

Valour Canada's 2021 ANNUAL REPORT



... with the conclusion of 2021, Valour Canada is looking forward to continued growth and expansion in 2022, particularly in terms of our online and digital presence.

Gordon Wong, Past Chair

2021 YEAR IN REVIEW: PRESIDENT'S REPORT

2021 was a year of growth for Valour Canada. While provincial health measures continued to restrict the ability to have in-person events, the focus on online learning saw Valour Canada uniquely positioned to support teachers and students across the country. The use of our online educational tools, websites and virtual tours increased steadily over the year.

With the help of our Board of Directors, staff, and volunteers, we were able to host several events in 2021, including the 10 new online speaker events and 2 online pub quiz nights. Most of these events were offered at no cost and saw just over 2000 individuals attending. Finally, after nearly two years, our in-museum program was able to resume in November 2021 with 95 students attending over four days.

Our continued partnership with Calgary's Field of Crosses saw the linking of this important public program to Valour Canada's educational resources, documentary videos and online tours. Our ongoing relationship with Andy Robertshaw saw the development of several new, engaging videos and 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, 2021 was a year of progress that saw continued expansion of our programs. I would like to thank the Board, the staff, and the members for their outstanding support to our goal of connecting Canadians with their military history and heritage. I would also like to thank Peter Boyle, our President (2016 to early 2022), for his leadership throughout this time and wish him the best of luck in his future endeavours.

- John Q. Adams, *President of Valour Canada*

BOARD OF DIRECTORS & STAFF

Board of Directors

Chair	Steve Dunn (Interim)	Past Chair	Brad Pierce	Director	Jim Meitl
Vice Chair	Steve Dunn	Director	James Cox	Director	Scott Hanwell
Treasurer	Robert Neufeld	Director	James Morton	Director	Fiona G. McLean
Secretary	Dan Reinbold	Director	Glenn Wilkinson		

Valour Canada thanks the following departed Directors for their contributions in 2021:

Rick Williams & Max Kilian

*We would like to extend a special thank you to **Rick Williams** for 30 years of service on the Board of Directors. Thank you, Rick!*

Staff

President	John Q. Adams	Program Administrator	Rachel Vendsel	Business Development - Toronto	Richard Ferris
Lead Educator	Aaron Curtis	VR Assistant	Caroline Meyer	Education Assistant	Laora Fonderflick

Valour Canada thanks the following departed staff for their contributions in 2021:

Jordan Watson (Fund Development Assistant) & Peter Boyle (President)

2021 ACCOMPLISHMENTS

Web-Based Initiatives

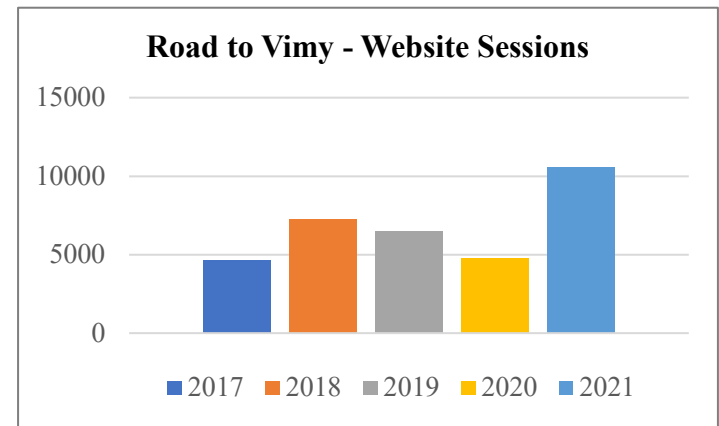
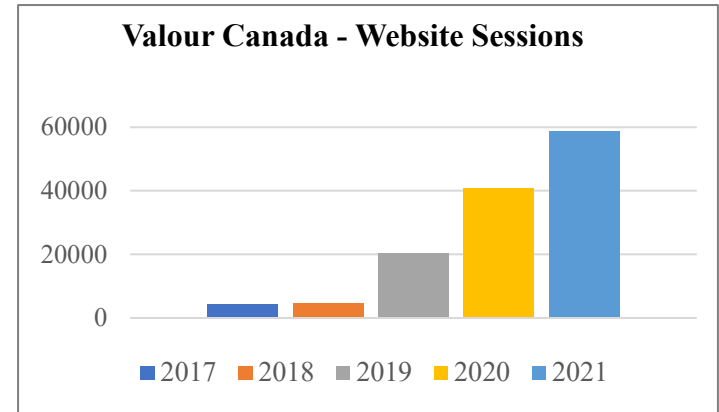
Our website and social media platforms have seen continued growth in 2021. These digital properties allow us to educate Canadians nationwide about our country's military history and heritage.

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

Valour Canada continued to add content to its main website throughout 2021. At year's end over 220 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 71,000 pageviews over the course of the year, clear evidence that our informative content is in demand by Canadians. Overall, ValourCanada.ca had over 108,000 pageviews, 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. In 2021, we had over 17,000 pageviews from across the country with youth learning about this important part of Canada's military history.

