

2024 - 2025

# ANNUAL REPORT



**SOLDIER ON**



# SOLDIER ON OVERVIEW

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

## Vision

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Soldier On is the CAF's leader in supporting the recovery of ill and injured CAF members and Veterans through sport, recreation, and creative program delivery and community building

## Mission

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To contribute to the well-being of ill and injured CAF members and Veterans by providing opportunities and resources through sport, recreational, and creative activities

## Pillars

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1. Activities and Events
2. Active for Life
3. High Profile Events
4. Communication, Outreach and Awareness

# 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 members and Veterans. Overall, the aim of Soldier On activities and events is to build confidence, community, and motivate ill and injured members to adopt an active lifestyle. Additionally, Soldier On activities play a vital role in engaging and supporting ill and injured members. They provide meaningful challenges and connections that reinforce the message that they are not alone as they continue to recover, rehabilitate, and reintegrate into the CAF and their local communities.

In FY 24/25, Soldier On delivered 139 events across Canada and internationally. The International event, also known as a High Profile event, was the 2025 Invictus Games Vancouver Whistler.

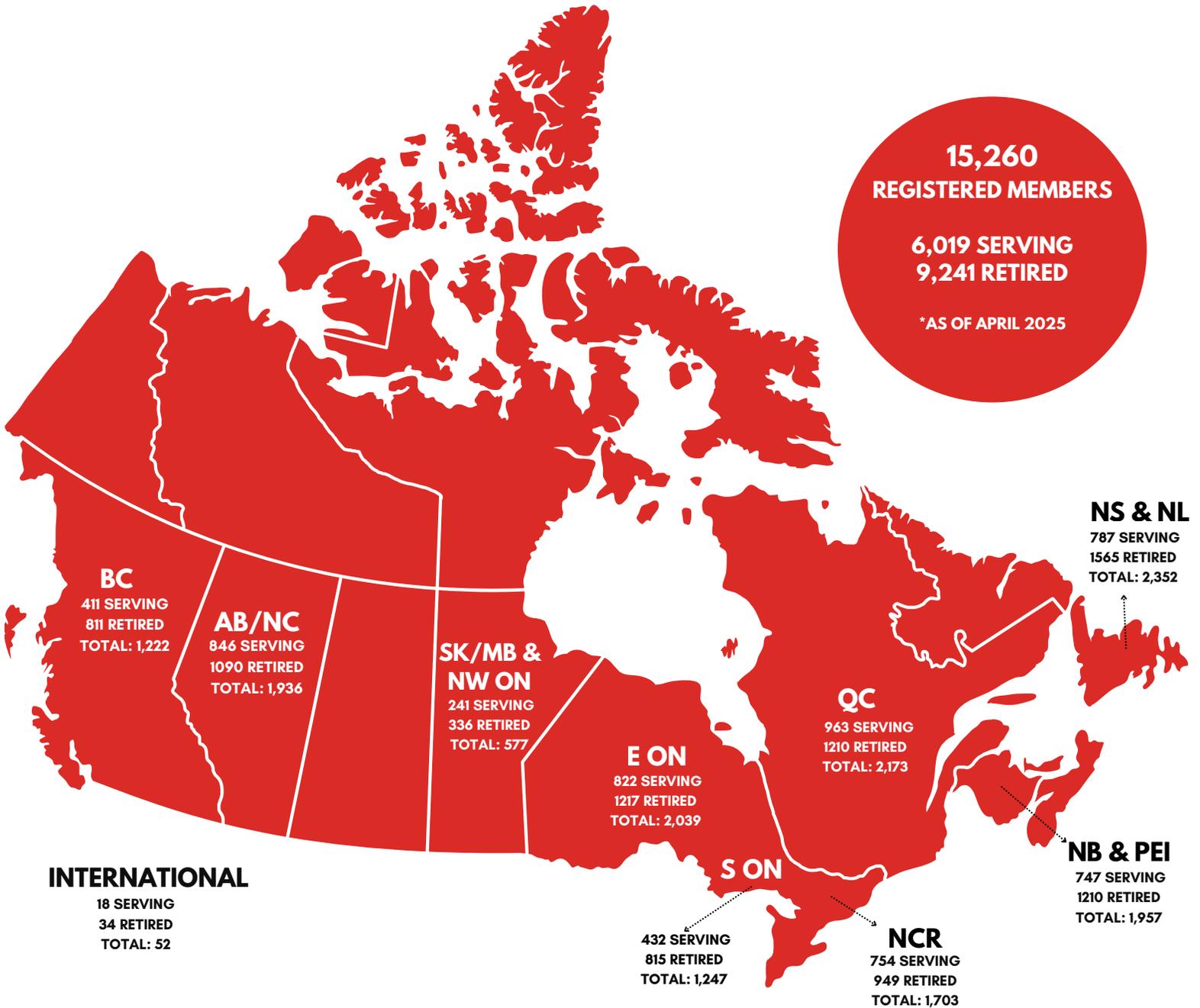


# SOLDIER ON MEMBERS AND EVENTS





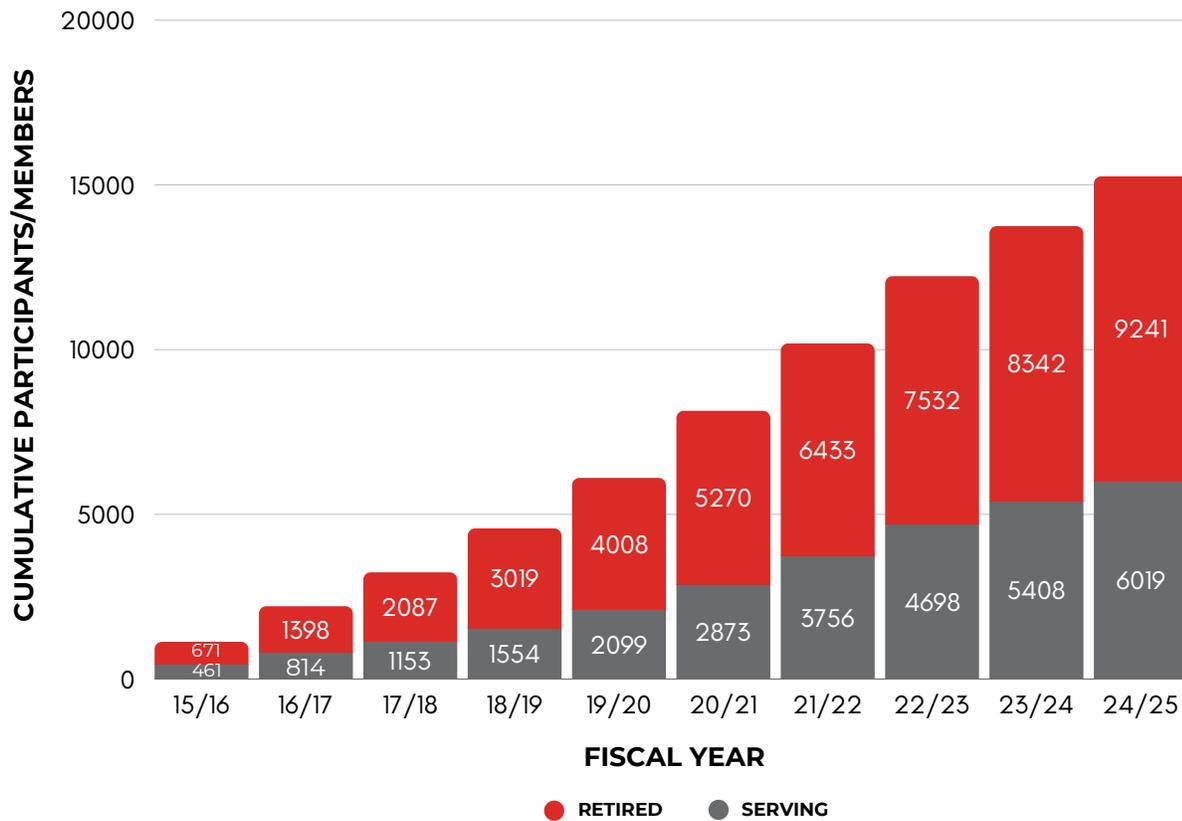
# SOLDIER ON REGISTERED MEMBERS





# SOLDIER ON YEAR TO YEAR

## Soldier On Cumulative Registered Participants/Membership (15,260 Total - 6019 Serving Members / 9241 Retired)

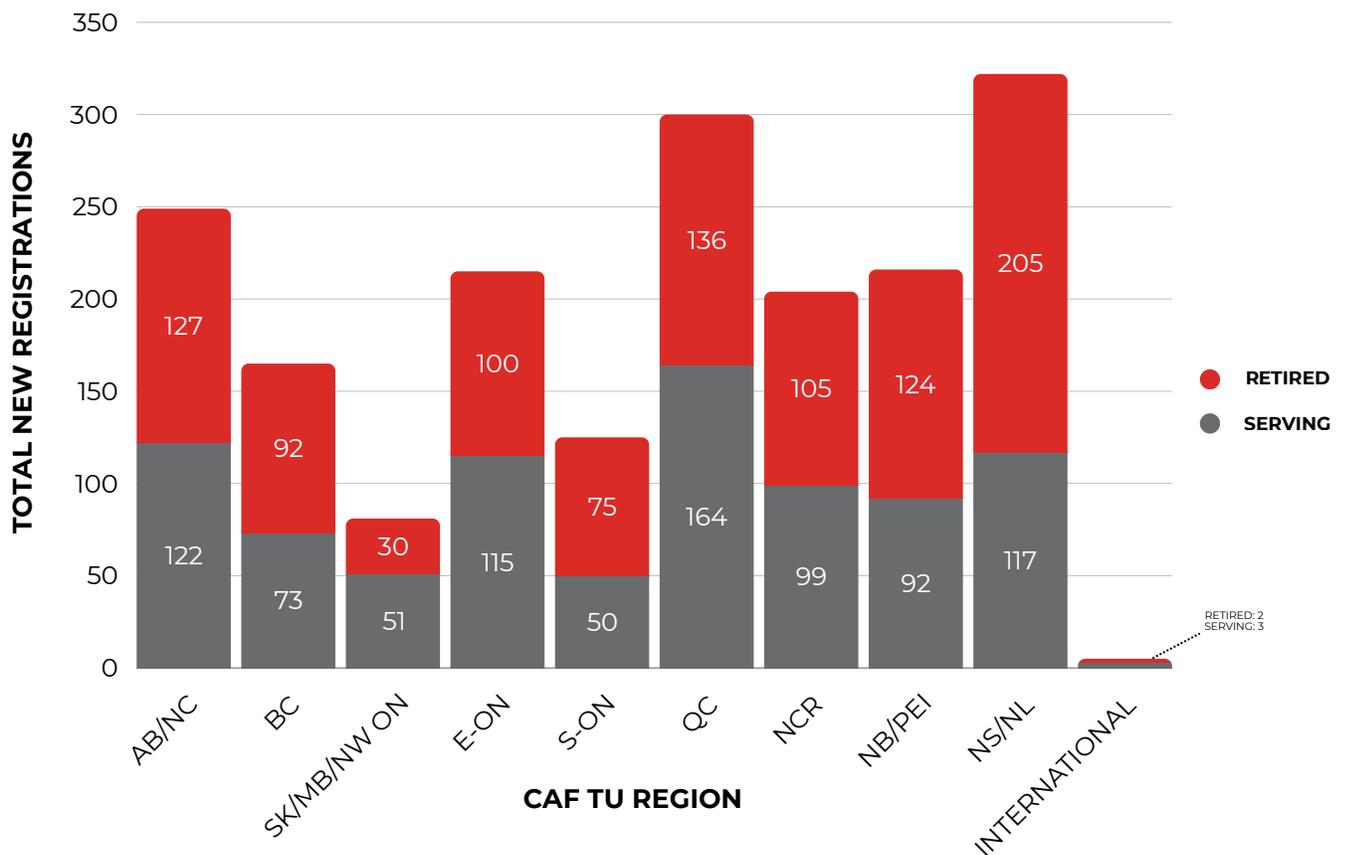




# SOLDIER ON

## NEW MEMBER REGISTRATIONS

FY 2024/2025 New Member Registrations per CAF TU Region  
Total: 1882 (886 Serving / 996 Retired)

