



2013 ANNUAL REPORT



HMCS Calgary

Message from the Chair, Brad Pierce.

Message from the Chair

Brad Pierce

In the conclusion of my remarks in this 2012 Annual Report, I promised that in Valour Canada 2013

“.... will continue to charge forward... and we are confident that our new brand will continue to resonate and more Canadians.... will become connected to Canada’s unique and proud military heritage.”

I am pleased to report that we have made significant strides in our efforts. 2013 was the year that Valour Canada’s brand became synonymous for unique, innovative and engaging programs and events that have attracted attention across the nation.

Locally, our education programs experienced tremendous growth. The High School program tripled in size and we continue to expand our core of dedicated teacher volunteers and veterans. The program’s reputation for innovative teaching and learning tied to the Alberta Curriculum has set a standard for excellence that has gained the attention of educators across

the province. In the fall we also began work on a Junior High program scheduled to launch in the spring of 2014.

We are excited by the growth of our community engagement and the enthusiastic manner in which the community has embraced Valour Canada. Our first major event was held at the Calgary Golf and Country Club in May 2013 entitled. “Changing roles: Women in Combat”. A sellout audience responded enthusiastically to the keynote speaker Major Eleanor Taylor who commanded a company of the Royal Canadian Regiment in Afghanistan. Taylor’s inspiring message brought the guests to their feet on several occasion. The evening was an outstanding success and received media attention on the society pages.

Our second event was the inaugural “Flame of Remembrance” ceremony on November 10th 2013. Veterans Affairs Canada declared 2013 the year of the Korean War veteran in hour of the war’s 60th anniversary. Over 200 guests ascended to the Calgary Tower’s Observation deck to pay tribute to the 2nd Battalion Princess Patricia’s Canadian Light Infantry’s heroic stand at the Battle of Kapyong. Captain(retired) Hub Gray, who fought at Kapyong, was the honourary torch lighter.

Planning for the 2014 ceremony which will remember the 100th anniversary of the First World War and the 70th anniversary of D-day is underway.

The Board decided to reinstitute the prestigious General Sir Arthur Currie Award which has been in abeyance since 2009. A gala is being planned for the Spring of 2014 and the recipient was Daryl “Doc” Seaman (posthumous). Doc joins a distinguished group of recipients of this prestigious award which is presented annually at Valour’s popular spring gala: JL Granatstein (2006), Fred Mannix (2007), Bill Wilson (2008), Stan Milner (2009).

The Board of Directors experienced change in 2013. We said goodbye to three long serving directors; Joe Dundas, Gordon Fairhead and George Milne. We salute them for their nearly fifty years of combined service to Valour Canada.

Four new members agreed to join the Board; Bill MacDonald, Teri McKinnon, Patti O’Connor and Karen Storwick. Their commitment and dedication has had an immediate impact.

The final important development was in governance. The Board created a “Fund Development Committee” to insure the long term financial stability and funding for Valour Canada. The committee has been diligent in approaching potential donors. This is challenging work. Our belief is that as Valour Canada’s reputation grows, donor dollars will follow.

What lies ahead? In 2014 Valour Canada will continue to advance on all fronts. We will explore new opportunities, embrace strategic alliances, attract donors, engage and grow our community and create innovative and dynamic programs that connect Canadians to their military heritage.

President's Report, Tom Leppard

"It was not even the beginning of the end, but perhaps, the end of the beginning"

Sir Winston Churchill, 1942

In 1942 the Allies turned the tide at El Alamein, Stalingrad and Midway. Churchill knew that the change in fortune did not guarantee success. 2013 was Valour Canada's year to establish a new identity, forge a new direction and earn a reputation for outstanding programming and events. We have emerged from the shadows and the future looks promising. While 2013 opened a new chapter in Valour Canada's history, as Churchill mused, the challenge is far from over.

Valour Canada is unique; a civilian led military history and heritage not-for-profit Corporation that is not connected to the military or the government. Our primary mission is to fill the gap in our education system which has jettisoned Vimy Ridge, D-day and Dieppe. Kudos to those progressively minded teachers who have embraced Valour Canada's programs to fill this void. Our flourishing reputation for innovative programming created considerable momentum and growth in 2013. We have successfully built a community of educators and veterans dedicated to connecting young Canadians to their military heritage. It is a gratifying beginning but we have only scratched the surface. We imagine a time when all young Canadians will learn about their military heritage; the good and the bad. Our goal is informed citizenship; insuring that young Canadians know and appreciate the selfless service and sacrifice made by previous and current generations to preserve our freedom. The stories we tell our children and grandchildren are the stories that define our nation. These are the stories that we will tell.

We have also stepped out of the shadows establishing a vibrant presence in the community. Partnerships have been built notably with the Calgary military community, secondary and post secondary educators, the Calgary Poppy fund, the Field of Crosses and the Calgary Tower. As mentioned in the Chair's remarks, we held two very successful events in 2013 with more to come in 2014.

