

# PPCLI Foundation 2014 Annual Report

for the Year ended December 31, 2014

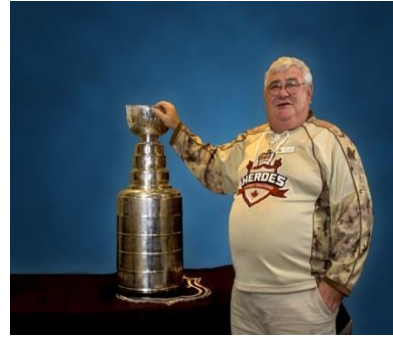


**Memorial Baton Relay Stops in Elk Lake, Ontario:** Corporal Patrick Langlois of 2 PPCLI passes the Memorial Baton to a veteran of the Battle of Kap'Yong and former member of 2 PPCLI during the Baton's run through Elk Lake on September 1, 2014.



## In Memoriam: Lieutenant-Colonel (Ret'd) Wayne Dehnke

On behalf of our Patron, Vice-Patron, Trustees, Staff and Volunteers, the Princess Patricia's Canadian Light Infantry (PPCLI) Foundation extends its deepest sympathies to Sandy Dehnke and the Dehnke family on the sudden passing of Lt-Col (Ret'd) Wayne Dehnke on January 12, 2014.



Wayne played a key role in organizing the 2013 Heroes Hockey Challenge in Abbotsford, BC which raised significant funds for organizations supporting soldiers and their families.

He served in the 2<sup>nd</sup> Battalion, Queen's Own Rifles of Canada in 1964 until their disbandment in 1968. He then joined the Canadian Airborne Regiment, and in 1973, he joined the PPCLI, serving in several roles up to and including Battalion Second in Command.

He served in Cyprus, and with the Canadian delegation to the International Commission of Control and Supervision in Vietnam.

*The 2014 PPCLI Foundation Annual Report is dedicated to the memory of Wayne.*

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## Greetings from our Patron

*The Right Honourable Adrienne Clarkson*

The exemplary work of the Trustees, members and volunteers has enabled the Foundation to fully support the 100<sup>th</sup> Anniversary commemorations of the Princess Patricia's Canadian Light Infantry. This past year, we have seen the enormous contributions of many within the Regimental family to ensure the success of the Centennial.

This summer, we witnessed the Memorial Baton Relay which beautifully retraced the significant journey of the original men who answered the call to form the Regiment. The commemoration of the PPCLI at memorials in Patricia Park in Edmonton, Lansdowne Park and Parliament Hill in Ottawa, and at many other sacred memorials across the country illuminated the national pride in our Regiment.

The PPCLI Foundation continues to build lasting friendships and networks across the nation. The invaluable contribution of the PPCLI Foundation to the PPCLI Regimental Fund, the Hamilton Gault Memorial Fund, Military Family Resource Centres, the Amputee Coalition of Canada, and Wounded Warriors of Canada is a testament to these enduring relationships. I wish to thank Barry Ashton who presided over the Centennial Commemorations and the many Foundation Trustees and members who did such extraordinary work over the last few years so that we could be supported in these efforts.

Our work for the Centennial is not over yet. We will be going to Frezenberg in Belgium in May 2015 to commemorate one of the battles which is very important to the PPCLI, a battle in which major sacrifice was made when 95 per cent of our Force was wounded or killed. The Foundation will be sharing the knowledge of this significant historical event by sending cadets and youth to this event, and on battlefield tours.

As the Foundation moves forward in fulfilling its goals for the soldier, the wounded, the fallen and their families, please know that you do so with my heartfelt encouragement.

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





## Message from the President

*Lieutenant-General (Ret'd) Kent Foster*

The 100<sup>th</sup> Anniversary Commemoration of the PPCLI across the nation in 2014 was tremendously successful in connecting with Canadians and garnering strong relations. It also provided the Foundation with a focus for raising funds associated with its many memorable activities.

The Foundation's major role in the 100<sup>th</sup> Commemoration was that of financial support in cooperation with our Regiment and Association. Through our partnerships and sponsors we were able to support the Regiment in all commemoration activities, from the Memorial Baton Relay, an event which shone a spotlight on the Regiment, to the Forging a Nation: Canada Goes to War art exhibition.

Through its efforts and the contributions of two federal government grants, one national media partner, over 41 partners and sponsors and an enormous number of volunteers, the Foundation exceeded its fundraising target for the 100<sup>th</sup> Anniversary

The first installment of the Personal Legacy Stones at Patricia Park was unveiled during the Edmonton Commemoration in August 2014. Legacy stones with the names of Patricias and Friends of the Regiment were placed within the park walkways on the memorial site of the Patricia Park at Griesbach Village in Edmonton. This project enables all within the PPCLI family to leave a reminder of their service or that of another, and make a living legacy of support to our veterans, families and serving soldiers.

Heroes Hockey Challenge 2014, co-hosted by the PPCLI Foundation and the Edmonton Garrison Military Resource Family Centre, provided the best of hockey traditions and play between the Warriors and Edmonton Oilers Alumni. The game was preceded by a gala dinner which featured silent and live auctions as well as a stirring tribute by keynote speaker, the Right Honourable Adrienne Clarkson, Colonel-in-Chief, PPCLI.

