

Welcome to:



Valour Canada's 2026 ANNUAL GENERAL MEETING

June 24, 2026



BOARD OF DIRECTORS

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Chair

Dan Reinbold

Vice Chair

Robert Neufeld

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Jim Meitl

Secretary

Brad Pierce

Director

Mark Illing

Director

Michael Gaber

Director

Victoria Sotvedt

Director

David Bercuson

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Kyle Clapperton

Director

Rob Gray

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Don Figol

Director

Jared Ross

Director



STAFF

John Q Adams

President

Aaron Curtis

Lead Educator

Lisa Cai

Office Coordinator

Louise Lucrezi

Contract Bookkeeper

Julian Del Greco

Educational Program Assistant

Gian Escabillas

Educational Program Assistant (2025)

We would like to thank Gian Escabillas for his contribution during the summer of 2025!



2025 FINANCIALS

2025 REVENUE = \$ 544,559

2025 EXPENSES = \$ 511,068

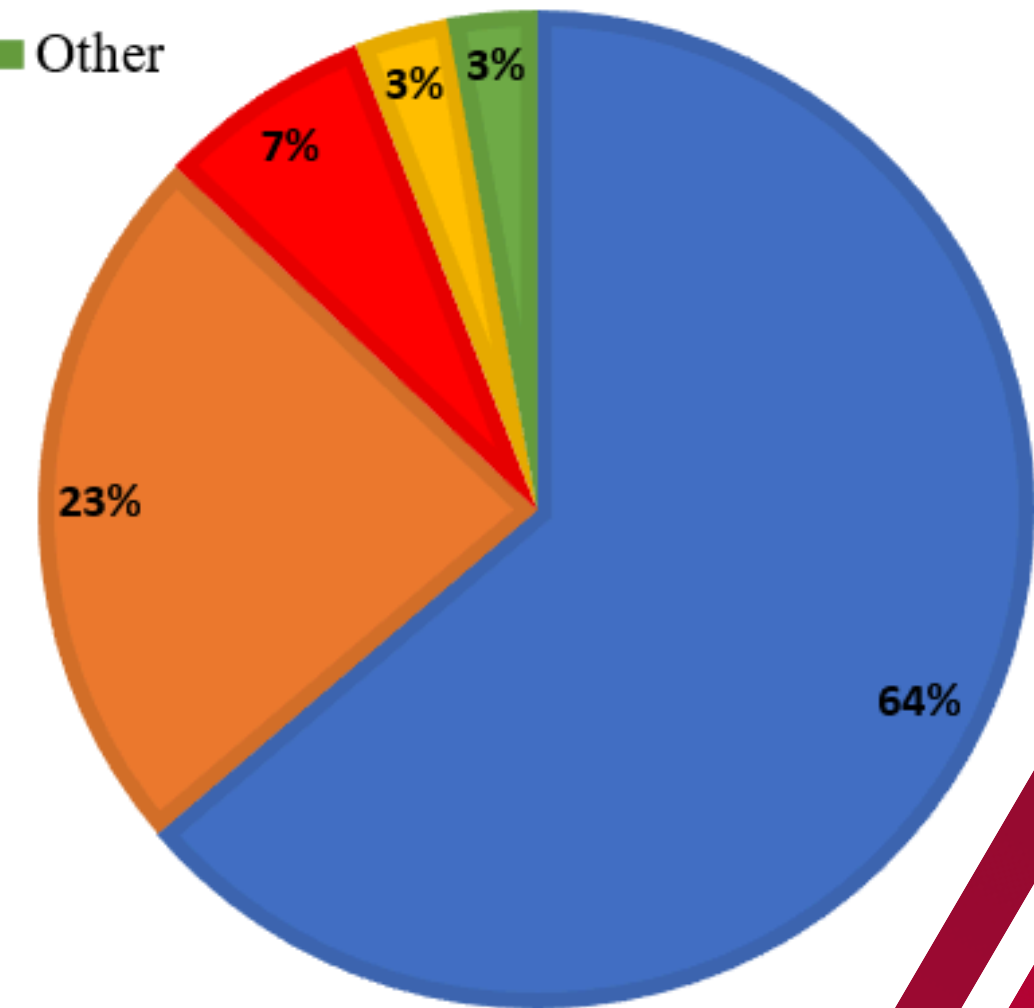
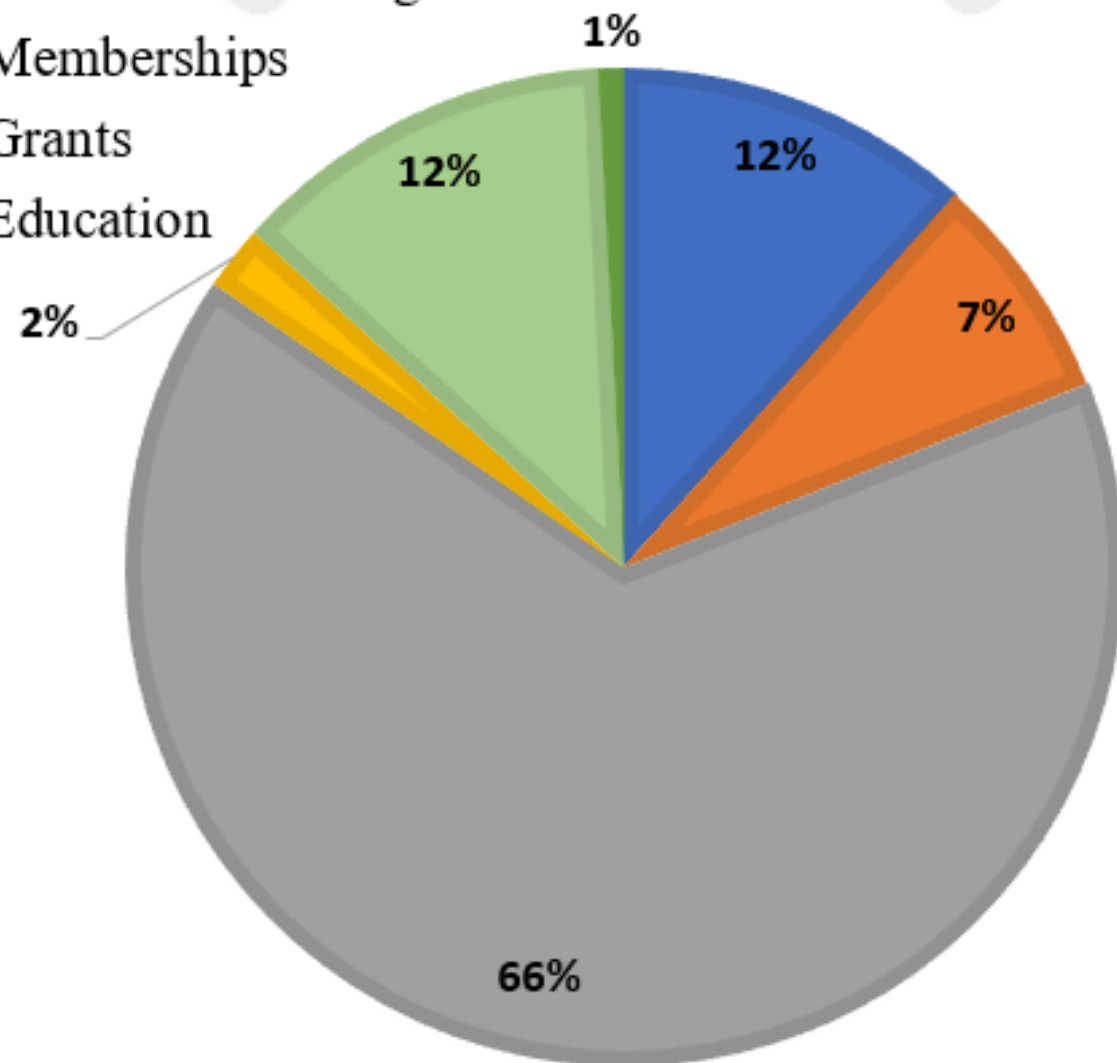
2025 NET GAIN = \$ 55,550 (includes investment gain)

