

Valour Canada's 2020 ANNUAL REPORT



... with the conclusion of 2020, Valour Canada is looking forward to continued growth and expansion in 2021, particularly in terms of our online and digital presence.

Gordon Wong, Board Chair

2020 YEAR IN REVIEW: PRESIDENT'S REPORT

Valour Canada was quite impacted by the Covid-19 situation in 2020. While the provincial health measures restricted the ability to have in-person events, the move to online classes for students saw Valour Canada uniquely positioned to support teachers and students across the country. Our online programmes which have been expanding over the past years, saw unprecedented use in 2020.

2020 would see the cancellation of all “in-person” events throughout the year which included several fundraising events as well as all of our in-Museum programmes that had been expanding throughout the country in 2019. The cancellation of all of these events put significant financial strains on the organization despite the availability of some government subsidies.

With the arrival of Covid-19 in early 2020, Valour Canada focused its efforts toward online programming which saw significant increases in students accessing our website to view Virtual Tours, the Military History Library and Documentaries. The increased use of these educational tools peaked in May of 2020 for the Spring term and then saw a resurgence in the Fall term in November with over 20 000 views in each of those months.

A new partnership with Calgary’s Field of Crosses saw the linking of this important public programme to educational resources, new documentary videos and a new online tour which students can access. Our growing collaboration with Royal Roads University allowed for the sharing of 33 bilingual military history documentaries on our site. The continued growth of our Military History Library allowed for new and unique stories of Canada’s rich military history and heritage to be told.

Overall, 2020 was a challenging year that saw continued expansion of our programmes across the country. I would like to 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.

- Peter Boyle, *President of Valour Canada*

BOARD OF DIRECTORS & STAFF

Board of Directors

Chair	Gordon Wong	Director	Fiona G. McLean	Director	James Morton
Vice Chair	John Q. Adams	Director	James Cox	Director	Scott Hanwell
Treasurer	Steven Dunn	Director	Dan Reinbold	Director	Jim Meitl
Secretary	Richard Williams	Director	Glenn Wilkinson	Director	Robert Neufeld
Past Chair	Brad Pierce	Director	Max Kilian		

Valour Canada thanks the following departed Directors for their contributions in 2020:

Nick Sealy-Thompson (Director) & Murray Harris (Director)

Staff

President	Peter Boyle	Program Administrator	Rachel Vendsel	Business Development - Toronto	Richard Ferris
Lead Educator	Aaron Curtis	Fund Development Assistant	Jordan Watson	VR Assistant	Caroline Meyer

Valour Canada thanks the following departed staff for their contributions in 2020:

Elizabeth Dizon (Social Media Assistant) & Sabrina Pennetta (Education Assistant)

2020 ACCOMPLISHMENTS

Web-Based Initiatives

Our website and social media platforms have seen remarkable growth in 2020. 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 2021.

- **Valour Canada Website (www.valourcanada.ca):**

Valour Canada continued to add content to its main website throughout 2020. At year's end over 200 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 15,000 pageviews over the course of the year, clear evidence that our informative content is in demand by Canadians. In addition, several pages were updated, and new content added to our virtual tours, education and video documentary pages.

Overall, ValourCanada.ca had over 40,000 visits, a significant increase over previous years.

