



2023/2024 **ANNUAL** **REPORT**

SOLDIER ON



Overview of Soldier On

Soldier On is a Canadian Armed Forces (CAF) program delivered through a partnership between the Canadian Forces Morale and Welfare Services (CFMWS) / Personal Support Programs (PSP) and the Canadian Armed Forces Transition Group (CAF TG). Governed by a Service Level Agreement, Soldier On is embedded in the lines of CAF TG and in each of the nine CAF Transition Units (TUs) across Canada, implementing priorities as outlined by Comd CAF TG. Although primarily funded by Public Funds, Soldier On also has a charitable arm through the Canadian Armed Forces Charitable Funds as a qualified donee administered by CFMWS, which augments programming and provides grants to both serving members and Veterans.

Vision

Soldier On: CAF's world-class expert leaders in the recovery, rehabilitation, and reintegration of ill/injured serving members and Veterans.

Mission

To contribute to the recovery of ill and injured Canadian Armed Forces members and Veterans by providing opportunities and resources through sport, recreational, and creative activities.

Aim

The aim of Soldier On is to directly support the recovery of the ill/injured members, specifically contributing to or providing the gateway to enhance the domains of well-being, specifically health, social integration, purpose/employment, or other meaningful activity, life skills and preparedness, culture and social environment.

Soldier On

At A Glance

Soldier On activities and events serve as an introduction, or re-introduction, to sport, recreation and creative activities for ill and injured CAF serving and retired members (Veterans). Overall, the aim of Soldier On activities is to build confidence and motivate ill and injured members to adopt an active lifestyle. Additionally, Soldier On activities are crucial in connecting with and challenging ill and injured members while demonstrating that they are not alone as they continue to recover, rehabilitate, and reintegrate into the CAF and their local communities.

In FY 23/24, the program delivered 114 events across Canada and internationally. The International event, also known as a High Profile event, was the 2023 Invictus Games, in Dusseldorf, Germany.



Soldier On Research

In March 2024, the Director General Military Personnel Research and Analysis (DGMPRA) released the Topline Survey Results of the Soldier On Program: Phase Three Research Study (DRDC-RDDC-2024-R040).

As outlined in the report Abstract¹: The goal of the Soldier On program is to support actively serving Canadian Armed Forces (CAF) personnel and Veterans in overcoming the limitations of their mental and/or physical health condition through physical activity and sport. It has been the focus of a mixed methods, multi-year research program within Director General Military Personnel Research and Analysis (DGMPRA). Building upon the findings from qualitative studies conducted in the first two phases of research, the objective of Phase Three was to evaluate the program delivery and assess the impact of program involvement on the health and well-being of military personnel and Veterans with an illness and/or injury through the administration of a survey.

The majority of respondents reported that their participation in Soldier On has had a positive impact on their mental health (81.3%), their physical health (72.5%), their general fitness and activity level (70.5%) and, for those to whom it was applicable, on their transition experience from military to civilian life (51.9%).

Key Points:

Higher Engagement: Greater involvement in the program (both grants and events) leads to more significant positive impacts.

Participation Benefits: Participating in three or more events shows notable improvements in physical health, fitness, and transition to civilian life.

Program Support: The program aids CAF personnel and Veterans in managing health conditions through physical activity, recreation, and sport.

Ongoing Research: Continuous research is essential to ensure effective support and positive outcomes.

These findings will guide the future development of Soldier On, enhancing support and programs for ill and injured CAF members and Veterans.

