



2018 ANNUAL REPORT

TRUE PATRIOT LOVE FOUNDATION



**STRENGTHENING
MILITARY AND
VETERAN FAMILIES.** 



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Letter to Supporters

Dear Friends of True Patriot Love,

We are very pleased to present True Patriot Love Foundation's 2018 Annual Report, which reflects a milestone year for the foundation in many ways.

In 2018, we continued to focus on driving national impact for military members, Veterans and their families, committing more than \$3.2 million to help fund 75 programs and services across Canada. This report recognizes the impactful, innovative work being done by many of our program partners. The True Patriot Love team knows that our work would not be possible without the generous backing of our donors and supporters, so thank you, most sincerely, for helping us change lives.

In November, we celebrated our tenth Tribute Gala – the largest event of its kind that honours the brave men and women who have served our nation. Ten years ago, when our soldiers were returning home from Afghanistan, it was evident that Canadians needed, and wanted, to offer their support to help ease the challenges of adjusting to life after war. With that, our very first Tribute Gala was born, and since then, we've raised over \$25.5 million for military members, Veterans and their families through this annual event.

One highlight of the 2018 gala was hearing the stories of some of the more than 30,000 families we've helped since our inception – families like Sheila's whose son Grant bravely served in Afghanistan and was injured. Upon his return, he had to face the deaths of some of his fellow soldiers due to suicide. His participation in a True Patriot Love expedition provided him with the support he needed to move forward with his healing journey. Sheila was so inspired by Grant's experience that she herself signed up to join the 2018 True Patriot Love Scotiabank Expedition to the Himalayas. The team of 17 business leaders and ill and injured military members and Veterans set out to summit the 20,000-ft. peak of Lobuche East in Nepal, providing even more life-changing opportunities to this year's cohort of military participants. The expedition raised over \$1 million to support critical programs that will benefit the military and Veteran community.

Late in 2018, we said goodbye to CEO Bronwen Evans who, along with her team, built True Patriot Love from the ground up and into the largest organization of its kind in Canada. We thank Bronwen for all her hard work and dedication to our cause. As she stepped down, we were pleased to welcome Nick Booth, a seasoned leader in the charitable sector, who has robust international experience, which includes being the founding CEO of The Royal Foundation and an initiator of the Invictus Games. As we enter our second decade, Nick and the team are well poised to take True Patriot Love to the next level and significantly grow the impact we are making across this great nation.

On behalf of True Patriot Love, and the thousands of military members, Veterans and families we serve, thank you once again for your support and generosity.

Sincerely,



Shaun Francis
Chair, Board of Directors | True Patriot Love Foundation





**SUPPORTING
THE MILITARY
COMMUNITY.**



About True Patriot Love Foundation

OUR MISSION

True Patriot Love Foundation is a national charity that is changing the lives of military and Veteran families across Canada by funding programs that provide much needed support.

THE NEED

649,300 The number of Veterans and their families who currently live in Canada, many of whom are impacted by challenges related to transitioning to civilian life.

63,000 The number of regular force members posted in Canada, with more than half under the age of 35 and half with children.

9,000 to 10,000 The number of Canadian Armed Forces members who are released from military service each year, with 33% indicating they have difficulty transitioning to civilian life.

242% Veterans under the age of 25 have a 242% higher risk of suicide compared to the general population.

40% The percentage of military personnel medically released each year who will experience a psychological injury requiring subsequent support and treatment.

13% The percentage of Canadian Armed Forces personnel who were given a mental health diagnosis attributable to Afghanistan deployment four years later.

2x Children from military families experience double the rate of mental health issues compared to children from civilian families.

OUR STRATEGY

We are uniquely positioned to understand the greatest needs of Canadian military members, Veterans and their 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 help take them national.
- Our strong partnerships with the Department of National Defence and Veterans Affairs Canada provides us with insight into the current state of the military community, allowing us to address these needs.
- 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:

Our key focus is to support military members, Veterans, and their families across Canada through the areas of family health, mental health and well-being, the special needs of children, women, Veterans' transition, and research.



Our Impact

Since 2009, we have committed \$28.3 million to fund innovative research and support 825 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, True Patriot Love has helped change the lives of 30,000 military members, Veterans and families.



7

research projects funded at Canadian universities through the 2018 True Patriot Love Fund at CIMVHR.



60

Veterans and soldiers, along with 68 Canadian business leaders, have participated in life-changing expeditions across the globe.*



161

mental health programs for military families funded across Canada.



449

soldiers and Veterans have graduated from 23 business boot camps, helping to launch over 292 new businesses in Canada.



627

Veterans recovering from trauma participated in adaptive ski programs to build self-confidence and resilience.



1,800

hours of coaching for children with mental health or behavioural concerns.



1,828

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



4,981

military members, Veterans, and their families supported in 2018.

*Individual participation on expeditions is accounted for once. True Patriot Love recognizes some participants are alumni of multiple expeditions.

