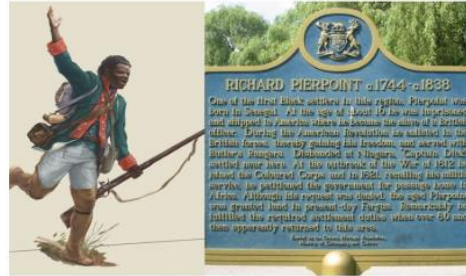


2018 Annual Report



INUK L/CPL JOHN SHIWAK

Inuk Lance Corporal John Shiwak and his experience sniping in the First World War with the Royal Newfoundland Regiment.



RICHARD PIERPOINT

Richard Pierpoint: traded as a slave, then won freedom. Fought as a Ranger, then established the Coloured Corps. Assisted the underground railroad, became a legend.



WEAPONS IN STAR WARS

Examining Han Solo's German Mauser C96 and the Stormtroopers' Sten/Sterling-inspired submachine guns.



CONN SMYTHE

The story of Conn Smythe's WWI military service and the NHL trophy that bears his name.

...with the conclusion of 2018, Valour Canada is looking forward to continued growth and expansion in 2019.

Gordon Wong
Chair
Valour Canada

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2018 Chair's Report

2018 saw continued growth of our educational programmes with great strides made in both online and in-Museum programmes. Our signature in-Museum *The Character of our Canadian Military History* saw expansion into Ontario as well as being run locally at The Military Museums. Online, our *Military History Library* implementation has given teachers and students additional resources to learn about Canadian military history.

Events in 2018 included the screening of *Honour Before Glory* with guest speaker Anthony Sherwood as well as a return of Andy Robertshaw who entertained and educated guests during his *Unexpected Victory: 1918* lecture. Valour Canada was delighted to work with some Calgary minor hockey teams and sponsor the inaugural *Currie Cup* which will be awarded to the best team during a tournament during Remembrance Week. Many of the events for 2018 focused on the centenary of the ending of the Great War and the various centenary events that have occurred over the past five years.

Our accomplishments for the year could not have been achieved without the dedicated work of the Valour Canada Board of Directors and staff who work diligently to ensure all of the necessary details for a successful organization.

The greatest thanks go to our members and sponsors who provide the support needed to fund so much of what we do. I would like to thank everyone for their efforts in supporting Valour Canada and helping us grow to be a national institution for providing military history education to youth.

With the conclusion of 2018, Valour Canada is looking forward to continued growth and expansion in 2019. A number of exciting programmes will be announced which will provide new tools to teachers and students in the pursuit of learning about our military history and heritage.

Gordon Wong
Valour Canada's Chair

President's Report: 2018 in Review

Valour Canada saw a very successful year in 2018 with a continued expansion of our programmes to new parts of the country along with supporting the great work we have completed in Alberta.

We held a number of key events in 2018 which engaged our members and raised funds to sustain our programmes. These included a number of guest lectures including Anthony Sherwood and Andy Robertshaw who spoke about the First World War. James Cox and the Shooting Edge graciously supported Valour Canada through a *Scotch and Shoot* event in the Fall.

2018 saw the initiation of a new and innovative way to teach Canadian Military History through Virtual Reality. First shown publicly in October, the new Virtual Reality programme fully immerses people into history and allows one to engage with various elements. Watch for more on Valour Canada and Virtual Reality in 2019.

2018 also saw some staff changes with Valour Canada bidding farewell to Denise Cruickshank after many years of service. I thank Denise for her years of dedication to the organization and wish her the best in her new endeavours. I am delighted to welcome Des Scott to our team who will be a key member of the team.

Overall, 2018 has set the stage for a large expansion of many of our programmes in 2019. I thank the Board, the staff and the membership of Valour Canada for their outstanding support to our goal of connecting Canadians with their military history and heritage.

