



PROGRAMS AT A GLANCE

# **CANADA COMPANY**

---

# **COMPAGNIE CANADA**

MANY WAYS TO SERVE | PLUS D'UNE FAÇON DE SERVIR



## About us

Canada Company is a non-partisan charity devoted to supporting Canadian Armed Forces (CAF) members, leaders, veterans, and their families. As an enduring bridge between the military and the Canadian public, we build meaningful connections to increase awareness and knowledge of the CAF's impact and value to all of Canada. Our mission is to support CAF members and their families through our expansive network of Canadian community and business leaders.



## Our Programs

Through scholarship programs, education, knowledge exchange initiatives, charitable endeavours, and more — Canada Company serves our country, our veterans, and their families.

Our programming falls into 3 categories based on our core pillars: Education, Awareness, and Wellbeing.



# Education

The goals of Canada Company's education initiatives are twofold. We aim to teach the public about Canadian military history, and to provide scholarships and bursaries to give children of fallen military personnel, Cadets, and Junior Canadian Rangers educational opportunities.

## Military History Learning

The aim of *Je Me Souviens* is to teach Quebec secondary school students the role Québécois military members played since the Great War. In collaboration with the RMR and R22eR, the program is supported by artifacts from their regimental museums. This offers the extra benefit of illustrating history with concrete and local examples.

*Honouring Bravery* aims to tell authentic stories of diverse military heroes from across Canada. This approach helps ensure that students not only gain a deeper understanding of Canada's military history, but also foster empathy and respect for all of those who have served. Materials are curriculum-based and easy to integrate into lesson plans.



JE ME SOUVIENS, 2024



HONOURING BRAVERY, 2024

## Bursaries for Junior Canadian Rangers and Cadets

Annually, we award multiple bursaries of \$1,000 to recognize Junior Canadian Rangers (JCRs) and Cadets who exemplify attributes of leadership and citizenship and are motivated to pursue post-secondary education, vocation, or other learning opportunities.



JCR RILEY DORMAN (TOP), 2024, AND CADET FULIAN DUCHESNE (BOTTOM), 2023



## Scholarships for Children of the Fallen

To recognize the sacrifice of Canada's military members made in service to our country and to honour their legacy through the children they have left behind.

Eligible children receive \$5,000 a year in scholarship for their college or university education. Both post-secondary and post-graduate students are eligible to apply.



SCHOLARSHIP RECIPIENTS AT THE 2024 SCHOLARSHIP CEREMONY, TORONTO, ON



# Awareness

Canada Company's awareness initiatives aim to honour the legacy of CAF members and help the Canadian public better appreciate military contributions.

## LAV III Monuments

Since November 2014, we've turned 33 demilitarized light armoured vehicles (LAVs) into monuments across Canada to commemorate the 40,000 brave CAF members who served in Afghanistan and the 162 who lost their lives. This program also raises awareness of the issues faced by Canadian military families in our own communities.

## Experience Days

We provide unique opportunities for civilian leaders to experience the leadership and intricacies of military life, first-hand. Spending time at an airbase with the Airforce, a day of combat manoeuvres with the Army, or time at sea aboard a patrol vessel with the Navy are great team building activities.



LAV III MONUMENT CEREMONY,  
WINNIPEG, MB, 2024



CAF EXPERIENCE DAY,  
HALIFAX, NS, 2024

## Knowledge Initiatives

**CAF SPEAKERS:** This program provides opportunities for the leadership of the CAF to share information with leaders of industry and communities in a convivial setting at locations across Canada.

These events are meant to raise awareness of military matters beyond what is readily available to the public in general.



CAF SPEAKER  
REAR-ADMIRAL ROBINSON,  
VANCOUVER, BC, 2024

**KNOWLEDGE EXCHANGE:** This program connects community and industry leaders with members of the Canadian Armed Forces, serving or retired, to learn from each other through roundtable discussions and military events like parades and mess dinners.



MESS DINNER,  
MONTRÉAL, QC, 2024

**STRATEGIC KNOWLEDGE EXCHANGE:** This program provides an exclusive, neutral platform for Canada's top military personnel to engage our country's top business leaders in discussions around immediate challenges facing them both, with an aim to finding innovative solutions.

# Wellbeing

Taking on the difficult sacrifices of military life means CAF members and their families are faced with unique circumstances that can make it hard to connect to the right services, solutions, and support. Our wellbeing initiatives aim to close those gaps.

## Camps for Children

This program enables children of military members, including children with special needs or living with a parent suffering from PTSD, to attend summer camps. It's an opportunity for them to learn, grow, create, and play, while providing their families with much needed respite care.

## Junior Canadian Rangers Support

In late 2020, Canada Company launched a new program to support Junior Canadian Rangers facing financial challenges. The program helps pay for travel to attend the funeral of a parent or guardian, learning pursuits, skills development, emergency support, and other unique opportunities.



CAMPS FOR CHILDREN,  
ENNISMORE, ON, 2024



JCR SUPPORT,  
KUUJJUAQ, QC, 2024

## CAF Indigenous Support

Joint program with the CAF Military Indigenous Learning Experience Command Team. Financial incentives of \$2,000 are awarded to Indigenous participants who have strong career goals, wish to pursue higher education, and engage in community service work.

## Grief Reconciliation

These 2-day workshops help equip those who are at high risk of experiencing injury, loss, or secondary trauma with the knowledge, skills, and practical steps to deal with the challenges they may face day-to-day.

## Aye Ready

The aim of this program is to provide timely, pointed, and meaningful support for specific activities or requirements in support of military members and/or their families; either financially or through contacting the responsible authorities. Donations to Military Family Resource Centres, Padre Benevolent Funds, and regimental organizations are just a few examples.

## Appreciation

The different chapters of Canada Company organize celebration events to offer thanks for their service to retired and serving members as well as their families. Events like ski days and picnics are just a few examples. We also facilitate their participation to various sport events offered to military members and their families across Canada.



CHEQUE PRESENTED  
TO THE FLEET DIVING  
UNIT ATLANTIC,  
HALIFAX, NS, 2024

# Many Ways to Serve

You can be of service, too.

Members of the military give so much to be of service to Canada. Help share in Canada Company's commitment to ensuring the CAF receives the support, care, and recognition they deserve.

Your support allows Canada Company to continue delivering programs and services that raise awareness, provide education, and foster wellbeing.

The following page details some ways to serve. Make a general donation or propose a program and partner with Canada Company.

**We welcome and appreciate all donations.**



# Donations

## Individual

**\$50** - CAF Speaker event attendance for 1 person

**\$500** - CAF Speaker event attendance for a table of 10 guests

**\$900** - Send 1 child to camp

**\$2,500** - Life skills support for 1 Junior Canadian Ranger

**\$5,000** - A scholarship for 1 Child of the Fallen

**\$10,000** - 10 Cadet bursaries

**\$20,000** - 2-day Grief Reconciliation workshop that will benefit up to 20 military members

**\$25,000** - 1 Military History Learning module

## Corporate



For information on how to donate, please contact:

**Marie Claire Ouellette**

marieclaire-ouellette@canadacompany.ca  
647-801-5210

**Judith Rose**

judith.rose@canadacompany.ca  
416-371-3067

# GET IN TOUCH

## ADDRESS

CIBC SQUARE, Tower One  
81 Bay Street, Suite 3800  
Toronto, Ontario  
M5J 0E7

## EMAIL

[info@canadacompany.ca](mailto:info@canadacompany.ca)

## PHONE NUMBER

416-869-8458

## WEB

[www.canadacompany.ca](http://www.canadacompany.ca)

## SOCIALS