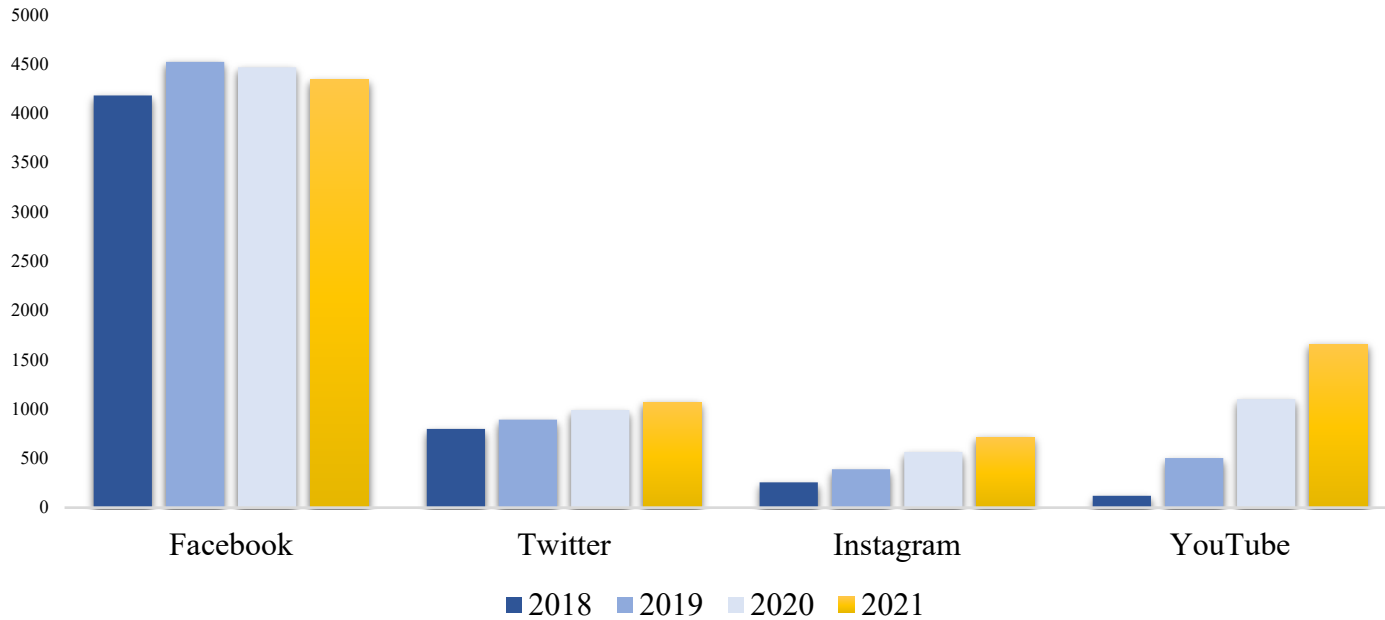


2021 ACCOMPLISHMENTS

Social Media

Valour Canada currently has a comprehensive social media platform including [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#) that continued to grow in 2021. Most notably, our total YouTube subscribers tripled in the last two years.

Social Media Growth: Number of Followers
2018 to 2021



2021 ACCOMPLISHMENTS

Education Program

Valour Canada's educational philosophy combines dynamic student engagement, academic rigor, innovative teaching practices, and effective learning strategies, to connect curricular goals with our military heritage and Canadian 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 partnerships, events, and on-going support for our educational efforts while collaborating with various stakeholders.

- **The Character of Canadian Military History Program (CCMH, Museum Program)**

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 program consists of an artifact handling session alongside multiple military history modules through which students will progress sequentially. Youth are presented with memorable opportunities to explore and develop character traits that promote positive citizenship (communication, cooperation, courage, resilience, responsibility, thoughtfulness). Debriefing and individual reflection are cornerstones of the design.

After a pandemic-prompted pause of presentations, Valour Canada restarted the CCMH program in the autumn of 2021, delivering to 95 students at Calgary's The Military Museums over the course of 4 days. Social distancing requirements ensured that the attending groups were small; the students were very receptive to the stories of military history and were engaged by the cooperative learning activities.

- **Online education content: Expansion and Interest**

Valour Canada continued to expand its repertoire of educational materials to assist educators and students. Additions in 2021 included:

- Three virtual tours (Banff Internment Camp Museum, the King's Own Calgary Regimental History Tour, and Juno Beach v.2).
- Eleven Trench Warfare vignettes, all hosted by Andy Robertshaw, with each having its own activity that helps students develop their deeper-level thinking skills (using Bloom's Taxonomy).
- Nearly twenty-five other videos were added to our YouTube channel, including four Field of Crosses vignettes (Ian Bazalgette, Albert Mountain Horse, Charles Dawson, Russell Boyle), nine from the VCHHS scholarship contest, and four from the Royal Roads University series.
- Educational resource downloads from Valour Canada's website more than doubled (from approximately 2,000 to 4,000) led by Remembrance Day resources (over 500 downloads), scholarship resources (over 200), and a multitude of other lesson plans, each ranging from 50-100 downloads each.

