



PPCLI FOUNDATION

For the Soldier, the Wounded, the Fallen and their Families

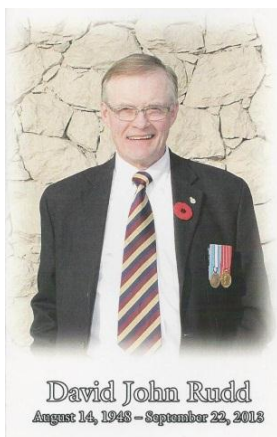
2013 Annual Report



*PPCLI Foundation presents a cheque to the Amputee Coalition of Canada
at Heroes Hockey Challenge 2013 in Abbotsford, BC*

For the Year Ending 31 December 2013

In Memoriam: Trustee Major (Ret'd) David Rudd



On behalf of the Patron, Vice-Patron, Trustees, Staff and Volunteers, the Princess Patricia's Canadian Light Infantry (PPCLI) Foundation extends its deepest sympathies to Carol Rudd and the Rudd family on the sudden passing of Trustee Major (Ret'd) David Rudd, CD on September 22, 2013.

Dave served the PPCLI Foundation capably with passion and commitment since early 2011 as a Trustee and the Foundation's secretary. He played key roles on both the Audit and Finance and Nominating Committees of the Foundation.

Dave was born into a military family in Vegreville, Alberta and graduated from Royal Military College in Kingston, Ontario. He served with the First Battalion PPCLI until 1980, when he left to pursue a career in the oil and gas sector. Dave was also a long-time volunteer with the Calgary Stampede.

This issue of the 2013 PPCLI Foundation Annual Report is dedicated to the memory of Dave.

PPCLI Foundation
4520 Crowchild Trail S.W.
Calgary, AB T2T 5J4
www.ppclifoundation.ca

Business/Charitable Registration No. 84205 7804 RR0001

Greetings from our Patron

By The Right Honourable Adrienne Clarkson



With three years of operations now behind it, our Foundation has won many friends and provided nearly \$200,000 in support to the PPCLI Regimental Fund, military family resource centres, the Amputee Coalition of Canada, and other charities which support soldiers and their families. While these accomplishments are important, perhaps even more important in the longer-term are the relationships which are being developed in a broader Canadian community and the awareness created about matters of importance to soldiers, veterans and their families.

This awareness comes as the Regiment begins its commemoration of 100 years of service to Canada, which will, no doubt, serve to amplify those feelings of pride we all share in service to our fellow citizens and the tremendous role Patricias have played during the past century.

I wish to congratulate the many volunteers who have worked in 2013 to achieve what is recorded in this report. I know that for all, it is a labour of love, a passion, but I do want you to know how very much it is appreciated. Well done!

As the Foundation moves forward in pursuit of its purposes and goals, contributing to the well-being of Patricias and assisting them by securing resources and partnerships with like minded individuals and organizations, I want you to know that you do so with my full encouragement and support.

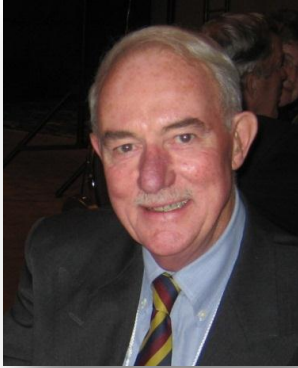
For the Soldier,

A handwritten signature in dark ink, which appears to read "Adrienne Clarkson". The signature is fluid and cursive, with a long, sweeping underline.

The Right Honourable Adrienne Clarkson, PC, CC, CMM, COM, CD
Colonel-in-Chief Princess Patricia's Canadian Light Infantry and Patron PPCLI Foundation

Message from the President

By Major-General (Ret'd) Barry Ashton,

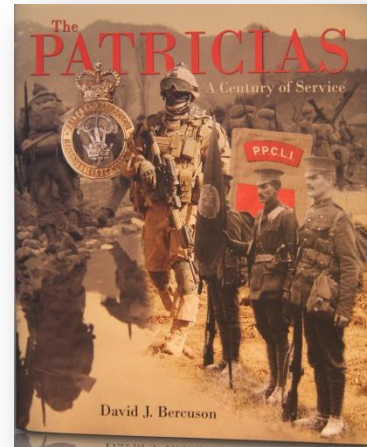


The Foundation today is established as a valued partner within the Regimental family, one that has and continues to extend the reach of the Regiment into a broader community. With the 100th Anniversary of the Regiment in 2014, the Foundation is a key player in gathering support and funding from outside of the Regimental family. Funds raised will be leveraged to grow our ambitious goal of an endowment of \$5 million by 11 November 2018 to coincide with the 100th Anniversary of the Armistice in World War I.