Revenue

Expenses

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

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



APPOINTMENT OF AUDITORS

Ingrid D. Odegard
Professional Corporation



ELECTION OF DIRECTORS

Dan Reinbold

Chair

Mark Illing

Vice Chair

Glenn Wilkinson

Director, Past Chair

Jim Meitl

Secretary

Jared Ross

Director

Brad Pierce

Director

Don Figol

Director

Rob Gray

Director

Victoria Sotvedt

Director

Kyle Clapperton

Director

David Bercuson

Special Advisor

Tim Stapleton

Director

To be nominated

Treasurer

We would like to extend a special thank-you to
Robert Neufeld for 4.5 years of service and
Michael Gaber for 2 years of service.

Thank you!



Valour Canada's

2025 ANNUAL REPORT

2025 marked a major milestone for Valour Canada. As we continued to advance our mission through education, creating awareness, and fundraising, we finished the year in the black, with an excess of revenue over expenses of \$55,550.

Our educational program reached over 6,617 young Canadians, receiving strong praise from participants.


Driven by a renewed focus on efficiency and impact, the Valour Canada team remains deeply committed to educating youth about our Canadian military history, peacekeeping, and service. Looking ahead to 2026, we are exploring ways to further expand our reach, building on strong demand for our programs as we continue operating near capacity.



2025 YEAR IN REVIEW - PRESIDENT'S REPORT




Valour Canada had a financially successful year: 2025 was the first year we were in the black with a small surplus since 2011.



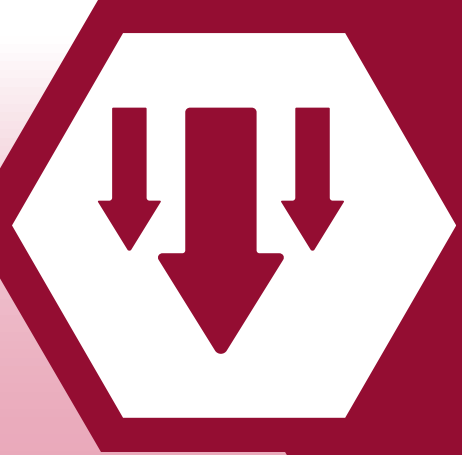
We continued to focus on three core themes to guide us

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




We managed through a cash flow challenge

- Our Calgary Foundation funds were restricted until March 2025
- Plan implemented to deal with the issue



We continued to reduced costs and expenses

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



We improved human resources

- Improved online benefits process to submit claims and disperse funds
- Continued to work from home with weekly in-person team meetings
- Enhanced CRM system Keela introduced to save time from an HR perspective

Cont'd: 2025 YEAR IN REVIEW PRESIDENT'S REPORT



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



We presented in-person to over 6,617 young Canadians during the year

- Students (K-12) with a focus on grades 5-11
- Girl Guides, Scouts, Cadets
- Plus another 553 adults who attended various events and conference presentations



We enhanced our collaboration with Field of Crosses

We delivered on another impactful **Classroom at the Crosses** education program during Remembrance in November. We welcomed almost 1,500 students, Girl Guides, Scouts, and Cadets to explore Canadian military history, peacekeeping, and service.

- Stories of the fallen told by veterans and volunteers at the Field of Crosses
- Artifact handling tent supported by veteran and student volunteers. We welcomed families to visit the tent on weekends for the first time (1500+- over two weekends)
- Educational program delivered by Aaron at the Calgary Curling Club

Cont'd: 2025 YEAR IN REVIEW PRESIDENT'S REPORT



We continue to focus on creating awareness and revenue-generation.