“My husband and I were really struggling with our daughter’s behaviour. He was getting ready for a 5-month deployment and I was about ready to have a breakdown.

I contacted the Military Family Resource Center and once we met and talked with an intake worker she referred me to Strongest Families Institute. It literally saved us.

With my husband deployed and myself home with two young children, it was perfect because I didn’t have to leave the house to get the support we needed. We had 45-minute phone calls scheduled once a week at a time that was convenient for me.

I learned new skills each week, completed some homework online and practiced using my skills over the next week. The following week we reviewed our work and talked about a new skill.

My coach was supportive and empowering. I’ve seen a 100% improvement in my daughter’s behavior and our relationship. She seems happier and beams with pride in herself. I have more patience, tools to plan ahead, and strategies to prepare for change and avoid or handle challenging behaviours and situations.

I feel empowered not overwhelmed and hopeless. I feel stronger as a parent because of Strongest Families Institute. I would recommend it to anyone. Grateful thanks.”

~ PARENT OF A 7 YEAR OLD CHILD WHO WENT THROUGH THE PROGRAM FUNDED BY TRUE PATRIOT LOVE

WE’RE COMMITTED TO MILITARY FAMILIES.



IMPACT:

Children and Families



Military life can have a significant impact on families, which can result in unique challenges related to mental health, well-being and the transition to life after service. True Patriot Love is committed to funding programs that address these needs to help build stronger military and Veteran families.

STRONGEST FAMILIES INSTITUTE

Frequent deployments and regular relocations for military families often make it challenging to access and maintain health services. The needs of these families are often further impacted by living in remote locations with limited availability of health care.

Strongest Families Institute programs offer distance coaching to support families with children living with anxiety, depression and other behavioural concerns. The Institute was designed to be a cost-effective solution that removes barriers to care. With the program's distance coaching and flexible hours, there is no need to travel, no missed time from work or school, no cost incurred by the family, and the potential stigma associated with receiving care is virtually eliminated.

True Patriot Love is proud to have funded the launch of the Strongest Families Institute program for military families in 2016, and to have helped extend the program to military families across Canada. Through the generous contribution of our supporters, True Patriot Love provided \$108,000 in funding in 2018, allowing 198 military and Veteran families to be referred to the program.

CANADIAN CRITICAL INCIDENT STRESS FOUNDATION

The challenges associated with military life can be further exacerbated for those who suffer from post-traumatic stress. The Canadian Critical Incident Stress Foundation (CCISF) is a non-profit charitable organization dedicated to supporting emergency service personnel across Canada, including military and Veteran families.

The CCISF launched family retreat weekends for military families living with Post-Traumatic Stress Disorder to address the need for healing initiatives that involve the entire family unit. The retreats are designed to bring families together, strengthen relationships and improve well-being through structured programs, trust exercises, physical activities and family-oriented events.

In 2018, True Patriot Love provided funding to the CCISF of \$17,015, allowing 19 military and Veteran families to access the weekend retreats.



Suffield MFRC **Kiddie Kare Outdoor Play Area Revitalization Project**

Revived the early childhood play centre to provide a safe, clean and child-friendly play area for military and Veteran families.

Funding
\$23,750

Participants
50



Winnipeg MFRC **Mindfulness for Children**

Offered tools to children to help them regulate their emotions, enhance resiliency, develop positive coping strategies and integrate these new skills into their day to day lives.

Funding
\$9,000

Participants
27



Petawawa MFRC **PSP Petawawa Summer Camps 2018**

Offered access to the PSP Summer Camp, which is an inclusive and accessible program for children of Canadian Armed Forces members with identified and unidentified special needs.

Funding
\$18,000

Participants
17



Esquimalt MFRC **Podcasting for Mental Health & Wellness**

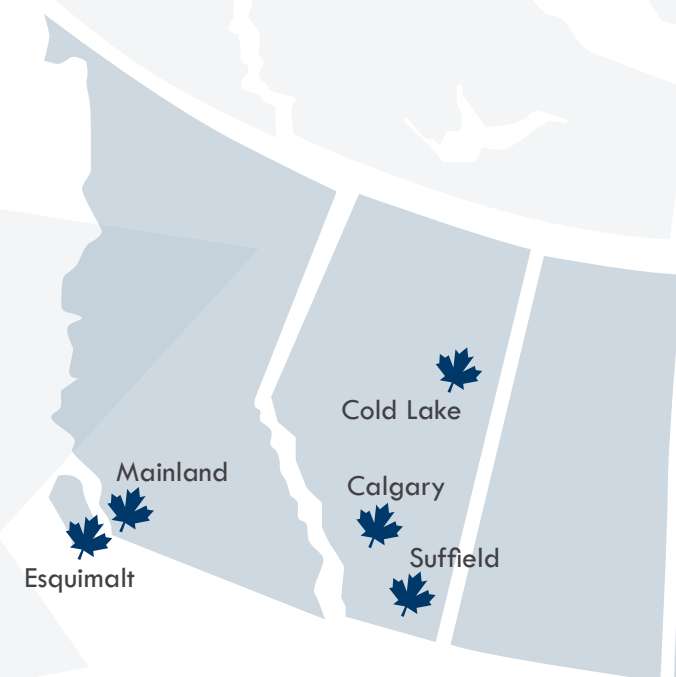
Provided 14 podcasts on mental health, military family lifestyle and well-being for military and Veteran families.