Special fundraising events such as Heroes Hockey Challenge (HHC) are positioning the PPCLI Foundation to be sustainable in the long term. The 2013 HHC raised over \$60,000 to support programs. This is in addition to numerous fundraising endeavors

including an Armistice Ball and Veterans Symposium in Regina, Saskatchewan focusing on Post-Traumatic Stress Syndrome.

The Foundation was pleased to be able to support initiatives in 2013 such as the purchase of the Memorial Cross awarded to the mother of Sergeant Robert Spall, Victoria Cross; the provision of markers for 30 Patricias who fell in Sicily in 1943; attendance at a ceremony commemorating our Afghanistan fallen at the Saskatchewan War Memorial; and the launch of the 100th anniversary book, *The Patricias: A Century of Service* by Dr. David J. Bercuson. The Foundation was also pleased to obtain funding for centennial art exhibition, *Forging a Nation: Canada Goes to War*, which opened at The Military Museums in Calgary on 21 January 2014.



I wish to congratulate the many supporters who have contributed to our successes in 2013: our Patron and Vice-Patrons; our Trustees; non-Trustee members of committees of the Foundation's Board; other volunteers and partners; and, of course, our many donors, funders and sponsors. All have played a vital role in the initial success of this undertaking. I encourage you to stay involved and see the campaign through to its conclusion in 2018.

For the Soldier,

A handwritten signature in black ink that reads 'Barry Ashton'.

Barry Ashton
Major-General (Ret'd)
President

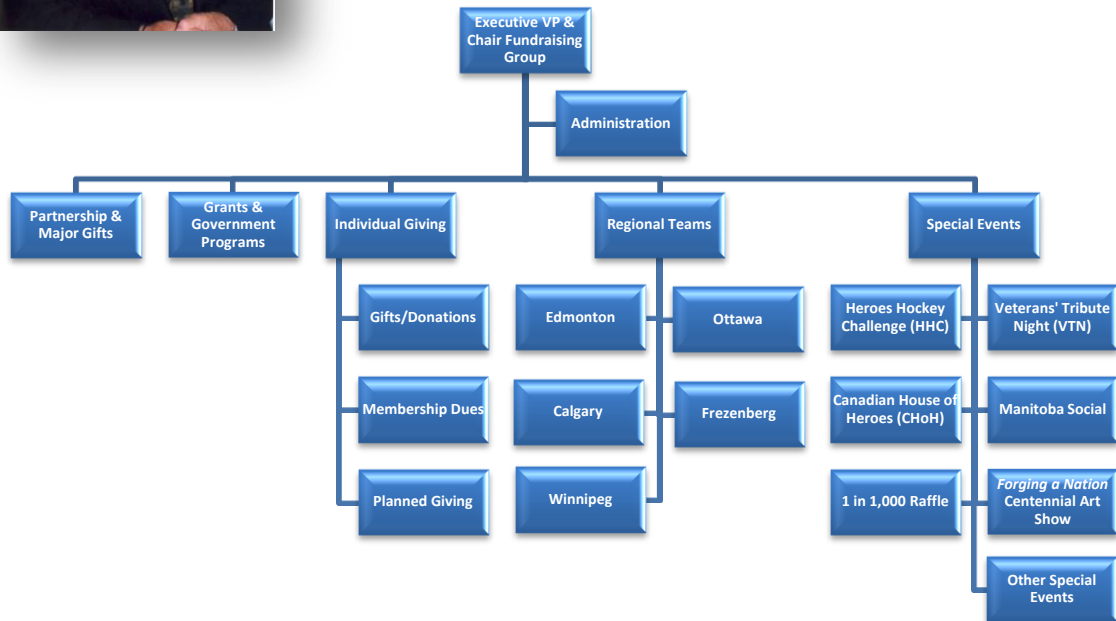
Fundraising for the PPCLI Regiment's Centennial

By Lieutenant-General (Ret'd) Kent R. Foster



With an effective organizational structure in place, the Foundation's new Fundraising Group (FRG) was implemented in early January 2013. (See chart below)

We continued to develop four revenue streams within the group with a focus initially on Partnership and Major Gifts (PMGC), and Grants and Government Programs, chaired respectively by Vice-President John Sharpe and Vice-President John Hunter.



This focus began to shift to our third revenue stream, Special Events, with volunteers from the Regional teams supervising or chairing each one as the year progressed.

