



PPCLI Foundation Annual Report

For the year ending December 31, 2016



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PPCLI Foundation Annual Report

For the Year ending 31 December 2016

Message from our Patron

The Right Honourable Adrienne Clarkson



PHOTO BY JULES XAVIER

Congratulations to the Foundation and all Trustees on another successful year. Your efforts continue to support and enhance the reputation of the Regimental family amongst Canadians from coast to coast. Heroes Hockey Challenge partnered with Maritime Forces Pacific in Victoria honoring Lieutenant Andrew Nuttall is a wonderful example and great start to the year. HHC has proven to be an extremely powerful experience for all involved and most importantly for our men and women in uniform. We are thankful for Founder of HHC Glenn Cumyn and his company SFE Global and their dedicated support and leadership once more this year.

Monies raised this year have been well received by MFRC Calgary, our Hamilton Gault Memorial Fund, Outward Bound Canada, For the Soldier Legacy Fund and Vimy Foundation. The initiatives like Reaching the Summit for Mental Health and Wellness bode well for sustained support by identifying with and honoring celebrated veteran Patrician heroes like Lieutenant-Colonel H.C. Buller, DSO.

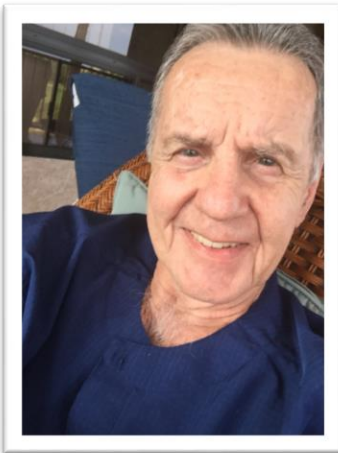
The President informs me that plans to establish a Foundation office in Edmonton is a work in progress that is very promising. I encourage you to continue the implementation of the Fund Development Plan and the 2016-2021 Business Plan. The Foundation's future is in good hands.

It is special for me to conclude my message this year with my congratulations to Trustee Dennis Anderson on his recognition by our Governor General with the awarding of the Sovereign's Medal for Volunteers.



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



The year 2016 is the first year of the updated Foundation Business plan 2016 - 2021 based on the implementation of the Foundation Fund Raising Development plan approved by the Board of Trustees in 2015.

It called for an adjustment to the fundraising goal to \$1.4M by the year 2018 and a move to lessen the reliance on volunteers only to an appropriate and affordable dependence on professional assistance. Although a work in progress the initial steps were successfully taken this year. Our guiding principle is to keep our overhead costs against charitable donations aimed at a level of 15%. It is clear we will approach that level over the full period of the five-year Business Plan (BP). As your President I am comfortable with that objective and our plans to meet it.

During 2016 the Foundation executive has been recruiting and to some extent reconfiguring on our prime raison d'être of raising funds and meeting its goals of assisting the wounded, the fallen and their families. The Chairs of our standing committees report on their related activities in their respective sections of the report.

The recognition of Trustee Dennis Anderson by the Governor General of Canada for his exceptional career of Community Service and our successful fund raising events are a source of pride and evidence of the Foundation's good work. Of particular note was the full support of Maritime Forces Pacific for Heroes Hockey Challenge in Victoria in March of 2016.

I want to thank the Board of Trustees for their continued support and guidance as we continue to build a reputation as a contributing partner of the Regimental family and a recognized non-profit society that supports veterans, the fallen and their families.

Lieutenant General (ret'd) Kent Foster, President

Introduction

2016 was a transitional year as the PPCLI Foundation moved on from an intense focus on marking the centennial of the Regiment in 2015 to a model that will support sustained growth. After thorough review, we are now effectively executing our business plan with fundraising as our major focus. The move of the Foundation Office to Edmonton to be closer to the Home Station now look feasible. We expect that transition to be completed in 2017.

2016 also saw the development of a memorandum of understanding with the PPCLI Foundation and the Regimental Executive to facilitate cooperation within the Regimental Family

PPCLI Foundation Trustee Honoured



Dennis Anderson Awarded Governor General's Caring Canadian Award

On 4 March 2016 in Vancouver, Governor General David Johnson presented PPCLI Foundation Trustee Dennis Anderson with the Caring Canadian Award. The Award, which has now been replaced by the Sovereign's Medal for Volunteers and which Mr. Anderson will also receive, was made in recognition of more than 50 years of volunteer service by Mr. Anderson in areas of youth, senior housing, culture and wetland conservation.

