



PPCLI Association  
4520 Crowchild Trail SW  
Calgary, Alberta  
T2T 5J4

10 February 2019

Distribution List

**PPCLI Association and Hamilton Gault Memorial Fund Fundraising Plan**

1. The PPCLI Association traces its roots back to 1916 when the first PPCLI Service Clubs were formed to assist veterans. The Association was formally founded in October 1947 and incorporated in September 1953. In 1964, the PPCLI Association established the Hamilton Gault Memorial Fund (HGMF), a nationally registered charity, by a Special Resolution as the charitable arm of the PPCLI Association for charitable purposes and activities. The PPCLI Association also utilizes Casino funds as a secondary funding source for charitable objectives; however, the use of Casino funds is restricted for use in the Province of Alberta.

2. As of 31 December 2018, the HGMF had total assets of \$741,538. The PPCLI Association has established a goal of increasing the HGMF to \$1,500,000. Accordingly, it will be necessary to raise over \$750,000. The preferred timeframe to accomplish this is five years, however, a ten-year goal is more realistic.

3. Annex A is a listing of the current and proposed HGMF charitable objectives.

4. Annex B provides an overview of HGMF and PPCLI Association charitable goals for 2019 to 2025. As of 31 December 2018, we have raised \$12,322.71 or 47.4% towards a goal of \$26,000. We must increase our fundraising efforts so that we can achieve our charitable goals. This has a direct impact on the programs that the Association can support. In 2018, we funded the following:

Mental Health and Suicide Awareness Workshops	\$25,700
Student Bursaries	\$21,000
PPCLI Cadet Corps	\$ 9,068
Regimental Museum	\$10,000
Wounded Warriors	\$ 5,000
Soldier On	\$ 1,500
Memorials	<u>\$ 365</u>
Total	\$72,633

5. The primary fundraising methods are as follows:

- a. **Annual Branch Fundraising**. It is suggested that Branches aim to raise between \$25 to \$50 per member. Tax receipts will be provided for all donations

in excess of \$25. Some programs that a Branch might be interested in supporting are:

- (1) Support a PPCLI Cadet Corp with a donation of \$500 to \$1,500;
  - (2) Sponsor a Student Bursary with a donation of \$1,000 to \$2,500;
  - (3) Fund a portion of Frezenberg, Lansdowne or Patricia Park Memorial maintenance costs with a donation of \$1,000 to \$5,000; or
  - (4) Provide a donation of \$1,000 to \$5,000 for Veteran Support.
- b. **Individual Donations.** Individual members are also encouraged to make donations direct to the HGMF. This can be done using Canada Helps <https://www.canadahelps.org/en/charities/hamilton-gault-memorial-fund/> Individuals should be aware that Canada Helps charges an administrative fee of 3% to the HGMF.
- c. Donations can be mailed to:
- Hamilton Gault Memorial Fund  
4520 Crowchild Trail SW  
Calgary, Alberta  
T2T 5J4
- d. Donations may also be made by E-transfer to [association@shaw.ca](mailto:association@shaw.ca). Please specify that the donation is for the HGMF; and
- e. **Government of Canada Workplace Charitable Campaign.** (GCWCC) takes place in the fall of each year. Anyone who donates to the GCWCC, or more commonly known as the United Way campaign, can designate their contributions (or a percentage of contributions) to the HGMF. Please indicate on the donation form Hamilton Gault Memorial Fund and its charitable registration # 888786647 RR0001.
6. We are developing National level fundraisers as follows:
- a. **Mental Health and Suicide Awareness Promotional Video.** This will be an 8-minute professional produced video by Combined Forces which can be shown to Branch members and Agencies in the vicinity that might be interested in supporting the HGMF and its charitable objectives. The video will highlight:
    - (1) Accomplishments to date with respect to Mental Health and Suicide Awareness workshops. Volunteers trained, number of veterans helped;
    - (2) Testimonials from individuals who have benefited from our assistance;
    - (3) Testimonials from Health Care professionals and other agencies on how we have contributed to the well-being of veterans;

(4) Explanation of the increasing needs of Veterans and their Families; and

(5) How to donate.

- b. Participation in the annual **Kingston Highway of Heroes - Our Nation's Heroes Hockey Game**. The first event was held at the Leon Center in Kingston on 28 October 2018. The primary focus was Mental Health for Military and First Responders. A total of \$12,134.43 was raised and the HGMF received a donation of \$1,177.87. The next game will be held on 2 November 2019 and I have been advised that PPCLI Association and our ongoing support to Mental Health and Suicide Awareness will be highlighted. Our exact participation is still to be defined, however this event has the potential of becoming an excellent annual fundraiser for the HGMF.

7. The HGMF and PPCLI Association have provided support to the Regiment and retired Patricias for 55 years. Requests for assistance have continued to increase and in order to sustain our objectives it vital that we grow our funding base. It will not be easy to increase the HGMF to \$1.5 million. An annual donation of \$25 or \$50 from all current Association members would equate to an additional \$20 - 40,000 per year which would allow us to increase assistance to others while at the same time provide additional funds for the HGMF. Please encourage your Branch members to give generously and at the same time conduct a Branch fundraiser for one of the areas listed at para 5 a.



