

IMPACT REPORT

2021 – 2022

TRUE PATRIOT
LOVE 

LEADERSHIP MESSAGE

Dear Friends and Supporters,

The past year has been a challenging one for the military community, both domestically responding to the impacts of the changing climate and natural disasters as recently seen in the Atlantic provinces, and abroad with the war in Ukraine and the ongoing crisis in Afghanistan. As always, True Patriot Love has offered support and assistance where needed and will continue to stand beside those who protect our country and those who have served in the past.

Our work would not be possible without the tremendous generosity of our much-valued supporters. Your donations have allowed us to invest in innovative community programs and directly impacted over 740 beneficiaries across the country.

With your help, during the year True Patriot Love was able to grant over \$1.6 million to 34 programs across the country, which represents a 55% increase over the previous year.

Thanks to you, more active service members, Veterans and their families can access the programs they need to support their physical, mental and emotional well-being.

Your support allowed us to invest in mental health programs, both in person and virtual, that offered serving Members and Veterans a chance to heal and to connect with others on a similar journey. It meant we could expand our Military Creative Arts initiative, which offers Veterans an opportunity to take forward their recovery through art, music, drama and dance; and it allowed us to continue funding programs that support children of military families as they adapt to new communities or understand the realities of having a serving Member as a parent.

This past year also provided a new opportunity to bring together Veterans with members of the essential services – firefighters, paramedics, nurses, and police officers – for a week in Algonquin Park to share their common experiences of post-traumatic stress and recovering from working through the pandemic health crisis.

We were pleased to be able to host our Virtual Tribute Dinner once again, which allowed Canadians across the country to gather to celebrate our military and to acknowledge the sacrifices of those who served. This dinner raised over \$1M to support our military community.



LEADERSHIP MESSAGE

We maintained our focus on supporting women in the military, through our 4th annual Captain Nichola Goddard Leadership Roundtable, which featured a keynote address from Canada's first female Vice Chief of the Defence Staff, Lieutenant-General Frances Allen. This virtual event brought together women Members and Veterans from the Canadian military with women in the business community, to share experiences and provide leadership growth and development.

Finally, and our biggest endeavor to date, True Patriot Love is thrilled to have led the successful bid to bring the Invictus Games back to Canada in 2025 for its first ever winter edition. The Games, due to be held in Vancouver and Whistler, will bring together 550 competitors from over 20 nations, and introduce new winter sports, including Alpine Skiing, Wheelchair Curling and more. In collaboration with our two founding partners, the Government of Canada and the Province of British Columbia, the Invictus Games Vancouver Whistler 2025 will be not only a life changing opportunity for those who participate but will highlight a commitment to sustainability, diversity and inclusion, and is committed to working closely with the First Nations to ensure the Games respond to Canada's Truth and Reconciliation Commission Calls to Action and ensure that Indigenous protocols are respected in all aspects of the event.

As we look to the future, True Patriot Love is uniquely positioned to build on our position as Canada's national foundation supporting its active Service Members, Veterans and their families. We will continue to strive to raise awareness of the issues facing our military and Veterans, and through our trusted partnerships with the federal, provincial and territorial governments across the country we will continue to advocate on the issues that matter most to those who serve.

With a dedicated and passionate staff team, a committed Board of Directors, and a growing community of engaged donors and supporters like yourself, we look forward to continuing to impact the lives of everyone in Canada's military community.

Thank you for standing with them, and us, over the last 12 months and we look forward to working together over the next year.

Sincerely,

A handwritten signature in black ink, appearing to read "Shaun Francis", with a stylized, overlapping loop structure.

Shaun Francis
Chair, True Patriot Love Foundation

A handwritten signature in black ink, appearing to read "Nick Booth", with a cursive, flowing style.

Nick Booth MVO
CEO, True Patriot Love Foundation

OUR STORY SO FAR

The 95,000 Canadians who are currently serving and the 460,000 Veterans who served in our Armed Forces have a diverse range of experiences and expertise, but they share a common commitment to protecting and defending our country, both at home and abroad.

It's a commitment that extends to 20 countries across the globe and that tangibly affects the daily lives of millions of Canadians. As we combat the definitive challenges of our time – a rise in extreme weather and flooding, global health crises and an increasingly competitive and fractured geopolitical environment – servicemembers are playing a vital role in preserving our safety and prosperity.

They've had our backs – now it's time we had theirs. Whether they are facing healthcare challenges, their families need support, or they are seeking to transition to civilian life, it's our responsibility to make sure their needs are met. By accepting that responsibility and giving generously, Canadians can find their own ways to serve. We are a stronger, more inclusive country when Canadians give back to those who have given everything.

Since 2009....

\$37M

Granted across
the country

979

Community
Based Programs
Funded

38,340

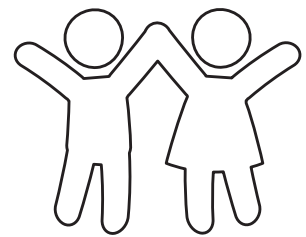
Lives Impacted

STRONGER MILITARY FAMILIES

You are supporting programs for spouses, caregivers, children, and youth who are called upon to make profound sacrifices along with their loved ones.