- **The Road to Vimy Ridge Website (www.vimyridge.valourcanada.ca)**

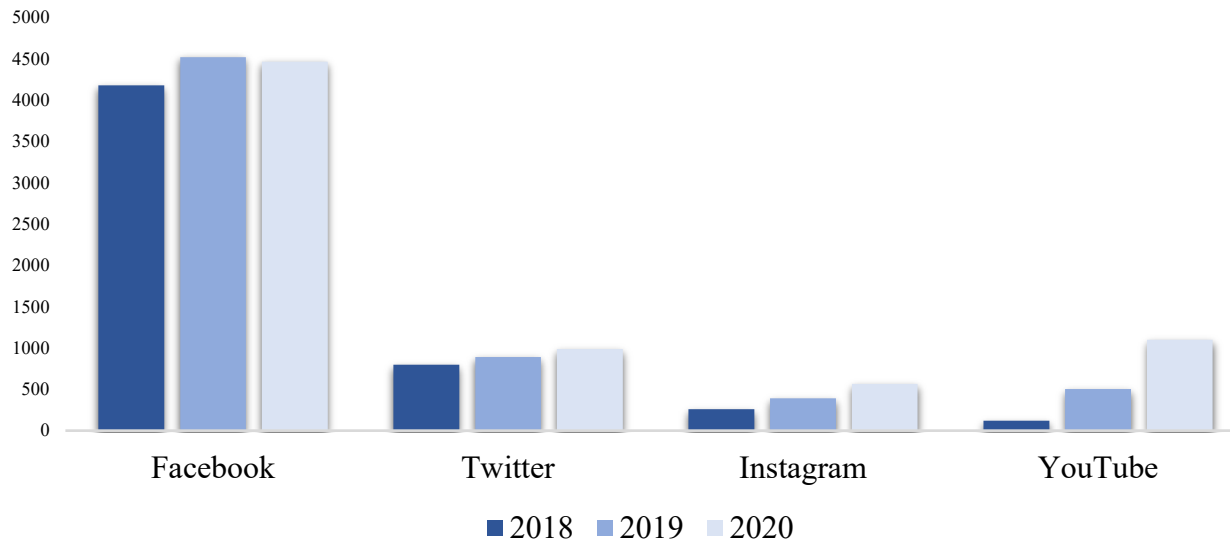
This comprehensive webpage takes the user on an exploration of Canada's experience in the First World War with a specific focus on the Canadian success at Vimy Ridge. This project was carried out in 2017 in partnership with Royal Roads University and EF Educational Tours. In 2020, the site had over 5,000 visits from across the country with youth learning about this important part of Canada's military history.

2020 ACCOMPLISHMENTS

Social Media

Valour Canada currently has a comprehensive social media platform including [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#) that continued to grow in 2020. One of the most exciting changes was the growth of our YouTube channel – at the end of 2020 we had doubled our subscribers.

Social Media Growth: Number of Followers
2018 to 2020



2020 ACCOMPLISHMENTS

Education Program

Valour Canada's educational philosophy combines dynamic student engagement, academic rigor, 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. The day-long, museum-based program consists of multiple modules through which students will progress sequentially, as well as an artifact handling session. Youth are presented with memorable opportunities to explore character traits that promote positive citizenship (communication, cooperation, courage, resilience, responsibility, thoughtfulness). Debriefing and individual reflection are both cornerstones of the design.

Valour Canada was in Manitoba making presentations at the MacGregor and Minto Armouries in Winnipeg, as well as at Garden Valley Collegiate in Winkler, when the pandemic struck. The CCMH program was delivered to 151 cadets and high school students, but from that point forward the program was put on hold for the remainder of 2020 due to covid concerns. As a result, 10 days scheduled for spring presentations had to be cancelled and we did not run any in-person programming in the autumn.

- **Expansion of online education content**

In response to the cancellations caused by Covid, Valour Canada aimed to expand its repertoire of educational materials to assist educators and students. Downloadable pdfs were developed and made available on valourcanada.ca, including:

- 28 question sets, paired with popular Valour Canada library articles, that use Bloom's Taxonomy to facilitate deeper-level thinking,
- 2 Remembrance Day packages (How to plan a Remembrance Day event for your school; Remembrance Day activities for classrooms), and
- 1 Canadian Foreign Policy package (two parts)

The Remembrance Day packages were downloaded almost 300 times during November alone.

2020 ACCOMPLISHMENTS

Education Program continued

- **Girl Guides' Women of Valour Program – launch of National Program**

Following the successful launch of the program to Guides in YK, NWT, and AB, (alongside the Alberta Council in 2019), Valour Canada partnered with The Girl Guides' National Council to take the program nationwide.

Over the course of 2020, Girl Guide programming was accessed over 1,500 times, approximately 500 of which were direct downloads of pdfs that contain newly created Women of Valour content.

- **Ship-to-Shore Program launched**

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.

2020 marked the culmination of the inaugural Ship-to-Shore program, presented to 3 elementary school classes in Calgary.

- **Valour Canada History & Heritage Scholarship launched**

The aim of Valour Canada's History and Heritage Scholarship (VCHHS) is to support Canadian senior high school students in their post-secondary educational pursuits in an engaging, thought-provoking, and memorable manner.