Funding
\$5,000

Estimated Reach
200

Military Family Resource Centres

The brave men and women of our military make tremendous sacrifices to serve Canada, and so do their families. It often means moving to new locations, starting fresh, and dealing with the absence of family members. Military Family Resource Centres (MFRCs) offer resources, services and support for military families in communities across Canada. True Patriot Love is proud to have funded 20 programs at 14 MFRCs across the country in 2018. Here are a few examples.





Kingston MFRC Increasing Inclusion

Provided wheelchair-accessible activities and removed accessibility barriers to increase inclusion and encourage participation in program activities.

Funding
\$6,200

Participants
48

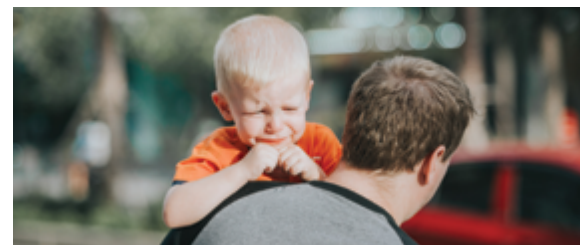


Montreal MFRC Loaning Specialized Material

Provided an opportunity for families of children with special needs to borrow a toolkit of specialized material to meet the specific needs of their child.

Funding
\$5,000

Participants
80



Gagetown MFRC Parenting the Child with Oppositional Defiance Disorder (ODD)

Offered a 13-week program for military and Veteran families living with children with ODD, providing families with new skills to help cope and manage the needs of their child.

