

2022
2023

IMPACT REPORT



TRUE PATRIOT LOVE

CANADA'S FOUNDATION FOR
THE MILITARY COMMUNITY

truepatriotlove.com



STORIES OF SERVICE

The 2023 Impact Report highlights True Patriot Love Foundation's incredible achievements in our programs and initiatives.

Reflecting on the past year, we've proudly supported our military community, empowering Veterans and fostering stronger military families. Despite challenges, we've connected nationwide, advocated for crucial initiatives, and launched groundbreaking campaigns like Remastered Memories.

Your support has amplified our impact, ensuring those who volunteered to serve receive the care they deserve. This report testifies to our team's dedication, our partners' commitment, and our donors' generosity. We've built a solid foundation and look forward to continuing our mission. Thank you for being part of our journey.



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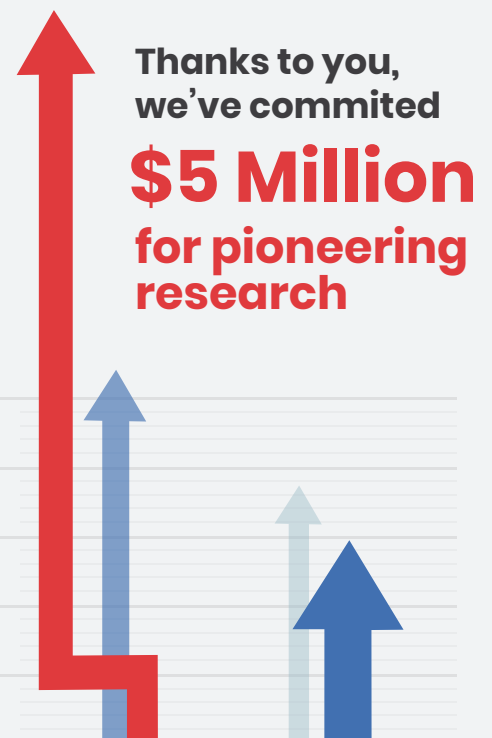
Military photos courtesy of Canadian Armed Forces Imagery Gallery.

Charitable Business # 81464 6493 RR0001

BUILDING RESILIENCE

through initiatives and support for military families

Recognizing the multifaceted challenges experienced by military families, the True Patriot Love Foundation remains steadfast in fortifying mental well-being and providing crucial support for service members, Veterans, and their families. We strive to empower families to navigate individual obstacles through targeted initiatives and programs, fostering a resilient and supportive environment for all.



CONTENTS

of this report

- 2-3 Introduction**
Leadership message
- 4-6 The need**
Overview of the Canadian Armed Forces' contributions and True Patriot Love's role
- 7-8 Impact across Canada**
Details about programs funded in different provinces
- 9-11 Research and why it matters**
Insight into the True Patriot Love Research Initiative and its impacts
- 12-13 Military families**
Statistics and programs supporting military families
- 14 Well-being and mental health**
Statistics on mental health among Canadian Veterans and information about related programs
- 15 Recovery & rehabilitation**
Programs supporting recovery and rehabilitation efforts
- 16-17 Community**
Resources and testimonials from organizations fostering connections within communities
- 18-20 Statement of operations & source of donations**
- 21 Thank you**

MAKING AN IMPACT

Thanks to your incredible support,
True Patriot Love
granted over \$2.7 million
to programs nationwide.

LEADERSHIP message

Over the last 12 months, we have connected in person with our communities, donors and supporters, local programs and the military community. The past year has provided us with opportunities to meet Veterans and their families from Vancouver to Halifax and everywhere in between and learn about how they are recovering and their ongoing needs.

Thanks to the incredibly dedicated support from individuals, organizations, foundations, and our government partners, True Patriot Love was able to grant over \$2.7 million to 46 programs across the country. Our work would not be possible without your tremendous support — we thank you.

With your support, local community programs across the country provided serving members access to mental health training and therapy, assisted wounded and injured members in accessing physical recovery through sports and creative arts, and offered families respite and access to summer camps for children from military families. Additionally, these programs supported Canadian Veterans' connections to their communities by providing opportunities to mentor and support recent Afghan refugees who had served alongside the Canadian Armed Forces.