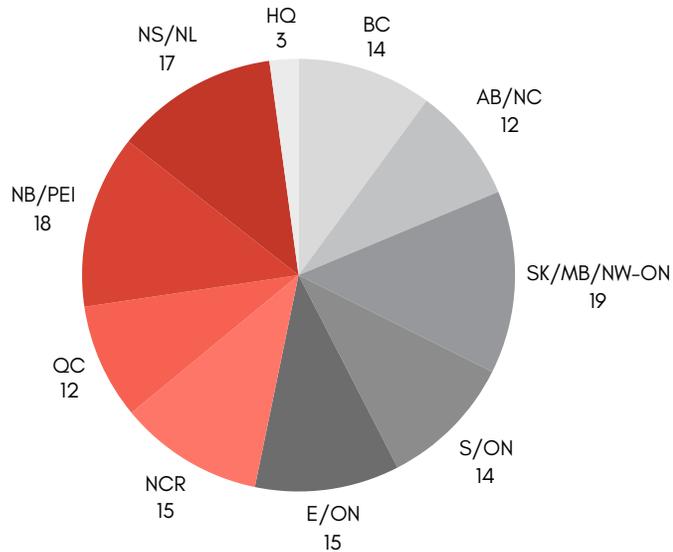




# SOLDIER ON EVENTS & PARTICIPATION

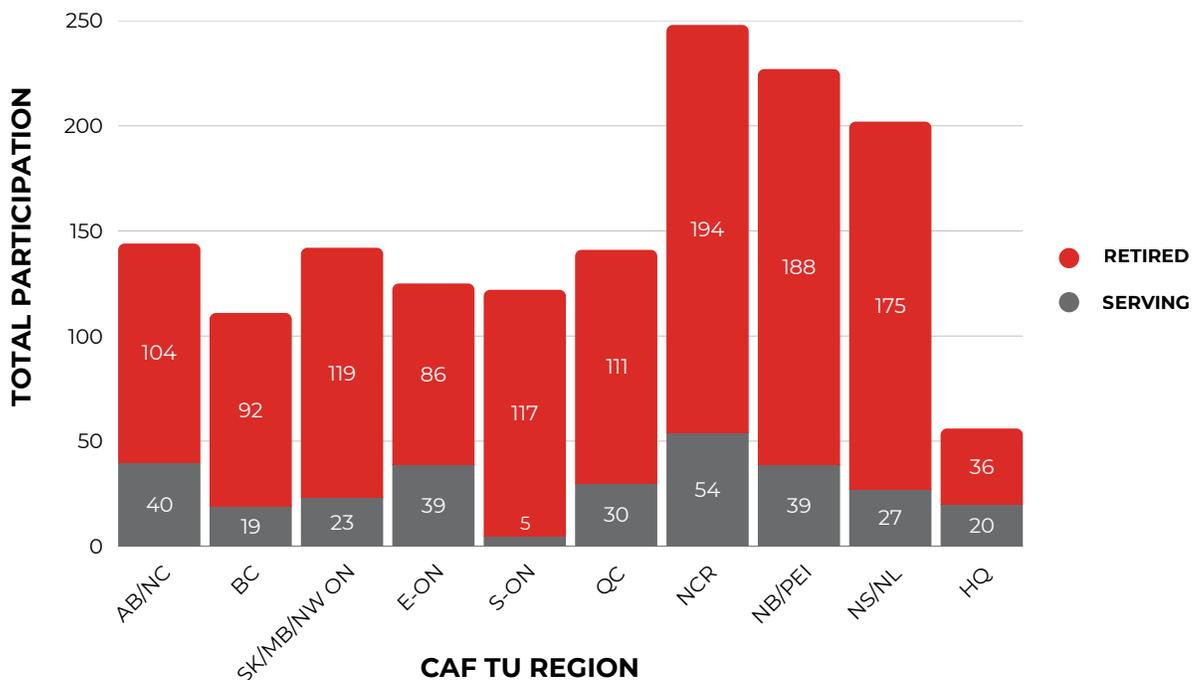
## Soldier On Total Number of Events by Region 2024/2025

