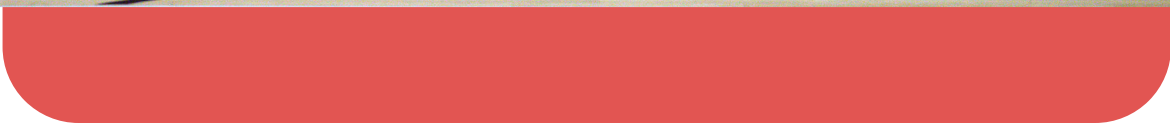




# YEAR IN REVIEW

## 2024 - 2025

# SOLDIER ON



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# Message From Our National Manager

As another remarkable year comes to a close, I want to take a moment to thank you for standing beside Soldier On. Your ongoing support for ill and injured members of the Canadian Armed Forces and Veterans makes a profound difference in their lives every single day.

Your support allows us to continue growing—offering meaningful programs and resources that have now reached more than 15,000 members across the country. Each experience brings connection, confidence, and the reassurance that recovery is possible with the right support.

Together, we continue to empower our members to Adapt. Overcome. Soldier On.

Sincerely,



Peter Nicol  
National Manager  
Soldier On



**“These experiences help connect and challenge our members, showing them they are not alone in their recovery, rehabilitation, and reintegration.”**

# IMPACT IN 2024-2025

**01**

## **MEMBERSHIP**

Soldier On now has over **15,260** members around the world.

**02**

## **FUNDS RAISED**

Generous Canadians donated over **\$1.6M** to support ill and injured members in their recovery and rehabilitation through Soldier On programming.

