

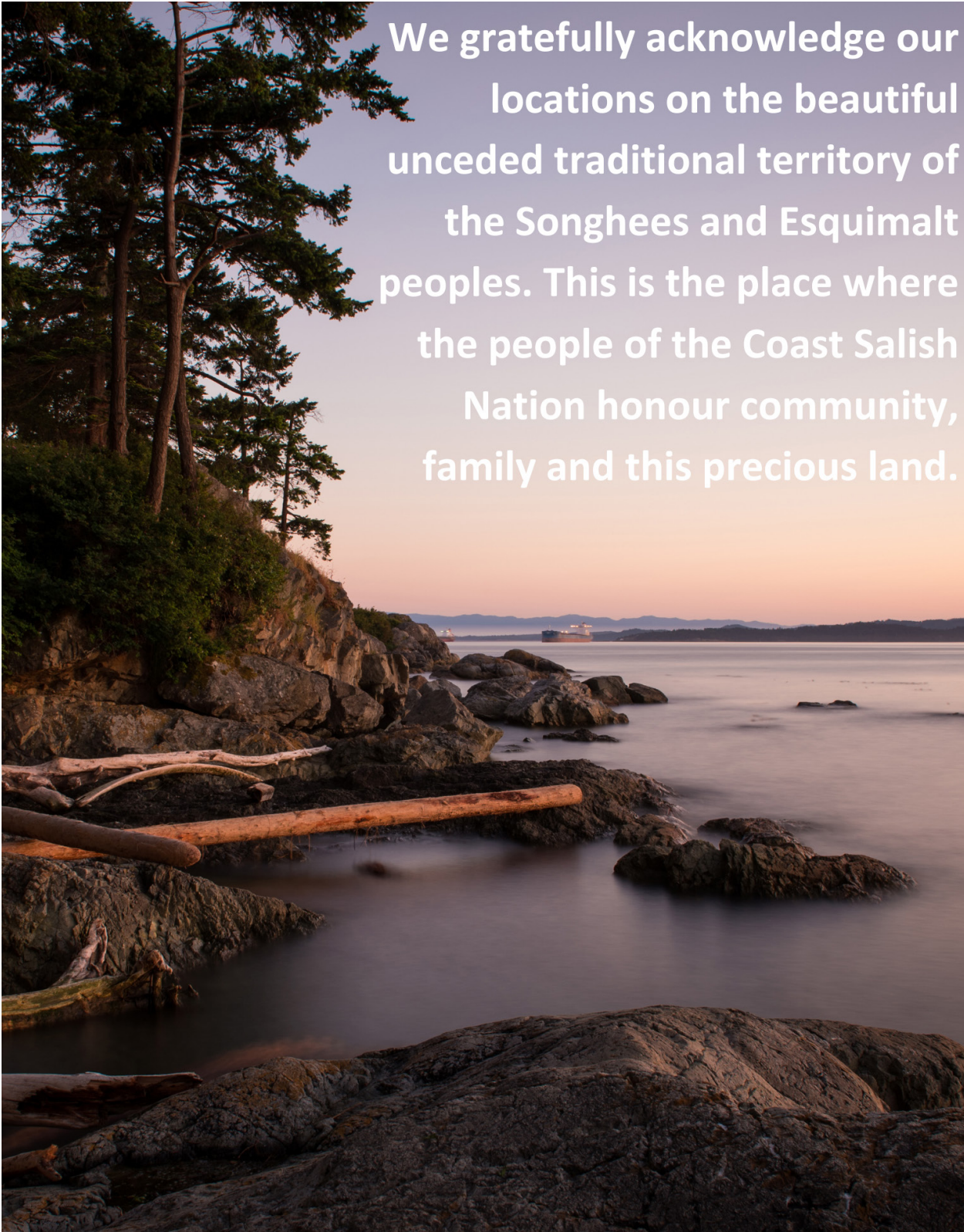
Annual Report 2023/2024



Proudly Supporting Military Members And Their Families For 36 Years

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We gratefully acknowledge our locations on the beautiful unceded traditional territory of the Songhees and Esquimalt peoples. This is the place where the people of the Coast Salish Nation honour community, family and this precious land.

MESSAGE FROM THE BOARD CHAIR

Braden Greaves

It has been an honour to have served as Chair of the Board of Directors for the past two years. I have enjoyed working with such dedicated colleagues on the Board. I remain grateful to the amazing staff and volunteers who provide services to military families in this community. The team has remained focused on providing programs that support family well-being while specializing in the areas of: relocation, work-related absences/deployments and mental health. Their commitment to providing support to military families continues to inspire all of us on the Board.



