support we have provided over the last year include:



159 Military Families

with a child with special needs received support



1,288 Military Families

assisted through the Holiday Hamper Program



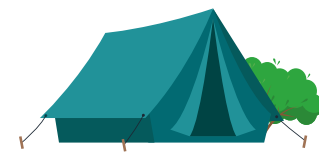
344 Members

assisted through an Emergency Grant providing financial support during an immediate financial distress situation.



98 Military Dependents

received a scholarship to pursue their academic dreams through the National Scholarship Program



367 Military Children

enjoyed summer camp for the 9th annual National Summer Camps Program



31 CAF Members

received a bursary to expand their education

Get Involved

Supporting our own.

Your involvement can make a real difference in the lives of those who serve our country with honour and pride, and who have given so much. Learn here about how our community invests in us, and how we re-invest back into our community.

SISIP Financial

\$200,000 received from SISIP Financial to ensure members of the CAF community and their families could receive support through the Emergency Grant Program. SISIP has assisted 219 members in receiving grants through Support Our Troops. In addition to this support, SISIP's financial counsellors work as a team with Support Our Troops, finding options through the many available Support Our Troops programs and assisting members in need. Here is just one of the ways that a member has received assistance from Support Our Troops through SISIP Financial:

With the wild fires across the country, several members sought out a SISIP Financial Counsellor to request financial support. One member had been given an evacuation order and unfortunately was unable to secure housing for himself and his spouse. They had maxed out their credit cards already to stay at a hotel and needed money to extend their stay at the hotel since they were unable to return to their home for a few more days. Thanks to SISIP's Financial Counsellor and Support Our Troops, the member was provided an Emergency Grant to cover some of the costs. The member explained their only option would have been to live in their car until such time as they could return to their home.

\$203,388 raised

Through the License Plate Program. This program, adopted by the provinces of Alberta, Manitoba, Ontario, and Saskatchewan, encourages Canadians to rally support for our military in an impactful way. Through customized license plates that feature the Support Our Troops Yellow Ribbon, Canadians from coast to coast can come together to show our gratitude to our members in uniform. Funds raised from these specialty plates support programs and initiatives in military communities located in the four participating provinces.

.....

\$116,773 raised

By participating in CAF Appreciation games. Support Our Troops and the Canadian Armed Forces (CAF) are proud to partner with the National Hockey League (NHL), Canadian Hockey League (CHL), Canadian Football League (CFL), Major League Baseball (MLB), National Basketball Association (NBA) and others to host Canadian Armed Forces Appreciation Nights in support of military members who serve our country. As passion for sports runs deep in many Canadian communities, CAF Appreciation Nights allow our fellow Canadians to say “thank you” to our military members for the pride, courage, and dignity they bring to the front lines. In some cases, community members gift their own tickets for members to attend. Many of these sports teams make charitable contributions through 50/50 raffle sales to programs that provide financial support and assistance to military members and their families.

.....

\$208,995 raised

Last year by Funding Innovation. Since the inception of our partnership in 2016, Funding Innovation has raised over \$1,300,000 for Support Our Troops through its Art Easel Program. This program allows Canadians to contribute to Support Our Troops by bidding on Canadian-made, fully licensed sports, music, and traditional art prints at over 350 easel-hosting establishments in 10 provinces. The funds raised through the Art Easel Program contribute to Support Our Troops programs that are essential in helping support members of the Canadian Armed Forces community and their families.

