

# 2024



## A Year of Growth A Future of *Impact*

CANADA COMPANY: MANY WAYS TO SERVE | ANNUAL REPORT



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2024

## MESSAGE FROM THE FOUNDER AND CHAIR

**As I reflect on 2024, I am filled with pride and gratitude for all that we've accomplished. This has been a remarkable year for Canada Company, and I'm excited to share how we've made a meaningful impact on the lives of Canadian Armed Forces (CAF) members, veterans, and their families.**

Throughout 2024, we continued to strengthen the connection between the military and the Canadian public, guided by our core pillars: Education, Awareness, and Wellbeing.

In Education, we reached over 46,000 students and teachers through our Je Me Souviens program in Quebec and we launched our Honouring Bravery program in Ontario, fostering a deeper understanding of the CAF's sacrifices. We awarded 21 scholarships to the children of fallen military members, and we were honoured to provide 49 bursaries to exceptional Cadets and Junior Canadian Rangers.

In Awareness, we celebrated key milestones, including the launch of our Nova Scotia Chapter and the completion of the LAV III Monument Program, with the final unveiling in Winnipeg, honouring those who served in Afghanistan. We also engaged over 500 participants through our CAF Experience Days and CAF Speaker Series, offering business and community leaders a firsthand look at the challenges and triumphs of those who serve.

In Wellbeing, we supported military families by funding 44 children to attend summer camps and contributing over \$24,000 to Junior Canadian Rangers in need.

None of this would have been possible without the generosity of our donors, partners, and volunteers. As we look ahead, I'm excited to continue building on our progress and further strengthening the bond between Canada's military and the communities they protect.

We will keep making a meaningful impact, reflecting the spirit of service that defines Canada Company.

Gratefully,

**Blake C. Goldring**  
C.M., O.Ont., M.S.M., CD





2024

## ABOUT US

### ***Serving those who serve***

Canada Company is a non-partisan charity grounded in a simple belief: those who serve our country deserve our unwavering support, gratitude, and care. Since 2006, we've been proud to act as a bridge — connecting CAF members, veterans, their families, and the Canadian public.

Through our expansive network of community and business leaders, we create opportunities for military personnel to engage, build relationships, access essential services, and ensure their contributions are recognized.

The people who serve in the CAF make tremendous sacrifices every day, often at great personal cost. We see the uniforms, the ranks, the medals — but behind every uniform is a person. And behind every person, there's a family. This commitment doesn't end when the uniform comes off. Emotional and physical scars sometimes remain, and Canada Company exists to help these families receive the ongoing support and care they need.

Our work is guided by three core pillars: **championing education, raising awareness, and prioritizing wellbeing.** These pillars drive our initiatives to create tangible, meaningful change to support those who serve, past and present, and their loved ones.

Our mission is not one we can do alone. The challenges these families face are unique and often go unseen by the public. But with your help, we can change that.

### **THERE ARE MANY WAYS TO SERVE**

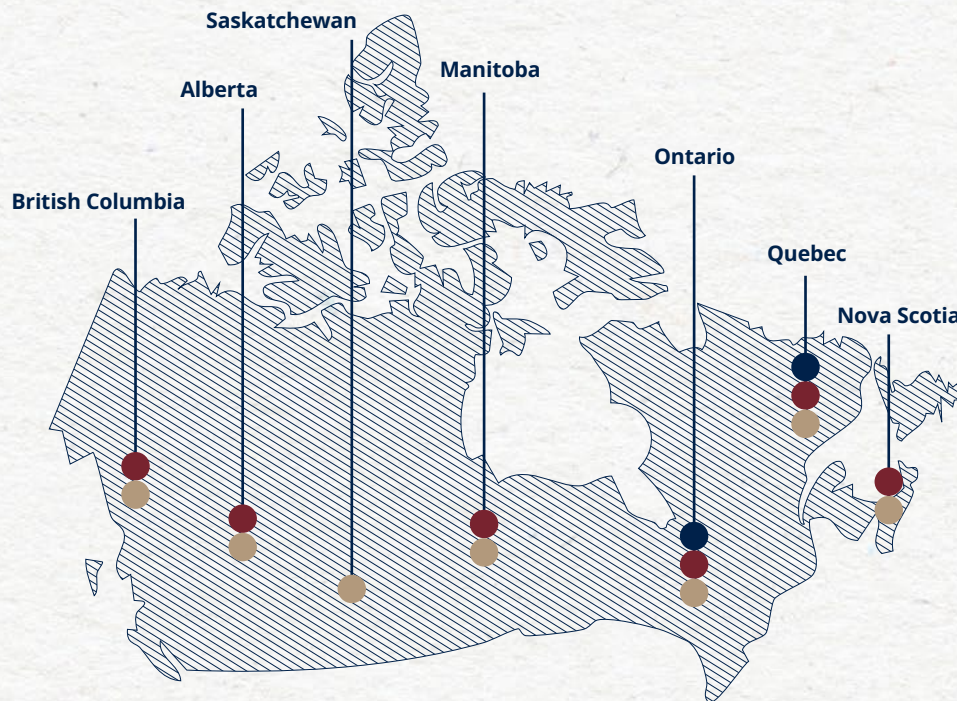
**You can help us continue to make an impact.**