Sincerely,

Peter Boyle
Valour Canada's President

Valour Canada Personnel

Board of Directors Executive Directors

Chair	Cdr (ret'd) Gordon Wong
Vice Chair	Dr. Greg Stone
Treasurer	Mr. Steven Dunn
Secretary	LCol (ret'd) Richard Williams
Past Chair	Mr. Brad Pierce

Directors

Mr. James Morton	Mr. Murray Harris	Mr. Rod Hoffmeister
Ms. Teri McKinnon	Mr. John Q Adams	Ms. Kathryn Shaw
Dr. Glen Wilkinson	Mr. Nick Sealy-Thompson	

Departed Directors Mr. James RC Cox

Valour Canada thanks the following Directors for their contribution.

Valour Canada Staff

President	Mr. Peter Boyle	Lead Educator	Mr. Aaron Curtis
Admin Coord.	Mrs. Des Scott	Educator	Ms. Leanna Darling

Valour Canada thanks the following departed staff for their contributions during 2018.

Administration Coordinator	Mrs. Denise Cruickshank
Summer Student	Ms. Andrea Fulton

Our office is located at
Her Majesty's Canadian Ship Tecumseh site
1820 24 Street Southwest, Calgary Alberta T2T 0G6
(403) 685-2660 Visit our website: www.valourcanada.ca

What we've accomplished

Web-Based Initiatives



Valour Canada's Primary Website www.valourcanada.ca

In 2018 Valour Canada continued to develop its main website valourcanada.ca. At year's end over 160 short articles about our country's military history were available to readers online in our **Military History Library**. The idea behind this endeavor was to establish a repository of articles which could be easily accessed by interested individuals, particularly youth, and thereby significantly expanding our educational impact.

Additionally, we added a *For Teachers* page that offers educators a wide selection of activities and resources to use as they see fit in their classrooms or in other environments.

valourcanada.ca hosted approximately 4,340 users in 2018, a slight increase when compared to the previous year. 1,000 pageviews and another 400 sessions were also added.

We anticipate that we will see another increase in users next year.



The Road to Vimy Ridge vimyridge.valourcanada.ca

This comprehensive webpage takes the user on an exploration of Canada's experience in the First World War with a specific focus on the Canadian success at Vimy Ridge. This project was carried out in 2017 in partnership with Royal Roads University and EF Educational Tours. In 2018, the number of sessions (8,387 over 6,039) and users (7,274 over 5,483) increased, while pageviews decreased (11,548 versus 18,920).

We anticipate that in 2019, as we become further removed from the centenary, we will see the same or slightly lower numbers.

Llandoverly Castle llandoverly.valourcanada.ca

2018 was the second full year in operation for the *Llandoverly Castle* bilingual website. In terms of online views, the Llandoverly Castle site saw a very slight decrease in numbers following 2017. To speculate, we think that the higher numbers in 2017 were primarily the result of the launch of a new Canadian opera: *The Llandoverly Castle*.

We anticipate continued steady or slightly decreasing Llandoverly growth in 2019.



Social Media: Militrivia (Facebook)

Valour Canada’s popular Facebook page “Militrivia” allows us to promote our brand and a portion of Valour Canada’s educational resources to the public while giving us the opportunity to build and maintain a base of interested readers. Militrivia continues to attract thousands of views with its mix of stories about pieces of Canadian military history. Our top two 2018 posts were Leo Major (it includes rare video footage and reached 5,529 people while generating 247 reactions) and Rwanda (reach of 5,353, generating 134 reactions).

We anticipate steady Facebook growth in 2019.



Social Media: Twitter

Our Twitter account continues to attract followers from around the world. Valour Canada uses Twitter to promote our Militrivia posts, as well as other important announcements and events, notably our lectures, video releases, and school programs. It is during these occasions that we receive the most interaction and “retweets.” In 2018 we have increased our Twitter following by 4%. Our account has 800 followers despite only following 119 accounts. These numbers indicate the importance and tweet relevance that resonates with our followers.

We anticipate slight Twitter growth in 2019.



Social Media: YouTube

Valour Canada’s YouTube page “Canadian Valour” offers a visually pleasing and engaging medium for communicating Canadian military history stories in video documentary format. In 2018, we added the following 1 video: Digging the Trenches. Over the course of the year, we had 49,241 views (2017: 11,160) with those viewers having watched 98,450 minutes of video (2017: 33,931). The huge increases over the 2017 numbers were primarily the result of 2 videos (D-Day: Clearing the Mines and Kapyong) going ‘viral’ during the last few months of the year.