**Total: 139**



## FY 2024/2025 Event Participation - Serving Members (295) vs. Retired (1215) by Region

**Total: 1510**



# SOLDIER ON MEMBER TESTIMONIAL



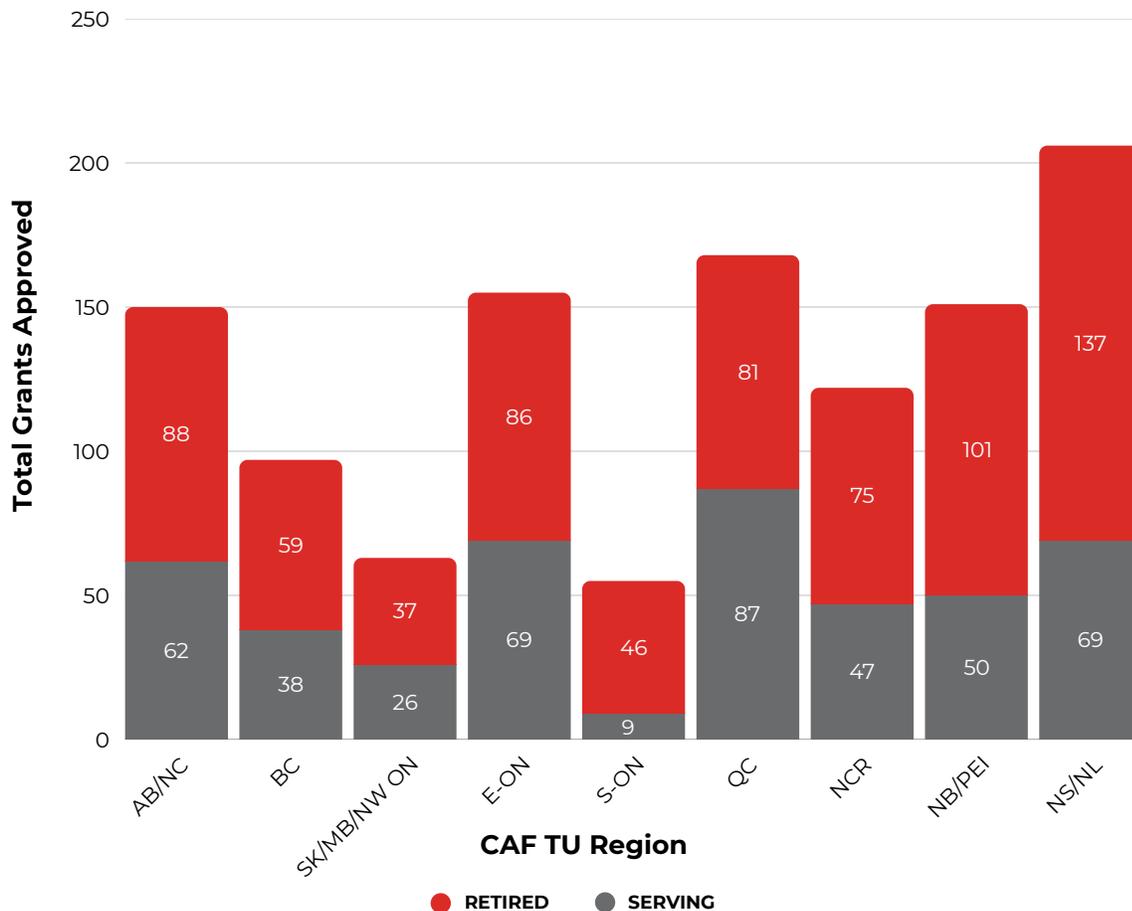
*"I found the people running the program very easy to talk to and very helpful. It was good to spend time with other soldiers going through similar problems. I found from doing this event, I was able to put some of my anxiety down to do something that I enjoy, which gave me an outlet that I did not have before. I'm hoping to figure out a cost savings in order to become a member of the wood club, as I found it very good for my mental well-being."*

*-Kevin Green*



# SOLDIER ON EQUIPMENT GRANTS

FY 2024/2025 Total Approved Grants per CAF TU Region  
**Total: 1167 (457 Serving / 710 Retired)**



# SOLDIER ON MEMBER TESTIMONIAL



*“The horsemanship camp exposed me to some of my personal triggers while I was surrounded by wonderful people. It was hard at first, but the Soldier On and event staff made me feel safe and valued, and I was able to relax into the experience. I learned a lot, and my successes were validated by the team. I felt like part of something again, and it meant the world to me.”*