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.

We were thrilled to launch a national campaign "Remastered Memories" that focused on telling the stories of those who served, bringing their words to life through Artificial Intelligence. This incredible campaign allowed ordinary Canadians to witness war through the eyes of those who wrote stories home to loved ones.

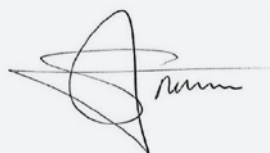
We also had a chance to be together again at our National Tribute Dinners, taking place across

the country in Vancouver, Ottawa and Toronto on November 10, during a shared moment of celebration of those who served and gratitude to the families and friends who support them.

And finally, we began preparations for our biggest challenge to date — the Invictus Games Vancouver Whistler 2025. In collaboration with our Founding Partners, the Government of Canada and the Province of British Columbia and at the invitation of the four Host First Nations, we have begun the planning to welcome almost 550 competitors in February 2025 while also introducing new winter sports, providing an incredible opportunity for a shared journey of recovery.

As we look to the coming year, we envision True Patriot Love continuing to solidify our role as Canada's Foundation for the military community. Through our ongoing partnerships with the federal, provincial, and territorial governments, we will continue to advocate on the issues that matter most to those who served and those who continue to serve.

With a dedicated and passionate staff team, a committed Board of Directors and a growing community of donors and supporters like you, we look forward to sharing even more stories of impact in the months to come!



Shaun Francis

CHAIR, TRUE PATRIOT LOVE FOUNDATION



Nick Booth

CEO, TRUE PATRIOT LOVE FOUNDATION

A photograph of two Canadian soldiers in winter combat gear. The soldier in the foreground is wearing a camouflage jacket with a Canadian flag patch and a "38 CER" patch, a balaclava, and goggles. He is holding a clipboard. The soldier in the background is also in similar gear. The background is a snowy, hazy landscape.

EMPOWERING CANADA'S MILITARY COMMUNITY

True Patriot Love:
Canada's Foundation for
the military community,
working to support
military members,
Veterans, and their
families at every stage
of their journey.

The **NEED**

The 100,000 Canadians who serve 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 over 40 countries across the globe and tangibly affects millions of Canadians' daily lives. As we combat the definitive challenges of our time — global pandemics, a rise in extreme weather and flooding, and an increasingly competitive and fractured geopolitical

environment — service members are playing a vital role in preserving our safety and prosperity.

True Patriot Love is Canada's Foundation for the military community, working to support military members, Veterans, and their families at every stage of their journey.

By working as a trusted partner with local charities, social enterprises, the Canadian Armed Forces and the federal and provincial governments, True Patriot Love advocates for the needs of military members and Veterans and ensures resources are directed where they are needed most.

True Patriot Love works closely with sector partners to support the evolving needs of service members in Regular Force, in the Reserves, and transitioning to civilian life as Veterans. This work centers around four key pillars:

KEY **PILLARS** of support

01

Supporting **STRONGER MILITARY FAMILIES**, as spouses, caregivers, children, and youth are called upon to make profound sacrifices along with their loved ones.

02

Prioritizing **WELL-BEING**, by investing in mental health and transition programs amongst others.

03

Improving the **REHABILITATION AND RECOVERY** journey through the power of sport, expeditions, and community-based programming.

04

Providing resources to organizations that foster **CONNECTION WITH COMMUNITIES**, whether it be through mentorship, volunteerism, or advocacy.

IMPACT

since 2009

\$41 MILLION

in funding
granted



1,025

community-based
programs +
research to guide
investments



40,000+

Veterans
and active
service members
impacted

From global initiatives like the Invictus Games — of which True Patriot Love is the main funder of Team Canada — to local wellness centres and mental health programs, True Patriot Love has a research-backed approach that provides ongoing funding, partnerships and knowledge sharing to Canada's most vital military and Veteran support programs.

BY THE NUMBERS

The Canadian Armed Forces are a professional volunteer force that consists of approximately 68,000 active personnel and 27,000 reserve personnel, with a sub-component of approximately 5,000 Canadian Rangers.