We anticipate high rates of YouTube growth in 2019.



Social Media: Instagram

Following social media trends Valour Canada created its own Instagram page in June and made its first post on the 6th of that month. Instagram is an image focused platform that allows us another venue for appealing to youth. By the end of 2018 we had grown our following to 258. Our most liked post (59) was an image of Karen Hermiston, the only female photographer to be sent overseas during the Second World War.

We anticipate continued steady Instagram growth in 2019.

Summary

Our four social media platforms allow us to create instant interest and access, while giving us a method for driving traffic to our other web properties that educate Canadians or inform them about Valour Canada events and developments. Overall, we are witnessing a significant growth in interest and in followers. Our increasing online presence should continue to speak for the legitimacy of the organization while enabling us with greater ease of access to donors in both public and private campaigns.

Education Program - 2018

Our Philosophy

Valour Canada's educational philosophy combines dynamic student engagement, academic rigour, teacher professional development, innovative teaching practices, and effective learning strategies, to explore the connection between curriculum, our military heritage, and identity. Ultimately, our aim is to provide educational opportunities for students which foster a deeper understanding of who we are as a nation and who we might become as individuals. Valour Canada also ensures that its program aligns with various provincial curricula while seeking to facilitate opportunities, events, and on-going support for our educational efforts while collaborating with various stakeholders.

In-museum Program:

The Character of our Canadian Military History

*In 2018, our school
Program reached
over 800 students in
Ontario and Alberta!*



Learning about artillery, Univ. of Tor., 1917 (LAC M #34004216).

Cooperation Courage Communication Thoughtfulness Responsibility Resilience

Our current in-museum education program takes a unique approach to learning about Canadian Military History by embedding the history content within an experiential, innovative, and team-based environment that presents students with memorable opportunities to explore the character traits noted above. The day-long, Museum-based program consists of 4 – 6 modules through which students will progress sequentially, as well as an artifact handling session. Debriefing and individual reflection are both cornerstones of the design.

Individuals who understand the positive aspects of communication, cooperation, courage, resilience, responsibility, and thoughtfulness, while doing their best to practice them, are successful Canadian citizens today.



A student during the Artifact Handling presentation in Nov. 2018.

2018 marked the **exciting rollout of the program in Ontario** (North Bay, Petawawa, Perth, Niagara Region), as well as its **first presentations to scouts** during the spring (Calgary).

Conventions and Conferences:

In February 2018, we exhibited our Education Program at the **Calgary City Teachers' Convention**, the event allowed educators to explore pedagogy, connect with peers, discuss issues, participate in workshops, and travel new paths towards lifelong learning. We made connections and promoted our product with approximately 200 education professionals in the Calgary area, and several others from the Edmonton area.

We also attended the **Organization of Military Museums of Canada Conference** in Winnipeg during late May. Similar to the Teachers' Convention, Peter and Aaron networked with like-minded organizations (and their representatives), participated in discussions and workshops covering pertinent military history topics, and presented Valour Canada as a skilled and innovative organization.

Valour Canada's Events

The Currie Cup

November 14th, 2018 Valour Canada had the honour of sponsoring and presenting the Currie Cup at the Max Bell Centre, Calgary. This was an inaugural event with youth AA hockey teams competing in the Remembrance Day period. The award was proudly presented to the Northwest Calgary AA Flames by our Chair, Gordon Wong.



Unexpected Victory: Logistics, Tactics, and the Hundred Days, 1918

On the evening of October 25th, Valour Canada teamed up with the University of Calgary, the Danish Canadian Club, and RAUSI, to welcome back to Calgary, Mr. Andrew Robertshaw, a self-employed military historian, archaeologist, author, and broadcaster based in the U.K.

Like last year's "Digging the Trenches" lecture, Robertshaw captivated the listeners while weaving a story that told of successes and failures experienced by all sides during the First World War. "Andy" explained that even as Canada's Hundred Days played out, there was no guarantee that an end to the war was imminent.



