

TRUE PATRIOT
LOVE



— THE 5TH ANNUAL —

CAPTAIN

Nichola Goddard

WOMEN IN LEADERSHIP SERIES



TORONTO, MARCH 30, 2023

SPONSORSHIP PACKAGE

THE CAPTAIN NICHOLA GODDARD FUND

TRUE PATRIOT LOVE CAPTAIN NICHOLA GODDARD FUND

The Captain Nichola Goddard Fund supports programs and services that enhance the mental health, leadership qualities, and well-being of servicewomen and Veteran women and, in turn, supports the well-being of their families as they navigate the realities of a career in the military.

According to the Canadian Armed Forces, “women have been fully integrated in all occupations and roles for over 30 years, with the exception of serving on submarines which was eventually lifted by the Royal Canadian Navy on March 8, 2001.” Supporting strong women military leaders is a testament to Canada’s values of diversity and equality, as servicewomen play an integral role in the peace process. In operations, servicewomen have access to populations and spaces closed to men. The strength of women’s influence in the peace process is positively correlated to agreements being reached and implemented. According to the international Peace Institute, when women participate in the peace process, the resulting deal is thirty-five percent more likely to last 15 years.

Upon release, studies have shown that 40% of military personnel will experience a psychological injury requiring support and treatment, each year, and 81% of women Veterans have a higher risk of suicide than the general population.

Through the Captain Nichola Goddard Fund, True Patriot Love highlights the leadership qualities of those who serve in the Canadian Armed Forces and provides national funding to benefit community programs that directly support servicewomen, Veteran women, and their families, helping to empower their well-being, including mental health and military to civilian transition. We are proud to provide a platform for women who have served and sacrificed for Canada even as they continue to create impact nationally and internationally.

To date almost \$1,000,000 has been raised for the Captain Nichola Goddard Fund.

The fund has supported initiatives such as:

The Pepper Pod/Quebec Veterans Foundation



Life’s big transitions, such as leaving the military, can be quite a challenging mission and The Pepper Pod was created to help women Veterans contribute to this buddy system as they face their “enemies”. Funding for this program supports Veteran women to take the life lessons from their previous participation in Pepper Pod’s Lifeshop program and build a plan to find their purpose. Then, they will make a plan to create a life that puts this purpose into action. Mindmapping, Neuro-linguistic programming, and coaching will be used to give Veteran women the tools to “fail forward”, grow, continue healing, and thrive.

Team Rubicon Canada



Funding supported Team Rubicon’s women’s chainsaw and mental health initiative. A four-day mentorship program, empowering women to learn or build their skillset in chainsaw operations and learning the tools of mental health first aid. By breaking down the obstacles to participation, Team Rubicon will help build participants’ confidence to step up on operations and their tools for positive mental health on and off deployments.

ABOUT THE EVENT

The 5TH Annual Captain Nichola Goddard Women in Leadership Series

Thursday, March 30, 2023

6:00 pm to 9:00 pm

The 5th Annual Captain Nichola Goddard Women in Leadership Series provides a forum for a sharing of ideas between the military and corporate worlds and features a moderated panel discussion with CAF members and Veterans discussing their experience as women leaders and what shaped them into the leaders they are today. The event provides a networking opportunity for like-minded individuals and supporters and is a great engagement and learning opportunity for your employees on the unique leadership skills and dealing in adverse and challenging situations that military members face regularly.

WHY SPONSOR THE EVENT?

Invest in Learning and Development: provide your staff an opportunity to learn and develop strategies based on the leadership experiences of members of the Canadian Armed Forces.

Show your Canadian pride: members of the Canadian Armed Forces have supported us during the last two years and continue to step up and offer assistance on the front lines during the COVID-19 pandemic, and have taken a lead role in the vaccine rollout. Be part of a unique experience that shows your support and honours their service.

Build your brand as a dedicated corporate citizen: position your organization as a committed corporate citizen that stands behind a great cause. Research has shown that customers' impression of a brand is positively influenced by a brand's association with a social cause. Aligning your organization with True Patriot Love Foundation demonstrates your strong commitment to the health and well-being of the military community.

Demonstrate your company's dedication to Diversity & Inclusion: your sponsorship will help us continue to raise funds to support the Captain Nichola Goddard Fund, improving the lives of women of the military and Veteran women.

Fellow Canadian,

Nichola always believed she could help. It's what motivated her to join the military when a recruiter first visited her high school in Antigonish, Nova Scotia.

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, almost \$1,000,000 has been raised for 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.

Canada needs strong women, and the women that served before, with, and after Nichola are the strongest I've ever met.