These significant and very successful events have further established the PPCLI Foundation as a valued, integral partner within the Regimental family. Momentum is building towards upcoming WW1 centennials including the Frezenberg Commemoration in May 2015. In striving to reach our \$5 million endowment fund by 2018, and while a great deal of our efforts and resources have been focused on supporting the Regiment's 100<sup>th</sup> Anniversary the Foundation's priority for raising funds continues to be the support of those with the greatest need and to whom we owe the greatest debt: the families of the fallen, as well as the injured and their families. We look forward to working with you to grow our Centennial Legacy Fund. Thank you for your support in 2014.

***For the Soldier,***

A handwritten signature in black ink, appearing to read 'Kent Foster', written in a cursive style.

Lieutenant-General (Ret'd) Kent Foster, President



## Fundraising for the PPCLI Regiment's Centennial

*Lieutenant-General (Ret'd) Kent Foster*

With an effective organizational structure in place, the Foundation's new Fundraising Group was implemented in early January 2013. We continued to develop four revenue streams within the group with a focus initially on Partnerships and Major Gifts, and Grants and Government Programs. Having little history to base our fundraising plans on, we developed a multiple-track approach. Some elements worked well, while others demanded strategies that only experience could yield. Our efforts now will be to develop an effective and sustainable plan to meet our future needs and obligations.

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 and two such sessions were held during the year. Its business is done for the most part directly between the committee chairs and Special Events volunteers. Email is the communication vehicle used. When required, Regional members and Committees meet by conference call to explore and execute fundraising opportunities. Regional team members are often double-hatted as members of the Partnerships and Major Gifts Committees and Special Events. Jerry Joynt, Vice-President, Communications and Public Relations, is a member of the Fundraising Group and provides the link between communications and the provision of supporting materials for the promotion of partnerships and donations. The Foundation's Calgary-based manager Sheila Serup provides administrative and communications support.

### ***Testimonial to the work of the Foundation:***

*"In light of the current situation regarding veterans and our current federal government, I deeply appreciate your efforts on behalf of our wounded soldiers. No one should have to suffer after bringing honour to our nation as do our soldiers, wounded veterans and their families."*

*Ric Williams, President, Williams & Goffin Consulting Inc.*

## Partnership and Major Gifts

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

Continuing our conference calls, we met seven times. Committee members were: John Sharpe (Chair), Bill Hewson, Lew MacKenzie, Malcolm Bruce, and Ted Giraldeau. Ex-Officio members were Kent Foster and Barry Ashton, both essential to the success of the Committee.

With Bill Hewson and John Sharpe taking the lead, we continued to give priority to seeking partnerships with defence industry companies. A total of \$100,000 was realized. Our higher expectations were negated by a major reduction in government defence expenditures,



causing many of our potential defence partners to cut discretionary spending. We had little experience in this area at the beginning. While the committee expended considerable efforts regrettably our results fell short of expectations. This experience will serve us well going forward. Many other initiatives were successful and at the end of the day, the Foundation met its promised financial support to the Regiment for Anniversary activities.



***Northland Supports Heroes Hockey Challenge:*** Lieutenant-Colonel (Ret'd) Malcolm Bruce (on right in above photo) accepts a \$2,500 contribution for Heroes Hockey Challenge 2014 from Northland Director of Community Relations, Darryl Szafranski.

Much of this success was due to the ongoing outstanding work of Barry Ashton. And Lew MacKenzie continued to do his magic in gaining significant support from partners, including a \$50,000 partnership from Tim Hortons. Thanks to the work of John Hunter and Malcolm Bruce, the Foundation played a key role in establishing the Legacy Paving Stones project for Patricia Park in Edmonton. To all Committee members, my sincere thanks. The future mandate for the Partnership and Major Gifts Committee must now be determined.



***Heritage Canada Supports Centennial (in photo above):*** Joan Crockatt, MP for Calgary Centre (on left) presents a cheque for \$175,000 for PPCLI Foundation Past-President Barry Ashton (centre), and Treasurer Marilyn Elliott. Funds assisted the PPCLI with its 100<sup>th</sup> Anniversary Commemoration. The cheque was presented at the Calgary Memorial Baton Relay Gala Dinner on August 15, 2014 at Mewata Armoury.





## Special Events: 2014 Heroes Hockey Challenge

More than 400 guests enjoyed an evening of entertainment and celebration in honour of our Canadian military heroes at the May 23, 2014 Yellow Ribbon gala dinner at Edmonton Marriott at River Cree Resort. In addition to several keynote speakers, attendees were treated to a performance by the Princess Patricia's Canadian Light Infantry Drum Line and a live auction that raised more than \$23,000.

The highlights of the evening included a stirring tribute made by the Colonel-in-Chief, The Right Honourable Adrienne Clarkson. Silver Cross mother Armande McCormack shared her story with the audience, as well as Edmonton radio personality J'Lyn Nye who delivered a heartfelt speech.

The May 24 hockey game at the Clare Drake Arena saw attendees cheer on their favorites in the face off between the Edmonton Oilers Alumni team and the Canadian Forces veterans. Hundreds of fans lined up prior to the puck-drop for autographs from both teams. Olympic gold medalists Scott Moir and David Pelletier brought their figure skating prowess to the Oilers Alumni and thrilled spectators with their power skating. The game also included play by an Edmonton minor hockey team against the Oilers Alumni. The Oilers Alumni team won the spirited game and the coveted Heroes Hockey Challenge Trophy Cup.