The first-place winner, G.E. Small (Barrie, ON), created the best essay and video response to the question provided and was awarded a \$1,500 scholarship to be put towards her post-secondary education. The runner-up, Sophia Andia (Ottawa, ON), received a \$750 scholarship. Four other students were awarded \$200 each for their submission of an exceptional video.

- **Conventions and Conferences**

Due to provincial health restrictions, Valour Canada did not attend any conventions or conferences in 2020.

2020 ACCOMPLISHMENTS

Events

Annual Valour Canada Events:

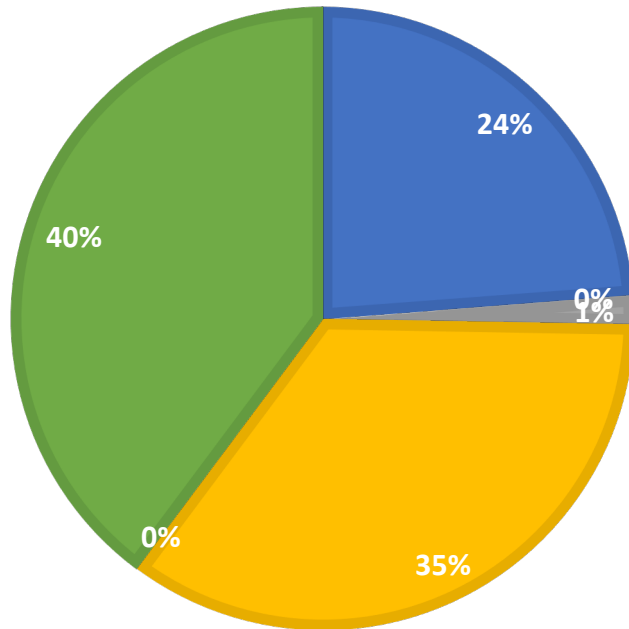
- General Sir Arthur Currie Award
- Scotch and Shoot
- AGLC Casino
- Vimy Ridge: Speaker Event

Due to provincial health restrictions, all in-person events were postponed in 2020. We look forward to resuming events as soon as provincial health measures allow.

2020 FINANCIALS

REVENUE

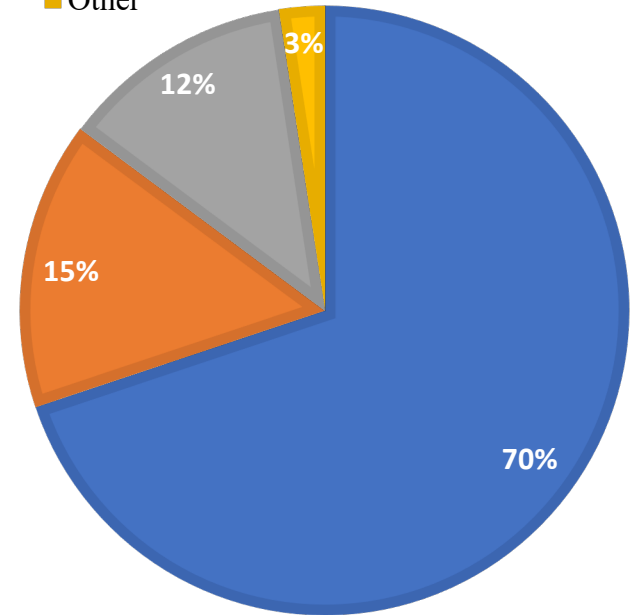
- Foundations
- Casino
- Memberships
- Donations
- Fundraising
- Investments



2020 REVENUE = \$ 264,408

EXPENSES

- Education - Administration and Salaries
- Fundraising
- Administration
- Other



2020 EXPENSES = \$ 451,000

2020 NET LOSS = -\$185,000

2021 OUTLOOK

Outlook

Despite the challenges that 2020 presented, Valour Canada had a remarkable year of growth for our online resources, education tools and virtual tour libraries. We anticipate that with the return of fundraising events, we will see continued growth and an increase in revenue in 2021.

We would like to say THANK YOU to our volunteers, donors, members, and corporate sponsors for your continued support. We look forward to new opportunities and partnerships in 2021!