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

Letter from Katherine Rusk,
sister of Captain Nichola Goddard



PLATINUM SPONSORSHIP | \$10,000

In recognition of this sponsorship, True Patriot Love is pleased to offer the following benefits:

- 12 tickets to attend the in person event. Ticket or Veteran allotment can be split amongst the various events being hosted across the country.
- Opportunity to host a guided virtual roundtable for up to 20 employees on a platform of your choice (Zoom, Teams, WebEx etc) with a CAF member or Veteran facilitated by True Patriot Love discussing various themes on women in leadership.*
- Opportunity to have a women CAF member or Veteran participate in your own in person or virtual International Women's Day event with all your company employees**
- 6 invites to an exclusive meet and greet VIP Reception held prior to in person event.
- Logo shown during event
- Company name mentioned during the MC opening remarks
- Mention in event marketing materials
- Logo recognition on the True Patriot Love event web page with link to company website



* True Patriot Love will coordinate 1 or 2 CAF members, facilitate an introduction and provide an Aide Memoire outlining a guided one hour roundtable discussion. Sponsoring company will need to coordinate guests and virtual room based on preference i.e. Zoom, Teams, WebEx etc. Co-host paired with military co-facilitator to be provided by sponsoring company. Confirmation of this benefit must be done by March 10th, 2023.

**Travel and expenses to bring CAF member to your location to be covered by sponsor. Coordination with the Canadian Armed Forces to find an appropriate speaker and participant will be done by True Patriot Love. Request for this must be done atleast three weeks prior to your event taking place.

GOLD SPONSORSHIP | \$7,000

In recognition of this sponsorship, True Patriot Love is pleased to offer the following benefits:

- 8 tickets to attend the in person event. Ticket allotment can be split amongst the various events being hosted across the country
- Opportunity to host a guided virtual roundtable for up to 20 employees on a platform of your choice (Zoom, Teams, WebEx etc) with a women CAF member facilitated by True Patriot Love discussing various themes on women in leadership.*
- 4 invites to an exclusive meet and greet VIP Reception held prior to the in person event.
- Logo shown during event
- Company name mentioned during the MC opening remarks
- Mention in event marketing materials
- Logo recognition on the True Patriot Love event web page with link to company website



* True Patriot Love will coordinate 1 or 2 CAF members, facilitate an introduction and provide an Aide Memoire outlining a guided one hour roundtable discussion. Sponsoring company will need to coordinate guests and virtual room based on preference i.e. Zoom, Teams, WebEx etc. Co-host paired with military co-facilitator to be provided by sponsoring company. Confirmation of this benefit must be done by March 10th, 2023.

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SILVER SPONSORSHIP | \$5,000

In recognition of this sponsorship, True Patriot Love is pleased to offer the following benefits:

- 4 tickets to attend the in person event
 - 2 invites to an exclusive meet and greet VIP Reception held prior to the in person event
 - Logo shown during event
 - Mention in event marketing materials
 - Logo recognition on the True Patriot Love event web page with link to company website
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BRONZE SPONSORSHIP | \$3,000

In recognition of this sponsorship, True Patriot Love is pleased to offer the following benefits:

- 2 tickets to attend the in person event
- Logo shown during event
- Mention in event marketing materials
- Logo recognition on the True Patriot Love event web page with link to company website

TRUE PATRIOT LOVE FOUNDATION

True Patriot Love Foundation is a national organization supporting the military community. The foundation raises awareness around the challenges related to military service and funds programs for serving members of the Canadian Armed Forces, Veterans and their families that support their well-being, enable rehabilitation and recovery from injury, assist the children and spouses of those who serve, and promote re-integration into communities following service. Since inception, True Patriot Love has committed over \$35 million to fund innovative research and 945 community-based programs across the country, helping to change the lives of more than 37,600 military and Veteran families.

Below are a few examples of the initiatives we're proud to support.

Supporting Camps



Camps provide a safe environment for military children to connect with one another, learn new skills, and gain support. They also lend military parents a helping hand and the opportunity for support and respite.

Creative Arts



Community based creative arts programs have helped service members deal with trauma. And when they return home, these interventions make a difference in people's lives that medicine alone may not achieve.

COVID-19 Response



During this on-going time of unprecedented global crisis, True Patriot Love Foundation remains focused on supporting the urgent and emerging needs of Canadian Armed Forces members, Veterans, and their families across Canada, as well as the community-based organizations that exist to serve them. In 2020, we disbursed \$1.6 million in funding to organizations who were able to successfully adapt programming in response to COVID-19 and to guide organizations managing through the pandemic with flexibility and compassion.

Research at CIMVHR



The Canadian Institute for Military and Veteran Health Research (CIMVHR) is focused on research devoted to the health and well-being of those who protect and serve Canadians at home and abroad. True Patriot Love has committed \$5 million to support this research.

A Snapshot of Our Impact Over the Past Decade

FUNDED

172

mental health programs

INSPIRED

426

Veterans to launch their own businesses

SUPPORTED

945

programs across the nation

PROVIDED

2,200

hours of mental health coaching for children

FUNDING FOR

2,546

children to attend camps

HELPED

37,600+

military & Veteran families since 2009

GET IN TOUCH

Help us improve the lives of military & Veteran families.

SPONSORSHIP

For sponsorship inquiries please contact:

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For more information or to make a donation, visit our event web page:

www.truepatriotlove.com/goddard-reception-2023

*True Patriot Love Foundation is a Registered Charity.
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**TRUE PATRIOT
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TRUE PATRIOT LOVE FOUNDATION

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