Our fourth revenue stream of Individual Giving continued to attract donors, new members and our Planned Giving opportunity was posted on the Foundation's website.

The Group meets by conference call on an as-needed basis under the Chair Executive Vice-President Kent Foster and two such sessions were held during the year. Its business is done for the most part directly between the committee chairs and Special Event volunteers. Email is the communication vehicle used. When required, Regional members and Committees are brought together to explore and execute fundraising opportunities. Regional team members are often double-hatted as members of the Partnerships and Major Gifts Committee and Special Events.

Jerry Joynt, Vice-President, Communications and Public Relations Committee, is a member of FRG and provides the link between communications and the provision of supporting materials for the promotion of partnerships and donations. Administration support is provided by the Foundation's Calgary-based manager Sheila Serup.

Partnership and Major Gifts

By Major-General (Ret'd) John Sharpe, Vice-President, Partnership & Major Gifts

The Committee's *modus operandi* continued to be monthly conference calls and lots of e-mails. We met ten times missing March and June. Committee members were: John Sharpe (Chair), Bill Hewson, Lew MacKenzie, Bob Stewart, Malcolm Bruce, Ted Giraldeau and the late David Rudd. Ex-Officio members were Kent Foster and Barry Ashton, both absolutely essential to the success of the Committee. Thank you Kent and Barry!

In addition to maintaining a good understanding of all anniversary events as they evolved in the Regimental planning process, the PMGC actively assisted in the writing of the Partnership Proposal document which resulted in the creation of four partner categories: Platinum (\$25,000), Gold (\$10,000), Silver (\$5,000) and Bronze (\$2,000). And with Kent's help, we established Committee representation with a Regional Team in Edmonton, AB with the addition of Malcolm Bruce and Ted Giraldeau.

Further refinement and growth of our 2013 list of potential partners/sponsors continued throughout the year. And we made an effort to send to Calgary completed Clearinghouse registration forms for inclusion on the eTapestry database. To assist Committee members with how to best approach our prospects, Bill and John met or corresponded with several very experienced known individuals in Ottawa and the province of Ontario.

An early important decision was to give a higher priority to seeking partnerships or sponsorships with defence industry companies, many of whom have representation in Ottawa, ON. In particular, we approached companies actively providing support and/or equipment, or seeking to provide support and/or equipment to the Army in general and the infantry in particular. This was done, and although results to-date are below expectations, we have received commitments of \$94,000. We are now awaiting responses to our many reminder letters.

In above photo, BGen Matthew Overton, Foundation Trustee presents a \$3,000 cheque to Commodore Mark Watson, Director General of Personnel Support Services at the National Defence Headquarters for the Hospital Comforts Fund.



Other initiatives throughout the year included approaching key Canadian families for support, assisting in the provision of armored vehicles for display at Edmonton and Ottawa, and in representing the Foundation in Regina, SK for a Veterans Seminar on supporting our wounded warriors and attending an Armistice military ball.

Finally, committee member Major-General (Ret'd) Lew MacKenzie continued to have great success with his friends and contacts in

securing financial contributions to the Foundation. And to Lew and all Committee members, I extend my thanks for your unselfish commitment of time and personal resources to the PPCLI Foundation.



In photo above, the Honourable Vaughn Solomon Schofield, SOM, SVM, Lieutenant Governor of Saskatchewan, makes an address at the opening of the new Afghanistan Plaque of the Saskatchewan War Memorial at the Legislature in Regina.

Special Events – 2013 Heroes Hockey Challenge

Our most successful recurring special event is Heroes Hockey Challenge in years 2012 and 2013.

The 2013 HHC Abbotsford game and gala dinner, held in April, was successfully designed and conducted as a model for future events in different locations. The current extended calendar of events has been developed with a new focus on partnerships which can be sustained from year to year. This is a shift from the previous approach which emphasized corporate solicitations.

For example, the following events will benefit from partnerships which are renewed yearly:

- Heroes Hockey Challenge,
- Canadian House of Heroes,
- Veterans Tribute Night,
- Gala Dinners with Like Partners, and
- Gala dinners such as the Armistice Dinner and Ball held in Regina on 10 November 2013.



Press Conference to Announce 2012 Heroes Hockey Challenge: From left to right, the following were in Vancouver in 2012 to promote the 2012 Vancouver events: Richard Brodeur, Orland Kurtenbach, Cliff Ronning, Paul Franklin, Gerry Sillers, Dave Babych and Cam Cathcart.