Funding
\$5,000

Participants
38

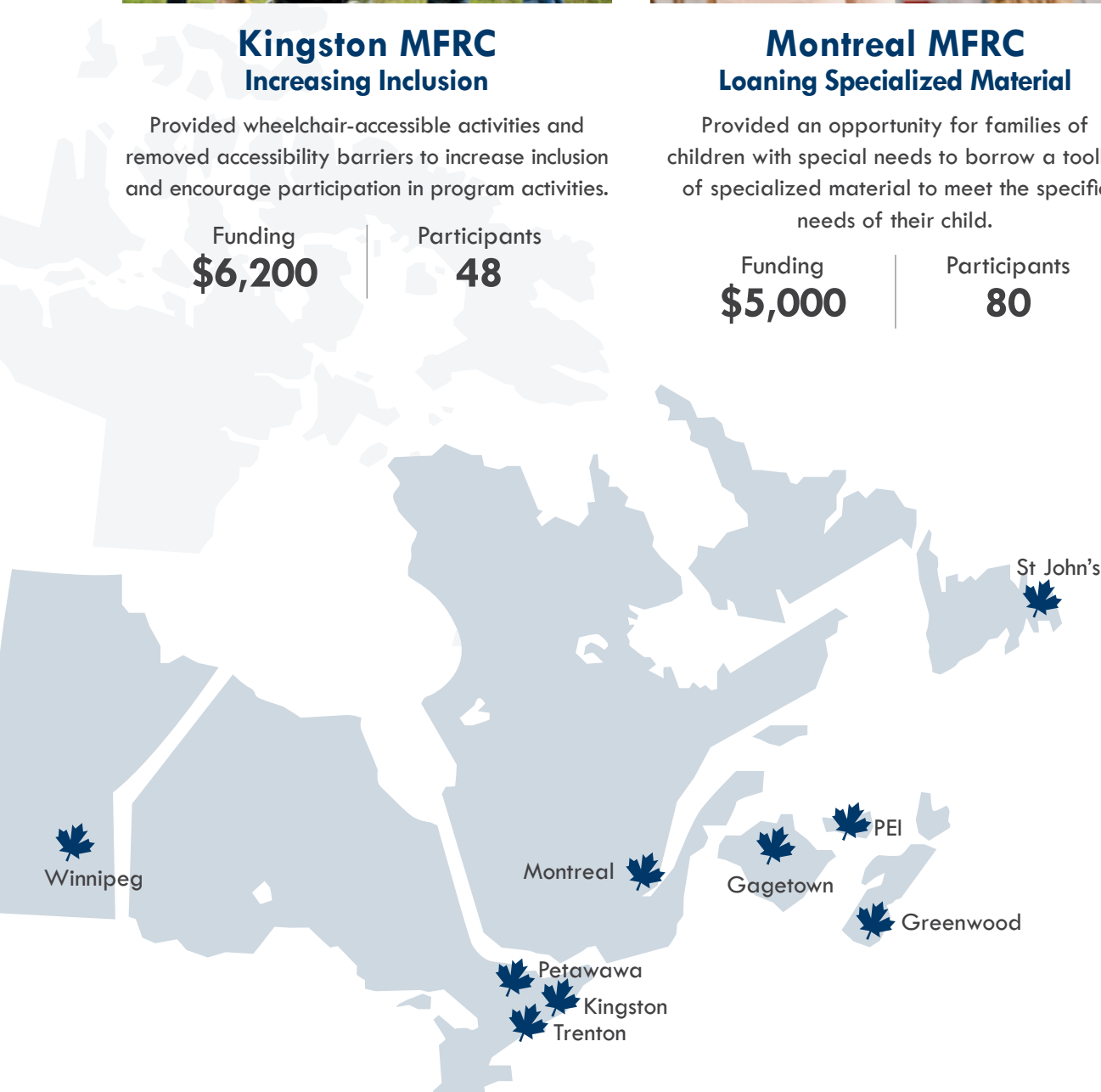


St John's MFRC "Reel" Youth and Veterans

Brought together youth and Veterans to produce short documentaries to commemorate and celebrate the knowledge and experiences of Canadian Veterans while teaching technical film skills.

Funding
\$20,400

Participants
48



IMPACT:

Veterans' Transition



Many Veterans face challenges transitioning from active service to civilian life. Navigating the changes from a military career to life as a civilian can be difficult and intimidating. True Patriot Love is committed to providing support for Veterans and their families during this critical juncture in their lives.

PRINCE'S OPERATION ENTREPRENEUR

Prince's Operation Entrepreneur (POE) is a one-of-a-kind, Canadian-made bilingual provider of entrepreneurial training for transitioning Canadian Armed Forces (CAF) members.

One-day workshops and seven-day "Based in Business" boot camps offer transitioning personnel the training and mentoring they need to advance their entrepreneurial skills and knowledge to start and maintain successful businesses. Most business boot camp participants are medically released, and many have mental health injuries.

True Patriot Love is POE's largest donor, and over the past 6 years, funding has allowed 449 transitioning military members and Veterans to attend 23 university-based programs. As a result, over 292 businesses have been launched nationally. In 2018 alone, True Patriot Love provided over \$117,000 in funding, which allowed 79 Veterans to participate in the boot camp program.

VETERANS TRANSITION NETWORK

The Veterans Transition Network (VTN) is a national, bilingual program offering significant support and thought leadership on the military-to-civilian transition. The program offers a unique group-based program facilitated by specially trained psychologists, and assisted by Veteran graduates of previous programs, to help participants work through operational stress injuries and ensure a successful transition to civilian life. In three weekends spread over two months, participants spend 100 hours living together and helping each other identify and address barriers that hinder their transition by working on their self-regulation and communication skills.

Recognizing the increasing demand for the VTN program in the province of Quebec and the need to support the unique challenges of Veteran women as they transition to civilian life, True Patriot Love provided funding of \$45,000 in 2018 to support a French language version of the program in Quebec for a cohort of women. Overall, True Patriot Love invested \$267,000 in VTN in 2018, which benefitted 23 Veterans across Canada.





LEENDERT BOLLE'S STORY

Following 16 years in the Canadian Armed Forces, Leendert wanted to start his own business and draw on what he had learned from the military, including discipline, focus and resilience. But he didn't know where to start.

Enter the Prince's Operation Entrepreneur business bootcamp. Leendert took part in the seven-day intensive bootcamp funded in part by the Bell True Patriot Love Fund, which was a life-changing experience that provided him with the skills and confidence he needed to grow his business, Hero Dog Treats.

Today, the company has a multi-million-dollar annual revenue, three brands, 10 employees, and products available in over 600 stores, as well as online. And importantly, Leendert gives back by hiring Veterans and supporting service dogs for Veterans dealing with mental health challenges.

SUPPORTING TRANSITION AFTER SERVICE.



EXPEDITIONS

Since 2012, True Patriot Love has produced ambitious expeditions to some of the world's most remote and grueling landscapes, including the North Pole, Antarctica, and the 2018 expedition to The Himalayas.

True Patriot Love's expeditions highlight the perseverance and unconquerable spirit of our military members and Veterans in the face of adversity and shed light on the challenges of transition and the stigma of mental illness.

The expeditions are a key program for True Patriot Love that raise critical funds for military and Veteran families while also providing a meaningful mentorship opportunity by pairing business leaders with members of the Canadian Armed Forces and Veterans.

Past expeditions have collectively raised over \$8.5 million for the military community and have directly impacted over 60 ill and injured military personnel and Veterans.

"This expedition wasn't about making it to the summit of Lobuche East, it was about proving to myself that I am more than a military rank. Every step, every conversation, every experience along this journey made me proud to be who I am today and has inspired me to dedicate my efforts to help serving, transitioning and retired Canadian Armed Forces members discover who they are beyond the rank."

