



2015
annual
report

STRONGER MILITARY FAMILIES



OUR MISSION:

To inspire every Canadian
to contribute to the
wellbeing and resilience
of Canadian military and
Veteran families.



Message from the Chair and CEO

Dear Donor,

We are pleased to present the True Patriot Love Foundation's 2015 Annual Report.

Over the course of the year, we broadened our circle of corporate partners and donors and provided direct support to **1,442 military and Veteran families** across Canada through programs that enhance their wellbeing.

Last year, our country came together in response to two terrible tragedies – the brutal killing of Warrant Officer Patrice Vincent in Quebec, and the murder of Corporal Nathan Cirillo and the attack on our Parliament just one day later. In response, a small group of citizens created the “Stand on Guard Fund”, a crowd-sourcing fund that raised almost \$900,000 for the two families in just seven days. The fund's creators asked True Patriot Love to oversee the administration and disbursement of the funds for the families. We are pleased to report that we established trust funds for each of the families that reflected their most pressing needs, and 100% of the money raised was transferred to the families' trusts in early 2015.

On the heels of our successful expedition to the magnetic North Pole in 2014, this year we engaged a new group of 15 business and community leaders to partner and train with 8 injured Veterans to summit Vincent Massif in Antarctica in January 2016. For our Veterans, our expeditions provide an important bridge between military and civilian life. They create a new community with a shared purpose of service, reminiscent of being in the military. Because everyone – soldiers and civilians alike – is equal

on a cold and perilous mountain, these expeditions also create an ideal environment for reciprocal understanding and mentorship, ultimately paving the way for a smoother transition to civilian employment and life.

Many of our soldiers have come home to a society that is ill-equipped to support them. The fact is

that most of us will never appreciate the stress of service and the atrocities of a war zone. However, we do have a duty to remember that our soldiers didn't deploy for themselves, and they shouldn't have to manage their transition back home alone either. Through funds raised through our Antarctica expedition, we were proud to fund full-time employment placements supports for 144 injured Veterans. In 2015, we were also able to invest the funds raised from our North Pole expedition in the creation of virtual reality treatment for post-traumatic stress disorder that is being used in seven clinics across the country.

The year was marked by another seminal initiative; True Patriot Love made a successful bid, and secured the required \$10 million in seed funding from the Government of Canada, to bring the Invictus Games to Canada in 2017. Started by Prince Harry, the Invictus Games honour the unconquerable spirit of wounded warriors and use the power of rehabilitative sport to help them on their journey of recovery. A separate not-for-profit organization, Invictus 2017, was set up to deliver the Games to 550 competitors from 17 nations who will compete in 12 adaptive sports. The Games will bring Canadians together to rally around our military families in numbers, and with passion, that we haven't seen decades, leaving a lasting legacy to secure future support for their wellbeing.

We are privileged and proud that you have joined us in paying tribute to the sacrifices of service men and women and their families who make it possible for us to live in a country that is strong and free.

With gratitude,

Bronwen Evans

Bronwen Evans, CEO

Shaun Francis

Shaun Francis, Chair



True Patriot Love Foundation HAS FUNDED:

90

mental health programs for military families
across Canada

4,600

hours of peer-to-peer counselling for
transitioning Veterans

500

military children to attend summer camp

324

Veterans recovering from trauma to participate
in healing journeys in the Canadian wilderness

210

Veterans to attend university-based business
programs to help them start their own
businesses – resulting in 107 new businesses
being launched to date





Who We Serve



65,000

Regular Force military families who are impacted by deployment and the day-to-day upheaval of military life



25,000

Reservists in the Canadian military and their families who are on standby



700,000

Canadian Veterans and their families



1,000

CAF personnel who are medically released each year, with 700 spouses and 900 children impacted

Why We Serve



A survey of Canadian Armed Forces (CAF) personnel deployed to the province of Kandahar found that **31%** reported suffering from stress, emotional or family problems during deployment



13.5% of CAF personnel had been diagnosed with a mental disorder attributable to Afghanistan deployment 4 years later