2013 Board of Directors;

Board of Directors:

Brad Pierce	Chair
Jean Merriman	Vice-Chair
Robert Millar	Past – Chair
Al Lennox	Chair, Human Resources and Governance
Stuart Chalmers	Treasurer
Ken McTavish	Chair, Finance and Audit committee
Bill MacDonald	} Co-Chair Fund-development
Patti O'Connor	
Rick Williams	Secretary:

Directors:

Peter Bishop
Mike Black
David Fulton
Bob Meating
Teri McKinnon
Karen Storwick
Gordon Wong



FULFILLING VALOUR CANADA'S MISSION

Building connections in the Community:

Valour Canada has created connections with many organizations in Calgary and beyond. Our goal is to connect Canadians, notably our youth, to their military heritage and we have found this message resonates in the community as evidenced by the growing interest and support of our programs

Partnerships:

Alberta Education

University of Calgary

The Military Museums

The Aerospace Museum

The Naval Museum of Alberta

The Calgary Tower – co-sponsor of the Flame of Remembrance Event

Calgary Public Board of Education

Calgary Catholic Board of Education

Calgary Highlanders

Calgary Poppy Fund

Field of Crosses

Nanton Bomber Command Museum

Princess Patricia's Canadian Light Infantry

Veterans Affairs Canada.

Summary of Valour Canada's Programs:

Our strategy is to collaborate with practicing classroom teachers to create unique and creative curriculum based learning experiences that captures and engages the interest and enthusiasm of young Canadians to connect with their military heritage.

Senior High Program:

The program continues to grow and expand. In December over 450 students gathered over two days at the Aerospace museum and the Military Museums to discuss, debate and deliberate options for Canada (humanitarian, diplomatic and military) in the Syrian Crisis. The highlight of the day is a presentation by Afghan veterans who have a powerful impact on the students with their stories at the sharp end of the stick. The success of the program has created significant interest among teachers locally and provincially. Picture below is the 2012 Syria Program

Visit our website to see a video describing our education programs:

www.valourcanada.ca

Junior High Program:

A group of eight Junior High teachers lead by Shannon Wolframe have produced a unique program “Women at War”. The result of this collaboration will be a new Junior High program that will launch in May 2014. We are anticipating over 300 students will participate.

**University of Calgary TMM Founders' Gallery:**

A growing partnership has been forged between Valour Canada's educator and the curator of the University of Calgary Founders' Gallery at The Military Museums. The fruitful collaboration produced several successful initiatives engaging art teachers from the two major Calgary school boards.

Monumental Canadians video project:



www.valourcanada.ca/learning-center/monumental-canadians/

Monumental Canadians - Valour Canada's Award winning video series:

Over 112,000 Canadians have made the ultimate price serving Canada. Their names are inscribed on monuments in communities across Canada. An army of silent granite sentinels honouring their sacrifice. QR codes installed adjacent several Calgary monuments connect Canadians to the stories of these "Monumental Canadians" on their mobile phones. **Field of Crosses:** QR codes were placed on the crosses of Russell Lambert Boyle, John George Pattison VC, Thomas Riley, Harlo "Terry" Taerum, Lorne Taerum and Capt Nichola Goddard. President Tom Leppard was featured on CBC radio during Remembrance week telling the stories of these Monumental Canadians.



Field of Crosses: Goddard's cross with QR code November 2013

Two new videos were added in 2013. Thanks to our sponsors; **The Calgary Poppy Fund, Calgary Foundation and Veterans Affairs Canada.**

1. **F.O. Harlo “Terry” Taerum DFC.** Calgary; enlisted in the RCAF in 1941. He trained as a navigator and in 1943 joined 617 squadron “The Dam busters”. Handpicked by the dashing Squadron Leader Guy Gibson VC., Taerum performed flawlessly during the famous raid but was lost on operations in the fall of 1943. The video is on permanent display at the Nanton Bomber Museum.



F.O. Harlo “Terry” Taerum DFC.



Lt Hub Gray's photo of his platoon on patrol following Kapyong.

2. **The Battle of Kapyong: featuring Capt. Hub Gray.**

Veterans Affairs declared 2013 the year of the Korean War Veteran. Valour Canada produced a video tribute to the 2nd Battalion Princess Patricia's Canadian Light Infantry's heroic stand at the Battle of Kapyong. The video featured Hub Gray who fought at Kapyong. The video was premiered at the inaugural Flame of Remembrance event, November 10th, 2014.

Militrivia: (over 4500 followers)



Militrivia, Valour Canada's facebook page, doubled its followers in 2013. Popular posts include commemorations, remembrance, U-boats and important anniversaries. In August, a five day series commemorating the Dieppe raid's 70th anniversary attracted thousands of followers and dozens of comments. The record post (19,928 likes) was October 8th, 2013. It told the story of Piper James Richardson, awarded the Victoria Cross (posthumously) at the Battle of the Somme (October 8th 1916).

Valour Canada's Website: (www.valourcanada.ca)



The website is our social media home. Populating content, providing timely updates and posting exciting features is ongoing. Our next challenge is to create a mobile phone friendly platform.