Soldier On Members and Events



Soldier On

Registered Members

SOLDIER ON REGISTERED PARTICIPANTS

13,750
REGISTERED
PARTICIPANTS

5,408 SERVING
8,342 RETIRED

As of March 31, 2024

BC

359 SERVING
725 RETIRED
TOTAL: 1,084

AB/NC

769 SERVING
974 RETIRED
TOTAL: 1,743

SK/MB & N-ON

201 SERVING
307 RETIRED
TOTAL: 508

E-ON

737 SERVING
1141 RETIRED
TOTAL: 1,878

QC

829 SERVING
1094 RETIRED
TOTAL: 1,923

NS & NL

702 SERVING
1369 RETIRED
TOTAL: 2,071

NB & PEI

699 SERVING
1111 RETIRED
TOTAL: 1,810

S-ON

404 SERVING
743 RETIRED
TOTAL: 1,147

NCR

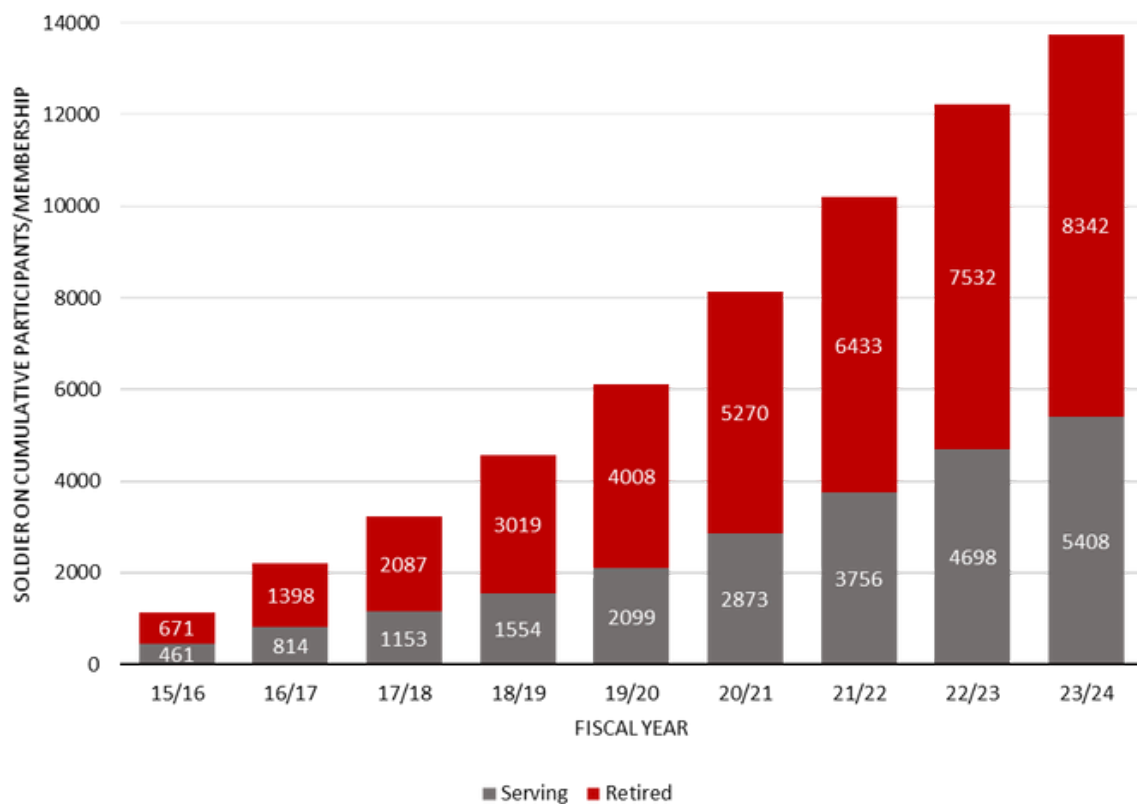
692 SERVING
847 RETIRED
TOTAL: 1,539

INTERNATIONAL

16 SERVING
31 RETIRED
TOTAL: 47

Soldier On Year to Year

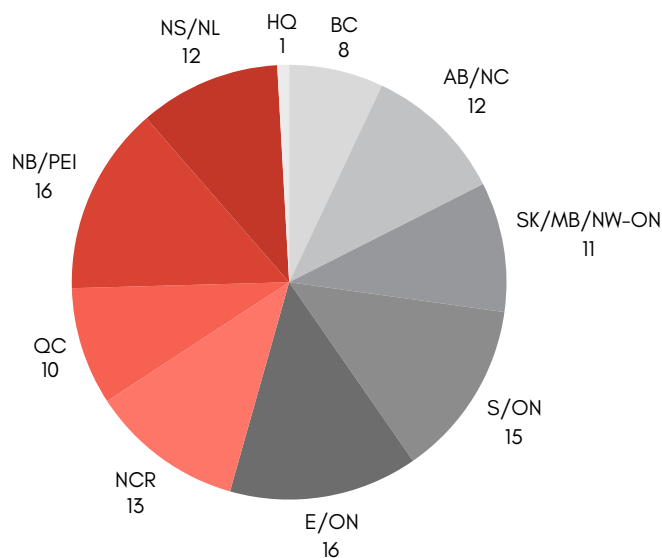
**Soldier On Cumulative Registered Participants/Membership
(13,750 Total - 5408 Serving Members/8342 Retired)**