~ MAJOR (RET'D) CHRIS POWER, HIMALAYAS MILITARY PARTICIPANT





TRUE PATRIOT LOVE SCOTIABANK EXPEDITION

— HIMALAYAS 2018 —

TRUE PATRIOT LOVE SCOTIABANK EXPEDITION: HIMALAYAS 2018

In 2018, a group of 17 participants took part in the **True Patriot Love Scotiabank Expedition: Himalayas 2018** for an extraordinary adventure where they successfully trekked 17,600 ft. up to Everest Base Camp in Nepal, with some going on to summit the nearby 20,000-ft. peak of Lobuche East. This physically and mentally demanding trek was a once-in-a-lifetime opportunity for military participants to continue their journey to recovery, and for civilian participants to learn from the skills and experience of military members.

The expedition raised over \$1 million, which was used to help address the unique challenges military families face as a result of their service to our country, including mental health, physical rehabilitation, transitioning to civilian life, and the special needs of children.

“The backdrop of the Khumbu Valley and the Himalayas, physically pushing ourselves and working as a team made for an outstanding experience and adventure. Living for three weeks with members of the military gave us insight into the challenges they face. We have a better understanding of, and are even more inspired to support, the men and women who serve our country. Some of the soldiers on the expedition - those we now consider close friends - are struggling. We hope that by being a part of this expedition, we eased their struggle in some small way. In turn, they inspired us with their determination, resilience and unwavering commitment to the team. We gained as much from them as they did from us.”


~ ELLIE & BEN RUSONIK, HIMALAYAS CIVILIAN PARTICIPANTS

“Finding the right outlet to channel my life experiences with other Veterans can be challenging. I am constantly reminded of my service-related injury, my guilt of no longer serving and thoughts of others who may be doing worse or better than me. I recognized I had to be open minded and find a program that connected with my mind, body, and soul, so I tried the Quebec Veteran’s Foundation yoga program.

If not for the generous support from True Patriot Love, I don’t know if I would have responded to the program. The benefits are not limited to the class, but also extend to the anxiety I experience before and after the program. I am a better person because of this and I know that I can continue to advance at the pace I need.”

~ IVAN BEAUDRY, PROGRAM RECIPIENT

**DEDICATED
TO MENTAL
HEALTH AND
WELL-BEING.**



IMPACT:

Mental Health



The impact of military service can take a toll on both those who serve and their families. Of the 2,500 Canadian Armed Forces members who are medically discharged each year, more than one third will experience a psychological injury requiring subsequent support and treatment. True Patriot Love is committed to funding programs to address the mental health and well-being of military members, Veterans and their families.

QUEBEC VETERAN'S FOUNDATION

The Quebec Veteran's Foundation provides support for Veterans at Sainte Anne's Veterans Hospital through programs that aim to improve mental health, pain management and quality of life. The goal of the Therapeutic Programming is to provide six months of therapeutic activities for Veterans, which include music therapy sessions, pet therapy sessions and classes of mindfulness and yoga. These therapeutic interventions have been proven to have many benefits including stress relief, lower depression, increased self-awareness and increased communication with loved ones.

In 2018, True Patriot Love disbursed \$25,000 to the Quebec Veteran's Foundation, which made the Therapeutic Programming available to 1300 Canadian Armed Forces Veterans in long-term care and at the Operational Stress Injury (OSI)/Pain Management clinics at Sainte. Anne's Hospital.



MOOD DISORDERS SOCIETY OF CANADA

The goal of the two-day Peer and Trauma Support Systems (PATTS) Training Program for Veterans and First Responders is to offer training workshops for military Veterans in Montreal, Toronto and Calgary. The workshops provide military Veterans and First Responders with tools to provide peer support for those impacted by mental health issues, including post-traumatic stress injuries and trauma. Each workshop is delivered by a mental health facilitator who has experienced trauma due to service. Each participant learns the fundamental principles of peer support, the social and historical context of peer support, and the concepts and methods that promote effective peer-to-peer support. Following the training, participants receive a manual and certificate for 16 hours of evidence-based peer support training from the Mood Disorders Society of Canada.

To date, True Patriot Love's funding of \$25,000 allowed 14 Veterans to participate in the program.

THE CAPTAIN NICHOLA GODDARD FUND

True Patriot Love is committed to supporting women in the military and their families. In 2018, True Patriot Love was honoured to take over the management of The Captain Nichola Goddard Fund, which provides national funding to directly benefit community programs that support servicewomen, Veteran women, and their families.

The fund was established in memory of Captain Nichola Goddard, who was tragically killed at age 26 during an ambush in Afghanistan in 2006, making her the first Canadian servicewoman to die in a combat role. Since her death, she has become a symbol of the leadership, strength and courage of Canada.



“When we were growing up, Nichola’s unrelenting tenacity always inspired me. As I got older, I realized that her drive wasn’t a given. I realized that women across Canada, and around the world, regularly face discrimination and bias on the road to achieving their dreams. But Nichola always kept her drive, and it helped her lead her soldiers in Afghanistan.

