



# 2017 ANNUAL REPORT

TRUE PATRIOT LOVE FOUNDATION



**STRONGER  
MILITARY  
FAMILIES.** 





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## Letter to Donors

Dear Donor,

### We are very pleased to present True Patriot Love Foundation's 2017 Annual Report.

2017 brought a tremendous amount of success for True Patriot Love. A record-breaking year in terms of revenue raised, programming and funds disbursed meant that the total number of Canadian military families we've supported since our inception grew to over 25,000. Staying true to our focus on fiscal responsibility and efficiency, we also reduced our fundraising ratio by more than 10% from the previous year to 26%, allowing a greater portion of the funds we raised to go directly towards supporting the families we serve. We are proud of our 2017 achievements but we know they were not possible without the generous support of our donors and partners. Thank you, most sincerely, for helping us change lives.

In 2017, we provided more than \$4.4 million in funding for programs across the country through our three funds: the Bell TPL Fund which focuses on mental health support; the TPL Family & Children Fund; and the TPL Family & Veteran Transition Fund. We were also honoured to announce the launch of a fourth fund: the Captain Nichola Goddard Fund. While Nichola may always be remembered as the first female Canadian soldier to die in a combat role, she has also become a symbol of leadership, strength and courage. True Patriot Love was honoured when the Goddard family asked us to carry on Nichola's legacy through this fund which will support community organizations specifically benefiting female soldiers, Veterans and their families.

This year marked the 150th anniversary of Confederation. To celebrate this important milestone, True Patriot Love, along with a team of brave civilian and soldier expeditioners, set out to tackle three of the most remote and challenging locations across this great nation. Our Best of Canada Expedition Series, presented by Scotiabank, included sea kayaking along the coast of beautiful Newfoundland; hiking and rafting through BC's rugged terrain; and white-water-canoeing through the breathtaking wilderness of the Northwest Territories. Together, these expeditions raised an incredible \$2.4 million for True Patriot Love.

In September, all eyes were on Toronto as we hosted the Invictus Games, an international sporting event founded by His Royal Highness Prince Harry

which brings together teams of ill and injured soldiers and Veterans to compete in a variety of adaptive sports. As the organization that initially secured the Games for the city, True Patriot Love was honored to witness the incredible power of this event. Both Canada and the world came together to cheer on our wounded warriors, and competitors along with their families were able to continue their journey to recovery.

The impact of service-related injury on all members of the military family was the focus of True Patriot Love's fourth Multinational Symposium. Held on the eve of the Invictus Games, True Patriot Love was thrilled to host thought leaders from around the world, including Prince Harry, to discuss the most critical issues facing military families now and in the future. A huge thank you to all our sponsors and panelists, particularly the military families who shared their inspiring stories, for making it such a memorable and impactful day.

As we look ahead, we know there is still so much important work to do together. On behalf of True Patriot Love, and the thousands of military families we serve, thank you once again for your support and generosity.

Sincerely,



*Bronwen Evans*

Bronwen Evans, CEO



*Shaun Francis*

Shaun Francis, Chair



**PAYING  
TRIBUTE TO  
OUR MILITARY.**

## About TPL

### OUR MISSION

True Patriot Love Foundation is a national charity dedicated to providing Canadian military and Veteran families with the support they need and the hope they deserve.

### THE NEED

- 700,000** Veterans and their families currently live in Canada, many of whom are impacted by challenges related to transitioning to civilian life.
- 65,000** regular force military families are impacted by deployment and the day-to-day upheaval of military life.
- 1,000** military personnel are medically released each year, with 700 spouses and 900 children impacted.
- 60%** of medically released military personnel have permanent physical limitations.
- 40%** of male Veterans who died before turning 25 lost their lives to suicide, making them 2.4 times more likely to kill themselves than their comparable population
- 38%** of discharged military personnel fall between the cracks after their military service.
- 25%** of military spouses have been diagnosed with depression and 16.6% have been diagnosed with an anxiety disorder at some point during their military partners' careers.
- 13.5%** of CAF personnel were diagnosed with a mental disorder attributable to Afghanistan deployment four years later.

### OUR STRATEGY

We are uniquely positioned to understand the greatest needs of Canadian military families and activate the resources required to deliver the most significant impact.

- Our national perspective allows us to work towards ensuring that military and Veteran families receive the same level of support no matter where they live, while also allowing us to tailor our funding to the unique needs of the local community.
- Our agility and flexibility allow us to fund promising community programs that are still in the proof-of-concept stage and, once success is proven, raise additional funds to take them national.
- Our robust funding application process, which includes a Disbursement Advisory Committee consisting of experts from a variety of sectors, ensures that funding goes towards the programs that offer the most immediate and most significant impact.
- Our partnership with the Canadian Institute for Military and Veteran Health Research allows us to leverage a comprehensive system of national research capabilities, which ensures we fund the best, most innovative and most impactful research initiatives.