Every donation contributes to delivering programs and services that give CAF members and their families the support, recognition, and care they deserve.

**DONATE NOW**



# EXPANDING OUR FOOTPRINT



Thanks to the continued support of our donors and partners, Canada Company is broadening its impact, reaching more Canadians and military families in communities from coast to coast to coast.

A major milestone in 2024 was the official launch of the Nova Scotia Chapter. In October, we celebrated its opening in Halifax. With this new chapter, we are extending our reach into the Atlantic region and enhancing the support we provide through local initiatives and partnerships.

## Education

- TORONTO: Military History Learning Program Launch (5 June)
- TORONTO: Scholarship Ceremony (15 August)
- ACROSS ONTARIO: Honouring Bravery resources became available
- ACROSS QUEBEC: Je Me Souviens exhibits in schools

## Awareness

- TORONTO: CAF Speaker Series with Gen Wayne Eyre (21 March)
- HALIFAX: CAF Speaker Series with RAdm Josee Kurtz (25 April)
- TRENTON: CAF Experience Day (16 May)
- HALIFAX: CAF Experience Day (11 July)
- MONTRÉAL: Quebec Chapter Annual Mess Dinner with Paul Tennant (2 October)
- HALIFAX: Chapter Launch Event (3 October)
- VANCOUVER: CAF Speaker Series with RAdm Chris Robinson (24 October)
- WINNIPEG: LAV III Monument Ceremony (27 October)
- OTTAWA: CAF Speaker Series with LGen Steve Boivin (7 November)
- CALGARY: RCAF Centennial Conference (14 November)
- EDMONTON: CAF Speaker Series with LGen Michael Wright (5 December)

## Wellbeing

- KUUJUAQ: Celebration of the JCR 25th Anniversary - National Winter Enhanced Training Session (12 January)
- ACROSS CANADA: Camps for Children (summer)



# CHAMPIONING EDUCATION

*The goals of Canada Company's education initiatives are threefold: we bring engaging content about Canada's military history to classrooms across the country; provide scholarships to children of fallen military personnel; and award bursaries to exemplary Cadets and Junior Canadian Rangers, recognizing their leadership and commitment.*



## BLOODBATH ON THE BEACH

## TOTAL CARNAGE

The speakers were complete disaster. In the morning, the German speaker told that you had better be careful not to be the dog that dragged its tail. This was really a bit stupid. The English guy said the same thing, and even gave a list of animals at the end. The American speaker also said that you were a dog when you were lying between things. Although the last one had a strong, a bit ridiculous, American accent, that dog thing, I would like to think, is one of the best of modernisms. The entire talk contained the ideas that we wanted the most.

There have been no previous cases of the large, green, oval, heavily mottled fungus in the United States that is found at the Southern end of the tree, although it is now that South America because it is found in the southern region of the United States.

## AIR FORCE

On the 30th June an opportunity during the Orange Road represented the greatest battle of the war. It was not the most important but it was the fight with the most spirit! (The 30th June 1988 edition, the Guinness Book records 1000 deaths, but there were 10000 planes in the air during the day or at least 100000 if you believe it was correct.)

## THE OPERATION

Nothing more is planned during the raid. From now and all the way to the white, men from all regiments were slaughtered before even getting a chance to fight back at the powerful German defense. The hoped-for moral and moral support was nearly insufficient, and the main wave largely left on their own to face the enemy line.

**YELLOW BLACK**

The first step in the process is to identify the problem or issue that needs to be addressed. This involves gathering information about the situation and understanding the perspectives of all stakeholders involved.