Dennis Anderson served as a member of the PPCLI Association's Audit & Finance Committee from 2005 to 2012. As a Chartered Accountant and former Senior Partner for KPMG's Calgary office, he undertook an analytical review of the Association's operations and finance, including the structure and investment of the Hamilton Gault Memorial Fund. His review led to several significant changes and improvements to the accounting structures and procedures which remain in effect at present.

When in 2010 the Regimental Executive Committee struck a "Trust Working Group", Mr. Anderson agreed to work with the Group using his network of professionals to assist in the selection and evaluation of options. This work led to the formation of the PPCLI Foundation by way of a Deed of Trust. Dennis Anderson became one of the founding trustees of the Foundation and remains in that capacity. He continues to serve on the Foundation's Finance Committee, where he has been a major force in the establishment of the For the Soldier Legacy Fund, an endowment. He also contributed enormously to the Foundation's Legacy Giving Program and the materials created to support that planned giving element of the Foundation.



Though his regimental service was with the Cameron Highlanders in Winnipeg and with the Calgary Highlanders, Dennis Anderson is very proud to be associated with the Patricias and to have been involved with both the Association and the Foundation. His recognition by the Governor General in this way is richly deserved. Congratulations Dennis Anderson!

Nominating Committee

Members of the Governance and Nominating Committee were Kent Foster ex-officio member, Jim Kempling secretary, Malcolm Bruce member, and Bill Hewson chair.

During 2016 Trustees Keith Corbould and Craig King resigned for personal reasons; Doug Brooks, Jarred Joynt and John Sharpe completed their term and retired. Matt Overton, Jim Kempling and Alex Gault were elected to the Board of Trustees by the members at the 2016 AGM.

The slates of officers and committee chairs remain stable. This, in part, reflects the optimism generated by the 2016 business plan and the Board of Trustee's approval of a fund development plan which projects the transition to an organisation with a stronger professional component and less dependence on volunteers. It also reflects the significant contribution made by the Foundation to the Centennial Celebration which has firmly established the Foundation's fundraising role as an important part of the Regimental hierarchy.

There continues to be a need for sustained support for our soldiers, veterans and their families. The PPCLI Foundation is on a very sound trajectory and will be in position to assist.

Fundraising

2016 saw the Fundraising Group (FRG) in a re-constitution phase post the very successful 100th Anniversary celebrations. Key milestones: the completion and acceptance by the Board of the Fund Development Plan (FDP) and Case for Support in March 2016; the revamped 2016-2020 Business Plan based on the newly approved FDP in November 2016; and, the rebuilding of the FRG around the Foundation five business lines of operations. Additionally, implementation of the Regimental Family Memorandum of Understanding (MOU) began in earnest with both the Association and Foundation co-sponsoring a 9 August 2016 Golf Tournament in New Brunswick. Again the need of volunteers will ultimately define how successful the FRG will be in implementing its plan.

Regional Team	
Edmonton	Malcolm Bruce
Calgary	Barry Ashton
Manitoba	TBC
Toronto	Dave Fraser
Ottawa	TBC
BC	Jim Kempling
Atlantic	Jake Bell
Business Lines of Operations	



<i>Grants and Programs</i>	Matt Overton
<i>Planned Giving</i>	Barry Ashton
<i>Individual Giving</i>	Jim Kempling
<i>Corporate Giving</i>	TBC
<i>Events</i>	Malcolm Bruce
Reaching the Summit for Mental Health and Wellness 2016 (Buller Project)	Barry Ashton
100th Anniversary of the Battle of the Somme Commemoration Dinner	Barry Ashton
Heroes Hockey 2016 (Victoria)	Jim Kempling
Legacy Stones	Tim Penney

Events

Personal Legacy Stones (PLS) –



22 Stones were installed in 2016. Satisfaction is very high with quality and the legacy at the Park. Greater marketing and public/business involvement going forward will better promote the legacy opportunity this project presents. CWO (Ret'd) Tim Penney has stepped forward and assumed the lead for this project.

