



MANY WAYS TO SERVE
PLUS D'UNE FAÇON DE SERVIR

Fast facts

Background

Created in 2006 by Blake C. Goldring, C.M., M.S.M., CD
Received Charitable Status in 2009. [Registration No. BN#838516094RR0001]

Vision: To build an enduring bridge between those who serve in Canada's Armed Forces (CAF) communities and the business community.

Mission: To help those who serve, have served, or wish to serve in the CAF and their families.

Motto: Many Ways to Serve.

Scholarship Fund

- **In 2007 launched a scholarship fund for children of our fallen.**

***The Fund has now reached \$5+ million**

***Since inception, 77 children of 45 families have received scholarships for a total amount of \$873,000**

Canada Company By the Numbers

- **20** Junior Canadian Rangers have received or will receive financial support for catching up with their education and helping their communities during and following COVID.
- **30** LAV III monuments have been unveiled to honour the legacy of our troops who served in Afghanistan, bringing our total to 30 out of 33 planned monuments across the country.
- **77** children of military members who died in action or for reasons directly attributable to their military service have received \$4,000 scholarships each. As of 2022 the amount is \$5,000
- **106** members of the Cadets and Junior Canadian Rangers movements, including aboriginal youths, received or will receive \$1,000 bursaries to help them continue with their learning endeavours.
- **300** plus kids from military families, including some with special needs and others living with a parent suffering from PTSD, attended day and overnight summer camps across Canada since 2019.
- **820** kids at Camp Maple Leaf took advantage of the expansion and renovation of the Arts & Crafts facility we sponsored over the last two years.
- **2,200** people took part in our first virtual Strategic Knowledge Exchange (SKE) on the role of Reservists in their Communities.
- **31,000** plus secondary school students in the province of Quebec were touched by our military history educational program *Je Me Souviens*.
- **56,000** pageviews were recorded in the Je Me Souviens website for military exhibitions and other supporting materials for students and teachers.

Current programs (refer to www.canadacompany.ca)

- Scholarship: for children of the fallen
- LAV III Monuments: to honour troops who serve in Afghanistan
- ExecConnect: opportunities for industry leaders to meet members of the CAF
- Je Me Souviens/Honouring Bravery: military history for secondary school students
- Aye Ready: timely support to military members and their families
- A Day in the Life of...: where civilian leaders experience the military life firsthand
- Strategic Knowledge Exchanges: real conversation on shared topics of interest
- Cadets & Junior Canadian Rangers Bursaries: bursaries for youths, including aboriginals
- Junior Canadian Rangers Support: financial support for emergency and education needs
- Recognition & Celebration: events recognizing and celebrating military service

Selected past accomplishments

- Launched the Canada Company Military Employment Transition Program in June 2012 to assist Canadian Forces members who have made the decision to transition to the private sector. The MET Program closed in March 2018 with over 500 certified Employer Partners from coast to coast. Veterans Affairs Canada is now running the Employment Transition Services
- Ensured information regarding the Canada Company Scholarship Fund is included in the Assisting Officers' Package which is passed on to the spouse of a Military member killed in action.
- Took over the management of Project Hero in 2011, a program set up by General (ret'd) Rick Hillier and Honorary LCol Kevin Reed that involves over 75 Universities and Colleges across Canada providing free tuition, and in some cases free room and board to the children of our fallen
- Provided funding for camps for children of deployed troops which has grown from 69 attendees in 2009 to 463 in 2012 at camps in Ontario, Quebec, Alberta, and BC
- Responded to a request for intervention, affected an amendment of the War Exclusion clause on mortgage insurance policies when a widow's claim was denied
- Worked in cooperation with The C.D. Howe Institute and The Canadian International Council, developed a paper called "Sharing the Sacrifice" which promotes equitable treatment of Reservists and the firms that employ them. This Canada Company initiative was included in the 2012 Federal Budget
- Conducted Strategic Knowledge Exchanges that bring military and civilian leaders together to discuss topics of common interest
- Worked in co-operation with The Royal Regiment of Canada, raised \$275,000 at the 2008 Toronto Garrison Officers' Ball. Funds were directed to UNICEF to assist in the construction of a hospital which focuses on the care of mothers and newborns in the Khairkhana District of Kabul, Afghanistan
- Have been instrumental in having women currently serving in the Canadian Forces recognized for their professionalism and leadership. A number have been nominated for Canada's Top 100 Most Powerful Women Award
- Supported Tour de Force; the brainchild of Member Kevin Devereux; a 600 km bike ride from Toronto to Ottawa that raised funds for Canada Company and awareness for Canada's military
- Worked in partnership with Canadian singing sensation, John McDermott, supported a cross country tour which raised funds for Canada Company and profile for our Canadian Forces
- Sponsored the French Translation of Jan Hatanaka's book, *Natural Brilliance of the Soul: A Soldier's Story of War and Reconciliation*.