Afghanistan disability benefit clients had a higher prevalence of service-related psychiatric and musculoskeletal conditions and higher disability assessments compared to other post-Korean war clients

Source: Veterans Affairs Canada Profile (2015)

True Patriot Love (TPL) is forward thinking in the funding of Research and Technology

VIRTUAL REALITY THERAPY

TPL has provided \$551,000 to the University of Southern California to create a Canadian version of virtual reality treatment for PTSD which is now being offered at seven Canadian Armed Forces Operational Trauma and Stress Support Clinics (OTSSCs) and at two intermediate size mental health clinics. Fifty-four clinicians are trained on the virtual reality treatment which is currently offered at the following military locations: Halifax, Gagetown, Valcartier, Ottawa, Kingston, Borden, Petawawa, Edmonton and Esquimalt.

CANADIAN INSTITUTE FOR MILITARY AND VETERAN HEALTH RESEARCH (CIMVHR)

As part of our \$5M commitment for research at CIMVHR, TPL funded the creation of the first database of Veterans in Ontario that allows for the study of health service utilization, which will help us better assess the health impact of service and better predict their needs.

"The impact that TPL's funding will have on the future health of Veterans and military families is invaluable. For the first time ever we are able to follow a cohort of Veterans to understand their use of the provincial health care system, including for mental health reasons. We are also investigating access to pediatric and mental healthcare for the children and spouses of military families for the first time. These previously unknown insights will dramatically change the future Veteran and military family populations, and we have only just started to scratch the surface."

- Dr. Alice Aiken, Director, CIMVHR

RECOGNITION OF EXCELLENCE: The Major Sir Frederick Banting Award for Military Health Research

True Patriot Love is a proud sponsor of this annual award which recognizes the Canadian researcher whose work is deemed to be of greatest impact on military health. The 2015 award was presented to Dr. Deniz Fikretoglu, a Defence Scientist, for her research program focused on barriers to mental health service used in active military and Veteran populations.

BLINC LAB

The BLINC Lab at the University of Alberta leverages international research advancement to develop Canadian preparedness and build capacity to the advantage of military members and Veterans with limb loss.

In addition to building affordable prosthetic limbs with sensory feedback, \$100,000 in TPL funding is assisting with the development of an Outcome Metrics Testing Suite to study the most advanced devices on individual patients to determine effectiveness and allow personalization.



TPL supports mental health in military families

TPL is committed to supporting organizations that foster mental health wellbeing for all military families.

“Stress associated with the CF partner’s military service was reported to be one of the main contributors to illness among those diagnosed with a psychological disorder such as depression.”

(Boulos D & Zamorski M, 2013)

There are 40,000 military children in Canada.* Children of deployed military members experience **more health issues, including increased stress and sleeping problems** compared to civilian children.†

BORDEN MFRC

“From Darkness to Light” Awake-A-Thon – Youth Mental Health Summit



24 PARTICIPANTS

“The activities were engaging and the youth participated by asking questions, sharing their opinions and ideas relating to stigma and suggesting coping strategies.”

- Borden MFRC staff member

LONDON MFRC

Supporting Adult Children with OSIs



15 PARTICIPANTS

“I am leaving with a new outlook, new friends and a new beginning. Lots to look forward to! Thank you.”

- Parent participant

CALGARY MFRC

Moving Forward Retreat: Connecting Military Families to Health and Mental Wellness



106 PARTICIPANTS

“We’re a young couple with young children, haven’t been married as long as some others but it’s nice to be proactive instead of having to suffer for the next 18 years through PTSD and almost lose our family, everything that’s important to us. Instead we can come here and learn about ways to help get better — it’s a work in progress obviously but at least we don’t have to wait until it gets really bad and awful to seek help.”

- Military spouse

PEI MFRC

Operation: Building Bridges – harnessing the internet to increase reach to military families



102 PARTICIPANTS

“Resilience comes from community, but first must come from within. Ask for help, before you fall, community will help. That a military family journey is a collection of all our experiences and ideas, not just the ones that are broken, or the number of deployments. Personal resiliency and community support are vital to being able to survive being a military spouse. Reach out and find your community.”