**ORANGE BEACH**  
A peninsula and a life

Getting it is fairly easy. What's harder is leaving  
soft and sound with the rest.

GREEN BEACH

The Germans attacked the beach to let the killing ground and they made a very good job of it. The thirty feet gap from the shore to where the water was not only good [unusually clean].

WHITE AND RED BEACHES

And I think, I suspect, that the  
most likely way to get the  
most out of the book is to  
read it in the way that the  
author intended it to be  
read. I think that the  
book is a very good one  
and that it is worth the  
time and effort to read it.

BLUE BEACH

I am walking off the landing and I see  
people walking over me and they're shouting,  
"Get off! Get off!" and I'm like, "I don't want to."  
I feel angry and there's no one helping them.  
I get up and the girl says it's my fault and  
she goes to the left and I don't know what to do.  
I think I was the first one to go and I was  
the last one to go. I was the only one who  
wasn't there.

## NAVY.

strong affluents near the top of the slope and  
left their high land then were able to drain the  
low lying lands, now, among them [1]. Several  
small low basins form, which were in the  
middle of the slope. The drainage was increased by  
erosion and was to get rid of the water. The  
small basins also had to be built.

## MEDICAL AND MENTAL CARE

## THE NURSES

When the war broke out, Canada started recruiting nurses for all three branches of the army for the first time. In those early years, thousands of women were recruited and deployed in Europe to help the troops. The first Canadian nurses arrived in Sicily just days after the start of the invasion, and their numbers only increased during the campaign as the wounded began piling up.

On missions in active combat zones, the nurses had to do extremely dangerous work and therefore had to wear helmets, combat uniforms, and heavy backpacks at all times. However, any place they were deployed could be dangerous. On September 2, 1943, in Catania, Sicily, an enemy shell fell on a hospital and wounded 12 nurses. Two months later, on November 6, the Luftwaffe attacked an Allied convoy and sank the Santa Elena, which was carrying 1,848 soldiers and 101 Canadian nurses. Fortunately, the ship's passengers were rescued, and the women survived.

In Sicily and Italy, nurses were sent to different field hospitals. These mobile facilities were set up in tents or ruined buildings as close to the front line as possible to take in the wounded. Unfortunately, resources were scarce to treat the many patients. In December 1943 alone, one clinic in Ortona received over 2,000 patients, including 760 serious cases!

Nurses at the front worked long hours to get as many soldiers as possible back on their feet. However, they also found themselves with the unexpected responsibility of providing comfort. For many men, this attention was a great source of solace that helped them overcome even the most serious of injuries. By listening to them, encouraging them, or joking around with them, the nurses at the front made a difficult situation a bit more bearable.

## THE PATIENTS

As the campaign wore on, the death and injury toll kept mounting. Overall, the Canadian army suffered over 26,000 casualties, including about 5,300 fatalities, by the campaign's end. Since most of the fighting took place in urban centres, the risks of injury were even greater. Buildings were heavily trapped, the roads were blocked, the enemy could hide anywhere, and every bullet and shell could turn into injury-causing shrapnel. For example, during the Battle of Ortona, the Canadian army suffered its greatest casualties, with 1,375 killed and 964 wounded.

The injuries sustained were not just physical ones. While terms such as "bottle shoving," "bottle lifting" and "shell shock" were coined as early as the Great War, the effects of combat on the soldiers' mental health came greatly to the fore during the Italian Campaign. For example, over a three-week period, Canadian army psychiatrist Major Arthur Doyle saw almost 800 patients! However, mental distress was not always taken seriously, despite the intensity of the fighting. The campaign took longer than expected, and the Canadian army consistently sent soldiers at the front. It became customary to send away hospitalized soldiers back into battle after just a short respite.

## MAXINE LLEWELLYN BREDT: A CANADIAN IN ITALY



Maxine Lippert's brother enlisted in the army in January 1942 and was sent east to the November 14 Concentration Camp Mauthausen in Pergau, Italy. Zita had set up shop in an independence factory, she said. "I was paid to make ties," said that she and her comrades were. "[...] complained about it." Brock was stationed in Italy with POWs, where she was transferred to Camp Salorno in a part for better access. The Italian authorities ordered the first