We started the Captain Goddard Fund to celebrate and serve strong women like Nichola who have the courage to never take no for an answer. They are the servicewomen, Veteran women, and their families, who protect the values integral to Canada and stand on guard for those less fortunate around the world.

Since the fund was created, we’ve seen incredible support from Canadians. With True Patriot Love carrying on the legacy through the Captain Nichola Goddard Fund, \$260,000 has been committed to programs supporting women from the military community and their families. And with your help, we will continue to support organizations that stand for women like Nichola, helping to manage the realities of a career in the military.

Nichola would have been incredibly proud of the programs we’ve been able to create in her legacy. And for that, my family and I are forever thankful.”

~ KATHERINE RUSK, SISTER OF CAPTAIN NICHOLA GODDARD

IMPACT:

2018

TRUE PATRIOT LOVE
**CAPTAIN
NICHOLA
GODDARD
FUND** 

In the inaugural year managing the Captain Nichola Goddard Fund in 2018, True Patriot Love provided funding to support seven programs with total disbursements of \$213,600. Listed below are a few examples of program beneficiaries and how they support the military community.



OTTAWA VICTIM SERVICES/WOMEN WARRIOR'S HEALING GARDEN

Women Warriors' Healing Garden Animal-Assisted Therapy Program in the National Capital Region has offered 12 Veteran women and their families ongoing peer support and group therapy to counter the isolation often experienced by those who have lived through trauma. **Funding: \$12,500**



VETERANS EMERGENCY TRANSITION SERVICES (VETS) CANADA

The VETS Canada/Capt. Nichola Goddard Support Initiative supports Veteran women in crisis. To date, 31 Veteran women have been supported with food, temporary accommodation, furniture, clothing, transport and moving assistance. **Funding: \$25,000**



FREE SPIRIT THERAPEUTIC RIDING ASSOCIATION (FSTRA)

Funding supported the Freedom to Grow program in Nova Scotia, which provides Attachment-Based, Trauma Informed Equine Assisted Psychotherapy to military members and Veteran women. **Funding: \$10,000**



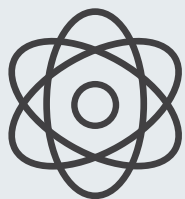
ROYAL CANADIAN LEGION (BRANCH 110)

Funding supported the "Supporting Veterans Wives Group" delivered by The Royal Canadian Legion, Branch 110. This new initiative will enable the development and facilitation of a monthly peer support group for spouses of aging Veterans by a registered psychologist. **Funding: \$12,600**



PROJECT TRAUMA SUPPORT

Funding supported a cohort of women who have developed PTSD or moral injury as a result of military sexual trauma during service. The six-day psychotherapy program uses a variety of experiential modules to allow reprocessing of traumatic life experiences. **Funding: \$50,000**



The Canadian Institute for Military and Veteran Health Research

True Patriot Love is proud to invest in innovative research with the goal of improving the health and well-being of the military community. In 2014, True Patriot Love made a \$10 million commitment in collaboration with the Government of Canada to the Canadian Institute for Military and Veterans Health Research (CIMVHR) as part of a multi-year funding commitment to support advancements in research and technology. True Patriot Love's investment to CIMVHR is a testament to the vital importance of national collaboration and innovation.

**CIMVHR**

Canadian Institute for Military
and Veteran Health Research

ICRSMV

L'Institut canadien de recherche sur
la santé des militaires et des vétérans

In 2018, True Patriot Love provided \$600,000 in funding as part of the inaugural 2018 True Patriot Love Fund at CIMVHR, which supported seven research projects at universities across Canada. Each project addressed a current gap in military and Veteran research in Canada in focus areas such as Veterans health, workplace well-being, military family health and rehabilitation best practices. Learnings and outcomes will form the foundation of future policy and funding decisions.

DEFINING THE LONGITUDINAL COURSE, OUTCOMES, AND TREATMENT NEEDS OF VULNERABLE CANADIANS WITH POST TRAUMATIC STRESS DISORDER

At the University of Manitoba, Dr. Jitender Sareen and collaborators have been preparing the 2018 Canadian Armed Forces Members and Veterans Mental Health Follow-up survey. This unique dataset follows Canadian Armed Forces members from 2002 to 2018, detailing their mental health, service use, and traumatic experiences both during deployments and otherwise. The data will be accessible to researchers around the world to answer important research questions that will aim to improve prevention and intervention of mental health problems among the Canadian Armed Forces. The research team at the University of Manitoba is hoping to provide a greater understanding of post-deployment mental health and recovery among our Canadian troops. The project was made possible by a 3-year funding commitment from True Patriot Love, which began in 2018.



BACKING  GROUND-BREAKING RESEARCH.