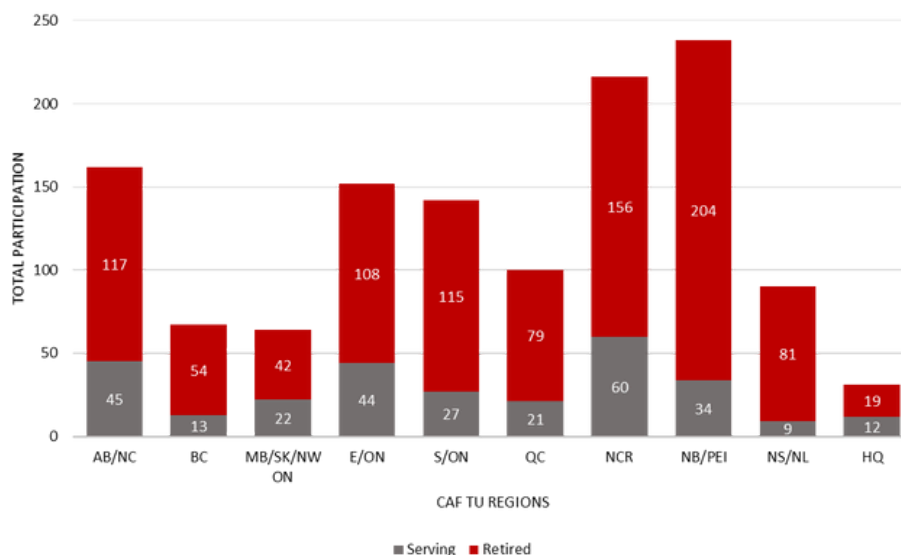
Soldier On

2023/2024

Soldier On Total Number of Events by Region 2023/2024
Total: 114



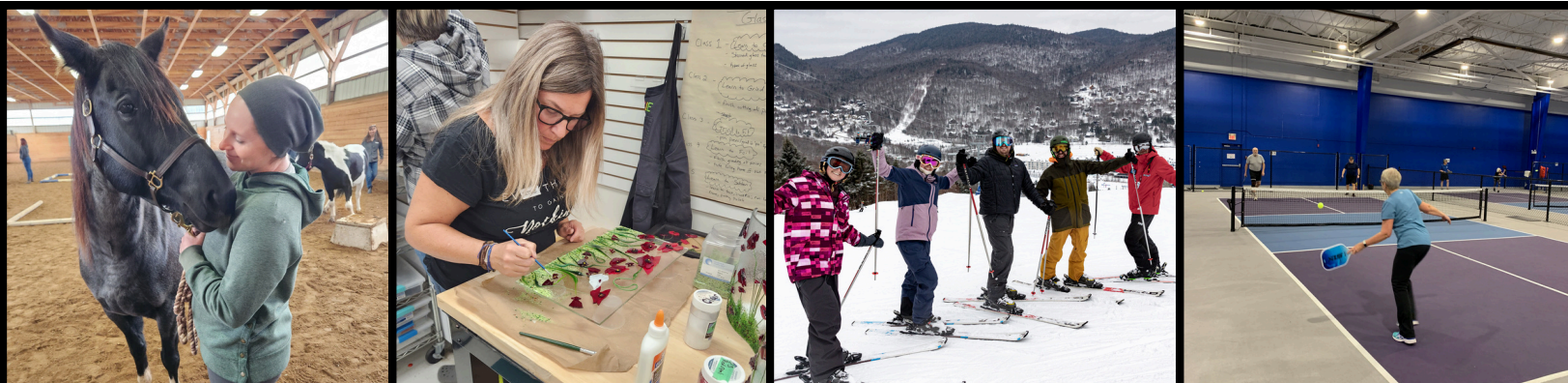
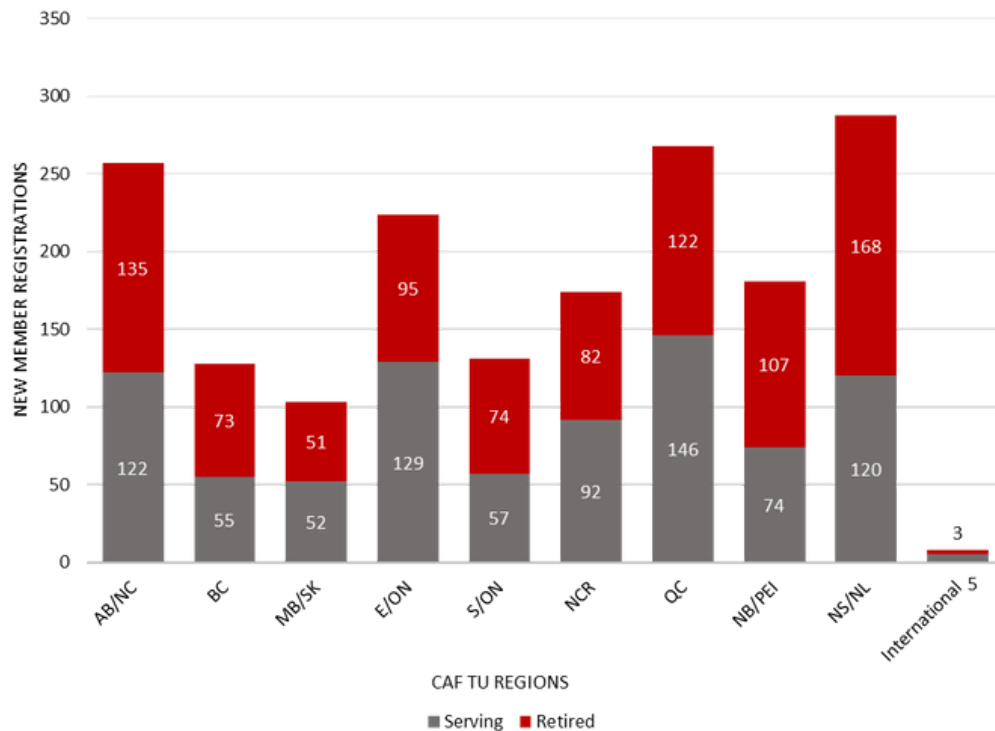
FY 2023/2024 Event Participation - Serving Members (287) vs. Retired (975) by Region
Total: 1262



Soldier On

2023/2024

FY 2023/2024 New Member Registrations per CAF TU Region
Total: 1762 (852 Serving / 910 Retired)