Funds raised from 2014 Heroes Hockey Challenge were shared equally between the PPCLI Foundation and the Edmonton Garrison Military Family Resource Centre for their programs and services. The Military Family Resource Centre supports military members and their families, veterans, the wounded and the fallen.

Overall, Heroes Hockey Challenge 2014 succeeded in providing a great weekend of Canadian entertainment while raising awareness of, and funds for, our Canadian Heroes. On behalf of the military and their families, we thank you for your support.

In March 2015, the PPCLI Foundation partnered with Wounded Warriors of Canada to host the 2015 Heroes Hockey Challenge at the Mattamy Athletic Centre at the Gardens in Toronto. Looking forward, the PPCLI Foundation will be co-hosting a fall 2015 Heroes Hockey Challenge in Winnipeg, Manitoba.

**Supporting the Amputee Coalition of Canada:** In the photo on right, PPCLI Foundation Interim President Kent Foster presents a cheque for \$10,000 to the Amputee Coalition of Canada. Paul Franklin, Fundraising Chair, accepts on behalf of the Coalition.



### What the Amputee Coalition of Canada says:

Marc Thomlinson, President, Amputee Coalition of Canada says: *“The continued financial contribution of the PPCLI Foundation to the Amputee Coalition of Canada (ACC) support funding Canadian amputee research through our Canadian Amputee Research Awards. The generous support of the PPCLI Foundation also directly supports Canada amputee population through our coast-to-coast network of Peer Visitors and supports those with limb loss learning valuable new skills through our Promoting Amputee Life Skills (PALS) program.”*



**Colonel-in-Chief of the Regiment Drops Puck:** The Right Honourable Adrienne Clarkson, Colonel-in-Chief dropped the puck to start the hockey game between Ryan Smith, #94 for the Edmonton Oilers Alumni team and Captain Jonathon Hancock, #4, of the Canadian Forces Warriors team on Saturday, May 24, 2014 at Clare Drake arena in Edmonton, AB.



**Heroes Hockey Challenge 2014 Finale:** All players, referees, coaches and minor hockey team players came together for this team photo (above) at the close of Heroes Hockey Challenge, held at the Clare Drake Arena at the University of Alberta.



**Taking the Challenge:** An Oilers Alumni player keeps the puck away from Warriors Private Steve Norris (#54) and Corporal Bryan Capiak (#4) in the Heroes Hockey Challenge game.





### Special Events: *Forging a Nation: Canada Goes to War*

To commemorate the centennial anniversary of both the beginning of WW1 and the formation of the PPCLI, the PPCLI Foundation and the University of Calgary presented ***Forging a Nation: Canada Goes to War*** to over 275 leaders from the academic, corporate, military and community at the January 21, 2014 opening at the Founders' Gallery at The

Military Museums.

The concept for this mixed media art exhibition was drafted in 2008 with the objective of presenting a display of high quality art and artefacts to trace the formation, events and sacrifices of the Regiment. Lieutenant-Colonel (Ret'd) Bill Bewick stepped in as exhibition manager, and the PPCLI Foundation took the lead in fundraising. In 2012, the University of Calgary became a partner with a significant commitment of funds and in-kind contributions, including the Founders' Gallery art curator and technical staff. The exhibition committee was able to borrow outstanding artworks from national and foreign sources including the Canadian War Museum in Ottawa, Imperial War Museum in London, Glenbow Museum in Calgary and from other collections and individuals, including the PPCLI regimental collection.



The show organizers are also grateful for the financial support of the PPCLI Foundation, PPCLI Regimental Fund, The Alberta Foundation of the Arts, The Calgary Foundation, The Royal Canadian Legion, the Royal Alberta United Services Institute and the Calgary Poppy Fund. This generous support enabled a most fitting and memorable visual tribute to honour and remember the sacrifice of Canadians, represented by our Regiment and our army in the Great War and in subsequent service to Canada.

**Photo Captions:** The Founders' Gallery at The Military Museum (in top photo) hosts the Calgary exhibition of ***Forging a Nation: Canada Goes to War***. In photo above, Founders' Gallery Curator Lindsey V. Sharman (centre) and Tom Hickerson, U. of C. Vice-Provost, listen to Alex Gault who stands next to a painting of his great uncle Andrew Hamilton Gault, Founder of the PPCLI Regiment. In right photo, Warrant Officer Jason Yardley speaks about the William Barnes Wollen painting "Second Battle of Ypres (Frezenberg), 1915."



## Special Events: Calgary Memorial Baton Relay Gala Dinner

Much has been written about the Memorial Baton Relay which symbolized the movement of volunteers across Canada seeking to join the Regiment. During its Calgary



stop, the Foundation hosted a gala dinner at the Mewata Armoury in which Member of Parliament Joan Crockatt presented a cheque on behalf of Canadian Heritage and Veteran Affairs to the Foundation. This fundraiser was the first of several which were intended to raise awareness of the Foundation's work **For the Soldier**.