Over the past year the Board has maintained focus on our strategic priorities to remain strong, secure and engaged.

The Committees of the Board continued to work hard in the areas of: policy development and enhancement, risk management, stewardship and provision of financial oversight. Board members have proactively pursued professional development in all aspects of Governance. Recruitment and retention of Board members has been successful, and I am delighted with the slate of Directors for the upcoming year.

The Board upholds accountability to our funders, Base leadership, donors and sponsors. The support we receive from the Chain of Command at CFB Esquimalt significantly enables our work. Thank you to the Fleet, Formation and Base Chiefs for sitting as ex-officio members on our Board and for providing a vital connection to leadership teams.

In February 2024 the Base Commander CFB Esquimalt and Real Property Operations approved the construction of a new modular MFRC in Work Point. The requirement for meeting and program space in the Esquimalt area has been identified by the local military family community since 2014. This has been a strategic priority of the Board for many years. The current footprint of the MFRC at Signal Hill is at capacity and not able to accommodate growth of the organization or adequate service to the community. It is exciting to be able to meet this long-held strategic goal and I look forward to watching this project unfold in the upcoming year.

For all of us at the MFRC, our goal is to support and walk alongside military-connected families in this community. “Military Family” is a big concept for us. It means those who are near and dear to a military member – immediate family, extended family, or a circle of friends that constitute the military member’s support system. We recognize the diversity of families and we are honoured to be included in their journey.

VISION

A proud, resilient military family thriving in a dynamic and supportive community.



MISSION STATEMENT

To enhance resilience in military families through provision of programs and services that serve, involve and advocate for the military community and their families and address the unique challenges of the military family lifestyle and will result in enhanced quality of life and enable military operations.



PROGRAM HIGHLIGHTS

Work Related Absences & Deployments

Our Family Network
Volunteers generously gave

328 Hours!

of their time supporting
families, organizing events,
and maintaining
connections.



This past year we hosted:

3 Departures



5 Homecomings

We provided programs and activities, counselling, respite childcare, morale mail services, and information for families impacted by the work-related absence of their loved ones.

Here are some highlights:

- This past year, we interacted with 205 unique military-connected families during virtual Monthly Information Sessions with Command Teams onboard deployed ships.
- Based on contributions from friends and family members, we created and sent 135 care packages to deployed military members who were not receiving morale mail onboard HMCS Ottawa, HMCS Vancouver, and MV Asterix.
- During a homecoming banner-making event, we created connections for 19 unique military-connected families and interacted with 30 unique families when distributing banner-making pickup kits.





Family Wellness and Counselling Team

"I had a great time connecting and talking with everyone and sharing various different experiences with everyone as well. Amazing work."

-Program Participant

Top three reasons families connected with our Family Wellness and Counselling Team:

- Mental Health
- Relationships
- Grief and Loss



Wellness Wednesdays

Wellness Wednesdays served 38 unique individuals over seven different workshop offerings, and many participants have become regulars. Some workshops we have provided are:

- Mindful Movement
- Painting Together
- Nourishing Neighbours

100% of individuals have reported that they agree or strongly agree that the MFRC Wellness Wednesday offerings are:

- Welcoming
- Inclusive
- Beneficial
- Felt Connected
- Supported



This year, we had
**173 intakes and
172 active cases**



NEW!

Holiday Dog Walk

Community members participated in a group walk from our CPAC location to Hatley Castle for our first annual Holiday Dog Walk and Santa photo booth.

- 5 families attended
- All participants said they would come again



Children's Services



Our team has provided care for:

71 Children

53 Families

709 Spots

In our Casual Child Care program, we offer care for families experiencing work-related absences of their military member and childcare during counselling appointments while providing a fun and stimulating environment for children of military families.



25 Welcome Baby Bags

were gifted to families welcoming a child



Stay & Play

We have hosted 23 unique families over three terms. This program is designed for children eighteen months to five years, and provides a strong foundation through interactions with other children and building new skills through age-appropriate activities. We also offered Stay & Play in the park as an option, which ran through the summer in Esquimalt and Colwood.

"We are able to relate to other families on work postings, deployments and also help one another out when we are single parenting at home."

-Program Participant

Big Steps for KinderPrep

Led by our Inclusion Worker, this successful summer program helped 8 students which included 7 of our own daycare children prepare for kindergarten.

