

2019 ANNUAL REPORT

Valour Canada



... with the conclusion of 2019, Valour Canada is looking forward to continued growth and expansion in 2020, particularly in terms of our online and digital presence.

Gordon Wong
Board Chair
Valour Canada

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Chair's Report: 2019 in Review

2019 saw continued growth of our educational programs with great strides made in many areas. Our signature in-Museum program, *The Character of our Canadian Military History*, was launched in Nova Scotia and Manitoba and increased presentation in Ontario and Alberta. ValourCanada.ca's *Military History Library*, *Resources for Teachers*, and *Documentary Video* sections were all expanded. In addition, Valour Canada has begun to offer virtual reality experiences designed to educate about important events in Canadian military history. Each of these education improvements have led to thousands more Canadians visiting our website and using Valour Canada content, as compared to the previous year.

Events in 2019 included awarding the *General Sir Arthur Currie Award* posthumously to Commander Charles "Chuck" Mawer at the Calgary Golf & Country Club in April. On June 6th, the new *Juno 75 VR tour* was launched at Spruce Meadows in Calgary. In late October, we were graciously hosted by the Shooting Edge for another *Scotch & Shoot* fundraiser, and then in recognition of Remembrance Day, we partnered with the Glenbow and screened *They Shall Not Grow Old* with guest speaker and the historical advisor of the film Andy Robertshaw. Many of the events for 2019 focused on the 75th anniversary of the D-Day landings and our commemorative Juno Beach virtual reality tour.

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 completion 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 2019, Valour Canada is looking forward to continued growth and expansion in 2020. A number of exciting programs 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
Board Chair
Valour Canada

President's Report: 2019 in Review

Valour Canada saw a very successful year in 2019 with a continued expansion of our programs to new parts of the country along with supporting the great work we have completed in Alberta.

2019 saw the further development of a new and innovative way to teach Canadian Military History through virtual reality. First shown publicly in October 2018, the new VR program fully immerses people into a geographic location, making a more real and interactive experience that will improve learning outcomes. On June 6, in commemoration of the 75th anniversary of the D-Day landings, our new Juno Beach virtual reality tour was launched at Spruce Meadows.

We held three other important events in 2019 which engaged our members and raised funds to sustain our programs. The *General Sir Arthur Currie Award* was awarded posthumously to Charles “Chuck” Mawer in April at the Calgary Golf & Country Club. We also hosted, in partnership with the Glenbow Museum, a November film screening with Andy Robertshaw who spoke about the production of *They Shall Not Grow Old*. James Cox and the Shooting Edge graciously supported Valour Canada through a *Scotch and Shoot* event in the Fall.

2019 also saw some staff changes with Valour Canada bidding farewell to Des Scott after a year of service, and an addition to the team, Rachel Vendsel, who will be a key component moving forward.

Overall, 2019 has set the stage for a large expansion of many of our programs in 2020. 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
President
Valour Canada

Personnel

Board of Directors

Executive Directors

Chair	Cdr (ret'd) Gordon Wong
Vice Chair	John Q. Adams
Treasurer	Steven Dunn
Secretary	LCol (ret'd) Richard Williams
Past Chair	Brad Pierce

Directors

Director	James Morton
Director	Scott Hanwell
Director	Major (Ret'd) Fiona G. McLean
Director	Dr. Glenn Wilkinson
Director	Jim Meitl
Director	Nick-Sealy Thompson
Director	Murray Harris

Departed Directors

Director	H/Col Rod Hoffmeister
Director	Dr. Greg Stone
Director	Teri McKinnon
Director	Kathryn Shaw

Valour Canada thanks the Directors for their contribution.

Staff

Valour Canada Office

President	Peter Boyle
Lead Educator	Aaron Curtis
Program Administration	Rachel Vendsel
Educator	Leanna Darling
Interns, Students	Sabrina Pennetta
	Caroline Meyer
	Beth Dizon

Valour Canada thanks the following departed staff for their contributions during 2019:
Des Scott (Admin Coordinator)

2019 Accomplishments

Web-Based Initiatives

- **Main Website (www.valourcanada.ca)**

In 2019 Valour Canada continued to add content to its main website. At year's end over 180 short, youth-accessible articles about our country's military history were available to readers online in our *Military History Library* – the library pages alone had over 10,000 pageviews over the course of the year, clear evidence that our informative content is in demand by Canadians. In addition, our *For Teachers* page was expanded by our developing and uploading new lesson plans that are connected to our *Monumental Canadian* documentary videos.