Creating Awareness

- Monthly Newsletter - featuring stories with lots of pictures
- Teachers' Conventions - presented at 4 conferences to 89 teachers
- VE Day Essay Contest in collaboration with Calgary Salutes
- Cochrane Legion Show - weekend participation
- Corporate "Lunch & Learn" - Suncor sponsored lunch
- The launch of "For Valour" Helles Lager in collaboration with Buffalo 9
- Three President Circle events held over the year
- Newsletter advertisements - promoting like-minded organizations

Cont'd: 2025 YEAR IN REVIEW PRESIDENT'S REPORT



We continue to focus on creating awareness and revenue-generation.



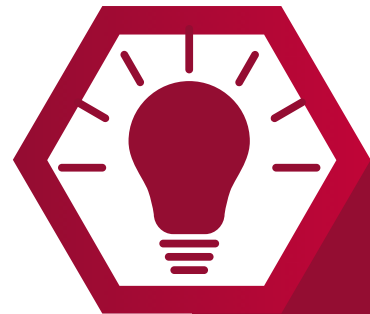
Revenue-generation

- General Sir Arthur Currie Award Dinner - W. Brett Wilson
- Three President's Circle events in August, November and December
- Grants
 - Calgary Foundation
 - Veterans Affairs Canada
 - Government of Alberta
- Presentations at Legions, corporations and service clubs
- Speaker Series sponsored by Plains Midstream - Dr. Tim Stapleton

Cont'd: 2025 YEAR IN REVIEW PRESIDENT'S REPORT



We continue to focus on creating awareness and revenue-generation.



Other

- 2025 Board Retreat - annual review, focused discussion on fundraising
- Board stabilized - Board Directors committed and engaged
- Reconsideration of the definition of “membership”
- Collaboration with two student groups - MRU and SAIT Capstone Projects
- Calgary Salutes - sub-committee
- Veterans Walkway - sub-committee
- Calgary Military Family Resource Centre - Stampede breakfast/Christmas
- Buffalo 9 Brewing Co. - Brewhouse supporting Valour with Remembrance
- Calgary Highlanders - Contribution and regimental books
- Mewata Armoury - use for our Military Trivia Nights

2026 OUTLOOK - PRESIDENT'S REPORT

Looking forward into 2026, we are ...

- Expanding our reach among youth (demand)
- Engaging additional educators to enhance delivery of our programs (supply)
- Securing additional funding to support our initiatives (revenue-generation/funding)
- Rebuilding our website (security and upgrades)
- Greater collaboration between Valour and TMMF (opportunities to discover)
- Retirement of the President in Q4 2026 (new ideas and younger energy)

We extend our gratitude to our President Circle, members, subscribers, donors, volunteers, and corporate sponsors for their continued support. We look forward to new opportunities and collaboration in 2026 and beyond!

Sincerely,

John Q Adams

President, Valour Canada

2025 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 sequence of sessions consisting of a mix of the following modules: Whitey: A Border Collie's Journey, The Four Forces of Flight, Vimy Ridge, Llandoverly Castle, D-Day, Meet a Serving Soldier, Artifact Handling, and the Legacy of War. Participating youth have multiple opportunities to develop skills (communication, cooperation, courage, resilience, responsibility, critical thinking) that a thoughtful citizen and effective leader must possess.

3,267 students experienced our program in the spring of 2025, and another 3,350 students experienced the program in the autumn; our **2025 total of 6,617 students** sets a very high bar that will be difficult to top in 2026. Overall, 2025 was a truly amazing year when it comes to in-person education of Canadian youth!

