



CANADIAN HERO FUND®

Keeping their dreams alive.

Canadian Hero Fund
2010 annual report



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"My son believed in the Afghanistan mission, and I believe in my son. Trooper Darryl James Caswell wanted to make a difference for the children in Afghanistan. Darryl was a proud Canadian soldier that unfortunately never became a father to his own children. A child's education is so important. Let's support our Fallen Canadian Soldiers, by supporting their children's education. Thank you."

Darlene Cushman, Mother of Fallen Soldier Trooper Darryl Caswell

"My wife Nancy and I lost our son Myles Mansell April 22 2006 and we just want to say thanks for all of your support for the troops and their families"

Alan Mansell, Father of Fallen Soldier Bombardier Myles Mansell

"My cousin was killed over there and if this helps his daughter and all other children who have lost a parent over there later on in life then I'm with it ALL the way! SUPPORT OUR TROOPS!"

Tyler Burgoyne, Cousin of Corporal Aaron Williams

"I can think of no better way to honour the memory of those who have given so much for our country."

Rt. Hon. Stephen Harper, P.C., M.P.



MESSAGE FROM THE BOARD

2010 was a year of great accomplishment for Canadian Hero Fund. The organization saw true organic growth in terms of national visibility and reach, donation revenue, and impact, largely driven from the grass roots up. Our dedicated and energetic volunteer staff worked tirelessly to deliver on our vision to be the national civilian conduit of support for Canadian Forces personnel and their families. This is evident in the efforts of our executive director Michael Ball, the executive leadership team, regional volunteers, partners, sponsors and student chapters which continue to spring up on campuses from coast to coast.

2010 was also a year of scaling, and improving organizational efficiency. We saw overhead costs decrease while donation revenue increased dramatically.

Going forward, we only expect our efficiency to improve, as we maintain our commitment to being an all-volunteer run charity and continue to leverage new and exciting technologies and strategies to meet our fundraising goals.

Finally, we reached our most important milestone in 2010 in awarding our very first scholarship to the child of a fallen Canadian soldier. We look forward to assisting many more young people in pursuing their dreams. We are grateful to the volunteers, donors and sponsors through whose continued support we are able to recognize the sacrifices of Canadian Forces members and make a difference in the lives of their loved ones.

Your Canadian Hero Fund Board of Directors



A black and white handwritten signature of Timothy Peters.

Timothy Peters,
President & Chairman



A black and white handwritten signature of Todd Byers.

Todd Byers,
Treasurer



A black and white handwritten signature of Alan Fraser.

Alan Fraser,
Secretary





MESSAGE FROM THE EXECUTIVE DIRECTOR

2010 was a successful year for the Canadian Hero Fund. The organization was able to raise close to \$100,000 dollars in grass roots donations from Canadian citizens. This was gratifying in the sense that it proved our belief that there was a need for grassroots charitable organization that supported military families in Canada. We were incredibly fortunate to work with generous corporate sponsors such as DraftFCB, General Dynamics, and Universal Music.

For the first time, Canadian Hero Fund truly went “national”. Over 30 fundraisers were held from coast to coast and even as far away as Saudi Arabia where Canadian expats raised money in support of our troops.

Along with these third party fundraisers put on by Canadians from across the country, the organization also launched its first national fundraising efforts, with its 11 for 11 Campaign that took place in November. With the support of the advertising agency DraftFCB, a national advertising campaign was deployed featuring Canadian celebrity Paul Gross. Over \$40,000 was raised via this campaign.

During the fall of 2010 Canadian Hero Fund also partnered with the Canadian rock band The Trews. They had generously decided to donate the net proceeds of sales of their song Highway of Heroes to Canadian Hero Fund. The video on YouTube, in which Canadian Hero Fund is prominently displayed, has over 600,000 downloads on YouTube, and during the campaign Highway of Heroes was the 2nd most downloaded rock song in Canada.

In 2010 we also saw the launch of student chapters of Canadian Hero Fund at the University of British Columbia and at the University of Toronto. To see Canadian Hero Fund continue to resonate with youth in this way was a very inspiring development.

And finally, for the start of the 2010 school year we were able to award a \$10,000 scholarship to the son of a fallen soldier which enabled him to attend University. We look forward to a very exciting 2011 where our goal is to increase our awareness amongst Canadians, and continue to expand our role as the grassroots conduit of support for Canadian military families.