Heroes Hockey Challenge 2016 –Victoria 2016



Heroes Hockey Challenge Victoria 2016 (HHC) presented a hockey game between an all-star team of CF Old-timers and the Vancouver Canucks Alumni with a VIP pre-game brunch and post-game reception at the Naden Wardroom.

There are three great challenges in mounting an event like HHC. First you must assemble a team of local supporters who are prepared to commit considerable time and effort to making the event successful. Second you must make a

commitment to teams, venue and date well in advance of the event. Finally, you must be able to communicate the benefit to the local community that is hosting the event. In all three of these areas, HHC Victoria pushed the limits of the minimum conditions required for success. Nevertheless, HHC Victoria 2016 mounted a powerful and moving event that will be remembered by all those involved and was able to generate more than \$10,000 in excess revenue to the benefit of the PPCLI Foundation.

Some have criticized HHC as a fundraising activity that has a very high cost/effort relative to the net revenue generated. Such a view completely discounts the community benefit of the event. It seems evident that even if the PPCLI Foundation derived no net financial contribution from the event, HHC Victoria delivered enough direct value to the community to justify the effort and expenditure. While difficult to quantify the following is a conservative assessment of benefits to the local community:

- \$10,000 - The HHC Hockey Game – The game raises the profile of military service in the community and provides a direct morale benefit to those military members and families attending.
- \$10,000 – Contributed media sponsorship raises awareness of military service in the community.
- \$5,000 – An opportunity to meet and mix with the Canucks Alumni for 100 serving military personnel.
- \$3750 – An opportunity to play against the Canucks Alumni team for 25 serving military personnel including a personalized game jersey.
- \$600 – An opportunity for 30 cadets to attend the game and have a photo taken with the Lt Governor, Canuck captain and other VIPs. (\$10 meal voucher included)
- \$680 - Support for the Military Family resource Centre through a 50/50 draw at the game.

All these benefits align with the broadly stated purposes of the PPCLI Foundation. The next Heroes Hockey Challenge event is scheduled for December 2017.



Paul Kane High School - This year, once again Paul Kane High School in St Albert raised funds to support soldiers and their families. The Helping Heroes Program has raised over \$4200 since its inception in 2014. This year, the program was led by five students: Matthew Belsham, Nicholas Silver, Caleb Sorensen, Tate Clifford and Logan Heemeryck (missing from photo) who exemplify their motto - "You make a living by what you get, you make a life by what you give!!"

Here the team presents a cheque for over \$1700 to the PPCLI Foundations representative, Malcolm Bruce in 2016.

Reaching the Summit for Mental Health and Wellness 2016



The Honourable Kent Hehr, Minister of Veterans Affairs and Associate Minister of National Defence unveils Mount Buller Heritage Sign in the Buller Mountain Day Use Area, 35 kilometres south of Canmore, Alberta on Saturday, 24 June 2016. Minister Hehr is assisted by Member of the Legislative Assembly for Banff-Cochrane Cameron Westhead, by PPCLI Foundation Past-President Barry Ashton, Captain Mike ter Kuile of the Buller Project Organizing Committee and by members of 3PPCLI

On 24 June 2016, twenty-one of twenty-seven climbers reached the summit of Mount Buller, while sixteen hikers hiked to the summit of Buller Pass. The event, conducted in partnership with Calgary Health Trust, served several purposes: it marked the 100th anniversary of the death of Lieutenant-Colonel H.C. Buller, DSO who on 2 June 1916 at the Battle of Mount Sorel was killed in action while leading the Patricias in action; a Mount Buller Heritage sign was dedicated and unveiled in the Buller Mountain Day Use Area; and, finally, it provided climbers and hikers with an opportunity to raise more than \$71,000 in support of veterans and their families suffering from Post-Traumatic Stress Disorder and other forms of mental illness.



Members of A Company, 3PPCLI at the summit of Mount Buller with MLA for Calgary-Lougheed Dave Rodney, the first Canadian to summit Mount Everest two times.



Sixteen hikers at the summit of Buller Pass, accompanied by two canines. The hikers journeyed sixteen kilometres overall and had an elevation gain of 670 metres. In the distance is Ribbon Lake and Mount Kidd (on the right).