- **Online Educational Resources**

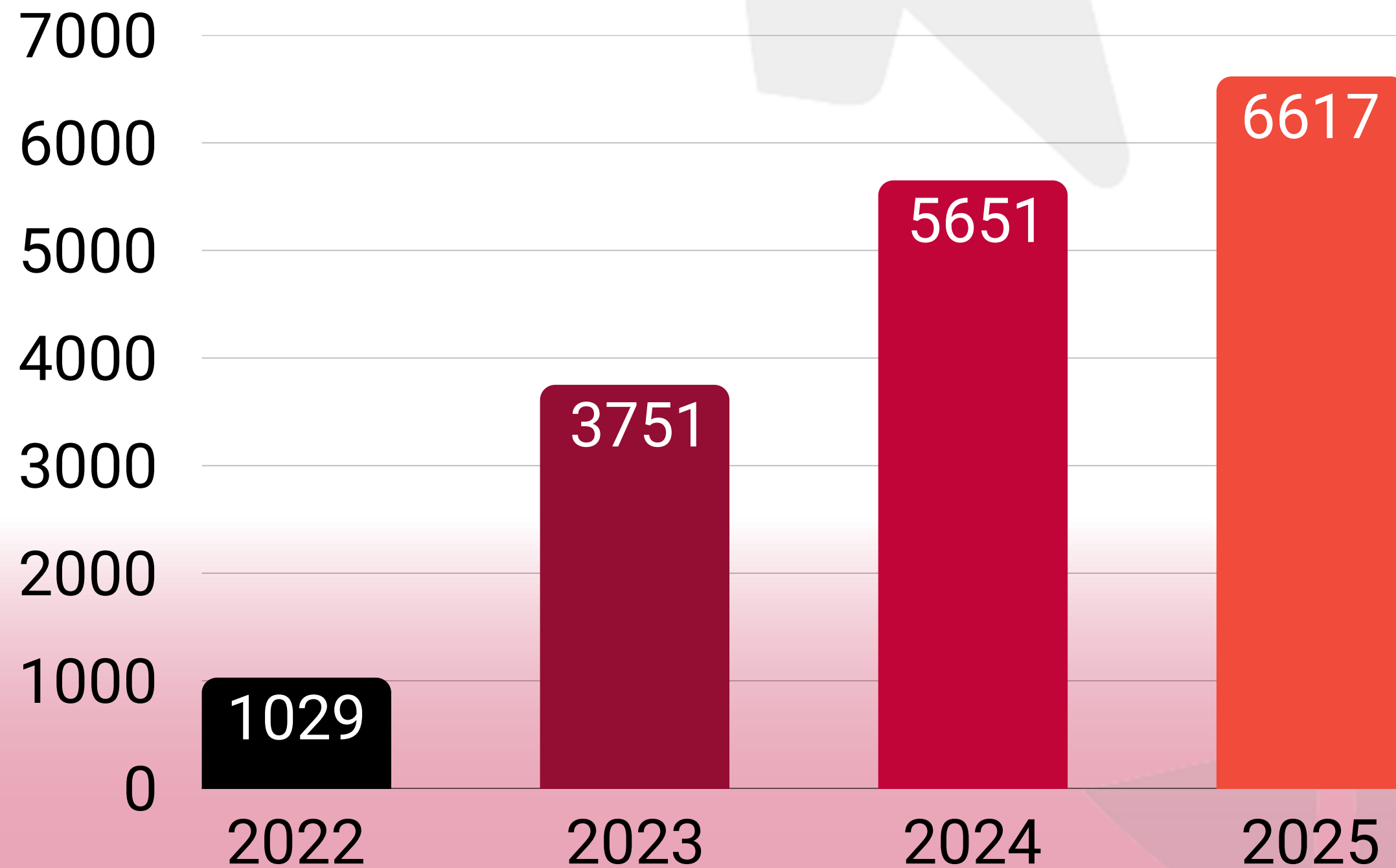
Valour Canada continued to expand its repertoire of educational materials to assist educators and students.

1. We added 8 videos to our YouTube channel and 13 articles to our online library!
2. A Holocaust Resources and Research page was created.
3. Valour Canada's resources, both for teachers and students, continue to be downloaded (over 1,500 times).



