



Year in Review



2023/2024

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FORWARD

Thanks to your generosity, we have been able to support over 13,500 members since Soldier On's inception. We continue to expand our community impact across Canada through sport, recreational, and creative activities!



Message From Our National Manager

As we celebrate our achievements and look to the future, we are deeply grateful for your support for Soldier On. Your desire to assist the ill and injured members of the Canadian Armed Forces and Veterans remains at the forefront of our ability to meet the demand of the community. Your assistance continues to help us expand our programs and reach more ill and injured members of the Canadian Armed Forces.

Thanks to your generosity, we've been able to provide essential support and resources to over 13,500 Soldier On members tailored to their unique journeys. These experiences help connect and challenge our members, showing them they are not alone in their recovery, rehabilitation, and reintegration.

Together, we are helping our members 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 2023-2024

01

MEMBERSHIP

Soldier On now has over 13,500 members around the world.

02

FUNDS RAISED

Generous Canadians donated over \$2.2M to support ill and injured members in their recovery and rehabilitation through Soldier On programming.

03

GRANTS

Soldier On successfully provided our members with \$746k in short-term financial support, ensuring that costs do not hinder their active lifestyles.

04

ACTIVITIES&EVENTS

Soldier On hosted a total of 114 activities and events, keeping our members engaged in a wide range of sport, recreational, and creative activities.





What We Achieved With Your Help

Every day, the members of the Canadian Armed Forces embody Canadian values at home and abroad. This service is not without sacrifice. Many of these service members face illness and injury during their service to Canada. Every day, ill and injured members and Veterans of the Canadian Armed Forces bravely step forward to discover new rehabilitation and recovery pathways through the Soldier On program.

Soldier On is dedicated to providing our members with inspirational opportunities that promote lifelong wellness. Over the past year, we have continued our programming which includes sport, recreational and creative pursuits, ensuring that every individual can find an activity that aligns with their healing journey. Soldier On events and activities serve as a reintroduction to sports, physical recreation, and creative activities for ill and injured members.

As we move forward, we remain committed to supporting our members in their recovery and reintegration. Together, we can continue to make a difference in the lives of those who have sacrificed so much for our country. Thank you for your unwavering support and dedication to this important mission.

**13,500
Members**

**Over \$2.2M
Funds Raised**

**\$746k
Grants Given**

**114
Events**

FY 23-24 Soldier On Events

REGION	EVENTS	PARTICIPANTS *
AB/NC	12	162
BC	8	67
MB/SK/N-ON	11	64
E-ON	16	152
S-ON	15	142
QC	10	100
NCR	13	216
NB/PEI	16	238
NS/NL	12	90
HQ	1	31
TOTAL	114	1,262

*Total Number of Participants NOT Total Number of Unique Participants





“About 20 years ago, I had to retire due to medical reasons. Over the next two decades, I underwent 8 back surgeries and 3 shoulder surgeries, spending much of my time in hospitals. The pain was so severe that I qualified for euthanasia, but I chose to fight for recovery instead. Despite the suffering, I wanted to live for my family. As a former soldier, I sought out sports and found archery through Soldier On. Though hesitant, I attended an event, and it changed my life. Now, I can be active, socialize, and enjoy a sport adapted for my needs. Financial support was crucial for the expensive equipment. Soldier On truly saved my life.”

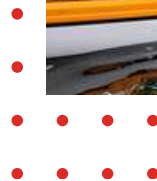
~ Soldier On Member, Ian Garson



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. This 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 to Soldier On members using activity to fuel their lifelong recoveries.

Thanks to the generosity of Canadians, 1,049 grant applications have been successfully administered, allowing Soldier On members to stay active and engaged. These grants enable individuals to pursue their chosen activities, promoting physical and mental well-being. We maintain four application windows throughout the fiscal year, ensuring all our members have ample opportunity to apply for and receive grants.



Your support can truly change the lives of those who serve our country with honour and pride, and who have made significant sacrifices. There are numerous ways to give back to the military community, such as participating in events, fundraising in your local area, or becoming one of our valued partners. Together, we can make a meaningful difference in the lives of Soldier On members.



“Being with other Soldier On members is very rewarding. I miss the camaraderie with people and it also helps talking to other members who are going through similar situations. It also helps learning new activities to get the confidence to go out and try new things. The staff who have been doing Soldier On has been fantastic. It is so well put together and organized and the staff always makes you feel comfortable. I can’t think of any improvements.”

~ Soldier On Member, Charlene Arsenault



CANEX Gives Back Campaign

CANEX, Canada's Military store runs a bi-annual fundraising campaign – CANEX Gives Back. Customers are offered the opportunity to donate at the cash or online and CANEX matches these donations dollar for dollar to give back to the CAF Community through Support Our Troops and Soldier On.

In 2023, customers across the country showed their commitment to their community again!

In June, the CANEX Gives Back Campaign raised \$35,749, providing funding for 3 Inclusion Workers at the CFB Borden PSP Camp and 24 Soldier On Equipment Grants. In December, a record \$40,841 was raised, providing 153 Holiday Hampers to military families and 27 Soldier On Equipment Grants.