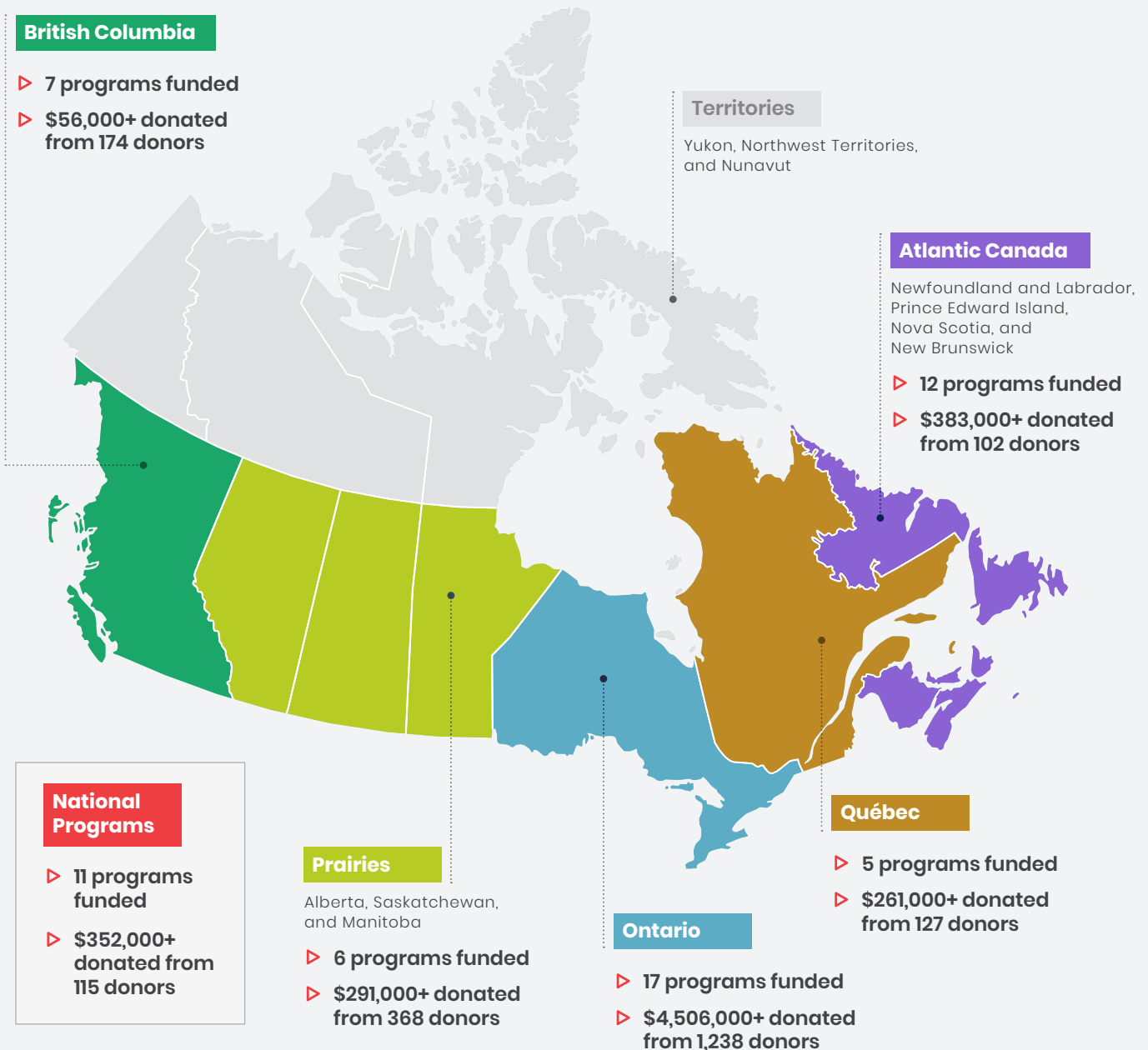
Currently there are over 486,000 Veterans and families in Canada. Every year, about 5,000 military personnel leave the service and join them.



IMPACT across CANADA

from April 2022 to March 2023

Many programs target more than one province, so some programs are reflected in more than one program count.