THE CANADIAN WOMEN'S ARMY CORPS

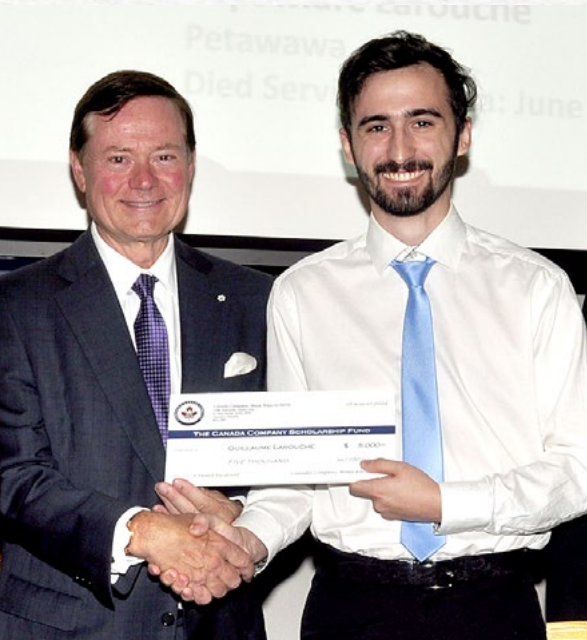
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2024

## OUR PROGRAMS / EDUCATION



### *Scholarship Program*

The Canada Company Scholarship Program honours Canada's military members who made the ultimate sacrifice in service to our country by providing scholarships to their children for postsecondary and postgraduate education. Since 2007, this program has supported the children of military members who have lost their lives during missions, in training-related activities, or due to injuries related to PTSD.

On 15 August, we held our Annual Scholarship Presentation Ceremony in Toronto, where we awarded a total of \$105,000 in scholarships to 17 postsecondary students and four postgraduate students. These recipients have shown remarkable resilience and perseverance, embodying the strength of military families.

The evening before the ceremony, we hosted our annual Russell Dinner, named in honour of Janet Russell, who ran the Scholarship Program for 14 years. This event brought together scholarship recipients and their families to celebrate their achievements and honour the legacy of Canada's fallen military members.





## OUR PROGRAMS / EDUCATION

*"A few years ago, my world was shattered by the loss of my father — an amazing dad, kind man, and courageous soul who sacrificed everything for a cause larger than himself. Each of us here today carries a piece of that shared grief, a testament to the unspoken sacrifices made by our parents. Yet, through this grief, there has been a beacon of hope. Canada Company's commitment to supporting those of us who have endured such profound loss is not just a gesture of charity — it's a testament to a powerful and enduring legacy of compassion.*

*The scholarships you have provided are more than financial aid; they are a lifeline to dreams and opportunities that once seemed out of reach. Your generosity has given us not only the means to pursue our education but also the confidence to forge ahead in the face of adversity. With each scholarship awarded, you honour the memory of our parents, ensuring that their sacrifices are celebrated through our achievements and future successes."*

– Sarina Lizotte, 2024 Scholarship Recipient





## OUR PROGRAMS / EDUCATION



### ***Military History Learning Programs***

**Canada Company's Military History Learning Programs are expanding their reach, connecting more students and educators with Canada's military history. In Quebec, the Je Me Souviens (JMS) program has engaged over 46,000 students and teachers, while Honouring Bravery in Ontario has reached 24,000 online users and 2.5 million people through video content.**

Je Me Souviens, created in partnership with the Royal Montreal Regiment Foundation and Royal 22e Régiment, offers students a deeper understanding of Canada's military history and its impact. The program provides educational resources that bring Canadian military history to life in classrooms across Quebec.

Building on this success, Honouring Bravery was developed for Ontario. The initiative includes travelling exhibitions, virtual content, and classroom activities focused on the province's military history, thus providing diverse and engaging learning experiences for students.

On 5 June, we celebrated the official launch of Honouring Bravery in Toronto, marking a key milestone in our efforts to bring these important resources to students across Ontario. Later in October, in partnership with TVO Media Education Group, Honouring Bravery released Remembrance Day modules, providing teachers with tools and resources to engage students in learning about this important day.