### OUR AREAS OF FOCUS:



**FAMILY  
HEALTH &  
SUPPORT**



**MENTAL  
HEALTH &  
WELL-BEING**



**VETERANS'  
TRANSITION**  
including physical  
health & rehabilitation



**RESEARCH &  
INNOVATION**





## Our Impact

Since 2009, we have provided \$25 million to fund innovative research and support 750 community-based programs across the country. By addressing the unique challenges resulting from military service including mental health, physical rehabilitation, transitioning to civilian life, and the special needs of children, TPL has helped change the lives of more than 25,000 military families.



**2,800**

military and Veteran families supported in 2017.



**9,800**

hours of peer-to-peer counselling for transitioning Veterans.



**120**

mental health programs for military families funded across Canada.



**1,544**

military children attended summer camp, providing a brief reprieve from the stresses of everyday life.



**324**

Veterans recovering from trauma participated in healing journeys in the Canadian wilderness.



**51**

Veterans and soldiers, along with 76 Canadian business leaders, have participated in life-changing expeditions across the globe.



**370**

soldiers and Veterans have graduated from 19 business boot camps, helping to launch over 215 new businesses in Canada.



**144**

Veterans provided with rapid job placement and transition support.



**SUPPORTING  
MILITARY  
FAMILIES.**





## IMPACT:

# Children and Families



Frequent deployments and the absence of a loved one at milestone events are just some of the unique challenges faced by those in families that serve the nation. True Patriot Love is focused on funding programs and services that enhance the lives of military families across the country.

### BOYS & GIRLS CLUBS OF CANADA: OPERATION RAISE THE GRADE

Studies show that parental deployments have an impact on the emotional health and school performance of military children, making Operation Raise the Grade (RTG) a much-needed service. The goal of this pilot project offered by the Boys & Girls Clubs of Canada through the Kingston, Petawawa and Gagetown Military Family Resource Centres (MFRCs) was to foster a sense of belonging among military youth and set them up for academic success. The \$24,000 grant from TPL enabled the Clubs to engage 47 youth from military families who benefited from the emotional support, mentorship, peer-to-peer relationships, hands-on learning opportunities and career guidance from the program.

*“The Operation Raise the Grade program, supported by the True Patriot Love Foundation, is critical for our Club to help us achieve our goals of supporting all youth in our community. This program has enhanced our connection with military youth and the Military Family Resource Centre. As a result, we have formed relationships with new youth and have a better [understanding] of the barriers they face.”*

~ BOYS & GIRLS CLUB OF KINGSTON & AREA

### ROOTS OF EMPATHY

The rise of aggression and bullying in schools makes the internationally acclaimed Roots of Empathy program more important than ever. Through this evidence-based program, children are taught emotional literacy and compassion. In 2017, TPL provided \$25,000 to fund its implementation in MFRCs in New Brunswick, PEI, and Newfoundland and Labrador for children who face the challenges associated with military life. As a result, the MFRCs reported healthier social behaviours, as well as increased levels of empathy and emotional awareness among 107 children. In addition, to ensure long-term success, five MFRC staff are now certified Roots of Empathy instructors and have delivered training in both MFRCs and schools.

*“Being a part of Roots of Empathy has been very positive. I believe my son truly enjoys his visits to the classroom... I believe Roots of Empathy is a wonderful program that benefits everyone involved. It shows that we have a lot to learn from one another if we take the time to listen and notice one another, whether it be verbally or non-verbally.”*

~ ROOTS OF EMPATHY VOLUNTEER AND MOTHER FROM A MILITARY FAMILY

# Military Family Resource Centres

*“The Equi-Assist Program has built on the positive strengths of our families and helped provide them the opportunity to work on their communication and relationship skills. Many participants have reported increased communication in the family unit and they felt the equine program allowed them to talk about their struggles in a non-judgmental, therapeutic environment. Moreover, a group focused on healing after trauma has supported Veterans experiencing symptoms of PTSD and taught them better ways to manage those symptoms. The group setting has provided the individuals with a sense of normalcy and camaraderie.”*

~ JENNA KEAN, PREVENTION, SUPPORT AND INTERVENTION COORDINATOR,  
ST. JOHN'S MFRC



## Bagotville MFRC

### Family Support Retreat

Provided peer-to-peer support and resilience-building tools to military families in collaboration with HOPE and OSSIS Clinic.

Funding  
**\$7,000**

Participants  
**20**



## Comox MFRC

### “My Choices, My Work, My Life”

Delivered workshops to help releasing or released CAF members and their families adjust to life after the military.