“ It’s a relief that organizations like True Patriot Love are there in the background to help with some of the struggles of families and recognizing the dedication of CAF members

– Beneficiary



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

PROGRAM SPOTLIGHT

Prince Edward Island Military Family Resource Centre (PEI MFRC) has a long standing history of providing military and Veteran families with support in their times of need. PEI MFRC allows parents to provide their children with interactive activities that have a positive impact on their learning and development.

“PEI MFRC is the connector for military families. It provides opportunities for families to come together and to feel less isolated.”

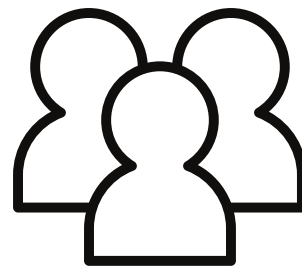
PRIORITIZING WELL-BEING

You are supporting programs that support well-being, by investing in mental health and transition programs amongst others.



These programs are needed more than ever before as a result of the global pandemic

– Beneficiary



An estimated 10% of Veterans will experience PostTraumatic Stress Injury (PTSI) in their lifetime

PROGRAM SPOTLIGHT

Prince's Trust Operation Entrepreneur provides a support ecosystem that bridges the gap between military service and civilian life. With a focus on second career options, the suite of programming focuses on building confidence, creating new communities of support and developing a sense of agency, control and optimism for what the future can hold.

"Overwhelmingly the feedback is that the workshops are informative, helpful, and the volunteers feel more prepared for the week."

IMPROVING REHABILITATION AND RECOVERY JOURNEY

You are supporting programs that improve the rehabilitation and recovery journey through the power of sport, expeditions, and community engagement.



To the people that support True Patriot Love – I can only say thank you from the bottom of my heart. This experience has opened up a new side of my life at this stage, and I am loving what I am learning from it every day.

– Beneficiary



60% of medically released military personnel have permanent physical limitations.

PROGRAM SPOTLIGHT

Rehabilitation & Recovery is an essential component of the recovery and growth journey for the military community. The concept of art as recover has been around for years and is rooted in the understanding that creative expression can foster healing and mental well-being. Soldier On's program provides Veterans with an opportunity to try their hand at artistic expression, through music, glass blowing, silversmithing and more.

"Instead of having someone help you, this art can now help you find things within yourself that you may have forgotten."

CONNECTING TO COMMUNITY

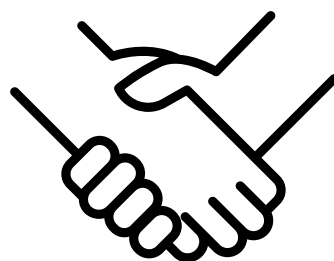
You are supporting programs that foster connection with communities, whether it be through mentorship, volunteerism, or advocacy.

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It's hard to express the magnitude of trepidation one feels when they decide to leave. However, CAF values: drive, creativity, determination, and the ability to work through blockers, a Veteran's skillset has a direct correlation to the world of programming and computer science.

– Beneficiary

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39% of Veterans report difficulty in adjusting to civilian life

PROGRAM SPOTLIGHT

The Roland Gossage Foundation partners with Lighthouse Labs to offer introductory training workshops in HTML, JavaScript, programming, data analytics, and cybersecurity. Upskilling courses and reskilling bootcamps are also offered to further enhance technical skills in web development, data science, and cybersecurity. Soldiers in Tech gives Veterans the skills, industry knowledge, and resources to secure and be successful in their first tech job in Canada.

“The training addresses many issues Veterans face while dealing with civilian reintegration, such as releasing trauma and PTSD.”