New Vice-Patron Joins Foundation: In 2013, the Foundation invited the Lieutenant Governor of BC, The Honourable Judith Guichon, OBC to be a Vice-Patron of the Foundation. She is pictured in photo above with her husband, The Honourable Bruno Mailloux, next to the Stanley Cup at the 2013 Heroes Hockey Challenge events.



Volunteers at Heroes Hockey Challenge: *Volunteers from the PPCLI Association Fraser Valley Branch, standing with Paul Franklin, Vice-President Amputee Coalition of Canada (centre), contributed to the success of the 2013 Heroes Hockey Challenge.*

Grants and Government Programs

By Major (Ret'd) John Hunter, Grants and Government Programs, FGC

Following exploratory meetings held with officials of Veterans Affairs Canada (VAC) and Canadian Heritage in the fall of 2012, costs estimates presented at CFB Shilo in November 2012 were integrated into applications to these departments for established contribution programs.

An application was submitted to VAC on 3 May 2013 for \$84,450 in retroactive contributions from the Community Engagement Fund towards the costs of Anniversary events and activities that appeared to meet eligibility criteria. Feedback from the department was received and, on the basis of revised cost estimates available over the period from November 2013 to February 2014, an update was submitted. Veteran Affairs Canada is providing some in-kind assistance to the Ottawa Commemoration events at the National War Memorial and the National Cemetery.

Also on 3 May 2013, a submission was made for a contribution of \$180,000 from the Canadian Heritage Commemorate Canada program for events and activities eligible under that program. These include the Trooping, the Memorial Baton Relay (MBR), the Ottawa Sunset parade, the Public Information Program and overhead administration. In November of 2013, we were asked if we could absorb \$40,000 of that amount in the current fiscal year to which we gave a positive response. In January 2014, that offer was withdrawn. Major changes to the MBR and the Centennial Display Team budgets, together with adjustments to other estimates, also required an update to Canadian Heritage in February 2014. Both updates sought roughly the same level of financial support.

Decisions on these applications are expected in Spring 2014.

Individual Giving

Increases in membership numbers can be attributed to initiatives including Heroes Hockey Challenge, a fundraising luncheon, and e-newsletters. This year the Foundation has successfully recruited new individual members who have donated \$60 or more in 2013 (see table below):

Membership Category	Totals *	2013 Increase *	% Increase
Individual Members	181	81	45%
Corporate Members	85	63	74%
Honourary Members	10	0	0%
Totals	276	144	52%

* Based on Primary Persona from eTapestry

Supporting Hamilton Gault Memorial Fund: (in photo below) At the AGM in Medicine Hat, AB, Dave Pentney, PPCLI Association President, received a cheque for \$10,000 from Barry Ashton, President, PPCLI Foundation. Looking on is Matt Brown, President of the Fraser Valley Branch of the Association. The presentation to the Hamilton Gault Memorial Fund for the Centennial memorial project was made from the proceeds of HHC 2013 in recognition of the great work of the Fraser Valley Branch.



Heroes Hockey Challenge in Chilliwack, BC increased awareness of the Foundation and Major-General (Ret'd) Lewis MacKenzie's fundraising lunch in Toronto, ON attracted new supporters.

Also the Foundation has renewed its E-News with three editions published in 2013, and reminders to individuals to renew their memberships and stay in touch.

Renewal communications consists of two approaches: communicating notices six weeks to one month before membership lapses, and reminder notices to be sent one month after the expiry of membership.

The year 2014 promises to see further growth in membership numbers as the PPCLI Regiment celebrates the 100th anniversary of its founding in 1914.



Regimental Fund Supported: (Photo above) Chief Warrant Officer Todd D'Andrade (left), Lieutenant-Colonel Mike Wright (left centre) and Major Slade Lerch (right) receive a cheque from Lieutenant-General (Ret'd) Kent Foster, the Foundation's Executive Vice-President (centre). This contribution to the PPCLI Regimental Fund was made from the proceeds of Heroes Hockey Challenge 2013 in Abbotsford. In 2013, more than \$41,000 was contributed to the Regimental Fund by the PPCLI Foundation. The cheque was presented at the Association AGM in Medicine Hat, AB on 8 June 2013.

Committee Reports

AUDIT AND FINANCE COMMITTEE

The Audit and Finance Committee assists the Board by reviewing, monitoring, evaluating, advising, or making recommendations, in accordance with its mandate, on matters affecting audits, financial reporting, accounting and internal control policies and process effectiveness, goal and objective achievement, compliance, and policy with respect to the management of investments. In 2013, Committee members were Phillip Scherman (Chair), Dennis Anderson, Dave Betts, Hub Gray, Rudy Raidt, and David Rudd (Resource: Marilyn Elliott. *Ex-Officio*: Barry Ashton). The Committee met quarterly.

