

ANNUAL REPORT



SUPPORT OUR TROOPS PROGRAM

FISCAL YEAR 2011/2012

Introduction

This document represents the Fiscal Year 2011/2012 Annual Report for the *Support Our Troops Program*, covering the period April 1, 2011 to March 31, 2012.

The *Support Our Troops Program* is an invaluable morale and welfare program within the Canadian Forces that is administered by Canadian Forces Personnel and Family Support Services. It is but one element of a broader integrated network of support that helps military members and their families obtain the assistance they require, when they need it most.

At the local level, this network of support includes chaplains, social workers, case workers, financial counsellors, staff of Military Family Resource Centres, and the chain of command. Staff of Integrated Personnel Support Centres and the Joint Personnel Support Unit are key elements in the support network that address the needs of ill and injured Canadian Forces members and their families.

The team within Canadian Forces Personnel and Family Support Services works closely with departmental resources, provincial and municipal community agencies, officials at Veterans Affairs Canada and the Royal Canadian Legion, and with representatives of external foundations and charities to help find the best source of support for members and their families. Their collective objective is to assess the needs of members and their families and determine the most appropriate options for support.

This is the first time that program and financial information has been presented in this format. This report is intended to be sufficiently comprehensive to ensure that Canadians appreciate the significant and varied impact that their generosity is having within the Canadian Forces community.

Program Elements

The **Support Our Troops Program** was only recently established, although many of its core elements have been around for some time. This section provides a brief description of each Program element in chronological order. Financial information regarding these programs is provided within the enclosed reports.

Operation Santa Claus started in 1991 when a group of military spouses organized the sending of Christmas packages to their partners who were serving on Peacekeeping duties. Today, *Operation Santa Claus* ensures every Canadian Forces member that is serving away from their family over the traditional holiday period receives a gift package. Canadian companies and businesses, as well as individual Canadians, have been exceptionally generous in providing funds or products to be included in these packages. In Fiscal Year 2011/2012, gifts were delivered to more than 5,500 Canadian Forces members serving in locations around the world.

The **Hospital Comforts Fund** was established in 2006 to ensure that those members of the Canadian Forces who are hospitalized for more than 48 hours, as a result of an illness or injury, can access the basic comforts of home, such as newspapers, access to television and internet and commissary goods. Since the program was launched, it has provided support to at least 300 members annually. In Fiscal year 2011/2012, more than 320 members benefited from the *Hospital Comforts Fund*.

The **Soldier On Program** was created in 2006 to empower serving and former members of the Canadian Forces, with a permanent or chronic physical or mental health injury or illness, to adopt an active and healthy lifestyle. This Program supports our ill and injured by increasing their independence, and by helping them develop new skills, access new opportunities, and achieve new goals. The public funds received for this Program can only be used to offset the costs for serving members. As a result, the *Soldier On Fund* helps both by promoting and delivering program objectives to former members who are ill and injured, and by supporting the participation of family members in activities and events.

In Fiscal Year 2011/2012, the *Soldier On Fund* provided grants to ill and injured members for hand-cycles, adaptive sporting equipment, event registration and training expenses. In addition, the *Soldier On Fund* facilitated and/or supported more than 30 national and international events that allowed our ill and injured to:

- learn to ski, ride and groom horses, fly fish, water-ski and kayak;
- train with, and compete against ill and injured soldiers from other nations; and
- push their physical and mental limits through participation in national sporting events.

By March 31, 2012, the *Soldier On Fund* was providing support to more than 350 ill and injured members and their families.

Established in 2007, the **Military Families Fund** is one of the newest funds to be created to provide support to the military community. This 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 *Military Families Fund* may be provided through a grant or interest-free loan.

The Terms of Reference for the *Military Families Fund* were refined in early 2012 to ensure that the funds provide benefit where they are needed most, based on the sacrifices that military members and their families make as part of a broader Canadian Forces community. More specifically, to qualify for support from the Military Families Fund, the condition or situation giving rise to the financial request by 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 will be requests that are deemed to be 'exceptional' in nature; these will be evaluated based on their individual merits. For such cases, decisions will be taken based on the immediate health and welfare needs of the member and/or his/her family.