Soldier On Member Testimonial

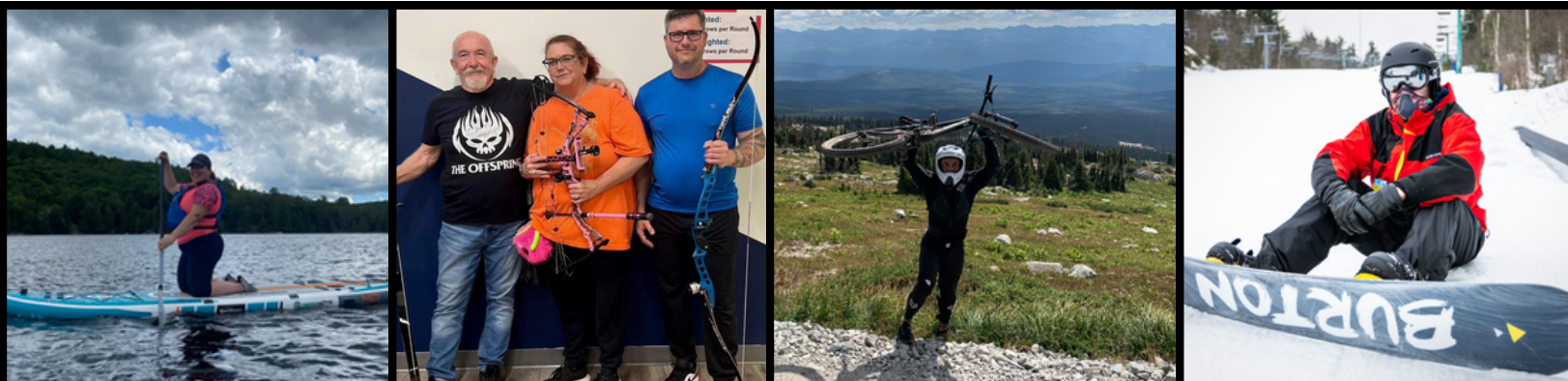
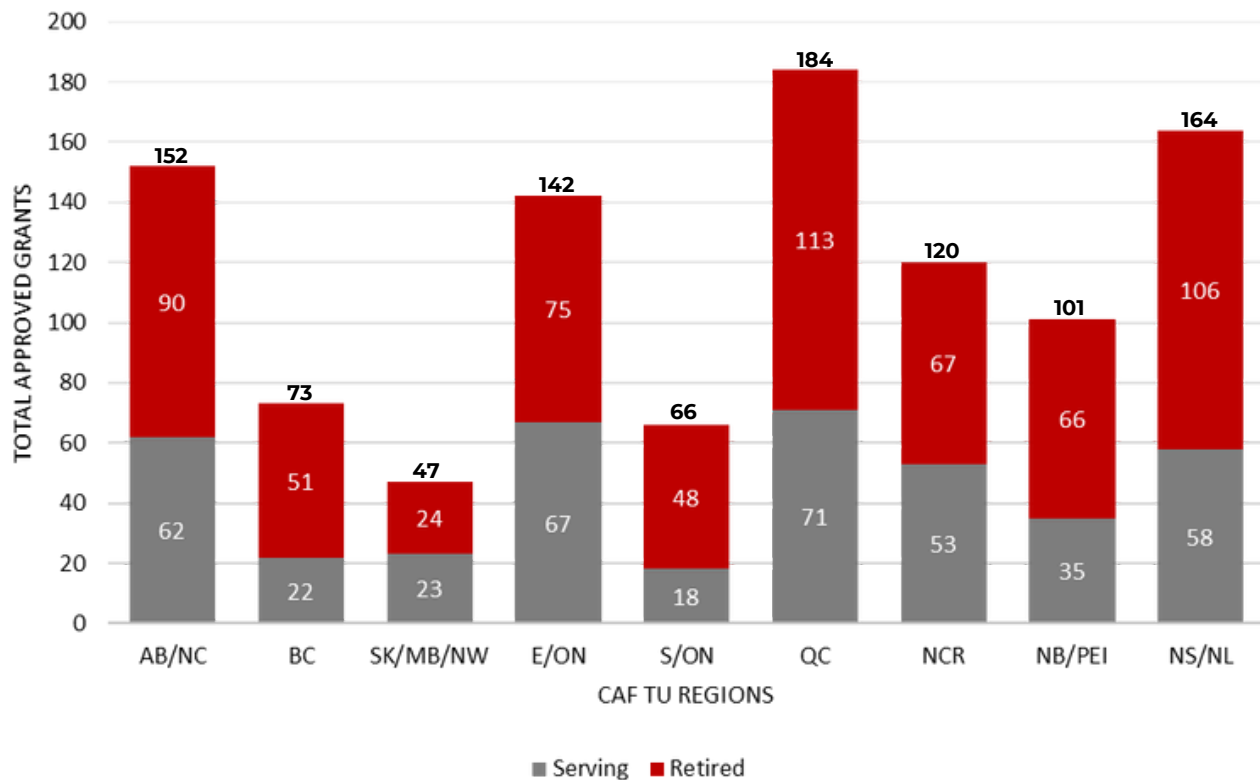


"I honestly believe events such as this one was effective in my overall mental health. Kept us busy and didn't have time to think about what I'm dealing with day in and day out in my life. I look forward to more Soldier On events."

