

Valour Canada's 2022 ANNUAL REPORT



With the pandemic waning and the world re-opening throughout 2022, it still proved to be quite challenging for Valour Canada, however, we focused on our mission to educate youth about our Canadian military history AND with new vigour and clear aim on education, creating awareness, and funding.

2022 YEAR IN REVIEW - PRESIDENT'S REPORT

2022 continued to be a challenging year for Valour Canada as the waning pandemic allowed for in-person meetings and events to slowly open-up to the public at large, increasing awareness and funding for the organization, which we had not seen in the past couple of years.

As a not-for-profit dependant on funding, we were not alone in that challenge, however, we were also not usually at the top of the list for Canadians looking to donate their money so were even more challenged throughout 2022!

During the year, we experienced a change in leadership, as Peter Boyle resigned, and John took over in May 2022. We also started to transition Rachel from her Administration role to her new career outside Valour and considered moving the bookkeeping duties to a new person.

A Board Retreat was held in October, where we were able to meet in-person and re-focus on our mission and clarify the scope so that we were laser-focused moving forward.

Our mission is to educate primarily youth about our Canadian military history, peacekeeping, and service. We do this to encourage increased knowledge, critical thinking, and appreciation of our Canadian citizenship.

Our vision is to provide that education to youth, typically students aged 12-18 in grades 7-12, cadets, scouts and girl guides, throughout Alberta and eventually throughout Canada.

Q4 saw the largest number of youth run through our educational programming along with increased awareness through our social media platforms.

Cont'd: 2022 YEAR IN REVIEW - PRESIDENT'S REPORT

We continue to work closely with the team at Field of Crosses, The Military Museums and TMM Foundation.

And we launched another 12 short videos from Andy Robertshaw on WW2 Canadian battlefield stories.

We also looked at ways to be more effective, efficient, and to reduce or cut expenses throughout the organization.

Funding efforts began in earnest which will produce results and create momentum moving into the upcoming year.

2022 was not an easy year however we are positioned to do well in 2023 and beyond.

A big thank you to the staff at Valour for all of your contributions, to the Board of Directors who support our efforts, and to the members and corporate sponsors that provide funding to ensure our success!

BOARD OF DIRECTORS & STAFF

Board of Directors:

Chair Glenn Wilkinson

Vice Chair Dan Reinbold

Director JR Cox

Secretary Jim Meitl (Interim)

Treasurer Robert Neufeld

Director James Morton

Director Brad Pierce

*We would like to extend a special thank you to **Gordon Wong** for 13 years of service , **Steve Dunn** for 7 years of service , **Fiona McLean** for 5 years of service and **Scott Hanwell** for 4 years of service on the Board of Directors. Thank you!*

Staff:

President John Q. Adams

Office Coordinator Lisa Cai

Lead Educator Aaron Curtis

Bookkeeper Louise Lucrezi

Education Program Assistant Caroline Meyer

Valour Canada thanks the following departed staff for their contributions in 2022:

Peter Boyle (President), Rachel Vendsel (Program Administrator), Phyllis Lizacich (Bookkeeper) and Richard Ferris (Business Development - Toronto)

