

Valour Canada's



2023 ANNUAL REPORT

2023 was a great year for Valour Canada! We overcame pandemic challenges and established three guiding themes - education, awareness, and funding. Our finances were well-managed and expenses were reduced where possible.

With a focus on efficiency and effectiveness, our team is more dedicated than ever to educating youth about Canadian military history, peacekeeping, and service.



Act of Reconciliation

Mike Mountain Horse

1888 - 1964



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We would like to extend a special thank you to James Morton for 8 years of service and James (J. R.) Cox for 4 years of service on the Board of Directors. Thank you!



STAFF

John Q Adams

President

Aaron Curtis

Lead Educator

Lisa Cai

Office Coordinator

Louise Lucrezi

Bookkeeper

Caroline Meyer

VR Support

Duncan Swedlo

Educational Resources Assistant

Gian Escabillas

Educational Resources Assistant

We would like to thank Caroline Meyer for her contribution from 2019 to 2024, and Duncan Swedlo for his contribution in 2023.



2023 FINANCIALS

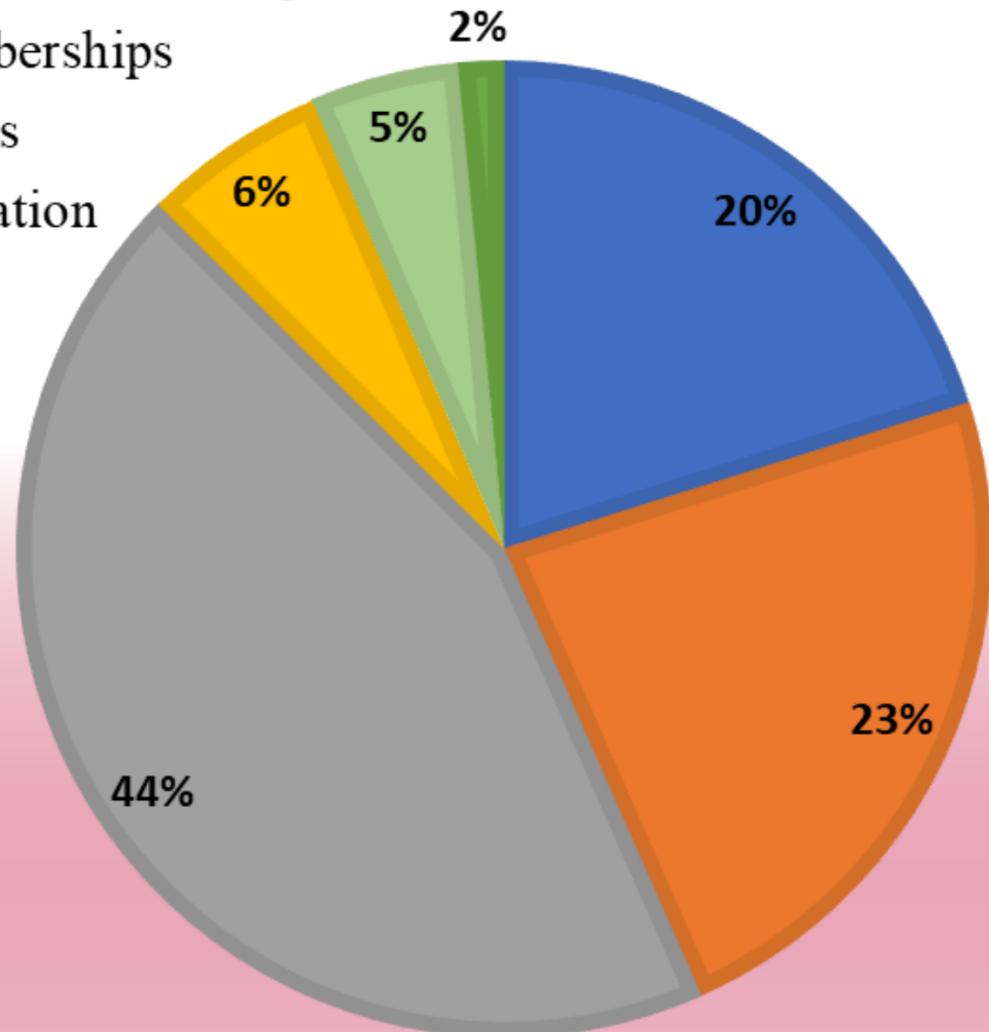
2023 REVENUE = \$ 370,162

2023 EXPENSES = \$ 455,181

2023 NET LOSS* = - \$ 73,988

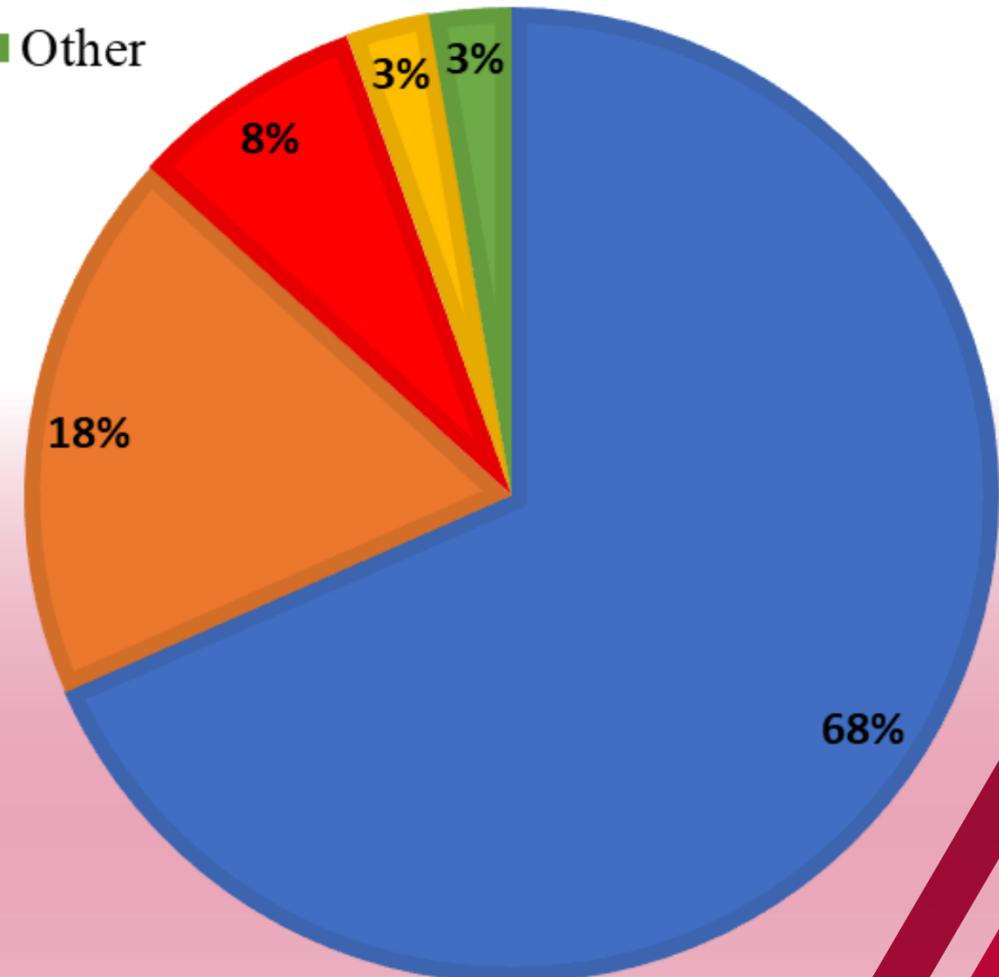