*- Kimberly Lemaire*



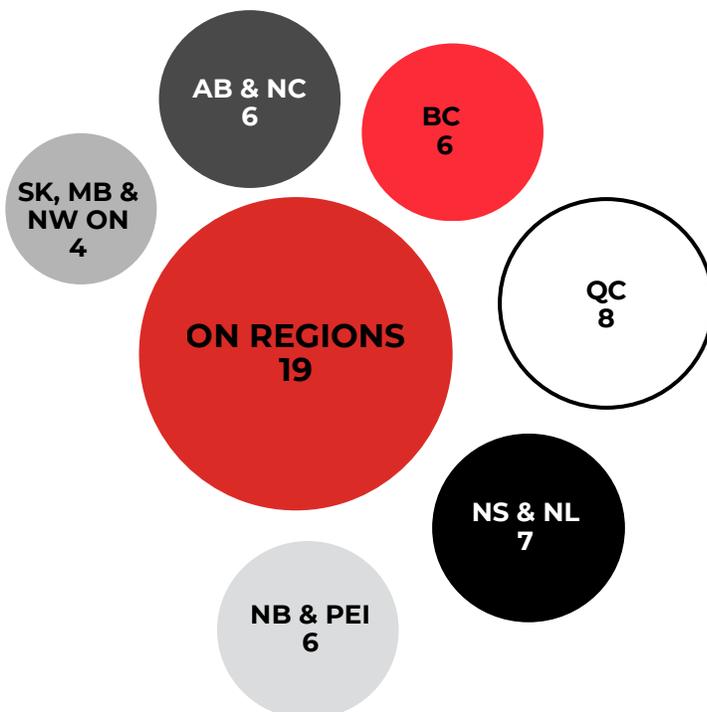
# SOLDIER ON INVICTUS GAMES 2025

Led by Soldier On, Team Canada joined more than 500 competitors from 23 nations at the Invictus Games Vancouver Whistler 2025; the first edition to integrate winter adaptive sports. Competitors showcased their skills and resilience across 11 sports, including alpine skiing, snowboarding, Nordic skiing, biathlon, skeleton, wheelchair curling, indoor rowing, sitting volleyball, swimming, wheelchair rugby, and wheelchair basketball.

With over 533 applications, 56 Soldier On members were selected to represent Canada. Team Canada participated in three national training camps, including two within this fiscal year: Kingston, ON (July 2024) and Vancouver/Whistler (January 2025). These camps focused on skill development, preparation and mental health support, community building, and sport readiness, ensuring the athletes were fully prepared; physically and emotionally for the Games.

## TEAM CANADA AT A GLANCE

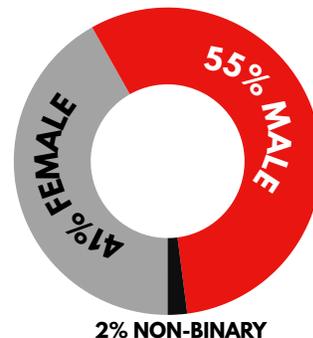
### TEAM CANADA MEMBERS BY REGION



### STATUS REPRESENTATION



### GENDER REPRESENTATION



# SOLDIER ON MEMBER TESTIMONIAL



*"I didn't really understand what the support of Soldier On really meant until I got to the Invictus Games and experienced it, and it's absolutely blown me away. From the moment of arrival, the team created the conditions for success — the communication, the accommodations, the coaches, the support staff — everything carried such a positive vibe. The opportunity to train in a place like Whistler, surrounded by teammates and partners, is something that wouldn't be accessible to everyone, and yet here it feels like we are all part of a shared journey. What's most comforting is knowing Soldier On is that central connection point, not just during this experience but for the road ahead, with ways to contribute and stay connected to the community."*

*- Jeff Becker*



# SOLDIER ON UNCONQUERED AWARD

## 2024 Unconquered Award

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### James Hapgood

The 2024 Unconquered Award was presented to WO (ret'd) **James Hapgood**, a 28-and-a-half-year Veteran who continues to serve as a volunteer and mentor, supporting the Veteran community with his passion for fly fishing. James is a shining example of perseverance in the face of great adversity, having fought hard to overcome injury in a way that embodies the 'Unconquered' spirit of adapting, overcoming, and soldiering on while inspiring others.



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.



# SOLDIER ON FUND

## OUR DONORS

In FY24/25, the Soldier On Fund raised over \$1.8 million through Annual Giving (including third-party fundraising), Major Gifts, and Planned Giving, demonstrating the enduring generosity of Canadians. These contributions made it possible to support more than 2,300 ill and injured CAF members and Veterans by providing 1,167 Equipment Grants, and enabling 1,215 Veterans to engage in meaningful events and activities nationwide. Beyond financial impact, Soldier On continues to deepen its collaboration with key stakeholders, broadening access to its programs and reinforcing its commitment to empowering members on their recovery journey.