CONT'D: 2025 EDUCATION REPORT

The Character of Canadian Military History (CCMH)



CONT'D: 2025 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 2025, Valour Canada's lead educator made 7 educational presentations and spoke to 107 Guides in the Calgary area. In terms of online traffic during the year, the Girl Guides' Women of Valour National Program received 638 page views, and 468 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, Blessing Connor (Charlottetown, PE), 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, Zeyus Spenta (Vancouver, BC), received a \$500 scholarship.

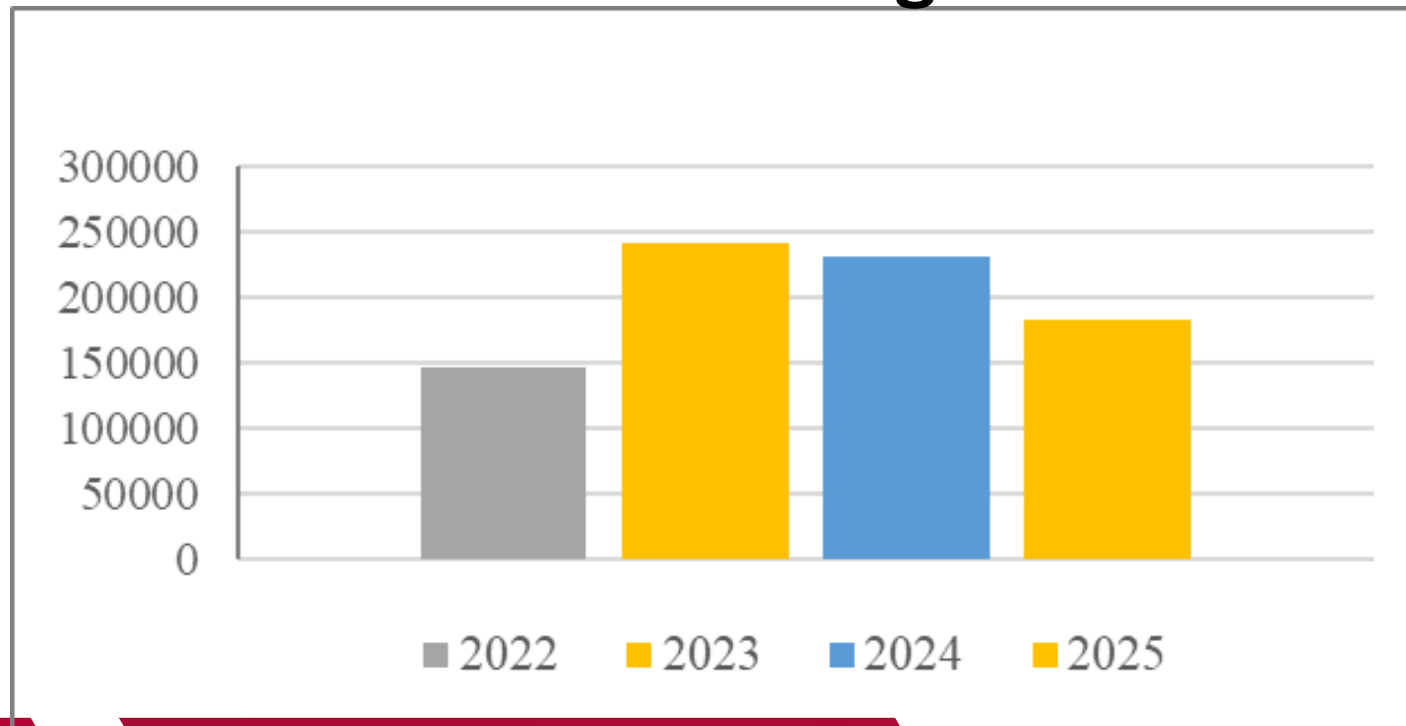
- **Conventions and Conferences**

Valour Canada hosted a tradeshow booth at four teachers' conventions in Alberta in February and March; two were in Edmonton (NCTCA & GETCA) and two were in Calgary (CCTC & PDTC). Valour Canada's educator hosted professional development sessions at each convention and spoke to over 80 teachers in total.