- Rose O'Shaughnessy

Soldier On Equipment Grants 23/24

Serving Members (409) / Retired (640) Equipment Grants Approved per CAF
TU Region
Total: 1049



Soldier On Member Testimonial



"For someone who is hearing impaired and struggling with mental illness golf has been a quiet activity where I can socialize (easily communicate), focus and get some exercise. It's an activity I can use to take a mental break. The grant has enabled me to improve my game and inspired me to get lessons and to practice on a simulator in the off-season." - Bruno Leblanc

Outreach and Communications

2023 Unconquered Award

Jeff Virgo

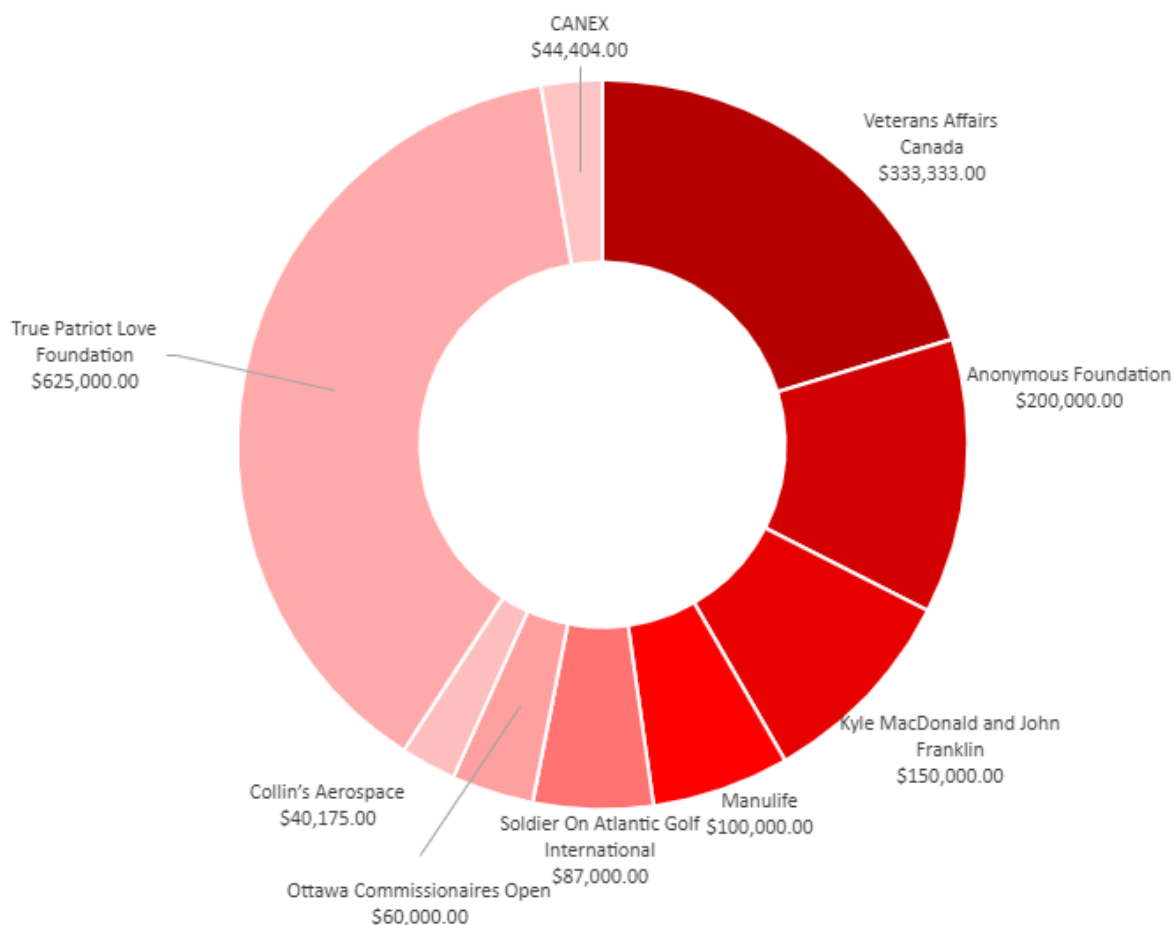
The 2023 Unconquered Award was presented to Private (Ret'd) Jeff Virgo, a true embodiment of perseverance in the face of adversity. Despite his injuries, he has exemplified the 'Unconquered' spirit by adapting, overcoming, and continuing to inspire others. His journey is a testament to resilience and determination. The Unconquered Award recognizes a serving or retired Canadian Armed Forces member who has confronted a life-altering situation and used perseverance and determination through sport or physical recreation to overcome challenges and, most importantly, serve as a role model to give hope and inspiration to others in similar situations.



