

REMEMBERING



AFGHANISTAN

REMEMBERING AFGHANISTAN Panel Project
Informing the Public • Supporting Veterans and Families

Proposal

2018 May 20

For the: Princess Patricia's Canadian Light Infantry (PPCLI) Foundation

To: Provide legal, administrative and grant distribution support to the Remembering Afghanistan Panel Project (RAPP)

The Panels

Canada in Afghanistan



Remembering and Honouring



c/o 2630 Avebury Avenue, Victoria, BC, Canada V8R 3W2

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Proposal

To the Princess Patricia's Canadian Light Infantry (PPCLI) Foundation

2018 May 20

Proposal:

This is a proposal for the Princess Patricia's Canadian Light Infantry (PPCLI) Foundation (the Foundation) to provide a legal, administrative and grant allocation support base for the self-managed Remembering Afghanistan Panel Project (RAPP).

The Remembering Afghanistan Panel Project (RAPP):

Purpose

The purpose of the Remembering Afghanistan Panel Project (RAPP) is to:

1. create broad public awareness and understanding of Canada's role, accomplishments and sacrifices made during the Afghanistan campaign
2. raise funds to support programs that assist Afghanistan veterans and their families.

Background

A common refrain heard from serving and retired Canadian Armed Forces (CAF) personnel is that Canadians don't understand what our military does and how CAF involvement in Afghanistan (and other places) benefits Canadians and our friends around the world. Recognizing this gap, the board of the society that created the Afghanistan Memorial in Victoria, BC, commissioned two interpretive panels that provide an overview of Canada's contribution and the resulting sacrifices. Visitors to the Afghanistan Memorial site in Victoria will come away with greater understanding and awareness.

As the message on those panels is universal, the RAPP has been created to make full- and quarter-sized print versions of the panel available across Canada and beyond. Having panels on display in arenas, community centres, golf and sports clubs, offices, business locations and other gathering places throughout Canada and abroad will greatly increase public awareness while raising funds for veteran and family support programs.



Full-size (above) and quarter-size panels (below).

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Project Goals and Approach:

Goal

The RAPP has two primary goals:

- To significantly increase public awareness of Canada's contribution to Afghanistan by encouraging the installation of Afghanistan Memorial panels in as many public and business locations as possible across the country and wherever CAF personnel are located.

An initial, modest, target is the sale and installation of 100 sets of full-sized panels.

- To raise funds for programs and projects that provide support to Afghanistan veterans and their families.

For every 100 sets of panels sold, approximately \$10,000 will be available for support projects. (For the full-size version, the cost of printing, shipping and administration will be slightly less than \$100 per set of two panels. Selling at \$200 per set will yield a surplus of \$100 per set or \$10,000 for 100 sets.)

Approach

The 40,000 plus Canadians who served in Afghanistan, their family members and friends, contractors, suppliers and supportive Canadians will be prompted to encourage the purchase of Afghanistan Memorial panels for installation in suitable public locations.

Attached is an overview of the promotion and sales plan for the RAPP. The sales, payment and delivery process will make it as easy as possible for supporters to purchase and install the panels.

Benefits and Risks:

The benefits are great and the risk is minimal.

Benefits

Benefits include a greatly enhanced public awareness of Canada's contribution to Afghanistan and a greater appreciation of the CAF's role in Canada and abroad. As well as raising funds through the sale of panels, greater public awareness will motivate Canadians to contribute to veteran and family support programs.

Risks

Risk is minimal:

- **Break-even**

For each 100 sets of panels, financial break-even will be met at the sale of between 40 and 50 sets.

- **Who Cares?**

Are there sufficient people who care enough to make the RAPP a success? There is!

Given the number of Canadians directly and indirectly involved in the Afghanistan campaign, failure to break-even and reach the initial modest sales target of 100 sets would



indicate a serious complacency/lack of motivation in the veterans and support community – a complacency that would require more than RAPP to overcome.

RAPP Operations and Management:

Self-managed Project

RAPP will be a self-financed and self-managed project led by John Azar and a select, lean operational team. There will be little burden on the PPCLI Foundation. (A temporary cash flow advance for printing will be required from a supporter or from the PPCLI Foundation.)

John Azar is a business and organization manager and consultant with over 40 years experience in program and project management in the business, government (federal and provincial), the not-for-profit and international development sectors. He was a board member of the society that created the BC Afghanistan Memorial and is an active amateur military historian who has worked with several reserve regiments on community development projects. He has a reputation for getting things done right.

A Community of Champions and Support Organizations

A cadre of champions and supporters will be recruited to maximize project promotion, create enthusiasm/buzz and encourage panel sales. EVERYONE who supports those who served in Afghanistan will be considered a potential project promoter.

PPCLI Foundation Roles and Responsibilities:

The two principal roles for the PPCLI Foundation are:

- 1. Provide the legal, administrative and fund allocation support base.**

Responsibilities would include receipt of funds, banking, some bookkeeping, issuance of income tax receipts, payment of expenses and allocation of net proceeds to designated Afghanistan veteran support initiatives. (To ensure the project appeal is national, allocation of funds will be determined by a small committee with representatives from the PPCLI and other military foundations.)

- 2. Actively participate in the promotion and sale of panels.**

The Foundation will assign a suitable person to the RAPP operations team. This person will assist in the implementation of the attached promotion and sales plan and coordinate the involvement of PPCLI-related organizations. He/she will help recruit project team members from other military organizations.

Detailed operational and support plans will be developed as needed for project success.