The reception to the Baton Relay from Prairie communities was enthusiastic and supportive. The momentum grew as the PPCLI neared the Highway of Heroes, and the major cities of Toronto, Ottawa and Montreal. The Organizing Committee, led by Alex Gault, is appreciative of the contributions made by Captain Steve Zivkow, now RSSO Adjunct for the Calgary Highlanders and Dana Lee-Trottier of the Mewata Armoury, and the donation of a large flag by Gerry Wood. Entertainment was provided by the PPCLI Drumline and the Regimental Pipes and Drums of the Calgary Highlanders.

## Special Events: Toronto Reception and Ottawa Commemoration

The Commemoration events were truly an opportunity for the Foundation's patron, the Colonel-in-Chief, to meet soldiers and community leaders alike. In Toronto, she hosted a reception for business leaders to meet soldiers. This was followed by the dedication of a memorial in Landsdowne Park, Ottawa, and the nationally-televised Sunset Ceremony on Parliament Hill. This latter event, to commemorate the founding of the PPCLI and the Royal 22e Regiment in 1914, was preceded by a reception hosted by the Speaker of the House of Commons. Members of Parliament, serving and former members of the Canadian Forces, and 100<sup>th</sup> Anniversary partners and supporters attended. In total an estimated 350 were in attendance. Following the Freedom of the City march in Ottawa, thousands of spectators watched the Regiment rededicate itself to the service of Canada and Canadians.

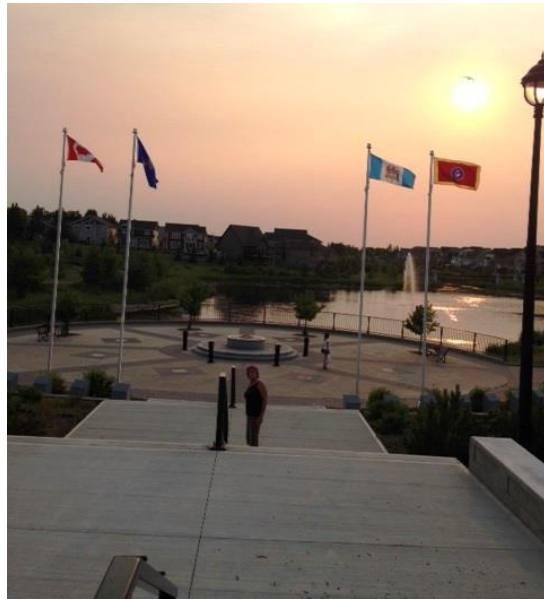
**Memorial Service to Honour the Fallen:** *The Right Honourable Adrienne Clarkson, Colonel-in-Chief of the PPCLI chats with Cadet Chief Warrant Officer Jeffrey as they enter Trinity Anglican Church in Port Credit, Ontario on September 7, 2014. They were attending a memorial service to honour*



*Lieutenant-Colonel Agar Adamson, DSO, a Commanding Officer of the PPCLI during WWII.*

## Special Events: Personal Legacy Stone Project

The first instalment of Personal Legacy Stones at Patricia Park was unveiled on August 10, 2014 during the Edmonton Commemoration events. Legacy stones with the names of Patricias and Friends of the Regiment were placed within the park walkways of Patricia Park at Griesbach Village in Edmonton. This project enables soldiers, veterans and their families, as well as supporters to leave a reminder of their service or that of another, or to make a living legacy of support to our veterans, families and serving soldiers.



## Testimonials

*"Thanks, this is a great remembrance for our soldiers. It is such a wonderful thing! We live in Griesbach, my dad was at Ortona, and so our family is very proud that we can purchase a legacy stone with his name."* **Dolores Rodrigues**

*"When people see stones that have been requested in honour of or in memory of those who have passed, it will encourage them to think about their own mates who have passed, and perhaps to request one for friends of theirs, or get a group together to place one or more."* **Brian Forbes Colgate**

*"I am pleased to say that I am very impressed by the Park and was very moved, especially to see the stone I had placed for my best friend and even more moved to see the Stone for Vaughn Ingram who was a very close friend when we were young privates."* **James Allen**

*"Thank you for the beautiful stone."* **Lew Mackenzie**

## Grants and Government Programs

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

In addition to the in-kind and volunteer efforts estimated at more than \$400,000 from industry and individuals for the Centennial, the Foundation raised close to \$300,000 from public and private grants and contribution programs.

The key to winning support from these funders rested with our goal of connecting with Canadians and to a lesser degree, our commemorative activities. In every potential source, we needed to align our needs with program goals. Our search for funding led us in three directions, largely reflecting our assessments of the marketplace. Local charities could support one or more of our activities. In this event this direction was largely confined to Calgary and

Edmonton. The second direction was provincial grants. This availability of provincial grants that would apply to our activities and events was largely confined to Alberta through the Community Initiatives Program (Alberta Lottery Fund). At the federal level, two departments offer programs consistent with our needs: Canadian Heritage in its Commemorate Canada Program and Veterans Affairs Canada through the Community Partnership Engagement Fund.

Our applications, submitted on May 3, 2013, were approved in July 2014. The funds were applied largely to Edmonton and Ottawa Commemorative events, to the Memorial Baton Relay, and to defray administrative overheads.