COMMUNICATIONS, PUBLIC RELATIONS COMMITTEE

The year 2013 saw the restructuring and renaming of the previous Marketing & Communications Committee to Communications & Public Relations Committee. This reflects the new roles and responsibilities as a "Public Relations, Advertising Agency and Consultant" to the Foundation.

The new Committee has increased responsibilities and authority for the final approval for the use of all symbols, signs, words, phrases, which have been approved as "Official Word Marks or Brands" of the Foundation. In addition, the Foundation website will be the "Gateway" for all Foundation activities, including Special Events.

All former members of the Marketing & Communications Committee were contacted with John Hunter the only one who wished to remain active. The Committee now consists of the undersigned as Chair, Guy Cocquyt, Robert Curtin, Alex Gault, John Hunter, Sheila Serup, Barry Ashton [ex Officio] and Kent Foster. [He is presently representing FRG - Special Events. It should be noted here that in the future,

those charged with the responsibilities of Communications within various special events will sit as active members of the CPRC]. Activities to date include:

- Approval of a theme line to encapsulate our mission and reinforce the brand "***For the Soldier***" which will be used starting on the website. The theme line is "***For the Soldier, The Wounded, The Fallen, and their families.***"
- A Graphics Standards Manual is being prepared and will be available for use by our partners and associates in the first quarter of 2014.
- The website is being improved as a gateway with a major link to the HHC 2014 in Edmonton.
- The CPRC will be actively supporting the PPCLI's Public Information Steering Committee (PISC) and all associated activities of the 100th Anniversary program.

In 2014, the CPRC will be active in all of the above mentioned activities plus a new program for full utilization of Social Media, such as Facebook, Twitter, eBulletins, YouTube videos, plus the use of traditional media.

NOMINATING COMMITTEE

Members of the Nominating Committee are Bill Minnis, Doug Brooks, Barry Ashton (ex-officio) and Bill Hewson. Four Trustees - Jerry Joyce, John Sharpe, Matt Overton and Doug Brooks - were elected this year at the Annual Meeting of Foundation Members. In addition, two Trustees were appointed: Colonel Peter Dawe by the Regimental Guard and Chief Warrant Officer Paul Francis by the Regimental Executive Committee.

The Nominating Committee repeated its annual survey of officers and committee chairs to update the PPCLI Foundation Succession Plan. We found that the officers and chairs remain committed to the cause but the demands of their Foundation duties threaten to burn out some of those with heavier responsibilities and that this is also a deterrent to recruiting younger successors. This situation will be addressed in the Committee's 2014 action plan. We are encouraged to note that the 2014-2018 Business Plan projects that, as we reach financial sustainability, the Foundation will transition to a model which includes some key professional staff to lead and coordinate the fundraising and volunteer effort.

Memorial Cross Purchased for PPCLI Gallery (Photo Below): *The Memorial Cross, awarded to the mother of Sergeant Robert Spall, Victoria Cross, PPCLI, was purchased by supporters including the Foundation.*





Regina Armistice Ball (in photo above): At the Armistice Ball in Regina, SK on 10 November 2013, Brigadier-General (Ret'd) Cliff Walker, President of the Royal United Services Institute of Regina (left) along with The Honourable Vaughn Solomon Schofield, Lieutenant Governor of Saskatchewan (centre) presented a cheque for \$10,000 to the PPCLI Foundation. Accepting on behalf of the Foundation was Major-General (Ret'd) John Sharpe, Vice-President, Partnership and Major Gifts, PPCLI Foundation (right) (Photo credit: Tarn Snell, d3 Imaging Inc.)

Summary of the Financial Results for 2013

The following statements are summarized versions of the audited financial statements for the Financial Year 2013 with comparative results from 2011. The complete report of Calvista LLP, Auditor, and the audited financial statements may be obtained from the website www.ppclifoundation.ca or by contacting our office at (403) 410-2340 ext. 2684.