Funding  
**\$5,500**

Participants  
**21**



## Kingston MFRC

### Special Needs Outreach Support Program for Elementary Educators

Helped reduce long wait times for assistive devices for military children with special needs who often relocate.

Funding  
**\$9,500**

Participants  
**20 families**



## Mainland BC MFRC

### Young Widows Support Group

Offered a weekend psychoeducational retreat to help widows of soldiers or Veterans process their grief and build emotional resilience.

Funding  
**\$11,520**

Participants  
**12**



## Halifax and Region MFRC

### Virtual Outreach Mental Health Workshops and Training

Offered hands-on training to MFRC staff on how to reach out virtually to their local CAF and Veteran communities.

Funding  
**\$8,500**

Participants  
**300** (to date)



## Moose Jaw MFRC

### Families OverComing Under Stress (FOCUS)

Provided communication and resilience training to help military families cope with the challenges of military life, transitions, and operational stress injuries.

Funding  
**\$20,000**

Participants  
**34**



## 4 Wing MFRC

### Applied Suicide Intervention Skills Training

Provided suicide intervention skills training over two days for members of military families in Alberta.

Funding  
**\$12,000**

Participants  
**42** (to date)



## St. John's MFRC

### Equi-Assist

Provided an equine therapy program to strengthen resilience, as well as coping and communication skills for military families.

Funding  
**\$18,000**

Participants  
**6** (to date)



## IMPACT:

# Veterans' Transition



When serving members retire, transitioning from military to civilian life adds another layer of complexity and includes its own unique challenges. True Patriot Love recognizes that it is not only the serving member or Veteran who requires support during transition but, rather, the entire family.



## TEAM RUBICON CANADA

Team Rubicon Global offers Veterans the opportunity to leverage their military skills and training, and continue serving their communities during times of disaster and crisis. In May 2016, Team Rubicon Canada joined Team Rubicon Global to support those affected by the Fort McMurray wildfires. Building on a groundswell of community and government support, Team Rubicon Canada now has 200+ Veterans and first responders signed up to volunteer for rapid deployment emergency response teams in Canada and abroad.

In 2017, True Patriot Love invested \$142,650 to help launch Team Rubicon Canada through a sustainable, high-capacity and impactful model. Funding was used for start-up costs, including hiring of key personnel who will continue to build day-to-day capacity for Team Rubicon to fulfil its mission.

*“I felt very supported by my volunteer; she understood where I was at mentally – and how to get me to a calmer place. It took a while... but I got there.”*

~ VETERAN WHO WAS PREVIOUSLY IN CRISIS AND RECEIVED SUPPORT FROM A VETS CANADA VOLUNTEER

## VETERANS EMERGENCY TRANSITION SERVICES (VETS) CANADA

VETS Canada is a charitable organization that aids and comforts Veterans who are in crisis, homeless or at risk of becoming homeless.

In 2017, TPL provided \$75,000 in funding for their Capacity Building Project with the goal of expanding the organization's long-term capacity to serve a growing number of in-crisis Veterans 24 hours a day, 365 days year by increasing the recruitment and training of volunteers, increasing VETS Canada's service offerings, and helping Veterans access third-party service providers.

TPL's financial gift allowed VETS Canada to train 20 volunteers and provide support to Veterans in response to 871 requests for assistance.



# SUPPORTING VETERANS' TRANSITION.







## EXPEDITIONS

Five years ago, True Patriot Love launched its first global expedition, an adventure that has since become our most significant Veteran transition, mentorship and awareness-building initiative.

Our expeditions to locations such as the Himalayas, Antarctica and the North Pole have provided 76 business leaders, as well as 51 current members and Veterans of the Canadian Armed Forces, a once-in-a-lifetime opportunity to daringly push their boundaries. They conquer these challenges as a team, supporting each other throughout the journey and raising critical funds for military families. Our expeditions leave a profound, lasting impact on every participant.

*“After 18 years in the military... I began my transition to the civilian world. I became very frustrated, and felt like I was just another number and the sacrifices both my family and I made were for nothing. But working with TPL and the business community put a face to that number. They said ‘we recognize your sacrifice, we appreciate your service and are here to help you transition.’ Not only did this give me the confidence to enter into the world of business, it justified all those years of service and made me realize Canada is truly the greatest country to have served.”*