After working alongside Girl Guides of Canada (GGoC): Alberta Council (in 2018), we took our *Canadian Women of Valour* program, made some improvements, and launched it nation-wide in concert with the Girl Guides' national office in Toronto. Our GGoC pages had over 1,110 views, 42% from Alberta, 31% from Ontario, and 13% from British Columbia. We anticipate that as time passes the program will become more familiar to female leaders and youth across the country and that our 2020 GGoC numbers will grow.

Overall, ValourCanada.ca had over 21,000 visits, a more than four-fold increase over 2018 which means that Valour Canada is reaching a larger audience digitally across the country. 2019 was a huge success.

- **The Road to Vimy Ridge Website (www.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 2019, the site had over 7,000 visits from across the country with youth learning about this important part of Canada's military history.

- **Llandovery Castle (www.llandovery.valourcanada.ca)**

2019 was the third full year in operation for the *Llandovery Castle* bilingual website. In terms of online views, the Llandovery Castle site saw a significant decrease in numbers following 2018. We anticipate discontinuing the Llandovery Castle site in 2020.

Social Media Initiatives

- **Facebook** (www.facebook.com/militrivia)
Our top two 2019 posts, nearly a year apart were of the same story: 1998's Ice Storm. The New Year's Day post reached 12,636 people while generating 2353 reactions, while the post on Boxing Day generated a reach of 6,471 and 457 reactions.
- **Twitter** (www.twitter.com/valourcanada)
In 2019 we have increased our Twitter following by 11%. Our account has 893 followers despite only following 121 accounts. These numbers indicate an importance and tweet relevance that resonates with our followers.
- **YouTube** (www.youtube.com/user/canadianvalour)
In 2019, we added 3 videos highlighting Canadian military history.. Over the course of the year, we had 246,256 views which is nearly a five-fold increase over 2018. The huge increases over the 2018 numbers were primarily the result of 2 videos, D-Day: Clearing the Mines and Kapyong, that each carried their 2018 success into 2019. Perhaps most importantly we grew our subscribers from 64 to 526, a nearly nine-fold increase! In 2020, we anticipate high YouTube growth and we aim to reach 1,000 subscribers.
- **Instagram** (www.instagram.com/valourcanada)
2019 was our first full year using Instagram. By the end of 2019 we had grown our following to 404. Our most popular post (74 likes) was an image of the 1998 Ice Storm.

Summary

Our website and social media platforms have seen remarkable growth in 2019 with over 275,000 Canadians visiting our website or watching a documentary. These visits allow us to educate Canadians or inform them about Valour Canada events and developments. Overall, we are witnessing a significant growth in interest and in followers and expect to continue seeing growth in 2020. 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: 2019 in Review

Valour Canada's educational philosophy combines dynamic student engagement, academic rigour, 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.

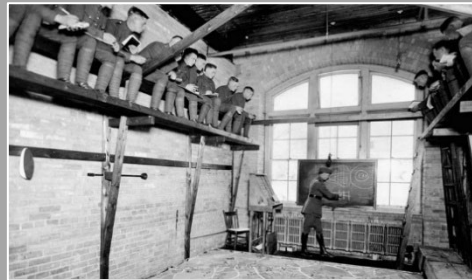
The Character of our Canadian Military History Program (In-Museum)

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. This presents students with memorable opportunities to explore the character traits noted above. The day-long, museum-based program consists of multiple 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.

2019 marked expansion of the program in Alberta (Calgary, Nanton, Edmonton, Cold Lake) and Ontario (Niagara Falls, Oshawa, Petawawa, North Bay), as well as the first presentations in Manitoba (Shilo and Winkler) and Nova Scotia (Halifax).

In 2019, our school program reached
1,087 students in four provinces!



Cooperation | Courage | Communication
Thoughtfulness | Responsibility | Resilience



Ship-to-Shore Program



Valour Canada was part of a partnership that began in the autumn of 2019 and includes the Calgary Board of Education, the Royal Canadian Navy, the Canadian Leaders at Sea Program, and the sailors of HMCS Calgary, this pilot program presents an opportunity for young elementary students to embark on an integrative learning experience that includes curricular outcomes in multiple subject areas.