2021 ACCOMPLISHMENTS

Education Program continued...

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

Valour Canada and the Girl Guides began a partnership in 2019 that started with a focus in western Canada and grew to a nationwide program in 2020. The Women of Valour program presents an opportunity for Canadian girls and young women to learn about military history while developing practical and leadership skills.

During 2021, the Girl Guides' Women of Valour National Program was accessed over 1,500 times, approximately 375 of which were direct downloads of PDF files that contain newly created Women of Valour educational resources.

- **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 program presents an opportunity for elementary school students to embark on an integrative learning experience that includes curricular outcomes in multiple subject areas.

2021 marked the culmination of the second iteration of the Ship-to-Shore program which was experienced by three elementary school classes in Calgary.

- **Valour Canada History & Heritage Scholarship**

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

The [first-place winner](#), Katie Roy (Vancouver, BC), 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, Jonathan Babcock (Seeley's Bay, ON), received a \$750 scholarship. Four other students were awarded \$200 each for their submission of an exceptional video.

- **Conventions and Conferences**

Due to Covid, Valour Canada did not attend any conventions or conferences in 2021.

2021 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 2021. We look forward to resuming events as soon as provincial health measures allow.*

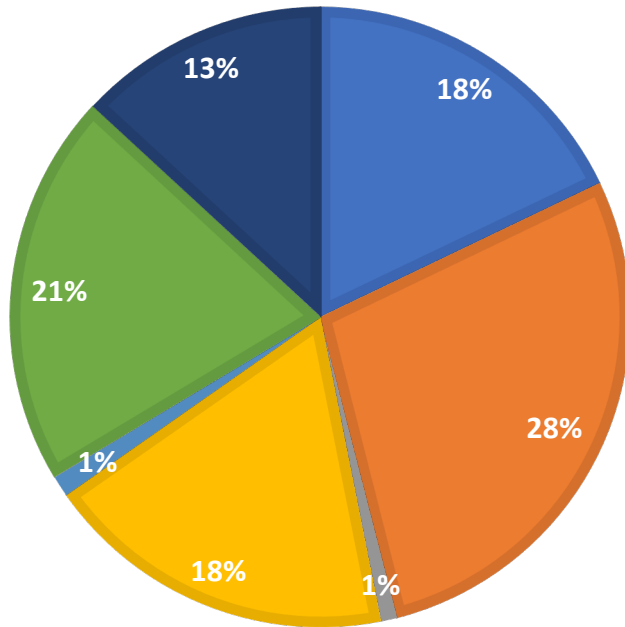
2021 Online Events:

- Online Military Quiz Night (March) - 36 attendees
- Battle of Vimy Ridge Speaker Event (April) – 156 attendees
- Virtual Pub Quiz and Beer Tasting with Tailgunner Brewery (May) – 73 attendees
- Juno Beach: An Online Historical Tour (June) – 85 attendees
- AGLC Casino Fundraiser at Elbow River Casino (June) – Over \$75,000 raised
- Guided Online Historical Tour of Juno Beach (November) – 1181 attendees

2021 FINANCIALS

REVENUE

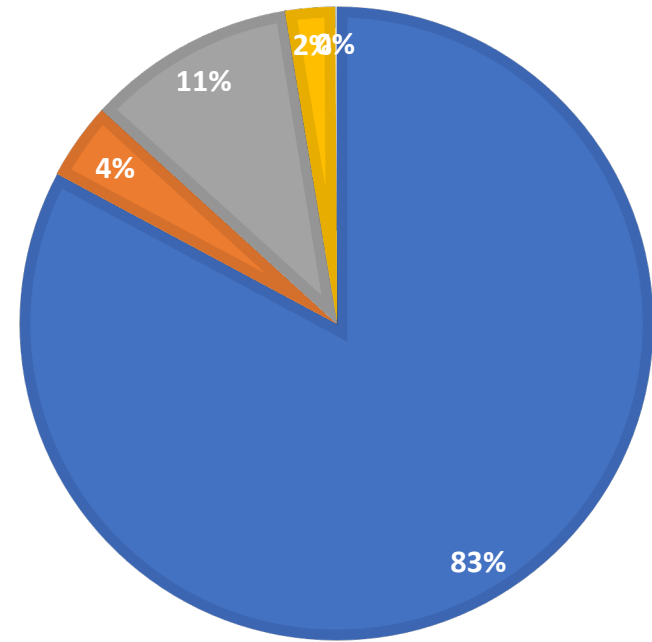
- Foundations
- Memberships
- Fundraising
- Grants
- Casino
- Donations
- Investments



2021 REVENUE = \$ 231,505

EXPENSES

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



2021 EXPENSES = \$ 399,854

2021 NET LOSS = -\$112,859

2022 OUTLOOK

Outlook

Despite the challenges that 2021 presented, Valour Canada had a remarkable year of growth for our online resources, education tools, virtual events and virtual tour libraries. We anticipate that we will see continued growth and an increase in revenue in 2022.

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 2022!