- Kim Mills (www.sheisfierce.org)

GREENWOOD MFRC

Course materials for mental health programming: Fun Friends, Friends For Life, Friends Youth, Kids Have Stress Too



160 PARTICIPANTS FROM 62 FAMILIES

“We are experiencing a long separation from Dad due to a [military] course and I needed more tools in my tool box. I feel that the “Kids Have Stress Too” workshop is helping me be a better parent and better prepared to handle my children’s behaviours.”

- Military Family participant

* Source: Brief from the Military Family Resource Centres

† Source: Department of National Defence, Ombudsman 2013

LEGACY PLACE CAMP

Legacy Place Society Family Camp at Camp Evergreen, Alberta allows the entire family time to focus on bonding and building stronger relationships.



44 PARTICIPANTS

“Our family tremendously benefitted from the [Legacy Place] Family Camp. We continue to struggle with PTSD and challenges posed from raising a family. The topics on raising a confident child resonated deeply with me and my husband. Our 5 kids had time to do activities with other military families that we normally would not be able to do. Thank you for your financial support, there is no way we could have done this family outing – with such sincere thanks.”

– Jeff, Nathalia, River, Jasmine, Austin, Brodie and Maverick



EQUI-SENS

French language EAGALA program offering equine therapy for serving members and Veterans as part of a research study. Serving Laval, Montreal, Laurentides and Lanaudiere in Quebec.



11 PARTICIPANTS

THE PERLEY AND RIDEAU VETERANS' HEALTH CENTRE FOUNDATION

Through the Bell TPL Fund, 250 Veteran residents at the Perley and Rideau Health Centre participated in recreational and creative arts activities, providing a sense of community and healing for many.

LEGACY PLACE SOCIETY

Through the Bell TPL Fund, we provided 1416 nightly stays for military and Veteran families in emergency housing. Legacy Place Society provides temporary home away from home support for Peace Officers, Fire Fighters, Emergency Medical Services, 911 Dispatch and Canadian Military Personnel (serving or retired) along with their families during times of medical, marital or accommodation crisis. Legacy Place Society currently has 3 residential type home settings in Calgary, Edmonton and Red Deer.

FAMILY MATTERS: STRONGEST FAMILIES INSTITUTE

This organization provides evidence based distance coaching to military families with children living with anxiety and behavioural concerns. TPL's funding allowed for expansion into Atlantic Canada.



20 PARTICIPANTS

“My experience was a very positive one with The Strongest Families program. I felt the program gave me the tools I needed and supported me so that I could in turn support my son. It brought us closer, as mother and son. and I have recommended it to several friends who have children who are struggling with mental health issues. I am very grateful for the program.”

- Mother in military family

“[Strongest Families] has given me skills that I can use when I need to. They are very practical; the skills are good when I am going into a stressful situation. I have used them [skills] going into tests and it has worked. Before I have big plans I use the skills the night before and I am good going into the situation. I work the skills into my daily life.”

- Son in military family

TPL opens doors for Veterans in transition

PROSPECT FORCES@WORK

Prospect offers a range of direct employment placement, retention and capacity building services. Forces@WORK is a rapid direct job placement and retention service designed for Canadian Armed Forces members and Veterans, specifically the ill and injured population. The first installment of TPL's \$250,000 commitment was made in 2015 resulting in 144 job placements.

"I met with Prospect's Forces@WORK team while I was working part-time. I signed off on a Service Plan aimed at securing a full-time job in my desired industry with a target salary. My Forces@WORK Employment Placement Specialist (EPS) contacted me to inform me that a position had been posted that met my criteria. My EPS helped me prepare for an interview. I applied and got the job at a starting salary almost 20% higher than my goal. It has opened up opportunities that before were only a "some-day" scenario. This company has room for me to grow and the paid vacation will allow my family to enjoy time together without financial stresses, especially as my husband is ready to retire."