Financial Statements

REVENUE

SOURCE	2018
Other Donations	\$3,219,389
Galas	\$1,577,009
Civilian Participant Fees*	\$395,375
Golf	\$138,550
Other Revenue	\$32,289
TOTAL	\$5,362,612

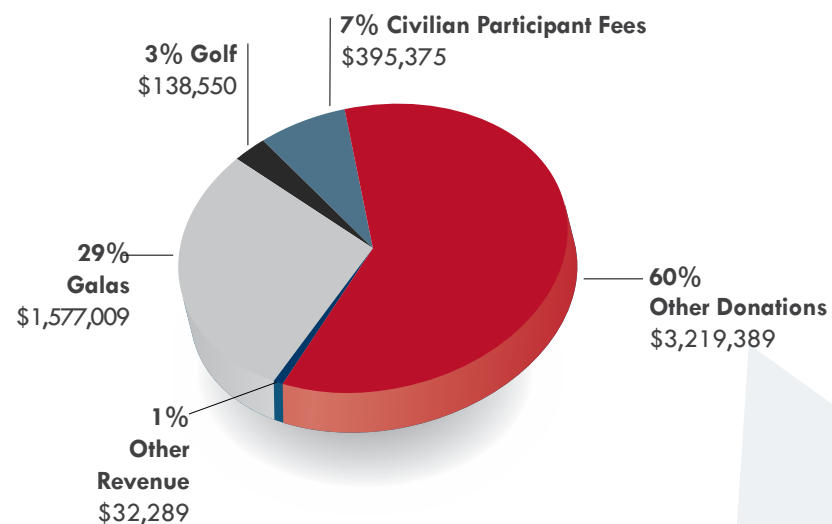
* True Patriot Love expeditions and educational tours

EXPENSES

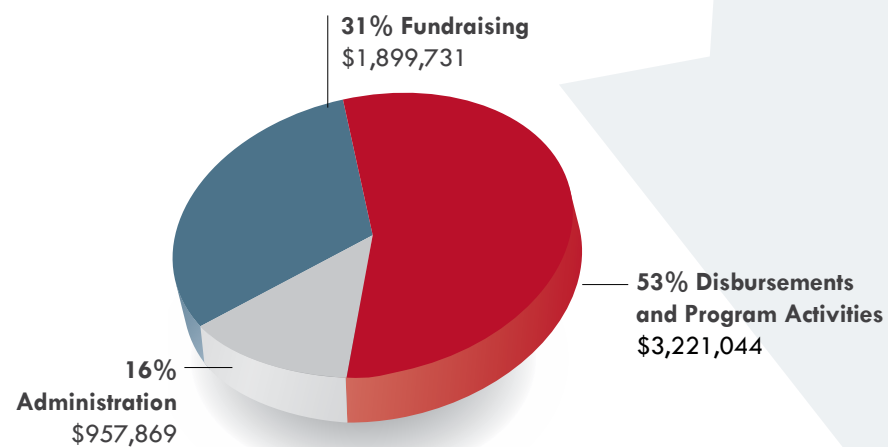
EXPENSE	2018
Disbursements and Program Activities	\$3,221,044
Fundraising	\$1,899,731
Administration**	\$957,869
TOTAL	\$6,078,644

** True Patriot Love's administrative expenses includes an expense for rental which is covered by a generous donation by Medcan

REVENUES \$5,362,612



EXPENSES \$6,078,644



Funding Recipients

2018 TRUE PATRIOT LOVE FAMILY AND CHILDREN FUND

Camp Maple Leaf
Canadian Adaptive Snowsports
Canadian Critical Incident Stress Foundation
Inter-Varsity Christian Fellowship
Kingston MFRC
Legacy Place Society
Mainland BC MFRC
Montreal MFRC
PEI MFRC
Petawawa MFRC
Queen's University (CIMVHR)
Salvation Army
St. John's MFRC
Support Our Troops
Winnipeg MFRC

2018 TRUE PATRIOT LOVE FAMILY AND VETERAN TRANSITION FUND

Canadian Adaptive Snowsports
Legacy Place Society
Outward Bound Canada
Prince's Trust Canada
Prospect Human Services
Queen's University (CIMVHR)
Strongest Families Institute
Support Our Troops
University of New Brunswick
Veterans Transition Network

2018 CAPTAIN NICHOLA GODDARD FUND

Free Spirit Therapeutic Riding Association
Mood Disorders Society of Canada
Project Trauma Support
Royal Canadian Legion
Veterans Emergency Transition Services
Veterans Transition Network
Victim Assistance Services Ottawa

2018 BELL TRUE PATRIOT LOVE FUND

4 Wing MFRC Society
Calgary Science Centre Society
Esquimalt MFRC
Gagetown MFRC
Greenwood MFRC
Legacy Place Society
Mood Disorders Society of Canada
Outward Bound Canada
Pacific Assistance Dog Society
Petawawa MFRC
Prince's Trust Canada
Quebec Veterans Foundation
Roots of Empathy
Team Rubicon Canada
Veterans Emergency Transition Services
Veterans Transition Network
Wounded Warriors Canada
Winnipeg MFRC