Since 2007, almost one thousand military members and/or their families have received assistance from the *Military Families Fund*. This includes financial support that is provided at the local Base/Wing level, as well as approvals granted by our National *Military Families Fund* office.

Although not formally part of the Support Our Troops Program, the *Canadian Forces Personnel Assistance Fund* is a registered charity that provides assistance to military members through grants and low-interest loans. Since Fall 2011, this Fund has been co-managed within the *Support Our Troops Program* as a means of maximizing support that is provided to the Canadian Forces community.

Support from the *Military Families Fund* is typically provided within the following categories:

- **Health Support** to meet exceptional travel, equipment and treatment needs of military members and/or their families;
- **Memorials, Burials, Next of Kin Travel** related to special requirements of ill, injured and fallen soldiers;
- **Family Related** to address unique and special needs of military families;
- **Home, Vehicle and Equipment Modifications** related to ill and injured soldiers;
- **Basic Needs** for those who are in exceptional financial distress, which may include former members who are transitioning between support networks; and
- **Dependent Children**, which includes addressing the special needs of children that may not be readily available within the local community, and supporting the camp program.

Two other funds are also included within the enclosed financial report. *The Support Our Troops (SOT) Fund* captures unrestricted donations which can be used where they are most needed. The *Program Rebates Fund* captures donations that are based on the sale of a good or service, based on a signed agreement or memorandum of understanding. One of the most prominent contributions in this regard derives from our agreement with *BMO Bank of Montreal Support Our Troops Mastercard* wherein a specified percentage of the dollar-value transactions made by Canadians on their *BMO Support Our Troops Mastercard* is donated to the *Support Our Troops Program*.

In addition to the Funds described above, a number of other programs have been created in recent years to convert a product or service donation from generous Canadians into invaluable support opportunities to military members and their families.

The **Vacations for Veterans** program was launched in January 2012. In recognition of their service to Canada, Shell Vacations Club Canada, its members and affiliates, offer complimentary lodgings to eligible members of the Canadian Forces community at their destination resorts within Canada, the United States and Mexico. By the end of March 2012, 30 members had registered for their Vacations for Veterans get-away.

For the past four years, Canadian Forces Personnel and Family Support Services have partnered with several Ontario-based camps and other donors to send children of military families for a camp experience. During Summer 2011, more than 200 children stationed at bases across Ontario spent one week at Camp Maple Leaf, located on Pigeon Lake, near Peterborough. Priority for participation in this program was given to children of fallen soldiers, as well as ill and injured members, and children of military members who were currently or recently deployed on a mission abroad. In addition, in Fall 2011, Tim Horton's provided a four-day leadership camp experience, tailored to the unique challenges of military families, for two classes of students attending a high-school in a local military community.

Through *Operation Wish*, Sears Canada, Ltd paid tribute to members of the Canadian military by offering them a special one-day discount shopping day in early December, 2011. In addition, Sears Canada, Ltd donated \$10,000 to the *Hospital Comforts Fund* and sponsored children's Christmas parties at a number of Military Family Resource Centres across the country.

Several Canadians generously donated tickets for Canadian Forces members and their families to see some of Canada's most popular professional hockey teams, such as the Toronto Maple Leafs and the Ottawa Senators and star entertainers, like Avril Lavigne. In all, this spectator program reached over 7,000 members of the Canadian Forces community.

Newly introduced during the year were nine one-week accommodation give-aways at an Ontario resort community. Although small in scale, this donation provided military members with the opportunity to re-connect with their families in a quiet, private and serene environment.

Testimonials

Members of the Canadian Forces community are sincerely and deeply appreciative of the support that they receive from the *Support Our Troops Program*, which is enabled only through donations by generous and caring Canadians. Below are just a few of the testimonials that have been received to express their collective sentiments.

A family who received funding for a fence to protect a special needs child wrote:

We are so grateful to have a safe place to run outside and not worry about our son bolting out in the street. We also have an outdoor area where our son can receive his therapy during warm days. Thank you very much for providing the assistance we needed to keep our special needs child safe.