Michael Ball,
Executive Director

"We need to support our troops and their families as much as possible. Regardless of whether you support the mission in Afghanistan or not, you can still support the soldiers!"
Matthew Munn, Reservist



Highway of Heroes

In May 2010, Canadian rockers The Trews wrote and produced a song with Gordie Johnson of Big Sugar entitled "Highway of Heroes" – a tribute to fallen Canadian soldiers and their families. Having a strong desire to benefit Canadian Forces members and their families, the band donated the net proceeds from sales to the Canadian Hero Fund. The tribute received letters of praise from both Prime Minister Stephen Harper and the Honourable Michael Ignatieff.

Hockey and Heroes

In June 2010, Hockey Canada and the Canadian men's and women's Olympic hockey teams joined forces with Canada's military in Edmonton to pay tribute to our armed forces. The rally coincided with Hockey Canada's annual gala and charity golf tournament which raises money for minor hockey programs. In the spirit of support for Canadian Forces, \$10,000 was directed to the Canadian Hero Fund.

Wrangler National Patriot Program

In November 2010, VF Canada and Wrangler Jeans launched a Canadian version of their successful Wrangler National Patriot Program which raises funds for US veterans and their families. The National Patriot Program Canada kicked off at the Canadian Finals Rodeo in Edmonton, raising \$10,000 for the Canadian Hero Fund and \$30,000 for the local Military Family Resource Center in Edmonton.



"Many of our heroes will never see their children grow up. It is up to us, in whose name they gave their lives to see that their children want for nothing. It is the least that we can do for those who have given everything for us." Doug Fraser



"Thanks to Canadian Hero Fund for your efforts to honour these patriots." Deb Solberg



MAJOR FUNDRAISERS

11 for 11 Campaign

On November 1st, 2010, the Canadian Hero Fund kicked off an 11-day fundraising campaign culminating on Remembrance Day. For 11 days the public was asked to donate \$11 each to the Canadian Hero Fund scholarship program. By the end of November, a total of over \$40,000 was raised.

Renowned Canadian actor and director Paul Gross, recently returned from a visit to the troops in Kandahar, lent his voice for the campaign commercial, which aired on television and radio stations across the country. With enormous contributions from creative agency DrafftFCB, and affiliated editing and media houses, the public service announcement was produced, distributed and aired at no cost to the Canadian Hero Fund.

In addition to raising money through donations, the 11 for 11 campaign incorporated an awareness aspect, asking Canadians to do 11 acts of kindness for Canadian military personnel and their families during the first 11 days of November. People from coast to coast wrote letters to the troops, thanked a soldier when they saw one, did a small act of kindness for a military family in their neighbourhood, wore red on Friday, and did a host of other things to show their care for Canadian Forces families.

11 for 11 also included outreach to elementary schools across Canada. The Highway of Heroes song was rehearsed by school bands and choirs, and performed at Remembrance Day ceremonies, thus engaging a new generation of Canadians in the story of Remembrance Day with a truly modern sound. The Trews even paid a surprise visit to the unsuspecting T.M. Roberts Elementary School in Cranbrook, BC to perform the song.

GRASSROOTS FUNDRAISING

A diverse range of third-party fundraising initiatives took place in 2010, led by Canadians all across the country and abroad! These initiatives centred around sports, the arts and community, and often engaged civilians in the important work done by our Canadian Forces Highlights include:

Hot Chocolate for Heroes

Toronto and Halifax, January 2010

Volunteers at the University of Toronto and Dalhousie University held subsequent Hot Chocolate for Heroes fundraisers in January 2010, braving the cold to raise money in support the Canadian Hero Fund!



General Dynamics staff charity hockey game

Ottawa, ON, February 2010

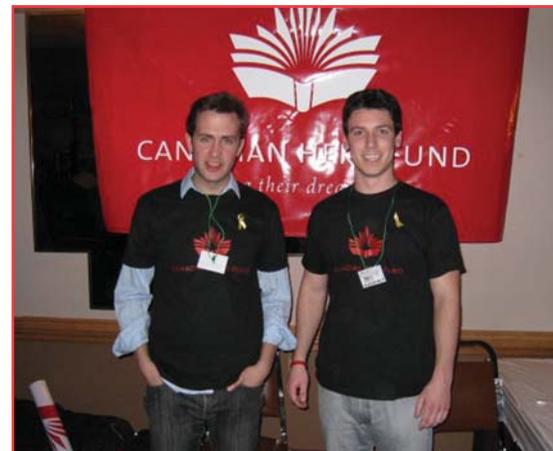
General Dynamics Canada held their annual staff charity hockey game in support of Canadian Forces families. The event raised a total of \$1,200 for the Canadian Hero Fund. General Dynamics General Manager David Ibbetson wished the CHF continued success serving Canadian military families.