**03**

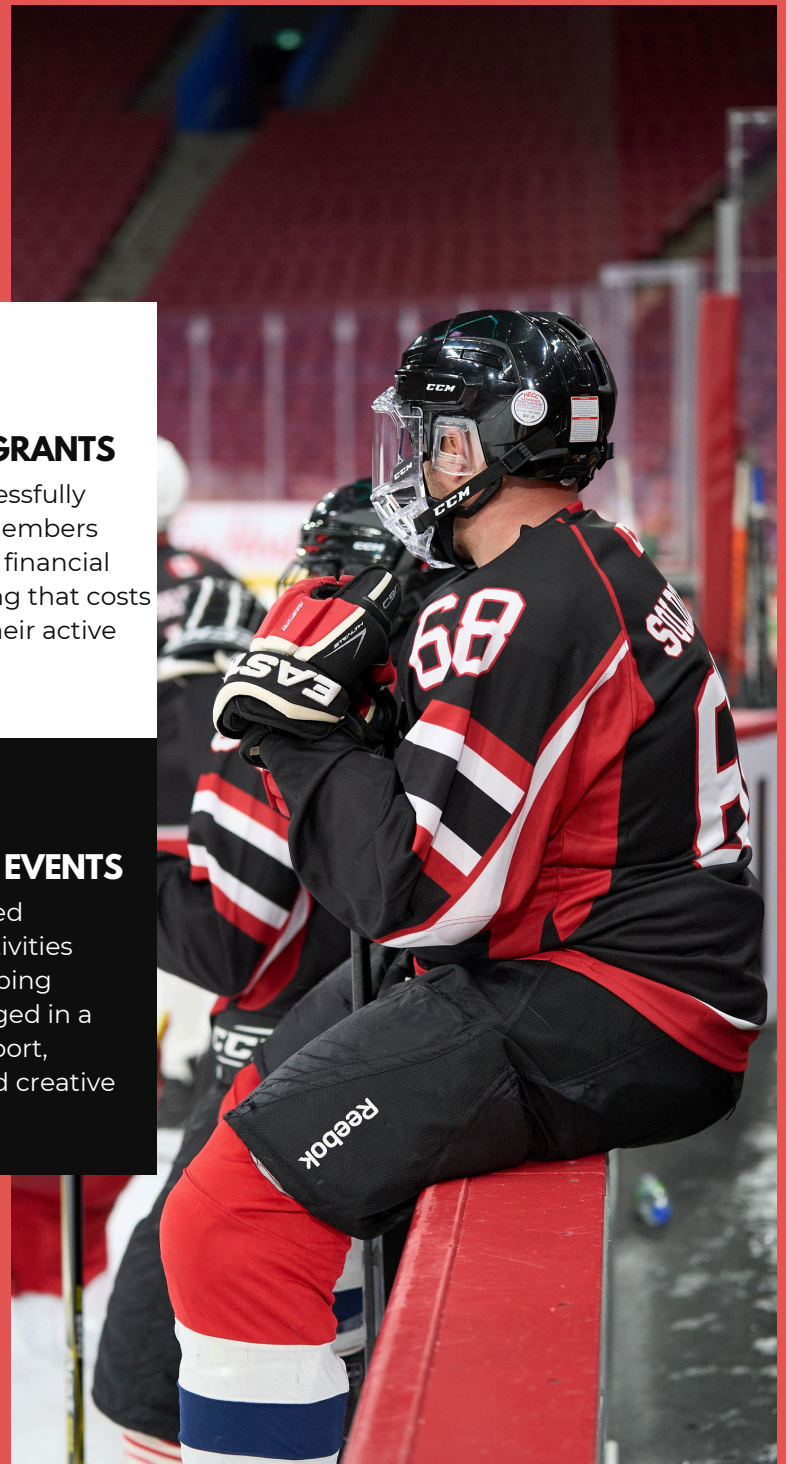
## **EQUIPMENT GRANTS**

Soldier On successfully provided **1167** members with short-term financial support, ensuring that costs do not hinder their active lifestyles.

**04**

## **ACTIVITIES & EVENTS**

Soldier On hosted a total of **139** activities and events, keeping members engaged in a wide range of sport, recreational, and creative activities.





# What We Achieved With Your Help

Each day, members of the Canadian Armed Forces uphold values that unite Canadians at home and abroad. Their duty involves profound sacrifices, as many face illness or injury throughout their service. Day after day, ill and injured members and Veterans turn to Soldier On to explore new pathways to recovery and rehabilitation

Your generosity is the foundation of this recovery journey. Your contributions enable us to deliver vital, personalized support tailored to each member's unique path, ensuring that critical resources reach them exactly when they need them most.

Soldier On remains deeply committed to providing meaningful opportunities that promote lifelong wellness. In recent years, Soldier On has expanded its creative programming while continuing to deliver a diverse range of sport and recreation opportunities. Participants can now take part in everything from the creative arts, adaptive sporting or recreational activities to community collaborations with professional sports teams, as well as other unique experiences such as multi-sport camps. Each of these opportunities helps members connect with others, rediscover their confidence, and continue their personal recovery journey through meaningful activity.

Our events and activities play a crucial role in reintroducing ill and injured members to sports, physical recreation, and creative activities. These experiences foster connection, offer meaningful challenges, and remind members that they are never alone in their recovery journey. Through these programs, we build confidence and encourage every individual to embrace a vibrant, active lifestyle.

**15,260**  
**Members**

**Over \$1.6M**  
**Funds Raised**

**1167**  
**Equipment**  
**Grants Given**

**139**  
**Events**

# Fiscal Year 24-25

## Soldier On Events

| REGION       | EVENTS     | PARTICIPANTS * |
|--------------|------------|----------------|
| AB/NC        | 12         | 144            |
| BC           | 14         | 103            |
| MB/SK/N-ON   | 19         | 142            |
| E-ON         | 15         | 125            |
| S-ON         | 14         | 122            |
| QC           | 12         | 141            |
| NCR          | 15         | 248            |
| NB/PEI       | 18         | 227            |
| NS/NL        | 17         | 202            |
| HQ           | 3          | 56             |
| <b>TOTAL</b> | <b>139</b> | <b>1510</b>    |

\*Total Number of Participants NOT Total Number of Unique Participants



# EVENT TESTIMONIAL

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*"[...] I haven't smiled or laughed that much in a very long time. For the first time in quite some time, I felt as though I belonged. [...] This Soldier On event opened my eyes to the fact that I'm not broken and that my diagnosis can only define me if I allow it. I now believe that I'm so much more of who I thought I was, and that being vulnerable makes me stronger. Meeting all the other Veterans, the staff, and the coaches was humbling as well as inspiring. We all shared a common goal of belonging. Sport is a great way to come together, to challenge yourself, to laugh and cheer for each other. I'm grateful to have shared this opportunity. I will cherish the new friendships and connections that I've made as a result."*

*~ Dana Mills, Soldier On member*

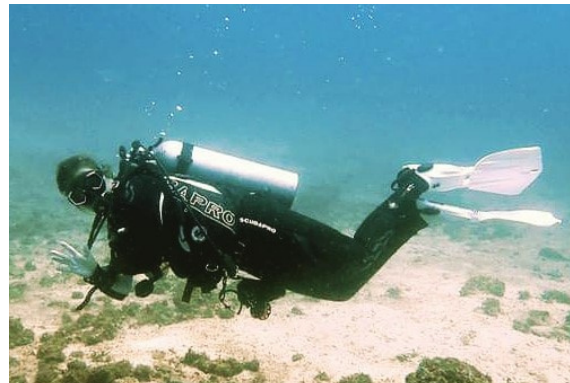
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# EQUIPMENT GRANT PROGRAM

The Soldier On Equipment Grant program is made possible through generous donations from Canadians, members of the Canadian Armed Forces, small businesses, corporations, and foundations. The Equipment Grant Program provides support to Soldier On members by helping them obtain sporting gear, recreational equipment, and access to structured group activities. This funding helps remove barriers and empower members to use activity as a cornerstone of their recovery.