2022 ACCOMPLISHMENTS

Web-Based Initiatives

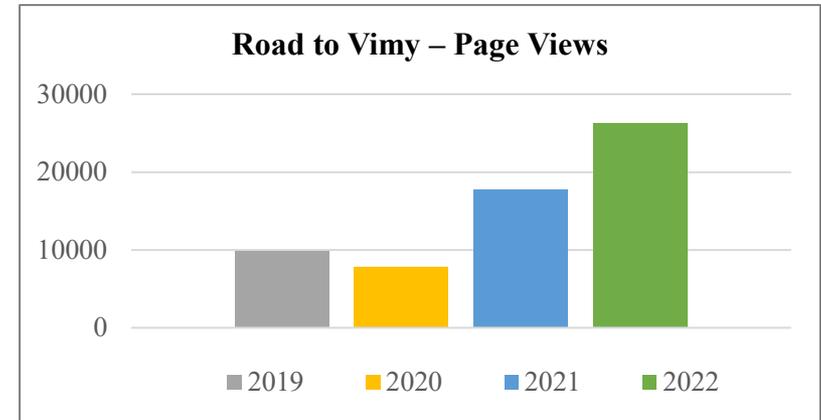
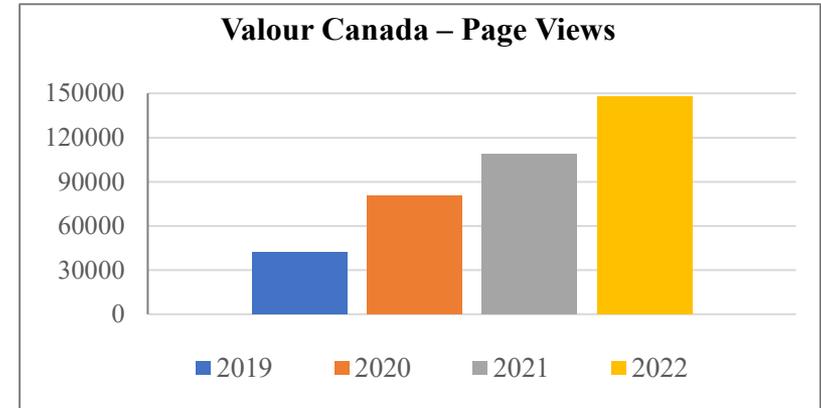
Our website and social media platforms have seen continued growth in 2022. These digital properties allow us to educate Canadians nationwide about our country's military history and heritage.

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

Valour Canada continued to add content to its main website throughout 2022. At year's end over 225 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 110,000 pageviews over the course of the year (a 57% increase over 2021), clear evidence that our informative content is in demand by Canadians. Overall, ValourCanada.ca had almost 150,000 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 2022, we had over 26,000 pageviews from across the country with youth learning about this important part of Canada's military history (This was a 53% increase over 2021).

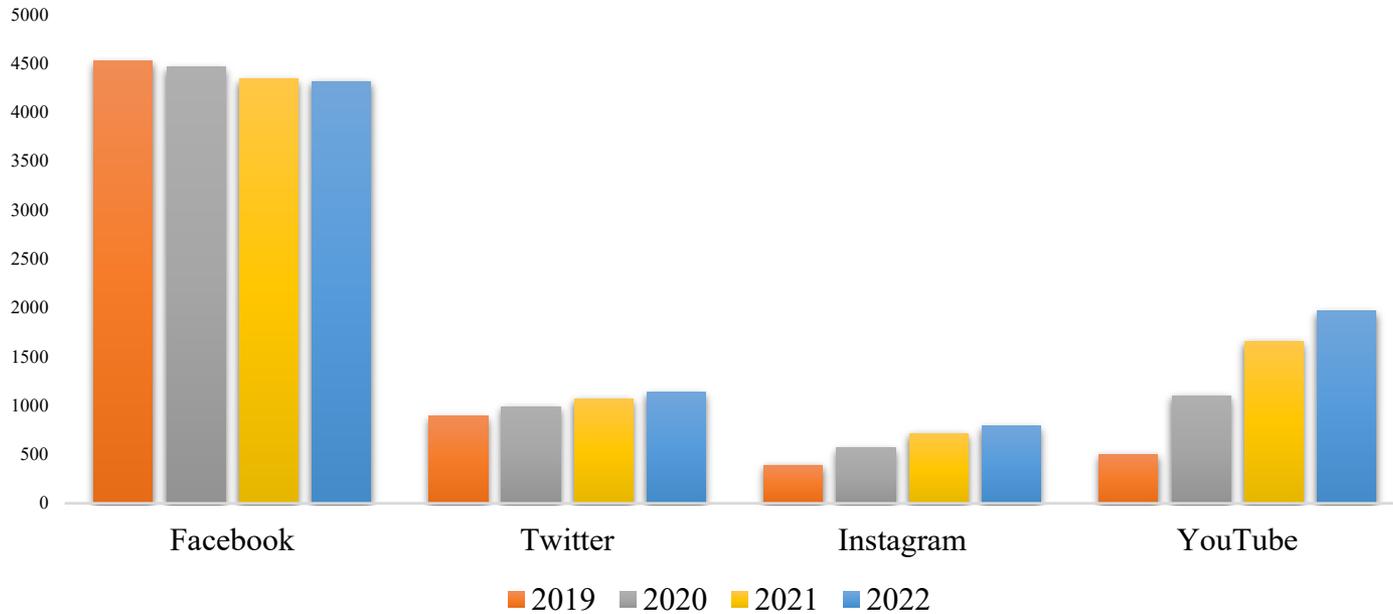


Cont'd: 2022 ACCOMPLISHMENTS

Social Media

Valour Canada currently has a comprehensive social media platform including [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#) that continued to grow in 2022, especially YouTube and Instagram. [LinkedIn](#) has been added to our platform and grew throughout the last half of 2022.