PPCLI Foundation

Summarized Statement of Financial Position as at 31 December 2013

	<u>General Fund</u>	<u>HHC Fund</u>	<u>Total</u>	<u>2012</u>
ASSETS				
Cash	\$ 154,058	\$ -	\$ 154,058	\$ 59,805
Accounts Receivable	2,322	-	2,322	59,000
GST Recoverable	1,781	-	1,781	2,590
Prepaid Expenses	23,128	-	23,128	12,233
Capital Assets	3,668	-	3,668	3,162
	<u>\$ 184,957</u>	<u>\$ -</u>	<u>\$ 184,957</u>	<u>\$ 136,790</u>
LIABILITIES & EQUITY				
Current Liabilities	\$ 55,241	\$ -	\$ 55,241	\$ 85,173
Member's Equity	129,716	-	129,716	51,617
	<u>\$ 184,957</u>	<u>\$ -</u>	<u>\$ 184,957</u>	<u>\$ 136,790</u>

PPCLI Foundation
Summarized Statement of Revenue and Expenditures
and Statement of Changes in Fund Balances
For the Year Ended 31 December 2013

	General Fund	HHC Fund	Total	2012
REVENUE				
Donations, memberships & grants	\$ 37,785	\$ \$ -	\$ \$ 37,785	\$ 21,430
Corporate sponsorship & major gifts	125,520	10,500	136,020	10,000
Events & Other	163,021	-	163,021	218,657
	<u>\$ 326,326</u>	<u>\$ 10,500</u>	<u>\$336,826</u>	<u>\$ 250,087</u>
EXPENDITURES				
Professional fees	\$ 51,563	\$ -	\$ 51,563	\$ 26,539
Marketing and communications	12,505	10,250	22,755	3,021
Supplies and equipment	8,909	-	8,909	6,441
Events & other	99,380	115	99,495	122,642
	<u>\$ 172,357</u>	<u>\$ 10,365</u>	<u>\$182,722</u>	<u>\$ 158,643</u>
Excess of Revenue over Expenditures				
Before Gifts to Eligible Donees	<u>\$ 153,969</u>	<u>\$ 135</u>	<u>\$154,104</u>	<u>\$ 91,444</u>
GIFTS TO ELIGIBLE DONEES				
PPCLI Regimental Fund	\$ 37,000	\$ 4,378	\$ 41,378	\$ 40,000
Amputee Coalition of Canada	10,000	2,127	12,127	20,000
Military Family Resource Centres	-	-	-	13,318
Hamilton Gault Memorial Fund	15,000	-	15,000	5,000
Other	7,500	-	7,500	2,500
	<u>\$ 69,500</u>	<u>\$ 6,505</u>	<u>\$ 76,005</u>	<u>\$ 80,818</u>
Excess (Deficiency) of Revenue over				
Expenditures	<u>\$ 84,469</u>	<u>\$ (6,370)</u>	<u>\$ 78,099</u>	<u>\$ 10,626</u>
Statement of Changes in Fund Balances				
Balance at 1 January 2013	\$ 43,033	\$ 8,583	\$ 51,616	\$ 40,990
Excess (Deficiency) of				
Revenue over Expenditures	84,469	(6,370)	78,099	10,626
Interfund Transfer	2,213	(2,213)	-	-
Balance at 31 December 2013	<u>\$ 129,715</u>	<u>\$ -</u>	<u>\$129,715</u>	<u>\$ 51,616</u>

Three-Year Summary of PPCLI Foundation Financial Results

	2011	2012	2013	Total
Revenue	\$99,673	\$250,087	\$336,826	\$686,586
Expenses	41,683	158,643	182,722	383,048
Net Revenue	57,990	91,444	154,104	303,538
Gifts to Eligible Donees				
PPCLI Regimental Fund	12,000	40,000	41,378	93,378
Military Family Resource Centres	5,000	13,318	-	18,318
Hamilton Gault Memorial Fund	-	5,000	15,000	20,000
Amputee Coalition of Canada	-	20,000	12,127	32,127
CPCSA Hospital Comforts Fund	-	-	3,000	3,000
Others	-	2,500	4,500	7,000
Total Gifts to Eligible Donees	17,000	80,818	76,005	173,823
Excess (Deficiency) of Revenue Over Expenses After Gifts to Eligible Donees	\$40,990	\$10,626	\$78,099	\$129,715

In Appreciation

Patron

The Right Honourable Adrienne Clarkson, PC, CC, CMM, COM, CD, Colonel-in-Chief

Vice Patrons

Colonel (Ret'd) The Honourable Donald S. Ethell, OC, OMM, AOE, MSC, CD,
Lieutenant Governor of Alberta

The Honourable Judith Guichon, OBC, Lieutenant Governor of British Columbia

The Honourable Philip S. Lee, CM, OM, Lieutenant Governor of Manitoba

The Honourable Vaughn Solomon Schofield, SOM, SVM, Lieutenant Governor of Saskatchewan

Lieutenant-General Raymond R. Crabbe, CMM, MSC, CD, Colonel of the Regiment

Honorary Colonel Dennis Erker, Honorary Colonel The Loyal Edmonton Regiment (4 PPCLI)

Honorary Colonel Blake C. Goldring, MSM, LLD, CFA, Honorary Colonel of the Canadian Army

Trustees

The following list of Trustees includes those serving as of 31 January 2014. Three are appointed by Regimental bodies: the PPCLI Regimental Guard and the PPCLI Regimental Executive Committee. The remainder are elected by the Members for a three-year term.