By reducing financial barriers, the program enables members to harness the power of movement for healing, growth, and connection. Whether cycling, kayaking, practicing yoga, or joining team sports, these grants have helped participants stay active, engaged, and connected to their communities—fostering improved physical health, mental well-being, and social inclusion.



In FY24–25, Soldier On offered three application windows to ensure members had regular opportunities to apply and benefit from this transformative support. Over the course of the year, **1,167** equipment grants were administered, each one helping a member pursue their chosen activity and continue their lifelong recovery journey.

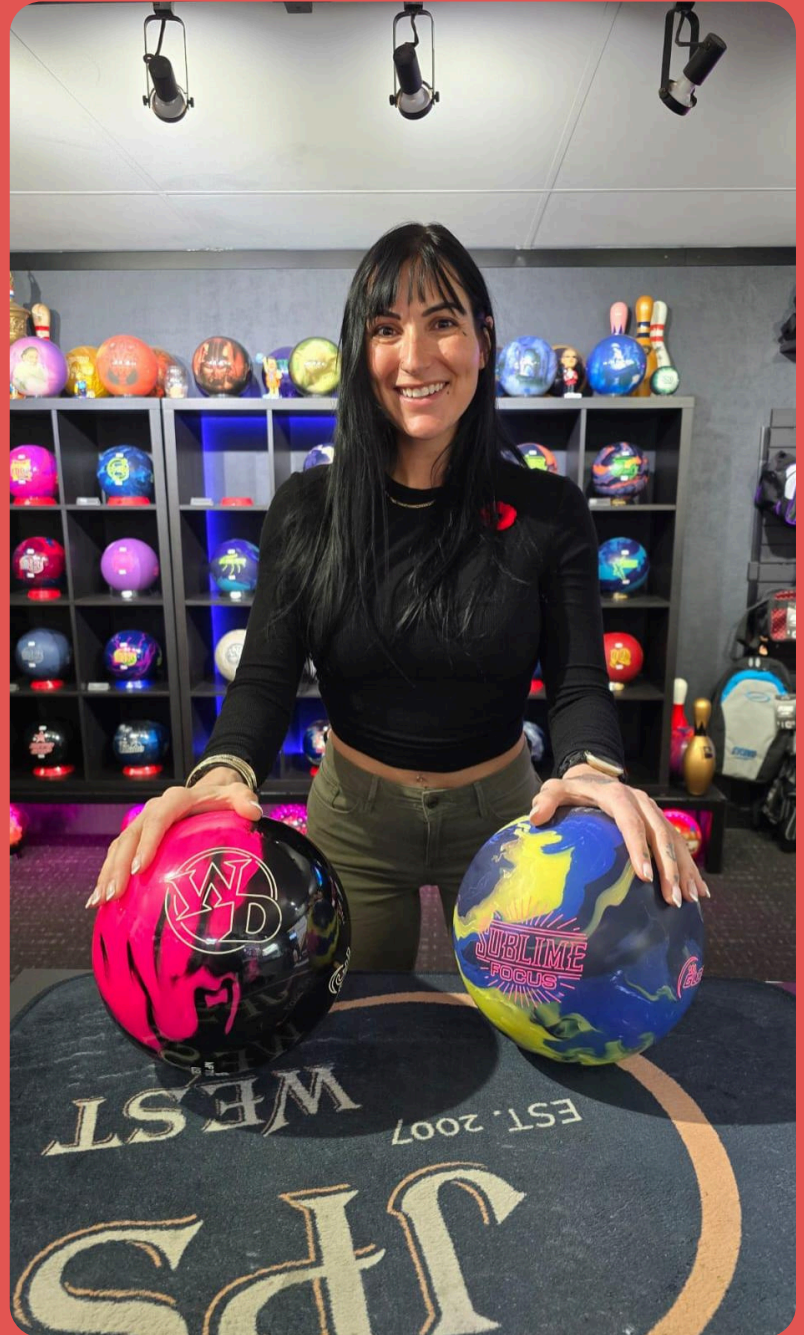
This impact is only possible because of your continued generosity. Through fundraising, community engagement, and collaboration, you have helped honour those who serve our country with courage and resilience. Together, we are building a stronger future for Soldier On members—one where recovery is powered by movement, connection, and hope.