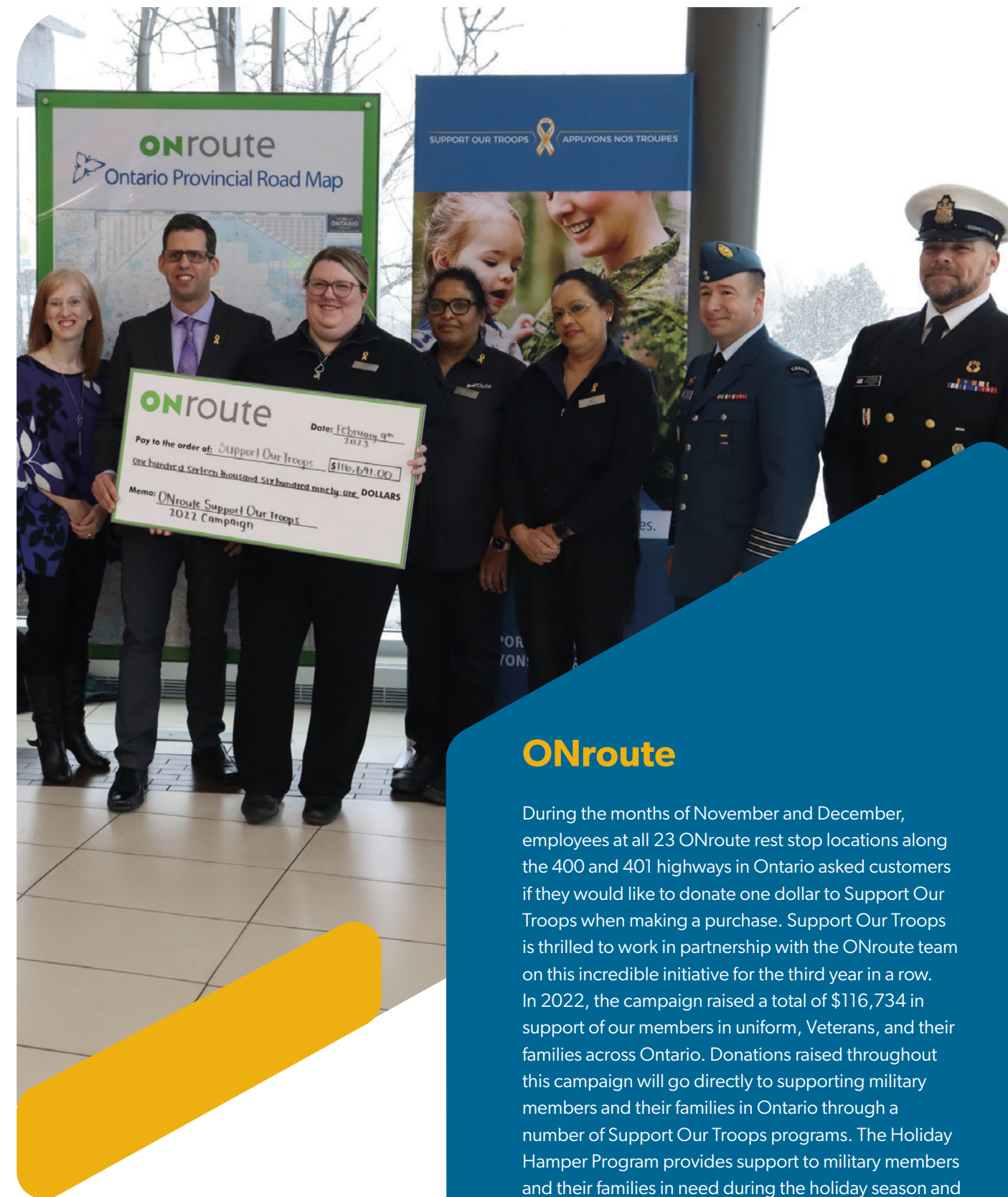