~ CASEY WALL, BEST OF CANADA MILITARY PARTICIPANT







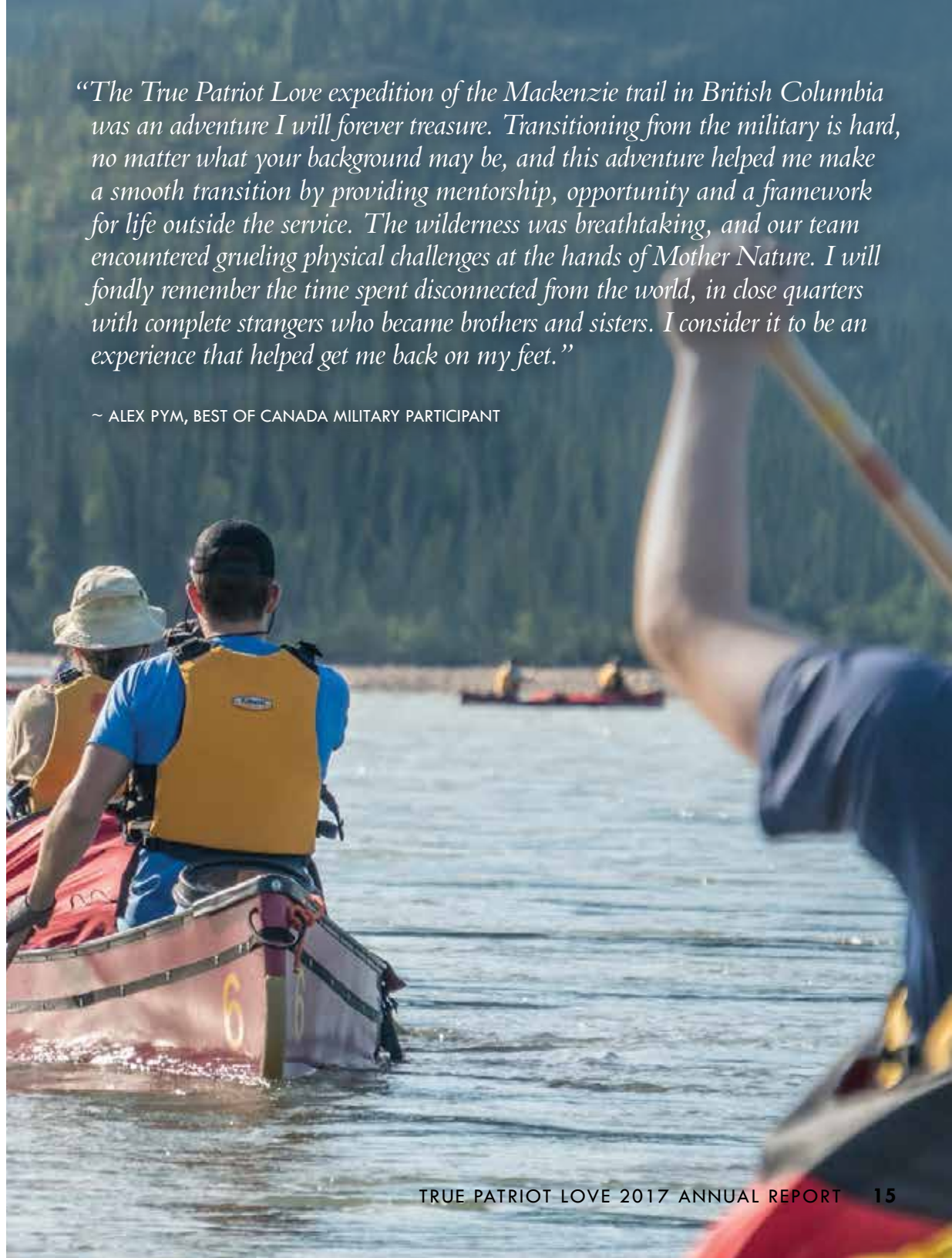
## **TRUE PATRIOT LOVE SCOTIABANK EXPEDITION: BEST OF CANADA 2017**

In 2017, True Patriot Love chose to celebrate the varied landscapes of our great nation in honour of Canada 150. The **True Patriot Love Scotiabank Expedition: Best of Canada** series challenged ill and injured soldiers and Canadian business leaders to take part in some of the most unique adventures in three remote locations from coast to coast to coast. Participants whitewater rafted in Central BC, canoed in the Northwest Territories and kayaked the shores of Newfoundland, with each expedition providing its own set of challenges.

The True Patriot Love Scotiabank Expedition: Best of Canada series raised an incredible \$2.4 million, bringing the total funds raised through our expeditions to \$7.4 million. These funds supported: Project Trauma Support, a program for soldiers and Veterans with PTSD and operational stress injuries; the launch of Team Rubicon Canada to unite the skills and experience of Veterans with first responders to deploy emergency response teams in Canada and around the world; and innovative research projects through CIMVHR.