# EQUIPMENT GRANT TESTIMONIAL

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*“Receiving the Soldier On grant to purchase my own bowling equipment has had a deeply positive impact on my quality of life. It’s given me the chance to engage more fully in a sport I love, while also building connection, routine, and confidence. Bowling has become more than just a hobby—it’s a form of therapy, stress relief, and social connection. Having new gear means I can participate more comfortably and consistently, and it’s also motivated me to keep showing up, both physically and mentally. I’m incredibly grateful to Soldier On for helping me reclaim a sense of joy, purpose, and community.”*

~ Bambi Gray, Soldier On member





# CANEX Gives Back Campaign

Year after year, we are thrilled to work with our friends at CANEX, Canada's Military Store, on their two CANEX Gives Back campaigns in support of Support Our Troops and Soldier On. Customers are offered the opportunity to donate at the cash or online, and CANEX matches these donations (up to \$15,000) to give back to the CAF community.

CANEX staff are an integral component in making this campaign the success that it is year over year. Christine Busch, Petawawa Base Store Manager, spoke highly of staff saying, *"We are deeply grateful for the dedication of our CANEX staff and to our community for supporting our troops. Our staff's commitment has made this campaign a successful endeavor."*

In FY24–25, with the help of CANEX staff, customers across the country stood united in their commitment to giving back to their community:

**In June, CANEX Gives Back raised \$47,284.57 supporting Inclusion workers at PSP Camps and the Soldier On Equipment Grant Program. In December, CANEX Gives Back achieved a record-breaking total of \$44,774.58, which supported the Holiday Hamper Program and the Soldier On Equipment Grant Program.**

# CANADA ARMY RUN



The Canada Army Run remains an incredibly successful fundraising event for the Canadian Armed Forces' official charitable causes, Support Our Troops and Soldier On. In 2024, nearly **16,000** participants walked, ran, or rolled, both in person in Ottawa and virtually, all united in honouring our Canadian Army.

This year, we are proud to recognize the exceptional dedication demonstrated by youth. Fifteen-year-old Oskar Telach distinguished himself by raising an impressive **\$10,000**. In recognition of his efforts, he received a commemorative coin from the Commander of the Canadian Army, Lieutenant-General Michael Wright. Oskar took a moment to reflect on this experience:

*"It feels pretty rewarding, especially going in blind, I felt like I was going to end up maybe at the bottom,"* Oskar said after receiving a coin from the Commander of the Canadian Army, Lieutenant-General Michael Wright, to recognize his incredible efforts. *"I think I'm going to give fundraising another shot, especially for the Army and the Army Run because I love the Army, and my family's all Army, so I want to support the Army as much as I can before I actually get in."*

Canada Army Run is a key contributor to Soldier On. The funds raised directly benefit programs designed to assist members of the Soldier On community.

# NAVY BIKE RIDE

Founded in 2016, the Navy Bike Ride (NBR) promotes community and family well-being by encouraging healthy lifestyles through cycling. Each year, riders from coast-to-coast-to-coast come together to raise funds for Support Our Troops, Soldier On, and the Royal Canadian Naval Benevolent Fund.

This year, Roger Litwiller participated alongside his wife, Rhonda. When asked why he chose to take part in the Navy Bike Ride, Roger shared:



*“Rhonda and I were both paramedics during our civilian careers and have experienced firsthand the importance of the support provided by organizations such as Royal Canadian Naval Benevolent Fund, Support Our Troops and Soldier On to first responders. Myself, having served in the Reserves and deploying in HMCS OTTAWA on a CARIBOPS, the legacy of Canada's Navy has always been important. Now retired from paramedicine, I actively research and write about our Navy's history, telling the legacy of service and sacrifice through books, articles, lectures and social media. A large part of this history is born on the day-to-day sacrifice of Canadian men and women. Supporting these people and their families, especially in times of need, is paramount.”*

Thanks to the dedication of fundraisers, sponsors, and over **1300** participants, the 2024 Navy Bike Ride raised over **\$34,000** in support of Canada's military community.

# PGA TOUR AMERICAS



PGA Tour Americas remains a key contributor in supporting CAF members and Veterans through the Soldier On program. As a proud beneficiary of their tournaments, Soldier On has expanded its recreational golf offerings nationwide. This past season, PGA Tour Americas hosted **five** golf clinics across Canada, helping over **34** members improve their swing and reconnect with sport as part of their recovery journey.