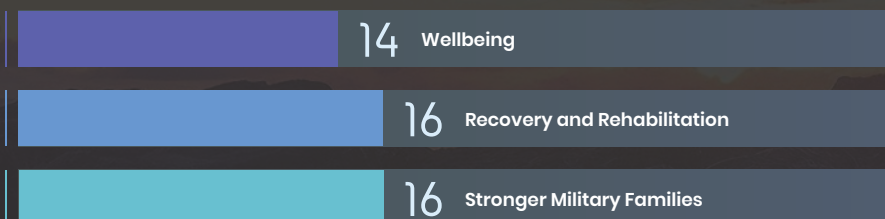


National Programs

you helped support
in 2022/23

True Patriot Love is focused on supporting active service members, Veterans and their families across their entire journey. Many of the programs funded support in more than one area of need and cross over our strategic pillars of support.

Primary Strategic Focus:



Secondary Strategic Focus:



IMPACT HIGHLIGHTS

True Patriot Love's 2022/23 efforts impacted 46 national programs, providing crucial support for women, families, and mental health while fostering resilience and backing Canada's military community through research.

RESEARCH and why it matters

Research, evidence, and data are the keys
that will improve the lives of the very people
who serve and protect our country every day.

Since 2012, True Patriot Love has partnered with the
Canadian Institute of Military and Veteran Health
Research (CIMVHR) to establish **The CIMVHR
True Patriot Love Research Initiative.**

Thanks to your support, \$5 million has been committed
to supporting leading-edge research to improve the lives
of the Canadian military community. Through CIMVHR's
vast national and international network of experts in the
military, Veteran, and families research field, we fund work
that uncovers new treatments, establishes evidence-based
policies and programs, and improves current programs
and treatments dedicated to advancing the health and
well-being of serving members, Veterans, and their families.



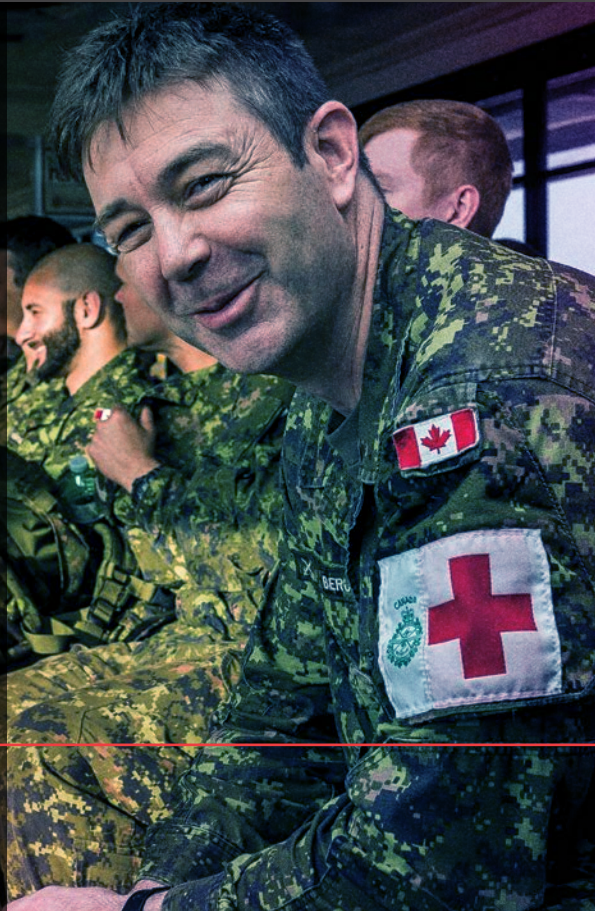
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A HEALTH WIN FOR THE MILITARY

Canada has a large and diverse military population — with unique health risks, exposures and experiences that demand new protection, prevention, and care standards. Through continued partnerships, including our long-standing relationship with True Patriot Love, we advance scientific work across a wide range of subject areas, including physical, mental, and social well-being. This research helps inform programs and policies and improves health promotion, disease prevention and treatments dedicated to advancing the health and well-being of military personnel, Veterans, and their families. Further, this cutting-edge health research often has impacts and benefits for all Canadians and helps to inform global health practices.