**THANK YOU FOR
YOUR SUPPORT.**



2018 Donors

\$100,000+

Bell Canada
Cal Wenzel Family Foundation
Johnson & Johnson
Mackenzie Investments
Medcan
Moore's The Suit People Inc.
Nichola Goddard Foundation Inc.
RBC Foundation
Scotiabank
The Rossy Foundation

\$50,000 – \$99,999

Air Canada
BMO
Canada Life Assurance Company
CANISO Investment Counsel
Chris and Pam Hodgson
CIBC
Elliott Family Foundation
IAMGOLD Corporation
Navigator Ltd
Paul Desmarais Jr.
Rogers Communications
TD
The Printing House & the O'Born Family

\$25,000 – \$49,999

Albert El Tassi
Andree Rheaume and Robert Fitzhenry Family Foundation
Bennett Jones LLP
Bennett Tools
Dave Mullen
Deloitte
Interior Systems Contractors Association of Ontario (ISCA)
Jaguar Land Rover Canada
Jon and Nancy Love Foundation
Liquor Stores N.A. LTD.
Manulife
The Duncanson Family Foundation
Via Rail Canada

\$20,000 – \$24,999

A.T. Kearney
Axis Holdings Ltd.
Boilermakers Union
CADSI
Mike and Catherine Durland
Milborne Real Estate Inc.

\$15,000 – \$19,999

Barry's Bootcamp Canada
Greater Toronto Airports Authority
J.S. Ferraro & Company

KPA Advisory Services Ltd
Metropia Management Limited Partnership
National Public Relations
Primerica Financial Services
RBC Capital Markets
RBC Insurance
Rose & Barry McInerney
The Dunkley Charitable Foundation
The John David & Signy Eaton Foundation
Thomas Jedrej

\$10,000 – \$14,999

407 ETR
Adelaide Capital Markets
Allen and Marion Lambert Fund
Andrew and Mary Mullen
Andrew Eaton
AstraZeneca Canada
Barclays Canada
Barrick Gold Corporation
Ben & Ellie Rusonik
BlackShire Group
Calgary Foundation
Canadian Institute for Military and Veteran Health Research
Canadian National Railway
Canadian Warplane Heritage Museum

CIBC Private Wealth Management
DATA Communications Management (DCM)
Fairways For Heroes Golf Tournament
Fellowes Canada Ltd.
Fundserv Inc.
Hero Dog Treats
HKSC Developments L.P.
Holt Renfrew
IBM Canada Ltd
Interior Finishing Systems Training Fund
John Ferraro
JUUL Labs Canada, Ltd.
Ken Miner
KPMG
Linamar Corporation
Lissom Holdings Ltd.
Longo's
M.A.M. Group Inc.
Magna International Inc.
Magris Resources
McCarthy Tétrault
McKinsey & Company
Medline Canada Corporation
Michael McCain
Ontario Lottery and Gaming Corp. (OLG)

Pathfinder Capital
Peter Aghar & Wendy Findlay
Power Corporation Canada
Power Workers' Union
Revera Inc.
Richard & Glenna Talbot
Dr. Robert Francis
Robert Pierce
Samuel, Son & Co., Limited
Satish Rai
Sky Regional Airlines
Spencer Stuart & Associates
St. Michael's College School
The Church Lads Brigade
The Jesslin Group
The Sixty Three Foundation
Verdiroc Holdings Ltd.
William Bruce Bailey
Xerox Canada

UNDISCLOSED

Mildred Irvine

Process, Governance, & Structure

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

Here's how we do it:



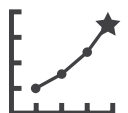
We have great partners. We work closely with the Canadian Armed Forces, Department of Veteran Affairs and local grassroots organizations to clearly identify the most urgent needs of our military and Veteran families on a national scale, while avoiding duplication of efforts between all organizations.



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. True Patriot Love'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 and Veteran families. The committee makes recommendations to True Patriot Love'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 2018 BOARD OF DIRECTORS

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Mr. Garo Keresteci, *Vice Chair*

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Mr. Matthew Kelleher

Ms. Susan McArthur

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Mr. Matt Tedford

Rear Admiral (Ret'd) Bryn Weadon

Mr. Geordie Young

2018 DISBURSEMENT ADVISORY COMMITTEE

Rear Admiral (Ret'd) Bryn Weadon, *Chair*

Dr. Alice Aiken (2016-Nov. 2018)

Col. Rakesh Jetly

Cpl (Ret'd) Tim Laidler, CD MA

Ms. Faith McIntyre

BGen Mark Misener

Dr. David Pedlar

Mr. M. Barry Rempel

Ms. Katherine Rusk



**MAXIMIZING IMPACT
FOR THE MILITARY
COMMUNITY.**



2018 ANNUAL REPORT

PRESENTED BY



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Charitable Registration Number: 81464 6493 RR0001