Staff observed improvement in:

- Spelling
- Writing their name
- Letter and number recognition
- Circle time skills
- Social skills
- Independence



123 Music & Me

This program is offered in partnership with the Victoria Conservatory of Music. It is a much-loved program and very popular with our community. These classes are offered weekly for two different age groups in the community: children under two and children ages two to five.

- 33 unique families attended over the Spring, Fall, and Winter.
- Both daycare classes (24 children) also benefited from weekly music classes.



Our Children's Services program offered "Supporting Children Through Absence" for

35 Children!



"It connects us with families going through similar things and gets the kids out and exploring/learning."

-Program Participant

Fast Friends

This year, we started a pilot program called "Fast Friends" for Tweens and Teens in our community. This program was created with a universal design that provides inclusion support to all participants looking to make meaningful connections.

NEW!

Some of the events were:

- Tweens Board Game Night
- Teens Board Game Night
- Teens Jewelry Making at the BC Maritime Museum

"It allows my child to connect with a community despite moves."

-Program Participant

100% of our unique families have reported that they agree or strongly agree that the Fast Friends program is:

- Inclusive
- Welcoming
- Supports social connection in our local military community



Community Integration

Top 3 reasons engagement has increased at our front desks in the past year are the following:

- 1. Morale Mail inquiries and drop-offs were up 29%**
- 2. Military Family IDs were up 19%**
- 3. Access to counselling services was up 21%**



Housing Support Program
Over the past year, we have forged strong connections with landlords and rental property managers to assist with rental accommodations for CFB Esquimalt Members and their Families.

- We received 165 inquiries about finding housing.
- We assisted 73 members and families in their successful search for housing.
- The majority of these successful connections were single members.
- We had 63 landlords registered and connected with six property managers.
- The CFHA shares information about our housing program with Members and Families on the waitlist.

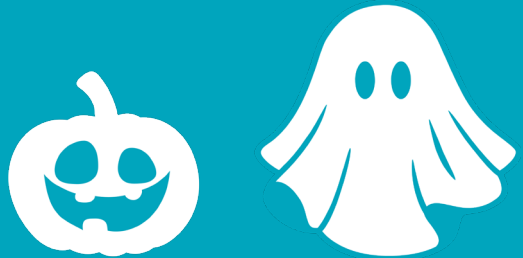
Employment
Program Staff collaborated and strengthened their relationship with WorkBC to better offer supports, resources, and programming for Military Families. (Resume and Interview Skill workshops).

ESL
Our English as a Second Language program was provided in a hybrid model, offering both in-person and online learning. Our ESL teacher offers personalized small-group support and facilitates community connections within the group.

Program Planning Survey
In June 2023, families participated in the Programs Interest Measure Survey. The results guided program planning and development for the 2023/2024 year. The Programs team has taken the initiative to address gaps wherever possible by adding teen programming.

Welcome / Relocation
We offered a “Welcome to CFB Esquimalt” workshop, both online and recorded, for relocating families. We also handed out 21 of our Welcome Bags, which contained activities, resources, and information to help aid in the relocation process.

Dockyard Ghost Walk
We hosted our annual Dockyard Ghost Walk for 92 attendees. The Military families that attended said it was a fun, family-friendly event.





Community Engagement

The MFRC is fortunate to have a dedicated team of staff and volunteers who support our community outreach. This program is key to raising awareness for military-connected families living, working, and contributing to the broader community.

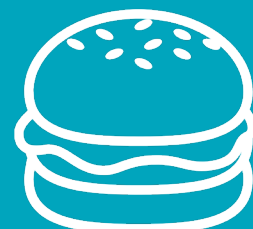
Our Community Engagement team has raised funds for our programs and services at the Esquimalt MFRC. They have also helped raise awareness, enhanced our partnership with CFB Esquimalt, and created new and supportive community partnerships.

Some events that we participated in this year are:

- Month of the Military Child Cineplex Movie Night
- Volunteer Appreciation Cineplex Movie Night
- McHappy Day at Colwood McDonalds
- Esquimalt Buccaneer Day Parade
- Navy Bike Ride
- Victoria Pride Society Parade
- Submariner Sizzler
- Ship to Shore Expo
- MFRC Sunday Funday at Gyro Park
- Formation Fun Day / West Coast Welcome
- Defence on the Dock
- MFRC Dockyard Ghost Walk
- Babcock Victoria Class Cup Game
- 443 Family Fun Day
- Hockey Day in Canada in the Inner Harbour
- Military Family Appreciation Day
- National Day for Truth & Reconciliation / Orange Shirt Day
- Pink Shirt Day
- Hospitality on the Jetty and Esquimalt Lagoon for Ship Departures and Homecomings



This year we participated in
25 Events!