*“The True Patriot Love expedition of the Mackenzie trail in British Columbia was an adventure I will forever treasure. Transitioning from the military is hard, no matter what your background may be, and this adventure helped me make a smooth transition by providing mentorship, opportunity and a framework for life outside the service. The wilderness was breathtaking, and our team encountered grueling physical challenges at the hands of Mother Nature. I will fondly remember the time spent disconnected from the world, in close quarters with complete strangers who became brothers and sisters. I consider it to be an experience that helped get me back on my feet.”*

~ ALEX PYM, BEST OF CANADA MILITARY PARTICIPANT







**COMMITTED TO THE  
MENTAL HEALTH OF  
MILITARY FAMILIES.**



## IMPACT:

# Mental Health



One thousand Canadian military personnel are medically released each year, with 40% of them returning home with psychological injuries. Since 2009, TPL has been committed to funding programs that support the mental health and well-being of our serving members, Veterans and their families through counselling, support groups, clinical tools and mental health first aid.

## WOUNDED WARRIORS CANADA

Couples Overcoming PTSD Everyday (COPE) is a new and innovative program offered by Wounded Warriors Canada (WWC) that uses the power of the group to help military couples manage PTSD within the home.

To address the need for French-speaking support for military families, TPL disbursed \$60,000 to WWC in 2017 for the French delivery of COPE in Cornwall, Ontario. During the five-day program, five Francophone couples struggling with PTSD came together to work through the challenges in their relationships as a group. This community-based approach sent an important, powerful message: they are not alone.



## PROJECT TRAUMA SUPPORT

Project Trauma Support (PTS) is a six-day psychotherapy program that helps participants process past traumatic events to mitigate the symptoms of PTSD and moral injury, improve their quality of life, and envision a brighter future.

Building on the success of the program's launch in 2016, TPL was proud to provide a second year of funding to PTS. In 2017, TPL disbursed \$101,000, allowing 37 members of the military and Veteran communities to participate in the program.





## CAMPS

Recognizing the limited mental health programming available for the youngest members of military families, TPL remains committed to providing children and youth with a brief reprieve from the everyday stresses associated with military families.

Since 2010, TPL has disbursed over \$835,000 to children's camps across Canada, allowing 1,497 children of military families to experience the great outdoors in a supportive environment.



*"Thank you to True Patriot Love for its continued support of Camp Maple Leaf... We are mindful of the trust placed in Camp Maple Leaf by True Patriot Love and we will continue to try to provide the best camp experience possible for the children of our military families."*

~ KIM SMITH, EXECUTIVE DIRECTOR, CAMP MAPLE LEAF







## **CAMP MAPLE LEAF**

In 2017, True Patriot Love was proud to be recognized as a founding partner of Camp Maple Leaf (CML), an organization that offers children of military families a summer camp experience that promotes self-discovery, connection and fun.

Since 2011, True Patriot Love has disbursed over \$440,000 to CML. In 2017 alone, True Patriot Love provided CML with over \$75,000 in funding, providing 63 children with the opportunity to join the camp and benefit from over 12 activities including: swimming, arts and crafts, canoeing, fishing, and camping.

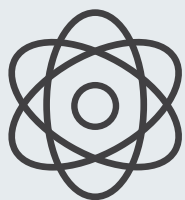
## **PETAWAWA MFRC – INTEGRATED SEASONAL CAMP PROGRAM FOR CHILDREN WITH SPECIAL NEEDS**

Through the Integrated Seasonal Camp Program for Children with Special Needs, the Petawawa MFRC, in partnership with the Personnel Support Program, provides children and youth with recreational programming and services specifically for special needs, including a support worker for each child or youth.

Thanks to a 2017 True Patriot Love grant of \$25,000, the Petawawa MFRC was able to almost double the number of camp participants from 12 in 2016 to 20 in 2017.

## **ATLANTIC CANADA CAMPS**

With a True Patriot Love grant of \$19,500 to the PEI MFRC in 2017, 44 military families in Atlantic Canada were able to send their children to summer camp, allowing them to participate in activities from circus arts to robotics. These camps included: Atlantic Cirque Halifax Camp, Reconnect Summer Day Camp – Ooey Gooley Fun, Holland Canes Camp at Holland College, Sierra Wild Child Program (PEI Chapter), Robotics Camp and Saults Gymnastics Camp.



## A Canadian Context: the Canadian Institute for Military and Veteran Health Research

In 2014, True Patriot Love was proud to partner with the Government of Canada on a \$10 million joint investment in research devoted to the health and well-being of those who protect and serve Canadians at home and abroad.

In 2017, through a multi-year funding commitment to the Canadian Institute for Military and Veteran Health Research (CIMVHR) at Queen's University, True Patriot Love disbursed \$90,000 to CIMVHR. Amongst many other initiatives, one of the projects True Patriot Love supports is the IBM Advanced Analytics Initiative. Its goals are to further the understanding and management of complex health issues that result from military service; enhance the development and consolidation of relevant research datasets; and support broader collaboration between academia, industry and government focused on these important Canadian populations.