Through this funding we were able to obtain amongst those who participated, an increased sense of the sacrifices made by Canadians during World War 1, a greater sense of our obligation to remember and honour those sacrifices, and pride in the achievements made during that difficult period in Canada's development as a nation. This was particularly in evidence in the 23 communities visited by the Memorial Baton Relay, especially in communities that used that visit as an opportunity to conduct a special service of remembrance such as in Wainwright, Calgary, Medicine Hat, Regina, Moosomin, Brandon, Winnipeg, Thunder Bay, Elk Lake, Espanola, London, Toronto, Brampton, Brantford, Port Credit (Mississauga), Trenton, Kingston, Mont-Ste. Hilaire, Montreal and Ottawa. Many of the media pieces speak to themes of sacrifice, remembrance and pride. This short table below summarizes the results of our efforts:

Program and Sponsor	Amount Requested	Amount Approved	Amount Spent	Notes
Canadian Association of Veterans in UN Peacekeeping, Calgary Chapter	N/A	\$15,000	\$15,000	Allocated to the Frezenberg Youth and Cadet Education Program (FYEP)
Canadian Guards Association	N/A	\$1,000	\$1,000	Allocated to FYEP
Calgary Poppy Fund	N/A	\$8,600	\$8,600	Allocated to FYEP
Community Initiatives Program (Alberta Lottery Fund)	\$20,000	\$10,000	\$10,000	Allocated to FYEP
Department of Canadian Heritage Commemorate Canada Program	\$193,000	\$175,000	\$175,000	Allocated to the PPCLI Regimental 100 <sup>th</sup> Anniversary commemorations



Veterans Affairs Canada Community Engagement Partnership Fund	\$85,450	\$78,000	\$70,308	Includes \$8,000 of in- kind support.
PPCLI Association	N/A	\$6,000	\$6,000	Allocated to FYEP
<b>Total</b>	<b>N/A</b>	<b>\$293,600</b>	<b>\$285,908</b>	

## Individual Giving

Increases in Foundation membership can be attributed to initiatives such as Heroes Hockey Challenge 2014, the Personal Legacy Stone project, the Calgary Memorial Baton Relay gala dinner, the Toronto Colonel-in-Chief Reception, the Memorial Baton Relay, as well as e-newsletters and member communications. The number of new individual members who donated \$60 and more, as well as corporate members who have contributed \$500 and more continues to grow.



Membership Category	As at 1 Apr 2015	As at 31 Dec 2014	% Increase from 31 Dec 2014	As at 31 Dec 2013	% Increase from 31 Dec 2013
Honourary	10	10	0%	10	0%
Individual	342	319	7%	156	119%
Corporate	126	123	2%	81	56%
Totals	478	452	6%	247	94%

**Helping Heroes:** In photo above right, PPCLI Foundation interim president Kent Foster accepts a \$2,500 cheque from five students of Paul Kane Public School in St. Albert, AB for Heroes Hockey Challenge 2014. The students raised the funds to support soldiers and their families. Later in 2015, the school provided an additional contribution of \$190.20. The PPCLI Foundation is deeply affected by the work of students to support Canada's soldiers. The cheque was presented at the beginning of the 2014 HHC game in Edmonton on May 24, 2014.

## Loewen-Perret Endowment Fund

The Loewen-Perret Endowment Fund, a component of the Foundation's Centennial Legacy Fund, was created by the children of John and Ada Loewen, and Charles and Zona Perret. This fund was established in order to pay tribute to their fathers, both of whom served during WWI (one also served during WWII). The Fund was made in memory of **John Peter Loewen**, **Charles Edouard Perret** and **Private Henry Albert Perret**.

**John Peter Loewen**, at 20 years of age, enlisted in the 144<sup>th</sup> Battalion of the Canadian Expeditionary Force at Winnipeg, Manitoba on December 7, 1915. He served in the 1<sup>st</sup> Battalion of the Canadian machine Guns Corps. John Loewen served with distinction during World War I, and was honourably discharged on May 9, 1919 in Toronto. He enlisted again on September 25, 1941, at the age of 50, in the Royal Canadian Ordnance Corps of the Canadian Army (Active) and served in World War II in both Canada and the United Kingdom until he was honourably discharged on November 24, 1945.

**Charles Edouard Perret** enlisted at the age of 20 years in the 28<sup>th</sup> Battalion of the Canadian Expeditionary Force at Invermay, Saskatchewan on February 2, 1916. He also served in the Canadian Forestry Corps. He served in Canada, Britain and France. Private Charles Perret served with distinction during World War I and was honourably discharged in Regina, Sask. on February 21, 1919. He was awarded the British War Medal and the Victory Medal.

The older brother of Charles Edouard Perret, Private Henry Albert Perret, a farmer, enlisted at 25 years of age in Saskatoon, Sask. on February 3, 1916. Born on August 7, 1890 in Geneva, Switzerland, he served in the 15<sup>th</sup> Battalion, Canadian Infantry (Central Ontario Regiment). Private Henry Perret died in action on August 15, 1917, 10 days after his 27<sup>th</sup> birthday, at the Battle for Hill 70. He knows no known resting place, and his name, along with those of more than 11,000 others, is inscribed on the memorial at Vimy Ridge.