Social Media Growth: Number of Followers
2019 to 2022



Cont'd: 2022 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 (95 students over 4 days). As Canadians began to be more comfortable in a post-pandemic work, Valour Canada cycled up its programming and presented to 220 students in March and April of 2022. Come autumn, many teachers expressed interest in our program, so much so that we set a new high-water mark by delivering to 884 students in Alberta and Ontario! This was our best semester ever! We will aim to improve upon this in the spring semester of 2023.

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

Valour Canada continued to expand its repertoire of educational materials to assist educators and students. Additions in 2022 included:

- Two virtual tours (The Naval Museum of Alberta virtual tour, Mission Afghanistan exhibit).
- Twenty-five vignettes, all hosted by Andy Robertshaw, were added to our YouTube channel. Topics include Canada's WW1 Battlefields and Canada's WW2 Battlefields.
- Also added to our YouTube channel were eight videos of our CCMH programming and six from the VCHHS scholarship contest.
- Educational resource downloads from Valour Canada's website increased from approximately 4,070 to 5,920 led by Remembrance Day resources, scholarship resources, and a multitude of other lesson plans.

Cont'd: 2022 ACCOMPLISHMENTS

Cont'd: Education Program

- **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.

Valour Canada made 5 in-person educational presentations to Girl Guide groups in the Calgary area in the autumn – 67 Guides learned about Canadian military history.

In terms of Guide-specific online traffic during 2022, the Girl Guides' Women of Valour National Program was accessed almost 1,500 times, approximately 350 of which were direct downloads of Women of Valour educational resources.

- **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, Iqra Jamil (Calgary, AB), 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, Minnie Deng (Guelph, ON), received a \$750 scholarship. Four other students were awarded \$200 each for their submission of an exceptional video.

- **Conventions and Conferences**

Valour Canada attended the Alberta Social Studies Teachers' Conference in Banff during October. Many new connections were made and new contacts were added to our educator list. Valour Canada intends to participate in an increasing number of teachers' conferences in 2023.

Cont'd: 2022 ACCOMPLISHMENTS

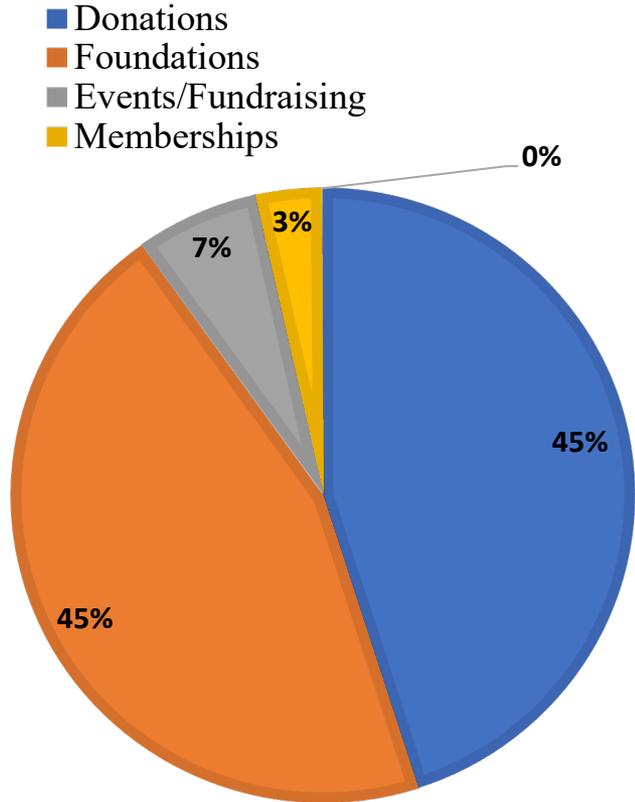
Events 2022

- Militaria Show (June)
- Board Retreat (October)
- Remembrance Day Presentation – Horton Road Legion (November) – several hundred attended the service
- Coffee at the Crosses (November) – 12 member attendees
- Four “Lunch & Learn” events (November) – 75 attendees
- *General Sir Arthur Currie Award**
- *Scotch and Shoot**
- *Speaker Series Events**