The IBM Advanced Analytics Initiative will also support research that drives new skillsets and develops “Highly Qualified People” (postdoctoral fellows, doctoral and master’s students) focused on the health of soldiers, Veterans and their families. The scope of research was developed through engagement with the Canadian Forces Health Services Group, Veterans Affairs Canada and military families, and will include four focus areas:

- **Precision medicine:** medication / treatment selection, order of care, and response-based treatment.
- **Personalized care:** treatment tailored to the individual.
- **Military families’ challenges:** impact of military families’ lifestyle on health and well-being.
- **Research data challenges:** addressing privacy, consolidation, access, and mining of data that relates to military, Veterans and their families.



**CIMVHR**  
Canadian Institute for Military  
and Veteran Health Research

**ICRSMV**  
L’Institut canadien de recherche sur  
la santé des militaires et des vétérans





**CHAMPIONING  
INNOVATIVE  
RESEARCH.**



# Financial Statements

## REVENUE

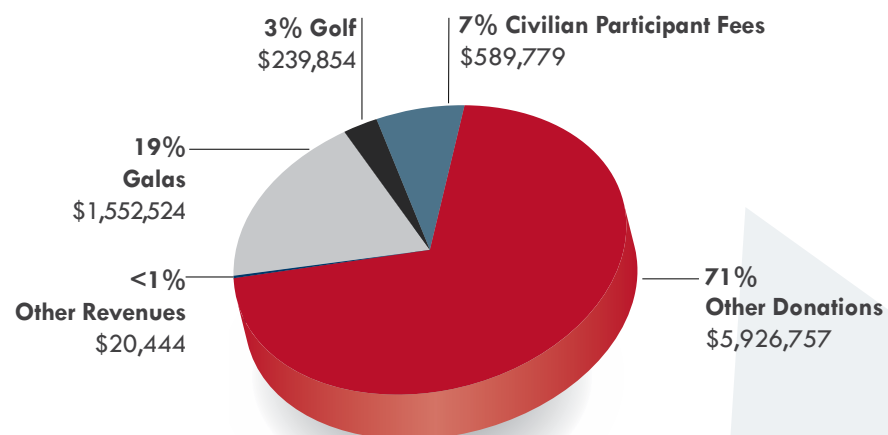
SOURCE	2017
Galas	\$1,552,524
Golf	\$239,854
Civilian Participant Fees*	\$589,779
Other Donations	\$5,926,757
Other Revenues	\$20,444
<b>TOTAL</b>	<b>\$8,329,358</b>

\* TPL expeditions and educational tours

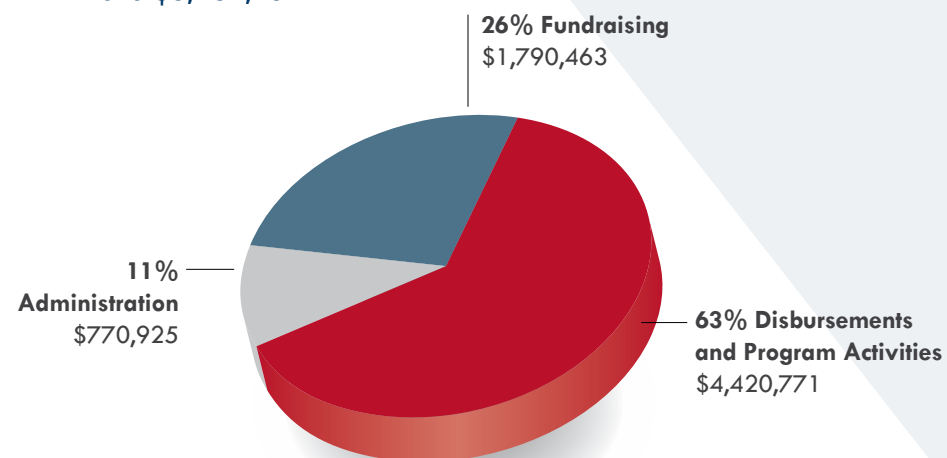
## EXPENSES

EXPENSE	2017
Disbursements and Program Activities	\$4,420,771
Administration	\$770,925
Fundraising	\$1,790,463
<b>TOTAL</b>	<b>\$6,982,159</b>