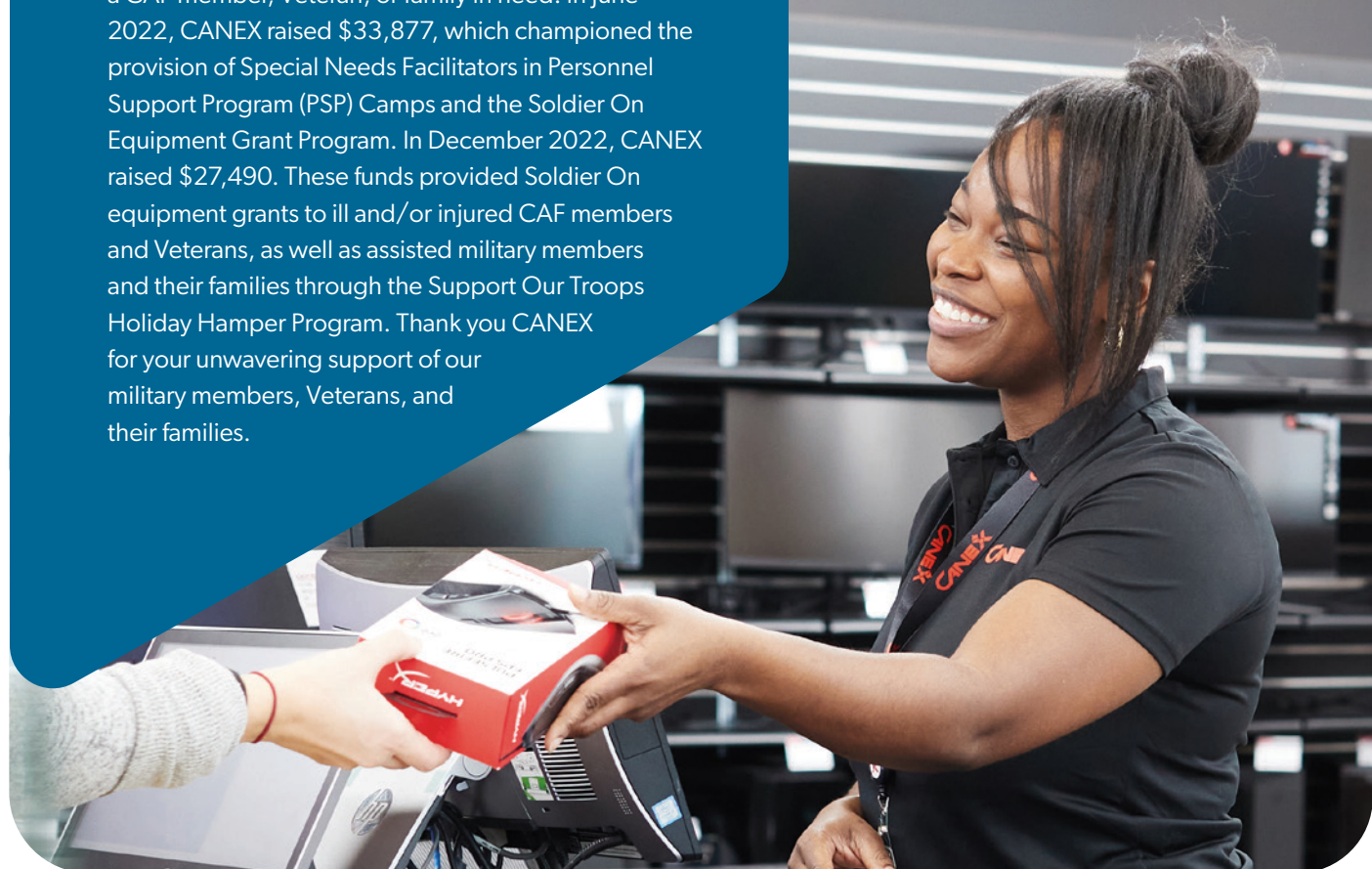