**As provincial health restrictions were gradually lifted, some but not all annual in-person events were postponed in 2022.*

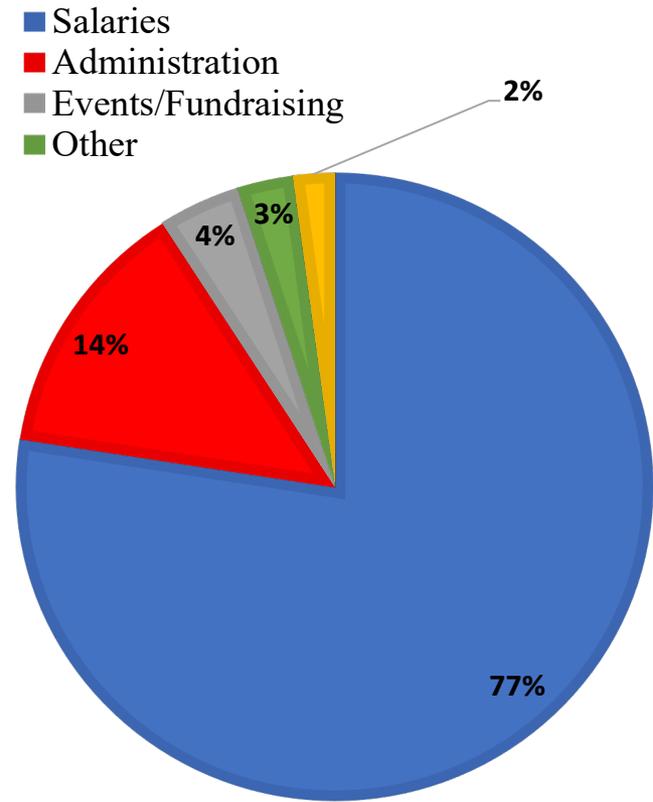
2022 FINANCIALS

REVENUE



2022 REVENUE = \$ 105,761

EXPENSES



2022 EXPENSES = \$ 384,991

2022 NET LOSS* = -\$ 343,076

**includes unrealized loss of \$63,847*

2023 OUTLOOK - PRESIDENT'S REPORT

- Focus
 - Education
 - Creating Awareness
 - Revenue Generation/Funding
 - Administration (efficient/effective/P&G)
- New Team
 - Lead Educator (Aaron)
 - Office Administrator (Lisa)
 - Bookkeeper (Louise)
 - Student (Caroline)
- Board
 - Retirement of Gord and Steve
 - Addition of Vicki
 - Recruitment required to build bench strength
- Volunteers
 - Recruitment required to support our efforts and events
- Finances
 - Valour Bank Account \$ 82,265
 - Casino Account \$102,300
 - Mawer Account \$587,534
 - Valour Fund \$ 29,536 deposited for 2023
 - Calow Fund \$ 29,025 deposited for 2023

Cont'd: 2023 OUTLOOK - PRESIDENT'S REPORT

- Events
 - Teacher Conventions x 4
 - Casino March 14-15
 - \$79,500+-
 - Easter Arms Show April 7-8
 - GSAC Award Dinner April 17
 - \$43,000+-
 - Lunch & Learns throughout the year
 - Speaker Series sponsored by Plains Midstream June 6
 - \$7,200+-
 - Scotch & Shoot TBD Sept/Oct
 - Remembrance (12-days of classes already booked)
 - Trivia Night TBD
- Business Development
 - Individual Donations/Corporate Sponsorships/President's Circle
 - Royal Canadian Legions/other like-minded partners
- Grants
 - Young Canada Works/Canada Summer Jobs
 - Train-the-Trainer Program
- Membership
 - 250+
- Communications
 - Bi-weekly updates to the Board
 - Monthly newsletter to members and subscribers

Outlook

With the conclusion of 2022 and the provincial health restrictions being fully lifted, we are looking forward to providing more in-person education programming and events in 2023 (as we have demonstrated in the first half of the year). Continuing to focus on educating youth about Canadian military history, raising public awareness of Valour's mission, and fundraising, we anticipate that Valour Canada will continue to grow in 2023 and beyond.

We would like to say THANK YOU to our members, donors, volunteers, and corporate sponsors for your continued support. We look forward to new opportunities and partnerships in 2023!

John Q. Adams, *President of Valour Canada*