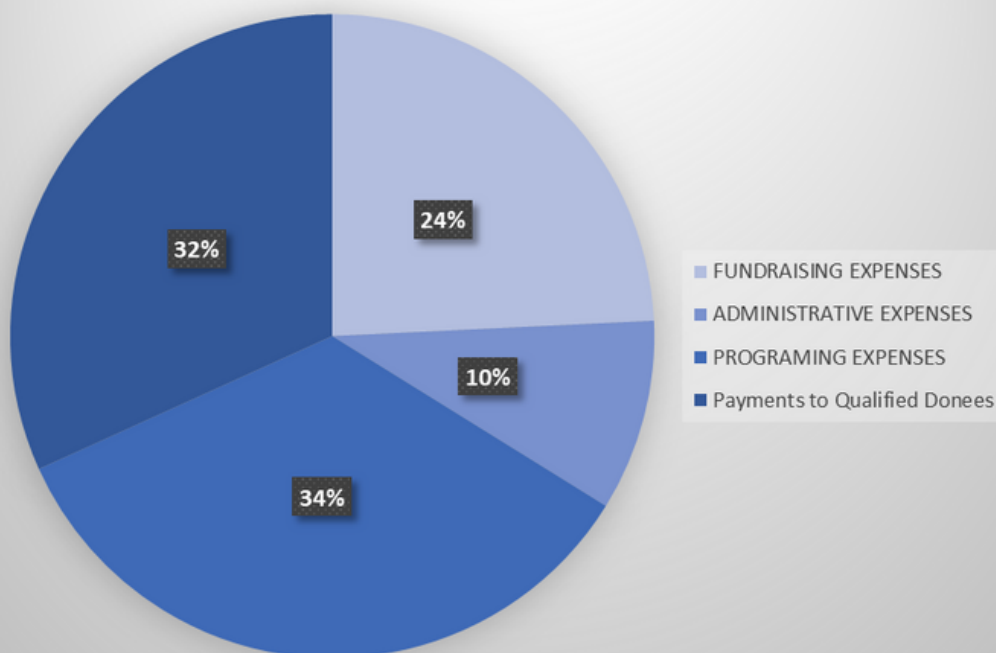
FINANCIALS 2021-22

This impact report covers the 12-month fiscal period from April 1, 2021 to March 31, 2022.

True Patriot Love Foundation Statement of Operations

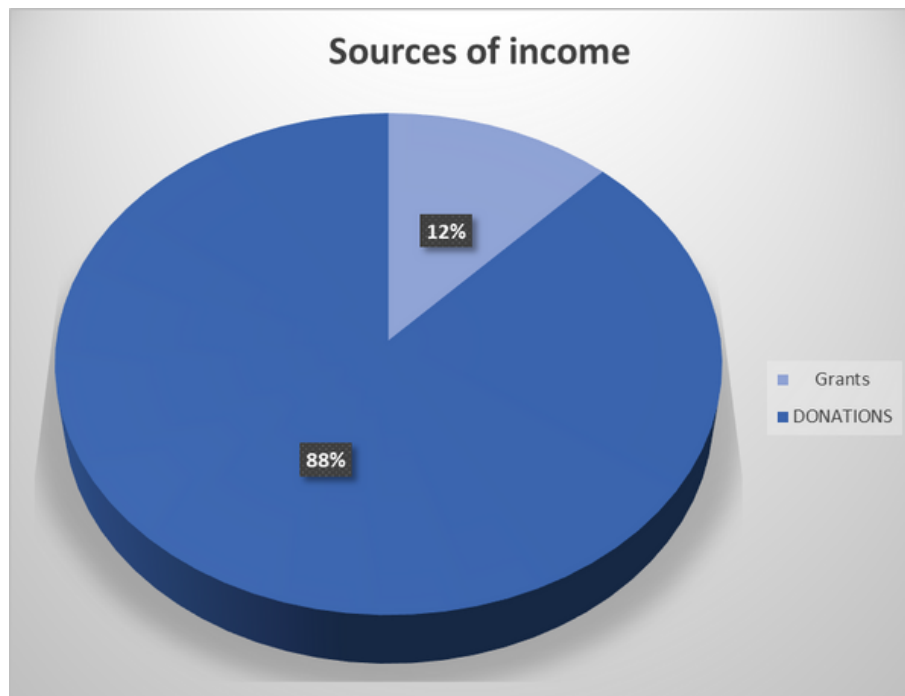
For the year ended March 31	2022	2021
	(12 months)	(15 months)
Revenue		
Donations, events and program (Notes 7 and 9) (Schedule)	\$ 4,645,844	\$ 3,683,091
Grants (Schedule)	623,932	2,241,840
Interest and other income	15,405	31,530
	<u>5,285,181</u>	<u>5,956,461</u>
Expenses		
Administration (Notes 8 and 9)	492,997	525,503
Fundraising (Notes 8 and 9)	1,244,322	1,006,145
Program activities (Notes 8 and 9)	1,765,283	1,273,996
	<u>3,502,602</u>	<u>2,805,644</u>
Operating surplus	1,782,579	3,150,817
Payments to qualified donees (Note 7)	1,631,138	1,046,893
Excess of revenues over expenses	\$ 151,441	\$ 2,103,924

Expenses



FINANCIALS 2021-22

This impact report covers the 12-month fiscal period from April 1, 2021 to March 31, 2022.



True Patriot Love Foundation Statement of Financial Position

March 31	2022	2021
Assets		
Current		
Cash (Note 2)	\$ 301,642	\$ 525,112
Short-term investments (Note 3)	6,206,044	5,469,795
Accounts receivable	153,633	215,019
Prepaid expenses	101,331	82,508
	<u>6,762,650</u>	<u>6,292,434</u>
Tangible capital assets (Note 4)	<u>25,377</u>	<u>11,985</u>
	<u>\$ 6,788,027</u>	<u>\$ 6,304,419</u>
Liabilities and Net Assets		
Current		
Accounts payable and accrued liabilities	\$ 393,801	\$ 156,692
Deferred contributions (Note 5)	<u>3,232,029</u>	<u>3,136,971</u>
	<u>3,625,830</u>	<u>3,293,663</u>
Net Assets		
Internally restricted	-	900,000
Unrestricted	<u>3,162,197</u>	<u>2,110,756</u>
	<u>3,162,197</u>	<u>3,010,756</u>
	<u>\$ 6,788,027</u>	<u>\$ 6,304,419</u>