CONT'D: 2025 EDUCATION REPORT

Valour Canada - Page Views



Our website and social media platforms allow us to educate Canadians nationwide about our country's military history and heritage.

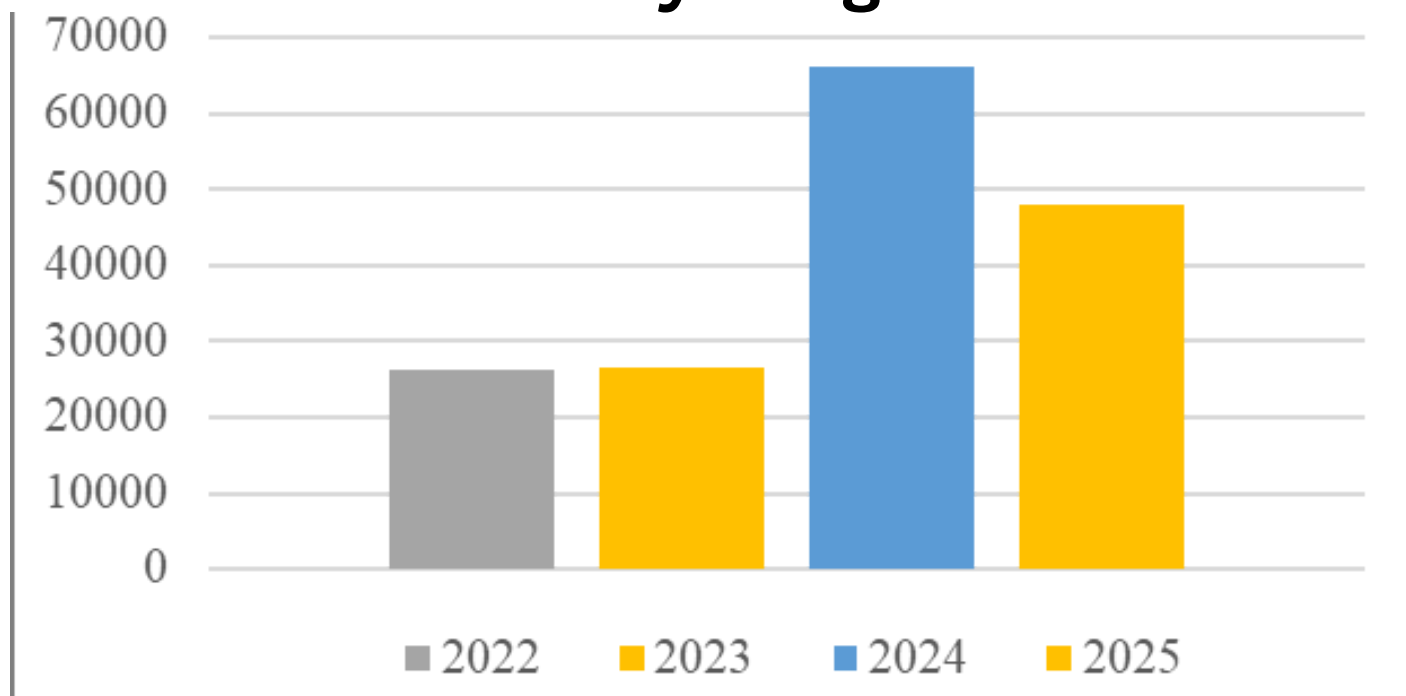
- **Valour Canada Website (www.valourcanada.ca):**

Valour Canada continued to add content to its main website throughout 2025. At year's end more than 300 short, youth-accessible articles about our country's military history were available to readers online in our Military History Library. Overall, ValourCanada.ca had almost 183,000 pageviews.

- **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 2025, we had over 48,000 pageviews from across the country with youth learning about this important part of Canada's military history.