— Dr. David Pedlar, Scientific Director, CIMVHR

”



YOUR **IMPACT** on research

Your generous support helped fund these research projects in 2022/2023

Contribution of Post-traumatic Stress Symptomatology to the Establishment and Maintenance of Chronic Pain

— PRINCIPAL INVESTIGATOR: DR. TIM SALOMONS, QUEEN'S UNIVERSITY

The findings of these studies contribute to an understanding of two factors that may increase pain-related disability in Canadian Armed Forces service members and Veterans with chronic pain and PTSD: pain catastrophizing and sensitivity to pain traumatization (SPT). Their results suggest that PTSD may lead individuals to experience greater disability from their chronic pain by increasing how

traumatized individuals feel by their pain and by increasing individuals' catastrophic thinking about their pain. These results have important implications for treatment: they suggest that targeting catastrophic thinking and pain-related trauma symptoms in their treatment may be effective in reducing the disability they experience from their chronic pain.

Advancing research on servicewomen and women Veterans of the Canadian Armed Forces

— *PRINCIPAL INVESTIGATOR: DR. MAYA EICHLER, MOUNT SAINT VINCENT UNIVERSITY*

This work provides an analysis of the state of Canadian service women and women Veteran research, identifying key research gaps and proposing a framework for future research.

Their final report makes specific, actionable recommendations that engage key stakeholders, including the Department of National Defence, the Canadian Armed Forces, Veterans Affairs Canada, organizations such as the Centres of Excellence (the Atlas Institute for Veterans and Families, and the Chronic Pain Centre of Excellence for Canadian Veterans), as well as the research community as a whole.

Environmental Scan: Military Creative Arts Therapies Initiative

— *PRINCIPAL INVESTIGATOR: DR. ERIC LI, UNIVERSITY OF BRITISH COLUMBIA*

A comprehensive literature review and an environmental scan of existing community-based art therapy programs were undertaken to better understand the key features and design. A small group of community artists, practitioners, creative art therapists, and content experts were interviewed in early 2022. The findings of the interviews offered insights into how art therapy can be meaningfully adopted to support active-duty personnel and Veterans' recovery and rehabilitation, particularly if delivered in a community setting.

This work was instrumental in informing the design and creation of True Patriot Love's Creative Arts Therapies program funding, which began in 2022, and this work will help inform the evaluation process of these programs for the benefit of current military personnel, Veterans, and their families.



TRUE PATRIOT LOVE: RESHAPING MILITARY HEALTH

Through the CIMVHR True Patriot Love Research Initiative, the True Patriot Love Foundation has proven to be one of Canada's most committed and impactful non-governmental supporters of research in the military, Veteran, and family health space. Their commitment to peer-reviewed, evidence-based research is informing programs and treatments and improving lives every day.

— Dr. Stéphanie Bélanger,
Associate Scientific Director, CIMVHR.

“

OUR DREAM IN ACTION

None of this would have been possible without the generous funding we received. It can transform our physical spaces and provides vital training that can transform lives. It will give hope to those who felt forgotten and comfort to families who are longing for understanding and support.

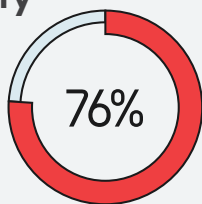
Thank you for helping us turn our dream into a reality and for being a vital part of our mission to create a more inclusive and compassionate world. Together, we are making a difference, one sensory-safe space and one staff training at a time.

— Holly Moores, Acting Executive Director,
Goose Bay Military Family
Resource Centre (MFRC)

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Spouses with partners
in the military

OFTEN
need to
relocate



There are over
57,000
military
families
in Canada

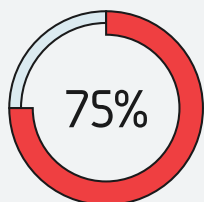
MILITARY families

Supporting stronger military families,
as spouses, caregivers, children, and
youth are called upon to make profound
sacrifices along with their loved ones.

There is a higher risk for mental health issues among adolescents
with parents in the military; they are more likely than civilian
peers to report depressive symptoms and suicidal ideation.