Fury Fight for the Troops

Peterborough, ON, February 2010

The Eastern Ontario Fight League and CanFight Promotions staged amateur kickboxing bouts in Peterborough, ON, raising over \$1000 for the Canadian Hero Fund. The idea to hold a fight for the troops came from 14 year-old competitor Devin Bulger, the nephew of Cpl. Nicholas Bulger who was killed in action in July of 2009.





"All Canadians are members of our national collective, and all of us contribute to our society in different ways. For those who chose to serve by wearing the uniform of the Canadian Forces, going into harm's way to help those who need it most is a duty. When soldiers, sailors or air force personnel are injured, wounded or killed while serving their country, a large number of Canadians have show their appreciation and support for their sacrifices. The Hero Fund seeks to act as one of several charitable conduits to help you help those who have served. You are encouraged to think about what your fellow Canadians have given up, for you, and any donations would be gratefully received."

Rtd. Lt-Gen. Andrew Leslie, CMM, MSC, MSM, CD



Canadian Community of Riyadh

Riyadh, Saudi Arabia, May 2010

The Canadian Hero Fund's first fundraiser abroad was a huge success with the Canadian Community of Riyadh raising over \$4,000 for the Canadian Hero Fund at a casino night... all the way from Saudi Arabia!



Correctional Service of Canada Dunk Tank and Head Shave

Ottawa, ON, June 2010

During National Public Service Week in the summer of 2010, staff from the Correctional Service of Canada raised approximately \$2,000 for the Canadian Hero Fund through their Dunk Tank and Head Shaving event!



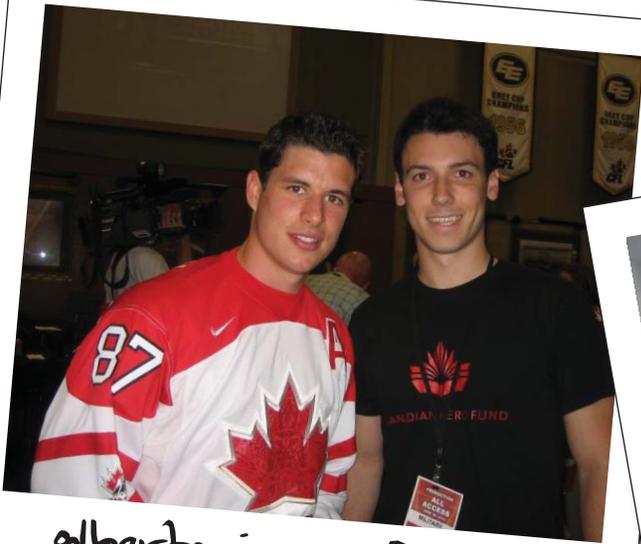
First Annual Nutts Cup (in memory of Lt. Andrew Nuttall)

Vancouver, BC, June 2010

Held in memory of Lt. Andrew Nuttall, the "Nutts Cup" is a crossfit competition held annually to raise money to support Canadian troops and their families. Parents Richard and Jane Nuttall attended the competition and awarded the trophy at the event which raised \$250 for the Canadian Hero Fund.

"Let me take this opportunity to congratulate all those responsible for organizing this wonderful endeavour, as well as everyone contributing to this worthy cause."

Michael Ignatieff, former M.P. and Leader of the Liberal Party of Canada



Alberta June 28 2010
Olympic Hockey Team



Lest we forget



Major John Shorten
& Brian Williams



Canada Day at
Kandahar Airport

"We recognize the sacrifices that our Canadian soldiers are making every single day in order to preserve and protect our way of life, here at home. We also sympathize, feel for and pray for the families that have made the ultimate sacrifice in defending our freedom. We could not think of a better way to show our appreciation than by contributing this money towards the education of the children of our fallen soldiers."

Peter Ekstein, CEO of Weston Forest Group



Our student chapters at the University of Toronto and the University of British Columbia have been busy fundraising in support of the Canadian Hero Fund and raising awareness for Canadian military families. Fundraising events have included barbecues and pub nights on campus, in addition to talks by retired and active Canadian Forces personnel.

University of Toronto

Founded in 2009, the U of T chapter is the first independent student chapter of the Canadian Hero Fund.