Membership:

Membership showed a steady increase in 2013 with over 100 paid memberships. The website has made purchasing memberships user friendly. The recently constituted Fund Development Committee has been tasked with reviewing and recommending ways to improve the value members receive for joining V.C. and attract new members.

To join or donate to Valour Canada visit www.valourcanada.ca

Valour Canada's Donors:

As a not-for-profit, Valour Canada relies on the generosity of its members and donors. Grants from charitable organizations and various government bodies remain an important source of funds. During 2013, individual donors and numerous organizations gave generously to Valour. Their commitment to connecting Canadians to their proud military heritage forms the financial foundation of our work.

Anonymous donors
Calgary Foundation
Calgary Poppy Fund
Cenovus Employee Foundation
Engineered Air

Imperial Oil Foundation
RBC Foundation
Royal Canadian Legion
Veterans Affairs Canada
Stephen Mills estate

2013: Important Events

May 11th: Premiere of the "Terry" Taerum Dambuster video at the Nanton Bomber Museum

May 17th: "Changing roles: Women in Command" featuring Major Eleanor Taylor

November 10th: Inaugural Flame of Remembrance Ceremony – Calgary Tower

December : **"Syria Program"** 450 student and teacher participants.

2014:

March 15th: General Sir Arthur Currie Award and Gala

May: Inaugural Junior High School Program and the first spring edition of the Senior High Program. Over 500 students and teachers participated in three, day long, sessions.



Chair Brad Pierce and Major Eleanor Taylor

May 17th, 2013

2013 Audited year end statements:

INDEPENDENT AUDITOR'S REPORT ON THE SUMMARIZED FINANCIAL STATEMENTS

To the Members of Valour Canada (Formerly Calgary Military Museums Society):

The accompanying summarized financial statements, which comprise the summarized statements and financial position as at December 31, 2013 and the summarized statement of operations for the year then ended, are derived from the audited financial statements of Valour Canada for the year ended December 31, 2013. We expressed an unmodified audit opinion on those financial statements in our report dated June 2, 2014. Those financial statements, and the summarized financial statements, do not reflect the effects of events that occurred subsequent to the date of our report on those financial statements.

The summarized financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations (ASNPO). Reading the summarized financial statements, therefore, is not a substitute for reading the audited financial statements of Valour Canada.

Management's responsibility for the summarized financial statements

Management is responsible for the preparation of a summarized of the audited financial statements in accordance with the information needs of the members of the Valour Canada in the preparation of this annual report.

Auditor's responsibility

Our responsibility is to express an opinion on the summarized financial statements based on our procedures, which were conducted in accordance with Canadian auditing standards (CAS) 810, "Engagements to report on summary financial statements."

Opinion

In our opinion, the summarized financial statements derived from the audited financial statements of Valour Canada for the year ended December 31, 2013 are fair summaries of those financial statements, in accordance with the information needs of the members of the Valour Canada in the preparation of this annual report.

Professional Accountants
June 6, 2014
Calgary, Alberta, Canada

Summarized Statement of Financial Position

As at 31 December 2013

	2013	2012
ASSETS		
Cash and Cash Equivalents	\$1,425,290	2,220,024
Casino Receivable	-	68,849
Investments	865,071	106,765
Capital Assets	20,602	30,733
Other	7,672	6,459
	<u>\$2,318,63</u>	<u>2,432,830</u>
LIABILITIES		
Current	<u>\$11,754</u>	<u>59,541</u>
FUND BALANCES		
Invested in Capital Assets	20,602	30,733
Externally Restricted	1,747,009	1,801,055
Unrestricted	539,270	541,501
	<u>\$2,306,881</u>	<u>\$2,373,289</u>
	<u>\$2,318,635</u>	<u>\$2,432,830</u>

Summarized Statement of Operations

For the year ended 31 December 2013

Revenues		
Donations and Foundations	277,437	301,621
Interest and Other	27,145	28,778
Bequeath	132,769	-
Event Income	24,550	-
Endowment Income	18,148	21,218
Casino	-	70,939
Memberships	1,890	1,620
	<u>\$481,939</u>	<u>\$424,176</u>
Expenses		
Administration	156,746	117,761
Education	162,335	103,962
Event	43,663	-
Quick Response Code	53,705	69,774
Fundraising and Other	29,898	23,408

		<u>\$446,347</u>	<u>\$314,905</u>
Excess of Revenue over Expenditures before contributions		<u>\$35,592</u>	<u>\$109,271</u>
Contributions	To the University of Calgary	<u>\$102,000</u>	<u>\$150,000</u>
Excess (deficiency) of Revenue over Expenses		<u>\$-66,408</u>	<u>\$-40,729</u>

VALOUR CANADA STAFF 2013

Tom Leppard	President
Leah Johnson	Administrative Coordinator
Mary Francis Lapthorne	Education Program Coordinator
Shannon Wolframe	Junior High Program Coordinator
Gemma Majoribanks	Book keeper
Tim Choi	Summer Student (website development)