- Donations
- Foundations
- Events/Fundraising
- Memberships
- Grants
- Education

Revenue



- Salaries
- Events/Fundraising
- Administration
- Education
- Other

Expenses



2023 YEAR IN REVIEW - PRESIDENT'S REPORT



In 2023, Valour Canada had a successful year, overcoming the obstacles presented by the pandemic and getting ourselves focused on our mission.



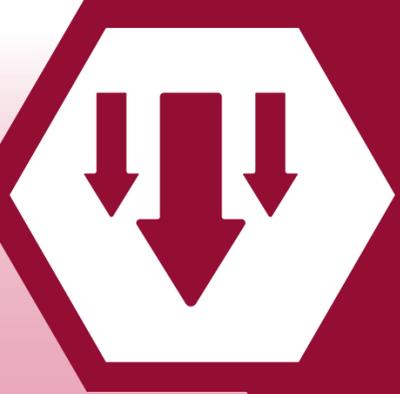
We established three core themes to guide us:

- Focus on education
- Create awareness
- Generate revenue and funding



We have our finances under control

- Beat \$88k budgeted loss
- \$74k actual versus the previous year actuals of \$343k



We reduced costs and expenses

- Established focus on efficiency and effectiveness as core values
- Prioritized youth education
- Allocated resources to the core mission



We improved human resources

- Louise, our new Bookkeeper, streamlined financial reporting
- Lisa, Office Administrator, implemented new back-office processes
- Aaron, Lead Educator, shifted duties and focused on our mission

Cont'd: 2023 YEAR IN REVIEW PRESIDENT'S REPORT



Our focused on our mission kept us moving forward to educate more youth about our Canadian military history, peacekeeping, and service.