- Retired Reservist, Military Spouse and Prospect Forces@Work Client

"This is a difficult transition and the facilitation that Prospect's Forces@WORK program provides has proven to be invaluable. In my experience, [the] company has established a diverse framework of assets that have provided the necessary assistance to guide a member through the stages of transition."

- Forces@Work Client

VETERANS TRANSITION NETWORK (VTN)

This year TPL provided \$176,000 in funding to VTN allowing for 24 Veterans to participate in clinically driven, peer support programs to assist with their transition. We also supported the expansion of the program to Ontario and Quebec and increased training of clinicians.

PRINCE'S OPERATION ENTREPRENEUR (POE)

This year TPL provided \$80,000 in funding to POE allowing for 81 Veterans to participate in Business Bootcamps to learn the skills needed to become entrepreneurs.



2015 Funding Recipients

2015 BELL TPL FUND

PEI Military Family Resource Centre
Greenwood Military Family Resource Centre
Strongest Families Institute
Ste. Anne's Hospital Foundation
Equi-sens
Borden Military Family Resource Centre
London Military Family Resource Centre
Toronto Military Family Resource Centre
The Perley and Rideau Veterans' Health Centre Foundation
Calgary Military Family Resource Centre
Winnipeg Military Family Resource Centre
Mainland BC Military Family Resource Centre
Prince's Operation Entrepreneur
Veterans Transition Network
Legacy Place Society

2015 SCOTIABANK TPL FUND

Canadian Association for Disabled Skiing – National Capital Division
Outward Bound Canada – Veterans Program
Prince's Operation Entrepreneur
Veterans Transition Network

ADDITIONAL 2015 DISBURSEMENTS

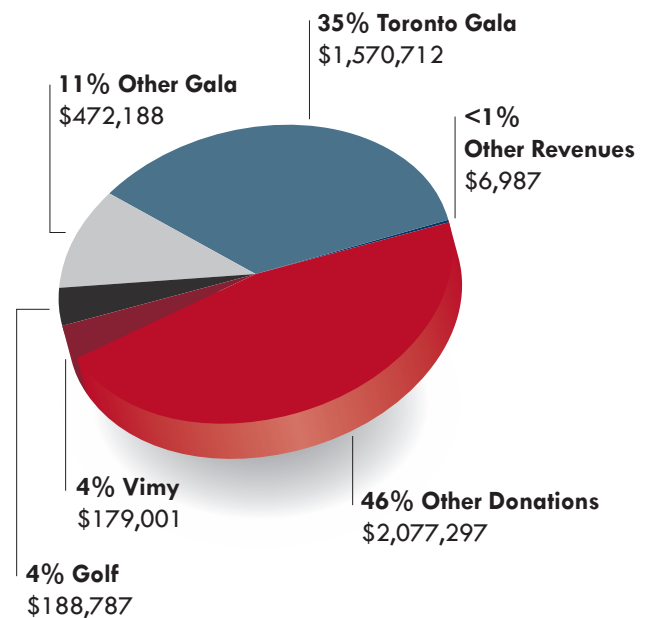
PEI MFRC
Queen's University – Canadian Institute for Military and Veteran Health Research
Calgary Veterans Food Bank
Military Families Fund
University of Southern California
Outward Bound Canada – Veterans Transition Program
Legacy Place Society
McDermott House Canada
Prospect Human Services
Salvation Army

Financial Statements

REVENUE

SOURCE	AMOUNT
Toronto Gala	\$1,570,712
Other Gala	\$472,188
Golf	\$188,787
Vimy	\$179,001
Other Donations	\$2,077,297
Other Revenues	\$6,987
TOTAL	\$4,494,972