2010-2011 Chapter Executive

Alain Bartleman	Maria Vanta	Mischa Menuck	Adam LaRoche
Ariel Garneau	Feji Odibo	Jason Dowlatabadi	Daniel Portoraro
Vanessa Purdy	Sean Forsyth	Jonathan Scott	Harlan Tufford

Event Highlights:

Hero Fund Fall BBQ Hot Chocolate for Heroes Hot Cider for Heroes
A forum with Lieutenant-General Andrew Leslie and the Hon. Bill Graham

The University of Toronto chapter of the Canadian Hero Fund held several very successful events during the 2010-11 school year, dedicated towards raising funds to aid the children of Canadian war veterans in their post secondary endeavours. The emphasis was largely placed on spreading the word about the Canadian Hero Fund to the UofT community at large, and acquainting students with the organization's goals and achievements. As a result, a lot of interest has been displayed by the student body and it is our hope that this interest will translate into an even more successful year for 2011-12.

Maria Vanta
President, Canadian Hero Fund U of T

STUDENT CHAPTERS

University of British Columbia

Founded in 2010, the UBC chapter is Canadian Hero Fund's first official presence on the West Coast and has raised over \$2,000 for the scholarship program.

2010-2011 Chapter Executive:

Nadeem Hakemi - *President*

Puneet Deo - *Vice President Finance*

Adam McLeod - *Vice President External*

Jabeene Bhimji - *Secretary*

Dave Evans - *Public Relations Director*

Cecile Lavergne - *Media Director*

Event Highlights:

Presentation of Colours to The Seaforth Highlanders of Canada

Canada's role in Afghanistan with speaker Lt Commander Rob Watt

Hero Fund UBC hits Yaletown

The Hero Fund, from my perspective, is a nation-wide effort; a show of the deepest respect to those honored Canadians whom we've lost in combat, and the desire to help inspire and aid a generation of youth who've been left in the wake of tragedy.

My father is a police constable with the Toronto Police Service. There is a saying that my family is all too familiar with. That which lies in front of the safety and security of our community, and protects us from suffering and harm, is only a "thin blue line"...

Blessed as I've been, my father is healthy and continues to stand on "that line" to this day. Other young Canadians are not as fortunate as I, and my sympathy and remorse for these people weigh heavy on my prayers and conscience. The men and woman of the Canadian Armed Forces are nothing short of Heroes, and the legacy they leave behind through their children is what as a society we are incumbent of to cherish and respect.

My reasoning for joining this charity and taking on the role and responsibilities of president of the UBC chapter is simple: I wholeheartedly believe I am fulfilling a civic duty, and that in that process, will inspire others to do the same.

Alex Van Seters

President, Canadian Hero Fund UBC



SCHOLARSHIPS

In the Fall of 2010, the Canadian Hero Fund awarded its first post-secondary scholarship to the child of a fallen Canadian soldier. Matthew Mellish, the son of Warrant Officer Frank Mellish who was killed in Afghanistan in 2006, received \$10,000 from the Canadian Hero Fund towards his first year at the University of New Brunswick. He is studying Psychology and History and plans to pursue a career in the Canadian Forces helping soldiers overcome post-traumatic stress disorder. Matthew provided the following written statement to the Fund, its donors and supporters:

I'm enrolled into the Bachelor of Arts program at UNB, in my first year. I am hoping to have a concentration in Psychology and History by the end of my degree. From there I hope to pursue a career in the Canadian Armed Forces to lend a helping hand to our soldiers, as a Psychologist. It is my feeling that our country needs to do more for our soldiers and their families, especially those who suffer from PTSD.

My dad did seven tours of duty prior to my 14th birthday, I saw less and less of who he was as he came back from each tour. He loved us and he loved his country and he felt a strong sense of duty to protect it and his family from harm. I am so proud of his military service and all that he did for our family and for our country during the short time period we shared together. Dad always said to my Mum, "If anything ever happens to me make sure you send the boys to a good school." My mum has worked very hard to keep us focused over the past four years which makes me determined to make her and my Dad proud by fulfilling their wishes.

Canadian Hero Fund has helped tremendously by providing me with financial assistance to help me pursue a higher education... It enabled me to pay for my tuition and books prior to the start of the term, thereby relieving some stress. Not only the cost of rising tuition, but books, transportation, accommodations, food and all the little incidentals add up in a hurry. It is no wonder higher education is out of reach for so many.