Mr. Dennis A. Anderson, FCA

Major-General (Ret'd) Barry W. Ashton, CD, President

Captain (Ret'd) Douglas G. Brooks, P.Eng., Secretary

Brigadier-General (Ret'd) Keith Corbould, CD, Vice-President Grants & Benefits

Mr. Phillip Crawley, CBE, Publisher and CEO, The Globe and Mail

Colonel Peter Dawe, CD

Mrs. Marilyn J. Elliott, FICB, CFP, CLU, Treasurer

Lieutenant-General (Ret'd) Kent R. Foster, CMM, CD, Executive Vice-President

Warrant Officer (Regimental Sergeant Major) Paul Francis, CD

Major-General (Ret'd) C.W. (Bill) Hewson, CMM, CD

Major (Ret'd) John C. Hunter, CD

Mr. J.G. (Jerry) Joynt, Vice-President, Communications and Public Relations

Colonel (Ret'd) James Kempling, CD

Major Slade G.J. Lerch, CD

Colonel (Ret'd) William H. (Bill) Minnis, MSM, CD

Brigadier-General Matthew K. Overton, CD

Major-General (Ret'd) John L. Sharpe, CMM, CD, Vice-President Sponsorship & Major Gifts

Mr. Warren Spitz, President & CEO UCS Forest Group

FUNDRAISING GROUP AND COMMITTEES

FUNDRAISING GROUP

Kent Foster (Chair), Dennis Anderson, John Hunter, Jerry Joynt, Jim Kempling, Sheila Serup, John Sharpe and Barry Ashton.

PARTNERSHIP & MAJOR GIFTS COMMITTEE

John Sharpe (Chair), Bill Hewson, Lew MacKenzie, and Bob Stewart (Resources: Consultants: Bruce Bowser, Phillip Crawley, Warren Spitz; Sheila Serup, Jim Kempling and Ex-Officio: Barry Ashton and Kent Foster)

GRANTS & BENEFITS COMMITTEE

John Hunter

INDIVIDUAL GIVING AND MEMBERSHIP

Doug Brooks and Sheila Serup

PLANNED GIVING

Dennis Anderson, John Hunter and Sheila Serup

REGIONAL TEAMS

EDMONTON REGIONAL TEAM

Malcolm Bruce and Ted Giraldeau

CALGARY REGIONAL TEAM

Dennis Anderson, Dave Betts, Doug Brooks, Marilyn Elliott, Hub Gray, Jerry Joynt, Rudy Raidt, Roger Rowley, Dave Rudd, Philip Scherman and Sheila Serup

WINNIPEG REGIONAL TEAM

Ray Crabbe and Vince Kennedy

OTTAWA REGIONAL TEAM

Bill Hewson, Dave Brigden, Don Dalziel, Al Johnston, John Sharpe, and Bill Turner

TORONTO REGIONAL TEAM

David Fraser, Paul Hale, John Hunter, Lew MacKenzie, Mark Towhey, Cliff Trollope

FREZENBERG REGIONAL TEAM

Bill Minnis

HEROES HOCKEY CHALLENGE ABBOTSFORD 2013 ORGANIZING COMMITTEE

Board of Governors:

- Glenn Cumyn, HHC Founder and Co-Chair;
- Major-General (Ret'd) Barry Ashton, Foundation President;
- Lieutenant-General (Ret'd) Kent Foster,

The Organizing Committee was composed of:

- Lieutenant-Colonel (Ret'd) Wayne Dehnke (General Manager),
- Colonel (Ret'd) Bill Sutherland (Asst GM),
- Greg Dureault (Executive VP Qwick Media Inc), and
- Ted Cowie (Qwick Media Inc).

MANITOBA SOCIAL

Vince Kennedy

FORGING A NATION: CANADA GOES TO WAR CENTENNIAL ART EXHIBITION

Bill Bewick (Project Director), Lindsey V. Sharman (Curator of Art), Dennis Anderson, Captain Al Younghusband, Warrant Officer Jason Yardley, Sheila Serup and volunteers.