This fund launches the work of the Foundation to establish its Centennial Legacy Fund. The Foundation's Planned Giving program encourages members to leave a legacy for tomorrow's soldiers. A planned gift to the Foundation is invested, in perpetuity, for future generations of veterans, soldiers and their families.

## Committee Reports

### Finance Committee

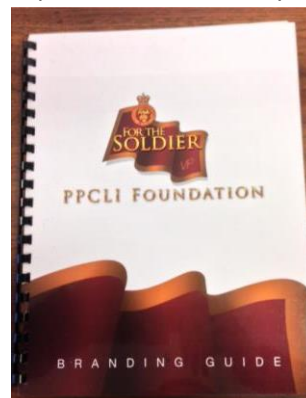
The Finance Committee assists the Board by reviewing, monitoring, evaluating, advising or making recommendations on matters affecting audits, accounting and financial reporting, internal controls, and compliance and policy with respect to the management of investments. In 2014, Committee members were Phil Scherman (Chair), Dennis Anderson, Dave Betts, Rudy Raidt and Barry Ashton. (Resource: Marilyn Elliott, Treasurer. Ex-Officio: Kent Foster). The committee met quarterly.

### Communications and Public Relations Committee

The Centennial of the PPCLI presented the Communications, Public Relations Committee with significant opportunities in 2014 to promote and publicly position the PPCLI Foundation as making a difference in the lives of soldiers, the wounded and their families, and the families of the fallen.

The support of the Committee provided to the Commemoration of the Regiment's centennial included the following:

1. **Branding Guide:** The Branding Guide, the Foundation's graphics standards manual, was distributed to and used by creative design teams of several partners and sponsors of the Anniversary. The Guide directed the use of the Foundation's signature system (logo, tagline and wordmark), and ensured that our brand was accurately portrayed in their ads, programs, banners, etc. The Guide, developed by Robert Curtin, enabled our brand to be depicted in a manner consistent with the Centennial brand.
2. **Calgary Centennial Memorial Baton Relay Gala Dinner:** Committee member Alex Gault chaired the committee organizing the Calgary Gala Dinner and provided oversight on the communications and marketing materials related to this event. Captain Steve Zivkow, manager of the Mewata Armoury, coordinated all facility and catering arrangements as well as the evening's entertainment. A large Canadian flag, which hung in the interior of the Armoury, was donated to the Foundation by Gerry Wood.
3. **Toronto Colonel-in-Chief Reception:** Similarly, Committee member Bruce Stock was involved in the planning of this reception, hosted by the Colonel-in-Chief, the Right Honourable Adrienne Clarkson, and enabled our brand to be represented accurately.
4. **Publications:** Sub-committee members Bruce Stock, Tom Donaghue and John Hunter worked closely with the Anniversary Office on Commemorative publications such as the Edmonton Sun's Special Supplement (June 29, 2014); Globe and Mail's insert (July 15, 2014), and various publications for commemorative events.



5. **For the Soldier Trademark:** The PPCLI Foundation initiated in 2014 an application to trademark the **For the Soldier** trademark (logo on right).



The Communications and Public Relations Committee thanks all Committee members for their contributions of expertise, efforts, and commitment to the Regiment's outstanding Commemoration events. The Committee in 2014 was comprised of: Jerry Joynt (Chair), Robert Curtin, Tom Donaghue, Alex Gault, Guy Cocquyt, John Hunter, Bruce Stock, and Sheila Serup. Ex-Officio: Kent Foster.

### Nominating Committee

Members of the Nominating Committee were Bill Hewson (Chair), Doug Brooks and Craig King.

Three Trustees – John Hunter, Jim Kempling and Bill Minnis – retired this year and were thanked for their service to the Foundation during its formative period, and for the first three years of its existence. Four new members – Malcolm Bruce, David Fraser, Martin Kenneally and Craig King – were elected at the Annual Meeting of Foundation Members. Also elected were Barry Ashton, Keith Corbould and Bill Hewson who had agreed to serve a second term.

Members of the Nominating Committee, augmented by Kent Foster and Malcolm Bruce, formed the Ad Hoc Executive Director Search Committee. Noting that the Foundation's operations with a heavy reliance on full or part-time volunteers cannot be sustained, the committee was charged at the Meeting of Trustees held on May 16, 2014 with finding and hiring additional professional staff to lead and coordinate the volunteer effort. The Committee entered 2015 considering alternative options to sustain a viable and successful Foundation.

## Financial Results for 2014

The following are the reviewed financial statements for the Financial Year 2014 with comparative results from 2013. The complete review engagement report of Calvista LLP, Professional Accountants and the reviewed financial statements may be obtained from the website [www.ppclifoundation.ca](http://www.ppclifoundation.ca) or by contacting the Foundation's office at 403-410-2340 ext. 2684.