Calgary Police Association Barbecue Unit cooked burgers and smokies for 120 people following the Dedication Ceremony and very much appreciated by climb and hike participants, invited guests, and volunteers.

The event enjoyed great weather in spite of heavy rain two hours away in Calgary. It was clearly marked as successful in raising awareness of mental health issues affecting veterans and their families. Moreover, the support of Calgary Health Trust, A Company, Third Battalion, and our sponsors, donors, participants and volunteers is worthy of the very highest praise.

Reaching the Summit for Mental Health and Wellness 2017 (Farquhar Project)

The climb is being staged on and near Mt Farquhar (named in 1919 to honour the memory of Lt.-Col Francis Farquhar, DSO who died in action in March 1915 while leading the PPCLI). Mt Farquhar is located astride the Alberta-BC border on the Great Divide, about 45 minutes (75km) southwest of Longview, AB in Kananaskis Country. The event is scheduled for Saturday, 24 June 2017, the date nearest Post-Traumatic Stress Disorder Awareness Day, on 27 June 2017. Registration to climb or to hike, or to support those who do can be accessed at: www.calgaryhealthtrust.ca/reaching-the-summit-for-mental-health-and-wellness.

100th Anniversary of the Battle of the Somme Commemoration Dinner

On Saturday, 24 September 2016 the PPCLI Foundation, in partnership with The Military Museums Foundation, hosted the 100th Anniversary of the Battle of the Somme Commemoration Dinner. The dinner was held at The Military Museums in Calgary and was sold-out with 125 people attending. The Dinner had great support from the Regiment, especially from the Museum and Archives, as well as PPCLI and Calgary Highlander cadet corps. Emcee for the Event was the Foundation's Fundraising Chair, Malcolm Bruce. The guests of honour were The Honorable Lois Mitchell Lieutenant Governor of Alberta and Honorary Colonel The Honourable Doug Mitchell. The dinner raised more than \$25,000 to support youth education programs, more than \$6,000 of which is for the PPCLI Foundation.



Ceremonial pioneer axemen Corporal Jordon Thompson (left) and Corporal Chad Krienke of Third Battalion greet those attending the 100th Anniversary Battle of the Somme Commemoration Dinner at The Military Museums in Calgary on Saturday, 24 September 2016. Photo courtesy of Bill Brooks, Calgary Herald.



Warrant Officer (Retired) George Couture and his wife Angela Couture were among several veterans and their spouses who attended as guests of Calgary businesses and other community organizations. Warrant Officer Couture was selected to attend by the Consul of France, Mr. Roy Klassen, in order to recognize the awarding of the Croix de Guerre to Warrant Officer Couture for his service in France in World War Two. Photo courtesy of Bill Brooks, Calgary Herald.



2554 PPCLI Corps representative, Cadet Warrant Officer Branden Handrahan, poses with avid military supporters Bill and Corrine MacDonald at the Battle of the Somme Commemorative Dinner held Sept 24 at The Military Museums of Calgary. Cadet WO Handrahan was selected to travel to Europe on a battlefield tour with the Vimy Foundation in 2015. Photo courtesy of Bill Brooks, Calgary Herald.



Victories Centennial Ball & Gala



Following on from the very successful Somme Dinner, the Calgary Team of the Foundation has aligned itself with eight other Calgary organizations in planning and presenting the **Victories Centennial Ball & Gala**. The event is expected to be attended by some 800 people and commemorates the centennial of three remarkable Canadian victories in 1917: Vimy Ridge; Hill 70; and Passchendaele.

Two preliminary war history lectures will lead up to the Centennial Ball & Gala, the first on 19 April at Mewata Armoury and a second on 14 September at The Military Museums. The 19 April lecture will be presented by Dr. Tim Cook, renowned Canadian historian and author of the recently published book, *Vimy: The Myth and the Legend*. The second lecture will be a part of Global TV's Roadshow, who will be broadcasting live from The Military Museums that evening. Corus/Global TV are media sponsor for **Victories Centennial Ball & Gala**.