From a member and his partner who received assistance with their son's therapy:

And to the men and women of the *Military Families Fund*. We are so grateful to all of you for the most generous donation to our son's therapy. You are a testament to how the military protects its own and the emphasis it puts on the families of its members. Your kindness and charity are truly humbling.

A member suffering from a debilitating condition wrote the following about the financial assistance that he received:

I cannot put in words how much this means to us. The help that the *Military Families Fund* has provided is an immense relief to us and words cannot fully express how grateful we are.

And finally, from a military family that participated in the Vacations for Veterans Program:

The pain, suffering and sacrifices that we endured as a family simply did not end when my spouse returned home so we are grateful for this opportunity for the whole family to get away to hopefully get to where we once were as a family before deployment.

Some of Our Donors

The **Support Our Troops Program** is funded by generous Canadians. More specifically, the Fund receives financial and in-kind donations from individual Canadians as well as from business and companies; financial contributions from charitable foundations and organizations; and proceeds from third party events. The following are examples of the contributions made to the *Support Our Troops Program*:

- Alliance Films provided free tickets to more than 5,000 members of the Canadian Forces community to see the screening of the movie “Act of Valor” at nine theatre locations across Canada.
- As a part of a CF Appreciation night hosted by the Calgary Flames, funds collected at the game were donated to the *Military Families Fund*.
- In honour of the men and women returning from deployment, the Canadian Cattle Producers Association donated thousands of dollars in steaks, which were prepared and served at celebratory barbeques at various bases across Canada.
- Through a special fundraising event held in conjunction with Canada Day 2011, Old Navy made a significant financial contribution to the *Military Families Fund*.
- In September 2011, the Royal Canadian Mint presented the proceeds from their successful sale of *Remembrance Day Collector Cards and Coins* to the *Military Families Fund*.
- In 2011/2012, True Patriot Love Foundation made a financial contribution to the *Military Families Fund* to specifically support the production of an on-line Storybook tool produced in collaboration with the Royal Ottawa Hospital and to offset the cost of vehicle purchases and home modifications for ill/injured soldiers. To March 31, 2012, True Patriot Love Foundation has contributed almost \$2,000,000 to the *Support Our Troops Program*.

Governance

The **Support Our Troops Program** is managed by the Director General Personnel and Family Support Services and his team of dedicated professionals.

The **Support Our Troops Fund** Executive Committee was established to provide the Chief of Defence Staff and the Director General Personnel and Family Support 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.

Chaired by the Director General Personnel and Family Support Services, the Executive Committee currently includes the following members:

- **Mr John de Hooge**, the Fire Chief for the City of Ottawa and an active member of his community through service on various boards and committees.
- **Ms Gaynor Jackson**, the Executive Director of the Canadian Forces Base Esquimalt Military Family Resource Centre who has extensive experience in delivering support to military families.
- **Mr Max Keeping**, a long-time member of the Canadian broadcasting community and a distinguished ambassador of many charitable organizations within the greater Ottawa area.
- **Lieutenant-General (Retired) William Leach**, who gives generously of his time and experience to a myriad of foundations and institutions that offer support to currently serving and former military members.
- **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**, who, since his retirement from the Canadian Forces, has been contributing financial and logistics advice to a number of volunteer organizations.

Many thanks are expressed to Ms Maureen Eykelenboom and Ms Tammy Kleinschmidt, who retired from the *Military Families Fund* Executive Committee in early 2012 after four years of active and valuable participation.

Although not a formal member of the Executive Committee, the Support Our Troops Funds receives invaluable support from Mrs Leslie Natynczyk, who was appointed the *Champion of Morale and Welfare programs* in the Canadian Forces and Honorary Patron of the *Military Families Fund*.

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 2011/2012. These financial resources are held within the Canadian Forces Central Fund as Non Public Funds.

These reports are presented on a cash-basis, which is significant only in that some proceeds from many third party events which have been registered with our national office and held within Fiscal Year 2011/2012 have not yet been submitted. These event proceeds will be reported within the Fiscal Year they are received.

Questions/Comments

Questions or comments about this report may be forwarded to the Director Strategic Outreach and Initiatives, Canadian Forces Personnel and Family Support Services at 613-947-3839. Also please visit our web-site at: www.supportingourtroops.ca.