Campaigns

Our Donors are at the heart of Support Our Troops. With your help, we can have a positive impact on the lives of thousands of military members and their families.

CANEX

CANEX, Canada's Military store and preferred retail provider of the CAF, runs its CANEX Gives Back campaign in June and December, every year. CANEX customers made personal donations either in-store or online to support the CAF Community. CANEX matched all donations giving double the impact for a CAF member, Veteran, or family in need. In June 2022, CANEX raised \$33,877, which championed the provision of Special Needs Facilitators in Personnel Support Program (PSP) Camps and the Soldier On Equipment Grant Program. In December 2022, CANEX raised \$27,490. These funds provided Soldier On equipment grants to ill and/or injured CAF members and Veterans, as well as assisted military members and their families through the Support Our Troops Holiday Hamper Program. Thank you CANEX for your unwavering support of our military members, Veterans, and their families.



ONroute

During the months of November and December, employees at all 23 ONroute rest stop locations along the 400 and 401 highways in Ontario asked customers if they would like to donate one dollar to Support Our Troops when making a purchase. Support Our Troops is thrilled to work in partnership with the ONroute team on this incredible initiative for the third year in a row. In 2022, the campaign raised a total of \$116,734 in support of our members in uniform, Veterans, and their families across Ontario. Donations raised throughout this campaign will go directly to supporting military members and their families in Ontario through a number of Support Our Troops programs. The Holiday Hamper Program provides support to military members and their families in need during the holiday season and the Emergency Financial Assistance Program assists members and families who may find themselves in financial distress.



#MyFamilyInUniform

In November 2022, Support Our Troops ran the #MyFamilyInUniform Twitter campaign along with TSN's Gord Miller, where Canadians were invited to share stories and photos of their family members who have served or are currently serving. The campaign ran from November 1-11, which resulted in a boost in engagement, followers, and mentions for Support Our Troops.

Signature Events

Canada Army Run

From the cannon used as a "starter's pistol" to the "dog-tag" medals soldiers place around all participants' necks at the finish line, the Canada Army Run is "all things military" from start to finish.

More than anything, though, the Canada Army Run, is about Canadians and the Canadian Armed Forces – Navy, Air Force and Army– joining together in the spirit of camaraderie and community.

It's a chance for the troops to extend the military esprit de corps to Canadians and to thank them for their support. And, it's an opportunity for Canadians to say "thanks" to the people who serve them in so many ways at home and abroad. The Canada Army Run offers an opportunity for participants to fundraise for Support Our Troops and Soldier On. In 2022, we were thrilled to invite everyone back to a smaller in-person event in Ottawa while maintaining international participation virtually. Through the amazing fundraising efforts of the runners, walkers and rollers, over \$185,000 was raised for Support Our Troops and Soldier On.





Navy Bike Ride

The Navy Bike Ride is not just an event, but a cause that encourages the well-being of our communities and families, whether through physical or virtual events, motivating and helping each other to be healthy through cycling, or even making a difference for others who need our help. The Navy Bike Ride is a family-friendly event for cyclists of all ages. Funds raised by participants of the Navy Bike Ride support three organizations dedicated to the well-being of our military community: Support Our Troops, Soldier On, and the Royal Canadian Navy Benevolent Fund. Last year, \$47,672 was raised for Support Our Troops, Soldier On, and the Royal Canadian Benevolent Fund.