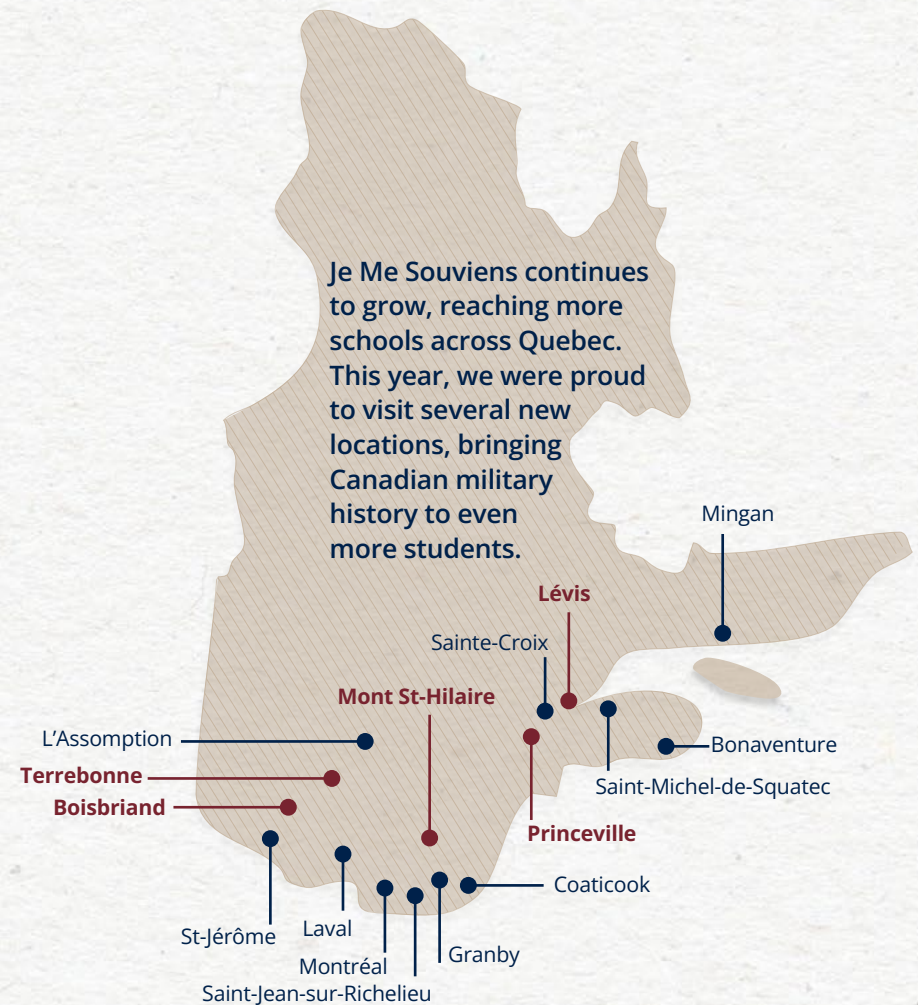
Je Me Souviens was also featured at the 60th Congress of the Société des professeurs d'histoire du Québec in Trois-Rivières, expanding its reach to more educators across the province.

These programs continue to offer online and in-person resources, ensuring students across Canada have the opportunity to learn about the accomplishments and sacrifices made by Canada's military.



## OUR PROGRAMS / EDUCATION

### *Bringing military history to more classrooms*





## OUR PROGRAMS / EDUCATION

### ***Cadets & Junior Canadian Rangers Bursary Program***

**Each year, Canada Company awards \$1,000 educational bursaries to exceptional Cadets and Junior Canadian Rangers who demonstrate outstanding leadership, citizenship, and dedication to their communities. These bursaries help support the educational goals of youth who have shown remarkable commitment and character.**

In August, we hosted the virtual Junior Canadian Rangers Bursary Awards Presentation, recognizing 22 recipients for their contributions and exemplary qualities.

Later in October, we held the Cadet Bursary Awards Presentation, honouring 27 Sea, Army, and Air Cadets for their leadership, teamwork, skills development, and community involvement.

These young individuals are an inspiration, and with the generous support of donors like you, we're proud to help them continue their educational journeys.





## AWARENESS INITIATIVES

*We are dedicated to raising awareness to honour those who serve and to help the Canadian public gain a deeper understanding of the sacrifices made by our military members.*





## OUR PROGRAMS / AWARENESS

### *CAF Speaker Series*

**The CAF Speaker Series provides an opportunity for senior leadership of the Canadian Armed Forces to share insights with industry and community leaders. These events aim to enhance understanding of military issues and raise awareness beyond what is typically available to the public.**

In March, Canada Company, in partnership with Accenture Canada, launched the 2024 CAF Speaker Series with a luncheon in Toronto. Special guest speaker, Chief of the Defence Staff General Wayne Eyre, presented on “Global Threat, National Security, and Prosperity.”