To me, The Canadian Hero Fund represents a means for others to compensate in a small way for the cost we (our Family) have paid by losing a loved one for our country. I believe this is an excellent fund for young people like me. We can not put a price tag on my Dad's life, if I reflect on the reason I am receiving it; clearly it is simply because my Dad is not here with me today. It puts a lump in my throat - I would give anything to have him with us, for him to see the milestones I have reached or those yet to come. It is a tough road ahead but I feel blessed, I have a close family who love me and want only that I succeed in life and they wish me only the best. Some students have no support system and are orphans but the common thread that we share is the never ending pain of losing a parent so young, the most influential.

I would like The Canadian Hero Fund to know we are grateful for your act of goodwill. I will endeavour to do my best to succeed and give back to my country as it has allowed me this opportunity to make a difference for the future.

Sincerely,
Matt Mellish



CONSOLIDATED FINANCIAL STATEMENTS

STATEMENT OF FINANCIAL POSITION

	Year Ended December 31	
	2010	2009
	\$CDN	\$CDN
ASSETS		
<i>CURRENT</i>		
Cash	46,507	6,559
Accounts receivable	24,947	–
	71,454	6,559
LIABILITIES		
<i>CURRENT</i>		
Accounts payable and accrued liabilities	2,679	11,175
NET ASSETS		
<i>NET ASSETS (DEFICIENCY)</i>	68,775	(4,616)
	71,454	6,559

STATEMENT OF OPERATIONS AND NET ASSETS

	Year Ended December 31	
	2010	2009
	\$CDN	\$CDN
REVENUE		
Donations	91,756	6,559
Other	1,589	–
	93,345	6,559
EXPENSES		
Awards	10,000	–
Office and general	3,267	175
Professional fees	2,705	11,000
Travel	3,982	–
	19,954	11,175
NET ASSETS		
<i>EXCESS (DEFICIENCY) OF REVENUE</i>		
<i>OVER EXPENSE FOR THE YEAR</i>	73,391	(4,616)
<i>DEFICIENCY IN NET ASSETS AT BEGINNING OF YEAR</i>	(4,616)	–
	68,775	(4,616)

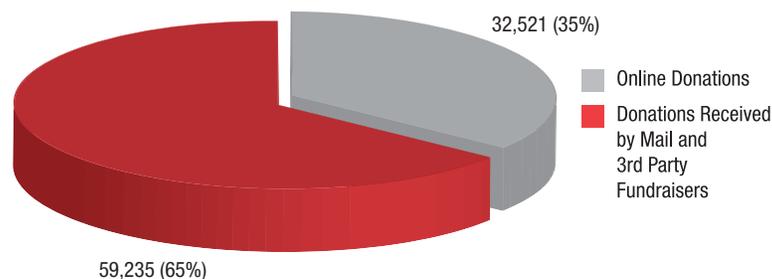


CONSOLIDATED FINANCIAL STATEMENTS

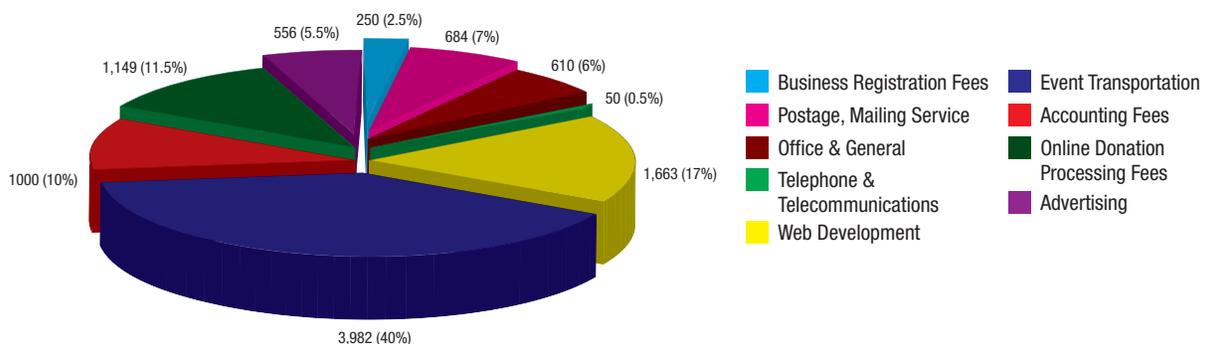
STATEMENTS OF CASH FLOWS

	Year Ended December 31	
	2010	2009
	\$CDN	\$CDN
CASH FLOW FROM OPERATING ACTIVITIES		
Excess (deficiency) of revenues over expenses	73,391	(4,616)
Changes in non-cash working capital balances related to operations		
Accounts receivable	(24,947)	–
Accounts payable and accrued liabilities	(8,496)	11,175
Cash Flow From Operating Activities	39,948	11,175
NET INCREASE IN CASH FOR THE YEAR	39,948	6,559
CASH AT BEGINNING OF YEAR	6,559	–
CASH AT END OF YEAR	46,507	6,559