### Statement of Financial Position

As at December 31, 2014 (with comparative data for December 31, 2013)

<i>(Unaudited)</i>		2014	2013
<b>Assets</b>			
Current assets			
Cash	\$	130,387	\$ 154,058
Accounts receivable		85,408	2,322
GST recoverable		7,624	1,781
Prepaid expenses		2,054	23,128
		225,473	181,289
Investments, at fair value (note 3)		30,652	—
Capital assets			
Property and equipment (note 4)		—	79
Intangible assets (note 5)		4,524	3,589
		4,524	3,668
	\$	260,649	\$ 184,957
<b>Liabilities and Members' Equity</b>			
Current liabilities			
Accounts payable and accrued liabilities	\$	4,000	\$ 6,980
Accrued donation payable		62,308	—
Deferred contributions (note 6)		35,164	48,261
		101,472	55,241
Members' equity			
Settlement property (note 5)		1	1
Fund balances			
General fund		128,524	129,715
Designated fund (note 3)		30,652	—
		159,177	129,716
	\$	260,649	\$ 184,957

## PPCLI FOUNDATION

### Statement of Revenue and Expenditures

For the year December 31, 2014 (with comparative data for the year ended December 31, 2013)

(unaudited)

	General Fund	Centennial Legacy Fund	Total 2014	Total 2013
<b>Revenue</b>				
Donations	\$ 40,104	\$ —	\$ 40,104	\$ 37,785
Government grants and programs	237,308	—	237,308	—
Partnerships and major gifts	128,625	30,652	159,277	136,020
Events (note 8)	364,010	—	364,010	162,209
Investment interest	2,245	—	2,245	812
	772,292	30,652	802,944	336,826
<b>Expenditures</b>				
Events (note 8)	312,891	—	312,891	91,567
Marketing and communications	2,349	—	2,349	22,755
Bank and service fees	7,170	—	7,170	1,398
Profession fees				
Consultant	47,938	—	47,938	37,125
Bookkeeper	8,943	—	8,943	7,088
Legal	4,113	—	4,113	—
Executive director	2,949	—	2,949	—
Reviews and audits	4,381	—	4,381	7,350
Supplies and equipment				
Computer and software	1,928	—	1,928	4,778
Office supplies	1,744	—	1,744	1,374
Insurance	1,844	—	1,844	1,407
Telephone	1,771	—	1,771	1,350
Travel	885	—	885	4,611
Amortization/depreciation	507	—	507	1,919
	399,413	—	399,413	182,722
<b>Excess of revenue over expenditures before gifts to eligible donees</b>	<b>372,879</b>	<b>30,652</b>	<b>403,531</b>	<b>154,104</b>
<b>Gifts to eligible donees</b>				
PPCLI Regimental Fund	319,168	—	319,168	41,378
Hamilton Gault Memorial Fund	26,902	—	26,902	15,000
Military Family Resource Centres	19,500	—	19,500	—
Amputee Coalition of Canada	5,000	—	5,000	12,127
Other Charities	3,500	—	3,500	—
CFPSA – Hospital Comfort Fund	—	—	—	3,000
Canada Company (Operation Husky)	—	—	—	4,500
	374,070	—	374,070	76,005
<b>Excess (deficiency) of revenue over expenditures</b>	<b>\$ (1,191)</b>	<b>\$ 30,652</b>	<b>\$ 29,461</b>	<b>\$ 78,099</b>

See accompanying notes to financial statements.



## Four-year Summary of PPCLI Foundation Financial Results

	2011	2012	2013	2014	Total
<b>Revenue</b>	\$99,673	\$250,087	\$336,826	\$802,944	\$1,489,530
<b>Expenses</b>	41,683	158,643	182,722	402,913	785,961
<b>Net Revenue</b>	57,990	91,444	154,104	400,031	703,569
<b>Gifts to Eligible Donees</b>					
PPCLI Regimental Fund	12,000	40,000	41,378	319,168	412,546
Military Family Resource Centres	5,000	13,318	-	19,500	37,818
Hamilton Gault Memorial Fund	-	5,000	15,000	26,902	46,902
Amputee Coalition of Canada	-	20,000	12,127	5,000	37,127
Wounded Warriors of Canada				3,500	3,500
CPCSA Hospital Comforts Fund	-	-	3,000		3,000
Others	-	2,500	4,500		7,000
<b>Total Gifts to Eligible Donees</b>	17,000	80,818	76,005	374,070	547,893
<b>Excess (Deficiency) of Revenue Over Expenses After Gifts to Eligible Donees</b>	\$40,990	\$10,626	\$78,099	\$25,961	\$155,676

## In Appreciation

### Patron

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

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Colonel (Ret'd) The Honourable Donald S. Ethell, OC, OMM, AOE, MSC, CD, LLD,  
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### Trustees

The following list of Trustees includes those serving as of December 31, 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

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## Fundraising Groups and Committees

**FUNDRAISING GROUP:** Kent Foster (Chair), Dennis Anderson, Jerry Joynt, Doug Brooks, Sheila Serup, and John Sharpe.

**SPECIAL EVENTS:** Delegated Members from Regional Teams.

**GRANTS & GOVERNMENT PROGRAMS:** Barry Ashton

**INDIVIDUAL GIVING AND MEMBERSHIP:** Doug Brooks and Sheila Serup

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**EDMONTON REGIONAL TEAM:** Malcolm Bruce and Ted Giraldeau

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**WINNIPEG REGIONAL TEAM:** Ray Crabbe, Vince Kennedy and Stu Weeks (President, Manitoba & Northwest Ontario Branch PPCLI Association)

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**SPECIAL EVENTS/PROJECTS:** Delegated Members from Regional Teams

### **Heroes Hockey Challenge 2014 Edmonton Organizing Committee**

**BOARD OF DIRECTORS:** Glenn Cumyn, HHC Founder and Co-Chair: Major-General (Ret'd) Barry Ashton, Foundation Past President; and Lieutenant-General (Ret'd) Kent Foster, Interim President.