The series continued in April in Halifax, where Rear-Admiral Josee Kurtz presented “Seas the Opportunity,” emphasizing the CAF’s integral role in the community.

In October, Rear-Admiral Chris Robinson, Commander of Maritime Forces Pacific, discussed the theme “Our Navy” in Vancouver, shedding light on the Royal Canadian Navy’s evolving role and responsibilities.

In November, during our Ottawa event, Lieutenant-General Steve Boivin discussed the importance of Canadian Joint Operations Command’s coordination of CAF operations nationally and internationally.

The series concluded in December in Edmonton with Lieutenant-General Michael Wright, who discussed preparing the Canadian Army for future challenges, rounding off a year of thought-provoking discussions.





## OUR PROGRAMS / AWARENESS

### *CAF Experience Days*

**CAF Experience Days provide civilian leaders with a unique opportunity to gain firsthand insight into military life. Participants engage directly with CAF members, experiencing the leadership, teamwork, and environments that define military operations.**

The first event took place in May at Canadian Forces Base (CFB) Trenton, Ontario, where participants joined Canada Company for a day with the Royal Canadian Air Force (RCAF). Guests had a rare opportunity to observe practice routines and even skydive with the SkyHawks, the CAF Parachute team.

In July, another CAF Experience Day was hosted at CFB Halifax. This event gave participants the chance to dive in full gear alongside Royal Canadian Navy (RCN) Clearance Divers, providing an immersive and hands-on view of the high-risk, high-reward operations of the RCN Fleet Diving Unit Atlantic.

In October, the last CAF Experience Day of the year took place. Participants gathered at CFB Cold Lake, Alberta, to try their hand at simulators and experience different RCAF aircraft.





## OUR PROGRAMS / AWARENESS

*"I wanted to express my deepest gratitude for the incredible experience at Trenton airbase yesterday. It was undoubtedly one of the best experiences of my lifetime, and one I will never forget.*

*From the moment we took off at 7 a.m. from Toronto in the Hercules, the day was filled with unforgettable moments. Listening to the weekly briefing with Commander of CFB Trenton Colonel Leighton James to all the simulations were impressive. The highlight for me was the jump with the CAF SkyHawks team. Walking out on the deck of the Hercules aircraft and making that jump from 12,000 feet was both terrifying and exhilarating — I'm still recovering from the shock of it all!*

*Thank you again for everything you do for the CAF and for educating corporate Canada about the extraordinary work the CAF perform and how we can do so much more. Your dedication and efforts are truly inspiring."*

– Karen Forward, Greater Toronto Office Managing Director and Military ERG Sponsor, Accenture





## OUR PROGRAMS / AWARENESS



### ***LAV III Monument Program***

**Since 2014, Canada Company has transformed 33 demilitarized light armoured vehicles (LAVs) into monuments across Canada to recognize the 40,000 Canadian Armed Forces (CAF) members who served in Afghanistan and to commemorate the 165 Canadians who lost their lives.**

The LAV IIIs were a vital part of our troops' missions in Afghanistan, often serving as their home-away-from-home. The essence of the LAV III Monument Program was to offer communities a unique opportunity to transform these vehicles into memorials, serving as symbols of remembrance in the hometowns of those who served and sacrificed.

The program was made possible thanks to the Government of Canada, which donated the decommissioned LAV IIIs, and the craftsmanship of Militex Coating Inc. in London, Ontario, with support from Fanshawe College welding students.

On 27 October, we unveiled our 33rd and final LAV III monument with The Fort Garry Horse Foundation at the Lieutenant-Colonel Marcus Strachan VC, MC Armoury in Winnipeg, Manitoba.





## OUR PROGRAMS / AWARENESS



### ***Strategic Exchange Events***

**The Strategic Exchange Events program connects community and industry leaders with CAF members, serving and retired, to facilitate mutual learning through roundtable discussions, parades, and mess dinners.**

Since 2006, Canada Company has been fostering meaningful relationships between military members and business leaders through various events across the country. These gatherings offer a unique platform for military and civilian leaders to discuss shared interests, raise awareness of challenges facing the CAF, and collaborate on potential solutions.

On 2 October, we held our annual Quebec Chapter Annual Mess Dinner in Montréal, bringing together the business and military communities. The event featured guest speaker Paul Tennant, a former senior defence and international relations advisor. Tennant's talk, "On the Sidelines of NATO and Excluded from AUKUS: What's Next for Our CAF?", examined Canada's evolving role in international defence alliances.