Likewise, donations are graciously accepted at: www.supportingourtroops.ca.



SUPPORT OUR TROOPS FUND							
STATEMENT OF REVENUES AND EXPENSES							
FOR THE YEAR ENDED MARCH 31, 2012							
	OP Santa	Hospital Comforts		Military Families		SOT Fund	Total
REVENUE		Fund	Soldier On Fund	Fund		Program Rebates	
Donations	\$7,331.14	\$57,866.86	\$654,977.83	\$1,705,049.02	\$76,893.80	-	\$2,502,118.65
Investment Dividends	-	-	-	4,754.00	-	-	\$4,754.00
Other Revenue	-	-	-	-	-	53,876.15	\$53,876.15
Donated Stock Gain/(Loss)	-	-	-	(10,478.53)	-	-	(\$10,478.53)
TOTAL REVENUE	\$7,331.14	\$57,866.86	\$654,977.83	\$1,699,324.49	\$76,893.80	\$53,876.15	\$2,550,270.27
EXPENSES							
Grants	-	88,105.51	428,593.35	1,723,312.04	7,477.71	-	\$2,247,488.61
Program Expenditures	16,766.63	-	-	-	-	16,834.22	\$33,600.85
General and Administrative	-	-	-	14,666.58	-	-	\$14,666.58
TOTAL EXPENSES	\$16,766.63	\$88,105.51	\$428,593.35	\$1,737,978.62	\$7,477.71	\$16,834.22	\$2,295,756.04
Excess of Revenue Over Expenses	(9,435.49)	(30,238.65)	226,384.48	(38,654.13)	69,416.09	37,041.93	\$254,514.23
Fund Balances - beginning of year	48,521.48	(3,179.79)	854,237.46	3,248,664.43	(20,273.68)	58,969.23	\$4,186,939.13
Inter-Fund Transfers	-	-	-	-	11,999.24	(11,999.24)	\$0.00
FUND BALANCES - END OF YEAR	\$39,085.99	(\$33,418.44)	\$1,080,621.94	\$3,210,010.30	\$61,141.65	\$84,011.92	\$4,441,453.36

SUPPORT OUR TROOP FUNDS						
STATEMENT OF FINANCIAL POSITION						
FOR THE YEAR ENDED MARCH 31, 2012						
	OP Santa	Hospital Comforts Fund	Soldier On Fund	Military Families Fund	SOT Fund	Program Rebate
ASSETS						Total
CURRENT						
Cash and Bank	\$39,085.99	(\$33,418.44)	\$1,080,621.94	\$3,084,642.82	\$61,141.65	\$84,011.92
Loans Receivable (Note 1)	-	-	-	17,492.01	-	-
	39,085.99	(33,418.44)	1,080,621.94	3,102,134.83	61,141.65	84,011.92
SHORT-TERM INVESTMENTS (Note 2)	-	-	-	107,875.47	-	-
TOTAL ASSETS	39,085.99	(33,418.44)	1,080,621.94	3,210,010.30	61,141.65	84,011.92
LIABILITIES AND FUND BALANCES						
CURRENT						
	-	-	-	-	-	-
FUND BALANCES						
Unrestricted	39,085.99	(33,418.44)	1,080,621.94	2,915,010.30	61,141.65	84,011.92
Restricted (Note 3)	-	-	-	295,000.00	-	-
	39,085.99	(33,418.44)	1,080,621.94	3,210,010.30	61,141.65	84,011.92
TOTAL LIABILITIES AND FUND BALANCES	\$39,085.99	(\$33,418.44)	\$1,080,621.94	\$3,210,010.30	\$61,141.65	\$84,011.92
						\$4,441,453.36

Note 1: Support from the Military Families Fund may be provided by a grant or an interest free loan. The amount shown here is a loan that was extended as bridge financing to facilitate home modifications, to accommodate the needs of an ill/ injured member.

Note 2: Military Families Fund has received a number of stock donations from generous Canadians.

Note 3: In FY 2011/2012, True Patriot Love Foundation provided \$950,000 to the Military Families Fund for three specific purposes. The amount shown here reflects the unspent balance of these funds, as at March 31, 2012.