VOLUNTEER ACKNOWLEDGEMENT

*"I really do feel like I
am making a
difference."*

-Volunteer



Our dedicated
volunteers gave
770 Hours
of their time this year!





We would like to recognize a long-term volunteer of the Esquimalt MFRC. Paul Hardy has volunteered weekly for **17 years** across all our locations, at events, and assisting with various duties. His dedication to the organization and willingness to jump in and help wherever needed is greatly appreciated.



Thank you Paul!

“I feel appreciated by the military community, it really drives me to work hard.”
-Volunteer



FINANCIAL HIGHLIGHTS

FOR THE FISCAL YEAR

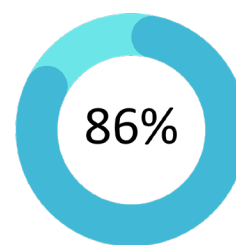
APRIL 1, 2023 - MARCH 31, 2024

Revenues	
Military Family Services	\$1,518,141
CFB Esquimalt	\$591,000
Provincial Government	\$426,953
User Fees	\$213,371
Interest and Visa Cashback	\$192,759
Veteran Family Program Funding	\$88,849
Donations and Fundraising	\$63,220
VIHA Funding	\$3,075
Total Revenues	\$3,097,368

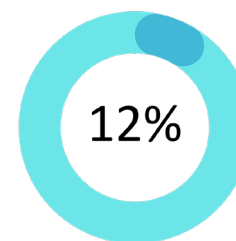
Expenses	
Community Based Program Delivery	\$2,534,298
Management & Administration	\$339,139
Amortization	\$61,930
Bank Charges	\$10,616
Fundraising	\$1,011
Total Expenses	\$2,946,994

Excess of Revenues Over Expenses from Operations	\$150,374
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Charitable Expenses



Community-Based Program Delivery



Management and Administration

Our statements for the year ending March 31, 2024, have undergone a full audit by Clark Trowsdale LLP Chartered Professional Accountants. They have stated that our financial statements for the past fiscal year are in accordance with generally accepted accounting principles.

A copy of the financial statements is available at the MFRC and a motion to approve will be realized at the Annual General Meeting on September 24, 2024.

THANK YOU TO ALL OUR FUNDERS AND DONORS!

Funders

Military Family Services
CFB Esquimalt
Provincial Government
VIHA

Project Specific Funding and Donations \$1,000 - \$15,000

Babcock
Canadian Online Giving Foundation
Esquimalt Recycled Teenagers
Lockheed Martin
Royal Canadian Legion Branch 237 Poppy Fund
Royal Canadian Legion Poppy Trust Account
Thrifty Foods
Together We Stand
Victoria Real Estate Board
Victoria Remembrance Day Poppy Fund

Gifts in Kind

Axe & Grind
Babcock
Barb's Fish & Chips
Butchart Gardens
Floyd's Diner
Flying Squirrel Victoria
GrayLine Victoria
Macdonald Realty
Malahat SkyWalk
McDonald's
Panago
Prestige Oceanfront Resort
Quality Foods
Royal BC Museum
Thrifty Foods
Tommy Gun
Vancouver Canucks
Victoria Bug Zoo
Victoria Butterfly Gardens
Victoria Grizzlies
Victoria HarbourCats
Victoria Harbour Ferry
Victoria Royals
WestJet

Donations up to \$1,000

Liza Arnold
Amber Arthur
Johanne Audet
Dawn Babcock
Joni Belanger
Shannan Blackburn
Ashlie Cook
Kathleen Cook
Kristine Greenlaw
Anne Grove
Debbie Gruetzman
Stephen Harper
Anna Harvey
Sylvain Jaquemot
Darlene Kerruish
David Marshall
Audrey Moore & Ron Brydon
Melinda Noble
Jose Olague
Darrin Parnell
Ken & Penny Plumbly
Norman Polton
Chloe Rees
Glen Thomas
Patricia Turnbull
Kara White

Alice Wiebe
Douglas Young
328 Taphouse and Grill
BCause Ventures Ltd.
Il Terrazzo
MeeT on Blanshard
New Caledonia Chapter NSDAR
Physicians Mill Bay
Submariners Association of Canada
The Canadian Heritage Arts Society
Vancouver Island Ex-Cadet Club



Your donations help us to support families through work related absences, relocations and the joys and challenges of military family life. Your encouragement and generosity help us to provide services, information, connection and peace of mind to military and veteran families.

We are so grateful for your donations.



The MFRC is a charitable organization.
Charitable tax number: 13807 0578 RR0001