We spoke to over 3,800 young Canadians during the year

- Students
- Guides
- Scouts
- Cadets



We collaborated with Field of Crosses

Our collaboration efforts connected Valour and Field of Crosses together with a newly launched Hot Chocolate at the Crosses education program during Remembrance in November, and almost 1,100 youth participated in the program

- Field of Crosses and stories of the fallen told by volunteers
- Artifact handling tent supported by veterans and their own artifacts
- Vimy lesson at the Calgary Curling Club taught by Aaron

Cont'd: 2023 YEAR IN REVIEW PRESIDENT'S REPORT

In the year 2023, a series of impactful events and promotional initiatives unfolded. Our efforts centered around hosting revenue-generating and participating in promotional events.



Fundraising

- Speaker Series sponsored by Plains Midstream with a 3-year \$15k commitment
- General Sir Arthur Currie Award Dinner
- Scotch & Shoot
- Casino Fundraiser (\$80k, March)



Awareness Creation

- Easter Arms Show (April)
- Teachers' Conventions
- Corporate "Lunch & Learn"
- Legions events
- "President's Circle", co-chaired by Brad Pierce and Phyllis Konrad



Other

- Active members increased to 300
- Promotional items for sale: ball caps and t-shirts
- Monthly newsletters distributed to Members and Subscribers featuring more pictures and stories about our activities

2024 OUTLOOK - PRESIDENT'S REPORT

In 2024, our mission continues as we expand beyond Calgary to include Edmonton, Cold Lake, and Grande Prairie.

- Education: 1,100 – 3,800 – 5,000 – 8,000! Aaron keeps getting in-front of more youth quarter over quarter over quarter!
- More collaboration:
 - TMM and TMMF: Use of their space, classrooms, and joint efforts at teacher conventions
 - Field of Crosses: more dates for students under the “Hot Chocolate at the Crosses” program as we expand our efforts to satisfy the demand by teachers
 - “Ship-to-Shore” with new schools, e.g. North Point School
 - Calgary Catholic School District: online presentation to 700+- students
 - Spruce Meadows “North American” (July 2024)
 - Royal Canadian Legion Track and Field Championship: Canadian Youth Track Championships in Calgary (August 9 to 11)
 - Alberta Teachers' Association Social Studies Teachers' Conference (Banff, fall 2024)
 - CCVO Conference: attended with Mark Illing and sponsored by Suncor
 - Batoche Tour: Parks Canada, Gabriel Dumont Institute, Métis Nation Saskatchewan

2025 OUTLOOK - PRESIDENT'S REPORT

Looking forward into 2025, we are optimistic about:

- Expanding our reach among the youth demographic (demand)
- Engaging additional educators to enhance the delivery of our programs (supply)
- Securing additional funding to support these initiatives (funding)

We extend our gratitude to our members, donors, volunteers, and corporate sponsors for their unwavering support. We look forward to new opportunities and partnerships in 2024, 2025 and beyond!

Sincerely,
John Q Adams
President of Valour Canada

2023 EDUCATION REPORT

Valour Canada's pedagogical approach combines experiential, curriculum-based, group learning opportunities that are designed to foster a deeper understanding of who Canadians are as a nation and who we might become as individuals. Our programming has been developed in collaboration with various teachers, schools, school boards, and other stakeholders in the community.

- **The Character of Canadian Military History Program**

Our in-person education program, *The Character of Canadian Military History (CCMH)*, is a day-long sequence of sessions consisting of a mix of the following modules: The Battle of Vimy Ridge, D-Day: Operation Neptune, Meet a Serving Soldier, Artifact Handling, Cold War, and the Legacy of War. Over the course of the day, youth have multiple opportunities to develop skills (communication, cooperation, courage, resilience, responsibility, critical thinking) a competent and thoughtful citizen must possess.

An incredible 1,118 students experienced our program in the spring of 2023; it was a great bounce-back to normality following the pandemic. In the autumn another 2,633 students experienced the CCMH (1,047 of them attended our program at Field of Crosses), and our **2023 total of 3,751 students** sets a very high bar that will be difficult to top in 2024. Overall, 2023 was a truly amazing year when it comes to in-person education of Canadian youth!

- **Online Educational Resources: Audience Numbers and Further Expansion of Content**

Although 2023's focus was on increasing our in-person educational program numbers (i.e., CCMH audience), Valour Canada continued to expand its repertoire of educational materials to assist educators and students.

1. We added 4 videos from the VCHHS scholarship contest to our YouTube channel.
2. We added 17 articles to our online library, most of them sharing the story of a notable Canadian memorialized by a cross at the Field of Crosses.
3. Educational resources were downloaded from ValourCanada.ca on 6,313 occasions.



CONT'D: 2023 EDUCATION REPORT

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

Valour Canada and the Girl Guides began collaborating in 2019 to build the *Canadian Women of Valour* Program. The program presents opportunities for Canadian girls and young women to learn about military history while developing practical and leadership skills.