Andy Robertshaw presenting "Unexpected Victory".

Thank you everyone from each of the four organizations who worked together to make this fantastic event possible.



Scotch and Shoot

Valour Canada was pleased to partner with The Shooting Edge Calgary for a second “Scotch and Shoot” fundraising event. We would like to thank all members and supporters who attended. The funds raised at the Scotch and Shoot will directly support Valour Canada’s objective of ensuring that Canadian youth continue to be educated about our country’s rich military history.



Thank you to all who attended Scotch and Shoot!

Honour Before Glory

On the evening of February 15th, Valour Canada partnered with The Military Museums to bring actor, producer, and director, Anthony Sherwood, to Calgary to present his story of Canada’s segregated black unit during WWI: The No. 2 Construction Battalion.

To an audience of 130 that consisted of teachers, hobbyists, historians, soldiers, and other interested members of the public, Sherwood presented his docu-drama film, answered questions about the No. 2 Construction Battalion, and described his experiences as a researcher and filmmaker.

Casino

Alberta Gaming and Liquor Commission funding assists Valour Canada with costs relating to its education programs, facility rental and promotional materials, just to name a few. Due to the rotation schedule, no Casino was held in 2018. In 2019, we are assigned March 18th and 19th, at the Elbow River Casino as our casino fundraising. We thank all of our volunteers who assist with these events.



Choices Albertans can trust.



Thank you to all our wonderful volunteers!

2019 Outlook:

2019 promises to be a major year for Valour Canada. *The Character of our Canadian Military History* programme is poised to run in military museums in new provinces along with expanding the programme in Alberta and Ontario. The Juno 75 Virtual Reality project which was initiated in 2018 will launch in June and it is anticipated that further modules will be developed in 2019 and 2020.

Our online reach grew in 2018 and is poised for a major boost in 2019 with additional ways to reach potential followers. This growing online support will allow Valour Canada to reach larger audiences to expand programmes to new audiences across the country.

With the growing support of our sponsors and members, Valour Canada is prepared for a large number of events in 2019 which will include honouring a number of individuals and organizations who took part in fighting from the Second World War. With the 75th anniversary of D-Day and the Canadian landings on Juno Beach, we anticipate highlighting a number of incredible stories.

Valour Canada looks forward to seeing all of its sponsors and members in 2019.

Financial Auditors Report

VALOUR CANADA

Statement of Financial Position

As at 31 December 2018

	2018	2017
Assets	\$	\$
Cash and Cash Equivalents	16 443	103,751
Investments	942, 203	1,127,047
Other	12,075	35,567
	<u>\$970,721</u>	<u>\$1,266,365</u>
Liabilities	\$	\$
Current Liabilities	<u>10,517</u>	<u>20,060</u>
Fund Balances		
Externally Restricted	41,032	58,201
Unrestricted	919,172	1,188,104
	<u>\$960,204</u>	<u>\$1,246,305</u>

Summarized Statement of Operations

VALOUR CANADA

Statement of Operations

For the year ending 31 December 2018

	2018	2017
Revenue	\$	\$
Grants		4,286
Donations and Foundations	5,218	15,615
Event Income	-	180,145
Endowment Income	41,934	38,780
Fundraising	118	14,250
Casino	-	75,676
Membership	750	1230
Student Fees	158	160
	<u>48,178</u>	<u>330,142</u>
 Expenses		
Administration	186,964	196,195
Education	144,052	125,902
Event	-	94,330
Educational Video	-	79,489
Marketing and Branding	-	-
Amortization	-	2,187
Fundraising and Other	3,417	4,206
	<u>334,433</u>	<u>502,309</u>
 Deficiency of revenue over expenses before other items	(286,255)	(172,167)
 Investment Income	154	104,407
	<u>\$(286,101)</u>	<u>\$(67,760)</u>

Thank you to our Supporters over the past years which include:

ARC Financial Corp
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BDO
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Brewsters
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TransAlta
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University of Calgary
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And, numerous individual donors.