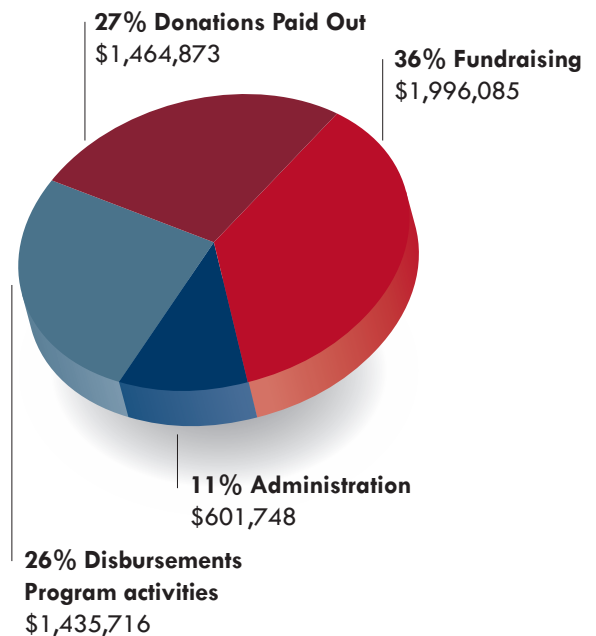
REVENUES \$4,494,972



EXPENSES

EXPENSE	AMOUNT
Disbursements – Program Activities	\$1,435,716
Administration	\$601,748
Fundraising	\$1,996,085
Donations Paid Out	\$1,464,873
TOTAL	\$5,498,422

EXPENSES \$5,498,422



2015 Donors

\$100,000 +

Bell
John David & Signy Eaton Foundation
Medcan
Power Corporation of Canada
Scotiabank

\$50,000 - \$100,000

Anonymous
BMO Financial Group
Benefaction Foundation
CIBC
Great-West Life, London Life and Canada Life
Leslois Shaw Foundation
Loblaw Companies Limited
Mario Toyotoshi
Manulife Financial
Save-On-Foods
RBC
The Cal & Edith Wenzel Family Foundation
The Joseph Segal Family Foundation

\$25,000 - \$50,000

Air Canada
Brian Carney
Canso Investment Counsel Ltd.
RBC
Deloitte Private
Dunkley Charitable Foundation
Enbridge Gas Distribution
Frank & Debbi Sobey
Firinn Investments Ltd.
George Weston Limited
Investors Group
ISCA
Kohl & Frisch Limited
Longo's
M.A.M. GROUP INC.
MTS
National Benefit Authority
Nikon Canada Inc.
Oshkosh Defense
PEI Friends of True Patriot Love
Rogers Communications
Shaw
Sobeys Inc.

The Arthur J.E. Child Foundation
The Peter and Melanie Munk Charitable Foundation
TD Bank Group
William Webb

\$20,000 - \$25,000

Diamond Estates Wines & Spirits Ltd.
George Weston Limited
ICAP Services North America LLC
Pheonix A.M.D. International Inc.
The Brooke Foundation
WestJet

\$15,000 - \$20,000

BMO Capital Markets
Catherine & Frederik Eaton Charitable Foundation
Fifth Avenue Collection Ltd. – Toronto
Gary & Joanne Reamey Family
GE
General Dynamics Land Systems – Canada
Great-West Lifeco Inc.
HSBC Bank Canada
KPMG
Labatt Breweries of Canada
Lafarge Canada Inc.
New Flyer
Programmed Insurance Brokers
PwC
Shaw
The Duncanson Family Foundation
Toronto General & Western Hospital Foundation

\$10,000 - \$15,000

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A.T. Kearney
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Barrick Gold Corporation
CAE Inc.
Canadian Institute for Military and Veteran Health Research
Canadian Pacific
Canadian Tire
Cineplex Entertainment
Cumberland Private Wealth Management
David Hodgson

Dream Unlimited
 Deans Knight Capital Management
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 407 ETR
 Gaye Farncombe
 Generation Capital
 Gerald Sheff & Shanitha Kachan Charitable Foundation
 Gluskin Sheff + Associates Inc.
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 IAMGOLD Corporation
 JC Clark
 John Carswell
 John Craig
 John Orr
 Joffrey Lupul
 Kelland Foods Holdings Ltd.
 KingSett Capital
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 Resilience Capital
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