## REVENUES \$8,329,358



## EXPENSES \$6,982,159



## Funding Recipients

### 2017 TPL FAMILY AND CHILDREN FUND

Bagotville MFRC  
Boys & Girls Clubs of Canada  
Camp Maple Leaf (CML)  
Comox MFRC  
Kingston MFRC  
Legacy Place Society  
London MFRC  
Mainland BC MFRC  
PEI MFRC  
Petawawa MFRC  
Salvation Army  
Strongest Families Institute (SFI)  
The Gregg Centre  
The Vimy Foundation  
Trenton MFRC  
Upper Canada College Military Scholarship  
Winnipeg MFRC

### 2017 TPL FAMILY AND VETERAN TRANSITION FUND

Calgary MFRC  
Calgary Veterans Food Bank  
Comox MFRC  
Halifax & Region MFRC  
Legacy Place Society  
Mood Disorders Society of Canada for Project  
Trauma Support  
Multifaith Housing Initiative (MHI)  
Outward Bound Canada (OBC)  
Prince's Operation Entrepreneur (POE)  
Queen's University (CIMVHR)  
Team Rubicon Canada  
University of New Brunswick (UNB)  
Veterans Transition Network (VTN)  
Veterans Emergency Transition Services  
(VETS) Canada  
Wound Warriors Canada COPE Program

### 2017 BELL TPL FUND

Cold Lake MFRC  
Legacy Place Society  
Mainland BC MFRC  
Mood Disorders Society of Canada  
Moose Jaw MFRC  
National Service Dogs Training Centre (NSD)  
Perley and Rideau Veterans' Health Centre  
Prince's Operation Entrepreneur (POE)  
Roots of Empathy  
St. John's MFRC  
Veterans Transition Network (VTN)  
Wound Warriors Canada COPE Program





**YOU MADE IT  
POSSIBLE.** 

## 2017 Donors

### \$100,000+

100 Women in Finance  
Bell  
Grip Investments Limited  
Leslois Shaw Foundation  
Medcan  
Moore's The Suit People Inc.  
RBC Foundation  
Scotiabank  
Team TPL  
The Garron Foundation  
The Rossy Family Foundation  
TPH & the O'Born Family

### \$50,000 – \$99,999

Air Canada  
Benefaction Foundation  
BMO  
CANSO Investment Counsel  
Christopher Hodgson  
CIBC  
Diageo  
Earncliffe  
Elliott Family Foundation  
Great-West Life Assurance Company  
John Ferraro  
Johnson & Johnson Inc.  
Mackenzie Investments  
Navigator Ltd.  
Paul Desmarais Jr.  
Rick McGraw  
Sage Foundation  
Samuel, Sons & Co.  
The Weston Group of Companies

### \$25,000 – \$49,999

Albert & Temmy Latner Family Foundation  
Bennett Jones  
Bentprop Holdings Inc.  
Bill Webb  
Canadian North Airlines  
CJ Gavsie  
Deloitte Private  
Fakih Group Inc.  
Giffunds Canada  
Henry Silberman  
Homewood Health  
IAMGOLD Corporation  
ISCA

Jon and Nancy Love Foundation  
Kacharie Foundation  
Mark Curry  
McCarthy Tétrault  
Milli  
PEI Friends of True Patriot Love  
Pound & Grain  
RBC Insurance  
Rogers Communications  
TD  
The Duncanson Family Foundation  
The Durland Family  
The Pottruff Family Foundation  
The Sullivan Family Foundation  
Tim Hortons  
Xerox Canada

### \$20,000 – \$24,999

1235794 Ontario Inc.  
A.T. Kearney  
Beedie Investments Ltd.  
Colin Taylor  
Evald Torokvei Foundation

George & Helen Vari Foundation  
Insurance Brokers Association of Ontario  
JC Clark Ltd.  
JJR Private Capital  
Joseph Segal Family Foundation  
Judith Irving  
Omers Private Equity Inc.  
Oxford Properties Group - OPGI  
Peter S Kirby  
Regent Family Foundation  
Robert Chafee  
Services de Flotte Fédéral Inc.  
Sheraton Centre Toronto Hotel  
The Brooke Foundation  
The CGOV Foundation  
The John David & Signy Eaton Foundation  
The Paul Albrechtsen Foundation Inc.