Since the program will not finish until 2020, we are unable to include commentary on the program's success here, however, it is anticipated that the program will grow to other cities and ships in 2020-21.

Conventions and Conferences

In February 2019, we exhibited our Education Program at the **Calgary City Teachers' Convention**, in collaboration with education representatives from The Military Museums. The event allowed educators to explore pedagogy, connect with peers, discuss issues, participate in workshops, and travel new paths towards lifelong learning. Valour Canada promoted its product to thousands of Calgary-area education professionals.

We also attended the **Organization of Military Museums of Canada Conference** in Edmonton during late May. Peter completed a presentation of our Virtual Reality programming and Aaron presented a description and sampling of our CCMH program. The remainder of the conference was spent networking with like-minded organizations (and their representatives) and participating in discussions and workshops covering pertinent military history topics.

Peter and Aaron also made the same presentations on June 27th at the **International Police Museum Conference** in Calgary at Youthlink: Calgary Police Interpretive Centre.

Events

General Sir Arthur Currie Award

Commander Mawer (Calgary Golf & Country Club)

The General Sir Arthur Currie Award will be presented to the Mawer family in recognition of Commander Mawer's service to Canada, both while in uniform and during his civilian career. Aligned with the 75th anniversary of the Normandy invasion, Commander Mawer served in the Royal Canadian Navy aboard HMCS Haida during the invasion and earned a Distinguished Service Cross for actions against the German Navy in June of 1944.



The award gala is an evening of military pageantry, music, entertainment, and tribute to the brave men and women of the Canadians Forces.



Juno 75 VR Launch (Spruce Meadows)

On June 6th, Valour Canada hosted a launch party for our new Virtual Reality educational tool, Juno 75 VR. The event was held within CP Canada House at Spruce Meadows during the National Competition. The afternoon and evening were filled with food, show jumping, and enthusiasm at the launch of our new and commemorative virtual reality project.

Andy Robertshaw: They Shall Not Grow Old Screening (Glenbow Museum)

On November 9th, Valour Canada, and Royal Alberta United Services Institute hosted Mr. Andrew Robertshaw, historical adviser for They Shall Not Grow Old, at the Glenbow for a screening of the Peter Jackson film updated film from the First World War.



Scotch and Shoot



Valour Canada was pleased to partner with The Shooting Edge Calgary for a second “Scotch and Shoot” fundraising event on October 18th. 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.

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. This year we were assigned March 18th and 19th, 2019 at the Elbow River Casino as our casino fundraising. We had great volunteers take shifts making our event a smooth successful one!



Thank you to all our wonderful volunteers!

2020 Outlook

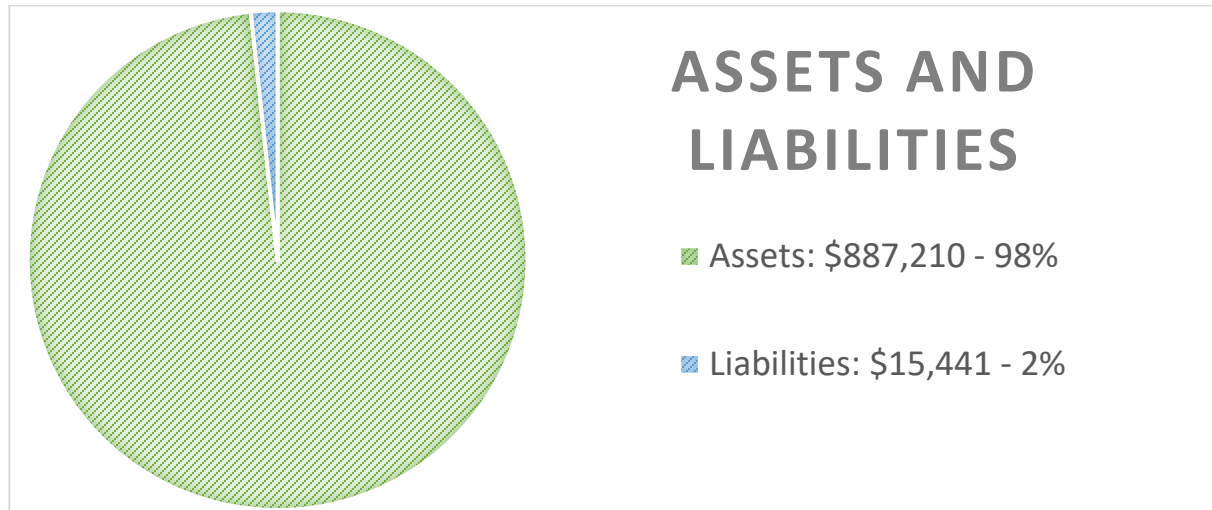
2020 promises to be a major year for Valour Canada. *The Character of our Canadian Military History* program is poised to run in military museums in new provinces along with expanding the program in Alberta and Ontario. The Juno 75 Virtual Reality project launched in June and it is anticipated that further modules relating to different aspects of Canadian military history will be developed in 2020.