Over the course of the 2023, Valour Canada's lead educator made 12 educational presentations and spoke to 167 Guides in the Calgary area. In terms of online traffic during the year, the Girl Guides' Women of Valour National Program was accessed almost 1,700 times, approximately 230 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, Hania Templeton (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, Tina Liu (Scarborough, ON), received a \$750 scholarship. Three other students were awarded \$200 each for their submission of an exceptional video.

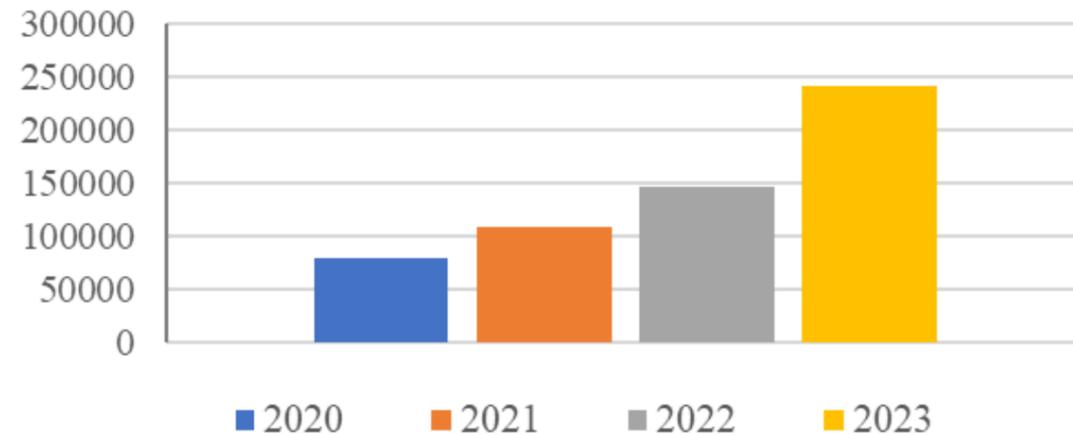
- **Conventions and Conferences**

Valour Canada hosted a tradeshow booth at four teachers' conventions in Alberta in February; two were in Edmonton (NCTC & GETCA), one was in Lethbridge (SWATCA), and one was in Calgary (CCTC). Valour Canada's staff spoke with hundreds of teachers and added many of them to our educator email list. In addition, Valour Canada's educator hosted a professional development session for teachers at the Calgary City Teachers' Convention (CCTC).

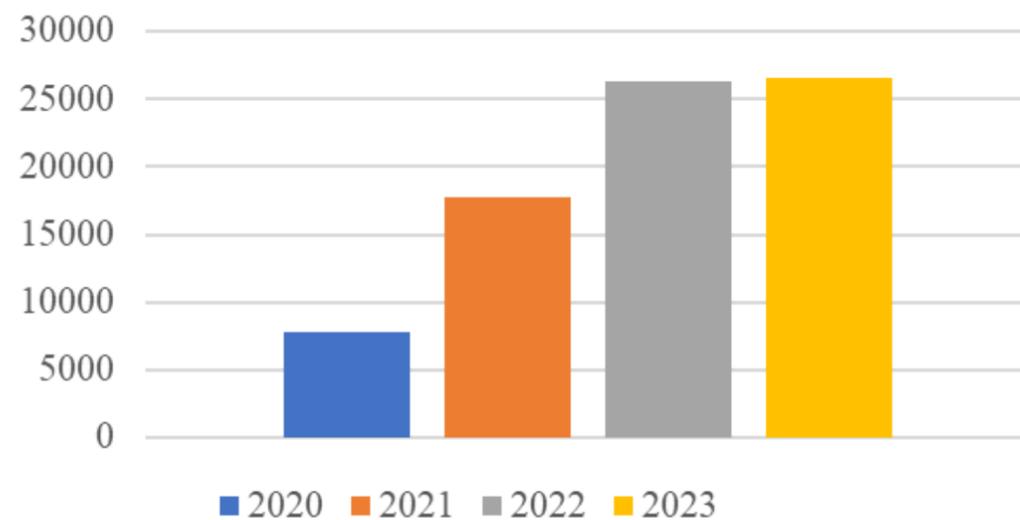


CONT'D: 2023 EDUCATION REPORT

Valour Canada - Page Views



Road to Vimy - Page Views



Our website and social media platforms have seen continued growth in 2023. 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 2023. At year's end over 260 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 187,000 pageviews over the course of the year (a 70% increase over 2022), clear evidence that our engaging and informative content is in demand by Canadians. Overall, ValourCanada.ca had almost 250,000 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 2023, we had over 21,000 pageviews from across the country with youth learning about this important part of Canada's military history (This was a 19% decrease from 2022).

CONT'D: 2023 EDUCATION REPORT

Valour Canada currently has a comprehensive social media platform including Facebook, X (Twitter), Instagram, LinkedIn and YouTube that continued to grow in 2023, especially LinkedIn and YouTube.

