

YEAR IN REVIEW 2021-2022



SOLDIER ON

Forward



Thanks to your generosity, we have been able to support over 10,000 members, and have recently extended our mandate to include creative activities!



Message from our National Manager



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Opening Letter by Joe Kiraly, A/National Manager Soldier On

Fifteen years ago Soldier On opened its doors to the ill and injured community to provide a safe place built on understanding for ill and injured members and Veterans to recover and rehabilitate through physical activity and sport. Due to your generosity, we have been able to support over 10,000 members, and have recently extended our mandate to include creative activities!

Over the last two years of the COVID-19 pandemic, Soldier On programming was impacted by public health measures. However, Soldier On was able to capitalize on its local/regional structure to continue to deliver and increase programming, both virtually and physically – when safe to do so.

Soldier On continued with programming events, equipment grants, and outreach while fully integrating Creative Activities. With focus on inspiring and empowering ill/injured members to remain active, the demand for individual equipment grants has continued to increase causing a temporary pause in grant programming mid-year.

To our supporters – thank you for continuing to Soldier On with us. Your support allows us to expand Soldier On programming and empowers our diverse and compassionate staff to deliver world-class programs in support of the recovery of ill/injured members.

Thank you for directly contributing to this important mission. Together, we are making a difference.
Adapt. Overcome. Soldier On.

Joe Kiraly
A/National Manager
Soldier On

Table of Contents

01	FORWARD
06	WHAT WE ACHIEVED WITH YOUR HELP
08	2021-2022 IN REVIEW
15	GET INVOLVED
18	CAMPAIGNS
21	OUR STORIES

What we achieved with your help

Impact in 2021-2022
April 1, 2021-March 31, 2022



As we go through our daily routines, ill and injured members and Veterans of the Canadian Armed Forces are courageously stepping forward to continue their rehabilitation and recovery through the Soldier On program.

The generosity of Canadians has made a considerable impact on the ability to provide the prompt and necessary access to critical support tailored to their journey.



1,771

Soldier On members were able to access the support they needed



\$910,390.02

Provided in equipment and camp grants to assist Soldier On members in their rehabilitation and recovery



\$778,522.77

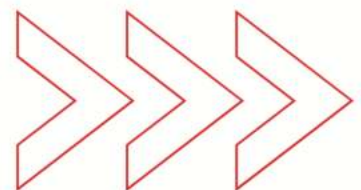
Equipment Grants



\$131,867.25

Camp Grants

2021-2022 in Review



Adapt. Overcome. Soldier On.

Impact in 2021-2022
April 1, 2021-March 31, 2022



Soldier On works to provide members a pathway to an activity, recreational, or creative, that will assist them to stay Active for life. We have broadened our programming mandate to include creative pursuits over the last fiscal year in order to ensure that every person is able to find an activity that aligns with their healing journey.

Soldier On camps/activities serve as a (re)introduction to sport and physical recreation activities for ill and injured members. They 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. The aim of these camps/activities is to build confidence and motivate ill and injured to adapt an active lifestyle.

Camp Grants



969

Soldier On members attended a Soldier On camp to challenge themselves to discover a new activity or reaffirm the love of an activity.



780

Soldier On members attended a camp focused on sports and physical activities.



189

Soldier On members attended a camp focused to the pursuit of creative activities.

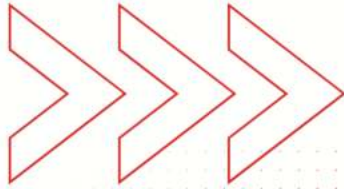
Equipment Grants



Soldier On members were able to access the support they needed

As an official grant program of the Canadian Armed Forces, the Equipment Fund is entirely financially supported through donations received from Canadians, members of the Canadian Armed Forces, small businesses, corporations and foundations. The Equipment Grants help Soldier On members acquire sporting gear or recreational equipment and/or participate in structured group activities. More than 800 successful grant applications were administered to Soldier On members to enable them to stay Active





Please meet Cpl (Ret) Julie Marcotte



"Soldier On shaped the way I saw adaptive sports. Now, I want to show everyone what people with injuries can do."

Cpl (Retired) Julie Marcotte enrolled in the Canadian Armed Forces (CAF) as a gunner in 1997. A year into her service, she broke two vertebrae during a training exercise which led to a medical release six years later. In 2016, Julie came across a friend's social media post about Soldier On that caught her attention. After applying to the program, she became one of the 30 Soldier On representatives to participate in the Invictus Games held in Toronto in 2017. Her experience with the Games would not only help her recovery, but also shape her entire future. A Soldier On photographer noticed Julie's interest and encouraged her to take some courses.