We're especially grateful to the Omnium Explore NB Open and the Commissionaires Ottawa Open tournaments for selecting Soldier On as their charitable beneficiary and providing **21** members with the unique opportunity to participate as Honourary Observers, deepening their connection to the sport and inspiring them to pursue their full potential.



# PGA TOUR AMERICAS

## OMNIUM EXPLORE NB OPEN



From June 30 to July 6, 2024, the Mactaquac Golf Course in New Brunswick hosted its annual Omnimium Explore NB Open, a premier PGA Tour Americas event that champions the recovery and well-being of our CAF members and Veterans. Soldier On was honoured to be selected as the beneficiary for the tournament, a testament to Explore NB's unwavering commitment to uplifting those who serve and advancing our shared mission of recovery and resilience.

We're incredibly proud to share that this year's tournament raised an outstanding **\$50,000** in support of Soldier On through sponsorships and Pro-Am teams, and dedicated donors. These generous contributions have had a direct and lasting impact on the lives of Veterans and military members across New Brunswick, enabling them to access programs and services that promote physical and mental well-being through sport, recreation, and creative activities.

# PGA TOUR AMERICAS

## COMMISSIONAIRES OTTAWA OPEN



The 2024 Commissionaires Ottawa Open took place from July 22 to 28 at Eagle Creek Golf Club in Ottawa, ON, showcasing top-tier PGA Tour Americas talent while reinforcing a strong commitment to the recovery and well-being of CAF members and Veterans. Soldier On was proud to return as the tournament's charitable beneficiary, a continued partnership that reflects Commissionaires' dedication to supporting military members through sport and community-based recovery.

In 2024, the tournament successfully raised an outstanding amount in support of Soldier On. Thanks to the generosity of sponsors, Pro-Am participants and individual donors, these contributions are directly funding equipment grants and adaptive resources that empower CAF members and Veterans to pursue physical and mental wellness through sport and recreation.

# BMO MASTERCARD

BMO has been a longstanding supporter of Canadian Armed Forces (CAF) members, Veterans, and their families. As the official bank of the Canadian Defence Community for over 17 years, BMO has contributed more than **\$1.3M** to Support Our Troops through its BMO Support Our Troops Mastercard program.

In September 2023, BMO rebranded the BMO Support Our Troops Mastercard as a gesture of its enduring support for those who serve or have served our country by including Soldier On as a beneficiary.

The BMO Support Our Troops Mastercard actively supports various programs, including the Holiday Hamper Program, Boomer's Legacy, and Helping Entrepreneurs Reach Complete Success through Support Our Troops. The card also contributes to the two major programming thrusts of the Soldier On Fund, specifically the Equipment Grant Program and events and activities for Veterans.

We would like to thank BMO for continuing to support the CAF community!





## MANULIFE

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Manulife has been a long-term and valued partner of the Canadian Forces Morale and Welfare Services (CFMWS), providing support for Canadian Armed Forces (CAF) members and their families. Since 2019, Manulife has worked closely with Soldier On to fund equipment grants specifically for female participants, an initiative to help remove barriers and promote inclusive recovery through sport and activity.

As a provider of long-term disability coverage for CAF members, Manulife plays an integral role in supporting the health and well-being of our military community. In the past year alone, Manulife helped fund **180** equipment grants, which have directly contributed to the physical and mental recovery of those who serve. We are also honoured to participate each year in Manulife's Remembrance Day ceremony, a tradition that reflects their ongoing commitment to those who serve.

We extend our sincere thanks to Manulife for their unwavering partnership and their continued dedication to empowering recovery through connection, movement, and hope.

# CLOSING REMARKS



As we close another remarkable year, I want to extend heartfelt gratitude to all those whose generosity continues to fuel the mission of Soldier On. Your support has empowered ill and injured Canadian Armed Forces members and Veterans to rediscover purpose, confidence, and community through the power of sport, recreation, and creativity.

Because of your contributions, the Equipment Grant Program has provided hundreds of members with the tools and resources they need to stay active and engaged in their personal recovery—whether through new sporting equipment, recreation opportunities, or structured group activities.

Your generosity has also made it possible for Soldier On to deliver a growing variety of adaptive and inclusive programs across the country, from creative events, adaptive sports, collaborations with professional sports teams, to unique and challenging multi day sporting activities. Each of these experiences helps members reconnect with themselves, their peers, and their communities in meaningful and lasting ways.

Your continued commitment makes all of this possible. Together, we are not only removing barriers, but also building pathways to lifelong recovery, resilience, and belonging. With your ongoing partnership, we will continue to help Soldier On members Adapt. Overcome. Soldier On.

Corrina Heilman  
Senior Vice President  
Personnel Support Programs



# SOLDIER ON

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