Also on 14 September at The Military Museums, many of the winners of the **Route to Victory Battlefield Tour 2018** will be announced. The **Route to Victory Battlefield Tour 2018** involves a contest to select up to 20 cadets from Calgary & Area cadet corps and squadrons who will participate in the Tour to take place 23 March – 1 April 2018. Full details are available on the Foundation's website at: <https://ppclifoundation.ca/events/route-to-victory-battlefield-tour-2018/>

For the Soldier Institute Stages its First Casino

In 2016, the Board will be asked to approve a name change of the *Centennial Legacy Fund* to *For The Soldier Legacy Fund* to better reflect alignment and marketing of the Fund. Because the PPCLI Foundation operates as a charitable trust under the Income Tax Act, it does not qualify to conduct casinos within Alberta. Thus, several of the Trustees of the Foundation formed the For The Soldier Institute and incorporated under the Societies Act, which qualifies it for casino eligibility. The Institute conducted its first casino at the Deerfoot Inn and Casino, Calgary on 5 and 6 June 2016. The Institute is grateful to the more than 20 volunteers who made the conduct of this casino possible. The casino received \$67,612.62 in proceeds from the casino. To date these funds have been distributed as follows:

Vimy Foundation - \$10,000 a contribution by Princess Patricia's Canadian Light Infantry towards the new Education Centre opening on 9 April 2017, the 100th Anniversary of the Battle of Vimy Ridge;



- For the Soldier Legacy Fund, an endowment of the PPCLI Foundation - \$35,000;
- Amputees Coalition of Canada - \$5,000 for mentoring programs for military amputees and their families;
- Outward Bound Canada - \$10,000 for the Veterans Program operated out of Canmore, Alberta.

The Institute has made application for its next casino and it is expected to be scheduled for the first quarter of 2018.

First in the Field Board (FFB) Established

The FFB was another entity created under the Societies Act which is an equivalent to For the Soldier Institute but for Edmonton. This will permit the Foundation to apply for casino licenses in Edmonton as well. It was officially created 19 December 2016. It is anticipated to be eligible for its first casino licenses in the fourth quarter of 2018.

Do You Have a Will?

Are you one of millions of Canadians without a will or directives for healthcare and finances? Each year thousands of Canadians die without these critical estate planning documents. Too often the details involved in creating an estate plan contribute to this situation. With the information and tools provided on the PPCLI Foundation's website will and estate planning does not have to be a daunting task. These will help you to gather your personal information and simplify your estate planning process and put you in control. They include the following documents:

- An estate planning guide;
- A survivor's guide; and
- A planned giving guide.

These documents plus lots of helpful suggestions can be found at: <https://ppclifoundation.ca/planned-giving/>.

Communication

2016 saw the transition of our online presence to a WordPress platform that will enable us to maintain and edit both the Foundation website and the Heroes Hockey Challenge web site using volunteer resources. Event planners can now directly post and edit material. Online payment for both personal legacy stones and general contributions are also supported by our new web site. In 2017 we will re-commence circulation of a quarterly Foundation Newsletter.



Financial Report

For greater clarity, in 2016, the Foundation moved to a consolidated financial statement that incorporates both the activities of the PPCLI Foundation and the For the Soldier Institute. The Foundation had four fund raising initiatives in 2016:

- HHC Victoria in March
- Buller Project in June. The net proceeds from this JV project were shared 60/40 with Calgary Health Trust. The final payment on this JV project was received in the fourth quarter with the completion of the final JV accounting for the project.
- *FTS Institute* casino in June. Events revenue includes a \$50,000 gift received from FTS Institute. \$67,613 was realized by *FTS Institute* from its initial casino with \$50,000 gifted to the Foundation and \$10,000 gifted directly to the Vimy Foundation so that a tree will be planted at Vimy Ridge commemorating those members of the Regiment who fell during that battle..
- Somme dinner in September --- provided a total net contribution of \$6,620

The General Fund incurred \$50,055 of operating costs during the year comprised of:

- \$12,289 event costs [Buller event costs - \$8,869; Legacy stone installation - \$3,420]
- \$10,250 fund raising consultant fee
- \$27,516 of administrative costs

The \$27,516 of General Fund administrative costs include \$6,940 for a former office manager and the current accountant, \$6,730 for the annual review and grant related audits, \$3,618 for computer and office supplies, \$2,524 for insurance, \$949 for telephone, \$1,549 on bank charges (includes credit card charges for donations), \$3,366 of legal costs (*FTS Institute* formation) and \$1,840 other costs (includes pin costs of \$1,640).