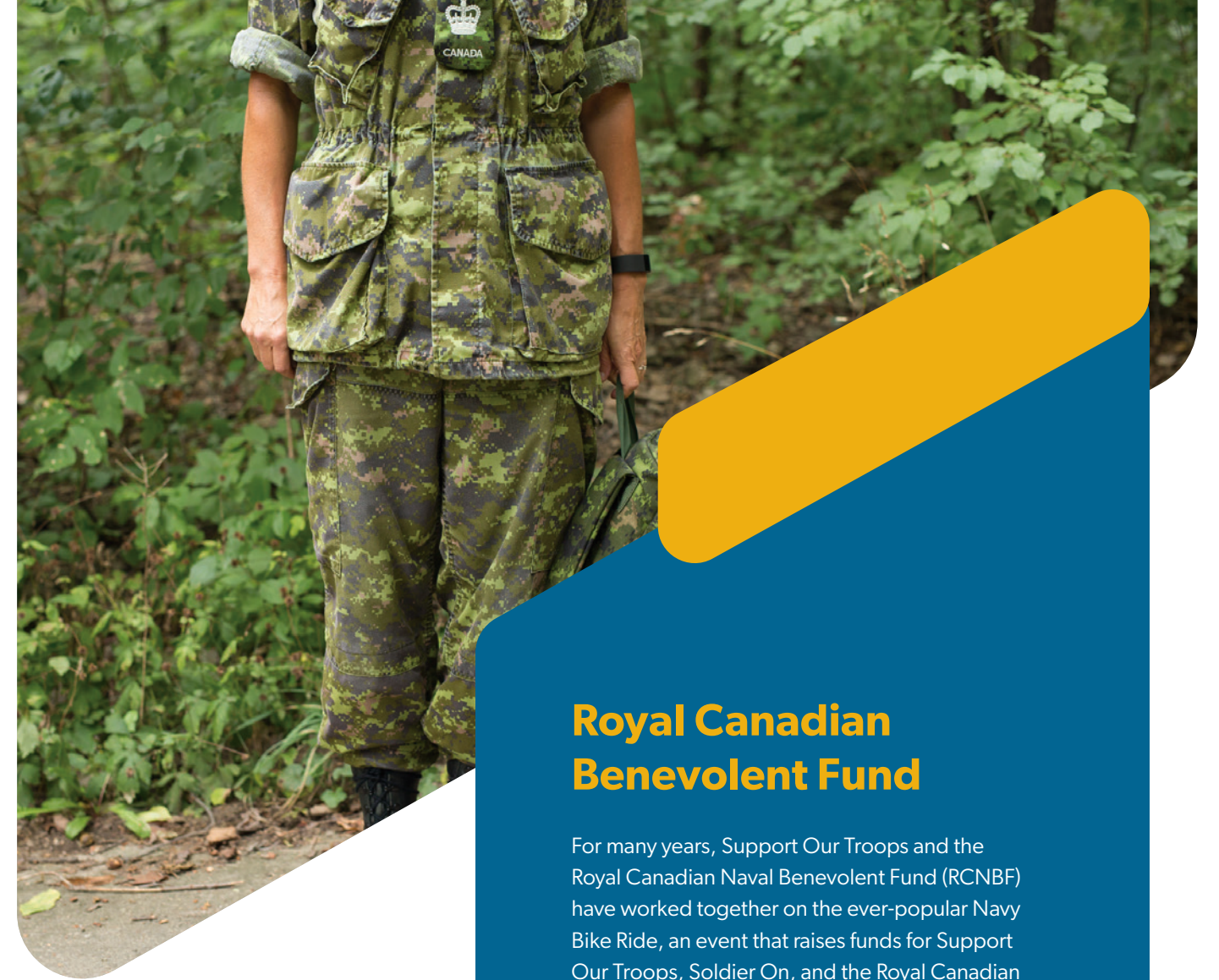
Our Stories

Our donors are at the heart of Support Our Troops. With your help, we can have a positive impact on the lives of thousands of military members and their families.



Scotiabank

Thanks to Scotiabank's generosity every year military families across Canada look forward to participating in the PSP Summer Camps Program. During the summer months, Canadian Armed Forces (CAF) members leverage PSP summer day camp as a part of their family care plan. PSP Summer Camps receive funding to support military families with children with special needs. Thanks to Scotiabank's gift, 56 professionals with special needs training were hired to support the program and 118 children with special needs from military families enjoyed the summer camp experience. While fun is the most important aspect of these camps, another major benefit is providing a period of relief and much-needed respite care for the caregivers of these children. Thank you Scotiabank for helping us provide peace of mind and a sense of normalcy for these deserving children.



Royal Canadian Benevolent Fund

For many years, Support Our Troops and the Royal Canadian Naval Benevolent Fund (RCNBF) have worked together on the ever-popular Navy Bike Ride, an event that raises funds for Support Our Troops, Soldier On, and the Royal Canadian Benevolent Fund, and encourages healthy living through cycling. In addition to the Navy Bike Ride, the Royal Canadian Naval Benevolent Fund has committed to supporting naval families with children with exceptionalities through the Support Our Troops Special Needs Grant. Thanks to this generous gift, these families will have enhanced access to healthcare and support. The RCNBF vision is to promote the well-being of the naval community to enrich the lives of sailors, veterans, and their families. *"The RCNBF truly values our relationship with Support Our Troops and looks forward to exploring further collaborations and opportunities in providing support to our naval family."* Gay Hamilton, Executive Director, Royal Canadian Naval Benevolent Fund.

Support Our Troops

Year in Review

2022-2023





SUPPORT OUR TROOPS