# SOLDIER ON THIRD-PARTY FUNDRAISING

Third-party fundraising continues to be a vital pillar of support for the Soldier On Fund, helping us empower military members and Veterans on their path to recovery and rehabilitation. From community-driven golf tournaments like Fairways for Heroes, the Jackie Deveau Memorial, and Swings for Soldiers, to a wide range of sporting and creative events, Canadians showed up in inspiring ways.

In total, Soldier On was honoured to be the beneficiary of 22 unique fundraising initiatives, which together raised an impressive \$370,745.95. These included 2 PGA-sanctioned golf tournaments, 10 sport-based events, and 10 other diverse fundraisers, each one contributing meaningfully to our mission.

Soldier On also received generous support from the CAF Signature Events, with the Navy Bike Ride contributing \$11,000 and the Canada Army Run raising \$200,000. Together, their combined impact is over \$211,000, enabling Soldier On to continue to grow its reach and impact: one event, one donor, and one participant at a time.





# PARTNERS AND SUPPORTERS



# ANNEX



# SOCIAL MEDIA GROWTH



↑ **1.39%** —————→ **26.5K**  
Increase Followers



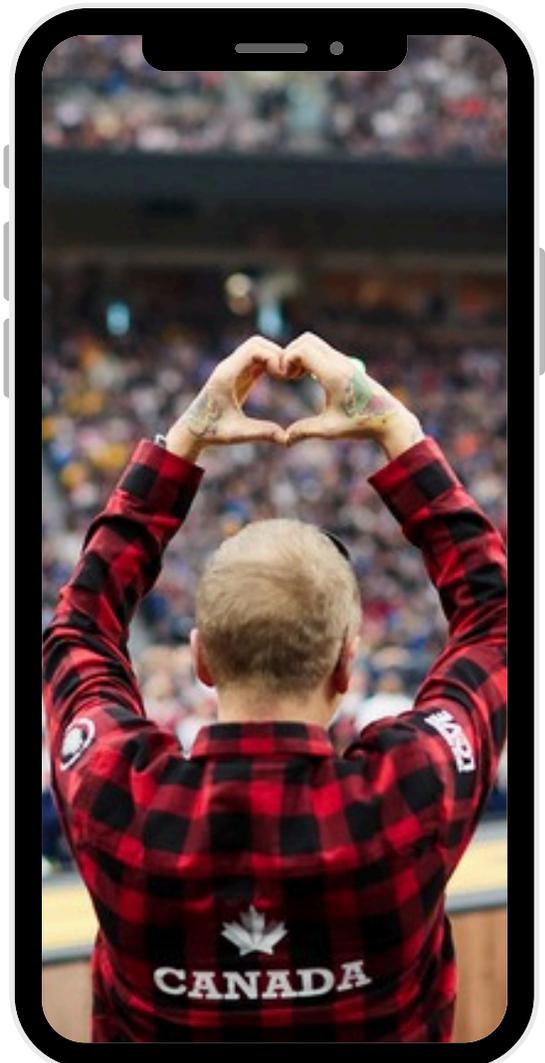
↑ **10.7%** —————→ **6,754**  
Increase Followers



↓ **-2.3%** —————→ **5,980**  
Decrease Followers



↑ **87.2%** —————→ **424**  
Increase Followers



# 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  
Communications & Partnerships Coordinator  
Communications Coordinator  
Storyteller  
Digital Media & Web Specialist  
Funds and Grants Coordinator

Vasiliki Zobolas  
Melanie Borges  
Danielle Millaire  
Brianna Barry  
Sgt. Lukasz Winnicki  
Sat Nandlall  
Maria Sadowy  
Carole Millaire

### **Operations**

Senior Manager - Operations  
Regional Operations Manager  
Operations Warrent Officer  
Operations Coordinator  
Administrative Assistant, Operations  
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 Samuel Gauthier  
Nicholas Cooke  
Ashley Townsend  
Steffa MacLintock  
Eileen Du Plooy  
Ryan Vincent  
Shannon Nowell  
Dan Whittaker  
Martin Dubé  
Tim Robinson  
Nathalie Levasseur  
Jamie MacIntyre



# SOLDIER ON

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