On 14 November, Canada Company hosted the RCAF Centennial Conference Banquet in partnership with the University of Calgary's Centre for Military, Security, and Strategic Studies. The event featured a keynote address by Canadian test pilot Billie Flynn, who shared insights into the RCAF's pivotal role in Canadian history and aviation.



## WELLBEING INITIATIVES

*We are dedicated to supporting CAF members and their families by providing resources and services to help them overcome the unique challenges of military life and live fulfilling, healthy lives.*





## OUR PROGRAMS / WELLBEING



### *Junior Canadian Rangers Support Program*

**Launched in 2020, this program was created to assist Junior Canadian Rangers (JCR) who face financial challenges. This program helps cover essential needs, such as travel expenses, to attend the funeral of a parent or guardian, as well as supporting educational and other unique opportunities.**

The CAF's Junior Canadian Rangers Program serves nearly 3,500 youth, Indigenous and non-Indigenous, across remote and isolated regions of Canada. Canada Company's JCR Support Program offers funding and resources to support these young leaders during times of need.

In 2023 and 2024, the JCR celebrated their 25th anniversary. Throughout the year, Canada Company supported various events across the country, joining in the celebrations. One of the highlights was participating in the National Winter Enhanced Training Session in Kuujuaq, Quebec in January 2024 with Her Excellency the Right Honourable Mary Simon, Governor General of Canada, in attendance.

In addition to supporting group events, Canada Company also provides financial assistance to individual Junior Canadian Rangers. For example, after Malyck Travers underwent spinal fusion surgery in October 2024 following an accident, his family received support to cover travel and accommodation costs for hospital visits to Vancouver, as they are based in Valemount, BC. The funding also assisted with physical therapy and remote learning resources, including a tutor, computer, and printer, ensuring Malyck could continue his education during his recovery.

*"You can't even imagine the relief this money has given us. I wasn't even sure how I was going to pay my bills. Thank you so much for this financial assistance. We have two more hospital trips in the new year. This will make it so much easier."*

– Samantha Travers, Mother of JCR  
Malyck Travers



## OUR PROGRAMS / WELLBEING



### *Camps for Children*

The Camps for Children program provides children of military members — including those with special needs or living with a parent affected by PTSD — the opportunity to attend summer camps. This offers children a space to learn, grow, and have fun, while also giving their families much-needed respite care.

In support of the National Summer Camp Program, we funded 44 children to attend summer camps across Canada.





# OUR IMPACT

## *What you've helped make possible*

### Education



**244k+**  
teachers and students  
reached through the Je Me  
Souviens program since 2019

**2.5M+**

online users exposed to  
Honouring Bravery learning  
materials in 2024



**21** scholarships  
provided in 2024 (17 to  
postsecondary students and  
4 to postgraduate students)



**87** students  
supported through  
scholarships since 2007

**49**

Cadet and JCR bursaries  
awarded in 2024



**216** bursaries  
awarded to date



# OUR IMPACT

## *What you've helped make possible*

### Awareness



**65** participants  
in CAF Experience Days in 2024

**470** attendees  
at the CAF Speaker Series  
in 2024



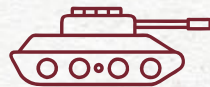
**100** attendees  
at the 2024 RCAF Centennial  
Conference Banquet



**110** attendees  
at the 2024 Quebec  
Mess Dinner



**33** LAV III monuments  
across Canada



### Wellbeing

**44** children  
funded to attend summer  
camps in 2024



**\$24k**  
in support provided to Junior  
Canadian Rangers in 2024



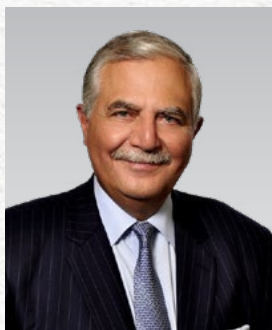


# GOVERNANCE

## *Board of Directors*



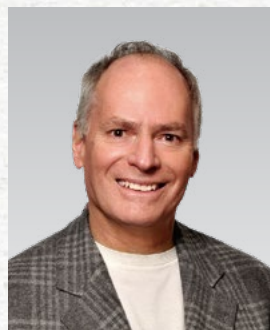
**Blake C. Goldring**  
Founder & Chair



**Paul Hindo**  
Vice Chair



**William Braithwaite**  
Director



**Scott Burns**  
Alberta Chapter  
President



**Tim Hogarth**  
Director



**François Joyet**  
Quebec Chapter  
President



**Garfield Mitchell**  
Director



**Rose Patten**  
Director



**George Salamis**  
British Columbia  
Chapter President



**Kim Shannon**  
Director



**Renee van Kessel**  
Director



## STRATEGIC PARTNERS

*Canada Company thanks the following partners  
for their generous contributions:*