Thanks to your support, 20 programs were funded that support military
families, including 15 focused exclusively on the impact on military kids.

MOST
military
couples
have
children



64K+
children
under 18
have a
military
parent



“

FUN TIMES AHEAD

Whatever their age, we encourage
our campers to try new things,
develop their skills and have
fun! Our camps offer art, sports,
science, gymnastics and an end of
the summer bash, the list goes on
and on. We hope everyone enjoys
the selection of camps as much as
we enjoy planning it!

— Sarah Nault, Community Recreation
Coordinator, Petawawa MFRC

”

WELL-BEING and mental health

We prioritize well-being by investing in mental health and transition programs.

Compared with the general Canadian population, prevalences of common mental conditions (mood disorders, anxiety disorders, and PTSD) and poor self-rated mental health were higher in CAF Veterans released since 1998 than in Veterans of earlier eras.

“

BUILDING BONDS WITH OPEN HEARTS

This was an opportunity to express myself on a vulnerable platform with colleagues who have shared experiences, in general, that make it difficult to move forward. It was nice to have that connection — to be vulnerable and have that support.

— Sarah, Veterans Transition Network

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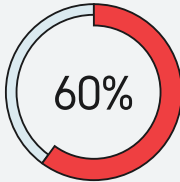
ABOUT

1 in 5

Canadian Veterans experience mental health disorders such as depression, PTSD, and anxiety.



MOST
medically
released
military
personnel
experience



PERMANENT
physical limitations

2,500

military personnel
are medically
released each year,
which impacts
approximately

900**CHILDREN &****700****SPOUSES**

RECOVERY and rehabilitation

Improving the rehabilitation and recovery journey through the power of sport, expeditions, and community-based programming.



FINDING JOY AND PURPOSE

Skiing is my happy place. It revives emotions of joy and inspires purpose. Although it's not an activity that's readily available to me, so I am incredibly appreciative for the opportunity provided by the Moving Forward Together, Veteran's Week, Adaptive Ski Program, not only for transporting me to my happy place, but for the opportunity to share it with a phenomenally inspiring groups of Veterans, but more importantly with someone very significant to me.

Sharing a life changing experience, with my daughter, has been invaluable in cementing a strong bond, one that I believe will contribute to breaking a former pattern of poor and fractured parental relationships and forge meaningful future family time.

— Lisa, Canadian Veteran, Vancouver Island Society for Adaptive Snowsports Program






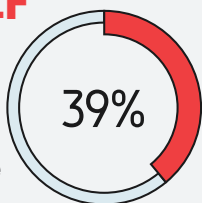
“ THE HEALING POWER OF WRITING

I have always believed in the power of true stories, not only to heal the writer, but the reader, too. The WCC workshops for Veterans was one such example. In the Forces, women are used to feeling silenced, especially as it relates to their trauma. It was magical to listen to them take hold of the prompts as an opportunity to be heard, seen, and valued. The safe space offered moments of reclaiming power, and several participants have reached out to me since to say they are still writing. That, in and of itself, is a gift they have been given.

— Kelly S. Thompson, Facilitator & Veteran,
Writer's Collective of Canada



Nearly **HALF**
of Veterans
report
difficulty
adjusting
to civilian life



COMMUNITY

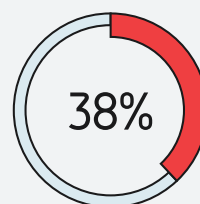
Providing resources to organizations that foster connection with communities, whether it be through mentorship, volunteerism, or advocacy.



CONFIDENCE BOOST

This program was extremely empowering, it increased my confidence in sawyer work. Helped me feel like I was in a safe place to share emotions/thoughts without judgment. Hands down the most incredible experience I have had in a very long time.

— Yolanda, Service Women's Education and Training Program participant, Team Rubicon Canada



MANY
discharged
military
personnel
struggle
post-service



RIVER REFLECTIONS

RIVER (Resilience Initiative for Veterans and Emergency Responders) is a place where you share with the right people. The sisters and brothers I met at RIVER were able to share stories which they've shared with few people prior. As a group, we all bore witness to past events in each of our lives. Sharing won't heal all our wounds, but it makes them less painful. I got some great skills to bring home and a new positive outlook. I made powerful revelations during my time and was able to let my emotions free to explore the healing at RIVER.