REMEMBERING AFGHANISTAN
Panel Project
John W. Azar, Project Lead



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AFGHANISTAN MEMORIAL

Canada in Afghanistan

When asked what he would be doing on his tour to Afghanistan, Victoria, BC, soldier Lieutenant Andrew Suttell replied, "It is going to be helping the Afghan people."

Canada's ultimate goal was to help Afghans rebuild a stable country that would be better governed, more stable and secure.

More than 40,000 Canadian Armed Forces (CAF) personnel served in Afghanistan over a period of more than 12 years (2001–2014). Canada's contribution also included government employees, contractors, development workers, police officers and journalists.

Canada's mission began in 2001 with the deployment of an air force unit to Afghanistan to assist in the search for Osama bin Laden.

Canadian Armed Forces soldiers in Afghanistan were not only fighting the Taliban and the Haqqani Network, but were also helping to build a better Afghanistan through reconstruction projects, training and mentoring.

In 2011, Canada's military police units were the first to be deployed to Afghanistan to help with the reconstruction of the country.

The Canadian Armed Forces provided a wide range of support to the Afghan people, including medical care, training and mentoring. Canadian soldiers were also involved in the reconstruction of schools, roads and other infrastructure.

Canada's contribution to Afghanistan was a testament to the courage and sacrifice of our military and civilian personnel. It was a mission that was both challenging and rewarding, and one that has left a lasting legacy in Afghanistan.

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AFGHANISTAN MEMORIAL

Remembering & Honouring

The BC Afghanistan Memorial commemorates those who served, those who died during the mission, those who returned with mental and physical wounds, and the families and loved ones who also made sacrifices.

The memorial was unveiled and dedicated on 30 September 2017 by Her Honour, the Honourable Judith Cochrane, Lieutenant Governor of British Columbia. It marks thanks to the efforts of dedicated volunteers and donors, and the assistance of Veterans Affairs Canada and the Premier of British Columbia.

These Who Died During the Mission

The BC Afghanistan Memorial is a testament to the courage and sacrifice of our military and civilian personnel. It is a memorial that will stand as a reminder of the lives lost during the mission in Afghanistan.

These Who Returned with Wounds and Physical Injuries

The BC Afghanistan Memorial is a testament to the courage and sacrifice of our military and civilian personnel. It is a memorial that will stand as a reminder of the lives lost during the mission in Afghanistan.

These Who Returned with Mental Health Issues

The BC Afghanistan Memorial is a testament to the courage and sacrifice of our military and civilian personnel. It is a memorial that will stand as a reminder of the lives lost during the mission in Afghanistan.

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Promotion & Sales Overview

Updated: 2018 May 20

This page and the attached table provide the guiding objective and promotion and sales overview for the Remembering Afghanistan Panel Project (RAPP).

Prime Objective: Maximize Public Awareness

The prime objective of the RAPP is to:

**Create broad public awareness and understanding of Canada's role,
accomplishments and sacrifices made during the Afghanistan campaign**

The secondary objective of the RAPP is to raise funds for Afghanistan veteran and family support programs. While achieving the prime objective will lead to some funds being raised through RAPP, greater public awareness will encourage people to contribute directly to programs of their choice – greater public awareness for greater overall support.

Target Audience

The prime target audience is the general public.

Public awareness will be maximized by placing panels where they have the greatest visibility and ease of access. This includes arenas, community centres, golf and sports clubs, offices, business locations and other gathering places.

An additional target audience is members of the CAF and their support communities and organizations. While this community is important, their awareness is already high and their contribution great.

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Remembering Afghanistan Panel Project
Promotion & Sales Overview Table

Promotion/sales material will be customized for specific target and support groups

Target Panel Locations*	Sales Agents	Promotional Support
<ul style="list-style-type: none"> ↻ Recreation facilities <ul style="list-style-type: none"> ◆ Arenas/Rec. Facilities ↻ Clubs <ul style="list-style-type: none"> ◆ Golf ◆ Curling ◆ Social ◆ Business ↻ Community Centres ↻ City/Town Halls ↻ Retail Shops (Chains?) ↻ Office/Business Lobbies ↻ Museums <ul style="list-style-type: none"> ◆ Military/Regimental ◆ Government ◆ Etc. ↻ Airports ↻ Armouries & Messes ↻ CAF Base Facilities ↻ Legion/ANAVET Halls ↻ Etc. 	<ul style="list-style-type: none"> ↻ Veterans & supporters targeting local facilities ↻ Military Units/Regiments <ul style="list-style-type: none"> ◆ Trustees ◆ Honouraries ◆ Associations ◆ Museums ◆ Messes ↻ Legions/ANAVET Branches ↻ Sales Outlets ↻ Museum Shops ↻ CANEX ↻ Web-based ↻ Corporations (Examples) ↻ Tim Hortons ↻ Canadian Tire ↻ Regional chains ↻ Etc. 	<ul style="list-style-type: none"> ↻ Funding Beneficiary Organizations ↻ Associations <ul style="list-style-type: none"> ◆ Regimental & Units ◆ Ex-cadets ◆ Honouraries ◆ Museums ◆ Trade/Professional ◆ ◆ ◆ ↻ CEF Base Support Orgs. ↻ Legion/ANAVETS ↻ Corporate Sponsors ↻ Media Outlets ↻ Service Clubs ↻ Etc.

* The primary target locations are venues where the general public will view the panels and become informed. This awareness will lead to more direct and indirect support for the military, veterans and families.