Income of Donations by Source (\$CDN)



Breakdown of Expenses (\$CDN)



OUR ORGANISATION

HONOURARY PATRONS

Preston Manning CC
The Hon. Michael Wilson PC, CC
The Hon. Bill Graham PC, QC
Rtd. Lieutenant-General Andrew Leslie CMM, MSC, MSM, CD
John Thompson, *Former Chairman of TD Bank Financial Group*
Ron Joyce CM, *President Jetport Inc., Co-Founder of Tim Hortons*
Wilmot Matthews, *President of Marjad Inc. and Director of WestJet*
Thomas Kierans, *Chair of Council and Vice President of the Social Sciences and Humanities Research Council and Director of Manulife Financial*
Matthew Bassett, *President & CEO of ARGYLE magazine, Publisher of Women of Influence magazine*

ADVISORS

Scott Gilmore, *Executive Director, Peace Dividend Trust*
Robin Heisey, *Chief Creative Officer, DRAFTFCB*
Sir Murray McCance, *Architect*
Alex Swann, *Vice President, Gandalf Group*
Anthony Carbone, *e-Marketing Specialist, DuPont Canada*

SCHOLARSHIP COMMITTEE MEMBERS

Geoff Seaborne, *Bursar of Trinity College, University of Toronto*
Edward Byers, *Board Representative, Peel Students Presidents Council*
Matthew Munn, *Canadian Forces Reservist and Secondary School Teacher in Sudbury, ON*

VOLUNTEERS

Drew Arruda	Ariel Garneau	Rafat Rashid
Alain Bartleman	Josh Kelly	Julia Razmy
John Button	Johnny Henderson	Hazel Santiago
Randall Cook	Adam Laroche	Alex Somjen
Jason Dowlatabodi	Ehsan Nasiri	Harlan Tufford
Kevin Draper	Fergus Parkinson	Saurabh Verma
Sean Forsyth	Daniel Portoraro	

BOARD OF DIRECTORS

Todd Byers *F.S.A., F.C.I.A., Senior Consultant and Actuary, Deloitte Consulting. B.Math., University of Waterloo*
Alan Fraser, *LL.B. Candidate, University of Edinburgh. B.A. (Hons.), University of Toronto*
Timothy Peters, *Head of Digital Strategy, IntelliResponse Systems Inc. EMBA Candidate, Richard Ivey School of Business at the University of Western Ontario. B.A. (Hons.), University of Toronto*

BOARD DESIGNATES 2011

Michael Ball, *Executive Director, Canadian Hero Fund. B.A. (Hons.), University of Toronto*
Rami Kozman, *LL.B. Real Estate & Development at Brewers Retail Inc. Schulich School of Law at Dalhousie University. B.A. (Hons.), University of Toronto*
Chris Barker, *J.D. Candidate, University of Toronto. M.Phil., Trinity College, Dublin. B.A. (Hons.), University of Toronto*

SPECIAL ADVISORS

Andrew Manning
Pauline Pasetka
Yiorgos Salonikidis



Celebrity support



Visits on Base



Raising awareness
Through the media



Gym fund raising day

"My daughter's father is currently serving in Afghanistan and we pray he will come back alive...please support our troops and the children they leave behind..."

Linda Cholette

"I fully support this initiative. As the wife of a deployed soldier, I'd like to say 'Thank You' to those whose idea it was to start this fund."

Ann McDonald

OUR SPONSORS

A very special thank you to the companies and great Canadians who made 2010 such a success!

Sponsor Companies

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PHOENIX AMD
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Organizations

HOCKEY CANADA
THE TREWS
THE SONS OF ITALY, WINNIPEG LODGE

11 for 11

PAUL GROSS
DRAFTFCB
KELLY CAVANAUGH
MARK FITZGERALD
MIJO
INITIATIVE
JODY COLERO
FRAME BLENDER
PATRICK WEIR
STEALING TIME
STEFANIE SAGANSKIE
SILENT JOE

Media

ASTRAL MEDIA
CBC
CTV GLOBE MEDIA





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Canadian Hero Fund is a registered charity under BN: 831221221RR0001



CANADIAN HERO FUND®

Keeping their dreams alive.