— Chris, RIVER participant, Team Rubicon Canada



“

SERVICE WOMEN'S EDUCATION AND TRAINING PROGRAM: CONNECTION AND RESILIENCE

I came to SWEAT with the idea that it would be a week with other female veterans working on saw projects and mental health first aid. What I didn't anticipate was the beauty that we experienced. The vulnerability from all these women was incredibly touching and made me feel very safe to be vulnerable as well. I was not expecting to create such connections with each and every person who was there, including the instructors and facilitators. I can only hope other women get to have such an experience in their life. I'll hold this week in my heart forever, and take a piece of the mountains and the resiliency of these women with me always.

— Jane, Service Women's Education and Training Program participant, Team Rubicon Canada

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Statement of **OPERATIONS**

True Patriot Love Foundation

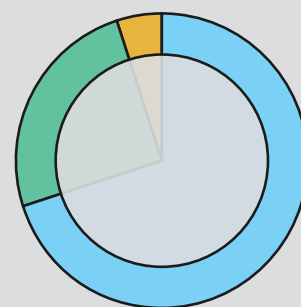
Non-consolidated Statement of Operations and Unrestricted net assets

Full financial statements are available online at truepatriotlove.com/impact-and-financials/

For the year ended March 31 2023

Revenue	
Donations, events and program (Schedule)	\$ 4,604,492
Grants (Schedule)	\$ 1,388,803
Investment income	\$ 143,321
	\$ 6,136,616
Expenses	
Charitable Programs – Foundation payments to qualified donees	\$ 2,712,807
Charitable Programs – Foundation activities	\$ 1,372,064
Fundraising	\$ 1,567,211
Administration	\$ 435,620
	\$ 6,087,702
Operating Surplus	\$ 48,914
Recovery from Vancouver Whistler Games Corporation	\$ 588,467
Excess of revenues over expenses	\$ 45,286
Unrestricted net assets, beginning of the year	\$ 3,162,197
Unrestricted net assets, end of year	\$ 3,207,483

\$6,679,797
total expenses



- **CHARITABLE PROGRAMS**
 Foundation payments to qualified donees
\$4,676,966 (70.02%)
- **Fundraising**
\$1,567,211 (25.75%)
- **Administration**
\$435,620 (7.16%)

Source of **DONATIONS**

True Patriot Love Foundation

Non-consolidated Schedule of Donations, Events and program revenue

For the year ended March 31	2023
Donations	
Community Giving	\$ 404,498
Corporate	\$ 1,264,656
Individual, Major Gifts and Philanthropic Giving	\$ 692,946
	\$ 2,362,100
Events	
Annual Tribute Dinner	\$ 1,115,514
Captain Nichola Goddard	\$ 144,113
Expeditions	\$ 211,186
Golf Tournament	\$ 105,040
Warrior Sailing	\$ 58,770
Virtual Walk	\$ 1,089
	\$ 1,635,712
Program	
Afghan Resettlement	\$ 60,955
Invictus Games	\$ 472,493
Virtual Veterans' Hub	\$ 73,232
	\$ 606,680
Total donations, events and program revenue	\$ 4,604,492

THANK YOU

to our donors and supporters

Thank you to the many donors and supporters who helped support active service members, Veterans and their families this year.

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, you have found your own way to serve. We are a stronger, more inclusive country when Canadians give back to those who have given everything.

With your donation, you are not only supporting local community programs in your backyard but also helping programs across the country, enabling learning and connections between our grantees and supporting advocacy work to create systemic changes.

RECOGNIZING OUR BRAVO ZULU CLUB DONORS

A special thanks to members of the Bravo Zulu club, whose monthly donations help fund year-round support for the military and Veteran community.





2022
2023

IMPACT REPORT

TRUE PATRIOT LOVE FOUNDATION

150 York Street, Suite 1700
Toronto, ON M5H 3S5

416.628.1432

info@truepatriotlove.com

Charitable Business #
81464 6493 RR0001