Our online reach grew significantly in 2019 and is poised for another major boost in 2020 with additional ways to reach potential followers. This growing online support will allow Valour Canada to reach larger audiences to expand programs to new audiences across the country.

With the growing support of our sponsors and members, Valour Canada is preparing for a large number of events in 2020, including honouring a number of individuals and organizations who took part in fighting during the last year of the Second World War.

Valour Canada looks forward to seeing all of its sponsors and members in 2020.

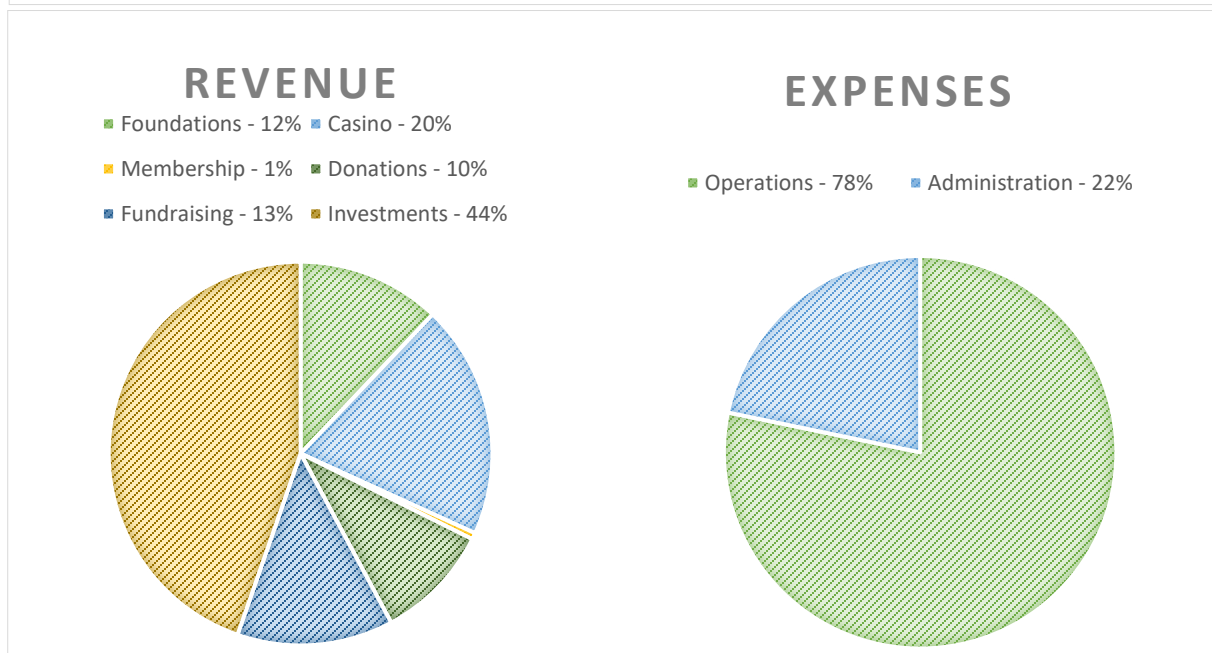
Financials - 2019



2019 REVENUE = \$354,983

2019 EXPENSES = \$443,418

NET LOSS = -\$88,435



**We would like to say THANK YOU to our donors, members, and corporate supporters,
which include:**

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Thank you all for your continued support.