The ongoing administrative costs [former office manager, accountant, legal and audit, computer and office supplies, insurance and telephone] are significantly lower than prior years as a result of the changes made to minimize the ongoing office/administration costs.

Gifts aggregating \$23,000 were made during the year from the General Fund. In the second quarter, the Foundation made a donation of \$5,000 to the Amputee Collation of Canada. In the 3rd Q, the Foundation made donations of \$18,000 (\$10,000 Outward Bound; \$5,000 Amputee Collation of Canada; \$1,000 Calgary Military Family Resource Centre; \$1,000 Hamilton Gault Memorial Fund; \$1,000 to Soldier On).



PPCLI FOUNDATION

Consolidated Statement of Revenue and Expenditures

Year ended December 31, 2016 (with comparative data for 2015)

(Unaudited)

	Unrestricted Funds	FTS Legacy Fund	FTSI Fund	Total 2016	Total 2015
Revenue					
Donations	\$ 18,225	\$ 1,350	\$ –	\$ 19,575	\$ 21,551
Government grants and program	10,000	–	–	10,000	15,000
Partnership and major gifts	–	–	–	–	–
Events	47,594	–	67,614	115,208	86,738
Investment income	461	562	–	1,023	4,442
	76,280	1,912	67,614	145,806	127,731
Expenditures					
Events	12,289	–	–	12,289	60,276
Bank and service fees	1,549	–	85	1,634	2,841
Professional fees					
Office manager	4,000	–	–	4,000	36,736
Accountant	2,940	–	–	2,940	4,119
Legal	4,286	–	–	4,286	2,465
Fund-raising	10,250	–	–	10,250	10,250
Reviews and audits	6,730	–	–	6,730	9,174
Other	1,840	–	–	1,840	572
Supplies and equipment					
Computers and software	3,523	–	–	3,523	1,840
Office supplies	95	–	–	95	963
Insurance	2,524	–	–	2,524	2,408
Telephone	949	–	–	949	692
	50,975	–	85	51,060	132,336
Excess (deficiency) of revenue over expenditures before gifts	25,305	1,912	67,529	94,746	(4,605)
Gifts to eligible donees					
Outward Bound					
Canada Veterans Program	(10,000)	–	–	(10,000)	–
Calgary Military Family Resource Centre	(1,000)	–	–	(1,000)	–
Hamilton Gault Memorial Fund	(1,000)	–	–	(1,000)	–
Amputee Coalition of Canada	(10,000)	–	–	(10,000)	–
Soldier On	(1,000)	–	–	(1,000)	–
Vimy Foundation	–	–	(10,000)	(10,000)	–
Wounded Warriors	–	–	–	–	(5,000)
PPCLI Regimental Fund	–	–	–	–	(19,300)
	(23,000)	–	(10,000)	(33,000)	(24,300)
Excess (deficiency) of revenue over expenditures	\$ 2,305	\$ 1,912	\$ 57,529	\$ 61,746	\$ (28,905)

See accompanying notes to financial statements.



PPCLI FOUNDATION

Consolidated Statement of Changes in Fund Balance

Year ended December 31, 2016 (with comparative data for December 31, 2015)

(Unaudited)

	Unrestricted Funds	FTS Legacy Fund	FTSI Fund	Total 2016	Total 2015
Balance, beginning of year	\$ 93,248	\$ 37,024	\$ —	\$ 130,272	\$ 159,177
<i>For the Soldier Institute</i> incorporation	—	—	388	388	—
Excess (deficiency) of revenue over expenditures	2,305	1,912	57,529	61,746	(28,905)
Transfers	15,000	35,000	(50,000)	—	—
Balance, end of year	\$ 110,553	\$ 73,936	\$ 7,917	\$ 192,406	\$ 130,272
<hr/>					
Foundation members' equity				\$ 184,489	\$ 130,272
<i>For the Soldier Institute</i> members' equity				7,917	—
Equity, end of period				\$ 192,406	\$ 130,272

The annual financial report has been reviewed by Calvista, Chartered Professional Accountants of Calgary and is available for download on our web site at <https://ppclifoundation.ca/wp-content/uploads/2016/07/2016-Reviewed-fin-statements.pdf>