CANADA ARMY RUN



The Canada Army Run Soldier On team had 33 participants for 2023.

Canada Army Run continues to be a signature fundraising event for the Canadian Armed Forces official charitable causes, Support Our Troops and Soldier On. This year, over 13,000 participants walked, ran, or rolled either in person or virtually to celebrate our modern Canadian Army.

Canada Army Run, known for its dog tags and CADPAT lined streets, held their in-person half marathon and their unique Commander's Challenge which includes the 5km as well as the half marathon.

The magic of Canada Army Run has always been its participants. This year was no different, a multitude of fundraising teams, military and corporate, came together to support the CAF community.

This year's top fundraising team, the 56 Field Grit Grinders from the Greater Toronto Area, led by Patrick Pitt, raised over \$12,000. *"The 56 Field Regiment registered and continues to register a team annually as a means to promote fitness with goals for all levels of runners; build esprit-de-corps; and raise funds and awareness for noble not-for-profit organizations that care for fellow veterans. As we recruit members to our team, they invite friends and family who in turn advocate for the Canada Army Run. We have had Honourary Grit Grinders from as far as Ottawa and former members of unit deployed in Iraq.*

We love playing the role of the heel on social media antagonizing and challenging others to keep up with our fundraising efforts. Because whether we lead or not, Support Our Troops and Soldier On Canada wins!" says Patrick Pitt.



NAVY BIKE RIDE



The Navy Bike Ride returned to hosting in-person events in 2023. The event included a virtual component throughout June and in-person events in Esquimalt, Quebec City, Ottawa and Halifax.

Over 1200 participants joined across the country to cycle and fundraise over \$36K to champion Support Our Troops, Soldier On, and the Royal Canadian Naval Benevolent Fund. Alongside being a key fundraising event, the Navy Bike Ride's outreach gives Canadians the opportunity to get to know our Royal Canadian Navy and learn about the sailors serving our country.

We were thrilled to celebrate the RCN Canadian Leaders, a group of Canadian business leaders who support our Navy, as the top fundraising team raising over \$5500.

"Understanding the importance and breadth of the work that Support Our Troops does within the Canadian military community helped to motivate and drive our team's fundraising efforts," said Jeff Topping, RCN Canadian Leaders Team Captain for the 2023 Navy Bike Ride. "We're honoured to have led the pack in fundraising for these important programs again this year."



FAIRWAYS FOR HEROES

The 12th Annual Fairways for Heroes Charity Tournament was held on May 25, 2023. Year after year, this event raises funds to support the Canadian Armed Forces community, directly benefiting Soldier On and Support Our Troops. In 2023, the tournament successfully raised \$25,500, which continues to help sustain our programming.

Tournament organizer Kathy Kerr expressed, *"We are very proud to acknowledge the dedication, sacrifices, and contributions that our Canadian Forces and their families experience to make our world a safer place to live, work, and play. In recognition of the far-reaching impact of serving our country and supporting those that do, Fairways for Heroes is very pleased to contribute all proceeds from the tournament to Soldier On and Support Our Troops."*





THE MANITOBA STAMPEDE & EXHIBITION

The Manitoba Stampede & Exhibition, Manitoba's only professional rodeo, is held annually in Morris, Manitoba. Established in 1964, the event features a variety of thrilling activities, including bull riding, bronco busting, tie-down roping, bareback riding, and steer wrestling, among others.

In 2023, Soldier On was chosen as the charity of choice for the Manitoba Stampede & Exhibition. This provided an opportunity to set up a booth, promote, and educate attendees about Soldier On. With thousands of people in attendance, this event allowed Soldier On to raise awareness and ensure their support reaches those who need it. This combination of entertainment and philanthropy made the Manitoba Stampede & Exhibition a memorable and impactful event for all involved.



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Creative activities have the power to provide comfort and healing in many forms. In 2021, Soldier On expanded its initiatives to include creative activities, diversifying its programs to better serve its members. These events provide Soldier On members with opportunities to explore various creative outlets, such as woodworking, drawing, music, and beyond, enriching their experiences and skills.

The Personal Insurance Company has played a vital role in supporting the success of these creative activities, serving as one of our primary supporters. Beyond supporting Soldier On's creative activities, they also contribute annually to the Soldier On Equipment Grant program, donating \$10,000 each year through their \$1 a quote campaign!

"Soldier On provides a comprehensive range of services, ensuring our Canadian Armed Forces members receive the support they need beyond their years of service. They tirelessly advocate for our soldier's well-being and as partners, The Personal Insurance Company is deeply grateful for the opportunity to contribute to these efforts. Thank you, Soldier On, for your steadfast dedication to our military community, and for allowing us to play a role in supporting those who have sacrificed so much for our country." – Tiffany Marinacci, National Account Manager, The Personal Insurance Company

Thank you to The Personal Insurance Company for your ongoing support!



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