Outreach and Communications

Through the generosity of Canadians, 2024 military members and Veterans were assisted in FY23/24 through the Soldier On Fund. The Soldier On Fund continues to grow important relationships with key stakeholders, enabling Soldier On members to access our Equipment Grant Program and Events and Activities. The over \$2.2M raised in FY23/24 through Annual Giving, including third-party fundraising, Major Gifts, and Planned Giving, allowed for 1,049 Equipment Grants to be funded and 975 Veterans to attend events and activities across the country.

Major Gifts Soldier On Fund

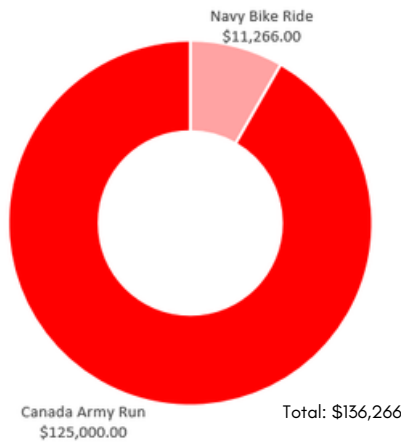


Outreach and Communications

Third-party fundraisers are a key component of the Soldier On Fund. This support ensures that we can continue to assist military members and Veterans in their recovery and rehabilitation journey. Notable examples include the Fairways for Heroes Golf Tournament, the Valcartier Collectors Event, the Jackie Deveau Memorial Golf Tournament, and Swings for Soldiers. Last year, Soldier On had the privilege of benefiting from 40 fundraisers, which collectively raised over \$390,000. These events included 2 PGA Golf Tournaments, 9 golf fundraisers, 3 marathons, 2 fishing events, and 24 other diverse fundraisers.

Additionally, Soldier On received support from the two Canadian Armed Forces Signature Events; Navy Bike Ride and Canada Army Run.

Soldier On Signature Events



Partners and Supporters



Social Media Growth



↑ **7.9%** —————→ **26.2K**
Increase Followers



↑ **44.7%** —————→ **6,096**
Increase Followers



↑ **0.7%** —————→ **5,980**
Increase Followers



↑ **100%** —————→ **54**
Increase Followers



Annex

ANNEX A

Soldier On Organization

National Manager

Soldier On Coordinator

Peter Nicol

Everett Manser

Communication & Outreach

Senior Manager - Communications & Outreach

Communications Manager

Administrative Assistant, Communications

National Outreach Coordinator

Communications & Partnerships Coordinator

Communications Coordinator

Storyteller

Digital Media & Web Specialist

Funds and Grants Coordinator

Joe Kiraly

Vasiliki Zobolas

Danielle Millaire

Melanie Borges

Brianna Barry

Sgt. Lukasz Winnicki

Sat Nandlall

Maria Sadowy

Carole Millaire

Operations

Senior Manager - Operations

Regional Operations Manager

Operations Warrent Officer

Operations Coordinator

Regional Coordinator - TU BC

Regional Coordinator - TU NS/NFLD

Regional Coordinator - TU AB/NC

Regional Coordinator - TU NB/PEI

Regional Coordinator - TU MB/SK/N-ON

Regional Coordinator - TU QC

Regional Coordinator - TU E/ON

Regional Coordinator - TU NCR

Regional Coordinator - TU S/ON

Mariève Reid

Krista Seguin

WO Martin Bois

Nicholas Cooke

Steffa MacLintock

Eileen Du Plooy

Ryan Vincent

Shannon Nowell

Dan Whittaker

Martin Dubé

Tim Robinson

Nathalie Levasseur

Jamie MacIntyre



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