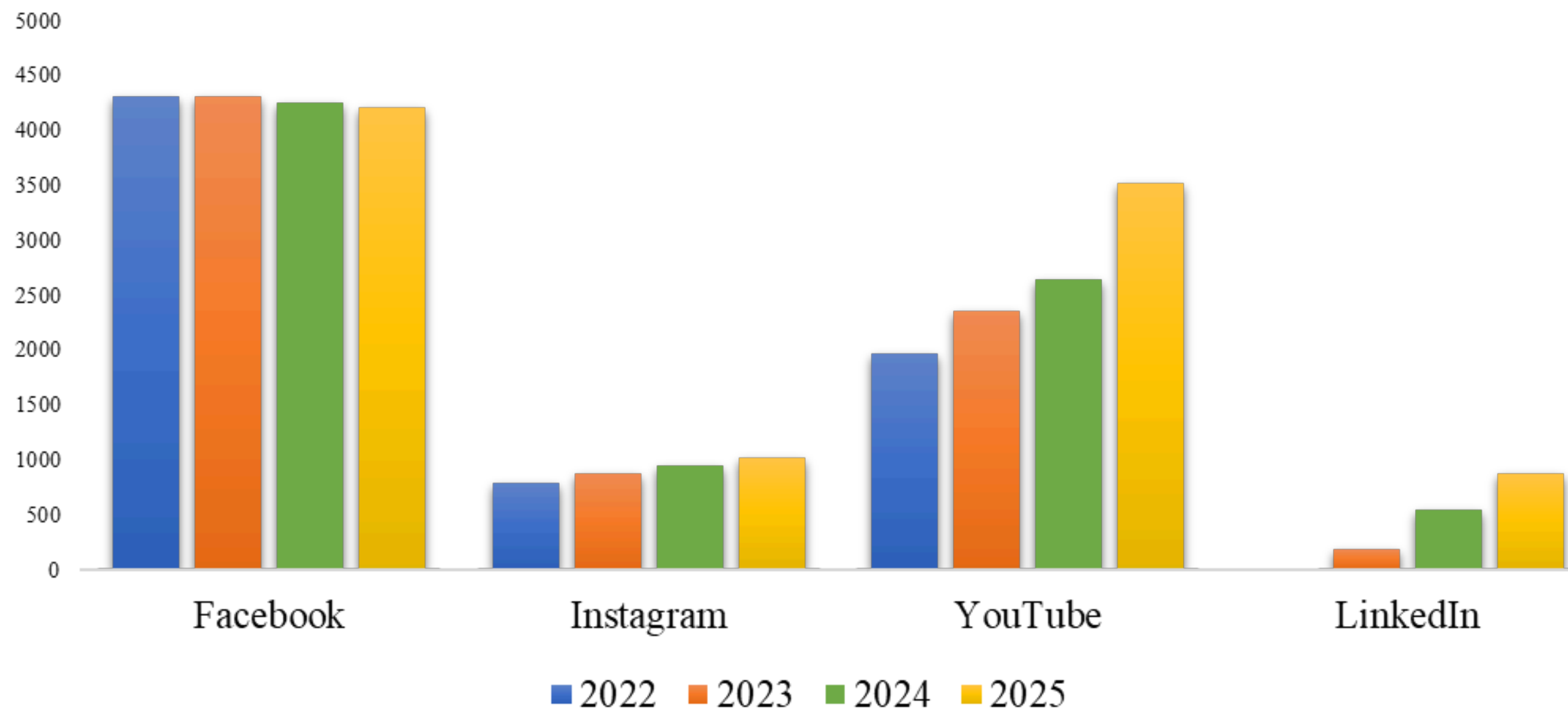
Road to Vimy - Page Views



CONT'D: 2025 EDUCATION REPORT

Valour Canada currently has a comprehensive social media platform, including [Facebook](#), [Instagram](#), [LinkedIn](#) and [YouTube](#) that continued to grow in 2025, especially LinkedIn and YouTube. We stopped posting on X in fall 2025.

**Social Media Growth: Number of Followers
2022 to 2025**



Thank you!