## CORPORATE PARTNERS

***Canada Company thanks the following organizations for their continued generous contributions:***

- Corporation Du Fort St-Jean
- Pratt & Whitney Canada
- Royal Montreal Regiment (RMR) Foundation
- Siemens Canada
- BURNCO
- Acart Communications





# FINANCIAL STATEMENTS

Canada Company: Many Ways to Serve  
Financial Statements  
*December 31, 2024*



MANY WAYS  
TO SERVE

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PLUS D'UNE FAÇON  
DE SERVIR

Canada Company continues to show a strong fundraising ratio, and of **every one dollar donated to Canada Company, 80¢ goes directly to the development, execution, and offering of programs.**

The fundraising ratio for 2024 has been determined to be 4% (2023 – 3%).





Canada Company: Many Ways to Serve  
Statement of Operations and Changes in Net Assets  
For the year ended December 31, 2024

	General Fund	Scholarship Fund	Charles Burnett III Fund	2024	2023
Revenue					
Donations	1,396,443	-	150,000	1,546,443	853,720
Scholarships	-	157,411	-	157,411	190,512
Charles Burnett III grant for expansion	-	-	643,369	643,369	224,714
Designated giving	49,020	-	-	49,020	39,020
Investment income	127,262	-	-	127,262	15,071
	1,572,725	157,411	793,369	2,523,505	1,323,037
Expenses					
Program costs	682,430	-	301,924	984,354	547,665
Salaries and benefits	191,358	-	346,980	538,338	284,996
Scholarships	-	157,411	-	157,411	190,512
Marketing	131,707	-	22,055	153,762	179,166
Office and general	32,757	-	63,091	95,848	17,469
Travel	41,580	-	26,442	68,022	39,267
Professional fees	46,512	-	-	46,512	42,450
Management fees	-	-	26,554	26,554	53,870
Interest and bank charges	17,882	-	143	18,025	24,986
Monument costs	16,274	-	-	16,274	416
Translation expense	6,099	-	6,180	12,279	6,414
Donations	12,261	-	-	12,261	5,405
Unrealized (gain) loss on marketable securities	(393,919)	-	-	(393,919)	128,300
	784,941	157,411	793,369	1,735,721	1,520,916
Excess (deficiency) of revenue over expenses	787,784	-	-	787,784	(197,879)
Fund balances, beginning	820,424	-	-	820,424	1,018,303
Fund balances, ending	1,608,208	-	-	1,608,208	820,424

The accompanying notes are an integral part of these financial statements



Canada Company: Many Ways to Serve  
Statement of Cash Flows

For the year ended December 31, 2024

	2024	2023
<b>Cash provided by (used for) the following activities</b>		
<b>Operating</b>		
Excess (deficiency) of revenue over expenses	787,784	(197,879)
Realized gain on marketable securities	(50,850)	-
Unrealized (gain) loss on marketable securities	(393,919)	128,300
	343,015	(69,579)
Changes in working capital accounts		
Pledges receivable	23,315	88,696
HST rebate receivable	(47,116)	(16,017)
Prepaid expenses and deposits	8,315	(8,315)
Accounts payable and accruals	17,473	175,972
	345,002	170,757
<b>Financing</b>		
Deferred (recognized) contributions - net	(643,369)	3,909,862
<b>Investing</b>		
Purchase of marketable securities	(62,836)	(4,135,658)
Disposal of marketable securities	881,246	-
	818,410	(4,135,658)
<b>Increase (decrease) in cash and cash equivalents</b>	<b>520,043</b>	<b>(55,039)</b>
<b>Cash and cash equivalents, beginning of year</b>	<b>870,835</b>	<b>925,874</b>
<b>Cash and cash equivalents, end of year</b>	<b>1,390,878</b>	<b>870,835</b>
<b>Cash and cash equivalents are composed of:</b>		
Cash	390,878	870,835
Cash equivalents	1,000,000	-

The accompanying notes are an integral part of these financial statements