**ORGANIZING COMMITTEE:** Roza Parlin, Executive Director, Edmonton MFRC; France Bourgeois and Barb Booker, Edmonton MFRC; Jim Butters; Malcolm Bruce; Ted Cowie; Angela Duckworth; Marty Forbes; Audra Franklin; Paul Franklin; Ted Giraldeau; Geoff Green; Slade Lerch; Garry Meyer; Jerome Scheidl; Sheila Serup; and Janice ter Borg, Event Manager.

### ***The Patricias: A Century of Service Book Launch***

Slade Lerch and volunteers.

### ***Forging a Nation: Canada Goes to War Centennial Art Exhibition***

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

### **Calgary Memorial Baton Relay Gala Dinner**

**ORGANIZING COMMITTEE:** Alex Gault (Chair), Barry Ashton, Captain Steve Zivkow, Sheila Serup, Dennis Anderson, Marilyn Elliott, and Dana Lee-Trottier. Donor of Flag: Gerry Wood. Donations of PPCLI Museum Artifacts: Dave Peabody. **GUEST SPEAKERS:** His Honour, Colonel (Retired) the Honourable Donald S. Ethell, Lieutenant Governor of Alberta; and Joan Crockatt, MP for Calgary Centre. **ENTERTAINMENT:** PPCLI Drum Line and the Regimental Pipes and Drums of the Calgary Highlanders. Jim Perry (Piper) and Ken Nettleton (Padre)

### **Toronto Colonel-in-Chief Reception**

**ORGANIZING COMMITTEE:** Colonel-in-Chief Madam Adrienne Clarkson, John Hunter, David Fraser, Paul Hale, Lew MacKenzie, Phil Tweedie, Martin Kenneally, Breen Carson, Doug Furchner and Scott Maxwell (Wounded Warriors Canada).

### **Personal Legacy Stone Project at Patricia Park, Edmonton**

John Hunter, Malcolm Bruce, Robert Curtin, Regimental Kit Shop, Richard Tubman, Jennifer Marler, Art Vandermeer, and Sheila Serup

## ***IN APPRECIATION OF 100<sup>TH</sup> ANNIVERSARY PARTNERS:***

The Patron, Vice-Patrons, Trustees and Members of the PPCLI Foundation wish to thank the following partners and individual donors for their invaluable support of the 100<sup>th</sup> Anniversary and Memorial Baton Relay.

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Friends of Major-General (Ret'd) Lewis Mackenzie (including Beanfield Technologies Inc, Chris Park, CEC Mechanical Ltd, Douglas Cook, Gary Daniell, Gary Park, Great Expectations Incentive Group, Howard Hacker, Hartford Homes Inc, Martel Contractors, Marco Tallarico, Michael Krstajic, NEL Network Engineering Ltd, Robert Falus, Stephen Marshall, OZZ Electric, Tom Vuksanovic, York Marble Tile, Shawn Cluett, Louis Anagnostakos, Roey Kert and Tom Turner)

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Canadian Guards Association; Calgary Health Trust and Friends of the Colonel Belcher Society; PPCLI Association; Royal Institute of Manitoba; Royal Canadian Legion Montreal River Branch; and Gerry Wood.

### ***THANKS TO CHARITABLE PARTNERS AND SUPPORTERS***

During 2014, the Foundation enjoyed the support or partnerships of several individuals and organizations. We wish to acknowledge these organizations and individuals.

Amputee Coalition of Canada, Calgary Military Family Resource Centre, Robert Curtin, Edmonton Garrison Military Family Resource Centre, Hamilton Gault Memorial Fund, PPCLI Association, and PPCLI Regimental Fund.

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## **With Special Thanks To:**

The Right Honourable Adrienne Clarkson, Colonel-in-Chief, PPCLI; Gerry Meyer, Master of Ceremonies; Glenn Cumyn; Robert Curtin; Edmonton Oilers Alumni; Gerald and Angie Kosh; Chris LeBossiere; Loyal Edmonton Regiment (4 PPCLI); Armande McCormack and the McCormack Family; J'Lyn Nye; Clark Robertson, "That Don Cherry Guy"; Roseau Transport Ltd; Stantec; Kevin Tink, Ritchie Bros Auctioneers; Tucker Family; Barry Walker; and the Junior Warriors Hockey Team.

## **2014 PPCLI Foundation Donations of \$700 or Greater (in addition to the above donations) with our Thanks**

Barry Ashton, Ian Barrigan, David Brown, Sandra Dehnke, Marilyn Elliott, Kent Foster, Joseph Gollner, Hub Gray, C.W. Hewson, John Hunter, James S. Kempling, Martin Kenneally, David S. Martin, Bruce Paxton, Carol Rudd, Jim Thurston, Richard Williams, Paul Hale, and Bellrich Enterprises.

***And a Thank You to all 2014 Donors without which the PPCLI Foundation's Programs and Services would not be possible.***





## PPCLI FOUNDATION

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

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