"Soldier On shaped the way I saw adaptive sports. Now, I want to show everyone what people with injuries can do."

Now, Julie has made a new career for herself in adaptive sport photography and was part of the team to capture the Staging Camp for Invictus Games 2022. With the help of Soldier On, Julie has not only found the community she longed and the support of those facing illness and injury, but she has found a new purpose.

Get Involved

Your involvement can make a real difference in the lives of those who serve our country with honour and pride, and who have given so much. There are many ways to give back to the military community; participating in an event, raising money in your local area, or becoming one of our valued partners.



Atlantic Golf Tournament



Continuing in a tradition of community support, a small and passionate group of Soldier On members and supporters joined forces to organize an amazing fundraising tournament directly supporting Soldier On. Fly overs and static displays of CAF fighting equipment added a thrilling atmosphere to the golf course in Moncton, NB, and led to over \$70,000 being raised!

Meanest Link



Soldier On supporters Doug Russell, Alex Duncan and Mike Crouzat became the first team ever to paddleboard the "Meanest Link", a 420 km paddle route around Ontario's Algonquin Park.

The route was created in honour of Bill Swift Senior, a prominent figure in the Canadian paddling community. With its 107 portages, the Meanest Link traverses some of the most beautiful and challenging terrain in Algonquin Park. To date, only 24 people have completed the full route in tandem canoes, and it has never before been done on a standup paddleboard. Paddling against heavy headwinds and through thunderstorms, it took the team seven days, nine hours, and twenty-six minutes to complete the expedition, which ended up raising \$4600 dollars for Soldier On!

<https://www.soldieron.ca/About-Us/News-Stories/2020-1/Standing-Up-to-the-Meanest-Link>



CANEX



CANEX, the preferred retail provider of the Canadian Armed Forces (CAF), stepped forward three years ago with their first Giving Campaign. Since then CANEX's Giving Campaigns have become a key campaign each year in June and December providing local, grassroots support to the CAF Community. Customers, often CAF members and their families, chose to give back to their own community by making a personal donation either in-store or online. With CANEX's generosity in matching each donation dollar for dollar, in June 2021, CANEX raised \$18,869.57 championing the provision of Special Needs Facilitators in Personnel Support Program Camps on Bases/Wings as well as the Soldier On Equipment Grant Program. In December 2021, CANEX raised \$26,734.68 championing the Support Our Troops Holiday Hamper Program and the Soldier On Equipment Grant Program.



Canada Army Run



Canada Army Run is about Canadians and the Canadian Armed Forces – Air Force, Army, and Navy – joining together in the spirit of camaraderie and community. It's a chance for the troops to extend the military esprit de corps to Canadians and to thank them for their support. It provides an opportunity for participants to fundraise for the official charitable causes: Support Our Troops and Soldier On. Last year, Canada Army Run's 2021 virtual event presented Support Our Troops and Soldier On with a donation of \$400,000. Soldier On continued to host a Soldier On Canada Army Run camp. Last year, 150 Soldier On members participated in the Virtual Canada Army Run and were one of the top 5 fundraising teams, raising \$5,699.19.



Navy Bike Ride



The Navy Bike Ride is a family-friendly event for cyclists of all ages! Funds raised by the participants of the Navy Bike Ride support three organizations dedicated to the well-being of our military community: Support Our Troops, Soldier On and the Royal Canadian Navy Benevolent Fund. Last year, \$102,000 was raised during the ride. Soldier On hosted a team of 55 Soldier On members at last year's Navy Bike Ride collectively raising \$825.28.

Our Stories



Our valued donors are equally dedicated and committed to supporting these honourable military members. Their gifts provide financial support and assistance to Canadian Armed Forces members, Veterans and their respective families.

Brandt

The Brandt Group of Companies announced its support for local and national charities chosen by its employees. Since 2020, Brandt's first Thanks A Billion Holiday Fund distributed \$250,000 to eight organizations in Canada and the US. Following the organization's recent acquisition of Cervus Equipment, the size of the fund and reach has nearly doubled. Soldier On was honoured to be selected by Brandt Equipment to receive a donation of \$23,000 for the Equipment Grant program.

Pierre Valois

As a Canadian Armed Forces Veteran, Mr. Pierre Valois understands first-hand the challenges of military service. For over a decade, Pierre has been a supporter of Soldier On, recognizing from experience that serving our country is not just a job, but a sacrifice that affects both the member and their family. His annual gift has a direct impact on the individuals who defend Canada at home and abroad and their families. "Whether serving or retired, our military members and their families fully deserve the support of all Canadians as they face challenges brought on by military service. My long personal association with the CAF has merely emphasized the debt that I owe towards its current and past members."

Closing