### \$15,000 – \$19,999

Conam Charitable Foundation  
Leonard Sharpe  
Linamar Corporation  
Liquor Stores N.A. Ltd.  
Peter Aghar  
Ron Ferguson  
St. George's Golf and Country Club  
The Dunkley Charitable Foundation  
Tom Torokvei  
Toronto Pearson

### \$10,000 – \$14,999

152245 Canada Inc  
407 ETR  
Adam Navroz Jiwan  
Alan Greenberg  
Amar Bhalla  
Andree Rheume & Robert

Fitzhenry Foundation  
Ann Leese & Irwin Rotenberg  
Barclays Canada  
Barrick Gold Corporation  
Calian Group  
Canadian Institute for Military and Veteran Health Research  
Canadian Olympic Committee  
Chad Rogers  
Chris Melidoniotis  
CIBC Community Investment  
Clifford & Lily Fielding Foundation  
Derrick Phelps  
E-L Financial Corporation Ltd.  
Economic Investment Trust Ltd.  
Fellowes Canada Ltd.  
General Dynamics Land Systems - Canada  
General Electric Canada  
GMP Securities LP  
Goldman Sachs Canada Inc.  
Greenwin Inc.  
Holt Renfrew  
House of Horvath Inc.  
J.S. Ferraro & Company  
Jean Irving  
Jerome Morse  
Joe Maloney  
Karen and George Young  
Kimberley Bozak  
KingSett Capital  
Kirsten Torokvei  
KPMG  
Leslie Group  
LifeLabs  
Linda Frum & Howard Sokolowski Foundation  
Loblaws Companies Limited  
Longo's

Luke Seabrook  
Magris Resources  
Manulife  
Marret Asset Management Inc.  
MAW Charitable Trust  
Michael McCain  
Molson Coors  
Patrick Cronin  
Peter Mann  
Power Workers' Union  
Programmed Insurance Brokers Inc.  
PwC  
RBC Capital Markets  
Revision Military  
Richard Talbot  
Rick Byers  
Robert & Max Torokvei  
Robert Dengler  
RP Investment Advisors LP  
Samsung Electronics Canada  
Samuel, Son & Co.  
Sky Regional Airlines  
The Catalyst Capital Group Inc.  
The Charles & Rita Field Marsham Foundation  
The Dilawri Foundation  
The Glen Nevis Foundation  
The Ira Gluskin & Maxine Granovsky Gluskin Foundation  
The Kololian Foundation  
The Philip and Hannah Reichmann Family Foundation  
United Corporations Limited  
Veteran's Golf Day  
West Face Capital  
Wills Realco Inc.

## Process, Governance, & Structure

True Patriot Love is uniquely positioned to be able to understand the greatest needs of our military families and then activate the resources required to deliver the most significant impact on a national scale.

Here's how we do it:



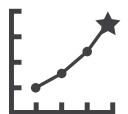
**We have great partners.** We work closely with the Canadian Armed Forces, Department of Veteran Affairs and local grassroots organizations to clearly identify the most urgent needs of our military families on a national scale, while avoiding duplication of efforts between all organizations.



**We are diligent & inclusive.** We have a robust and diligent funding application process, where all applicants are treated fairly and consistently, while adhering to industry best practices. TPL's Disbursement Advisory Committee, consisting of experts in the areas of business, research, government and military sectors, carefully review and evaluate all applications helping to ensure that funding goes toward the programs and services that will have the most immediate, and most significant, impact in the lives of our military families. The committee makes recommendations to TPL's Board of Directors who provide final approval.



**We monitor & measure.** We engage in ongoing, comprehensive monitoring and measurement of our funded programs and services, providing timely and robust reporting back to our donors, which clearly articulates the specific impact being made by their generous contributions.



**We optimize & improve.** We work closely with our funding recipients to enhance and optimize their programs and services while also providing additional value in the areas of fundraising, marketing and expansion strategy if needed.

### TRUE PATRIOT LOVE BOARD OF DIRECTORS

Shaun Francis, *Chair*

Garo Keresteci, *Vice-Chair*

Geneviève Bonin

Rick Byers

Robert Ghiz

Chad Rogers

Matt Tedford

Bryn Weadon

Geordie Young

### DISBURSEMENT ADVISORY COMMITTEE

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BGen Nicolas (Nic) Eldaoud

Col. Rakesh Jetly

Mr. Tim Laidler

Ms. Faith McIntyre

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### TRUE PATRIOT LOVE LEADERSHIP TEAM

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Rena Brickman, *Director of Finance  
and Human Resources*


Laura Hearn, *Senior Director of  
Marketing & Communications*

Namita Joshi, *Manager of  
Disbursements & Innovation*

Kristina Schreiber, *Director of  
Expeditions & Events*

Jaime Wilson, *Chief Development  
Officer*





A high-angle photograph of a business meeting. Three people are seated around a table covered with various financial documents, including bar charts, pie charts, and tables. One person in the foreground is holding a pen over a document. Another person in the background is gesturing with their hands while speaking. A third person on the right is writing in a notebook. A white Canadian maple leaf logo is positioned above the text. The scene is brightly lit, suggesting a window in the background.

**DRIVING  
IMPACT AND  
EFFICIENCY.**

# 2017 ANNUAL REPORT

PRESENTED BY



**TRUE PATRIOT LOVE FOUNDATION**

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