Paul Hale  
Chairman  
HGMF Board of Trustees  
President PPCLI Association

#### Distribution List

##### Action

PPCLI Association Branch Presidents

##### Info

PPCLI Association Board of Directors  
PPCLI Regimental Headquarters  
PPCLI Foundation

##### Attachments

Annex A – HGMF Charitable Objectives  
Annex B – HGMF and PPCLI Association Charitable Goals 2019 - 2025

## Hamilton Gault Memorial Fund Charitable Objectives

1. The current charitable objectives of the HGMF are.
  - a. Provide bursaries for educational advancement for former members or serving members of the Regiment, their families and members of PPCLI affiliated Cadet Corps;
  - b. Provide financial assistance to Royal Canadian Army Cadet Corps affiliated with or sponsored by the Regiment;
  - c. Develop and maintain various Regimental memorials, such as Frezenberg, Lansdowne and Patricia Park Memorials;
  - d. Assist with provision of counselling services for members who suffer from Post Traumatic Stress Disorder" (PTSD) or other service related illnesses, and provide referrals to appropriate social, medical and legal agencies; and
  - e. Support the Regimental Museum and Archives;
  
2. The HGMF Board of Trustees is in the process of adding additional charitable objectives in the following areas:
  - a. **Mental Health.** To promote the mental health of Veterans and members of the Canadian Armed Forces by providing and supporting specialized training for suitable volunteers in Mental Health and Suicide Awareness, Applied Suicide Intervention Skills Training (ASIST), and other training developed or to be developed by mental health professionals, so that they may seek out, identify and intervene with at-risk personnel in order to facilitate counselling services and to assist them in obtaining appropriate medical or other treatment by:
    - (1) conducting Regional Mental Health and Suicide Awareness Workshops; and
    - (2) providing VPP Coordinators the opportunity to attend ASIST or similar courses within their local area.
  
  - b. **Veterans and Family Support.** To provide assistance to Veterans and Families within the following areas by:
    - (1) relieving poverty and promoting a healthy environment by assisting with the cost of home modifications not covered by the Canadian Armed Forces or Veterans Affairs Canada;
  
    - (2) relieving poverty and promoting a healthy environment by assisting with medical costs or equipment not covered by the Canadian Armed Forces, Veterans Affairs Canada or Provincial Health Care;

- (3) relieving poverty and promoting a healthy environment by assisting with the provision or construction of housing for homeless veterans;
- (4) relieving poverty by reducing financial burdens for veterans and their families who have significant debt and are unable to meet immediate bills;
- (5) promoting a healthy environment by providing support to Military Family Resource Centers and the programs that they conduct in support of serving soldiers, veterans and their families;
- (6) promoting a healthy environment by providing support to Veteran Care and other agencies that assist veterans with homeless, substance abuse, mental health and other issues or that need long term support;
- (7) promoting a healthy environment by assisting with costs related to the training and provision of PTSD Service Dogs;
- (8) promoting a healthy environment by supporting alternate therapy methods such as Art, Music, Equine, Outdoor adventure, Hunting Camps, Virtual Reality and others developed or to be developed by mental health professionals; and
- (9) promoting a health environment by assisting with costs relating to physical fitness and specialized equipment when all other sources have been exhausted.

3. The process of amending the HGMF Constitution has just commenced with Canada Revenue Agency and will hopefully be completed in a timely fashion.



**HGMF and PPCLI Association Charitable Goals 2019 - 2025**

	2019	2020	2021	2022	2023	2024	2025
<b>Proposed Funding Areas</b>							
Student Bursaries	21,000	21,000	22,000	22,000	23,000	23,000	24,000
Veterans and Family Support	33,000	21,500	21,500	21,500	21,500	21,500	21,500
PPCLI Cadet Corps	10,500	10,750	10,750	11,000	11,250	11,250	11,250
Regimental Museum	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Regimental Memorial Maintenance	5,000	5,000	5,000	5,250	5,250	5,250	5,500
HGMF Operating Expenses	9,020	9,500	9,500	9,500	10,000	10,000	10,000
Subtotal	88,520	77,750	78,750	79,250	81,000	81,000	82,250
<b>Revenue</b>							
HGMF Investments	21,758	22,000	22,000	22,000	25,000	25,000	25,000
Donations	20,000	20,000	20,000	20,000	20,000	21,000	21,000
Casino Funds	38,000	38,000	38,000	38,000	38,000	38,000	38,000
PPCLI Foundation							
True Patriot Love Grant	9,000						
Subtotal	88,758	80,000	80,000	80,000	83,000	84,000	84,000

Loss / Gain	\$238	\$2,250	\$1,250	\$750	\$2,000	\$3,000	\$1,750
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Assumptions:	1. HGMF assumed that 50 % of annual return on investments is used to support charitable objectives.
	2. Casino expected to raise \$75,000 every 18 months. Funds can only be spent in Alberta.
	3. To date there have been no Memorial Maintenance charges for Frezenberg and Lansdowne. However, we must budget for future bills.