AUDIT & FINANCE COMMITTEE

Phillip Scherman (Chair), Dennis Anderson, Dave Betts, Hub Gray, and Rudy Raidt (Resource: Marilyn Elliott, *Ex-Officio*; and Barry Ashton)

COMMUNICATIONS AND PUBLIC RELATIONS COMMITTEE

Jerry Joynt (Chair), Guy Cocquyt, John Hunter, and Sheila Serup

GRANTS AND BENEFITS COMMITTEE

Keith Corbould (Chair), Matt Overton, John Hunter, CWO Paul Francis and Bill Minnis

NOMINATING COMMITTEE

Bill Hewson (Chair), Bill Minnis, and Ex-Officio: Barry Ashton

Markers Installed to Remember the Sacrifice of the Fallen (in photos right). PPCLI soldiers who fell during the liberation of Sicily in 1943 were remembered in 2013 with the installation of markers. The PPCLI Foundation contributed \$4500 towards the cost of 30 markers which were installed in Sicily, Italy. Top right photo shows the marker placed in Leonforte, Sicily in remembrance of Private Sydney John Cousins who fell July 22, 1943 at the age of 23. The bottom right photo shows this marker, complete with date planted and identification mark, which was installed in Adrano, Sicily in remembrance of Private Roy Harrison. He was 23 when he fell on August 5, 1943. Operation Husky 2013 ensured that all the soldiers who fell in the liberation of Sicily in 1943 were remembered.



THANKS TO CHARITABLE PARTNERS AND SUPPORTERS

During 2013, the Foundation has enjoyed the support of or partnered with several individuals and organizations. We wish to acknowledge these organizations and individuals. They are:

**Military Family Resource
Centre**

PPCLI Regimental Fund

True Patriot Love

**Amputee Coalition of
Canada**

**The British Columbia
Regiment (Duke of
Connaught's Own) Trust**

**PPCLI Association
Hamilton Gault
Memorial Fund**



"a Nation needs its Heroes™"

www.heroeshockeychallenge.com

HEROES HOCKEY CHALLENGE PARTNERS 2012 AND 2013 (TO 31 DECEMBER 2013)

Telus
Canadian Direct Insurance
SFE Global, Mr. Glenn Cumyn, Founder
Qwick Media Inc, Mr. Ross Tocher
Canada Lands Company
The Hockey Legends
Ritchie Bros Auctioneers
GML Mechanical Ltd.
Matcon Civil Constructors Inc.
Ramada Plaza & Conference Centre
Abbotsford Entertainment & Sports Centre
Canadian Trucking Magazine
Firststar Performance Apparel
The Langley Concrete Group
Schmidt, Berg and Company
Abbotsford BC

Air Canada
Starwood Hotels & Resorts
Driven Audio
Glacier Media Group
Prospera Credit Union
Venture Pacific Construction Management
SportChek
Abbotsford Heat
Hofstede's Country Barn
Stephanie Lauren Photography

2013 Heroes Hockey Challenge: Minor Sports Team Sponsors

Glenn Cumyn (SFE Global)	Wayne Dehnke
Jim Blair (Indian Head Insulation)	Chris Johnson (KWL)
Bob Stellick (McDonalds Restaurant)	Kevin McMillan (SFE Global)
Richard Burnett (Sportchek)	Shane O'Connor (The O'Connor Group)
Honorary Colonel Blake Goldring (AGF Financial)	Randy Fasan (Canada Lands Co.)
Buzz Denroche (Denroche & Co.)	Bob Hans (The Han Group)
Bob Bailey (Re/Max Treeland Realty)	Ron Gillespie (Canadian Mill Equipment Sales Inc.)
Mr Phil Klaassen	Doug Thom (Firstar Sports)
Royal Canadian Legion Branch #280 Vedder	Don Crowhurst (Sasquatch Lions Club)
Mario Scarpino (ISM Industrial Steel & Manufacturing)	Jerry Wernicke (Chilliwack Elks Lodge 68)
Bob Jones (Mount Cheam Lions Club)	
Graham Schmidt (Schmidt, Berg & Co)	Mark Omelianiec (Langley Concrete Group)
Mark Van Ek (Venture Pacific Construction)	Prospera Credit Union
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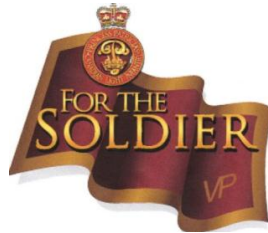
Alberta Foundation for the Arts	<i>Friends of Major-General Lewis MacKenzie</i>
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PPCLI FOUNDATION

For the Soldier, the Wounded, the Fallen and their Families

PPCLI Foundation

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